

# Things to Consider

# Typical Users



The **Williams** are a family out shopping. They **need** their parking to be:

- Short stay
- Close to the shops
- Easy to access and stress free!

They **worry about**:

- Finding a parking space
- Being unfamiliar with locations, payment, restrictions etc.
- Getting back to the car park in time



**Claire** runs a shop in the town. She **needs** her parking to be:

- Constantly available for her customers
- Constantly available for regular servicing/loading

She **worries about**:

- There being no spaces left
- Parking restrictions affecting custom

# Typical Users



**Michael** works in the town. He **needs** his parking to be:

- Long stay
- Cost-effective
- A short journey time from the office

He **worries about**:

- Finding a suitable parking space
- Paying a lot of his wages for parking



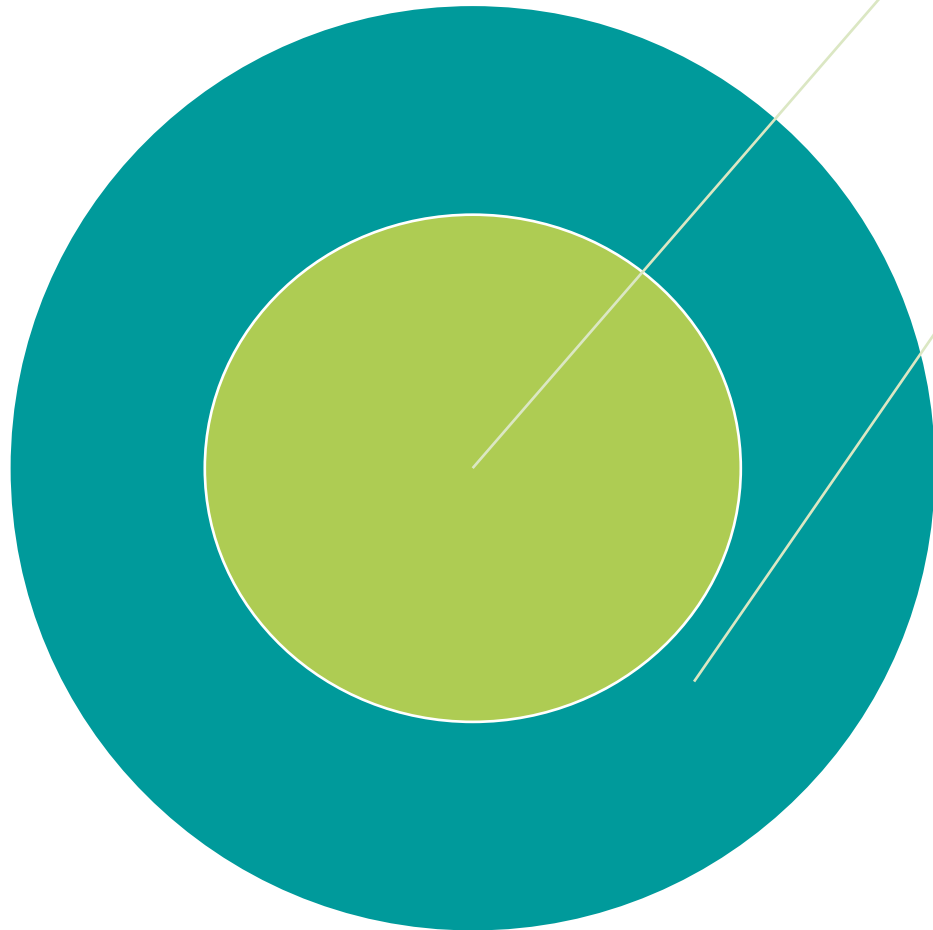
**Frank** and **Helga** are tourists visiting from Germany, and they have hired a car. They **need** their parking to be:

- Easy to find and use
- Close to key attractions and areas of interest

They **worry about**:

- Getting lost
- Being unable to park

# Where are people parking now?



Town Centre –  
Business Owners &  
Workers

Edge of Town Centre –  
Visitors & Shoppers



# Where do we want users to park?

Town Centre –  
Visitors & Shoppers



Edge of Town Centre –  
Business Owners & Workers



**We typically achieve this through:**

- Managing and regulating parking in central areas
- Park & Ride, public transport, walking and cycling from outer areas



# Encouraging space turnover

If we have limited central parking, or our car parks are small, we need really good space turnover

If we have a car park with 12 parking spaces, available 12 hours per day

Does that mean 12 users per day?

Used for	Total Parking Acts	
8 hours each	18	(1.5/sp)
4 hours each	36	(3.0/sp)
3 hours each	48	(4.0/sp)
2 hours each	72	(6.0/sp)
1 hour each	144	(12.0/sp)

Good turnover only occurs if you **manage your parking!**



+700%, without the need for more spaces

12 spaces would cost £120k to construct

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