

Utrecht, shopping area in mixed residential area

A pilot with the first hour of on street parking at a reduced rate of €0.20 in Kanaalstraat and Damstraat

In a policy note on Parking: cars and bikes, it was announced to foresee more space for tariff differentiation in a fiscal area.

The local shop keepers were under the impression that elevated on-street parking tariffs would lead to lower revenue because of a reduced visiting-time and some evasion behaviour towards other shopping areas.

Objectives

Increasing the revenue of the shops without having an increase in the share or car-use. Piloting a reduced parking tariff for the first 30 minutes (at a rate of €0.20) in this specific zone.

Description

The measures were beforehand and afterwards extensively communicated through the neighbourhood messaging and in the press.

Impact & outcomes

Measured effects:

- the number of visitor to the shopping street has remained unchanged. The majority of shop owners indicated the number of visitors has remained stable. They observed on the other hand the number of people parking their car in the shopping streets has increased. This because more people tend to come by car and to a fewer extent walking. The latter seems to be the observed increase in parked cars, rather than an increase in the number of visitors.*
- The parking situation has remained practically unchanged. From an objective point of view the parking situation has even deteriorated slightly with the parking pressure experiencing a slight increase. Subjectively the parking situation has improved slightly, in the experience of the shop owners, visitors and residents the availability of the parking spots is better.*

Returns:

No revenue increase for the city neither a no probably clues for a revenue increase for the shop owners.

Good Practise



(Unintended) side effects

- *Undesired rise in car usage for the short trips, at the expense of the number of people arriving in the shopping street walking and by bike.*
- *A lot of suspicion for the shop owners on the evaluative research.*

Success factors

This pilot reaffirms that shop revenues are mostly unrelated to the parking tariff rates.

Rough costs and resources *(better in workload than in Euro)*

The preparatory and evaluatory costs are unknown figures. The loss of income for the city: €1.53 per parked car for every first half an hour. Taking into account planning, implementation, maintenance and promotion.

Further information available at / from

https://www.utrecht.nl/fileadmin/uploads/documenten/4.ruimtelijkuitvoering/Parkeren/Wijkbericht_Be%C3%ABndigen-pilot-KanaalstraatDamstraat.pdf

*Translation of the Dutch document *Parkeren en gedrag - Een totaaloverzicht van alle relevante kennis op het gebied van parkeren en gedrag* (CROW).*

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