

Dore Village Society

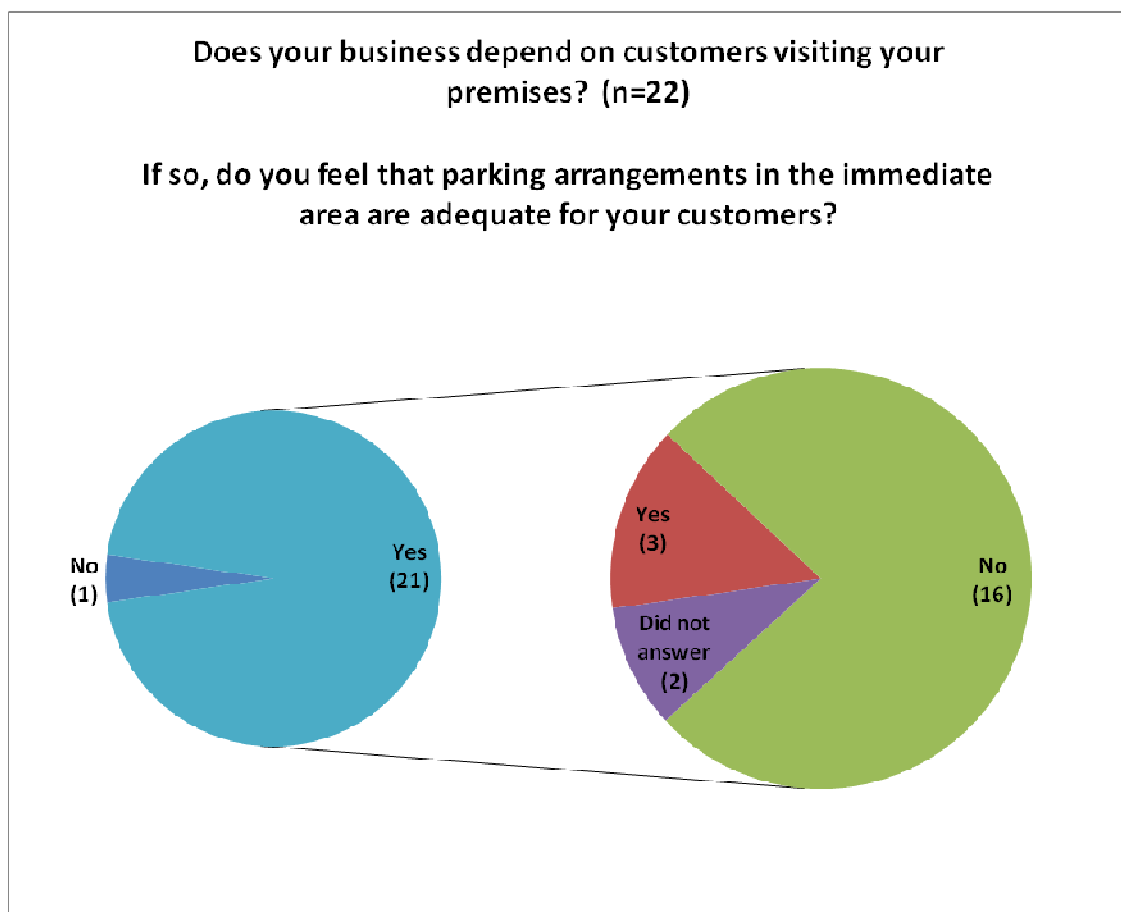
Business Parking Survey, 2011-2012

Summary of Results

This summary has been prepared as background for a report to Dore Village Society (DVS) submitted by Local Level in March 2012.

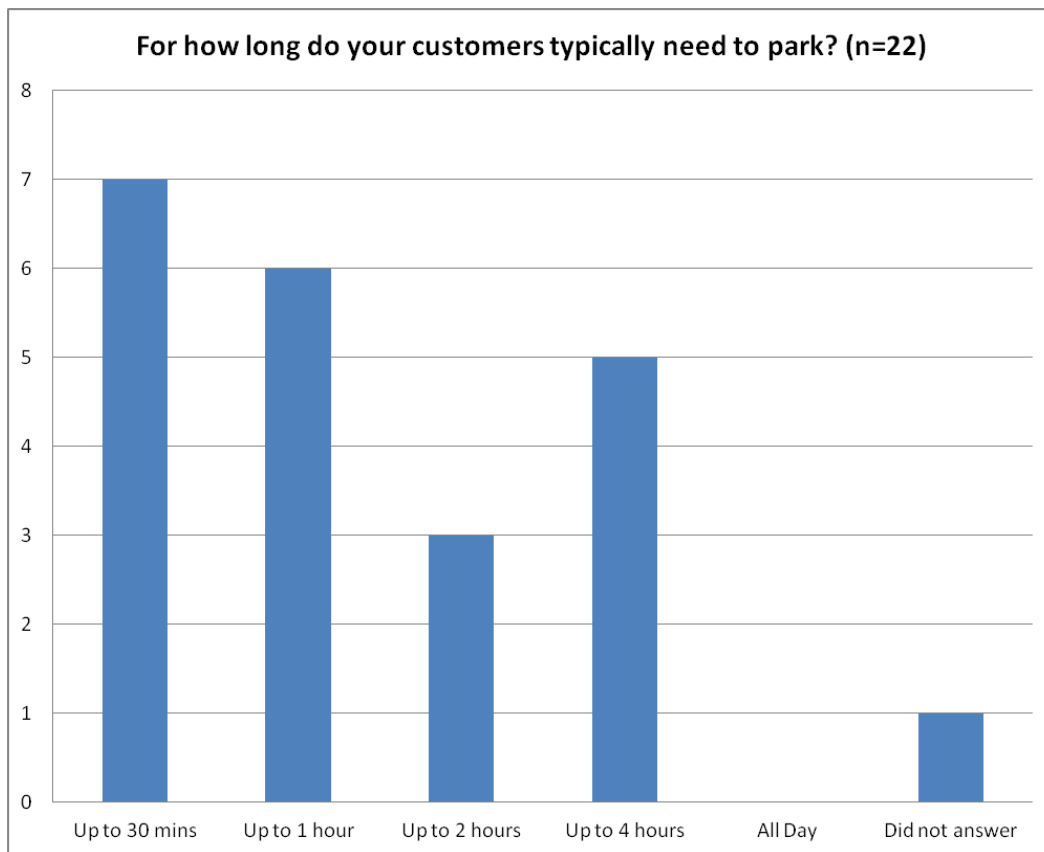
The survey of local businesses in Dore village was designed by DVS and conducted by interview in December 2011 and January 2012. There were 22 responses. This low number has to be taken into account when drawing general conclusions from the study.

All but one of the responding businesses depend on customers being able to visit their premises. However, the majority feel that the parking arrangements for their customers are not adequate.



Sixteen of the businesses do not have sufficient private parking for their employees. It is not clear whether these employees are all parked on the public road at any given time, or whether they are parked at different times of the day and week. It would be helpful to identify the core times of business when employees need to be present, and the number of parking spaces implied. This level of detail is likely to be necessary for any further options appraisals for parking solutions, as a detailed picture of the times, frequency, purposes and duration of parking visits might more fully inform any solution.

Nearly three quarters of businesses consider that their customers only need to park for two hours or less. For parking purposes, this is normally considered as being 'short stay'.



None of the businesses required all day parking for their customers. This evidence could support the option of preventing people from parking for longer periods to commute into Sheffield by bus – effectively using the village parking as a park and ride. However, this might need to be balanced with the needs of local residents and their visitors: it could be argued that they should not be prevented from parking for longer periods. This in turn

implies the need to consider solutions such as visitor and resident parking permits.

We note in passing that there was no mention of the possibility that people who park and commute-on by bus, contribute to the local economy at all, either by making small purchases such as newspapers or snacks, or by helping to make the bus route sustainable.

Around half of the businesses in Dore (ten respondents) own or control off road parking for the use of their staff or customers. It would be useful to understand this provision further in terms of whether it is fully utilised; and whether there is capacity for it to be used on a free or commercial basis, to meet the needs of residents, other businesses or visitors.

The use of business owned spaces by people who are neither customers nor employees is considered a problem for nine of the respondents. Three of them said it was a 'constant' problem. For the remaining business proprietors who said that it was not an issue for them, it may be worth investigating further the parking provision that they have, and whether this can be used on a more formal basis to meet the parking needs within the village.

Demand for parking is not consistent throughout the day and week. The survey shows that there is only limited business opening during the evening and on Sundays, whilst most of the responding businesses open during week days, and about half on Saturday. This suggests that a parking solution could be tailored to place fewer restrictions during 'quiet' times, without impacting on commercial operations.

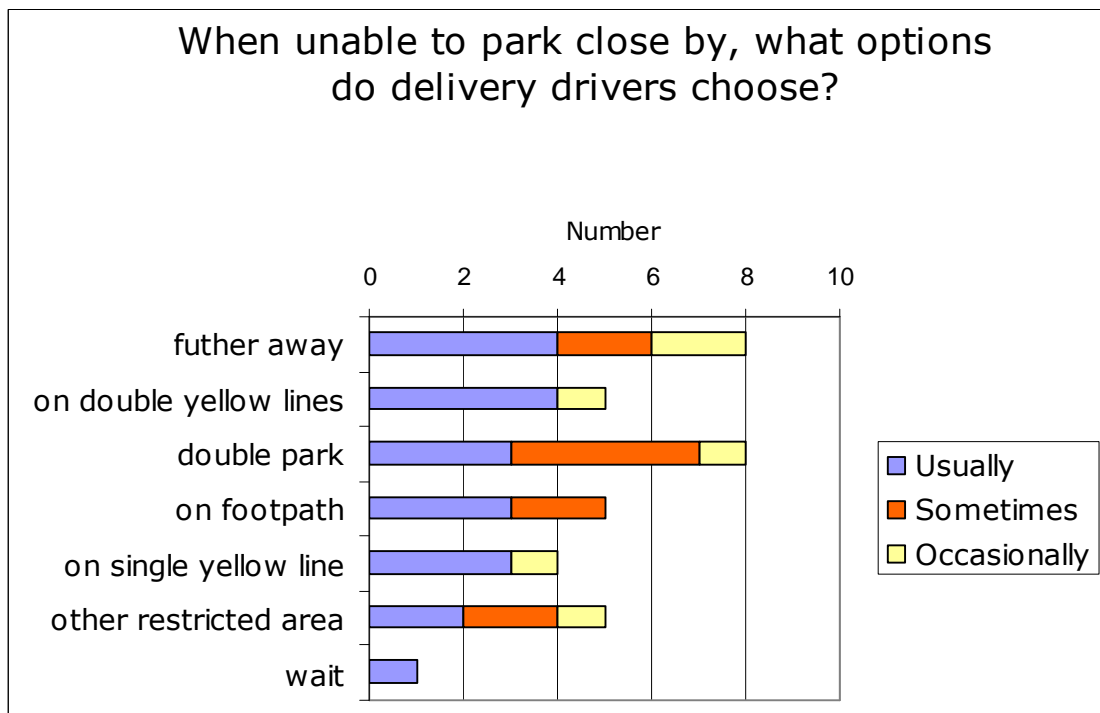
Around half of Dore businesses either receive deliveries and dispatch goods in connection with their business, or provide a delivery service to customers. The highest number of business related deliveries takes place in the morning, although several businesses also deliver and receive deliveries in the afternoon. The survey shows that it is not normal or common for a Dore business to undertake or take a delivery in the evening or on a Sunday, further supporting the notion that any parking controls could be set to specific times of day and days of the week.

Despite most businesses in Dore needing to load or unload delivery and goods vehicles, only around a third have an area (public or private) in close proximity to their premises, which is marked to keep clear for access or deliveries.

Of the businesses which *do* have a designated loading area, all but one said that this area is either regularly or constantly used by drivers for purposes other than delivery. Over half of the businesses that responded said that this was a problem for their business. This particular issue may be a symptom of the wider parking issues within the area, and a lack of enforcement of

parking restrictions within the village. It should also be considered in conjunction with the findings of the general survey, which highlighted issues of inconsiderate parking.

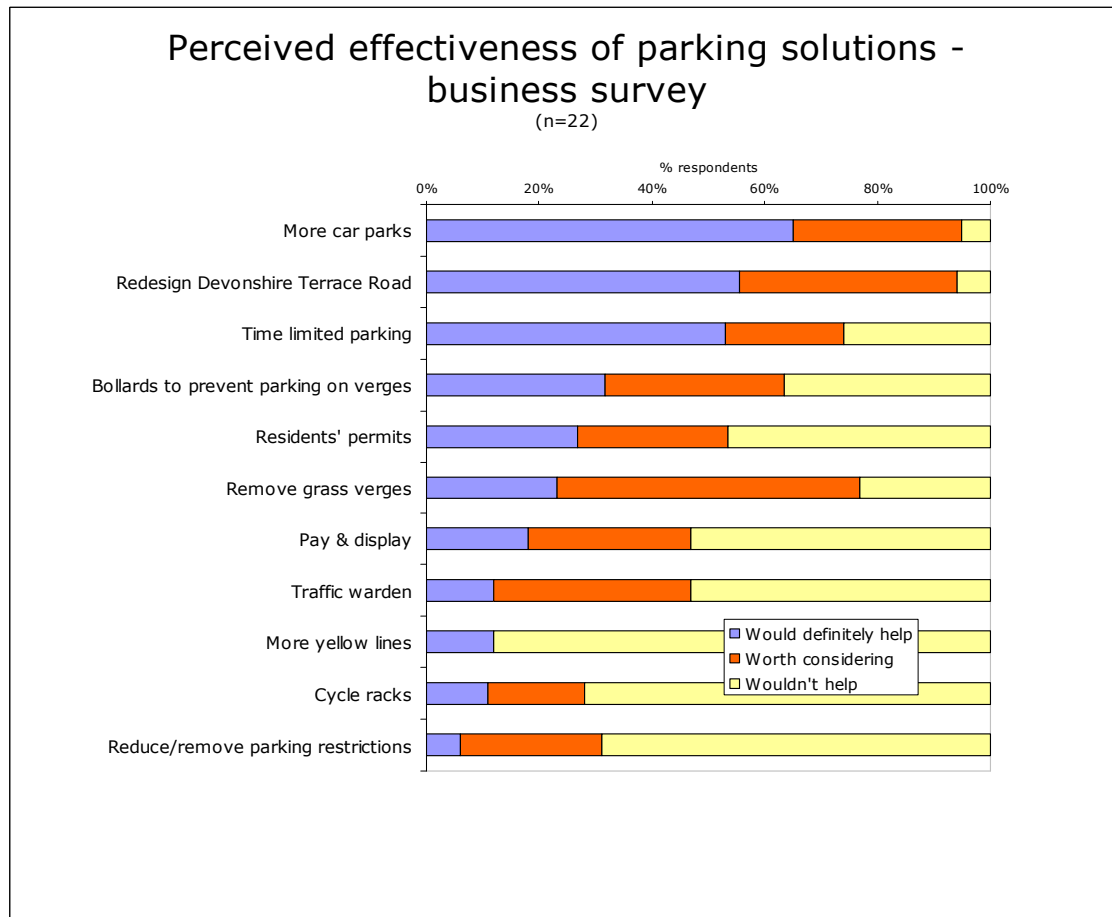
The business survey raised questions in relation to safety and business-related deliveries, with just four respondents saying that their delivery drivers can park safely and without inconvenience to other drivers.



When unable to find an optimum parking place, as the chart above shows, there is no consistent or predominant choice. Delivery drivers often resort to prohibited and potentially hazardous alternatives, including double parking, and parking on yellow lines or pavements. This restricts pedestrian access and causes particular issues for blind and partially-sighted people, disabled people, older people, and those with prams and pushchairs. There is also potential damage to the built environment, with vehicles being parked on both the grass verge and footpath. According to the [Manual for Streets](#), this can lead to a deterioration of pavement surface materials and therefore damage to the kerb, footway and utility services underneath. Parking on the footway can be deterred through the use of physical barriers, such as planters and street furniture, although these need to be considered in line with any design statements for the area. There would also be a cost associated with installing and maintaining these, which the City Council may not be prepared to cover. In other areas of Sheffield, such as Woodseats,

local businesses have supported planting and streetscene improvements through sponsorship, and this could be investigated in Dore.

Respondents were offered a list of suggested solutions to parking problems, and their preferences are summarised in the chart below.



Most popular among the suggested solutions were the options for more car parks, redesigning Devonshire Terrace Road, and establishing time-limited parking. Having more yellow lines, reducing or removing parking restrictions, or measures to encourage cycling, were all clearly unpopular.

Other ideas put forward in responses were:

- 'Time limits outside the shops to stop people parking and catching the bus'.
- 'To encourage drivers not to park & car share to town and to encourage those who sensibly don't drink & drive & park outside - to

collect their cars early the next day & not leave till for example Saturday afternoon’.

- ‘There is parking to the rear of the Methodist Church but most people have no idea that it exists. Could this be improved?’

Concluding remarks

In spite of the small sample size, the business survey provides useful conclusions, especially when considered alongside the general public survey.

DVS should consider the following:

- Purposeful exploration of the practicalities of three potential solutions (car parks, road redesign, and time limited parking);
- The likely need for further information on employee parking patterns;
- Potential arrangements with businesses whose private parking is under-utilised.

Summary prepared by Sarah Clow
and Kevin Harris for Dore Village
Society, March 2012.



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