

The Psychology of Parking

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Parking Downtown, it seems to me, is not as bad as we think. We perceive the problem to be worse than it is partly because we are constantly told by the media and others, that the parking is bad. In other words, we are told so often that parking is bad that we believe it.

The other reason that we perceive parking to be bad is that when we are downtown we expect to park immediately in front of the store we are visiting. When we must park around the corner, we often think that we didn't park close, when in reality we are only a few seconds walk from our goal. In a mall or shopping center, we very seldom park closer than that.

In fact, parking in malls and shopping centers is often quite a walk from where one is going. In addition, it is advertised that parking in malls and shopping centers is free. This parking is actually bought and paid for by the owners of the malls and shopping centers, and is built into the rent charged to the shops. Lot maintenance is also built into the rent and therefore the free parking is actually paid for in the price of whatever goods are purchased.