

## PLANNING A CAR-PARK

A company 'Clippington Enterprises' owns a site 120m by 60m on a busy shopping street. They have been refused planning permission to build a shop on the site and so they have decided to turn it into a car-park.

Your team is submitting plans to build and operate the car-park on behalf of the company but you are in competition with other teams who are submitting their plans. The best set of plans will win the contract.

The plans must be submitted to the director of Clippington Enterprises. In addition to the written plans each team will be required to present them to the Clippinton Board in a 10 minute selling session during which they must demonstrate the advantages of their scheme.

When making your plans you should consider the following factors:

- 1) How should the markings be painted?
- 2) Where should the Entrance/Exit be placed?
- 3) The type of payment collection system (Manual/Automatic)
- 4) The average size of car, length of stay in the park
- 5) The prices to charge

All decisions should be well supported by relevant data. the following assumptions may be made:

- 1) The car park is to be on the one level (not multi-story)
- 2) There is enough custom during shopping hours to fill the car-park, which would open at 8 a.m. and 7 p.m.
- 3) The company wishes to maximise its profits on takings from the car-park.