Assessment of the Impact of Parking Pattern on Traffic Flow in Selected Market Centres in Ogbomoso, Oyo State, Nigeria

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Abstract- ***Analysis of parking patterns serves as a foundational step towards understanding the dynamics of urban mobility and providing valuable insights for policymakers, urban planners, and stakeholders involved in transportation management. Currently, there is no effective parking management system in most of the market centres in Ogbomoso, Oyo state. A structured questionnaire was administered to a sample size comprising 288 traders, 201 drivers and 363 visitors/customers, using a combination of incidental and purposive sampling techniques. Multiple regression analysis was used in analysing the data obtained. The analysis revealed that factors such as parking occupancy rates, parking duration, peak demand periods, limited parking spaces, and access and egress points significantly influence traffic flow.***

Indexed Terms- ***Parking Pattern, Traffic Flow, Parking Demand, Parking Supply, Occupancy Rate, Parking Duration, Drivers, Visitors***

I. INTRODUCTION

The rapid pace of urbanization and the expansion of commercial activities have made parking in market centres an increasingly complex challenge (Aderamo and Salau, 2013). In rapidly growing regions, the effective utilization of on-street parking spaces is a critical aspect of urban transportation systems and a determinant of economic vitality. As cities expand, the study of parking patterns has become essential in understanding urban mobility dynamics and addressing the challenges that stem from insufficient or poorly managed parking infrastructure.

A thorough examination of parking patterns and trends in market centres can uncover key factors contributing to traffic congestion and hindering economic activities in such areas (Msigwa and Bwana, 2013). Insights derived from these analyses can guide policymakers, urban planners, and transportation stakeholders in crafting targeted interventions to improve parking systems, optimize traffic flow, and boost overall commercial productivity. Addressing parking issues in high-demand urban areas not only facilitates smoother traffic flow but also enhances accessibility and reduces delays, benefiting both businesses and commuters.

Understanding the dynamics of on-street parking is pivotal to devising effective management strategies to mitigate congestion, enhance urban accessibility, and promote sustainable mobility. The challenges associated with parking extend beyond individual market centres, affecting entire urban landscapes across nations. Illegal on-street parking practices, such as double parking, significantly reduce traffic corridors, escalate congestion, and increase travel delays and costs (Gifford and Williams, 2014). Moreover, lack of sufficient parking spaces exacerbates inefficiency in urban centres, with unauthorized and indiscriminate parking becoming a major barrier to seamless mobility. Such issues highlight deficiencies in transportation management policies and underscore the need for a comprehensive approach to address urban parking challenges (Shoup, 2011).

Parking patterns encompass the arrangement, distribution, and utilization of parking spaces within urban market centres. They include formal parking facilities, on-street parking, illegal parking behaviours, and dynamic variables such as parking turnover rates and peak demand periods. Inefficient parking patterns, characterized by inadequate spaces, double parking, and indiscriminate parking, significantly reduce road capacity, leading to traffic congestion and delays (Litman, 2018).

Traffic flow refers to the movement of vehicles along road networks within urban areas. It is characterized by parameters such as speed, volume, and density, which collectively determine the efficiency of vehicular movement. Effective traffic flow is essential for reducing congestion, minimizing travel delays, and enhancing the economic productivity of market centres (Bergasa et al., 2010). However, poor traffic flow often results from bottlenecks caused by parking inefficiencies, such as illegal on-street parking and insufficient parking infrastructure (Aderamo and Salau, 2013).

Parking demand refers to the need for parking spaces generated by various factors. It measures how many parking spaces are required to accommodate vehicles in a given area. Several factors influence parking demand, including land use, population density, vehicle ownership, economic activity, public transit availability, and temporal factors (Litman, 2020). High parking demand often leads to congestion and competition for available spaces. For instance, commercial areas typically require more parking spaces than residential areas, and higher population densities lead to increased vehicle ownership and consequently higher parking demand (Shoup, 2005).
Parking supply refers to the total number of parking spaces available in a given area, including both on-street and off-street parking options provided by public and private entities (Shoup, 2018). On-street parking spaces are located on public streets and are typically managed by local governments, while off-street parking includes parking facilities located off the street, such as parking lots and garages. Public parking spaces are available to the general public, either free or paid, whereas private parking spaces are reserved for specific users, such as employees or residents. The adequacy of parking supply is crucial for efficient traffic management and accessibility in market centres (Litman, 2018).

Occupancy rate in the context of parking refers to the proportion of parking spaces that are occupied at a given time. It is a critical metric for understanding the utilization of parking facilities and is typically expressed as a percentage (Litman, 2018). A high occupancy rate indicates that a parking facility is frequently used and may be nearing or at full capacity, whereas a low occupancy rate suggests underutilization (Shoup, 2005). Managing occupancy rates is essential for urban planners and parking managers to ensure an optimal balance between supply and demand.

Parking duration measures the length of time a vehicle remains parked in a particular space. It varies based on the purpose of the trip, location, and type of land use (Shoup, 2005). Residential areas typically see longer parking durations compared to commercial zones where short-term parking is more common. Understanding parking duration is crucial for designing appropriate parking regulations and infrastructure (Litman, 2018). For instance, areas with high short-term parking demand may benefit from more frequent monitoring and enforcement of time limits, whereas long-term parking needs can be addressed through the provision of designated parking lots or garages (Marsden, 2006). In this study, the impact of parking patterns on traffic flow in selected market centres in Ogbomoso, Oyo state, Nigeria was assessed.

II. LITERATURE REVIEW

Studies on the impact of parking patterns on traffic flow in market centres is diverse, drawing insights from urban planning, transportation management, and environmental studies. This review examines key themes, including the dynamics of parking patterns, their relationship with traffic congestion, and the implications for urban mobility and economic activities.

Parking patterns in urban centres are a critical element of transportation systems, influencing accessibility, mobility, and overall traffic efficiency. According to Aderamo and Salau (2013), inadequate and poorly managed parking spaces in market centres result in traffic congestion, delays, and reduced urban productivity. The authors emphasized that as cities expand, the demand for parking spaces outstrips supply, creating a mismatch that aggravates mobility challenges. Similarly, Shoup (2011) highlights the concept of "parking spillover," where insufficient parking capacity leads to illegal parking practices, including double parking, which reduces road capacity and disrupts traffic flow.

The relationship between parking patterns and traffic congestion is well-documented. Litman (2018) argued that illegal on-street parking and high parking turnover rates are significant contributors to congestion in commercial areas. These patterns obstruct traffic lanes, forcing vehicles to navigate narrow corridors, which reduces traffic speed and increases delays. Additionally, Bergasa et al. (2010) found that high demand for on-street parking during peak hours creates bottlenecks, further compounding congestion. Effective parking management strategies, such as the provision of off-street parking and the enforcement of parking regulations, are identified as essential for alleviating these issues.

Parking inefficiencies in market centres have direct economic consequences. Congested traffic reduces customers' accessibility to businesses, thereby limiting sales and diminishing the vibrancy of commercial activities. Gifford and Williams (2014) underscored that businesses in areas with severe parking challenges often experience reduced patronage, as potential customers avoid congested locations. Furthermore, Bach (2014) noted that inadequate parking infrastructure not only increases travel time and costs but also deters investments in commercial hubs, affecting their long-term viability.

Addressing the impact of parking patterns on traffic flow requires robust policy and management interventions. Parking management theories advocate for the adoption of pricing mechanisms, time-based parking restrictions, and the development of multi-level parking facilities to optimize space usage and regulate demand (Shoup, 2011). Additionally, intelligent parking systems, as explored by Bergasa et al. (2010), offer innovative solutions by using technology to monitor and guide parking activities, thereby reducing congestion and enhancing traffic flow.

Parking challenges are intricately linked to the broader goals of sustainable urban mobility. Gifford and Williams (2014) argue that integrating parking management into urban planning can significantly reduce congestion and promote efficient land use. Litman (2018) highlights the role of sustainable mobility policies, such as encouraging public transportation and non-motorized travel, in reducing the reliance on on-street parking and alleviating traffic pressure in market centres.

Brown (2015) explored the socioeconomic factors influencing parking behaviours in urban market centres. The study examines how variables such as income, age, and occupation affect individuals' parking choices and preferences. Using surveys and statistical analysis, the thesis identifies key determinants of parking behaviours and suggests targeted interventions to improve parking management. Key findings indicates that higher-income individuals are more likely to use paid parking facilities, while lower-income individuals tend to search for free or cheaper parking options. Younger drivers are more adaptable to using technology-based parking solutions compared to older drivers. Occupation and work schedules significantly influence parking preferences, with professionals favouring secure and convenient parking options near their workplaces.

Evans (2018) explored strategies for managing on-street parking in high-density urban areas. The research focused on evaluating the effectiveness of different management strategies, including pricing, regulation, and technological solutions, in mitigating parking-related issues such as congestion and illegal parking. The study utilizes a mixed-methods approach, combining quantitative data analysis of parking patterns with qualitative interviews of urban planners and policymakers. Data were collected from four high-density urban areas, including traffic flow, parking occupancy rates, and turnover rates. Interviews provided insights into the practical challenges and successes of various parking management strategies. Key findings indicated that dynamic pricing and the use of parking meters reduced parking search times and increased turnover rates, improving access to parking spaces. Additionally, strict enforcement of parking regulations has greatly reduced instances of illegal parking, improving traffic flow and safety, while the introduction of smart parking systems with real-time information on parking availability has enabled drivers to find parking more efficiently and decreased congestion.

Johnson and Adeola (2019) analysed the parking demand and supply in Oyo town's commercial

districts. Their findings revealed that parking demand significantly exceeds supply, resulting in illegal parking practices and subsequent traffic disruptions. This study underscored the pressing need for increased parking infrastructure to meet the growing demands of the commercial districts. Despite these important findings, the study did not extensively address the economic implications of parking shortages, such as potential losses in business revenue and increased costs for local governments managing illegal parking and traffic enforcement.

Oladipo (2020) evaluated various parking management strategies in urban areas of Oyo State. The research suggested that multi-level parking structures and strict enforcement of parking regulations could effectively manage parking issues. These strategies were found to reduce congestion and improve the overall efficiency of urban transportation. However, the study did not explore the potential role of technology, such as smart parking systems, which could further enhance the effectiveness of these management strategies by providing real-time information and better resource allocation.

Lopez (2015) examined the socioeconomic factors influencing on-street parking demand in urban market centres. The study investigated how variables such as income, employment status, and demographic characteristics affect parking behaviour and demand. The research employed a quantitative approach, using survey data from drivers in three major cities. Statistical analysis, including regression models, was used to identify significant socioeconomic determinants of parking demand. Focus groups with residents and business owners provided qualitative insights into the local context and parking challenges. Key findings indicate that higher-income individuals were most likely to use paid parking facilities, while lower-income individuals preferred free or low-cost parking options. Employment status and commuting patterns significantly influenced parking demand, with full-time workers showing higher demand for convenient parking near workplaces. Demographic factors, such as age and family size, also played a role in parking preferences, with younger drivers more open to using technology-based parking solutions.

Eze (2019) explored the socio-economic effects of inadequate parking facilities in the market centres of Oyo State. The study highlighted several negative impacts, including increased travel time, business revenue loss, and general inconvenience for residents and visitors. These socio-economic issues underscore the importance of developing adequate parking infrastructure to support economic activities and improve the quality of urban life. However, Eze's research lacked sufficient data on the long-term socio-economic benefits of improving parking facilities, which could provide a more compelling case for investment in parking infrastructure.

Salami and Afolabi (2020) investigated the role of government policies in shaping parking patterns in urban centres of Oyo State. Their study found that effective implementation of parking policies significantly improves parking conditions by reducing illegal parking and traffic congestion. The policies highlighted include designated parking zones, time-restricted parking, and fines for violations. Despite the positive findings, the study did not delve deeply into the challenges of enforcing these policies and the public's response to them. Understanding enforcement difficulties and public perception is crucial for the successful implementation and sustainability of such policies.

Green (2018) examined the economic impact of various policies of parking in urban market centres. The research focused on how policies such as pricing, time restrictions, and parking availability influence local economies, including retail sales and property values. The study used an econometric approach, analysing data from multiple urban centres with different parking policies. To assess the impact of parking policies, economic metrics such as retail sales, property values, and business revenues are meticulously evaluated both pre and post implementation, providing valuable insights into policies effectiveness and economic influence. Interviews with business owners, city planners, and residents provide qualitative insights into the perceived economic impact of these policies. Key findings showed that dynamic pricing and reduced parking availability in high-demand areas led to increased turnover rates, benefiting local businesses by allowing more customers to access parking.

Restrictive parking policies were associated with higher property values in adjacent areas, as reduced congestion made these locations more desirable. However, excessive parking fees and overly restrictive time limits could deter customers, negatively impacting retail sales if not balance properly.

Babalola (2018) examined the environmental impact of on-street parking in Oyo State's commercial districts. The study identified that on-street parking contributes to increased air pollution and noise levels, negatively affecting urban living conditions. The findings highlighted the need for sustainable parking solutions to mitigate these environmental impacts. However, Babalola's research did not provide specific solutions or strategies for reducing the environmental footprint of on-street parking, leaving a gap in practical recommendations for policymakers and urban planners.

Eze (2017) evaluated the on-street parking management in Ibadan Metropolis, focusing on the challenges and effectiveness of current parking policies. The research aims to identify best practices and provide recommendations for improving parking management in the city. The study employed a mixed-methods approach, combining quantitative surveys of parking occupancy and turnover rates with qualitative interviews. Data collection involves parking surveys across different zones in Ibadan Metropolis, including commercial, residential, and mixed-use areas. Interviews with city planners, traffic enforcement officials, and residents provide contextual insights into the challenges of parking management. Key findings show that on-street parking management in Ibadan is hindered by insufficient enforcement and lack of structured parking policies. Commercial areas experience the highest parking demand, leading to frequent instances of double parking and illegal parking. Recommendations include the implementation of a zonal parking system, enhanced enforcement mechanisms, and public awareness campaigns to promote compliance with parking regulations.

Olaitan and Oseni (2019) conducted a case study on the effectiveness of parking regulations in reducing congestion in Oyo State. Their study found that strict enforcement of parking regulations can significantly reduce traffic congestion. However, the effectiveness of these regulations depends on consistent enforcement and public compliance. The study did not extensively examine the role of public awareness and education in enhancing compliance with parking regulations. Educating the public about the benefits and necessity of parking regulations could potentially improve adherence and overall traffic conditions.

Ogundipe (2019) explored the influence of commercial activities on on-street parking patterns in Oyo State. The study showed that areas with high commercial activities experience higher rates of on-street parking, which often leads to congestion and other related issues. However, the research lacked an analysis of how parking patterns vary at different times of the day. Understanding these time-of-day variations is important for developing targeted strategies to manage parking demand and reduce congestion during peak hours.

Worlu (2019) explored the challenges of on-street parking management in Port Harcourt, a major commercial and industrial hub in Nigeria. The study focused on identifying the main issues and proposing solutions to enhance parking management in the city. The research employs a case study approach, focusing on key commercial areas within Port Harcourt. Data collection includes parking occupancy surveys, traffic flow analysis, and interviews with stakeholders such as business owners, traffic enforcement officials, and drivers. The study also involves a review of existing parking policies and regulations to assess their effectiveness. Key findings show that the lack of designated parking areas and poor enforcement of parking regulations are major challenges in Port Harcourt. Illegal parking, especially by commercial vehicles, significantly disrupts traffic flow and contributes to congestion. The recommendations of the study included the development of structured parking facilities, stricter enforcement of parking regulations, and the use of technology to monitor and manage parking.

Akanbi (2020) conducted an analysis of parking demand fluctuations in commercial areas of Oyo State. The study utilized a mixed-method approach involving traffic counts, parking utilization surveys, and temporal analysis to capture daily and weekly

parking demand patterns. The findings revealed significant fluctuations, with peak demand occurring during weekdays, particularly during business hours, and lower demand on weekends. This variability underscores the need for dynamic parking management strategies.

III. METHODOLOGY

This study was carried out in selected market centres in Ogbomoso, Oyo State, Nigeria. Ogbomoso is situated in the southwestern part of Nigeria and is one of the major cities in Oyo State. Geographically, Ogbomoso lies between latitude 8°07'N and longitude 4°15'E, encompassing a mix of urban and semi-urban areas. The town is known for its rich cultural heritage, vibrant economy, and significant role as a commercial hub in the region. The selected market centres for this study are Iluju Market, Gambari Market, Iresa-Pupa Market, and Aaradaa Market. They are vital market spot, especially for agricultural produce and variety of merchandise. The convergence of sellers and buyers from surrounding areas leads to high vehicular congestion, presenting a unique case for examining parking behaviour and issues.

The researchers conducted a survey between the months of August to October, 2024, this is the period where farm produce usually available at the pick. Data collection was carried out through a well-structured designed questionnaire administered to the respondents. Data were obtained from a total of 361 respondents comprises of traders, drivers and customers through personal interview. A combination of incidental and purposive sampling techniques was used for the selection of respondents based on the nature of the market centres.

Multiple Regression Analysis was used to analyse the data obtained. This was done in order to provide insights into how parking patterns influence traffic flow in market centres.

In an attempt to assess the impact of parking patterns on traffic flow in the market centres, the following variables were investigated; parking occupancy rates, parking duration, peak parking demand, number of parking spaces, access and egress points, availability of alternative parking space and the current parking patterns.

The model is specified as;

$Y = a_o + b_1X_1 + b_2X_2 + b_3X_3 + \ldots\ldots\ldots\ldots + b_nX_n + e_i$

a_o = Constant

X_1 ……. X_n = Explanatory variable

b_i …….. b_n = Parameters to be estimated (i= 1, 2, 3, ……n)

ei = Error term

Y = Dependent variable

X_1 = Parking occupancy rates

X_2 = Parking duration

X_3 = Peak parking demand

X_4 = Number of parking spaces

X_5 = Access and egress points

X_6 = Availability of alternative parking

X_7 = Current parking pattern

IV. RESULTS AND DISCUSSION

The joint contribution of independent variable X_1, X_2, X_3, X_4, X_5, X_6 and X_7 that is, Parking Occupancy Rates, Parking Duration, Peak Parking Demand, Number of Parking Spaces, Access and Egress Points, Availability of Alternative Parking and Current parking pattern in the selected market centres in Oyo State were analysed in table 1 of multiple regression analysis below where the relationship between the dependent variable and independent variables were examined as viz;

Table 1. Regression analysis on the impact of parking patterns on traffic flow in the selected market centres

Multiple R		.863[a]			
R Square (R^2)		.745			
Adjusted R Square (R^2)		.740			
Standard Error		.283			
Analysis of Variance Table					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	82.537	7	11.791	147.141.000[b]	
Residual	28.287	353	.080		
Total	110.824	360			

Source: Author's Field Survey (2025)

Table 1: the multiple R of 0.863 shows that there is correlation between the dependent variable (Traffic

flow) and the independent variables (The current parking patterns, High parking occupancy rates, The limited number of parking spaces, The availability of alternative parking options, Location of access and egress points for parking, Extended parking duration, The peak parking demand periods), and this generated a coefficient of multiple regression (R^2) of 0.745 accounting for 74.5% of the variance in the effect parking patterns on traffic flow in selected market centres in Oyo State. The table also shows that the analysis of variance for the multiple regression data produced F-ratio of 147.141 which is significant at 0.05.

Table 2 depicts the extent to which traffic flow makes each of the identified variables to manifest on parking patterns in the selected market centres in Oyo State.

Table 2: Analysis of identified variables

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.089	.092		-.958	.339
	High parking occupancy rates	.223	.018	.352	12.634	.000
	Extended parking duration	.148	.011	.407	13.120	.000
	The peak parking demand periods	.122	.012	.342	10.473	.000
	The limited number of parking spaces	.094	.012	.267	8.066	.000
	Location of access and egress points for parking	.108	.011	.286	9.772	.000
	The availability of alternative parking options	.112	.011	.286	9.772	.000
	The current parking patterns	.610	.390	.560	1.574	.116

a. Dependent Variable: Traffic Flow

Source: Author's Field Survey (2025)

The coefficients of the predictors as shown in Table 2. revealed that; High parking occupancy rates have a significant positive effect on traffic flow, with a standardized beta coefficient of 0.352. This indicates a moderately strong relationship. Extended parking duration has the strongest impact on traffic flow among the predictors, with a standardized beta coefficient of 0.407. This relationship is statistically significant ($p = 0.000$). Peak parking demand periods significantly influence traffic flow, with a standardized beta coefficient of 0.342, reflecting a moderately strong positive relationship. The limited availability of parking spaces also significantly affects traffic flow, with a standardized beta coefficient of 0.267. This effect is statistically significant ($p = 0.000$). The location of access and egress points for parking has a positive and significant effect on traffic flow, with a standardized beta coefficient of 0.283. The availability of alternative parking options positively influences traffic flow, with a standardized beta coefficient of 0.286. The significant column of table 2 shows that the above variables make a statistically significant unique contribution in the relationship with traffic flow, except the current parking patterns that shows positive but statistically insignificant relationship with traffic flow, having a standardized beta coefficient of 0.560, and p-value ($p = 0.116$) indicating that this variable does not significantly contribute to traffic flow in this model.

Strategies to enhance traffic flow

Based on the findings of this research, there is a need for local authorities and town planners to factor in parking facility while creating a market centres in order to have smooth traffic flow and also put some strategies in place such as:

Optimizing Parking Space Allocation

The local authorities and urban planners should prioritize the optimization of parking space allocation in market centres. This includes increasing the availability of parking spaces and considering the introduction of car park building and parkade parking structures to accommodate growing vehicle numbers.
Enforcing Efficient Parking Regulations

Given the influence of extended parking durations and limited parking spaces on traffic flow, it is essential to enforce more stringent parking regulations. This could involve time-limited parking and proper monitoring to avoid congestion caused by long-term parking in high-demand areas.

Improved Parking Accessibility
The proximity of parking to traders' locations was found to have a significant impact on the economic performance of businesses. Therefore, the parking facilities should be strategically located near commercial establishments, ensuring ease of access for customers and traders alike.

Enhanced Traffic Flow Management
Based on the findings, traffic flow in selected market centres can be improved by establishing clearer access and egress points. This would minimize congestion and improve the movement of vehicles within these areas.

Implementing Affordable Parking Pricing
The cost of parking was found to have an impact on trader economic performance. Implementing affordable parking fees, possibly with differentiated pricing for peak and off-peak hours, could help improve customer access while ensuring fair costs for both traders and customers.

Introduced Alternative Parking Solutions
The availability of alternative parking options can alleviate pressure on limited spaces. Developing remote parking areas with easy access to market centres via public transport or shuttle services would help manage congestion.

V. CONCLUSIONS AND RECOMMENDATIONS

The findings of this study demonstrate the significant impact of parking patterns on traffic flow in market centres. It was concluded that factors such as parking occupancy rates, parking duration, peak demand periods, limited parking spaces, and access and egress points are crucial in influencing traffic flow. Notably, extended parking duration was found to have the most substantial effect on traffic congestion, underscoring the importance of effective parking management in reducing traffic bottlenecks in busy market centres.

It is also established that traffic flow can be improved by engaging various strategies such as Optimizing Parking Space Allocation, Enforcing Efficient Parking Regulations, Improved Parking Accessibility, Enhanced Traffic Flow Management, Implementing Affordable Parking Pricing, and Introduction of Alternative Parking Solutions.

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