

Utrecht Attractive and Accessible

Smart Routes, Smart Management, Smart Urban Planning



A NEW SUSTAINABLE URBAN MOBILITY PLAN
... for an attractive and accessible city



Gemeente Utrecht



The City of Utrecht



Gemeente Utrecht



Founded by the Romans (around 70 AD)



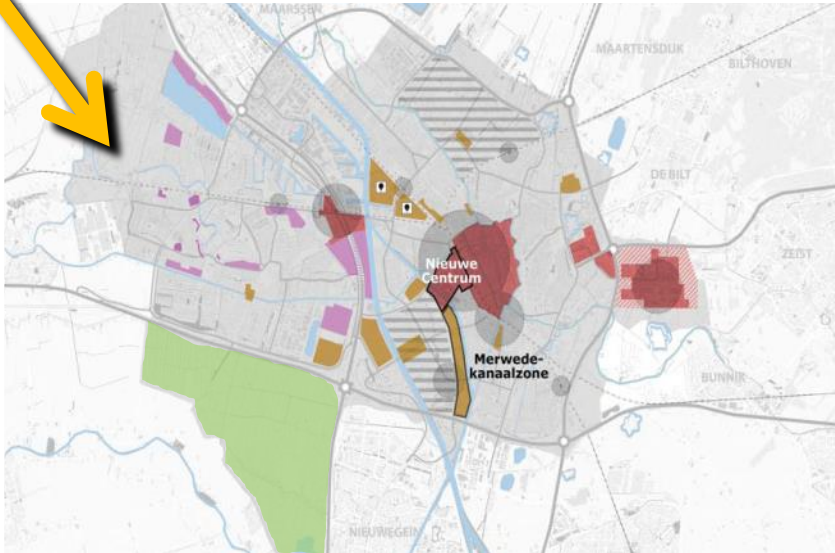
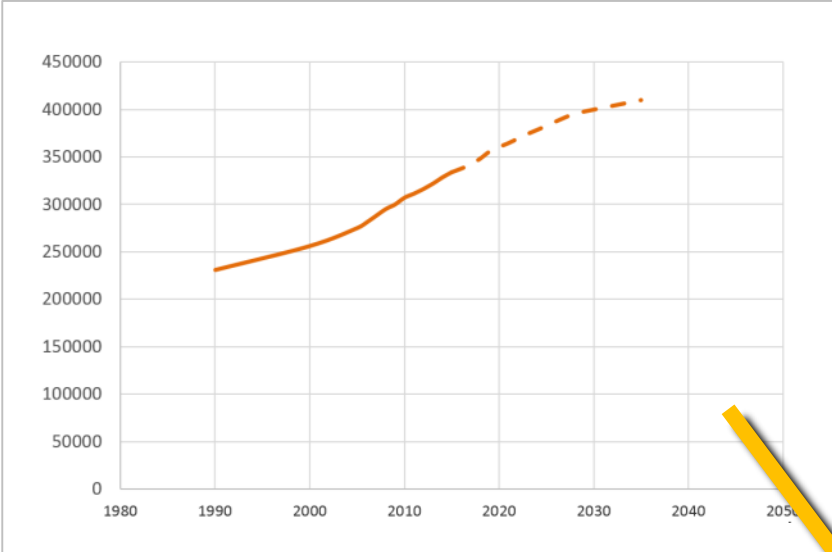
The city nowadays: in general

Some facts:

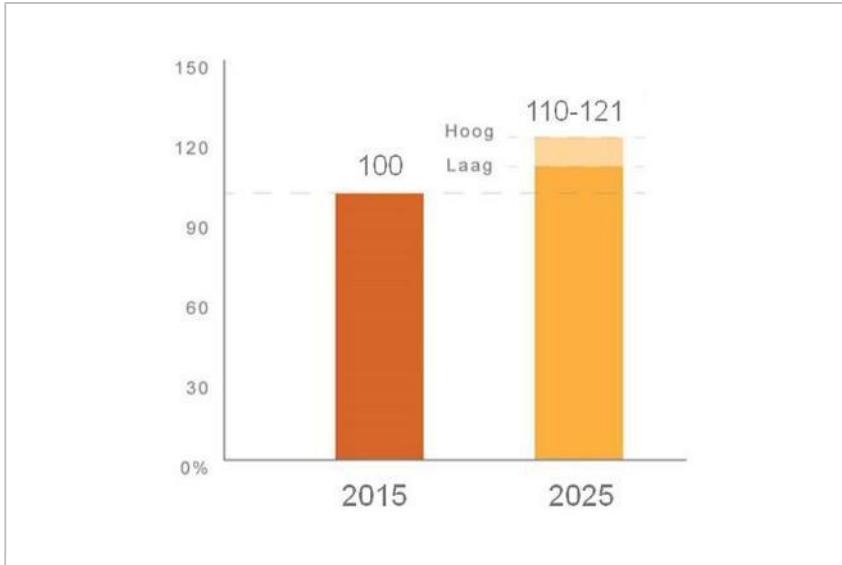
- Some 35 km and 30 minutes south of Amsterdam and Schiphol airport
- Fourth largest city of the country (353.000 inhabitants; region >700.000 inhabitants).
- Over 250.000 jobs (University Medical Center Utrecht, Banking and Utrecht University).
- Largest and best university of the country (Shanghai Ranking 2018 (#51)).
- Busiest railway station of the country (More pass. / year than Amsterdam Airport).
- Over 51% of the cities population cycle to work or school.



Urban growth within the existing city boundaries



So there will be more mobility ...



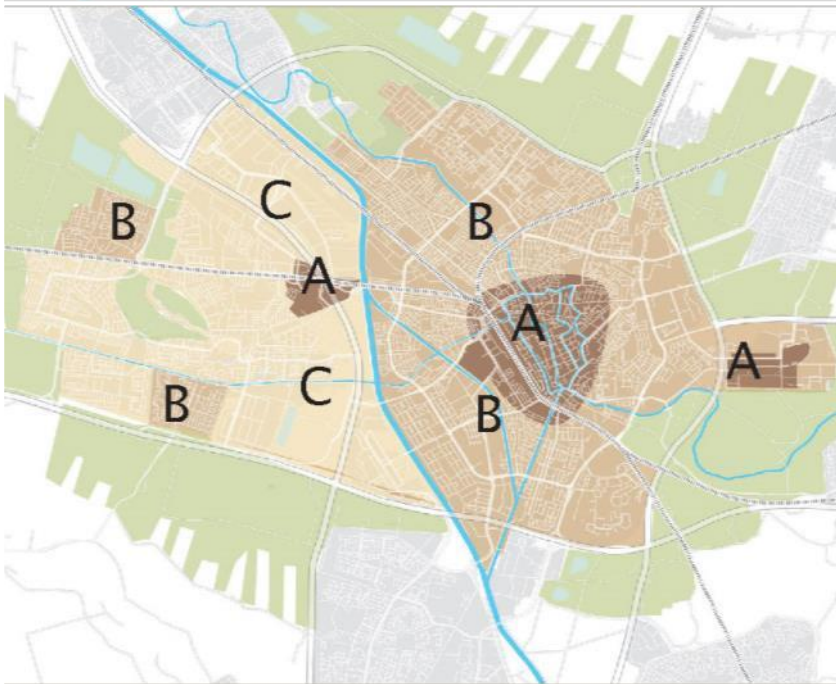
... within the same limited public space



So that's why we made the decision ...



... that the location determines the choice of mobility



How do we achieve this?



By shifting car traffic to the preferred routes

- Through traffic to the edges of the city (e.g. the circular ring road).
- Good access for local traffic.
- More space for walking, cycling and public transport.
- Improving quality of life.

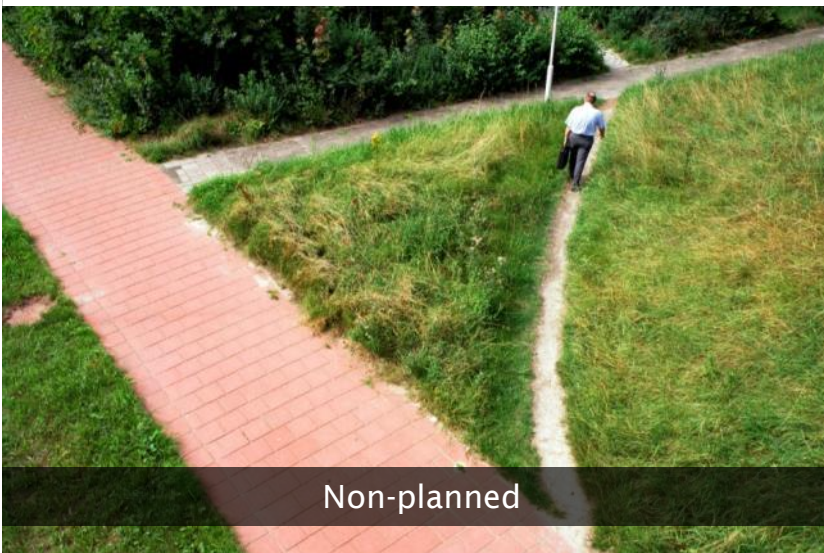


By designing according the DGC principle (1)

A possible result of **not so well designed** streets and public spaces:

- Non-planned behavior in traffic.
- Dangerous behavior in traffic.

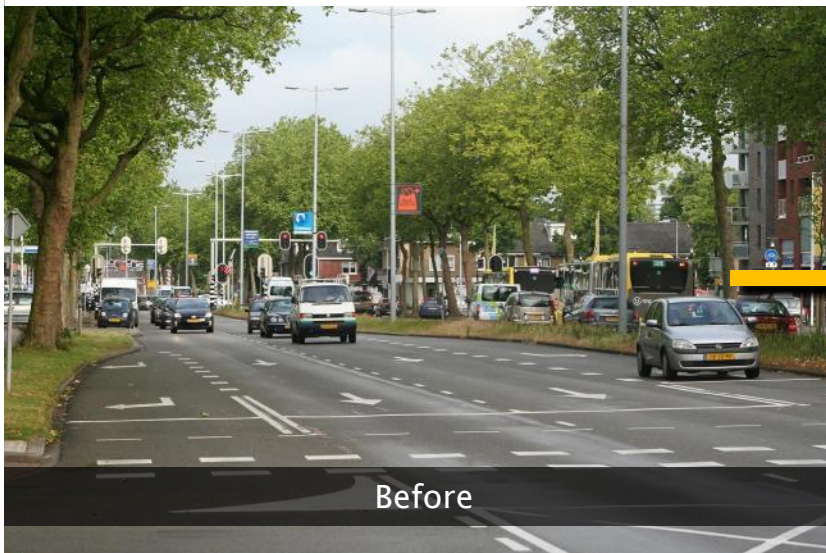
DGC stands for 'De Gebruiker Centraal' and means something like 'Placing the user in a central spot'.



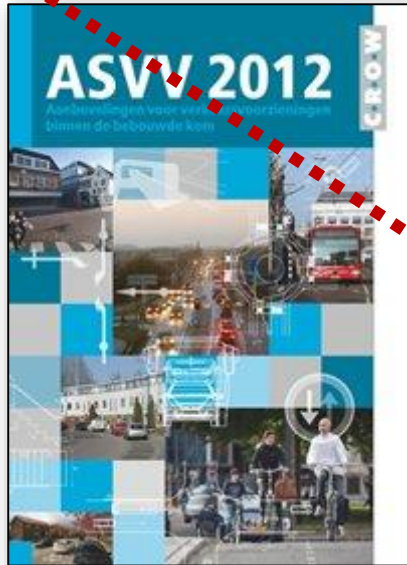
By designing according the DGC principle (2)

A possible result of **well designed** streets and public spaces:

- Modified and safer behavior in traffic.
- Smarter choices of mobility.

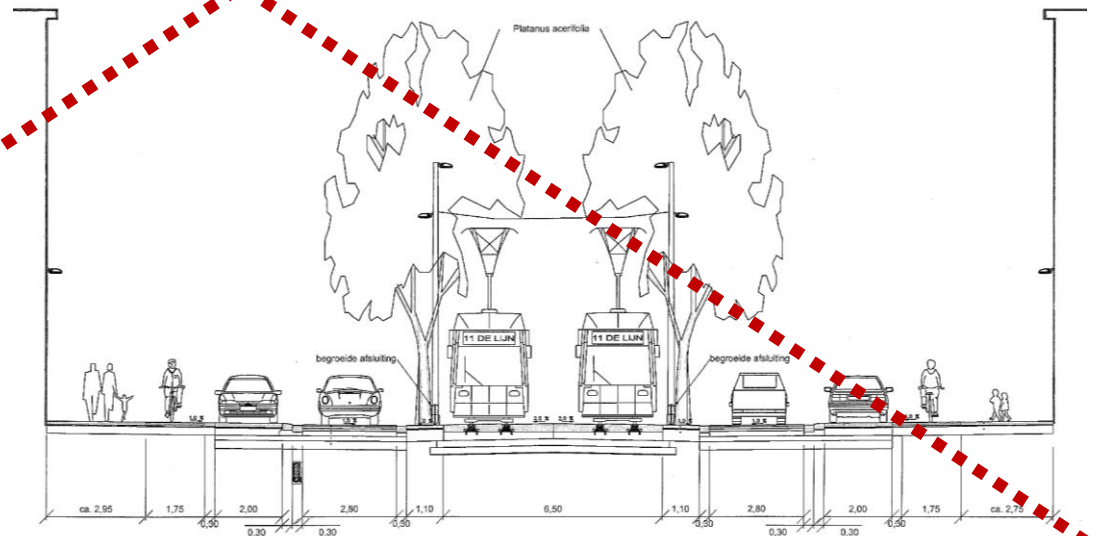
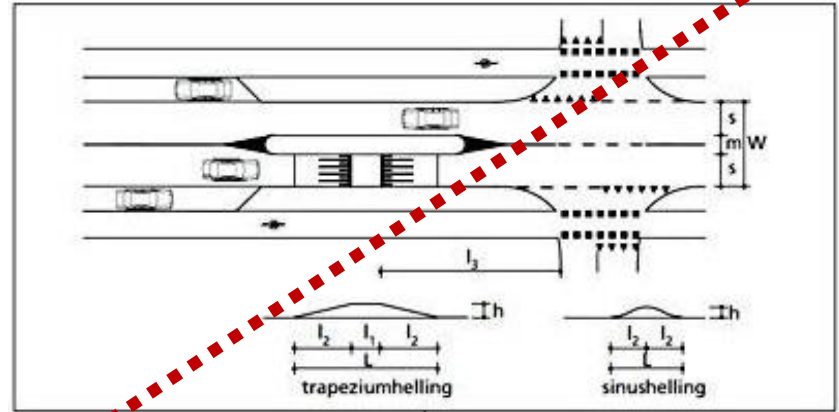


So our starting point is no longer a technical design ...



Verkeersdrempel – 50 km/h, voor kruispunt

ASW 12.2.6
●●●●●



... but a design from the perspective of people ...

1. The psychology of behavioural acting.
2. The environment of (public) buildings.
3. Functional Ambiance© (FA).



WORLD OF
Flows



Net



Flow



Criss-Cross



Weaving

WORLD OF
Places



Zoning



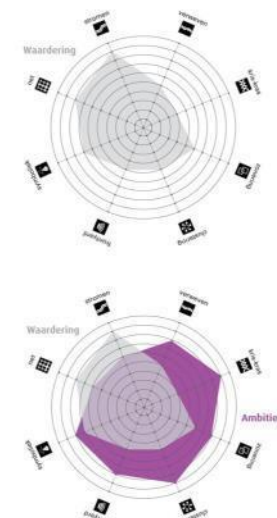
Clustering



Frontyard

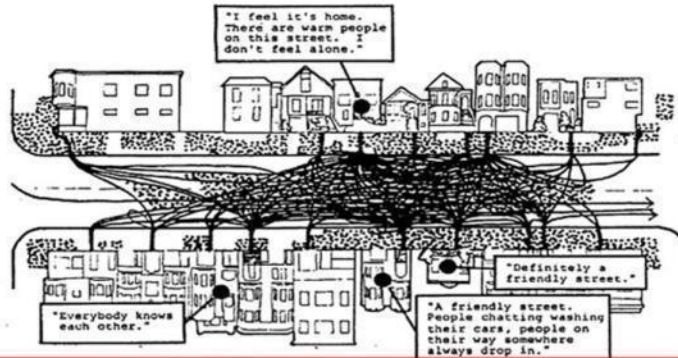


Symbolism



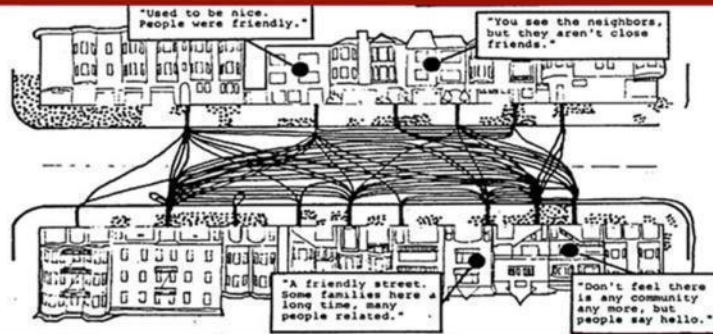
... to create livable cities

LIGHT TRAFFIC
2,000 vehicles per day



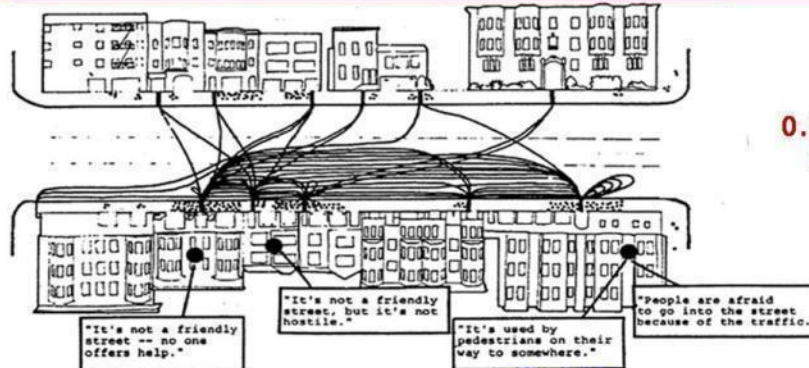
3.0 friends per person
6.3 acquaintances

MODERATE TRAFFIC
8,000 vehicles per day



1.3 friends per person
4.1 acquaintances

HEAVY TRAFFIC
16,000 vehicles per day

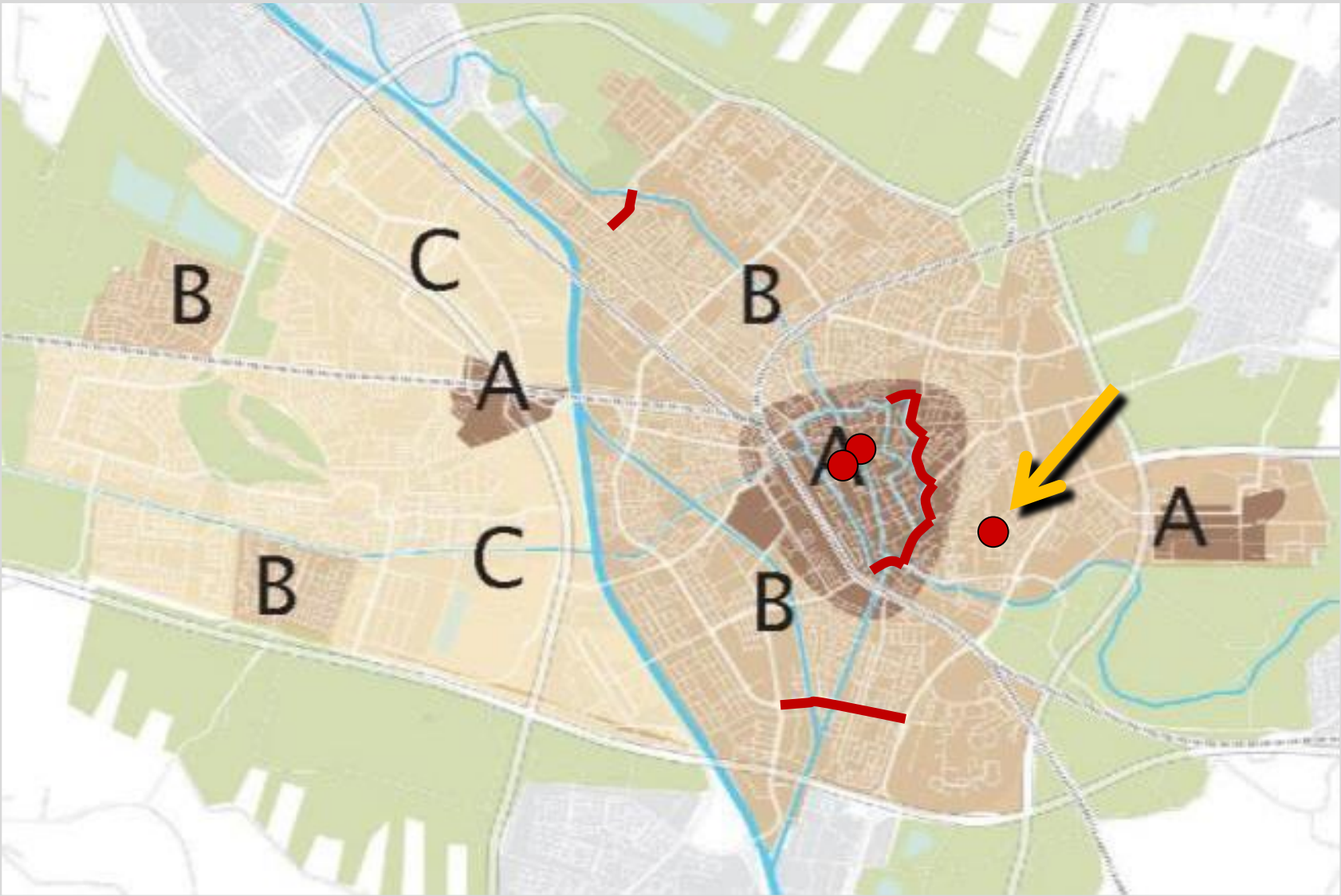


0.9 friends per person
3.1 acquaintances

Projects



Locations of completed projects



Central area in a neighborhood: Adriaen van Ostadelaan (1)



Central area in a neighborhood: Adriaen van Ostadelaan (2)



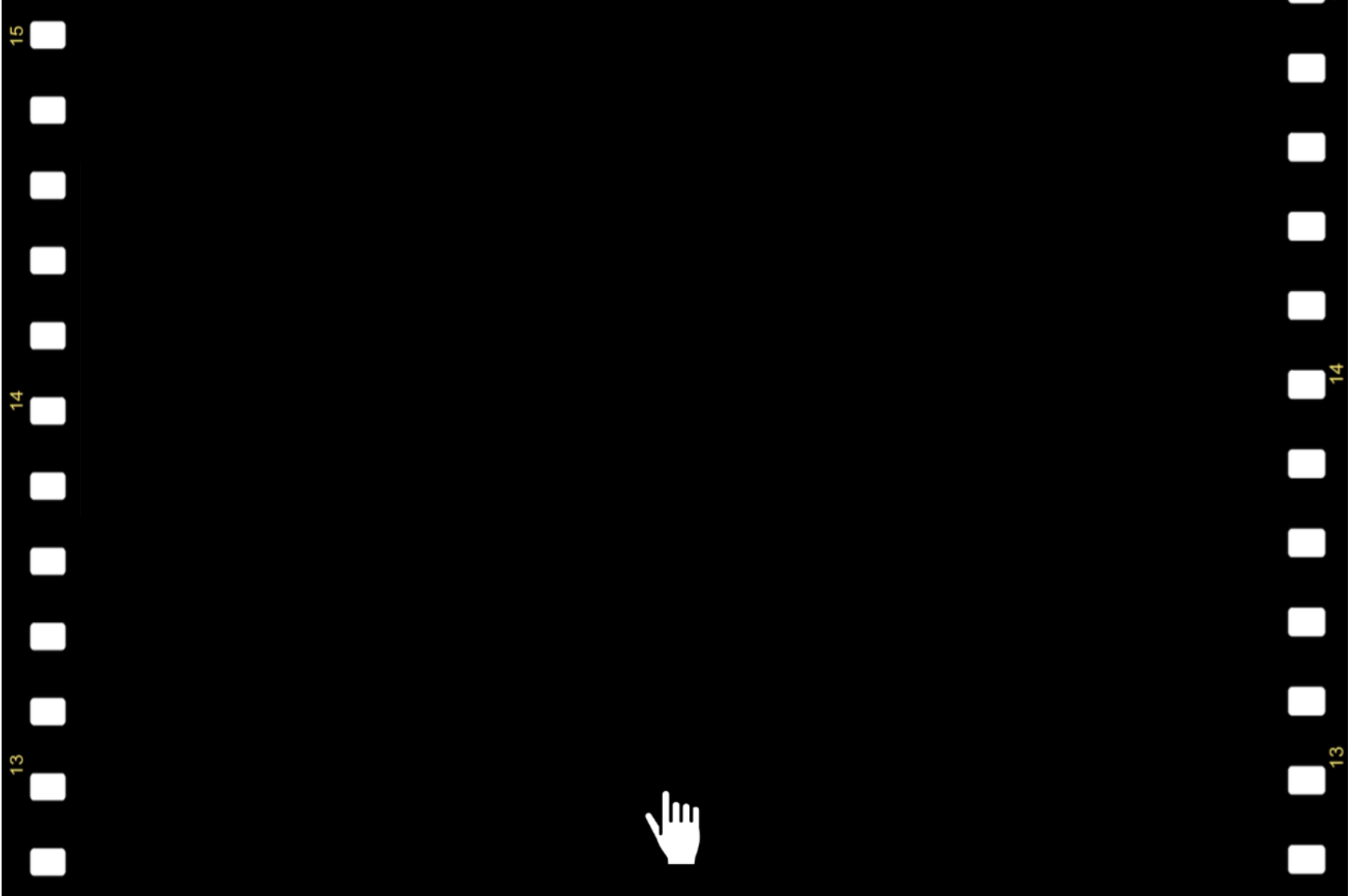
Central area in a neighborhood: Adriaen van Ostadelaan (3)



Central area in a neighborhood: Adriaen van Ostadelaan (4)



Central area in a neighborhood: Adriaen van Ostadelaan (5)



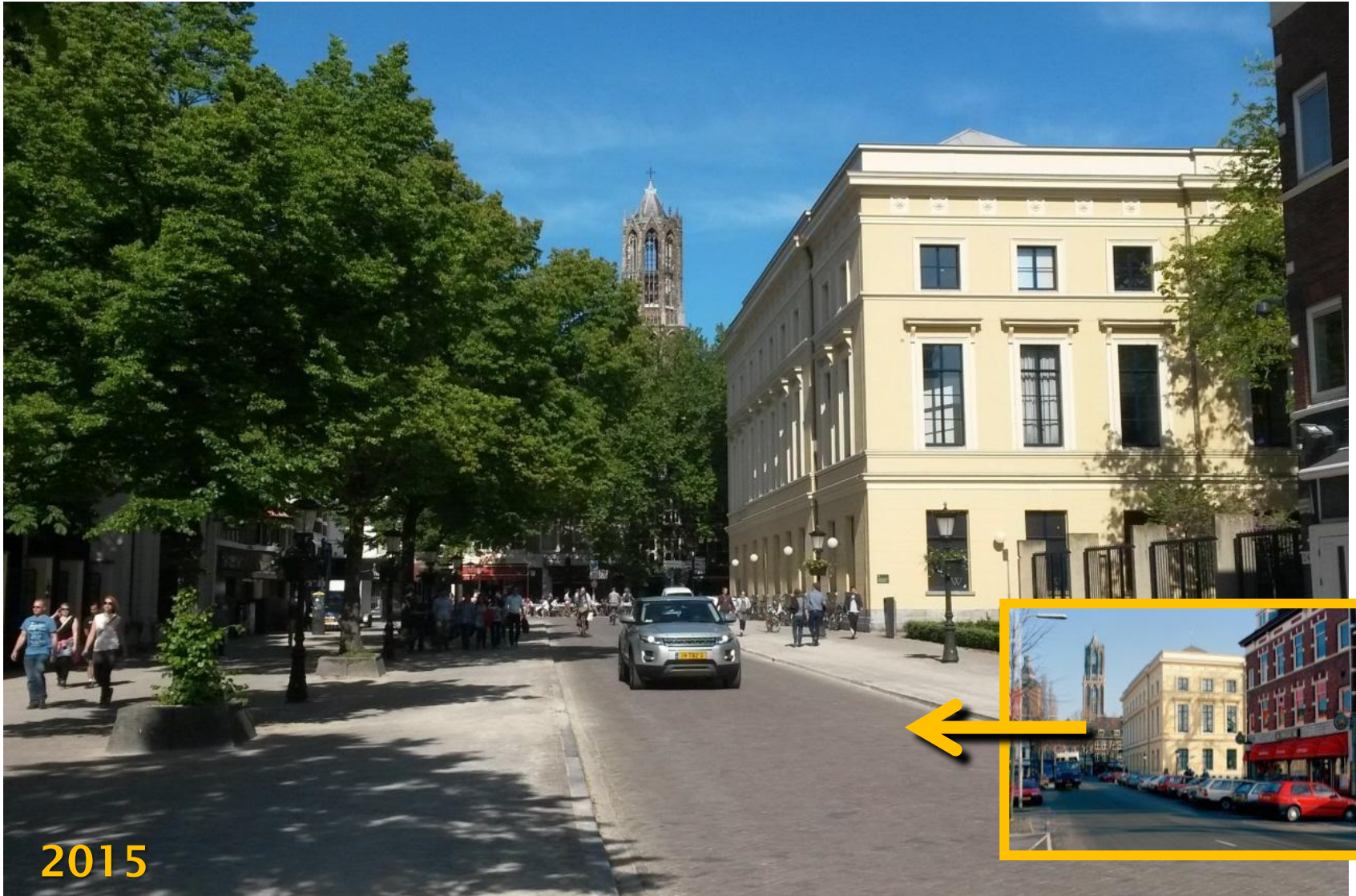
Our lessons learned

It is possible to make a more livable city

- Dare to make real choices (The location determines the choice of mobility).
- Dare to design from the perspective of people.
- Start doing projects (It helps much more than doing another citizen participation meeting ☺).



“Thank you for your attention”



2015