

# Traffic in the City

A New Design Approach for Urban Public Spaces



# LIMITS ON HOW WE THINK



# NEW ON THE ROAD



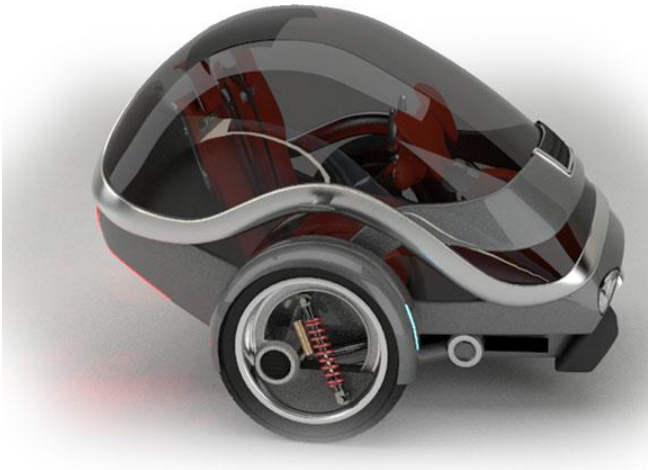


# HOW WE USE SPACE





# THE FUTURE IS COMING



# A NEW WAY FORWARD



**A NEW DESIGN APPROACH FOR URBAN PUBLIC SPACE**



# WHY?



## Winkelier nodigt Aboutaleb uit op Nieuwe Binnenweg na dodelijk ongeluk



Foto: Terry Boer



# PLACE









# PARKING





# COMPETING FOR SPACE



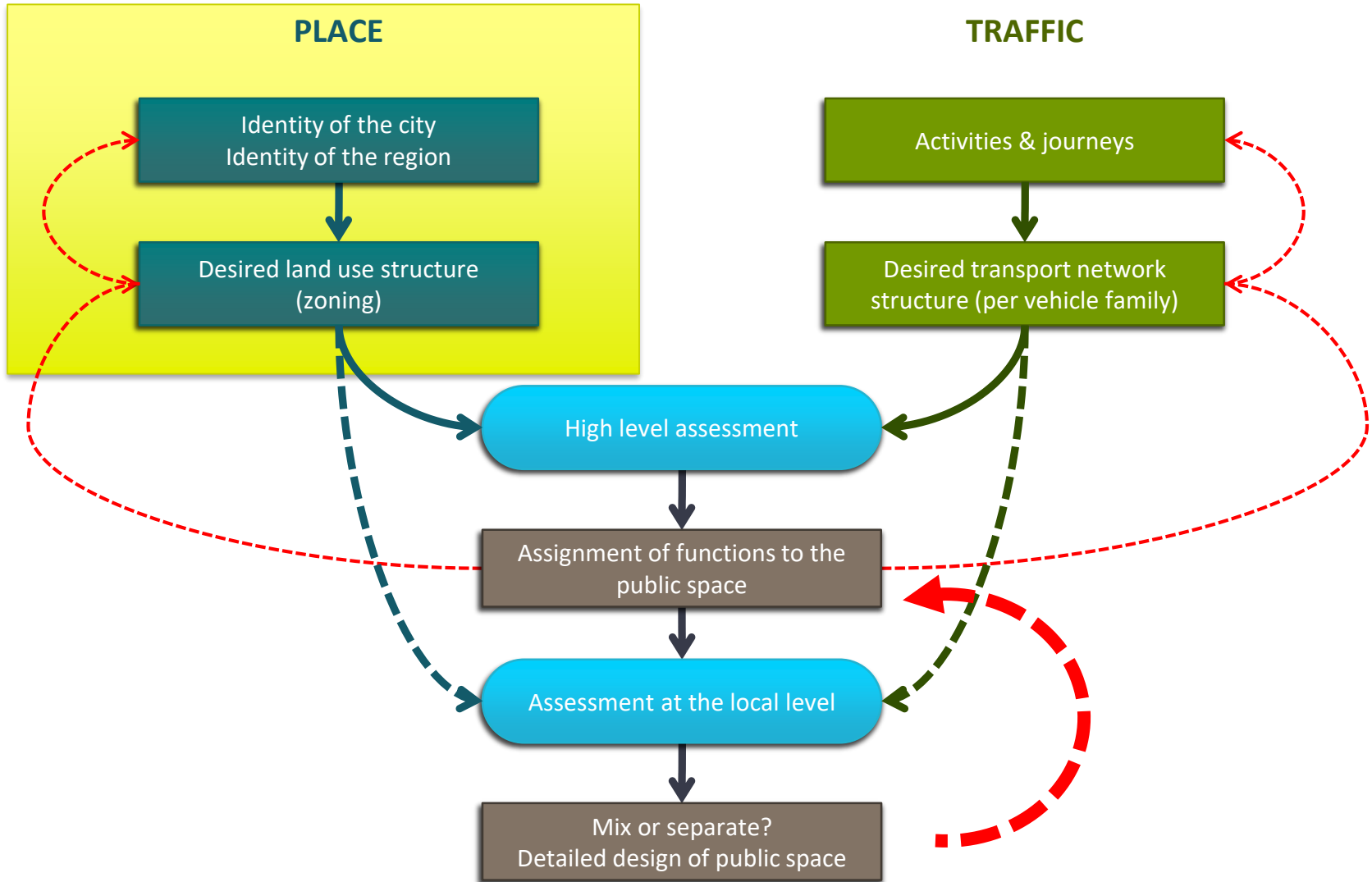


# CONFLICTS





# DESIGN METHODOLOGY

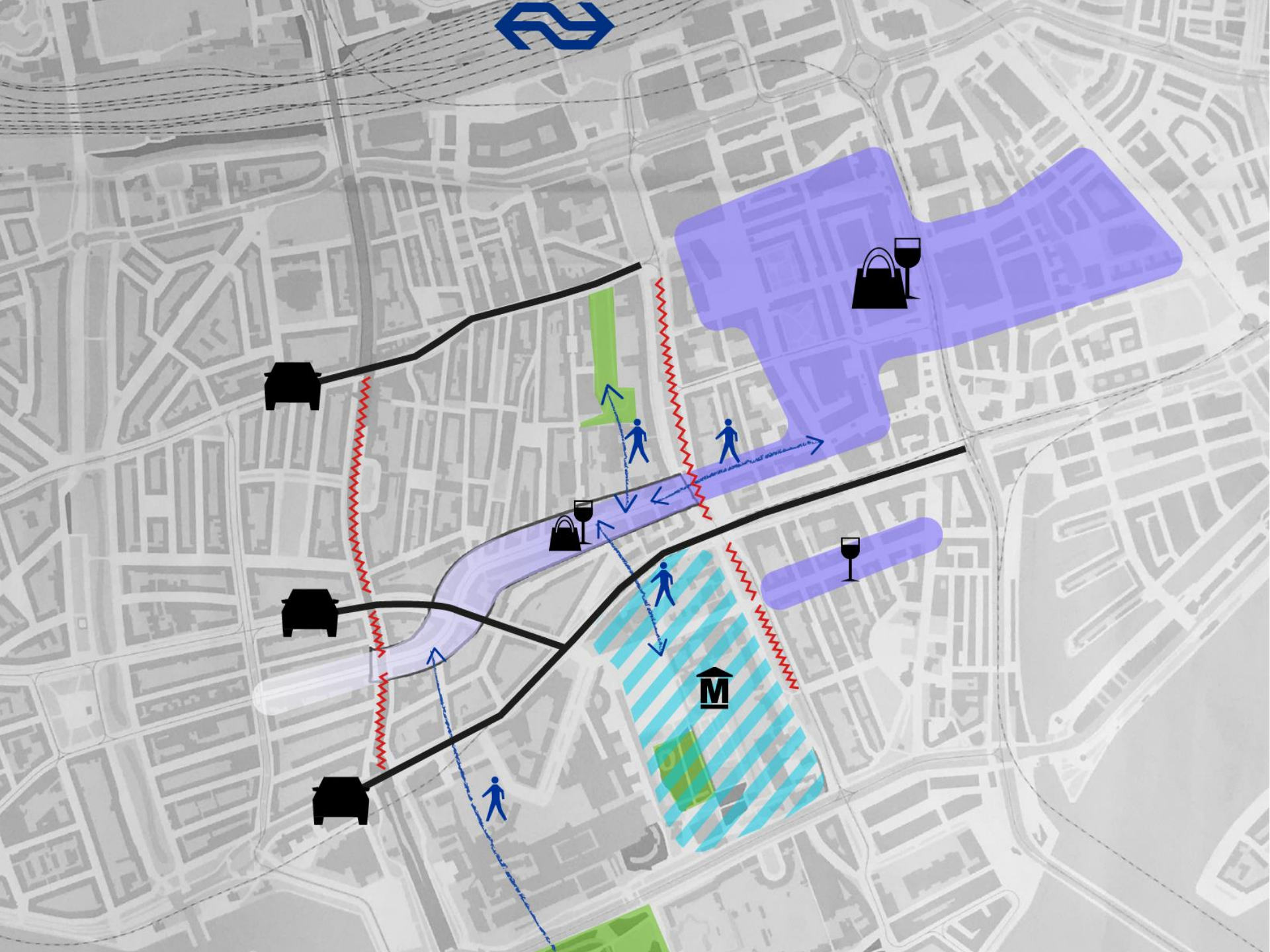




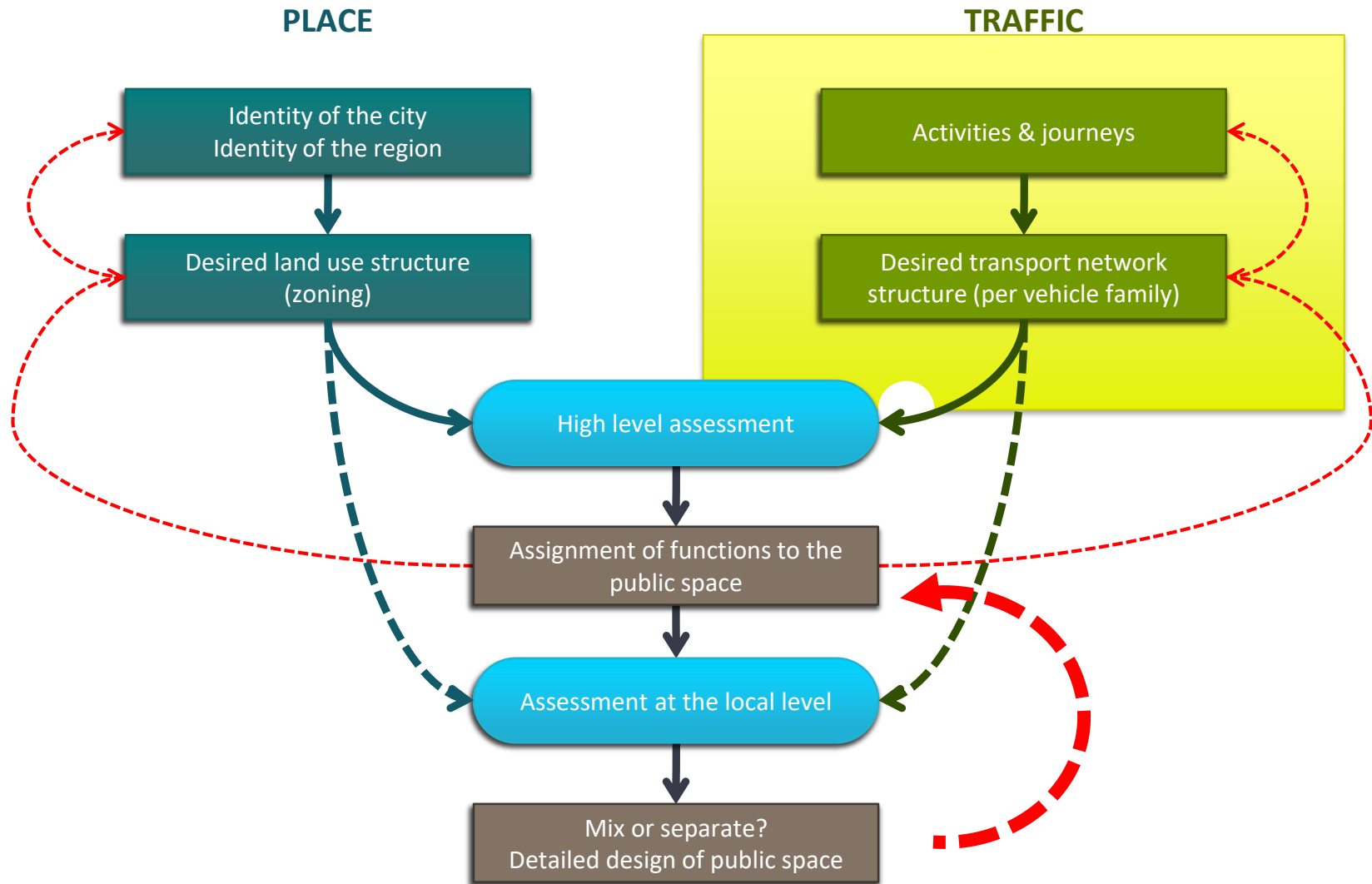
# HOW PEOPLE FEEL





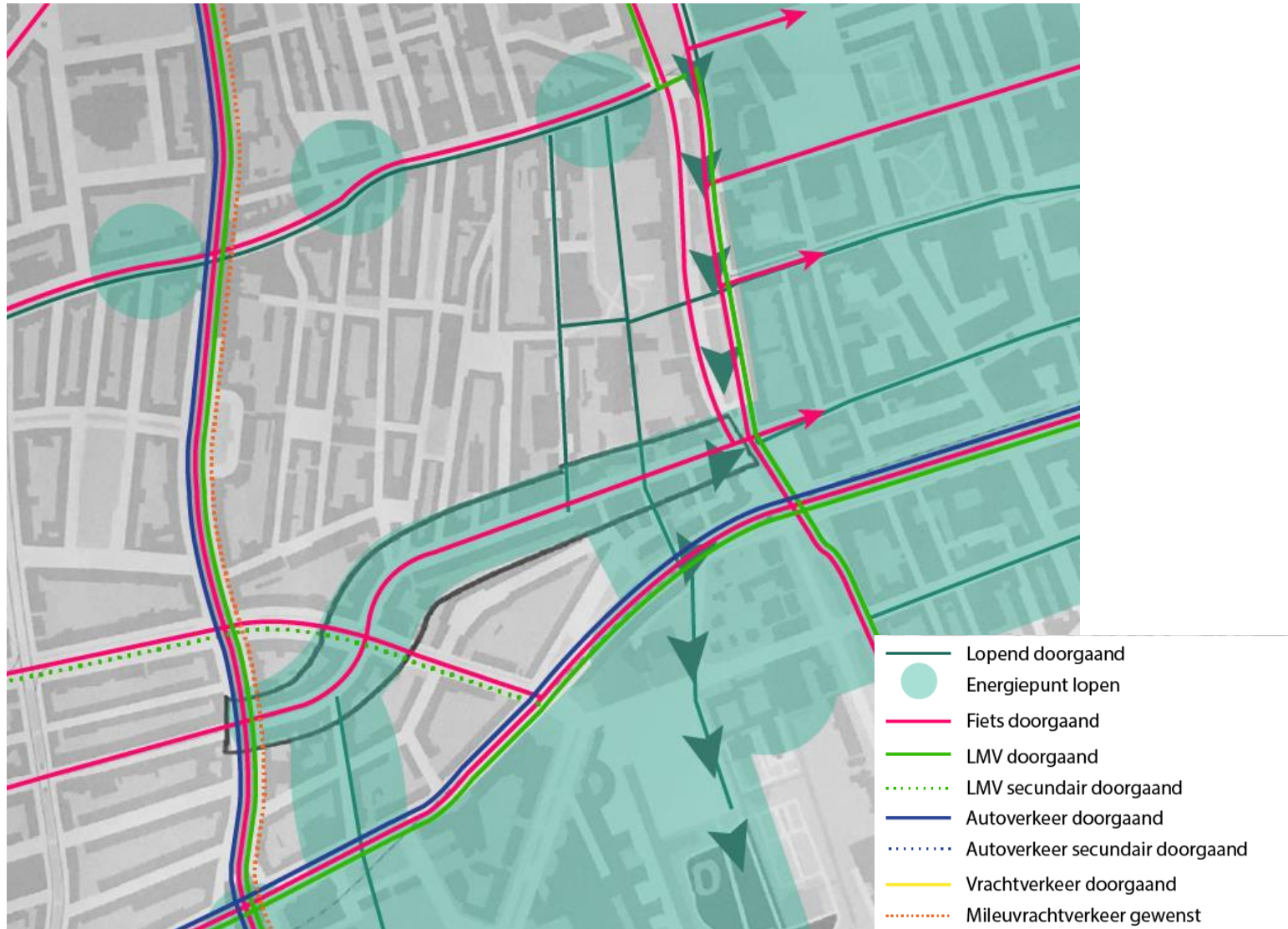






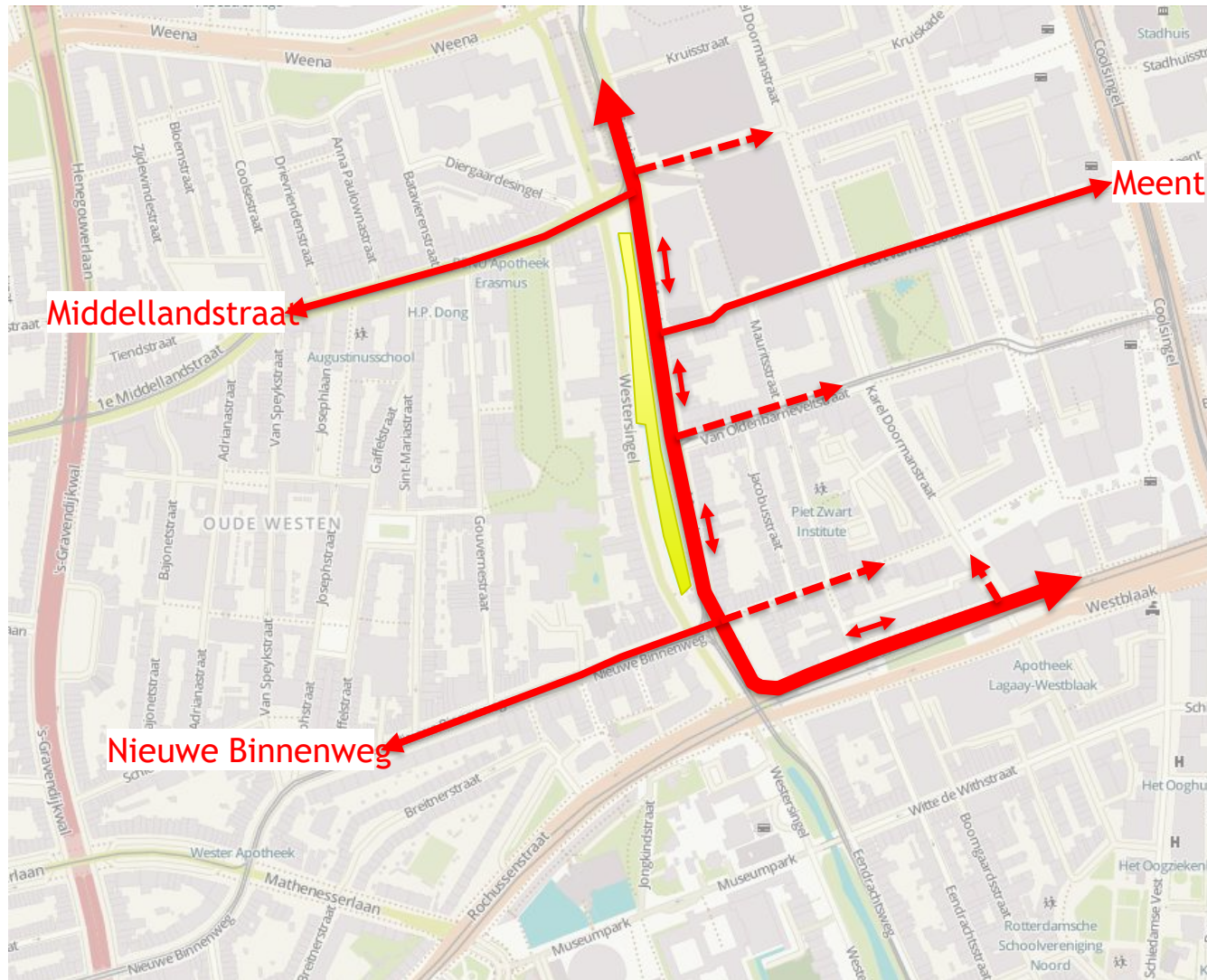


# OVERLAPPING NETWORKS

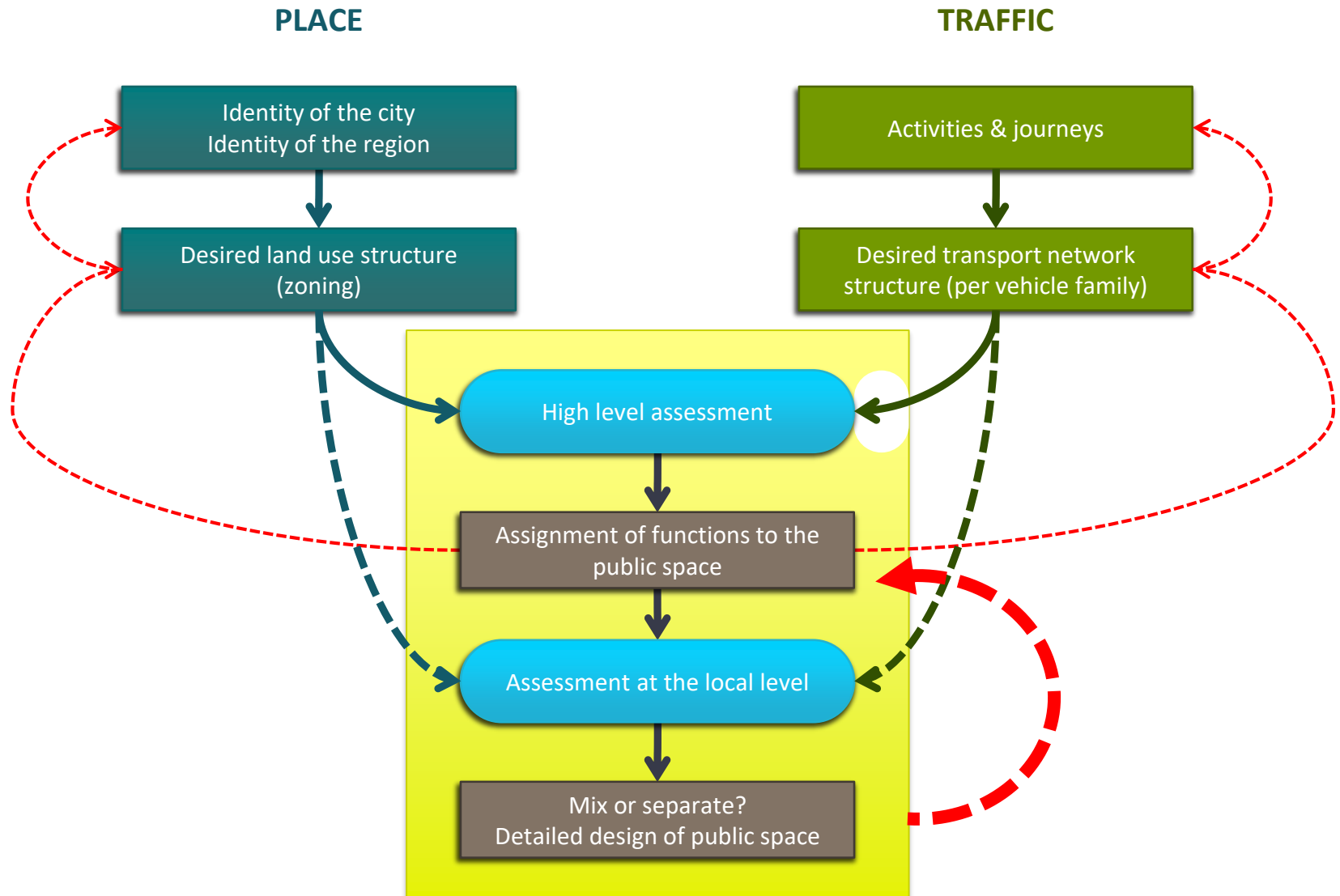




# BICYCLE CONNECTIONS

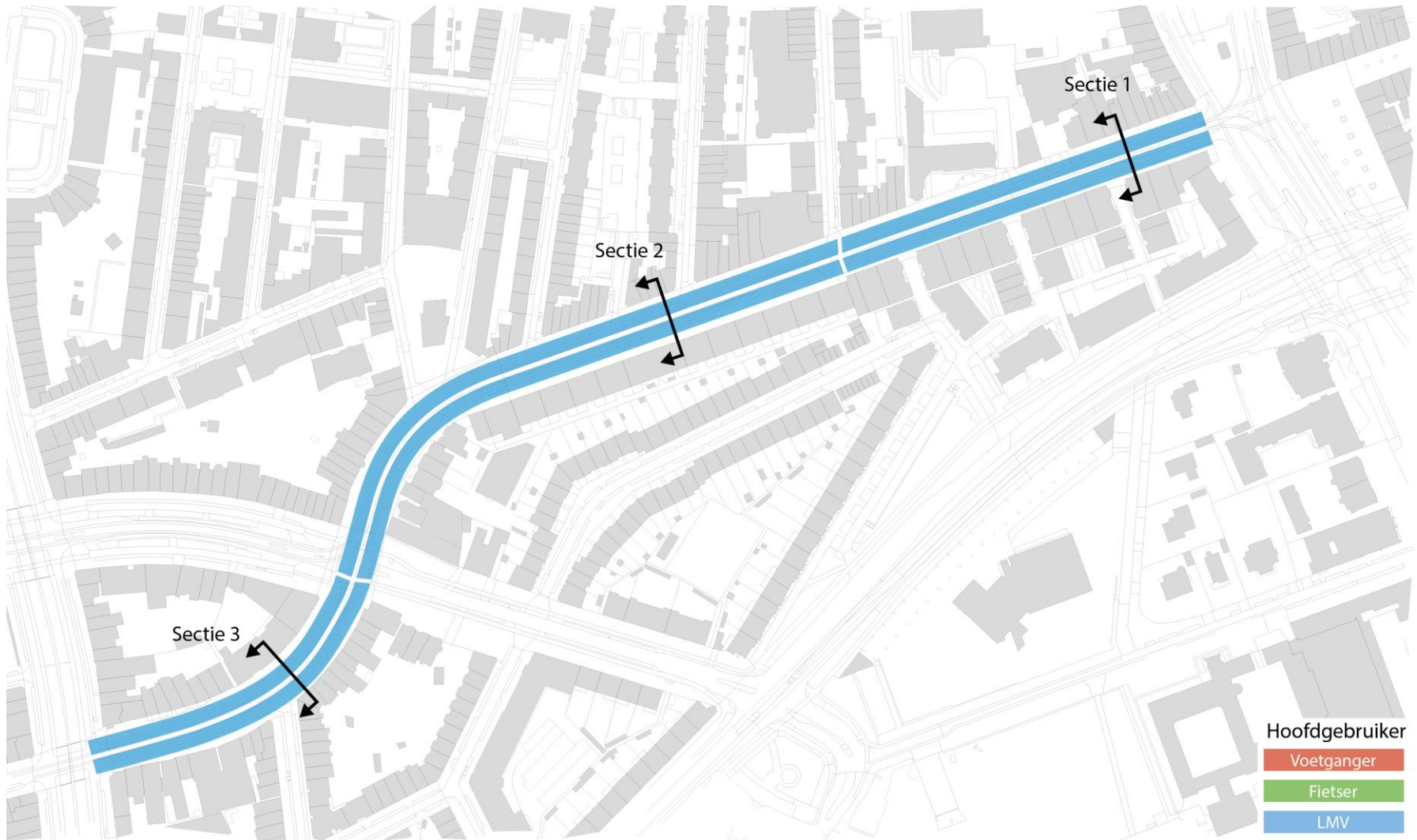


- Arterial Cycle route
- bike distributor
- Shopping area





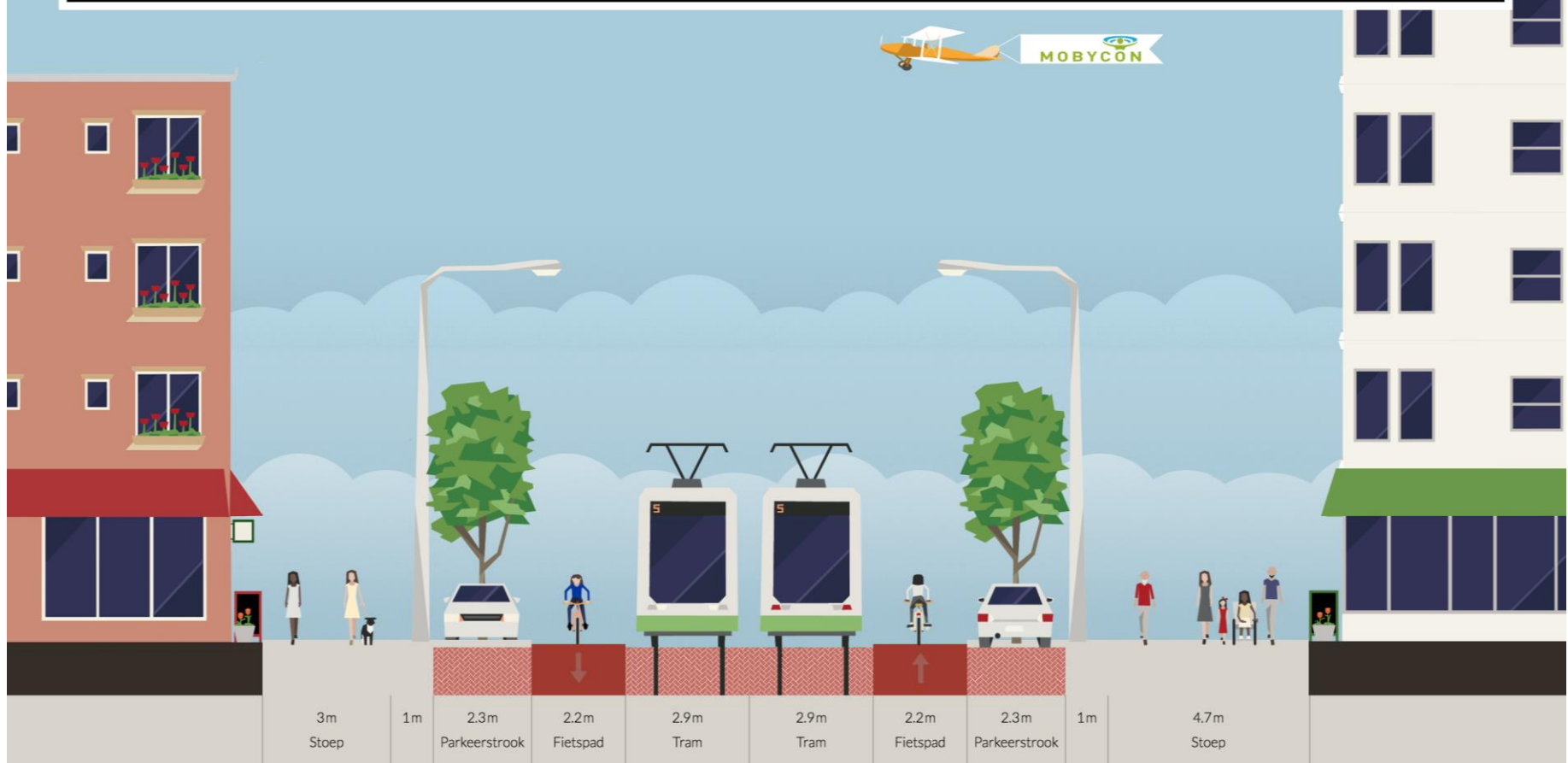
# OPTION 1: 30 km/h



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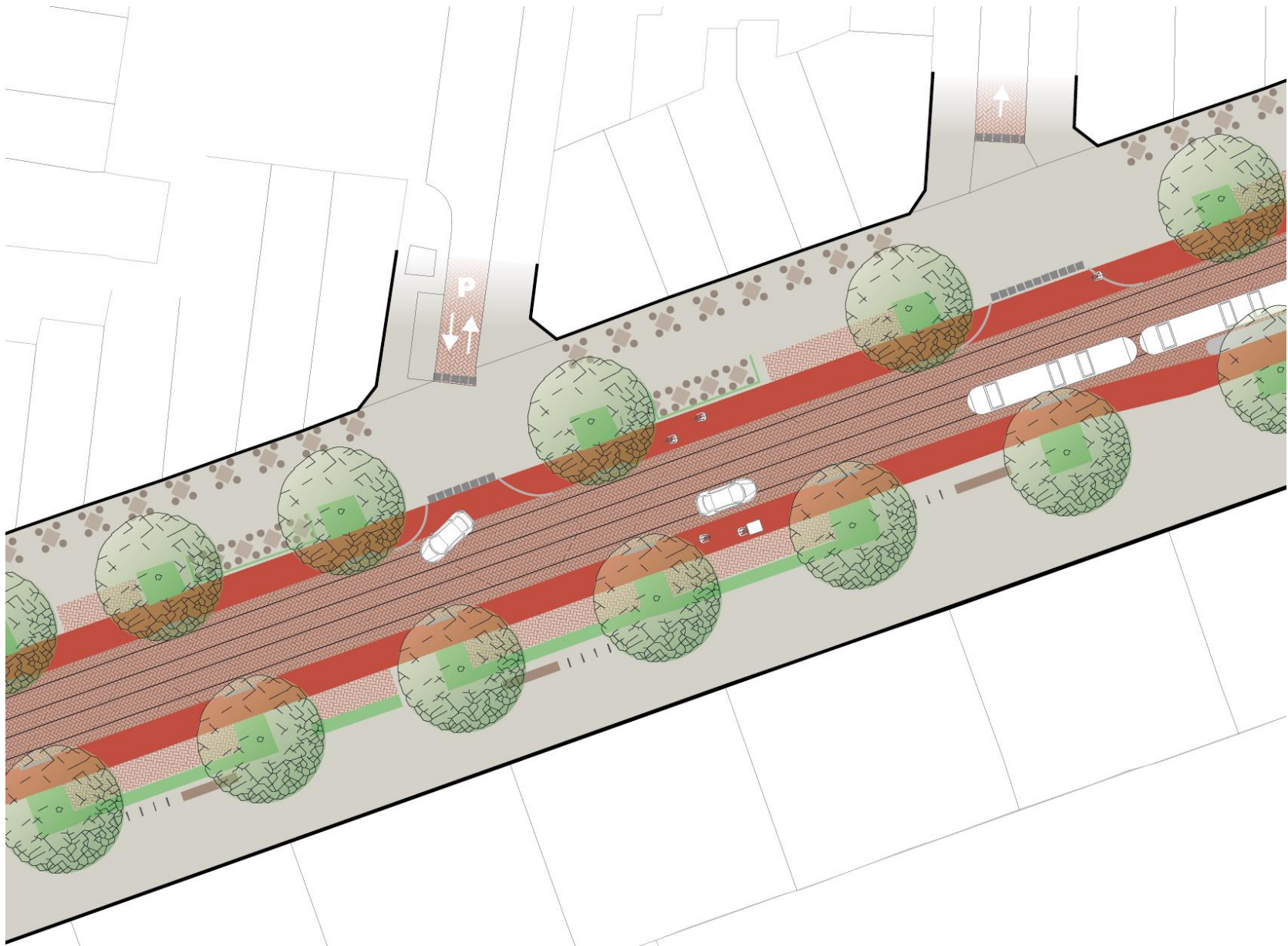


## Nieuwe Binnenweg (ter hoogte van nr 158) (remix)





# OPTION 1: 30km/h





# OPTION 1: 30km/h





# OPTION 1: EENDRACHTSPLEIN





## BENEFITS:

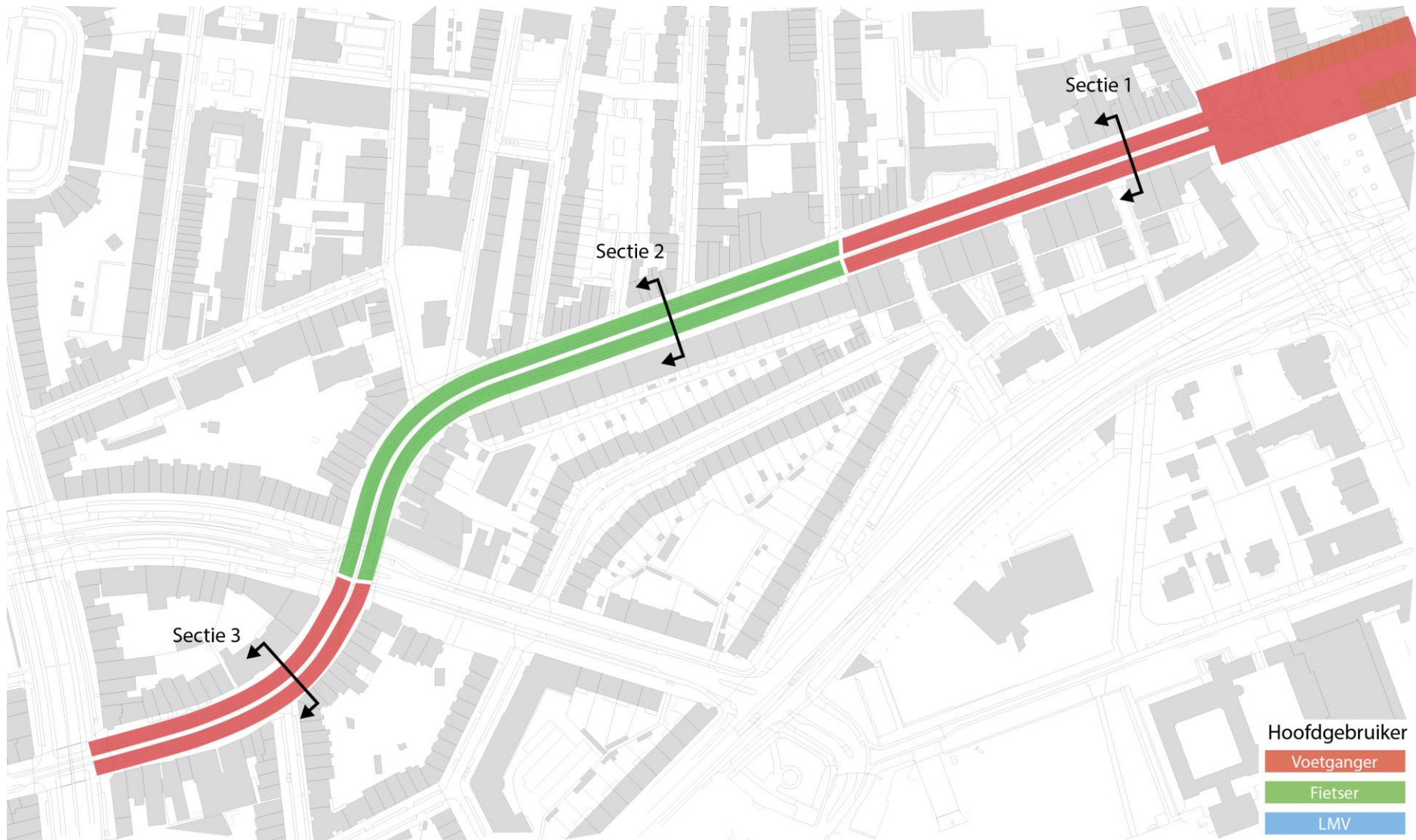
- Accessibility is maintained
- Safer speed than existing
- Cobblestones improve aesthetics
- Cross-ability improves
- Mixing becomes possible
  - Tram/car = more space

## CONSIDERATIONS:

- Cobblestones produce more sound
- Speed control can be difficult
- Little extra space for active users (only with car-tram mixing)
- Equal crossings are difficult to design
- Policy requires interrupting sidewalks at side streets



# OPTION 2: BOOKEND



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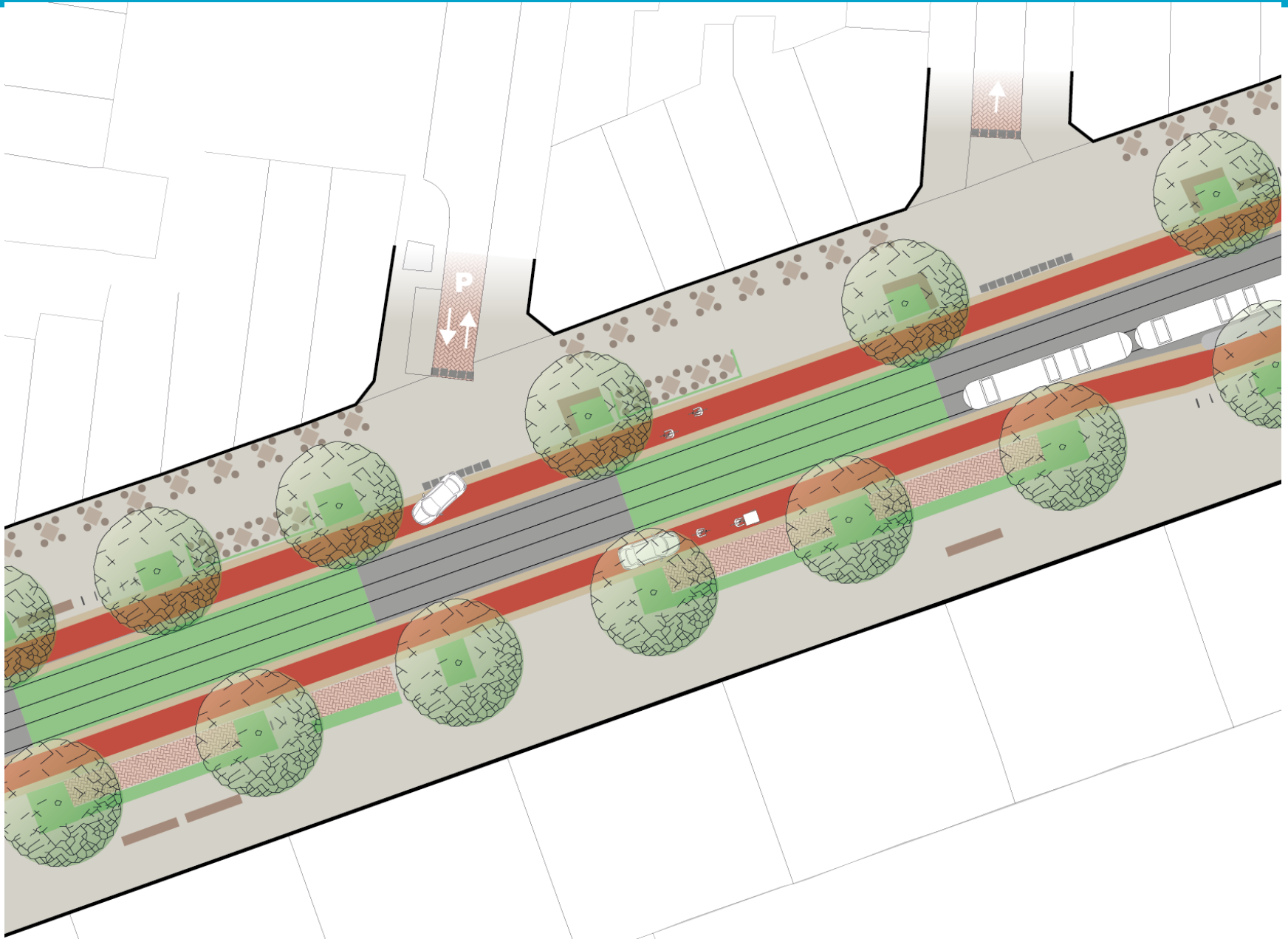


## Nieuwe Binnenweg (ter hoogte van nr 158) (remix)





# OPTION 2: BOOKEND



# OPTION 2: BOOKEND





# OPTION 2: EENDRACHTSPLEIN





## **BENEFITS:**

- Best opportunities for road safety
- Overall aesthetic
- Maintains Car access to side streets and parking garages
- Fewer vehicles
- Better air quality
- Better connections to adjacent neighbourhoods

## **CONSIDERATIONS:**

- Reduces overall car Access (only from Mathenesserlaan)
- Possible traffic displacement to adjacent corridors
- More restricted loading opportunities
- May encourage commercial gentrification



# OPTIONS EVALUATION



Criterium	30 km/h	Bookend
speedcontrol	-	+
Traffic safety	0/+	+
Space for pedestrian	0/+	++
Space for the bike	++	+
Parkingfacilities for cars	0	-
Connection with downtown	0	++
Connection with the musea	0	+
Accesibility for the car	0	-
Cross-overability	+	+



**“By 2025, the design approach as outlined in “Traffic in the City” is the standard guideline in The Netherlands”**







# Thank You!

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