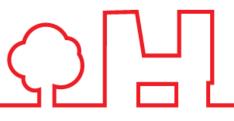
### **Utrecht - A bicycle friendly city**

Marijn Kik, Sr. Advisor mobility policies









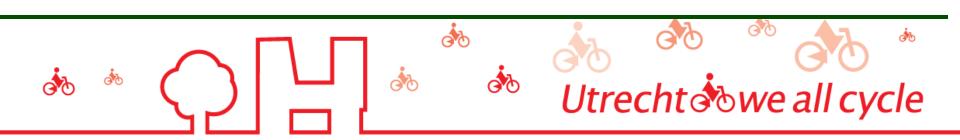


# How to maintain the human scale in this fast growing bicycle-friendly city?

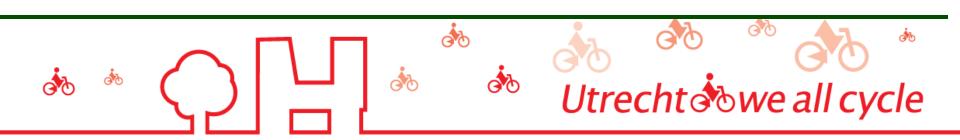
- Space-efficiency
- · Next step in bicycle friendly urban developments
- Facilitating the last mile

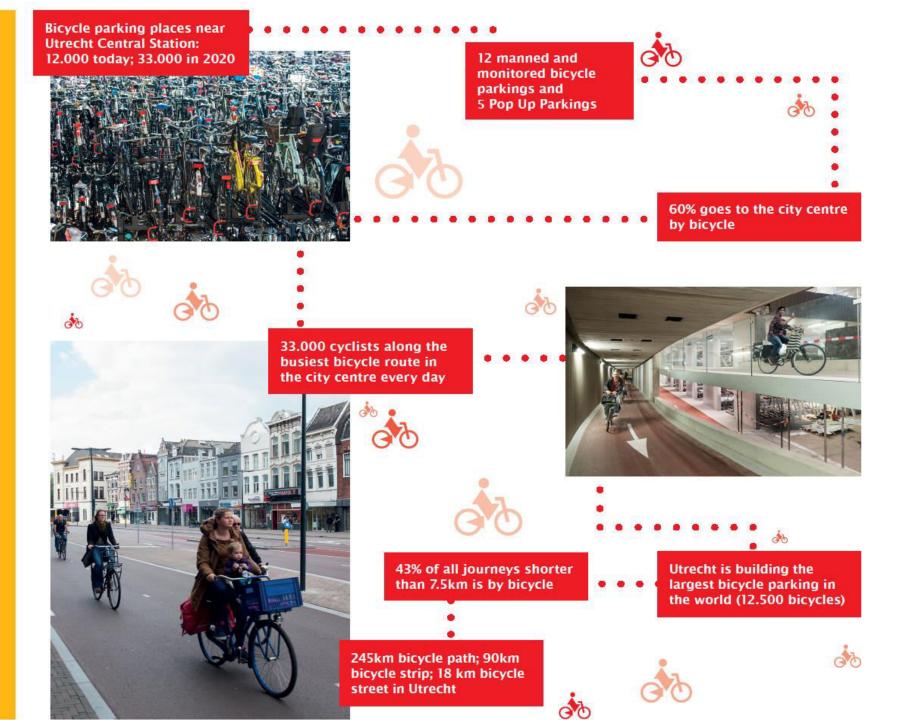












### What makes Utrecht a bicycle-friendly city?

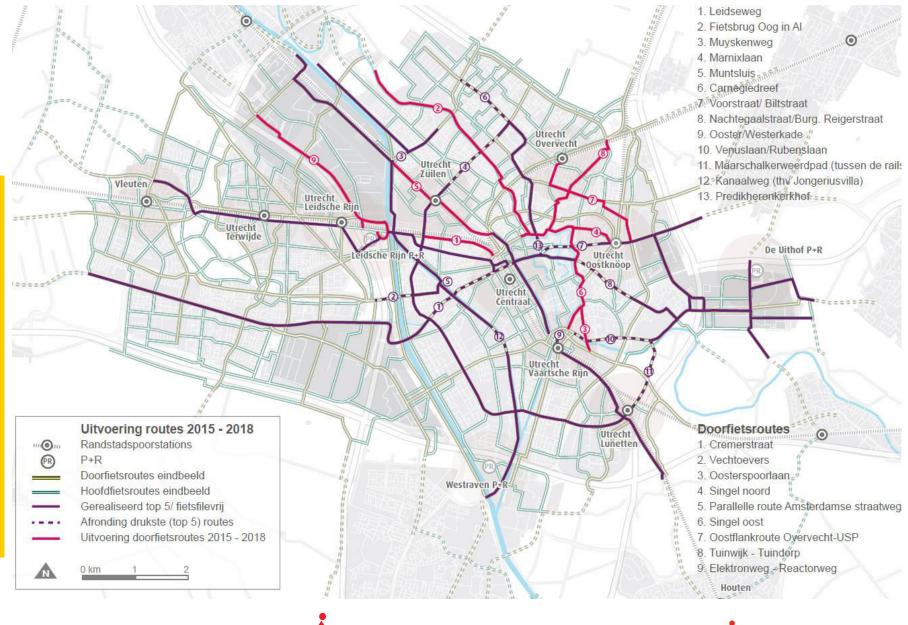










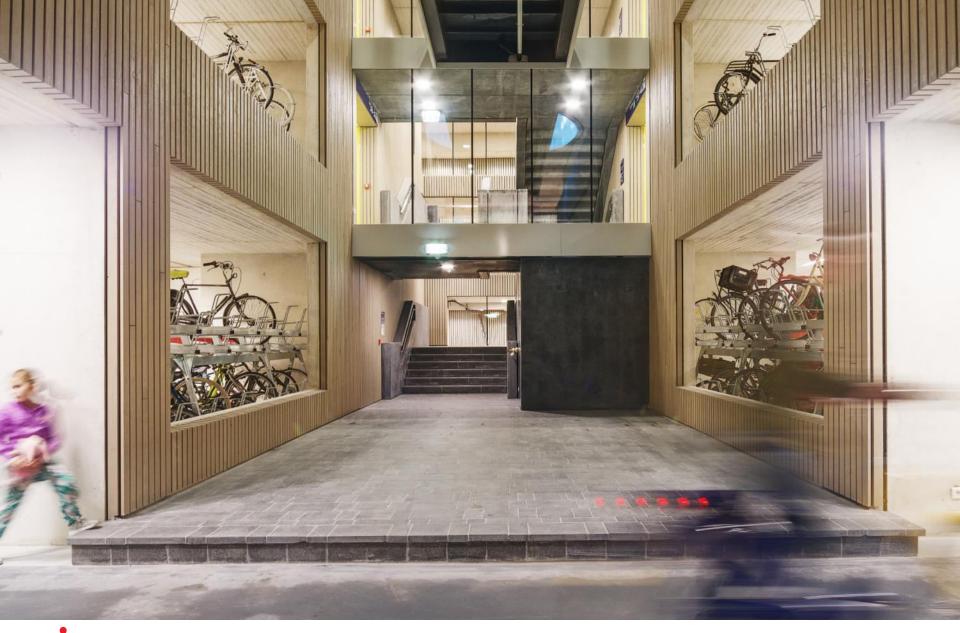




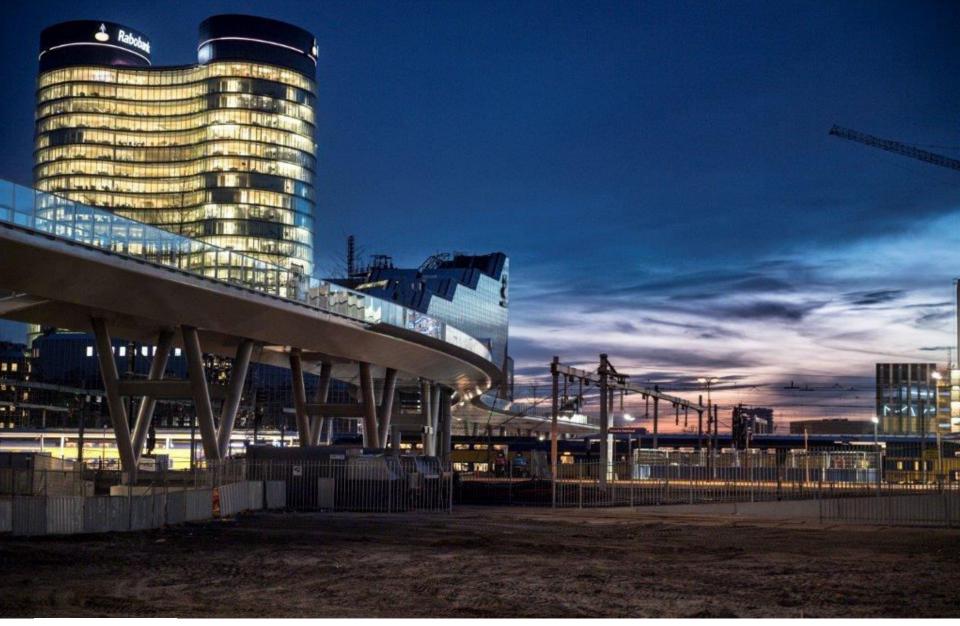
Utrecht www all cycle







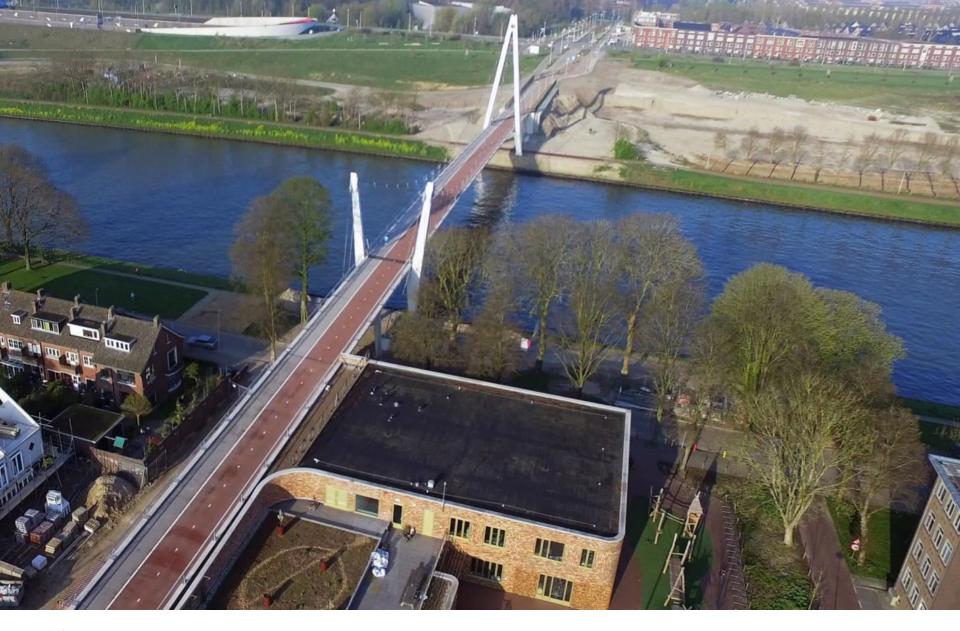














To be continued..

(start Round the table session)



#### The city is growing – also in urban mobility ...



#### ... within the same limited public space ...









#### ... so the use of public space is no longer in balance









#### -> A Sustainable Urban Mobility Plan for 2025



#### What are the choices we make?



- 1. Give way to pedestrians and cyclists
- 2. System change in public transport
- 3. Shifting car traffic to the right routes

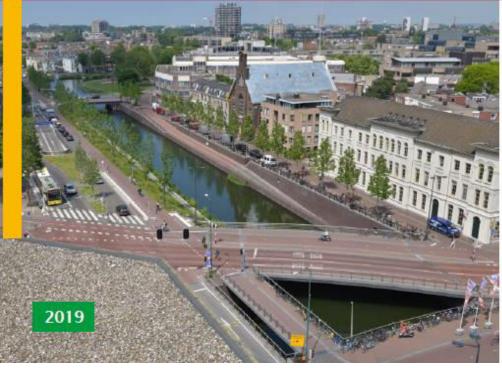




#### **Utrecht Central Station area**

The busiest cycling route of the Netherlands, the Vredenburg route, seen from above. A total average of 33,000 cyclists pass every day in two directions. The peak is a staggering 47,000 cyclists per day.







Utrecht we all cycle



Complete redesign for more allure in historical centre





Utrecht we all cycle



### Redesign of parts of residential areas



## How to maintain the human scale in this fast growing bicycle-friendly city?

- Space-efficiency
- Next step in bicycle friendly urban developments
- 3. Facilitating the last mile



#### Space-efficiency

We're increasingly building shared space solutions at busy spaces.

This leads to new assignments, for instance how to share bicycles and public transport on a safe manner









Utrecht we all cycle

#### Next step in bicycle friendly urban developments

Residential development with the focus on bicycle usage and transition from car ownership to mobility as a service:

- Focus on bicycle access and facilities
- Strict parking policies
- Mobility as a service





#### Facilitating the last mile

How to facilitate the growing bicycle-train journeys in terms of parking and infrastructure the coming decades?





#### Quiz

• Utrecht was founded by...?

What is the name of our iconic medieval tower?

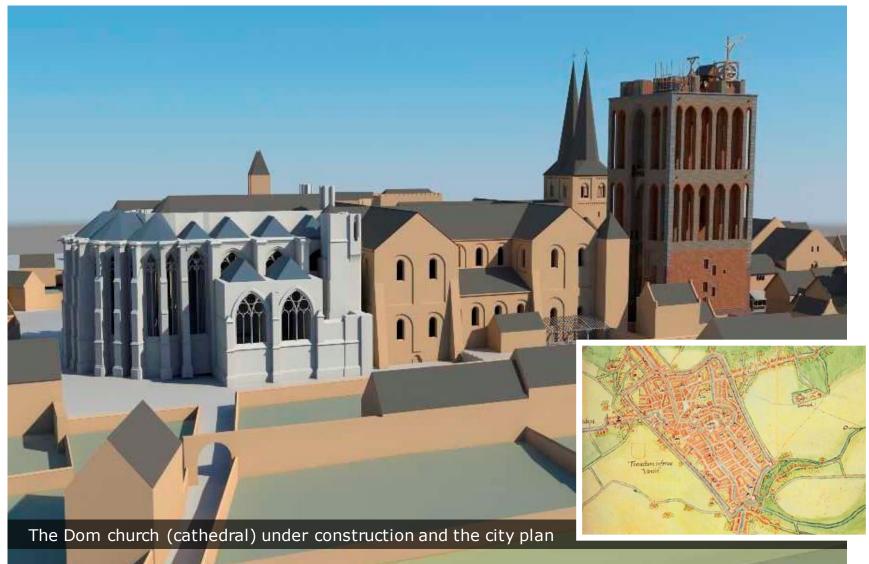
 How many boarding and disembarking train passengers per day at Utrecht stations?



#### A city founded by the Romans (around 70 AD)



#### A medieval bishop city (in the 14th -17th century)



#### Interaction

Questions to the group:

What dilemmas do you have in terms of space efficiency and mobility?

And how would you deal with the crowds and congested bicycle routes?



#### Some recommendations

- Take this into account: a minimum capacity of bicycle infrastructure and high speeds for cyclists
- Financial incentives and employer incentive could be important + communicate about that
- Laws and regulations: take cyclists more seriously, such as priority at intersections
- Start with pilots which make it possible to adjust anything after a while.
  Another benefit is that it doesn't have to be perfect.
- Start with investigating your network and searching for in the neighborhood,
  e.g. in collaboration with entrepreneurs and the Cycling Union. Benchmarking could be helpful



#### [EVT. TOEVOEGEN:] Development of the city (in the 20th century)



## [EVT. TOEVOEGEN:] Step 2: Design according the DGC principle (II)

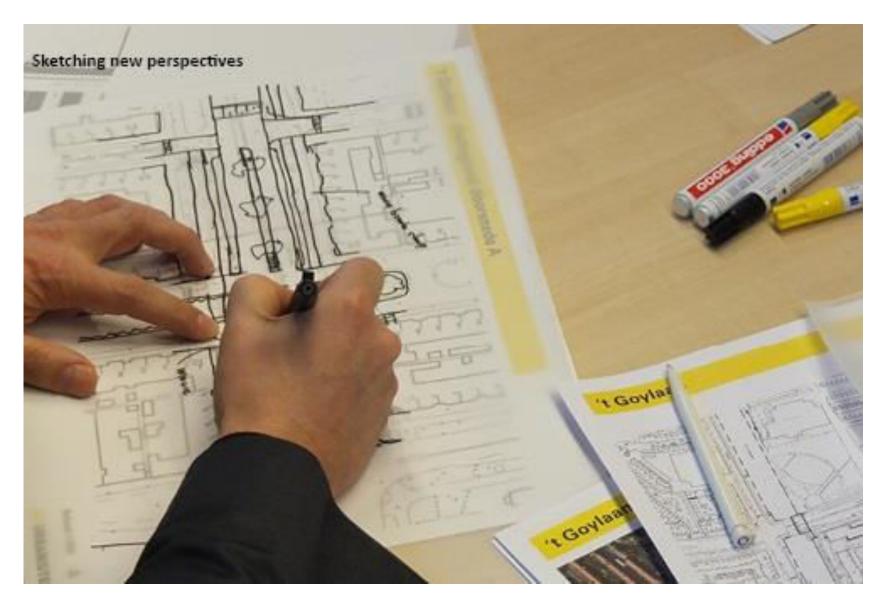
#### A possible result of well designed streets and public spaces:

- · Modified and safer behavior in traffic.
- · Smarter choices of mobility.
- · Better and smarter policy on pedestrians (... in a country of cyclist !!! ).

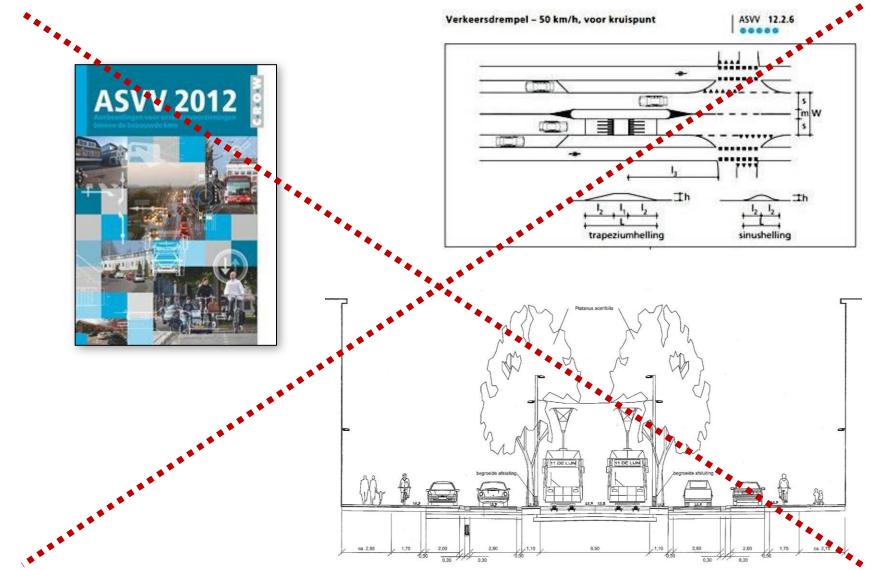




#### [EVT. TOEVOEGEN:] Newly designed public spaces



# [EVT. TOEVOEGEN:] Our starting point is no longer a technical design ...



#### [EVT. TOEVOEGEN:]

... but a design from the perspective of many

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





