

# Utrecht Attractive and Accessible: Smart Routes, Smart Management, Smart Urban Planning



## Utrecht, some facts

- ❑ In the middle of The Netherlands, at an intersection of highways, railways and waterways
- ❑ 340,000 inhabitants in the heart of an urban region with around 700,000 inhabitants
- ❑ 230,000 jobs
- ❑ Largest university of The Netherlands
- ❑ A congress city
- ❑ And a growing economy



## Utrecht: a growing city, where new faces old





## Utrecht: a with bicycle traffic jams



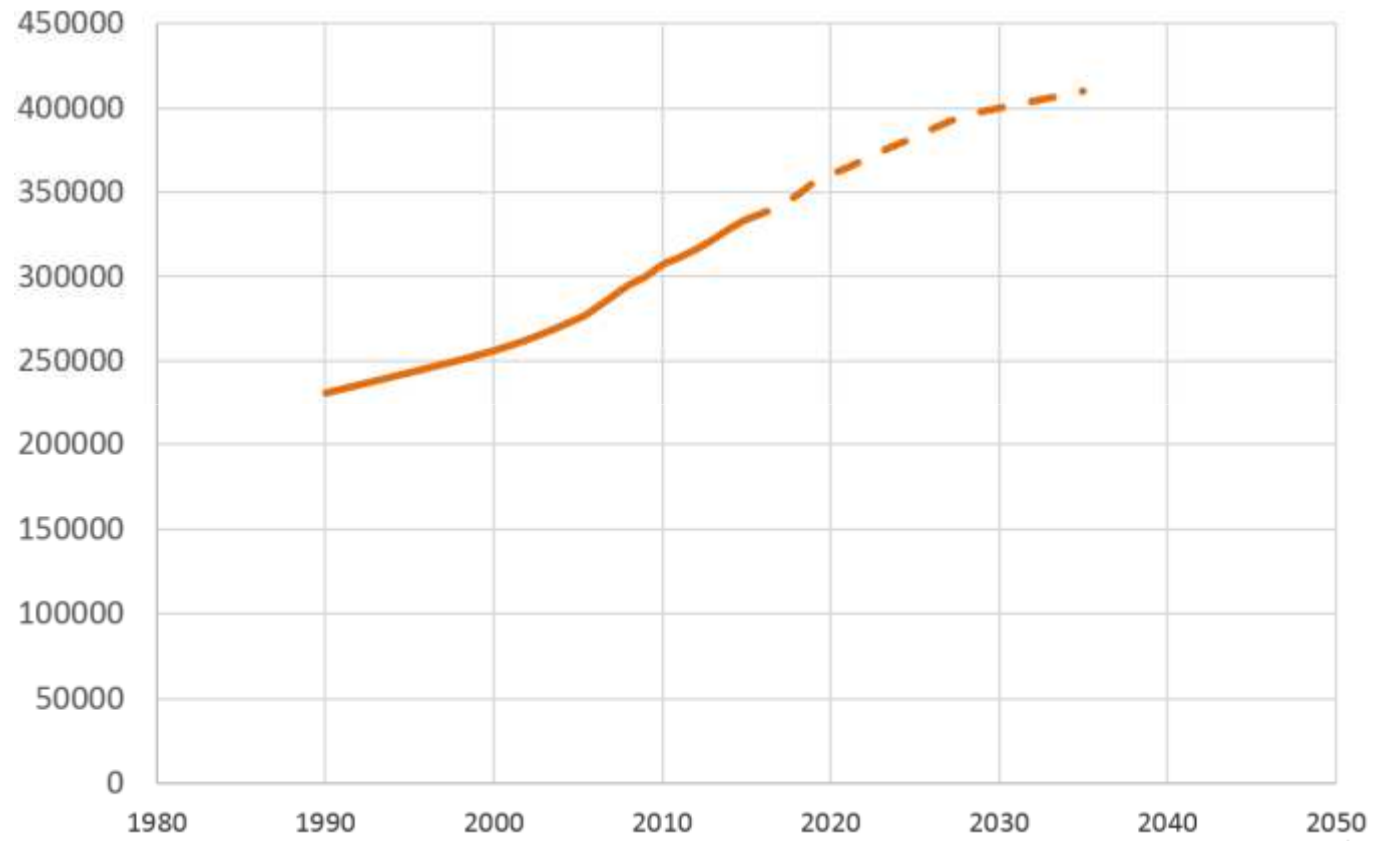
# A new Sustainable Urban Mobility Plan for 2025





# WHY?

# Utrecht is growing...



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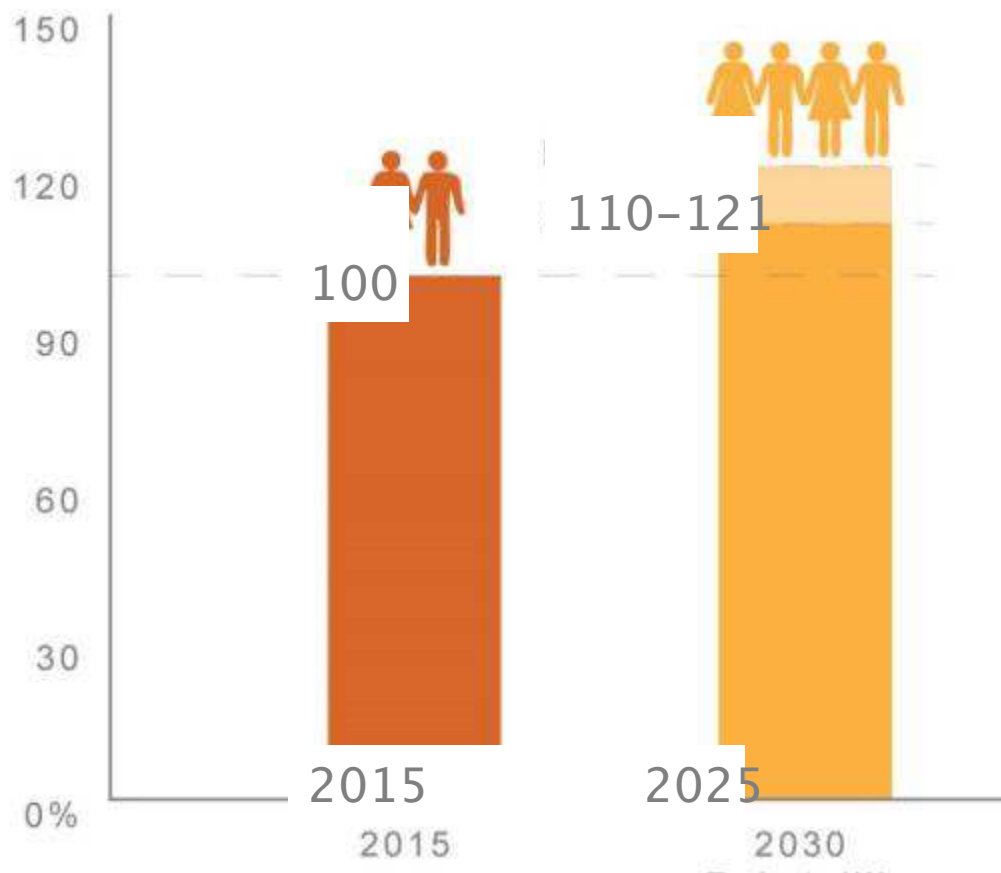
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... within it's existing boundaries





# So: more mobility...



... in the same, limited space...



... with better public spaces, better road safety and higher liveability



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# WHAT?



# Give way to the pedestrian:

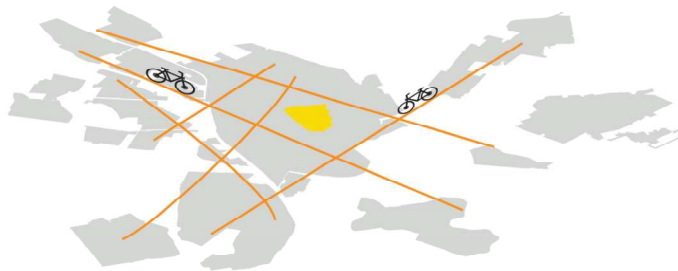
- nr 1 in the city centre
- more space, better routes, better meeting places in the city





## Give way to the cyclist:

- with less stops and more choice of routes
- missing links

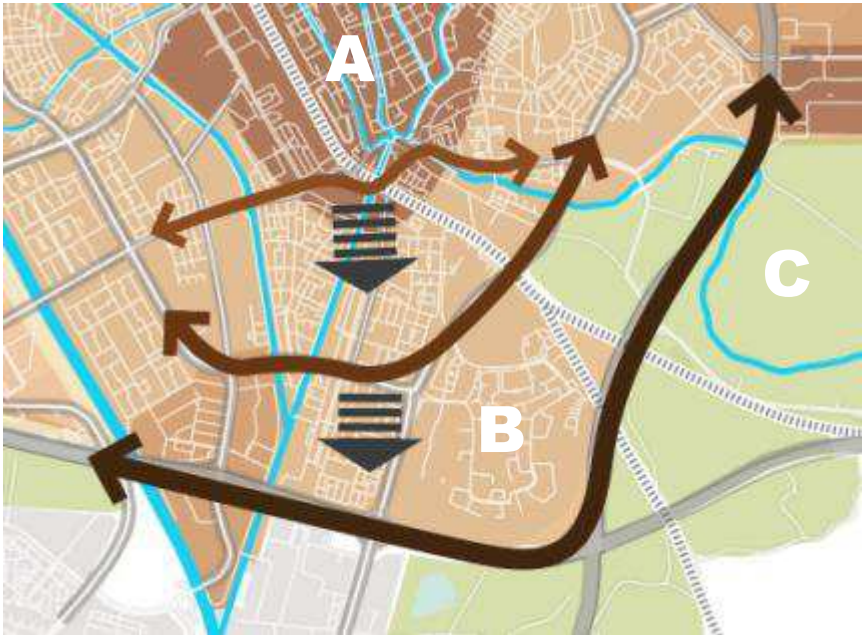


## System change in public transport:

- developing a regional public transport system (train, trams and busses)
- higher capacity vehicles (e.g. trams)



**Car:** through traffic to the edges, good access for local traffic





# The result: healthy growth in an attractive and accessible city

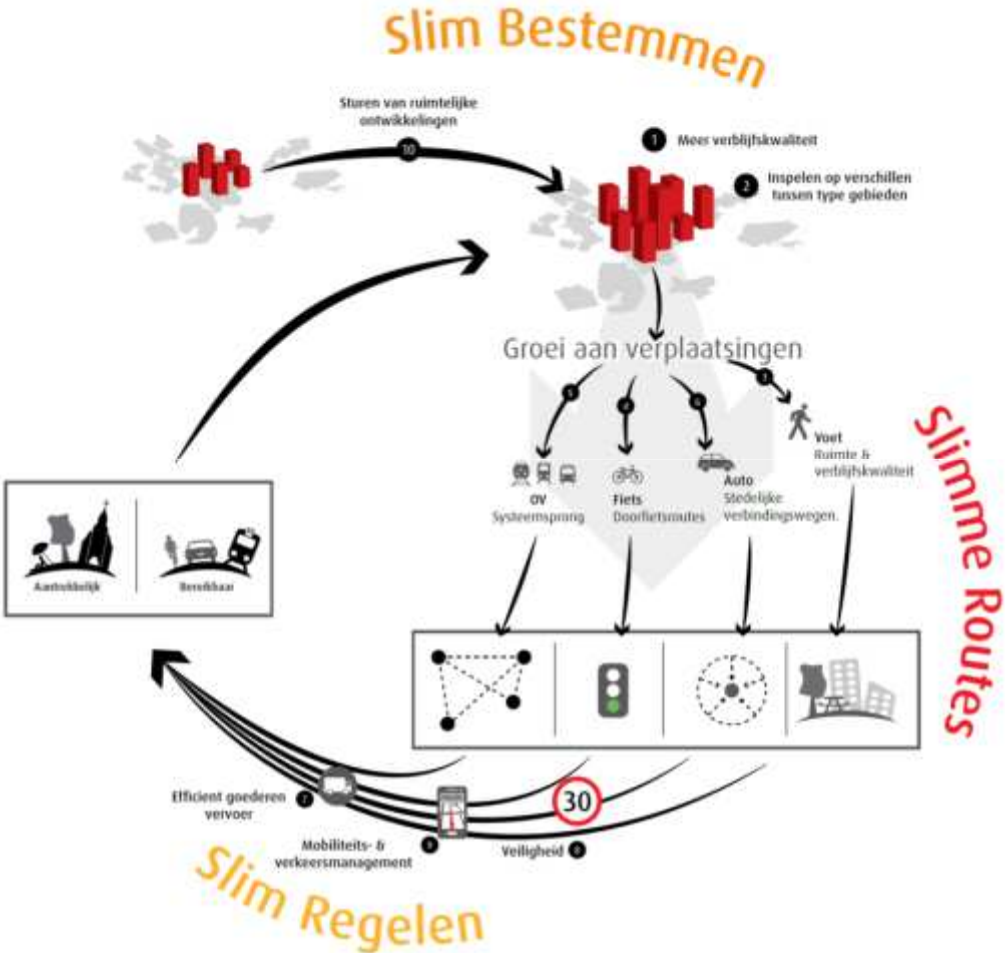




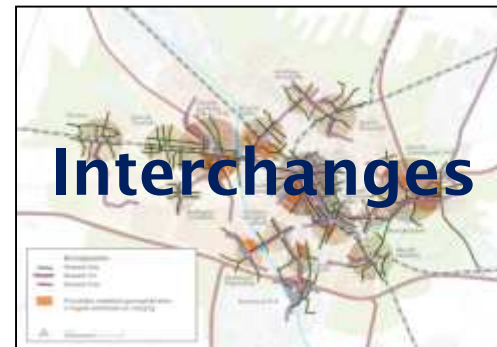
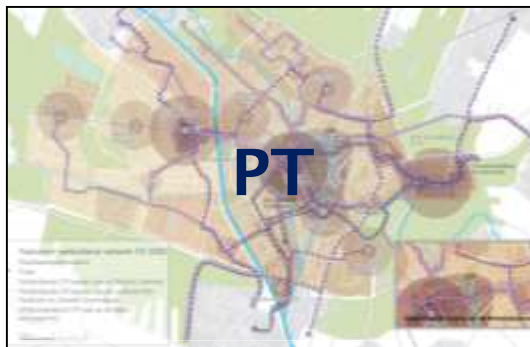
# HOW?



# Smart Routes, Smart Management, Smart Urban Planning



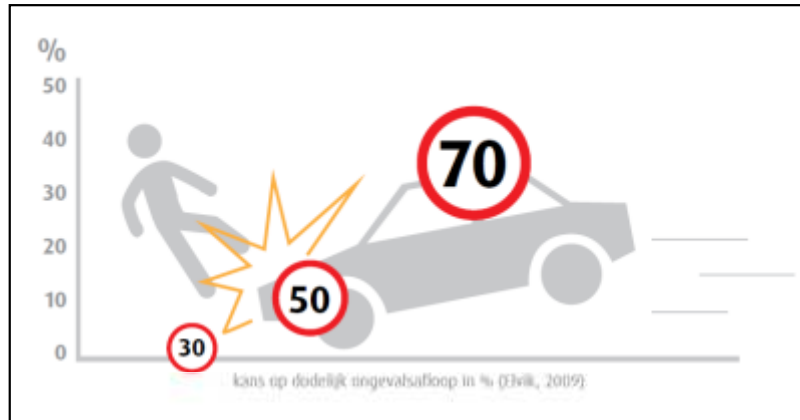
# Smart routes: facilitate healthy growth



# Smart management:

- Utrecht goes for 30!
- smart traffic management

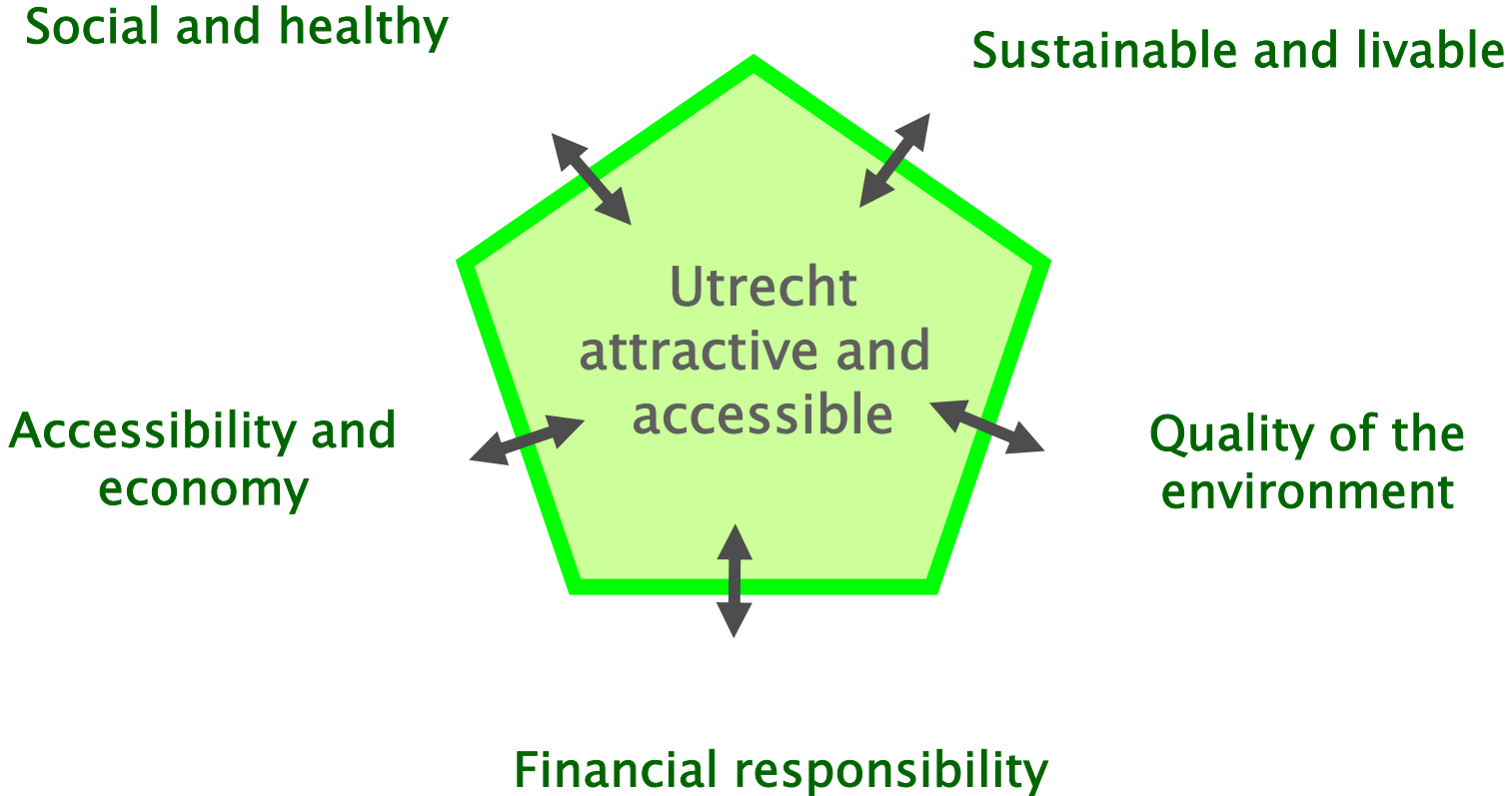
- mobility management
- smart logistics





# WHAT ARE THE EFFECTS?

# Integrated assessment framework







# Some examples of our new approach

# Mariaplaats before reconstruction



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## Mariaplaats after reconstruction (2015)





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# Mariaplaats after reconstruction (2015)



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## Adriaen van Ostadelaan before reconstruction



## Adriaen van Ostadelaan before reconstruction



## Adriaen van Ostadelaan after reconstruction (2016)





## Adriaen van Ostadelaan after reconstruction (2016)



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## Adriaen van Ostadelaan after reconstruction (2016)





## Leidseweg before reconstruction



# Leidseweg before reconstruction





## Leidseweg after reconstruction (2016)



## Leidseweg after reconstruction (2016)





# Leidseweg after reconstruction (2016)



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## 't Goylaan before reconstruction



## 't Goylaan after reconstruction (2016)





**Thank you for your attention**



**Mrs. L.H.L. (Lot) van Hooijdonk**

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