

STRATEGY PAPER PEDESTRIAN TRAFFIC



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1. Preamble

The City of Vienna is committed to the promotion of sustainable mobility. According to the Mercer Quality of Living Survey, Vienna is the most liveable city worldwide, which is also a consequence of its environmentally friendly and sustainable system of traffic management. Thus in 2013, 27% of all trips within the city were made on foot, while the share of public transport accounted for fully 39% and that of cycling, for 6% of all traffic. The coalition agreement of 2010 states that the share of pedestrian traffic is to be further increased beyond the current, already high level.

No other type of locomotion is so socially inclusive. The promotion of walking fosters health and participation in public life for all people, irrespective of their social back-

ground and physical condition. Moreover, pedestrians add vibrancy to public space and boost commerce. Walking generates encounters; it enables communication and interaction with others.

Due to the concomitant health benefits, the decrease of noise and pollutant emissions and the reduction of accidents, the advantages of active traffic modes – such as walking or cycling – for society by far exceed the cost of promoting these forms of movement. Especially in view of the expected demographic ageing process and the changing mobility patterns of children and young people, strengthening pedestrian traffic is essential for the future development of the city.



2. Vienna is taking big steps

Vienna boasts high shares of pedestrian traffic

Every trip begins and ends by walking. Improving the situation of pedestrian traffic thus benefits all population groups.



The current data show that there are more people in Vienna who walk than drive in a car. The high pedestrian share of 27% of all trips taken in the city is to be further increased. This constitutes a major challenge in view of the current population growth, in particular at the urban periphery. The important thing is to preserve a compact city with a good functional mix despite peripheral growth, so that short, attractively designed walking distances will be predominant in new urban development zones.

50% reduction of accidents, no fatalities

Traffic safety is of particular importance for pedestrians: both the subjective and the objective sense of safety are decisive for a city's liveability. The City of Vienna pursues a long-term "Vision Zero": in the long run, the number of fatal road accidents on

municipal territory is to be reduced to nil. According to the coalition agreement of 2010, the number of traffic accident victims is to be decreased by 5% annually, with 2010 taken as the base year for this target.

High atmospheric quality

Quality standards for pedestrians are given priority already today. However, additional space must be created to further enhance the atmospheric appeal of the streetscape: sufficiently wide and easily useable sidewalks are a basic precondition for strength-

ening pedestrian traffic in Vienna. Moreover, more pedestrians mean less noise and exhaust gas pollution, better health for the population and positive effects on safety and atmosphere in the city: pedestrians generate a sense of urbanity.

Vienna strengthens its international position

The objective lies in establishing strategic routes of high quality for pedestrians (see Section 4 below). After all, the City of Vienna aims to win international renown for its attractive public spaces and squares

and its excellent conditions for urban walking and cycling, thereby maintaining and strengthening its position as a city of eco-friendly traffic modes and superlative liveability.

3. Good design for greater atmospheric quality

The living-room of the city

Public space is the “living-room” of a city. Streets and squares must be attractively designed to stimulate a culture of walking. This involves trees and other forms of urban greenery, street furniture and pavements chosen with an eye to barrier-free use as well as road cross-sections that take account of the manifold demands for space typical of different user groups in a dynamic urban society and moreover foster smooth interaction in day-to-day traffic.



Aesthetic design

Through comfortable dimensioning and functional, aesthetic design, important walking relations are to motivate citizens

to make trips on foot – not only in their leisure time or for shopping, but also to reach their workplace or for other daily chores.

Individuality and originality

Public space design is to showcase Vienna as a vibrant city that also offers room for spontaneous action-oriented or artistic interventions. Public spaces are always accessible, flexible and lend themselves to multiple forms of use. They invite passers-by to stay awhile, are visually appealing,

generously dimensioned, barrierfree and embody individuality, originality and “international recognition value”. Encounter zones, pedestrian zones and temporary street gardens, consumption-free spaces and sitting areas heighten and intensify the city experience.

Balancing different demands for space utilisation

Densely built-up urban space calls for a balancing of the different interests of local residents and users of a given area. Apart from various types of space utilisation, such as traffic, restaurants, sidewalk cafés and kiosks, it is above all important to also make room for non-commercial

forms of use. Higher atmospheric quality for pedestrians can be generated by means of targeted measures, e.g. parking space management, the construction of garages or reducing the volume of stationary traffic on the streets.

International attention

New urban development zones offer the opportunity of creating public spaces of high functional appeal and design quality through planning procedures, thereby attracting international attention.



4. Strategic infrastructure development

Strategic routes - "strolling promenades"

High-quality, strategically planned pedestrian routes cutting across municipal districts are to link spots with significant pedestrian

volumes, including public transport hubs, shopping streets and cultural centres.

Comprehensive and easy to use

In addition to these strategic routes, a comprehensive, barrier-free network of pedestrian paths is called for as part of the urban route network. It must be easy to use, connect several neighbourhoods and be coordinated with Vienna's cycle way and open space networks. Particular attention is paid to providing efficient walkable crossings within Vienna's neighbourhoods – especially with a view to the city's traditional passageways through buildings with interior court-

yards. Direct routes and short distances to day-to-day amenities are essential here. Continuously walkable sidewalk widths of 2 m (2.5 m with angle parking) were defined as the absolute minimum already in the 2003 Transport Master Plan, with some additional width stipulated in case of larger pedestrian and vehicle volumes or utilisation densities. This goal must be paid special attention in redesign projects and new neighbourhoods built from scratch.

Winter service

Infrastructure facilities must be ready for use at any time of the year; for this reason, winter service ensures safe and comfortable walking during the cold months. For this reason, concepts aiming at the further

optimisation of winter road management are being developed. Property managers and building owners are to be increasingly sensitised to also assume part of this responsibility and liability.

Attractive design

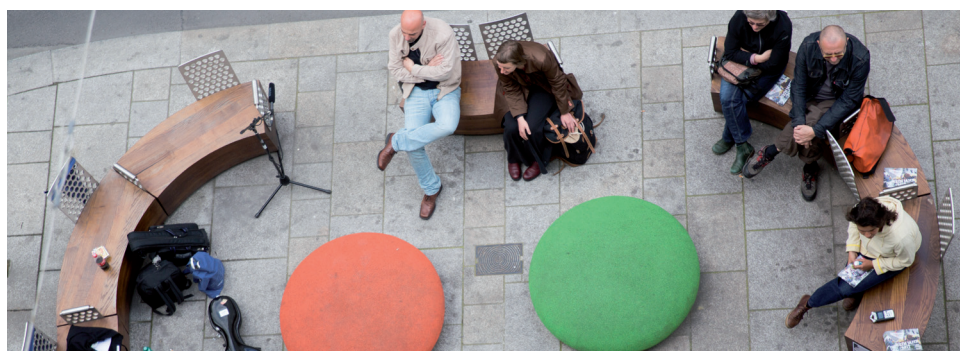
Providing possibilities for resting and lingering in public space as well as suitably wear- and weather-resistant urban furniture are as important as sufficient and well-located sitting, shading, plants, drinking fountains,

waste containers, etc. Public spaces that serve as attractive meeting-points and places to linger are catalysts of future-oriented urban development.

Financing

Vienna's municipal districts contribute significantly to this good pedestrian infrastructure. Grants disbursed from the central municipal

budget are to support the districts' commitment to implementing suitable measures for the promotion of pedestrian traffic.



5. Outstanding traffic safety

“Vision Zero”

In 2012, according to Statistics Austria, 16 pedestrians were killed, and more than 1,000 injured, in Vienna. On zebra crossings both with and without light control, the accident risk for pedestrians in Vienna remains high. The City of Vienna is pursuing a long-term “Vision Zero”, which aims at reducing the number of fatal road accidents in the city to nil. Year after year, the number of traffic accident victims on Vienna’s streets is to be decreased by 5%.



Traffic calming

The extension of “Tempo 30” zones (20 mph zones) and comprehensive traffic calming are key measures to increase traffic safety in Vienna. Lower vehicle speeds prevent accidents and help to mitigate accident severity. New traffic regulations, such as encounter zones, likewise contribute to further reducing the number of accident victims.



Elimination of accident blackspots

The systematic elimination of accident blackspots and the monitoring of zebra crossings – also with respect to short, pedestrian-friendly waiting times at light-controlled intersections – are particularly important. Special attention must be paid to children, senior citizens and persons with reduced mobility or sensory impair-

ments. The continuous updating of school route maps for Vienna’s primary schools contributes to high traffic safety. Suitable street space design, the use of “smart road markings” and structural measures likewise support the goal of traffic safety for pedestrians.

Promoting co-operativeness

Finally, a culture of co-operativeness among all road users is to be promoted by means of awareness creation and PR efforts aimed

at improving mutual consideration and respect.

6. Target group-oriented sensitisation

Walking: a symbol of urbanity

The public image of walking as a healthy and environmentally friendly form of urban mobility is to be improved; at the same time, the needs and requirements of pedestrians are to be paid closer attention.

Target groups: young and old

The Mobility Agency for Vienna (Mobilitätsagentur Wien GmbH) serves an important role as interface and mediator between citizens, administration and politics. Particularly relevant target groups include older persons, persons with limited mobility as well as families and children.



Campaigns and events



Request and complaint management, walking campaigns and services for schools and kindergartens are to stimulate interest in walking. Rallies and events that permit an all-round public space experience involving all senses (e.g. Streetlife Festival), the “Geh-Café” dialogue format, thematic walks, street festivals and play streets are all part of this sensitisation strategy.

7. Direction signs for orientation and route planning

Fast, safe, quiet and attractive

Attractively designed, greened footpaths motivate urbanites to walk and sometimes even to accept longer distances. For this reason, orientation systems must, in addition to the shortest and fastest routes, also show quiet and particularly safe paths.

Direction signs as Vienna's calling card

Vienna is not only a growing metropolis, but also a popular tourist destination and an important convention city. Direction signs and orientation systems in physical space as well as online by means of apps and routing systems are very important, as they constitute a sort of "calling card" of Vienna.



8. Barrier-free design

Eliminating barriers

Promoting pedestrian traffic is also in line with the objectives of the UN Convention on the Rights of Persons with Disabilities and those of the Smart City Wien Framework Strategy. Barrier-free public space, the overcoming of urbanistic barriers, guidance systems for the blind, efficient lighting and other guidance systems contribute to

meeting the mobility needs of all citizens. Internationally speaking, the City of Vienna boasts a top position with regard to barrier-free public space design. At the moment, fully 90% of the sidewalks feature curb ramps; the further elimination of physical barriers is to result in an all-round barrier-free city.

Tactile and acoustic guidance systems

Orientation and routing systems are moreover of key importance for the blind and visually impaired as well: orientation is facilitated by means of tactile and acoustic guidance systems.



9. Data sources and knowledge management

Improving data sources

Comprehensive and reliable information sources and data are essential for prioritising pedestrian traffic. At the moment, though, walking still plays a somewhat secondary role in basic research and municipal transport planning, as the planning focus is on the dimensioning of technical traffic in-

frastructure. In the future, quality standards aimed at meeting the needs of pedestrians and taking account of the social and spatial interdependencies of design and atmospheric quality will become an even larger element of planning.

Traffic counts and measurement methods

With regard to data sources, there is on the one hand a lack of information about the funds directly or indirectly disbursed to sup-

port pedestrian traffic; on the other hand, knowledge about the requirements and needs of pedestrians is also scant, as are counts by means of permanent counting stations or surveys of pedestrians' activities and length of stay in public space, all of which renders insights into the qualities of such spaces and their acceptance a difficult task. What is thus called for at the technical level are surveying and measurement methods, the determination of rebound effects of traffic safety measures as well as analyses of the effects of pedestrian-friendly urban design on public health, welfare and the economy.



Demand for innovation

There is also some demand for innovation and research with regard to analogue and digital orientation and navigation systems, goods transports handled on foot and guidance systems for new traffic areas de-

signed according to the "Straße Fair Teilen" (Fair Street Use) principle – for example guidance systems for the blind in encounter zones or safe level crossings for the blind.

Recommendations:

- Development of a pedestrian route system for Vienna with everyday-use and open-space functions as well as creation of strategic pedestrian routes
- Traffic calming and “Tempo 30” zones (with the exception of traffic arteries designed to contain through-traffic), creation of encounter zones and pedestrian zones in residential areas
- Uniform marking for important walking routes
- Evaluation and implementation of strategic projects for pedestrians, e.g. strolling promenades (together with municipal districts), to be partly funded from the central municipal budget
- Setting-up of pedestrian counting stations and organisation of pedestrian surveys
- Improvement of street crossings for pedestrians
- Recovery of public space due to capacities liberated from road traffic (with special attention paid above all to public transport), inter alia based on synergy effects resulting from parking space management and the promotion of garage construction, e.g. alternative utilisation of parking space mainly for consumption-free zones
- Systematic elimination of accident blackspots with the participation of pedestrians
- Continuous updating of school route maps for Vienna’s primary schools
- Concept for optimising the usability of sidewalks and footpaths during winter months
- Overview of funds directly or indirectly invested in measures to promote pedestrian traffic
- Awareness creation and PR work for the promotion of walking in order to improve its image and foster a spirit of co-operativeness among all road users
- Training for employees of all municipal departments involved in road construction as well as for the staff of building contractors with regard to disability-friendly construction site design and useful, cost-efficient solutions for facilities for the disabled

All ways, all senses

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