



RESOLVE
Interreg Europe



European Union
European Regional
Development Fund

RESOLVE – Peer Review Warsaw

RESOLVE Expert Team

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The challenges

The main focus for this Peer Review is:

1. Pedestrianization of the project area

- Public transport issue
- Parking Policy
- Delivery scheme

2. How to increase the attractiveness of the area

3. How to “sell” projects and make people excited about changes

- Both to politicians/decision makers and to inhabitants

Advice

- **Key message**
- **Pedestrianization**
- **How to gain support**

KEY MESSAGE

- **What is the general vision behind the redevelopment of the project area?**
 - How do you communicate this vision?
- **What is the relation between the project area and the rest of the city?**
 - Is this going to become the new retail centre of the city?
 - Only for residents and commuters?
 - What about tourists and visitors?
- **The mobility policy should support the overall strategy of the city**
- **How to make the city “inclusive” for the users (commuters/residents/visitors/...)?**

PEDESTRIANIZATION

Pedestrian areas

- Pedestrianization should not be a goal in itself
- It should be related to the overall vision:
 - Why do you want it?
 - Who is going to use it?
 - ...
- Look at this project from different perspectives:
 - The residents
 - The visitors
 - The politicians
 - ...
- Take these stakeholders with you all the time!!

Public Transport

- You have great plans to redevelop the area around the Palace of Culture, but at the moment there is a NON-HUB for transport;
- There is a strong focus on individual projects (5 corners' square, ...) but we miss a overall approach:
 - How do you want people to come here?
 - ...
- Make the system user-friendly:
 - Signs
 - Maps
 - Recognizability

Parking Policy

- Define your **target groups**: residents, visitors (for shopping or other reasons), businesses, employees, tourists;
- **National legislation (max price) is a huge limitation but:**
 - You can still enforce parking policy
 - Make use of the instruments you have
 - Sooner or later you have to deal with it as country
- **Parking policy is a management instrument not a tax!!**
- **Enforcement is key**

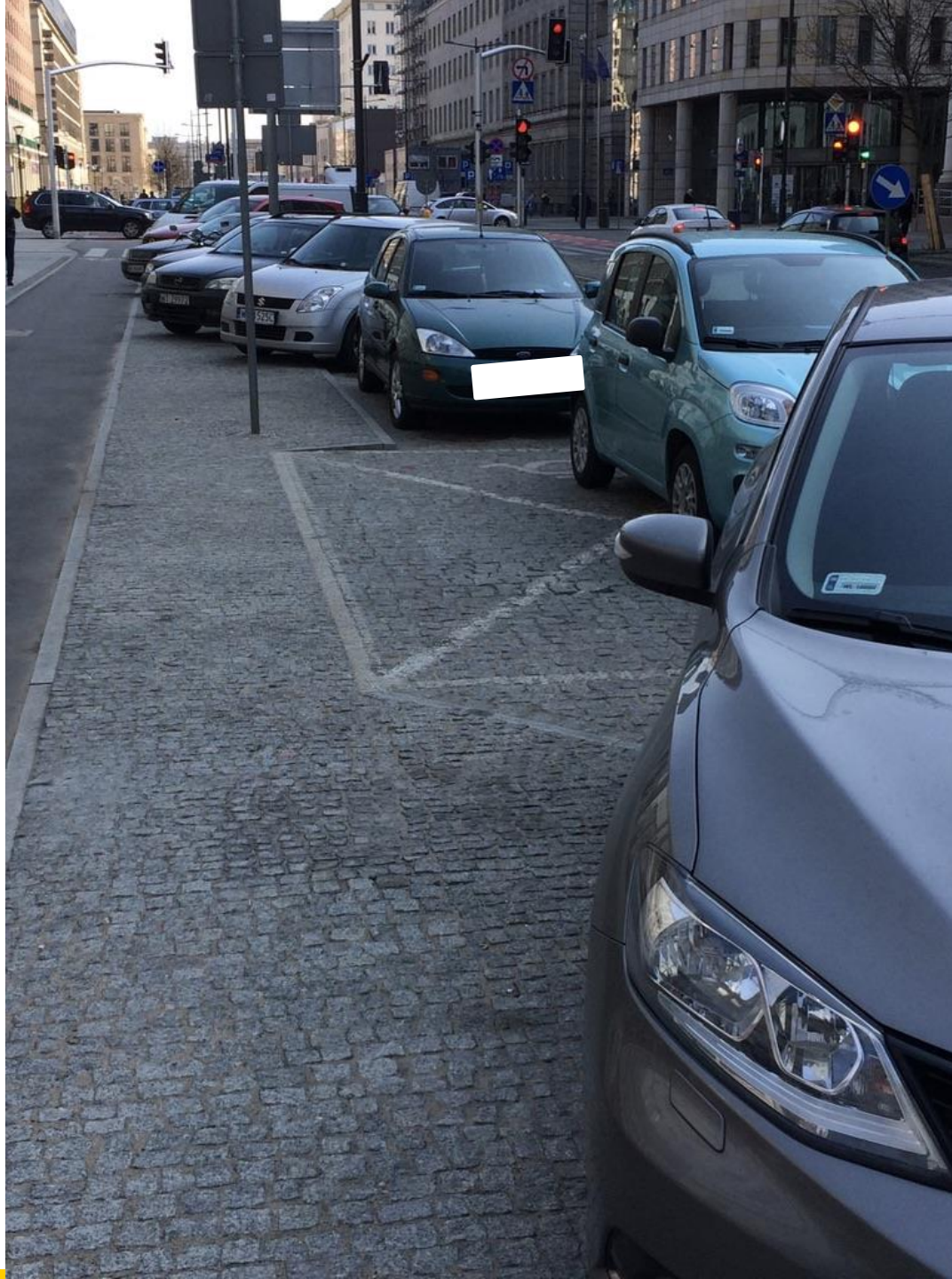
Enforcement parking policies

- **Enforcement is an essential tool for parking management**
- **If you want parking regulations to be effective, they must be enforced!**
- **Adequate enforcement is necessary to avoid spillover problems**









Parking policy: some tips

- **Make on-street parking possible only for residents:**
 - In this way you create scarcity and make off-street parking more attractive for private investors
- **Reduce the number of on-street parking as well**
- **Link the number of parking permits to the effective capacity**
- **Tell citizens parking costs a lot of money and cannot be provided for free!!**
 - If the user of the parking space does not pay the full cost of it, it means that he/she is subsidized by the city
 - Increasing parking fees actually means to decrease the subsidy the city is paying

Urban Logistics

- **It is strongly related to parking policy**
 - Time slots
 - Places
 - ...
- **Talk to your stakeholders and find out what they need**
- **Related your policy to the overall vision:**
 - If you want a pedestrian area you might have to stimulate cargo-bike initiatives or similar

HOW TO GAIN LOCAL SUPPORT

Communication

- **Start to give a name to that area!!**
- **Brand that area!!**
 - What is unique of this area?
 - Why is different from the rest of the city?
- **Is the retail located in the right place?**

Selling the project?

- You don't have to sell anything!
- Share the project/vision with your stakeholders!!
- If you sell something to people you are not working together with them!!
- Don't make assumptions, but ask people what they think/want/...
- Not only residents but also retailers, property developers, investors,...
- Listen to what they say

Involvement

- **Involvement of local stakeholders (retailers, residents, visitors and politicians)**
- **Involve them from the beginning to the end; in this way they will “own” the project**
- **Build good relationship with them:**
 - You are not the enemy!!!
 - Help them to build a wonderful city centre

How to involve local stakeholders

- **Organize events**
 - Workshops
 - Focus groups
 - Go to the streets
- **Study trips**
 - Learn from attractive streets
- **Local ambassadors**
 - Innovative shops/areas/...

Take away message

- **Link your work with the overall city vision**
- **Invest in relationship with your stakeholders**
 - This will take time!!
- **Communicate in a clear way**
 - Share your goals with your stakeholders
- **Make good use of the instruments you have**
 - Parking policy



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Thank you!



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