Some words on Helmond

- **A small/medium sized city** in the Netherlands

- 2nd biggest city in **Brainport Eindhoven region**
  - 750,000 people
  - Fastest growing regional economy in the Netherlands: home to technology companies (ASML, NXP)

### Population

- 1980: 58,500
- 2020: 92,500

### Companies

- 1980: 1,920
- 2019: 7,530

### Jobs

- 1980: 21,500
- 2019: 41,800
Brainport Smart District

- 2000 houses and 4 ha business park
  - First dwellings in 2021
  - 4500 residents
- Smart living and working area in Helmond
- Living lab for innovations
- Cooperation between local authorities, academics, companies and citizens

First dwellings

Brandevoort station

Railway line

5 min to Helmond

7 min to Eindhoven
An integrated approach

8 programmes

- Mobility + 7 other programmes
- Interconnected
- Necessity to comply to several programmes

Find a balanced and efficient way to achieve ambitious goals
Towards a zero-emission zone

- No motorized cars in the district
- No parking in the district

Design streets for people...

- ... not for cars!

Active mobility at the center

- Make active mobility the most convenient modes
- Safe and qualitative connections: focus on these infrastructures

Test innovative mobility solutions
Parking: outside the district

- Park outside the district
  - No loading/unloading by car

Strict parking norm

- 0.2 as an ambition
- A realistic approach: 0.5 in a first stage, only when alternative mobility solutions are not enough developed
Offer mobility services: mobility hubs

Offer alternatives for mobility needs

- Efficient sustainable solutions for people to circulate in / from the district
Offer mobility services: mobility hubs

Offer alternatives for mobility needs

- Efficient sustainable solutions for goods to be delivered
Exemption / permits

As less exemption/permits as possible

- No general exemptions
- All motor vehicles should get a permit to enter

But exemptions are needed

- Disabled, emergency
- Time windows for moving vans, heavy delivery

Every case should be checked separately
Prove that no other solution is possible
Participation from the inception

An active role in the co-design of the district, in the innovation development
- Opportunity to come up with ideas
- Innovation as part of everyday life

Attract people that are open to the ambitions of BSD
ReVeAL

Conclusion

A specific UVAR project by design

- A white page, a flexible approach to maximize the results

A balanced approach

- Ambitious goals which implies restrictions to motorized vehicles use and park
- Efficient smart and sustainable mobility alternatives

Live in a safe and people-friendly place

- Bring innovation in the real world, at the heart of citizens home
- Enhance people well-being and help them in their daily life
For more information on Brainport Smart District:
https://brainportsmartdistrict.nl/en/

Thank you for your attention

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