



Regulating Vehicle Access
for improved Livability

**Providing a mobility
concept in a (virtually)
vehicle-free residential area**

ReVeAL webinar – 29/06/2021



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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

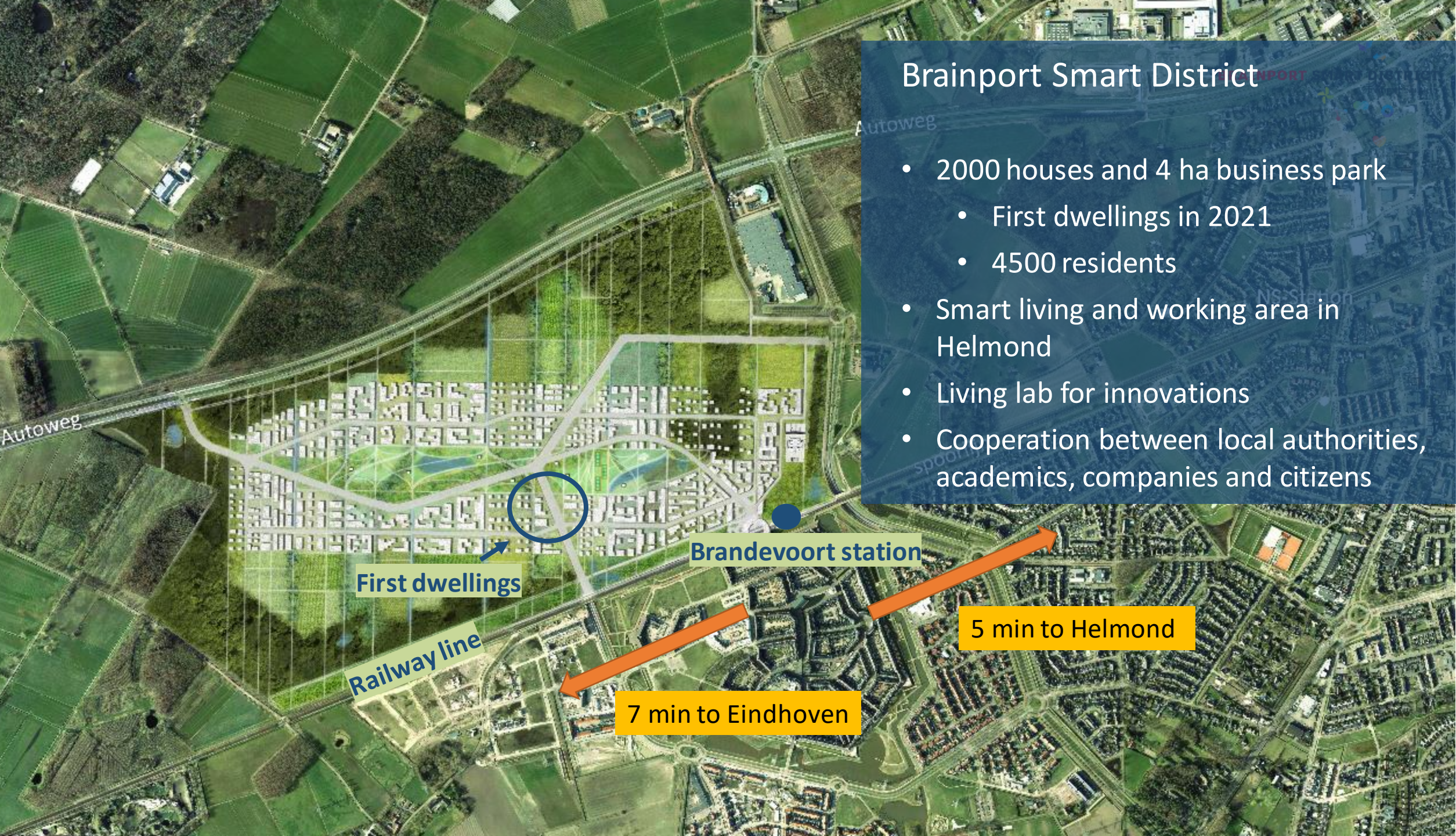
Jobs

- 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

7 min to Eindhoven

5 min to Helmond

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



Mobility in BSD : main ambitions

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

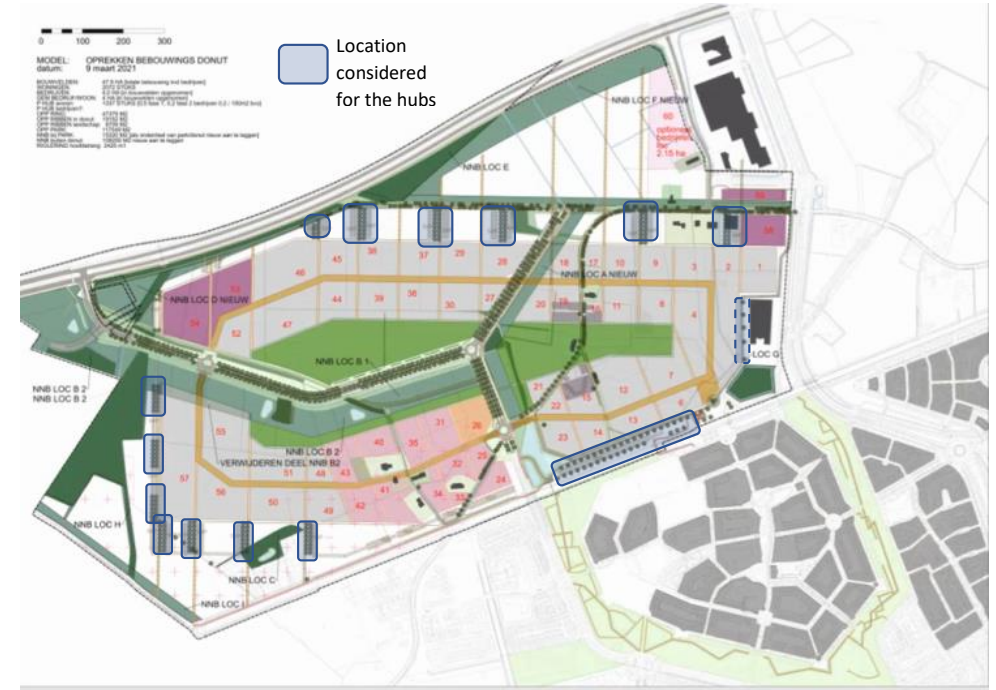
Strict parking norm

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



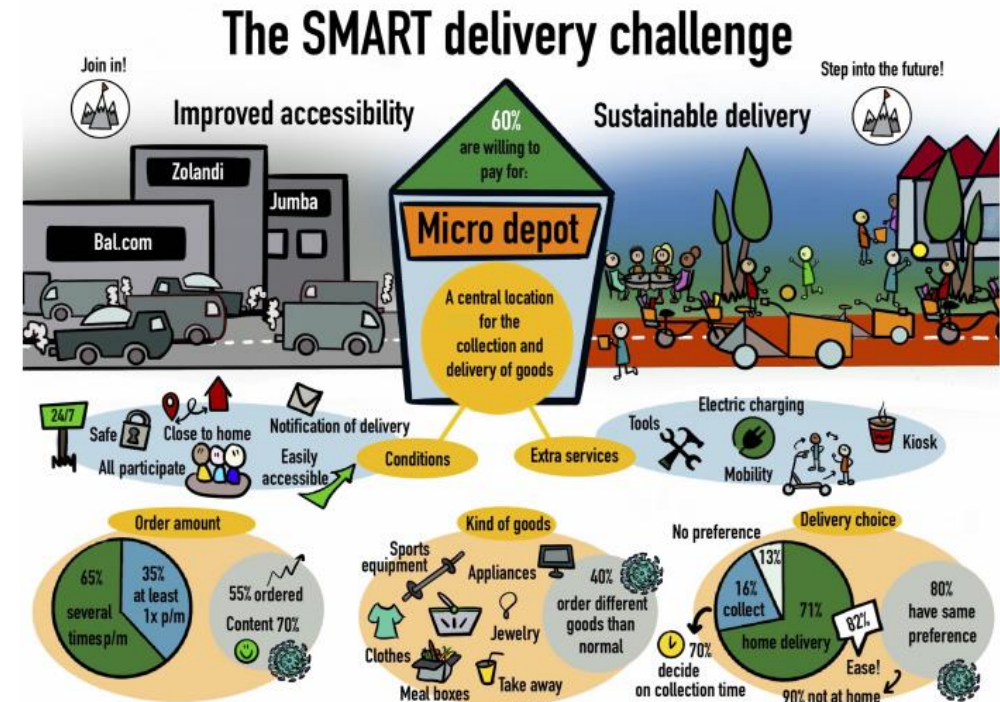
Offer alternatives for mobility needs

- Efficient sustainable solutions for people to circulate in / from the district



Offer alternatives for mobility needs

- Efficient sustainable solutions for goods to be delivered



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**





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

Matthieu Graindorge, City of Helmond

www.helmond.nl



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