



EXPERIMENTS & TRANSITION

URBANISM NEXT EUROPE 2021



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Architect MVRDV / Stadslab Hoogkwartier

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From Experiment to system change of urban mobility

 [@UrbanismNextEU](https://twitter.com/UrbanismNextEU) [#UNextEU](https://twitter.com/UrbanismNextEU) 

Mobility Challenge Hoogkwartier





Introduction

Citylab Hoogkwartier

A citylab is general classification for private initiatives in a neighbourhood - always in close collaboration with inhabitants, local entrepreneurs and public authorities- in which plans are developed to make the neighbourhood resilient.

Hoogkwartier context

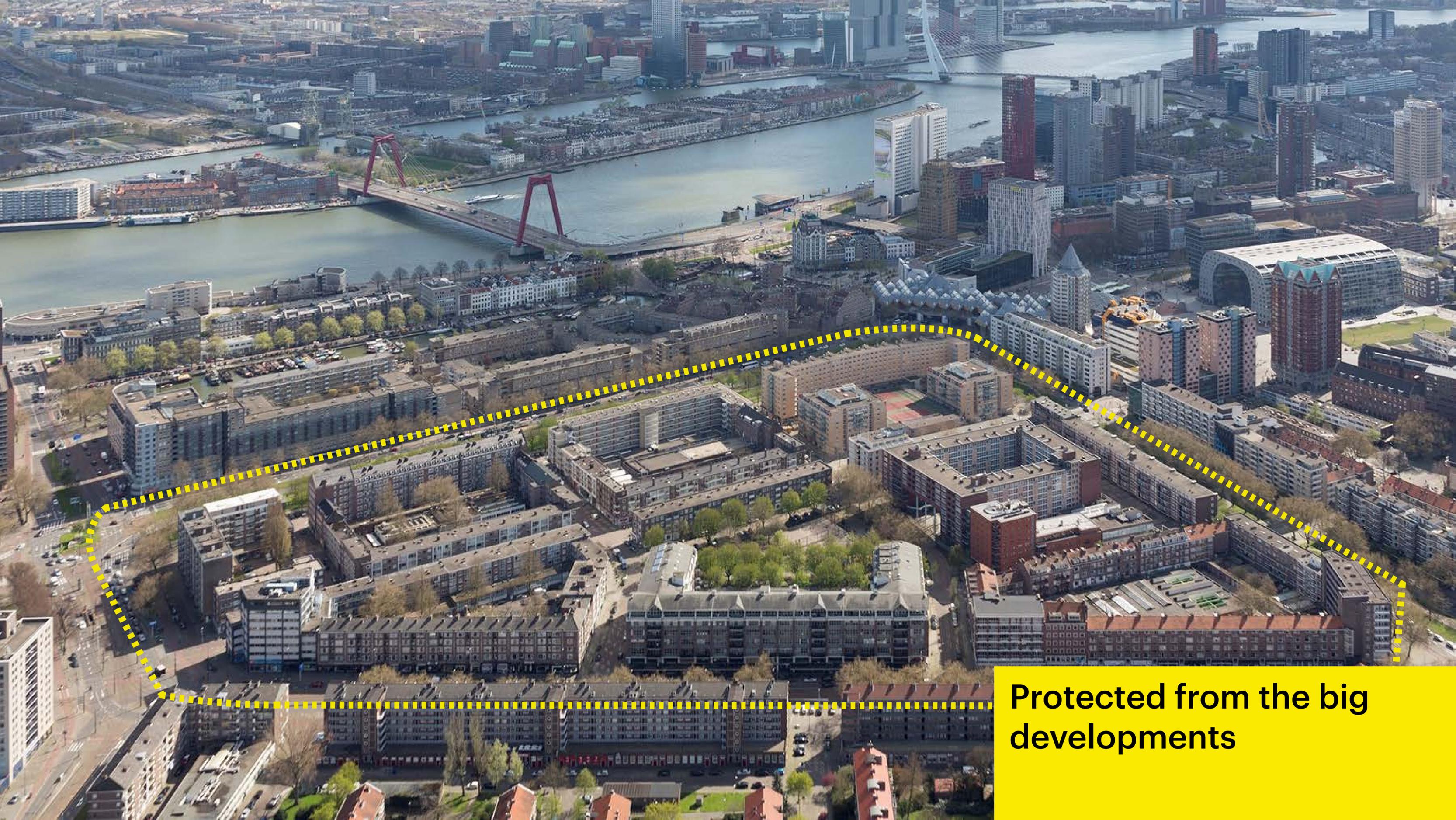


central station

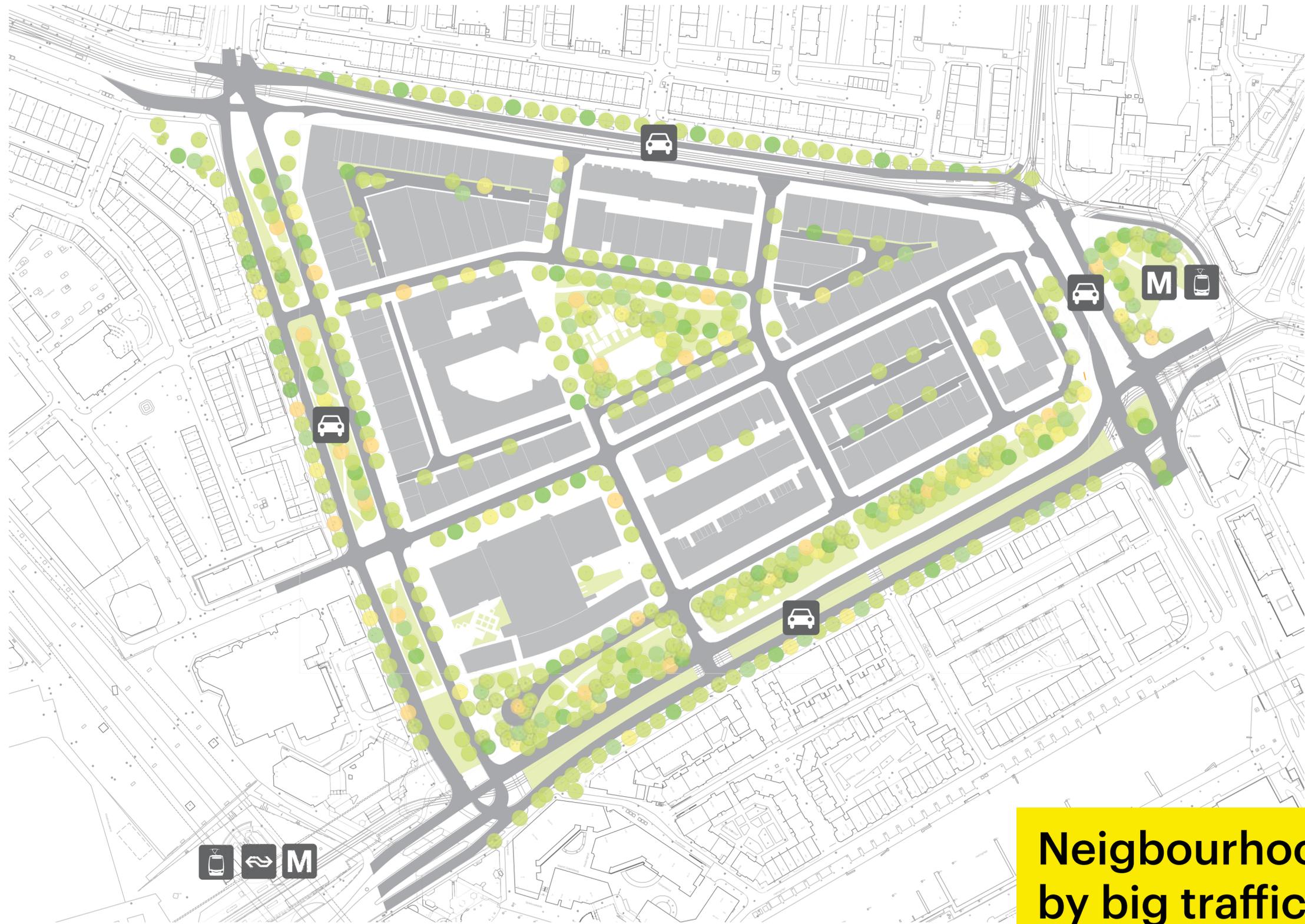
city centre

Hoogkwartier

Location Hoogkwartier



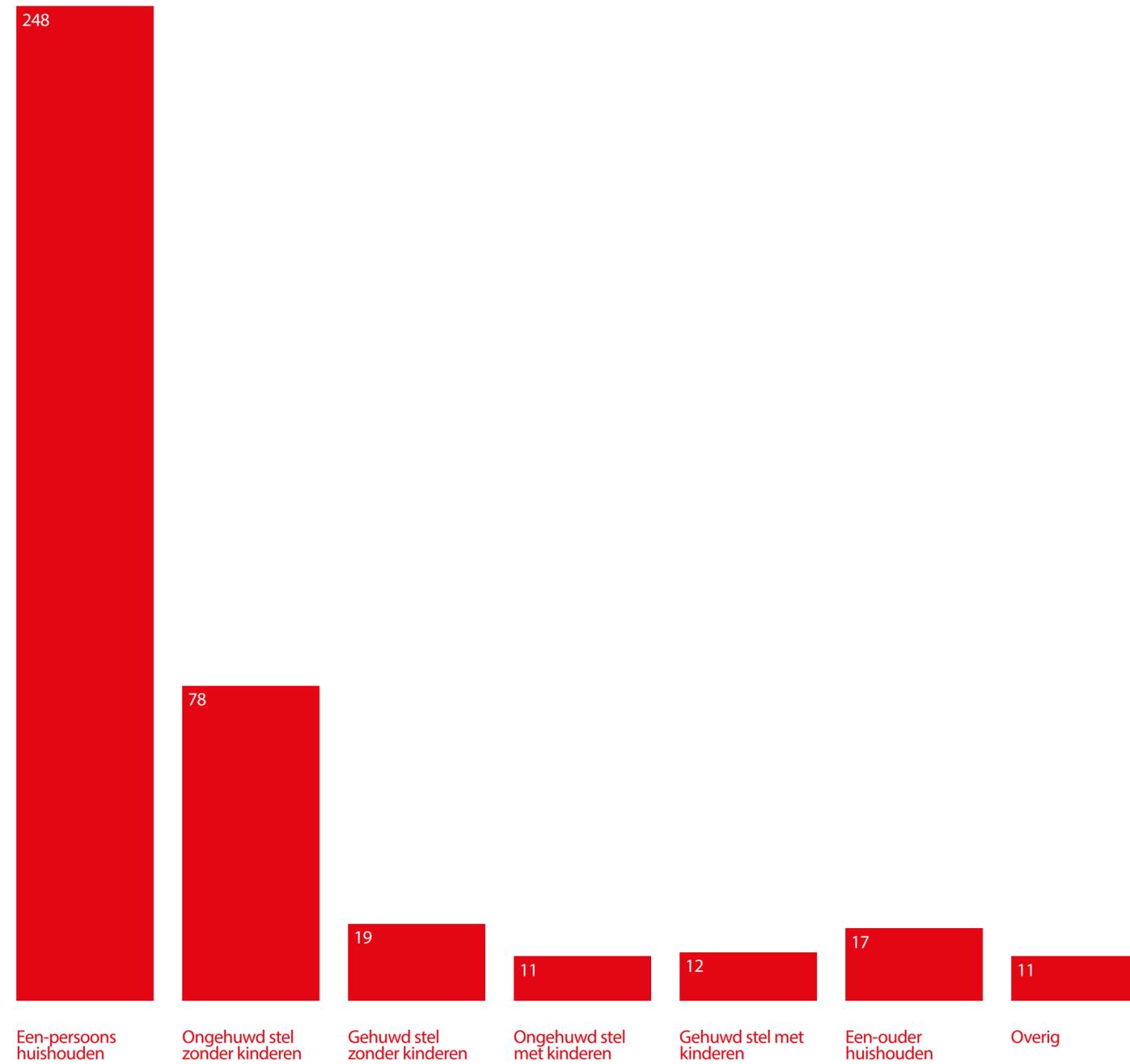
Protected from the big developments



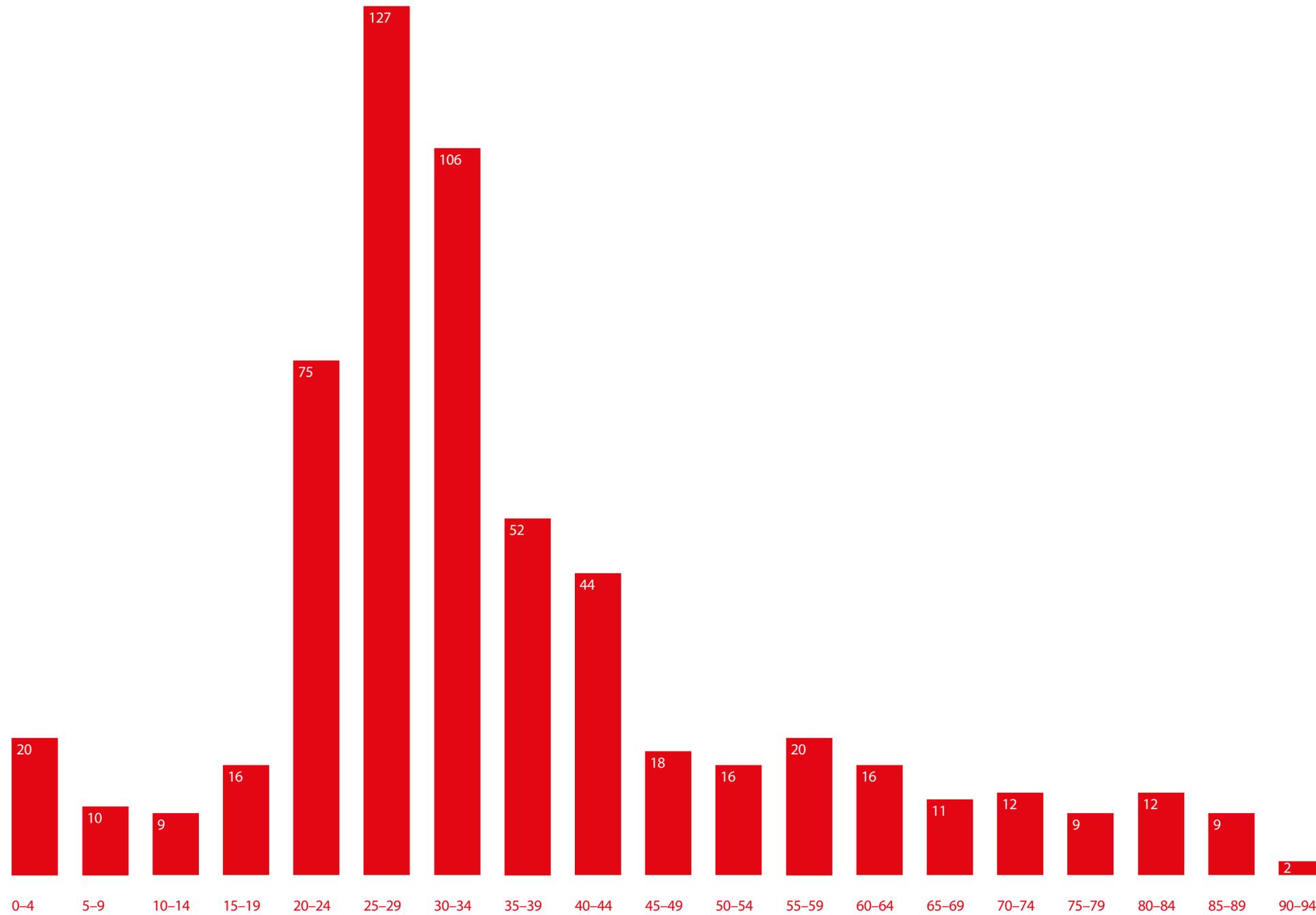
Neighbourhood surrounded by big traffic roads



**Cohorent post-war
architecture**



Demographics: mainly single-person households



Demographics: mostly young urban professionals

Neighbourhood meetings



Participatory proces



**Nice central
neighbourhood
park**

**Park
place for
recreation**

**More trees
and green**

**better
maintenance
green**

**Safety
of public
space**

**Safer entrance
to parking
garage**

**More
camera
surveillance**

**Wishes from the
neighbourhood**

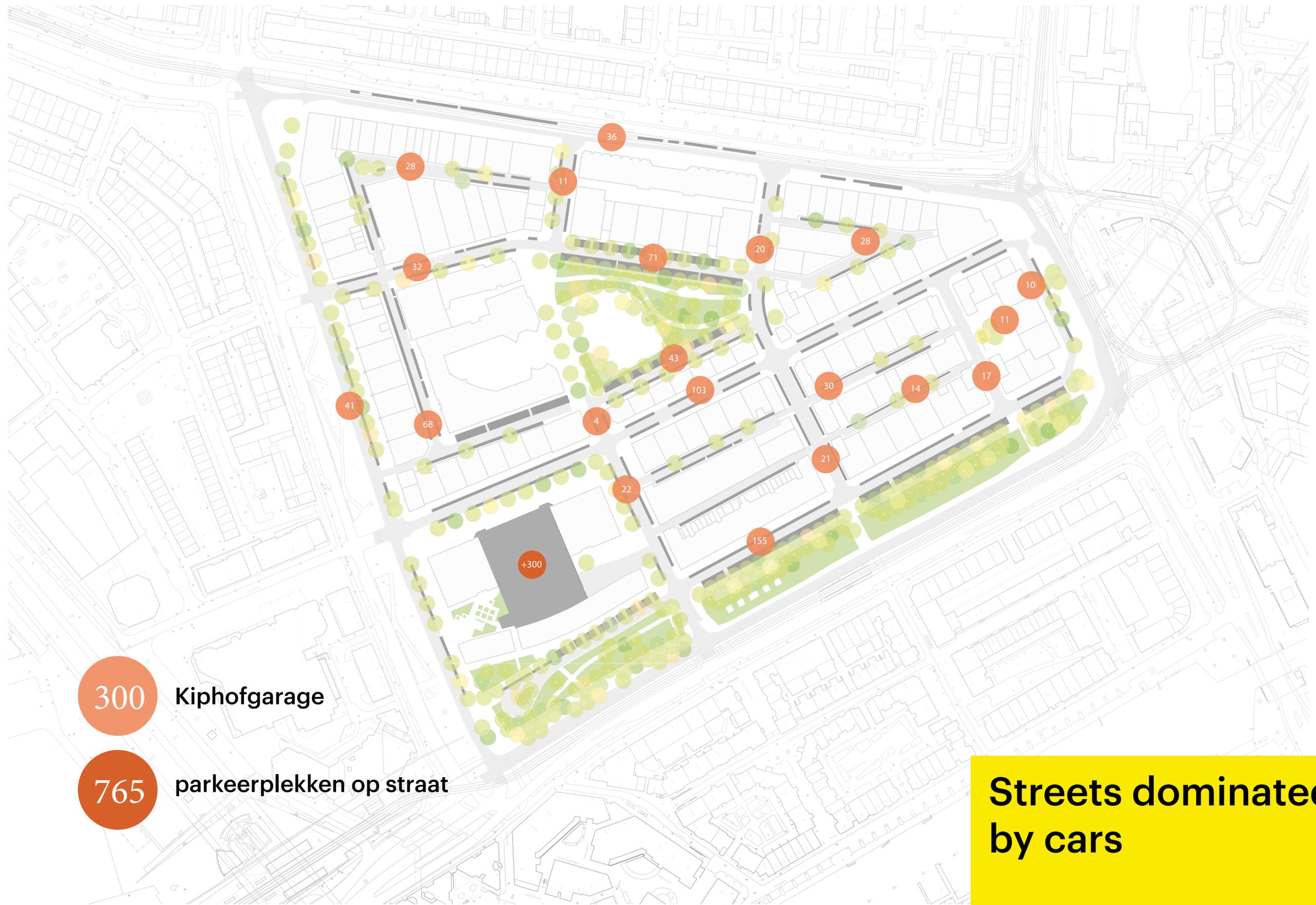


Public Space & Mobility

Public Space & Mobility



**Space and Mobility
are connected**



300

Kiphofgarage

765

parkeerplekken op straat

Streets dominated by cars



Space for parking

8%



Space for green

6%



Streets dominated by cars



INDOORI RESTAURANT
TAJ - MAHAL

VF-345-B

Kunsttuin

THE BIRTH OF A RAINBOW IS INSPIRED BY WAIN SPIRITS

P. WILSTER BOUW
WATERLOO 25 - ROTTERDAM
1105BN NL





47-GBR-1

P
10

20
HOUDEN
DE ONZE
SCHOOL

20
HOUDEN
DE ONZE
SCHOOL



LOSH



JSM





Green spaces; lack of quality



de Sint-Janshof

W & S Automaterialen

Papier en karton



Papier

Rotterdam Circulair



Mobility Challenge!



**Explainer video
(Dutch only)**



**Core team; Citylab
Hoogkwartier &
Municipality Rotterdam**

Participants

7 SEP – 9 NOV

UNIEK EXPERIMENT
IN HET HOOGKWARTIER

MOBILITY CHALLENGE!

Hoogkwartier

Eerste 70 deelnemers
krijgen vervoersbudget.
Schrijf je nu in!

DOE JE
MEE?



www.MCHoogkwartier.nl



STADSLAB
HOOGKWARTIER



MVRDV

Recruitment

Samen maken we de toekomst!

90 buurtbewoners
gaan de uitdaging
aan...



MOBILITY
CHALLENGE!

Ook een Mobility Challenge in jouw wijk?

Een belangrijk aspect van het experiment Mobility Challenge was de mogelijkheid om op te schalen naar andere wijken in Rotterdam en andere steden.

Inmiddels hebben meerdere wijken en steden belangstelling getoond. De organisatie wil graag haar kennis delen. Wil je ook een Mobility Challenge in jouw wijk? Neem contact op met de organisatie via [e-mail](#).



Kick-off events



MOLTY
CHANGE!



Participants

30 with car

60 without car





Public Space

**Nice central
neighbourhood
park**

**Park
place for
recreation**

**More trees
and green**

**Safety
of public
space**

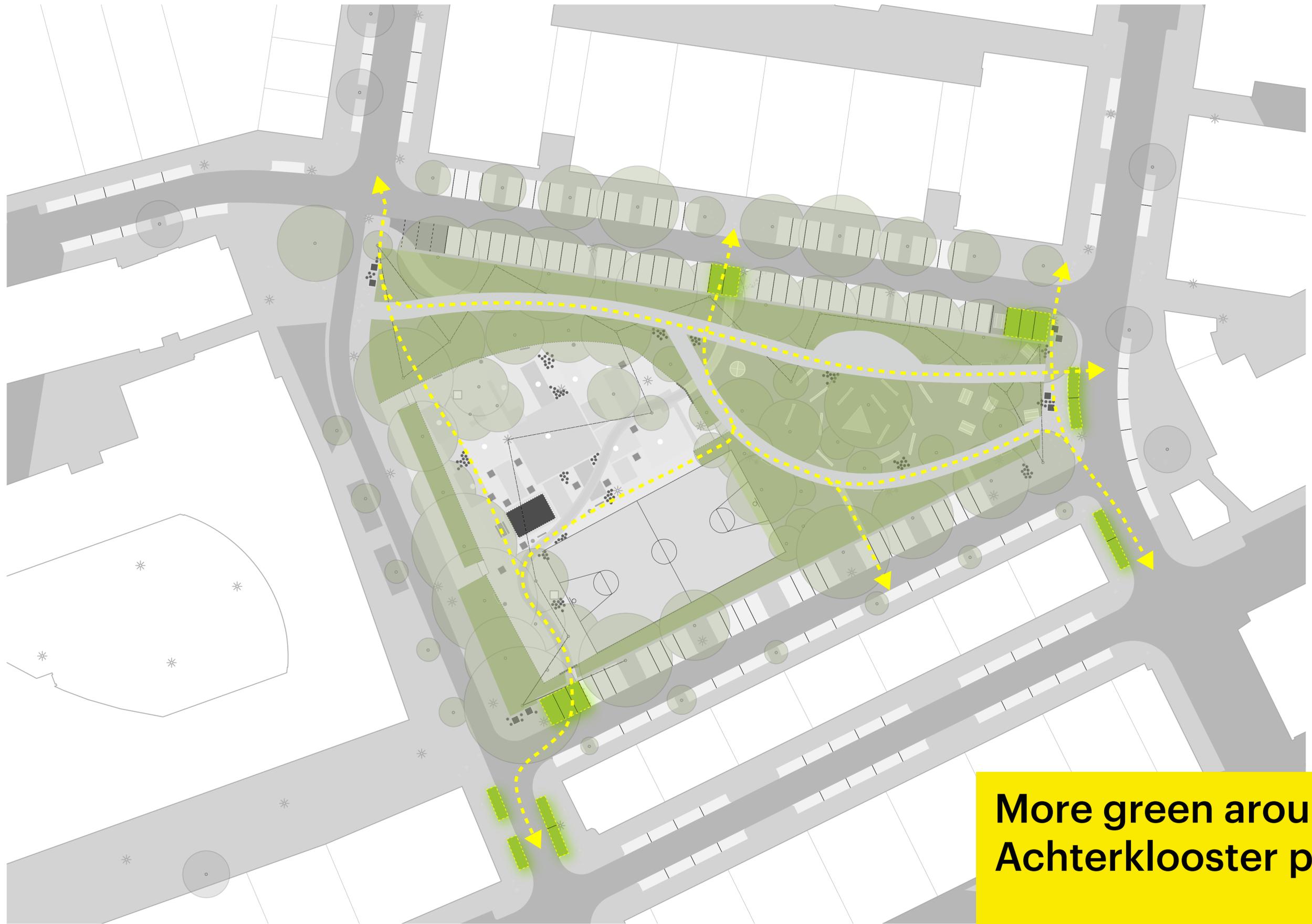
**better
maintenance
green**

**More
camera
surveillance**

**Safer entrance
to parking
garage**

**Whishes from the
neighbourhood**





**More green around
Achterklooster park**

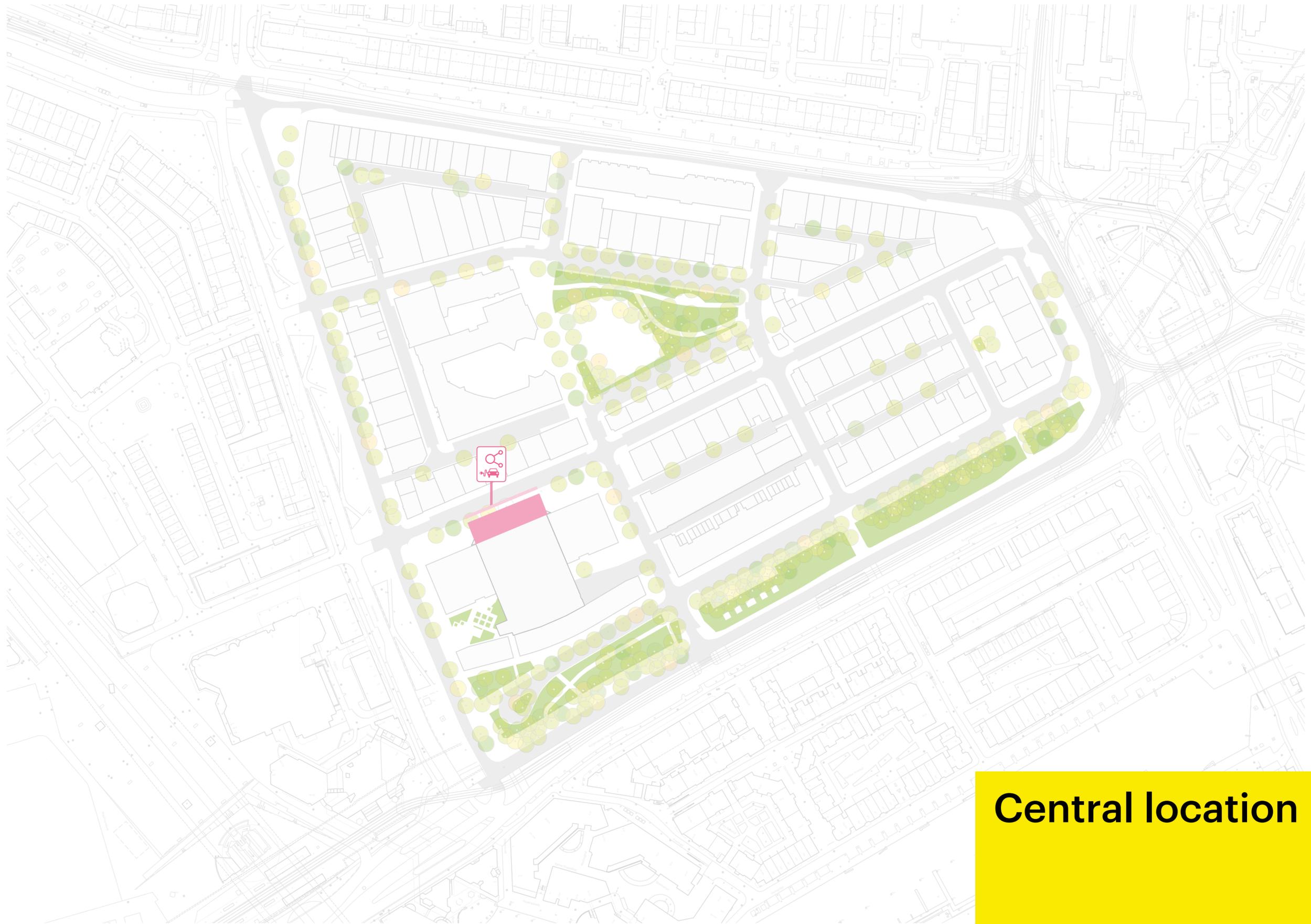


Green extends into neighbourhood

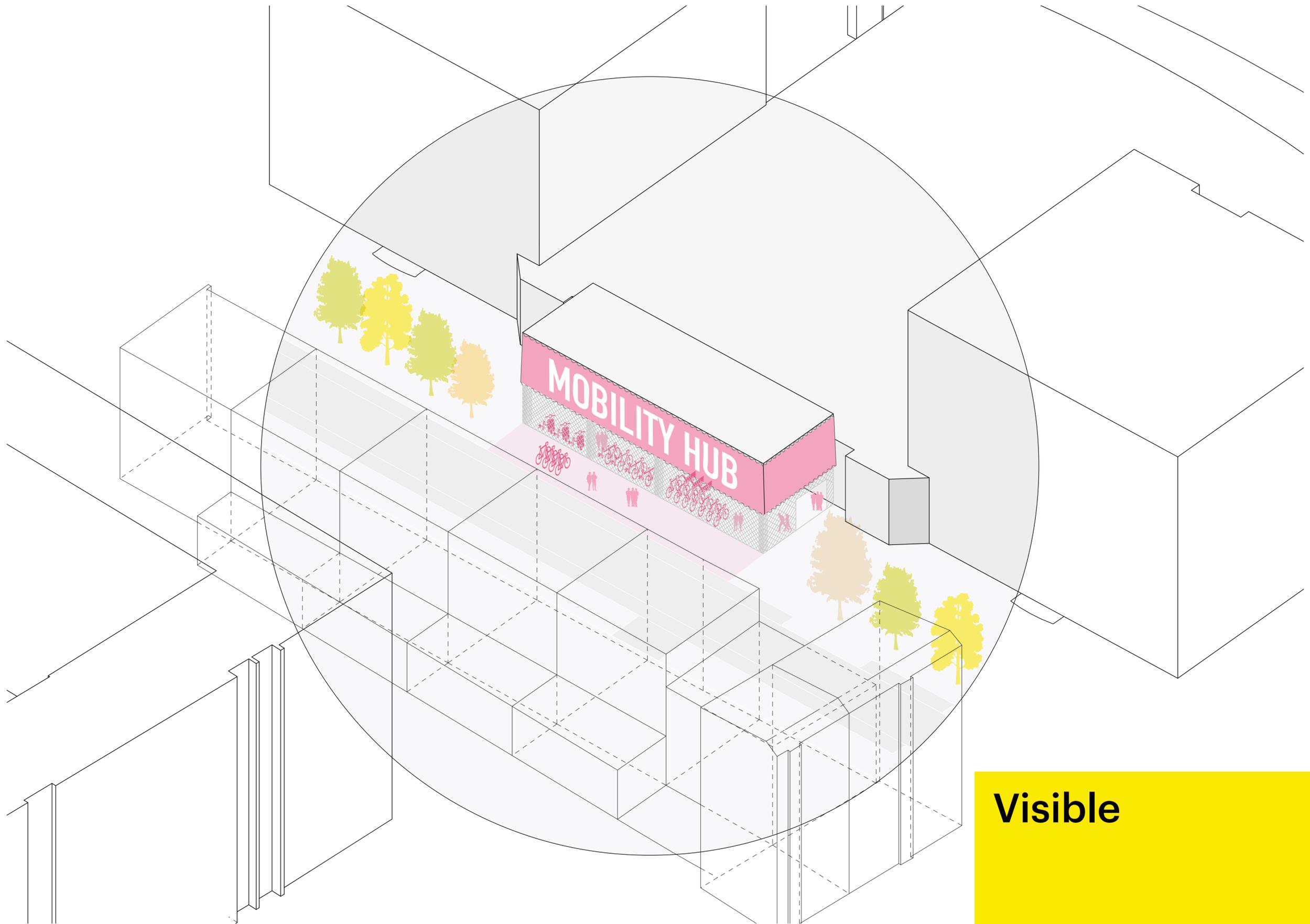


Link between mobility and public space

The (sharing) HUB



Central location



Visible

**CHALLENGE!
MOBILITY**

**MOBILITY
CHALLENGE!
HUB**

**MOBILITY
CHALLENGE!
HUB**

ENGAGING PEOPLE ENGAGING TEAMS

**MOBILITY
CHALLENGE!**





MOBILITY CHALLENGE!

HUB

90

60

200



MOBILITY CHALLENGE! HUB

Deelnemers met een parkeer-
vergunning zetten tijdelijk hun auto
in een parkeergarage buiten de wijk



90
DEELNEMERS

Gedurende twee maanden maken zij
gebruik van deelmobiliteit: gedeelde
(elektrische) auto's, fietsen,
e-bikes, bakfietsen en OV



60
DAGEN

De ruimte die hiermee wordt
vrijgemaakt wordt gebruikt voor
groen, spelen, ontvoeren en
ontspannen



200
M² EXTRA OPENBARE RUIMTE

Meer weten? Scan de QR code of ga
naar www.MCHoogkarakter.nl



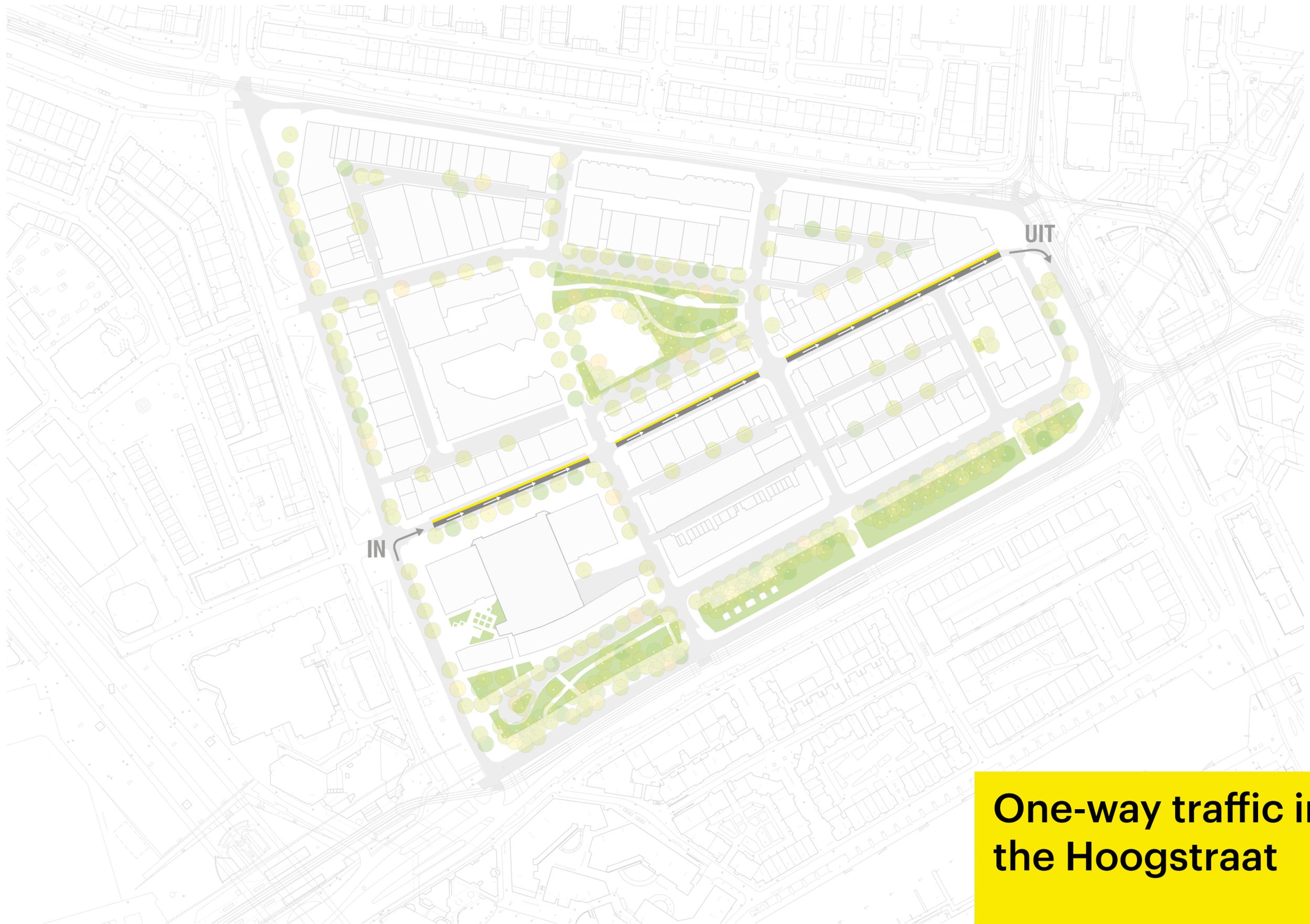
een project van
STADSLAB
HOOGKARTEER

ontwerp en productie
MVRDV studio iii

deelmobiliteit

halq

Traffic Experiments



One-way traffic in the Hoogstraat





Safer crossings



Specially lit zebra crossing

Monitoring



Sharing experiences

Hypothesis

Can making the relationship between public space and mobility more visible encourage residents and businesses to think differently about (shared) mobility?

Main conclusions

- 1. Linking mobility and the living environment ensures that people are more open to behavioural change in relation to mobility**

Main conclusions

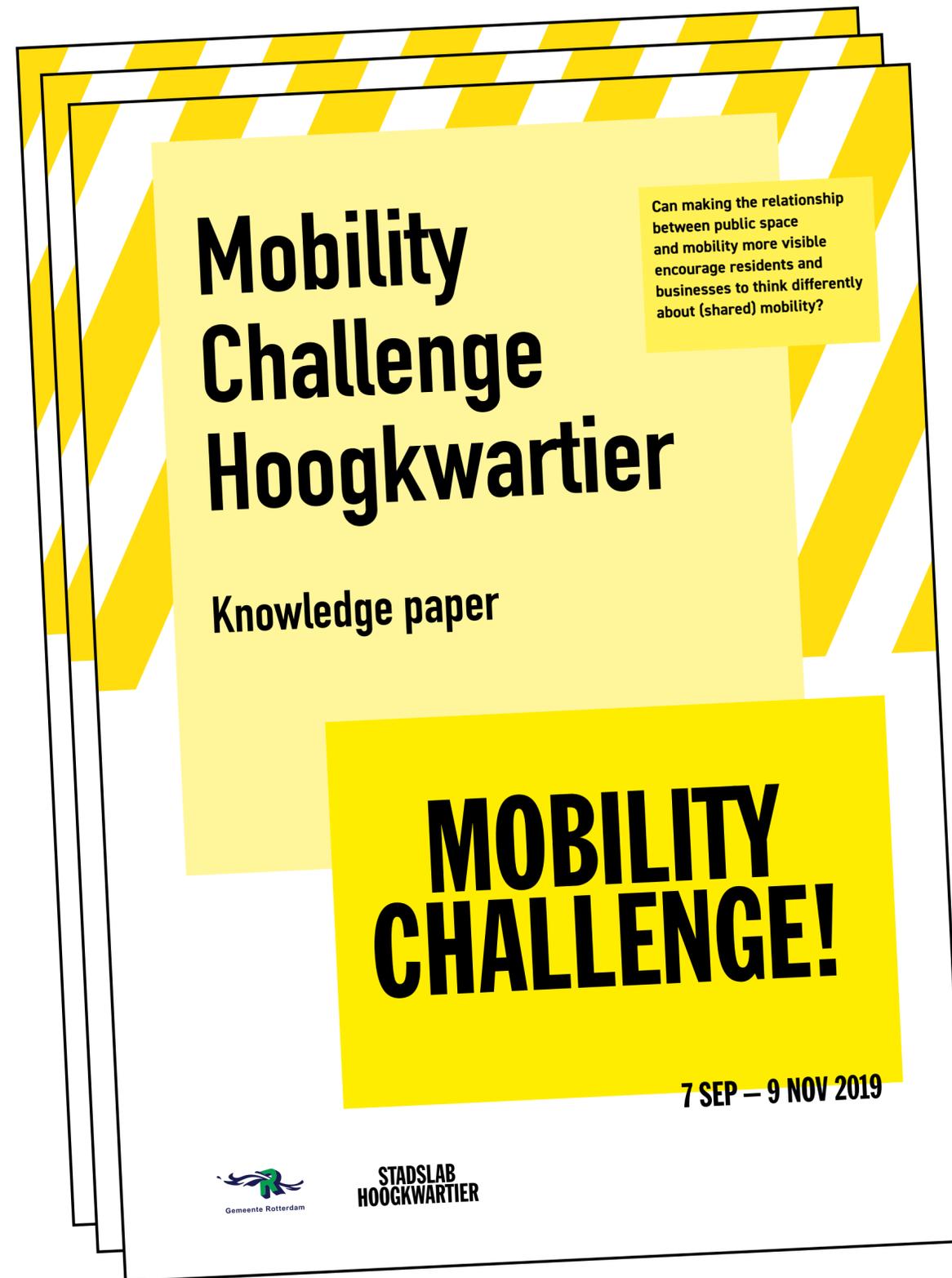
- 1. Linking mobility and the living environment ensures that people are more open to behavioural change in relation to mobility**
- 2. The neighbourhood-oriented approach increases the likelihood of the Mobility Challenge being successful**

Main conclusions

- 1. Linking mobility and the living environment ensures that people are more open to behavioural change in relation to mobility**
- 2. The neighbourhood-oriented approach increases the likelihood of the Mobility Challenge being successful**
- 3. Visible improvements in the neighbourhood ensure greater involvement from residents in their living environment**

Main conclusions

- 1. Linking mobility and the living environment ensures that people are more open to behavioural change in relation to mobility**
- 2. The neighbourhood-oriented approach increases the likelihood of the Mobility Challenge being successful**
- 3. Visible improvements in the neighbourhood ensure greater involvement from residents in their living environment**
- 4. The duration of the Mobility Challenge was too short to bring about a real change in behaviour**



Download
www.mchoogkwartier.nl

**From experiment
to permanent**



Questionnaire among residents and businesses



uitgezonderd
 

ZO GETEST,
ZO GEDAAN.
HIER IS DE TOEKOMST
VAN ROTTERDAM GEREED.

Permanent one-way street



20 'green parking spaces'



Increase of participation

**Check the documentary
www.mchoogkwartier.nl**



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