WEBINAR: BEHAVIOURAL CHANGE AND URBAN MOBILITY

ROLE OF STREET ART IN MOBILITY - extending pedestrian zones in Zagreb

City of Zagreb, City Office for Economy, Environmental Sustainability and Strategic Planning Department for Preparation, Implementation and Presentation od Development Projects Nina Mia Čikeš, architect, univ.specc.EU projects "Art is an evolutionary act. The shape of art and its role in society is constantly changing. At no point is art static. There are no rules." – Raymond Salvatore Harmon



PEDESTRIAN ZONE IN THE CONTEXT OF EUROPE

Pedestrian zones have appeared in European cities in recent years. The arrangement of pedestrian zones was motivated by the idea of humanizing the central part of the city, i.e. the need to create a pleasant space for staying in the city center. In addition, the impetus for their arrangement is the increase in traffic in city centers, which prevents the movement of pedestrians and puts them at risk. The space of the pedestrian zone is organized by connecting shopping streets, and thus the appearance of pedestrian zones is primarily related to the function of retail trade. Unhindered movement of pedestrians is necessary for the proper functioning of trade and catering functions and other business functions that require intensive interaction of people and content in the space and attract pedestrian flows to the central business center of the city.



STARTING POINT IN CONTEXT OF THE CITY OF ZAGREB

- Spatial Development Strategy of the Republic of Croatia, Draft final proposal, September 2015.
- Development strategy of the City of Zagreb Zagrebplan (Strategic objective C4 " Improvement of spatial qualities and functions of the City)
- Strategy of cultural and creative development of the City of Zagreb 2015-2022.







Masarykova = 294 m, Tesla Street = 233 m; traffic in the streets is one-way in the direction from the east



During the European Mobility Week 2018, traffic regulation from the existing *Traffic Calming Zone* was applied to the mentioned locations for the purpose of permanent implementation of the same measures, i.e. the expansion of the pedestrian zone itself in the city center.

During the implementation of the Shared Space measure, research was carried out at the location and all relevant stakeholders were involved, so that the aforementioned measures could be subsequently evaluated and, based on the results obtained, have a better vision for future planning and decision-making.

The demonstration corridor was supposed to cover the following streets:

- Masarykova (from Maršala Tita Square to Praška, with a break at Gundulićeva Ulica, and to leave the existing regulation in Teslana from Preradovićeva to Gajeva)

- Preradovićeva (from Tesla to Hebrangova green wave in the west direction)
- Berislavićeva (from Preradovićeva to Prague)

Instead of the above-mentioned locations, Martićeva Street from Draškovićeva to Antun Bauera Street were also be considered

GOAL:

Expanding the pedestrian zone, reducing the pressure of individual traffic, increasing economic activities, reducing CO2 emissions and energy consumption in traffic, improving the quality of life.







ASPHALT ART INITIATIVE: IN CONTEXT OF THE CITY OF ZAGREB

Bloomberg Associates NYC



Helping cities use art and community engagement to improve street safety and revitalize public space.

Bloomberg Philanthropies' Asphalt Art Initiative responds to the growing number of cities around the world embracing art as an effective and relatively low-cost strategy to activate their streets.

While cities incorporate art into public spaces in a variety of ways, the focus of this initiative is what we're calling *asphalt art*: visual interventions on **roadways** (intersections and crosswalks), **pedestrian spaces** (plazas and sidewalks), and **vertical infrastructure** (utility boxes, traffic barriers, and underpasses).



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Thank You!

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