GRADUATION PRESENTATION

DESIGNING CYCLE-ATTRACTIVENESS

By Kim van Doesburg

April 21, 2017
EVALUATE A CYCLE-ATTRACTIVE CITY (DESIGN)
WHAT I WILL TALK ABOUT

1. Why
   ...did I start this project?
   ...should others be interested in this project?

2. Who and when
   ...should use the evaluation tool?
   ...should the evaluation tool be used?

3. What and how
   ...is being evaluated?

4. What
   ...are the limitations?
   ...has been achieved (and what not)?
Bicycle-friendly city

#1 - 2011
#1 - 2013
#2 - 2015
#? - 2017

Rich history of developments

Figure 2 (Bruheze, n.d.)

Amount of bicycle trips through the years

after the Second World War a huge decline in bicycle trips can be recognized all over the world, Amsterdam is one of these cities too.
Rich history of developments

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http://socialisme.nu/blog/nieuws/35721/fietsen-een-gezonde-beweging/

Rich history of developments

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Rich history of developments

![Graph showing the amount of bicycle trips through the years](image_url)

**Figure 2 (Bruheze, n.d.)**

**Amount of bicycle trips through the years**

*After the Second World War a huge decline in bicycle trips can be recognized all over the world, Amsterdam is one of these cities too.*
... and still a lot of issues are left to be solved.
There are many types of cyclists who use the space similarly or differently.
Het verschijnen van de nieuwe structuurvisie van Amsterdam is een historische gebeurtenis. Een lange termijn perspectief op metropolitaan niveau is ontwikkeld met bijdragen uit alle geledingen van de samenleving: economie, cultuur, sport, wonen, groen, ecologie, verkeer en vervoer, en water. Bijdragen uit de Amsterdamse bevolking kwamen binnen via een speciale website. Bijna achtduizend Amsterdammers bezochten de 'Vrijstaat Amsterdam' in de Tolhuistuin. Ook de belangrijkste toekomstprojecten in de buurgemeenten – Almere, Amstelveen, Haarlemmermeer – zijn in het Amsterdamse kaartbeeld verwerkt.

De visie bestaat uit vier ruimtelijke ‘bewegingen’: uitdijend centrumgebied, langgerekt waterfront, gebogen zuidflank en aantrekkelijk metropolitaan landschap. De vier, letterlijk verknipt en in elkaar gevouwen tot één metropolitaan toekomstbeeld, vormen samen een dynamisch spel van ruimtelijke spanningen dat allerminst eenduidig is. De visiekaart is er een van schotsen en breuken, concreet, niet utopisch. Uiteindelijk zijn alle losse stukken met elkaar verzoend in een metropolitaan beeld dat met vertrouwen naar de toekomst kijkt.

Aan de achterzijde van deze flap vindt u de legenda’s bij de visie- en faseringskaarten uit de Structuurvisie. Ook is de kaart ‘Visie Amsterdam 2040’ als uitvouwbare kaart ingesloten.

What does the Municipality want to do?
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Gemeente Amsterdam (2013):

“Amsterdam attractively connected” (p.1)

“[...] attention for an attractive and livable public space [...]” (p.23)

“[...] opportunities for other functions in the public space which fit better into an attractive and liveable city.” (p.30)

“[...] many streets can be redesigned as attractive accomodation area” (p.60)

Gemeente Amsterdam (2012):

“[...] a bicycle parking ban for an attractive public space” (p.26)

“The main goal of the bicycleparking policy in the inner city is an attractive and safe public space” (p.29)

“[...] In Amsterdam the influence of parked bicycles on the attractiveness of public space is the largest in the city centre.” (p.30)

“[...] [the Kostverlorenkade] can become an attractive and direct route [...]” (p.36)
Amsterdam wants an attractive public space.
Amsterdam wants **attractive public space.**

But what is attractiveness? And for who?
Amsterdam wants attractive public space. But what is attractiveness? And for who?
“The base of the maincriterium ‘attractiveness’ shows difficult to determine. This is because of the fact that experience is very personal. This does not take away that complaints of cyclists, even if they are not objectively measurable, should deserve serious attention.”

(CROW, 2006, p.31)
“The base of the maincriterium ‘attractiveness’ shows difficult to determine. This is because of the fact that experience is very personal. This does not take away that complaints of cyclists, even if they are not objectively measurable, should deserve serious attention.”

(CROW, 2006, p.31)
Cyclists
Cyclists

- Trip cyclist
- Student cyclist
- Daily activity cyclist
- Occasional activity cyclist
- Attraction visiting cyclist
- Visiting cyclist
- Racing cyclist
- Student cyclist
- Shopping cyclist
- Commuting cyclist
- Elderly cyclist
- Tourist cyclist
- Child cyclist
- Working cyclist
CYCLISTS ARE REALLY NOT ALL THE SAME!
(similarities and differences can be recognized)
WHICH SPATIAL DESIGN CRITERIA ARE ABLE TO ENHANCE THE ATTRACTIVENESS OF CYCLING FROM THE VIEWPOINT OF DIFFERENT TYPES OF CYCLISTS?

WITH AMSTERDAM AS A CASE STUDY
Why should others be interested in this project?
Provide a further elaboration on how to design for cycle-attractiveness at eye-level

Provide elaborated motivations for the individual to get on the bicycle with a city focussing on cycle-attractiveness

Provide a stronger drive to design for cycle-attractiveness by elaborating on the impacts for individuals and the collective users on both eye- and city-level

Provide for opportunities for the functioning of the city without compromising the space of the cyclists

Provide an approach to an elaborated and properly argumented design and evaluation, in consideration of a larger goal and vision

Provide a view on what kind of cycle-city Amsterdam could be when designing for cycle-attractiveness
2. WHO AND WHEN
When should this evaluation tool be used?
IMPLEMENTED SITUATION  DESIGNED SITUATION
When there is a lack of space for the cyclist or generally in the city
When cycling is unsafe
When the cycling network is incomplete
When there are plans for development of the location (due lack of cycle-attractiveness or urban developments in general)
When there are (too many) contradictions with other stakeholders

Effort into bicycle-friendliness/cycle-attractiveness
Effort into changing a life-style and are able to make bold choices
The vision for the city is seen as a whole and a part of a larger network
Who should use this evaluation tool?
GOVERNMENT
MUNICIPALITY OF AMSTERDAM

OVERALL PERSPECTIVE

FIETSERSBOND

EVALUATING CYCLIST PERSPECTIVES

CYCLESSPACE

(INNOVATIVE) CYCLE INTERVENTIONS

STORES, RESIDENTS, OTHER TRAFFIC ASSOCIATIONS

EVALUATING WITH OWN PERSPECTIVES
3. WHAT AND HOW
EVALUATE A CYCLE-ATTRACTIVE CITY (DESIGN)

An evaluation tool
EVALUATE A CYCLE-ATTRACTIVE CITY (DESIGN)

An evaluation tool

- Define how the plan should interact with other stakeholders
- Define the required space for the cyclists
- Define the vision on context scale
- Define required view for the cyclists
- Define the required elements of activity for the cyclists
- Define the function(s)
- Reevaluate the location for the set vision
- Define the context (city/region) criteria
- Define the network(s)
- Specific location (street/place/building) criteria
- View of the cyclists
- Activities of and for the cyclists

For what is this evaluation tool?
- This tool allows for an analysis of the network, identity, and management factors' significance on the city's cycling effectiveness, allowing for an evaluation of the city's cycling attractiveness.

What is being evaluated?
- The tool evaluates whether a proposed or implemented solution within a larger vision fits into the city. It includes different aspects of cycling, from infrastructure design and implementation to the city's cycling attractiveness.

What should this evaluation be used for?
- This tool is designed to evaluate the city's cycling attractiveness and can be used by city planners to assess the effectiveness of their cycling-related initiatives.

Things to keep in mind...
- The city's cycling infrastructure is essential for the tool's effectiveness, and the city's cycling attractiveness can only be assessed effectively if the city's cycling infrastructure is properly designed and implemented.

Designing cycle attractive cities is critical not only for the city's cycling attractiveness but also for promoting a healthier lifestyle among the city's residents. It is essential to consider the city's cycling infrastructure in the early stages of planning to ensure its success.
EVALUATE A CYCLE-ATTRACTION CITY (DESIGN)

An evaluation tool

WHAT SHOULD THIS EVALUATION BE USED FOR?

Most city planners and decision makers are facing an increasing need for implementing a safe and reliable bicycle infrastructure. The bicycle infrastructure is often associated with the city and is often associated with the city and is often seen as a source of recreation and a means of transportation. However, all of the benefits associated with bicycle infrastructure are not always fully realized. This evaluation tool can help decision makers to identify the key factors that influence the success of bicycle infrastructure projects and to develop strategies to improve their effectiveness.

WHAT IS BEING EVALUATED?

It is important to determine whether a proposed or implemented solution fits within a larger system and interacts through different scales. The decision to choose the right scale for the project is critical to its success. Here are some examples of different scales that can be used:

- Microscale: This level focuses on individual elements such as bike lanes, bike racks, and bike paths. It is the most detailed level of analysis and is typically used for smaller projects.
- Macroscale: This level focuses on larger areas such as neighborhoods or cities. It is used to identify patterns and trends across multiple projects.
- Citywide: This level focuses on the entire city and looks at how different elements interact with each other.
- Regional: This level focuses on larger regions such as river basins or corridors. It is used to identify gaps or overlaps in bicycle infrastructure projects at the regional level.

CONCLUSION

The cycle attractor city evaluation tool is designed to help decision makers identify the key factors that influence the success of bicycle infrastructure projects and to develop strategies to improve their effectiveness. It is important to determine whether a proposed or implemented solution fits within a larger system and interacts through different scales. The decision to choose the right scale for the project is critical to its success. Here are some examples of different scales that can be used:

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DYNAMIC PROCESS
Fast-going cyclists
- As fast as possible
- Cycling is sport
- Look ahead and around

Steady-going cyclists
- Cycling is practical
- Want to be on time
- Look ahead

Easy-going cyclists
- Not in a hurry
- Look around
- Cycling for fun

• Cyclists in general
• Cyclists per category
• Cyclists per type
Comfortable and quick
Talks about themes as speed, safety and comfort only. Interpretation is either very strict or incredibly open, so when are the criteria met and how is this evaluated?

Except for links which need to be ‘researched’, there is no way of indicating the design assignment so this map cannot be used as a tool to find out the design focus.

Complete bicycle-network

Comfortable and safe
So, could an approach where the criteria for cycle-attractiveness is further defined per type of cyclist enhance the vision of the city?
**DEFINE THE VISION ON CONTEXT SCALE**

Establish a complete bicycle network and specify it in easy-going-, steady-going- and/or fast-going networks depending on the existing and future functions and developments in the city. Separate these networks (and from other modalities) as much as possible to ensure a clear goal.

Use the criteria for the context scale to evaluate:

- Safety issues
- Missing links in the network
- Future developments
- Minimum cycle-attractive
- Contradictions with other traffic networks

**SET (DEVELOPMENT) PRIORITIES**
Cyclists in General

- Easy-going cyclists
- Steady-going cyclists
- Fast-going cyclists
LEGEND
- Proposed bicyclenetwork
- Design focus areas bicyclenetwork
- Easy-going cyclists
- Steady-going cyclists
- Fast-going cyclists
- Large green area
- Shopping area
- Business area
A complete network

Provides accessibility to everyone who want to ‘enjoy’ the city and leads ‘through’ busy areas for the largest experiences.

LEGEND
- Proposed bicycle network
- Design focus areas bicycle network
- Easy-going cyclists
- Large green area
- Shopping area
- Business area
A complete network

Provides accessibility to locals and leads ‘around’ busy areas for the least amount of obstructions

LEGEND
- Proposed bicyclenetwork
- Design focus areas bicyclenetwork
- Steady-going cyclists

- Large green area
- Shopping area
- Business area
An ‘attaching’ network

Use the ‘steady-going cyclists’ network in the city and are led to the fast-going network which should expand in the region, outside the city.
A complete network

Design and evaluation focus up till cyclists per category

Design priorities by lack of space (safety?)

Constant developing vision through evaluations and (changing) city goals
(RE)EVALUATE THE LOCATION FOR THE SET VISION

- Use the criteria at location scale to evaluate
- Establish the critical elements to change of the functioning of the location as a whole.
- Establish the required changes per cyclist category and per type of cyclist.
- ! Review the city vision and adjust to the opportunities and limitations of the specific location.

DO THE EASY-GOING CYCLISTS FIT WELL HERE?
Easy-going cyclists
Steady-going cyclists
Fast-going cyclists

LEGEND
- Proposed bicyclenetwork
- Design focus areas bicyclenetwork

Large green area
Shopping area
Business area
CURRENT SITUATION
DE CLERCQSTRAAT

KINKERSTRAAT

WILLEMSPARKWEG
DE CLERCQSTRAAT

KINKERSTRAAT

WILLEMSPARKWEG
GENERAL FOR ALL CYCLISTS

<table>
<thead>
<tr>
<th>Context</th>
<th>Street/Place/Building</th>
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<tbody>
<tr>
<td>6</td>
<td>7</td>
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</tbody>
</table>

11 in total

CATEGORY CYCLISTS

<table>
<thead>
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<th>Street/Place/Building</th>
<th>TYPE SPECIFIC</th>
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</thead>
<tbody>
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<td>4</td>
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</tbody>
</table>

18 in total
Criteria implemented are either positive or negative for types of cyclists to a location depending on their starting point. Criteria implemented get less or more room depending on the location, therefore one type is more fitting than the other.
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Criteria implemented get less or more room depending on the location, therefore one type is more fitting than the other.

Willemsparkweg is most suited for steady-going cyclists.

While De Clercqstraat and Kinkerstraat are suited for both easy-going and steady-going cyclists.
The fast-going cyclists score high because their criteria are a combination of the other categories. However due their preferred speed they do not fit into city streets at all.

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CONTINUING WITH THE KINKERSTRAAT...
CONTINUING WITH THE KINKERSTRAAT...
Pillars as a ‘wall’, limiting the visibility of cyclists and pedestrians

Limited space for cyclists, little space to pass each other

Carparking right next to bicycle lane, no room for diversion

Overview on the direction of the street
Overview on the direction of the street

When in need of diversion, has to cross the tramrails

Possibility of obstruction on the bicycle lane due to loading/unloading cargo shops during the day

Chaotic parked bikes may stick out onto the lane
Busy crossing with pedestrians visiting the Ten Katemarkt
Entrance to De Hallen is barely noticeable.

Highrise urban renewal currently being build.

Not inviting to ride into.
DEFINE THE REQUIRED SPACE FOR THE CYCLISTS

DEFINE REQUIRED VIEW FOR THE CYCLISTS

DEFINE THE REQUIRED ELEMENTS OF ACTIVITY FOR THE CYCLISTS

DEFINE HOW THE PLAN SHOULD INTERACT WITH OTHER STAKEHOLDERS
PLAN OF DEMANDS
WAY OF MOVING
ZONES OF ACTIVITY IN THE PUBLIC SPACE
FULL OVERVIEW
FULL OVERVIEW
Early morning

During the day

Kinkerstraat (noord)

During the day
Early morning

During the day

Kinkerstraat (noord)

During the day

Kinkerstraat (zuid)

Tollenstraat

De Hallenpassage
<table>
<thead>
<tr>
<th>SPACE</th>
<th>SIGHT</th>
<th>ACTIVITIES</th>
</tr>
</thead>
<tbody>
<tr>
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</tbody>
</table>
**SPACE**

- From 1.8 meters to 2.4 meters bicycle lane
- At least 1 meter space for diversion
- Permanent and temporary parking spaces

**SIGHT**

- At least 2.2 meter distance between bicycle lane and building or large obstructions
- Direct sight on activities or signs towards activities
- Leading into the directions of the activities

**ACTIVITIES**

- Inviting to stop in the shopping street
- Inviting to stop and take a seat
- Inviting to enter the Tollenstraat towards De Hallen
- Inviting to stop at De Hallen passage
<table>
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<th>SPACE</th>
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4. WHAT
What are the limitations of this evaluation tool?
Other criteria considering the climate, identity and management have an influence on the spatial criteria on all scales, but are not fully explored.
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Does not direct to specific interventions but it evaluates the larger goals of them.

It is still up to the designer or planner to interpret the criteria and find suitable interventions to achieve them.
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Does not direct to specific interventions but it evaluates the larger goals of them.

The spatial criteria in this tool focus on citystreets.

RESIDENTIAL AND REGIONAL AREAS ARE NOT EXPLORED AND COULD NEED DIFFERENT INTERPRETATIONS OF SPATIAL CRITERIA.
What has been achieved (and what has not)?
Provide a further elaboration on how to design for cycle-attractiveness at eye-level.

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Provide a view on what kind of cycle-city Amsterdam could be when designing for cycle-attractiveness.
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IT HAS BEEN A BUMPY RIDE...
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I critizised these policies for not making bold choices...
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GENERAL THEME

LOCATION
BUT I AM NOT A STRONG DESIGNER. THEREFORE...

GENERAL THEME

LOCATION
IT WOULD HAVE BEEN BETTER TO TRY UNDERSTAND THE DESIGN LOCATION FROM THE START RATHER THAN THE GENERAL THEME OF CYCLING
This project is not the greatest design project
This project is not the greatest design project

But it has been one of the greatest learning projects
EVALUATE A CYCLE-ATTRACTIVE CITY (DESIGN)

An evaluation tool

WHAT SHOULD THE EVALUATION BE USED FOR?
- Assess the potential of a project or initiative for creating a cycle-attractive city.
- Identify areas for improvement in existing cycle infrastructure.
- Evaluate the feasibility of proposed changes or interventions.

WHAT IS BEING EVALUATED?
- The extent to which a city or project meets the criteria for cycle attractiveness.
- The potential for increasing cycling rates and reducing traffic congestion.

SET (DEVELOPMENT) PRIORITIES
- Identify key priorities for development and improvement.
- Prioritize actions based on urgency and potential impact.

DEFINING THE NETWORKS
- Define the core network of cycling routes and connections.
- Consider the network's connectivity, density, and accessibility.

DEFINING THE FUNCTION(S)
- Identify the functions that cycling should serve in the city.
- Consider cycling for transport, recreation, and health benefits.

DEFINING THE USE(S)
- Determine the different uses that cycling can accommodate.
- Consider cycling for commuting, shopping, and leisure activities.

DEFINING THE TOOLS
- Identify the tools and strategies to promote cycling.
- Consider policies, infrastructure, and marketing initiatives.

RE-EVALUATE THE LOCATION FOR THE SET VISION
- Reassess the location in light of new information or changes.
- Consider how the location aligns with the overall strategy.

DO THE EARLY CYCLING CYCLES FIT WELL HERE?
- Assess the compatibility of early cycling initiatives with the overall strategy.
- Consider how early cycling efforts can support and complement the strategy.

1171x24
**Logic options:** Child-, Elderly-, Trip-, Shopping-, Attraction visiting- and Daily activity cyclists (and other than proposed vision: Occassional activity-, Weekly activity-, Working- and Visiting cyclists)