

Ben Hamilton-Baillie  
shows Bjarne  
Winterberg, Steen  
Eisensee and Peter  
Kjems Hansen  
examples  
of Shared Space  
schemes in the rest  
of the world.

photo: Ali Zingstra



After the closing of the meeting it was concluded with satisfaction that the pilot projects are developing successfully. Ejby, Emmen and Suffolk County Council have already completed their material investments and also Oostende and the Province of Fryslân are at an advanced stage of this road. Within a short time the final touches will be made in the spatial lay out of the environment of De Rieshoek primary school at Haren. After this the further elaboration of the Onnen plans will be high on the agenda. Bohmte too is on schedule; quite an achievement given the fact that they joined the project at a later stage. Besides all that we find that extra investments of over € 2 m. in total were made in the Emmen and Oostende Pilot Projects!

### Decisions

At Ejby all the partners declared without reservations that they valued the transnational aspect of the project. Learning from each other's projects is an important theme in this context. Partly for that reason it was decided to organise a meeting at Emmen in 2007 although – for financial reasons – that meeting had been removed from the agenda at an ear-

lier stage. Another point of special attention will be to bring the Shared Space philosophy into the limelight both in one's own organisation and beyond. There is still sufficient time for this in the remaining project period. In their communication plans the partners will make explicit

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### From the editors

The original underlying idea of Shared Space was an alternative traffic concept. One in which social interaction among road users and having one's own responsibility are of central importance and in which traffic signs and other speed reducing measures are relegated to the background. Meanwhile the Shared Space philosophy has got a life of its own. Especially the social interaction and individual responsibility component appeals to the corporate world as well. Big international companies such as Microsoft and Siemens are talking to Mr Hans Monderman, head of the Shared Space Expert Team, about the way this philosophy might contribute to their company philosophy. Shared Space spin-off appears to be boundless and many times bigger than anyone could ever have imagined.

In this newsletter you can read about Shared Space projects in London and Norrköping, Sweden; also we will pay attention to the pilot projects at Oostende and Onnen, the latest coordination group meeting at Ejby and an honour awarded to Mr Hans Monderman some time ago. In addition we would like to draw your attention to a DVD on the Shared Space philosophy that is to be released soon. Check out our website from time to time for more details.

*Shared Space Project Management Team*



Interreg North Sea Region



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how they plan to do this. In these plans the partners will describe all the actions they want to undertake to disseminate the philosophy to their internal and external target groups. The fact that the Shared Space project has had worldwide media coverage, so that many articles, interviews and TV and radio items have already appeared, does not absolve the partners from their task to produce some publications. At the meeting it was decided which partner would write a paper about what subject. All the seven papers will then be compiled into one volume. The compilation is expected to be finished by the latter half of 2007.

### Presentations

Apart from administrative topics that were dealt with at the meeting Oostende and Ipswich presented their projects in workshoplike sessions. In this way the projects could be gone into at greater depth and more details were discussed than might have come up if another presentation form had been chosen. The host partner had invited a number of interesting speakers to Ejby as well. Ms Anna Palmblad of Swedish Tyréns for instance spoke about a survey done into the way a Shared Space scheme at Norrköpping (Sweden) is experienced. This presentation offered the pilot partners ideas as to the way in which you can measure the opinions of pedestrians, cyclists, motorists and residents. You can read more about this survey elsewhere on this page. Other presentations were done by Jesper Sølund of the Danish Road Safety Council and Christer Hyden of Lund University in Sweden. In his speech Mr Sølund dealt with some road safety campaigns in Denmark and stressed among other things that informing is a question of reiteration. For 'single campaigns don't change behaviour, attitude or knowledge. Continuous campaigns do'.



Anna Palmblad and the Expert Team at work  
photo: Ali Zingstra

**What are the conclusions and what implications do they have for the last period**

## Mid Term Evaluation

The 2005 November meeting at Bohmte marked the start of the Mid Term Evaluation, in which we have done some half-way stocktaking. Together with the partners the Project Management Team (PMT) assessed the projects with the Shared Space principles at the back of our minds. In addition we also considered to what extent the project already complies with the criteria used by the Interreg IIIB North Sea Programme Secretariat at Viborg (Denmark).

The Mid Term Evaluation has not been entirely completed yet but on the basis of what we have got now and on the basis of the talks at the Ejby November meeting a number of important trends begin to show. What has been striking for the entire project period is the constant world-wide attention for the Shared Space philosophy. Owing to the media attention for the message of our experts the Shared Space philosophy has become widely known. This is quite an achievement! But it has also meant that the experts' attention to the pilot projects was slightly diminished. It is only logical that the many hours spent on the dissemination of the philosophy could not be spent on the partner projects themselves.

We find that there is an area of tension between the attention for the (world-wide) dissemination of the Shared Space philosophy and the attention for the pilots and what we have in common in our projects.

For success both components, viz. the world-wide dissemination of the philosophy and what we can pick up from our mutual cooperation, are important. In the years to come more attention will have to be given to the mutual exchange of experiences that partners have come across in their Shared Space pilots. The new balance between development of Shared Space knowledge and mutual cooperation and dissemination of those results will be the challenge for the remaining period of our project!

Rob Duvergé  
Project Manager Shared Space

**Swedish Shared Space scheme wins national 'Beautiful Road Prize 2004'**

## No accidents after road conversion in Norrköpping

**Norrköping is a medium size town of some 125,000 inhabitants just south of Stockholm. Parallel to developments Shared Space went through in, among others, Holland and England here too the idea arose that an attractive living environment may well render a valuable contribution to road safety. Skvallertorget (Gossip Square) is a square in the town centre that five roads lead to. Used by some 13,500 vehicles, many cyclists and at peak moments as many as 1700 pedestrians a day, it is a busy square. In 2000 it was dealt with because of increasing traffic pressure and the resulting consequences with regard to road safety and liveability.**



Some before and after situations of Skvallertorget (Gossip Square) at Norrköpping (Sweden).  
photo: Tyréns

'Skvallertorget is a typical example of a place of which the function has changed: from traffic space to human space', says Anna Palmblad, Traffic Planner with Swedish Tyréns. This agency in cooperation with Lund University investigated use and perception of this Norrköping square. 'It was the governors of Norrköping University who raised the issue of the problems in this square with the local authorities in 1999. In general the students attending lectures come on foot or by bike. Within a short time span there are many people in the square and added to this also a fair number of cars and lorries. The governors saw many dan-



After situation  
photo: Tyréns



Below: before situation  
photo: Tyréns



Left: after situation  
photo: Tyréns

gerous situations on their very doorstep', Palmblad says looking back. The idea was to turn the square once again into a place in which it would be altogether nice to be. Zebra crossings and superfluous traffic signs were removed and a spacious fountain, nice benches and other street furniture were installed instead. Those efforts were not without results; since the redevelopment there have been no accidents, mean traffic speeds of 16 to 21 kilometres per hour, road users have become quite satisfied and road safety and liveability increased. The redevelopment of the square and the results achieved did not go unnoticed. In 2004 the Town Council

was awarded the Swedish 'Beautiful Road Prize' for the conversion of Skvallertorget.

### Low traffic speeds

Together with colleagues Palmblad investigated how motorists, cyclists, pedestrians and neighbourhood residents perceive and experience the new situation. An important conclusion is that in practically everyone's opinion the square has considerably improved as regards functionality, liveability and safety. The survey shows that motorists adapt to cyclists and pedestrians. 90% stop or slow down considerably for pedestrians and well over 60% do the same for cyclists. Of pedestri-

ans 70% say that they now cross the square without stopping, so can keep walking without interruption. The respondents' reactions correspond with the average speeds measured. A successful project, also in the eyes of the neighbouring residents. They speak highly of the general impression that the traffic seems to have become less hectic and of the fact that the square is more accessible and safer for pedestrians and especially that the square looks much better. And there is nothing to be said against that.







## Oostende: Tunnel park connects Konterdam and Meiboom

*The nice thing about an international project such as Shared Space is that you can make use of visions and experiences gained abroad. This is what has happened in Oostende, the Belgian partner in the project. Here the challenge is to re-connect the residential areas Konterdam and Meiboom, which have been split by a motorway since 2001. Anyone who now wants to go from the one quarter to the other will have to use a busy junction with traffic lights. A situation that – in the eyes of many cyclists and pedestrians – is dangerous. Research has shown that road safety is in fact ok; there have been no accidents worth mentioning at this junction. Can the Shared Space project offer a solution for this kind of subjective road unsafety and at the same time enhance social interaction among the residents?*

A solution could not be put off any longer. There were feelings of dissatisfaction among residents, house prices were going down and the area's liveability was deteriorating rapidly.

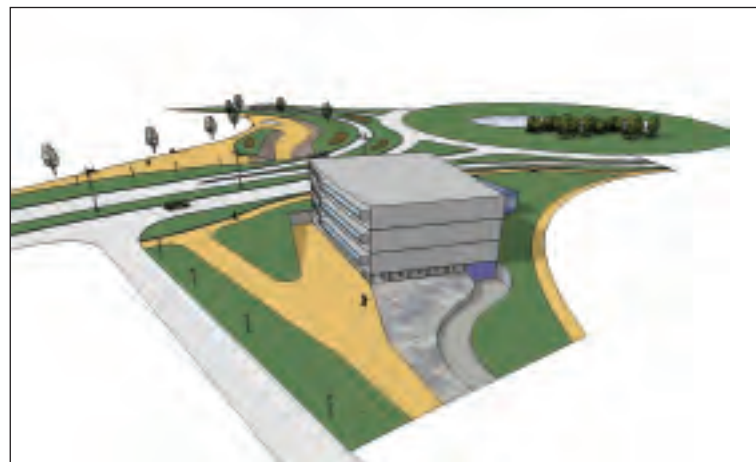
The most important question was in which way and where the municipality could best realise a link between the two quarters thus enhancing the area's liveability. And that appeared to be harder than originally thought. In order to realise

the way in which the link had to be brought about at first the idea was launched to build a square or circus over the through traffic motorway. This square or circus was to function as a route for pedestrians and cyclists but at the same time it was to have high social quality so that it would invite people to come and be there. The initial reception of the plan was enthusiastic but the other central question had not been answered yet. Where

was the square to be situated? However progressive the plan was its feasibility appeared to be only slight. The angle of the ramps was so steep that it was in no way an invitation to visit the square. And where were its users to come from? What routes would the square link to? It became increasingly clear that first and foremost the foot and cycle path network should be charted.

### Playing on the road way

Subsequently in 2005 and in order to stop the further degeneration of the two areas a start was made with the upgrading of the adjacent streets. These streets had been neglected for a long time and could well do with a touch-up. All the streets were similarly redesigned, wall-to-wall so to say. These first steps in the implementation of the Shared Space project had a positive impact. The residents are positive, especially the children. Before the redesigning they had to walk and play on the pavements. Motorists did not



President Kennedylaan in Oostende between Konterdam en Meiboom  
photo: Grontmij

tolerate any other road users on 'their' road. That is over now. And the children show this by using the total width of the road in their play. Meanwhile a thorough survey has been conducted into the network between the two quarters and advice has been given as to relocating and improving it.

### Human activity

After the calling off of the 'bridge square' idea a new initiative was worked on; a tunnel park. On both sides of the through traffic motorway a park will be laid out. From the park pedestrians and cyclists can reach the other quarter directly and at the same level. One of the conditions to make this plan possible is the combination of this tunnel park plan with the development of office buildings. Only in this way will the municipality be able to generate sufficient financial means to realise the complete plan. This construction will refute the comment of critics who think a tunnel is not a safe place. The entrance to the office buildings has been planned in the tunnel. In addition the middle of the tunnel will hold a large opening through which daylight can enter so that there will not be any dark corners and the ends of the tunnel will always be visible.

### New plans?

The tunnel park plan has met with a favourable reception. At the same time it has become clear that the municipality has far-reaching plans to convert the motorway into some sort of city boulevard. There will be talks soon on the possible impact of these plans on Oostende's Shared Space project.

Far left: The traffic junction as envisaged for the future. To the left of the roundabout the tunnel park and the office building have been plotted.  
Illustration: Grontmij

Left: View from above (photo) and side-view (plotted) of the tunnel park. In this way cyclists and pedestrians can go easily from Konterdam to Meiboom and v.v.  
photo: Grontmij

## Bohmte: First phase of construction started successfully in October

*In October 2006 it was finally ready. After many months and years of planning, the first construction phase of the Shared Space Project in Bohmte could at last be initiated. The run-up to this involved a broad planning and development process which included the intensive participation of the citizens of the Town of Bohmte. An international planning team made up of the offices of ASTOC (Cologne) and Bosch Slabbers (The Hague) had developed the corresponding design proposals for the Town of Bohmte on the basis of the results of two residents' meetings and four citizens' workshops, which took place in 2004 and 2005.*

The first construction phase will include the building of the Am Schwaken Hofe bicycle path and the Zur Ovelgönne mixed-user zone. The mixed-user zone will be the first plaza-area built under consideration of Shared-Space ideas in the Town of Bohmte. Taking into account the new connection between the Community of Bohmte and National Highway 51 – the so-called 'middle connector' – a town entrance area will be created here which will meet the current needs of the community perfectly and which will incorporate the original elements of Shared-Space.



Illustration: ASTOC

### Increasing safety

The combined bicycle and pedestrian path along Am Schwaken Hofe Street, between Bremer Street and Jägerallee, will make an important contribution to increasing the safety of bicycle traffic, especially for cyclists crossing over to the sports complex in the area of the Zur Ovelgönne crossing. The construction initiatives involve an investment volume of approximately € 700,000. About 25%

of this particular building phase will be fund-ed by the EU. The remaining 75% will be covered by a national co-financing group in which the Community of Bohmte will, in turn, assume a share of 10%. The completion of the first construction phase is foreseen for the middle of 2007.

Michael Fischer, Municipality Bohmte



photo: Michael Fischer



*Shared Space works in London too*

## 43% fall in accidents in busy street

**Anyone explaining the Shared Space philosophy will often hear the response that ‘Shared Space only works in small villages’. This is indeed true, Shared Space works well in small villages. The philosophy has its appeal in other parts of the world as well and by now it is even applied in major cities. Take for example London. Shared Space expert Ben Hamilton-Baillie is closely involved with the Royal Borough of Kensington and Chelsea. The Borough has implemented Shared Space in Kensington High Street which serves as a major traffic artery and a busy shopping street. And Shared Space works well there too. Councillor Daniel Moylan, Deputy Leader of the London Borough of Kensington and Chelsea is very enthusiastic about the result. He explains why Shared Space also works in a metropolis.**



### How did you become familiar with Shared Space?

‘It was kind of a spontaneous reaction of some of the elected members on the way we design our streets: too repressive, too filled with clutter, too controlling on the way pedestrians and other road users moved. So, when we had the chance to re-design Kensington High Street, we tried to do it with as little clutter as possible. We did not feel conscious of being influenced by other ideas at that time. I must say that we did not realize that anyone else outside Kensington and Chelsea would take any interest in what we were doing. But that turned out not to be the case.’

### What were the main drivers behind the scheme?

‘The main drivers behind what we were trying to do was first of all to remove as far as possible all the elements of clutter and controls that hemmed pedestrians in at every point. Secondly to try to think about the streetscape as a complement to

the build environment. What that resulted in was, of course, the idea that a street might be designed differently from one place to another depending on the architectural inheritance you are dealing with. So to get away from purely standard street design and try to do something that was more appropriate for that particular location. I think those are the two most important drivers of what we were doing.’

### Did you meet with much resistance or opposition at that time?

‘The principal resistance to some of the things we wanted to do, came from our own highway engineers. They thought we asked them to recommend things that were so non-standard that it might compromise their professional liability. There was less opposition from residents or businesses, partly because we had them very fully involved in a committee that was working on the design of the street, and partly because I think they did not realize how dramatic the change would be.’

### Many people say that Shared Space only works in small villages. What’s your view on that?

‘The principles that underlie the Shared Space concept are actually pretty universal and of fairly widespread applicability. First of all they have to do with autonomy

and the sense of responsibility that road users have towards themselves and towards other people. I think that is sort of a universal principle. The notion that you can somehow generate safety by creating barriers and channels, a sort of segregation on the streets is one that has run its course and for which there is less and less credible evidence. The first thing has to do with respect for other people and acknowledgement of their rights, their autonomy, their responsibility to make sensible decisions for themselves in relation to others. That is mainly a question of how you see society. The second thing has to do with behavioural psychology, particularly set up in the mind of car drivers by the infrastructure we use on our highways. For example, if you put in a set of traffic lights, when they are green, they are not just saying to the driver “you can go”, they are saying “this is your space. You have a claim on this space”. Somebody who is using this space in contravention of you, for example someone who is crossing the road while the lights for the car driver are green is behaving wrongly. You can be angry with them and in fact you should be angry with them. If you take away those controls and have a more informal setting, for instance on a supermarket car park, you expect pedestrians with trolleys and children. Because you are tuned to that, you negotiate your way with perfect safety around the car

Right: Kensington High Street in London after removing pedestrian guard rails



Below: Kensington High Street in London before removing pedestrian guard rails



park. I think similar principles can be applied to many junctions. In urban and suburban environments the principal idea should be that negotiation with other road users is a safe and responsible and adult way forward. It seems to me as a pretty universal application.’

Detailed view of Kensington High Street in London



### Have the outcomes in terms of safety and accidents been borne out in Kensington High Street?

‘We have conducted three before and after surveys in relation to the work that has been done on each of the junctions. The results show a 43% fall in pedestrian accidents in the three-year before period to the three-year after period in the context of a 17% fall across London as a whole. Traffic safety in London is improving generally but we’ve had a higher level of improvement on Kensington High Street. Important is to note that the doom-sayers were wrong. The accidents haven’t gone up. Those who have said that if you take away those controls and barriers and if you allow people a degree of autonomy many will die. They will rush out

in front of the lorries embracing death because they will not be any longer prevented from doing so. These people, it turns out, have not been vindicated by the evidence.’

### Finally, do you have plans for Shared Space schemes elsewhere?

‘With Kensington High Street we already took a step in the right direction with removing a lot of the clutter, although it still has some white lines and traffic lights. The next stage I see is going to forward to Sloane Square where we are proposing to take out the gyratory and replace it with a crossroad which is very similar to what was there for 200 years until the 1930’s. Although it will still be a signal controlled junction, we intend to have a single surface material across the space. In the longer term we are very keen to make a transformation of Exhibition Road where so many of our national museums are based. We are working on a scheme which genuinely obliterates physical distinctions, infrastructural distinctions between carriage way and footway. That will be a really interesting experiment. Progress step by step is where we are aiming at.’

Before and after situations in Kensington High Street (London) near the entrance to Holland Park





## DVD on Shared Space being developed

The Shared Space Project Management Team has ordered the development of a DVD on Shared Space. The focus on this DVD is on the philosophy, the experts and the users. In addition there is ample attention for eleven locations in the Netherlands and in London that have been or will be designed in the Shared Space manner. It tells Hans Monderman's complete story. Who has seen this DVD knows all there is to be known about Shared Space.

It is expected that the DVD will be finished by the end of this year; it is eminently suitable for instruction purposes within one's own organisation.



The making of... Hans in action in front of the camera. Because of the many interviews he had already done in front of a camera not the least bit of camera phobia was to be detected.

photo: Niels Keissen

### Announcement

## 5th plenary meeting at Emmen

The fifth plenary meeting will be held at Emmen on 6, 7 and 8 June 2007. This event is intended for administrators, managers and members of the Shared Space pilot projects. On 8 June the Municipality of Emmen organises a national conference on Shared Space and Home Zones. The official language at this conference will be Dutch (for the greater part).

You can read more about the contents of this meeting in the next newsletter.

## Honorary Doctoral Degree for Hans Monderman



***Hans Monderman, head of the Shared Space Expert Team, has been awarded an honorary degree of Doctor of Philosophy (Ph.D.) in Traffic Planning by the Cosmopolitan University, Missouri USA. He received this degree for his skills, excellence, and outstanding achievements in: traffic engineering, urban design, consultancy, project management - and in many more areas.***

The committee was utterly impressed with your ideas on road design, safety, and city planning - and all your achievements; too many to be all mentioned in this brief eulogy. In addition we have taken into account the broad variety of your fields of study, knowledge and activities, your high level of integrity, motivation, and many exceptional abilities.'

In the covering letter Wayne Gahan, Ph. D., President of the Cosmopolitan University writes: 'This honorary doctoral degree award pays tribute to your overall accomplishments as a true leader in your fields of expertise, which is - for instance - manifested in your impeccable and highly successful work as a civil engineer and traffic specialist for more than 30 years which culminated in pioneering a revolutionary concept that involves removing traffic signs, lights, road markings etc. The concept you developed and which was implemented in Holland is now a shining example for many other countries and communities.'

'Your concept of designing for negotiation and psychological traffic calming proved to work and has made traffic much safer. We have no doubt that it has prevented many accidents with all their dire consequences, and has made the world of commuting a better place.'

### Colophon

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