

Pilot Pedestrian friendly Paddepoel

UBC Sustainable Cities Commission

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Interreg
North Sea



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the European Union

Active Cities

Gemeente
Groningen

Pilot Area





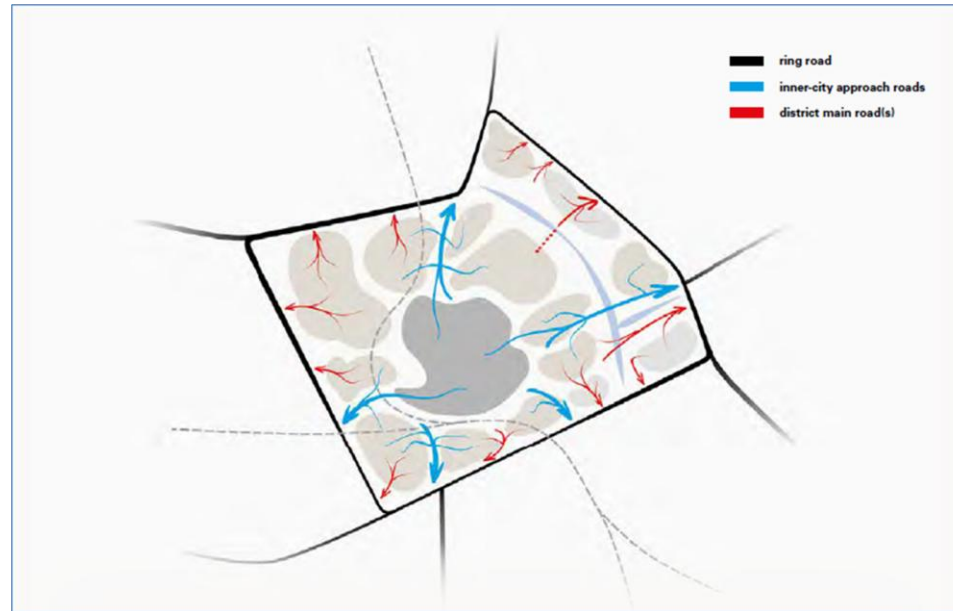
Pilot Objective

Redesign the street to encourage walking to and from Paddepoel Shopping Center, in a green, healthy, and safe environment.

Steps and Outputs:

- Insight into residents' and visitors' perceptions of walkability around the shopping center
- New design public Space Dierenriemstraat and Eikenlaan
- Street experiment of 6 weeks in Dierenriemstraat to test the design
- Let people experience the (temporary) transformation
- Involvement of residents, entrepreneurs, and visitors in the design process

Policy Framework: SUMP

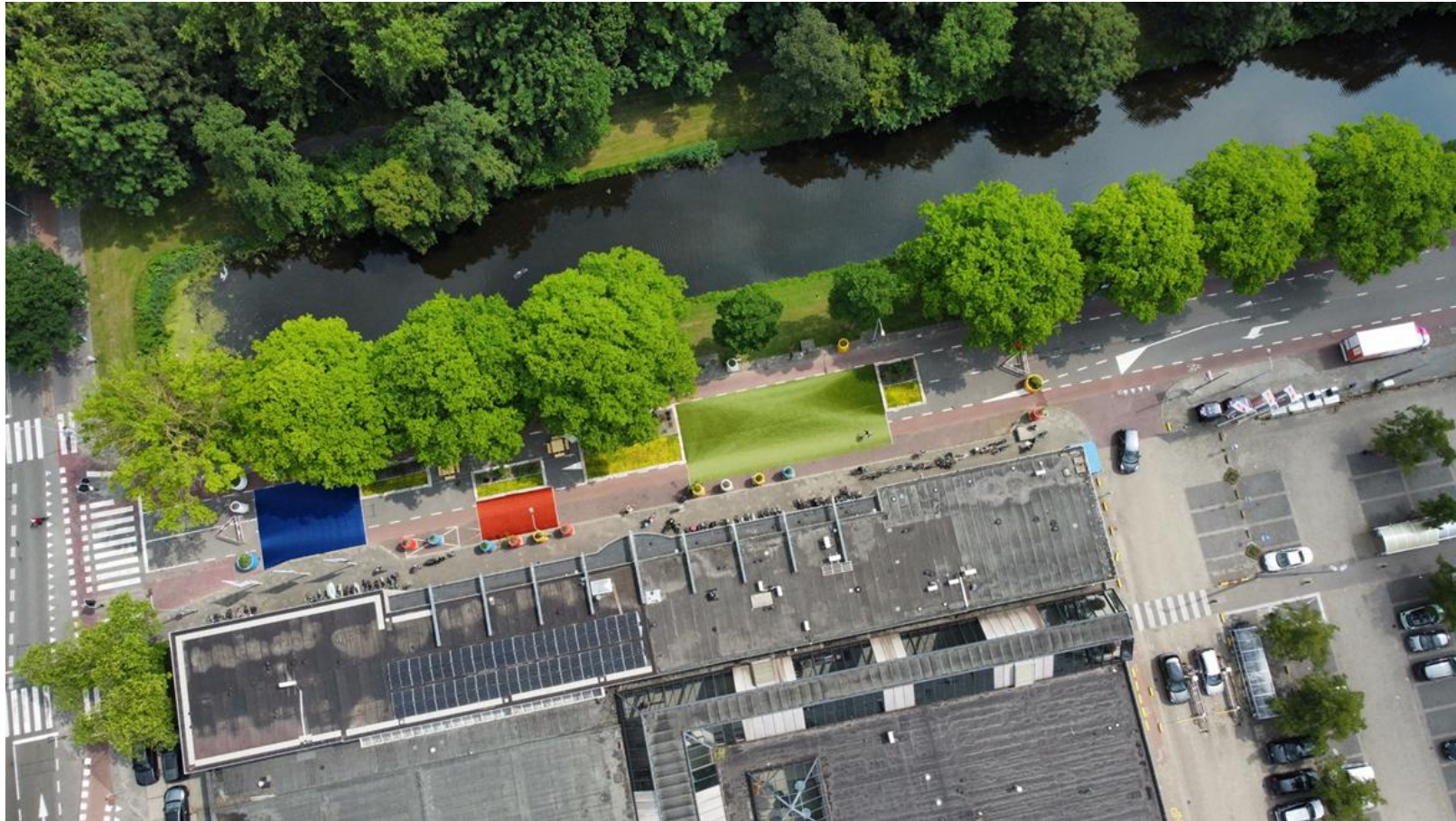


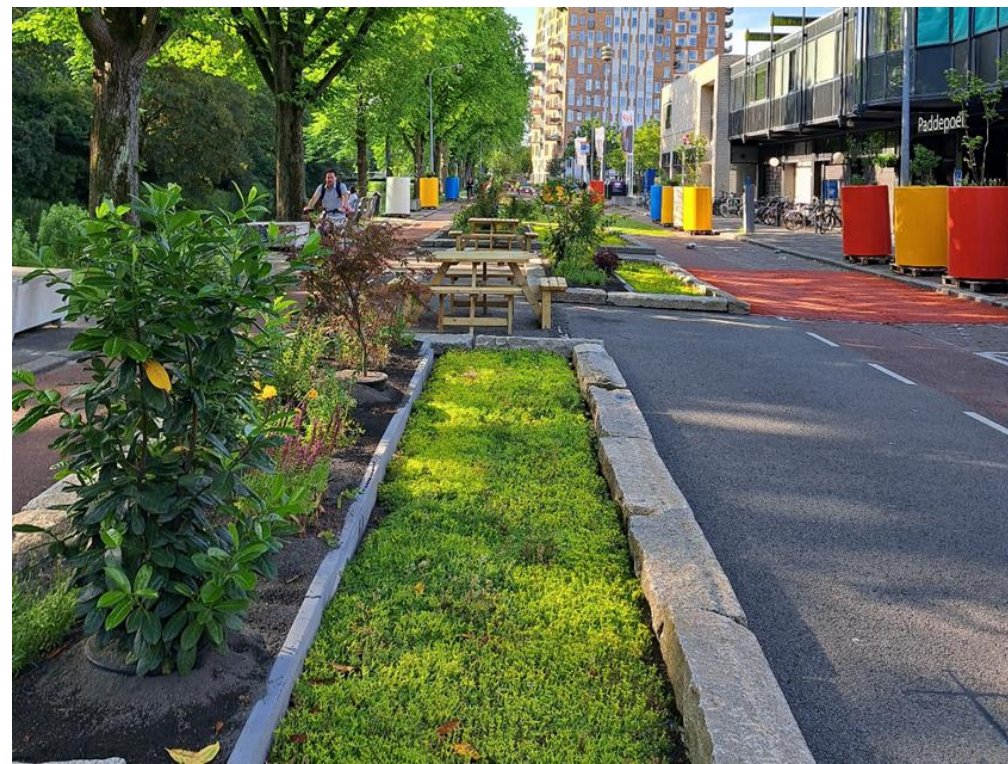
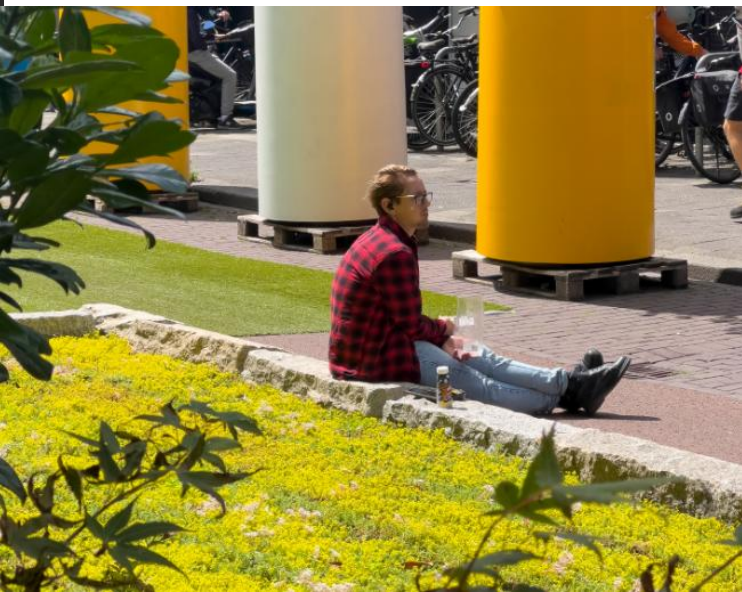
The "fordable" city: let go of the car logic



Pilot: 23 May – 6 July 2025

Transformation traffic space into living space





Feedback Visitors Survey

Results:

- **Number: 72 respondents**
- **Average age: 41 years old**
- **Motive: mostly visitors shopping mall**
- **Average grade: 6 (Dutch grading)**

Leave out:

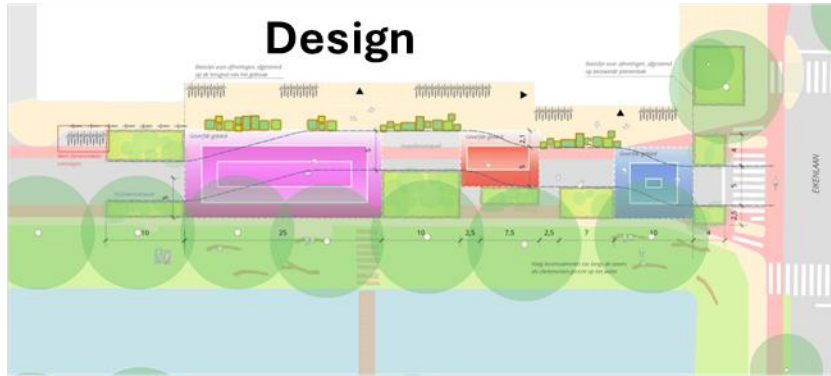
- **Artificial grass**
- **Closure for the cars**
- **Cyclists**

Keep in:

- **Green**
- **Seats & Benches**
- **Space / Quietness**

Quote: "Keep everything :) The area feels calmer and I feel less « traffic stress » when I go past that area :) My heart rate goes down a bit"

Evaluation by the Project Team



Project organisation



Programming activities

**citizen&shop owners
communication**



Evaluation & Follow up

- Redesign public space: implement the lessons learnt
- Temporary experiments require a tailor-made project organization
- Management of expectations of citizens and shop owners is key
- Mixed opinions about car closure will stay (50/50)

Continue to do experiments in the city of Groningen in the future!

Questions?

More information in English

SUMP Groningen

<https://gemeente.groningen.nl/mobiliteitsvisie-groningen-goed-op-weg>

Guidelines New public space:

<https://gemeente.groningen.nl/leefkwaliteit-openbare-ruimte>

**Thank you for your attention! Don't hesitate to contact me
femke.niekerk@groningen.nl**