



Extension of the highway complementary measures for the city center

impacts conference
Madrid, 11th of March 2024
Rupert Wimmer

Wir bauen, um zu gestalten
Mobilität und Räume für Menschen

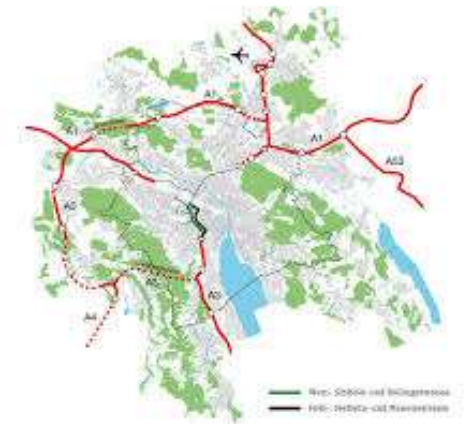
Reconquest urban space and life

great gains in the last years (for example Münsterhof)



Reconquest urban space and life

complementary measures to Westumfahrung



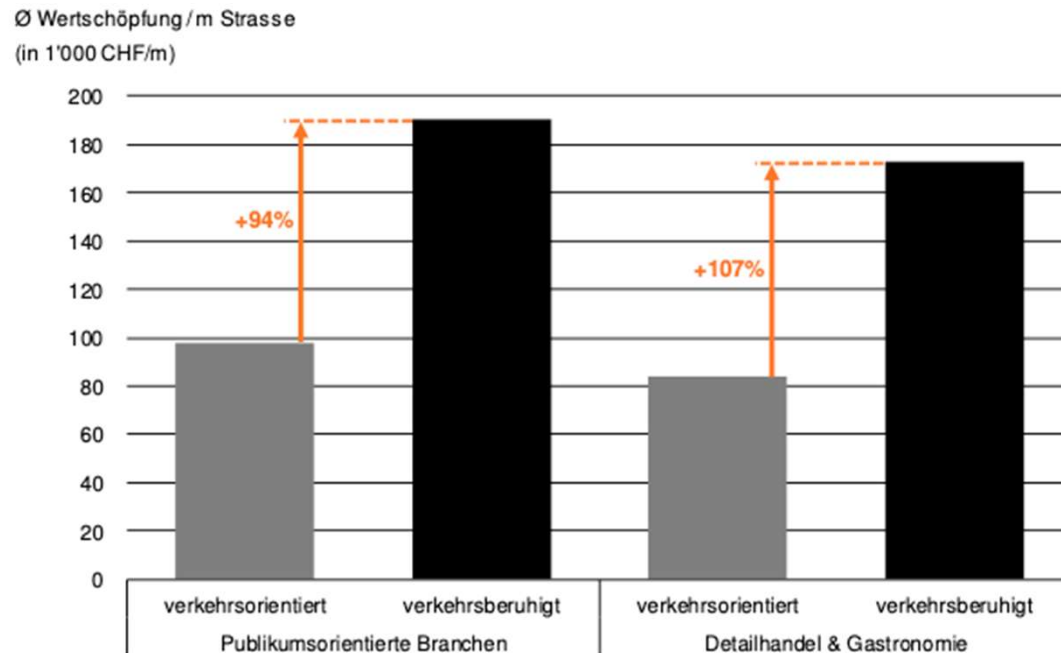
Brupbacherplatz, November 2008



Brupbacherplatz, Mai 2013

Reconquest urban space and life

Impact on economy



- turnover is twice high in traffic reduced streets
- no connections between parking and turnover
- the more public transport and pedestrian the higher the net product

Infras, 2011

But still a lot of work to do

Around mainstation



New strategy urban space and mobility 2040

Reduction of car traffic -30%



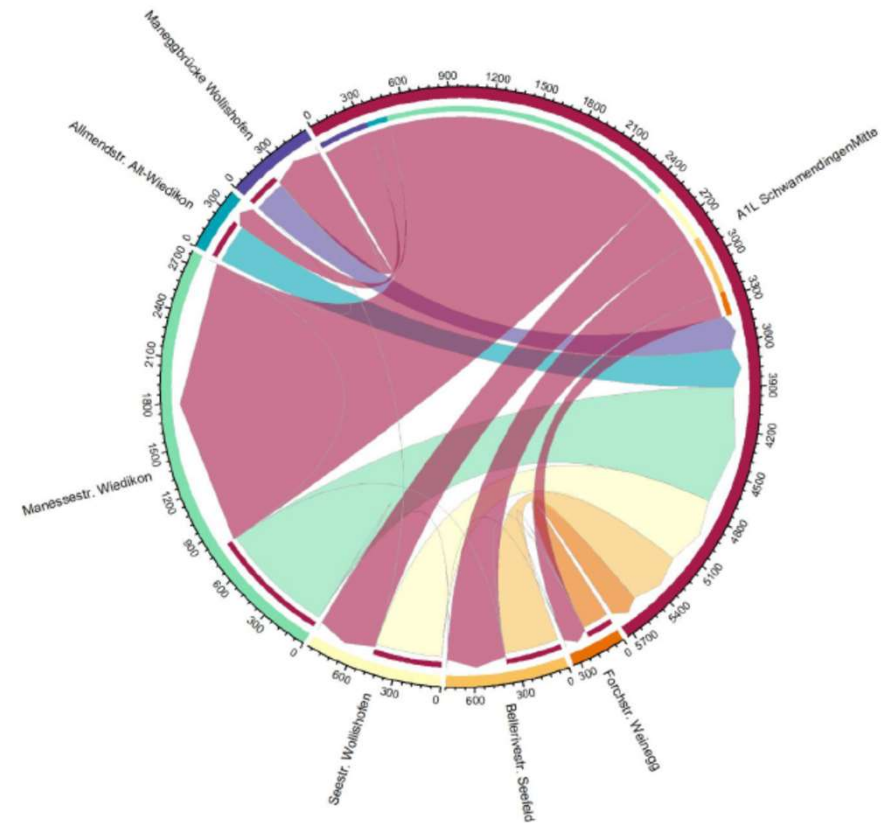
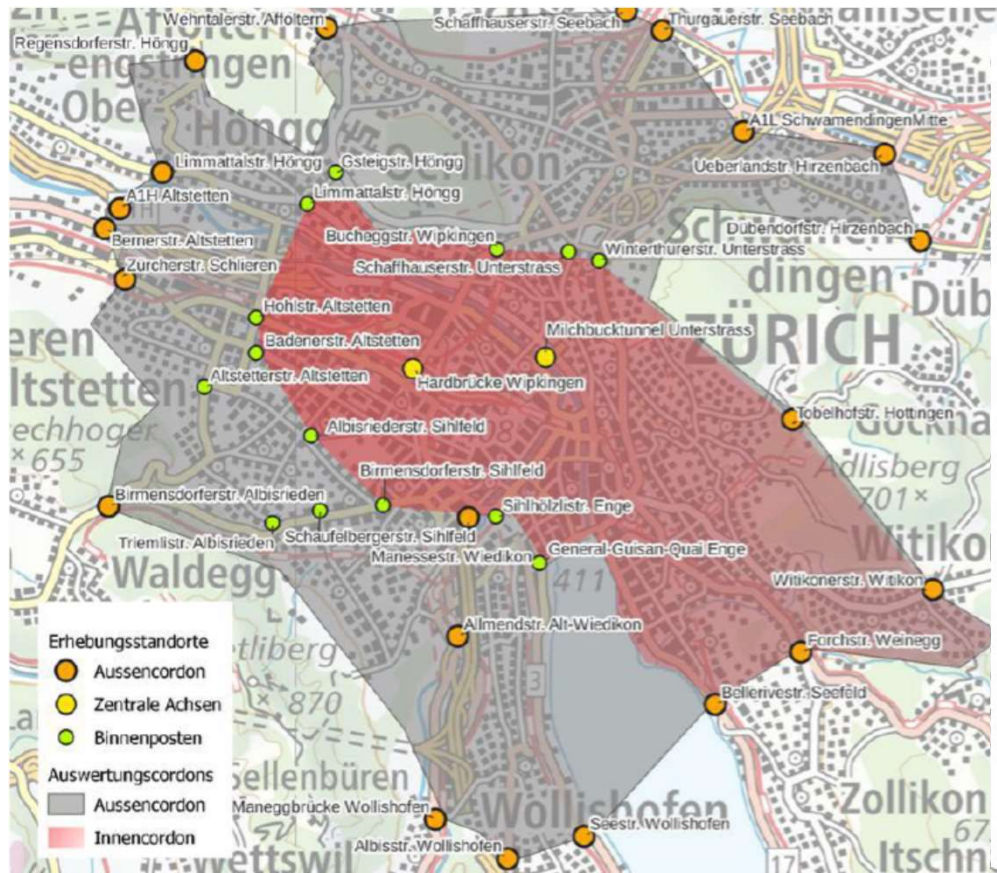
New strategy for urban space and mobility 2040

Vision for the urban spaces



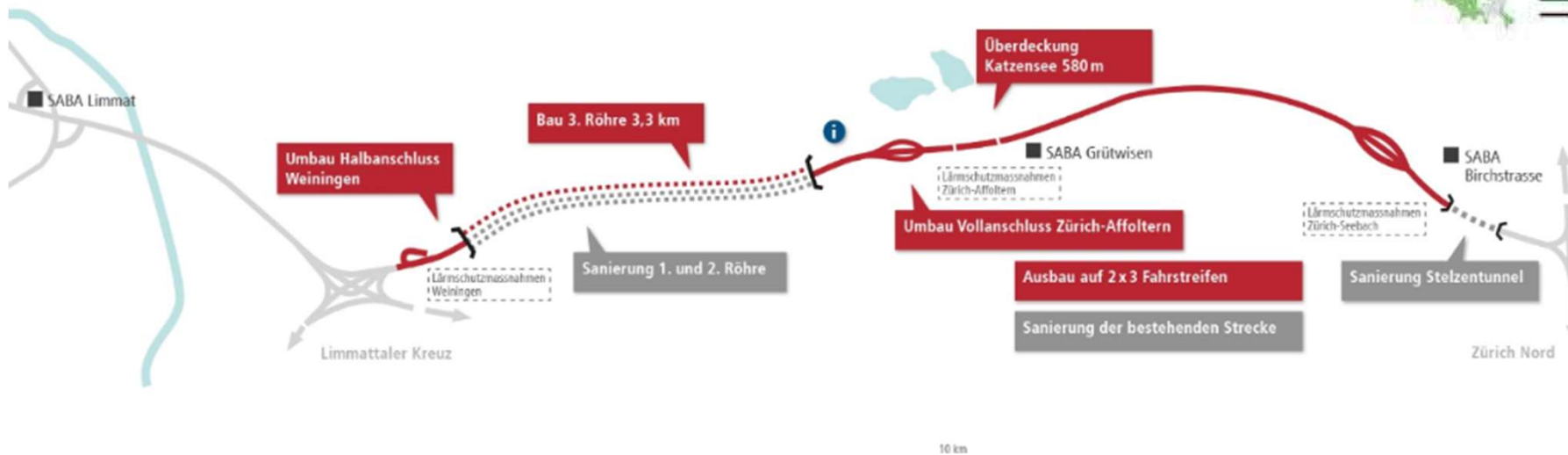
Analyse of car traffic in Zurich

20% through traffic (with no goals in the city of Zurich)



Enlargement of highway

Form 4 to 6 lanes



Concept for complementary measures

Vision: city center free from through traffic



A vision for the city center

Masterplan HB/Central



To achieve it step by step

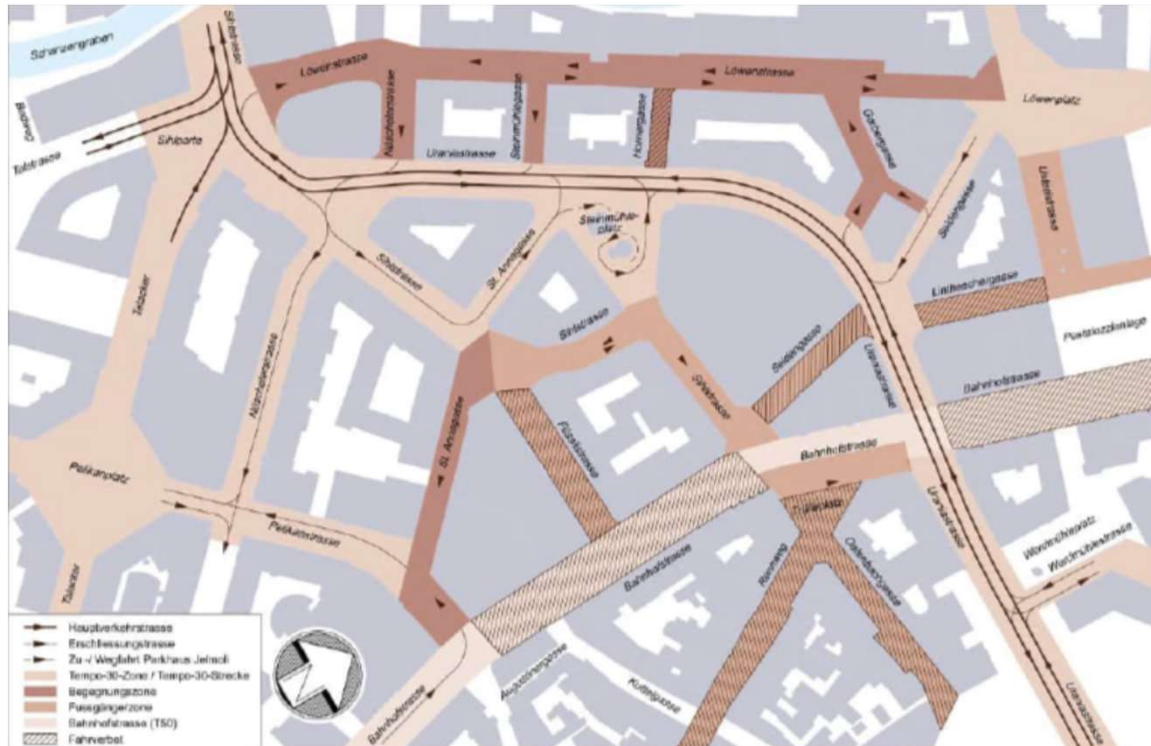
Löwenstrasse

- Reduktion of one lane in benefit of bicycle riders



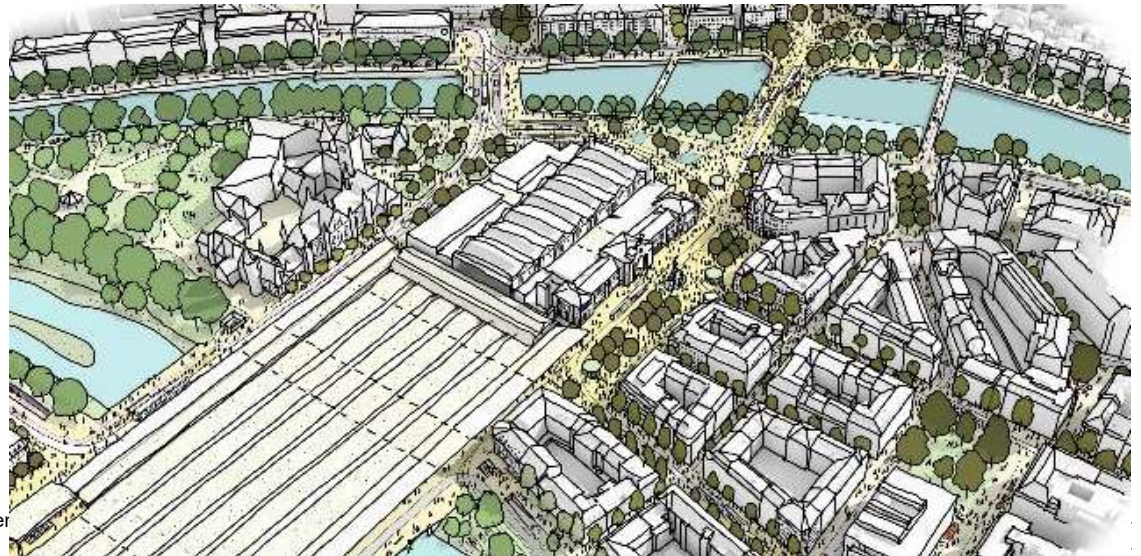
To achieve it step by step

Uraniastrasse



Success factors

- Vertical anchorage (strategy – concepts – projects)
- consistent planning
- Communications with strong vision and images
- Participation
- Courageous politicians



Questions?

- Is the procedure consistent and convincing? Where do you see the challenges?
- Connections within the city will be cut too. How can we overcome the NIMBY phenomenon?
- How can we convince people and politicians that a reduction of car traffic is possible?

Thank you!

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