

**CiViTAS**

Cleaner and better transport in cities

**ELAN**

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# Implementation status report on the loading spots

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# 1. CIVITAS-ELAN measure 7.3-GEN Institutional platform for city freight management

The main objectives of this measure are:

- The organisation of a discussion forum on city distribution transport with the distributors;
- Searching for solutions for city goods distribution by discussing implementation of specific measures to limit the nuisance of the city distribution of goods.

The discussion platform on sustainable goods delivery should result in to:

- Set-up a range of systems to limit the nuisance of the distribution of goods. Focusing for example on time-arrangements, separating through traffic and distribution traffic, special rules in the pedestrian area, ...
- More efficient delivery by investigating and implementation of certain measures as for example 'collecting at the source', 'waterbased transport', acknowledgement of 'real' city distributors, ...

## 2. Designated Loading Spots

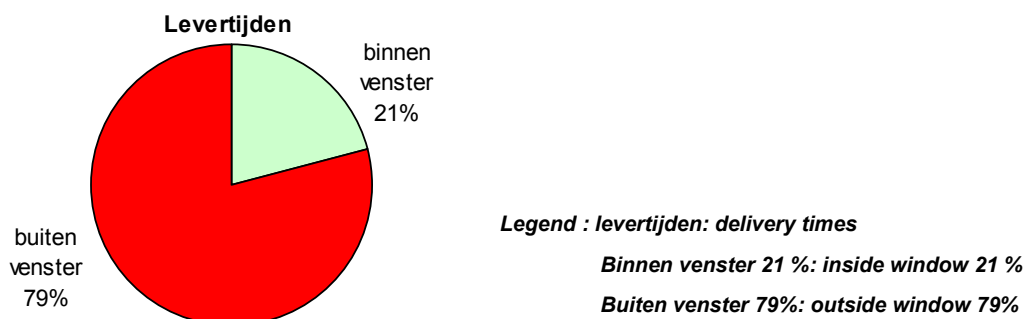
### 2.1. Concept

Many people praise the city of Gent for its pleasurable shopping and living environment. The city centre has many shops that are the place to be to come shopping, both for many Gent citizens as for people living in the region. However, the City of Gent is facing more and more problems regarding the supply situation in its city centre. Because of these problems freight traffic exerts pressure on the accessibility, liveability and safety of the city.

The initiatives that the city has taken within the framework of the CIVITAS-ELAN project and in the context of cooperation in the project [www.d-via.be](http://www.d-via.be) aim at the right balance between accessibility and liveability. On the one hand, the city of Gent has to continue being a pleasant shopping environment and it has to remain a liveable city for its inhabitants. On the other hand, this requires that the necessary supply movements are to remain possible in the city.

#### 2.1.1. General information on loading

##### 2.1.1.1. Goods delivery times

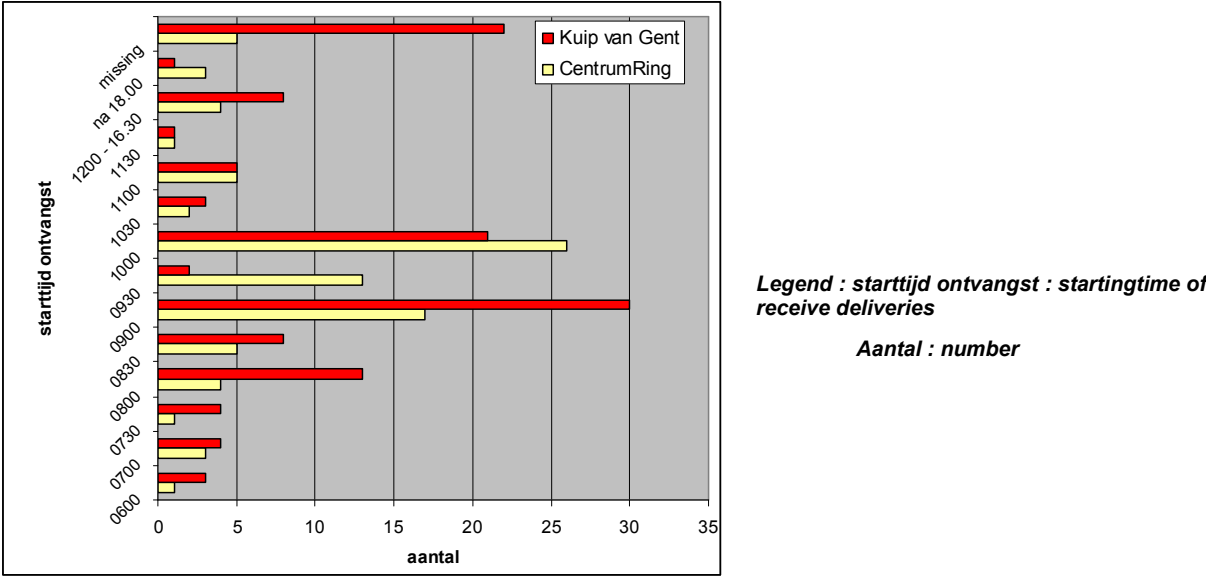


**Figure 1: delivery times**

The official delivery times defined by the City of Gent for the city centre are from 6.00 to 11.00. According to a survey conducted with traders 21% of good are delivered within this window, 79% outside this window. This means that the delivery of goods mainly takes place outside the defined window, i.e. more than ¾ of deliveries. This is due to the numerous exceptions that have been granted to carriers. It is precisely these kinds of deliveries that cause many inconvenience issues for the shopping public. Since exceptions are being granted without any requirements for vehicles, volume or number of addresses, this does not add up to logistical efficiency whereas this does cause disruption and nuisance.

However, one has to refine this image: around 60% of the retail establishments are located outside of the city centre to which the official delivery times apply. This means that they have the right to differ from the window times. Therefore, it is interesting to take a look at what times the delivery of goods starts in the Gent area “Kuip van Gent” and inside of the centre ring.

Figure 2 shows that in the Gent area “Kuip van Gent” which has restricted delivery times, deliveries also take place after 11 am. Most of the deliveries in the Gent area “Kuip van Gent” take place around 9 am.

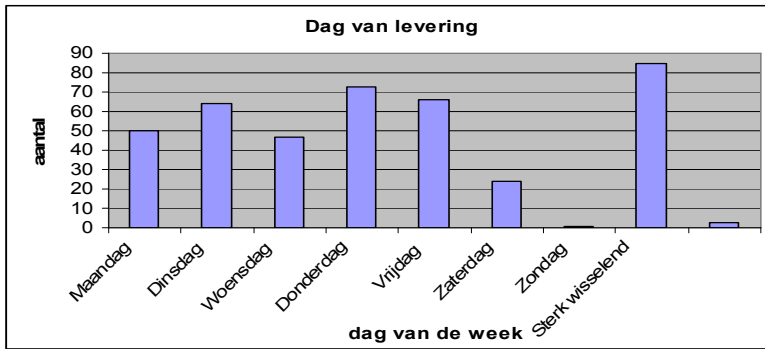


**Figure 2: On which days are goods being delivered?**

Regarding the number of deliveries per week, the figures show a different image. Most traders indicate that they receive deliveries from 0 to 2 times a week. It is hard to make an unequivocal statement about whether this is much or little. In order to do so, it is important to take into consideration aspects like the type of goods, the store size, line and storage space.

The days on which deliveries take place are reasonably spread over the week. Regarding fixed days of the week on which deliveries take place, Thursday scores highest. The high score of “highly variable” is striking. This indicates that it is the supplier (or professional carrier) who decides when the traders are to be supplied, or that there is a strong variety in order times. The latter however could be connected to the low level of storage capacities that many traders turn out to have.

This causes a lack of buffering to help coping with the differences in rate of stock turnover in the shops.



legend: dag vanlevering: day of delivery

dag van de week: day of the week

aantal: number

maandag: monday/ dinsdag: thuesday/  
woensdag: wednesday/ donderdag:  
thursday/ vrijdag: Friday

sterk wisselend : strongly changing

Figure 3: Day of the delivery





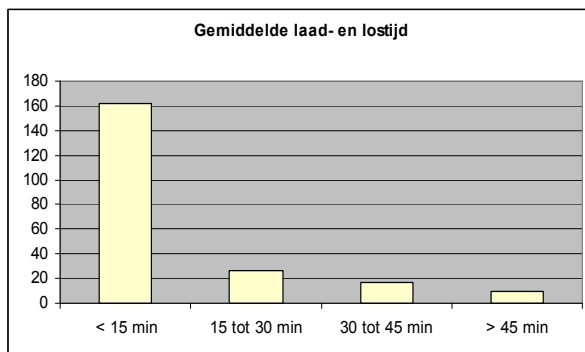
					Don't no	Total/ Average
Used vehicles (#)	99	43	82	8	5	237
Used vehicles (%)	42	18	35	3	2	100

Figure 4: Vehicles used for deliveries

### 2.1.1.2. (Un)loading: length and location?

The average (un)loading times for the vast majority of traders amounts to less than 15 minutes. Since more than ¾ of the traders can be supplied within the quarter-hour, we note that deliveries take place relatively quickly. This may mean that it comes to small amounts. The large proportion of small vehicles used for the delivery endorses this statement.

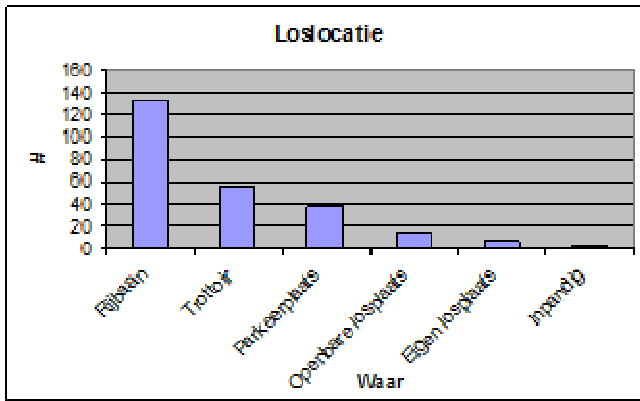


Legend: gemiddelde laad- en lostijd : average (un)loading time

15 tot 30 min : 15 until 30 min

30 tot 45 min : 30 until 45 min

Figure 5: Average (un)loading times



**Legend: loslocatie: (un)loading location**  
**Rijbaan: public road**  
**Trottoir: parking on the sidewalk**  
**Parkeerplaats: parking place** **Openbare losplaats: public (un)loading spots**  
**Eigen losplaats: own (un)loading wharfs**  
**Inpandig: indoor unloading facilities**  
**Waar: where**

**Figure 6: (Un)loading location**

The loading location in most cases is to be found on the public road. This obviously results in much inconvenience to through traffic. Also parking on the sidewalk is common. This yields inconvenience to pedestrians and shoppers.

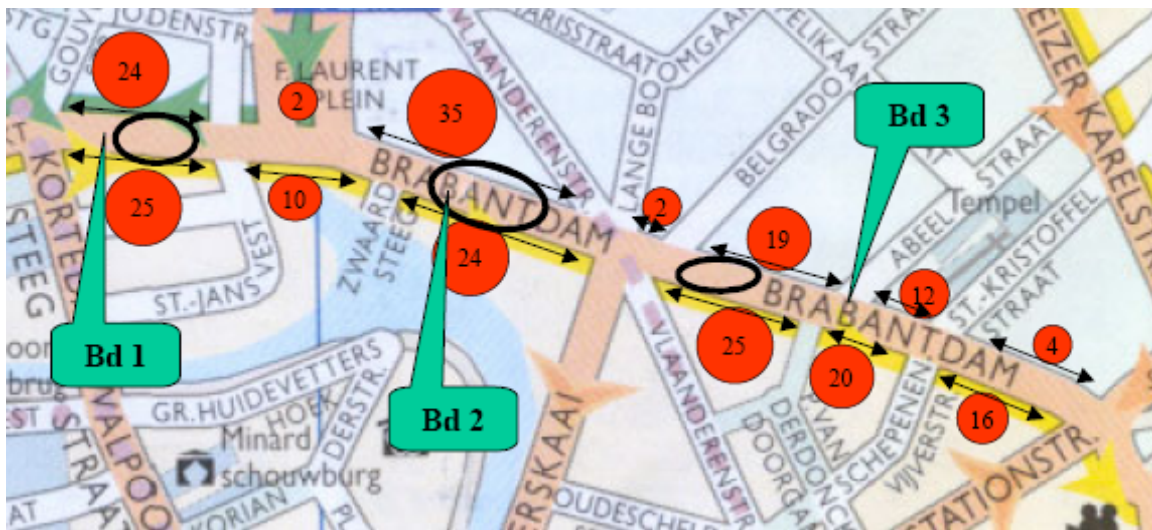
Specific unloading facilities in the form of designated unloading spots for carrier vehicles, private unloading wharfs and indoor unloading facilities are hence advisable.

### 2.1.2. Focus analysis of supply in selected streets

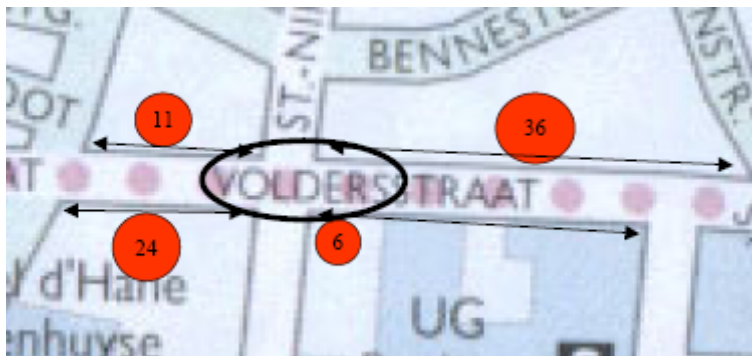
In order to be able to decrease the inconvenience of road haulage in the city centre, the City of Gent is focusing on solutions for the (un)loading issue in a number of well-chosen shopping streets where the supply of traders in combination with intensive traffic (such as trams, p-route, access roads for car traffic in the city, cycling traffic) pose problems. The emphasis for this analysis lies on exploring the possibilities for expansion and spatial integration of the number of loading and unloading facilities in a number of specific streets. These include the following streets:

- Brabantdam
- Vlaanderenstraat
- Kortrijksepoortstraat – Nederkouter
- Volderstraat

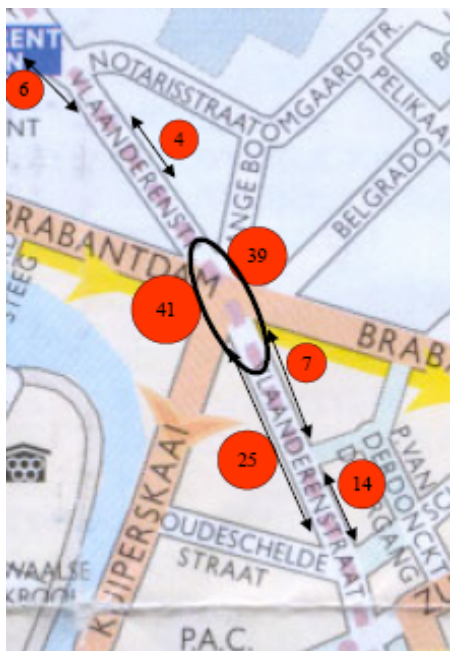
**Focus analysis of the deliveries per street (section)**



**Figure 7: Analysis of the deliveries at the Brabantdam**



**Figure 8: Analysis of the deliveries at the Volderstraat**



**Figure 9: Analysis of the deliveries at the Vlaanderenstraat**



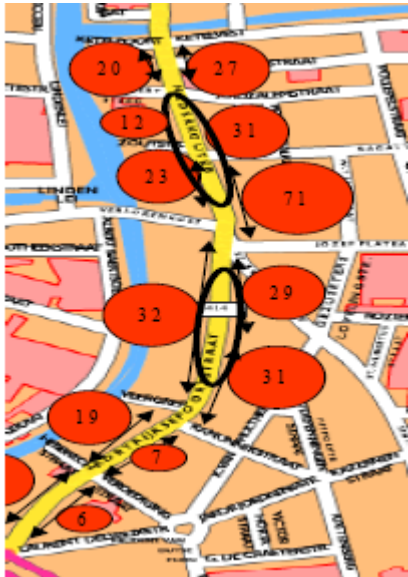


Figure 10: Analysis of the deliveries at the Nederkouter

### 2.1.3. Analysis of the physical possibilities

The section above provides a good insight in the supply profile of the selected streets. Per street one can see where the focal points of supply are located. It is logical to facilitate these focal points (axes).

Therefore, the creation of (un)loading spots are best located there, where most of loading and unloading movements take place. Secondly, one needs to take a look at the physical abilities on those locations, to determine whether the creation of loading and unloading zones is possible.

For every street the following aspects have been ascertained:

Physical conditions	Street profile Length/ width Infrastructure Sidewalk – bicycle path – furniture – tram stops - ... Parking facilities: yes / no + number
Policy conditions	Minimum width of the footpath Starting point of view not to sacrifice the sidewalk as (un)loading zone
Spatial possibilities by street	Free space Balancing traffic engineering, technical and spatial possibilities

The processing of these cases has led to the following preliminary conclusions:

Street	Where is the need for facilities?	Possible (un)loading zones	Required number
Brabantdam	<ul style="list-style-type: none"> <li>Particularly around Brabantdam 1 and 2 (area surrounding F. Laurentplein) is there need for (un)-loading facilities</li> <li>In Brabantdam 3 the need is less urgent, but, hence the “upgrading” of this area the chance exists that there will be a future need there</li> </ul>	<ul style="list-style-type: none"> <li>In the eastern part, at various locations, the sidewalk provides space to create (un)loading zones</li> <li>In the eastern part, at various locations, there is space to transform parking spaces into (un)loading zones, dur-</li> </ul>	<ul style="list-style-type: none"> <li>At least 2 zones (during certain hours), in the eastern part</li> <li>1 zone near to the Laurentplein (square)</li> </ul>

		<ul style="list-style-type: none"> <li>ing certain hours</li> <li>• At the crossing with the Vlaanderenstraat a small zone is possible</li> <li>• In the western part near to the Kortedagsteeg (alley) through the Laurentplein (square)</li> </ul>	
Vlaanderenstraat	<ul style="list-style-type: none"> <li>• Greatest need for (un)loading zones near the Brabantdam</li> </ul>	<ul style="list-style-type: none"> <li>• At various locations, the sidewalk provides space to create (un)loading zones</li> <li>• At various locations, there is space to transform parking spaces into (un)loading zones</li> </ul>	<ul style="list-style-type: none"> <li>• More or less 2 zones</li> </ul>
Volderstraat	<ul style="list-style-type: none"> <li>• Greatest need for (un)loading zones in the beginning of the street</li> </ul>	<ul style="list-style-type: none"> <li>• Since it concerns a narrow street, where a stationary truck immediately impedes the flow, the presence of (un)loading zones is highly desirable</li> </ul>	<ul style="list-style-type: none"> <li>• More or less 3 that for a certain amount of time are being reserved for freight traffic</li> </ul>
Nederkouter	<ul style="list-style-type: none"> <li>• Particularly in the northern part of the Kortrijksepoortstraat and in the southern part of the Nederkouter, where many shops are located, is there need for (un)loading facilities</li> </ul>	<ul style="list-style-type: none"> <li>• Very restricted since the few space</li> <li>• Only few places provide available options to transform parking spaces into (un)loading zones</li> <li>• The use of side streets offers opportunities (Bagattenstraat and Verlorenkost)</li> <li>• Removal of part of the sidewalk, where this is possible in the view of the available space</li> </ul>	<ul style="list-style-type: none"> <li>• In the Nederkouter or in one of its side streets, preferably 3 zones, that for a certain period in time are being reserved for freight traffic</li> <li>• In the Kortrijksespoortstraat preferably 2 zones are required</li> </ul>

### 3. Regulatory framework, legislation and history in Gent

#### 3.1. Legal framework

##### 3.1.1. Legislation

The legislation on loading and unloading is not unambiguous and is open to interpretation because no specific legislation on loading and unloading exists. It is better to speak of rules that apply to carrying out the action 'loading and unloading'. The law defines this as standing still and parking on the public roadway. In this way we come to the following definitions:

Loading and unloading	A state of standing still A vehicle that is not stationary for a longer time than is necessary for the embarking or disembarking of passengers or for loading and unloading of goods
Parking	A vehicle that is stationary for a longer time than is necessary for the embarking or disembarking of passengers or for loading and unloading of goods

Loading and unloading is basically always and everywhere possible if it is not explicitly prohibited. Such prohibition is always indicated by a traffic sign.



**Figure 11: No parking (parking prohibition)**



**Figure 12: Standing still parking prohibited**

On the other hand it is always forbidden to load and unload – within densely housed areas – on sidewalks unless this prohibition is lifted by means of a traffic sign.



**Figure 13: Traffic signs where the prohibition is lifted**

Moreover, there are possibilities to derogate from the prohibition of the foregoing situation using a time indication via a supplementary traffic sign. This can be done by imposing a maximum duration or a time window.



**Figure 14: Traffic signs with the announcement 'from 7 a.m. to 7 p.m.' and 30 min**

In Gent the organisation of loading and unloading on the one hand and the enforcement of standing still and parking on the other hand are not in the hands of one single authority.

### **3.2. History in Gent – pilot project**

In Gent, when it comes to urban distribution and (un)loading, the main focus has been on the town centre. When discussing the topic of city distribution in the town centre one should make a distinction between the pedestrian and non-pedestrian area.

In the late 90s, the city of Gent has delineated a pedestrian area. For this area, specific rules apply for: non-stop driving, parking and standing still. It is prohibited to load and unload in the pedestrian zone, except during window times: before 11 a.m. and after 6 p.m.

Alternatively, one can submit an application to obtain a special permit to drive through the pedestrian area. This permit is sometimes (mis)used to also load and unload outside the window times. Outside the pedestrian area, there are no specific rules unless this is marked with traffic signs (see above). However, there is no unambiguous line for loading and unloading outside the pedestrian area, in the sense that – besides some exceptions – there are no fixed loading and unloading spots in the city centre. It is the rule that (un)loading takes place on the roadway and/ or where through traffic and public transport are not being obstructed (too much).

In 2005 the city – in succession of the study “Desirability and viability of a city distribution centre in Gent” – conducted a pilot study. Under the title “Gent City Distribution – inventory of possible loading and unloading spots in Gent” a small scale study on loading and unloading in the city centre has been conducted. These are the results of that study:

Street delineation - pilot project	We searched for shopping streets where the supply of traders in combination with intensive traffic (such as trams, p-routes, access routes, ...) can cause problems: <ul style="list-style-type: none"> <li>• Brabantdam</li> <li>• Vlaanderenstraat</li> <li>• Kortrijksepoortstraat – Nederkouter</li> <li>• Volderstraat</li> </ul>
Focus analysis of the supply needs	In these streets research has been made on the existing supply needs. In that way, the number of deliveries (with specification of the vehicle type) has been enumerated per street section. Thus the focal points by street section are being located. These are the places where there is most need for loading and unloading and where most of the clustering of freight flows is possible.
Spatial possibilities	Per street, the spatial and physical possibilities to create (un)loading spots have been checked. This takes account of the street dimensioning, the kind of traffic that passes through the street, the parking facilities and the different modalities (footpath, cycle path, roadway, tram bedding, ...).
Indication of specific (un)loading locations	In conclusion, some specific locations have been indicated, where an (un)loading spot of interest may be created.
Pilot project	Actual installation of (un)loading spots in some street parts, and this in consultation with various services of the city and of the police and for a fixed period of time.
Inventory of the pilot project issues	There seem to have been quite some issues during the pilot process. Consequently, the project has not been implemented further and there is no general policy line on loading and unloading.

### **3.3. Analysis of the different possible (un)loading spots**

In this chapter we do not have the intention to give a complete overview of the policies on (un)loading in various cities in Belgium and abroad. Hence, the focus does not lie on the rules that different cities implement to optimize their urban distribution, but it does analyse the various possibilities to make loading and unloading physically possible.

This summary is not intended to be exhaustive or to put forward one ideal solution. The summary should merely be a source of inspiration to develop a good future concept for loading and unloading. Ultimately, we wish to know which are the best loading and unloading spots in Gent and which are the best location(s). This will – after discussing the various possibilities and issues – be described in the final conclusion.



**Figure 15: (Un)loading in the pedestrian area**



**Figure 16: (Un)loading on the roadway**



**Figure 17: (Un)loading, partially on the roadway and partially on the sidewalk (foot-path)**





**Figure 18: (Un)loading on the sidewalk – only on condition of an exceptional permission to occupy the public roadway (otherwise you get conflict situations)**

Alternatives



**Figure 19: Variable traffic signs : roadway – loading and unloading**



**Figure 20: Delineation on the sidewalk**



**Figure 21: Cut-out in the footpath (sidewalk)/ in the roadway**



**Figure 22: Separate spot/ bay for loading and unloading**





**Figure 23: Loading and unloading in a specially delineated and readable zone**



**Figure 24: Loading and unloading by boat on a waterway**



**Figure 25: Loading and unloading by tram**

### **3.4. (Un)loading issues/ bottlenecks in Gent**

Is there a problem? How big is the need?

During the preparation of the platform for urban distribution it has been shown that traders, carriers and stakeholders are not 100% sure that there is at all a major problem about urban distribution. Everyone is convinced that the loading and unloading is not running optimally, that it is stressful and that at some (usual) peak moments it partially blocks the traffic flow. On

the other hand, nobody is sure that this situation, often in comparison with other cities and municipalities, is problematic.

By creating a supply profile for each shopping street, the focal points can be localized.

On those locations the need for an area for loading and unloading is highest.

### Enforcement?

The police – that accounted for the enforcement at that time – indicated that the monitoring of the proper use of these zones is too labour-intensive in order to be checked continuously.

### Different competences of the different services

There is no person who is primarily responsible for loading and unloading in the city. In Gent it is true that both the organization of loading and unloading on the one hand and the enforcement of parking and standing still on the other hand are not controlled by a single authority:

- Policy decisions on the insertion and the provision of (un)loading spots is prepared, in consultation with other services, by the mobility service of the city.
- The technical preparation and implementation of the (un)loading spots is organized by the technical department of the city's traffic police.
- The enforcement of parking – with a focus on the parking regime – is in the hands of the parking company.
- The enforcement of traffic – including violations of parking and standing still – is a police task.

This creates confusion on the one hand and on the other hand it leads to it that nobody takes a real leading role in the realization of loading and unloading spots.

### Unified character of the zones, versus need for customized solutions per (part of the) street

Loading bays should look as uniform as possible, so that they may be recognized instantly and anywhere. They should be equipped in the same way. On the other hand, it is not possible to provide the same type of loading and unloading spots everywhere. It is street by street customization to find out where which kind of loading and unloading can be provided, thus taking into account:

- Dimensioning of roads
- Functions: footpath, bicycle path, tram bedding, roadway, one-way? ...
- Dimensioning and physical facilities of the street
- Number of shops and the need for supplies
- Placing poles for delineation of the road/ footpath
- ...

### Readability versus legislation and technical limitations

In order to standardise (un)loading zones and to improve their recognition/ readability it is best that the (un)loading zones stand out properly. This can be done by colouring, by a good delineation, through the use of other materials, etc. An easily readable zone will be less mis-used and therefore improve its functioning.

Moreover, we are facing the fact that colourization of zones on the one hand has no legal authority (unless an additional traffic sign is placed) and also that the colouring (and recoloring) of these surfaces is a time consuming task for the technical services of the city.

## 4. Current status – Designing and maintaining (un)loading zones

### 4.1. Setting – pilot project

This approach focuses primarily on the part of the Vlaanderenstraat (street), between the Hippoliet Lippensplein (square) and the Graaf Van Vlaanderenplein (square) (see further: 'Vlaanderenstraat, part 1').

In 2011 the Economy Service (of Gent) organized workshops, within the framework of CIVITAS-ELAN measure 7.3-GEN, bringing together owners of different businesses (including catering), representatives of the transport sector and members of the city council.

During workshops 1 and 2 all of the issues/ bottlenecks have been mapped, possible solutions have been brought forward and some enhancement suggestions have been looked at more closely. In workshop 3 the most supported suggestions have been applied onto the situation in the Vlaanderenstraat. Particularly for workshop 3, the group was expanded with multiple traders and catering proprietors from Vlaanderenstraat.

In 2008 and 2009 the Economy Service conducted surveys among the local traders and proprietors, with the scope of getting a picture of the existing (un)loading customs in Vlaanderenstraat.

On the initiative of these traders and proprietors, prior to the 3<sup>rd</sup> workshop, another mini-survey had been conducted, assessing the ideas and needs around distribution.

All surveys have shown that traders in Vlaanderenstraat:  
have a need for (un)loading zones in the adjoining streets;  
wish that the street should be set as a boulevard, i.e. with broad sidewalks on both sides and without conservation of the remaining parking spaces;  
that most of the supplies take place after 8.30 a.m. and are completed in less than 15 minutes;  
experience a shortage of bicycle sheds.

At the workshop itself, the conclusions of these surveys have been translated into practical suggestions, such as the design of new (un)loading zones. Together with the design of (un)loading zones we wish to review the way in which the use of these zones is monitored.

### 4.2. Redesigning (un)loading zones

Proposed solution: a pilot project!

Max. 15 minutes of (free) parking

In order to support all the potential (un)loading actions we must create zones in which it is neither possible nor allowed to stand still longer than for a few minutes, in which standing still is possible without having to pay for it.

In September 2012 the City Council approved new retribution regulations for street parking. To all park & pay regimes 15 minutes of free parking is added, i.e. everyone will be able to take from each parking meter a ticket allowing them 15 minutes of free parking.

The new retribution regulation also provides in a possible practical solution for the loading and unloading zones: when within the areas of park & pay regime we delineate zones, in which, between 9 a.m. and 7 p.m., parking of no longer than 15 minutes is allowed, we have set up parking spaces that meet the above requirements. This additional restriction is necessary for limiting the parking time and for keeping the loading and unloading free of charge.

### 4.3. Enforcement and authority

In those zones subject to the additional restriction a (free) parking ticket of 15 minutes must always be presented between 9 a.m. and 7 p.m. The traffic wardens are authorized to prescribe fees. An **infringement** (i.e. no ticket, ticket is expired) is enforced by means of a **25€ fee, just as with infringements to paid parking**.

The **determination of the zones with an extra parking time limit** should be defined in official regulations. A **Mayor Decision** may tackle this problem. It also recognizes that it concerns a pilot project that, after a specified number of months, will be evaluated. The targeted lead time for this pilot project is **6 months**.

If this **method proves to work**, it could be **applied to other (un)loading zones** and be included in a subsequent adjustment of the fee regulations.

### 4.4. Developing – designating zones with extra parking time limitation

A zone with parking time limitation, i.e. with a maximum of 15 minutes, has to be designated with a **traffic sign E9a with the underplate 'TICKET 15 MIN. FROM 9 a.m. to 7 p.m.'** (traffic code, art. 70.2.1, 3rd, e)<sup>3</sup>.



**Figure 26: Signalization of zones with limited parking time (tickets 15 min.- from 9 a.m. to 7 p.m. - 12 m)**

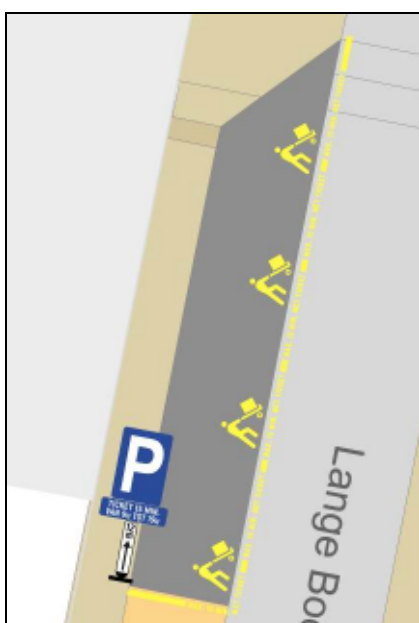
To **improve the readability of the special zone**, the placement of signalization was combined with the affixing of distinctive road markings. Yellow road markings fringe the area and emphasize the local regime by **repeating the text "MAX. 15 MIN. WITH TICKET"** in the edge. We highlight the (un)loading theme by means of **repetition of a symbol illustrating an (un)loading action**.

<sup>3</sup> 70.2.1. Traffic signs prohibiting parking and standing still, traffic signs for "voor parkeer- en stilstandverbod", signs for alternately parking and traffic signs allowing or controlling parking, 3° Traffic signs allowing or controlling parking, e) an **underplate with the word "ticket"** means a series of parking spaces where parking is permitted only in accordance with the forms of use of parking meter delivering tickets.



**Figure 27: Displaying the zone with limited parking time of maximum 15 minutes**

The road marking (i.e. repetition of symbols) from the pilot project **can still be modified if this should interfere with the provisions set out in the new Traffic Code<sup>4</sup>**. The aim of the proposal is a uniform visual message.



**Figure 28: Road markings of zones with limited parking time (type b). Proposition: Lange Boomgaardstraat (street)**

<sup>4</sup> In force since 1 July 2012

In the long term, the City of Gent wants to **try different types of road marking**, e.g. with or without loading and unloading symbols, with or without hatching of the area. Further pilot projects should show which type of designation/ lineation is most efficient.

For the sake of consistency, **the loading and unloading zones in the area Vlaanderenstraat part 1 will all be executed simultaneously**, i.e. as shown in the figures represented above.

#### **4.5. Public relations**

On 20 March 2012 a press conference was held at the (un)loading zones to make the people of Gent aware of them. The press text (translated into English) and some accompanying photos are included below.



**Figure 29: Press photo with 2 members of the City Council responsible for mobility in Gent**

#### **Free and smooth loading and unloading around the Vlaanderenstraat (street)**

Customers and suppliers of traders in the vicinity of the Vlaanderenstraat can load and unload freely for a quarter-hour from Monday onwards. This can be done in four strong yellow marked areas in the side streets of the Vlaanderenstraat with a free 15 minutes' parking ticket from the parking meter. These new loading and unloading points ensure smooth and free quick delivery or loading of purchases, also in the very city centre of Gent.

With the new (un)loading points in the Vlaanderenstraat the Mobility Company wants to tackle an old sore. Supplying in that street is often not an easy "job done" to suppliers. Frequently trucks are forced to stand still on the road, on the tram tracks or even on foot- and bicycle paths, because car drivers have parked on the provided loading and unloading points.

## Up to 15 minutes of free (un)loading

The Mobility Company and the Economy Service went to see the owners of the local shops and catering businesses and also involved representatives of the transport sector in their quest for a solution. There was a clear demand for specific loading and unloading points, which regularly become vacant and for which customers and suppliers are not charged.

The unique pilot project in the Vlaanderenstraat will now meet this demand.

The Mobility Company has developed a simple and efficient system, without confusing traffic signs or complicated road parking regulations:

- In the 4 parking zones (1 on the Kuiperskaai (quai), 1 in the Lange Boomgaardstraat (street) and 2 on the Brabantdam) both suppliers and customers can park for free, up to 15 minutes at maximum, with a ticket from the parking machine.
- There is a parking machine close to each (un)loading zone. From the machine suppliers and customers can take a free ticket for 15 minutes of parking.
- This ticket is needed to be able to check the maximum parking time of 15 minutes. And this check ensures that the places become vacant time and again.
- This guarantees a smooth and free quick delivery or loading of purchases, also in the city centre.

## Clear signalization

The (un)loading zones are highly recognizable and distinctively marked:

- A traffic sign E9a with underplate 'TICKET 15 MIN. FROM 9 a.m. to 7 p.m.' (traffic code art. 70.2.1 3rd e)2) indicates the beginning and length of the (un)loading zone.

To make the zones even more recognizable, yellow road markings are painted around each zone. The marking emphasizes the local regime in repeating the text '*MAX. 15 MIN. WITH TICKET*'.

On the zone itself symbols for loading and unloading are affixed (painted).

After 6 months an evaluation of this pilot project in the vicinity of the Vlaanderenstraat will follow. If this working method proves to ensure smoother loading and unloading and to create satisfaction for suppliers and customers, the city council plans to develop such (un)loading zones in other areas of Gent.

This project is part of the European CIVITAS Initiative which aims at a better and cleaner urban mobility.



DIT INITIATIEF WERD  
MEDEGEFINANCIERD  
DOOR DE EUROPESE UNIE

**Information**

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**Authority**

Madam Martine De Regge, Councillor for Public Works and Mobility







**Figure 30: (Un)loading spots in the Vlaanderenstraat**

After this press conference a flyer was distributed to the shop keepers of this street. It aimed to inform both their suppliers and their customers who wish to make use of the 15 minutes' (un)loading zone.

**Mobiliteitsbedrijf  
Stad Gent**

**Bezoekadres**  
Sint-Nichijsplein 9, 9000 Gent  
tel: 09 266 28 00, fax: 09 266 28 99  
e-mail: mobiliteit@gent.be  
web: www.mobiliteitgent.be

**Openingsuren**  
Elke werkdag van 8 tot 13 uur  
Woensdag ook van 14 tot 18 uur

**Correspondentie**  
Stadhuis  
Botermarkt 1  
9000 Gent

**gent: slim op weg**

Proefproject laden en lossen  
zone Vlaanderenstraat  
**Max. 15 min. met ticket**

Foto: Peter De Pauw, Fotograaf.com; Illustratie: Sander Van der Vliet, Bureau van 't Land

**Waarom dit proefproject?**

In de buurt van de Vlaanderenstraat zijn er heel wat winkels en horecazaken die moeten worden bevoorrad.

Om te laden en te lossen zijn plaatsen nodig waar leveranciers en klanten kort stil kunnen staan.

Het gebruik van deze plaatsen moet gratis zijn.

- 4 parkeerzones: 1 in de Kuiperskaai, 1 in de Lange Boogaardstraat en 2 in de Brabantdijk
- u parkeert **gratis** tussen 9 en 19u
- gedurende **max. 15min.**
- enkel met **geldig ticket** (eerste 15min. gratis)

**Wat houdt het project in?**

Na 6 maanden evalueert het stadsbestuur het project. Bij een positieve evaluatie zullen er ook op andere locaties in de stad gelijkaardige laad- en losszones bijkomen.

**Hoe geraak ik er?**

- volg de snelste weg naar de zone Vlaanderenstraat (de gele weg op kaart)
- parkeer op de plekken het dichtst bij uw bestemming
  - Kuiperskaai thv nr. 5
  - Lange Boogaardstraat thv nr. 2
  - Brabantdijk thv nr. 77 (hoek met Belgrotestraat)
  - Brabantdijk thv nr. 163 (naar St-Annaplein)
- neem een gratis ticket voor 15min. uit een automaat nabij uw parkeerplaats
- leg het ticket achter uw voorruit

**Parkeerzones herkennen!**

- verkeersbord geeft start en lengte van de zone aan
- gele wegmmerking om het gebied met herhaling tekst **MAX. 15 MIN. MET TICKET**
- op de zone zijn laad- en lossymbolen geschilderd

**Legende**

- aanbevolen route
- laad- en losszone
- parkeerautomaat

Figure 31: Flyer for the shop keepers

## TRANSLATION OF THE FLYER:

Mobility Company City of Gent "Gent: slim op weg" (= "Gent: smart on the road")

**Visiting address** Pilot project (un)loading in the  
Sint-Michielsplein 9, BE-9000 Gent zone "Vlaanderenstraat"  
tel.: +32 9 266 28 00, fax: +32 9 266 28 99  
e-mail: [mobiliteit@gent.be](mailto:mobiliteit@gent.be) **Max. of 15 min. with ticket**  
web: [www.mobiliteitgent.be](http://www.mobiliteitgent.be)

### Office hours

Every business day from 8 a.m. to 1 p.m.  
Wednesday also from 2 to 6 p.m.

### Postal mail address

Stadhuis (= City Hall)  
Botermarkt 1  
BE-9000 Gent

(logos : City of Gent – Civitas Gent – the Civitas initiative is co-financed by the E.U.)

### Why this pilot project?

In the neighbourhood of the Vlaanderenstraat there are many **shops and catering establishments that need to be supplied**. In order to load and unload **locations are required where suppliers and customers can stand still for a short period of time**. The use of these locations has to be **free of charge**.

### What does the project stand for?

- **4 parking zones**: 1 on the Kuiperskaai, 1 in the Lange Biilgaardstraat and 2 in the Brabantdam
- you can make use of free parking in the above zones, **between 9 a.m. and 7 p.m.**
- with a time limit of max. 15 min.
- only with validated ticket (first 15 min. are free)

### What happens after the project?

After 6 months the city council will evaluate the project. In case of a positive evaluation (a "go"), on other locations throughout the city similar (un)loading zones will be added.

### How do I get there?

- **follow the fastest route** towards the zone "Vlaanderenstraat" (see the yellow road on the map)
- **park on the spot closest to your destination**:
  - \* Kuiperskaai, near number 5
  - \* Lange Boomgaardstraat, near number 2
  - \* Brabantdam, near number 77 (angle with the Belgradostraat (= street))
  - \* Brabantdam, near number 160 (near Sint-Annaplein (= square))
- **take a free 15 minutes' ticket** from one of the machines near your parking place
- **lay the ticket behind your front windscreen**

### Recognizing parking zones!

- **traffic sign** indicating the **beginning and length** of the zone
- **yellow road marking fringing the zone, with repetition of the text "MAX. 15 MIN. WITH TICKET"**
- on the zone **symbols for (un)loading** are painted

### Symbol explanation

- ➔ = recommended route
- ~ = (un)loading zone
- ° = parking ticket machine

## 5. Evaluation of the (un)loading zones in the Vlaanderenstraat

The evaluation on measure level focused on the acceptance level of the workshops, which was measured by interviews and the amount and the improper use of loading spaces.

### 5.1. Monitoring of the improper use of loading spaces by parking attendants

Parking attendants have been monitoring (checking) the (un)loading zones at random moments. Two (un)loading zones in one and the same street are shown in the table below.

#### Improper use of loading spaces Brabantdam (before/after)

Type	Obs.	Cap.	(un)loading		Parking (short)		Parking (long)		Parking (total)	
			Veh.	Occ.	Veh.	Occ.	Veh.	Occ.	Veh.	Occ.
Brabantdam before	13	25	0	0%	10	40%	16	64%	26	105%
Brabantdam after	8	15	1	6%	3	19%	0	0%	3	19%

#### Legend

Observations	number of times that a location of a certain type was visited
Capacity	[number of parking spots] x [number of observations]
Loading/unloading	every loading spot was observed during 5 minutes, if there was any movement around the vehicle, it was registered as a loading operation
Parking	licence plate of parked cars was noted, vehicles that were still there after 1 hour were registered as long parking vehicles
Occupancy	[number vehicles in (un)loading spot] / [capacity]
	0% means that no vehicles were found during any observation, 100% means that all loading spots were fully occupied during every observation

Before CIVITAS ELAN, a very high abuse rate was found at the existing parking spots dedicated for loading/ unloading operations. The increased visibility of the loading spaces and the increased control of the proper use of these spots around the Vlaanderenstraat leads to a reduction of more than 5 times less abuse, so they are always (at least partly) available for loading operations. The target for this measure is exceeded (-80% instead of targeted -20%).

### 5.2. Evaluation of the acceptance level of the platform by the shopkeepers

The City of Gent experienced a lot of resistance against policy-based solutions for the distribution of goods. As a result, the City of Gent decided to tackle the problem in another way by setting up a distribution platform, focusing on measures and initiatives, which are facilitating life for the distribution traffic: specific unloading spots, etc. The organisation of workshops in the preparation of the creation of the platform of city distribution had a great added value to the process of stakeholder involvement. The workshops were the ideal forum to gather know-how, points of view and good practices within the topic of city distribution. After four workshops half of the 14 members of the platform on city distribution and located at the Vlaanderenstraat filled in the questionnaire and were all positive to very positive about the work that has been done.

## Acceptance level Platform for City Distribution

	No	Neutral	Yes
Enough time to bring your own opinion?	0	1	6
Do you think the platform is valuable for the city?	0	1	6
Do you think the platform is valuable for you?	0	4	3
Do you do enough for sustainable transport?	0	3	3
Does the platform stimulate your thinking on sustainable distribution?	0	0	7
Have you effectively worked out sustainable actions as result of the platform?	0	1	6
Are you satisfied about the platform meetings?	0	1	6
Did the platform result in output (transparent info, visible loading spots, etc.)?	0	2	5
Should the platform continue in the future?	0	2	5
			47/63 = 75%

Feedback from participants: How does the sustainable urban distribution platform need to be organized in the future?

1. Solutions to reduce freight nuisances need to be tailored to the neighbourhood or street to the final destination of the goods. It is best to start at the bottom or locally.
2. The task of the platform for sustainable urban distribution in Gent is to achieve a co-operation for sustainable urban distribution, to strive for win-win solutions and to disseminate knowledge based on a “bottom-up” approach.