

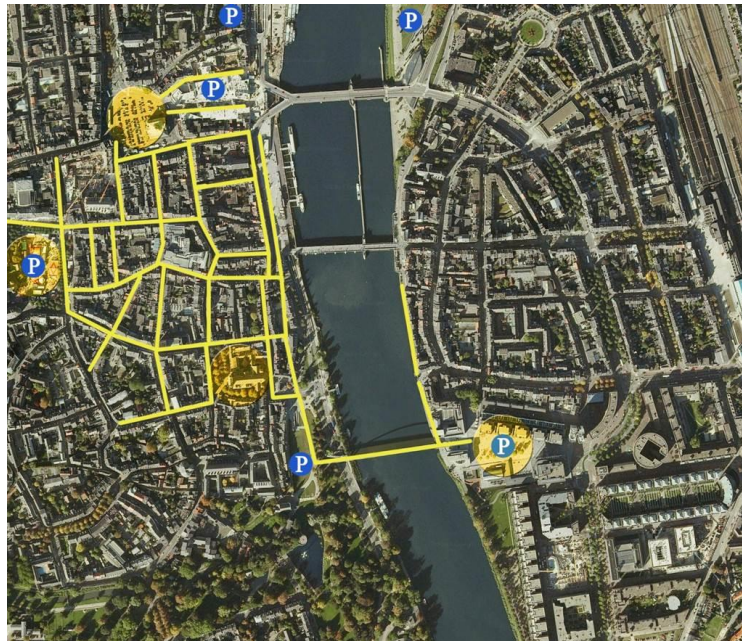
**Measure title : The Master Plan 1990-2000 and the role of parking****Country:** NL**City:** Maastricht

## A1 Objectives

In recent years the quality of open urban space within Maastricht has become an important subject of political debate. The 1990-2000 Master Plan supported a strong and consistent policy of improving the quality of urban design for the inner city. The city council realised that a high quality living and working environment should have the impact of an “enormous magnet” on the overall economical viability of the city.

## A2 Description of the CS

The quality of open space is mainly seen as a boost to the image and the identity of a city centre. A great effort was put into achieving a sense of style and spatial quality and more attention paid to the manageability of public space. The long tradition of parks and squares in Maastricht has definitely been an important source of inspiration for recent city development. When thinking of Maastricht it is certainly impossible to not keep in mind its famous triangle of squares formed by Vrijthof, Market and Onze Lieve Vrouweplein and it was necessary to free the public spaces of cars and parking areas.



*the central pedestrian streets of Maastricht and the location of the parking structures.*

The Municipality developed a strategic parking policy in 1996 to transform the use of the public space (streets and squares – large and small) of the inner areas of the city and the parking and parking tariff policy became central to the plan.

The present day parking system serving the central area costs €1 for a time period ranging from 17 to 43 minutes, the fee scale is based on the criteria of the closer to the city centre you get - the more you pay.



Today the central area of Maastricht is lively and dynamic with a prosperous downtown area. One of the important results of the accessibility policy is that the Municipality supported an increase in sales floor surfaces from 78,000 m<sup>2</sup> in 2000 to 110,000 m<sup>2</sup> in 2010.

**B Costs and who paid them**

There is a long term Public Private Partnership between the City of Maastricht and Q-Park. Q-Park invested in the rebuilding the Vrijthof car park and the complete renovation of an outer city centre car park and maintenance of another 8 (partially residential) car parks for a total investment of about € 25 million. The city receives a fixed commission based on the

tariff settlements. The parking revenues have enabled Q-Park to recover the investments done, to implement the parking system. Without the current and future cash flows, the investments would not have been made. The duration of the City of Maastricht – Q-Park contract is 50 years.

### C Project objectives, indicators, data and impact/results

OBJECTIVE	INDICATOR	DATA USED	IMPACT/RESULTS
<i>Improvement of downtown environmental quality – air, visual, noise. Freedom and pleasure of movement</i>	<i>Property value increase Increase of sales Increase of customers Increase of activity</i>		<i>Growth of economic activity</i>
<i>Co-mobility solutions Public transport Private transport (cars, etc) Pedestrians (walking running etc) Cycling</i>	<i>Increase in Accessibility</i>	<i>3 million people every year use the Mosae Parking Forum</i>	<i>Financial contributions (Private funding)</i>
<i>Value of historical fabric and public space</i>	<i>Increase in tourism</i>	*	<i>Improved well being - a better place to live</i>

\*

18.6 million tourists came to Maastricht in 2006  
 10.1 million came to shop or dine;  
 6.5 million were that the Dutch call proper tourists (they stayed for more that a day)  
 0.5 million took part in conferences;  
 1.4 million participated in various events.

There were no major changes in framework conditions (e.g. local economy, politics) during the implementation period that may have affected the impacts of the case study

### D Implementation process

The process of transformation concerned the transformation of parking places from free to paid parking.

- in 1996: 6100 spaces available of which 2400 free
- in 2000: 6450 spaces of which 700 free spaces
- in 2006: 7600 spaces of which 0 free spaces
- **spaces** in parking structures increased from 1700 to **4035**.

In addition to the 4035 off-street supply 1.772 parking and walking spaces were set up in outer areas and 175 spaces were destined to park and ride.

The final result being an offer of 5.807 parking spaces **servicing the transformed inner area guaranteeing accessibility at different price conditions.**

### D1. Stages

The changes were implemented via the transformation of the usage of the surface parking areas and then completed by the building of the 1,082 capacity Mosae Forum parking garage in 2007. This parking structure substituted 400 surface parking spaces that were then transformed into the extension of the pedestrian area. This operation involved the City of Maastricht, the commercial operators, and Q-Park.

### D2 Barriers

The most relevant task was to maintain the focus on the overall goal and objectives of the transformation.

Name	Capacity <sup>1</sup>	Opening hours <sup>2</sup>
OL.Vrouweparking (P1)	350	Monday – Wednesday from 07:00 – 01:00 Thursday – Saturday from 07:00 – 02:30 Sunday from 09:00 – 01:00
Vrijthof (P2)	445	Monday – Wednesday from 07:00 – 01:00 Thursday – Saturday from 07:00 – 02:30 Sunday from 09:00 – 01:00
Mosae forum (P3)	1.082	24 hours / 7 day a week
Bassin (P4)	407	Monday – Saturday from 07:00 – 21:00 Thursday from 07:00 – 22:00 Sunday from 10:00 – 19:00
De Griend (P5)	351	Monday – Friday from 07:00 – 22:00 Saturday from 07:00 – 19:00 Sunday from 11:00 – 18:00
De Colonel (P6)	297	24 hours / 7 days a week
Plein 1992 (P7)	449	Monday – Sunday from 07:00 – 01:00
Bonnefantenmuseum (P8)	303	24 hours / 7 days a week
Sphinx (P+W)	500	Monday – Sunday from 07:00 – 24:00
Cabergeweg (P+W)	698	24 hours / 7 days a week
Stadspark/Kennedybrug (P+W)	416	24 hours / 7 days a week
Noorderbrug (P+W)	158	24 hours / 7 days a week
NS Station Maastricht (P+R)	175	24 hours / 7 days a week

1: Maastricht-bereikbaar.nl (2012)  
2: Parkeren-Maastricht.nl (2012)



Location of off street parking structures and the P&R area on the left and the Park & Walk locations serving the central pedestrian area on the right.

### D3 Drivers

The most important factor was the ability of the Public Private Partnership to maintain the economic viability of the overall contract working and concentrating on maintaining a dynamic functional aspect to the overall parking system and the relative fee scale. This positive attitude has enabled the city of Maastricht to have today an efficient and high quality accessibility system for all those arriving by car.

- Bannerman, L.A – Urban Dynamics, Public opinion and Parking. 14<sup>th</sup> EPA Congress Vienna., Austria – September 2009
- Martens, Peter – Director Q-Park – notes and correspondence Huub Smeets, Director Department of Urban Planning and Development - Extract from the Publication “En plein air – Maastricht stad van parken e pleinen, Maastricht 1999
- Website – Q-Park: [www.q-park.nl](http://www.q-park.nl),  
<http://www.maastrichtbereikbaar.nl/en/auto/parking>
- Website - The city of Maastricht : [www.gementemaastricht.nl](http://www.gementemaastricht.nl)
- City plan and photographs- Laurence A. Bannerman:  
[www.car-parking.eu/netherlands/maastricht](http://www.car-parking.eu/netherlands/maastricht),  
<http://www.gemeentemaastricht.nl/english/inhabitants/traffic-parking-public-transport/>

The transformation of Vreijthof – today the heart of Maastricht's public life.

