

Measure title : Extended pedestrian areas and renewed piazzas
Country: Italy
City: Torino

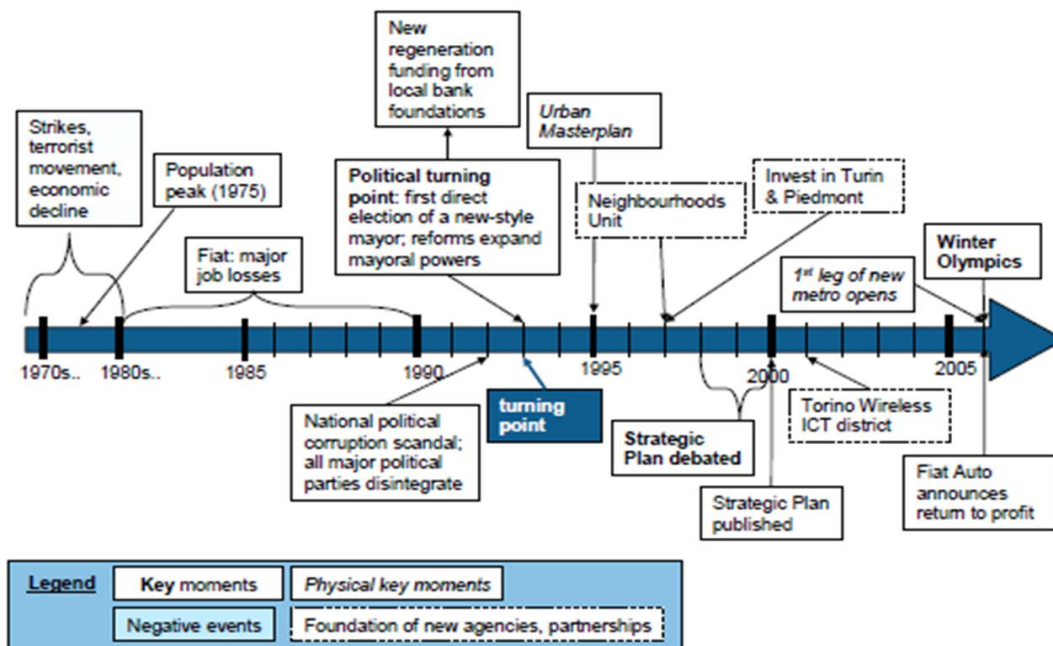
A1 Objectives

The overall strategies for parking in Torino is part of an overall planning document - The 1990 Urban Parking Plan, which has following three main objectives:

1. The creation of parking structures to eliminate on street parking and to restore streets and piazzas for pedestrian use;
2. The creation of parking availability on the border of the limited access area of the city centre;
3. The creation of parking structures to meet the demand from private residents.

A2 Description of the CS

The time line of the main events relevant to this case study is shown below.



The 1995 Urban Parking Plan approved in the context of the Urban Mobility Plan endorsed the following guidelines:

1. To facilitate public transport;
2. Accelerate private vehicle circulation;
3. Optimise the parking system;

4. Extend the cycle network;
5. Create innovative systems using information technology for mobility management.

Strategic Plan – The city of Torino planned recovery projects (the first Italian city to debate a strategic economic plan) that was prepared, by 1998, debated and approved in the year 2000:

- Inspired by the effectiveness of the strategic planning efforts of other European cities – PASCAL MARIGAL from Barcelona on the Scientific Committee;
- Established a 10 year road map;
- First result – awarded 2006 Olympic Winter Games that promoted Torino's new post industrial image internationally;
- Integrated the metropolitan area into the international system;
- Turning the ex-industrial city into a centre of education and research;
- Promoting Torino as a city of culture, tourism, commerce and sports;
- Improve the urban quality by upgrading the environment and the urban areas.

In the year 2006 Torino hosted the Winter Olympics. This special occasion contributed greatly to the urban transformation that has included the building of a new fully automatic subway line, new road connections, new parking areas, transformation of downtown piazzas into pedestrian areas, new architectural masterpieces, (Jeanne Nouvelle, Gae Aulenti, Renzo Piano, Arata Isozaki.).

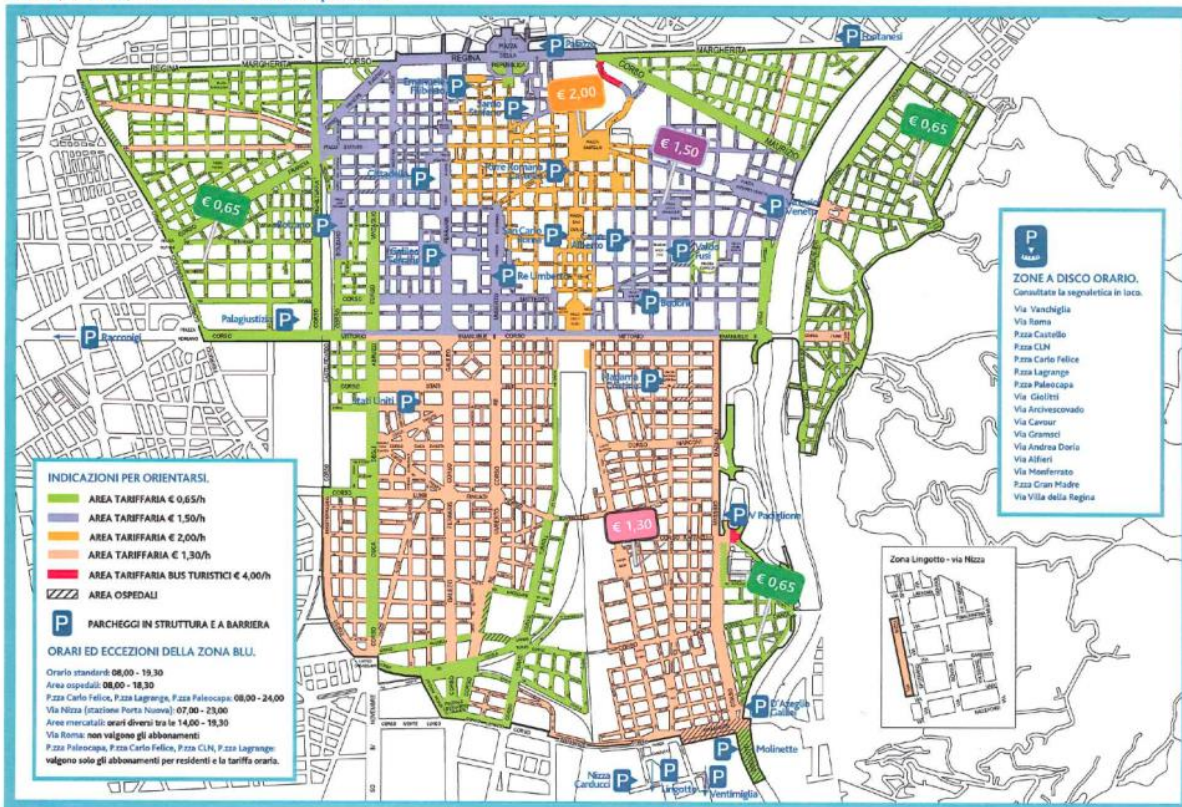
B Costs and who paid them

The whole parking operation was in a sense self-funding, as profits contributed to the financing of the building of the parking structures and the continuous development of the on-street parking sector. The overall parking supply consisting of almost 60,000 on street spaces and almost 9,500 off-street spaces required a progressive investment of roughly €133,500. The subsequent parking fees and the development of the continuous increase of parking spaces were the key elements in the process.

The Parking fees progression

	1997	2000	2001	2003	2007	2012	% increase in parking fees from 2000 to 2012
Zona 1	1.04	1.65	1.65	2	2	2.5	51.5%
Zona 2	0.52	0.83	0.82	1	1.3	1.5	80.7%
Zona 3	0.26	0.41	0.41	0.5	0.65	1.3	217.1%

Da € 0,65 a € 2,00 le nuove tariffe zona per zona.



The different tariff zones.

C Project objectives, indicators, data and impact/results

OBJECTIVE	INDICATOR	DATA USED	IMPACT/RESULTS
Creation of parking structures to eliminate on street parking and restore street and piazzas for pedestrian use;	High Parking fees which all car-users have to pay	Monitoring the demand before and after the measure	The number of parking spaces has been decreased
Creation of parking availability on the border of the limited access area of the city centre;	Lower Parking fees which all car-users have to pay except residents with permits	Parking fee which all car-users have to pay	Increase in off-street parking supply
Creation of parking structures exclusively for the private resident's demand.			

Even though the Winter Olympics took place in 2006, the parking plan was basically well consolidated and subsequently we can conclude that there were there not any major changes in framework conditions (e.g. local economy, politics) during the implementation period that were sufficiently consistent to have affected the impacts of the case study.

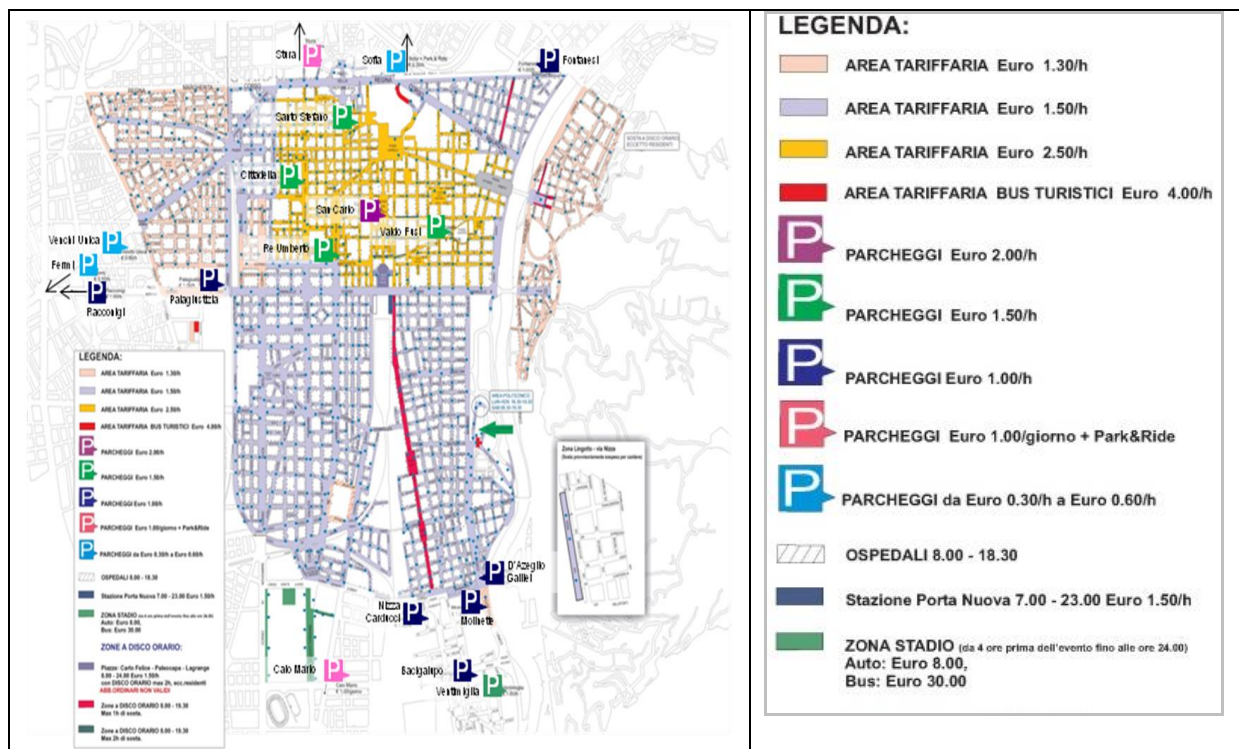
D Implementation process

D1. Stages

The case study was implemented in the following stages:

Increase in parking availability- 1994 to 2012

	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2012
Parking places	9.861	12.400	20.292	23.477	26.729	41.439	44.979	49.700	51.462	56.794	56.794



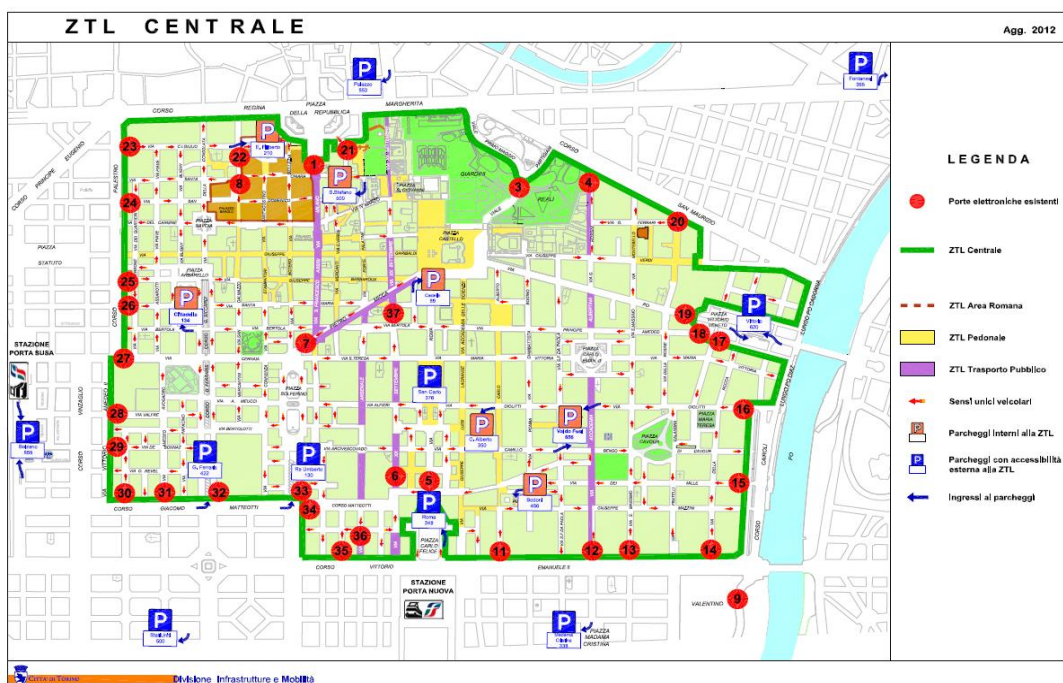
Central Torino indicating the different parking fee zones and corresponding parking fees in parking structures

D2 Barriers

The principal difficulty was the changing of the nature of the city. Up until the 1990's the City of Torino was primarily an industrial city being the centre of the Italian automobile industry dedicated to the Fiat motor company. The transformation process, in the context of a ten year plan required consistency and dedication involving collaboration of all local stakeholders including local authorities and the public and private companies involved in the social, cultural and economic transformation.

D3 Drivers

The recognition of being able to host the Olympic winter games was an important boost and confirmation of the direction taken in applying the transformation process foreseen in the strategic plan. In illustrating particular aspects of Torino, particular attention must be dedicated to the underground parking system that connects Piazza Carlo Felice, Via Roma, Piazza San Carlo e Piazza Castello. This is made up of 3 different parking structures that are connected and compose a system of 800 places that covers an overall distance of 900 metres and crosses the historical centre underground. This solution has enabled an important urban planning initiative to establish a lively and qualified pedestrian area where the traffic is subject to strong limitations.



The plan of the central ZTL area – the off limits zone to normal private vehicle transit, the indication of the electronic gates, (red dots), the pedestrian streets (yellow) and the public transport lines (violet). The blue parking signs indicate the structures whose access is external to the limited transit boundaries.

Torino is one of the best examples of an overall integrated parking management operation, which dates back to the first half of the 1990's.

- Bannerman, L.A – Urban Dynamics, Public opinion and Parking. 14th EPA Congress Vienna., Austria – September 2009
- The city of Torino website:
http://www.visitatorino.com/en/how_to_move_by_car.htm,
www.car-parking.eu/italy/torino
- GTT website: www.gtt.to.it/cms/en/parking