

English summary

The municipality of Kalmar has given the traffic consultancy Ork-idé AB the task of formulating an expert report within the framework of the EU-project "ABC Multimodal". Both the project and the report are a part of the ongoing efforts to improve cycling conditions in Kalmar. The main goal of this report is to present recommendations for a common vision and tangible measurements for improved cycling conditions for visitors of two of the foremost shopping areas in Kalmar: Giraffen and Hansa City.

Background

The recommendations are based upon current cycling policies as well as up-to-date developments in cycling infrastructure and communication. The ideas presented in the report have been discussed thoroughly with civil servants and representatives from the real estate owners. The recommendations should be viewed upon as a starting point and inspirational long term aspiration in order to create an ongoing dialog between the different stakeholders. The report is one of the first in its kind, aiming specifically at cycling conditions in large scale, usually car orientated, shopping areas.

Cycling in Kalmar

The bicycle is the most sustainable way of transport available: cyclists do not take up much of the urban space, do not pollute the air and even the bicycle itself is a rather straightforward and relatively cheap vehicle to own and maintain. Cyclists and pedestrians should therefore get the highest priority in any sustainable traffic system, followed by public transport and lastly the car. This attitude would create balanced traffic environments.

Kalmar city ranks high in an overview made by the Swedish cycling association "Cykelfrämjandet". About 21% of all journeys made are done by bicycle, which resulted in a joint third place among all the cities with more than

40,000 inhabitants. It is therefore no surprise that cyclists are important for the local stores and shops as well. A report made as part of the "ABC Multimodal" project by HUI in June 2012 shows that cyclists generate 21% of turnover in the city centre (Kvarnholmen), 18% at Giraffen and 12% at the more peripherally located Hansa City shopping area.

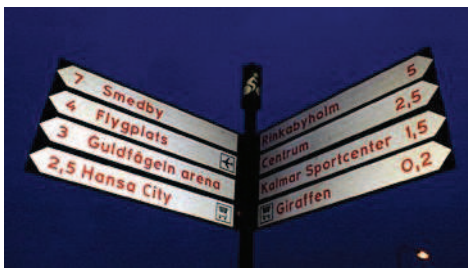
Retail is undergoing huge changes, with trends like larger volumes on larger floor spaces and an increase in internet based retail, which tend to result in a shift towards more car orientated shopping behavior. The city of Kalmar nevertheless shows good circumstances for improving retail accessibility for cyclists. The recommendations in this report include logical and short access routes, improved traffic safety, more and better parking facilities, other cycling facilities as well as communication and marketing.

Giraffen

The shopping mall Giraffen is located in former industrial buildings in the western part of Kalmar. Since the latest renovation of 2008, Giraffen now has 44,000 sq.m. retail area with 33 shops, mostly located in one large building surrounded by 1600 parking places. Entrances are located in indoor galleries, as well as on covered outdoor walkways. More than half the



Top image: location of shopping areas.
Pictures to the right: Kalmar kommun.



retail area is occupied by supermarkets. Apart from those there are also shops catering for clothing, telecommunications, home appliances, toys, health & beauty, sports, clothing and shoes.

The lay-out of the mall and the surrounding parking are hugely affected by the circumstances created by the existing buildings. There are designated paths for pedestrians and cyclists across the parking lot towards the municipal cycling network, but the connections between the two are not located at the most logical spots. As a result, pedestrians and cyclists have created their own paths through landscaped areas and diagonally across the parking lot. The amount of bicycle parking isn't nearly as generous as the amount of car parking. Two of the three largest bicycle parkings tend to be overcrowded.

Recommendations for better cycling conditions start with the creation of new combined paths for cyclists and pedestrians from the main road junctions towards the shopping mall's main entrances. Walkways with shop entrances on the outside should be accompanied by designated cycling lanes, so that cyclists will get their own space in this rather disorderly traffic environment. Car free areas near the main entrances should be enlarged, in order to provide enough room for enlarged bicycle parking facilities under roof. The amount of bicycle stands should increase from the present 240 to 330, but one should keep in mind that a retail area like Giraffen should have twice that according to national recommendations. Cycling events, cycling map billboards and marketing of Giraffen as a cycling destination are parts of the communication efforts.

Hansa City

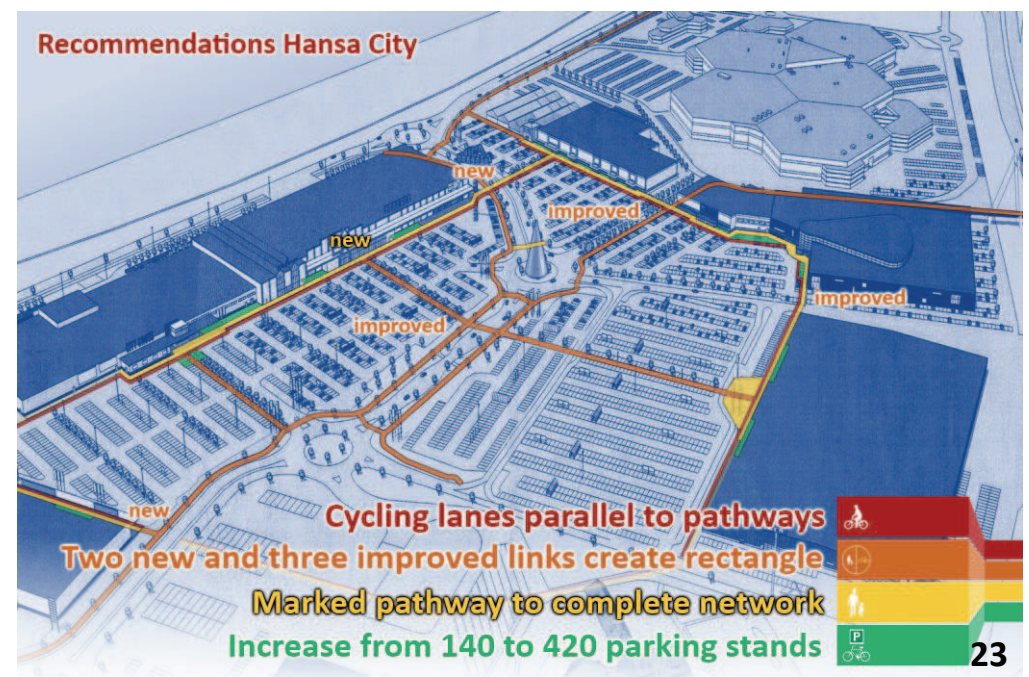
Hansa City is a relatively new shopping area in the outskirts of Kalmar, west of the E22. In 2006 IKEA was the first large retailer to open

up in this area. Other franchises soon followed and after a short building time the current 93,000 sq.m. large retail area was completed in 2008. It consists of large buildings surrounding a parking for 3500 cars. In 2011 the football arena was opened north of the shopping area, but this facility has not been taken into account in this report.

Despite Hansa City's location in the periphery of Kalmar, it is still well accessible by bicycle with most of the city within cycling distance. This is partially due to the opening of the Hansa bridge in 2013, a landmark feature for pedestrians and cyclists. The area is well catered for with combined cycling and walking paths. Apart from the aforementioned bridge, most of these paths are running parallel to the car infrastructure. Due to the rapid building phase, there are several missing or unsatisfactory links between the different parts of Hansa City.

To cope with this problem, it is recommended to create a consistent and continuous network of pedestrian areas and cycling paths in a rectangular network, directly linking the stores' entrances parallel to the building facades. This includes creating some missing links and improving a couple of existing links. Designated cycling lanes can be created with road paint, which separates cyclists from pedestrians around store entrances.

The amount of bicycle stand should increase from the present 140 to 420, in four larger parkings of 70-80 stands and the rest equally distributed in lesser parkings (16-24 stands) near store entrances. With this amount of parking the facilities for cyclists will be just as generous as for the customers arriving by car. Hansa City is very suitable for the introduction of cargo pedelecs on loan. Cycling events, cycling map billboards and marketing of Hansa City as a cycling destination are parts of the communication efforts.



Denna rapport sammanställdes av Ork-idé AB på uppdrag av Kalmar kommun inom ramen av EU-projektet "Från A till B med Cykel". Projektet och rapporten är en del av kommunens utvecklingsarbete i Kalmar Cykelstad. Syftet med rapporten är att visa upp rekommendationer till ett helhetsperspektiv med åtgärdsförslag för cyklister som besökare och kunder på Giraffens Köpcentrum och Hansa City.

Rekommendationer är baserade på nuvarande utgångspunkter i kommunala policier och aktuella insikter i cykling som färd sätt. Idéerna har förankrats med representanter från kommunen och fastighetsförvaltarna. Expertrapporten anses som en startpunkt och inspiration till fortsatt dialog mellan berörda parter.

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