



BRUSSELS MOBILITY

BRUSSELS REGIONAL PUBLIC SERVICE



Freight TAILS

Reorganisation of Kerbside Retail Delivery on Avenue Louise, Brussels, Belgium

www.urbact.eu/freight-tails

@freight_tails

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A collaborative approach to restructuring delivery activity, improving traffic flow, and creating quality pedestrian space in the 'Louise bottleneck'.

Stakeholders together developed a solution to allow on-street deliveries to occur within set time windows along a restricted section of this exclusive shopping street.

The multi-stakeholder approach and implementation of a test period were the keys to success; facilitating deliveries, and improving the use and quality of public space, the comfort of pedestrians and the circulation of trams and private vehicles.

Recognition of the need for collaboration between stakeholders with differing interests



Establishment of multi-stakeholder group for constructive dialogue, resulting in agreement on solution

Implementation of pilot project and adjustment to provide long-term solution



Revision of delivery time windows allowing on-street delivery stops (traffic calm periods), freeing up pavement space for shopping experience

Low costs and wide acceptance by all affected parties



Scope of works

The 'Louise bottleneck' is a 250m long luxury shopping area. It suffered from traffic chaos and impeded pavements, resulting from inefficient delivery organisation.

Key stakeholders, convened by the Regional administration in charge of mobility (Brussels Mobility), agreed that a solution had to be found. Face-to-face interviews with shopkeepers (with responses from almost all shops) helped to better understand the situation.

A pilot solution ran in September 2013. Flower containers replaced loading bays on the pavement previously illegally occupied by cars during the whole day. Deliveries were officially permitted on the traffic lane during specific time windows (6 to 7 am, 10am to 2pm and 7pm to 10pm).

An evaluation in February 2014 identified the changes implemented:

- maintained good traffic flows during peak hours
- avoided delivery drivers being fined by the police as often happened previously
- stopped cars looking for parking space improving traffic flow and road safety
- provided pedestrians more space and a more attractive environment.

Given the positive evaluation, these changes were officially adopted without any modification.

Outcomes

The changes have resulted in:

- A safer and more beautiful environment for pedestrians
- A better shopping environment
- An efficient and flexible solution for deliveries (in front of the shop door), improving feeling of safety
- Slightly better conditions for the tramway, with other vehicles only using its separated lane outside peak traffic hours
- No improvement for the cyclists, crossing separated lanes of tramway to avoid vans and trucks delivering, is as difficult and dangerous as it used to be.

Lessons learnt

The keys of the success are:

- Everyone, from initially differing viewpoints, agreed on the need to change
- An effective pilot which convinced people to try something new
- An evaluation after pilot test with good response rate, facilitated by face-to-face interviews
- A flexible solution for deliveries adapted to retailers needs

The solution cost very little, only time to talk and listen to relevant stakeholders; placement of a few flower containers and sign posts providing information on new delivery time windows.

Future of the project

There are no plans for future work in this neighbourhood. The approach of working alongside stakeholders on a neighbourhood basis to identify and implement solutions has been implemented within the rest of the Brussels Mobility Freight TAILS work.



A flexible and pragmatic approach for the delivery driver

An easy to control solution

Better for deliveries but also for shops, pedestrians and public transport – win-win

Better image for the commercial area (no more cars on the pavement)



Work undertaken to facilitate acceptance and ownership of the solution by stakeholders



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www.brulocalis.brussels/fr/Publications/moniteur-de-la-mobilite.html