

# Taking the Next Step in Urban Street Planning?

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# Why MORE?

- **Hollistic view on planning -**  
Streets as ecosystem and city  
of places
- **The human in focus, not**  
vehicle



# CONTEXT

- Malmö is not London or Paris...
- Environment – yes, but quality of life...?!







**The study area**



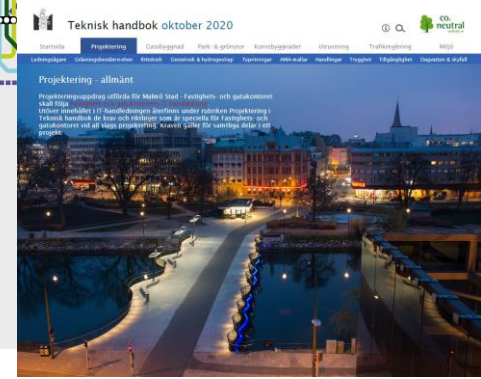
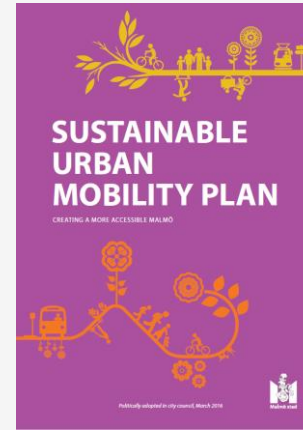


**The study area**



# Planning Malmö today

- SUMP
- "Big city package"
- The dense city



# Development of planning paradigm



- Road building
- Car parking
- Lower density
- Dispersion

**”Mobility”**



- Public transport
- Cycle networks
- Roadspace reallocation

**”Sustainability”**



- Public realm
- Street activities
- Traffic restraint
- ToD/mixed use developments

**”Liveability”**

# Planning the MORE style



Listen  
to user  
needs



Understand  
by  
observation



Learn  
Trends near  
and far



Generate  
ideas  
and designs



Test  
and  
prototype



Evaluate



Build



Evaluate

**Involvement!**

**Work with reference areas**

**Testing the MORE tools throughout the process!**



# Reference areas

- Redevelopment area
- From harbour and industry to mixed use, high density down town area
- 6 reference areas represent 3 planning paradigms
- Useful current situation basis for the study area



# Results so far

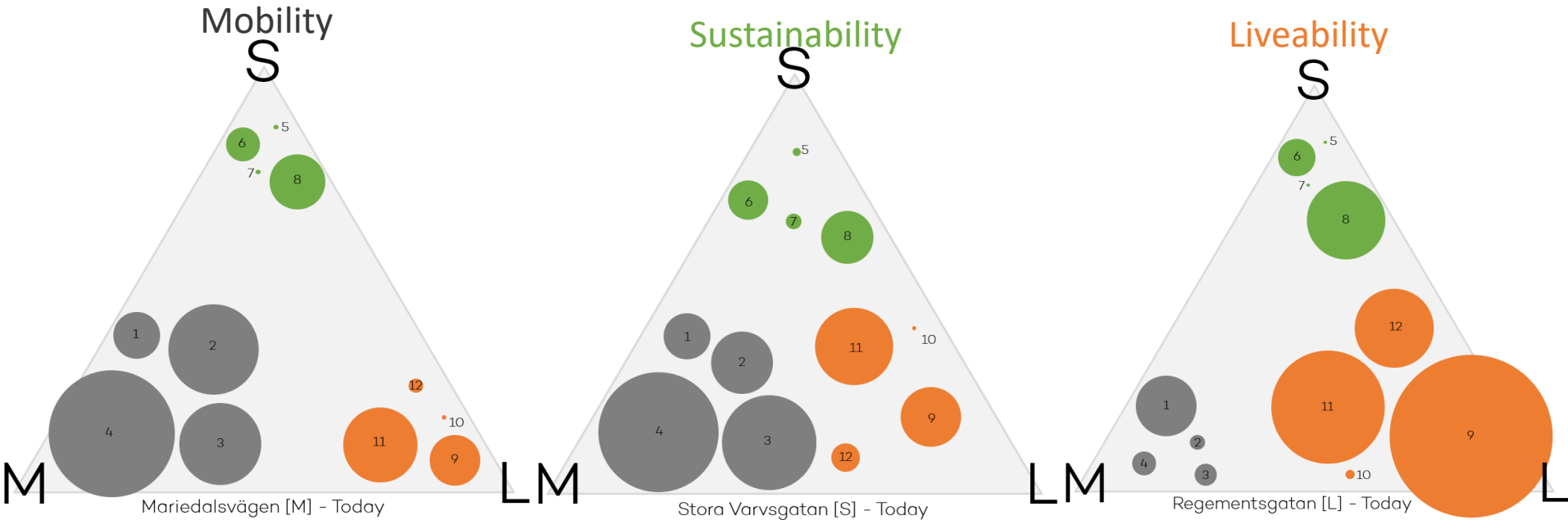
Involvement / Stakeholder engagement

The Malmö experience





# Results: Today

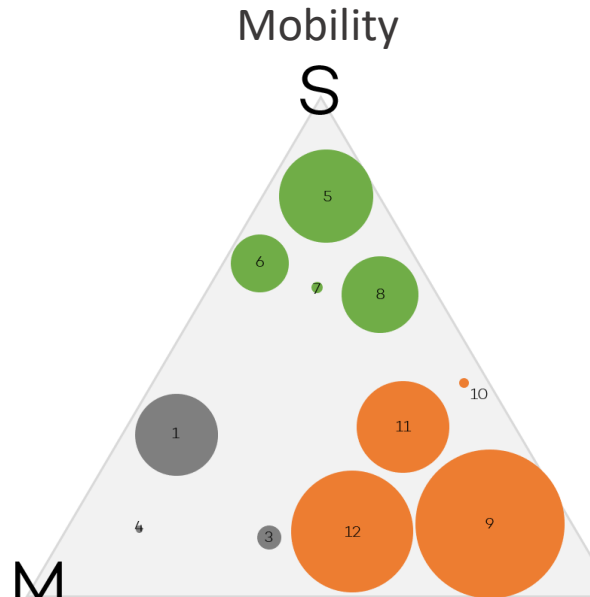


- |               |                  |                |
|---------------|------------------|----------------|
| 1. Convenient | 5. Climate-smart | 9. Pleasant    |
| 2. Dangerous  | 6. Smooth        | 10. Intimate   |
| 3. High-speed | 7. Ridesharing   | 11. Streetlife |
| 4. Disordered | 8. Accessible    | 12. Inviting   |

# Results: Future

## Mobility

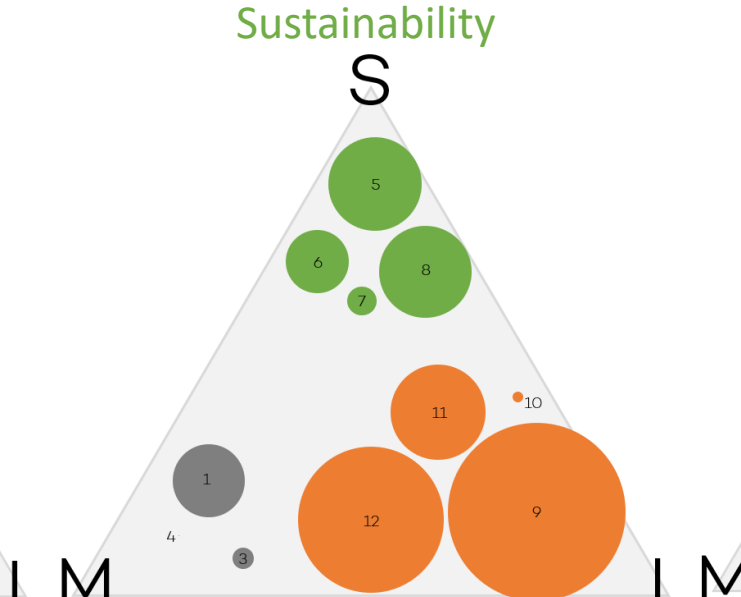
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Mariedalsvägen [M] - Future

## Sustainability

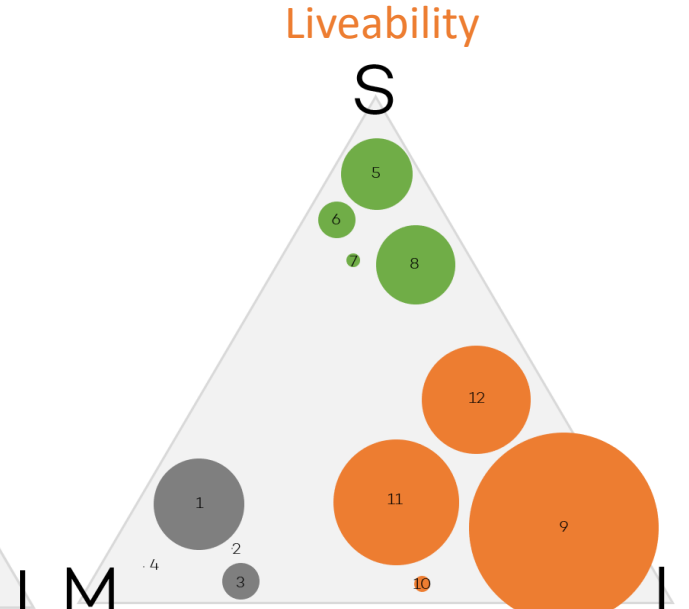
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Stora Varvsgatan [S] - Future

## Liveability

S



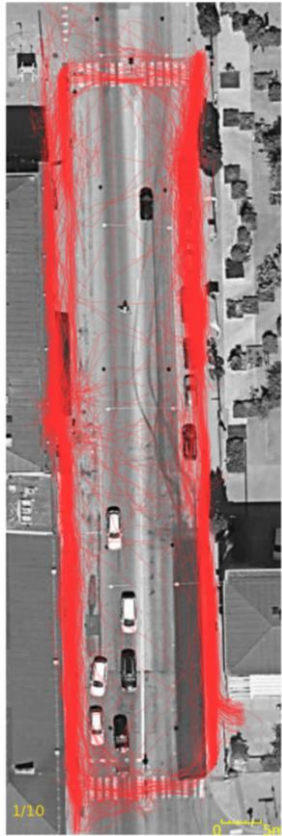
Regementsgatan [L] - Future

- |               |                  |                |
|---------------|------------------|----------------|
| 1. Convenient | 5. Climate-smart | 9. Pleasant    |
| 2. Dangerous  | 6. Smooth        | 10. Intimate   |
| 3. Fast       | 7. Ridesharing   | 11. Streetlife |
| 4. Disordered | 8. Accessible    | 12. Inviting   |

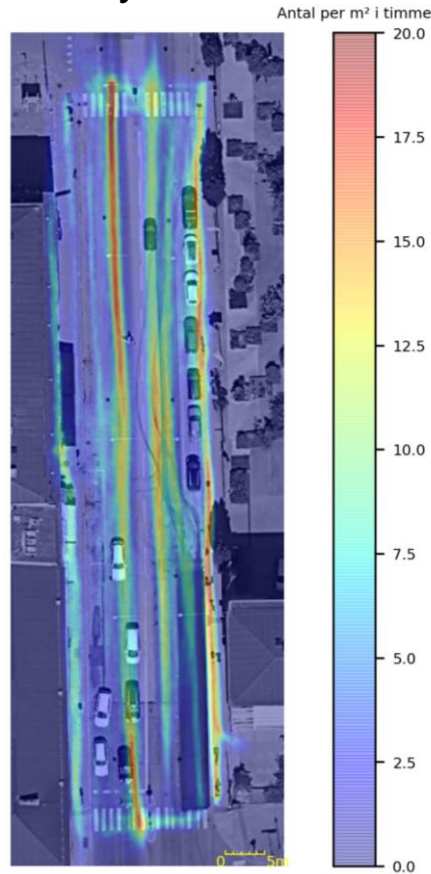


# Results – observations

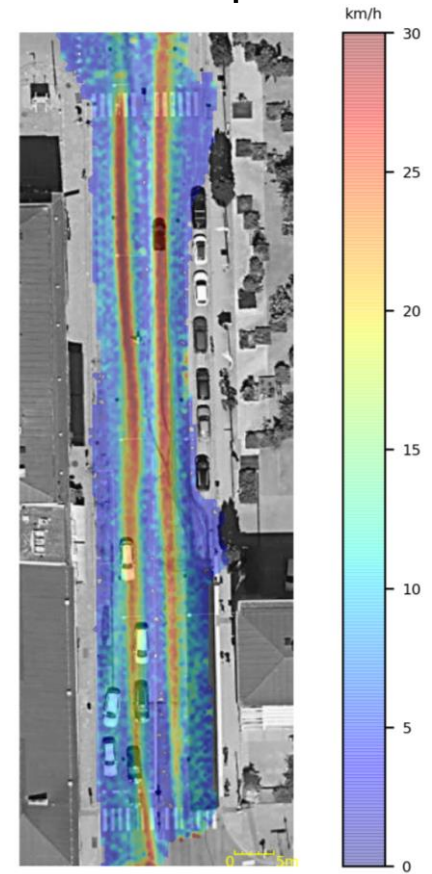
## Pedestrian movements



## Bicycle flows



## Vehicle speeds



# Ongoing within MORE Malmö

- Creating future situation scenarios
- Micro simulations including new designs
- Testing of tools for design generation and assessment
- Macro/meso simulations of traffic gating and mobility hubs
- Evaluation of all MORE tools





# MORE gives, as we see it...

- A new methodology
- New knowledge on user needs
- Potential improvement of planning paradigm
- Possible impact on the ongoing urban development



# Will Malmö take the next step?

- Address the tension!
- Closing the gap between citizen needs and the way we plan our cities





# Thank you!

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