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Yeitonia +

community engagement for the creation of a sustainable mobility district

Marina Kyriakou

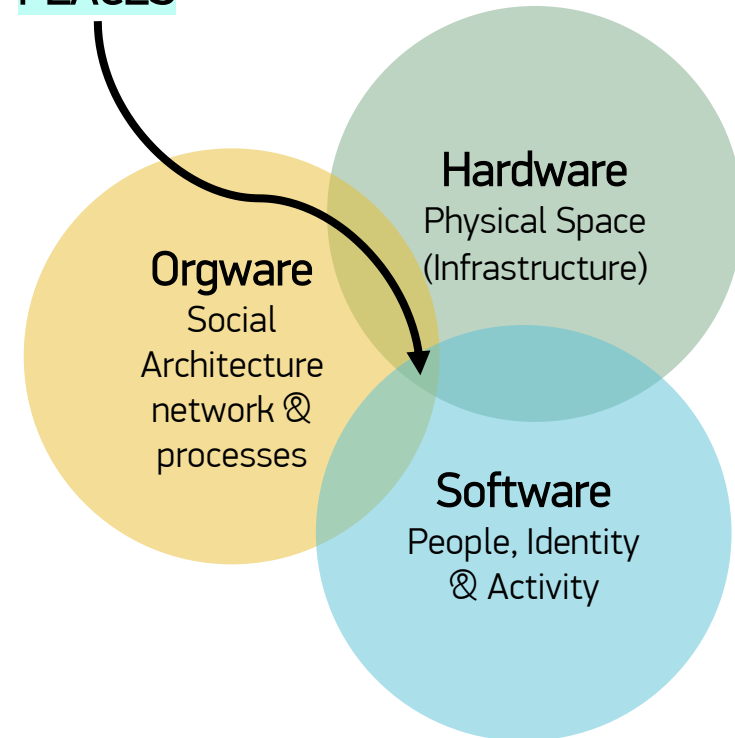
May 2022

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Placemaking

A multi-faceted approach to the planning, design and management of public spaces. Placemaking capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well-being.

GREAT PLACES



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Nicosia, Cyprus
spring 2020



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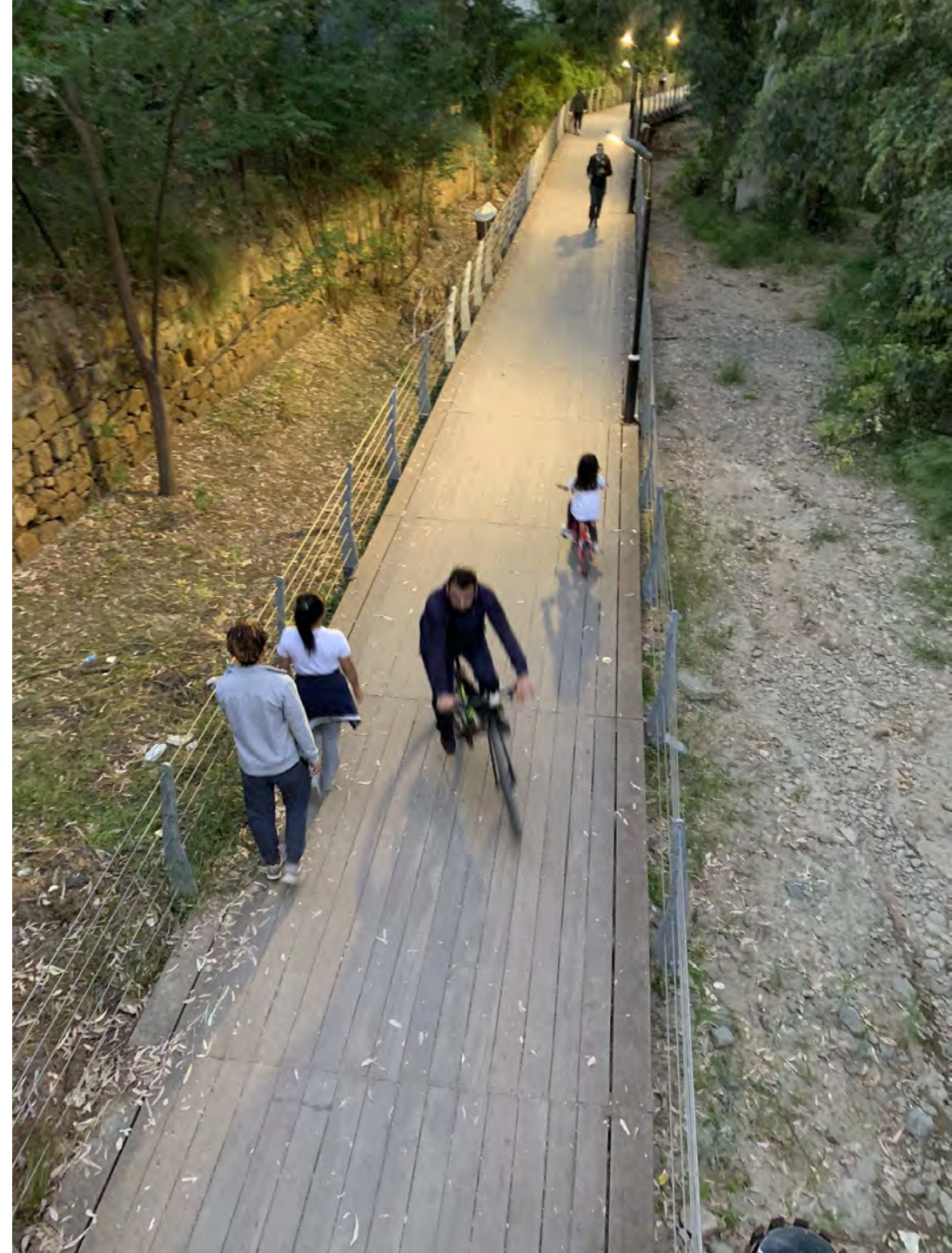
Nicosia, Cyprus
spring 2020



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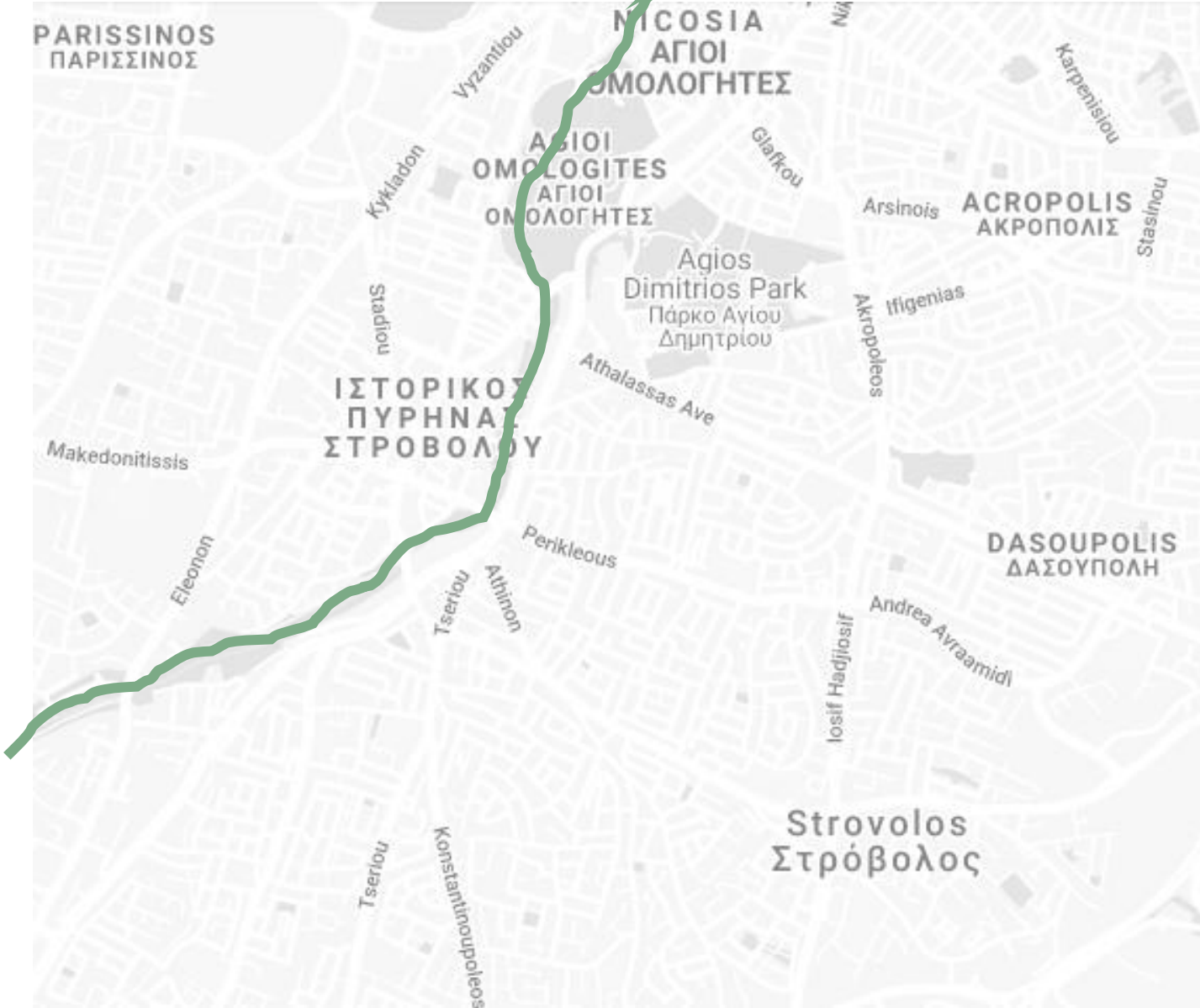
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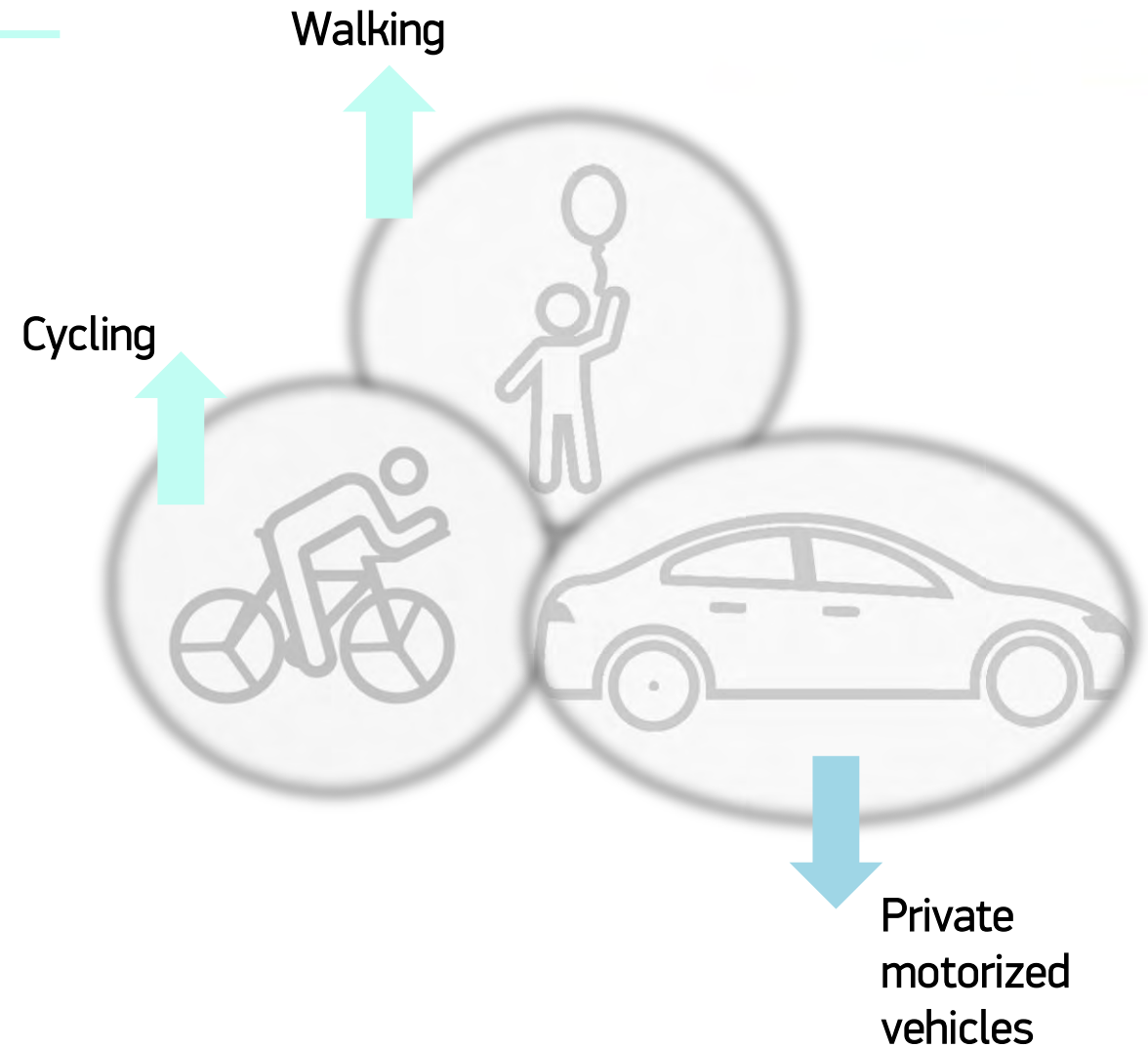
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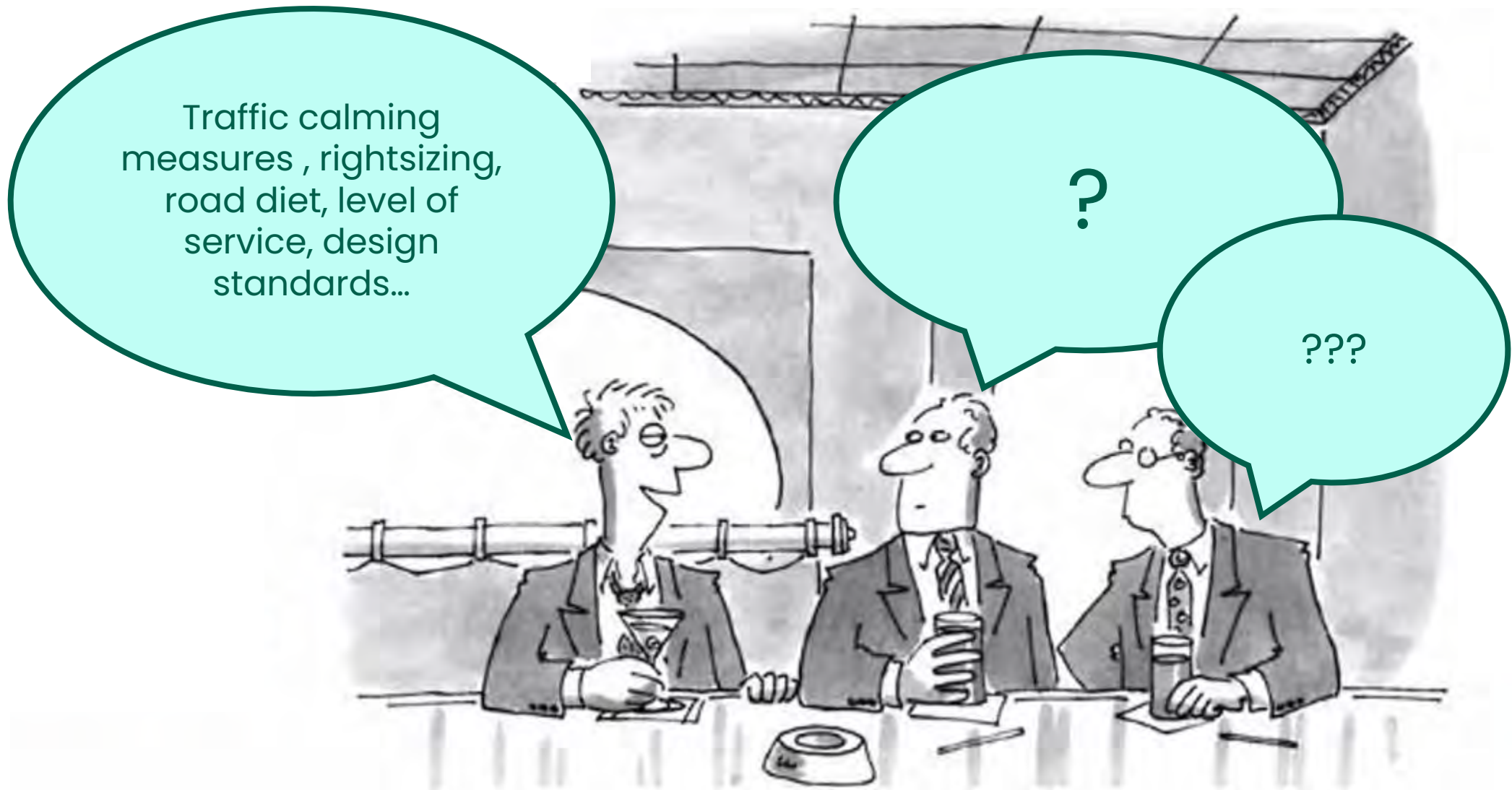


Pilot Implementation



Sustainable Mobility District





A transportation official (speaking Transport-ese), a community advocate (who only speaks Advo-kaans), and a business improvement district manager (who speaks BID-ian) walked into a bar...

Yeitonia +

neighbourhood

Yeitonia +

Street re-design

Yeitonia+ is characterized by an increased percentage of pedestrian zones and green areas, encouraging and facilitating the movement of pedestrians and bicycles, providing safe access to all citizens with no exception, and restricting the use of private vehicles.











participatory
design



soft mobility



community
building



accessibility



nature-based
solutions (NBS)



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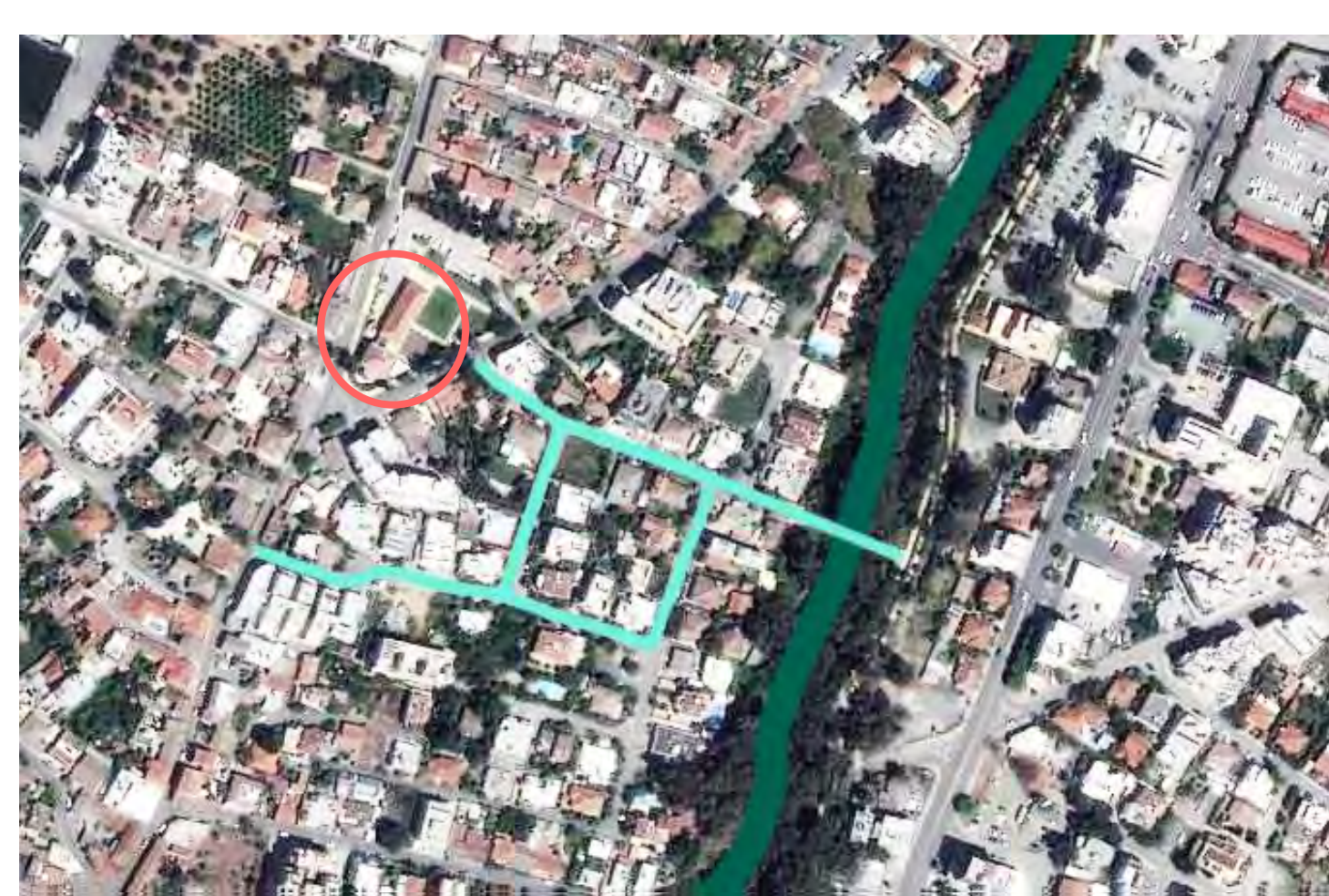


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How to transform a neighborhood into a Yeitonia +

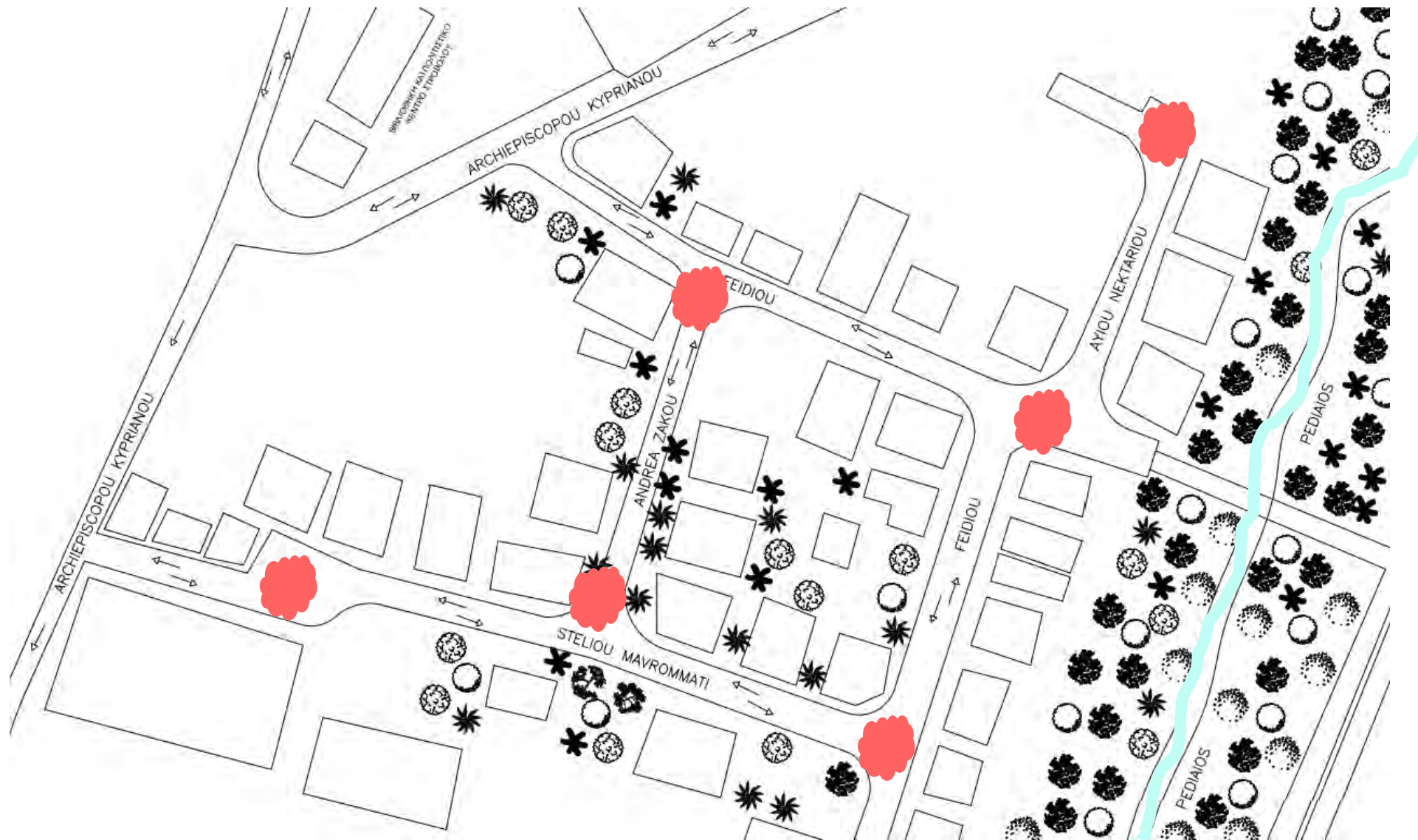
The 6 steps of the **Placemaking** process:

1. Choose the neighborhood & identify stakeholders
2. Evaluation of existing situation of streets
3. Co-creation of vision for the neighborhood
4. Short-term & pilot interventions in public space
5. Long-term & permanent solutions
6. Continuous monitoring & evaluation



Residential
streets
Access to home
Dead - ends

1. Choose the neighborhood & identify stakeholders



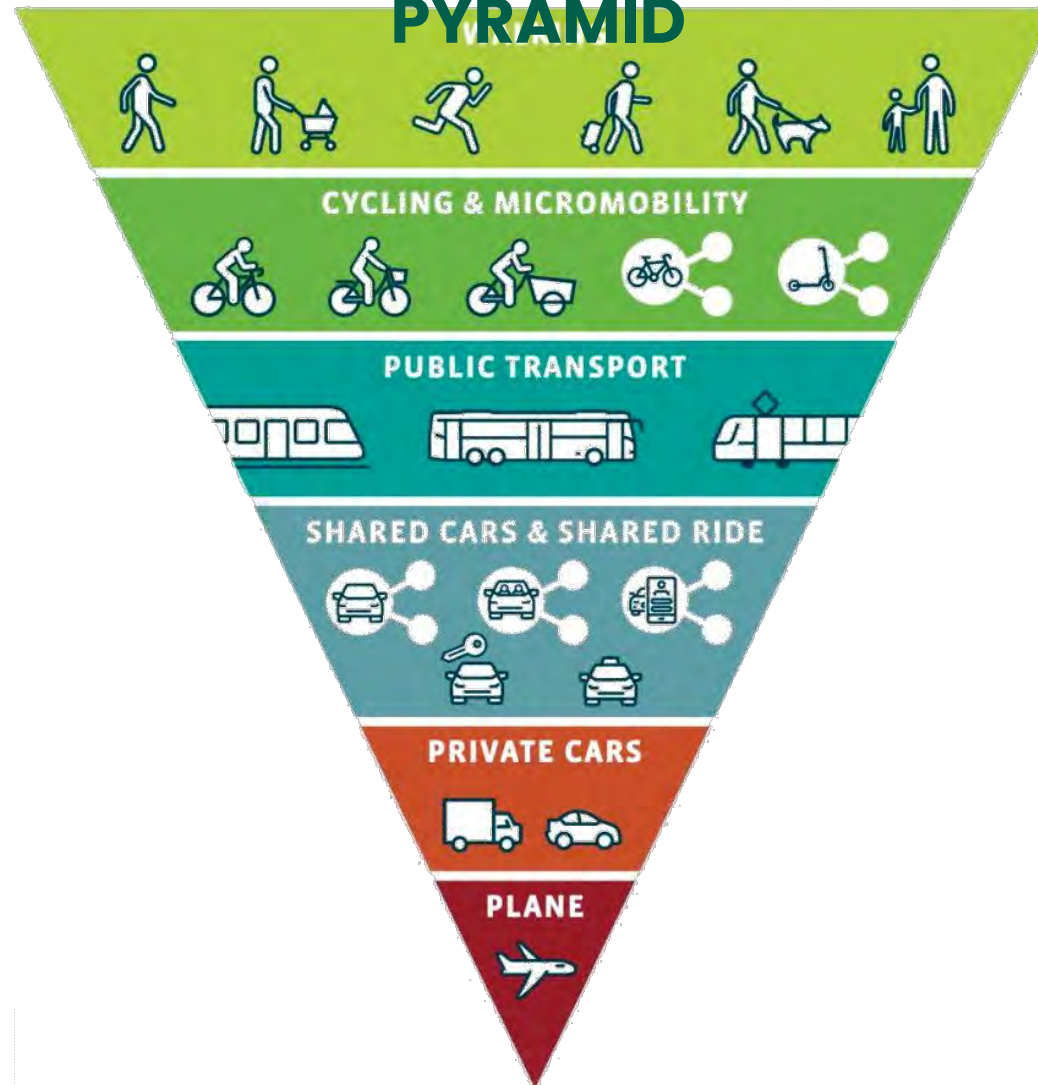
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1. Choose the neighborhood & identify stakeholders

SUSTAINABLE MOBILITY PYRAMID



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2. Evaluation of existing situation of streets



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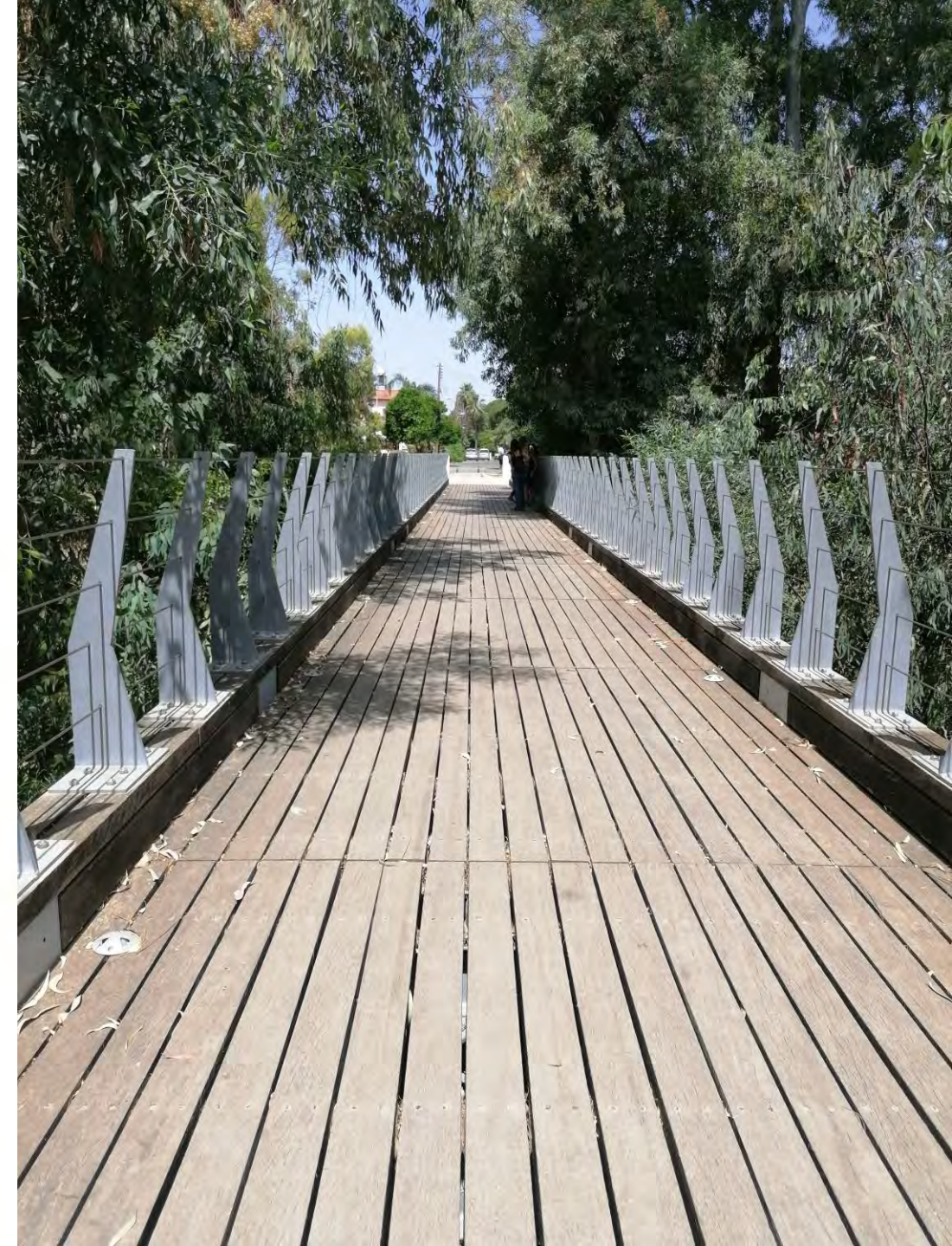


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2. Evaluation of existing situation of streets



Menu

mobility options

Walking.....	0 €	NEW
Rollerblades.....	0 €	NEW
Scooter	0 €	NEW
Skateboard.....	0 €	NEW
Bike.....	0 €	NEW
Public Transport ...	0 €	
Car.....	100 €	

public space

mobility	use	100 €	
parking.....		100 €	
games		0 €	NEW
gardening.....		0 €	NEW
urban furniture.....		0 €	NEW



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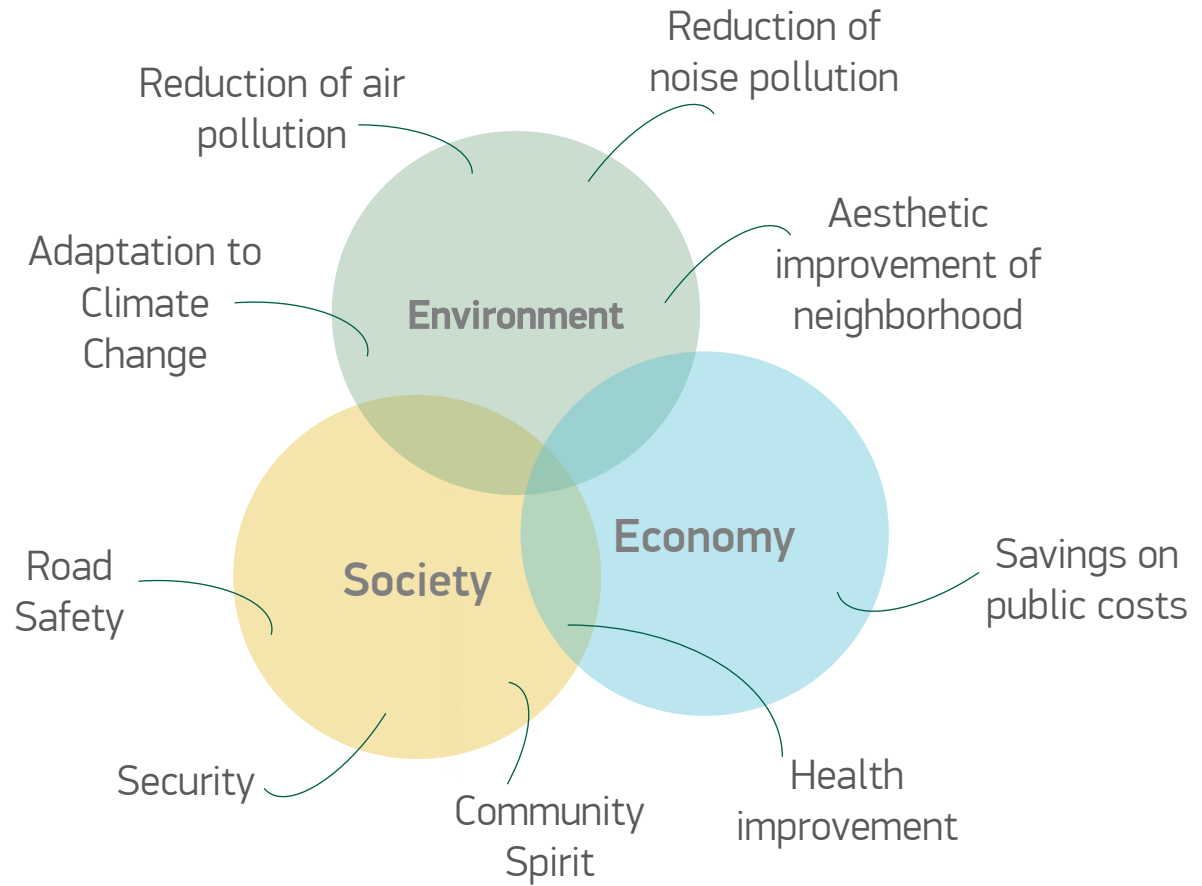
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KEY ATTRIBUTES ● INTANGIBLES ● MEASUREMENTS ●

Yeitonia =

Expected impacts



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The neighborhood belongs to its residents

for the citizens with the citizens



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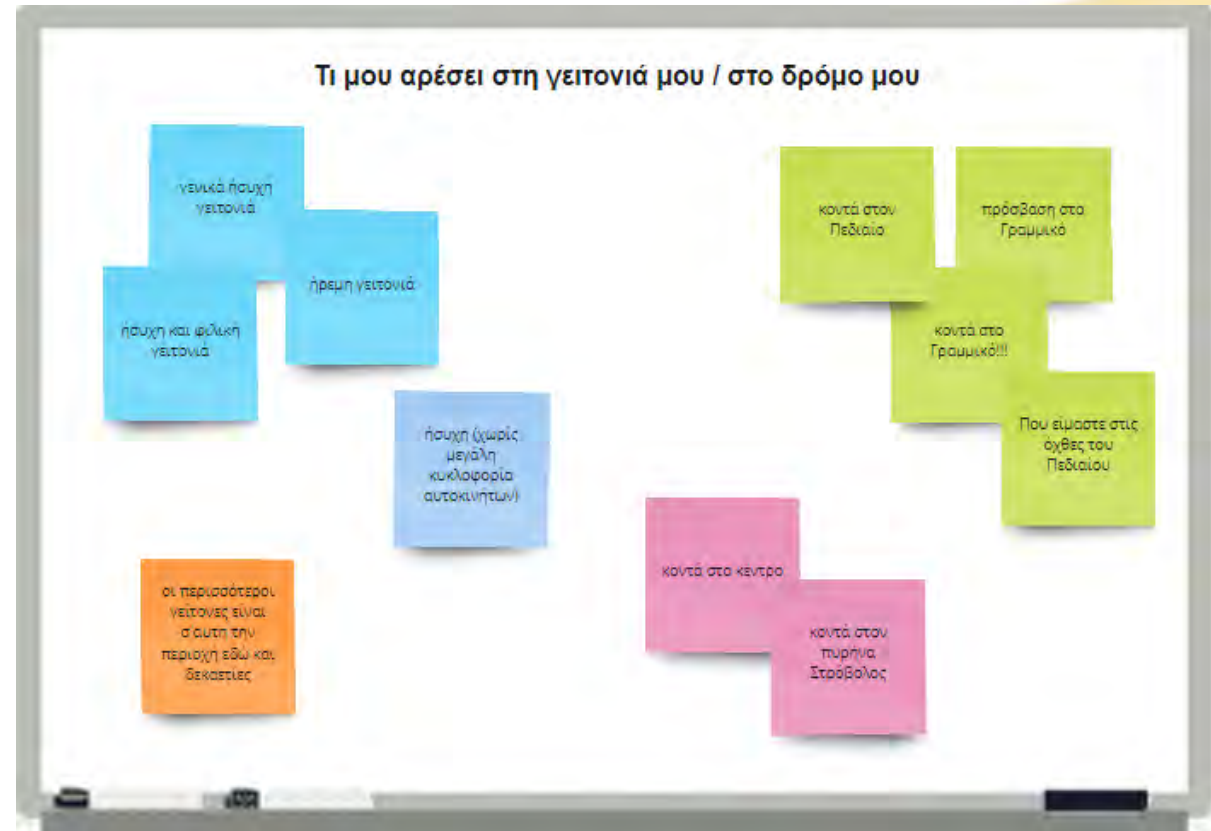


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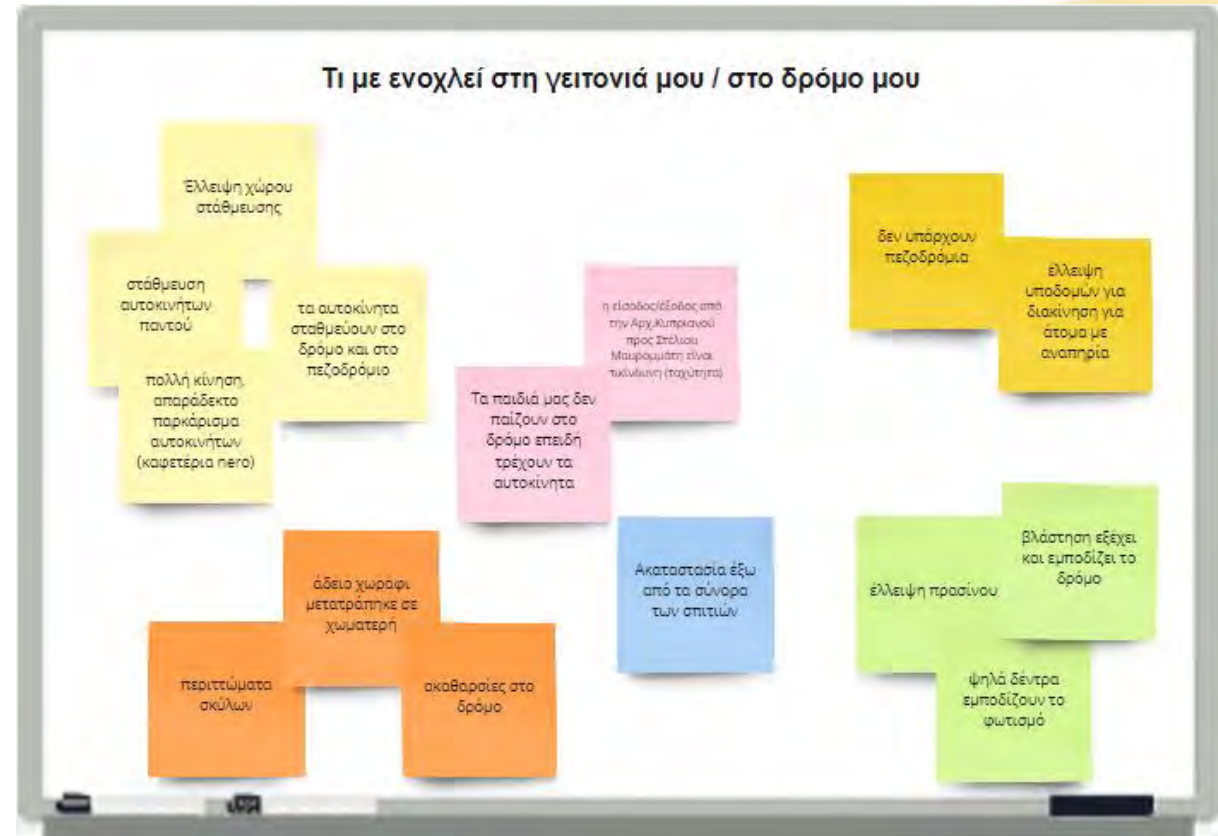
The neighborhood belongs to its residents

for the citizens with the citizens



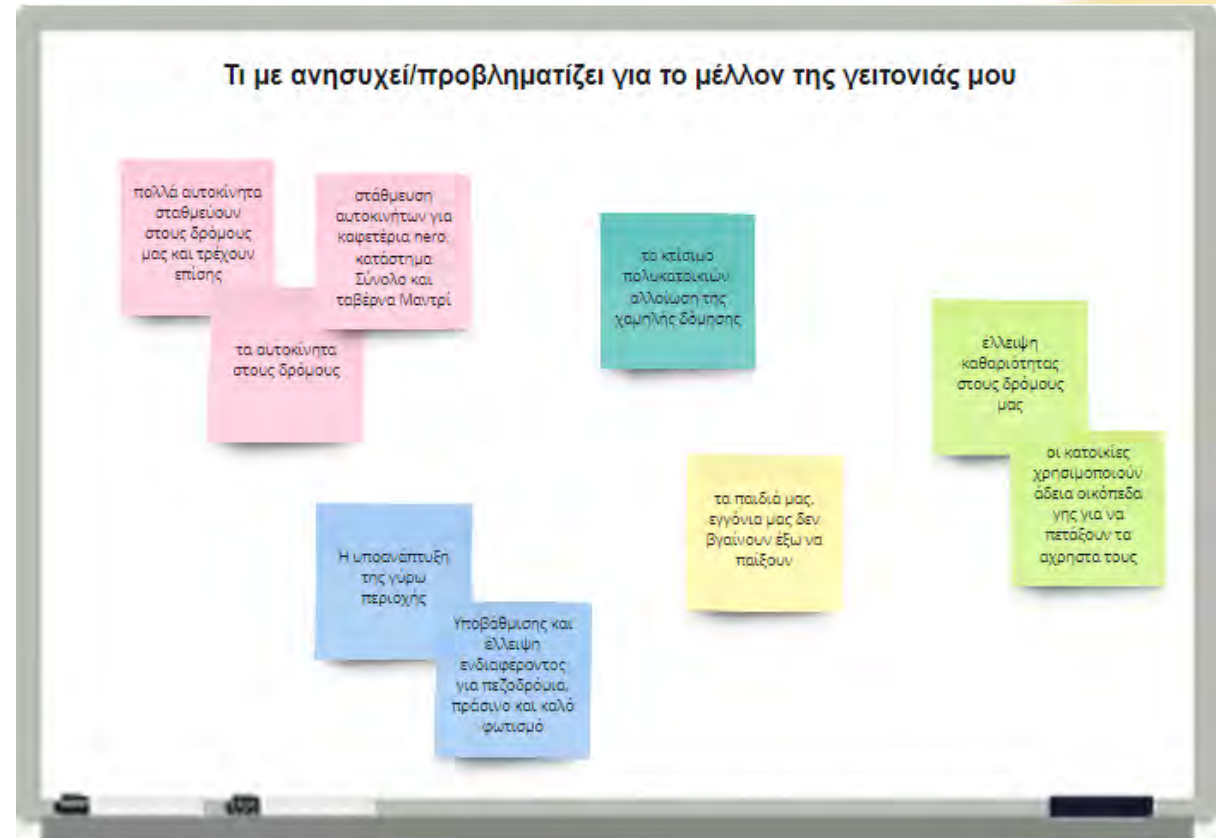
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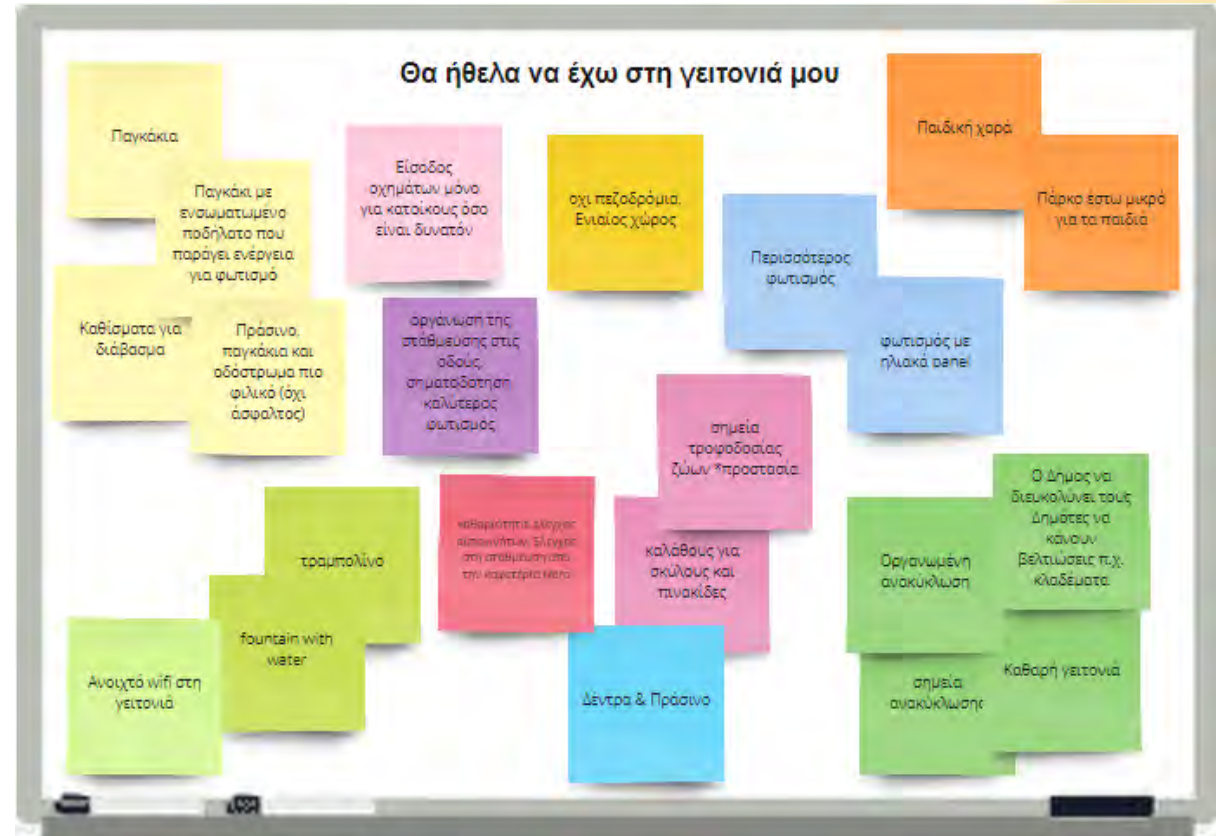
The neighborhood belongs to its residents

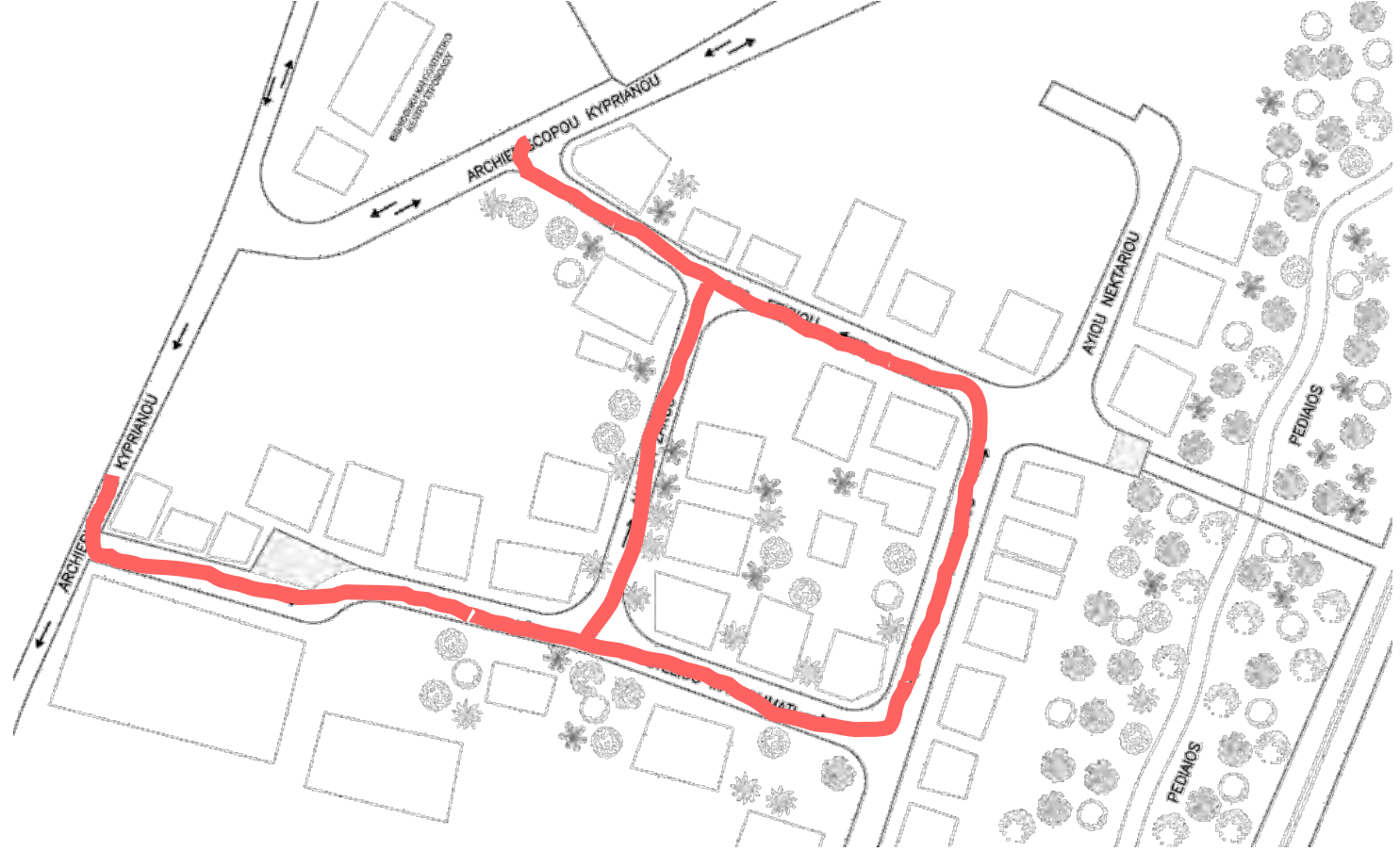
for the citizens with the citizens



The neighborhood belongs to its residents

for the citizens with the citizens



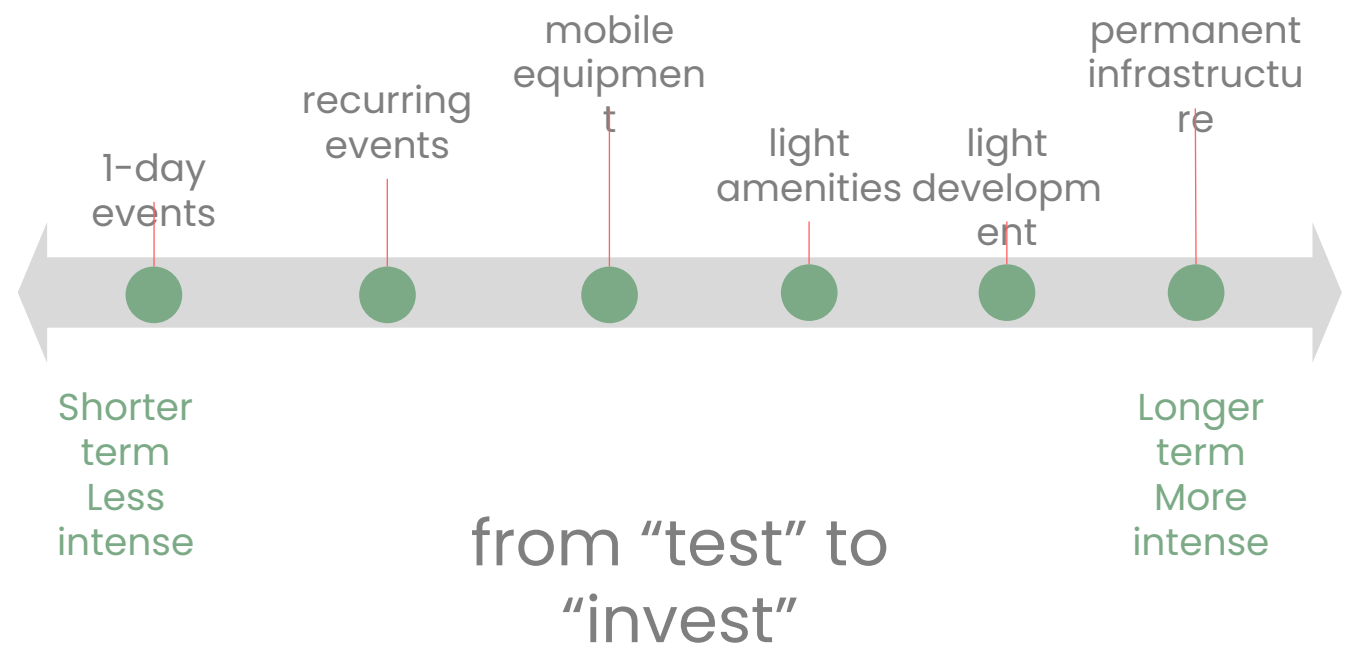
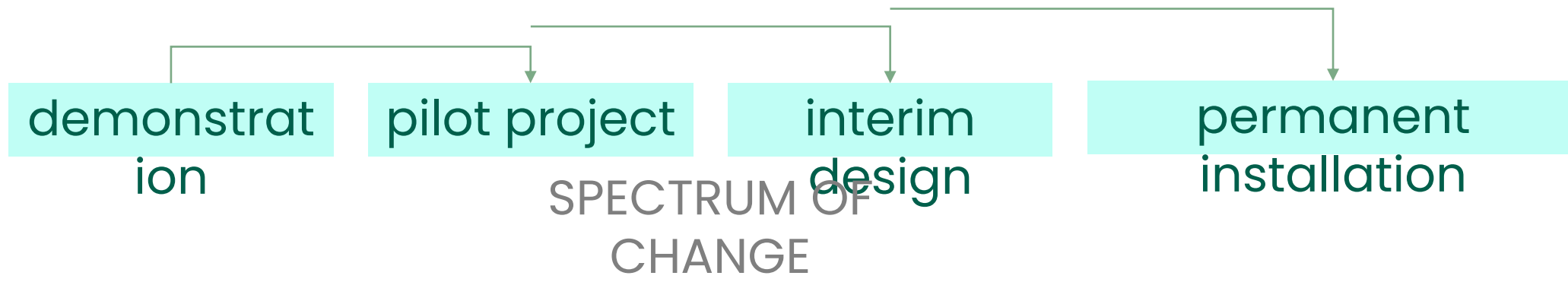


Next steps

The 6 steps of the **Placemaking** process:

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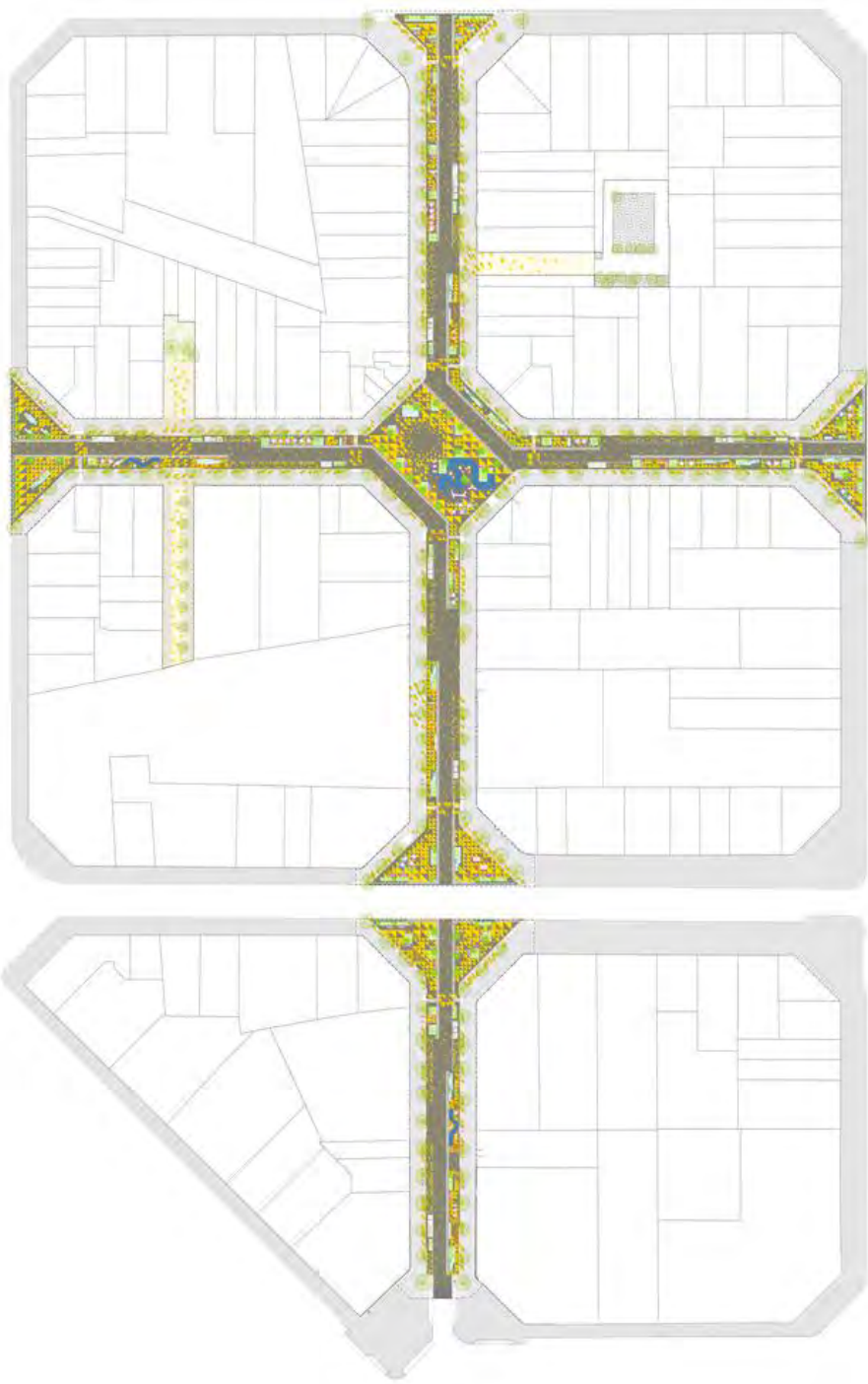


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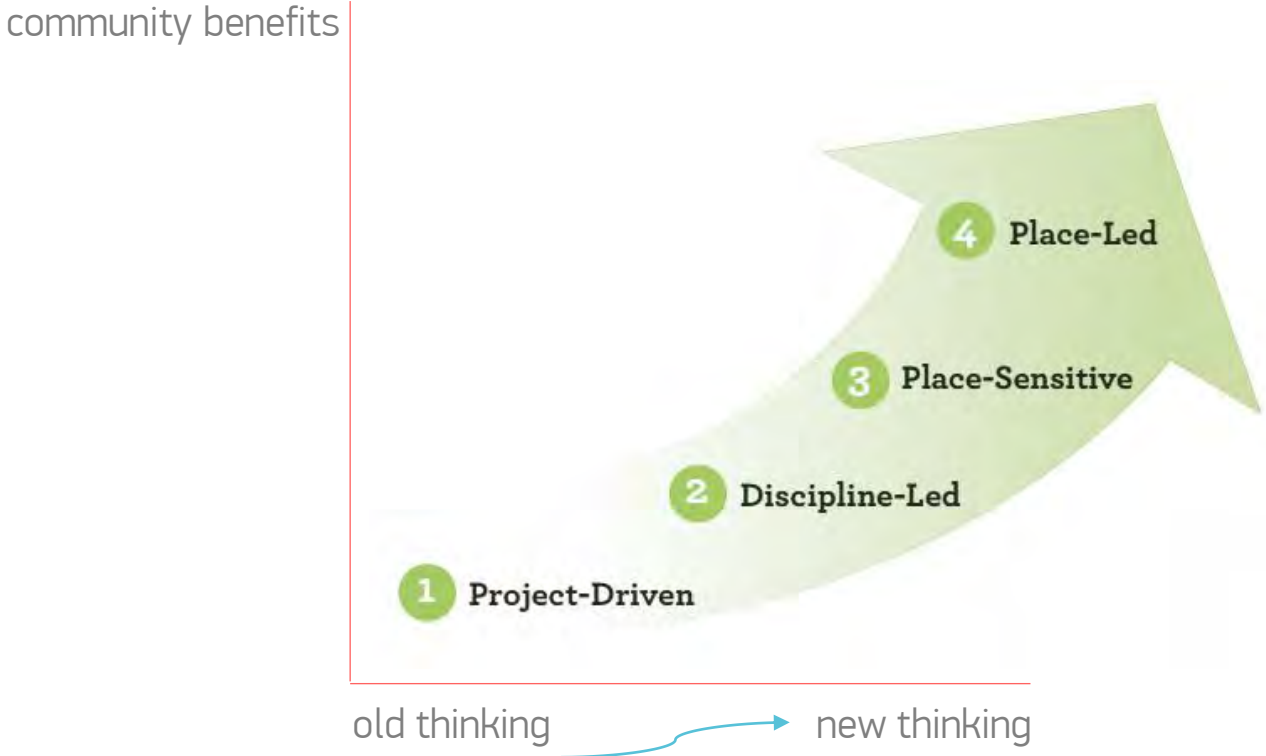


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evolution of public realm improvement



Everyone has the right to
live in a great place.

More importantly, everyone
has the right to contribute
to making the place where
they already live great.

-Fred Kent-



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We support the Covenant of
Mayors for Climate & Energy
initiative and we share a vision
of decarbonised and resilient
cities where citizens have
access to secure, sustainable
and affordable energy



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Thank you!