

# CASE STUDY SUMMARY

## CIVITAS DESTINATIONS

Location: Rethymno, Greece

Date: 2017-2018

### SUMMARY DESCRIPTION

The city of Rethymno, Crete has conducted a study for promoting sustainable urban mobility in collaboration with academic bodies as a participant in the CIVITAS DESTINATIONS research program. As a case study area was selected a wide functional unit by taking into account the regular movement footprint of residents and visitors. The reason why such a perception was promoted had to do with the touristic character of Rethymno as well as the peculiar relationship found between the city centre and the hinterland. For this area, main actions included the study of traffic flows by calculating traffic loads on streets across the city and the areas of touristic interest as well as modal split. At the same time, mobility indicators were estimated; to gain this goal, primary data were collected and secondary data were analyzed, while participatory planning techniques were carried out by using conventional and innovative methods. The planning product derived by taking into account not only mobility planning but also terms of urban planning, like function, land use distribution and typomorphology. It is also crucial to mention that planning was implemented by taking into account the existing urban planning framework; theoretical conclusions were drawn concerning the relationship between mobility planning and urban planning. In the framework of the research program, capacity building workshops for local/regional stakeholders were developed.

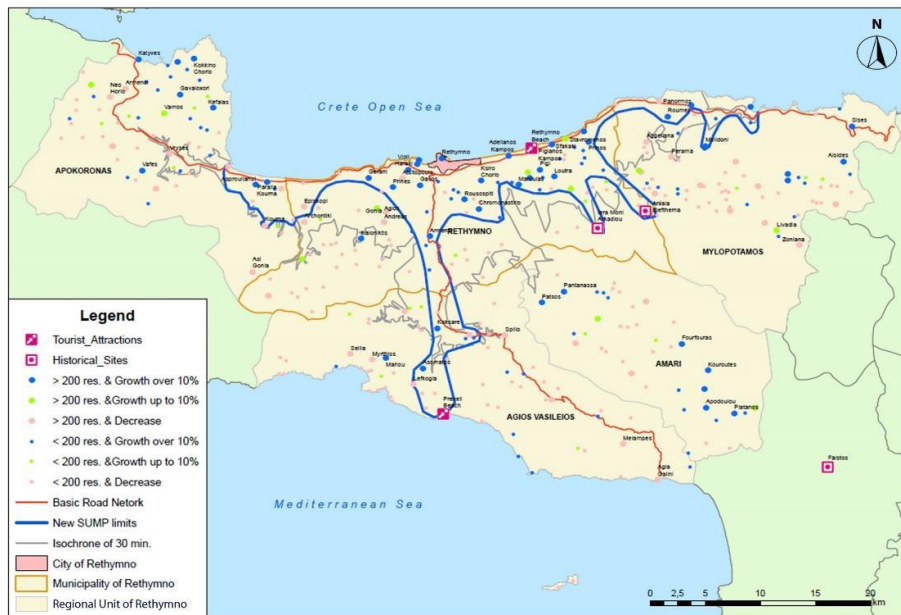


Figure 1. Rethymno has been considered as a wide functional unit

## LINKS

<https://civitas.eu/mobility-solutions/sump-update-integrating-tourist-mobility>