Making Space for People

A tactical guide for cities to reclaim urban spaces and reimagine mobility

flexible

experimental

demand-driven

participatory

short-term

community-based

adaptable

inclusive

scalable

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Interreg CENTRAL EUROPE

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PopUpUrbanSpaces

www.interreg-central.eu/projects/popupurbanspaces

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Introduction

Cities across Europe are facing challenges linked to car dependency, shrinking public spaces, and the urgent need to address climate change. Traffic congestion, air pollution, and noise reduce the quality of life in urban areas, yet many people and city leaders remain unaware of the consequences of car-centric planning.

The *PopUpUrbanSpaces* project, co-financed by the Interreg Central Europe programme, tackled these issues through tactical interventions. By introducing temporary changes to public spaces and mobility patterns and pairing them with creative communication, cities can reimagine streets as places for people, not just for cars.
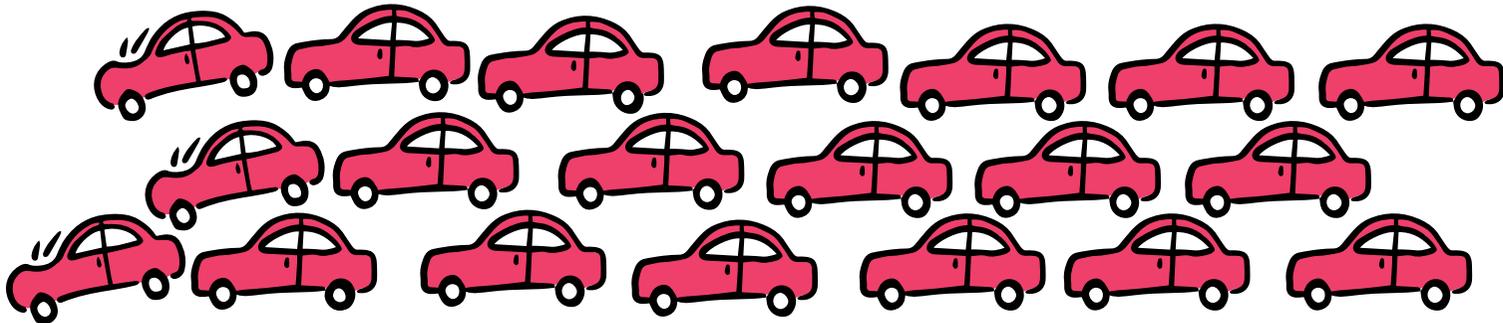
This practical guide helps cities and communities create safer, more vibrant streets and public spaces through temporary, people-centred design. It provides step-by-step guidance on how to plan, test, and evaluate tactical interventions that calm traffic, improve walking, cycling, and transit experiences, and activate underused areas. It's based on real experiences from European cities that have used pop-up interventions to solve local challenges and bring new life to public spaces.

Whether you're a city official, planner, activist, or engaged resident, the message is simple: **You don't need a big budget—just creativity, collaboration, and a willingness to try something new.**

Small and medium-sized cities are at the heart of this guide. These cities often face specific challenges, such as limited budgets, fewer staff, and less access to technical expertise, which can make it hard to deliver large-scale infrastructure projects. Yet their size often brings key advantages: faster decision-making, closer ties to their communities, and more flexibility when testing innovative ideas. With creativity and strong local engagement, smaller cities can take the lead in

shaping safer, more inclusive, and climate-resilient public spaces.

This guide is a practical tool your city can use to address real challenges in public space and mobility. Whether you're improving safety near schools, reactivating underused spaces, making streets more people-friendly, or adapting public transport to better meet local needs, it offers tested methods and flexible approaches that work even with limited resources.

Municipal staff can use this guide as a clear framework for launching pilot projects, engaging communities, and getting different departments to work together. It can be used to support funding applications, spark collaboration, and help turn bold ideas into visible outcomes. Most importantly, it promotes a culture of experimentation and learning by doing.

"Start small, build momentum, and move toward lasting change—one step at a time."

The PopUpUrbanSpaces project:
A quick overview

PopUpUrbanSpaces is a transnational project co-financed by the Interreg Central Europe Programme. It helps cities across the region tackle car dependency by promoting healthier, greener, and more people-friendly mobility. The project supports local governments in testing temporary, low-cost interventions, such as pop-up parklets or car-free zones, and using creative digital campaigns to raise awareness about the downsides of car-focused urban planning. By adopting a "show and tell" approach, the project encourages citizens to experience what better public spaces can look and feel like, while also demonstrating why sustainable mobility matters. Through shared learning and real-life pilot projects, PopUpUrbanSpaces helps small and medium-sized cities shift toward more liveable and climate-friendly urban areas.

Participants:

- Municipality of Kamnik, Slovenia
- Development Agency North – DAN Ltd., Croatia
- Institute of Urban and Regional Development, Poland
- First Hungarian Responsible Innovation Association, Hungary
- IPoP - Institute for Spatial Policies
- Municipality of Ferrara, Italy
- Rzeszow Regional Development Agency, Poland
- University for Continuing Education Krems, Austria
- City of Bamberg, Germany
- Municipality of Nyíregyháza, Hungary

This toolkit builds on the practical experience of project partners who tested pilot interventions in their cities. We've included the summaries of the pilot interventions at the end of the publication, offering insights into how tactical approaches can work in different urban contexts.

Project budget: €1.83 million
10 partners from 7 countries
7 pilot interventions
Duration: 03/2023–02/2026

Why are cities embracing tactical approaches?

Urban change and the role of public spaces

Cities are growing fast, and by 2050, the majority of people will live in urban areas. That puts increasing pressure on how we plan and manage transport, housing, and public spaces. To keep up, experts are developing shared definitions and tools that help track urban change and support greener and fairer planning.

At the same time, unexpected events such as pandemics and conflicts continue to disrupt daily life and deepen social inequalities. These challenges highlight the need for cities to become more resilient, inclusive, digital, and sustainable.

Urbanisation and climate action must go hand in hand. Cities use 75% of the world's energy and produce about 70% of global emissions. Global agreements like the Sustainable Development Goals (SDGs) and the New Urban Agenda offer guidance to help cities become both inclusive and environmentally responsible.

Public spaces play a vital role in this context. As cities become denser, accessible, and well-designed, public areas are the ones that support connection, mental and physical well-being, and resilience in times of crisis. Public spaces come in many forms, from squares, streets and sidewalks, shopfronts, parks, to even small in-between areas. They offer room for mobility, leisure, and culture, serving as shared spaces where communities interact. Some are clearly public, others blur the line between public and private. Recognizing how spaces are used and experienced and who they serve or leave out is the first step. To ensure public spaces work for everyone, cities need to respond and adapt. Tactical approaches offer quick, creative, and often playful ways to test what works.

The shift from car-dominated to people-oriented cities is a key part of this transformation. For decades, urban areas have prioritized traffic flow and parking over public life, often at the cost of health, safety, and social connection. By investing in walkable streets, cycling networks, and green public areas, cities can reclaim spaces from cars and make them more inclusive, healthier, and vibrant. Moving away from car dependence also means reducing emissions, encouraging physical activity, and making better use of limited urban space.

Encouraging this shift takes more than long-term planning. People need to see and experience the benefits in their daily lives. Tactical approaches offer cities flexible, low-cost ways to test ideas and invite community feedback. From pop-up bike lanes to temporary plazas, these short-term interventions can spark long-term transformation by showing what's possible and building support for more permanent change.

By reclaiming space from cars, the community in Kamnik gained a new area for playful activities. Credits: Municipality of Kamnik

Why go tactical?

Making cities more liveable doesn't always require massive infrastructure projects or years of planning. City planners, local governments, and communities are increasingly turning to tactical approaches with small, flexible actions that can be tested, adapted, and scaled up. These low-cost, short-term interventions are grounded in real-life conditions and offer a practical way to respond to complex urban challenges.

Tactical approaches help cities move from vision to action. Whether focused on public spaces or mobility, they facilitate experimentation and invite the public to co-design and give feedback early in the process. They reduce the risks of making permanent changes that may not work as planned or face public resistance. They also build cooperation between citizens, local authorities, and other partners, strengthening trust and shared responsibility in shaping urban space. At their core, they are about trying things out and learning by doing.

Tactical urbanism complements rather than replaces traditional planning. Traditional approaches provide stability and long-term vision, while tactical methods bring agility, creativity, and quick feedback from the community. Used together, they offer cities a more complete toolkit, combining agility with strategy.

Pupils in Krems turned the space into a colourful meeting area, demonstrating how small, creative interventions can reveal new possibilities for public spaces. Credits: Stefanie Kotrba

	Tactical approaches	Traditional urban planning
Approach	Bottom-up, community-driven, experimental	Top-down, expert-driven, long-term
Purpose	Test and learn, engage with public	Implement and formalise
Scale and implementation time	Small-scale, quick, temporary	Slow, long planning and approval processes and public consultation, permanent developments
Cost	Low cost, minimal investmentw	High cost, requires major infrastructure investment
Flexibility	Highly adaptable, experimental	Rigid, permanent
Community role	Active participation	Limited, typically consultation-based
Examples	Pop-up parks, temporary bike lanes, street closures	Infrastructure projects, zoning laws, city-wide development plans
Scalability	Limited, dependent on community and political support	High, can be applied broadly and integrated into official policies
Institutional role	Limited institutional involvement, often informal or outside standard procedures	Strong institutional involvement, fully bound by legal and regulatory frameworks
Legal and regulatory certainty	May face legal challenges or opposition due to bypassing traditional regulatory processes, may require special permissions	Strong legal certainty, legally binding, follow established planning regulations
Risk level	Higher short-term risk due to its experimental nature and temporary solutions, low commitment if unsuccessful	Lower risk due to structured planning and regulatory certainty
Outcome certainty	Uncertain, dependent on community and political support	More predictable and stable due to detailed planning and legal frameworks
Impact	Immediate and visible, impact may not last	Systematic, with long-term impacts but slower to realize
Sustainability	Often temporary, requires momentum and continued support to become permanent	Provides stable and lasting urban development with policy alignment

Tactical urbanism and tactical transit

Tactical urbanism comes in many forms, depending on the local context and the challenges at hand. One of its key areas of application is mobility, where tactical interventions can help shift behaviour and improve everyday travel. Some partners in the *PopUpUrbanSpaces* project focused on public space improvements through tactical urbanism, while others explored its subcategory of tactical transit to address sustainable mobility challenges.

Tactical urbanism is about making public space better through small, temporary changes. These might include pop-up parks, painted crosswalks, pedestrian plazas, or simple furniture and mobile greenery placed in parking spaces. The goal is to test new ideas in everyday settings and show what's possible without major investment.

Also known as DIY urbanism or urban prototyping, this approach reflects a shift away from rigid, top-down planning. Instead, it supports fast, visible improvements that involve the community and respond to local needs. Tactical urbanism puts people at the centre, giving residents, planners, local authorities and organisations the tools to design, learn, and improve together. In doing so, it builds trust, fosters cooperation, and often sparks lasting change. They are not just physical changes, they also shift perceptions and priorities about how city space should be used.

Tactical transit, a subcategory of tactical urbanism, focuses specifically on transit improvements. It addresses sustainable mobility challenges by promoting alternatives to private car use, such as public transport, walking, and cycling, through temporary, adaptable, and people-focused measures. Projects may include temporary bus-only lanes and bus stops, pedestrian corridors, cycling lanes, or safe crossings near schools. These interventions are typically data-driven and shaped by input from the community, planners, and transport agencies. Short-term actions are used to test or improve reliability, accessibility, and safety for all users.

The bike shelter allows for a seamless transition to public transport in suburban Rzeszów. Credits: Rzeszów Regional Development Agency

	Tactical urbanism	Tactical transit
Main goal	Use fast, low-cost interventions to improve city life and test ideas before long-term investments	
	Improve walkability, public life, and safety	Improve transit access, speed, reliability, and safety
Main focus	Streets, public spaces, pedestrian areas	Transit routes, stops, and mobility improvements
Typical examples	Parklets, pop-up plazas, curb extensions	Temporary bus lanes, pop-up stops test routes and crossings
Duration	Temporary, with potential for permanent adoption	
	Often becomes part of long-term public space upgrades	Can inform system-level transit improvements
Speed of implementation	Enables quick, visible change compared to traditional planning	
Cost and scalability	Low-cost and adaptable; can scale based on feedback	
Community engagement	Encourages bottom-up participation, civic ownership, and co-creation	
Data and learning	Uses real-world testing to generate insights and improve decisions	
Material used	Simple, low-cost materials that allow easy installation, repositioning and removal	
	Paint, cones, planters, signage, seating	Cones, transit signs, paint, lane markers, modular platforms
Lead actors	Urban planners, local communities, NGOs and advocacy groups	Urban planners, transport departments, transit agencies
Target users	Pedestrians, cyclists, public space users	Transit riders, pedestrians, cyclists

Tactical urbanism vs tactical transit

Advantages of tactical approaches

In Krems, a lively public space sparked connection, inclusion, and a shared sense of community.
Credits: UWK/Petra Hammer

Tactical urbanism helps residents and decision-makers see what's possible. By temporarily transforming streets and public spaces, it invites people to imagine a different future where walking, cycling, greenery, and social connection take priority over cars. Just as importantly, they deliver real, everyday benefits by strengthening communities, supporting healthier lifestyles, improving the environment, and building trust in public processes.

Pop-up interventions give residents reasons to use public spaces every day, not just pass through them. They create opportunities for different social groups to meet, share space, and build a stronger sense of place. Over time, these small actions can strengthen social ties, inspire local action, and lead to broader transformation across the city.

Tip: Include flexible seating, shaded areas, and visual cues (like playful pavement markings) to invite people to stay longer and interact naturally.

By encouraging everyday presence and activity, they also help make public spaces feel safer. When more people are outside, the streets feel more alive and less isolated, discouraging crime and supporting informal supervision.

Social benefits are most visible when public spaces invite people to linger, meet, and connect. Well-designed, people-centred spaces:

- Encourage frequent, **casual encounters** between neighbours,

- Support interactions between different generations and social groups, reinforcing inclusion and equity,

- **Activate public spaces**, making them feel safer and more welcoming,

- Build trust and a shared sense of local identity among residents,

- Create opportunities for **local culture to emerge and thrive**, such as street performances, pop-up markets, or art installations,

- **Build momentum for future improvement** sparked through community connections and new ideas.

Social interactions
- **More neighbourhood engagement**
- **Increased trust**

Stronger, healthier, and more inclusive communities

Mental health
- **Less stress**
- **Reduced loneliness**

Physical health
- **More walking and cycling**
- **Lower exposure to air pollution**

How to incorporate social and health benefits into your project?

- Involve different groups early. Young people, seniors, people with disabilities all experience space differently. Include them in design and decision-making processes. Communicate personal benefits. People support projects more when they see clear advantages for themselves: easier access, cleaner air, safer streets, friendlier neighbourhoods.

- Design for lingering, not just passing through. Think beyond movement—create small zones where people can sit, meet, or play.

- Use quick wins to build momentum. Temporary installations like pop-up parks or street murals can quickly demonstrate the positive social impact of people-centred design.

Health benefits go hand-in-hand with the social impact of tactical urbanism. Cities that prioritise people over cars create environments that support well-being and make healthy choices easy and natural. Well-designed public spaces can:

- **Encourage physical activity** with safe cycling lanes and walking routes.

- **Improve air quality** by reducing traffic and adding green infrastructure.

- **Reduce noise pollution** by dampening traffic sound through vegetation or sound-absorbing materials.

- **Boost mental health** by offering lively, green, and inclusive public spaces to unwind.

- **Reduce stress and isolation** by creating places to gather and connect.

- **Build resilience** through strong social bonds, which help communities recover faster from economic, social, or environmental challenges.

The wooden shelter in Ferrara offers shade, rest and a safe meeting point for the pedibus. Built from local, low-cost natural materials using traditional craftsmanship, it creates a cooler microclimate even on hot days. Credits: Matteo Cattabriga

Environmental benefits are a key part of tactical projects. They make streets cooler, cleaner, and more attractive. Whether through temporary small parks, greenery, or permeable surfaces, these changes help cities better manage rainfall, heat, and pollution by:

- **Absorbing rainwater** and reducing flooding,

- **Improving air quality and lowering temperatures** by adding shade and pollutant absorbents,

- **Supporting biodiversit**y by creating habitats for birds, insects, and plants,

- **Encouraging material reuse** and promoting circular practices.

Economic benefits emerge when cities use tactical urbanism as a low-cost way to test ideas and activate underused spaces. Even small changes can help make city centres livelier and business-friendly by:

- **Increasing foot traffic and supporting local businesses**,

- **Boosting the appeal** of public spaces for residents and visitors,

- **Adding value** to surrounding properties and neighbourhoods,

- **Reducing investment risk** by testing before scaling up.

Political benefits become clear when quick, tangible improvements help make urban change more collaborative, inclusive, and responsive. Tactical approaches support better planning processes by:

- **Fostering cooperation** between residents, the local administration, and organisations,

- **Involving communities** in shaping their environment,

- **Building trust and aligning the interests** of different stakeholders and social groups,

- **Improving communication and transparency** in urban planning,

- **Offering a safe way to test ideas** before committing to large-scale investments.

Fridays in Bamberg always drew especially large crowds to enjoy the evening in Theuerstadt, showing that a parking lot can also be a wonderful place for community and connection. Credits: City of Bamberg/Friedrich

In Rzeszow, stakeholders and local leaders joined the bicycle Jane's Walk and opening of the bicycle shelter. Credits: Public Transport Authority

What makes a successful tactical intervention?

Tactical urbanism is more than quick wins or creative street makeovers. Its strength vlies in clear goals, thoughtful design, community involvement, and a willingness to learn by doing. Flexibility is a major advantage, but lasting impact depends on realistic expectations and a deep understanding of local context and resources. Temporary interventions are not merely aesthetic, they are opportunities to test ideas, spark dialogue, and inform long-term urban strategies.

Ultimately, successful tactical urbanism can spark a **cultural shift** toward experimentation, an acceptance of imperfection, and collective learning. Even taking small steps in this direction can make a difference and every pilot can help build confidence

and capacity for future action. Cities that adopt flexible planning frameworks, fast-track permits, and adaptive project cycles are best equipped to unlock the transformative potential of temporary change.

Hard ingredients

- Physical interventions (barrier elements, installations, street furniture, plants)
- Resources (materials, equipment, funding and human power)
- Documentation and evaluation (photos, videos, testimonies)

Soft ingredients

- Community engagement
- Intersectoral collaboration
- Experimentation and flexibility
- Grassroots initiative / bottom-up approach
- Planning and communication

Have clarity of vision and purpose.

Before starting a tactical project, it's essential to understand the bigger picture: **"What problem are you addressing?"** and **"What long-term change do you hope to spark?"** A strong tactical project connects clearly to a broader urban vision, whether it's to foster walking and cycling, reclaim space for pedestrians, enhance safety, or test public space improvements.

Formulating a **hypothesis**, for example: "If we install a pop-up bike lane, more people will cycle to work," helps teams focus efforts and enables stakeholders to monitor results, draw insights, and make evidence-based decisions about scaling up.

Make it light, quick, but strategic. While tactical projects are fast and flexible, they're not random. Even spontaneous-looking interventions are often based on careful preparation, clear goals, and thoughtful choices of material.

Low-cost and reversible solutions are a defining feature of tactical work, but they must still be safe, coherent, and suited to the location. Using materials like removable paint, modular barriers, temporary greenery or seating allows for easy adjustments and reinforces the idea that change doesn't have to be permanent to be meaningful.

Scale interventions appropriately: smaller, low-speed environments like school zones, plazas, or residential streets work best, while high-traffic corridors may require additional calming measures first.

For **tactical transit**, busy traffic areas can present opportunities to calm traffic, create safe bicycle lanes, crossings, or implement a creative wayfinding system for park-and-ride facilities.
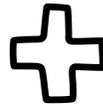
Best suited environments:

- Streets with slower speeds (under 30 km/h)

- Walkable shopping areas, plazas, residential streets

- Shared zones where walking, cycling, and leisure activities already happen — or can be encouraged

Less suited environments:

- High-speed, high-trafic coridors (over 50 km/h)

- Rural highways, major arterials, or rapid transit interchanges

- Spaces where temporary measures cannot provide safe conditions

Community at the centre. Tactical urbanism thrives when people are part of the process—not just consulted, but genuinely involved from idea to implementation. Involving residents, schools, and local businesses helps create spaces that reflect real needs and gain long-term support. Equally important is managing expectations: tactical projects are tools for learning and dialogue, not immediate solutions to complex urban problems. Co-design workshops, local partnerships, and early conversations with user groups build legitimacy, create a sense of ownership and often spark grassroots momentum for change.

Even the most community-driven initiatives benefit from institutional allies. Having supportive public sector partners can help navigate regulatory frameworks, secure permits, provide funding, and connect the project to long-term planning.

Street theatre in Kamnik temporarily transformed a parking area into a stage. Credits: Municipality of Kamnik

Tactical transit methods are sometimes less publicly visible. For example, collecting passenger data or obtaining information on bus intervals from transport authorities lacks a playful or participatory component, yet remains an essential part of the preparatory process. Tactical transit approaches may therefore be less participatory during the planning or implementation phases but tend to place strong emphasis on evaluating outcomes, such as levels of passenger satisfaction, increases in public transport usage, or shifts toward greater bicycle use.

Learn, adapt, and grow. Monitoring and evaluation should be proportional yet structured. Simple metrics, like footfall counts, surveys, observational studies and photo documentation, can yield powerful insights without overwhelming resources. Not every intervention will succeed, but each provides valuable insights. Keep improving, celebrate lessons learned, and build on what works.

It is essential to embrace "failures" as opportunities to learn rather than treating them as setbacks.

Tip: Keep it playful! Humour, colour, and light-hearted ideas can break down resistance and create positive energy around change. Informal approaches help bring people together and make new ideas easier to test. Activities like street games, collaborative pavement painting, playful signage or street performances invite participation and help people feel ownership over shared space. They turn abstract planning goals into real experiences and often lead to stronger support for lasting change.

The partial closure of Hafnerplatz in Krems created a temporary safe and lively space next to two schools, inviting pupils, teachers, elderly, and passers-by to enjoy the reclaimed area. Credits: UWK/Petra Hammer

Co-design lab in Ferrara, where community members built timber structures for shading, demonstrating how tactical urbanism thrives on hands-on participation and shared ownership. Credits: Matteo Cattabriga

Is the tactical approach right for your project?

Tactical approaches work better when they are part of a thought-out strategy, not simply because they are faster or cheaper. They offer flexible, creative ways to gather data, tell a story, and involve the public early. A successful tactical project connects vision with action, showing residents what's possible and helping decision-makers see real-world effects. By asking the right questions from the start, you ensure that tactical methods work for you, not against you.

Before deciding whether tactical approaches are right for your city, it is essential to zoom out and understand your broader project landscape.

What problem are you solving? What opportunities can you unlock? Is there political commitment to test the actions? What long-term goals are you working toward?

Key considerations:

1. Explore, don't just deliver. Tactical projects are excellent when the solution is not yet 100% clear. Use low-risk, temporary interventions to gather feedback and test ideas.

2. Define what you are testing. Tactical projects work best when you have a clear hypothesis: *"If we try [this change], we think it will lead to [this result]."* Having a specific goal makes it easier to learn from the project and show others why it's worth continuing or scaling up. This clarity helps measure impact and build support.

3. Short-term tests, important insights. Temporary interventions need active spaces to reveal how people behave, move, and interact. Ensure there's enough activity to measure realistic outcomes.

4. Embrace learning. Not every pilot will deliver the desired outcome immediately or at all. If your team is ready to adapt, improve, and try again based on what you learn, tactical methods are a great fit.

5. Engage user groups. Success relies on early involvement. Tap into existing communities, like residents, schools, businesses, or environmental groups, to reflect real needs and build trust.

6. Match intervention to scale. Ensure the investment aligns with the scope of your pilot. If costs grow too high compared to the full solution, simplify the design, shorten the timeframe, or shrink the test area.

7. Envisioned path to permanence. Successful tactical projects should have a vision for what happens after the trial. Without a clear next step, they risk fading away.

8. Momentum over perfection. Tactical actions are great for overcoming "analysis paralysis" and sparking progress without waiting years for approval.

Tactical approaches don't fit every situation

- **Technical and regulatory challenges.** Complex issues like underground infrastructure upgrades or zoning law changes usually need formal processes.

- **The problem is too big or complex for tactical intervention.** Tactical approaches work best on a small scale, like spaces in front of schools or individual bus routes, but can inform future improvements in wider areas or networks.

- **Immediate long-term results needed.** Tactical urbanism is about learning and experimenting, not immediate, permanent solutions.

- **Low political or public support.** Tactical projects rely on visibility and engagement. If people strongly oppose the idea from the start, it may need more groundwork first.

- **No clear plan beyond the pilot.** Tactical actions should fit into a bigger vision, or they risk confusing residents and losing trust.

Are you ready for tactical urbanism and tactical transit?

- ☑ **Do you have at least some political and community support to start?**

- ☑ **Are you ready to learn, adapt, and refine based on feedback?**

- ☑ **Do you have a clear hypothesis and defined success indicators?**

- ☑ **Does your organization value learning over achieving only "perfect results"?**

- ☑ **Do you want to involve the public in shaping future spaces?**

- ☑ **Can you engage user groups to participate early in the process?**

- ☑ **Are the costs reasonable compared to the expected outcomes?**

- ☑ **Is there a visible path to scaling up if the project succeeds?**

Tip: Even in more challenging areas, small pop-ups like temporary sidewalk widenings or playful waiting areas for buses can spark bigger conversations about permanent change.

Exploring types of tactical interventions

Balancing mobility and liveability

One of the core challenges in urban and spatial planning is finding the right balance between how people move through cities and how they experience them as places to live, work, and gather. The end goal is to reshape mobility in a way that supports well-being, social equity, and environmental health. Yet too often, efforts to improve mobility (especially for cars) come at the expense of liveability: wider roads, faster speeds, and more traffic can reduce walkability, increase noise, and make spaces less pleasant or safe.

📍 **Shared Streets – Superblocks (Superilles), Barcelona, Spain**

Barcelona's Superblocks programme reimagines streets once dominated by cars as public plazas, green zones, and play areas. Within the superblocks, streets are redesigned for pedestrians and cyclists, encouraging social interaction and active transport. This results in lower air pollution and noise, increased safety, walkability, community cohesion, and local business activity.

More: **https://lapinyabarcelona.com/blog-archive/superblocks**

Credits: Marek Lumi (Unsplash)

Low-Traffic Neighbourhoods (LTNs), London, UK

London's LTNs transform residential streets by restricting through traffic and reclaiming space for people. The freed-up space is used for pocket parks, bike parking, and community events. These changes have made the streets safer, especially for children and older adults, while increasing walking and cycling and reducing car use and emissions.

More: **https://madeby.tfl.gov.uk/2020/12/15/low-traffic-neighbourhoods/**

Credits: Jack Fifield

Piazza Aperte ("Open Squares"), Milan, Italy

Milan's Piazza Aperte initiative temporarily turns intersections into pedestrian plazas using paint, planters, and street furniture. The low-cost interventions slow traffic, improve safety, and encourage social interaction. The success of these plazas often leads to their permanent adoption and broader public approval.

More: **https://globaldesigningcities.org/update/piazze_aperte_report-en/**
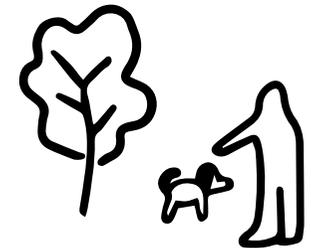
From the PopUpUrbanSpaces project

Read more about these examples in the PopUpUrbanSpaces project summaries.

Varaždin, Croatia

In **Varaždin, Croatia**, a tactical redesign turned a car-oriented street into a greener, more social corridor, a space prioritising people and everyday social use.

Credits: P4 – Centar za mlade.

Ferrara, Italy

In **Ferrara, Italy**, co-created interventions improved walkability and reclaimed public space in an ageing neighbourhood. A Pedibus route was marked with symbols from the local flora, strengthening the link between everyday mobility, community identity, and the neighbourhood's environment. Ferrara worked on connecting community through the integration of public art.
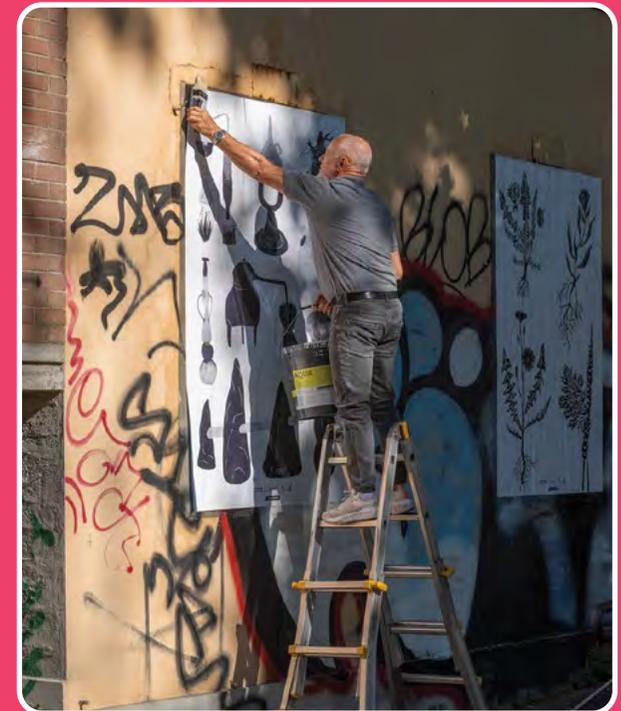
Credits: Matteo Cattabriga

Placemaking: Connecting places and people

Cities are rediscovering the potential of their public spaces, not only through design but also through the way these spaces are imagined and shaped in collaboration with communities. Placemaking provides a collaborative and inclusive approach to reclaiming and revitalizing public spaces. It emphasises lived experiences, emotional connection, and local identity.

The temporary installations, cultural programming, or small design tweaks, invite communities to reimagine what a street or square could be. More importantly, it turns passive users into active shapers of their environment, fostering a sense of ownership, care, and belonging.

⊙ Živa Dvorišča / Living Courtyards, Maribor, Slovenia

This annual festival opens up hidden courtyards in Maribor's historic centre, temporarily transforming these underused spaces often used for parking into lively spaces for workshops, concerts, performances, and community gatherings. Co-created with residents, artists, and local organisations, each courtyard reflects its community's character. Each courtyard is co-created with residents and artists, reflecting the neighbourhood's unique character and fostering cultural participation. More: **https://www.ziva-dvorisca.si/en**

Credits: Boštjan Selinšek

Vienna's Grätzloase initiative empowers residents to co-create micro public spaces by transforming former parking spots into parklets filled with seating, greenery, and space for local events. Supported through an open city call, it demonstrates how small-scale, community-driven interventions can transform public life.
More: **https://la21.wien/graetzloase/**

Credits: © LA21 Wien

Credits: Tim Dornaus

From the PopUpUrbanSpaces project

In **Bamberg, Germany**, a parking-dominated space in the historic centre was turned into a vibrant meeting place through cultural programming and community partnerships.

Learn more about these examples in the PopUpUrbanSpaces project summaries.

Kamnik, Slovenia

In **Kamnik, Slovenia**, a historic square occupied by parked cars was transformed into a welcoming community space through art and collaboration. Parking spaces were temporarily replaced with play: installations, seating, and cultural activities, creating a lively gathering spot.

Credits: Municipality of Kamnik

Krems, Austria

In **Krems, Austria**, a school-adjacent square was reimagined as a lively, people-centred space. "Making of" decorations and upcycling as preparations for the pilot at Hafnerplatz by the students of the BORG Krems.

Credits: BORG Krems

Credits: Stefanie Kotrba

Improving access

Tactical transit uses temporary, low-cost interventions to improve access and connectivity, especially in areas where traditional upgrades are slow or expensive.

Examples include pop-up bus stops with benches and signage, temporary bus-only lanes marked with paint, and improved wayfinding systems. Such pilots reduce uncertainty, improve user experience, and strengthen multimodal connections.

⦿ Better Bus Project, Boston, USA

Boston tested improvements such as painted bus lanes and pop-up stops on key routes. The interventions reduced travel times by up to 25%, improved accessibility, and increased ridership. The results guided permanent investments and demonstrated the value of tactical transit.

More: **https://www.mbta.com/projects/better-bus-project**

Credits: MTBA

Tactical mobility corridors, Mexico City, Mexico

Mexico City introduced temporary corridors with protected bike lanes and pop-up bus stations to fill gaps in the transit network. Reallocated street space to prioritize cyclists and pedestrians led to a significant increase in active transportation modes and a reduction in car dependency, thereby enhancing livability in dense urban areas. More: https://naturalwalkingcities.com/mexicos-green-cities-promoting-urban-walking-and-interaction-with-nature/

Credits: Richard Lambert, Natural Walking Cities

Pop-Up Bike & Bus Lanes, Berlin, Germany

During the COVID-19 pandemic, Berlin rapidly implemented temporary bike and bus lanes. These low-cost measures led to a 73% increase in cycling traffic and a 22% drop in nitrogen dioxide exposure. The success prompted permanent upgrades and influenced the city-wide mobility policy.
More: https://www.euronews.com/next/2021/09/02/berlin-s-pop-up-bike-lanes-made-permanent

From the PopUpUrbanSpaces project

Learn more about these examples in the PopUpUrbanSpaces project summaries.

Rzeszów, Poland

In **Rzeszów, Poland**, a new bicycle shelter built next to the bus stop supported multimodal travel and encouraged sustainable commuting.

Credits: Rachela Škrinjar

Nyíregyháza, Hungary

In **Nyíregyháza, Hungary**, sensors were placed above passenger entrances on buses to help optimise routes and improve service reliability.

Credits: MÁV Passenger Transport Co.

From
idea to action

Process overview

Plan
- define and align goals with strategies
- define partnerships and resources
- analyse the problem, local context and select site

Design
- from idea to tangible concept
- cocreation, visualisation, prototyping

Baseline

ANALYSIS NEEDED FOR COMPARISON

Implement
- bring ideas to life for long enough
- so it affects perception, habits and use of space

Evaluate
- capture lessons learned
- shape future improvements

Scale Up / Make Permanent
- or leave as it is if it works

Test

Learn

Adapt

COMPARE TO THE BASELINE

COMMUNICATE THE PROBLEM EXTENSIVELY

Inform long term change

Community Engagement & Communication

connect people, build trust, keep process transparent

Planning

Site selection and local context

The success of your intervention often depends on how well the project goals fit the site and vice versa. That means understanding not just physical space, but how it is currently used, and who will be affected by potential changes.

Tactical urbanism projects aim to respond to real needs in real places. That starts with a close look at what already exists, whether you are working with a few parking spaces or an entire street.

Start with what's already there. In many cities, some sites have already been pre-chosen to undergo a re-design in the future. Use this existing momentum and draw on what has already been discussed among residents and the administration.

Look for spaces that show signs of informal use or untapped potential, places where people already walk, wait, or linger, even if conditions aren't ideal.

These are often where small changes have the biggest impact.

Mapping existing public spaces, mobility corridors, and social activity patterns helps reveal gaps and opportunities.

Consider locations such as:

- **Spaces around public buildings:** town halls, schools, libraries, or other civic landmarks that naturally attract people.

- **Streets or squares with mixed uses:** areas with shops, institutions, and offices that could benefit from increased footfall, calmer traffic, and stronger social activity.

- **Neighbourhood or residential spaces:** local streets and courtyards with strong potential to foster community interaction, safety, and social ties.

- **Areas with high pedestrian or cyclist activity:** locations suited for traffic calming, safer crossings, and rebalanced street space. These sites often benefit from wider sidewalks, new crosswalks, or temporary street closures.

- **Connecting routes:** frequently used paths between important destinations, such as schools, transit hubs, workplaces and parks, where small interventions can improve comfort and continuity.

- **Spaces lacking essential infrastructure for users:** areas missing benches, shade, bus stops, bike lanes, or other basic facilities where tactical improvements can quickly enhance accessibility, comfort, and socialising.

The site in **Rzeszów** was chosen for its peripheral location and municipal land ownership, allowing residents to comfortably switch from cycling to buses when provided bicycle shelters.

Go on a site visit. No tool can replace walking the site in person. Before diving into the design, spend time on the ground. Walk the streets, talk with your team, passers-by, residents, and business owners, and experience the space as everyday users do. This hands-on approach reveals nuances that maps or plans often miss.

Pay attention to:

- **Traffic conditions:** traffic volumes, speed, signage, and noise levels.

- **Users:** who uses the space, when and how. Are any groups underrepresented?

- **Features and obstacles:** trees, benches, driveways, curbs, bar terraces, utilities.

- **Natural elements:** shade, greenery, sounds, and smells.

- **Access points:** walking and cycling routes, loading zones, and emergency access.

- **Potentials for multifunctionality:** what other uses could the space support?

Tip: Take plenty of photos, use simple observations sheets, and engage in conversations. This can provide deeper insight into challenges and opportunities that might not be obvious immediately.

On-site visit before the pilot co-design lab in Ferrara.
Credits: Claudia Debernadis

Understand the context of your site.

Before selecting a location, it is important to see how the street fits into the wider physical and social fabric of the city.

Street type and traffic patterns shape and affect the movement, safety, and atmosphere of the space. Some streets carry higher volumes or speeds, requiring more robust measures, while others naturally support slower, safer conditions. Traffic patterns can change during the day, week, or season, and these shifts can reveal opportunities for flexible design.

Surrounding uses also matter. Nearby schools, businesses, or public facilities depend on certain travel patterns, and changes to the street could either enhance or disrupt them. Understanding who lives, works, and travels in the area helps identify community needs and anticipate reactions.

Safety, both objective and perceived, must be considered. A place that meets technical safety standards can still feel unsafe if the lighting is poor, visibility is limited, or foot traffic is low. These factors can discourage use, particularly at night.

Microclimate and environmental factors such as tree cover and other greenery, shade, heat exposure, and stormwater drainage affect how comfortable and inviting a space feels. Integrating these elements into the design can make the intervention more usable and resilient.

Equity and inclusion should guide priorities. Focus on underserved or overlooked areas and design for accessibility for wheelchair users, parents with strollers, cyclists and older adults. This ensures that public space serves and welcomes the entire community.

Practical considerations such as permits and logistics should be addressed early. Designs must not obstruct emergency access, waste collection, or other essential services. Early coordination with municipal departments can help navigate these requirements smoothly.

Tip: Invite stakeholders and different social group representatives to the site visit. Their perspectives help identify overlooked issues and can inform the design process from the start.

Ferrara successfully integrated storytelling into its intervention by using local flora as a narrative element, making the space more relatable and rooted in the local culture. This creative approach enhanced the public's emotional connection to the area and provided a strong foundation for future green initiatives.

>> *The visual identity of the pilot project in Ferrara, featuring local flora. Credits: Matteo Cattabriga*

In **tactical transit** projects, the 'site' is often not a single location but rather a route or corridor. Observation therefore needs to extend along the route and capture how people move and transfer between modes.

This requires an adapted approach:

- **User experience:** how people interact with stops, crossings, sidewalks, and transfer points.

- **Network behaviour:** congestion points, modal shifts, and gaps in the walking or cycling infrastructure.

- **Traffic patterns:** how movement and crowding change by time of day, day of the week, or location.

- **Context sensitivity:** transit routes often pass through multiple neighbourhoods, so context-sensitive solutions are required.

When assessing transit corridors, also consider their function within the wider network:

- Is it a feeder line, main corridor, or connector?

- Does it serve areas with limited alternatives to car use?

- What is the service frequency?

- How do stop design, lighting, and amenities influence comfort and safety, especially for vulnerable users?

Nyíregyháza has identified several opportunities for public transport improvement. Credits: Municipality of Nyíregyháza

Traffic considerations

Traffic conditions play a decisive role in the suitability of a location. Streets with **lower speeds and traffic volumes** are safer and easier to adapt, while those with speed limits above 30 km/h may require additional calming measures and costs, such as lane narrowing or visual cues to slow vehicles.

Observation should extend beyond vehicle flow. Pedestrian movements, cycling routes, public transport use, school children drop off, deliveries, and peak-hour dynamics all shape the character of the space. Pay attention to informal habits, such as impromptu loading areas, midblock crossings, cyclist detours, or spontaneous gathering spots, as these reveal where the street layout does not align with real needs.

Every site also exists within a broader network. Temporary closures or lane reallocations work best when alternative routes can absorb the redirected traffic without creating new problems elsewhere. A connected grid with some redundancy makes it easier to redistribute traffic during temporary interventions.

Tip: Remember that traffic change is as much emotional as it is technical. Even modest adjustments to familiar routines can trigger strong reactions. Changes in parking availability often spark resistance. Communicating clearly about the temporary and experimental nature of interventions and showing a willingness to adapt based on feedback helps build trust and support.
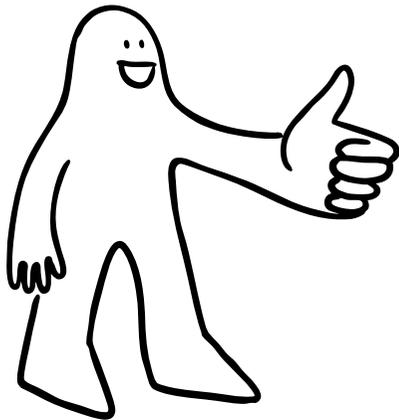
Participation: Involve and engage

Tactical urbanism is more than just changing spaces; it's about building relationships between people and place. Successful interventions are grounded in local knowledge, shared ownership, and collective imagination. That's why participation isn't an optional add-on, but a core principle. When people are involved in shaping the change they experience, projects become more relevant, more resilient, and more widely supported.

Participation ensures that interventions respond to real needs rather than assumptions. It helps bridge local knowledge and professional expertise, uncovering insights that plans or data alone might miss. Keeping conversations open throughout planning and implementation helps maintain trust and flexibility, especially when projects evolve based on feedback.

Why engage citizens?

- **Strengthens democracy, transparency, and ownership:** decisions are made with, not for, the community. People have the right to share their ideas and concerns about their living spaces.

- **Leads to better, more accepted solutions:** locals know their neighbourhoods best. Their input makes projects smarter and more useful.

- **Builds capacity and long-term trust:** involvement encourages people to care for public spaces and take part in future initiatives.

- **Makes projects more adaptive:** regular feedback helps teams adjust and improve during the process.

Sometimes, residents even start projects on their own, like planting trees or fixing up a park. These efforts show how powerful local action can be and how important it is for planners to listen. These are opportunities for municipalities to support bottom-up initiatives.

Before planning the pop-up, a picnic was organized on the site one afternoon. Citizens were invited to share their ideas, needs, and wishes, and encouraged to propose small projects that could be implemented independently by community members. Credits: City of Bamberg/Seufferth

Who should be involved? To get your project off the ground, it's helpful to have a small, flexible team. Some people might take on multiple roles.

PopUpUrbanSpaces project teams often included diverse members from different departments. While this sometimes made processes longer or more complex, it helped create solutions everyone could support.

Kamnik involved a diverse group from the start, including municipal departments, the vice-mayor, public institutes, local NGOs, business owners, and residents. They used early workshops not only for site selection but also to activate participation for the entire process.

Bamberg's associations, organizations, and institutions connected to the World Heritage site were involved. The public was also involved from the start. They encountered an unexpected push when a city employee living near the pop-us site became a community multiplier and connector.

Stakeholders	Main tasks and responsibilities
City departments and project initiators: *planning, mobility, environment, or spatial development offices.*	Define project goals and scope, secure human resources and availability, permits and funding, and coordinate technical and administrative processes.
Representatives of public institutions: *public transport agencies, urban planning, schools, regional agencies, etc.*	Participate in the design and implementation of the pilot with inputs, coordination, attendance, program.
Political representatives and decision-makers	Provide leadership, legitimacy, and political support; connect the pilot with wider city strategies and long-term plans.
Technical staff and experts: *planners, designers, engineers*	Develop and adapt design concepts, ensure safety and feasibility, and supervise implementation.
Communication team	Manage information flow, prepare visual and written materials, coordinate engagement, and maintain transparency.
Residents and neighbourhood groups	Share local knowledge, identify needs, test solutions, and give feedback on design and function.
Local associations, universities, and NGOs	Facilitate participation, represent diverse community interests, document and evaluate the process, and help mobilise volunteers or resources.
Schools and cultural organisations, local artists	Engage children, students, and local communities; link interventions with cultural identity and education, ensure cultural programming
Local businesses and shop owners	Offer input on accessibility, deliveries, and public use of nearby spaces; help sustain activation efforts.
Media	Support communication, raise visibility, encourage public discussion, document the process.
The roles are not always divided in this manner. Especially small- and medium-sized cities often don't have all these capacities in house. They can seek this knowledge with external contractors like local institutions, organisations, NGOs, or specialised companies that can help in all phases of the project or just with specific tasks.	

1

Decide if you need public input

Ask yourself:

- Does the project affect many people?

- Can residents still influence the outcome?

- Are leaders open to input?

- Do you have the time and resources to run a good participation process?

If YES >> go for it.

If NO >> tactical interventions don't work well without public engagement. If you can't ensure that, think about whether a tactical approach is the right choice.

2

Get into the right mindset

Be open and listen, respect different opinions, and take feedback seriously, even when it's critical.

Tip: Meet people where they are. Go beyond formal meetings; use public spaces, markets, or schools as natural venues for dialogue.

3

Start early

Invite people to join discussions before decisions are set in stone. Early talks lead to better ideas and fewer conflicts.

Ferrara's combination of different activities (community co-design, art installations, community herbarium, pedibus) helped generate momentum. They involved residents in the planning phase through collective exploration and mapping.

In Ferrara, a neighbourhood herbarium was created together with the community. Credits: Matteo Catabriga

4 Plan the process

Make a simple plan in which you define steps, methods, and a timeline. Choose approaches that match your goals, from walkshops and on-site co-design sessions to quick online polls or idea boards. Keep it flexible: participation should evolve as the project develops.

5 Be clear about what can change

Tell people what parts of the project they can influence and what is already decided. Be transparent about constraints whether they come from safety, funding, or regulation. Honesty builds trust and avoids frustration.
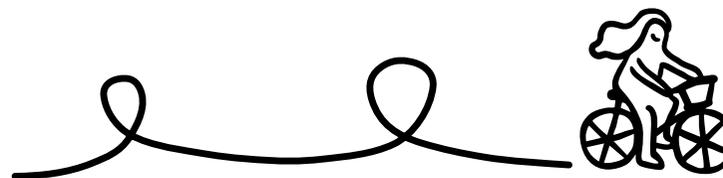
6

Keep talking

Use a mix of channels to share updates like newsletters, social media, posters on-site, or community meetings. Encourage questions and inputs and let people know how their ideas were used.

Tip: Close the feedback loop. Show how people's input shaped the final design. Even small acknowledgements build motivation and confidence in the process.

7

Adapt your approach

Different groups need different methods. Children, seniors, or local businesses each prefer different ways of engaging, from drawings and storytelling to short surveys or brief on-site conversations.

Tip: Use accessible tools. Visual plans, temporary markings, or small mock-ups help people picture change and give practical feedback.

What good participation looks like

- ⊘ **Shared goals and clear community visions.**
- ⊘ **Ideas and concerns shaped together.**
- ⊘ **Honest feedback about what can and can't be done.**
- ⊘ **A stronger sense of belonging, trust, and shared responsibility.**

From concept to design

Design transforms the vision into tangible plans, balancing creativity, feasibility, and community input. The goal is to create a design that is clear, achievable, and tailored to the site and user needs while being easy to implement, adapt, and maintain.

1. Develop the concept

Start by translating the main insights from the planning and site selection phases into clear design goals. Identify the problems you aim to solve and the opportunities you want to explore.

Formulate a simple design intent, like "create a safer and more enjoyable route to school," or "turn a car-dominated intersection into a space for people." Sketch initial layouts and test ideas on paper or digitally.

2. Co-design and feedback

Involve the community and stakeholders through co-design workshops or informal feedback loops. Use these moments to refine ideas and check how well the proposed changes reflect daily use. Encourage discussion about how people will use, manage, and enjoy the space once the tactical intervention is in place.

3. Visualise your plan

Clear visual communication helps people understand and support your concept. Create simple diagrams, mock-ups, or quick renderings to illustrate layout, function, and flow. If suitable, develop a basic visual identity (consistent colours, signage, temporary branding) to make the project recognisable and cohesive in public space.

4. Designing a welcoming space

Good design makes people feel comfortable and invited. It should be clear where to go, sit, and what the space is for.

Consider:
- Can people easily see into and enter the space?
- Is there seating for relaxing or socializing?
- Does the space support multiple uses — playing, eating, resting, or passing through?

Simple elements like benches, planters, and umbrellas go a long way. Use moveable or modular pieces to allow flexibility.

Vision sketch in Krems, illustrating a greener, more inviting square for community life at Hafnerplatz. Credits: UWK/Christine Rottenbacher

5. Choosing materials and maintenance

Fancy materials aren't necessary. Choose safe, durable, affordable, and ideally reusable materials.

- Bright colors and patterns catch attention.
- Durable, weather-resistant items last longer and feel better.
- Use familiar, low-cost materials — paint, plants, pallets, movable furniture, and shade structures create cozy, human-scale spaces.

Even temporary interventions should feel maintained; a cared-for space encourages respect. Consider maintenance requirements during the project's lifespan, as well as potential reuse for future interventions.

Tip: Check your city's inventory for reusable materials or equipment that can be borrowed or rented for the pilot. Reuse saves money, reduces waste, and supports sustainability.

In Krems, discarded tires were creatively transformed into colourful seating elements. Credits: BORG Krems

In Varaždin, the use of pre-fabricated urban furniture and container-planted trees simplified logistics and minimized on-site issues. Credits: P4 – Centar za mlade

6. Coordinate and approve

Prepare the necessary documents, such as draft layouts, traffic or street closure plans, and safety notes. Work closely with municipal engineers and relevant departments to address safety, traffic, and operational needs. Request required permits early, clearly stating the scope, duration, and temporary nature of the intervention.

7. Communicate the design

Communicate progress throughout the design process. Use city websites, social media, and local networks to keep people informed and to maintain interest. Focus on clarity: explain what will change, why it matters, how long the intervention will last, and how they can get involved. (*Detailed guidance on communication follows in the next chapter.*)

8. Programming and activation

Plan how the space will be used during the intervention. Combine physical improvements with activities that attract people, such as cultural programmes, markets, performances, workshops, or informal gatherings. Simple, low-cost programming helps test how the design performs in real life and strengthens community ownership.

9. Finalise the design

Refine the concept based on feedback, site conditions, and permit requirements. Prepare a clear implementation plan that includes design drawings, materials, cost estimates, and an installation schedule. Before proceeding, review the evaluation goals: decide what data will be collected and how the project's impact will be measured.

Tip: It is also important to allocate sufficient time and workforce for the removal of installations as part of the overall project timeline.

In *PopUpUrbanSpaces*, many cities faced unexpected delays due to long bureaucratic procedures. Anticipating this early and incorporating it into the project timeline can help ensure a smoother implementation.

Faced with administrative and planning delays, **Bamberg** had to accelerate the process, recognising that improvisation was an essential part of keeping the pilot intervention adaptable and agile.

Ferrara postponed the initial timeline to better align with contractor readiness and seasonal conditions.

Tactical urbanism in historic sites. In historic sites, change must be handled with care: every stone tells a story, and every alteration raises questions about authenticity and preservation. Yet, heritage places should remain alive, not frozen in time. In **Bamberg**, a UNESCO World Heritage city, tactical intervention has shown how historic streets can stay true to their past while embracing the future, inviting people back to experience them as living, breathing spaces. And what works there can inspire other historic places to find their own balance between preservation and vibrant urban life.

Exhibition on local monuments curated by the Heritage Protection Association highlighted the hidden significance of Theuerstadt.
Credits: City of Bamberg/Friedrich

Let's implement!

The implementation phase turns planning and design into visible action. Even the best-prepared pilot will bring surprises, so flexibility and communication are key. Stay responsive, keep the public informed, and use this stage to learn in real time how people experience the change.

Set up the site. A tactical urbanism project is more than paint, cones, or benches — it's about shaping how a space feels and functions. Set up the space with care: ensure that markings, elements, and signage are safe and clearly visible. Test any layouts on-site before installation.

Tip: Test potential layouts with tape or cones before installation. Start small, watch how people use the space, and adjust accordingly.

Creating a lively atmosphere. Think about simple activities that invite people to stay.

- A painted area can become a small stage or event spot.
- Small touches like plants, garlands, or lights make the space friendlier.

- Tables and chairs can create a pop-up café or social hub.
- Include features for all ages — play corners, reading areas, art displays, etc.
- Invite local groups to organise activities, like music, dance, storytelling, or markets to activate the space.

Tip: Let residents shape the experience. Community-driven activities make the space more meaningful and better used.

A street theatre in Kamnik brought vibrant energy and attracted many visitors to the temporary intervention site. Credits: Municipality of Kamnik

Communicate, then communicate some more. Even if information was shared early in the process, people may forget what's coming. Keep the conversation going as implementation begins:

- Use **clear maps, signs, and alternative route suggestions** to explain what's happening and how it affects their daily routines.

- **Diversify your channels**: social media, posters, local radio, flyers.

- Frame your message around **"why"** the intervention matters: what's being tested, what data you'll collect, and what impact you're aiming for.

- Prepare short **briefs and visuals for the media**. Local journalists may be more inclined to cover your pilot during implementation if they receive easy-to-use materials.

<< In Bamberg, the experience showed that sandboxes are a simple yet powerful way to attract children and animate public areas. Credits: Sebatian Martin

Keep decision-makers engaged. Local politicians can be powerful allies but only if they're involved from the start.

- Identify a political ambassador early on — someone who understands the project and can speak confidently about its goals.

- Invite them to be part of the launch and the public communication.

- Share visibility and credit. Public recognition of political allies can pay off later when challenges arise.

Tip: Political involvement can be both an asset and a risk. In some cases, it's more effective to first demonstrate tangible results. Visible success builds credibility and can bring political support later.

In **Varaždin**, strong political will exemplified by the mayor's presence at public events boosted legitimacy and helped secure approvals quickly.

Engage with feedback and encourage interaction. Not everyone will welcome change immediately, and that's normal. A successful public space invites participation and creates opportunities to gather feedback.

- **Spend time in the space** to observe, engage with visitors, gather real-time feedback, and build trust.

- Allow people to rearrange seating to suit their needs.

- Add elements like chalkboards, noticeboards, or book exchanges.

- **Set up feedback channels**: staff on-site, online forms, QR codes for ideas and feedback.

- **Track feedback** systematically to separate helpful input from emotional reactions.

- **Don't dismiss all criticism**. Some concerns signal issues that can be easily fixed and improve outcomes for everyone.

Observe and adapt. Tactical interventions are meant to be flexible, so don't hesitate to adjust what doesn't work. The early stages of implementation offer valuable insights.

Monitor early indicators:

- Are traffic and mobility patterns behaving as expected?

- Are people using the space, paths, or bus stops more often?

- Are noise or congestion levels changing?

Celebrate small successes and share early results to demonstrate value.

If things don't go as planned:

- Making small, thoughtful tweaks can improve the user experience and show that you're responsive to feedback. They are an important part of tactical interventions.

- Avoid big changes unless serious issues arise.

<< Gathering feedback on a stand in Varaždin. Credits: Marin Šipek

>> Neighborhood dinner in Ferrara. Credits: Leonardo Delmonte

Be transparent about what doesn't work. Not every test will succeed and that's ok. Tactical urbanism is about learning, not perfection. If something really doesn't work, here is a clear message to communicate:

"We tested this measure because we weren't sure how it would work in real life. We invested far less than a permanent solution would have cost. When the results didn't meet expectations, we paused/ removed the intervention. This small-scale test saved us time and money and gave us valuable insights for the future."

This kind of transparency builds trust and reinforces that tactical urbanism is about learning, not failure.

In **Nyíregyháza**, the implementation benefited from a flexible and responsive project team that navigated real-time challenges, including weather-related delays and technical adjustments with rotating sensors installed across multiple routes.

Monitoring, assessment, and evaluation

Measuring impact is at the heart of tactical urbanism. It allows cities to understand whether temporary interventions work (how they change movement, perceptions, and daily habits) and to learn what should be improved or scaled up. Through various assessment methods, including both quantitative (e.g., footfall, modal split) and qualitative (e.g., user experience) data collection, planners can evaluate how these initiatives influence mobility patterns, public space usage, and overall community acceptance.

Not all groups will experience interventions the same way. Residents may welcome it, while nearby businesses or commuters could raise concerns. Taking time to listen—especially to less enthusiastic voices—helps address reservations and shape better solutions.

Evaluation provides decision-makers, planners, and communities with clear insights into what worked well, what fell short, and what could inform the next design.

Why evaluate?

1. Demonstrate impact. Tracking footfall, modal split, and public perception helps demonstrate whether interventions are meeting their objectives, like encouraging walking, cycling, bus use, or social use of space.

2. Inform better decisions. Data from process and intervention assessments helps urban planners decide whether to scale up, adjust, or end a project. It ensures that decisions are based on actual user behaviour and community needs, not just assumptions or aesthetics.

3. Build trust and credibility. Tangible results can turn scepticism into support. When residents and decision-makers see clear evidence, like safer crossings, fewer cars, livelier streets and better revenue, they are more likely to back permanent changes and future experiments.

4. Enable continuous learning. Ongoing assessment allows for quick adaptation and remaining responsive to user needs.

5. Uncover unintended effects. Follow-up assessments help detect side effects, like traffic shifting to nearby streets or visitors outnumbering residents (a sign of possible gentrification or touristification). Addressing these early can prevent long-term harm.

6. Strengthen communication. Data can be translated into infographics, photos, and personal stories that visually and emotionally engage the public.

7. Guide future design and policy. Measuring spatial distribution, social modal split, and behaviour patterns generate valuable insights that can often improve urban design, inform mobility strategies, and shape local or regional policy frameworks.

8. Legitimize experimentation. Tactical projects are often dismissed as temporary or symbolic. Demonstrating real impact gives them credibility and shows that even low-cost, short-term actions can drive meaningful transformation.

9. Support scaling and replication. Using consistent methods across different sites allows for comparisons and shared learning. Successful approaches can then be adapted and scaled to other neighbourhoods or cities, multiplying the impact.

Assessment methods

A balanced evaluation uses both quantitative and qualitative methods, combining measurable data with lived experience. Numbers show scale, while stories reveal meaning. Evaluation should begin early, ideally during the design phase, by defining what success looks like and what indicators will be tracked.

Evaluations can also uncover unexpected insights, from workflow improvements, as seen in **Rzeszów**'s pre-procurement changes, to emerging political support or new community alliances. Projects showing clear benefits and strong public backing are far more likely to secure funding, be integrated into official plans, and scale up.

Before-and-after comparisons

These methods focus on changes before the intervention and after its implementation.

- **Footfall counts:** Track the number of pedestrians over specific time periods to detect shifts in street activity.

- **Spatial split:** Assess how street space is allocated between modes (cars, bikes, pedestrians, transit) to visualise imbalances and gains.

- **Street modal split:** Counting the share of each mode (car, bike, pedestrian, public transport) to track shifts towards sustainable mobility.

- **Social modal split:** Understanding the mix of users (residents, commuters, city users, ages, genders) and how it changes can also flag risks of gentrification or touristification.

- **User experience**: Capture perceptions of safety, comfort, attractiveness, and usability through short interviews, observations, or walk-along discussions.

Follow-up assessments

These are carried out after the implementation to reflect on effectiveness, user experience, and next steps.

- **Self-assessment methods:** Online or paper surveys for gathering both quantitative (ratings, counts) and qualitative (opinions, suggestions) feedback.

- **Self-reflection journals:** Participants record their experiences over time, revealing patterns and changes.

- **Self-assessment tables:** Structured checklists or ratings against agreed upon criteria to monitor progress.

- **Participatory assessment workshops:** Engaging stakeholders directly in reviewing and refining designs.

- **Photo narratives:** Participants document the space visually, adding personal stories and context.

External observation and feedback

- **Community feedback surveys:** Capturing sentiments, satisfaction, perceived safety, and observed changes from a broad set of users.

- **Observation techniques:** Regular on-site observation, photo/video analysis, or community mapping to document use and behaviour patterns.

- **Narrative interviews:** In-depth conversations to explore personal stories and how interventions affect daily routines.

Krems used spatial split data to measure the reallocation of public space, complemented by interviews, online and on-site surveys, and direct feedback.

Gamified and innovative approaches

Gamification can boost engagement and diversify input. New technologies can sometimes help expand the reach and offer new perspectives.

- **Reward systems** (points, badges) for contributing feedback.

- **Community challenges or competitions** tied to the space, local identity, or sustainable mobility behaviours.

- **Interactive maps** for marking favourite spots, issues, or usage patterns.

- **Gamified workshops and events** to co-create ideas while collecting data.

- **Virtual models of project areas** for scenario testing and real-time monitoring.

- **Big data analytics** using sensor, GPS, or social media data to understand patterns.

- **Wearable sensors** for tracking movement, health, and environmental conditions.

- **GIS analysis** for mapping spatial impacts and accessibility.

Gathering on-site feedback in Varaždin. Credits: Marin Šipek

In **Varaždin**, online and on-site surveys showed that over 95% of users found the redesigned street comfortable and inviting. A visual poster survey collected over 250 interviews, and follow-up measurements recorded an asphalt temperature drop from 50 °C to 30 °C.

In **Nyíregyháza**, well-defined indicators such as peak-hour load and wait times provided structure to the evaluation. Surveys confirmed growing public interest in sustainable transport and positive reactions to real-time service improvements.
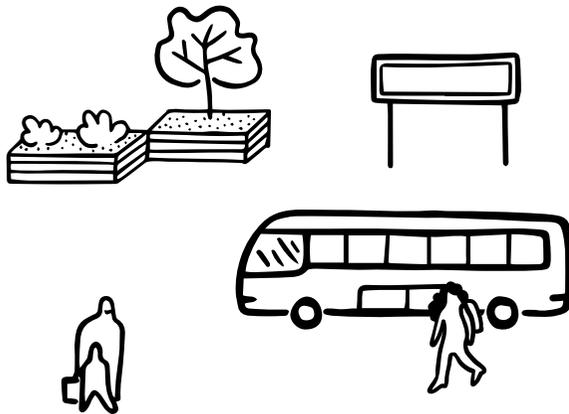
Evaluating tactical transit

In tactical transit projects, measuring impact means looking at how people move across whole routes or networks. Temporary actions, such as pop-up bus lanes, relocated stops, or improved cycling access, should be measured for their effect on:

- Travel times and service reliability

- Ridership and occupancy rates

- Modal shifts from cars to public transport or cycling

- User comfort, safety, and accessibility

Many of these results are not visible from on-site observation alone, so solid quantitative data, such as GPS tracking, sensor counts or passenger load indicators, are essential. At the same time, gathering qualitative feedback on comfort, safety, and accessibility ensures that the experience of users shapes the evaluation.

Credits: Stefanie Kotrba

From tactical to permanent solutions

Tactical urbanism offers a flexible way to test ideas and build evidence for long-term change. When pilots are well-planned and evaluated, they can become the foundation for lasting transformation, shaping how cities plan, design, and manage public space.

They can be applied individually, in stages, or combined with other measures. Their strength lies in their adaptability: quick to implement, easy to adjust, and effective at revealing what truly works.

These interventions embrace a process of trial and learning. Some gain community support from day one, while others face resistance or prove unsuitable for permanent adoption. Each test should be guided by a clear strategy and firmly embedded within a broader urban development framework, ensuring that lessons learned contribute to lasting, context-specific improvements.

Key factors for moving from tactical to permanent

- **Public and political support:** Visible success and recognition from both residents and decision-makers create the foundation for continuity.

- **Resources and commitment:** Adequate budget and political will are crucial for the transition from temporary to permanent.

- **Community engagement and evaluation:** Ongoing participation and solid monitoring data help refine designs and justify long-term investment.

- **Stakeholder collaboration:** Involving key partners from the start ensures continuity and alignment as the project evolves.

Pilot interventions can become a catalyst for change in how cities think and act. They have the power to influence political and professional mindsets, inspire new planning standards, and integrate small but effective design solutions into official policies. When connected to wider strategies, such as sustainable mobility plans or public transport redesign, they can pave the way for more sustainable and adaptable systems.

Making this transition stick requires adequate resources in both funding and people as well as strategic timing.

- **Integrate successful elements:** Keep well-received improvements, such as safer crossings or popular gathering areas, in place until full reconstruction occurs.

- **Embed in official plans:** Include proven interventions in long-term mobility or development frameworks to secure funding and ensure continuity.

- **Build alliances:** Partner with civic groups, non-profits, and engaged residents to strengthen the case for permanence and collective ownership.

- **Leverage timing:** Align with election cycles or budget planning to boost visibility and political will.

Tips for long-term change

✓ Highlight results with clear, visual communication. Make your data clear, not just for experts, but for the broader public. Capture everyday moments: children playing, neighbours gathering, people choosing to walk or cycle. These scenes build emotional connection and help residents imagine a better, more people-friendly version of their street.

✓ Widespread public support lowers political risk. If people enjoyed and embraced the tactical intervention, make sure to share that success with decision-makers and the media. Emphasize that the pilot helped reduce uncertainty and showed that change is not only possible but wanted. The goal is to spark a collective feeling: *this is how we want our street to be in the future.*

✓ Interview especially less enthusiastic stakeholders and try to understand their reservations. If possible, integrate their feedback into future plans. This builds trust and helps shape more inclusive, lasting improvements.

In **Krems**, the success of the pilot intervention prompted the city's planning office to integrate tactical approaches into long-term square redesigns and to include these strategies in their new climate roadmap, highlighting how temporary experiments can influence official planning frameworks.

In **Kamnik**, lessons from the pilot led to plans for a unified catalogue of urban furniture, reinforcing the town centre's identity.

In **Varaždin**, the high public approval accelerated the city's interest in expanding green, pedestrian-oriented interventions to other streets.
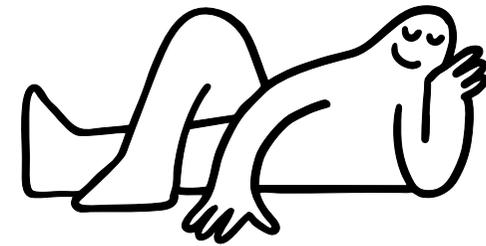
"Tactical urbanism offers a glimpse of what's possible. Your role is to help make that vision last."

>> In Kamnik, a bicycle stand shaped like a mermaid was designed by a local sculptor and draws inspiration from the local legend of Queen Veronika.
Credits: Municipality of Kamnik

Digital campaigning for tactical interventions

A strong digital campaign extends the impact of tactical interventions far beyond the physical site: it helps cities tell their story, invite participation, and build long-term trust in change. Digital tools connect planning and implementation with everyday experience. When used strategically, they turn short-term pilots into shared public conversations about the city's future

.

Planning

Launching a successful digital campaign at the municipal level requires thoughtful planning, an appropriate team composition, and a strategic approach to outsourcing. Following these key steps helps local governments start with clarity and confidence.

Communication team

Form a campaign team

Start with internal resources, then identify gaps. Assess existing staff competencies in communications, project coordination, and thematic knowledge (e.g., sustainable mobility, urban planning). The team is often composed of a mix of in-house personnel and external specialists, tailored to the city's capacity and campaign goals.

- **Municipal staff roles** typically include project coordination, content approval, local knowledge, and stakeholder liaison.

Kamnik assigned three staff members to handle administration, communication, and thematic oversight. Pilot partners' internal staff from other departments was involved for other tasks, like the Press and Public Relations Office.

- **Experts or advisors** support niche topics (such as tactical urbanism or sustainable mobility) or audience alignment (such as youth-focused NGOs).

- **Cross-functional teams** work best with combinations of content creators, designers, strategists, and community engagement coordinators.

In **Rzeszów**, a mixed team of colleagues were involved from the start with marketing professionals.

An external expert in **Kamnik** ensured the content was of high quality and professional while also understandable to the target groups.

Subcontracting

Cities decide on subcontracting based on available skills, budget constraints, and expected campaign impact.

Reasons to subcontract:

- **Access to professional digital expertise:** Hire advertising or creative agencies to bring in high-quality visuals, storytelling, and strategic insight.

- **Enhanced campaign reach and creativity:** Contractors often introduce new ideas and tools (Instagram reels, video storytelling ...). In addition, they can undertake time-consuming tasks like analytics and post design.

- **Trust-based local partnerships:** Partner with NGOs or other local organisations you have worked with before to ensure alignment with community values.

Reasons not to subcontract:

- **Internal capacity available:** Having in-house communication and marketing teams can reduce costs while ensuring clearer oversight and control.

- **Budget limitations:** Work within the available budget and plan for maximum impact with the resources at hand.

Ferrara contracted a graphic designer to develop high-quality communication materials for promoting the initiative.
Credits: Matteo Cattabriga

Tip: When subcontracting, clarify deliverables, timelines, and report expectations early. Align external efforts with city communication standards and goals.

Roles and work distribution

Team sizes may vary depending on city size and campaign scope. Here are some common roles to include in your communication team.

Role	Responsibilities
Project manager	Coordination, stakeholder management, schedule, reporting, proposes/reviews content
Thematic expert	Reviews the content of the communication materials
Communication officer	Messaging alignment, quality control according to city communication rules, campaign planning (target groups, indicators, messages, channels, …)
Social media manager	Channel maintenance, scheduling posts, interaction management
Graphic designer	Visual identity, infographics, posters
Videographer / Photographer	Video production, photography
Copywriter / Editor	Creating post texts, press releases, taglines
Community liaison	Ensuring community voice and inclusivity
Facilitator	Facilitating events, workshops

The communication teams in the PopUpUrbanSpaces project consisted of anywhere from 2 to 8 members.

In **Nyíregyháza**, a four-person team managed the campaign. Two municipal employees (a project manager and a mobility expert) coordinated with a subcontracted campaign planner and a social media coordinator. This ensured both professional delivery and institutional legitimacy.

Tip: Assign at least one team member to track analytics and optimize based on real-time feedback. Even small teams can succeed with smart role-sharing.

Campaign planning and local context

Once a team is in place, campaign planning should start with a clear articulation of goals, messages, and audiences. Most successful campaigns are those that match ambitions with their local realities.

Define clear campaign goals

- **Awareness-raising:** Highlighting urban development plans (with a focus on urban mobility and tactical urbanism), new public spaces or digital tools.

- **Engagement and behaviour change:** Encouraging sustainable transport, public space use, and community involvement.

- **Long-term transformation:** Shifting urban mobility habits and public perceptions through repeated exposure and involvement. Connecting the intervention to long-term urban policies.

- **Address the real needs and motivations of the community:** Cities identify a wide range of community needs connected to reliable, sustainable transport: safe, inviting public spaces, access to clear, relatable information, as well as policy and infrastructure support.

Tip: Tie your goals to tangible actions or results: participation at events, online interaction, or an increased use of new infrastructure. Campaigns should show how participation can lead to tangible improvements in everyday life.

Identify and understand your target groups

Successful campaigns define and address specific audiences and adapt channels and formats accordingly:

- **Youth (18–35):** Digitally active, visually oriented, engaged by Instagram and video.

- **Adults (35–60):** Concerned with quality of life, family mobility, traffic; best reached via Facebook, local news.

- **Seniors (60+):** More responsive to print media, newsletters, and face-to-face events.

- **Commuters & drivers:** Critical target for behaviour change, especially regarding car usage.

- **Decision-makers:** Targeted through reports, workshops, and strategic engagement.

In **PopUpUrbanSpaces**, some cities included other target groups as well, such as tourists, local media, Instagram communities, and associations.

Tip: Create personas or audience profiles to guide messaging, channels, and formats.

Engage with the community and stakeholders

Digital campaigns are most impactful when they reflect local voices and engage a broad spectrum of community actors. The insights of stakeholders can help in shaping and sharing the campaign's messages, build trust with key audiences, and ensure that the communication responds to user concerns and real urban mobility challenges.

Involve partners early in the process:

- **Civic groups and NGOs** for credibility and outreach to specific demographics.

- **Public institutions**, such as schools, local businesses, or transport providers.

- **Media partners** to amplify reach and ensure consistent coverage.

- **Neighbourhood associations and residents** to reflect their values, needs, and priorities.

- **Artists** who are involved in the project.

Tip: Involve stakeholders in both the planning and dissemination. Shared ownership improves reach and credibility.

Choose the right mix of channels

It is important to integrate online and offline channels in communication plans. Channels and messages will vary depending on the target audience.

- **Facebook:** For detailed updates and reaching adults 35+.

- **Instagram:** For visuals, stories, and younger audiences.

- **Websites and newsletters:** For formal communication and informing stakeholders.

- **Offline tools:** Posters, flyers, radio, newspapers, event, public transport screens for wider reach.
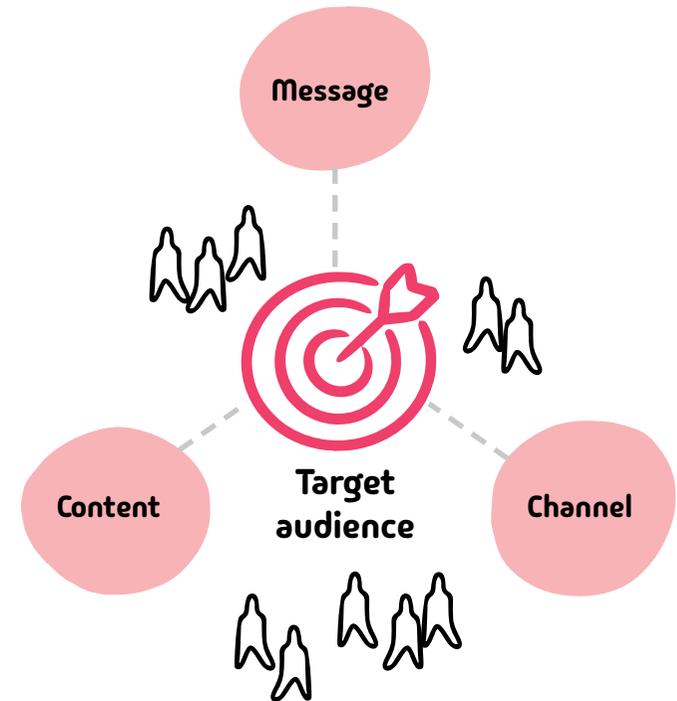
Tip: Don't spread your efforts too thin. Focus on 2–3 key channels and maintain a regular posting rhythm.

Develop consistent and motivating messages

Keep messages short, easy-to-understand, and fitting to the local context. It is recommended to phrase messages in the local language. The message should be rooted in local identity and should motivate the local target group to action.

Varaždin

Transformirajmo svoj grad održivom mobilnošću – učinimo Varaždin zelenijim, zdravijim i ugodnijim za život zajedno!
Transform your city with sustainable mobility — let's make Varaždin greener, healthier, and more liveable together!

Kamnik

PARKirišče Veronika
Park(ing) Veronika

Rzeszów

Nie marnuj czasu i pieniędzy na stanie w korkach. Wybierz połączony transport publiczny i rower!
Don't waste your time and money for the traffic jams. Choose combined public transport and bicycle.

Krems

Krems mobil — a city in motion. Your city, your paths.
Krems mobil — a city in motion. Your city, your paths.

Bamberg

EUER PopUp auf der ThEUERstadt
Your PopUp in your city

Ferrara

Il Giardino delle delizie
The Garden of Earthly Delights

Nyíregyháza

Te utazol, mi számolunk – együtt fejlesztjük a közlekedést!
You travel, we count — together we improve mobility.

Create and maintain a campaign calendar

Campaign calendars help you plan and maximise the effect of your communication. Consistency in message, visual design, and timing make for an effective campaign.

- Monthly posts on Facebook and Instagram with more posts during the implementation.

- Regular newsletters or press updates to keep stakeholders informed.

- Schedule live events in warmer months for higher visibility and participation.


Kamnik supported its campaign with a clear communication schedule, combining regular Facebook and Instagram posts for seasonal on-site events.

Facebook page Trajnostna mobilnost Kamnik (Sustainable mobility Kamnik) played a central role by sharing updates on mobility improvements and encourage residents to adopt more sustainable travel habits.

Tip: Use a shared calendar to coordinate digital and physical actions. Incorporate flexibility for real-time responses or seasonal trends.

Kamnik's campaign ran January–October, with only Facebook posts in the initial two months, then a steady flow of 2 Facebook posts, 2 Instagram posts and 1 short video each month during the implementation, with an additional extra monthly video in the last few months.
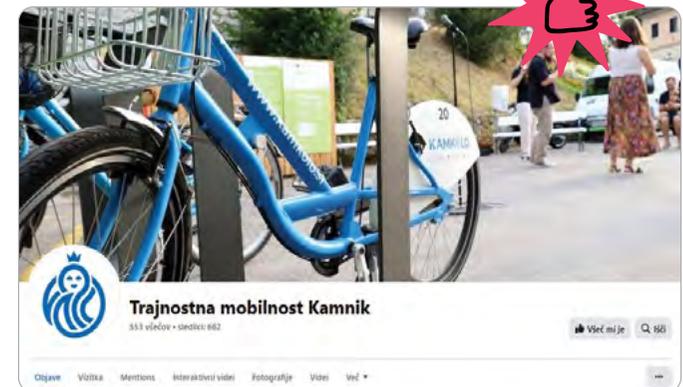
During the intervention

Campaign tools and success factors

Digital campaigns succeed when they use tools that resonate with local communities and encourage two-way engagement, meaning a dialogue between public authorities (like municipalities) and citizens, where information is not only shared by the municipalities, but where citizens are asked about their inputs, comments, and ideas. Municipalities listen, respond and ideally act on the collected inputs.

Experience from PopUpUrbanSpaces

Effective campaign elements

The most effective elements shared some common features: high visibility, clarity, local relevance, interactivity, emotional engagement, action-orientation, and a tangible offline presence.

- **Social media channels, especially Facebook and Instagram:** Facebook consistently emerged as the most effective digital tool for adult audiences (35+), particularly when the content was local, visually appealing, and emotionally engaging. Posts that shared event announcements, short stories, or nostalgic references encouraged engagement (Varaždin, Kamnik).

- Instagram worked well with younger demographics when the visuals were strong, such as in **Ferrara**, where posters and creative storytelling expressed through reels led to increased interest and community participation.

- **Live or tangible events:** Combining online promotion with real-life events created a powerful synergy. **Varaždin**'s *PopUp Susedi* event,

promoted via social media, attracted around 250 participants and resulted in 126 on-site questionnaire responses — a clear example of translating online visibility into meaningful participation.

- **On-field video tools: Rzeszów**'s short promotional videos, displayed on over 200 city bus screens, offered consistent, high-frequency exposure to daily commuters. With an estimated 3,600 screenings per day, this medium effectively reinforced messages about switching from car travel to public transport and bicycle use.

WATCH VIDEO

- **Paid promotion for event visibility: Krems** boosted a single event (*Jane's Walk*) with €220 in Facebook advertising, resulting in over 48,000 views and 12,700 unique reaches. The low-cost investment proved effective, especially for event-based, locally grounded content.

- **QR-enabled posters and billboards**: In **Ferrara**, large visual assets, like billboards and posters linked to digital platforms via QR codes, merged offline curiosity with online engagement.

Recognisable visualisation supported Varaždin's social media posts.

Kamnik's post with low engagement

Krems used bold colours and simple short sentences to convey messages.

Campaign elements that didn't perform so well

The underperforming elements revealed that passive, one-directional communication, particularly when not tailored to local habits or interests, struggles to capture and retain attention in competitive digital environments.

- **Static printed materials:** Posters and flyers in community buildings underperformed (e.g., **Varaždin**), offering minimal interaction and no measurable engagement, especially among younger or digitally active citizens.

- **Generic or overly academic content:** Posts linking to official documents, overly complex urban planning explanations, or generic messages failed to drive interaction (**Kamnik**, **Krems**). Simpler, localised content worked better.

- **Unboosted or unremarkable social media posts:** In **Rzeszów**'s experience, Facebook posts featuring infographics or reposted videos had limited engagement unless the content had a distinctive hook.

Campaign implementation tips

Make content visually striking and locally relevant.
Use strong, simple visuals, such as a single clear photo, supported by concise graphics. Visual clarity increases engagement, especially in fast-scrolling environments. However, pay attention to avoid generic content.

> In **Ferrara**, the posters featured local flora and known landmarks, which strengthened emotional resonance and a sense of place.

> In **Krems**, the familiar "GEHspräche" event format was used, increasing trust and turnout.

WATCH VIDEO

Blend digital and real-world engagement.
Link online content to real-life action: online storytelling drives interest when backed by physical participation opportunities: workshops, events, installations, or surveys.

Involve local stakeholders early.
By tapping into trusted local voices, whether through walking advocates, NGOs, or neighbourhood associations, campaigns gain traction by involving credible intermediaries from the start.

WATCH VIDEO

Use co-promotion with partners.
Cross-posting by partner organizations or city departments increases reach at no extra cost.

Focus on creativity and relatability. Prioritize interactive formats connected to local interest: Using a strong visual identity and keeping messages short are essential but not enough; videos and other interactive formats perform the best, especially when they connect clearly to people's daily lives.

Add a hook to get attention. **Rzeszów** found that an otherwise routine video gained attention and comments when the presenter wore a construction helmet instead of a bike helmet, demonstrating that small creative details can spark online conversation.

WATCH VIDEO

In **Bamberg**, popcorn became both a visual communication symbol and a tasty treat at events — an imaginative detail that perfectly tied the story together.

<< Billboard in Ferrara featuring local flora. Credits: Matteo Cattabriga

>> Credits: City of Bamberg/Xenia Jakubek

Don't rely solely on social media. Combine different channels and formats. Printed materials may not be highly effective alone, but when integrated with events and social content, they can add visibility.

Rzeszów's use of public transport screens showed that other digital environments can effectively reinforce campaign messages.

Measuring impact

Track your performance. While data collection approaches may vary, tracking reach, visibility, and engagement are most common. Key Performance Indicators (KPIs) can help cities define campaign goals and track their performance:

- **Social media engagement:** Number of posts, likes, shares, comments, and reach.

- **Other online reach:** Website traffic, newsletter reach.

- **Event participation:** Attendance numbers

- **Distribution of physical campaign materials:** Number of people reached

- **Infrastructure use:** Changes in commuting habits, number of visitors, user feedback. *This type of KPIs is connected to the communication on site rather than the digital campaigns, but it is still an important part of your communication campaign.*

Tip: Start with a few measurable indicators and adapt based on the campaign evolution.

Tip: Even approximate data helps in justifying the campaign continuation and budget.

Tip: A modest budget can significantly increase reach for event-based or visually strong content, especially on Facebook. Prioritize boosting posts that include clear calls to action or tangible opportunities for engagement.

The Krems project team used social media posts like this one to boost visibility, engage residents directly on-site, and strengthen the reach of their communication campaign.

Krems mobil - Eine Stadt in Bewegung
16. december 2024 ·

Hallo Krems, wir sind's!

Stefanie, Christine, Martina und Markus – Team Austria bei Pop-up Urban Spaces Project! Unser Anspruch? Wie kann Krems mehr Raum für die Bevölkerung gestalten – für euch. für Familien. für ein lebenswerteres Miteinander.

Unser Motto? Mehr Platz für Begegnung, Bewegung und kreative Ideen.

Jetzt seid ihr dran:
Was wünscht ihr euch für Krems?
Schreibt uns in die Kommentare – wir sind gespannt auf eure Ideen!
#popupurbanspaces #Nachhaltigkeit #greenMobility #community @followers

See translation

Experience from *PopUpUrbanSpaces*

Engagement and reach were tracked mostly through Facebook analytics. However, some partners based their data on estimations. In general, around 5,000–28,000 people per pilot partner were reached on Facebook. Moreover, Rzeszów reached 14,000 public transport passengers and Varaždin interacted personally with 126 people during a specific event.

City	Estimated reach	Notes	Boost / paid adds
Kamnik	4,859 unique users, 18,707 impressions	Data collected until 10 May 2025	€35
Bamberg	*Not available*		€50 (as of May 2025)
Ferrara	*Not available*	/	/
Krems	12,700 unique reach (48,000 views)	Facebook ads for the *Jane's Walk* event	€220
Nyíregyháza	28,000 reach (59,000 views)	Facebook analytics	/
Rzeszów	Estimated 14,000 passengers	Estimation based on 3,600 screenings/day in 200 buses over 4 weeks	€0
Varaždin	126 in-person survey respondents	PopUp Susedi event; likely broader reach but not quantified	€0

How to create a strong and effective digital campaign

- ⊘ **Start with clear objectives**
- ⊘ **Identify audiences**
- ⊘ **Build a capable, context-aware team**
- ⊘ **Create compelling, locally rooted content**
- ⊘ **Combine online tools with offline activation**
- ⊘ **Keep it consistent and boost strategically**
- ⊘ **Monitor progress and adjust**

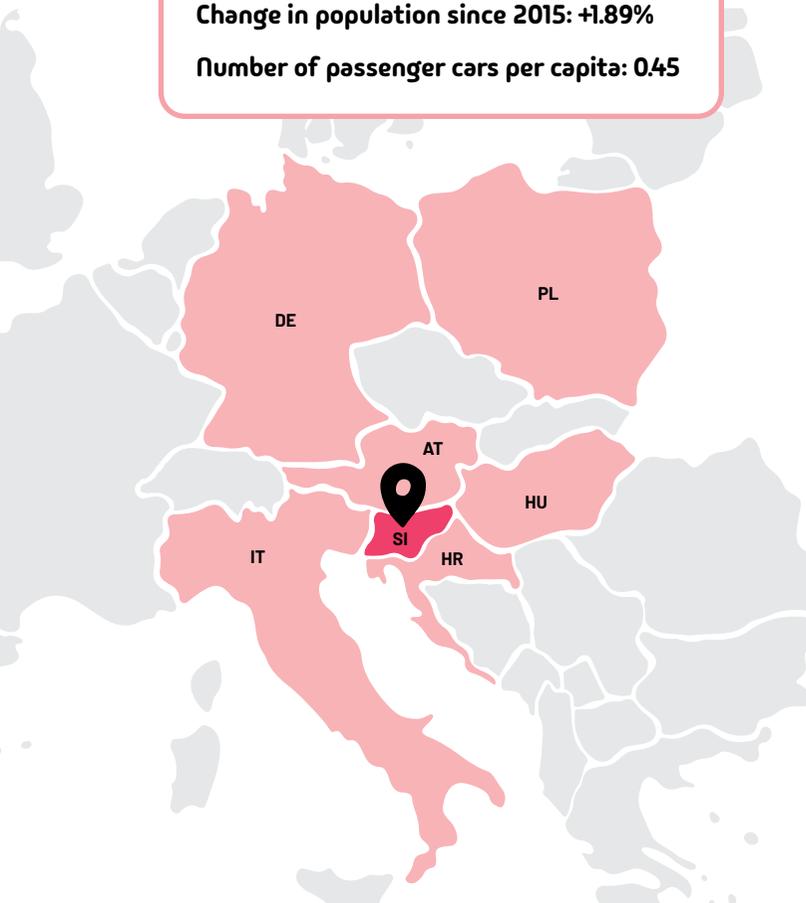# Pilot interventions from PopUpUrbanSpace

Kamnik:

Transforming a parking area into a public space

Population: 29,979

Change in population since 2015: +1.89%

Number of passenger cars per capita: 0.45

Kamnik, a picturesque Slovenian town, is facing challenges that are typical of many historic European towns: its public spaces are dominated by cars, the sidewalks are narrow or degraded, the pedestrian infrastructure is incomplete, and cycling is not prioritised. Many of its squares, including those in the medieval town centre, are used for car parking. There isn't a lot of urban furniture, such as benches, drinking fountains, and bike racks, and the urban environment does not support social gatherings, active mobility, or a vibrant street life.

In recognising this, Kamnik's goal was to reclaim space for people by showing how small changes, such as replacing parking spaces with gathering spaces, can reshape public life in the town.

The pilot intervention **PARK(ing) Veronika** reimagined a historic square near Veronika Café and Mali Grad castle in Kamnik. Once dominated by parked cars, the space was transformed into a vibrant and multifunctional area for community use. By installing custom-designed urban furniture, the square became more welcoming and comfortable for visitors. A sculptural bicycle rack by local artist, inspired by the legend of Queen Veronika, added cultural significance and created a recognisable
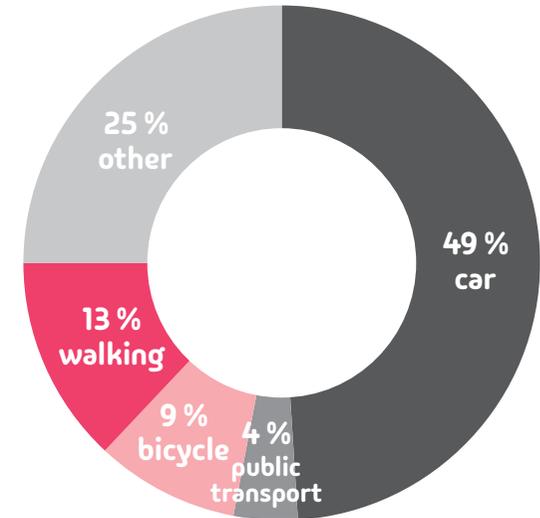
symbol for the city. To improve the visual quality of the space, protective wooden elements were introduced to enclose the waste area and clearly define the new event zone.

Over the summers of 2024 and 2025, the space came to life with cultural events including theatre, music, and street performances, testing its potential as a social and cultural gathering point. More than a temporary redesign, the pilot served as a real test for shifting the logic of the city centre from its car-oriented use to a focus on culture, community, and

25 % other

49 % car

13 % walking

9 % bicycle

4 % public transport

Kamnik before and after the intervention.
Credits: Municipality of Kamnik

public life. This period produced several valuable insights for future spatial interventions, showcasing how removing parking spaces can have a positive impact on public life, but only when combined with an attractive urban design and engaging programming that brings people in and gives the space new purpose.

While the pilot faced no strong opposition, some concerns emerged regarding the residents' reactions to the reduction of parking spaces. To address this, the project team emphasized the importance of the early involvement of communication teams to clearly communicate the benefits of the transformation and manage expectations. Additionally, the pilot highlighted that ongoing support from decision-makers is essential to ensure long-term success, permanent improvements, and a broader acceptance of similar interventions in the future.

Who Was Involved

The pilot project was a collaborative initiative led by the Municipality of Kamnik, specifically the Department for Development and Investments. The spatial concept was co-designed and shaped by young architects and students from the Štajn Group Institute. Local sculptor Nina Koželj created custom-designed urban elements that gave the space a distinctive identity. Expert support and mentoring were provided by the IPoP - Institute for Spatial Policies, while urban equipment producers and stone suppliers assisted in fabricating prototypes and physical structures.

The activation of the space was supported by local community organisations and cultural institutions (such as the Priden Možic Cultural Association), which helped organise activities and engage the public. Café Veronika and other local businesses played a key role in enhancing the visitor experience and supporting the local economy.

A wide range of stakeholders—residents, workers, performers, visitors, and creators—contributed to the success of the project. Community support was fostered through direct communication, public events, and the delivery of visible, high-quality design that reflected the local needs and identity.

"I see the PopUpUrbanSpaces project as an opportunity to test how even simple spatial interventions can make the city centre more welcoming, safe and homely – for all generations. The space in front of Café Veronika is the beating heart of the city, and now it will become a space for creativity, collaboration, and a meeting place."

Romana Učakar
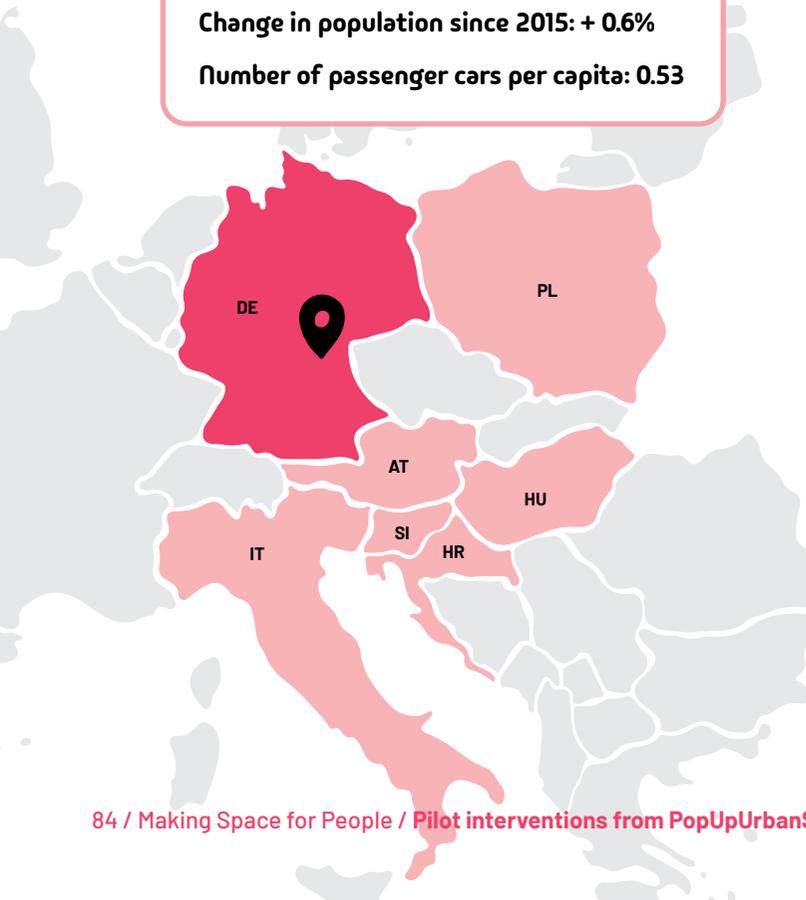Vice-Mayor of the Municipality of Kamnik

Bamberg:

Theuerstadt street – from a parking space to a people's square

Population: 76,000

Change in population since 2015: + 0.6%

Number of passenger cars per capita: 0.53

Bamberg, a historic city with UNESCO World Heritage status, faces challenges related to the uneven use of public spaces, car-oriented urban planning, promoting sustainable transport, and creating a vibrant community life. The pilot action was designed as a response to these issues and aimed to revitalise an underused public space in the historic centre, enhance the experience of the square, and encourage community involvement.

The pilot took place on Theuerstadt street, which is part of the historical UNESCO-protected core of Garden city (*Gärtnerstadt*). Despite the area's character of a small village square, it is primarily used for parking. The goal was to transform it into a lively, car-free zone that would serve as a meeting point for residents, encourage social interaction, sustainable mobility, and climate resilience.

The process began with a participatory site selection through workshops and discussions with citizens and cultural and mobility organisations. Theuerstadt street was chosen for its community support, heritage value, and spatial potential. It was transformed through a participatory process involving residents, the design team from UrbanLab, and various cultural organisations. Over the course
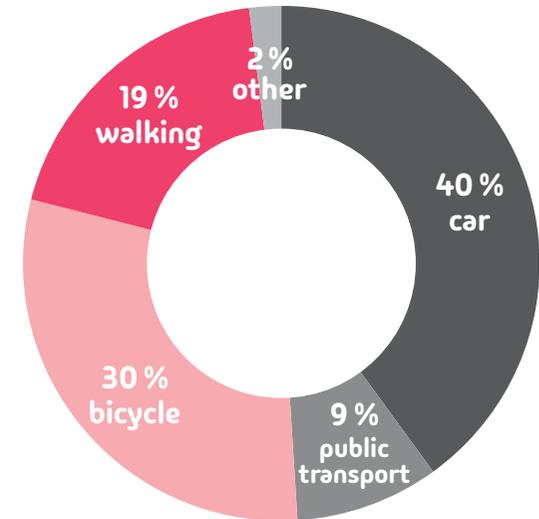
of the project, the site was gradually equipped with a sandbox, a dance floor, seating areas, picnic tables, and a pop-up café.

Cultural and social programmes played a central role in activating the space. Weekly community barbecues, concerts, dance events, film screenings, workshops, children's activities, and heritage exhibitions attracted a wide range of participants. The University of Bamberg supported the pilot monitoring and evaluation by using Wi-Fi-based visitor tracking to assess use and impact. As a

2 % other

19 % walking

40 % car

30 % bicycle

9 % public transport

The area before intervention. Credits: City of Bamberg, Seufferth
Opening the dancefloor. Credits: City of Bamberg

result, the car-dominated area was successfully transformed into a welcoming, multifunctional public space with high levels of participation, strong local ownership, and consistent positive media coverage.

The project also faced administrative challenges, as the procedures were time-consuming and sometimes even restrictive, particularly in the permitting process. These were overcome with persistence, regular cross-departmental communication, and a shared can-do spirit among all involved actors. Pilots' success can depend greatly on early and broad stakeholder involvement, which helps align interests and smooth the implementation process. Strong local partnerships and co-creation fostered a sense of ownership, which in turn protected the space from misuse; for example, the anticipated minor vandalism was minimal due to the high community engagement.

In the end, **EUER PopUp auf der thEUERstadt** not only demonstrated how reclaiming car-dominated spaces can revitalise a historic urban area, but also highlighted the power of community partnerships in making such transformations sustainable and widely supported.

Who was involved

The pilot was led by the project team in the World Heritage Office and involved several municipal departments: urban planning (site evaluation), traffic planning (mobility and public space input), and civic engagement (participation and implementation). A freelance coordinator managed setup and logistics, while the municipal traffic authority was responsible for permits.

The process engaged a wide range of local actors: citizen associations in the World Heritage area, especially the Theuerstadt Citizens' Association, which helped identify needs and locations, cultural and heritage organisations, like *Schutzgemeinschaft Alt-Bamberg*, and sustainable mobility advocates, such as VCD. Youth, families, and residents contributed ideas through events and micro-projects. Key partners included the Department of Civic Engagement, UrbanLab, VCD, local personal networks, the Bamberg Short Film Festival, carpenter Hartmut Steil, and café operator Gerhard, all of whom added a cultural, practical, and social value.

The success of the process was also enabled by committed volunteers, who brought energy and authenticity, but whose management required clear coordination to prevent overload.

Krems:

Turning a drop-off zone into a community space

Population: 31,383

Change in population since 2016: +6.4%

Number of passenger cars per household: 1.7

The Austrian city of Krems is facing increasing urban and mobility challenges. Public spaces and travel behaviour remain dominated by cars while parking garages close to the centre are often underused. Speed limits are hard to enforce and the city's infrastructure is under pressure. On top of that, political complexity often slows down development, particularly when local and regional leaderships are not aligned. Administrative barriers also add to the mix, as it is often unclear who should lead or fund temporary interventions, and staff shortages and poor coordination between departments make coordination difficult.

At the same time there is a growing demand for greener, high-quality public spaces for walking, cycling, and leisure time. In this context, the project provided a valuable opportunity to test out temporary solutions that could inform long-term urban planning.

The pilot intervention took place at **Hafnerplatz**, a square adjacent to two schools. The space had primarily been used for car drop-offs and parking, reinforcing car dependency and limiting its potential as a shared public area. Although three parking garages were available within a five-minute walk, they remained underused, indicating a potential to shift behaviour through better communication or incentives.

1 %
other

22 %
walking

12 %
bicycle

10 %
public transport

55 %
car
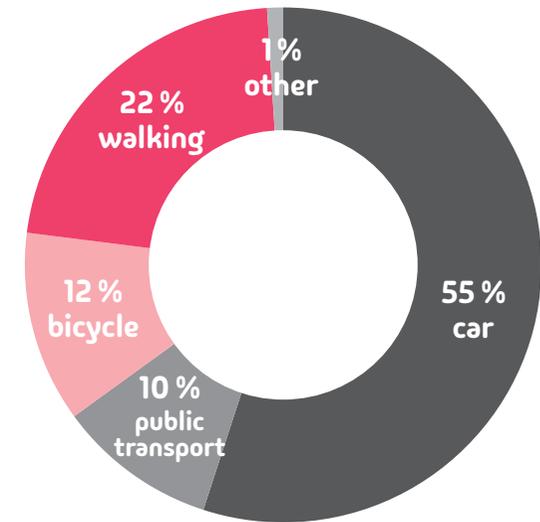
Five parking spaces were removed and part of the street was closed for vehicles. The street and sidewalks were co-designed and painted by students, creating a colourful, welcoming atmosphere and reinforcing a sense of local ownership. Additional simple features included benches, bike racks, shaded seating areas, additional mobile greenery and playful elements made from repurposed materials, such as painted tires and pallets.

Hafnerplatz before and after pilot action.
Credits: Stefanie Kotrba

A key design element was a *consumption-free* zone intended for outdoor classes, spontaneous gatherings, and quiet rest. A series of public events and activities including lessons, workshops, and community art further activated the space and helped embed the intervention in daily life.

The pilot also tested new ways of interdepartmental collaboration and working with the public. Involving school children in planning helped meet the real needs of users, while light, creative elements made the space more approachable. Humour and a relaxed approach proved useful in reducing tension and encouraging open participation during design and setup. At the same time, careful time management, particularly allowing space for coordination and documentation, proved essential for tracking progress and evaluating outcomes.

On the other end, institutional barriers emerged from the start: the departments responsible for urban planning and traffic regulation withdrew from the process due to time and resource constraints, and there was no clear administrative protocol on who should lead the coordination among department and provide human resources. Even strong supporters, such as the Climate and Energy Model Region Manager, were stretched too thin

to provide consistent support. These challenges revealed the need for stronger coordination, clearer leadership, and more resources.

Although the city departments stepped back, the strong support from local schools, civil society, and the mayor's office helped move things along. The insights from the pilot were later incorporated into official draft plans for a permanent redesign of Hafnerplatz.

Based on the pilot's processes and results, the city administration adopted the tactical method and incorporated it into the newly developed Climate Action Plan of the City of Krems. The method has now been titled *PopUpUrbanSpaces* and has been integrated as a permanent tool for the rapid and temporary testing of alternative uses of public spaces in urban planning.

Who was involved

The pilot was led by the University for Continuing Education Krems (UWK) and brought together a diverse network of stakeholders. Early support came from various municipal departments, including planning, traffic safety, and citizen engagement, as well as the mayor's office. The Climate and Energy Model Region Manager contributed strategic insights.

Teachers and schoolchildren played an active role in designing and using the space. Civil society actors helped maintain momentum as official support became limited. Despite the withdrawal of some departments, the collaboration between committed individuals across sectors ensured the intervention's success.

"The project gave the city insight into how people can be actively involved and prepared for long-term changes to achieve multifunctional spaces and how to gather practical feedback before any construction begins."

Stefanie Kotrba, Project Manager, University for Continuing Education Krems

Ferrara:
## Reclaiming the neighbourhood (through tactical urbanism)

Population: 130,957

Change in population since 2015: +1.7%

Number of passenger cars per capita: 1.77

Ferrara, a historic city in northern Italy, has faced growing urban and mobility challenges in recent years. Issues, such as traffic congestion, deteriorating pedestrian infrastructure, underused public spaces, and a disconnect between residents and their surroundings highlighted the need for a change. The city recognised the urgency to revitalise its neighbourhoods in ways that reduce car dependency and promote cycling and walking and reimagine public spaces as inclusive, accessible, and community oriented.

The "Il Quartiere" district was selected for the pilot intervention. This area is characterised by an ageing population, fragmented mobility networks, and reduced social interaction, making it a strong candidate on which to test new ideas. The project **A Garden of Earthly Delights: Revitalising the 'Il Quartiere' district** aimed to transform the neighbourhood through tactical approaches by combining green infrastructure, public art, and inclusive design. The focus was on sustainable mobility and reclaiming public space, with special attention to the needs of children, students, and older residents.
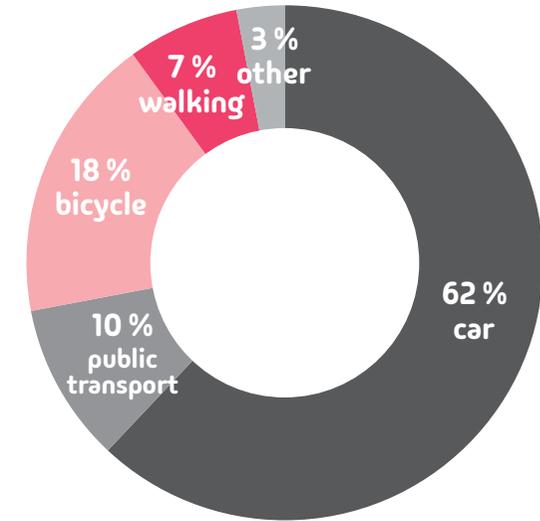
The neighbourhood faced multiple challenges. Physically, it lacked safe and clear pedestrian routes, and shaded seating. Socially, the shared spaces were underused and community ties had weakened. Administratively, ensuring community engagement and aligning various actors, from municipal departments to local groups and residents, required careful coordination.

The pilot set out to create a more connected, people-friendly neighbourhood by improving pedestrian infrastructure and encouraging safe, accessible walking environments. Key activities

The wooden and reed shelter in Ferrara.
Credits: Matteo Cattabriga

included co-creating a shaded rest area in a large public parking space, the design and painting of a Pedibus walking route to Mosti Primary School, and the marking of key walking paths to support safer access to shops and services.

A core takeaway from the pilot was the importance of early and continuous community involvement. From the start, the project utilised participatory mapping, co-design workshops, and visual communication tools, such as a large mural-billboard and updated info boards. These efforts ensured the residents were not just informed, but actively engaged in helping identify pedestrian paths, locations for shaded seating, and green spaces for improvement. By involving specific groups, like primary school pupils and elderly citizens, the project was able to address the actual mobility needs of the community.

A key strength of the pilot was the continuous use of art in shaping the initiative. Led by the Basso Profilo Association, this creative approach unlocked new ways of using public space, drawing attention to the small green corridors winding through streets and paths. Exploring the local "herbarium" encouraged residents to slow down, observe, and reconnect with their surroundings, shifting focus from fast car travel to calm, playful interaction with the urban landscape.

Consistent communication through social media and eye-catching on-site art kept the neighbourhood informed and engaged, building trust, local ownership, and lasting community support.

Who Was Involved

The pilot was led by the Municipality of Ferrara's Department for Environment and Mobility Planning, which oversaw the coordination and strategy. It was implemented by Basso Profilo, a local cultural association with strong experience in community regeneration and urban creativity. The team included urban planners who designed the interventions and community facilitators who organised participatory mapping and co-design workshops. Communication specialists managed public outreach through social media and visual campaigns.

The residents played an active role throughout all the project stages, contributing ideas and helping to install temporary elements. Mosti Primary School engaged children in planning walking routes and exploring their neighborhood. The neighborhood associations acted as intermediaries between the project team and the broader community, while local business owners ensured the interventions were aligned with everyday commercial needs.

The pilot encountered no significant resistance and was widely welcomed as a step forward in improving the area's livability and mobility. Additionally, the shelter immediately started to act as a new focal point of the neighborhood, with a spontaneous book crossing initiative appearing from the day after its opening.
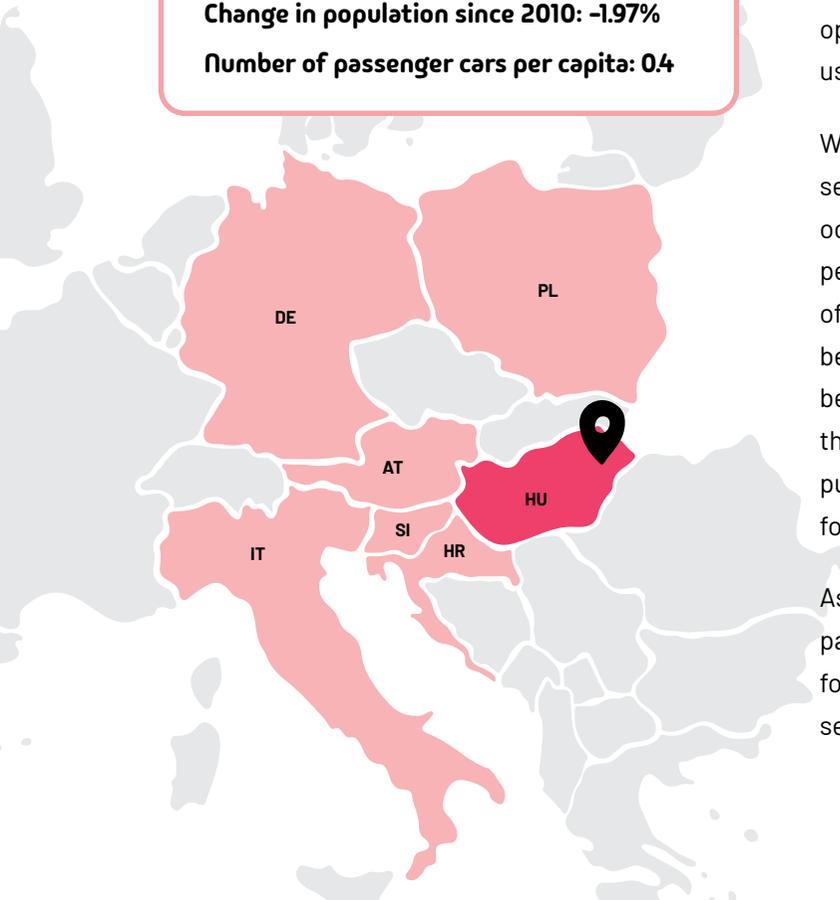
Nyíregyháza:
Enhancing public transport through real-time passenger monitoring

Population: 115,521

Change in population since 2010: -1.97%

Number of passenger cars per capita: 0.4

In the heart of north-eastern Hungary, the city of Nyíregyháza is taking steps toward smarter, more responsive urban mobility. The city faces many mobility challenges shared by mid-sized European municipalities. A persistent reliance on private cars reflects a modal split that has yet to shift decisively. While the city has an established public transport network and continues to invest in bicycle infrastructure, it has also identified several opportunities for improving how these systems are used and managed.

While local public transport is evolving, it indicates several opportunities for improvement. Bus occupancy can still be increased, and public perception indicates a potential for growth in favour of bus travel. A modernised fleet would bring clear benefits, while optimising routes and schedules to better match actual demand could further enhance the service. The introduction of real-time data on public transport usage will create new possibilities for more accurate and responsive planning.

As part of the pilot, Nyíregyháza began monitoring passenger flows in real time, laying the groundwork for more adaptable and user-focused transit services. In September 2024, real-time passenger
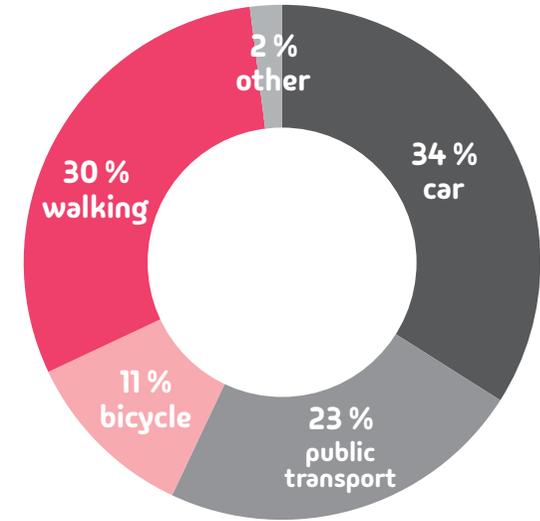
counting sensors were installed on two buses to monitor boarding and exiting at each stop. Instead of assigning these buses to fixed routes, the city rotated them across different lines and districts to ensure a broader data collection.

This strategic approach produced an overview of system-wide usage patterns. The data will be used to adjust routes, improve frequency, and manage bus loads more effectively, thus enhancing both efficiency and user experience. The city recognised the great value of real-time data in understanding ridership patterns and responding to user behaviour.

A bus in operation. Credits: Municipality of Nyíregyháza

The flexible design of the pilot, in particular rotating the bus routes, proved essential in managing technical and social challenges, such as sensor calibration issues and the public's unfamiliarity with the technology. The community feedback revealed a growing interest in public transport as a modern and viable option. What began as a technical pilot also sparked wider curiosity about sustainable mobility and public space.

Encouraged by the results, the city reviewed its route and schedule planning and is exploring ways to expand sensor-based monitoring to more vehicles. The pilot's findings were also integrated into strategic planning documents, such as Nyíregyháza's Sustainable Urban Mobility Plan.

Who was involved

The pilot was coordinated by Nyíregyháza's Department for Urban Development in partnership with the city's public transport company. Importantly, the initiative engaged a wide range of stakeholders, including the Chief Architect's Department, the University of Nyíregyháza, local transport and environmental working groups, and civil society organizations. Workshops and roundtables with community members were essential in shaping the project and aligning it with local needs.

"With the help of the passenger counting system, we can get an accurate picture of how the individual routes are utilised, peak travel periods, and less frequented periods. This enables the optimization of flight frequency, a more efficient allocation of capacities, and adjustments to the schedule to accommodate real needs. All this not only increases passenger comfort, but also contributes to the reduction of operating costs."

Mr. József Kató
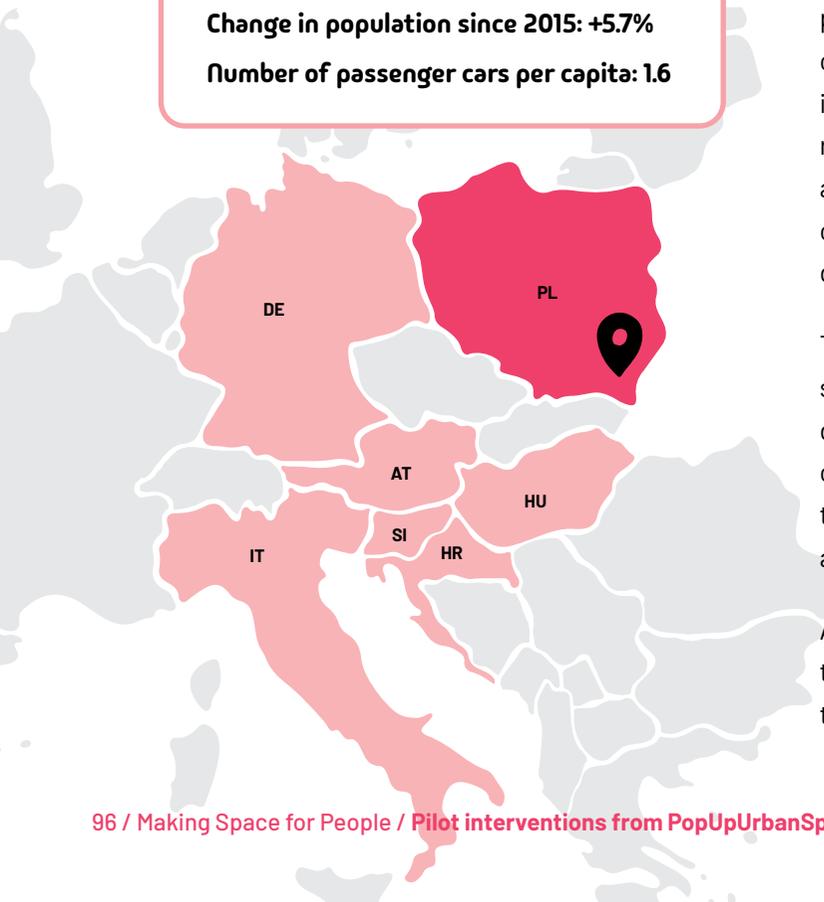Bus Traffic Operations Manager, MÁV Passenger Transport Co.

Rzeszów:

Bus shelter at the bus stop to support intermodal transport

Population: 197,181

Change in population since 2015: +5.7%

Number of passenger cars per capita: 1.6

Rzeszów, a growing city in south-eastern Poland faces pressing mobility and infrastructure challenges. Car dominance, especially in the city centre, has led to congestion, pollution, and underuse of public transport. The city has insufficient public transport coverage in peripheral areas and a fragmented network of cycling routes.

The lack of integration between the cycling and the public transport systems reduces the effectiveness of both, discouraging multimodal travel. Despite investments in cycling infrastructure, its use remains relatively low, largely due to safety concerns and insufficient bike storage options. Reliable data on mobility patterns are also lacking, making it difficult to plan targeted interventions.

The project offered an opportunity to test a small-scale, but impactful piece of infrastructure design to support intermodal commuting, reduce car dependency, and improve access to public transport, especially in suburban and rural fringe areas.

As part of the pilot, a bicycle shelter was built next to a bus stop on the outskirts of Rzeszów, where the need for such infrastructure was particularly
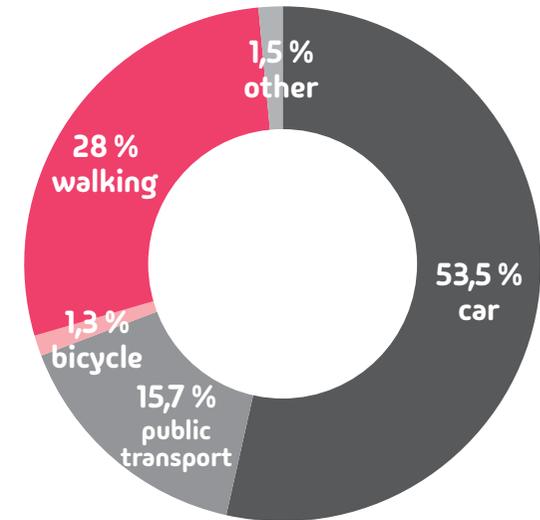
evident. This solution enables residents to conveniently combine cycling with the use of public transport: commuting from home by bike, leaving it safely at the shelter, and continuing their journey to the city centre by bus.

An accompanying communication campaign extended the project's reach through social media and advertisements on local buses. The campaign aimed not only to promote the "bike + bus" solution, but also to increase public awareness of the environmental and everyday benefits of choosing active, multimodal transport.

1,5 % other

28 % walking

1,3 % bicycle

15,7 % public transport

53,5 % car

Bus stop before and after the pilot action.
Credits: Rzeszów Regional Development Agency

Opinions were collected from the residents and public transport users as part of the pilot program. The public feedback collected during the pilot was found to be highly positive. The residents emphasised the shelter's safety, convenience, and functionality, as well as its aesthetic contribution to the public space. The early results already show promising signs of success: bicycles are regularly parked at the shelter, demonstrating that the infrastructure meets genuine local needs and has a strong potential to become an integral part of daily commutes.

The implementation did encounter some challenges, including a lengthy procurement, the need for effective promotion, and coordination among multiple stakeholders with differing priorities. Strong institutional collaboration and political support proved essential for maintaining momentum during such delays. The team's flexibility, close cooperation with the Public Transport Authority, and proactive communication sustained public interest.

The pilot showed that even a single well-planned intervention can significantly enhance residents' daily mobility and encourage further investment in sustainable transport.

Who was involved

The pilot was a joint effort led by the Rzeszów Regional Development Agency (RRDA), which coordinated the project and financed the investment. The Public Transport Authority (ZTM) managed the procurement, logistics, and data collection, while the Municipality of Rzeszów—with the active support of the Vice Mayor—facilitated the site selection and interdepartmental coordination.

Expert input came from the city's bicycle officer and the NGO Rowery.Rzeszow.pl, who advised on the shelter's location, design, and promotional strategy.

The residents of Bzianka, the neighbourhood where the shelter was installed, were consulted via short interviews. Their feedback was unanimously positive, confirming the strong local support and reinforcing the project's community-driven character.
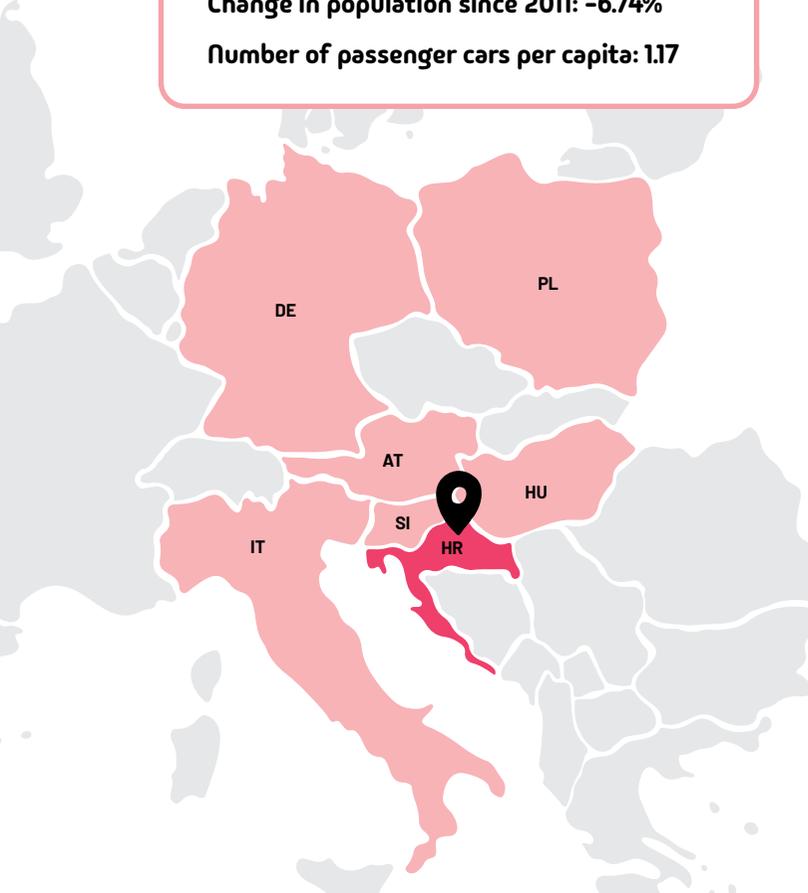
Varaždin:

Tactical Urbanism for a Greener, People-Friendly Street

> **Population: 43,782**
>
> **Change in population since 2011: -6.74%**
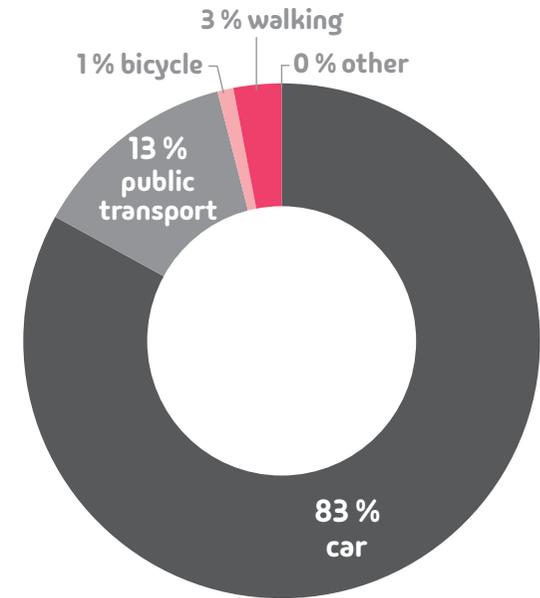>
> **Number of passenger cars per capita: 1.17**

Varaždin, a city in northern Croatia, faces challenges affecting both quality of life and sustainable mobility. Despite strong potential for walking and cycling in the city centre, motorised transport continues to dominate, limiting accessibility, safety, and environmental quality.

The public had a negative perception of space being taken away from cars, accompanied by a fear of resistance from car users and the local media. Digital tools and citizen participation in mobility planning were also not common. This hinders innovation and reduces the planning effectiveness. These challenges highlight the need for experimentation in reshaping physical space and shifting the public mindset.

Šenoina Street in the city centre serves as a link between important public facilities, such as the city market, and major transport hubs. It is widely used by pedestrians and cyclists, yet lacked green, shaded areas. As part of the pilot intervention, Varaždin aimed to reclaim this public space for people by testing small-scale, low-cost interventions.

The **Decorating Šenoina Street** pilot intervention involved the installation of large, movable wooden planters with trees, complemented by surrounding benches to create small "green pockets" along the street. This turned a grey, uninviting corridor into a more welcoming, green, and people-oriented space.

Adding seating encouraged interaction, and promoted new uses of public space. The pilot also aimed to demonstrate to local decision-makers the potential of simple and cost-effective interventions while testing ideas for future, permanent greening of urban areas.

The pilot intervention process began with community workshops to gather input and support.

3 % walking
1 % bicycle
0 % other
13 % public transport
83 % car

Šenoina Street before and after the intervention. Credits: DAN

This was followed by the physical installation of greenery and informative signage. Follow-up surveys and monitoring helped assess the public's perception and inform future improvements. The surveys and spatial data helped the organizers avoid the risk of poorly placed elements and guided the placement and design of the interventions based on real needs and behaviours. At the same time, the communication campaigns proved essential in managing resistance to change and encouraging residents to embrace and use the new space. The user counts and interviews will support future proposals for permanent improvements and inspire similar actions in other parts of the city.

A clear timeline and well-structured planning helped build trust among the project partners, while strong coordination and transparent communication among the stakeholders significantly improved the implementation.

The pilot project confirmed that small, well-planned interventions can have a significant impact, especially in car-oriented city centres. Even modest additions, like greenery and seating, changed how the street was used, making it more attractive and functional for pedestrians.

Who was involved

Led by Development Agency North - DAN, the project was marked by strong cross-departmental collaboration, involving teams from departments for construction, social affairs, economic affairs, and the mayor's office. The internal coordination was strengthened by partnerships with external stakeholders, ensuring that the project was both technically sound and socially inclusive.

The partners included University North, which contributed research support and student engagement, the Tourism Board and local cultural organisations who provided outreach and local knowledge. The implementation was supported by utility companies, horticulture teams, and urban planners. The police and transport operators ensured the project was aligned with safety requirements and provided operational logistics.

Residents, students, and market visitors were also involved, helping to integrate community perspectives. Workshops, co-design sessions, and feedback activities ensured the outcome reflected local needs and aspirations.

Explore further

A Tactical Urbanism Guidebook
by Vidhya Mohankumar
www.transformative-mobility.org/wp-content/uploads/2023/03/TrainingMaterial_A_Tactical_Urbanism_Guidebook-5zZpKb.pdf

The Tactical Urbanist's Guide to Materials and Design
by Street Plans Collaborative
https://tacticalurbanismguide.com/about/

Tactical Urbanism: short term action for long-term change
by Mike Lydon and Anthony Garcia

Tactical Urbanism Toolkit
by Urban Systems
https://www.translink.ca/-/media/translink/documents/rider-guide/travelsmart/tactical-urbanism-toolkit.pdf

Tactical Urbanism
by Paolo Bazzu and Valentina Tolu
https://tacticalurbanismguide.com/guides/tactical-urbanism-volume-5/

Tactical Urbanism Guide
by City of Atlanta
https://www.atlantaga.gov/home/showdocument?id=58798&t=638168941084945973

Handbook for Tactical Urbanism in Aotearoa
by Resilio Studio + Crank + Coalesce Consulting
https://nzta.govt.nz/assets/Roads-and-Rail/innovating-streets/docs/tactical-urbanism-handbook.pdf

The Planner's Guide to Tactical Urbanism
by Laura Pfeifer
https://reginaurbanecology.wordpress.com/wp-content/uploads/2013/10/tuguide1.pdf

Planning by Doing - How Small, Citizen Powered Projects Inform Large Planning Decisions
by Gehl Studios
https://issuu.com/gehlarchitects/docs/planning_by_doing_print

Placemaking Europe
https://placemaking-europe.eu/

Make Space for Girls
https://www.makespaceforgirls.co.uk/

Comprehensive selection for further read on tactical urbanism and tactical transit can be found here: https://street-plans.com/research-writing/

cost-effective
collaborative
low-cost
responsive
versatile
low-risk
temporary
bottom-up
quick