



# THE EXPERIENCE OF THE CITY OF ZADAR IN LIFE ASPIRE



City of Zadar



LIFE16 ENV/IT/000004

Zadar 2021.





# CITY OF ZADAR

City 75.000; County:  
170.000

Zadar – National (Adriatic)  
traffic HUB;

Good infrastructure and  
connectivity

NEW PORT GAŽENICA, passengers &  
ferries: 2,8 mil. Passengers/year,  
350.000 cars (8%YG); 600.000 BT of  
CARGO; home port for CRUSERS

ZADAR AIRPORT

HIGHWAY (direct connectivity)

LOCAL TRANSPORTATION SYSTEM  
(bus, taxi, bike-sharing, electric  
scooters)



# REPLICABILITY AND TRANSFERABILITY ANALYSIS IN ZADAR

- Sustainable Urban Logistics Study has been developed for the Peninsula area
- NEW REGULATION obtained - "Decision on Determination and Arrangement of Traffic in the Pedestrian zone of the Peninsula",,





# ARRANGING TRAFFIC IN THE PEDESTRIAN ZONE OF THE PENINSULA

- Started applying new measures
- Analyses of the impact of implemented measures



# ARRANGING TRAFFIC IN THE PEDESTRIAN ZONE OF THE PENINSULA

- Analysis of the impact of implemented measures (2018)
- Logistic analysis and presentation of collected data related to delivery activities in the area of the Peninsula in the city of Zadar (2020)



# NEXT STEPS TO IMPLEMENT FOR BETTER TRAFFIC CONTROL

- Due to better traffic regulation in the pedestrian zone, the next step is to set the physical barriers
- Ramps that would work to identify the vehicle or the cards that the delivery company would get to enter the pedestrian zone
- To adjust surveillance system with national regulations to be able to issue fines



# THANK YOU!

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