



**Mobilité piétonne**

Association suisse des piétons

**Mobilità pedonale**

Associazione svizzera dei pedoni

**The equilibrium between pedestrian flow and commercial use of public surface**  
***A guide to Temporary commercial use of public ground***

**Regulation proposals for boulevardcafés and the use of public ground for the display of merchandise.**

“Temporary use of the public ground” means the commercial use with equipment and/or buildt elements. The economic pressure on the public ground is increasing. More and more people come into the city center because of increasing attractiveness, and because the new means of mass transport bring trains full of pedestrians every few minutes into our citycenters. Boulevardcafés are trendy. The stores expose merchandise on sidewalks. Each square-meter of public ground becomes commercially valuable. Advertising panels try to direct or even urge the customers from the sidewalks into the stores. It is more and more obvious, that a regulation is necessary. But how can cities do this in an adequate way?

The presentation focusses on good and bad examples and shows how cities can establish regulations in favour of the pedestrian quality needs, without prohibiting the commercial use. Functional and aesthetic requirements have to be considered. Which elements have to be regulated – which ones may be left open to creativity? The cities have the right to charge a fee for the temporary use, depending on the value of the ground i.e. the location in town. This way the city itself develops a financial interest in a high level of walkability.

To summarise the presentation in a concrete and practical manner, the different aspects are specified in the form of a check list which has been used in a study on the solutions applied in various cities of different size..

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