



La Rochelle Delivery Bay Master Plan

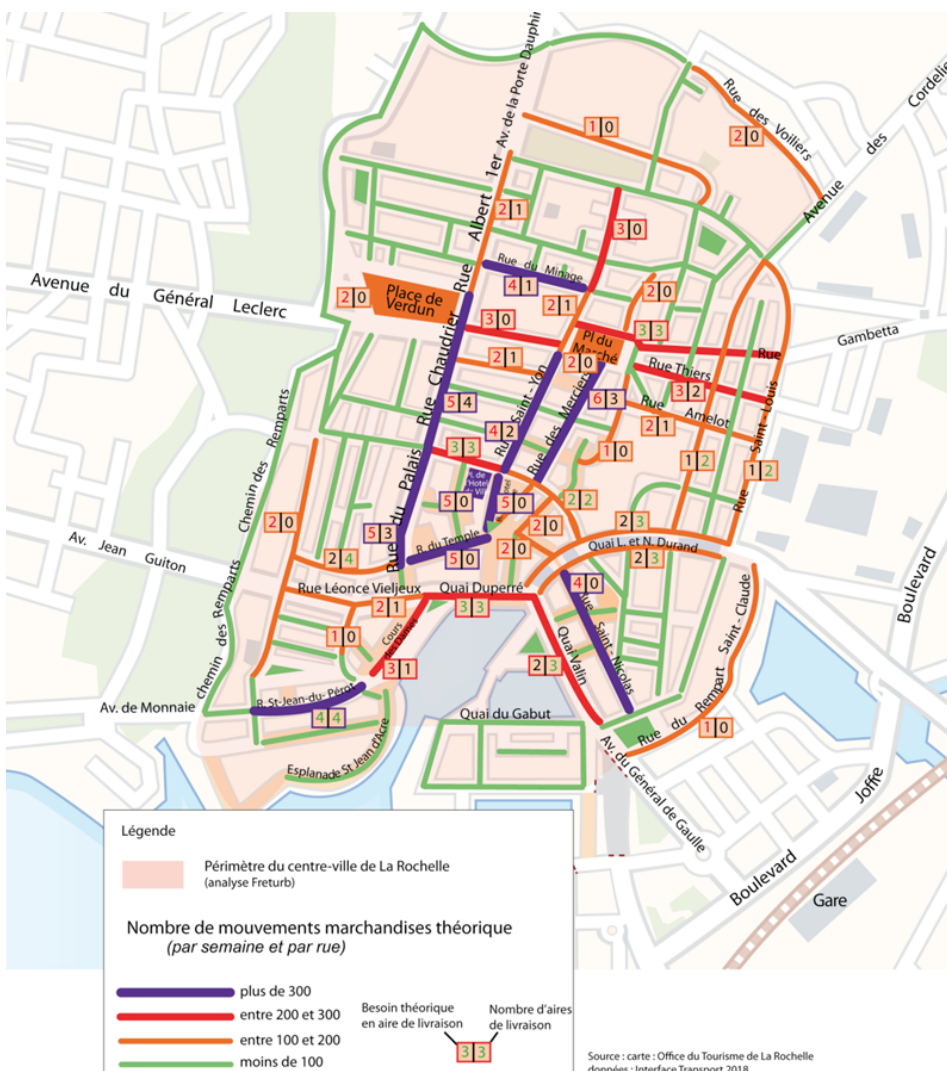
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Design and implementation of a strategic scheme for delivery bay infrastructure in La Rochelle City Centre, France.

Prompted by stakeholders, an analysis of the current organisation, regulation, number and location of delivery bays in the historic centre was carried out in January 2018. This revealed the need for a delivery space scheme to ensure efficient urban deliveries across the city. The accurate allocation of delivery bay locations is crucial for shopkeepers, delivery van drivers, and suppliers.



Location, dimension and practical use of existing 72 delivery bays mapped

Actions required to adapt existing provision defined

Use of the bays according to the local regulation (duration, access schedules) clarified



Guidance on the tools will be implemented to ensure an efficient control and enforcement

Scope of works

La Rochelle city centre has a very high density of freight movements: between 200 and 550 freight movements per week in the densest streets.

In order to have a better knowledge of the current situation, an in-depth audit established the baseline of delivery bays in La Rochelle city centre. Both quantitative (counting and location of the delivery bays) and qualitative (measurement, signage and road marking analysis – to check compliance with the national regulation) analyses were carried out.

Based on these analyses, the aim of La Rochelle authorities (Urban Community and City) is to design a Delivery Bay Master Plan in 2018 (scheduled for completion 2019). This will allocate and manage delivery bay locations in order to enable efficient loading and unloading activity.

Outcomes

The Delivery Bay Master Plan will include:

- Identification of the existing delivery bays, including those needing adaptations to meet required standards
- Identification of additional complementary spaces needed and delivery areas no longer needed or wrongly located
- Action plan for creation of new spaces, adaptation (meeting National recommendations/standards), and cancellation of bays no longer required
- Estimated budget for the short and medium-term
- Establishment of a municipal decree on the use of the delivery bays (limited use time, indication of the delivery time windows...)
- Potential tools to be implemented in 2019 for an appropriate use of the delivery bays and efficient enforcement (parking disc...).

Lessons learnt

- Detailed review revealed unexpected conclusions. In La Rochelle, 80% of delivery bays are undersized (length, width, height of the pavement...) and do not fully meet the State Authority guidelines
- There is a variety of vertical signage, and a lack of coherent instructions
- The use of each delivery bay varies significantly from one area to another
- Creating a more flexible delivery bay framework and adapting the spaces dedicated to freight deliveries should result in more effective urban deliveries with fewer negative impacts
- Taking action to review and modify delivery bay provision will be a quick-win (delivery bays will be more accessible and immediately available for delivery-drivers) and will be low-cost.

Future of the project

During 2018-2019 the focus is on delivering the Master Plan. A qualitative (carriers and shopkeepers feedbacks) and quantitative (turnover rate per area) impact assessment will be carried out 6 months, 1 year and 2 years after completion. Future ambitions include introduction of a digital system of delivery bay reservation.

Revised delivery bays adapted to the 2,288 daily La Rochelle city centre freight movements and taking into account the impacts of other planned actions

72

72 delivery bays identified – most of which requiring adaptation to meet National Authority guidelines



Smoother city centre traffic conditions expected due to a decrease in illegal (on-street) parking for delivery purposes



This scheme will be a first concrete action resulting from a clear identification of need/problem by local stakeholders

A relatively simple transferable methodology that could be rolled out in the other municipalities of La Rochelle Agglomération – & beyond in other European cities



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[A second wind for urban freight transport in La Rochelle Summary of the Integrated Action Plan for La Rochelle Urban Community](#)

