



Transport and mobility assessment for a new Shopping Centre

LOCATION	Jaén, Andalucía	DETAILS	<ul style="list-style-type: none">• 2 radar traffic counts• 4 artificial vision cameras• 30 hours of analysis
CLIENT	Traces, S.L.		
DATE	2013		
MARKET	Commercial developments & Retail		



The company Traces planned to construct a new Shopping Centre in Jaén. The land is located in the heart of the city, on the grounds of the old Institute of Experts and the old La Victoria football field. Vectio was in charge of conducting the traffic and sustainable mobility assessment.

This location, which is connected to the streets in Jaén through high-capacity urban roads, is accessed by foot from Avenida de Madrid and by vehicle from the entrance located on calle Virgen de la Cabeza.

Vectio's objective was to conduct a transport and sustainable mobility assessment that would allow us to understand traffic flow of the surrounding area, estimate the mobility generated by the proposed development and diagnose whether it has ample capacity to cater for both roads and other modes of transport, analysing the proposed accesses and obtaining this new mobility in an accessible and sustainable manner.

The works carried out to conduct this assessment were as follows:

- Installation of a traffic count with radar technology;
- Installation of artificial vision cameras in junctions with traffic lights;
- Obtaining traffic light times at the surrounding junctions based on footage filmed on the ground;
- Assessment of allocation of future traffic rates according to the four-step transport modelling method;
- Analysis of the level of service of the surrounding roads according to the methodology of the Road Capacity Manual;
- Assessment of the surrounding junctions based on micro-modelling techniques.

