



NEWS RELEASE

For Immediate Release
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DOWNTOWN CAIRO REVITALIZATION PROJECT

TRANS-PLAN has been selected to develop baseline traffic analysis, transportation improvements and new traffic standards in Downtown Cairo towards innovative, friendlier and more sustainable mobility.

We will be using our innovative traffic planning tools (Application toolset, ICOUNTTRAFFIC) to collect, manage, analyze and simulate traffic movement at 25 intersections in downtown Cairo. Our Engineering team will utilize the data to create the baseline analysis, transportation improvements and the new mobility standards in Downtown Cairo.

Cairo emerges as one of the main Mediterranean metropolis's, with fundamental geo-positions at national, regional and global levels. Over the last few decades, the city has been growing more rapidly than the existing infrastructural and mobility services can provide, and most attempts to correct its mobility systems may have arrived too late, sometimes even with serious environmental and social repercussions. This project is part of a wider master plan, sponsored by the Government of Cairo in order to upgrade the entire downtown.

We will hope to demonstrate that the city's historical value is a boosting factor for friendlier urban living, higher-quality public spaces' conditions and tourism. The proposed methodology deepens the study of mobility's expression in different operative scales, seeking connections and defining main strategies to promote new solutions in public spaces and transportation networks.

Mobility can reorganize Downtown Cairo's urban perimeter, by redefining the relations between pedestrians, private and public transports, public space and green structure. Downtown Cairo can be considered as a leading space for implementing innovative solutions, which could be replicated in other places including Greater Cairo.

More Information will be provided early 2017.

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