Action Canvas - Idea 1 / [E]Urban Solutions
Solutions for innovative urban development throughout the European Quarter.

Context
What is the problem?
Start from the problems and negative points of the neighbourhood to try to turn them into operationalization.
Examples: heavy car traffic, desertification of the district in the evening/night, the lack of connection between neighbourhoods...

Goals
What are the expected results?
- Increase in "soft" travels;
- Improvement of the neighbourhood’s brand image.

Target
For whom is the project intended?
All cyclists and pedestrians in the area (inhabitants, workers, tourists...).

Slogan
What is the catchphrase of your project?
Is life sad? Not on our tracks!

Challenges
What questions are you trying to answer?
- How to create links between the different sub-districts?
- How to put pedestrians and cyclists back in the centre of the mobility of the neighbourhood?
- How to make the neighbourhood more lively and safe in the evening/night?

Vision
What is the ambition of the project?
A friendly and welcoming neighbourhood where it is pleasant to walk or cycle, alone, with friends or family.

Proposed stakeholders
What roles and skills?
- The 3 Municipalities (College and Communal Services - Urban planning and public works);
- The City of Brussels;
- The Municipality of Etterbeek;
- The Municipality of Ixelles;
- The Brussels-Capital Region (Urban planning and public works);
- Visit.brussels;
- Perspective.brussels;
- hub.brussels;
- Brussels-Mobility;
- Bouwmeester;
- VIAS (ex-IBSR);
- Le GRACQ (cycling Association): advise and opinions
- Citizens, retailers and inhabitants of the neighbourhood: advise and opinions
- Commissioner brussels:
- European Quarter Fund

Idea
What is your solution, in a few lines?
An action programme for all - 3 axes:

1. Points of view
- Create a viewpoint on rue de la Loi (Eschmann Square) with specific urban developments (burzak, viewpoint on traffic and night light);
- Create a floating pedestrian crossing above rue dela Loi (with a specific viewpoint and urban furniture such as the megaphone on Avenue de Stalingrad);

2. Neighbourhood revitalization - Building relationships
- Develop rooftops and create meeting spaces (street furniture and viewpoint);
- Disseminate kiosks (newspapers, florists...) in parks and on public spaces;

3. Exploring and creating a link through light
- Luminous information (culture, transport, shops...) via projections on the ground or on the facade;
- Develop sidewalks with pedo-electric slabs that light up and create electricity (with a sign at the end of the street) today, you’ll rue de la Loi for an hour!

Project developed here - Axis 3
Create links between the different subdistricts via pedestrian crossings and phosphorescent bicycle paths (which store light during the day and reflect it at night) in the neighbourhood.

Cycling axis
- Rue de la Loi and/or Boulevard
- Pedestrian axis: use green spaces as pedestrian mesh and contact points between the different sub-districts.

Tools, technologies
Which methods, materials or technologies to use?
- Light spirals on the surface of the track composed of LEDs and phosphorescent stones;
- Phosphorescent paint;
- Concrete modules measuring 2.5 meters by 3.5 meters covered with solar panels, covered with tempered, non-slip glass.

Marketing
What is the project’s communication plan?
- Via partners;
- Advertising campaign using different channels (internet campaign, campaign via organizations such as GRACQ, etc.).
- Social networks;
- Press conference;
- Inauguration;
- Specialized press.

Budget
What is the estimated budget for the project?
Concrete modules 2.5 meters by 3.5 meters covered solar panels, lined with tempered glass, non-slip.

Risks
What are the potential obstacles?
- The budget;
- Technical feasibility;
- Mobilization of stakeholders;
- The necessary authorizations (permits...).

Planification
What are the main stages of the project?
1. Kick Off Meeting (with all stakeholders);
2. Composition of the technical file
- Cycling network;
- Green mesh and pedestrian crossings;
- Precautions and points of attention (GRACQ, IBSP);
3. Search for financing;
4. Obtaining the necessary permits and authorizations;
5. Operationalization: Test phase;
6. Evaluation;
7. Modeling and sustainability.

The action canvases are intended to inspire local actors on possible projects. They do not in any way engage the actors mentioned by way of example. Action canvases are purely indicative. These projects were prototyped by local actors during a co-creation workshop. These posters are working tools, which can be used to develop your project.

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