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 positive points.
Examples: heavy car traffic, desertification of the district in the evening/night, the lack of connection between neighbourhoods....

Do you have any other suggestions ?

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?

Do you have any other suggestions ?

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.

Do you have any other suggestions ?

Goals
What are the expected results ?

- Increase in "soft" travels ;
- Improvement of the neighbourhood's brand image.

Do you have any other suggestions ?

Target
For whom is the project intended ?

All cyclists and pedestrians in the area (inhabitants, workers, tourists...).

Do you have any other suggestions ?

Slogan
What is the catchphrase of your project ?

Is life sad? Not on our tracks!

Do you have any other suggestions ?

Idea
What is your solution, in a few lines ?

An action programme for all - 3 axes:

1. The points of view
- Create a viewpoint on rue de la Loi (Schuman Square) with specific urban developments (sunset, viewpoint on traffic and night light).

- Create a floating pedestrian crossing above rue de la 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. Exploiting 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 lit rue de la Loi for an hour)

Project developed here - Axis 3
Create links between the different sub-districts 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 rue Belliard
Pedestrian axis: use green spaces as pedestrian mesh and contact points between the different sub-districts.

Do you have any other suggestions ?

Proposed stakeholders
What roles and skills ?

• The three 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

Do you have any other suggestions ?

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 metres by 3.5 metres covered with solar panels, covered with tempered, non-slip glass.

Do you have any other suggestions ?

Risks
What are the potential obstacles ?

- The budget.
- Technical feasibility.
- Mobilization of stakeholders.
- The necessary authorizations (permits...).

Do you have any other suggestions ?

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.

Do you have any other suggestions ?

Budget
What is the estimated budget for the project ?

Concrete modules 2.5 metres by 3.5 metres covered solar panels, lined with tempered glass, non-slip.

The first bike path made of solar panels, SolaRoad is a test carried out on 21 October 2014, in Krommenie, the Netherlands. The 140 square metres cost 3.5 million euros, or 25,000 €. per square meter.

Bicycle path / phosphorescent pedestrian crossing.

Tested in Dendermonde, the track has a phosphorous coating, luminescent particles that are added to the paint of the track. Able to absorb sunlight, they illuminate the runway after dark. Simple technology, quite high cost.

Do you have any other suggestions ?

Planification
What are the main stages of the project ?

1. Kick Off Meeting (with all stakeholders).
2. Composition of the technical file:
 - Cycling routes ;
 - Green mesh and pedestrian crossings;
 - Precautions and points of attention (GRACQ, IBSR).
3. Search for financing.
4. Obtaining the necessary permits and authorizations.
5. Operationalization - Test phase.
6. Evaluation.
7. Modelling and sustainability.

Do you have any other suggestions ?

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