

Integrated parking



Interparking: 't Zand

Bruges – Belgium

European Parking Awards - 2013

Category 4: Innovative Parking

Location

- Located in the historical center of Bruges, underneath one of the most important squares of the city.
- On the edge of the city, linked to the main entrance road of the walled city.
- Strategic position to minimize car traffic in the heart of the city.
- Only 10 minutes from the highway (E40) that connects Bruges with the big Belgian cities.
- Close to shopping streets, bus stops, concert hall, leisure facilities, Saturday market, etc.



Integrated with mobility planning of Bruges.

The city tries to discourage motorists from entering the historical center by car in favour of softer mobility means, such as walking and biking. The integration of multiple forms of transportation and the price of underground parking, relative to on-street parking, all contribute to this ambition.

The urban landscape

Bruges is a vibrant city, full of history.

The renovation aimed to integrate the car park's modern look, with the city's both modern ambitions and medieval heritage.

- **Clearing the cityscape:** Because of the huge popularity of bikes within the city of Bruges, the square's open space was crowded with bikes parked everywhere. The city of Bruges, together with Interparking, envisioned the creation of an underground bike parking to clear the cityscape.
- **Blend into the city view:** Four old pavilions were replaced by three new ones. These are colourful, yet transparent to become one with the surrounding context. A modern and open design, inspired by market stalls and the Opera overlooking the square, giving it a fresh look, without dominating it. Finally, space is created for the social life of Bruges (including the Saturday market).
- **Create a coherent architectural landscape:** The pavilions were designed by the same architects as the concert hall, to strengthen even further the overall style of the square.



Vision

Every day more bikers than cars drive in and out of Bruges...

Mobility is changing – we will be driving different cars in the future, but moreover shift to alternative forms of transportation.

This calls for integration of mobility forms which enable people to make flexible use of car, bike, public transportation, etc.

As drivers park their car, alternative forms of transport need to be close by and easy to access. As such, the deep integration of a parking for bikes, allows for this car park to become a true hub of intermodal transport.

Furthermore, by ensuring that the access technology used for entering the parking by car and by bike (namely the “P Card” – more info on slide 6) is the same technology that will be used by public transportation such as bus, train and tram, the car park further strengthens its role as an intermodal hub.



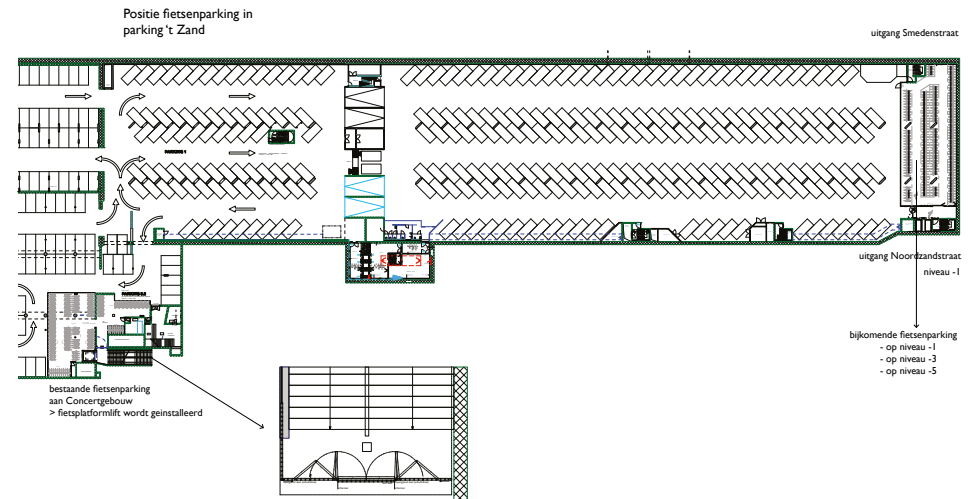
New forms of parking, fitting our CO₂ neutral certification.



The project was conducted with support from the European Regional Development Fund, the Flemish Community and the City of Bruges – making the world move better, together.

Technical specifications

- **Scale:** Multi-level parking lot (5 levels)
 - 164 parking spaces for bikes, used by 570 members.
 - 1,400 parking places for cars.
- **Cost:** A renovation with a total cost of € 3,400,000 was conducted. Half of this budget was spent on renovations and the creation and improvement of bike-facilities.
- **Technology:**
 - P Card (p.6)
 - 'Lock'n'Go' bike parking system (p.8)
- **Infrastructure:** During the parking's global renovation, 20 car places were transformed to a bike parking. This way, a combination was made between a car and bike parking using all our know-how and expertise. The parking also includes a bike rental for tourists and citizens. Bikes can be rented for a day, or a few hours.



P Card

The P Card gives access to the bike parking, and to all Interparking's parkings. Furthermore, the P Card allows the use of 'electric car filling stations' at parking 't Zand and other Interparking parkings.

In the near future, the P Card will allow to include the payment of public transportation.

Prices:

- Parking your bike is free – you only pay a € 5 fee for the P Card.
- Car park = € 1,2/h with a maximum of € 8,7 for 24h
= lower price than on-street parking in the center of Bruges.
- Possibility to park per 15 minutes.

Billing:

- The RFID system enables automatic time registration, validation & billing, without the customer having to pass the payment terminal.



Bike parking: access



The bike parking is located underground (-1).

The parking can be accessed 24/7 with an elevator specially designed for bikes. Travelers arriving by car can access the car park through a dedicated underground entrance from the main road around Bruges, which passes under the square.



Bikes are parked behind locked gates. The gates and the special elevator can only be used with your personal P Card.

Bike parking: “Lock’n’Go”

The bike parking has 164 parking spaces.

These are all provided with individual locks to secure your bike is safe.

The personal P Card allows bikers to lock and unlock the bike.

Bike parking is ‘rotating’: this means you can park your bike for a maximum period of 2 days. This way we can guarantee a maximal usage rate.

The system enables all types of bikes: city bikes, electric bikes, cargo bikes, etc.



Bike parking: safety

Bikes stored both safe and dry:

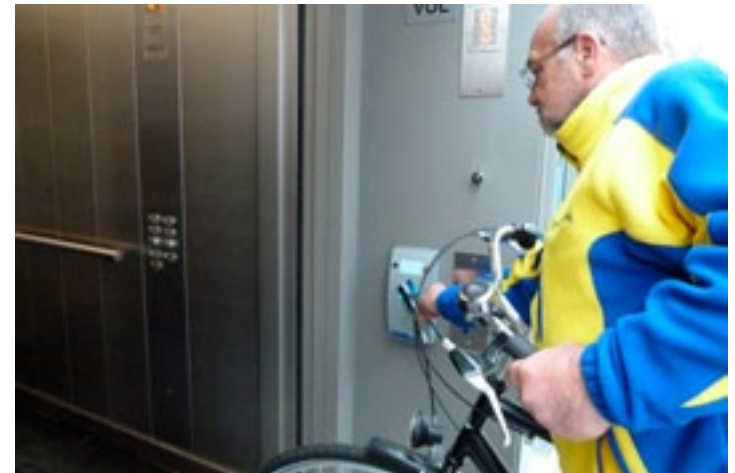
- Individual lock that can only be opened with your personal P Card.
- Bike parking is fully enclosed. The electric gate can only be opened with the P Card.
- The parking is under constant camera surveillance.
- Your bike can always be located by Interparking: even if you lose your P Card, we can tell you where your bike is parked.



Consumer experience

The parking has been fully renovated to optimize overall experience:

- 5 entrances
- 5 elevators
- Special elevator for bikes
- Ease of the P Card
- Electric car filling stations
- Public toilets
- Opened 24/7
- Constant camera surveillance
- Repainted interior
- Renewal of lighting
- Improved signing
- Entrance doors can be operated from a distance by the staff to only let in consumers
- ATM in main pavilion
- Distinct use of colour



Overview

Innovative aspects:

- A parking combining the best of two worlds: long distance by car and short distance by bike.
- Responding to the demand for eco-friendliness and obtaining an integration with local mobility plans.
- Integrated in 1 payment and access system: the P Card
- This P Card also guarantees safety: access to bike parking and usage of the locks, only by members.
- Using the know-how of car parking, to facilitate alternative forms of transportation.



Optimizing the mobility of a modern city in a medieval structured urbanization, giving parking a key position in city development.



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