



# Integrated Action Plan Antwerp

Towards a dynamic center for Deurne  
Frank Craeybeckxlaan – Te Couwelaarlei



European Union  
European Regional  
Development Fund





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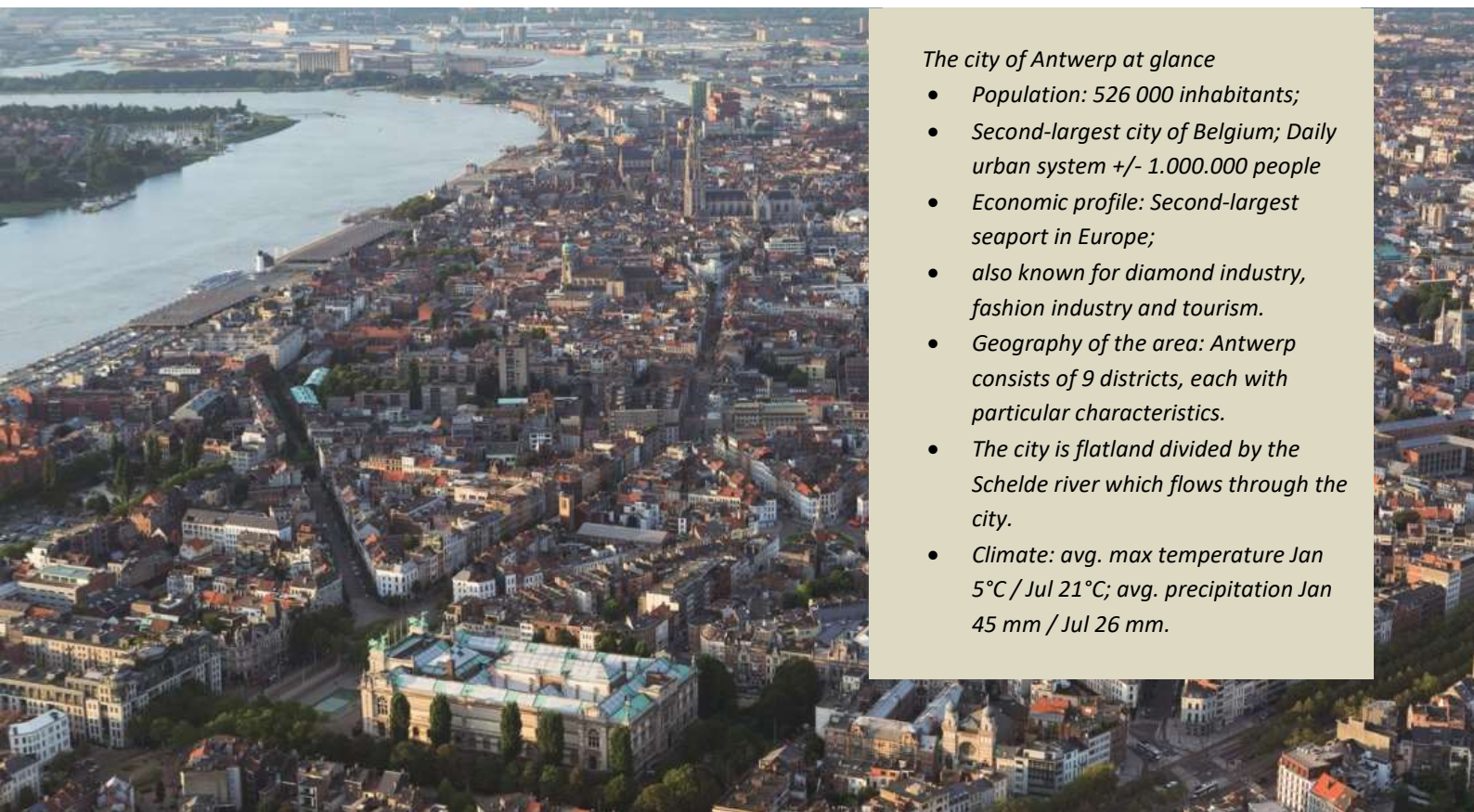




# 1 PART 1 – CONTEXT AND PROCESS

## 1.1 City context

The last decades much of the attention on urban renewal went to projects in the historic city centre of Antwerp and the 19<sup>th</sup> century belt. Since a couple of years the attention is shifting more towards the 20<sup>th</sup> century belt, an area with much residential area's and (former) industrial and productive sites. This can be an asset for the city to convince more young families to find a home in Antwerp and prevent them from moving to suburban regions and become commuters.



### *The city of Antwerp at glance*

- *Population: 526 000 inhabitants;*
- *Second-largest city of Belgium; Daily urban system +/- 1.000.000 people*
- *Economic profile: Second-largest seaport in Europe;*
- *also known for diamond industry, fashion industry and tourism.*
- *Geography of the area: Antwerp consists of 9 districts, each with particular characteristics.*
- *The city is flatland divided by the Schelde river which flows through the city.*
- *Climate: avg. max temperature Jan 5°C / Jul 21°C; avg. precipitation Jan 45 mm / Jul 26 mm.*

## 1.2 Presentation of the intervention area and key challenges

### 1.2.1 The intervention area

The Integrated Action Plan (IAP) plan focuses on a case in **Deurne - North**. This district of the city was almost entirely built in the slipstream of the housing crisis after World War 2 in the 1960-1970's. Wide streets and few attention to public space are the result of the car-centred dream of progress and welfare. Since then the overall look and feel of the district stayed more or less the same.





*The district of Deurne at glance:*

- *2nd largest district of Antwerp: 80,000 inhabitants*
- *Rivierenhof, biggest park of Antwerp, is located at the heart of the district*
- *Deurne doesn't have a well-defined district centre. There's a big division between the northern part (north of the park) and the southern.*

**Deurne.** The district of Deurne (80.000 inhabitants) is divided in a northern and southern part by a large park structure. Deurne is dominated by broad roads and misses a clear district centre today. Even though the relatively good multimodal accessibility of Deurne there is still a large dependency on cars. This leads to a strong spatial claim of the car on the public domain. Many streets today are designed in a way to facilitate the current traffic situation rather than provide a future-proof public framework for an ever-changing urban lifestyle.

**Project area: Frank Craeybeckxlaan – Te Couwelaarlei.** Thriving Streets will mainly focus on the Frank Craeybeckxlaan and in addition also the Te Couwelaarlei in Deurne - North. The neighbourhood around the Frank Craeybeckxlaan - Te Couwelaarlei is designed and built with a strong focus on cars and without a district centre. The northern part of the Frank Craeybeckxlaan functions as a local shopping street, serving the residential streets in the direct vicinity. While the southern part functions rather on the level of the whole district of Deurne. There are also schools, the public library, and a small church. The last decade, the retail knows a gradual decay and several shops are empty and vacant.

At the same time the city decided to reduce the speed limit to 30 km/h in the majority of the streets in Antwerp such as the Frank Craeybeckxlaan and surrounding streets. Today the image of the street is designed with a different appearance and much space is dedicated to the passage of traffic. This means that a reorganisation of the

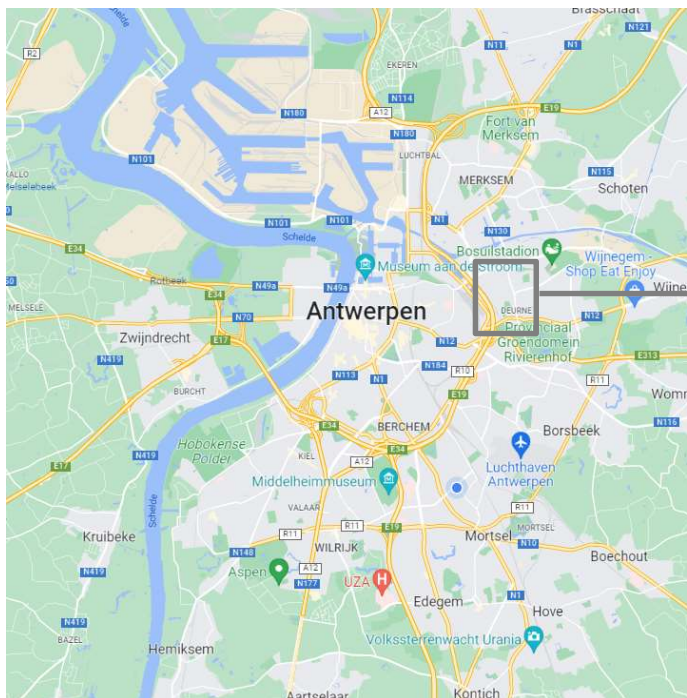




street can dedicate fewer space to traffic and more space to a qualitative environment that can reinforce the attractiveness of Deurne. Together with local stakeholders we will develop a step by step transformation plan. For this, we can build upon the detailed spatial studies that have been done for the 'heart' of Deurne over the past years in 2011 and several formal public consultations.



Frank Craeybeckxlaan

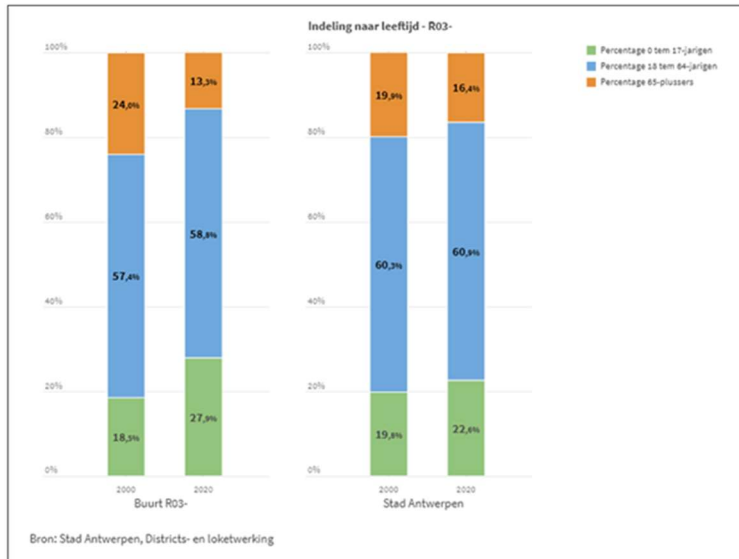


Location





## 1.2.2 Neighbourhood analysis



**Population.** The last couple of years many younger families move into the neighbourhood, replacing the older, 'original' residents. Today 27% of the inhabitants are children, almost 10% more than in 2000. This often leads to challenges related to generation- and cultural conflicts.

Fig. shows the age difference between Deurne (left) and the city average (right).

**Mobility.** Deurne – North has several tram and bus lines and therefore a good connection to public transportation. Nevertheless public transportation is losing share to cycling. Last decade, Antwerp is investing a lot in bicycle infrastructure. These investments pay off and year after year more people use their bicycles for either functional or recreational trips. On the other hand, still many people use the car for everyday trips.

Further information about the mobility profile of Deurne:

- Bike ownership (79% of all families has at least one bike).
- Free resident car parking, visitors pay a limited fee.
- Shared mobility: Predominant public shared biking system with 24 of all 305 stations in Deurne.
- Strong civic movements for better air quality, covering the R1 highway and co-creation of infrastructure projects.

In 2018, the district organised a survey in the neighbourhood. This showed that the street scored very poorly in terms of subjective sense of road safety, comfort for pedestrians and cyclists and a pleasant streetscape.



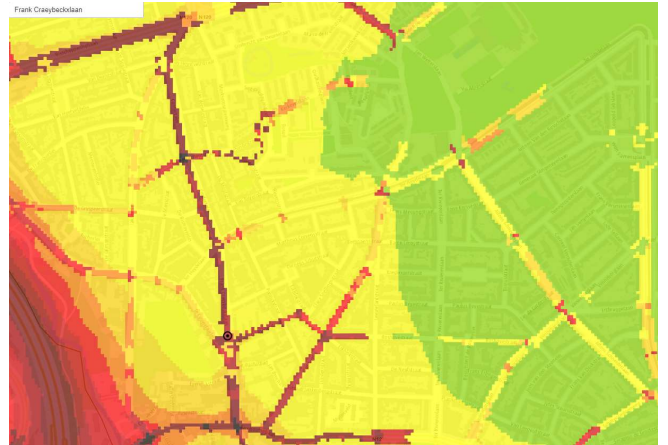
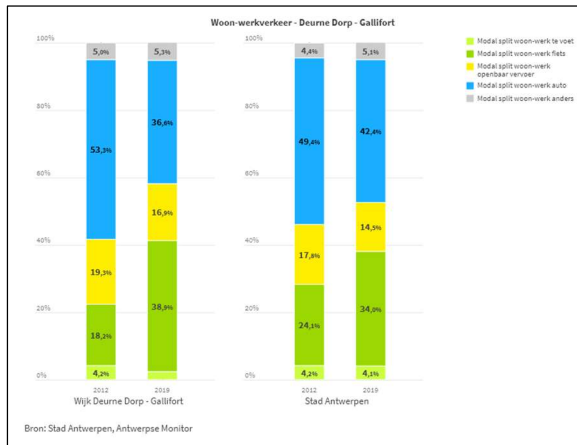


Fig. left: difference in modal split for commuting between Deurne and the city average. - Fig. right: Frank Craeybeckxlaan has a bad air quality: street canyon effect.



Fig.: mobility plan – categories of streets

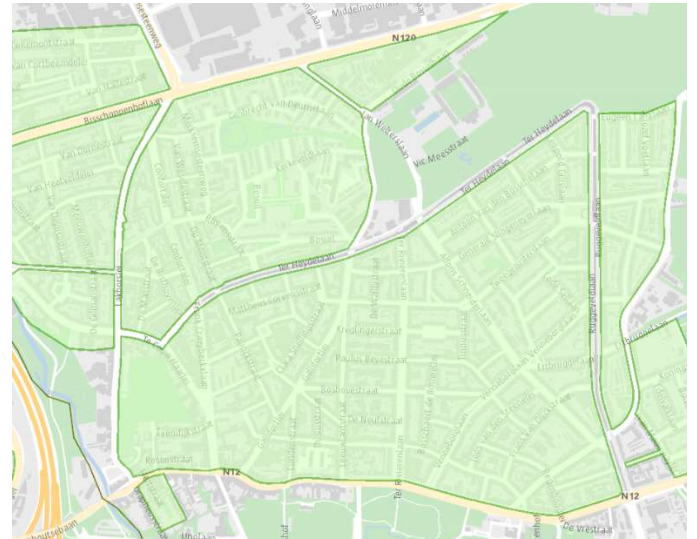


Fig.: zone 30 (limited speed to 30km/h).



Southern part of Frank Craeybeckxlaan



### 1.2.3 Summary of key challenges

On city level

- Although the urban population keeps growing, middle class families tend to leave the city looking for affordable housing in a green and safe feeling environment. It adds not only to further sprawl, but it also undermines a healthy balance in socio-economic urban population and the amount of daily travelled kilometres per person increases substantially. The demand for houses with a garden outnumbers the availability on the market and thus becomes unaffordable for many young families. On the other hand, we notice that safe and qualitative public space can convince middle class young families to invest in dwellings in dense urban neighbourhoods.
- The city therefore sees many possibilities in strengthening the value and meaning of public space as both (1) a direct complement to private residential space, attractive to families with quiet and safe streets, and (2) to create neighbourhoods that are sufficiently dense to support a vibrant local retail community.
- The city therefore wants to develop a new contemporary equilibrium between attractive residential qualities and the need for traffic.
- The city believes that the districts around the city centre can be a great asset to convince young families to stay in Antwerp. But today, the neighbourhood around the Frank Craeybeckxlaan and Te Couwelaarlei does not meet the dwelling expectations of middle class families.

On the level of the neighbourhood: attractive neighbourhood with green and open space, safe and healthy environment, amenities in the vicinity.

## 1.3 Focus and vision

### 1.3.1 Focus

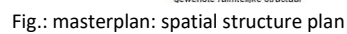
Since Deurne was built without a recognizable centre, it lacks a 'face'. That is why the district policy makers want to develop the conditions to **let an existing local retail cluster on a wide street, transform into a dynamic heart for the district.**

### 1.3.2 Vision

**Masterplan "heart of Deurne"**. In 2011 the city of Antwerp and the district Deurne agreed on a Masterplan that developed the district centre as a recognizable heart for the district with *more qualitative public space* to organise local events and for an *attractive variety of local shops, bars and restaurants*.

With different projects and actions, the neighbourhoods around the district centre transformed into more attractive and liveable areas. But more than 10 years later the Frank Craeybeckxlaan and Te Couwelaarlei, the last and most complex parts of the masterplan in terms of realisation, did not take part in this positive change. The local retail cluster did further decline and many shop locations are empty. And however people are clearly cycling more than 10 years ago, a lot of space on the street is still used by parked cars.





STAD ANTWERPEN - DEURNE PUBLIEK - MASTERPLAN DEURNE CENTRUM





### 1.3.3 Thriving streets: 3 inter-related challenges

During this phase of the process “Thriving Streets” wants to address **three inter-related challenges** before the designers start drafting plans for the renewal of the public domain. There are means foreseen for a total renovation of both the Frank Craeybeckxlaan and the Te Couwelaarlei in 2024-2025 to make the neighbourhood more attractive.

#### Local cluster of shops and businesses

- Current situation: The Frank Craeybeckxlaan is a busy street. There are several primary and secondary schools, a library, shops and business.
- Problems
  - o The concentration of businesses are under pressure
  - o The area offers little shopping pleasure (dirt on streets, old infrastructure, traffic, etc.)
  - o Local shop owners are not well organised
- Ambition: improve the attractiveness of the local retail cluster to convince more inhabitants to shop locally, preferably by foot or by bicycle. Neighbourhood shops improve the quality of life.

#### Mobility

- Current situation: Deurne-Dorp has an excellent multimodal accessibility. Except for a train station, it has all forms of mobility services. There is supra-local bicycle infrastructure, there are shops and other daily urban facilities in the direct vicinity, there is a pedestrian infrastructure with several small passages. The Frank Craeybeckxlaan is 600m long and has on both ends a different important tram corridor and there is a bus line connecting bot.
- Problems
  - o Dominance of (parked) cars in the streetscape
  - o Many long term parked cars from residents
- Ambition: re-evaluate the space for cars in the street and to arrange the streets in such a way that they are comfortable and safe for all road users, without reducing the accessibility of the neighbourhood.

#### Public Space

- Current situation: wide streets, the fountain and certain trees look nice. There is also a concentration of schools, which makes it a very busy environment before and after school hours. There are three green spaces at the intersection of Frank Craeybeckxlaan and Te Couwelaarlei.
- Problems
  - o The green spaces function as islands, as they are difficult to reach due to the existing traffic infrastructure. Green spaces are for watching, not for using.
  - o Few benches
  - o There is a lack of space for youth to hang out, so they crowd on the sidewalks. This is also in contradiction with the concentration of schools
- Ambition: create a collective consciousness about the district centre by providing an attractive public space, tailored on the needs of the neighbourhood. To end up with a neighbourhood where people can be proud of and where they identify themselves with, streets needs to be safe and clean. Green spaces need to be easily accessible for pedestrians by no longer allowing car traffic to pass around the green areas, but along one side, so that it is possible to create real green squares that increase the experience space.





## 1.4 Description of the planning process

### 1.4.1 The planning process

The planning process is a mixture of URBACT and Council (City and District) processes – from the developing of the Masterplan Deurne North in 2011 – till the realisation of a new Frank Craeybeckxlaan in 2024-2025 – with intensive participation in some periods. The period in which Thriving Streets was leading, has been influenced by the pandemic and some of the actions are delayed, but alternative methods have been found to organise a more digital oriented participation and keep the proposed milestones.

For a more detailed planning process 2020 – 2021 – 2022: see 1.4.2 ULG and 2.3 description of the actions (schedule).

In 2024-2025, the Frank Craeybeckxlaan and the Te Couwelaarlei will be redeveloped as an important central location in the Deurne district. A master plan for the neighbourhood has been made 10 years ago. An update of the plan was required to keep it relevant. By introducing “Thriving streets” as a phase of exploration, getting to know all the stakeholders and built up a local community network, and introducing concrete temporary interventions, we learned that the intentions of the plan were still relevant. It is an integrated process over 15 years, starting with a strong spatial vision and going on with the realisation of the last and most complex project of that masterplan in 2024-2025, the reconstruction of the Frank Craeybeckxlaan.



In 2022 the design process will start, continuing the participation with the focus groups. A workshop on shared mobility (as one of the developed actions in the IAP) will take place in the concept phase of the design process in 2022.

### 1.4.2 The ULG and stakeholder management

**The Urbact Local group.** Together with local stakeholders a step-by-step transformation plan for the ‘heart’ of Deurne was developed. In the first phase, there was organised an open call for interest. Many possible stakeholders were interested in getting involved in the project. We made a selection of +/- 10 local stakeholders who were willing to join a workshop every 2/3 months (in phase 2 in 2021 every 6 months). Individual contacts with these stakeholders was more frequent.

The URBACT Local Group (ULG) represented in the focus group:

- Residents of the neighbourhood.
- Schools: There are 5 schools in the direct vicinity of the project. The management of the schools in the Frank Craeybeckxlaan were invited to the focus group meetings.



- Library: The library is located in the centre of the street, adjacent to a passage to the park. The city plans new investments in the library to make it play an important role in the neighbourhood. The management of the library was invited to the focus group.
- Local shop owners: There is brand-new organisation of shop owners in the neighbourhood. With this project we are trying to embrace this initiative. Local shop owners were invited to the focus group meetings as well, but as they often have specific issues, we also organised meetings with the shop owners separately.

An information moment was organised in March 2020 for the temporary intervention and meetings with the ULG later in September and October 2020 (focus group). During the first focus group there was an introduction, it was about the temporary set-up and there was a brainstorming session about the possibilities. During the second meeting there was communication about the adjustments to the temporary intervention based on comments from the previous consultation. A third focus group was held in January 2021.

During the process of co-production and co-implementation the ULG has played different roles. The group gave suggestions for the temporary installation and defined the evaluation criteria for the temporary installation. After the temporary intervention, which was a small scale action, the role of the ULG was debating about the vision focusing on the local retail, mobility and public space. Further, they co-elaborate about the specific objectives around these themes. The ideas that came out of meetings with stakeholders, experts and policy makers around themes as school environment, public space around the library, mobility issues and local retail in Deurne-North were discussed afterwards in an ULG meeting. By actively participating in workshops they brought up ideas and supported in presenting the ideas to policy makers. Next, they supported in the implementation of actions and communication of the actions towards other local stakeholders and contribute in the evaluation and proposing solutions.

**The role of transnational learning.** The transnational exchanges in the urbact group helped to look from different perspectives at the strategies we were using and improved the learnings of our experiences. Further, it has provided a lot of inspiration and feedback. Finally, the learning community motivates to keep going and keep the milestones in mind, even in the more difficult pandemic period, where not every event could pass as preconceived.

**Gender equality.** In terms of gender equality, we had a very mixed ULG. Special attention went to the correct representation of each social group in the neighbourhood. In addition, attention was also paid to safety and social control in the public space. Furthermore, cycling, proximity and the sharing economy will have an emancipating effect.

**Digital transformation.** In September 2022 we will organise a workshop on shared mobility to get the inhabitants know all the mobility services. There's also an analysis performed on freight transport and trucks for the supermarkets Lidl and Colruyt, near the school environment in the Frank Craeybeckxlaan. A tool was developed for this.





## 2 PART 2 – ACTION PLAN

### 2.1 Objectives and strategies





## 2.2 Schedule – summary of actions 2020 - 2021

| ANTWERP<br>–Actions–                 | 2020  |             |  |                      | 2021   |             |   |   |   |  |  |  |                                      |     |                                      |  |
|--------------------------------------|---|-------------|--|----------------------|--|-------------|---|---|---|--|--|--|--------------------------------------|-----|--------------------------------------|--|
|                                      | Sept  | Oct         | Nov  | Dec                  | Jan  | Feb         | Mar   | Apr   | May   | Jun  | Jul                                    | Aug  | Sept                                 | Oct | Nov                                  | Dec  |
| Temporary intervention               | Introduction project based on temporary intervention + first brainstorm (ULG) | ULG meeting | Start intervention   | Adjustments          | Evaluation   | ULG meeting | Evaluation  | Evaluation                                  |   |  |  | End intervention                                     |                                      |     |                                      | First design new street design (plenary + ULG) |
| Organising a retailer community      |   |             | Workshops with ULG businesses about local businesses and evaluation temporary intervention | Saint Nicholas quest | Workshop with ULG businesses about local businesses with district administration |             | Brainstorm possible actions local shopping and public space | Easter quest and clean-up action            |   |  | Organisation of a fair in the street   |  | Organisation of a fair in the street |     | Flags to enhance feeling of a centre | Saint Nicholas quest<br>Christmas lights       |
| Event with school children           |   |             |  |                      |  |             | Workshop with the schools                                   |   |   |  | Summer sports in the intervention area |  |                                      |     |                                      |  |
| Neighbourhood parking                |   |             |  |                      |  |             |   | Engaging children through interactive event | Brainstorm possible actions mobility and public space | ULG suggests neighbourhood parking as idea |  | Investigating the possibilities in the neighbourhood |                                      |     |                                      |  |
| Local mobility sharing community eve |   |             |  | Parking study        |  |             |   |   |   |  |  |  |                                      |     |                                      |  |

Delayed (2022)





## 2.3 Description of the Actions 2020 - 2021

### 2.3.1 Temporary interventions in the street

A temporary intervention in the streets took place from November 2020 till August 2021. In November 2020, the temporary intervention was set up at the intersection of Frank Craeybeckxlaan and the Te Couwelaarlei. The intention of this intervention was to look at the demand from the neighbourhood for usable public space. With this setup, the current dominance of the car was also questioned. The aim was to draw attention to a safe and comfortable school environment and to lower the speed limit to 30 km/h by means of infrastructural adjustments. Wide straight streets make it easier to drive fast. Streets were therefore narrowed and more cornering was involved. Finally, it was a challenge to tackle the redistribution of public space between different functions.

The wide street with unnecessary traffic infrastructure was set on a road diet. Overall, 3 small pop-up neighbourhood squares were organised:

- Library Square: a new public space in front of the library.
- School/Fountain Square in front of the schools
- De Riddersquare: a square in front of a new residential social housing complex

Traffic in smaller streets with curves will be measured and compared with the original situation.

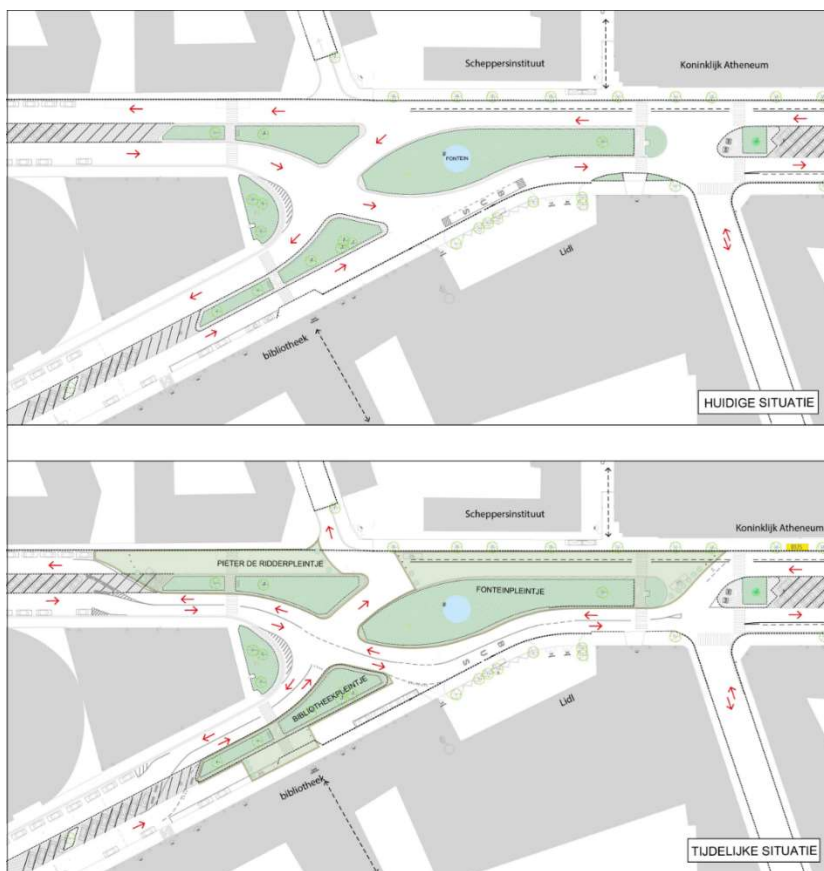


Image of the plan of the temporary intervention: current and temporary situation



Temporary interventions 2020 - 2021

With the temporary set-up we wanted to achieve the following:

- Introducing the intentions of the project in the neighbourhood.
- Increased interest of the neighbours in the planning process to debate about the overall vision for the street.
- Discovering 'hidden' challenges in an early stage.
- Finding ambassadors in the neighbourhood.
- High quality debate with neighbours on tangible topics.
- Series of joyful moments and building up a collective memory with the neighbourhood.

The test set-up was received with many positive reactions from users (with regard to the additional living space for pedestrians and the accessibility of the public gardens), but also with criticism from cyclists in particular, who feel less safe in the new situation. Furthermore, there was also criticism from the traders because of the reduction of parking space, there were also difficulties for deliveries and moving trucks for the tower. Site visits have shown that this subjective feeling of insecurity was justified and could be improved by some limited adjustments. In essence, these adjustments meant that the possible presence of cyclists in the mixed traffic segment was made more visible and that the possibility for cyclists to use the pedestrian zone at an adjusted speed was made more readable.

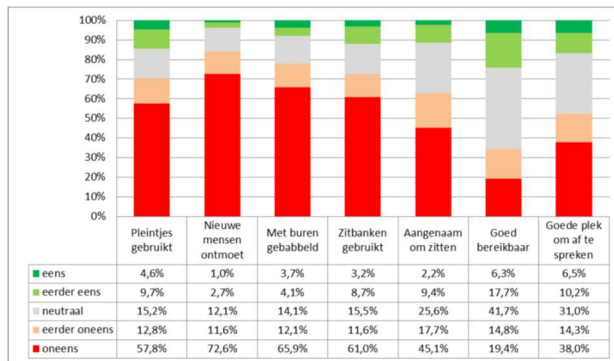
Every two months there was an evaluation of the test set-up, so the ULG evaluated both before and during this set-up. In December 2020 there was a survey regarding the evaluation of the perception of the temporary intervention by residents, traders and road users. In February and April 2021, there were again mid-term online neighbourhood surveys, from which comments were made about cycling comfort, loading and unloading and parking. The square next to the library was also enlarged and a temporary recycling point was created for the neighbourhood.

#### *Lessons learned from the temporary intervention*

- *Use the energy in the temporary intervention to focus on possible design opportunities. It's not only about the temporary intervention.*
- *Take some time to experiment within the experiment. Because also a small scale, temporary intervention can be too drastic for one first step*
- *Dedicated project manager for the SSA is important.*
- *Starting in winter is not optimal.*
- *Try to inform the press in advance. Don't let them get their information too much from the street*
- *When people want to complain, make them formulate constructive proposals too.*



An extensive online survey took place from 14 April 2021 till 7 May 2021. There were 587 respondents (118 residents, 21 shop owners) and all aspects of the temporary intervention (comfort, safety, use...) were evaluated and compared with other data (mobility profile of respondents etc). Due to the very mixed reactions and points for improvement that came as a comment on the temporary layout, it was decided to discontinue the temporary layout and continue working towards a permanent layout that can bring more safety and quality.



One image from the extensive survey about the temporary interventions

2020 – 2021: a very mixed image of reactions about the use of the temporary squares.

In any case, the temporary intervention has succeeded in starting a debate and local residents and traders have started to think together about what the street could look like in 5 years. In August 2021, the temporary set-up was removed. The elaborate evaluation showed what challenges were still relevant and what issues required more attention. Based on the discussions about the neighbourhood and the temporary installation, we updated the vision focusing on the local retail, mobility and public space. Some lessons were learned in this phase about an integrated process and how to deal with opponent feedback. In this perspective, we will use strong storytelling to create enthusiasm around certain interventions that we are going to do in the future.

### 2.3.2 Organising a retailer community

The purpose of this action was to create an active community of retailers. Before this action, traders in the Frank Craeybeckxlaan area were not very active in taking commitment to their neighbourhood. Thriving Streets created the opportunity to create a new dynamic for the revival of the centre from the existing Gallifortlei trade association.

- November 2020 to January 2021:
  - o Entrepreneurs from Deurne Centre have come together several times to discuss how the shopping area could be improved and to evaluate the temporary intervention in the meantime. Input was given from the retailers about the future use of the Frank Craeybeckxlaan and the Te Couwelaarlei. Proposals were also made to enhance the atmosphere in the centre, how to make the public space cleaner and where to provide new bike parking places.
- December 2020:
  - o Saint Nicholas quest for kids throughout the retail area, in collaboration with shop owners and the youth agency of Deurne.
- January 2021:
  - o Meeting with the shop owners to evaluate the temporary intervention and discuss proposals for improvements. It turned out that a meeting with the district administration was needed.
- February 2021:





- Meeting with shop owners and the district administration to discuss the ambitions of the district. Also, the shop owners gave examples of what they consider well designed shopping streets. Surprisingly, those examples largely corresponded to the ambition of the city and the district to provide extra living space and space for pedestrians and cyclists. This means that although the contradictions seem to be huge, the dream about the future of this place is mainly the same.
- Meeting with a testimonial from another shopping area in Deurne who used the tough period of road works and the change in parking regulations in their street to communicate in a positive way and promote their street.
- April 2021
  - Easter quest throughout the retail area in collaboration with shop owners and the youth agency of the district.
  - Clean-up action organised by the shop owners on one of the temporary squares, to attract people to the centre and promote a cleaner neighbourhood.
- July and September 2021:
  - Organisation of a fair in the street. In the past, an external organisation used to organise this fair. The new retailers association approached the organisers of this fair to collaborate. This will be an important asset in the future to make retailers more involved in the fairs in the street and connect more with the local events.
- November 2021:
  - The cables above the street Gallifortlei were renewed and decorated with flags to enhance the experience and the feeling of centre in the street. In December the flags will be changed by Christmas lights. This is not possible at the moment in the Frank Craeybeckxlaan because the street is too wide, but the shop owners want to investigate the possibilities to provide something similar in a newly designed Frank Craeybeckxlaan.
- December 2021:
  - Saint Nicholas quest for kids in collaboration with the youth agency and local shop owners.

*Lessons learned after the trajectory with local retailers:*

- *As a city, we can stimulate and facilitate the collaboration between retailers and other stakeholders in a neighbourhood, like a library, schools or the youth agency. More is possible when collaborating and it strengthens the social cohesion.*
- *It's good to ask people/retailers about their dreams for the neighbourhood and ask to give examples of retail clusters they think are an example. This helps to show what is planned is maybe not that different from what they want.*
- *It's important to work on the positive narrative for retailers in specific and to show as a city what can be done in a new situation*

### **2.3.3 Local mobility sharing community event**

Based on a parking study, conducted in the fall of 2020, it was clear that many parked cars remain on the street for a long time, without being used. The introduction of an attractive shared-mobility offer in the neighbourhood may offer the opportunity to reduce car ownership in the long term and thus contribute to the goal of reducing the dominance of the car on the street.



Creating a neighbourhood-supporting mobility hub (Smart Link or '*Slimme Schakel*') on the Frank Craeybeckxlaan can make the alternative (public transport + shared mobility) more interesting and therefore more attractive. Moreover, according to research, one shared car replaces 4 to 12 private cars. The aim of this action is that a specialised agency, together with the city and stakeholders from the neighbourhood, would look into what such a local mobility hub could look like and which offer is most relevant in this location.

This action was supposed to continue before the final (temporary) street redevelopment. Unfortunately, the organisation that was planned for this action on shared mobility was cancelled due to the corona pandemic. This action will take place in September 2022, as part of the integrated following process and as input to the final draft plans for the reconstruction.

#### **2.3.4 Event with school children**

Within this small-scale action, students from the surrounding schools tinkered and played on the Frank Craeybeckxlaan to experience the neighbourhood and the ownership of the existing space. First, there was a consultation with the school Kadee, Royal Athenaeum Deurne and the Scheppers Institute with the aim of exploring ideas about actions, implementation and co-creation in relation to learning objectives. Two concrete actions happened together with the schools:

- March 2021: With the first project the concept was that students would make colourful creations in recycled materials to decorate the trees on the square in front of the school. The works would be illuminated at night by a solar cell. The aim was to take initiatives on sustainability, ecology and the sharing economy: students give waste materials a second life and learn about how solar energy works. Also to encourage encounters in the street, neighbourhood or district: students dress up the neighbourhood by decorating the trees on the square next to the school. The project with the light cells was not achieved by the school (late communication). As an alternative, iron pleated birds were hung (the target for sustainability was not achieved).
- June 2021: Colored line markings were applicated by the District of Deurne at the School/Fountain Square in front of the schools in function of physical education classes. Afterwards used by schools Kadee, Royal Athenaeum Deurne and the Scheppers Institute (and the users of the square).



Colored line markings at the School/Fountain Square in front of the schools

#### *Lessons learned from the event with school children*

- *further monitoring was difficult due to the pandemic and working from home*
- *the involvement of schools is a work in progress and not as a finished action*
- *the school said it was happy to have been involved.*

### **2.3.5 Neighbourhood Parking**

As stated, according to the parking study (2020), it was clear that many parked cars remain on the street for a long time without being used. Residents turned out to be the most important group of long-term parkers on-street, but also a large proportion of visitors. So there is a relatively high parking pressure on-street. New possibilities of off-street parking were explored, such as neighbourhood parking. Residents can park their car or motorcycle in these neighbourhood car parks. Some car parks also allow employees or owners of surrounding shops or companies. This leaves more space on the street, also for greenery or play area. Residents of the city of Antwerp can receive a subsidy if they take out a subscription in a car park and hand in their parking permit for residents. The shopping street principle can be an incentive towards off-street parking for residents, traders and employees.



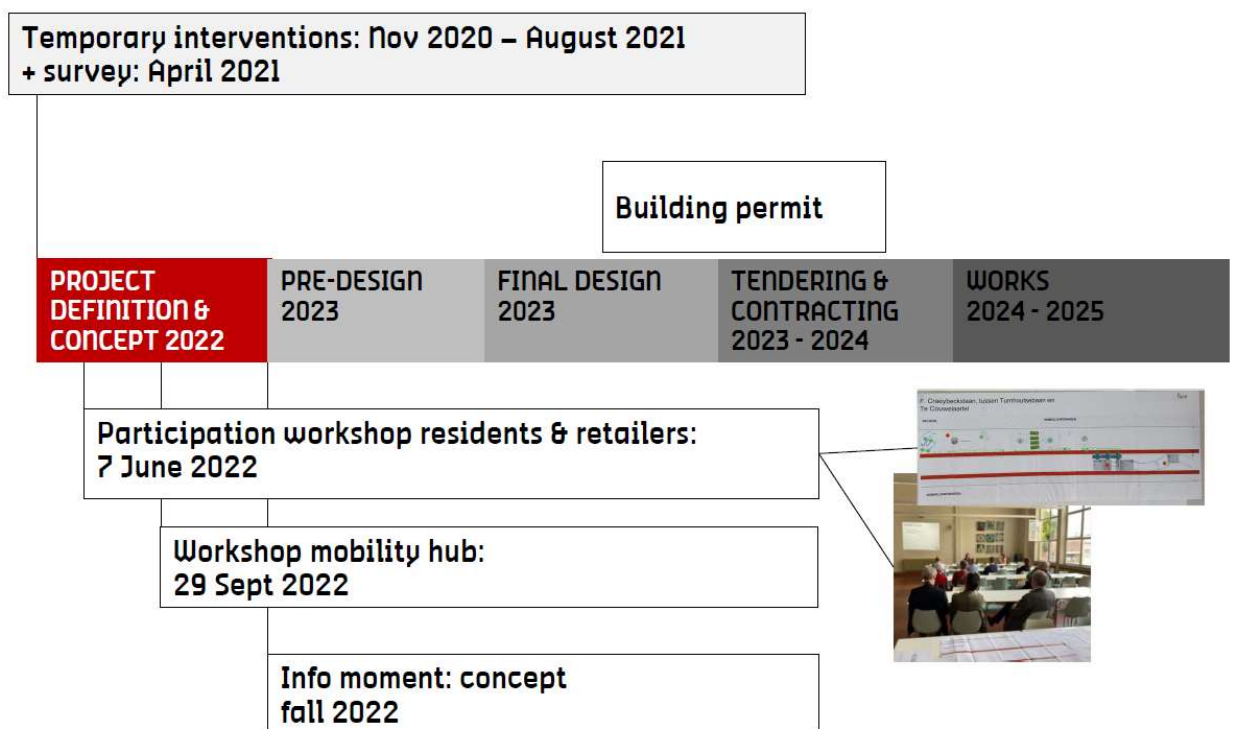


Between April and June 2021, workshops were organised with stakeholders, experts and policy makers on school environment, public space around the library, mobility issues and local retail in Deurne – North. These ideas were discussed during a ULG meeting and several actions were suggested to policy makers, including neighbourhood parking. The potential of this action was reviewed in the summer of 2021. As part of this action, potential partners were surveyed and possible locations were investigated (such as primary school Kadee, Lidl, Colruyt, the social housing company Woonhaven...). After research it turned out to be possible to provide parking spaces at Lidl and Woonhaven for neighbourhood parking. There will also be a neighbourhood bicycle shed.

#### *Lessons learned about (changing) the neighbourhood parking situation*

- *this action is a politically sensitive instrument*
- *whereby we must always keep the parking balance in mind in function of the timing*
- *timing must always be taken into consideration to avoid unnecessary increases in parking pressure*

## 2.4 Future approach: action plan 2022 – 2025 – 2030





| OBJECTIVE 1/ REINFORCE LOCAL RETAIL CLUSTER                                 |   |  |                  |  |
|---|---|--|------------------|--|
| Action & main executor  | Short description   | Lessons learned  | Execution period | Source of funding  |
| Promotion of retail cluster   | <p>Strengthening the local retailers association</p> <p>Facilitating and supporting initiatives of the local retailers association</p> <p>Stimulating to use the opportunities created by local celebrations to promote the retail cluster</p>  | The intense dialogue with local retailers during the temporary intervention showed that many shop owners have a negative view of their own neighborhood and how it is evolving. Therefore, it's important to properly support positive actions in the neighbourhood, so that not only customers are convinced of the potential of the neighbourhood, but also the retailers themselves.  | 2020 - 2030      | <p>Funds of Antwerp City Municipality (5500 euros/year)</p> <p>Funding by the district of Deurne: Christmas lights and animation during local celebrations</p> |
| Make participation of local retailers association more structural           | In the case of a dialogue about redevelopment, this takes place together with the retailers association and we no longer invite each retailer individually (as in the beginning of the urbact project). This way we better structure the dialogue between the city and local retailers and we create a filter for negativity. | The experience with the temporary intervention has shown that regular and structured consultation with retailers is necessary. When dialogue only starts in response to decisions, you get an energy-consuming conflict instead of an enriching cooperation.   | 2022 - 2030      |  |
| Decoration to promote identity of the neighbourhood (landmark/art work/...) | <p>In order to promote the uniqueness and identity of different retailclusters in the city, we try to install decorative elements when a street is being renovated. The decoration is defined through a participative project.</p> <p>(examples: see attachment)</p>  | <p>Deurne doesn't have a clearly recognizable centre at the moment. The temporary intervention has shown that the neighbourhood continues to see their own street mainly as a thoroughfare. Therefore, it's important to invest in an attractive and recognisable center. Moreover, this kind of decoration gives local stakeholders something to be proud of. Hopefully this helps to turn around the negative image that</p> | 2023 / 2025      | Funds of Antwerp City Municipality, economy department   |



|  |  |   |   |   |
|--|--|---|---|---|
|  |  | dominates among many of them.   |   |   |
| <b>OBJECTIVE 2/ MOBILITY – MODAL SHIFT &amp; ROAD SAFETY</b>   |  |   |   |   |
| <b>Action &amp; main executor</b>  | <b>Short description</b>   | <b>Lessons learned</b>  | <b>Execution period</b>                           | <b>Source of funding</b>                                |
| Alternatives to on-street parking  | Creating a neighbourhood parking offer in:<br>- the parking lot of the local supermarket (shared use)<br>- nearby new-build projects with underground car parks  | Enough parking space nearby as concerns of residents and policy makers – to enable a deletion of the number of parking spaces on street               | 2022 – 2024 (in the run-up to the reconstruction) | Funds of Antwerp City Municipality                      |
| Local mobility sharing community event   | The introduction of an attractive shared-mobility offer in the neighbourhood may offer the opportunity to reduce car ownership in the long term and thus contribute to the goal of reducing the dominance of the car on the street. The aim of this action is that a specialised agency, together with the city and stakeholders from the neighbourhood, would look into what such a local mobility hub could look like and which offer is most relevant in this location. | Based on a parking study, conducted in the fall of 2020, it was clear that many parked cars remain on the street for a long time, without being used. | Sept 2022   | Thriving streets  |
| Creating a neighbourhood-supporting mobility hub on the Frank Craeybeckxlaan                                       | A new mobility hub (Smart Link or Slimme Schakel) on the Frank Craeybeckxlaan can make the alternative (public transport + shared mobility) more interesting and therefore more attractive.  |   | 2023  | Funds of Antwerp City Municipality, EU Funding programs |
| <b>OBJECTIVE 3/ IMPROVE QUALITY PUBLIC SPACE</b>   |  |   |   |   |
| <b>Action &amp; main executor</b>  | <b>Short description</b>   | <b>Lessons learned</b>  | <b>Execution period</b>                           | <b>Source of funding</b>                                |
| Reconstruction of the Frank Craeybeckxlaan, the Te Couwelaarlei and the square<br><br>Deurne District Municipality | Reconstruction of the streets, from facade to façade, partly as a square, with greening, wide cycle paths, street furniture...   | After a long preliminary phase, people expect a real transformation of the public space<br><br>By continuing a participatory design process           | 2024 - 2025                                       | Funds of Deurne District Municipality                   |





## 3 PART 3 – IMPLEMENTATION FRAMEWORK

### 3.1 Framework for the delivery of the IAP

The city of Antwerp has a 'RSA' or strategic spatial plan, a 'Mobility Plan', a 'Climate Plan' and a 'Green plan'. All have objectives and targets that are in line with the IAP and the challenges Thriving Streets aims to address.

We will be monitoring a range of before and after data sets to assess the impact of our IAP. Data will be collected inside the project area and as part of the infrastructure project monitoring framework. Data collection includes traffic counts, traffic speeds, parking numbers, air quality and feedback via public enquiries and ULG.

### 3.2 Resourcing and funding

The total forecasted project budget for three years across all cost items amounts 67.418,20 euros. The resources mainly go to staff costs, this is the main expenditure item with 35.940,00 euros. In addition, funds will go to external expertise and services (expertise meeting organisation, expert and other non-staff travel, expertise first level control), staff travel and accommodation, equipment and project partner office and administration.

The approved project budget of URBACT is taken into account in this respect, in relation to the declarations. 70% of the project budget is declarable. The public funding still amounts to a total of 20.225,46 euros for the three years.

The city and the district have a budget for the total refurbishment of the Frank Craeybeckxlaan in 2024 - 2025, including standard road-designing staff. This budget will increase with supplementary investments coming from the sports and leisure department when there will be need for sports infrastructure, the culture department when there is a demand for (playable) art. Determination of the demand and opportunities will be part of the project. The URBACT budget for the temporary intervention has been used for renting equipment and developing the intervention and for appointing an external partner who took care of the furnishing and helped the city and the district with the development of an adapted program. Further, the budget has been invested in a more elaborated co-creation process.

|                                  | Forecasted<br>Total Project<br>Budget | Budget Proposal<br>2020 | Budget Proposal<br>2021 | Budget Proposal<br>2022 |
|----------------------------------|---------------------------------------|-------------------------|-------------------------|-------------------------|
|                                  |                                       |                         |                         |                         |
| <b>Staff costs</b>               |                                       |                         |                         |                         |
| <b>Total</b>                     | € 35.940,00                           | € 8.985,00              | € 19.767,00             | € 7.188,00              |
|                                  |                                       |                         |                         |                         |
| <b>Office and Administration</b> |                                       |                         |                         |                         |
| <b>Total</b>                     | € 1.078,20                            | € 269,55                | € 593,01                | € 215,64                |
|                                  |                                       |                         |                         |                         |
| <b>Travel and Accommodation</b>  |                                       |                         |                         |                         |



|  |             |             |             |             |
|--|-------------|-------------|-------------|-------------|
| <b>Total</b>                           | € 9.800,00  | € 2.000,00  | € 5.200,00  | € 2.600,00  |
|  |             |             |             |             |
| <b>External Expertise and Services</b> |             |             |             |             |
| <b>Total</b>                           | € 15.800,00 | € 5.150,00  | € 7.150,00  | € 3.500,00  |
|  |             |             |             |             |
| <b>Equipment</b>                       |             |             |             |             |
| <b>Total</b>                           | € 4.800,00  | € 4.800,00  | € -         | € -         |
|  |             |             |             |             |
| <b>Total</b>                           | € 67.418,20 | € 21.204,55 | € 32.710,01 | € 13.503,64 |
|  |             |             |             |             |
| ERDF 70%                               | € 47.192,74 | € 14.843,19 | € 22.897,01 | € 9.452,55  |
| Public funding 30%                     | € 20.225,46 | € 6.361,37  | € 9.813,00  | € 4.051,09  |

### 3.3 Governance

This Urbact project for the Frank Craeybeckxlaan is a collaboration between the City Administration, with the departments of 'Mobility', 'Public Space' and 'Retail and Business' and the District Administration of Deurne.

- The project leader of the Department of Public Space coordinated the temporary intervention and is responsible for the design and drawing process as a central contact person.
- The Department of Mobility drafts and coordinates the integrated action plan, coordinates the knowledge sharing and Urbact, drew mobility actions on a project basis, gave advice and support from mobility expertise and did the conceptualisation.
- The Department of Retail and Business coordinated the participation process with the local retailers, gave advice and support from expertise in hospitality and retail sector, was a central point of contact for traders and was busy with participation in knowledge sharing Urbact-network.
- The District Administration of Deurne was the ULG coordinator in the project and coordinated the participation process, did the communication and coordination with the district and deals with the development and maintenance. Further, it was a central contact person for residents of the neighbourhood and others and was busy with participation in knowledge sharing Urbact-network.
- Mobility and Parking Antwerp (MPA) conducted the research on neighbourhood parking.

During the process we worked with the following ULG system:

- Focus group (ULG): a free-to join group of stakeholders from the neighbourhood. In phase 2 in 2021, we came together every 6 months for a workshop. The organisation of the focus group has been led by the district of Deurne. The ULG was busy with the conceptualisation and gave feedback.
- Parallel there were more thematic workshops with smaller target groups of ULG-members, together with experts on the topic.
- A separate group of local businesses has been organised around the topic of improving the local retail cluster. Business owners of the whole neighbourhood were invited with the intention to consolidate a local business owners association



### 3.4 Overview and analysis of risks

Risk assessment table

| RISK                 | PROBABILITY | IMPACT | MITIGATION PLAN  |
|----------------------|-------------|--------|--|
| Public support       | Medium      | High   | Maintain an intensive participation structure  |
| Political support    | Medium      | High   | Maintain an intensive consultation structure<br>Parking as a sensitive matter, by conducting objective studies |
| Timing and resources | Medium      |        | Timing - decision making   |
| Costs increases      | Medium      | Medium | Maximise opportunities for funding via traditional sources and research alternative sources                    |
| Cooperation          | Low         | Low    | There's a strong network built   |

Thriving Streets created a new dynamic for the revival of the centre of Deurne – North with an active community of retailers (and a new trade association) and an engaged focus group. The process in 2020 – 2021 yielded concept elements for the redevelopment. The design process started in 2022 building on the collaboration of previous years. To a dynamic center for Deurne in the Frank Craeybeckxlaan – Te Couwelaarlei, as an final piece of 15 years of renewal and transformation.





## 4 ATTACHMENTS

### 4.1 Examples decoration promoting the identity of retail clusters



China Town, Van Wesenbekestraat, Antwerp (city center)



Handelstraat, Antwerp (Stuivenberg)



Herentalsebaan, Antwerp, Deurne – South