Improving the accessibility of a small city centre
WHERE IS BOOM?
WHAT ONCE WAS A THRIVING CITY CENTRE...
... IS NOW A CENTRE IN DECAY ...
... DUE TO POOR CAR ACCESSIBILITY

DO WE HAVE TO GO? THIS IS THE BEST PARKING SPACE I'VE EVER GOTTEN.
BUT WE'RE DONE SHOPPING.

BUT IF WE LEAVE, SOMEONE ELSE WILL GET IT, AND I WON'T HAVE IT ANYMORE.

YOU ARE A STRANGE, STRANGE MAN.
CITY ASKS MOBILITY MANAGER FOR HELP
WE NEED RADICAL MEASURES!

I THINK WE'RE COMIN' IN FOR A LANDING.

WHAT DO WE WANT!

MORE PARKING SPACES!
ANALYSIS SHOWED CAR ACCESSIBILITY WASN’T BAD
A LOT OF PARKING AT WALKING DISTANCE
HOW CAN WE CHANGE THE PERCEPTION?
NO RADICAL OR EXPENSIVE MEASURES NEEDED
JUST MAKE IT VISIBLE!
HOW DO WE MAKE IT VISIBLE AGAIN?
PEDESTRIAN SIGNING

- 3 min Vredegerecht
- 4 min Brandpunt
- 8 min Centrum Boom
- 0.7 km Centrum Boom
- 13 min Park
- Boom-Noord
BICYCLE SIGNING
LEAFLET COMMUNICATION
POP UP SHOPS + PROMOTION

LET THE TOWN BOOM