Boulevard car park

"A **high-end**, **sustainable** and **customer friendly** parking facility right at Scheveningen **beach** with a **very chic** and **unique** appearance."

Interparking

Visitors & functionality
Serving and contribution to the community

Facilitating visitors to Scheveningen

All year round, Scheveningen attracts tourists from countries as Germany, Belgium, France, England & Italy. It is also a popular seaside resort among Dutch people from cities in the area.

Improving accessibility to various visitor destinations

Scheveningen is the most popular seaside town in the Netherlands and attracts large numbers of visitors because of its popular visitor destinations such as the Boulevard, the beach, hotels, restaurants and the Pier.

Improving the traffic flow

The arrival of this car park has created extra parking space in the area. This reduces search traffic and significantly improves the traffic flow on access roads.

★ ★ ★ ★ ★

"Beautiful, neat and spacious car park directly on the boulevard. If you are going to the beach all day, book a parking space for 10 euros per day."
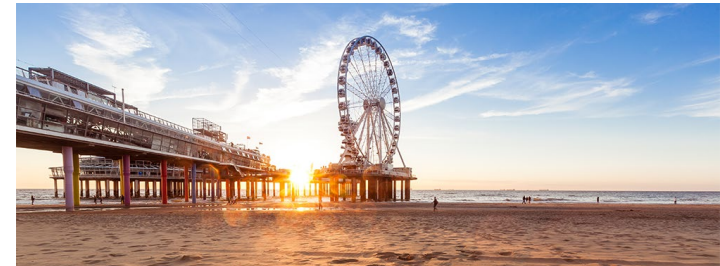
Source: Google My Business review, 2022.

A unique location of the car park
Scheveningen Beach: An international touristic hotspot

The map shows the following locations:
- The Pier
- Beachclub Soulsistah
- Carlton Beach
- Beachclubs
- Interparking Boulevard
- Beachclubs
- Funland
- Bowling club
- Glow Golf
- Bilderberg Europa Hotel
- Hommerson Casino
- Palace Promenade
- Crazy Piano's
- Kurhaus
- Legoland
- Pathé Scheveningen
- Sea Life
- Holland Casino
- Museum Beelden aan Zee
- AFAS Circustheater

North Sea, Beach, Boulevard, Gevers Deynootweg, Zwarte Pad, Oosta..., Zwolsestraat, Palaceplein, Badhuisweg, Nieuwe Parklaan

Parking (inset map: Beach, Boulevard, Parking)

The Pier is a well-known crowd puller

Approx. 17.5 million people visit Scheveningen every year

2.5 km-long Boulevard

Boulevard with 100+ beach clubs, pubs, restaurants & hotels

Scheveningen is the **most popular** seaside town

New futuristic pavilion as an eye-catcher

Interparking

The Noordboulevard is charaterised by the **art-deco style** that is reflected in the architecture of the building. The appealing of the Noordboulevard represents the **grandeur of Scheveningen's rich heritage** and brings back the allure of the past.

The building is located in an area with approx. **3,000 m2 of catering/retail** space. The futuristic adjacent pavilion will house a **luxury beach club**. The building is **fully integrated into the surrounding (dune) landscape** and therefore contributes to a more pleasant appearance of the area.

Photo: cross-section of the car park showing that the object is built on sand and, as it were, blends into its natural surroundings.
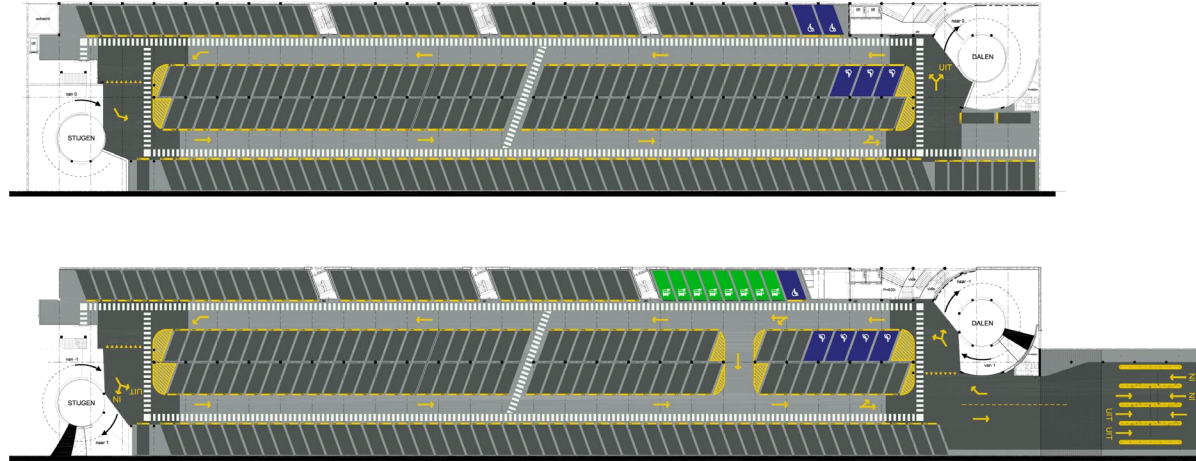
Interparking

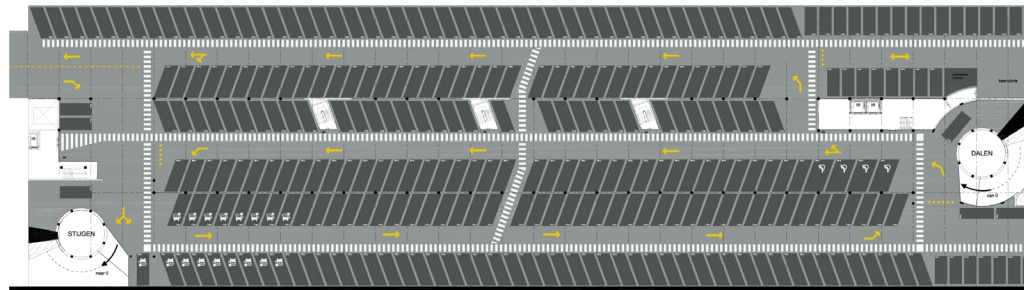# Design functionality
A very efficiënt and comfortable design, routing & lay-out

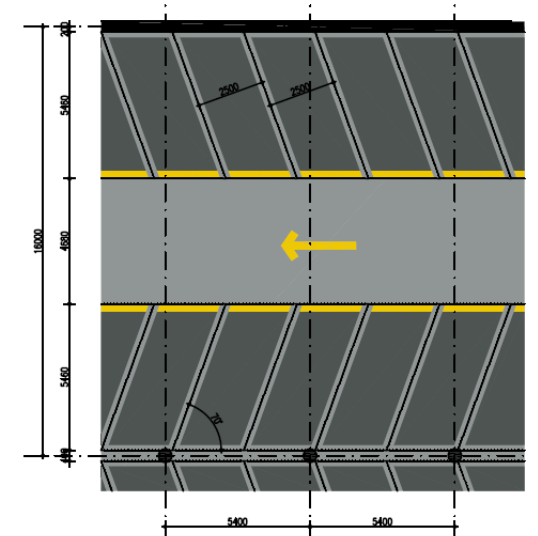**One way traffic** with seperated ascent en descent lanes.

Colom-free span of 16 meters to create clear overview.

Customer friendly entrance with alternating lanes.

Parking bay with size **2.50 m x 5.46 m** at a **70° angle**.

Interparking

Accessibility & design asthetics
An attractive connection to the sea

High quality finish of pedestrian area with beautiful detailing, such as the terrazzo floor and chandeliers in **art-deco style**.

Unique architecture and recognisable icons on each parking layer.

4 transparant and spacious passenger lifts divided over the two pedestrian areas.
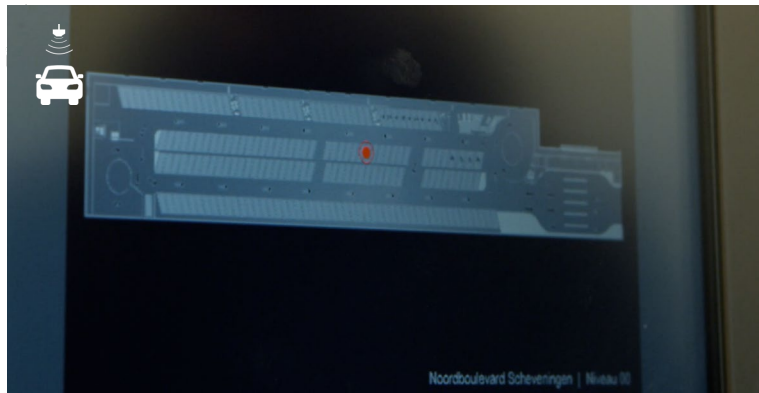

In total 6,000 (125m2) **specially designed ceramic shell tiles** and a **recycled glass mosaic wall** beneath.

Recognisable signs on the outside of the building for pedistrians, so that the car park is also **clearly visible** from the outside.

Parking services
Innovative & sustianable smart mobility solutions

Find my car at payment terminals.

Full/free signaling per space.

QR-readers to scan QR-codes at entry or payment terminals.
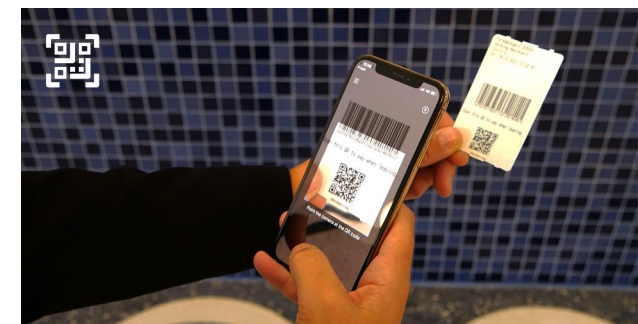

Touchless parking with 'Wave & Go'.

Customer friendly **parking guidance system.**

25 charging points (possible to extend to 75)

Pay by QR on a mobile phone

Interparking

Environmental aspects

Sustainable applications to improve the car park and i'ts envronment

Implementation of a **parking guidance system** and real-time display of available parking spaces per floor reduces search traffic in the car park which leads to **lower CO$_2$ emissions**.

12,325 m^2 of roof garden with 290 solar panels. 80% of the energy generated is used in the parking garage.

Motion sensors can result in energy and **CO$_2$ savings of approx. 60%** compared to conventional lighting. 5 minutes after detection, the lighting is dimmed to 10%.

> " The roof garden features **shrubs and grasses** that **encourage biodiversity** and reduce the amount of nitrogen in the environment. This makes the object an **extension of the natural area around** it." "


The car park currently has **25 electric charging stations** that are **all powered by the solar panels** installed on the roof. The transformer room has the capacity to **expand to 75**.

Interparking

Marketing & Communications
Online tools to improve the digital customer journey of the car park

"It was ideal that I could book online. The cost of parking is very reasonable, especially compared to other parking garages. "

Source: Customer satisfaction survey, 2021.
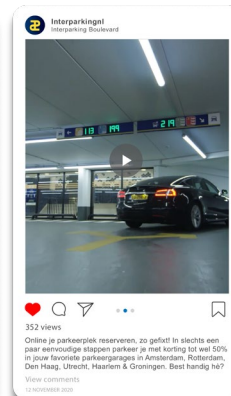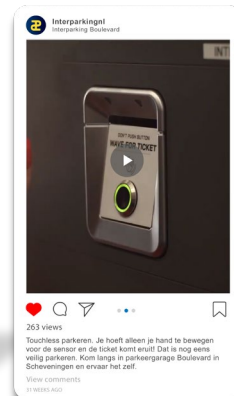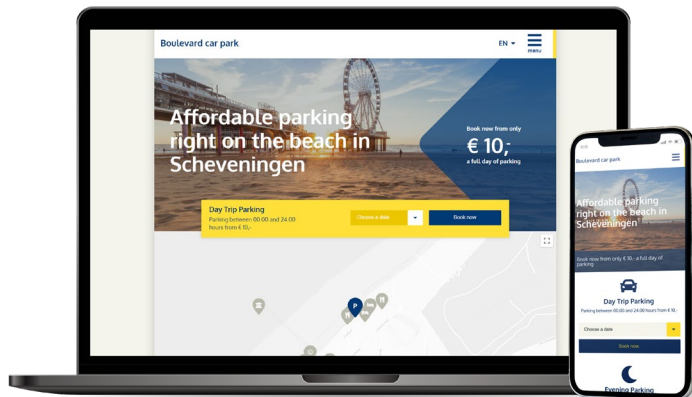
Local entrepreneurs initiative

- **Online booking** website (www.parkereninschevenigen.nl/en)
- **Social media** campaigns (organic and advertised)
- Monthly B2C **email campaigns**
- Continuous **customer satisfaction surveys**
- **Special launch offer:** hand out discount tickets & flyers to stakeholders
- **Link building** collaborations with stakeholders & events
- **Google Ads** campaign and **SEO improvements**
- **Google Maps & Waze** navigation
- Pcard+ network acces as **loyalty card**
- Involded in the **Marketing initiative** 'Buitengewoon Scheveningen' to stay up-to-date with relevant developments

Instagram **Facebook** **YouTube** **LinkedIn**

Interparking

Why should this car park win?
A complete customer & local contribution focused car park

Improved accessibility with smart mobility solutions
- Unique location at the beach for improved access to local community
- Better use of urban space reducing on street spaces
- Easy & fast access via license plate and QR codes
- Created local partnerships with hotels, restaurants and touristic attractions to optimize search traffic flows
- Digital payment via QR code on parking ticket
- Online booking platform and local oriented website

Optimal customer experience & attractiveness
- ESPA Gold awarded
- High standard finishing quality
- Column free parking spaces
- Parking guidance system
- Efficient routing and wayfinding
- Out of the ordinary art-deco pedestrian zone

Mobility

Quality

Good employership

Sustainability

High social responsibility
- Spacious lodge with climate control
- Health & safety program
- Standard work instructions and procedures
- Interparking academy to train and certificate staff
- Support from control room, customer- and technical service

Contribution to a sustainable environment
- 290 solar panels, self sufficient energy supply
- Green rooftop integrates in nature landscape
- Local electric charging hub with 25 stations (for 75)
- Energy saving installations and LED lighting
- Parking guidance reduces internal search traffic
- Stimulating energy sufficient cars with Eco Parking discount

Interparking