

SPUR

Ideas + Action for a Better City

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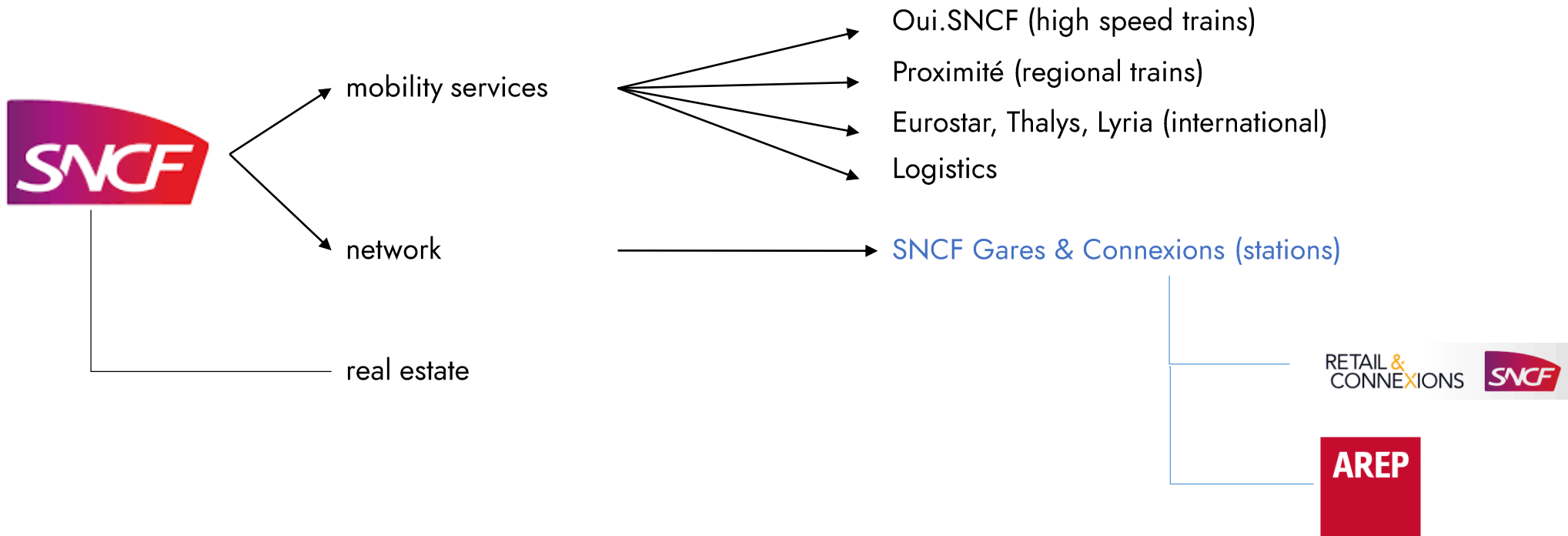
@SPUR_Urbanist

#StationDesign

SPUR forum

11.10.2018

AREP within the SNCF Group



AREP Group



AREP

project management services
in France

AREP Ville

architectural and urban studies
in France and abroad

PARVIS

contracting authority support in
France

MENIGHETTI

urban and architectural
programming, facilities and
services master planning

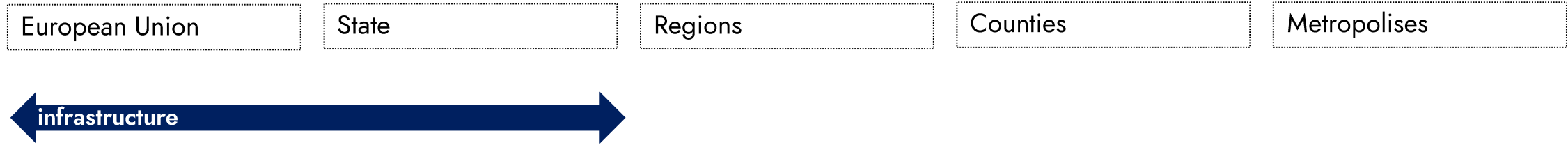


organisation of transportation in France

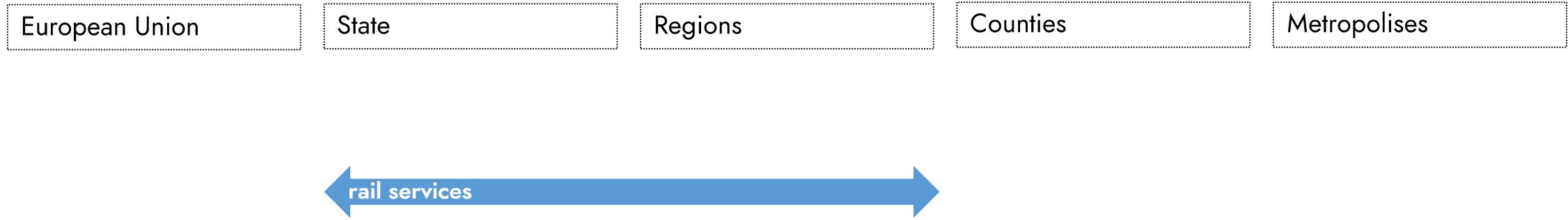
organisation of transportation in France



organisation of transportation in France



organisation of transportation in France



organisation of transportation in France

European Union

State

Regions

Counties

Metropolises



organisation of transportation in France

European Union

State

Regions

Counties

Metropolises



Operated by SNCF

organisation of transportation in France



organisation of transportation in France

European Union

State

Regions

Counties

Metropolises

← coach services →



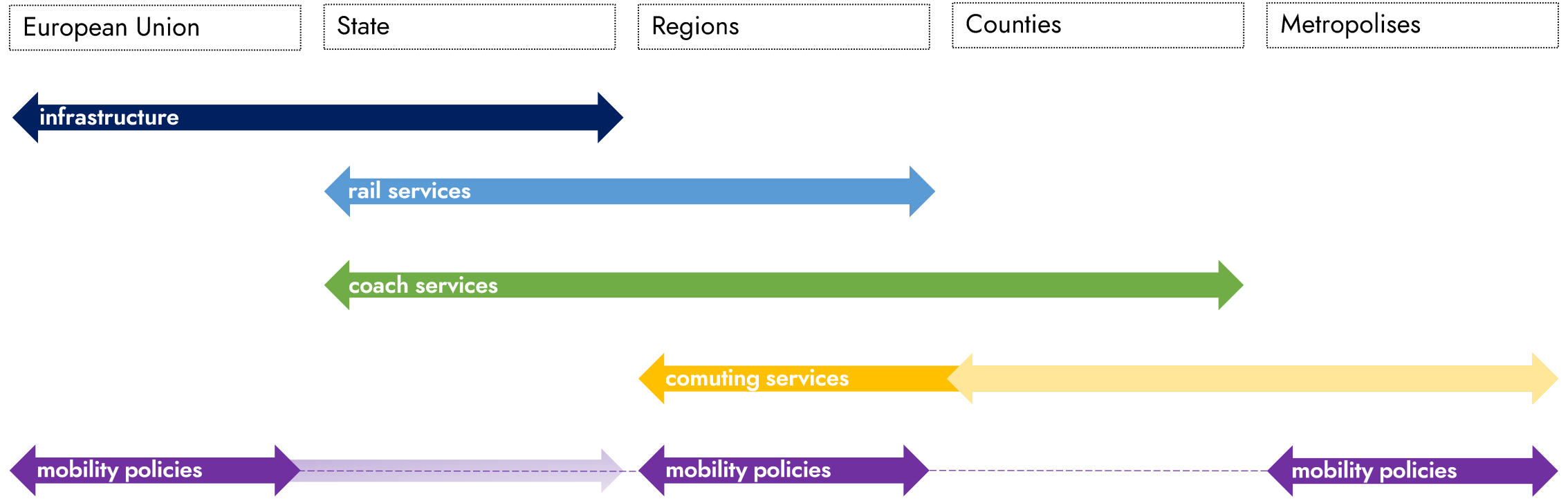
organisation of transportation in France



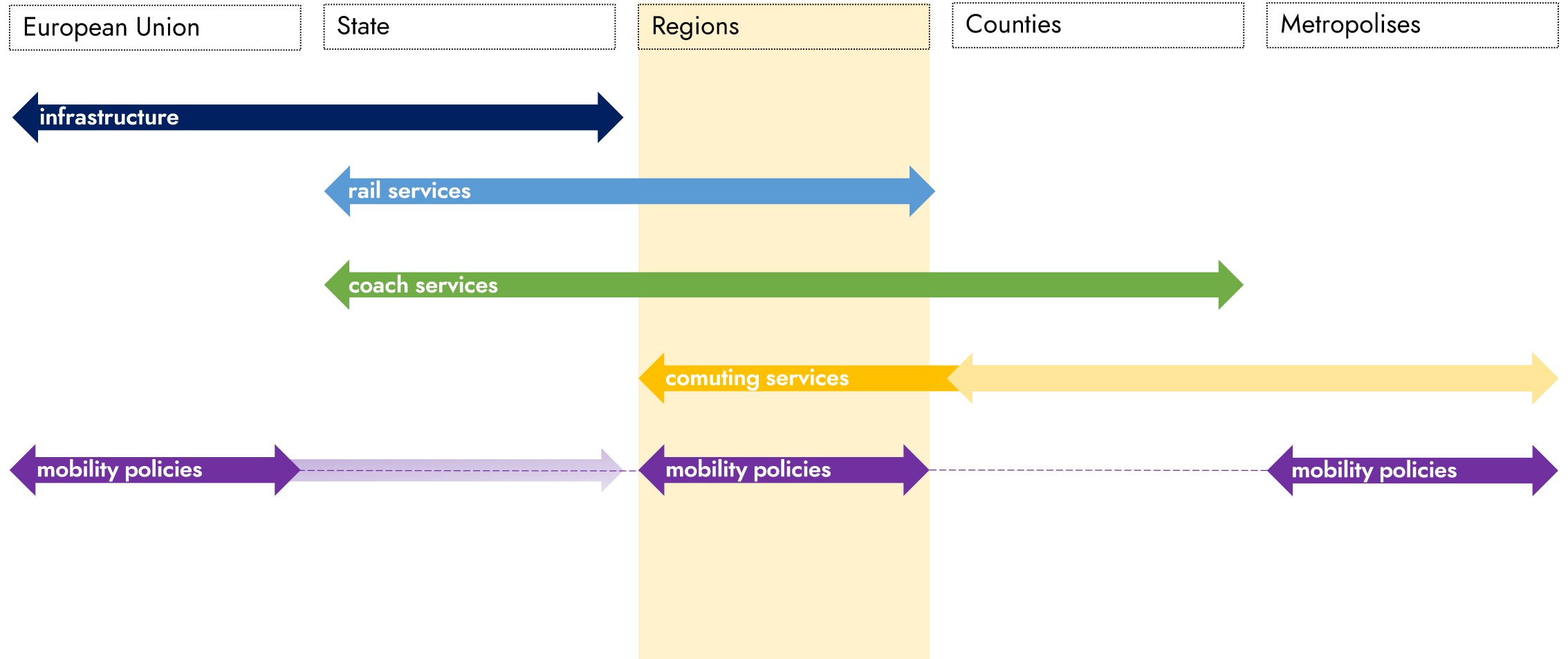
organisation of transportation in France



organisation of transportation in France



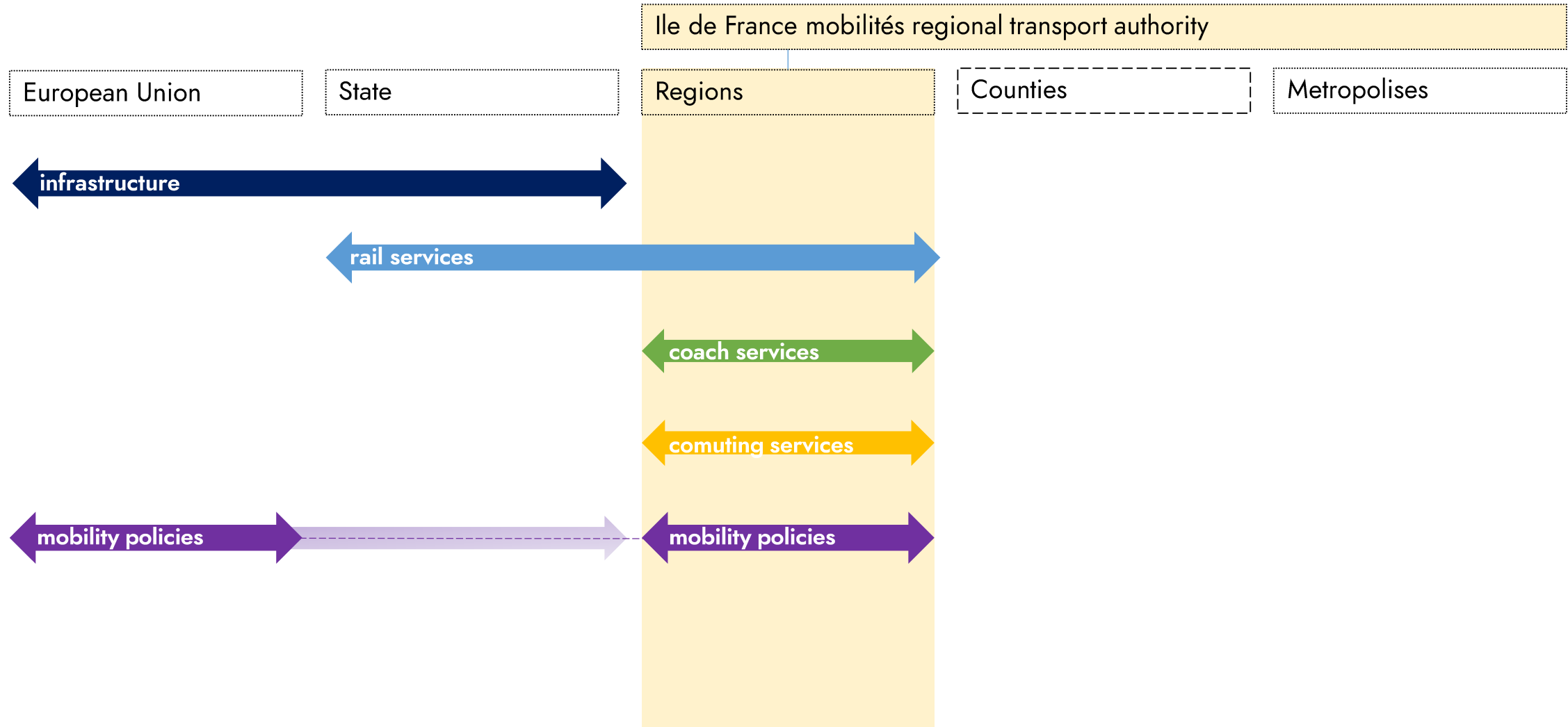
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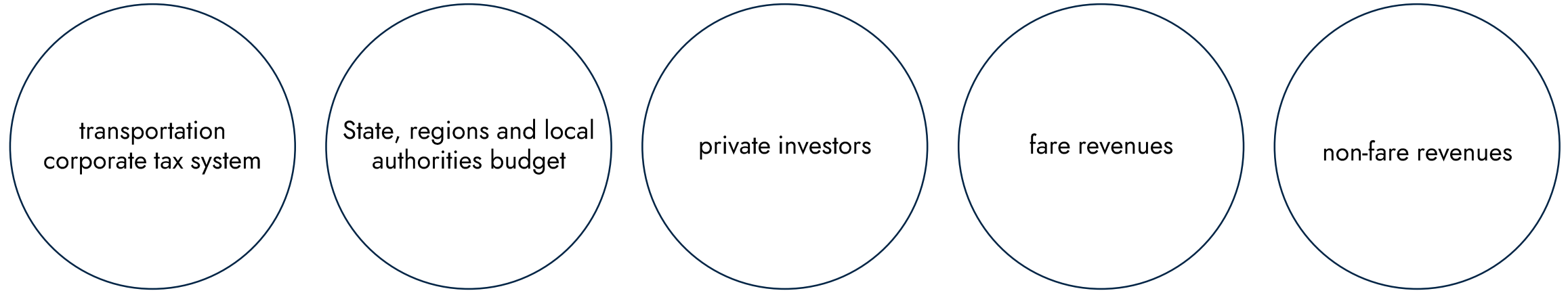
the french regions



the case of Paris capital region



financing railway policies



railway stations in France

railway stations within the french railway network



LYON PART DIEU • 2022 • 90 M€ (55 M€ EN FP)



RENNES • 2019 • 80 M€ (20 M€ EN FP)



NANTES • 2019 • 60 M€ (20 M€ EN FP)



BORDEAUX SAINT-JEAN • 2017 • 50 M€ (20 M€ EN FP)



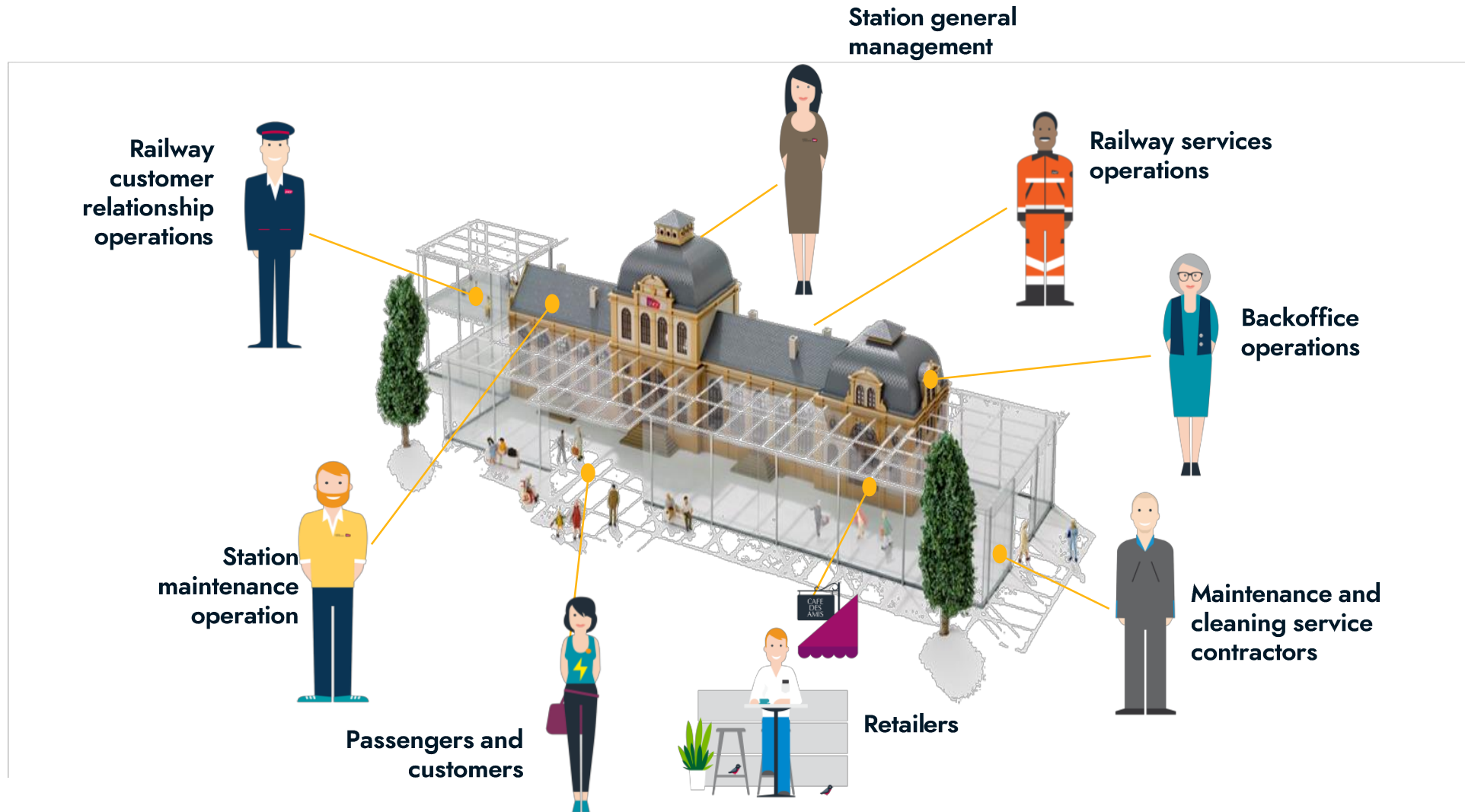
PARIS AUSTERLITZ • 2021 • 190 M€ (175 M€ EN FP)



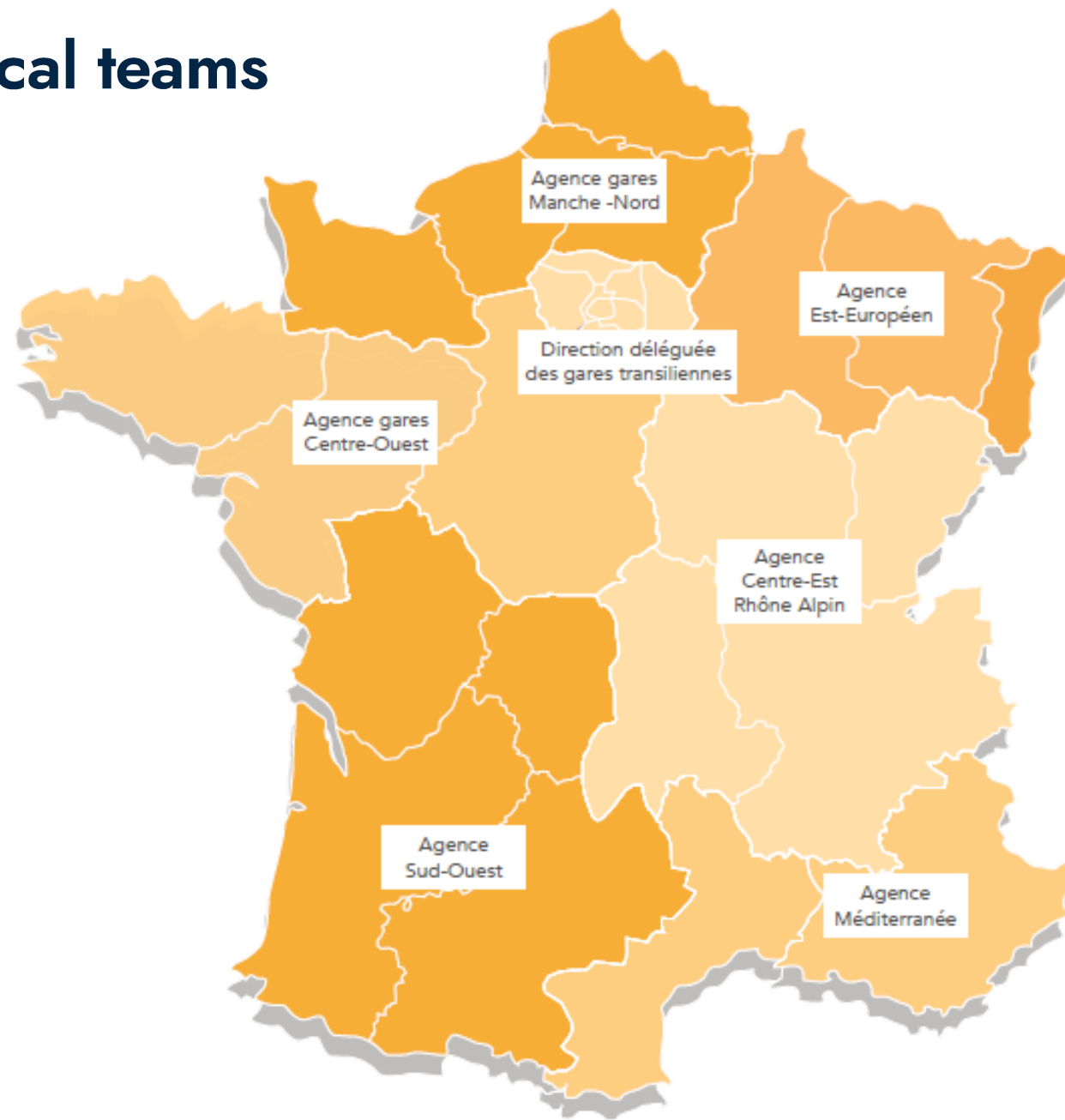
PARIS NORD (PHASE 1) • 2019 • 80 M€ (60 M€ EN FP)

EN FP : EN FONDS PROPRES

a world of practices



a national management with local teams



the economic model of french railway stations

Concessions

Maintenance for
third parties

Rents

Access
charges

Access charges : 600 M€ - 50% of the profit
under scrutiny of the railway and road authority

the economic model of french railway stations

Concessions

Maintenance for
third parties

Rents

Rents: 120 M€ - 10% of the profit

Access
charges

the economic model of french railway stations

Concessions

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third parties

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Maintenance: 250 M€ - 20% of the profit

the economic model of french railway stations

Concessions

Concessions: 180 M€ - 15% of the profit

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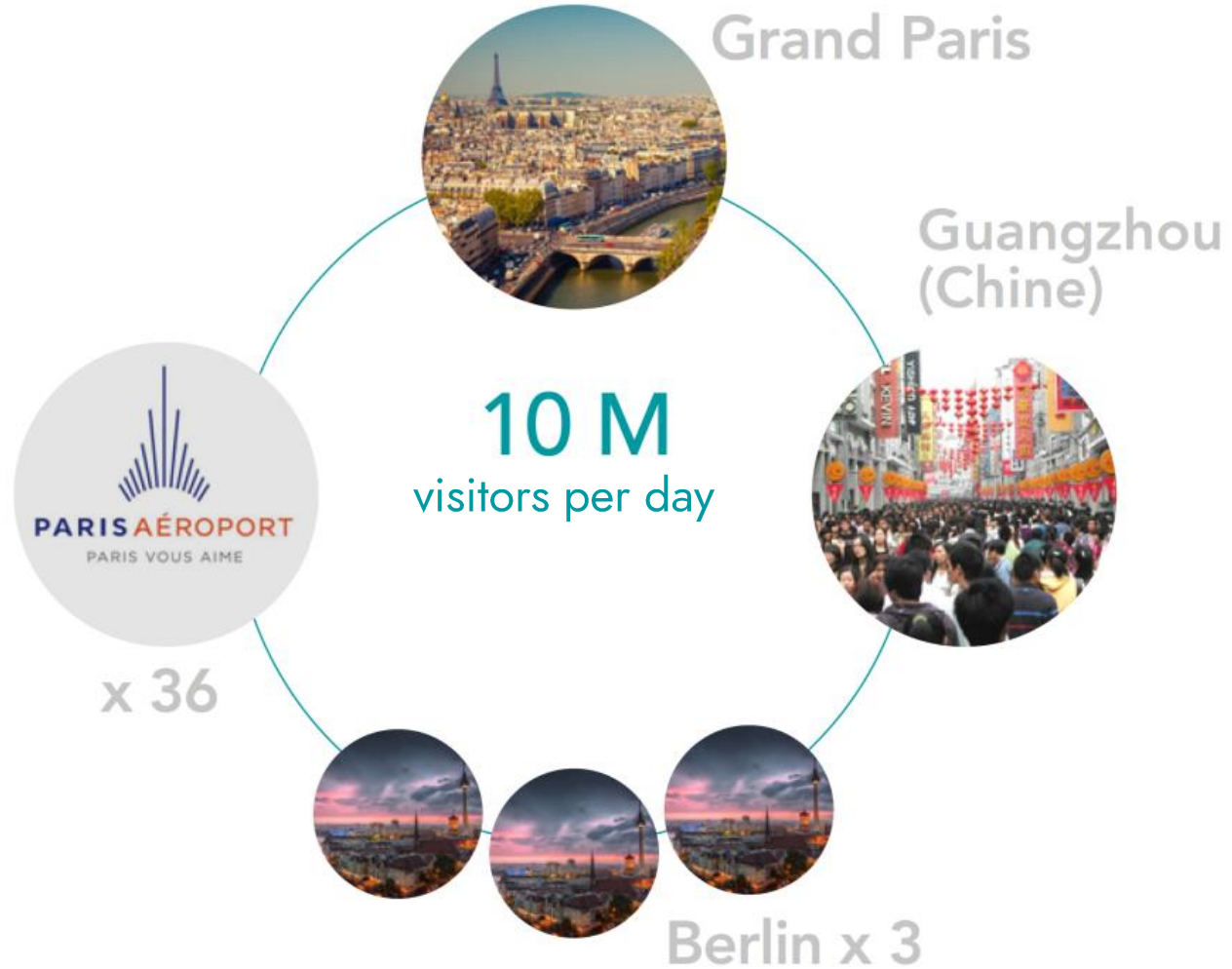
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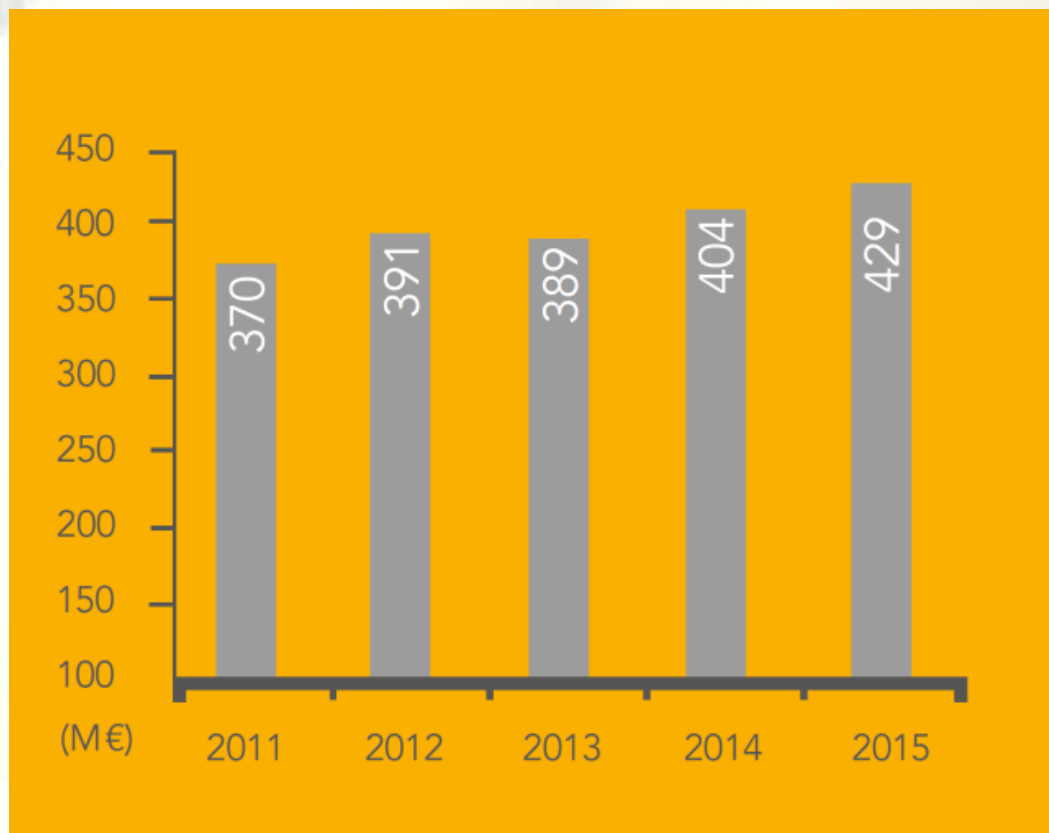
Access
charges

Access charges : 600 M€ - 50% of the profit
under scrutiny of the railway and road authority

it's all about flows of passengers



retail activities: a lever for financing railway stations



research and design for the users of railway stations

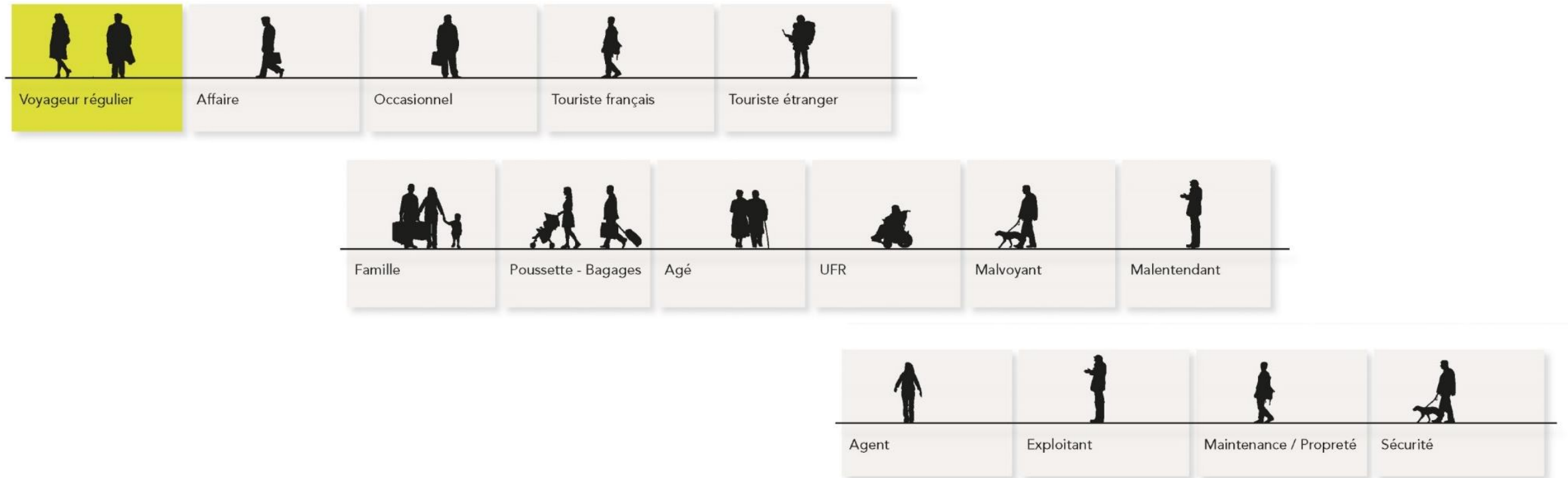


THERE ARE
THOUSANDS OF **WAYS**
TO **LIVE TOGETHER**
IN **PUBLIC SPACES**



AREP designlab

THOUSANDS OF USERS



THOUSANDS OF USES



THOUSANDS OF **NEEDS**

comfort

retail activities

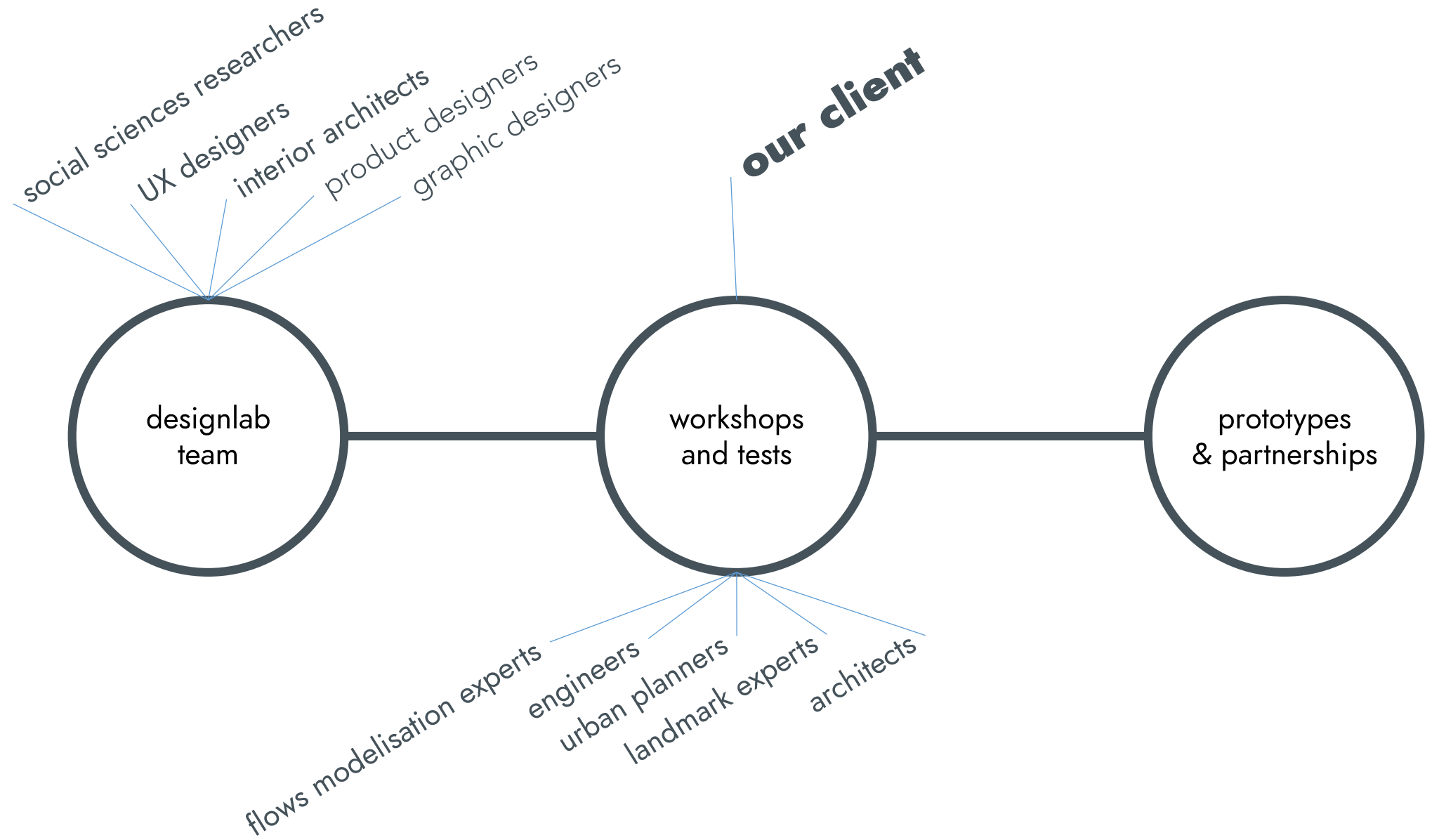
public space quality and safety

information

orientation

travel experience

waiting time management



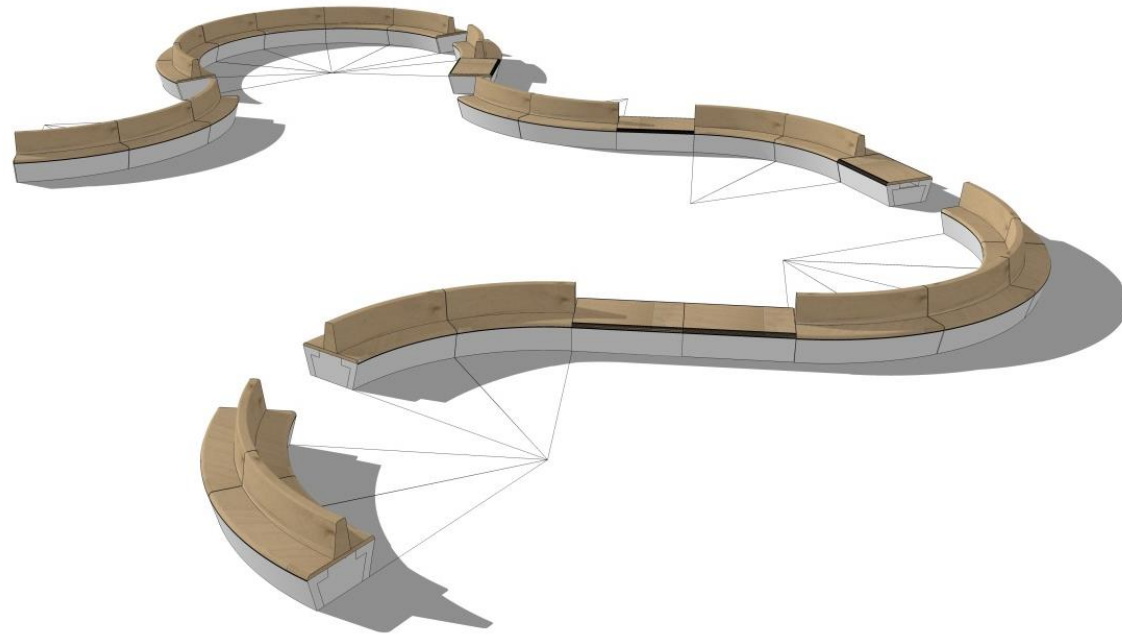
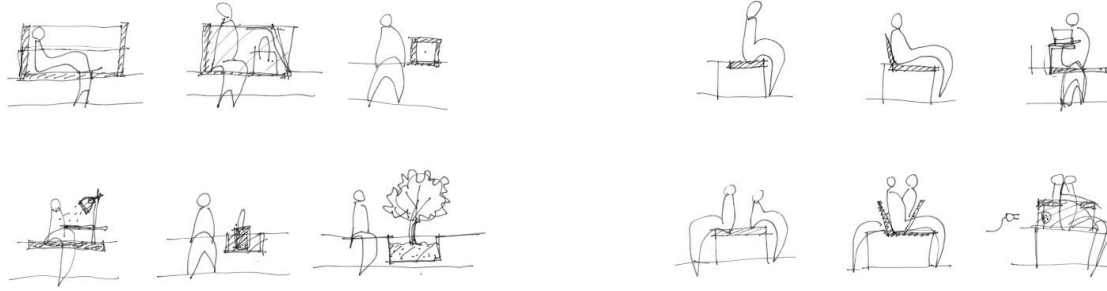


wait

PARIS LYON STATION NEW WAITING AREAS



PARIS CDG AIRPORT TGV STATION COMFORT BENCHES



Bienvenue dans le

Hall 2

Welcome • Benvenuti

guide

Voie

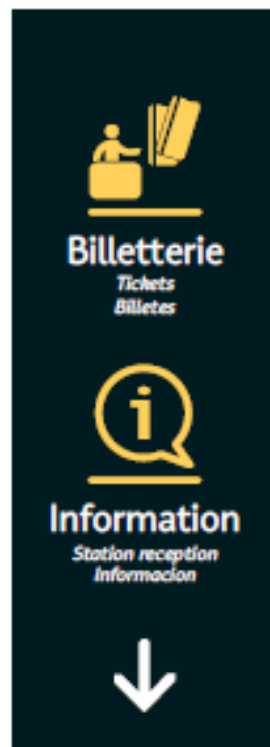
5

à

23

Voie





1

Informations de niveau 1

Accès aux trains /
Sortie / Taxis / Bus / Parking
Information / Billetterie / Toilettes

Kakémonos monumentaux sur une base de 3 messages max. format : 3500 x 1240 mm (ou plus haut) lisibilité texte à 25 m traduction 12,5 m nom de la sortie 17,5 m visibilité picto de 88 à 108 m

3 familles / 3 couleurs



Train



Services



Intermodalité

3.5 m

2

Informations de niveau 2

Intermodalité (suite) / Consignes
Espace d'attente...

Panneaux carrés, sur une base de 4 lignes d'informations, maximum 3 directions. format : 1240 x 1240 mm lisibilité texte à 14 m traduction 7 m visibilité picto à 36 m



2.5 m

2

Informations de niveau 2

Intermodalité (suite) / Consignes
Espace d'attente...

Panneau de décor sur totem, maximum 6 lignes d'informations format : Largeur 900 mm lisibilité texte à 10 m traduction 5 m visibilité picto à 27 m



3

Informations de niveau 3

Boîte aux lettres / Restauration
Billetterie automatique...

Sur plan d'orientation, table dynamique format : 800 x 1200 mm lisibilité rapprochée



PARIS REGION TRAIN STATIONS WAYFINDING STRATEGY



1. L'utilisateur est équipé

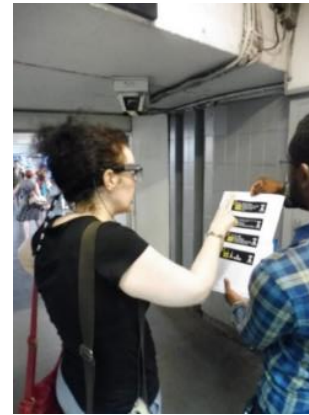
2. Test sur les accès aux quais (tête et panneau) eyetracking et sondage



3. Test sur les sorties (panneaux) eyetracking et sondage



4. Sondage



Version 1



Version 2



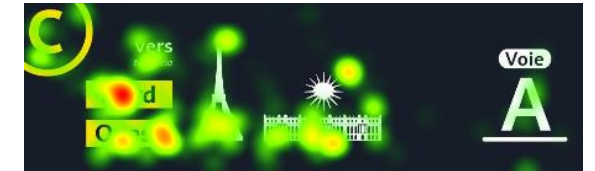
Version 3



Version 4



Version 5



HELP DESKS



work




**TROUVEZ
VOTRE
POSTE**
EXPERIMENTATION
JUSQU'AU 17 AVRIL



PARIS CAPITAL REGION STATIONS COWORKING AREAS



charge



work



email



read



connect



call



meet



talk



PARIS LYON STATION COWORKING AREAS



surprise

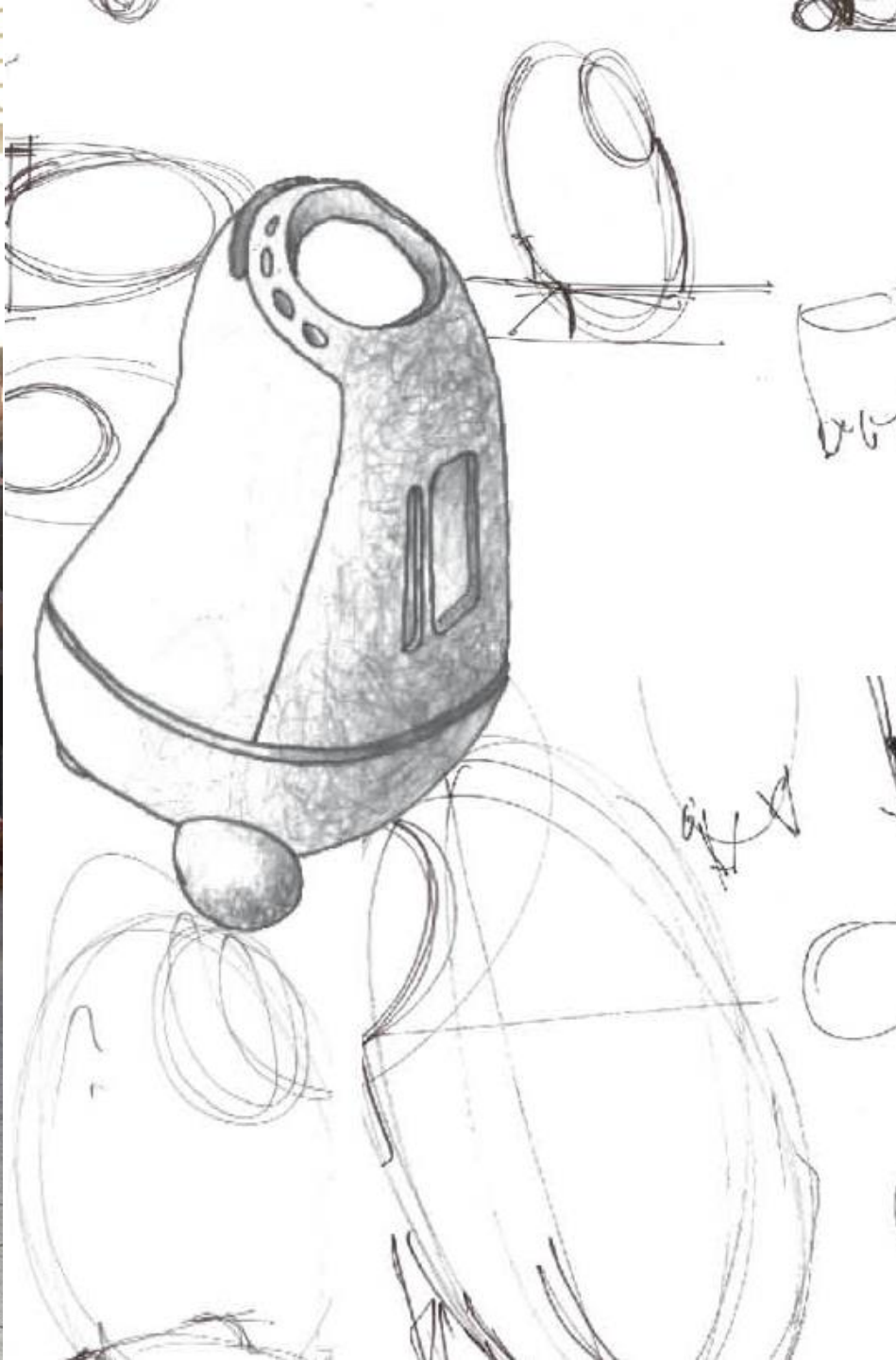
SNCF PROPRETÉ



MOBILE POP UP STORES



SNCF TRASH BOT



etienne.riot@arep.fr