

RE-ENCHANTING THE CHAMPS- ÉLYSÉES

VISION 2030

SPUR | 7 SEPTEMBER 2023



UN PARTENARIAT INÉDIT

À L'INITIATIVE DU COMITÉ CHAMPS-ÉLYSÉES AVEC LA VILLE DE PARIS



2019

PHASE 1 | L'ÉMERGENCE D'UNE VISION
CONFÉRENCE AU PETIT PALAIS



2020

PHASE 2 | EXPOSITION AU PAVILLON DE L'ARSENAL & LIVRE
« CHAMPS-ÉLYSÉES : HISTOIRE & PERSPECTIVES »

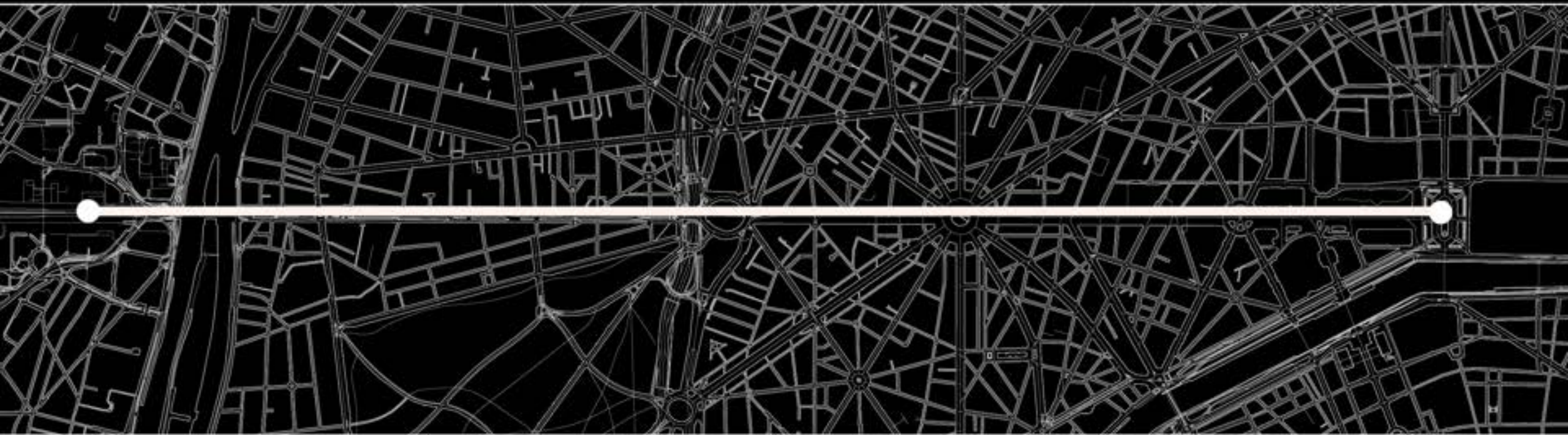


2022

PHASE 3 | LANCEMENT DE L'ÉTUDE URBAINE
CONFÉRENCE DE PRESSE

01

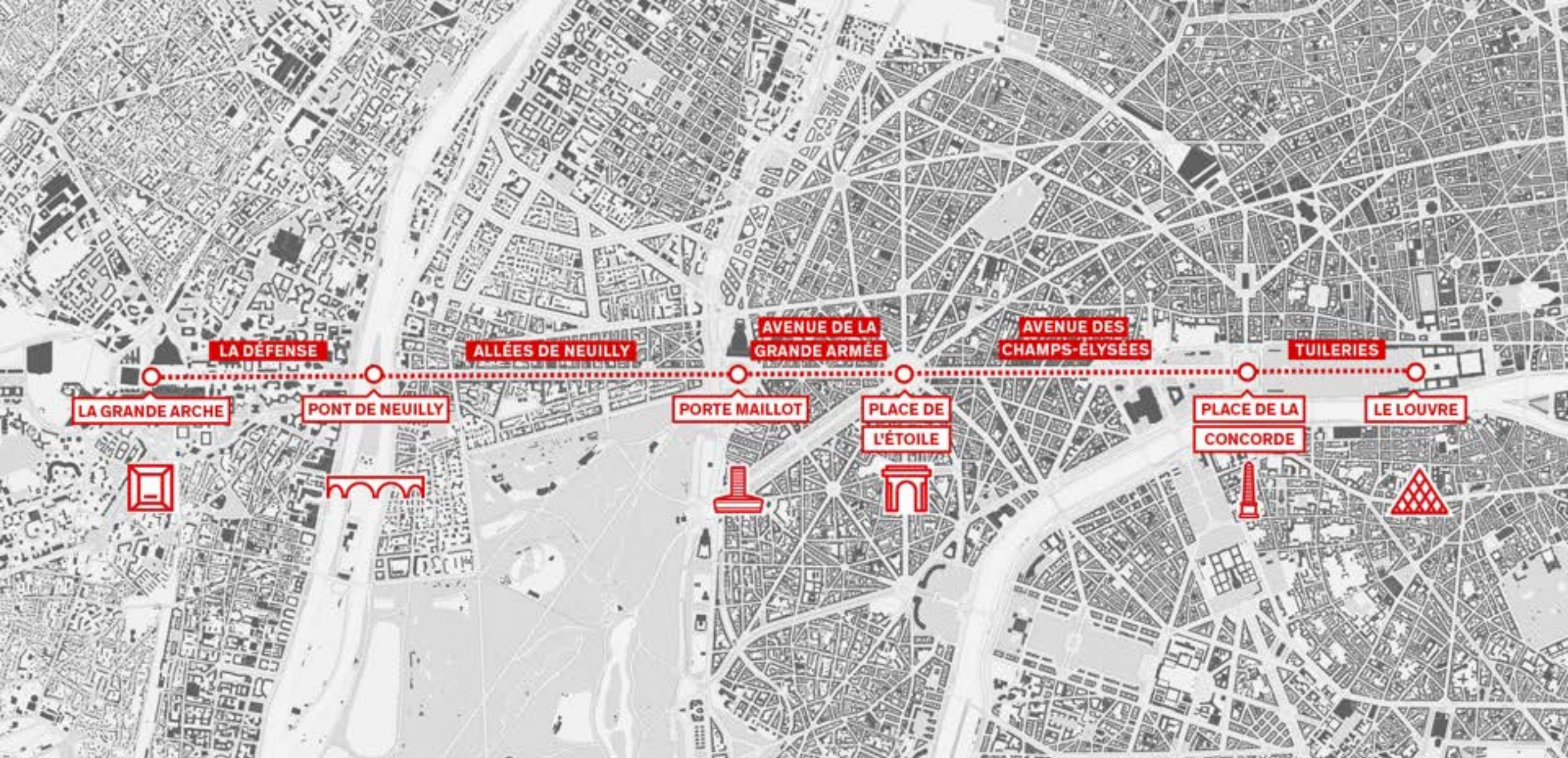
L'AXE MAJEUR



THE HISTORIC AXIS OF PARIS



THE HISTORIC AXIS OF PARIS



A CENTRAL 10 KM LONG AXIS SINCE 1670

2030 ?



02

**THE AVENUE-EPITOME
OF FRENCH MODERNITY**



GRAND SIECLE



REVOLUTION



**INDUSTRIAL
EXPANSION**



**HAUSSMANN
PARIS**



THE METRO LINE 1



AUTOMOBILE



**A GENUINE
LEISURE PARK**



DARK TIMES



NOUVELLE VAGUE



**CIVIC
MOVEMENTS**



**REGIONAL
TRAFFIC**



**CHANGING
HABITS**



1990

BEFORE THE REDEVELOPMENT BY HUET, WILMOTTE AND FOSTER

A single alignment of trees and sidewalks



1995

AFTER THE REDEVELOPMENT BY HUET, WILMOTTE AND FOSTER

Sidewalks dedicated to pedestrians

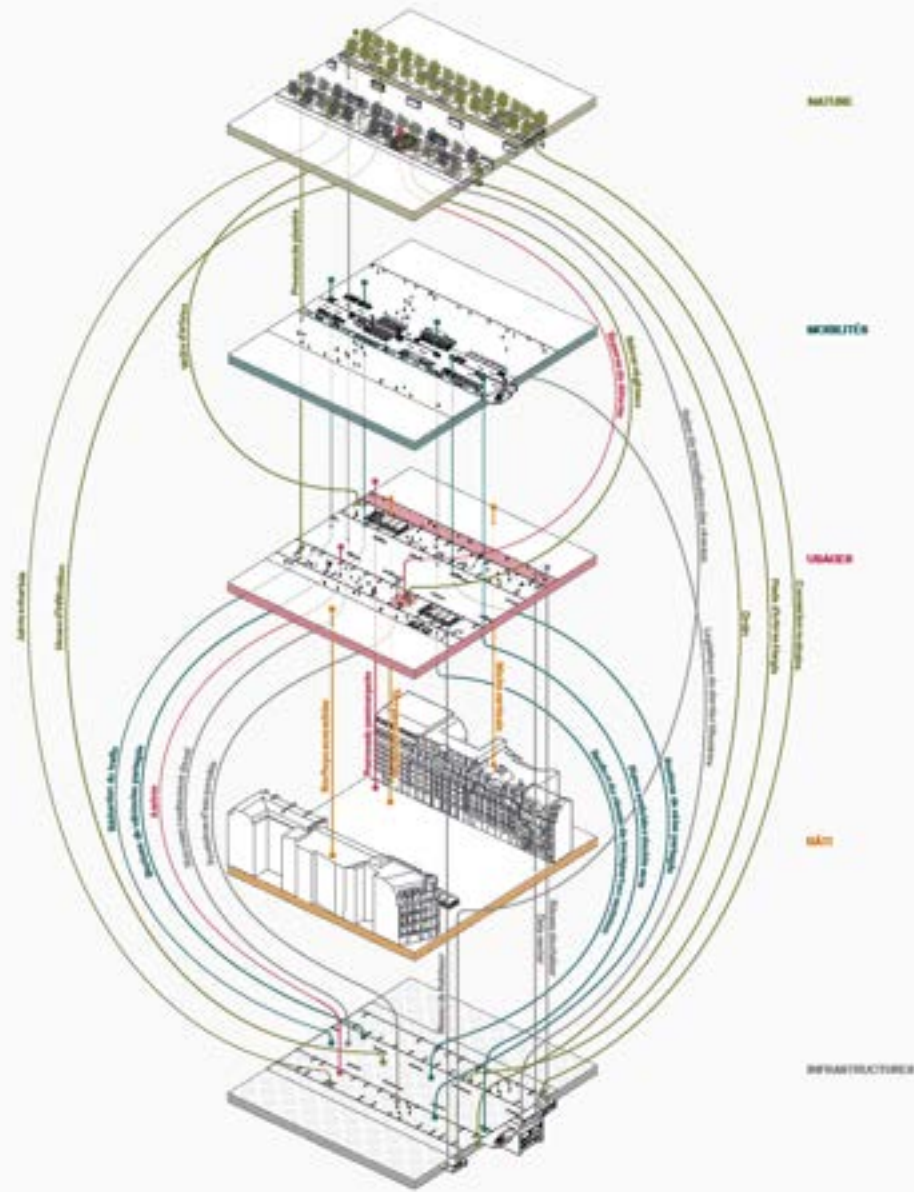


2020

THE CHAMPS-ÉLYSÉES AVENUE

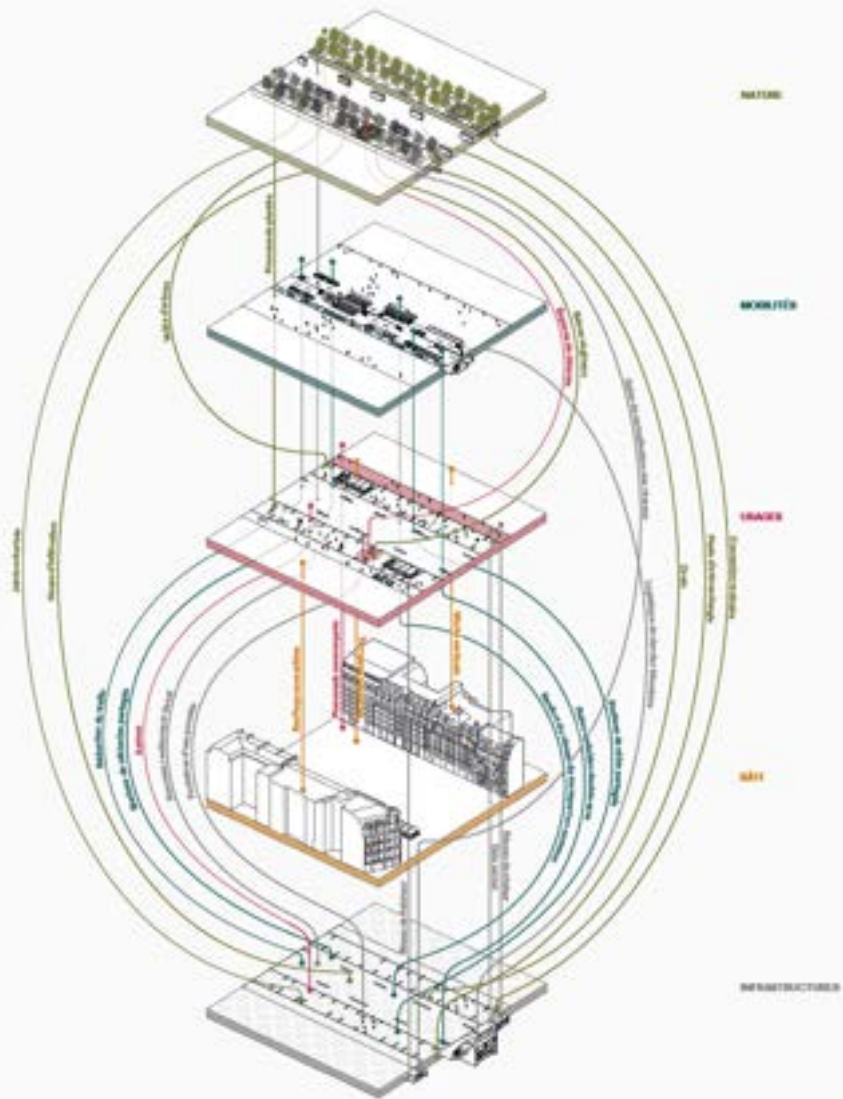
03

METHOD



URBAN STACKS

VILLE-MÉTABOLISME



THÉMATIQUES

TRANSPORTATION AND LOGISTICS

SAFETY AND SECURITY

BIODIVERSITY AND LANDSCAPE

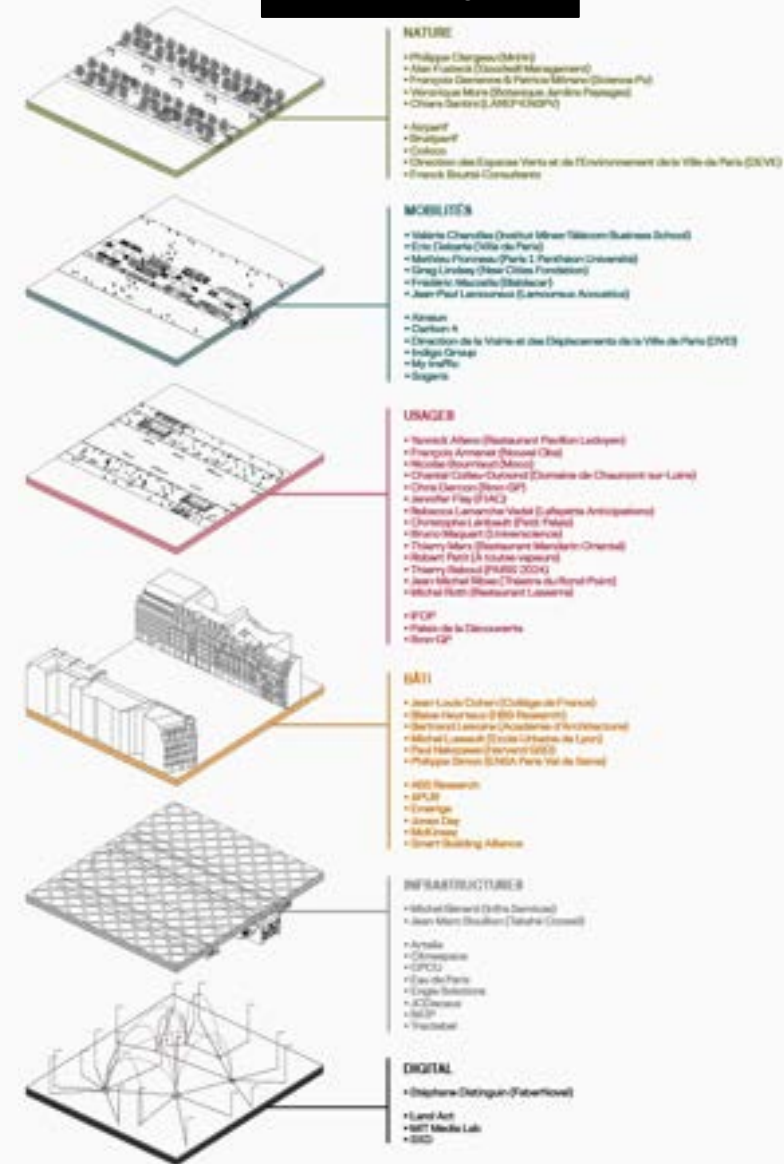
CLIMATE AND ENVIRONMENT

LAND USE AND REAL ESTATE

UNDERGROUND SYSTEMS AND UTILITIES

HISTORIC RESOURCES

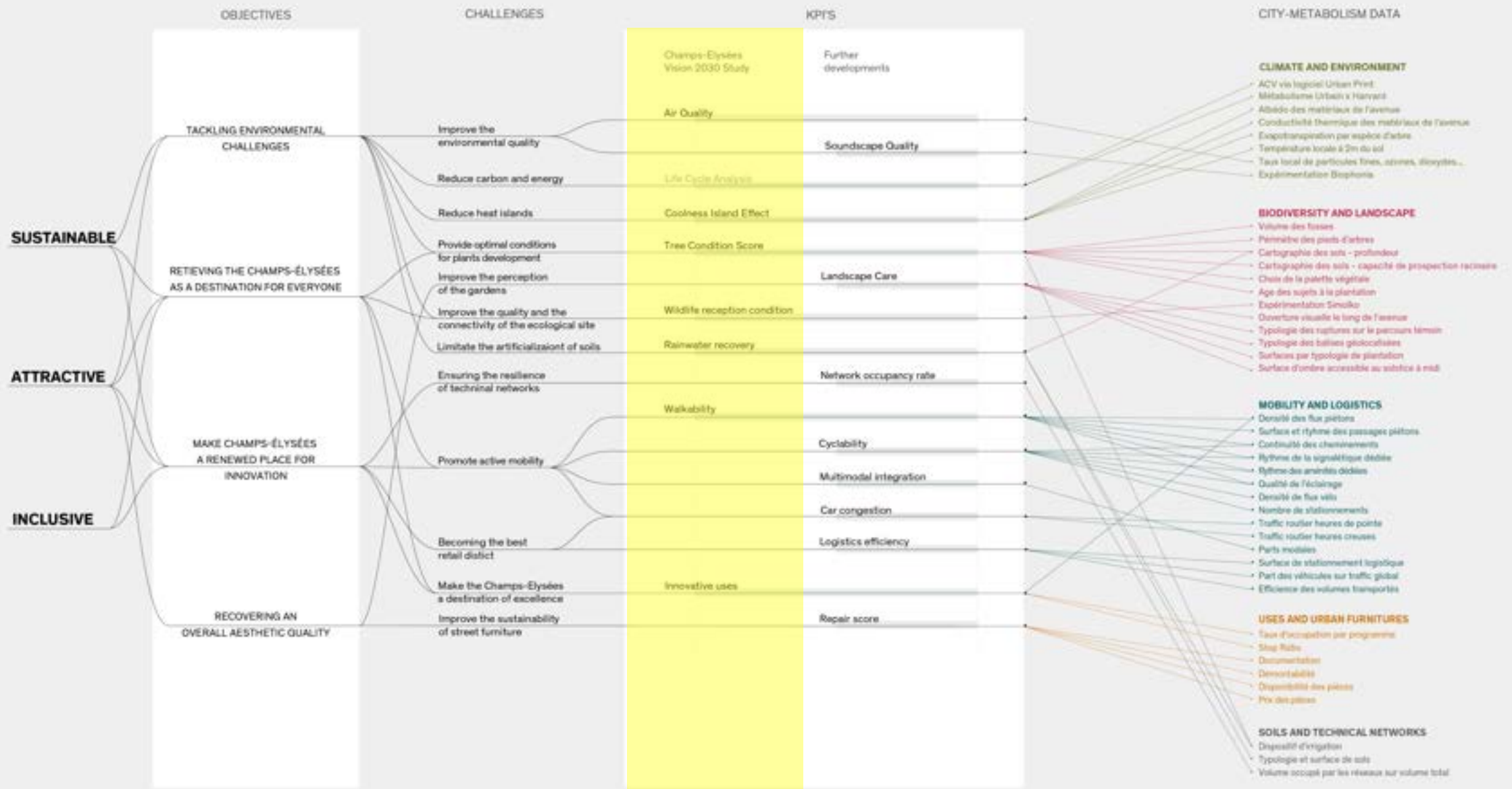
EXPERTS



URBAN STACKS AND EXPERTS



URBAN STACKS WITH KPI'S



URBAN STACKS WITH KPI'S

PROJECT PARTNERS

NBIM / NORGES
HINES
CITY NOVE
ICADE
JC DECAUX
LVMH
ARDIAN
CARTIER RICHEMONT
GECINA
GROUPAMA IMMOBILIER
52 CAPITAL
FRENCH PROPERTIES
SFL
AG REAL ESTATE
GENERALI REAL ESTATE

KEY DECISION-MAKERS

DHAAP + DRAC
Préfecture de Police
Ministère des armées
Palais de l'Elysée
Centre des
Monuments
Nationaux
Ministère de la
Culture

TECHNICAL DEPARTMENTS

DVD (Vélo + Logistique)
COMMISSION ESTHÉTIQUE
COMMISSION DU VIEUX PARIS
DRAC
DEVE (Agence de l'E. Urbaine +
Service Arbre)
DPE / DFA / DAE / DGS / DPMP
IDFM
PRÉFECTURE DE POLICE (SOPS
/ DTSP / DOPC / BSPP)
SMOVENGO
UNESCO

LOCAL STAKEHOLDERS

COJO
PARIS MUSÉES
PETIT PALAIS
RMN (4)
MUSÉE DU LOUVRE
MUSÉE DE L'ORANGERIE
MUSÉE DU JEU DE PAUME
LE LAURENT
PAVILLON Y. ALLÉNO
ESPACE CARDIN
THÉÂTRES DU ROND-POINT / MARIGNY
HÔTEL DE LA PAÏVA
MARRIOTT
PLAZA ATHÉNÉE
LIDO
UGC
CINÉMAS BALZAC / GAUMONT
LADURÉE
LE FOUQUET'S
GROUPE BERTRAND

A SYMPHONY OF DECISION-MAKERS

04

VISION



LA PLACE DE LA CONCORDE

1



FOUR SECTORS FOR THE STRATEGIC PLAN
PLACE DE LA CONCORDE

01

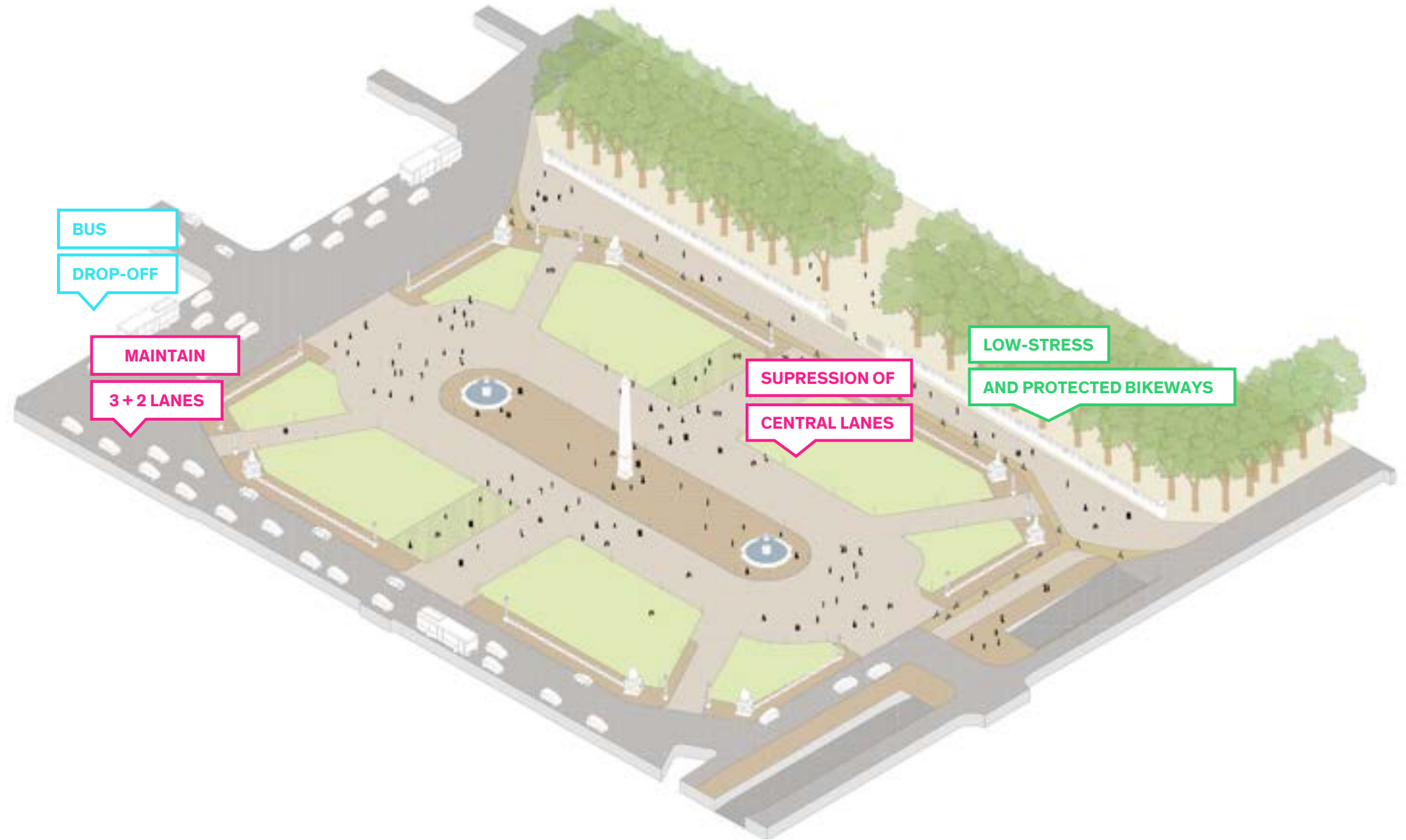
A REDUCED ROAD ON THE WEST BANK OF THE PLACE

02

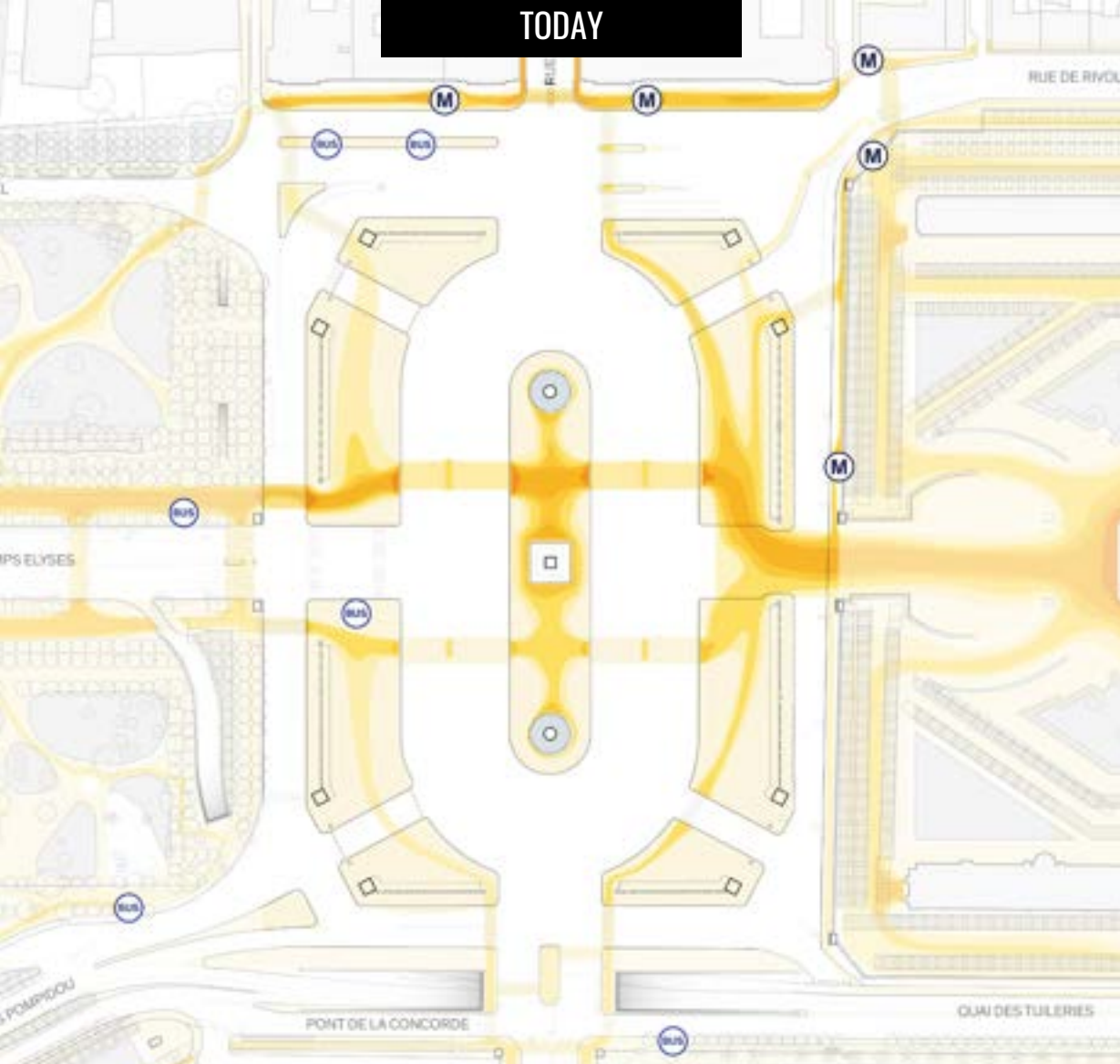
A SECURED BUS STOP AND A COMFORTABLE DOUBLE BIKE LANE

03

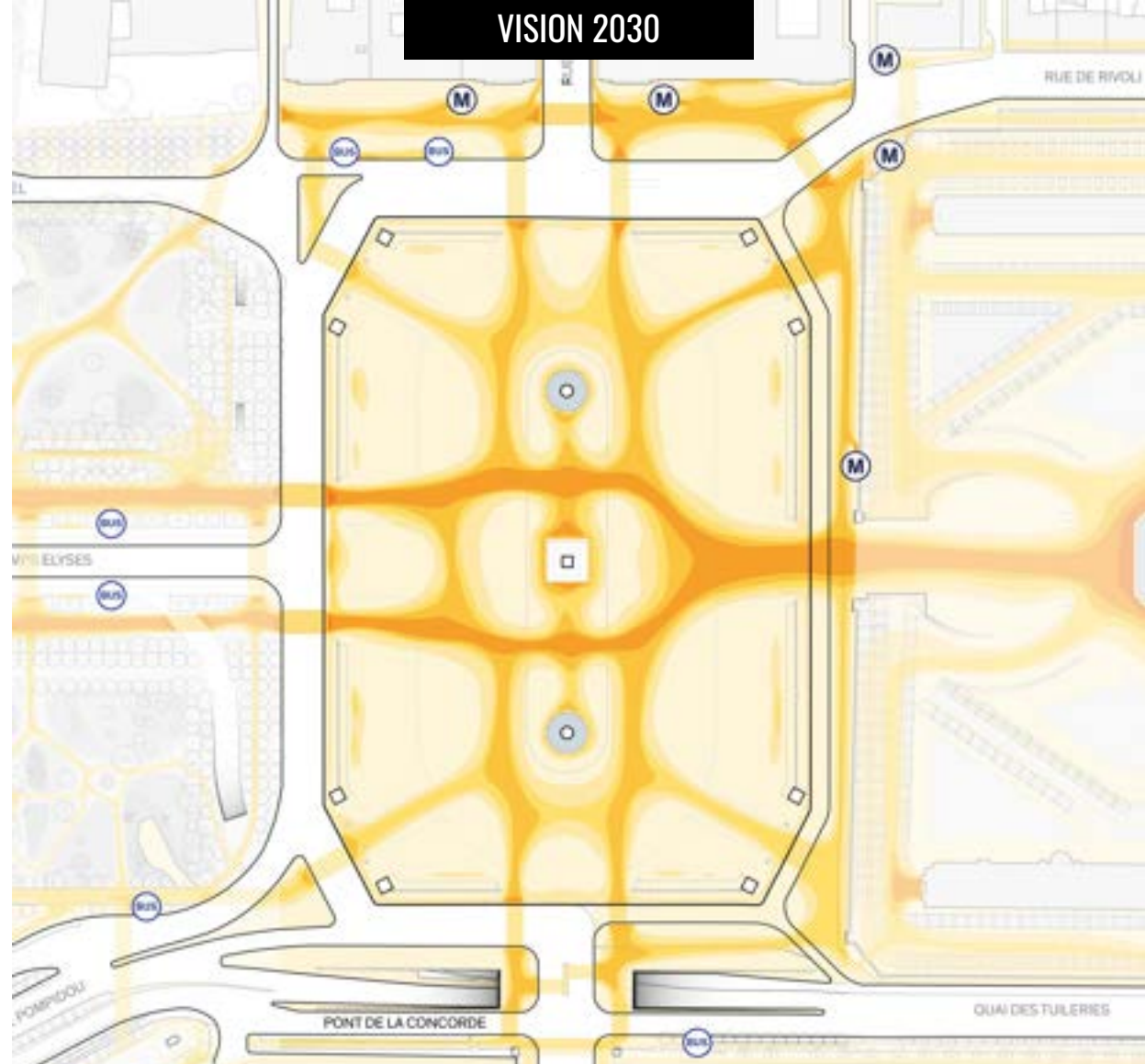
MORE PLACE FOR PEDESTRIANS



TODAY

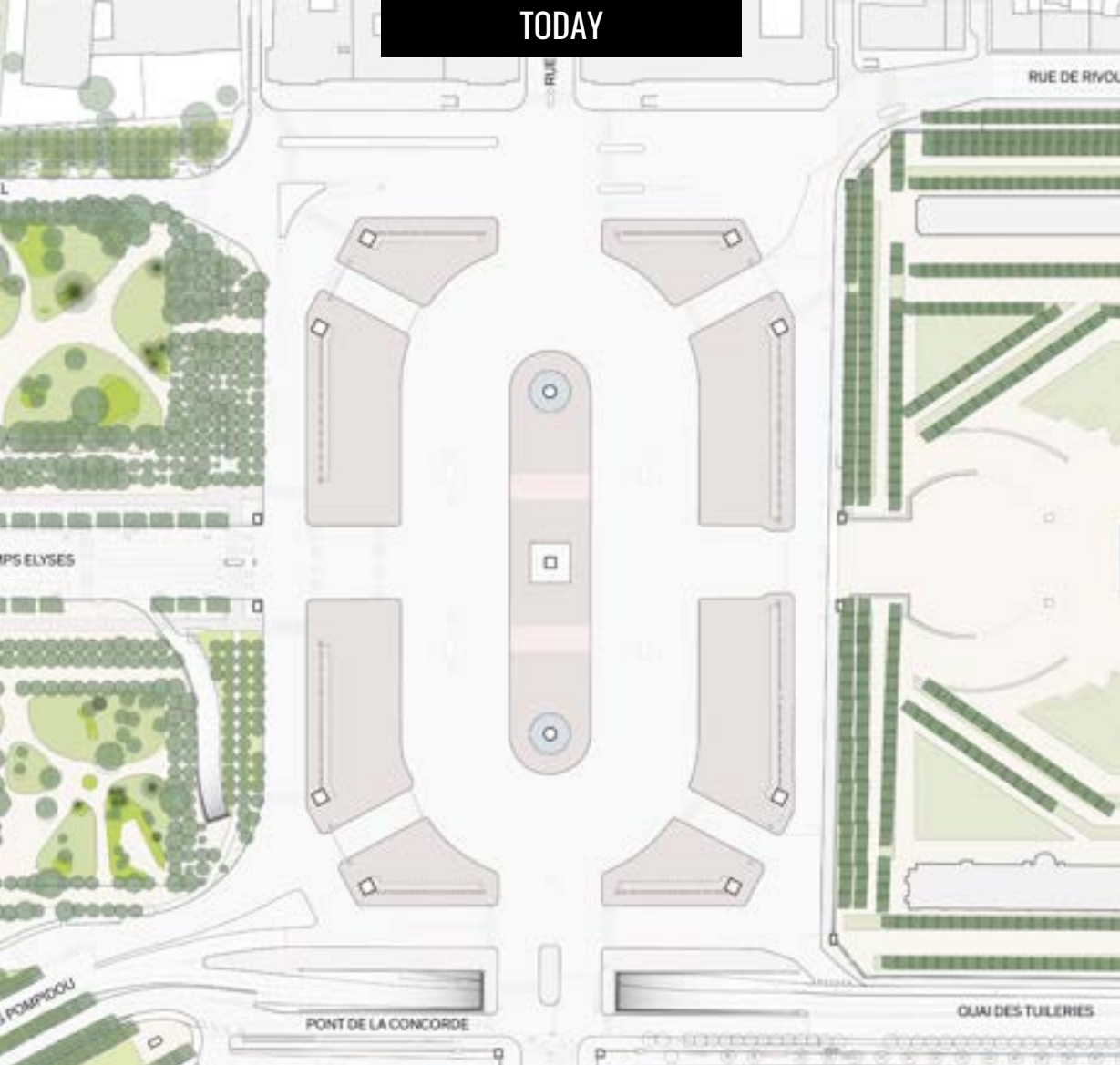


VISION 2030

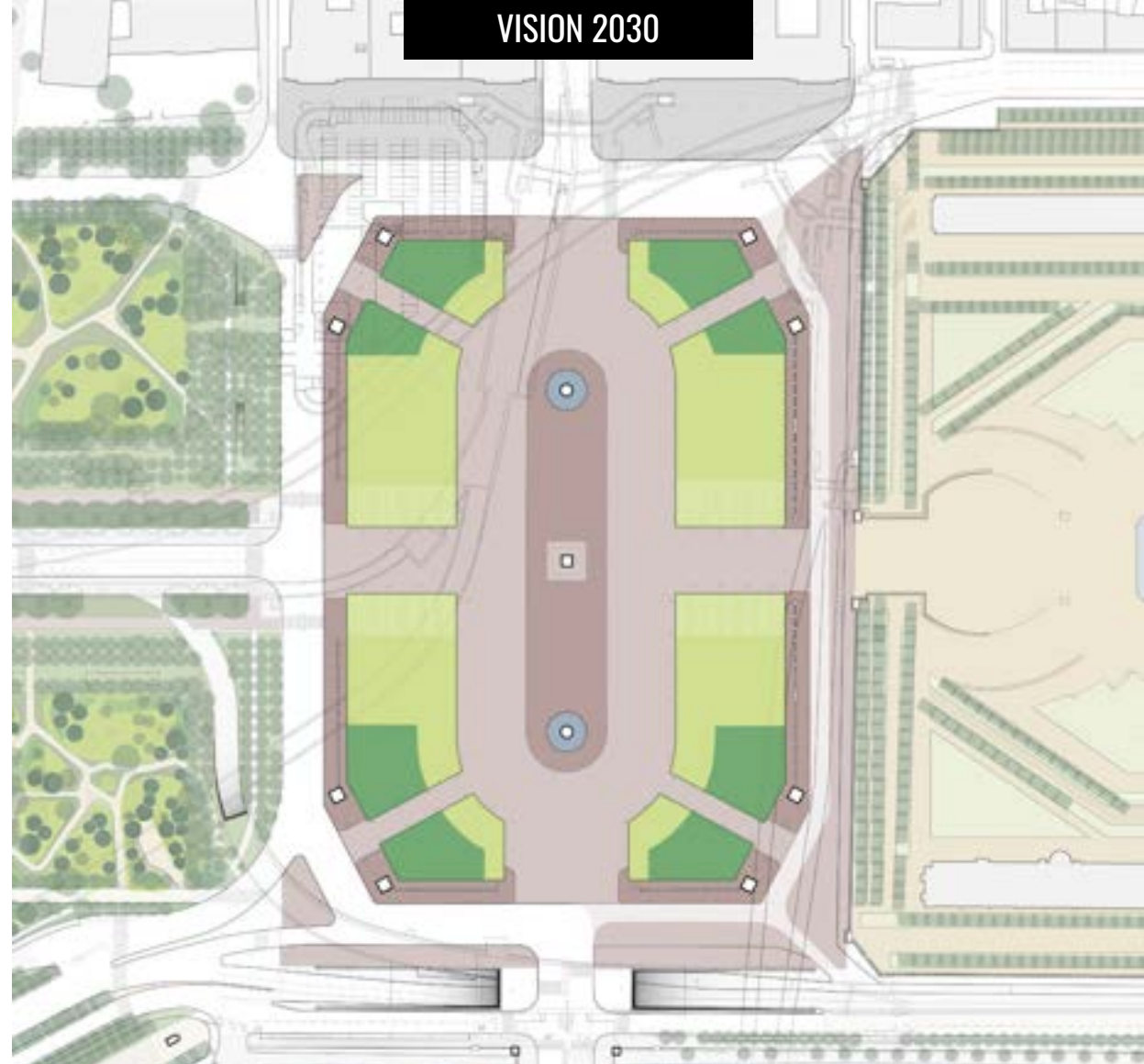


MOBILITY : PEDESTRIAN REALM

TODAY



VISION 2030



ENVIRONMENT : BEFORE AND AFTER

01

A REDUCED ROAD ON THE
WEST BANK OF THE PLACE

02

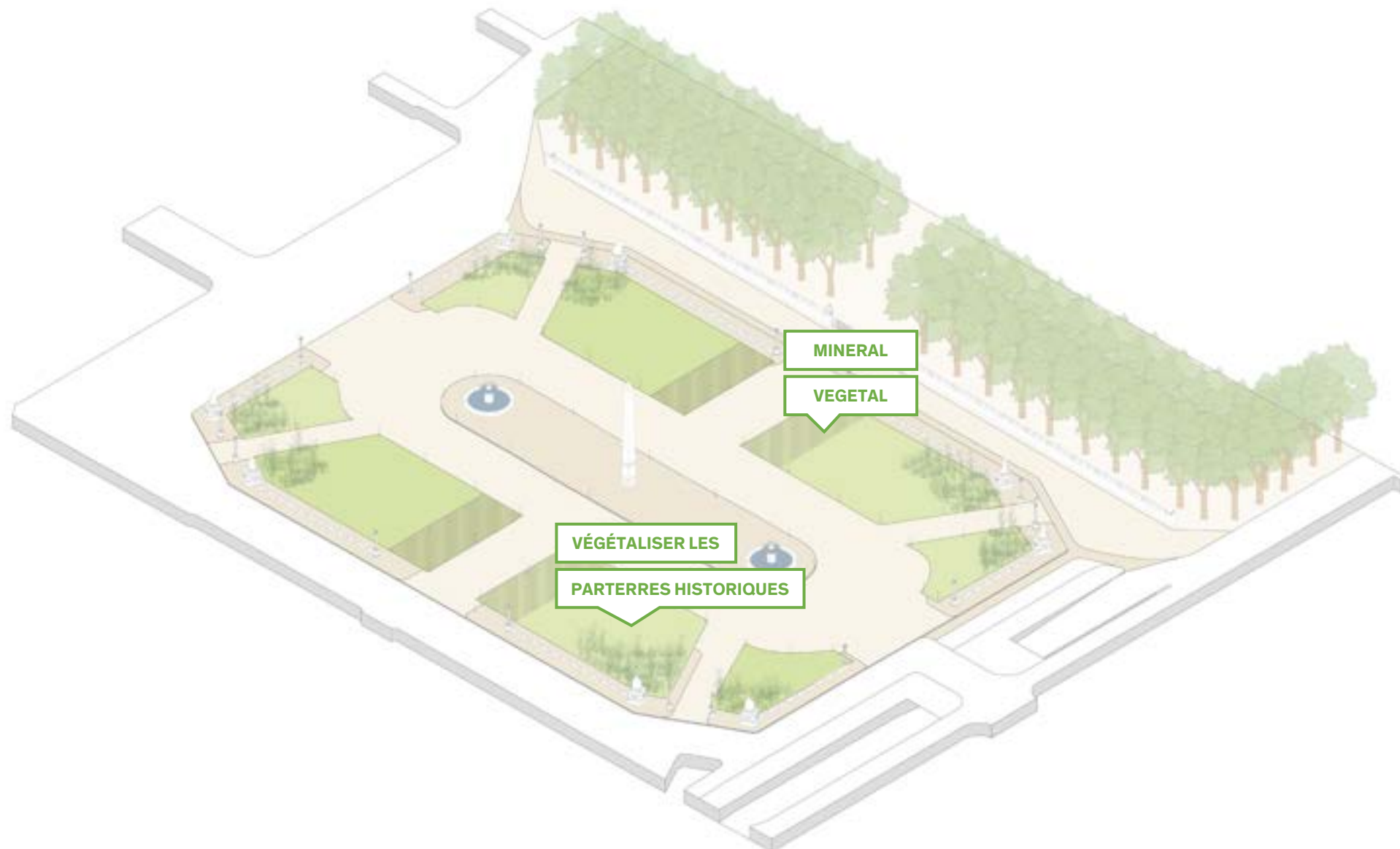
A SECURED BUS STOP
AND A COMFORTABLE
DOUBLE BIKE LANE

03

MORE PLACE FOR
PEDESTRIANS

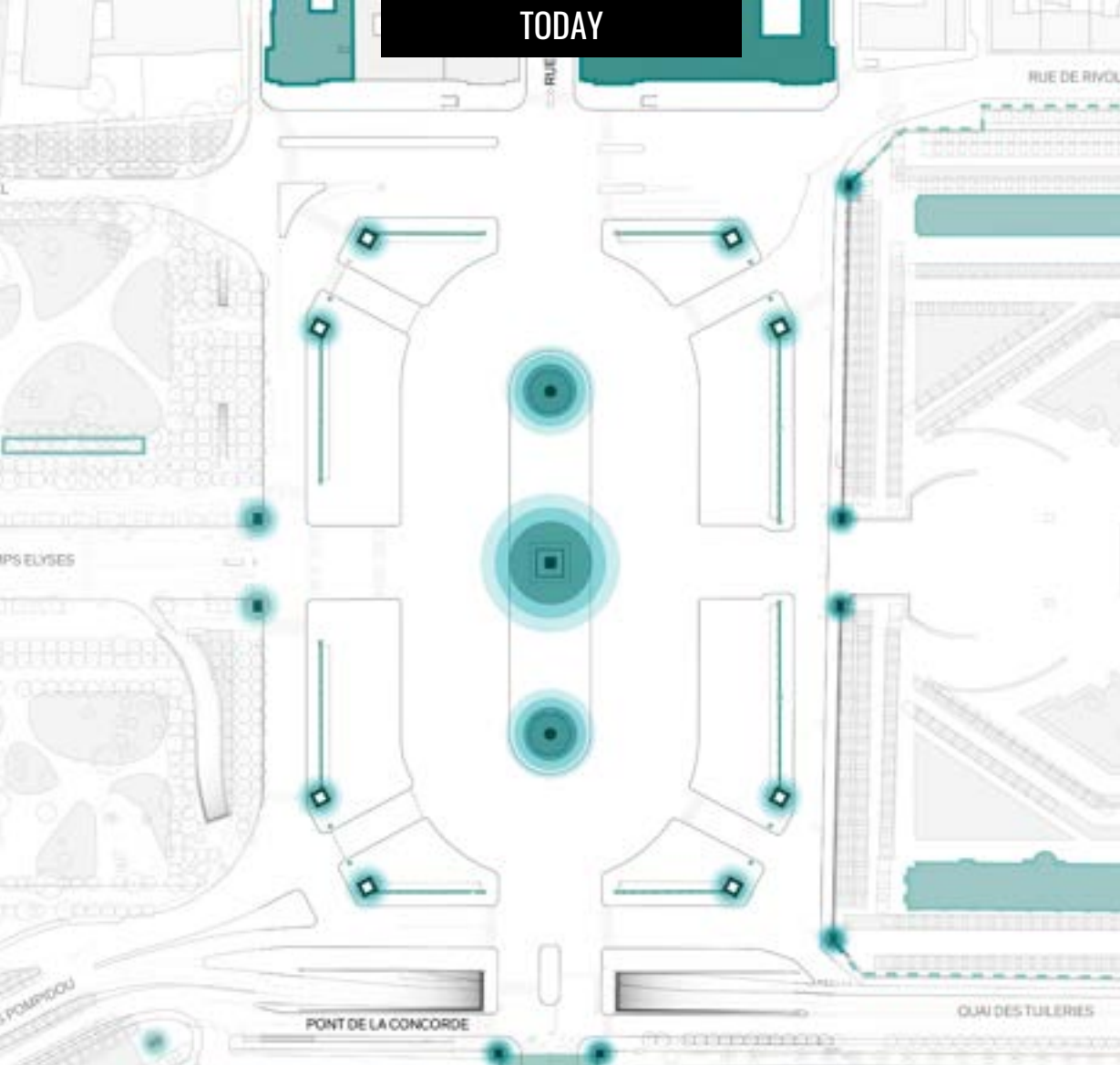
04

WELCOMING RAINWATER
AND NEW GREEN SPACES

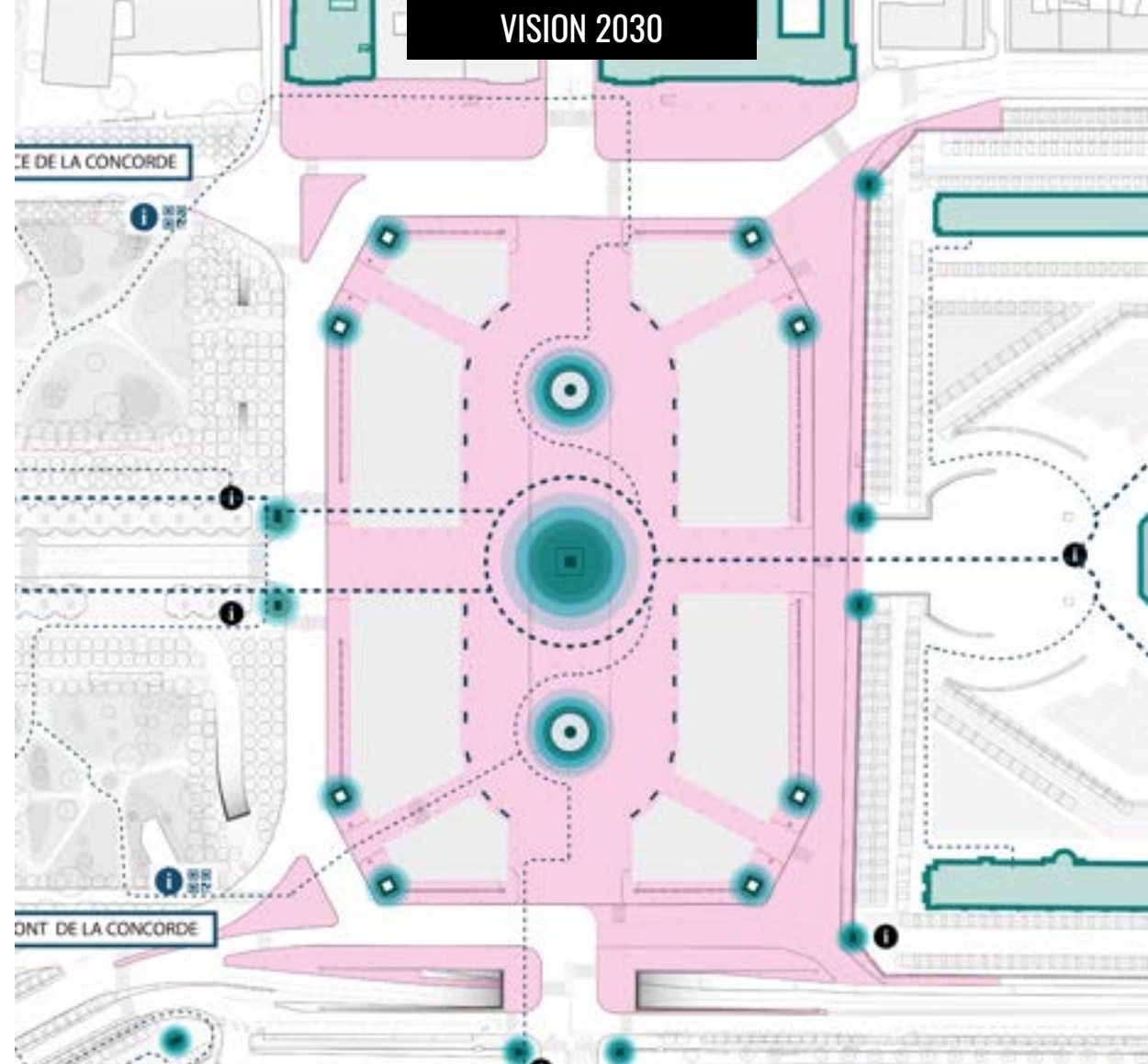


ENVIRONMENT

TODAY



VISION 2030



USES

VISION 2030

01

A REDUCED ROAD ON THE
WEST BANK OF THE PLACE

02

A SECURED BUS STOP
AND A COMFORTABLE
DOUBLE BIKE LANE

03

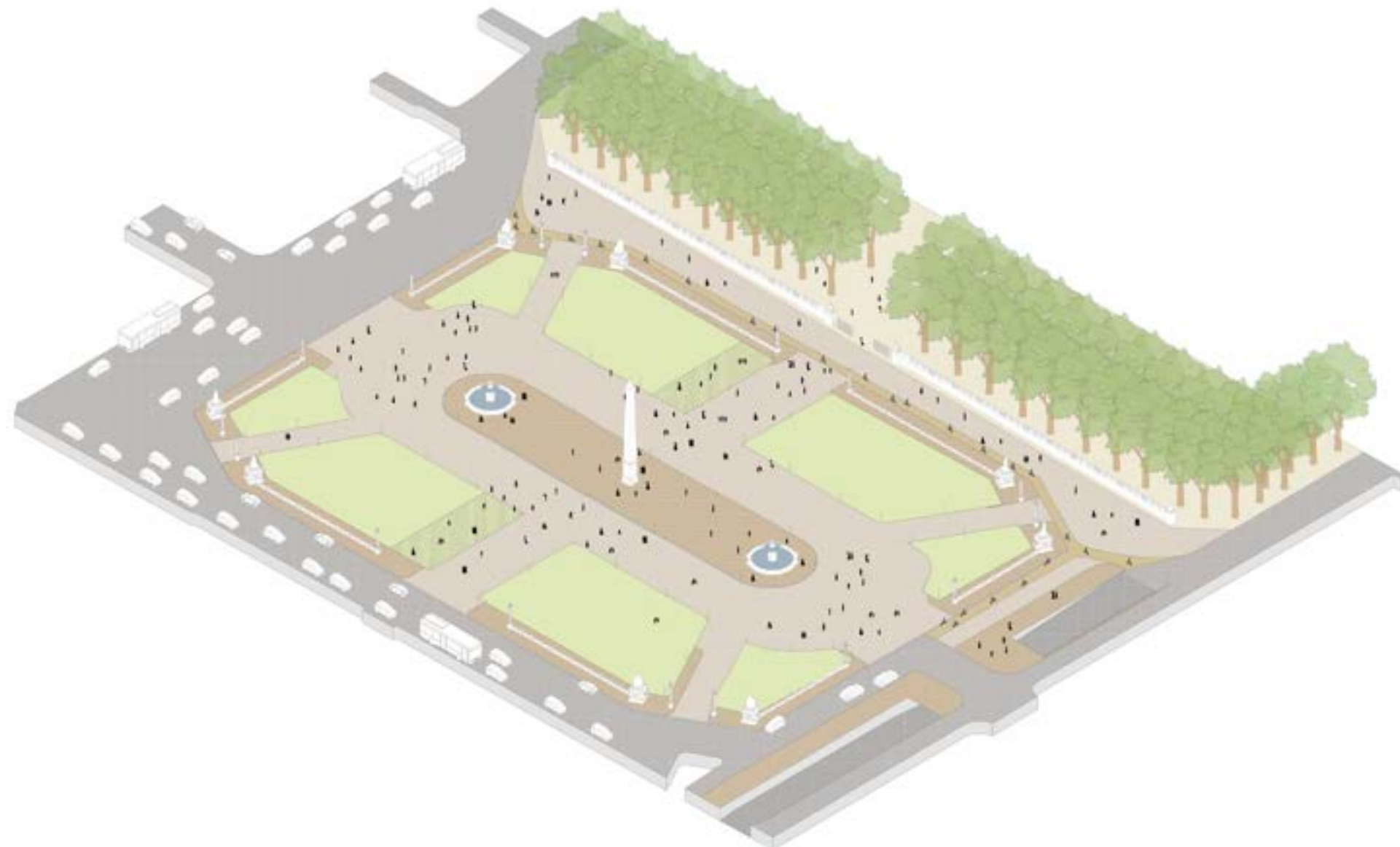
MORE PLACE FOR
PEDESTRIANS

04

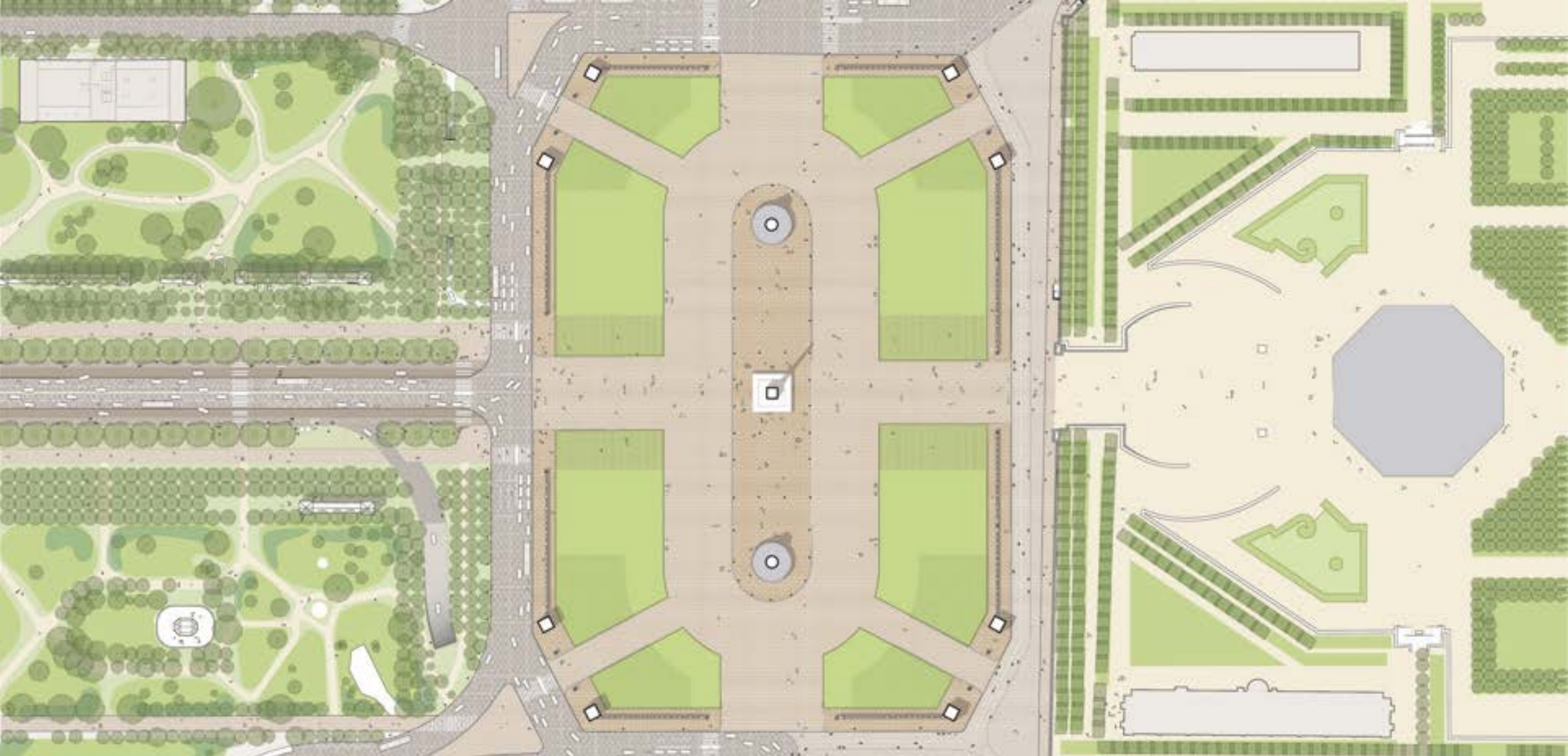
WELCOMING RAINWATER
AND NEW GREEN SPACES

05

NEW PROGRAMMES AND
EQUIPEMENTS

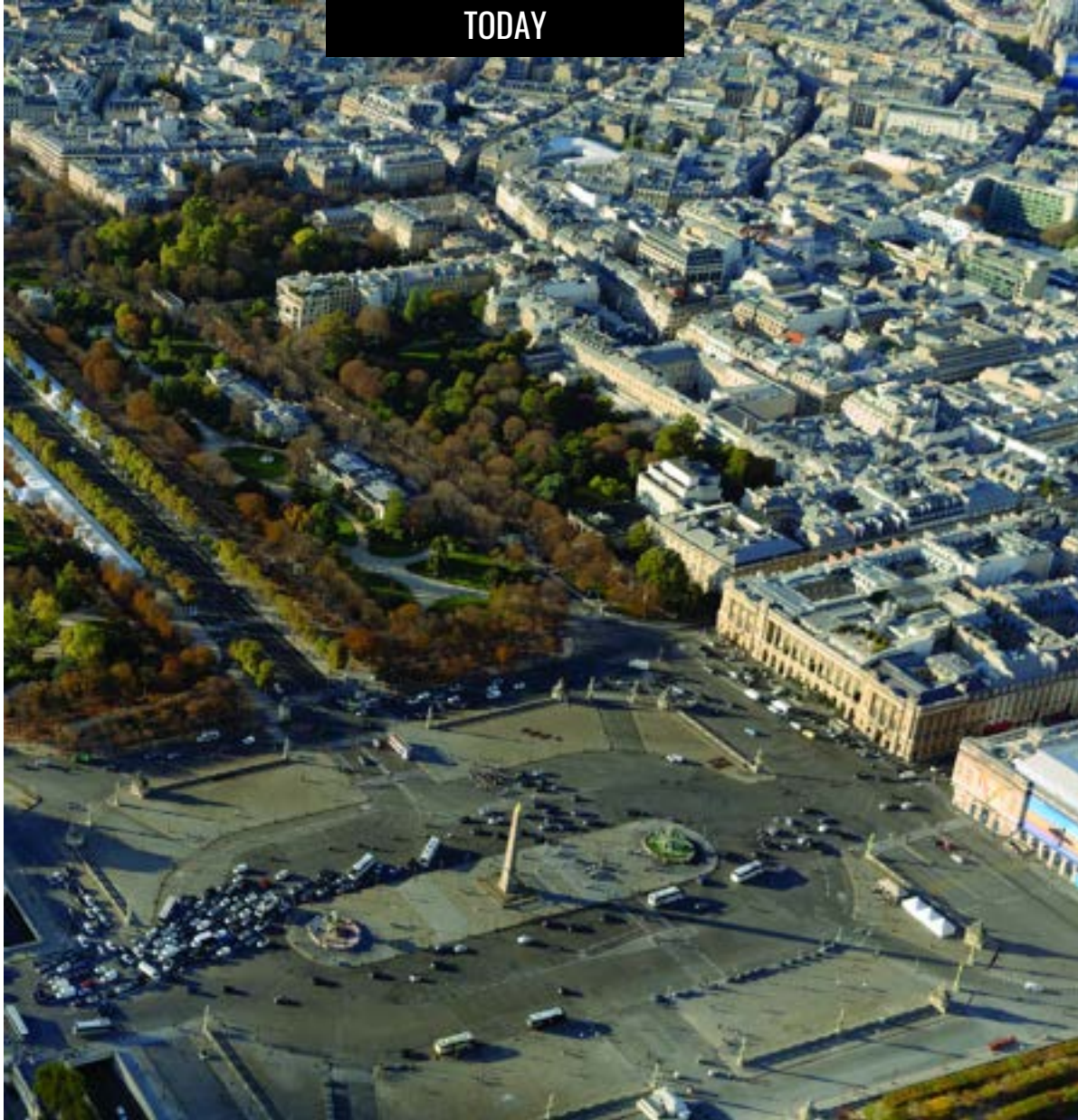


USES



LA PLACE DE LA CONCORDE VISION 2030

TODAY



VISION 2030



LA PLACE DE LA CONCORDE



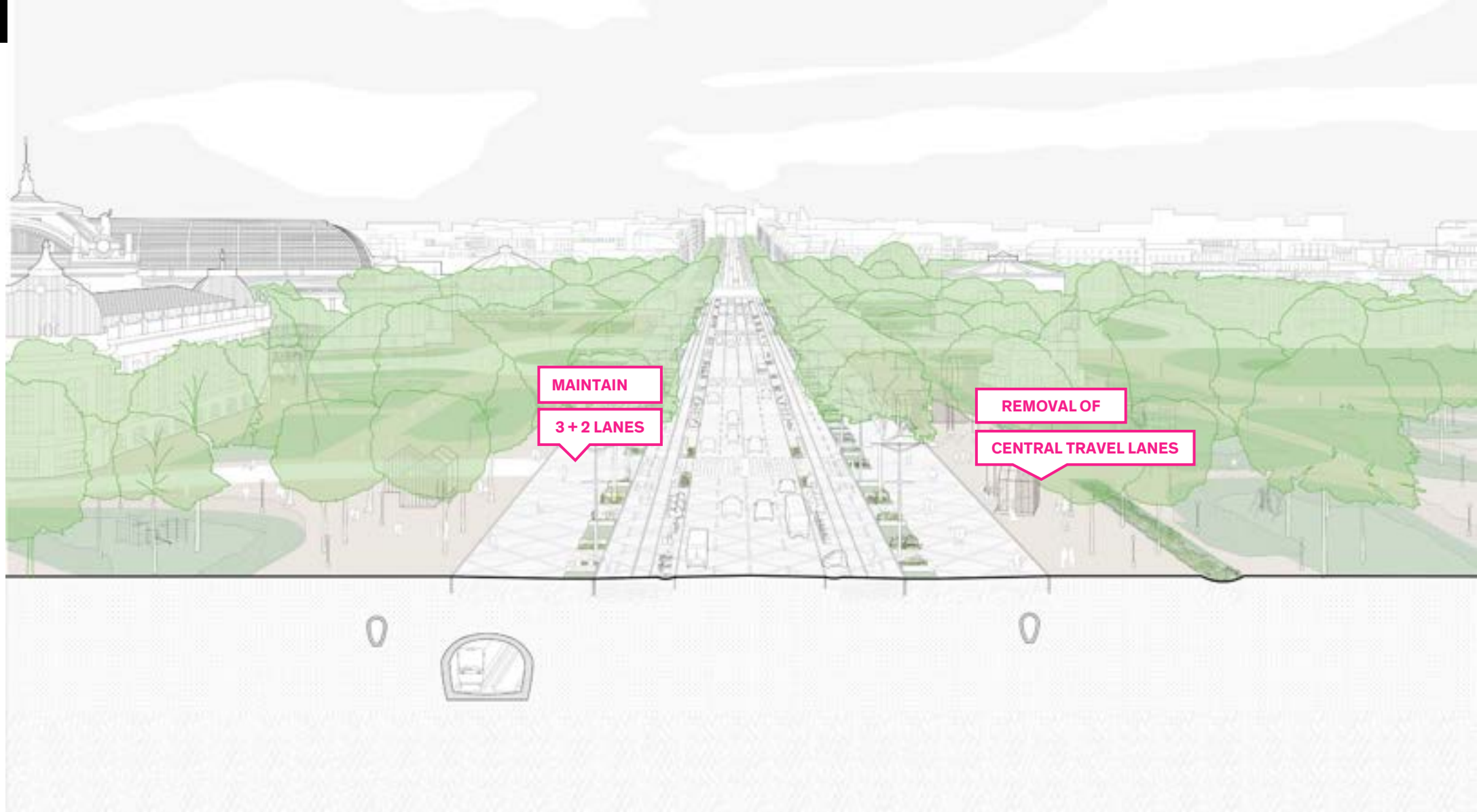
L'AVENUE BASSE & LES JARDINS 2



FOUR SECTORS FOR THE STRATEGIC PLAN
AVENUE BASSE & JARDINS

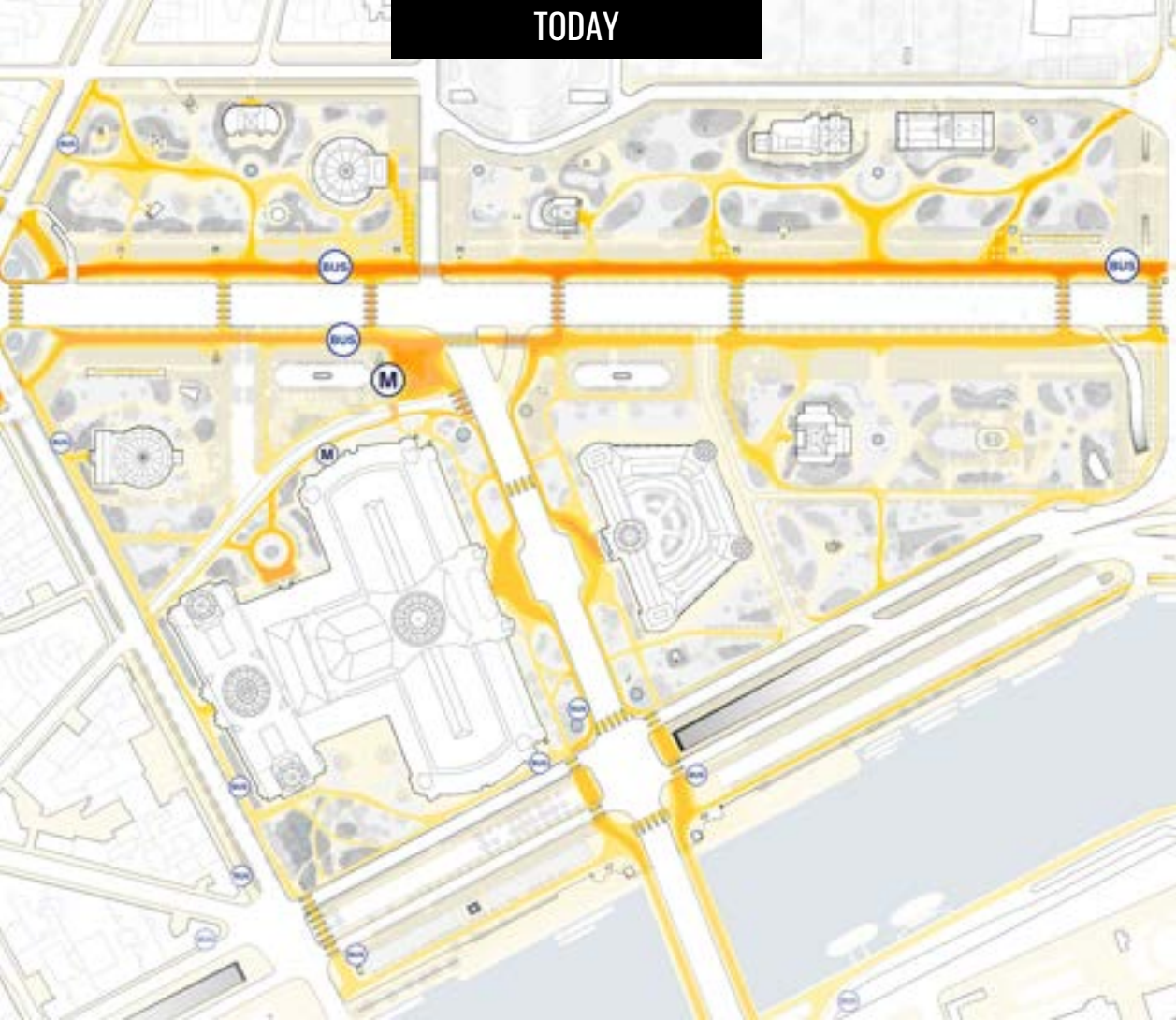
01

ROAD LANES REDUCED TO
2x2 LANES

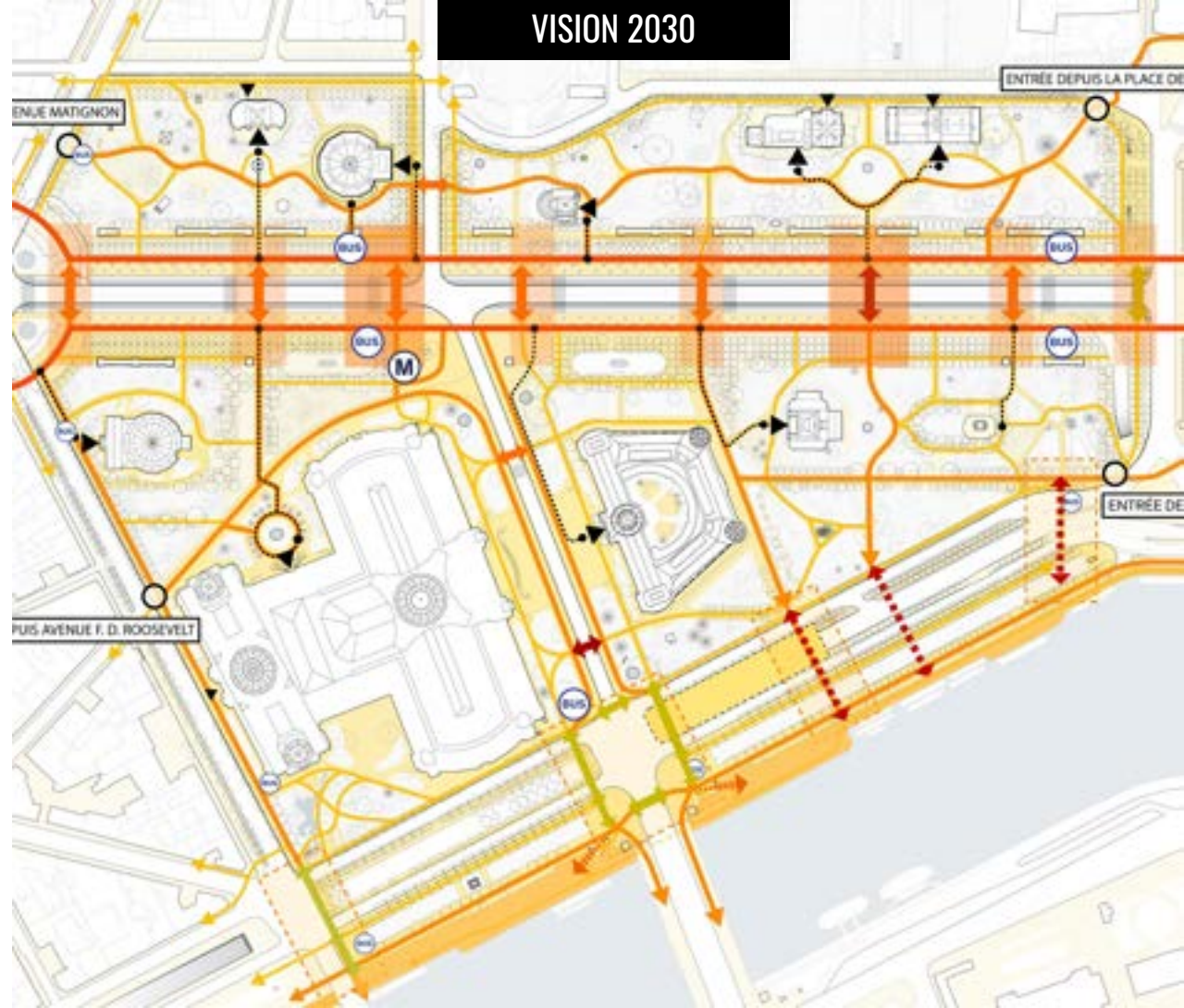


A TRAFFIC-CALMED AVENUE

TODAY

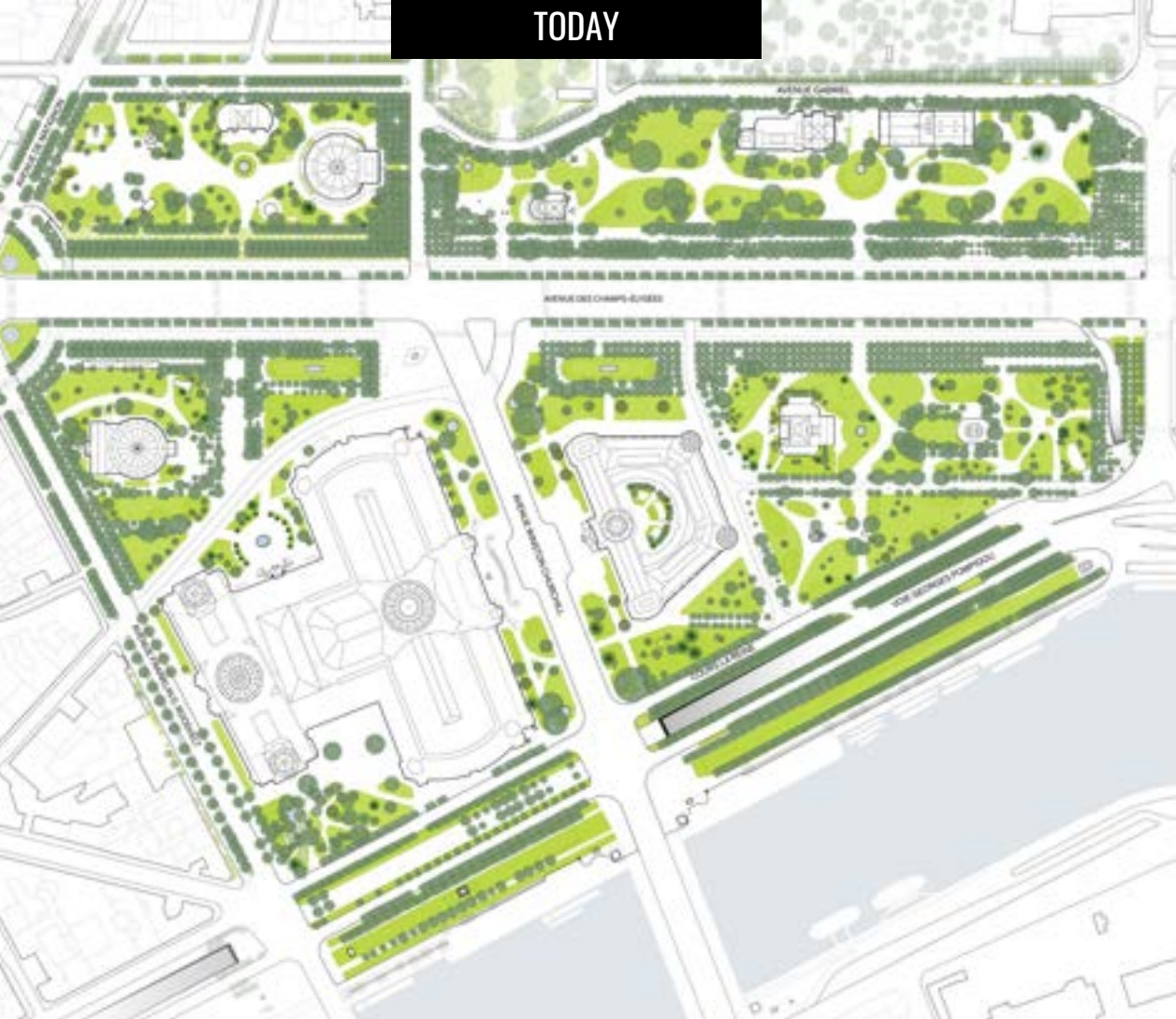


VISION 2030

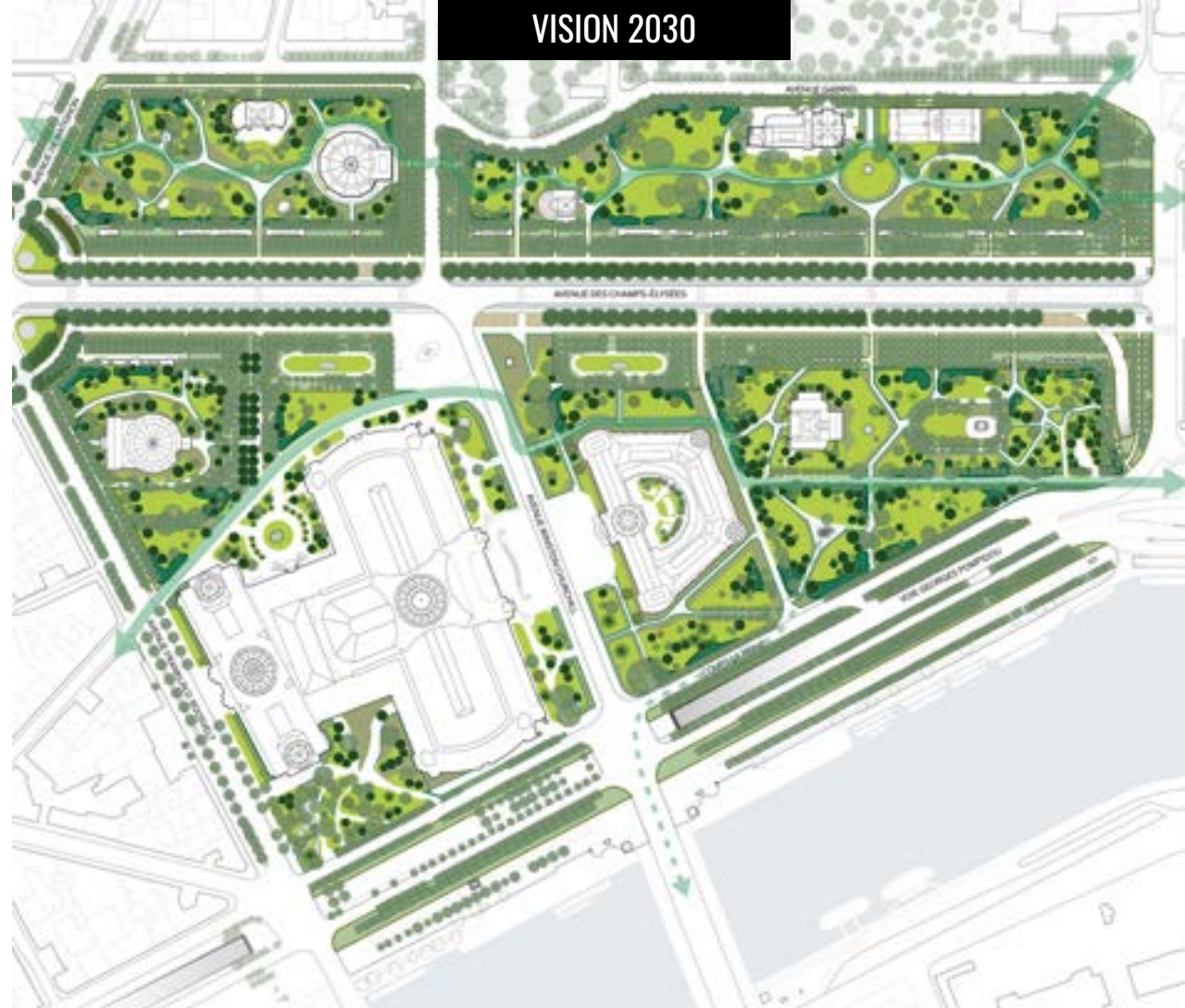


NEW CROSSINGS FOR PEDESTRIANS

TODAY

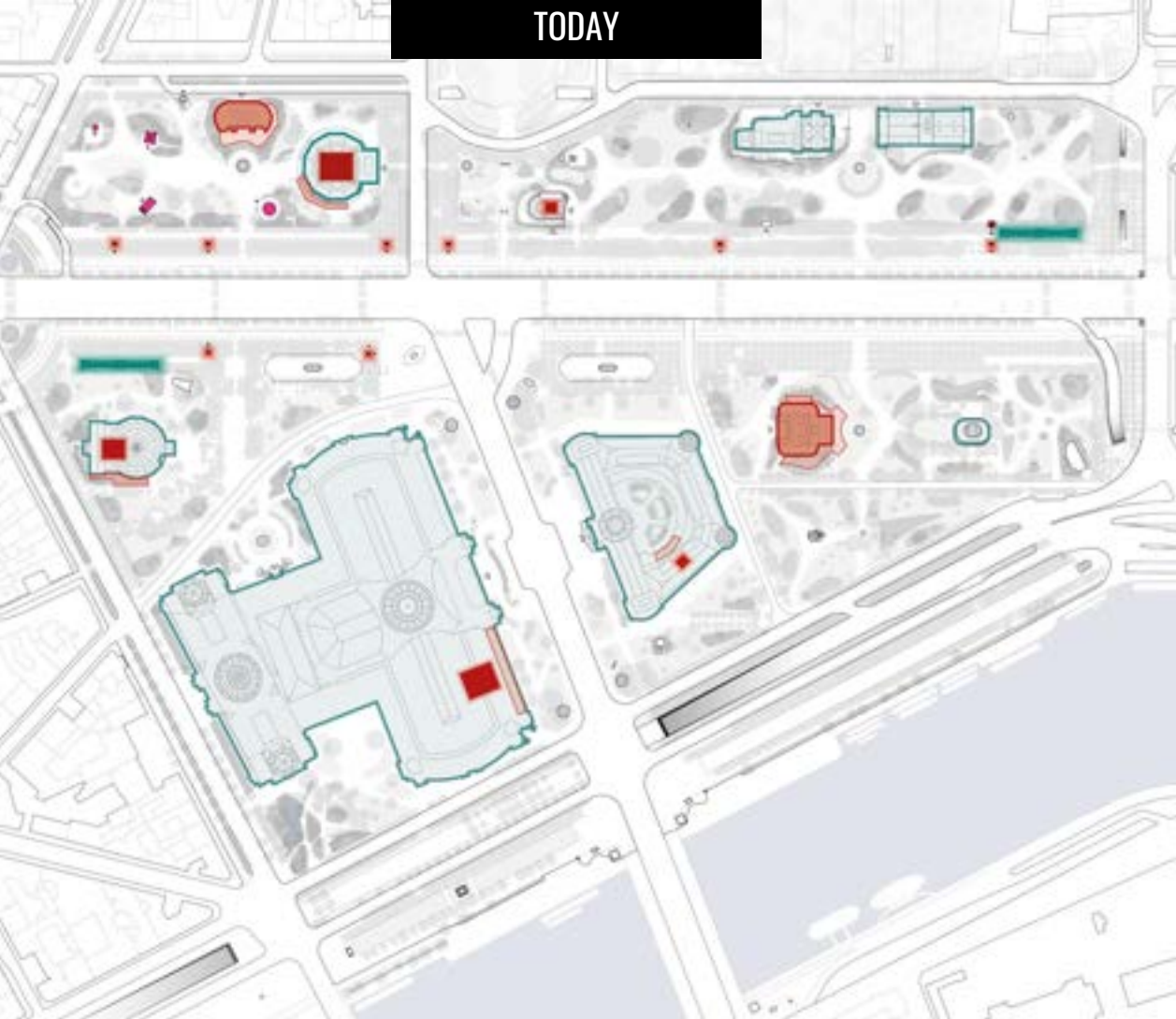


VISION 2030

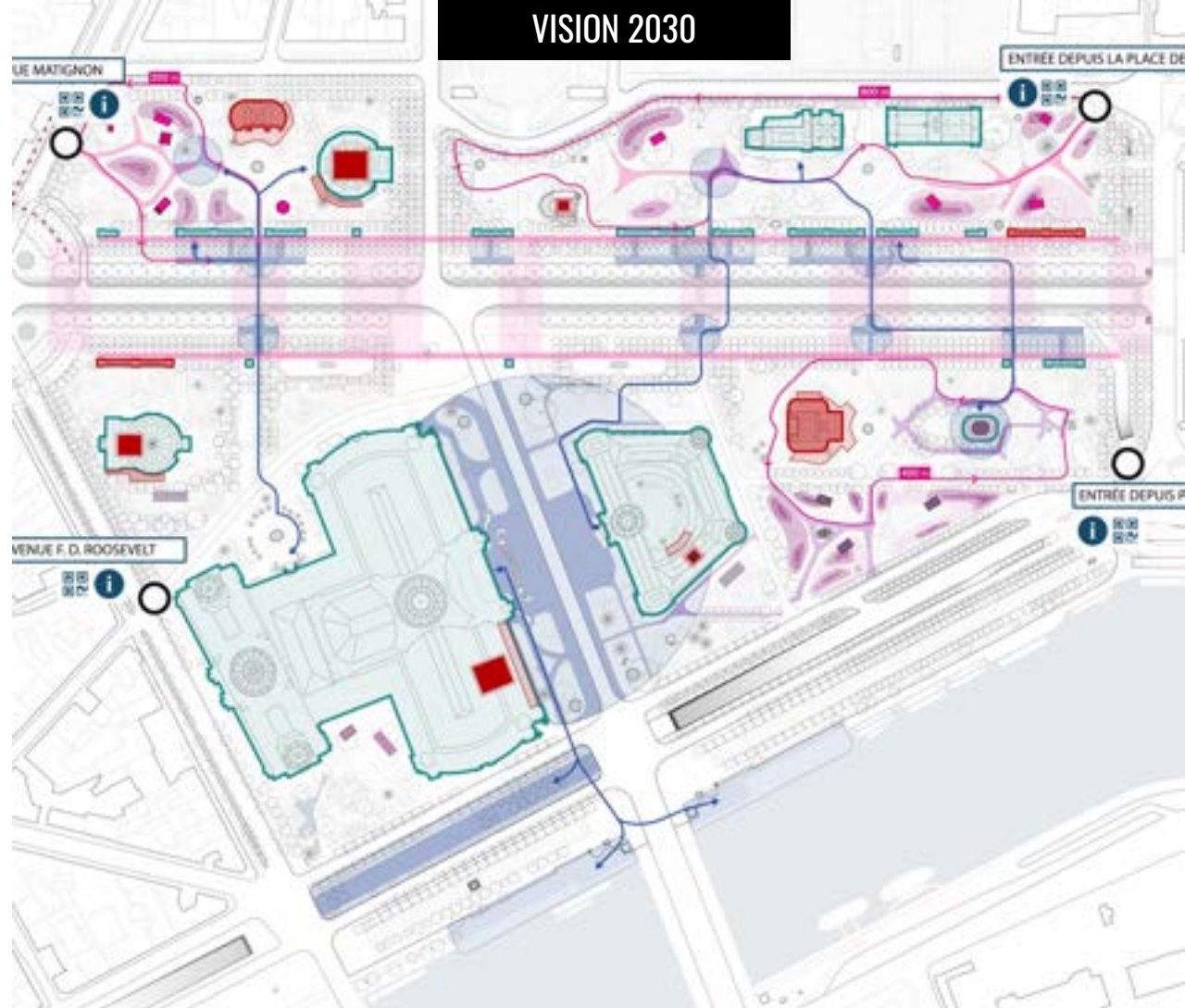


A GREAT « BIOCLIMATIC » PARK

TODAY



VISION 2030



NEW USE OF PUBLIC SPACE AND VENUES



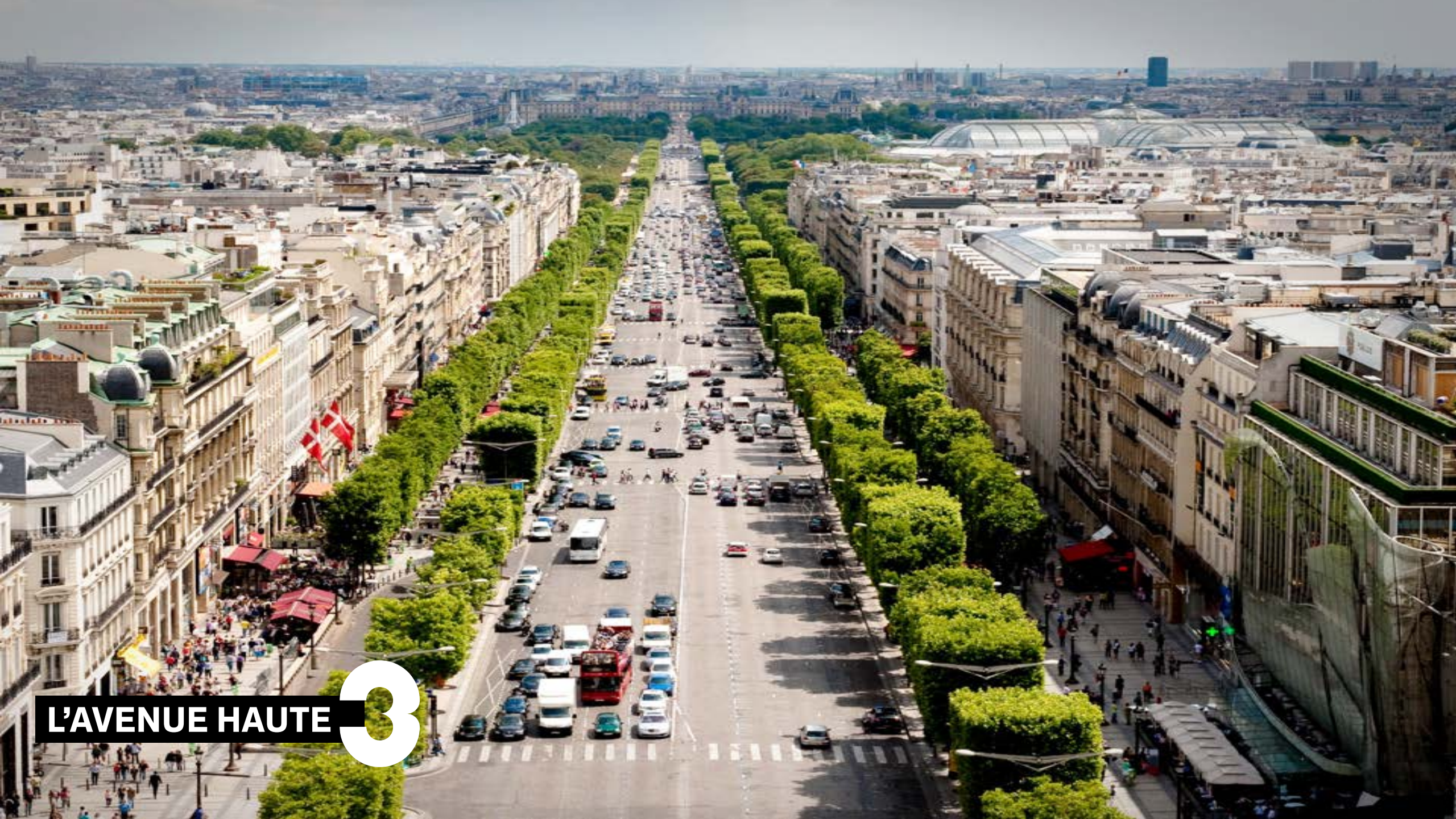
TRANSFORMING HISTORIC KIOSKS ALONG THE GARDENS



... INTO POP-UP DESTINATIONS



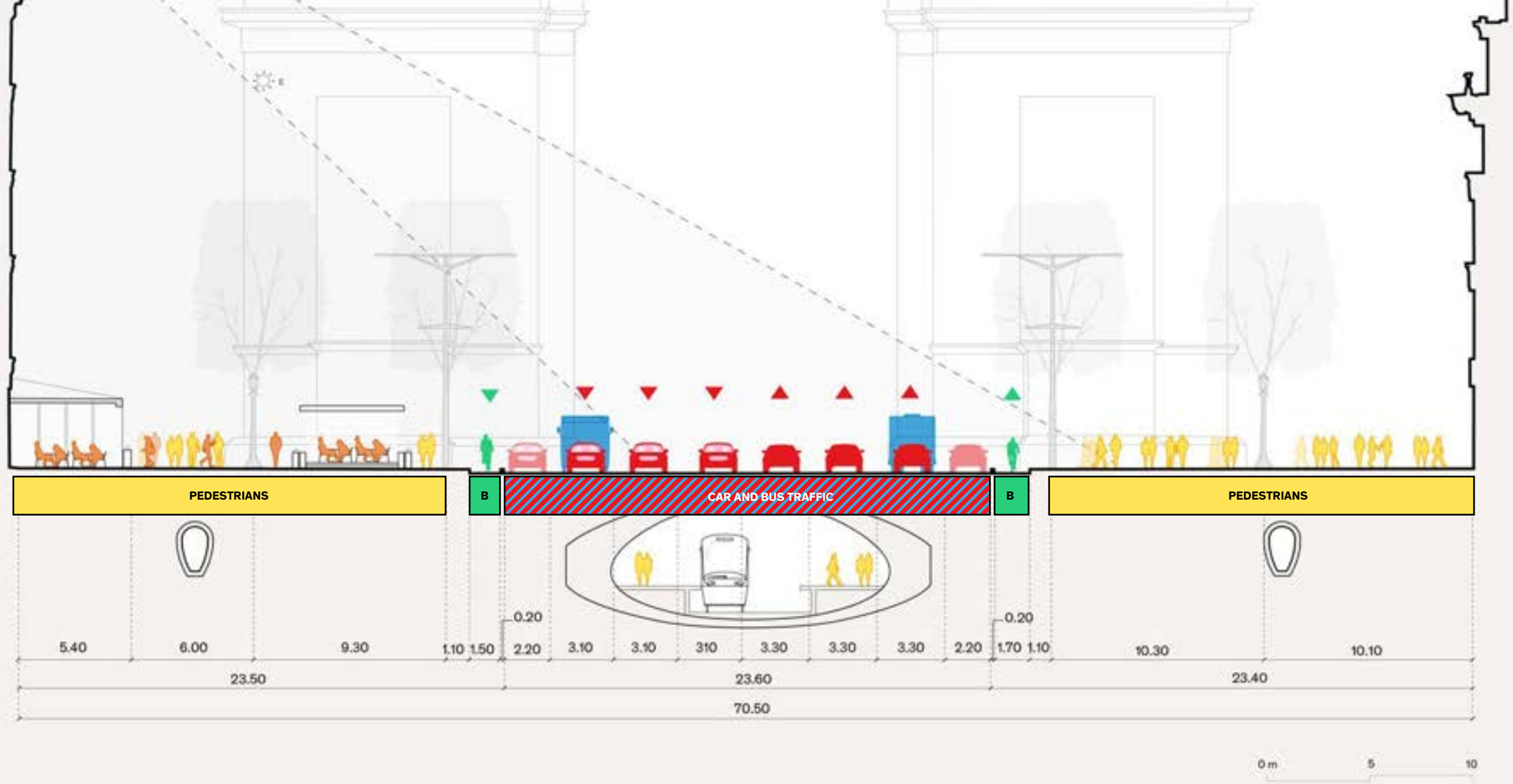
... CHANGING SEASONS AFTER SEASONS



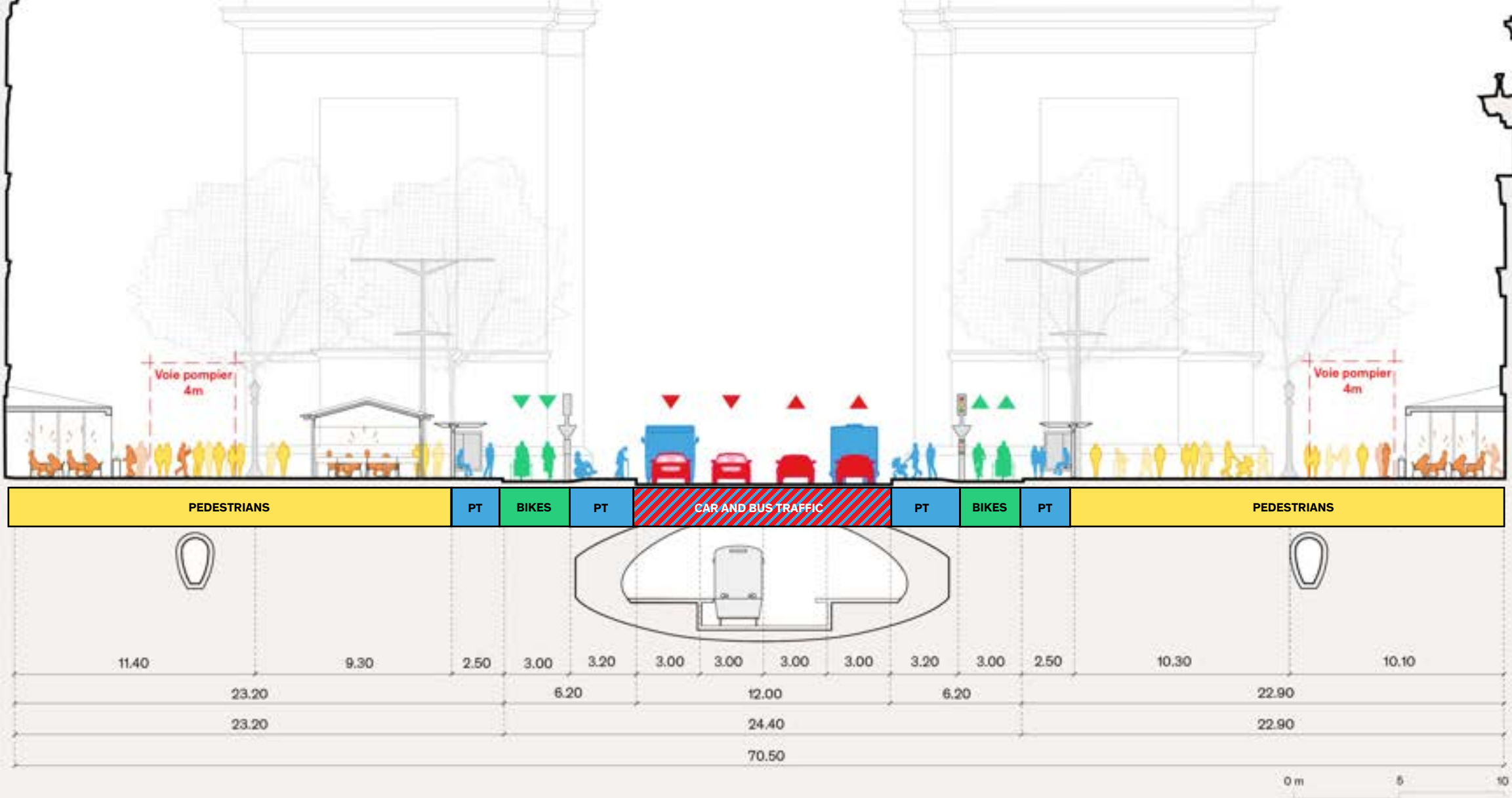
L'AVENUE HAUTE 3



FOUR SECTORS FOR THE STRATEGIC PLAN
AVENUE HAUTE

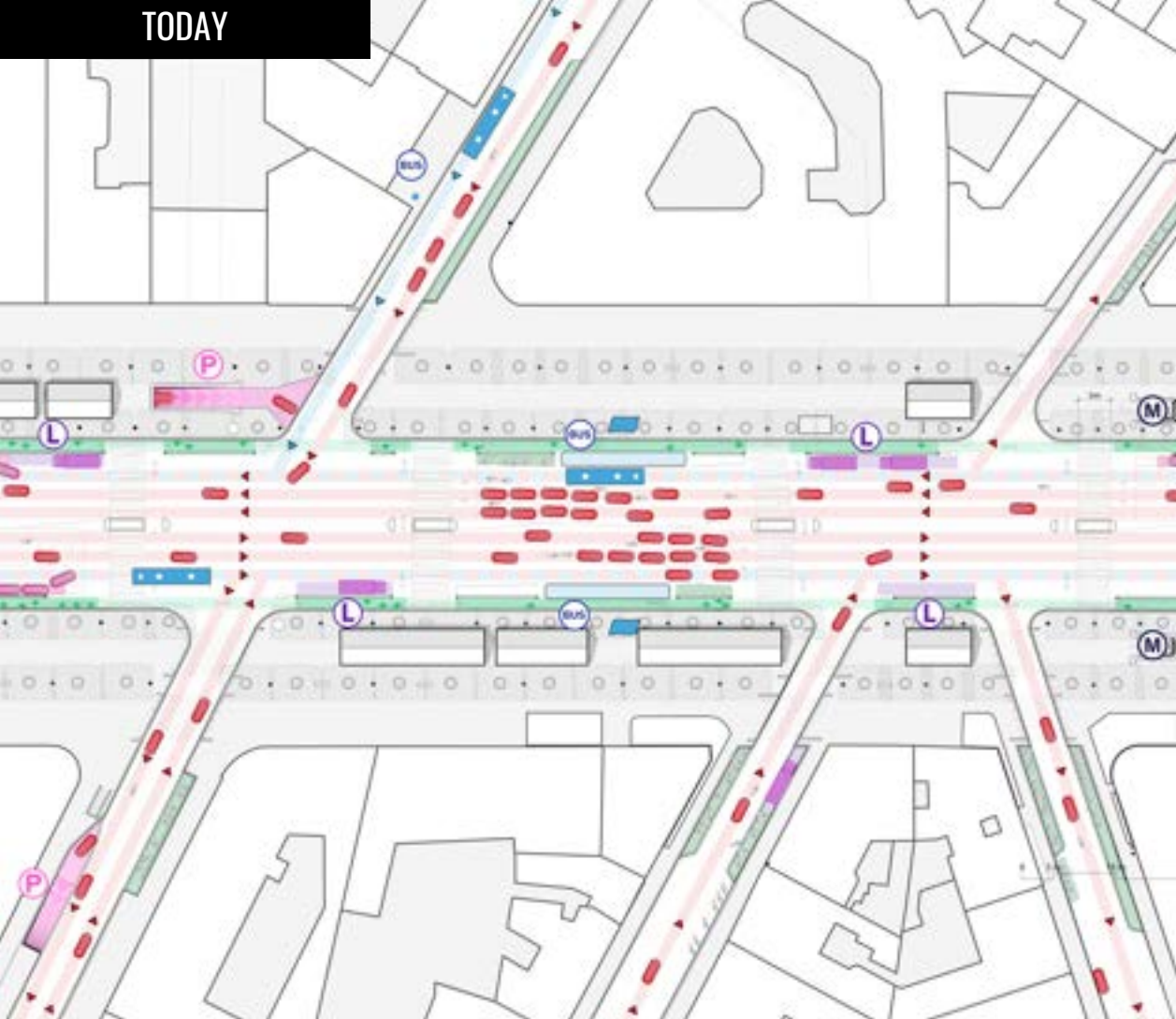


TODAY

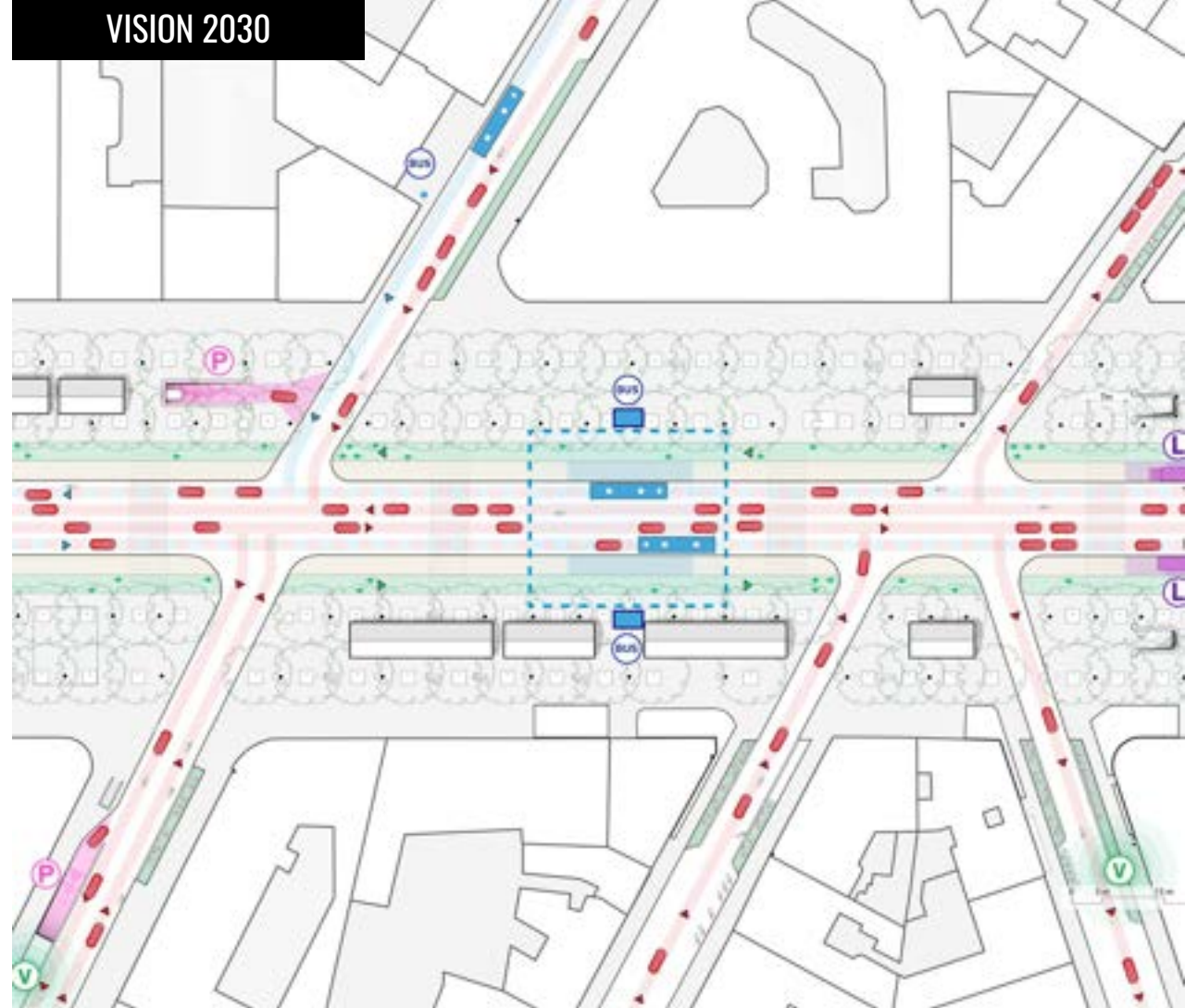


VISION 2030

TODAY



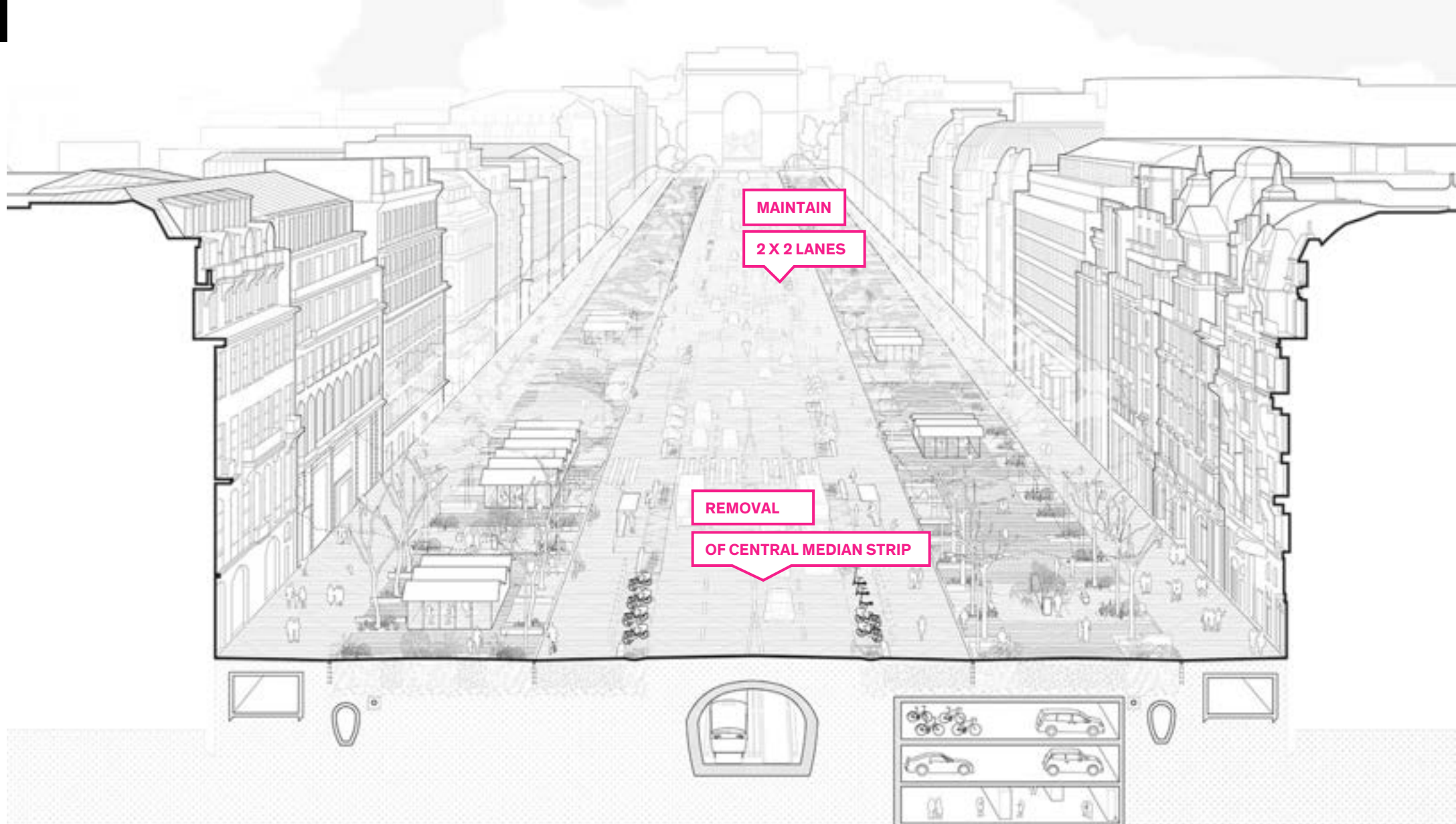
VISION 2030



A TRAFFIC-CALMED AVENUE

01

ROAD LANES REDUCED TO
2x2 LANES



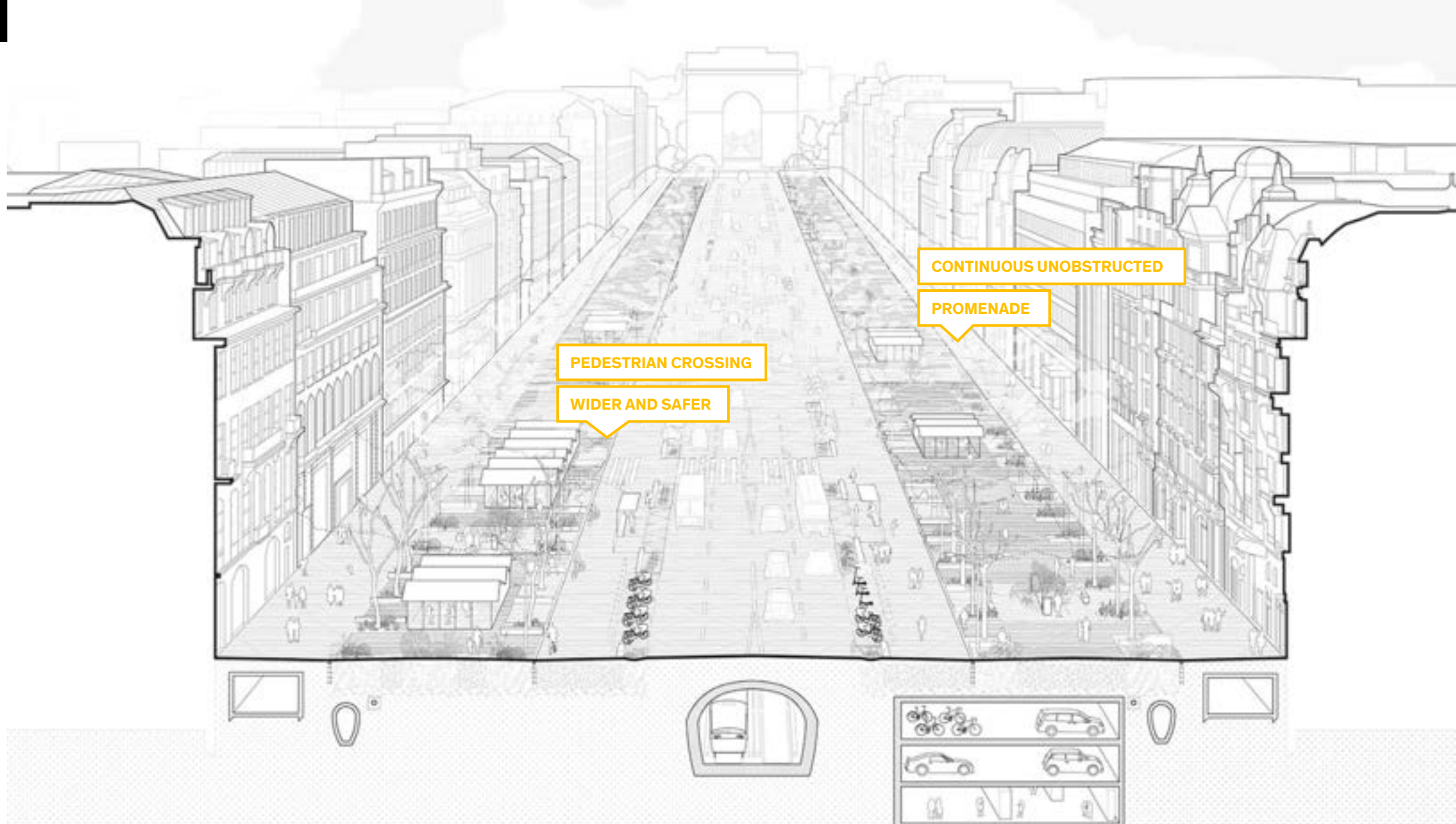
MOBILITY

01

ROAD LANES REDUCED TO
2x2 LANES

02

A CONTINUOUS
PROMENADE FOR
PEDESTRIANS



MOBILITY

VISION 2030

01

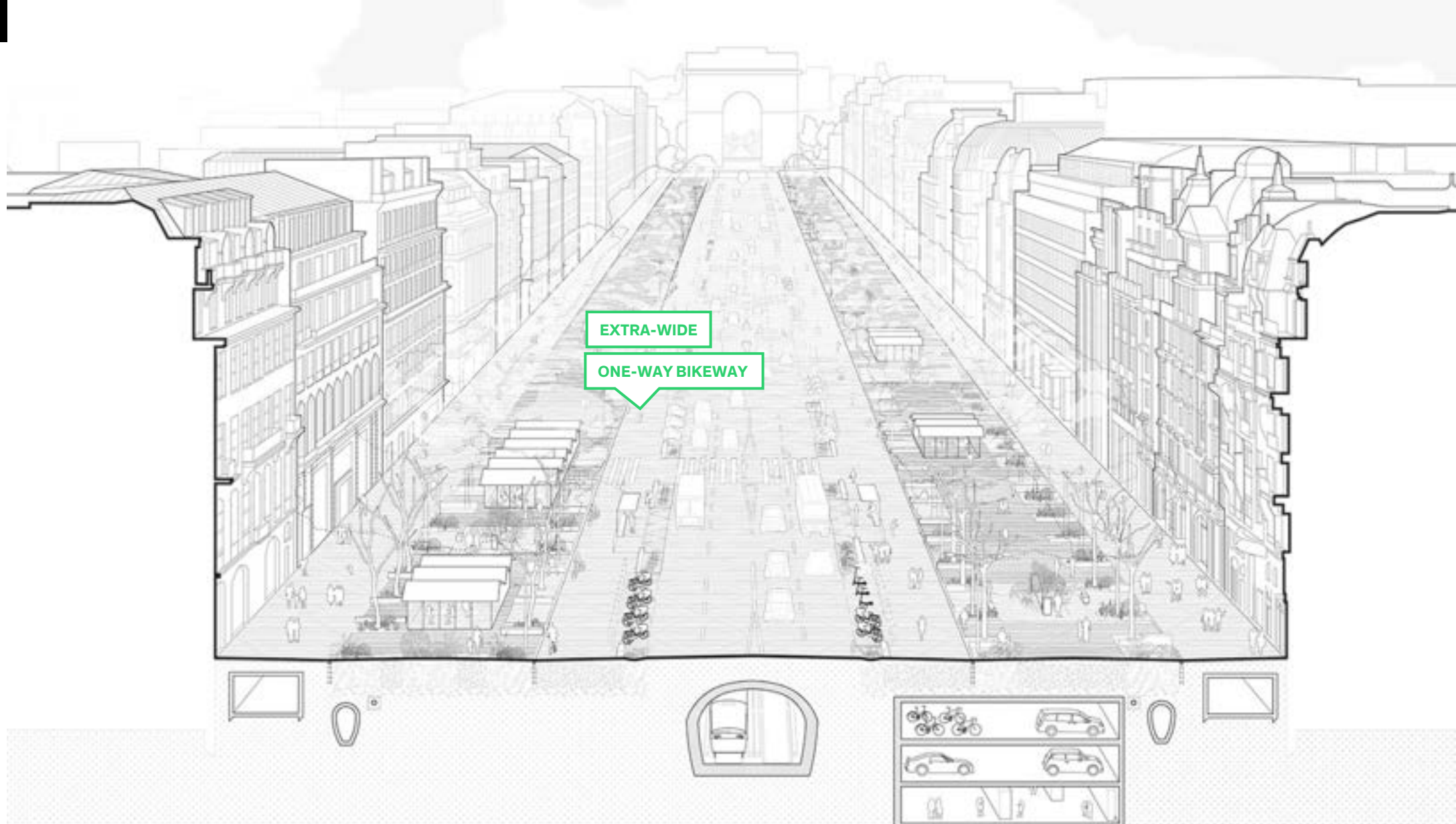
ROAD LANES REDUCED TO
2x2 LANES

02

A CONTINUOUS
PROMENADE FOR
PEDESTRIANS

03

EXTRA-WIDE ONE-WAY
BIKEWAY



MOBILITY

VISION 2030

01

ROAD LANES REDUCED TO
2x2 LANES

02

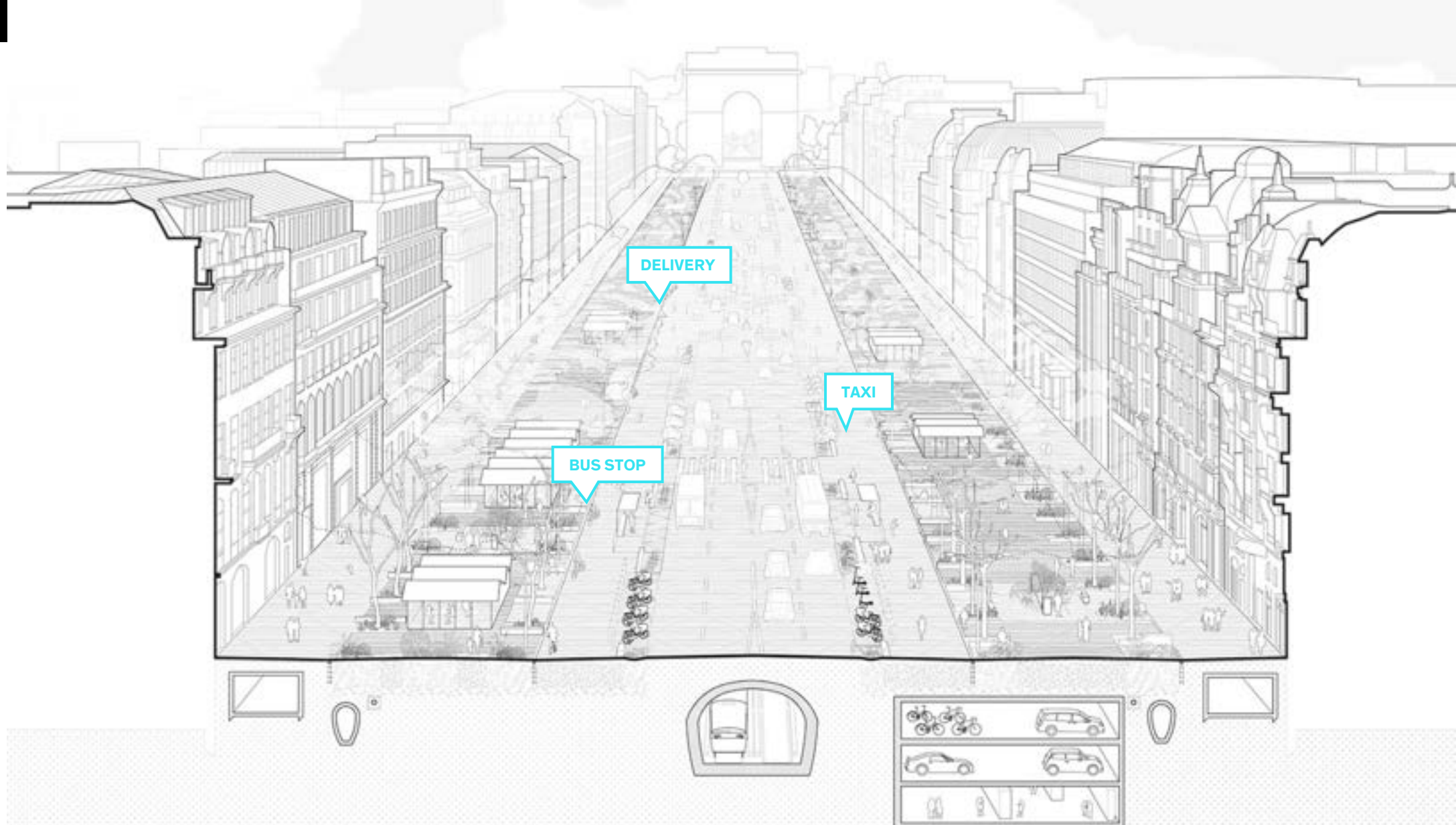
A CONTINUOUS
PROMENADE FOR
PEDESTRIANS

03

EXTRA-WIDE ONE-WAY
BIKEWAY

04

NEW SERVICE LANE FOR
BUS, TAXI, DELIVERY



MOBILITY

VISION 2030

01

ROAD LANES REDUCED TO
2x2 LANES

02

A CONTINUOUS
PROMENADE FOR
PEDESTRIANS

03

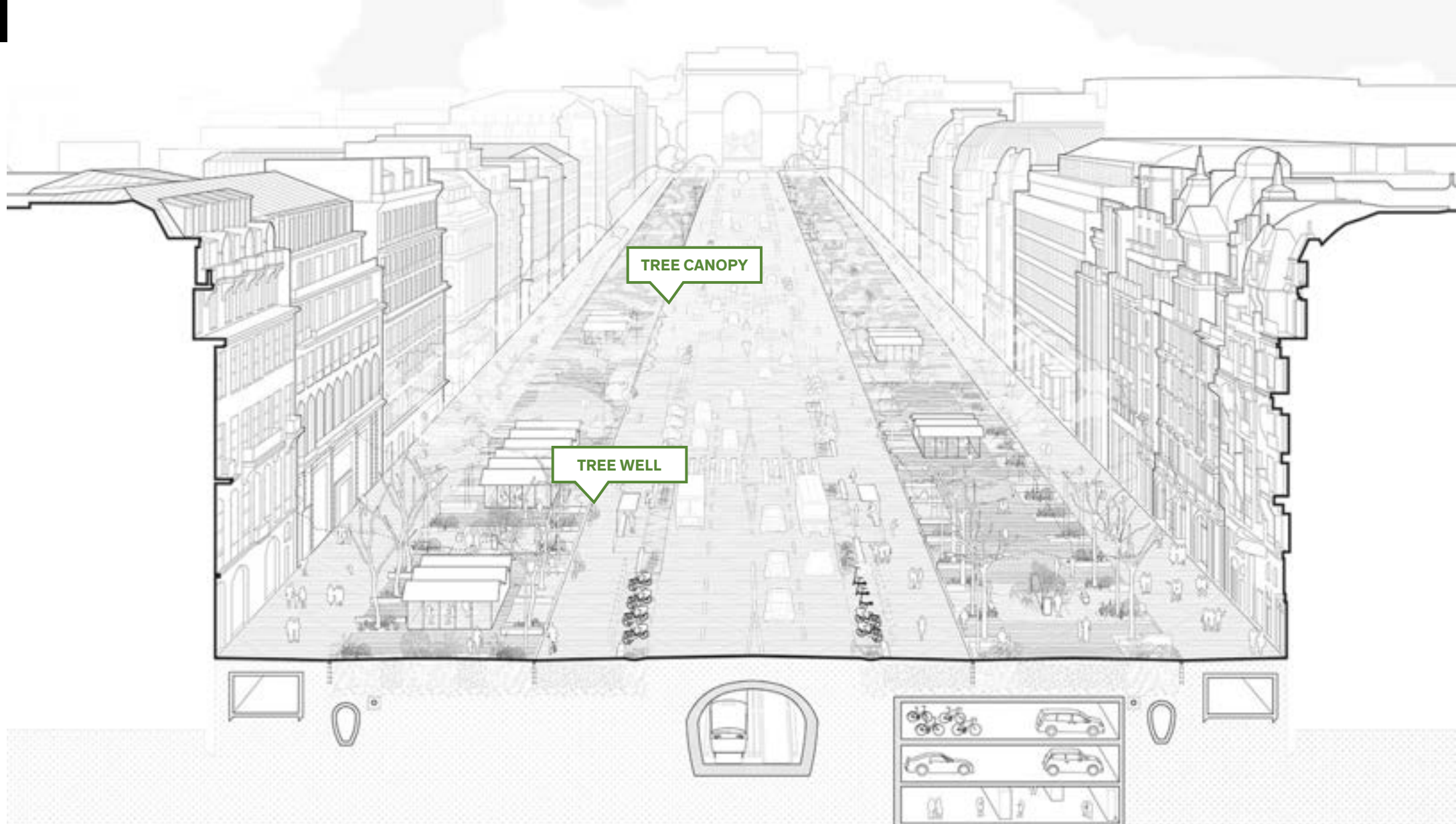
EXTRA-WIDE ONE-WAY
BIKEWAY

04

NEW SERVICE LANE FOR
BUS, TAXI, DELIVERY

05

TREE CANOPY
AND GREEN SALOONS



ENVIRONMENT

VISION 2030

01

ROAD LANES REDUCED TO
2x2 LANES

02

A CONTINUOUS
PROMENADE FOR
PEDESTRIANS

03

EXTRA-WIDE ONE-WAY
BIKEWAY

04

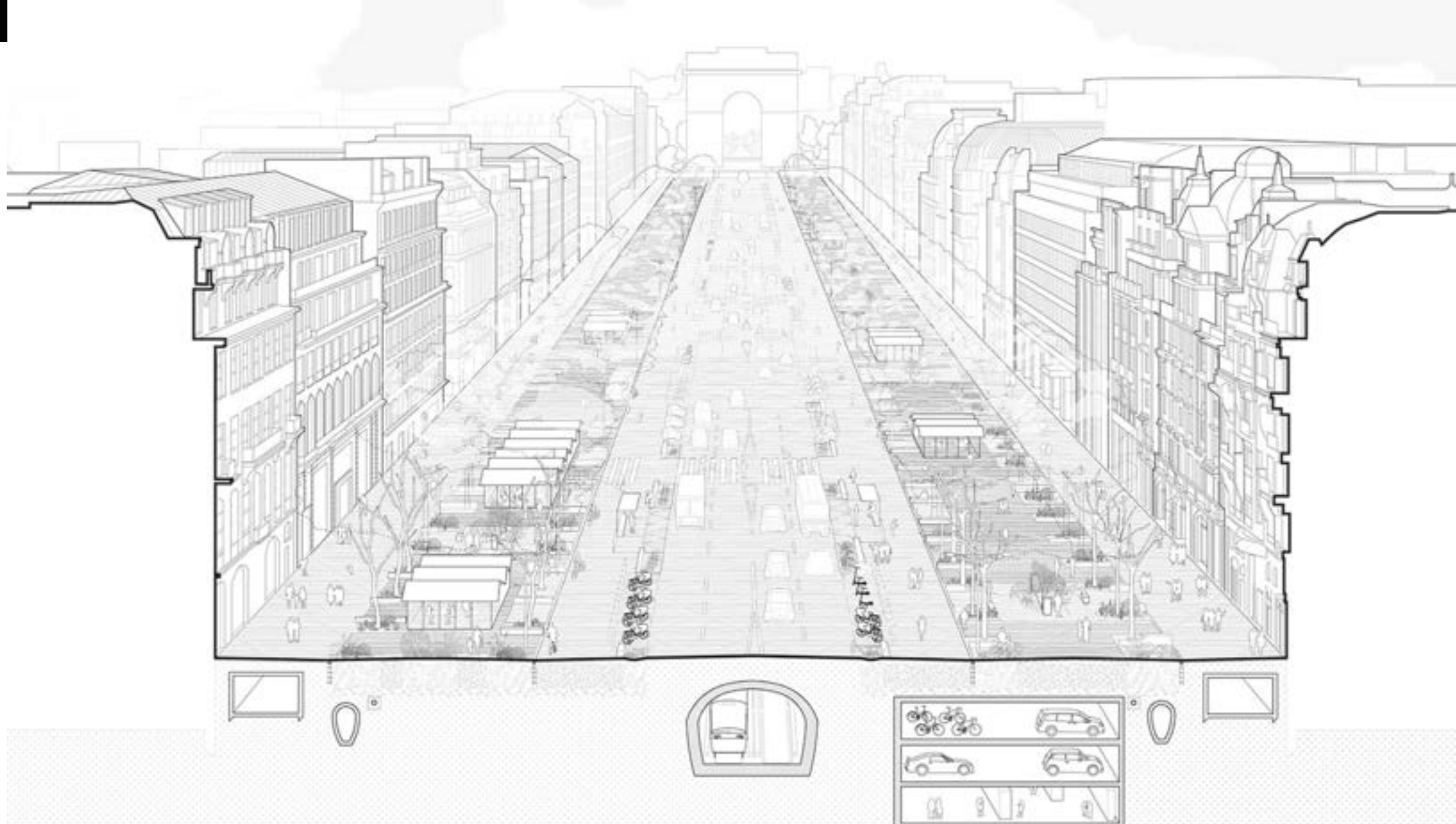
NEW SERVICE LANE FOR
BUS, TAXI, DELIVERY

05

TREE ROOFS
AND GREEN SALOONS

06

NEW USES



USES

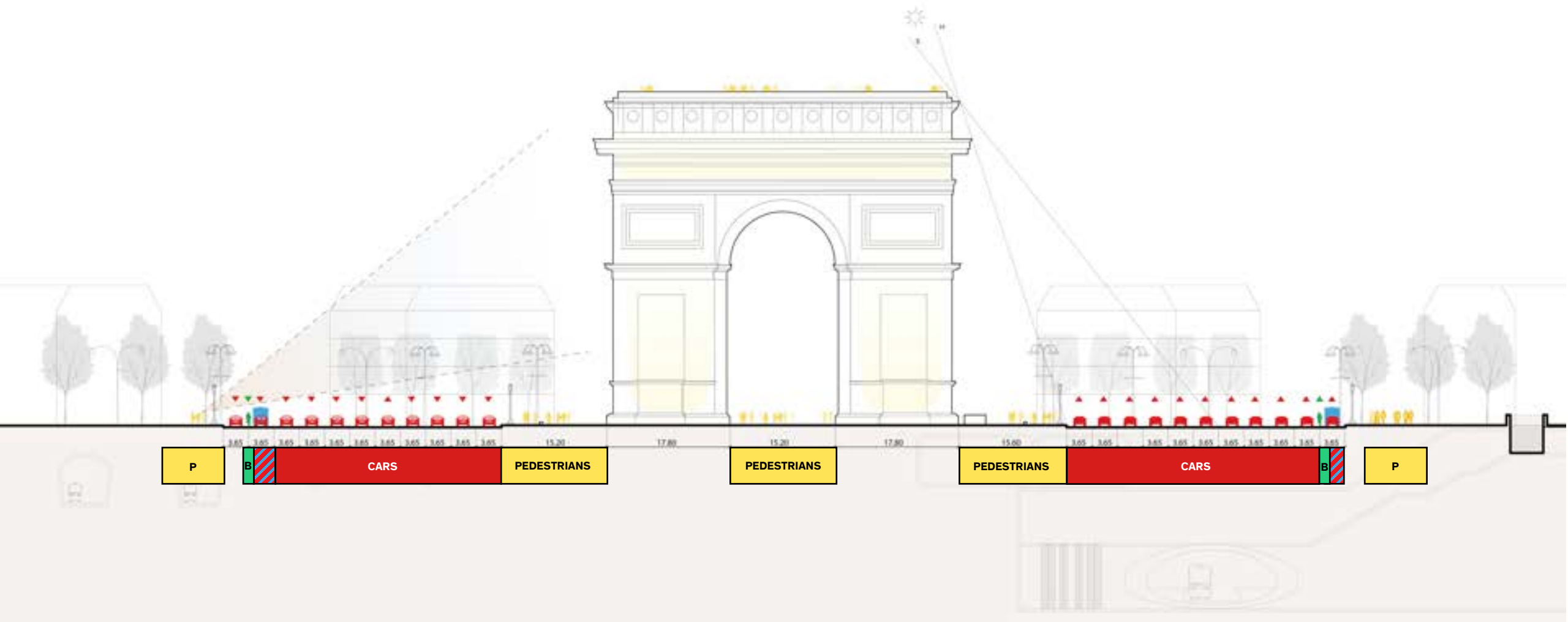


LA PLACE DE L'ÉTOILE

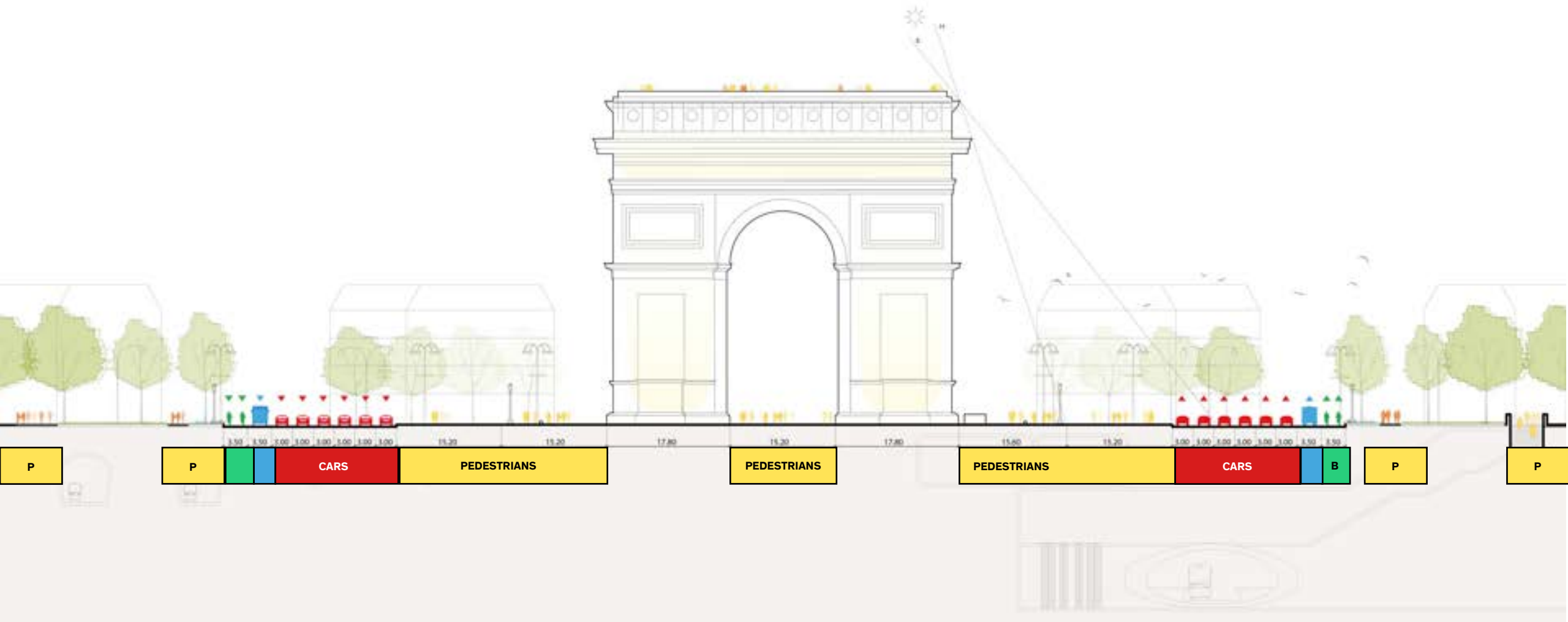




FOUR SECTORS FOR THE STRATEGIC PLAN
LA PLACE CHARLES-DE-GAULLE ÉTOILE

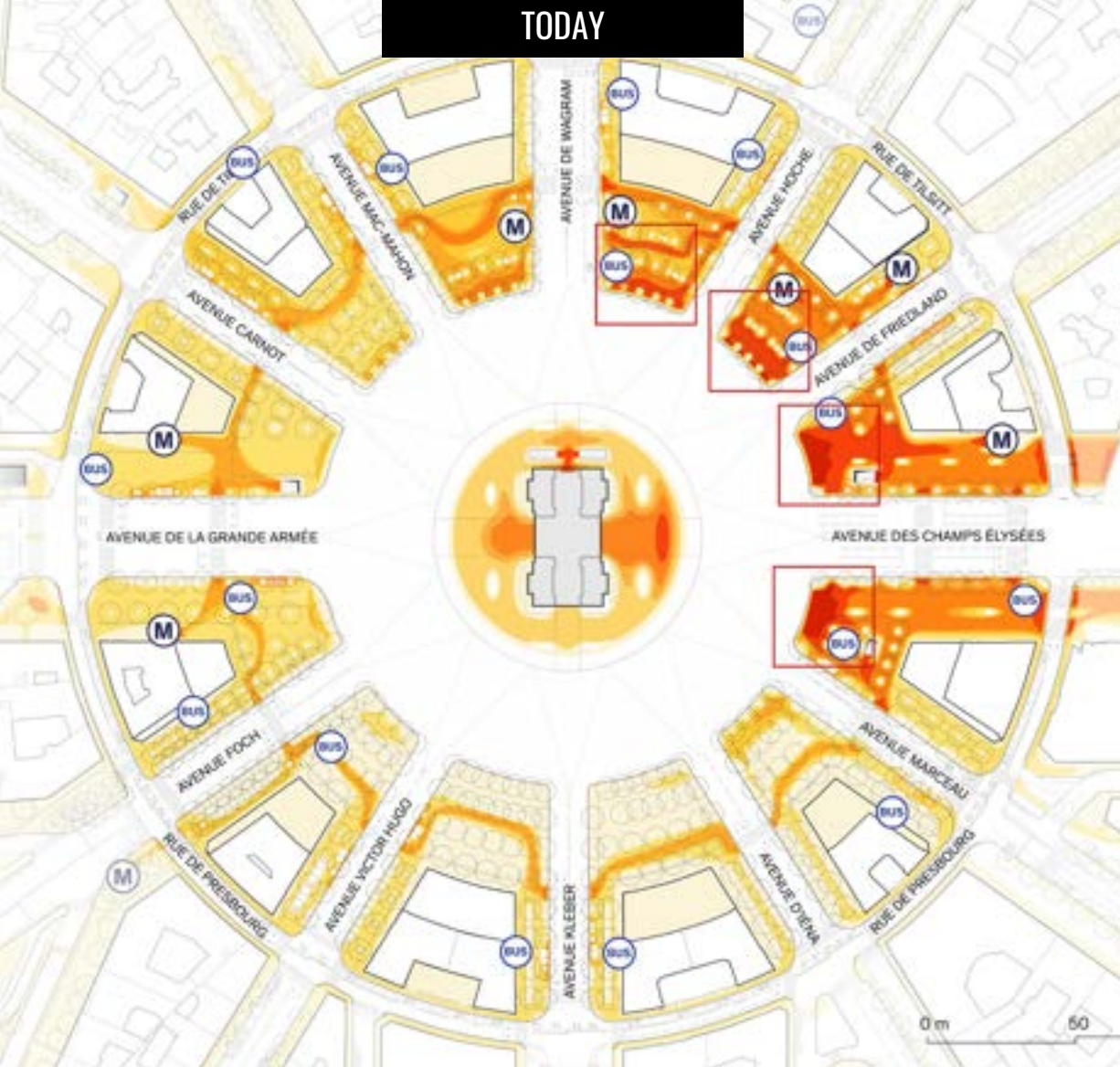


ACTUAL

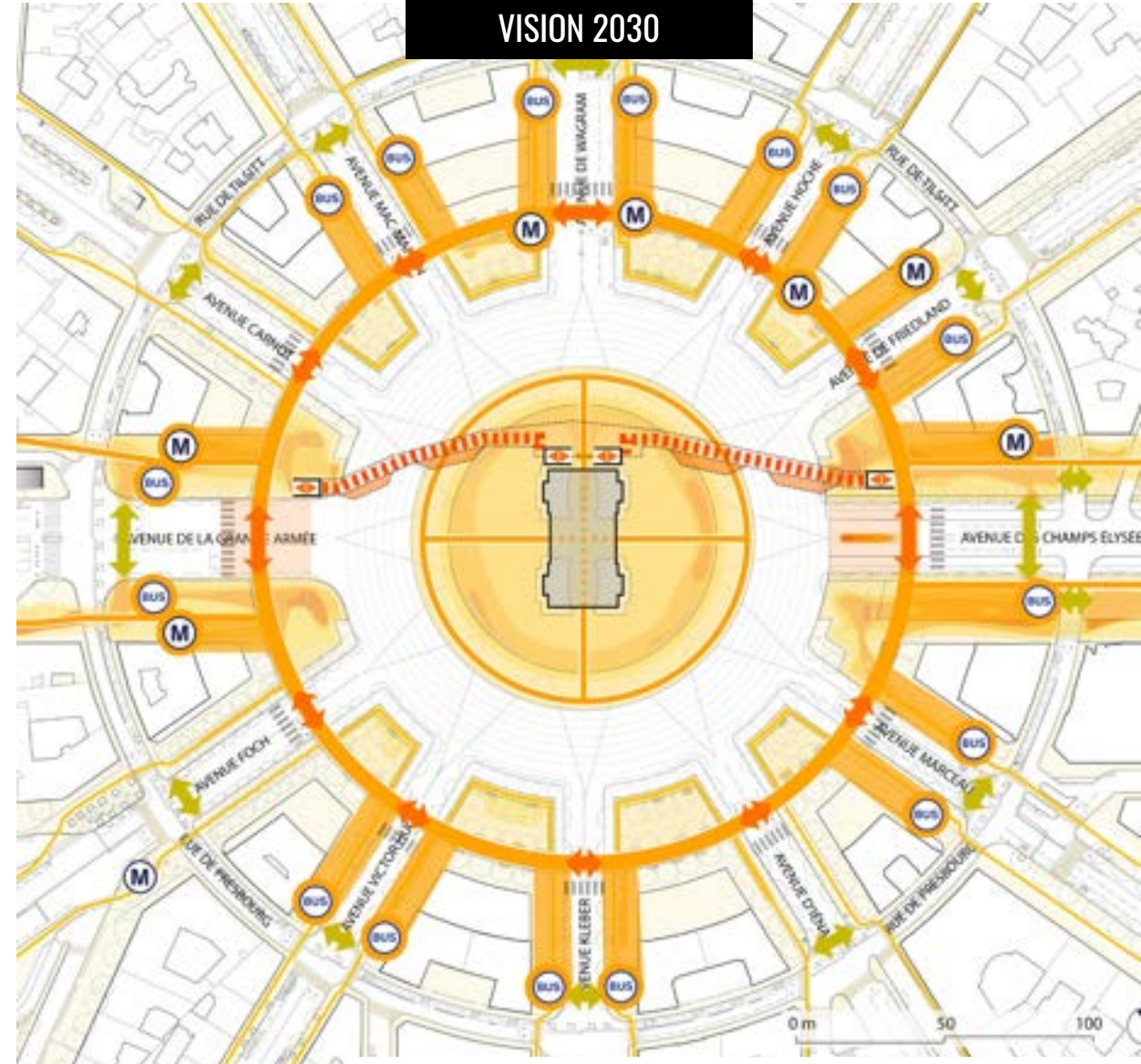


VISION 2030

TODAY

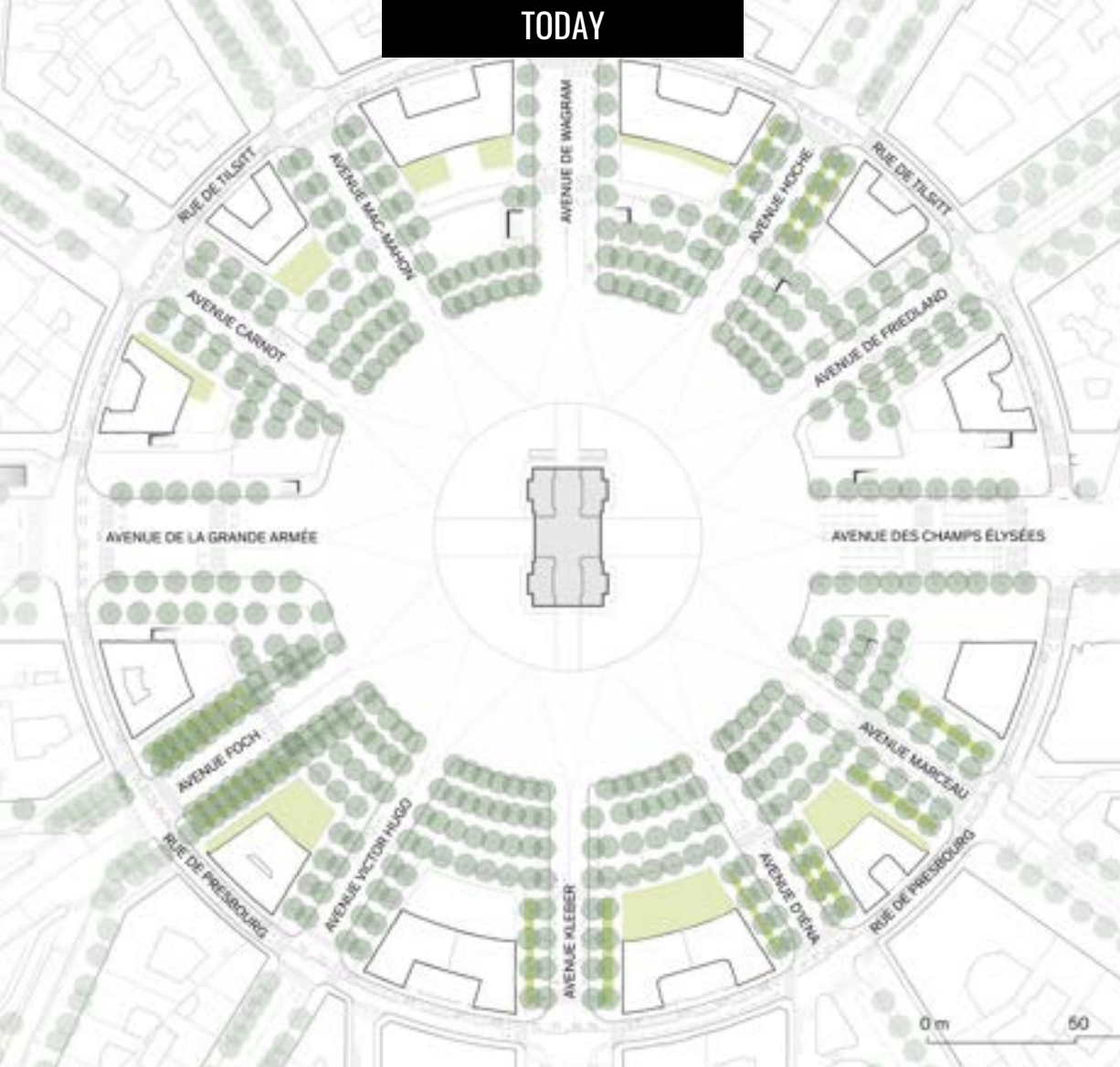


VISION 2030

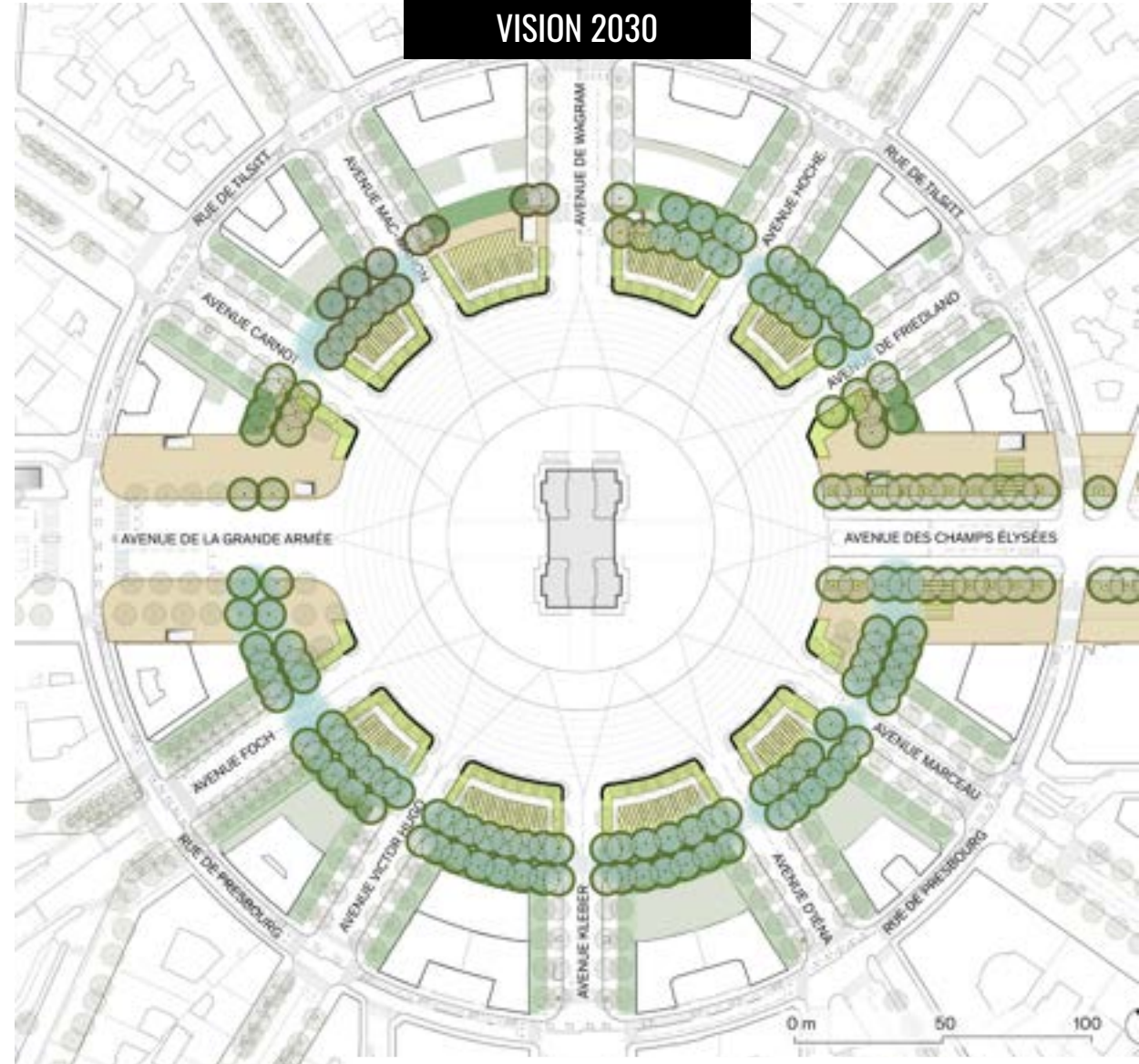


MOBILITY : A BETTER PEDESTRIAN EXPERIENCE

TODAY



VISION 2030



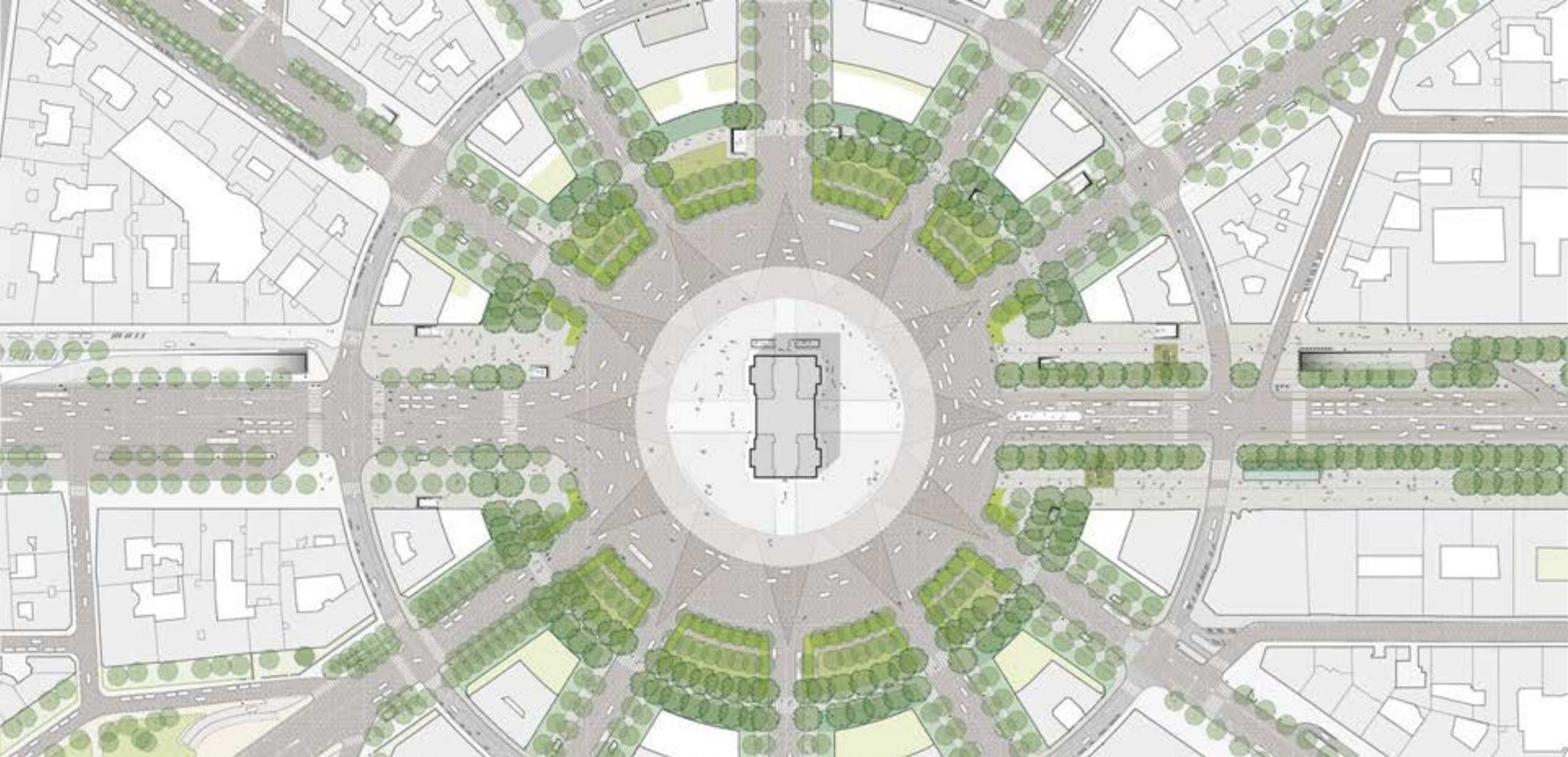
A COOLER AND MORE COMFORTABLE PLACE



TODAY : A MINERAL PLACE



VISION 2030 : A COOLER PLACE



PLACE DE L'ÉTOILE CHARLES-DE-GAULLE VISION 2030

An aerial photograph of the Avenue des Champs-Élysées in Paris, France. The wide, tree-lined avenue stretches from the foreground towards the background, flanked by multi-story buildings with classic Parisian architecture. In the distance, the modern skyscrapers of the La Défense business district are visible against a cloudy sky. A tall, dark, cylindrical tower stands out on the right side of the horizon. The foreground shows a large intersection with crosswalks and some vehicles.

GRANDE ARMÉE

—

MERCI

—