

## **Vejforum 2023 – Indlæg**

**Tema: Mobilitet / Klima og ressourcer / Trafiksikkerhed**

**Emne: Trafikplanlægning**

**Titel: A study on the Champs Élysée**

**Undertitel: Re-enchanting the Champs-Élysées: study and consultancy services in mobility**

### **Relevance**

In June 2018, the Champs-Élysées Committee contacted PCA-STREAM to propose a study on the strengths and weaknesses of the avenue and the actions to be taken to make the avenue attractive again, particularly to Parisians. This study was presented in April 2019.

At the beginning of 2021, the Committee wanted to initiate a technical study to transition from the vision proposed by PCA-STREAM to an operational project that could be implemented after the 2024 Olympic Games, if this study was adopted, in whole or in part, by the City of Paris.

In this regard, PCA-STREAM entrusted ARTELIA with an expertise mission as part of the urban study, focusing on the following aspects:

- Analysis of the current traffic situation and mobility trends.
- Modelling of at least four mobility scenarios.
- Critical analysis of the results, information sharing.
- Formulation of recommendations and participation in drafting the project management specifications.

### **The new and innovative in the project**

Objectives for reimagining the Champs-Élysées as a destination for all:

- Reinvent the destination for the enjoyment of a vast promenade.
- Bring back Parisians.
- Improve user comfort.
- Address environmental challenges:
- Adapt to and mitigate the effects of climate change.
- Strengthen the network of green and blue infrastructure.
- Enhance the experience of nature on the Champs-Élysées.
- Restore overall aesthetic quality:
- Harmonize the area according to the principles of the Manifesto for the new Parisian aesthetics.
- Highlight perspectives and heritage qualities.
- Transform the Champs-Élysées into a hub of innovation:
- Showcase urban engineering excellence.
- Offer an enhanced experience for pedestrians.

### **How it supports sustainability and green transition**

The strategic approach aims to restore the qualities of a more desirable, inclusive, and sustainable city to this district. This ambitious challenge is based on three main actions:

- Mitigate the negative impact of automobiles in favour of non-polluting soft mobility options.
- Reinvent the role of nature in the city in the face of climate change.
- Create an attractive and popular program for public space.

### **What can others learn from the project?**

Given the environmental urgency, the Champs-Élysées can become a model for the city of the future.

### **Indlægsholder(e)**

Repræsentant fra Artelia France (Afventer)