

# GRANDE ARMÉE

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2030 VISION



# **GRANDE ARMÉE 2030**

**REVIVING THE MOST BEAUTIFUL  
GATEWAY TO PARIS**

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# GRANDE ARMÉE 2030

## REVIVING THE MOST BEAUTIFUL GATEWAY TO PARIS

Just a few months away from the completion of the new Porte Maillot, and one year away from the Paris 2024 Olympic and Paralympic Games (that will transform this gateway to Paris into an “Axe Olympique”), the Comité Grande Armée is disclosing a **study that proposes the radical transformation of the main gateway to Paris, from Porte Maillot to the Arc de Triomphe.**

This vision, which was developed by the architectural firm PCA-STREAM, offers three major proposals, which are ambitious but realistic in terms of time frame and feasibility. Each proposal incorporates aspects that will contribute to **building a sustainable, inclusive, and desirable city well adapted to the major challenges of the twenty-first century:**

—**Recreating the historical green promenade**, which would extend over more than six kilometers from the Louvre to La Défense—using vegetation to provide cooling; redesigning the exit of the Étoile tunnel and crowning it with a belvedere; pedestrianizing the side roads and punctuating them with kiosks and new uses (including green lounges, catering, and services).

—**Reconnecting the Avenue and the Bois de Boulogne**, by recreating a symbolic gateway, and providing a pathway punctuated with kiosks and children’s playgrounds, as well as a large belvedere.

—**Creating the “Temple of New Mobilities”** that Paris is lacking on the Square Parodi side and along the whole Avenue, historically known as the “Avenue of Cycles” and the location of France’s first bicycle lane a century ago. This would be materialized as a mega-bike station located beneath the esplanade of the Palais des Congrès, a cycling school, and rental services, as well as other amenities.

Avenue de la Grande Armée will therefore become the last segment of the Axe Majeur of Paris (of which it is the central portion) to undergo a transformation, following the projects that were initiated for the Champs-Élysées, Porte Maillot, Allée de Neuilly and Allée du Parc de La Défense. This research builds on the “Re-enchanting the Champs-Élysées” project, the scope of which was officially extended to Avenue de la Grande Armée by the Mayor of Paris, Anne Hidalgo, in May 2022. The approach consists of a study backed by a consortium of private stakeholders (major real estate owners, tenants, users, etc.) with the support of public officials, drawing on a broad stakeholder consultation and on the scientific use of data to operationalize the situation on the ground. The team conducted more than a hundred interviews with various kinds of stakeholders (including officials and institutional bodies, neighborhood councils and residents, private companies and investors, retailers, and operators). They also held a number of collective workshops in order to encourage ideas and consider the needs of stakeholders. The gathered feedback was ultimately summed up as a cohesive vision that commands a strong consensus. And, once the “Vision for 2030” is delivered to the City of Paris, it will be further supported by additional technical studies, similar to the process that is underway on the Champs-Élysées.

## COMITÉ GRANDE ARMÉE

The Comité Grande Armée was launched in April 2022 with the support of local officials and the City of Paris. It brings together real estate owners, tenants, and residents of the Avenue that are actively engaged in its future transformation.

The Comité Grande Armée focuses on imagining a “Vision for 2030” for Avenue de la Grande Armée, treating the project as a blueprint for the redevelopment of the thoroughfare to make it more pleasant, greener, and aesthetically pleasing, while reflecting on its purpose and identity. Bringing together the main stakeholders of the Avenue (elected officials, residents, institutional stakeholders, investors, and users) is a key prerequisite to ensure that such a vision is realized while taking into account the interests of all parties.

During these past twelve months of research, the Comité Grande Armée has commissioned the architecture firm PCA-STREAM to conduct an architectural and urban study for its future redevelopment based on the consultation of around one hundred stakeholders of the Avenue as well as the detailed examination of its history and identity. The “Vision for 2030” presented here takes into account all these contributions.

### Founding Members

Groupama Immobilier, Gecina, BNP Paribas Cardif, Société Générale Assurances, Vîparis, AG2R LA MONDIALE, Invivo, Groupe Chapat, Groupe Madar, FREQ Group

### Members

Sanofi, BCG, Swiss Life AM, Tristan Vyskoc, Patrick Bosque

### Honorary members

Geoffroy Boulard (17th arrondissement), Francis Szpiner (16th arrondissement), Brigitte Kuster (former MP and mayor of the 17th arrondissement of Paris)



## THE CENTRAL PORTION OF THE AXE MAJEUR HASN'T UNDERGONE ANY MAJOR REDEVELOPMENT OVER THE PAST CENTURY

Avenue de la Grande Armée is the central segment of the Axe Majeur of Paris, a continuous perspective stretching over eight kilometers that was designed by André Le Nôtre in 1666. Its architectural heritage tells the story of the past four centuries of our history. Today, it is punctuated by a succession of iconic monuments, ranging from the Louvre to the Obélisque and the Arc de Triomphe to the Arche de La Défense. All of these landmarks are highlighted by the unique topography of the Étoile Hill and the presence of the Seine River at both ends.

The Axe Majeur offers an outstanding concentration of the key sites driving France's influence:

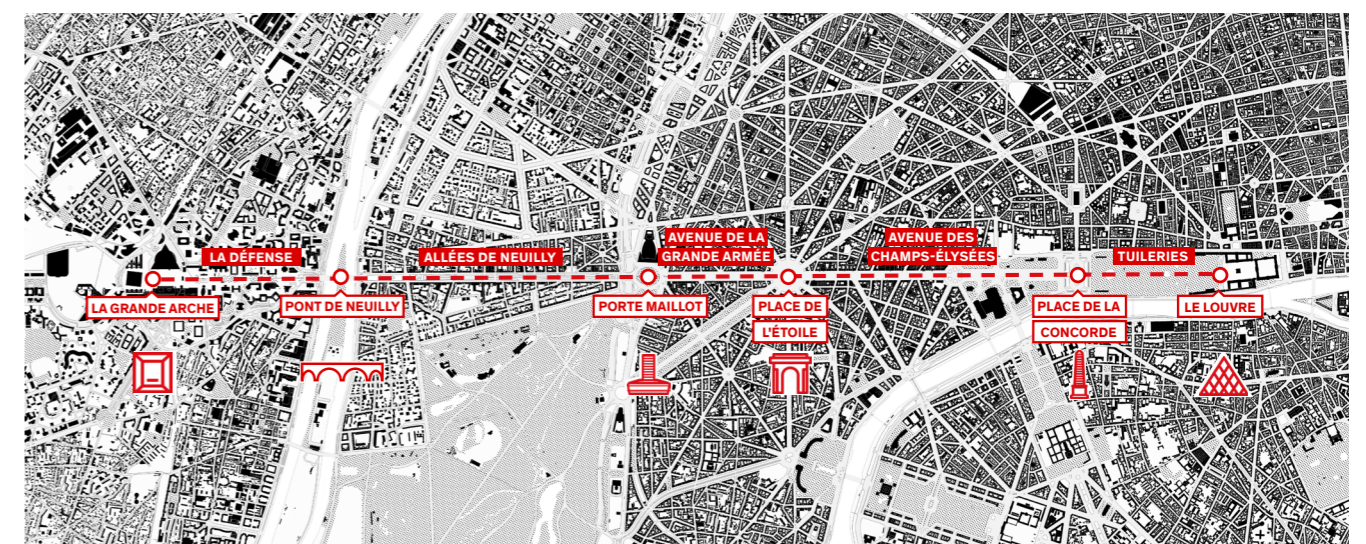
- Political**, with the Presidential Palace (Palais de l'Élysée), the City Hall (Hôtel de Ville) and various town halls, a number of public institutions, the US and British embassies, etc.
- Economic**, with La Défense (the largest business district in Europe), the Palais des Congrès de Paris, and four out of every ten headquarters of France's top publicly listed companies.
- Cultural**, with the Louvre, Orangerie, Grand Palais, Petit Palais, and Palais de la Découverte museums, and 70 outdoor art installations spread across La Défense, and La Paris La Défense Arena (the largest concert venue in Europe).

It is also an important piece of infrastructure, both for road transport (at traffic levels comparable to the Champs-Élysées) and public transportation (it will soon accommodate over two million passengers per day with the arrival of the new Éole—Porte Maillot station).

**However, the Axe Majeur is no longer a homogeneous and continuous thoroughfare.** This can be traced back to the start of the 1960s, with the advent of the automobile. At the time, it quickly became divided into five segments, each separated by what amounts to four interchanges that act as veritable barriers that are hard to cross on foot.

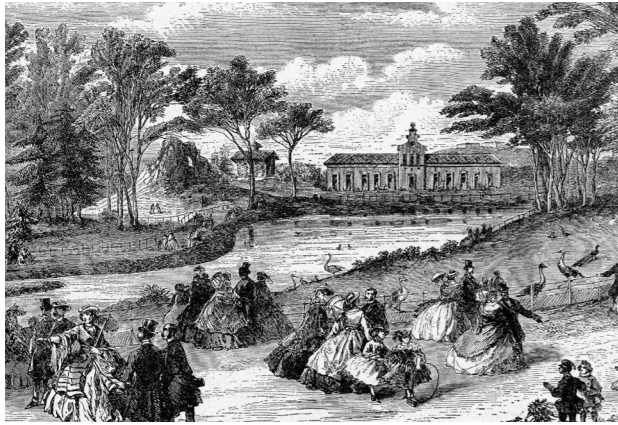
Over the past decade, however, everything has been changing, and the Axis is undergoing a rapid transformation with an unprecedented density of redevelopment projects. This started in Neuilly, where Mayor Jean-Christophe Fromantin initiated a visionary reflection on the Axe Majeur, aided by renowned architects including Sir Norman Foster and Renzo Piano. A prelude to the transformation of Avenue Charles de Gaulle into the Allée de Neuilly by the end of 2023, and the reconfiguration of Porte Maillot from a traffic circle into a linear thoroughfare is allowing the restoration of the historical perspective of the Axe Majeur.

The esplanade of Paris—La Défense is undergoing major redevelopment work, including the creation of new mixed-use spaces (Oxygen and Table Square) and the transformation of part of the slab in a five-hectare park designed by Michel Desvignes, which is expected to be completed by 2026. The Champs-Élysées, will undergo a two-phase transformation, as publicly announced by Mayor Anne Hidalgo in May 2022, with a first phase (beautification of the Avenue and gardens, widening of the ring road around the Arc de Triomphe) launching prior to the Olympic Games. Another phase (the ambitious redevelopment of the upper and lower stretches of the Avenue, as well as its gardens and Place de la Concorde), is to be completed by 2030. Right towards the center of the Axe Majeur, Avenue de la Grande Armée is the only segment that has not undergone any redevelopment over the past century or so.



A Unique Topography

## **HISTORY & DIAGNOSIS**



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1. The Jardin d'Acclimatation in the Bois de Boulogne at its creation in 1860
2. Schoolgirls basking in the sun in front of the lower lake in 1898
3. Luna Park, which was inaugurated in Porte Maillot in 1908
4. At the intersection between Porte Maillot and Avenue de la Grande Armée, an afternoon on the way back from the Bois de Boulogne
5. Several streetcar lines traveled along the Avenue
6. Inauguration of the first metro line in 1900
7. France's very first dedicated bicycle lane in France, installed in 1897

## THE AVENUE DE LA GRANDE ARMÉE, AN ICON OF THE BELLE ÉPOQUE

**On the Axe Majeur, the Avenue de la Grande Armée has a distinct identity inherited from the Second Empire, which clearly sets it apart from the Champs-Élysées or Neuilly. Its history is intertwined with the Belle Époque and provides valuable pointers for envisioning the revitalization of the Avenue.**

Avenue de la Grande Armée has its origins in the mid-nineteenth century, between two milestones and two “walls”—to one side, the Arc de Triomphe, which was completed in 1836 on Place de l'Étoile (where a portion of the Fermiers Généraux walls still stand) and, to the other, Porte Maillot, transformed into a bastion and tollgate by Adolphe Thiers' fortifications of Paris as early as 1844, surrounded by a no-build zone where construction was prohibited for military reasons. It then was the main gateway to Paris towards the west.

Avenue de la Grande Armée truly emerged a few years later, in 1864, when Napoleon III renamed it as a tribute to the military campaigns of his uncle, Napoleon I. Avenue de la Grande Armée was developed, planned, and built during the Belle Époque, following the canon laid out by Baron Haussmann.

### A Favorite Parisian Promenade

At that time, Avenue de la Grande Armée was 70 meters wide and featured a spacious central lane for carriages, two large shaded promenades with four alignments of 300 trees each, side lanes for horse-drawn carriages, and sidewalks lined with buildings five or six stories high, as well as shops, restaurants, and lemonade stands. The Avenue was bustling with activity, particularly because it led from the Champs-Élysées to the Bois de Boulogne, a destination that would shape its identity. The renowned *Guide des plaisirs à Paris* [The Guide of the Pleasures of Paris] then recommended that “after an afternoon in the Bois de Boulogne, one should conclude the day on Avenue de la Grande Armée, in the restaurants and music halls.”

### The Gateway to the Bois de Boulogne and Modern Leisure Activities

From the Place de l'Étoile, one can indeed reach the Bois de Boulogne either via Avenue de l'Impératrice (now known as Avenue Foch) or the livelier Avenue de la Grande Armée. The Bois de Boulogne was redesigned in 1850 by Adolphe Alphand, the director of the parks department (Service des Promenades et Plantations) of the Prefecture of the Seine. The former royal hunting reserve was transformed into a park designed in the English fashion and modeled after London's Hyde Park, which Emperor Napoleon III had known during his exile in Great Britain. It was a park designed for strolling and leisure, with winding paths, islets, Swiss chalets, and picturesque lakes. The Jardin d'Acclimatation was created a bit later, serving as an educational and scientific park where giraffes, zebras, and kangaroos were exhibited, immediately garnering great interest. A small steam train ferried visitors there from the Porte Maillot.

The Bois de Boulogne quickly became a place that catered to both the elite and the general public. Parisians discovered modern pleasures and leisure activities there, including

velocipede rides, ice skating, and large-scale festivities. They also flocked to the temporary entertainment venues set up on the no-build zone at the foot of the Thiers fortifications, including the Columbia Theater (1900), Printania (1905), and later, the sizable Luna Park (1908). Luna Park was one of the first amusement parks in France and remained active until the 1950s. The park featured bumper cars, roller coasters, and giant slides just a few meters away from the large Haussmannian buildings.

Avenue de la Grande Armée also hosted some of the largest events of the early twentieth century. The first automobile Tours de France had their start and finish at the Porte Maillot, while the Tour de France cycling race started several times at Luna Park. Military parades would march up Avenue de la Grande Armée and under the Arc de Triomphe, until the Tomb of the Unknown Soldier was installed in 1920.

### The “Temple of Mobilities”

At the turn of the century, the Porte Maillot was still a real gate, complete with a grill and toll booth. Being a bustling location, it naturally became the starting point or final stop for numerous transportation lines. Carriage companies had their depots there, and streetcars departed from the Porte Maillot to serve the center of Paris, the Bois de Boulogne, or Saint-Germain. Over the span of only fifteen years, the Avenue de la Grande Armée would witness significant firsts, including:

—The test runs of the very first streetcar equipped with electric batteries in 1888.

—The inauguration of the first Parisian metro line, Porte Maillot to Porte de Vincennes, for the 1900 World Exhibition.

—The popularization of bicycles and major brands including Werner, Raleigh, Peugeot, and Cycles Clément setting up shop on Avenue de la Grande Armée, which then went by the moniker of the “Avenue of Cycles,” as well as the Touring Club de France, which promoted cycling tourism and had up to 800,000 members.

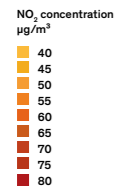
—The creation of France's very first dedicated bicycle lane in 1897, on the promenade along the 16th arrondissement of Avenue de la Grande Armée, which was obtained following fierce lobbying by the Touring Club. The April 6, 1897 edition of the local daily *La Presse* reported: “The cycling caravans that stride towards the Bois [de Boulogne] will be able to face this formidable avenue without having to deal with the ill-will of the coachmen and the anger of the market gardeners.”

—The opening of the very first motorcycle store by the Werner brothers around 1900. Other manufacturers including Peugeot and Clément soon began producing motorized two-wheelers, the sales of which skyrocketed, aided by the proximity to the factories in Levallois and Asnières and the test tracks located in the Bois de Boulogne. By 1930, cycles, whether motorized or not, accounted for half of the retail outlets on the Avenue.

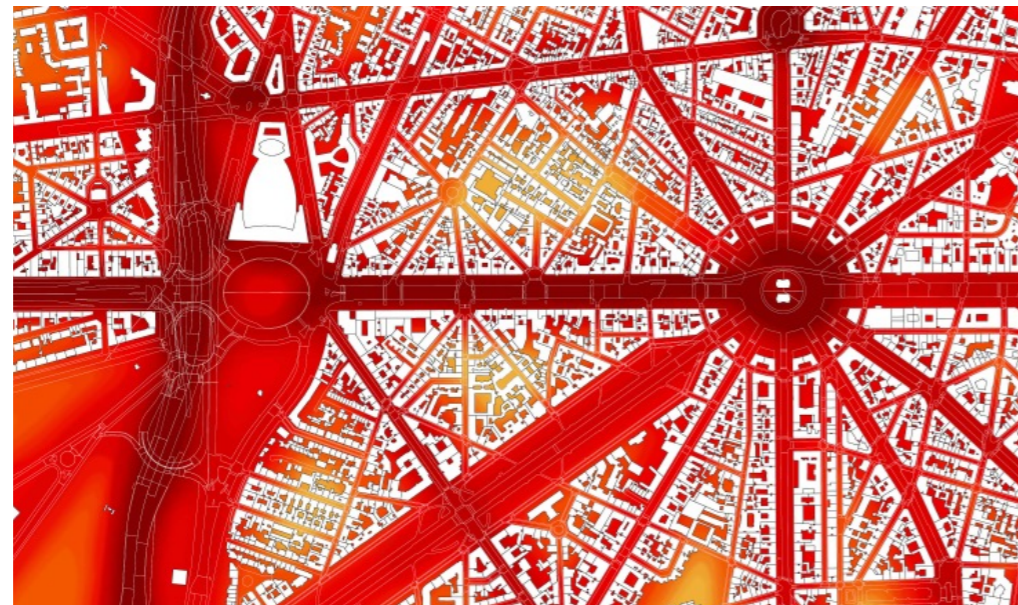
# THE TURNING POINT OF MODERNITY AND THE LOSS OF IDENTITY OF AVENUE DE LA GRANDE ARMÉE

## A POLLUTED AVENUE

EXCEEDING THE WHO AIR QUALITY GUIDELINE OF 40 µG/M<sup>3</sup>

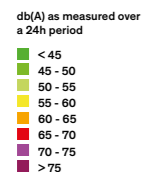


Source : Airparif



## A NOISY AVENUE

THREE QUARTERS OF THE AVENUE ARE EXPOSED TO NOISE LEVELS EXCEEDING THE WHO LIMIT OF 65 dB, EVEN THOUGH 48% OF THE AVENUE IS RESIDENTIAL



Source : Bruitparif



With the advent of the internal combustion engine, **Porte Maillot essentially became a road interchange, and Avenue de la Grande Armée lost its tree-lined promenade, its connection to the Bois de Boulogne, and its popular events. It then became very much entirely specialized in internal combustion engine two-wheelers.**

By 1930, Avenue de la Grande Armée underwent transformations to accommodate the boom in individual car transport. The central roadway was broadened (resulting in the relocation of two rows of trees), shaded pedestrian promenades were converted into traffic lanes and parking spots, and the sidewalks along the sides of the Avenue were widened. This marked a turning point towards modernity but also led to the loss of the Avenue's identity.

A few years later, two architecture competitions were launched with the objective of transforming Porte Maillot. The monumental projects by Le Corbusier, Sauvage, and Viret & Marmorat ultimately didn't come to fruition due to the war, though their principles of gigantism and car-centric design took hold.

The construction of the Périphérique, the ring road surrounding Paris, began in the 1950s and was completed in 1973 at Porte Maillot, which was transformed into a massive interchange. At the end of the Axe Majeur, the La Défense business district was developed, and Porte Maillot pioneered business tourism via the creation of the Centre International de Paris (the future Palais des Congrès), featuring conference halls, a 1,000-room high-rise hotel, and 4,000 parking spaces. In the 1970s, a large number of contemporary corporate headquarters were established there (for organizations including Peugeot-Citroën, Louis-Dreyfus, and l'Union Nationale des Coopératives Agricoles). Local shops gradually gave way to major retail chains, and the area became primarily focused on internal combustion engine two-wheelers.

**The current issues faced by Avenue de la Grande Armée largely stem from this sixty year stretch, which resulted in the loss of urban and architectural quality along the Avenue.**

### An Urban Highway: the End of the Spirit of the Promenade

The tradition of strolling the promenade has vanished, and the Avenue has become hostile to pedestrians. Traffic flow analyses reveal significant obstructions along the Avenue—it is rarely traveled from one end to the other, and few pedestrians naturally come from the Champs-Élysées or walk towards Neuilly as they are hindered by the limited area allocated to the sidewalks and the excessively long and narrow crossings, which are made hazardous due to the acceleration effect between traffic lights and the presence of pedestrian safety islands that are hardly reassuring. Children, it seems, have all but disappeared.

It should be noted that Avenue de la Grande Armée, with its 30-meter-wide roadway divided into two sets of three lanes, is similar in its width and the amount of road traffic it

accommodates to most highways serving Paris. As a result, the Avenue is almost as exposed to noise pollution as the Périphérique ring road around Paris with noise levels exceeding 75 dB, 15% above the WHO threshold limit for moderate annoyance. It is also one of the most polluted arteries in Paris, with levels of fine particulate pollution regularly exceeding hazardous limits. Bicycles struggle to find their place on the former "Avenue des Cycles," with a traffic average of only 1,500 bicycles per day—barely one third of the level on the Champs-Élysées. In spite of the creation of new cycling lanes in 2018 (still paved and uncomfortably close to car traffic), the conditions remain challenging. The Étoile Tunnel, which is uninviting for cyclists, fails to serve as a "bridge" between the two avenues.

### Fifty Years of Disconnect with the Bois de Boulogne

Up until 2023, Avenue de la Grande Armée had also lost its role as the "green gateway" to Paris. The construction of the Périphérique ring road and the development of the Porte Maillot traffic circle in the 1970s created a 300-meter gap with the Bois de Boulogne, with an uninviting crossing over the Périphérique. The two-hectare Square Parodi, which is technically a part of the Bois de Boulogne, remains an empty space in spite of its scenic qualities. The removal of the traffic circle in early 2023 and the connection of the square (and thus the Bois de Boulogne) to Avenue de la Grande Armée truly marked the change of an era.

### The Mono-Specialization in Internal Combustion Engine Two-Wheelers

Motorized two-wheelers currently account for approximately half of the retail outlets on the Avenue and are an inseparable part of its identity. This specialization is not one that is conducive to other uses, however. The showcased two-wheelers parked in lines in front of the shops use up a majority of the public space (sidewalks and parking spots) in certain areas, while the unregulated comings and goings of motorized customers create conflicts with pedestrians.





## FOUR KEY DEVELOPMENTS DRIVING THE TRANSFORMATION

### The Porte Maillot Big Bang

The removal of the traffic circle and the reattachment of Square Parodi to the Axe Majeur testify to the return of the Axe Majeur in the city's urban development. Further, with the arrival of the RER E Éole suburban commuter train and the T3 streetcar line, tens of thousands of additional passengers will transit through Porte Maillot every day. The Avenue de la Grande Armée will become the first avenue in the Île-de-France region to be accessible by three separate RER lines (A, C, and E), in addition to three metro lines (1, 2, 6).

Porte Maillot and Avenue de la Grande Armée will be among the most frequented areas of **the 2024 Olympic and Paralympic Games** and the Avenue will become an "Olympic Axis" that will undergo traffic calming measures during competitions. The International Olympic Committee (IOC) will operate from the Hyatt Hotel, while the Palais des Congrès will host the accreditation of the 2,500 journalists who will also provide active coverage of Parisian life and the city's ongoing projects over the course of the games.

**Significant investments are being made by private investors and corporations** to transform real estate properties on the Avenue as well. The renovated headquarters of Invivo and Visa at No. 83 (owned by Sogecap and Invivo), the new headquarters of BCG at No. 75 (owned by Gecina), and Sanofi at Nos. 46–48 (owned by BNP Paris Cardif) are just a few examples, as are the corporate headquarters of AG2R La Mondiale at No. 65 and Sogecap at No. 85 and the ambitious retail project at No. 10 (by Freo). These future destinations will draw employees and visitors who will become future ambassadors of the transformed avenue.

### The Revolution of Electric Mobility

While mobility stores are still very present on the Avenue (there are 24 at present), they are currently undergoing a transformation as they are anticipating the upcoming ban on combustion engines in the city and the growing enthusiasm for active and electric mobility. In recent years, numerous shops specializing in electric two-wheelers, bicycles, and scooters have opened. These stores are now benefiting from a favorable market environment characterized by an increasing share of soft and electric mobility modalities and unit economics that ensure that the business case is viable. This shift conveniently also ties in with the Avenue's historical identity as the "Avenue of Cycles." Its position as an entry point to Paris and a starting point towards the Bois de Boulogne makes it an ideal testing ground and exploration base for such vehicles.

The creation of the RER Vélo bicycle commuting lane, which has the Axe Majeur as one of its main routes, and the completion of two major cycle lanes on the Neuilly side are further bolstering this shift. There is also an ecosystem of stores, suppliers, and entrepreneurs on site, some of whom, like the Chapat Group, have been active on the Avenue for some 100 years.





# **THE VISION FOR 2030**

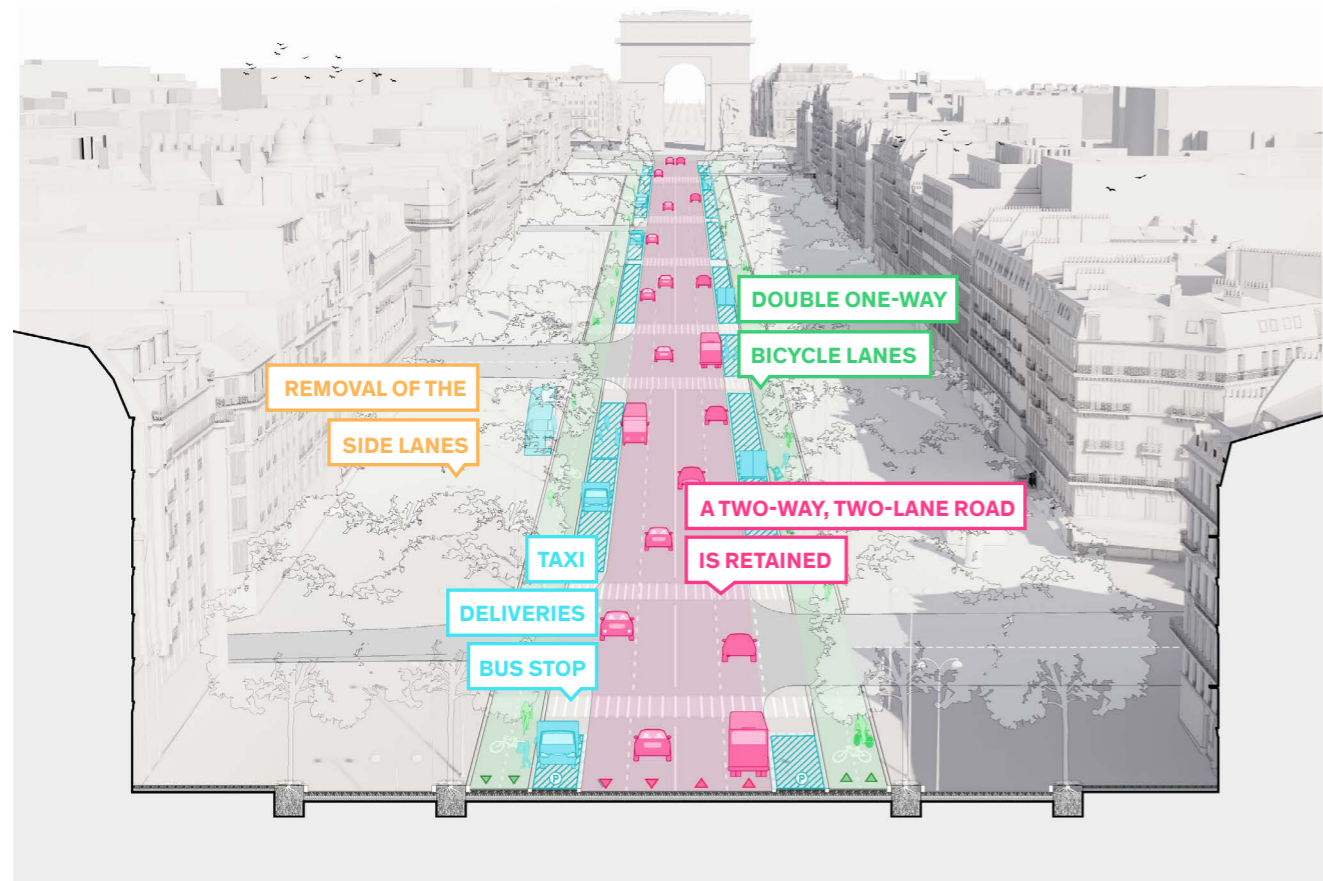
**How can we restore its grandeur to this avenue and help it regain a place in the collective imagination? How can we contribute to the reunification of the Axe Majeur while also collectively designing a model for a city adapted to the challenges of the twenty-first century?**

**These questions are the drivers of the ambition and approach aiming to transform the Avenue de la Grande Armée, propelling it into the future while celebrating the triptych that drove its success in the last century: its planted promenade, its connection to the Bois de Boulogne, and its predisposition to be at the forefront of new mobility trends.**

**Though it is neither a project nor a formal proposal, this “Vision for 2030,” provides very concrete and realistic modalities to transform the Avenue that could be implemented in a relatively short time frame.**



Avenue de la Grande Armée, vision for 2030.



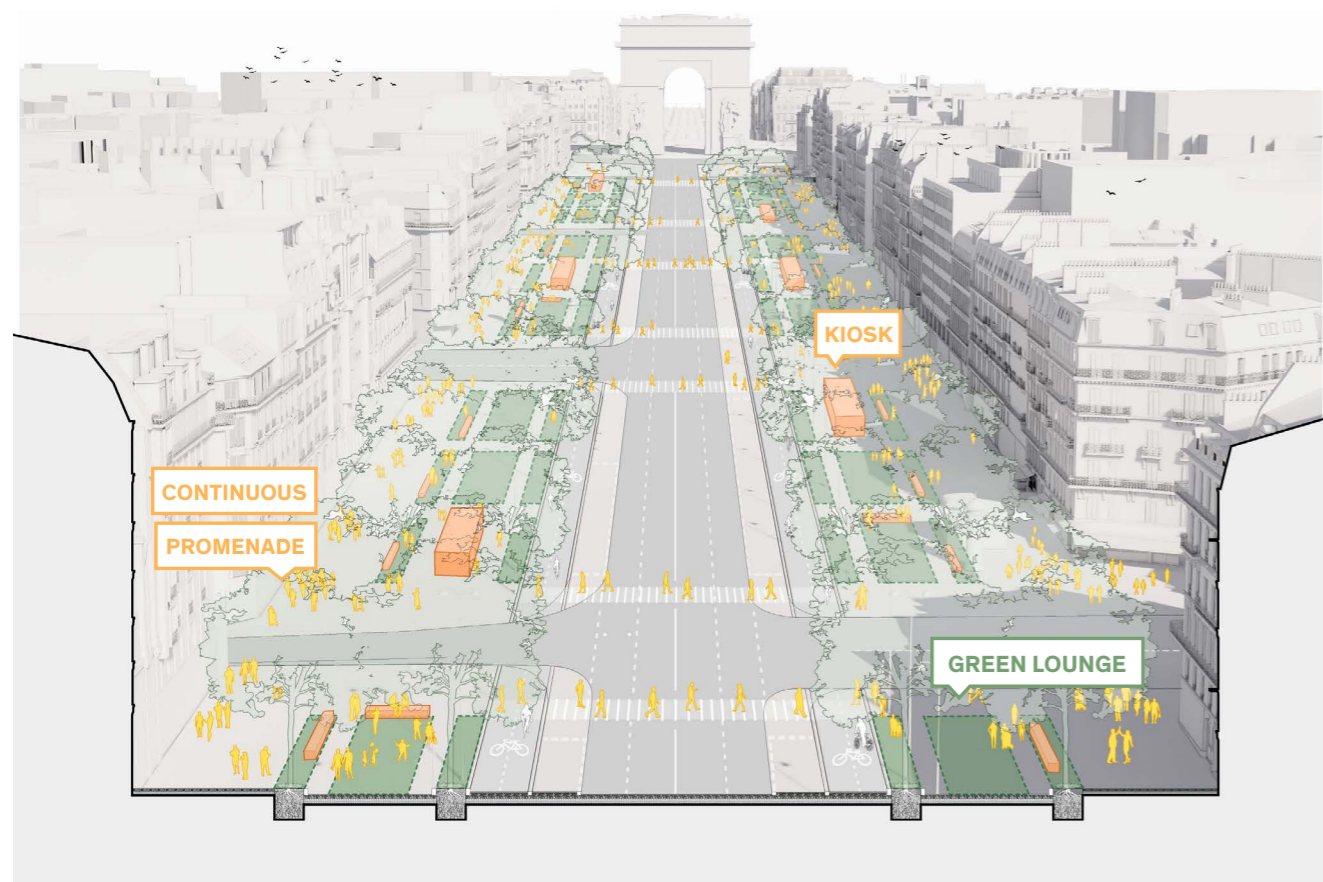
A balanced sharing of public spaces

## RESTORING THE SPIRIT OF THE PROMENADE

By 2030, the Avenue could once again become one of the most cherished Parisian promenades. This will require key interventions, including:

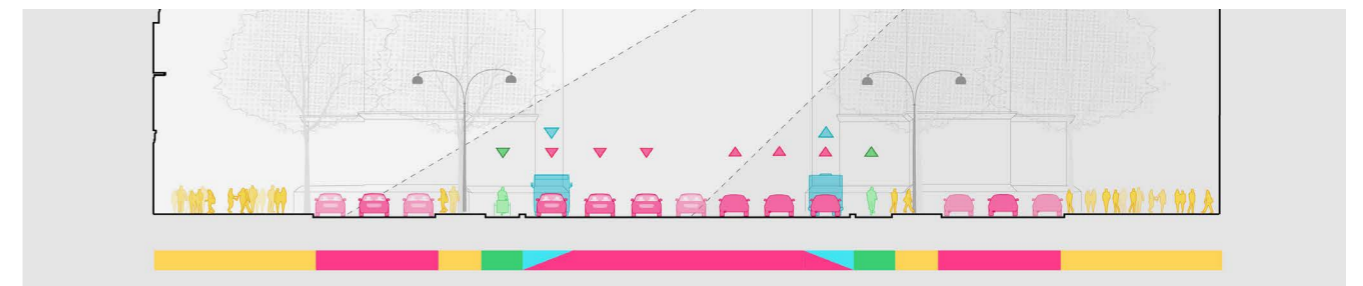
- Freeing the sidewalks from unauthorized two-wheeler parking to facilitate pedestrian circulation and underscore the beauty of the façades.
- Pedestrianizing the side lanes to recreate a pedestrian promenade.
- Reversing soil sealing and minerality and introducing vegetation to create refreshing new walkways.
- Creating two dedicated, secure, and continuous double one-way bicycle lanes.
- Allocating two service lanes for two-wheelers, deliveries, taxi drop-offs, and safe bus access. These lanes are already being used in this manner, but in a disorganized way.
- Removing the central islands and widening the pedestrian crosswalks to make them safer.
- Eventually transitioning to four traffic lanes for cars and buses.

In total, two hectares of surface area would be reclaimed for pedestrians, residents, employees, and families. This would restore a continuous green corridor adapted to climate change and provide a shaded pathway.



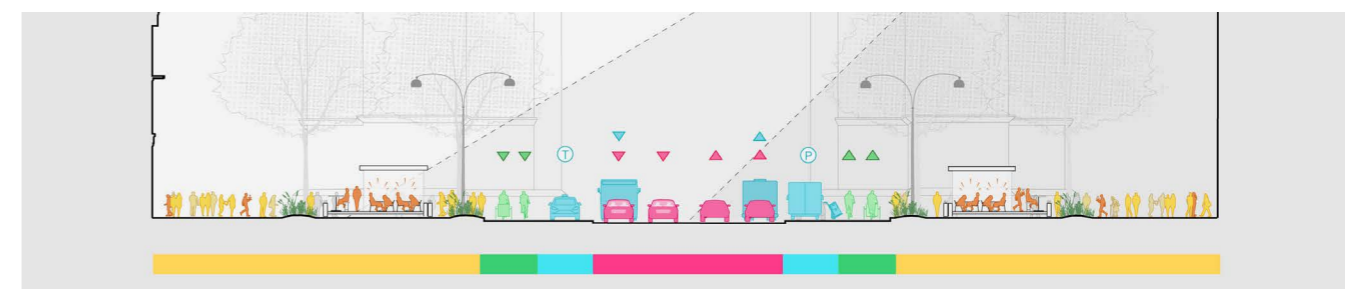
A restored planted promenade

### EXISTING SITUATION



- In yellow:** a crowded pedestrian promenade combined with a fire lane
- In pink:** side lanes dedicated to cars and internal combustion engine two-wheelers, three lanes in each direction, and a median strip
- In green:** an undersized bicycle lane
- In blue and pink:** a mixed-use lane for buses and general traffic

### THE VISION FOR 2030



- In yellow:** removal of side lanes to create a continuous, landscaped promenade
- In pink:** two lanes in each direction are retained
- In green:** creation of two double one-way bicycle lanes
- In blue:** creation of a service lane dedicated to public transportation, deliveries, and taxis



Catering kiosk



Bicycle kiosk



Showroom for new mobility solutions

**The idea is also to provide new uses and specific programming along the route to provide residents and visitors with destinations and amenities that are currently lacking, including:**

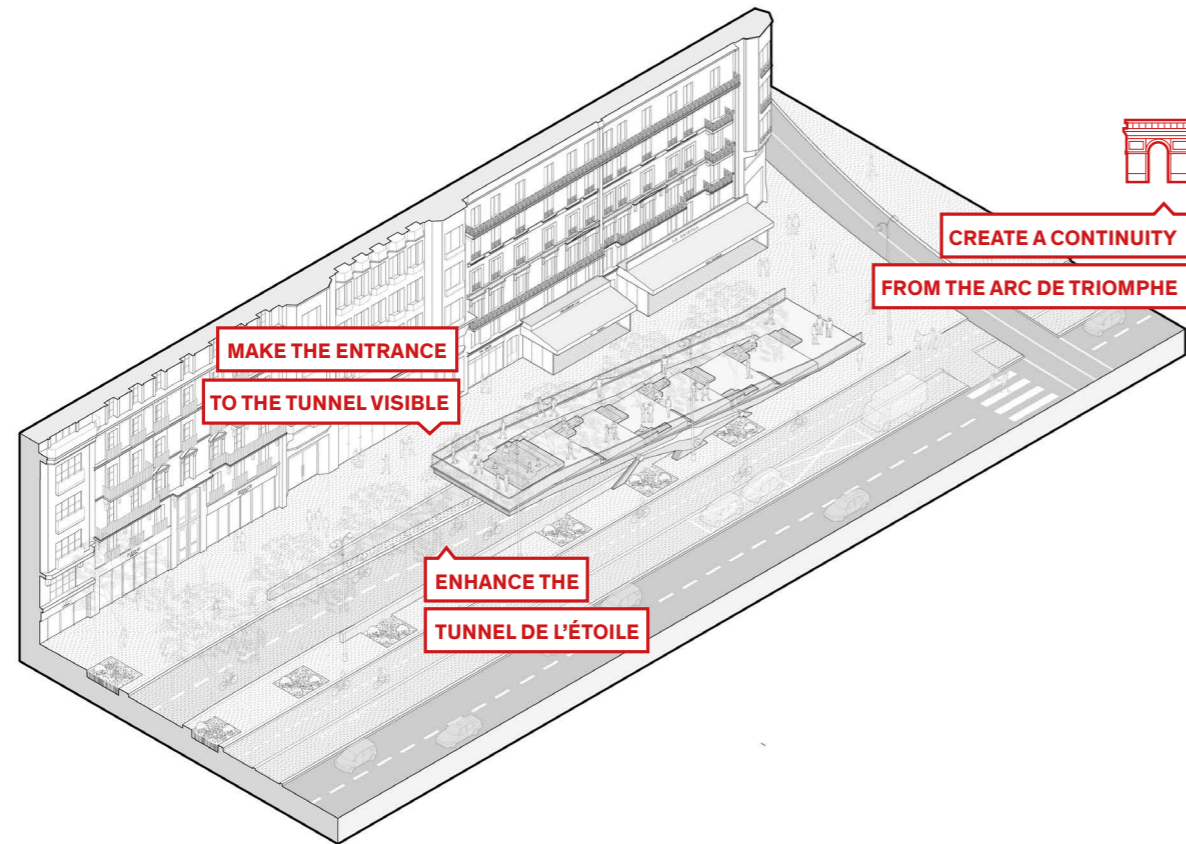
Avec :

- Green lounges, which are key to cooling down public areas while being conducive to rest and relaxation.
- Summer terraces and pavilions that can accommodate dining spaces, with consistent aesthetic treatment and urban furniture.
- Areas reserved for soft mobility, whether for repair, sales, or simply parking.
- Showrooms that can serve as exhibition spaces.

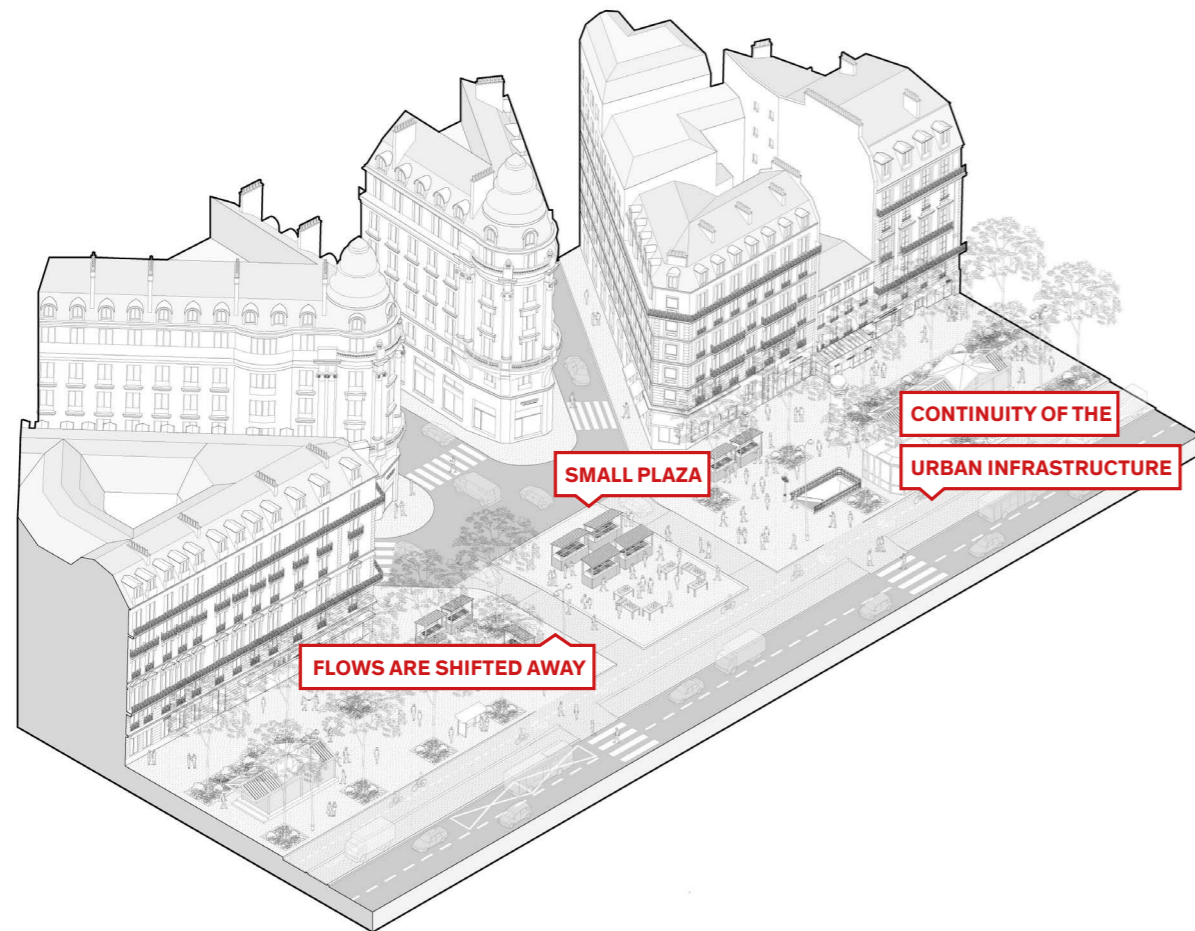
These pavilions must be designed to be removable, adaptable, and fully transparent (in order to preserve the promenade's perspective). Their design could draw on the Parisian aesthetic and the urban furniture of the Belle Époque with its gloriettes gazebos and vacheries anglaises (the former market shelters that were installed in the gardens of the Champs-Élysées and the Bois de Boulogne during the mid-nineteenth century).



Green lounge



At the upper end of the Avenue: the platform



Towards the middle of the avenue—the village square

**This promenade will be enjoyable as long as it reflects the various neighborhoods along the Avenue de la Grande Armée, each of which have their own unique identity.**

**Towards the upper part of the Avenue, the spectacular Étoile District is directed towards the Arc de Triomphe.**

Above the Tunnel de l'Étoile, a belvedere will serve as a high point from which to admire the Arc de Triomphe to one side and the Avenue de la Grande Armée (and the perspective towards La Défense) to the other. It will be a place to take photos, rest, or have a sandwich, but will also have a seating area for enjoying performances. Far from being a gratuitous gesture, this platform rebalances the relationship with the Champs-Élysées and creates a counterpoint that gives visitors a reason to cross the Place de l'Étoile.

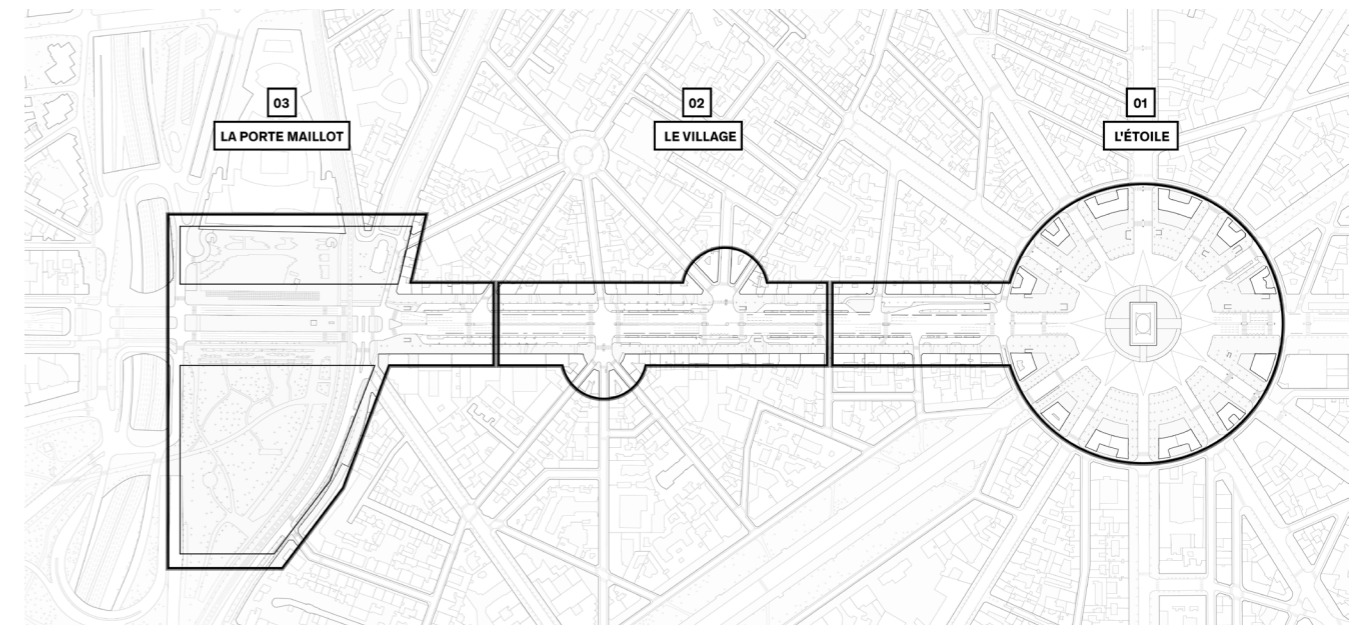
Under the belvedere, a redesigned entrance to the tunnel will be inviting for cyclists, even in the evening, with enhanced lighting and a much more pleasant design. In the long run, one could even imagine the tunnel itself becoming a venue for events and hosting artistic creations.

**Towards the middle of the Avenue is “the village.”**

This is an important sequence that embodies the spirit of the Avenue de la Grande Armée. With its semicircular plazas on both sides of the avenue, it is where the 16th and 17th arrondissements “embrace” each other, with significant pedestrian crossings and a lower noise level. Its vibrancy is bolstered by the presence of a variety of convenience stores. On Place Yvon et Claire Morandat (on the 17th arrondissement side) and Place du Général Patton (on the 16th arrondissement side), a possible approach would be to extend the bicycle lane and service lane and raise the level of the roadway to slow down the traffic and channel cars to the sides, thus creating a small central square, a focal point that could accommodate market stalls, various services, street performances, and more.

**At the lower end of the Avenue is the gateway to the Bois de Boulogne.**

Creating a more verdant promenade for a green continuum extending into the Bois de Boulogne, the gateway will be focused on sustainable mobility and connected to the new hub at Porte Maillot.





Green lounge



Catering kiosk with outdoor terrace spaces



The platform



The exit of the Tunnel de l'Étoile



The platform



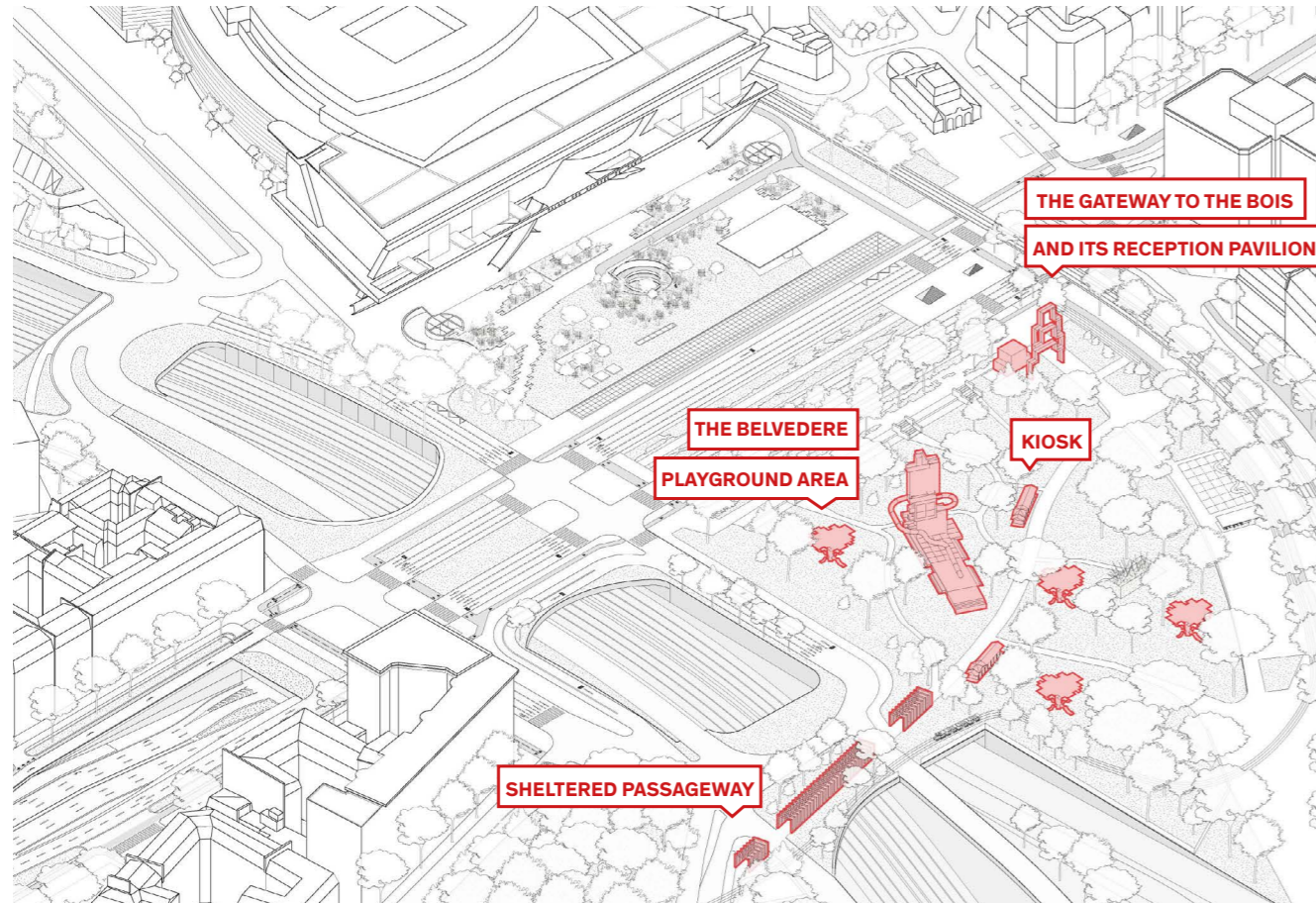
The platform





The village square on market day

## RECONNECTING WITH THE BOIS DE BOULOGNE AND LEISURE ACTIVITIES



The redevelopment of Square Parodi

The aim is to restore the usability and attractiveness that the Avenue had during the Belle Époque, when it served as the green gateway to Paris as well as the gateway to urban pleasures, recreation, festivities, and wonder.

This entails special architectural treatment given to this “gateway to the Bois.” A symbolic structure, fully made out of wood, would become an appealing focal point, clearly indicating the new purpose of this revitalized site that replaces the former traffic circle. An information kiosk, inspired by the pavilions found at other entrances of the Bois de Boulogne, would complement it, inviting visitors to explore the large urban park by providing maps with points of interest and walking routes, as well as tickets for the Jardin d’Acclimatation, among other possibilities.

The landscaped pathway along Square Parodi should be punctuated with a variety of highlights, including pavilions, recreational furniture, and seating areas to invite users to relax and enjoy the natural surroundings.

A spectacular belvedere would serve as a prominent feature within this gateway to the Bois de Boulogne, offering free access to elevated vistas by stairs or a wheelchair-accessible lift. From this belvedere, visitors could admire the treetops, Paris, and the Axe Majeur (there currently is no such viewpoint). It would also serve as a huge playground for children and ultimately become a popular attraction for both Parisians and tourists alike, reviving the site’s popularity. The wooden belvedere would be home to various play structures, paying homage to the site’s history and to Luna Park. The proposed design, which was created in collaboration with Playgones, a specialist in recreational installations, strikes a balance between ambition and feasibility and includes a spectacular slide, a climbing wall, a trampoline, and amenities for parents such as seating, a refreshment stand, and a family dining area.

Finally, a carefully crafted passageway over the Périphérique ring road would guide pedestrians towards the Bois de Boulogne itself. This protected passage would create a sense of openness while providing a shielded environment, mitigating the barrier effect brought about by the ring road.



The belvedere and the playground area



The upper end of the avenue: a mobility hub connected to the Bois de Boulogne



The gateway to the Bois de Boulogne, on the Square Parodi side



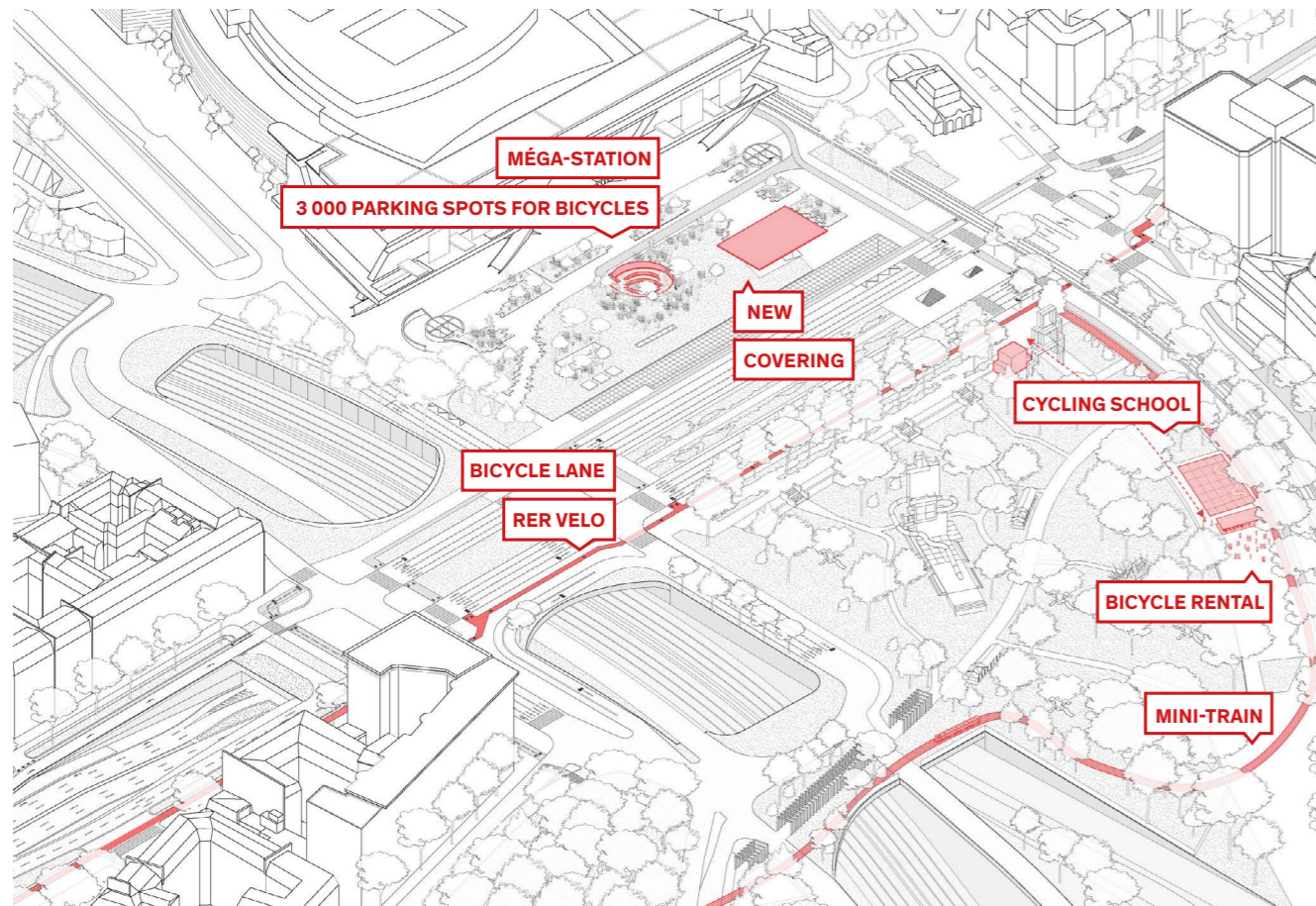
Catering kiosk on Square Parodi



The belvedere and the playground area



Sheltered passageway over the Périphérique ring road towards the Bois de Boulogne



The Temple of Mobilities

## THE SHOWCASE OF NEW MOBILITIES

Everything is converging for the Avenue de la Grande Armée to once again become a showcase and demonstrator of the urban mobility revolution—its geographical location, historical identity, ecosystem, the anticipated end of the use of internal combustion engines, an increasing modal share of active and electric mobility, the building of the RER Vélo cycling commuter line, and the arrival of the new Éole suburban rail line. The challenge is to adapt the urban design and programming to the area.

On the Porte Maillot side, the aim is to create the first “mega-station” for soft mobilities, located under the esplanade. The technical feasibility of this approach has been validated, with direct circular access from the esplanade sloping gently through the middle of the podium slab. The station would provide parking facilities for users arriving or departing from the station, as well as shared mobility services, rental services, sales, repairs, and more.

We could also imagine an educational site where schoolchildren could obtain their bicycle licenses, addressing a real need in line with the cycling plan drafted by the City of Paris. In the vicinity, the park could also offer bicycle rentals, balance bikes, and cargo bikes, allowing families to explore the Bois de Boulogne—an offering that is surprisingly absent today.

Running along the whole avenue, two secure one-way bicycle lanes would connect Avenue de la Grande Armée with the Axe Majeur, with the goal of creating an enchanting route from Concorde to La Défense.

On the side lanes, compact bike stations could be installed, providing parking spaces and additional services. A well-identified “kilometer zero” marker at the intersection of Avenue de la Grande Armée and Rue de Presbourg would pay tribute to the starting point of the very first dedicated bike path in history.

The upper section of the Avenue could remain an area suited for events, with kiosks serving as showrooms and offering better curb appeal to new mobility brands. These spaces would be primarily intended for brands offering the most cutting-edge concepts or experiences, providing a tangible way to attract the most forward-thinking brands to the Avenue.

Model launches, freestyle demonstrations, and a global conference on future mobility could be envisioned in this segment, benefiting from a threefold comparative advantage—accessibility (with seven suburban rail, streetcar, and metro lines), capacity (70 m from façade to façade), and its backdrop (a vista on the Arc de Triomphe).

All these proposals would have a powerful ripple effect. Avenue de la Grande Armée would then become a “temple to new mobilities,” attracting the most innovative brands and high-profile cycling events. This positioning could easily be expanded to sports, wellness, technical clothing, and more.



The “Mega-Station”—A Mobility Hub



Along the whole avenue, two secure one-way bicycle lanes and bike stations.

# KEY PROJECT MEMBERS

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## PCA-STREAM

Driven by a dynamic that combines research and action, PCA-STREAM is organized around two hemispheres. PCA, the architecture and urban planning firm, devotes itself to tangible large-scale projects and brings together a team of one hundred architects, urban planners, designers, engineers, and researchers who can understand and respond to the challenges of a complex world. STREAM, the cross-disciplinary research program, introduces reflexivity into the firm's constructive practice and examines major contemporary issues through contributions from various disciplinary fields and creative practices. This approach allows for a cross-cutting and collective understanding of the questions that are shaping tomorrow's architecture and urbanism.

## ÉVIDENCE

ÉVIDENCE is a consulting firm specialized in strategy and communication in real estate, cities, and territories. It provides support to companies, institutions, executives, and local communities, particularly in their major projects, in the capacity of involved project management consultants. The firm has around twenty consultants who are experts in consulting, urban planning, politics, content, and media.



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