

Measure title : The role of parking management in restructuring the downtown area

Country: France

City: Lyon

A1 Objectives

In 1989, the city of Lyon initiated a redevelopment plan for the Presqu'île - the historic city centre lying between the Rhône and Saône rivers. This operation, named 'Plan Presqu'île' included:

- A full revision of the transport system;
- Measures to suppress transit traffic;
- Improvements to public spaces by creating wide pedestrians areas (streets and squares);
- Construction of underground car parks in order to free up above ground space.

In Lyon, parking has always been considered as a key element of mobility policy. Between 1990 and 1995, 4 underground car parks were built in the city centre, and 11 other car parks were built from 1995 to 2009 near the city centre. Another outstanding element of this program was the introduction of architecture and contemporary art in the car parks.

A2 Description of the CS

In 1998, Lyon was designated by UNESCO as a World Heritage Site – who stated, “Lyon is a prime example of a human settlement, an exceptional witness to enduring installations over more than two millennia”. Today's life in the historical centre is dynamic with many restaurants, shops, cultural and leisure sites. A centre that continues to move with the times, restore its buildings and which is mindful of the harmony of its squares, hills and rivers.

The agglomeration of Lyon is second only from Paris from a demographic and economic perspective. It has a population of 690,000 in the city and a population of 1,500,000 within 'Grand Lyon'.

Before recognition by UNESCO, Lyon in the 1990's was in a very critical situation. The period marked the peak of the crisis for commercial operators, with many shops closing. Excessive traffic seemed to be an integral part of the problem causing people to move away from the centre.

The City of Lyon was one of the French cities that activated an important urban renewal projects in the context of a European competitive strategy, namely:

- To become a biotech capital;
- To position its university amongst the top 30 in Europe;
- To continue ambitious urban development with quality projects;
- To further develop the tourist industry;
- To strengthen the financial and services systems.

Today the Presqu'île (Peninsula) is 800 metres wide and 3 km long. It contains a concentration of economic activity, a bustling shopping and business district with one of Europe's longest pedestrian streets – Rue de la République, containing banks, boutiques, department stores, cinemas, together with cafés and restaurants that enliven the area, as well as important cultural establishments including The Célestins Theatre, The Opera and The Museum of Fine Arts.

B Costs and who paid them

The total investment for the construction of car parks was 60 M€ (stage 1), with the average cost for one space being €25,000, Lyon Parc Auto (LPA) financed the whole investment. There was no European financing.

The scheme is a long-term BOT building-operate-transfer: LPA pays for all the expenses (building and operating) and operates the car parks for (usually) 30 years. The park is then given back (for free) to the local authority who then organizes a new tender. In this model, users who pay the parking fees finance the car park costs. In addition, a yearly fee, usually a percentage of the turnover is paid to the local authority.

The main drawback of this model is that the global economic balance is only predictable at constant conditions and the inevitable variations need constant monitoring involving both the public authorities and the concessionaires.

C Project objectives, indicators, data and impact/results

OBJECTIVE	DATA USED	IMPACT/RESULTS
<ul style="list-style-type: none"> • Transforming the city into an international metropolitan area; • Developing tertiary service activities apart from the traditional productive functions? • Introducing commercial policies aimed at improving the overall image of the city and provide a better quality of life for residents. 	<p><i>Counting cars before and after the measure; monitoring of the amount of parking tickets and shopping area revenue generated</i></p>	<ul style="list-style-type: none"> • The commercial centre was restructured; • International ideas competition's for the requalification process were determined; • 260 commercial activities were involved;
<ul style="list-style-type: none"> • Considering environmental values aimed at improving: <ul style="list-style-type: none"> – public space; – illumination; – water; – green; – parking in the central area. 		<ul style="list-style-type: none"> • 4,200 underground parking spaces were planned and built from 1990 to 1994 (Stage 1). • 8700 underground parking spaces were planned and built from 1995 – 2014 (Stage 2) spaces in • public transport was revitalised: • new bus lines • new tram lines • subway lines improved

A survey of parking facilities conducted in 1999 by Lyon Parc Auto indicated:

- 20 – 30% of the visitors arrived from the metropolitan area;
- 30 – 40% came from the central part of the city;
- 30 – 50% were foreigners who came from outside the city up to 200km away.

In relation to the local economy, LPA's parking customers spent an average of €140 per visit and in certain areas on Saturdays, this value rose to € 200 a visit. This equates to around €240,000 a day during the week and € 600,000 on Saturdays- around €80,000,000 a year generated by parkers.

There were not any major changes in framework conditions (e.g. local economy, politics) during the implementation period that may have affected the impacts of the case study.

D Implementation process

D1. Stages

Stage 1: "Plan Presqu'île" (1990-1994);

Stage 2: Urban Mobility Scheme (1995-2014): 11 new underground car parks (8,700 spaces). During that time, 2 new tramway lines, 1 new metro line, bike-share program with more than 3,000 bikes (Velo'v).

D2 Barriers

From 2000, European regulations (i.e. compulsory tenders) are pulling prices and consequently the overall renowned quality of the LPA parking structures down ;
Growth in labour costs (35 hours work per week, increase in wages, etc.);
New rules and standards (e.g. disabled person accessibility, fire regulations, lifts regulations, etc.) increase overall costs.

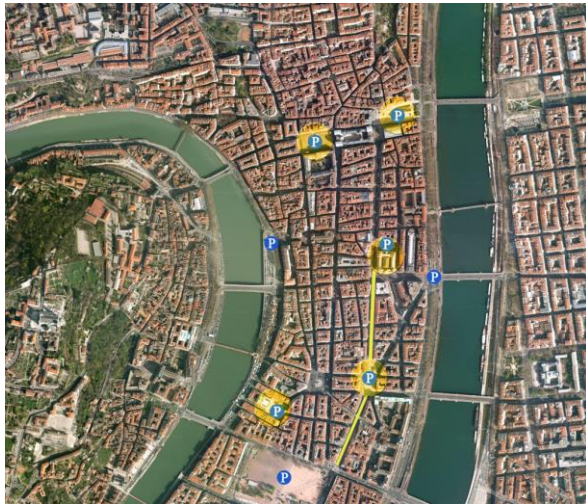
D3 Drivers

The main factor of success were:

- Collaborative working between local authority departments (City of Lyon, Grand Lyon);
- Support of the elected City of Lyon representative;
- Quality of and within car parks (artists, architects): which alleviates customers concerns when using the car parks.
- - Bannerman, L.A – Urban Dynamics, Public opinion and Parking. 14th EPA Congress Vienna., Austria – September 2009
 - Gindré, Francois – CEO L.P.A – notes and correspondence
 - Maubant Jean - Louis – La Ville, L'Arte & LA Voiture – Art/Edition et Art /Enterprise pour Lyon Parc Auto, 1995
 - Website - Lyon Parc Auto: www.lpa.fr
 - Website - The city of Lyon
 - City plan (graphic elaboration) - Laurence A. Bannerman
 - www.car-parking.eu/france/lyon

Images of the Lyon Park Auto activity.

The area of the restructuring operation of the Presqu'île



The new Place des Terreaux with underground parking structure



The new Place de la République with underground parking structure



Le Place des Celestins and underground parking structure with kaleidoscope



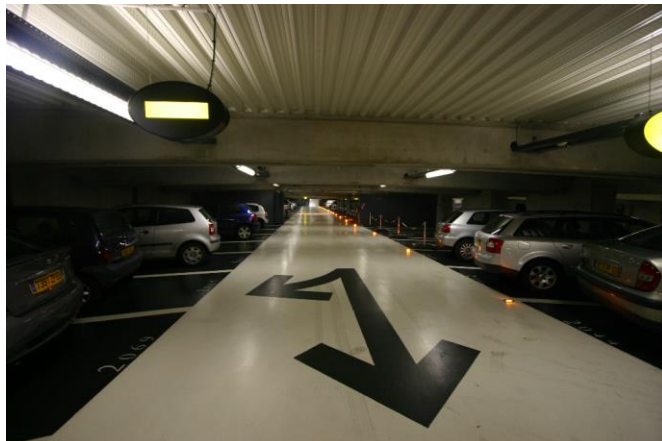
The kaleidoscope within the helical ramp of the Celestins underground parking structure



The underground car parks



for cars ...



and motor bikes.



The underground control room



The lift and stair wells and the first EPA Award (1994).

