

## Prix Européen Espace Public Urbain - 2018

### Montpellier Grand Cœur : requalification du boulevard du Jeu de Paume



The Jeu de Paume Boulevard has grown from 17,000 vehicles per day to a pedestrian zone since 2013. Since 2016, this boulevard is the support of two tramway lines, and because of its architectural and heritage qualities, has emerged as a major and specific asset of the merchant heart.

Line 4 loops the city center and all the tram lines between them, making Montpellier the only French metropolis with a real tram network. In commercial terms, the City works to control commercial ground floors, establish a merchandising plan and re-market them as part of the "Grand Cœur" urban renewal concession. The goal is for the Jeu de Paume Boulevard to be marketed and managed as an open-air shopping arcade.

