

## ALLONS-Y! LAND-USE PLANS FOR FREIGHT IN PARIS

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The rise of e-commerce has created challenges for communities across the globe. Trucks delivering packages are often forced to use city streets and park in nondesignated areas—creating congestion, safety issues, impacts to historic buildings, and conflicts with bike and pedestrian facilities that impact the quality of life of our communities. These problems are particularly challenging in a dense, historic place like Paris, as well as the larger region.

In 2006, public- and private-sector partners in the Région Île-de-France undertook a groundbreaking effort to address these challenges. Seven years later, the group released a formal charter that created a list of projects to help solve urban freight issues. Among others, it called for including logistics in the region's master plans. In the following years, the Région Île-de-France (with many partners) created three complementary plans—a regional master plan (2013–2030), a regional transport and mobility plan (2014–2020); and a regional environmental plan (2012–2020)—to coordinate land use, transport, environmental, and logistical issues.

Execution of those plans has proven more difficult. Since the Région Île-de-France has no formal land-use authority, it is up to its 1,281 municipalities to make individual changes to their ordinances to effect coordinated change. A case in point: the plans identified areas to be set aside for strategic freight-related (re)development, but several have already been redeveloped into other nonfreight-related uses, including a large rapid transit initiative called the Grand Paris Express.

Despite this, concepts captured in these land-use plans have found notable success in the city itself.

### PARIS LOGISTICS DEVELOPMENT

**PLAN.** L'Atelier Parisien d'Urbanisme (Paris Urbanism Agency) devised a citywide logistics plan that focused on strategically located multimodal logistics terminals, crossdocking terminals

**CHAPELLE LOGISTICS HOTEL.** Paris has implemented a concept known as “logistics hotels” to break down large truck shipments into smaller vehicles powered by clean energy to make final deliveries. In April 2018, the Chapelle Internationale Logistics Hotel opened in an affluent part of the city. The multistory, multiuse facility (which is both under and above ground) services



(used to shift freight from large trucks to smaller, clean-energy vehicles for last-mile deliveries) and storage lockers for pickups. One such crossdocking facility, for instance, is proposed to be built under the bridges of the Boulevard Périphérique, the major freeway that encircles Paris.

In 2016, Paris passed changes to the zoning ordinance to implement the logistics development plan. Most notably, the city deemed warehouses and crossdocking facilities as “necessary equipment,” effectively making them a public use like schools and libraries.

The zoning ordinance specifically designates 60 parcels for future crossdocking facilities, ensuring that the facilities would be included in any redevelopment. Similarly, large existing warehouses in “large urban service zones” were banned from redeveloping into any other use.

e-commerce companies (like Amazon Prime Now) that use the facility to reduce regional truck movements, to charge smaller electric delivery trucks, and to be closer to their customers. The building is deliberately integrated into the neighborhood, and it's also home to a data center, offices, sports facilities, and an urban farm.

While the region's approach to freight-related land-use decision making remains highly fragmented, Paris has embraced innovative approaches, demonstrating that land-use policy and planning are an important part of the solution to urban freight logistics challenges.

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