

# Menton Vieille Ville – Sablettes

*A car park between land and sea*



EPA 2017

Category 1

New parking structures



OFFICIAL OPENING

3 December 2016

 **Interparking**



# VISITORS / FUNCTIONALITY

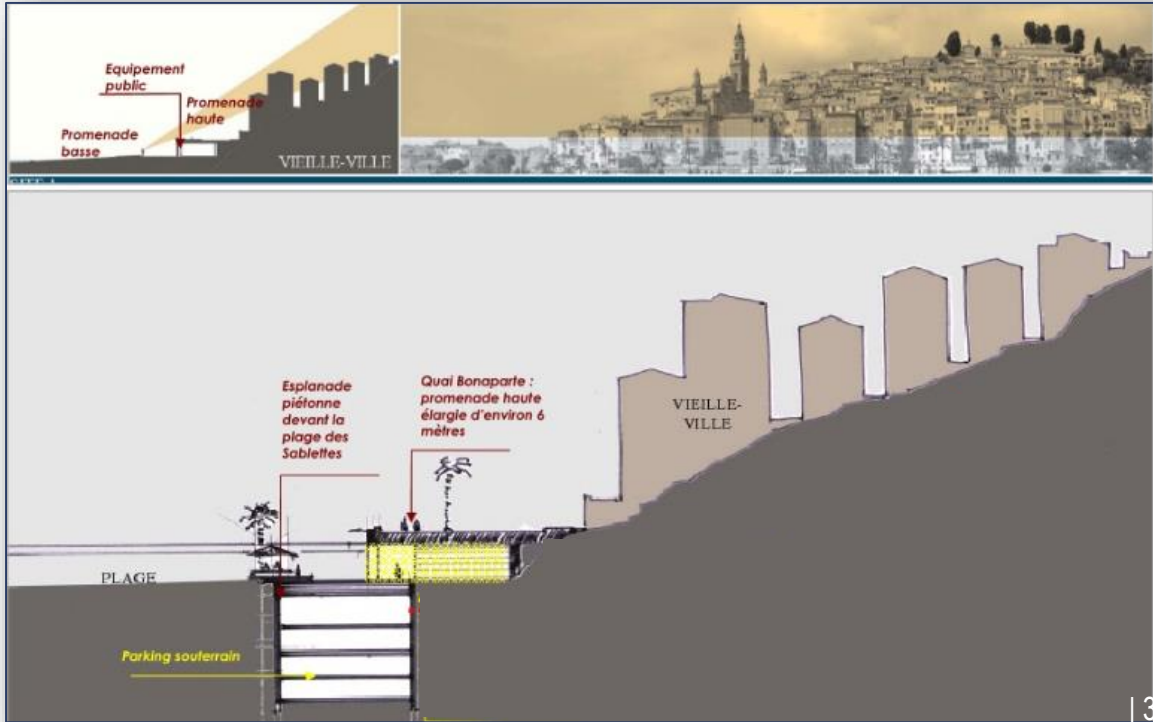
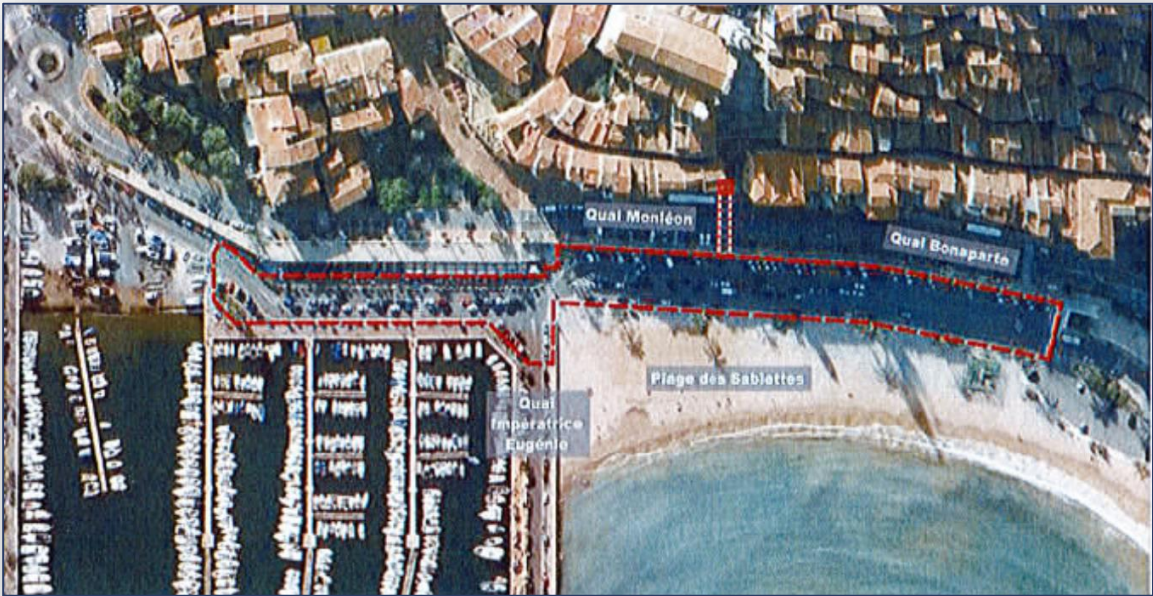
The car park is a facility fully integrated in the cultural, tourism and maritime setting of the town of Menton and attracts:

- Tourists to the pedestrian old town in Menton
- The inhabitants of nearby towns and villages
- Visitors to historic monuments such as St. Michael's cathedral and the Jean Cocteau museum, etc.
- Beach users and amateur sailors
- The residents of Menton
- Visitors to shops in the city centre
- Businesses in the immediate area
- Events: fête du citron (200,000 visitors), classical music festival
- Restaurants
- Hotels





LOCATION:  
Seafront construction





# Seafront construction

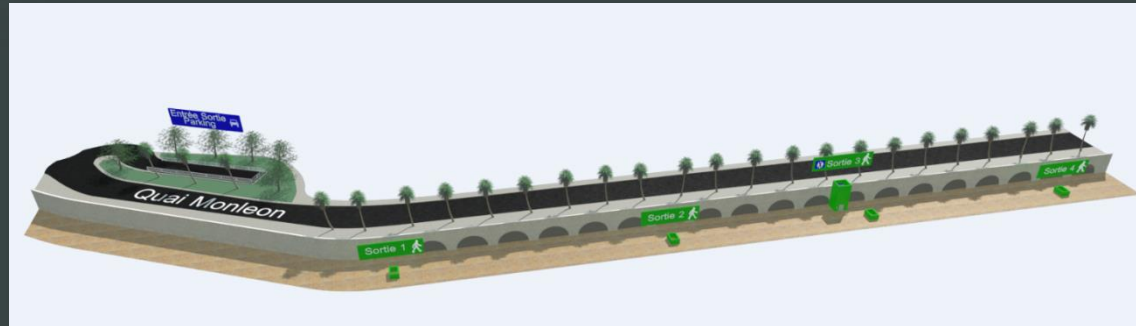




# Project Components



Ground level

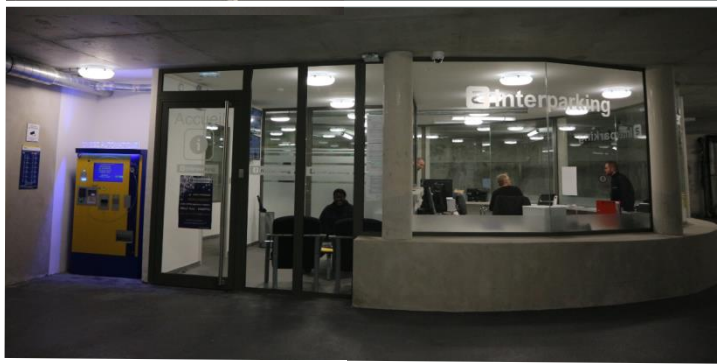
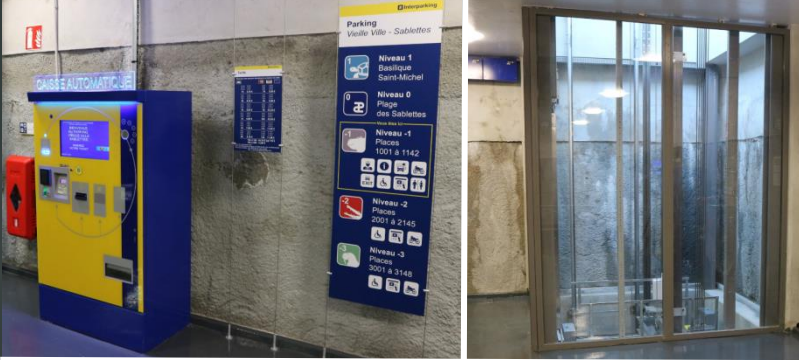


Level -1, -2, -3



# & Structure

- 435 spaces
- 3 underground levels
- 1 single dual line (entrance/exit)
- 4 pedestrian exits
- 1 lift
- 10 spaces for disabled drivers
- 14 motorbike spaces
- 10 recharging stations
- 4 automatic tills
- License plate recognition
- QR code
- Payment by electronic toll and GR card
- NFC bank card payment
- Camera system (view hotspots)
- Parking guidance system
- LED lighting
- Ventilation system
- Fire, CO<sub>2</sub> & LPG detection system
- Reception area (chairs, coffee, water, etc.)
- Connected to national monitoring centre



**LIBER-T DANS  
VOS PARKINGS**







24/7 service employees  
in the car park



Security control: 24/7 service  
employees in the car park



CO<sub>2</sub> neutral certified



Online booking

Premium service



# MARKETING & COMMUNICATION



## ONLINE MEDIA

- Social media: Facebook, Twitter, GooglePlus and Google maps
- Website: [www.interparking-france.fr](http://www.interparking-france.fr)
- Digital marketing: Adwords announcements

## OFFLINE MEDIA

- Official opening of the car park (900 attendees)
- Press relations campaign
- Radio campaign about opening of the car park + interview with Interparking France MD broadcast on local radio (Radio Emotion)
- Bungalow set up on esplanade for three months to launch sale of subscriptions and long-term packages
- Partnership with restaurants, hotels
- Partnership with Tourist Office
- Display campaign to promote facility and book on line
- Presence at local events such as the fête du citron (200,000 visitors)
- 10 days' free parking from 3 to 13 December
- December 2016 offered free to long-term users
- Communication in official town newsletter
- Special rates for locals (-25%) and merchants (-12%)







# ENVIRONMENTAL IMPACT

- During works: savings made on thickness of cover slab to avoid unduly 'burying' the car park which not only saved on earthworks and energy but also limited disruption arising from lorries in town
- Implementation of a parking guidance system (shortest route to a free parking space), real-time display of available parking spaces per floor, which reduces search traffic in the car park and CO<sub>2</sub> emissions
- 10 electric charging stations
- Encouragement of environmentally-friendly driving by implementing Eco Parking
- Use of environmentally-friendly cleaning and maintenance products
- Various kinds of initiatives such as online booking, reservation via DG code that does not require paper vouchers
- LED lighting (energy-efficient, switchable, high brightness, longer life)
- Lighting with presence detectors
- Installation of speed variators for ventilators and smoke evacuation systems
- Use of an electric floor-cleaning machine

