Paris is undergoing a major moment of transition. Urban development projects, involving almost 10% of the capital’s territory, have been accelerated in order to meet the needs of all Parisians: housing, especially social housing, public amenities, green spaces and new transport lines, as demonstrated by the Maréchaux tramway line, as well as areas for job creation and research and innovation.

The aim is clear: to develop the City, to breathe fresh air into districts that have been neglected, revive former railway brown field sites, meet sustainable development targets, to transform public areas in order to make them better suited to urban requirements and more aesthetically pleasing, and to renew design while showcasing the City's heritage.

The many architects, urban planners and designers involved in these projects are a sign of this intention: Paris remains proud of its history while concentrating on its ambition to be a 21st Century capital city, open to change, innovation and diversity. By promoting modern architecture, Paris is building tomorrow's heritage today.

Meanwhile, Paris is also located in the middle of a built-up area of almost 10 million inhabitants, whose energy ranks among the highest on an international scale. The City's overall potential, which is boosted by tight and respectful co-operation between local authorities, is enormous. This is the starting point for Paris Métropole, which will reveal its modern side in order to assert the City's international ranking and its identity. This gathering of energy, talent and creativity defines the modern metropolis, where history and the future meet, with the strength of a promise.

Bertrand Delanoë Mayor of Paris
An international metropolis

A world metropolis

Paris ranks among the “top three” cities in the world, along with London and New York*. Quality of life, ease of access or of exchanging information and cultural life are all major assets that Paris is recognised as having. Paris ranks third behind London and Singapore in terms of the number of foreign-backed investment projects**.

* A.T. Kearney general ranking, Foreign Policy Review (US), Mori Foundation (Japan)
** IBM Study on Global Location Trends

The most competitive metropolis in Europe

Among European cities, Paris is the best placed for companies to set up their business*. After Tokyo, it is also the most popular city with the world’s 500 largest companies. Paris and its region rank second in Europe for direct foreign investment. There are more than 150,000 people employed by foreign companies within the Paris city limits.

* KPMG Study (July 2008)

Highly qualified human resources

Paris ranks second in the world in terms of the qualifications of its workforce*. There are 300,000 executives in the private sector in the capital i.e. 17.2% of the active population. Paris is home to around 850 laboratories, where 20,000 researchers work.

* World Competitiveness Yearbook Study 2008
The leading European business park

Paris currently has 16 million M² of office space, partly located in the central business quarter (in the west and centre of the capital), but also in areas that are undergoing rapid transformation. The local planning guidelines have provided for 2 million additional M² in the coming years.

500 billion euros

This is the GDP of Paris and the surrounding area. Paris is also a market that includes the 11.2 million residents of the Ile-de-France region, or even the 360 million potential consumers who live less than two hours away from Paris.

World leader in tourism

Paris welcomes over 28 million tourists every year and that number is expected to double within the next 15 years, according to the World Tourism Organisation. With almost 10 million visitors per year attending conferences and exhibitions, Paris is also the business tourism leader.

City of research and innovation

In the coming four years, Paris will devote one billion euros to Innovation and Research, of which a large share will go towards investment, with contributions to the Gigacom (high bandwidth multimedia), Sebastian (cinema post-production) and Panannes (innovations for the sight-impaired) projects and to the Digital district. Paris and its surrounding area already occupy the number two spot in Europe for the financing of innovative companies. The dynamism of the technology sectors, supported by both major and small and medium-sized companies, makes Paris a major world player in research. It is also a digital city: between now and 2010, 80% of buildings will have fibre optic and high bandwidth connections.
Towards sustainable development

In 2007, Paris adopted a climate plan to combat greenhouse gases and to promote renewable energy. Ambitious targets are reflected in every sector: transport, green spaces, habitat and public amenities as well as company premises. In order to contribute to reducing energy consumption, innovative programmes are appearing, like the largest photovoltaic solar energy power station in a French city centre (Pajol mixed development zone), multiple eco-district projects like the Rungis station or the Clichy-Batignolles area, or HQE (High Quality Environmental standard) company hubs (Raymond Losserand in the 14th district).

New districts with a strong economic and environmental potential

Paris has committed to a huge urban renewal plan that involves over 10% of its area. Mainly located around the city gates, new emerging districts not only offer a diversified habitat, high quality architecture, an improved public transport offer, but also tertiary programmes adapted to companies’ new requirements, all with an emphasis on quality of life (green spaces, amenities and retail outlets).

Contemporary architecture

Paris intends to contribute to the emergence of 21st Century urban landscapes by supporting strong architectural statements, like the Docks en Seine, the fashion and design centre in the Paris Rive Gauche area, or the conversion of the Macdonald warehouses. Forthcoming projects include the Triangle tower at the Porte de Versailles and the Canopy at the Halles Forum. The most famous names in international architecture are associated with large urban development projects.
7 international clusters

Paris makes financial contributions to seven competitiveness clusters: Advancity for sustainable cities and mobility / Astech for aerospace / Cap Digital for digital content and industry / Finance Innovation for finance / Medicen for human health and biotechnology / Mov’eo for transport / System@tic for software and complex systems.

Campus plan

Paris is associated with the Campus Plan, which intends to develop new university and research hubs. Whether at the heart of the capital (Latin Quarter, Montaigne Sainte-Geneviève), in the North-East of the city (Condorcet), the South (Paris-Seine Amont-Saclay axis) or in the Paris Rive Gauche mixed development area, Paris is strengthening its position as a major research-focused university city.

100,000 M²

for young companies

Between now and 2014, 100,000 M² of business premises will house innovative young companies in incubators or business parks. 45,000 M² are already available.

Improved Mobility

Being able to move around easily is a priority in Paris. The range of public transport, which is already quite significant (16 subway lines and 64 bus lines within the city boundaries, plus a suburban transport system that relies on buses, the RER (local rail services) and trains). This grid has been or will shortly be reinforced by the T3 tramway, which already runs through the South of the capital over a distance of 8 km and will serve the East and North by 2012 (14 additional km), or the T2 that links the Porte de Versailles Exhibition Centre with La Défense. Paris is also a pioneer in environmentally-friendly transport, with Vélib, soon to be completed by AutoLib’. 

international clusters

Paris makes financial contributions to seven competitiveness clusters: Advancity for sustainable cities and mobility / Astech for aerospace / Cap Digital for digital content and industry / Finance Innovation for finance / Medicen for human health and biotechnology / Mov’eo for transport / System@tic for software and complex systems.
**Investing in Paris**

**The leading financial centre in the eurozone**

Thanks to its membership of Euroland, the major stock market transaction platform, to the presence of a banking and insurance sector that is particularly vibrant on the European scale and to its very highly qualified finance professionals, Paris is one of the world’s leading financial centres. Located at the heart of Euroland, Paris not only attracts leading names in finance but is also the place where many major multinational companies have their headquarters.

**A favourable environment for economic growth**

Company chief executives view Paris as the most attractive city in Europe, ahead of Frankfurt, Brussels and Amsterdam. They appreciate the ease of access to the city, its scientific environment, the quality of its transport and telecommunications network just as much as its pool of highly qualified employees or its high residential density. Paris specialises in catering for the needs of strategic corporate divisions (headquarters, marketing departments, research centres) as well as fostering the development of high value-added sectors (finance, information and communication, bio-health, design and luxury goods businesses). Thanks to its capacity to finance growth companies, Paris is also a location of choice for all small and medium-sized companies, especially those companies that are placing their bets on innovation.

**A renewed supply of office space**

The central business district (the 8th district and part of the 16th and 17th districts) represent a tertiary building stock of 7 million M², of which 394,000 M² was available immediately as at the end of 2008. However, Paris represents an overall supply of 16 million M², which will be increased to 18 million M² in the coming years thanks to the creation of new business centres in districts that are undergoing major urban redevelopment. Companies will find offices or business premises that suit their requirements and enjoy strategic locations within the city in these districts.

**The commercial capital**

Famous throughout the world for its luxury goods businesses and its two dozen department stores, including “Le Printemps” and the “Galeries Lafayette”, Paris also has over 30,000 local retail outlets that contribute to the quality of daily life. Due to the size of its own population, but also to its location as the doorway to the European market, Paris represents an ideal pool of consumers for every kind of commercial transaction.

**An outstanding transport network**

With its two airports serving over 600 destinations, including 250 long-haul flights, Paris is a global air transportation hub. The rail network, which is the best in Europe, puts you within direct reach of London (2hrs 15mins), Brussels (1hr 20mins), Frankfurt (3hrs 50mins) and Amsterdam (3hrs 20mins). The completion of the Eastern high-speed train line between now and 2015 will bring Paris closer to Germany and Austria. The various Paris stations have undergone renovations that have turned them into arrival destinations that interconnect with public transport. The redevelopment of Les Halles will make the journey easier for the 750,000 commuters who pass through there every day. Paris has a first class transport network (RER local trains, subway and buses), which has now been boosted by a tramway line that serves the gateways to the city. Its cycle-path network and its “Vélib” (self-service bicycle hire) system also allow for environmentally-friendly traffic.

From September 2011 onwards, Paris will launch “Autolib”, a self-service electric car hire system.
International airport
Areas undergoing transformation
Redevelopment works
Business airport and airfield
High-speed train station existing or planned (La Défense/Austerlitz)
Station
Existing public transport
Planned public transport
RER
Ile-de-France network
Subway, Tramway, TVM
Extension, new line construction
Interconnection
Paris’ plus points

A wide choice of locations
Paris enables companies to choose a location that corresponds to their specific requirements and to their financial resources. The tertiary building stock is spread out over many areas: the business districts in west and central Paris, the Paris Rive-Gauche (Left Bank) area, Front-de-Seine, Montparnasse, etc. With the relandscaping of a number of districts close to the city gates, new areas are opening up to investors, with a guarantee that they will be moving into areas benefiting from high-quality urban planning and a transport network that makes connections with the rest of the city easy. Designed with a diversified concept of the urban landscape, which preserves the identity of each district, these development zones are all the more attractive due to the fact that they occupy strategic positions in a rapidly changing urban landscape. Offering a full range of premises, from large office complexes to simple business premises, these new property opportunities reinforce Paris’ position as the number one European business park.

Towards a sustainable tertiary building stock
Although Paris has many advantages to offer new business activities, there is one advantage that the city intends to emphasise over the coming years: the sustainable development of its tertiary building stock, with increasingly stringent standards. Companies are demonstrating definite environmental quality requirements. A specific property supply (HQE or High Quality Environmental Standard) certified properties, for example) is coming on stream. That supply could soon account for the majority of new property, as companies are keen both to be involved in limiting greenhouse gas emissions and to reduce their energy consumption. The number of HQE certificates delivered to tertiary buildings has increased rapidly over a short period of time, confirming a 2009 survey (ARD/DTZ) which showed that 20% of companies wanted to move in or relocate to a sustainable building within the next five years. A first HQE-certified office building was completed in the Paris Rive Gauche area in 2006 and three further projects, with standards that comply with the Paris Climate Plan (50kWh/M²) are on the drawing board. 41,000 M² of HQE office space is also planned in the Claude Bernard area. Office buildings in the Macdonald, Clichy-Batignolles or Porte Pouchet areas, among others, are also likely to be awarded BBC (Bâtiment de Basse Consommation or Low Energy Consumption Building) certification.

Supporting young, innovative companies
Thanks to its policy of multiple incubators and business parks, Paris helps small companies take their first steps not only by providing them with premises but also with places where they can get advice (on how to search for financial backing or get business management training, etc.) exchange ideas, or learn by example. Every year, around 100 green shoots are backed in this way with a success rate of over 80%. The aim of the “Business Park Incubator” plan is to create 55,000 M² of additional premises between now and 2014, bringing the total floor area of premises intended for young entrepreneurs up to 100,000 M². Forthcoming business incubator projects include: 122, rue des Poissonniers (18th district), a project in the Boucicaut area (15th district) and one in the Porte de Montreuil area (20th district). Newly created companies can also move in to around 30 business reception centres or business clusters, a property proposition that is particularly suited to their financial resources.
With an enormous urban renewal project involving almost 1,000 hectares, Paris is on the move! Around 30 redevelopment projects are underway, located mainly near the city gates and along a wide arc stretching from the Paris Nord-Est zone to the southern innovation triangle. Regardless of their size, their particularities and their individual selling points, they represent the future face of Paris in coming decades. They reflect a two-fold intention: to provide residents with a high-quality living environment and to contribute to the development of new business areas, which will be an addition to the traditional business and commercial areas in the centre and west of the capital. Reclaiming the property portfolio in these areas enables a full range of housing to be built, as well as the infrastructure to go with them, but also the building of business premises, which create jobs. Within the next five years, over 2 million M² of offices will be built in areas which will become key districts in the Greater Paris area, thanks to their geographical location and to sustainable development. This opportunity is open to all investors, whether they are looking for huge latest generation hi-tech office complexes or specially designed buildings to support innovative small and medium-sized companies. In addition to premises that suit their requirements, they are sure to find a quality environment, an excellent transport network, urban planning that has been entrusted to the most famous names in architecture, a permanent striving for a high-quality environment and the lifestyle that Paris is renowned for. Thanks to their multiple locations, the diversity of the property on offer and their timetable, which meet immediate as well as short and medium-term requirements, the development projects that Paris has embarked on raise the attractiveness of the French capital for commercial property professionals.

**Major areas of attraction**

With an enormous urban renewal project involving almost 1,000 hectares, Paris is on the move! Around 30 redevelopment projects are underway, located mainly near the city gates and along a wide arc stretching from the Paris Nord-Est zone to the southern innovation triangle. Regardless of their size, their particularities and their individual selling points, they represent the future face of Paris in coming decades. They reflect a two-fold intention: to provide residents with a high-quality living environment and to contribute to the development of new business areas, which will be an addition to the traditional business and commercial areas in the centre and west of the capital. Reclaiming the property portfolio in these areas enables a full range of housing to be built, as well as the infrastructure to go with them, but also the building of business premises, which create jobs. Within the next five years, over 2 million M² of offices will be built in areas which will become key districts in the Greater Paris area, thanks to their geographical location and to sustainable development. This opportunity is open to all investors, whether they are looking for huge latest generation hi-tech office complexes or specially designed buildings to support innovative small and medium-sized companies. In addition to premises that suit their requirements, they are sure to find a quality environment, an excellent transport network, urban planning that has been entrusted to the most famous names in architecture, a permanent striving for a high-quality environment and the lifestyle that Paris is renowned for. Thanks to their multiple locations, the diversity of the property on offer and their timetable, which meet immediate as well as short and medium-term requirements, the development projects that Paris has embarked on raise the attractiveness of the French capital for commercial property professionals.

**Immobilier.paris.fr**

Since December 2009, the City of Paris has been making a database of available properties with a floor area of over 350 M² offered by the City and its public-private partnerships (PPPs) available to property professionals via its website at http://immobilier.paris.fr. This database, where 700,000 M² are already on offer, is intended for all the players in the property market (occupants, investors, developers) and makes it easy for companies to find locations that are suited to their requirements. The aim is to anticipate and accelerate the marketing process, whilst respecting procedures (tendering, consultation and award process) as well as the usual marketing channels (estate agencies). The properties offered by the City of Paris or its PPPs cover all properties on offer within the Paris boundaries, and even, for certain of the PPPs, within the Ile-de-France region. They also cover a wide timeframe, as they not only feature properties available for rebuilding or renovating (availability of premises) but buildings that are fit for use (delivery date). Some properties are available immediately. Others will become available within a timeframe of 12, 24 or even 72 months, in response to the different situations of property professionals as well as occupants. Each file allows users to make contact with an individual at the City of Paris or the PPP property department, who will redirect them to the owner if the property has been sold, but is not yet being marketed. The database, which currently only contains files on plots, buildings or premises intended for sale, will soon offer premises for rent. Except in the last case, the intention is not to include transaction prices in the database.*

*HBS Research Technology (Property Professionals area).*
17 development projects

1. Cardinet-Chalabre
2. Saussure
3. Porte Pouchet
4. Pajol
5. Chapelle International
6. Entrepôt Macdonald
7. Claude-Bernard
8. Porte des Lilas
9. Porte de Montreuil
10. Les Halles
11. Quartier Austerlitz
12. Bruneseau
13. Bédier-Porte d'Ivry
14. Gare de Rungis
15. Triangle
16. Boucicaut
17. Beaugrenelle - Front de Seine

© Interatlas
CLICHY-BATIGNOLLES (17th district)

The Batignolles railway site, which was used for logistical purposes for a long time, represents one of the last great property opportunities at the heart of the built-up city. The 50 hectares salvaged from the reorganisation and relocation of the activities that previously occupied the site will enable 560,000 M² of buildings to be developed, arranged around a 10 hectare park. The scope of the Clichy-Batignolles project includes three sub-projects: the Cardinet-Chalabre mixed development zone, the Clichy-Batignolles mixed development zone, and the Saussure area.
CLICHY-BATIGNOLLES

1. **CARDINET-CHALABRE / CLICHY-BATIGNOLLES** (17th)

An eco-district set around a 10 hectare park

In the 17th district, spreading over 50 hectares, a new residential district is growing on the old Batignolles railway site, an exemplary sustainable district, promoting a very strong urban and social mix around a 10 hectare park. The importance placed on design and architectural diversity and the very high energy conservation and control standards will be a mark of the identity of this new district, for which public transport services will be increased. The Government has decided to install the new Courthouse premises here, as well as the regional offices of the Paris Judicial Police.

---

**FRANÇOIS GREther**

François Grether, an urban planning specialist, worked for the Parisian Urban Planning Workshop (Atelier Parisien d’Urbanisme or APUR) for around 20 years and contributed to the launch of several new districts in the capital. He then set up his own practice. Among other projects, he co-ordinated the particularly ambitious development of the “La Confluence” district at the heart of Lyon. Jacqueline Osty, a landscape architect appointed for the project, works alongside the co-ordinating architect and is responsible for designing the project’s 10 hectare park.
CLICHY-BATIGNOLLES

2. **SAUSSURE** (17th)

An extension of the Clichy-Batignolles area

Located at the south of the Saint-Lazare railway complex, the Saussure area covers 1.7 hectares that are due to be developed in tandem with the more extensive Clichy-Batignolles urban development project, focusing on functional (designing a bridge and a walkway over the tracks) and visual continuity with the Cardinet-Chalabre area and the park. A facade of office buildings along the tracks will ensure peace and quiet for the residential buildings, which will include retail outlets on the ground floor. The district also enjoys its own amenities, including schools.
3. **PORTE POUCHET** (17th)
A new urban centre between Paris and the towns of St-Ouen and Clichy

A major public space that links Paris to the neighbouring districts and introduces a new continuity between districts. Porte Pouchet’s public space differentiates itself through the renovation of existing buildings, the building of new housing as well as the arrival of new offices, retail outlets and businesses. The transformation of public areas into areas for strolling and the installation of social and cultural amenities at the centre of the future place Pouchet will contribute to turning this site into a district with attractive living conditions.
4. **PAJOL** (18th)
A pilot sustainable development site

Located alongside the Gare de l’Est railway tracks in the 18th district, the Pajol mixed development zone covers an old railway waste ground of over 3 hectares. It will house a number of facilities around a large public plaza and a converted industrial hangar, including schools, a library, a sports centre, a youth club and green spaces as well as a youth hostel, equipped with a performing arts room, business premises and a business cluster. It will be one of the very first Paris eco-districts and will include a 3,500 M² solar power station producing photovoltaic solar energy.

**THE PROJECT TEAM**  
Project Manager SEMAFEST / Co-ordinating architect: Galiano-Simon Architectural Practice

**THE PROJECT** (for delivery in 2013)  
3.37 hectares – total NFA: 31,800 M²

**CURRENTLY BUILDING**  
Middle School: 6,623 M², opening in September 2010 (Architects: Atelier 234)  
Sports centre and youth club: 4,047 M², for delivery in 2011 (Brisac Gonzalez Architects)  
Business cluster: 5,200 M² COGEDIM, delivery 2012 (Architects: LIN – Finn Geipel)  
Youth hostel, business premises, community library, covered and outside gardens, solar energy station, delivery late 2012 (Jourda Architects, Paris

**CURRENT MARKETING PHASE**  
Business cluster: 5,600 M² (COGEDIM / Architects: LIN – Finn Geipel).

**GALIANO - SIMON ARCHITECTURAL PRACTICE**
This practice has already acted as the project manager for public housing projects in Paris, for private housing projects in the French regions, as well as the rehabilitation of a 19th Century factory in Liseux (Normandy). Not long after it was created, the agency was named as a runner-up in the 2000 Prix de la Premiere Oeuvre (First Project Prize) for a housing complex in Paris.
PARIS NORD-EST (18th & 19th districts)

Paris Nord Est stretches from the Porte de la Chapelle to the Porte de la Villette across two districts. Located in the heart of an area that stretches from the Gare de l’Est and the Gare du Nord to the basilica of Saint Denis, its 200 hectares represent the largest redevelopment project in Paris. The area holds significant economic development potential both for Paris and the surrounding area. The size of the project, its location and the services provided mean it will have an international impact.
• 200 hectares
• 7 project areas
• 1.1 million + M²
• 23,000 residents in the longerterm
• 41,000 jobs in the longer term
• One European university hub: the Condorcet campus (30,000 M² in Paris and 10,000 M² in Plaine Saint Denis)
• Improved transport links: RER E Ecole Evangile station (2015), T3 tramway (2012)
• Redeveloped public spaces: relandscaping of the Macdonald boulevard, footpath along the banks of the Saint-Denis canal, a forest along the ring road.
PARIS NORD-EST

5. CHAPELLE INTERNATIONAL- PORTE DE LA CHAPELLE (18th)

Part of the vast Paris Nord-Est complex, which will soon be served by the Tramway (2012), the Chapelle International area is taking shape on plot of approximately 6.1 hectares along the Gare du Nord railway track system. The site is intended to house a mixed district with housing, offices and amenities, which has good services and is of a high environmental quality, and is linked to rail freight services. The office building will be built along the Boulevard Ney, opposite the future Paris 1 La Sorbonne University (Condorcet Campus).

L’AUC – DJAMEL KLOUCHE

The AUC workshop is known for its work in the Paris area. In partnership with a landscape architect, the workshop features among the 10 teams selected by the Government to work on the “Greater Paris” project. It brings together young professionals under 40 years old, who bring a fresh look to the projects that they are involved in.
PARIS NORD-EST

6. **ENTREPOÊT MACDONALD** (19th)
Turning a huge warehouse back into a town section

On the high potential Paris Nord-Est site, which will soon be served by the Tramway (2012) and the RER E / Eole Evangile station (2015), the Paris-Nord Est SAS (Simplified joint stock company) is engaged in a completely new and high-value added process: turning a 600 metre long warehouse into a town section, measuring 165,000 M² and with all the urban and social diversity of a mixed area. **The Eole Evangile** area: over the coming years, two tertiary buildings that are scheduled to provide 30,000 M² of office space and 1,500 M² of retail space will be built close to the future RER E Eole Evangile station.

**THE PROJECT TEAM**

Project Manager SAS Paris Nord-Est (Public-private partnerships: CDC, Icade and SEMAVIP / Master plan: OMA/ Rem Koolhaas & Floris Alkemade / Co-ordinating architects: Floris Alkemade / Xaveer de Geyter / SETEC bâtiment / THE PROJECT (2013 delivery) 5.5 hectares – total NFA: 165,000 M² / Offices: 25,000 M² / Businesses: 16,000 M² / Housing: 74,000 M² / Retail space: 32,000 M² / Primary school, middle school, gymnasium, crèche, social centre 18,000 M² CURRENT MARKETING PHASE 1,300 parking spaces / Around 1,000 M² above the tramway for a retail, tertiary or cultural project (request for proposals) STILL TO COME 30,000 M² of offices for the future station buildings (RFF and City of Paris).

**FLORIS ALKEMADE – XAVEER DE GEYTER**

Floris Alkemade, the Dutch architect, is the author of the project to convert the warehouse. He has worked on the transformation of several industrial or dock sites in Europe, including Ghent (Belgium), the Hague (Netherlands), or Essen (Germany). He is also responsible for the Euralille development in Lille, a building complex that includes a high-speed train station, a commercial centre, a conference centre and offices. To run this project, he has teamed up with the Xaveer de Geyter architectural practice and the landscape architect Michel Desvigne.
7. **CLAUDE BERNARD** (19th)

The first mixed district in a changing area

Spread over 14.6 hectares, the Claude Bernard mixed development site is a forerunner of the transformation that the Paris Nord-Est urban redevelopment project will achieve. The very high social and functional diversity, the creation of links with the North and South and of public areas (redevelopment of the canal banks, four hectares of green spaces) in parallel with the development of an exceptional public transport offer (Eole Evangile station, Tramway) will turn this area into an attractive, lively district.
8. **PORTE DES LILAS** (19th & 20th)

An employment and services hub linking Paris to the neighbouring districts

Porte des Lilas, a new urban centre, stretches between Paris and the Lilas and Pré-Saint-Gervais districts. The development of a central public space that will be home to a 2.2 hectare park (above the ring road) and a cinema (7 screens), the improvement of transport facilities (bus station, T2 Tramway between now and 2012, in addition to the no 11 subway line) and the creation of a tertiary and retail hub, will all boost the attractiveness of a site that has already been transformed by the arrival of 50,000 M² of offices, businesses and retail outlets in 2009.
9. **PORTE DE MONTREUIL** (20th)
A new central area to match the economic growth of eastern Paris

On the district boundaries of Bagnolet and Montreuil, the Porte de Montreuil redevelopment area includes plans for a major redevelopment of public areas by covering the Périphérique ring road. This arrangement will enable the construction of new buildings for the tertiary sector, as well as new corporate services, retailing, housing and amenities, including a new subway entrance. This future district will play a full part in meeting the metropolitan challenge: transport, energy conservation, innovative urban designs, quality public areas, etc.
10. **LES HALLES (1st)**

Re-landscaping in order to improve reception facilities for Greater Paris residents in the heart of Paris

At the heart of the capital, but also at the centre of a metropolis of 10 million inhabitants, re-landscaping work on the Les Halles district will begin in 2010. In addition to renovating the garden and extending the street level public pedestrian area, the underground transport hub (subway and RER interconnection) will be modernised in order to improve access to the major regional transport hub. The main entrance to the “Le Forum” commercial centre, which will also be renewed, will be via the Canopy, a major architectural work designed by the architects Patrick Berger and Jacques Anziutti.

---

**SEURA-DAVID MANGIN**

This team has redeveloped major public areas like the Lille station concourse or the Boulevard Richard Lenoir in Paris (working together with the landscape architect Jacqueline Osty). It is also responsible for the transport hub at the Denfert-Rochereau station in Paris. The appointed landscape architect is Philippe Raguin.

The Canopy Architects

**PATRICK BERGER AND JACQUES ANZIUTTI**

Patrick Berger was awarded the National Architecture Prize in 2004. He has redeveloped the arches of the Viaduc des Arts (12th district) and was involved in the design of the André Citroën Park. Together with his partner, Jacques Anziutti, he designed a swimming pool in Paris that is a textbook example of how to integrate an amenity into an old Paris district (20th district).

---

**PROJECT TEAM**

Project Manager SemPariSeine / Région Ile-de-France / STIF / RATP / UNIBAIL – RODAMCO / Urban planners / Architects: SEURA – David Mangin /Patrick Berger and Jacques Anziutti

**THE PROJECT**

Redesigning the garden: 4.3 hectares / Renovating the entrances / Renovating the transport hub / Building the Canopy: 13,000 M² of public amenities and retail space / Transport hub: creation of a new entrance and renovation of the RER concourse / Alteration of entrances and vertical walkways / Redevelopment of the below ground network and of street level thoroughfares

**TIMETABLE**

May 2010: works begin / Late 2013: delivery of the Canopy and of the garden / 2016 works end.
Administrative area
130 hectares including
26 hectares built over railway lines

Area available for construction*
- Offices: 700,000 M²
- Independent craft, art, commercial, research activities and activities linked to the river: 405,000 M²
- Public amenities: 662,000 M² of which
  - BnF: 250,000 M²
  - University: 210,000 M²
  - District amenities: 55,000 M²;

i.e. ultimately
50,000 employees
- Housing: 430,000 M² (5,000 units)
  - 4,000 family homes
    (2,000 public homes, 2,000 in the private sector)
  - 1,000 student housing units
    (400 in the private sector, 600 public units)

i.e. ultimately
15,000 residents
- Green spaces: 98,000 M²

*Planning could be granted for 28,000 additional M², divided between housing, offices and amenities following the current review of planning guidelines for the Bruneseau area.
PARIS RIVE GAUCHE (13th district)

Paris Rive Gauche (Left Bank), the Paris of the future, is part of the capital’s urban continuity. Very close to the centre of Paris, this is the largest redevelopment project currently underway. From the Gare d’Austerlitz up to the city boundaries at Ivry-sur-Seine, on either side of the Avenue de France, around the National Library of France or on the doorstep of the Grands Moulins, Paris’ new university centre, Paris Rive Gauche has many faces. Through the association of diversified functions and uses (housing, offices, retailing, education, art and culture), Paris Rive Gauche creates an urban, economic and social diversity that generates jobs, social cohesion and quality of life.
PARIS RIVE GAUCHE

11. **AUSTERLITZ DISTRICT** (13th)

The new tertiary hub at the heart of the capital

On the west side of the Paris Rive Gauche development area and located in a historic district, this project is organised around the Gare d’Austerlitz multimodal transport hub, which will ultimately handle high-speed trains. After redevelopment along the Seine, development continues on the south side of Avenue Pierre Mendès-France (co-ordinating architects: B. Reichen and P. Robert) and around the station, which will soon be redesigned by the team headed by AREP Jean-Marie Duthilleul and the Ateliers Jean Nouvel. The opening of the Docks en Seine, a new Fashion and Design City, during 2010 will complete the district’s attractiveness.
PARIS RIVE GAUCHE

12. BRUNÉSEAU (13th)
A new district that symbolises the Paris of tomorrow

The Bruneseau site has been selected to house very high tertiary buildings within the context of the alterations to the Paris planning guidelines that are currently under consideration for the area. This district of the future will become a place where urban development is both rooted in Paris tradition, through its functional diversity and the quality of its public areas, but is also part of the avant-garde movement, through its architectural designs and its concern for sustainable development.

THE PROJECT TEAM
Project Manager SEMAPA / Co-ordinating architect: Ateliers Lion

THE PROVISIONAL PROJECT as scheduled within the urban planning guidelines review

Offices and business activities: 244,000 M² / Retailing: 18,000 M² / Hotel: 20,000 M² / Housing: 178,000 M² / Local public amenities: 20,000 M²

PLANNED 2010 TIMETABLE:
marketing of the first office and private housing lots in the Bruneseau Nord area, including the B3A tertiary tower located within sight of the Avenue de France and with a constructible area of around 75,000 M² / 2015: delivery of the first buildings.

ATELIERS LION
Yves Lion, the architect who was awarded the urban planning prize in 2007, was part of the teams chosen to consider the Greater Paris project. He works both in France (Marseille, Le Havre, etc.) and abroad (Belgium, Holland, etc.) as an architect or as an urban planner.

© Ateliers Lion
13. **GARE DE RUNGIS** (13th)
A pilot eco-district in Paris

The Gare de Rungis area extends over an old disused railway siding that lies alongside the Petite Ceinture (a disused railway line). A new district, which will be exemplary in terms of sustainable development, will see the light there, based on the principles of urban diversity. Thanks to the Tramway, the district enjoys good public transport connections. The project is being developed as part of an integrated package of connections and paths around a public park, in the aim of bringing functional diversity to the existing district. Between now and 2013, the property building schedule will include offices, private homes and university housing and public amenities. Local retail outlets located at the foot of the buildings will provide liveliness and services.

**THE PROJECT TEAM**
Project Manager: SEMAPA / Co-ordinating architect: Bruno Fortier

**THE PROJECT**
Offices: 19,000 M² / Private homes and university housing: 13,000 M² / Public amenities: 8,000 M² / Public park: 5,000 M²

**CURRENTLY BUILDING**
Road network MARKETING COMPLETED

**BRUNO FORTIER**
In addition to co-ordinating the development of an area of the Paris Rive Gauche project, Bruno Fortier has redeveloped districts in several of France’s major cities, including Nantes, Brest, Nice and Toulouse. His talent has been highlighted by several prizes, including the 2002 Urban Planning prize and a special mention at 2008 the Urban Development awards.
14. BÉDIER-PORTE D’IVRY (13th)
Developing an interface between Paris and Ivry

This project combines the issues raised by reinvigorating a residential district with the much broader challenges posed by developing an interface between Paris and Ivry. The main goals are: to promote diversified economic development, develop new residential surroundings, improve transport and the way the town functions and take environmental quality into account. The district enjoys the good transport links provided by the tramway, the N° 7 subway line and many bus lines.
A major architectural project for the 21\textsuperscript{st} Century

The Triangle project, which will be executed at the heart of the Versailles Exhibition Centre, is an iconic element of the urban renewal of the capital. Launched by Unibail-Rodamco, the Paris Chamber of Commerce and Industry, and Viparis, their joint subsidiary (which manages the Exhibition Centre), this private project, focusing mainly on business, offers a total NFA of around 92,500 M\textsuperscript{2}, including 88,000 M\textsuperscript{2} of office space. It was designed by the architects Herzog and De Meuron as a genuine 21\textsuperscript{st} Century monument. It is a pyramid-shaped building, around 180 metres high, the base of which develops roughly 170 metres of direct street frontage. Designed according to high environmental quality standards, the building will also feature a group of retail outlets at the bottom, public amenities and areas open to the public, including panoramic viewpoints. This project will contribute to the global development of a district that will also witness the transformation of the State-owned Balard grounds, and will enable the creation of an urban connecting line between Paris’ 15\textsuperscript{th} district, Issy-les-Moulineaux and Vanves.
AUA Paul Chemetov
The teams of the Paul Chemetov architectural practice, winners of the National Architecture Prize, are currently defining the way the site will be organised and the buildable surface.

16. **BOUCICAUT** (15th)
An exemplary environmental transformation

The decision was made to build an eco-district that will be fully redeveloped in 2015. The 1st phase of the site development ended in 2009, when the public amenities (crèche and special school) and 36 rent-controlled homes (awarded Environmentally-Friendly Living certificates) were delivered in 2009. The City of Paris appointed SemPariSeine as the developer for the execution of the second phase. In terms of sustainable development, the Boucicaut site features stringent environmental requirements, such as a high level of building energy performance (BBC Effinergie award and adherence to the Climate Plan for highly efficient energy systems or the production of renewable energy and even the recovery of roof rain water, which involves the systematic study of a dual sanitation network, for watering, cleaning the premises, etc.)
Rebirth of a district

The Beaugrenelle-Front de Seine area, which is the result of a 1970s urban programme, displays a particular landscape, characterised by very high buildings and lower ones (housing, hotel apartments, offices, retail outlets) built at ground level, between the Champ-de-Mars and the André Citroën Park. A huge renovation programme (greening of the landscape, better signposting of access roads and thoroughfares, modernising the car parks, commercial reinvigoration) carried out by SemPariSeine has enabled the relandscaping of a district with strong residential, tertiary and commercial potential.

THE PROJECT TEAM

Project Manager SemPariSeine / SCI Beaugrenelle (Gecina-Apsys) Other building owners present on the site

THE PROJECT

Following the relandscaping of a first block “Cassiopea-Orion” in the autumn of 2008, construction on the “Vega” and “Centaure-Verseau” blocks will begin in 2010/2011. At the same time, SemPariSeine carried out the modernisation of the Keller swimming pool on behalf of the City of Paris and is developing partnerships with private investors to promote the renovation of the buildings in the “Nouveau Beaugrenelle” shopping centre (Architects: Valode & Pistre) proposed by the SCI Beaugrenelle / Office building renovation by Gécina / Studies on the Monoprix department store and the Mercure II building.
Hotels in Paris
Land for hotel projects

With almost 30 million visitors every year, Paris is the world’s leading tourist destination. It is also the world’s leading business tourism destination, welcoming between 9 and 10 million people every year for conferences and exhibitions. With its 1,450 hotels (75,000 rooms) and an accommodation range whose quality is continually adapting, particularly at the top of the market, Paris has retained its identity as a welcoming city. However, in order to meet forecasts of a sharp increase in the number of visitors and the requirements of tourism that is diversified, but also sustainable and innovative, Paris has just launched a hotel plan aiming to encourage the creation of 7,000 additional rooms between now and 2020. While emphasising projects with a high architectural and environmental quality, this hotel plan favours developing districts that have strong economic potential and offering benefits in terms of accessibility and quality of stay. On publicly-owned land or in major development areas, Paris is already offering hotel operators surface areas that allow them to build hotel units in all categories and accommodation capacities. In 2010, three new plots located at the Porte de Choisy, the Porte Dorée and the Porte de Vanves, which represent a total NFA of 14,000 M², will be the subject of a call for proposals from hotel investment groups.
The aim of this organisation, which was created at the initiative of the City of Paris and the Paris Chamber of Commerce and Industry, is to ensure the economic and international promotion of the capital, welcome and advise foreign companies looking to establish their offices and to promote the creation and development of innovative companies.

DEVELOPER CONTRACTORS

Semaest
7, avenue de la République
75011 Paris
Tél. : 01 43 45 98 98
www.semaest.fr

Semapa
69-71, rue du Chevaleret
75013 Paris
Tél. : 01 44 06 20 00
www.semapa.fr

Semavip
Parc pont de Flandre bât.026
11, rue de Cambrai 7
75019 Paris
Tél. : 01 53 26 87 00
www.semavip.fr

SemParisSeine
2, rue Jean-Lantier
75001 Paris
Tél. : 01 44 88 84 15
www.semparisseine.fr

Société nationale d’espaces ferroviaires
5-7, avenue Percier
75008 Paris
Tél. : 01 40 25 92 30