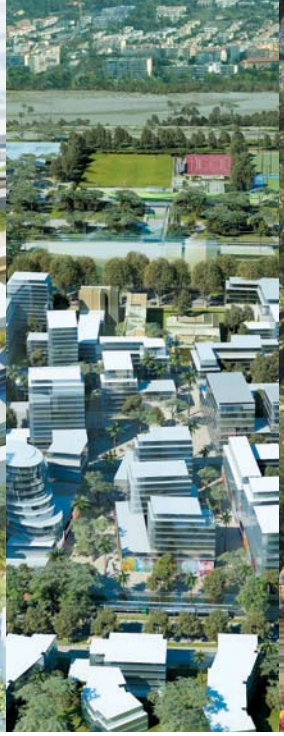


Métropole Nice Côte d'Azur > Éco-Vallée

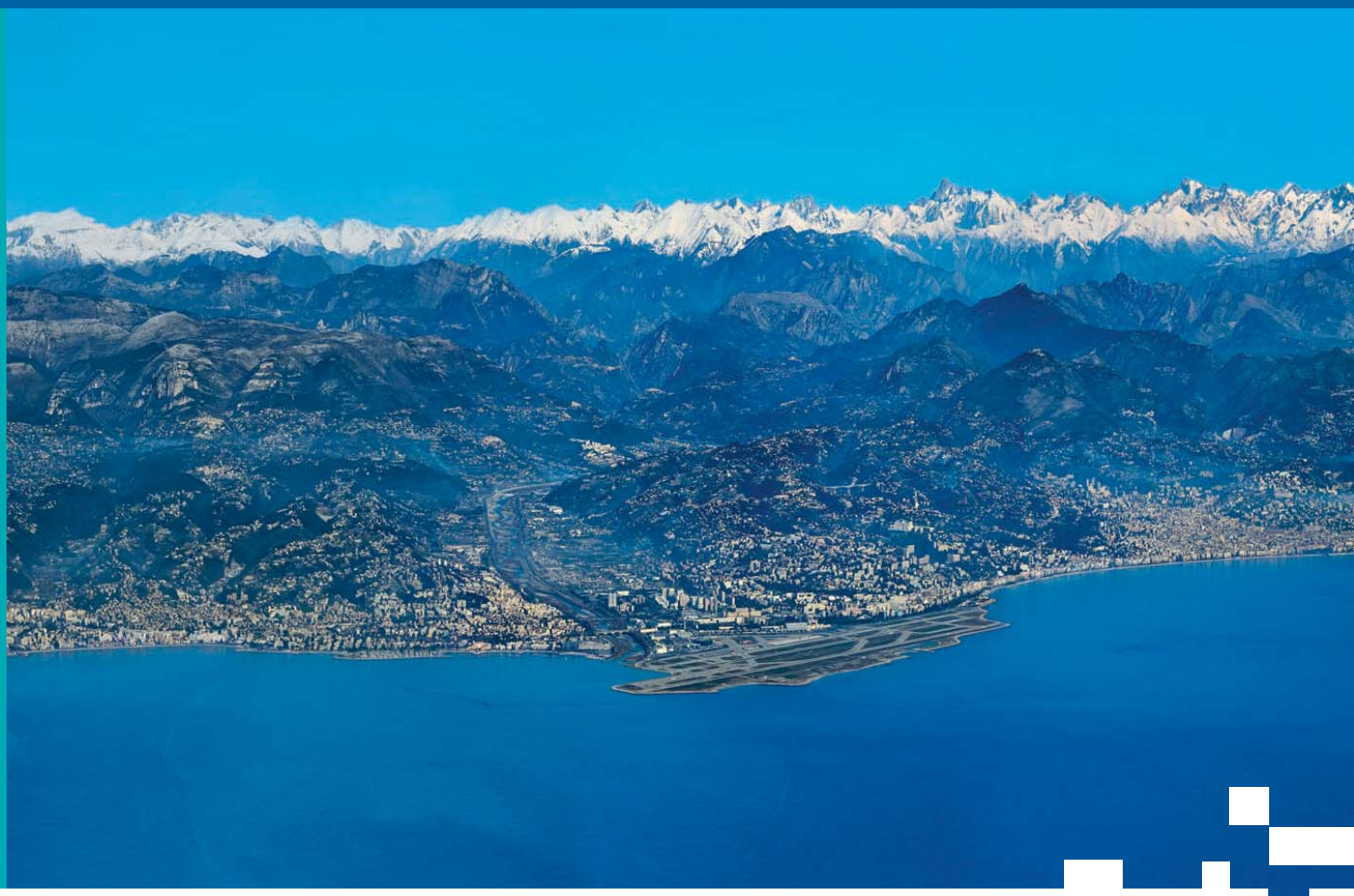
The territory's mutation is underway

MIPIM 2013 PRESS RELEASE

MÉTROPOLE NICE CÔTE D'AZUR

ÉCO VALLÉE
OPÉRATION D'INTÉRÊT NATIONAL
EPA PLAINE DU VAR

The territory's mutation is underway



The communities that span the territory from the shores of the Mediterranean to the Alps' and the Mercantour's resorts have united to form France's first collective metropolis, the Métropole Nice Côte d'Azur as of January 1st 2012.

This new status paves the way for a city that is open to Europe and the world, all while staying close to its inhabitants, their quality of life and fostering opportunity in terms of employment and formation.

The new administrative unity between coastal towns – from Cagnes-sur-Mer to Cap d'Ail – and the Mercantour's mountain stations – Isola 2000, Auron, Saint-Dalmas-le-Selvage – has since further reinforced strong pre-existing trade relationships in the domains of commerce, sport, health, security and transportation.

With the entirety of landscapes and tourism infrastructures at its disposition, the Métropole combines an unparalleled year-round touristic offer for winter and summer, with culture and events, suitable for business and leisure in city and country. This unique array of choice – a first in Europe – allows unfailing dynamism for the whole region.

Since 2008, thanks to the joint action led by the Var Valley EPA and the Métropole Nice Côte d'Azur, **the lower Var Valley's territory has been subject to a thorough** overview concerning its growth, its development and the extent of its value.

Sparked by Christian Estrosi, President of the Metropole Nice Côte d'Azur, the mutation of the Nice Côte d'Azur territory concerns the totality of its 46 communes. The diversity of their assets allows a particularly original complementarity, from the heights of the Mercantour to the Mediterranean's littoral.

This same complementarity is expressed through the east-west axis, from Beaulieu's dry harbour project – an addition to its existing harbour – to Cagnes-sur-Mer's Polygone Riviera project, a vast development operation covering 65 000 m^2, in large part commercial real estate, without forgetting its Technopolis operation, a 26 000 m^2 science park.

The Éco-Vallée itself is a metropolis as its territory encompasses 15 of the 46 communes of the Métropole. It integrates sites already economically dynamic, ranging from Carros - on which more than 500 000 m^2 of progressive densification of forecast - to the Nice commune, along with the Var Valley's farmland, also subject to revitalising policies.

An entire Métropole Nice Côte d'Azur marches forward according to the common principles of eco-exemplarity, conservation of natural resources and diversification of economic activities.

The territory already benefits from numerous qualities: between the Mediterranean and the Alps, not only are the weather and landscape outstanding, but the region is also effortlessly accessible through France's second largest international airport, connecting a basin of more than a million inhabitants to upwards of 160 destinations worldwide.

To these attractive traits are to be added the multitude of projects engaged in grounding the pedestal for tomorrow's metropolis. In this regard, the regional offer for public transit is exemplary and shall be further reinforced with the realisation of the east-to-west tramway line connecting the airport to the Éco-Vallée. Another strong point is the density and quality of the region's supply of healthcare services, marked by the projected 2014 opening of the Pasteur II hospital, one of Europe's largest healthcare construction sites. On a different note, Nice Sophia Antipolis University's remarkable performances and the 2012 creation of the first Institut Méditerranéen des Risques du Développement Durable (IMREDD) installed in the heart of the Éco-Vallée both contribute to reinforce the attractiveness of a region that has already seduced more than 1 500 enterprises such as IBM, Schneider Electric, Virbac, Arkopharma, Nice-Matin, Cari, Malongo, PwC, etc.

The Opération d'Intérêt National (OIN) Éco-Vallée, covering 10 000 hectares, represents the last great strategic sector to develop on the French Riviera. It symbolises the economic mutation of the territory, guided by diversity and eco-exemplarity. **The EPA (urban development agency) plaine du Var** is in charge of piloting the Operation National Interest of the Plaine du Var. Its mission is to give shape to the Eco-Vallée project.

Exemplary by its implementation of the Grenelle dispositions on the environment, the Éco-Vallée has set up different tools allowing projects' eco-compatibility to be measured, such as the "frame of reference for environmental quality of construction and development" or the "guide for the assessment of biodiversity and ecological functionality".

The new planning and development model upheld by the Éco-Vallée is concretely being proven through the current realisation of the **Allianz Riviera stadium**. France's first eco-stadium, boasting an impressive capacity of 35 000 spectators, is scheduled for delivery at the end of summer 2013. It will generate its own energy as well as 25% of that of its neighbouring eco-district.

Two other large-scale projects are already underway: that of the Grand Arénas international business district in immediate proximity to the airport and that of Nice Méridia, future urban technopolis dedicated to high-tech activities, research and formation.

Grand Arénas, a project entrusted to Josep Lluis Mateo, seasoned architect and urban planner, will endow the Métropole with an international business district offering 300 000 m^2 in office space and 100 000 m^2 in residential space, to which will be added space for commerce and services. It will integrate, amongst other things, two major structuring elements: on one part, a multimodal transport hub connecting aerial, railway and urban modes of transportation, and on the other, a grand exhibition hall to welcome events of international calibre. The district will benefit from generous public spaces and a level of comfort and quality that exceeds even the most stringent of environmental norms.

Close by, the **Nice Méridia** urban technopolis, whose project's reigns were handed over to renowned architect and urban planner Christian Devillers, capitalises on the synergy generated by the presence of multiple agents on a single site and proposes an economic model based on the activities revolving around sustainable development, healthcare and new technologies. It will favour relayed emulation between formation centres (IMREDD, Polytech, l'Edhec, etc.), installed enterprises' labs and R&D centres, students and inhabitants. Thusly, Nice Premium, Nice Méridia's first building, already hosts the IMREDD as well as a business incubator and, in September 2013, the "Sustainable Design School", an international college dedicated to - as it name indicates - innovation in sustainable development. Pursuing this dynamic, the technopolis predicts the creation of some 4 000 new jobs thanks to economic policies favouring the installation of endogenous enterprises.

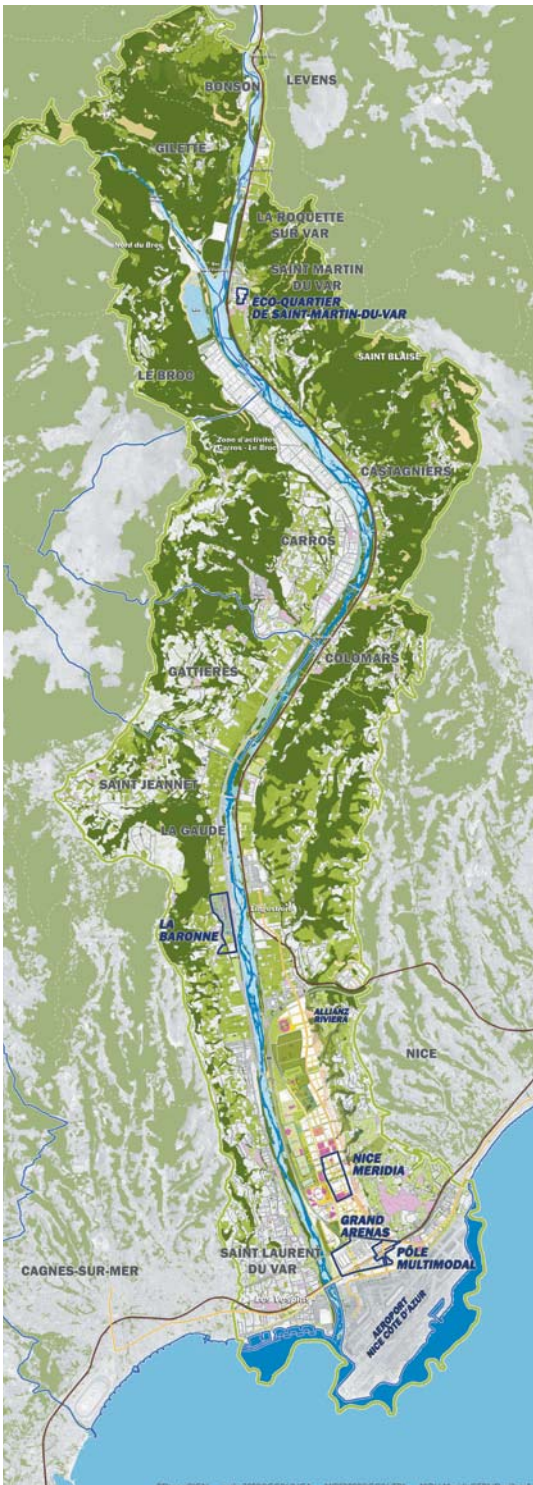
Parallel to the emergence of these districts, a **new economic development strategy** has been set forth. The "Passeport Nice Côte d'Azur" measure implemented by the Métropole offers up to 200 000 € over three years in financial backing for newly installed, employment-generating enterprises.

To sustain innovation on throughout the Métropole, 2 000 € in financial backing is offered for each new patent. What's more, the Centre Européen des Entreprises Innovantes (CEEI) offers support and low-cost housing to help bright young start-ups. Their measures have already assisted 49 enterprises and created 189 new jobs in the past five years, with an impressive survival rate of 85,7%.

Fuelled by reflections on functional social diversity, the Métropole aspires to offer the entirety of its inhabitants an irreproachable quality of life. Thusly, particular attention has been paid to the **housing offer** for the actively employed with new policies ensuring a competitive price per square meter, fostered by the Programme National de Requalification des Quartiers Anciens Dégradés de la Métropole de Nice Côte d'Azur, signed in January 2011. This program translates the will of valorisation of the urban area into concrete action applied to all districts of Nice in order to sustainably enhance the comfort of

The west-to-east tramway line linking the harbour to the airport and to the Var Valley's Éco-Vallée.

The Éco-Vallée's territory.



The territory's mutation is underway

Three projects for commercial development

Allianz Riviera

29 000 m²

Conceived in public-private partnership with Vinci, the commercial program underway for its commercialisation is inscribed in the eco-stadium project.

Polygone Riviera (Cagnes-sur-mer)

75 000 m²

450 million euros investment

Unique in France, this sizeable commercial centre will house a ten-room cinema, a bowling alley, a fitness studio and around a hundred boutiques (Printemps, Zara, Mango, Botanic, La Grande Récré, Sephora, etc.). The first stone has been laid in November 2012.

Cap 3000 renewal project
(Saint-Laurent-du-Var)

365 million euros investment

Cap 3000 is one of France's ten largest shopping centres. Acquired by Altarea Cogedim in 2010, it houses France's 3rd largest Apple Store, its 2nd largest drug store, the Galeries Lafayette and Lafayette Gourmet and more than 150 boutiques and restaurants.

An interconnected Metropolis

The first city in Europe to have launched, as early as 2010, NFC technology to connect users via mobile telephony to a host of services (transportation, businesses, culture and heritage).

The first city in France to launch an Intelligent Parking System (February 2013)

Nice is also

The first city in the world to launch a "Virtual Town Hall" in partnership with CISCO (February 2013)

The only French city amongst the laureates of the IBM Smarter Cities Challenge

The host city for the Innovative City Convention.

Large-scale projects:

Autobleue: The first 100% electric car-share program in France

Smart Grids: Itself two projects, Nice Grids and Reflexe, underway in the development on intelligent electric power networks.

Intelligent Parking System

5 500 housing units and the quality of life of their 32 000 inhabitants.

The renewal of downtown Nice is reinforced by the **urban requalification operation of the gare du Sud**, which banks on an offer including lodging, student housing, a movie-plex, rooms for associations and sporting venues, local business and parking spaces. The preoccupation with bettering the general quality of life is also translated to the implementation of novel social measures such as the sharing of collective restoration structures between a kindergarten and a retirement home, the partnership of local and university funds for the Saint-Jean-d'Angély Médiathèque, etc. All of these initiatives contribute to the blossoming of social and inter-generational diversity on a daily basis.

The requalification of downtown areas cannot be conceived without a particular attention to green spaces. Architects and landscapers Christine and Michel Péna have dreamt up a green corridor **"La Coulée Verte"** of 12 hectares riddled with waterways, gardens and natural stone footpaths that beckon for a stroll. The installation of this urban oasis in the heart of the city with offer, as early as September 2013, an exceptional natural space for the reweaving of links between the Vieux Nice and the modern metropolis.

These different projects concur in the organisation of a sustainable territory, creator of urban richness and quality, efficient in its energy and transportation, allowing current inhabitants and the generations of tomorrow to continue to travel, to work, to live, to learn and to entertain themselves on the land: a true "green" city engaged in the course of history with a lookout on the horizon.

Nice Premium, first building of the Nice Méridia eco-quartier and home to the IMRED and an enterprise incubator.

Éco-Vallée, three priority operations supporting a new model of planning and development

As of now, the Éco-Vallée enters its operational phase with three priority operations launched in line with the Var Valley EPA's plan which mission is to give shape to the Éco-Vallée projects. Grand Arénas, Nice Méridia and La Baronne are an answer to major issues regarding urban planning, the environment and economic development. They embody exemplarity and aim to produce a lever effect on the planning and economic growth of the Éco-Vallée.

Grand Arénas
The ambitious new international business centre

- **51** hectares
- **95 %** of territory holding publicly funded
- **680 000** m² of constructible space
- **1 350** housing units
- A **75 000** m² exhibition park
- **21 000** jobs predicted

Calendar

- **2012/2013**

Legal procedures

- **Beginning in 2013**

Launch of construction and commercialisation on the multimodal transport hub site

Located at the Nice city gates, in immediate proximity to the Nice Côte d'Azur international airport, Grand Arénas is the new decisional centre dedicated to tertiary activities.

This lively, innovative and eco-friendly district will spread over 51 hectares, supported by the State under the ÉcoCité policy.

A strategic position

Grand Arénas disposes of all the qualities of an attractive business district for international enterprises, on level ground with Europe's leading business districts. Its seamless integration with the international airport and its future multimodal transport hub confer exceptional accessibility and rapid connections to the rest of the Éco-Vallée and the Metropole Nice Côte d'Azur. The project includes an important exhibition hall (75 000 m²) that favours the welcoming of international-calibre events, fundamental activity catalyst for the Métropole.

Partnerships

In order to complete a project of such proportions, multiple agents have collaborated: the city of Nice, the Métropole Nice Côte d'Azur, the Var Valley EPA, the general Council, the regional Council, the RFF, the SNCF, etc. Private investors collaborate with the individual projects in which they hold interests. The Var Valley EPA has entrusted the conception of the project to a team of experts revolving around the prominent Catalan architect and urban planner Josep Lluis Mateo; his team is also responsible for the planning of public spaces and the assisting of promoters and developers on different individual projects on-site. In order to associate local residents to the Éco-Vallée's projects' success, Grand Arénas has been the object of a thorough public consultation, prior to the application of the ZAC label in 2013.

Éco-Vallée, three priority operations supporting a new mo

Nice Méridia
An urban technopolis for an intense city

- **26** hectares for the first operational phase (with a potential 200 hectares total)
- **60** % of territory holding publicly funded
- **320 000** m² of constructible space
- **2 100** housing units
- **4 000** jobs predicted

Calendar

- **Already constructed**

10 200 m² BBC-certified (Bâtiment Basse Consommation) Premium building; 69 housing units

- **2012/2013**

Urban project conception and legal procedures

- **Starting in 2014**

Commercialisation work

Priority operation for the Éco-Vallée, the Nice Méridia urban technopolis will offer a development space in the heart of the city for R&D and formation applications in the domains of sustainable development, environmental studies, healthcare and mobile "contactless" services, in close collaboration with the institutions already installed in Sophia Antipolis.

High performance environmental innovation catalyst

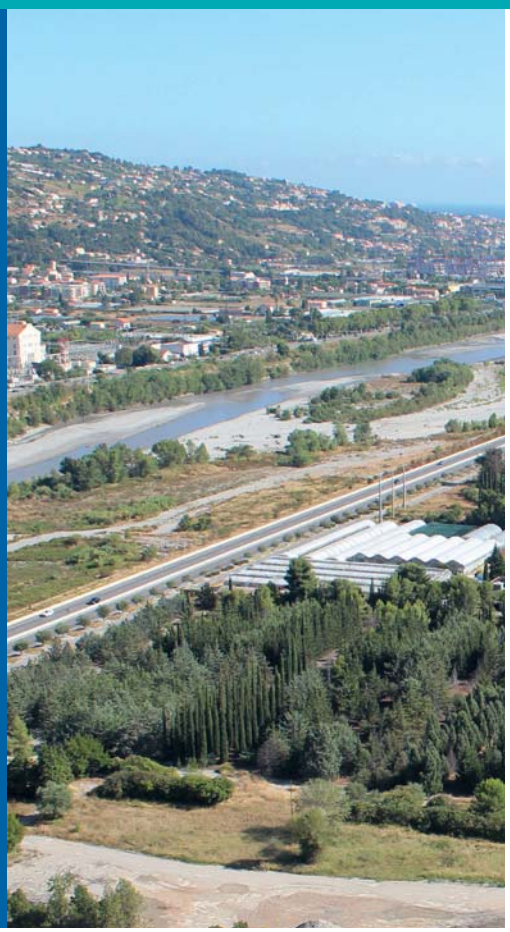
Nice Méridia's objective is to create and organise an urban site particularly attractive to public and private R&D organisations by reinforcing the Éco-Vallée's priority sectors linked to sustainable development innovation. The technopolis equally aims to boost endogenous development measures such as business incubators, enterprise hotels, business centres and the like.

Nice Méridia is planned to extend over 200 hectares, with a first operational phase spanning 26 hectares. Its urban location as well as the diversity of its program will make it a unique eco-district, offering an incomparable quality of life and work.

The organisation and functioning of this space are conceived in such a way that they favour a short circuit for the relay of knowledge and innovation developed within the eco-campus.

A harmonious cohabitation of activities and an optimal accessibility

Sustained by the State under the ÉcoCité program's policies, the Nice Méridia project allies the technical specificities of a suburban science park to the accessibility benefits of an urban centre implantation, thanks to the novel development of exchanges and synergies. The urban technopolis will offer a blend of housing, local businesses and services in relation to the "sports field" located in the same perimeter. It will allow the creation of a enjoyable and functional living area. The program forecasts the creation of about 320 000 m² of mixed real estate development In its first operational phase of 26 hectares. The project's urban planning management has been entrusted to Christian Devillers team of experts and has been the object of a public consultation prior the apposition of the ZAC (Zone d'Aménagement Concertée) label in 2013.



La Baronne
Agribusiness, horticultural and sustainable development activities hub

Located on the communes of La Gaude and Saint-Laurent-du-Var, the Baronne operation is articulated around the future Marché d'Intérêt National (MIN). It offers, over 25 hectares, a complementary development space for local activity and logistic programs.

A hub for excellence in agribusiness and horticulture

The relocation of the azurean MIN gives this operation its momentum, structured around this new agribusiness and horticultural platform and its related logistics activities. It will inevitably present new opportunities for local agriculture.

An original urban and environmental approach

The success of this operation is rooted in the land's natural qualities. It will generate an attractive offer in terms of activity sites, reinforced by supplementary housing units. It is set to create new centralisation with the Lingostière district on the Var's opposite shore, on the Nice commune. The project as a whole aims to engage the first operational step of a renewed and revitalised agricultural policy.

- **25** hectares
- **90** % of territory holding publicly funded
- **136 000** m² of constructible space
- **1 400** jobs predicted

Calendar

- **2013**
  Launch of a public consultation prior to the creation of the MIN d'Azur
- **2014**
  Launch of the district's new transport interchange
- **2017**
  Completion of the new MIN d'Azur

Métropole Nice Côte d'Azur: Structured faciliti

The new planning and development model put forth by the Éco-Vallée is also implemented in major projects of the Métropole Nice Côte d'Azur itself.

- **35 000** places
- **5 000** m² ddedicated to the National Sport Museum
- **29 000** m² for the real estate stimulation program

Allianz Riviera
A multipurpose, environmentally-friendly venue

For summer 2013, Nice's OGC, the League 1 football club of France's 5th largest city, will be gifted with a latest-generation stadium. The Allianz Riviera, a venue that meets and exceeds the most rigorous of international football and rugby norms, is not only confined to sporting ambitions: it plans to excel on economic and environmental grounds, as well as in the hosting of cultural events – even housing a National Sport Museum.

One of the world's first eco-stadiums

A model in eco-conception and eco-construction, the Allianz Riviera's structure has been planned in order to reduce its environmental footprint all while optimising its energetic performance. The stadium bears a mixed structure cover combining wood and metal that will generate estimated carbon savings of 3 000 tonnes in comparison with a conventional structure. Its natural climate control system, oriented towards the Var Valley's dominant winds, is set to cut the stadium's energy bill by half. Its cover recuperates rainwater, making Allianz Riviera the first stadium to be entirely autonomous in the watering of its lawns and surrounding green spaces.

A multi-functional urban stadium

Integrated to the Saint-Isidore neighbourhood, the Allianz Riviera is a high-performance sports complex and a centre of attraction for Nice, in line with a logic of urban stimulation through the realisation of an accompanying 29 000 m² real estate development, creating another innovating eco-district. The project was conceived by the Wilmotte et Associés architectural firm in public-private partnership with Vinci Concessions, the Caisse des Dépôts et Consignations, SEIEF and the city of Nice. Allianz, world leader in insurance, has decided to associate its name to this world-class venue.

Calendar

- **26th of July 2011**
  Building permits obtained
- **1st of August 2011**
  Construction site launch
- **October 2012**
  Mounting of the eco-cover
- **Summer 2013**
  Allianz Riviera venue completion

La Gare du Sud
A new space for living

The Gare du Sud project, spanning two hectares, aims to revamp the surrounding neighbourhood for 2014, valorising historic heritage and offering inhabitants public animation venues in a pleasant and attractive location.

Sustainably instilling dynamism

The allied expertise of the SCCV Nice Gare du Sud and the Reichen Roberts & Associates architectural firm has been selected to transform this site into a new axis for development and innovation. With 25 600 m² of floor space and 10 500 m² of public spaces, the project is characterised by measures seeking to valorise local historical heritage while being respectful of the environment's composition, focusing on the revalorisation of existing infrastructures, the creation of appealing public spaces and the elaboration of a commercialisation program.

Historical heritage as a steppingstone for stimulation

Classified historical property of the city of Nice in 2000, the Gare du Sud, built in 1892, is composed of the Travellers' Building and the Trains' Hall. The renovation work for the Travellers' Building was officially launched on February 10th 2012 in order to accommodate its new media library. The Trains' Hall's rehabilitation will chiefly enable it to house a covered market space. The project carefully insists on the conservation of the Hall's original structure, as well as that of the former Riviera hotel, well-recognised historical elements of the site.

- **2** hectares in the heart of the city
- **25 600** m² of constructible space
- **98** housing units
- **167** student housing units
- **700** parking spaces

Calendar

- **February 2012**

Construction site launch

- **October 2013**

Delivery of the Travellers' Building

- **24 months following construction launch**

Delivery of the Trains' Hall and parking lot

- **44 months following construction launch**

Project completion

Métropole Nice Côte d'Azur: Structured faciliti

- **12** hectares of vegetation and animation
- **2 800** m² waterway
- **128** fountain jets
- A total of **1 200** trees, including **600** existing trees preserved
- **40 000** m² planted area

The Coulée Verte
A twelve-hectare downtown "green lung"

In the Fall of 2013, a peaceful, wooded stretch will serve as a haven in the heart of Nice, secluded from automotive circulation. Project intentions for this Coulée Verte were to preserve landscape and local environment, and reintroduce nature into the city while valorising the creation of public spaces.

A place for life and vitality

Symbolising the rekindling of links between the Vieux-Nice and the modern metropolis, between the inland and the marine Nice, this exceptional project ambitions to better the quality of life, delineating grand niçois landscapes and clarifying the urban scenery.

This vast twelve-hectare public space is to be settled atop the Paillon river's cover, symbolically redefining its meanders. On the grounds of a former 1970s bus station and parking lot, an ample Mediterranean garden will emerge; the adjacent Masséna square will thusly benefit from the liberation of 8 000 m², allowing a novel expanse for large public events, from the Promenade des Anglais through the Albert I gardens and onwards, following the Paillon river.

A model in sustainable development

In its entirety, the project is to be understood as a collection of measures aimed at a responsible and sustainable planning and development method, respectful of environmental constraints and enabling the enrichment of the site's biodiversity. The site's lush afforestation – approximately 600 trees, counting a few rare specimens – is to be doubled with diversified Mediterranean species. Innovative techniques for water and energy management have been developed in order to limit the Coulée Verte's ecological footprint.

The site's landscaping blueprinting was been entrusted to the Pena & Pena agency.

Calendar

- **October 2011**
  Launch of preliminary construction work
- **June 2012**
  Inauguration of the Esplanade and the Bourgada
- **September 2013**
  Completion of the entire Coulée Verte

Nice-Thiers
Downtown multimodal exchange hub

Allow alternative modes of transportation, favour railway travel, support public transit in an urban context, enable pedestrian circulation, cyclists' and taxis' flow and ease-of-use, all while infusing energy to the existing neighbouring districts£ The head transport project offers, for the next two decades, a coherent global vision for the organisation of transportation throughout the Métropole Nice Côte d'Azur.

Modernise and synergise the station and its neighbourhood

From now to 2020, an estimated 11 million passengers of all fares will pass through the Thiers railway station in Nice, connected to a considerable number of collective modes of transportation such as its 180 daily TERs. Thiers is Nice's inevitable intermodal central station. Its transformation to a multimodal exchange hub is therefore crucial to the network's modernisation. This project is inscribed in an eco-responsible measure, in concordance with the Programme National de Requalification des Quartiers Anciens Dégradés that backs the city of Nice's rehabilitation of the Thiers neighbourhood.

A 61,5 million euro financing plan has been confirmed in 2011 by the Provence-Alpes Côte d'Azur (PACA) region, the Métropole Nice Côte d'Azur, the Département des Alpes-Maritimes, the Réseau Ferré de France, Gares & Connexions (SNCF), the French State and the European Union. Work is planned to be underway from 2013 to 2015.

- A **61,5** million euros investment
- More than **8 000** m²
- **11** million passengers by TER and TGV between now and 2020
- **180** daily TERs

Calendar

- **Autumn 2012**

Preliminary work

- **2013**

Threshold work (service kiosks, pedestrian flow management, linking of threshold to parking lots)

- **2014 – 2015**

Work on station interior and dock access (renovation of the travellers' building and ameliorating of services, elevation of docks and creation of a footbridge equipped with elevators and escalators)

- **Completion by late 2015**

ecovallee-plaineduvar.fr
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