

La Baronne, agri-food and horticulture platform and sustainable business park



The La Baronne operation underway in the municipalities of La Gaude and Saint-Laurent-du-Var centers around the future Market of National Interest, also providing space for complementary development of local business activity and logistics programs

The operation – accessed along the RM 6202 bis road which connects it to the A8 freeway – takes an **original environmental** and **urban approach**, making good use of the existing urban area. It gives promise of a new centrality alongside the Lingostière district on the other side of the river.



An agri-food and horticulture platform and center for economic activities

25 hectares
with further extension possible

90% of land managed
by the public authorities

136,000 m²
of buildable land capacity

1,400 jobs ultimately
forecast

Provisional programming

- **Business real-estate**
 - Business premises
 - Logistics
- **Transfer of the Côte d'Azur MNI (60,000 m²)**
- **Housing units**

Timetable

- **2013**
Launch of consultations for creation of the new Côte d'Azur Market of National Interest (MNI)
- **2014**
Commissioning of the interchange serving the site
- **2017**
Delivery of the new Côte d'Azur MNI

contact@epa-plaineduvar.com
www.ecovallee-plaineduvar.com
economie@nicescotedazur.org
www.nicescotedazur.org

Objectives

- Creation of an **agri-food and horticulture center of excellence** structured around the new Market of National Interest and the logistics activities related to it, and providing **local agriculture** with new outlets.
- Creation of an attractive offer in terms of **activity premises**
- Promotion of the site's **landscape quality**, in liaison with the Var riverbank départemental nature park



■ Operation perimeter

200 m

Market of National Interest

- Relocation of Côte d'Azur MNI activities
- Around 60,000 m² to be built on a dedicated 16-hectare site
- General programming:
 - Fruit and vegetables center
 - Flowers and plants center
 - Producers' market

