

# Summary

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Actively pursuing a strategy to attract businesses and investors by **providing sustainable land and property developments** that meet their needs, the Côte d'Azur, with central government backing, has embarked on a new stage in its social and economic history that integrates **ecologically compatible transport systems**.

One of the main objectives of this new phase is for the Cote d'Azur to become a model site for private and public organisations that are looking to set up in an area that is competitive, sustainable, innovative, and can offer a high quality of life.

This profound change is reflected in several ways:

- **the respect paid to the environment and the area's natural resources**, a new way of organising living and working spaces with particular focus on **green transport**,
- **the quality of town planning and architecture**,

- the enhancement of a **pro-business climate** not only for entrepreneurs but also for existing companies and research centres
- **housing,**
- **public amenities.**

From Sophia Antipolis, Europe's largest technology park, to Eco-Valley, a future National Interest Project (OIN) that covers 10,000 hectares from Plaine du Var in the west to Nice, the future of the whole of the Côte d'Azur is being redefined using new models for growth, new targets and with a closer relationship to nature.

The importance of the new approach to development on the Côte d'Azur is illustrated by the creation of a project of national interest (OIN) and by the implication of local and central government, both of which are represented on the board of the public establishment in charge of development. The dual involvement also illustrates the scale of the change.

## Key facts:

Population of Alpes-Maritimes:  
**1 070 000**

Population of Nice:  
**346 900**

Population of the Urban Area:  
**933 080**

Working population:  
**433 337**

Office stock:  
**1.45 million square metres**

## Three major projects are close to completion

The aim of the projects is threefold.

### 1- examine the direction in which the Côte d'Azur can be developed to give it a new international status

Under the leadership of the architect and urban planner Rem Koolhaas, winner of the Pritzker prize for architecture, a team of specialists in advertising, marketing, sustainable development, economics and energy is making proposals for development priorities in Plaine du Var. The proposals must enhance the region's visibility and international status.

### 2- define the essential organisational and functional principles of Plaine du Var

Three international teams of architects and town planners were selected to run simultaneous research studies with a view to

defining these principles: Adrian Geuse steering the West 8 team, David Mangin with the Seura team, and Josep Lluís Mateo with the Mateo team.

3- set the principles for an environmental standard that will govern the new Plaine du Var. this study is being carried out by SLK.

# A complementary strategy for Sophia Antipolis and Éco-Vallée

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These developments on the Côte d'Azur share the same rationale of promoting a region that has exceptional natural and historical assets but

where little consideration has been given to factors that might attract business and real estate investment.

One of the objectives for the region is to anchor it as a role model in sustainable development by:

- making **Nice** the **green city of the Mediterranean**
- developing the reputation of **Sophia Antipolis** as a centre for performance, excellence and innovation,
- optimising the development of **Éco-Vallée Côte d'Azur** as a **project of national interest**.

The Côte d'Azur has much to offer in diverse environments that are at complementary levels of maturity. With state backing, local authorities and private businesses have fixed ambitious targets to increase the region's appeal and provide businesses with location possibilities in an environment, which is not only undergoing profound changes in response to justifiable

concerns about environmental issues, but also benefits from amenities enhancing the welfare and lifestyle of the local population.

The success of Team Cote d'Azur in attracting businesses in 2009 resulted in the Alpes Maritimes being placed once more in the top five departments in France preferred by foreign companies to set up their R&D operations.



The economic development agency, composed of Conseil Général 06 and Nice Côte d'Azur

Chamber of Commerce, intends to draw on new development initiatives to diversify the region's appeal, building on ICT industries and welcoming, in particular Green Technologies and core business functions.

# From a station to a community facility: transforming Gare du Sud in central Nice

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The conversion and renewal planned for the former Gare du Sud, situated on two of city's major arteries, Avenue Jean-Médecin and Avenue Malausséna, are well underway.

The purpose of the renewal is to provide a lively place for the people of Nice to shop, meet people, and access culture. The **20 000 sq. m** centre will propose:

- **shops** and a covered market,
- **cultural amenities** with, for instance, a multiplex cinema and multi-media library,
- a **sports complex**,
- **parking facilities**.

**Housing and offices** will also be developed, which, while enhancing the city's architectural heritage, will improve the commercial appeal of Nice and inject new life into the district. Nice council is paying particular attention to the overall architectural quality of the development and how it integrates into the city.



*Completion planned for September 2013*



A vast stadium  
An international exhibition centre  
Multimodal transport



# A vast stadium in the heart of Côte d'Azur Éco-Vallée

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France's fifth largest city will finally have a stadium worthy of its status, when the long awaited Grand Stade is completed. The **35,000-seat** multi-purpose stadium will host international sporting events, shows and large festivals.

In the heart of Eco-Vallée, the complex will be designed as a model of sustainable development and environmental respect and situated in its rightful place in **the centre of a new green district** comprising housing, shops and services.

This vast project will be **exceptionally easy to reach:**

- new and improved roads
- line 3 of the tramway,

- a modernised Provence rail line running from the Saint-Isidore district to the centre of Nice (next to Gare du Sud)
- and from the multimodal hub Nice/Saint-Augustin: line 2 of the tramway, TER services, LGV services and the international airport.

In November 2010, the winner of the architectural competition to build the stadium will be announced and **the completion is planned for mid 2013.**

# Multimodal transport: extending and interconnecting the transport system

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A transport system action plan has been put in place to bring together the different elements required for optimal economic development.

Several effective measures have already been introduced, such as a particularly cheap fare policy; when bus fares were fixed at €1 per journey in 2009, bus use rose by 50%. But the plan goes further and includes a **substantial increase in the provision of public transport** as well as better links between different means of transport.

## **Several projects are on the agenda:**

- from 2013, the extension of line 1 to Pasteur 2 hospital

- a second tram line running from east to west, from Nice Masséna to Nice St-Augustin-Airport
- a third tram line on the left bank of the Var, from Nice St-Augustin-airport to Lingostière
- **a multimodal station at Nice St-Augustin-airport:** designed to accommodate 10 million passengers a year, this station will be an important instrument in the city's economic development and will play a major role in the national interest operation, particularly in the south section.

Initial plans for the project involve the construction of approximately 100,000 sq. m, including a building for travellers and 80,000 sq. m dedicated to other business activities.

The development is due to start at the end of 2011 or early 2012, and the first phase will be completed at the end of 2014 / early 2015.

- multimodal stations in Saint-Laurent-du-Var, Lingostière, Nice Thiers and Nice East
- modernising the Provence rail network

- creating a third coastline rail line
- building and reclassifying major road arteries in order to improve access to priority development zones in 2010-2015
- creating cycle lanes and the introduction of an electric car sharing system.

# An international exhibition centre

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A new **100,000 sq. m** multi-purpose exhibition and event centre, with modular space, is planned for Plaine de Var. It will host leading European and international cultural, leisure and trade events and is directly connected to Nice-Saint-Augustin multimodal station, with the high-speed train line. For international delegations, it is just a few hundred metres from the airport. The project is a landmark facility for Nice Côte d'Azur raising the region into the ranks of the top ten European destinations for international trade shows.

Like the multimodal station on adjacent sites, the project is part of the overall development plan for the south section of Plaine du Var and designated an Eco-city zone by the minister for ecology and sustainable development.

# The institute for sustainable development (I2D) in the centre for innovation

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As an illustration of the new approach to development on the Côte d'Azur, the university of Nice-Sophia Antipôlis is going to establish an “*Institut du Développement Durable (I2D)*” as part of its government-backed “promising campus” campaign.

Situated in the very centre of Eco-Vallée, **in the eco-district of Nice-Méridia**, I2D offers training and research facilities, specialising in the field of green technologies. The research facility will be a key component of a training/research/business initiative focussing on sustainable development and comprising: business nursery, a small business centre, an engineering faculty, and a technology platform.

This large project in Eco-Vallée illustrates the commitment of local and national government to investing in higher education and research and to strengthening links between training/research establishments and the private sector.



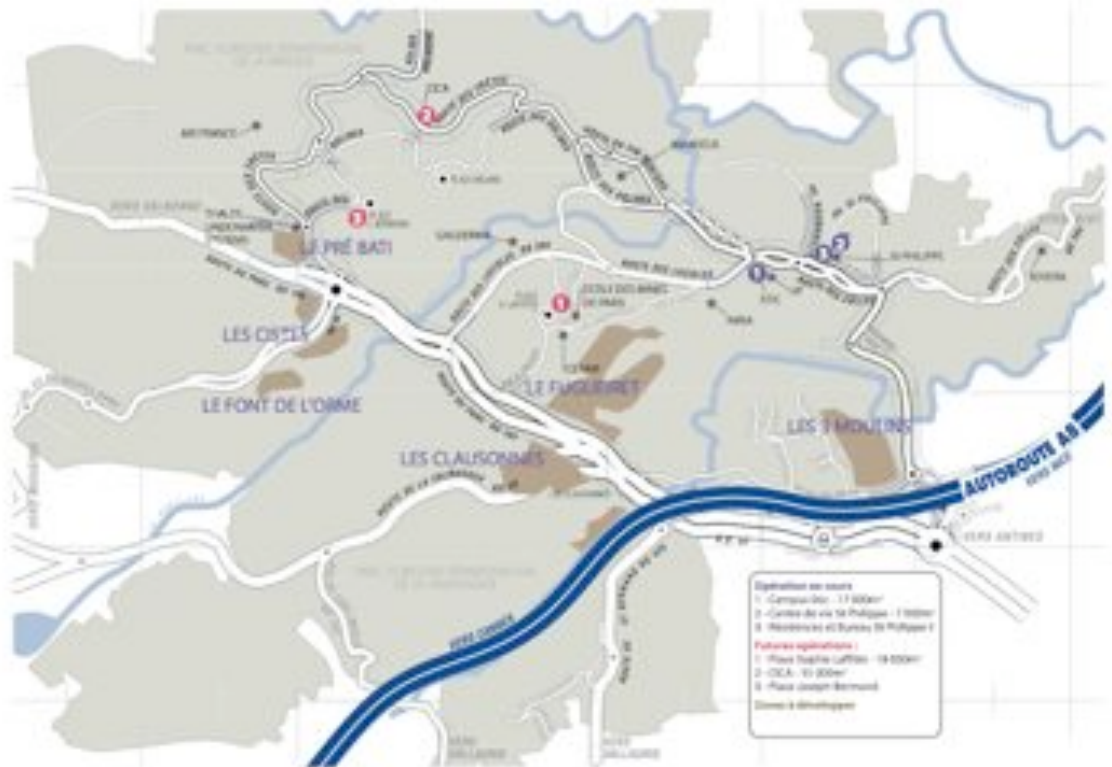
# Sophia Antipolis,

## a key site

### for international R&D centres

Sophia Antipolis is **Europe's largest** technology park in terms of real estate, covering 2,500 hectares. More than 1,400 businesses are based there employing over **31,000** people, 45% of which work in information technology. These characteristics make Sophia Antipolis **the leading location in Europe for foreign firms when establishing R&D operations.**

To date, **10 developments have been launched**, with a floor area exceeding **63,600 sq. m** and for an investment in works of more than **€131 million**. 2010 looks set to be a pivotal year in the development of Sophia Antipolis with the start of works on several private and public projects to meet the needs of business, the workforce, users and the local population.



Pursuing the objectives set when the technology park was first planned, **future developments** total approximately **660,000 sq. m of floor area**, on top of the existing 1.3 million sq. m.



**The first stone of the ICT Campus** (Graduate School of Information and Communication Sciences) laid in Sophia Antipolis on 14 December 2009, marks the start of a massive construction program to complete this ambitious project.

The new ICT Campus will be home to students and researchers from the University of Nice-Sophia Antipolis, the CNRS and Eurecom. Research institute Inria, located in its own adjacent buildings, will be another partner.

At the start of the 2012 academic year, the campus will welcome its first 1,500 students and then gradually build up to its full complement of 7,000 students and 3,000 researchers. The goal is to build the campus into a center of excellence for innovation at an international level, which will attract the best students from around the world.

The contract to design the campus was awarded to the Sophia Antipolis regional office of architects Jean-Michel Wilmotte, headed by Dominique Zentelin, DPLG.