Éco-Vallée

An outstanding area undergoing sustainable change
Éco-Vallée
A new model for sustainable growth

“The objective of Éco-Vallée is to forge a new model of ecologically-exemplary development and urbanisation. The aim is to give the Metropole of Nice Côte d’Azur an ambitious economic strategy based on education and research, in particular, turned towards sustainable technologies, healthcare, ‘green’ growth and ‘smart city’.”

Christian Tordo, President of the EPA (urban development agency) plaine du Var

“When I was French minister of Urban planning, I suggested that authorities create in the Nice area an Operation of French National Interest, devoted to sustainable development and to “green” technologies. Today, Éco-Vallée sprawls across 10,000 hectares and calls for an alliance of 15 townships, making it the spearhead for an economic and social transformation, endorsed by the city and at the service of job creation and quality of life for its inhabitants. Éco-Vallée’s priority projects are now under way and early concrete results in terms of jobs are among the most visible signs of the stature and attractiveness of this exceptional area.”

Christian Estrosi, Deputy Mayor of Nice and President of the Métropole Nice Côte d’Azur
The example of an area, restructuring for sustainable development

Éco-Vallée wants to put to use and develop, during the coming 25-30 years, the Var valley territory on the basis of exemplary ecology.

An Operation of National Interest, Éco-Vallée is the fruit of a commitment that brings together the French state, the City of Nice, the Metropole Nice Côte d’Azur, the Alpes-Maritimes General Council and the Provence-Alpes-Côte d’Azur Regional Council.

Sprawling over nearly 10,000 hectares, a defining project for Nice Côte d’Azur

This new model of urban development will enable the Côte d’Azur to return to its roots in quality of life, in a natural setting, as well as rediscover the wonders of experimentation and innovation, which have long characterised its development. Éco-Vallée will be a locomotive for this strategic change.

One of the ambitions of Éco-Vallée is to become a place to experiment with notions of property development for tomorrow, meeting head on a number of challenges: for instance, energy and risk management, research into different forms of shared living space between city dwellers and nature, compatibility between economic growth and respect for the environment, the role of agriculture on the city’s outskirts, or in a word, the stakes in sustainable development.

The Var valley’s territory, today
- 15 townships
- 10,000 hectares
- 116,000 inhabitants
- 10,120 companies
- 60,000 jobs

Éco-Vallée tomorrow
- 450 hectares available for development
- Between 30,000 and 50,000 new jobs
- €2.5 billion in public/private investment, out to 2011-25 (75% from the private sector)
Éco-Vallée

The first Operation of National Interest for sustainable development

On the initiative of Christian Estrosi, who was, at the time, Minister of Urban planning, the French state granted the status of Operation of National Interest to Éco-Vallée in the Var valley’s territory, in March 2008. To this day, France has named 13 Operation of National Interest (Opération d’Intérêt National OIN). Éco-Vallée is the largest one and the only one devoted to sustainable development. Its status stems from its major interest with regard to its proposed strategies and what was at stake for the French nation. France is marshalling substantial resources in structuring partnerships with local authorities.

EPA (Urban Development Agency) plaine du Var sharing responsibility

The conduct of an Operation of National Interest rests on the EPA (Urban Development Agency) plaine du Var. Created by government decree, 30 July 2008, the EPA for the territory project of the Var valley joins public and private players in this project for the Eco-Vallée area. The operation partners the French state with local government (Provence Alpes Côte d’Azur Regional Council, Alpes-Maritimes General Council, Metropole Nice Côte d’Azur and fifteen townships in the Eco-Vallée territory).

It benefits from the cooperation of leading socio-economic and educational bodies, i.e. local chambers of commerce and industry, chambers of agriculture, trade and small-business associations, state-sponsored schools, the University of Nice Sophia Antipolis and the French environment and energy management agency...

The EPA plaine du Var handles the Eco-Vallée project in the field, ensuring the roles of enabler, developer and assembler, within the scope of an Operation of National Interest.
An efficient organisation, based on synergies and co-decision making

Breadth and originality in the Éco-Vallée project demand at-once efficient and innovative organisation. A governance model of shared responsibility and collaborative decision-making on each work site fosters collaborative project management between players and their prime contractors. Exchange with elected officials from the partnership’s fifteen municipalities, during so-called “councils of mayors,” and listening to inhabitants during town hall meetings – that is the stuff that Éco-Vallée is made of in a spirit of transparency and democracy.

In 2011, the EPA plaine du Var initiated different ways of sharing opinions and project responsibility within the scope of an Operation of National Interest. At the time, broad strokes helped structure thinking which would lead to action in Éco-Vallée, out to 30 years. Since then, town hall meetings served to explore outcomes of EPA plaine du Var—supervised land-use operations, for instance, at Grand Arénas, and then, at Nice Méridia. Today, a committee for permanent dialogue making on Éco-Vallée gathers together the main project stakeholders, representing the so-called “Grenelle Environment Round Table,” i.e. the French state, locally-elected city officials, associations and other economic players (e.g., business owners and French trade unions) and qualified individuals.

This committee for permanent dialogue will debate themes and questions of general interest in order to shed light on issues, raised in the Var valley’s territory and mentioned in the Territorial project, which constitutes the backbone of a coherent vision for action in the eyes of the EPA plaine du Var.

Sustainable development in practice

The project for the Côte d’Azur presents a national interest in step with its capacity to speed the development of one of the most international cities in France, in competition with other European cities.

Also at stake for the nation: the site, destined to be “ecologically exemplary” and showcase policies in favour of biodiversity and sustainable development, promoted by the Grenelle Environment Round Table.

A first milestone was passed when the Metropole of Nice Côte d’Azur adhered to the so-called “ÉcoCités” approach, launched in October 2011 by the French ministry of ecology, sustainable development, transport and housing.
Over the last 30 years, the availability of space in the Var valley’s territory has spurred anarchic development, which now means the area needs to be re-thought in a coherent fashion, re-discovering the exceptional potential of its landscape. Éco-Vallée intends to ground its fundamentals in quality of life, thanks to responsible and durable urban development, adapted to the specifics of a modern French coastal city. Its ambition is to propose a new model for development, reconciling a vibrant economy with respect for the natural wealth of the environment and for biodiversity.

Territorial project: an Éco-Vallée fundamental

Voted in December 2011, the Territorial project determined the Var valley’s territory’s land use, sustainable development and economic strategy, out to 2030. It also established different outcomes for the future and gave substance to thinking about Éco-Vallée, outlining a framework for the EPA plaine du Var’s action, in the coming years.

Three major directions expressed the Territorial project:

- Restore, preserve and realise the value of the landscape and the area’s natural resources.
- Engage in sustainable urban development, creating a space for exchange and balance.
- Launch a new economic locomotive for vibrant life in the city.

That way Éco-Vallée, an Operation of National Interest, could set ten objectives:

1. Forge a full vision for the area and lead its economic and social transformation on the basis of exemplary ecology.
2. Restore fundamental value which nature gave to the site, regardless of past administrative arrangements – open vistas, a valley ecosystem and realise the value of its resources, especially, water and biodiversity.
3. Put into place a strategy for transport and mobility, before finalising land use, offering alternatives to an all-automobile culture.
4. Systematically implement principles of mixed use, taking stock of form and function: activities, housing, public areas, sports and leisure facilities and more.
5. Substitute for anarchic building on the city’s periphery a notion of coherent development in terms of land use and urbanisation.
6. Design a holistic economic development strategy which is abreast of the ambitions and needs of a major European metropolis, anchoring the area in innovation and the technologies of the future.
7. Create a new model for urbanisation in which agriculture has a place in a mix between construction and natural spaces on both sides of the Var river.
8. Experiment with an unprecedented design for the interaction between city and nature, while thinking about new ways to lead full lives in the area.
9. Propose land use schemes which factor in natural risks, particularly the risk of flooding.
10. Co-opt resources necessary to regulate property development across the main neighbourhoods at stake, according to the principle of “no plundering, no speculation.”

The protocol for financial partnership: a springboard for operations

The Éco-Vallée’s financial protocol for 2011-26 partnership in an Operation of National Interest was officially enacted, 12 March 2012, by the French state, the City of Nice, the Metropole Nice Côte d’Azur, the Alpes Maritimes General Council, the Provence Alpes Côte d’Azur Regional Council and the EPA plaine du Var.

The document stipulates the role and jurisdiction of the EPA plaine du Var and
its partners’ commitments. At times, a project’s scope can make implementation complex, since several partners may be involved. Ceding property rights or granting zoning concessions, setting land prices, etc.—these are points on which to agree and the financial protocol sets rules.

The financial protocol commits the different partners for 15 years, coherent with an Operation of National Interest. It covers Éco-Vallée’s four priority projects: Grand Arènas business district, Nice Méridia urban technopolis, La Baronne covering an agro-food and horticulture platform for azurian MIN and the eco-friendly quarter of Saint-Martin-du-Var.

These four property development projects, founded on principles of “exemplary ecology,” will drive urban, economic and social transformation in the Metropole Nice Côte d’Azur and will generate, out to 15 years, 1.3 million square metres of so-called “mixed” property development, combining commercial buildings, trade premises, public infrastructure and housing on just 100 ha of real estate, already broadly integrated into the urban landscape. This will create about 25,000 “direct” jobs and, during construction, 1,600 “indirect” jobs, over the 15-year period, in the public works and construction sector.

In sum, the financial protocol is set to be a major lever through the effect it will have on public and private investment spending. In fact, by sharing the burden of financing €64.5 million of capital expenditure between the protocol’s signatories, it enables the EPA plaine du Var to bring to the table nearly €379 million in spending. In fact, by sharing the burden of financing €64.5 million of capital expenditure, the EPA plaine du Var and its partners have developed different tools:

- An industrial and territorial ecology aims to optimise performance for the area and help manage its resources through restructured activities, contributing to a so-called “closed loop flow” for materials and energy.

- A reference framework for environmental quality is for all players, participating in the construction of Éco-Vallée. The approach aims to create the right conditions for operators to achieve a maximum level of environmental exemplarity.

- A guide to biodiversity, identifying and characterising the workings of the Var valley’s ecology, offers the project’s different players a means to measure their performance. That will give them the wherewithal to act in favour of protecting, managing and restoring biodiversity in order to reduce the impacts of operations on the environment.

A strong environmental approach

Éco-Vallée symbolises the transformation of the Côte d’Azur, harking back to its exceptional natural advantages while fostering essential creation of jobs and housing. Éco-Vallée is thus a harbinger of responsible urbanisation with its natural spaces and agricultural activities, providing a breath of fresh air for its urbanised centres.

The French state has acknowledged the pioneering character of the operation, selecting in 2009 the south end of the Var valley as one of thirteen so-called “ÉcoCités” after a nation-wide call for projects.

In order to meet Éco-Vallée’s objectives of ecological exemplarity, the EPA plaine du Var and its partners have developed different tools:

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A charter for adhering to the reference framework for environmental quality in land use and construction in Éco-Vallée

On 25 April 2013, the main promoters and social housing agencies, involved in the project, signed with the EPA plaine du Var a charter for adhering to the reference framework for environmental quality in land use and construction in Éco-Vallée. The act of signing such a document pragmatically symbolises their support for the values of Éco-Vallée. The charter’s signatories, as public or private operators, thus committed to ensuring that their land use and construction projects would be conducted in a spirit of environmental excellence.

Éco-Vallée is in fact emblematic of a virtuous and coherent approach, founded on a new model of development and urbanisation, with the inhabitants and people co-working in Éco-Vallée being the first to benefit.

All of the different land-use projects will share the same ambition of exemplary ecology: the same will to conserve energy resources, the same respect for a balance between human activity and nature’s gifts in an exceptional framework. Practically speaking, this intense level of consensus will enable players to reduce the impacts of new projects on the environment and to offer users numerous solutions for public infrastructure and land use, easing their mobility needs.

ÉcoCité Nice Côte d’Azur: a locomotive for innovation

The French state selected the south end of the Var valley (between the airport and Saint-Laurent-du-Var to the south and La Baronne-Lingostière to the north) as one of France’s thirteen ÉcoCités after a first nationwide call for projects (with another six new ÉcoCités added, selected in 2012). With the Metropole Nice Côte d’Azur, the EPA plaine du Var and state funding for so-called “cities of tomorrow” (a state-issued bond), the challenge was to make this portion of Éco-Vallée a “laboratory” where the “city of the 21st century” was being built, to become a locomotive for urban innovation, leveraging development across the entire area.

The EPA plaine du Var programmed action in several fields with specific, direct implications for its operations, such as:

Urban design

Innovative public spaces make the territory around the Nice Airport multimodal transport hub a place suitable for exploiting the phenomenon of an urban heat island, reducing its effects in summer, a goal taken into account in the design phase, during construction and in managing public spaces.

High-performance energy and environmental islands, with two islands in the multimodal transport hub, are a chance for energy managers to co-work with project management, so as to limit energy consumption needs, thanks to deploying principles of bio-climate architecture for better energy performance from building outer layers as well as ensuring an optimum contribution from renewable energies.

Urban monitoring means tools for measurement and evaluation of main environmental data (air quality, noise, electricity consumption, heating and more) to guide the implementation of technical solutions which are more respectful of the environment (within a scope of 140 hectares, encompassing the Grand Arènas and CADAM-Méridia-Les-Moulins sites).

Mobility

Traveller information systems all around the perimeter of the multimodal transport hub ease the choice of different mobility modes and generate time savings in commuting for greatest user comfort.

Shared management of parking means implementing shared dynamic parking systems in garages, around the multimodal transport hub, in conjunction with traveller information systems to avoid their overdesign.

Resources and energy

Developing intelligent networking “smart grids” on a neighbourhood-wide scale comes from studying, for the Nice Mérida project, how to optimise and locally manage electricity distribution.
A new balance between city and nature, driven by four priority projects

Éco-Vallée has a threefold dimension with major stakes for the local community, the region, due to the balance between the interests of the Provence-Alpes-Côte d’Azur and France and the international notoriety of the Metropole Nice Côte d’Azur.
Today, Éco-Vallée enters into its operational phase with four priority projects, launched by the EPA plaine du Var as supervisory contractor: Grand Arénas, Nice Méridia, La Baronne and Saint-Martin-du-Var.

1. **Grand Arénas**, located on the doorstep of the City of Nice and in immediate proximity to Nice Côte d’Azur international airport, is a new service-sector park, attractive for business. It is a twin, major infrastructure project for a multimodal transport hub and an exhibition centre, able to welcome conventions of international stature.

2. **Nice Méridia**, urban technopolis will offer a space in the heart of the city for intellectual endeavour in R&D and skills development in so-called “green” growth sectors, the environment, healthcare and “contactless” mobile services, in synergy with skill centres, available at Sophia Antipolis.

3. **La Baronne** operation, located in proximity to the townships of La Gaude and Saint-Laurent-du-Var, revolves around a future French Market-place of National Interest (French: MIN). It offers, sprawling across 25 hectares, a space for additional property development, related to construction of commercial premises and logistics centres.

4. The future eco-friendly quarter of **Saint-Martin-du-Var**, located 20km from Nice on the northern side of Éco-Vallée and on the left bank of the Var river, is a natural doorway to the high country and Alps mountains. It is in this exceptional environmental setting that an eco-friendly quarter will be developed.
The Grand Arénas property development programme rests on two infrastructure projects: a multimodal transport hub and an exhibition centre.

The international business district, which is slated to come into being at the doorstep of the City of Nice and in immediate proximity to the Nice Côte d’Azur international airport, is of a highly-strategic nature. Internationally-acclaimed architect Josep Lluís Mateo has been appointed as chief urban designer for the Grand Arénas project. Heading up a multidisciplinary grouping, he has responsibility for project urban design and oversees construction projects, such that strong architectural and environmental coherence is guaranteed, as well as ensures prime contracting for land use works.

Grand Arénas
An international business district for the city

Develop an attractive business district for international companies

The Grand Arénas project is for a major, international business district on a par with its metropolitan setting. It reflects two of Éco-Vallée’s driving principles: mixed urban use and exemplary ecology.

Its economic role is added to mixed social and functional goals to ensure a diversified housing offer (first-time ownership, subsidised rentals, unregulated rentals, etc.) and a broad services offer of commercial premises, hotels and public infrastructure.

This gradual restructuring of the urban landscape is built around two major infrastructure projects: a multimodal transport hub and an exhibition centre.

The Nice Côte d’Azur Airport

multimodal transport hub

Located in immediate proximity to Nice Côte d’Azur airport, the multimodal transport hub defines the future Grand Arénas quarter.

A so-called “cluster,” it links every sort of transport available – from local to international solutions. It will be the first in a series of networked multimodal transport hubs, planned to cover all of Éco-Vallée.

In an urban setting, where automobile travel is often difficult and where current roadway infrastructure can be a barrier to exchanges, restructuring the entire transport network was a necessity. That is why Grand Arénas is set to offer alternative modes of getting about, outside of an “all automobile” mindset: railway lines (TGV and TER), bus, tramways to and from the airport, the City of Nice centre and its port, self-service electric vehicles, bicycles and more.

The Nice Côte d’Azur international airport gives Grand Arénas a doorway to the world. Handling 11 million passengers per year, it is France’s second busiest airport and is set to foster the development of emerging activities, such as business tourism.

Moreover, the truck stop, located to the north of the hub and in proximity to the entrance to the Grenoble Road, will ease bus transfers and automobile travel, thanks to priority lanes on site. Across the way, the railway station will be close to a vast esplanade in order to favour urban exchange and animation, plus will enable rapid connexions with other transport modes and, in particular, the tramway. The multimodal transport hub’s future east–west tramline will serve as well as the two airport terminals.
The exhibition centre

Creating an exceptional exhibition centre will spur business tourism on the Côte d’Azur. In fact, the future exhibition centre will be a decisive addition to infrastructure which is already making business tourism one highly-visible activity on the Côte d’Azur (like the Acropolis, Nice’s main convention centre, today). That said, the project should “notch up” an already lucrative economic sector.

Its sheer size (75,000 m²), its technical flexibility and versatility will enable it to welcome conferences on a European scale, even international in scope. Only minutes from Nice Côte d’Azur airport and the future Nice airport multimodal transport hub, it will be built on the site of the current MIN (Market of National Interest).

Entirely modular in design, the exhibition centre will be perfect for events of varying size, such as trade fairs, large international conventions, professional conferences and more. Able to handle 35,000 visitors at a time, the future exhibition centre will thus attract international events and will be a locomotive in building underlying activity for the metropolis.

Develop ecologically-responsible land use

Today, three public infrastructures fragment the site from west to east: the Promenade des Anglais (beachfront boardwalk), the Grenoble Road and a railway line. Restructuring the resource is thus a necessity.

Within the confines of Éco-Vallée, major objectives are, therefore, to rebuild the Grand Arénas quarter, bringing coherence and sense to the setting, creating a true relationship with the rest of the area, while engaging in an ecologically-exemplary mode of land use.

Thanks to so-called “green” and “blue” tramlines, as guiding principles, the project becomes part and parcel to a will to preserve the natural spaces in the urban quarter: “Green” lines structure the setting and traverse the outskirts, blending with parklands, providing a breath of fresh air to an otherwise urban quarter.

North to south, three “green” lines traverse the outskirts, running along the Var river. These result in nature being drawn into the project and also structure the islands and other activities as well as its main traffic flows. They will be conducive to urban living, providing a pathway for so-called “soft” modes of transport and pedestrian walkways. Thus, three “green” links will be added to the park which already runs alongside the Var river and will metamorphose the whole site. They will link not only the different public areas, but also will offer pedestrians and bicyclists peaceful paths for travel.

Scope of the Grand Arénas project

- 50 hectares
- 95% of land managed by public authorities
  (in particular, the City of Nice and the Metropole Nice Côte d’Azur)
- 680 000 sqm of building land capacity
- 1 350 housing units
- 21 000 potential jobs

Time table

- 2012/2013
  Legal procedures
- Starting at 2013
  Construction and commercialization in the multimodal transport hub site
Nice Méridia
An urban technopolis for an vibrant city

Nice Méridia will be a space for economical development based on R&D and education, in particular, in the sectors of ‘green’ growth, the environment, healthcare and so-called ‘smart city’.
The objective is to create and organise a particularly attractive urban site for public and private R&D organisations and to speed the process of internal development, such as for start-ups, so-called “company nurseries”, business hotels, commercial centres and more.
One of Europe’s most-renowned urban designers, Christian Devillers is to have responsibility for project urban design and will oversee construction projects to guarantee architectural, urban, landscape and environmental coherence for the Nice Méridia urban technopolis as well ensure prime contracting for public parklands.

Nice Méridia: Five aspirations which define an urban technopolis

The project rests on five complementary objectives:

1. Foster cooperation between training and research, in particular, at university and corporate levels to ease innovation and technology transfer, support the founding of new companies and expand the job market.

2. Strengthen the role of Nice Côte d’Azur in the field of technologies for sustainable development and in the healthcare arena.

3. Welcome technology-intensive and innovative activities to enable young graduates to find jobs in the metropolitan area.

4. Create a so-called “mixed use” city blending different types of housing, commercial premises, services and jobs.

5. Innovate – a key principle behind an “ÉcoCité” – in terms of the environment, transport, housing, so-called “people” services and sustainable development.

Nice Méridia: Jobs in sectors of the future

The Nice Méridia urban technopolis enhances sectors of healthcare, “green” growth, the environment, risk management, water management, intelligent buildings and energy grids and in all parts of what, today, is called the sustainable, innovative and “wired” city. French Mediterranean Institute for risk management, the environment and sustainable development (IMREDD) foreshadows a bigger project for the University of Nice Sophia Antipolis becoming a so-called “ÉcoCampus.” With the Nice-Sophia polytechnic school nearby, new engineers find training on offer, indispensable to working in different fields of high technology.

The inception of a project for a regional campus, devoted to vocational training and sponsored by the local chamber of commerce and industry will enable rolling out a full compendium of training sessions in sustainable, “wired” cities. Higher education partnering with public and private research centres and companies will result in infrastructure and competencies to support projects for new companies and will favour innovative thinking in companies, operating in those arenas.

In a high-quality urban environment, resear-
cheres, students, companies and their employees all benefit from a framework for innovation, the founding of new companies and investment and employment.

Nice Méridia: a model for mixed use

Urban diversity. The project will be made up of islands, all different, but sharing a broad selection of functions and architecture. One will thus find university buildings, housing with adjacent gardens and commercial premises... also office space, meeting halls for associations and perhaps a day-care centre. At the foot of buildings are ways to welcome the activities of today's economy, commercial premises. Shops and so-called "convenience" services will be close at hand. Parking areas will be among those islands, either underground or in the open air. They will support a "shared" strategy of parking between residents and employees and could be the home of bouquets of services (e.g., bike repairs, dry cleaning and more).

Living space for all. Diversity also concerns housing – subsidised, unregulated or as first freehold. Next come different types of housing, appropriate for students, researchers, families, working people or others.

Corporate real estate. The offer for companies will be multifaceted. Liberal arts professionals will find space on ground floors of housing projects, also with, for example, space for start-ups to grow or for those same start-ups to move into small-sized commercial premises, in classic office blocks, also specially adapted to more substantial operations. In short, every need is covered.

Nice Méridia: A project for sustainable land use

Bringing greater convenience to the city or making it "a city of short distances," enables having all the advantages of urban life at one's fingertips and, so, limits the need for automobile travel. In that respect, the Nice Méridia project offers a calmer kind of urban transport. In order to ease daily commutes, a quiet street, mainly for pedestrians and bicyclists will be laid out in the heart of the quarter and open onto the Moulin housing project. Tree-lined lanes will invite pedestrians to go for a stroll and leave their cars at home. Two public parks (convivial Méridia garden court and the university park, between Nikaïa and Slama Boulevard) will be where it all is happening in the quarter.

In order to build a sustainable city, rising to meet the stakes of environment and climate in the project, several proposals have been made. About public spaces, materials and infrastructure will be chosen, taking into account product origins, in step with the local economy, their environmental quality and their ease of use and maintenance. About energy, energy-efficient building design and the use of renewable energies (solar, geothermal and others) will be preferred. In light of the EcoCité approach, Nice Méridia is participating in the ramp-up of certain actions, in particular, the implementation of a smart grid, aiming for optimal, local management of electricity distribution. During the pre-selection phase, the aforementioned action of urban monitoring has as its objective to design services for a better managed city, easing inhabitants' lifestyles and rendering the functioning of urban services more intelligent.

Scope of the Nice Méridia project

- 26 hectares for the 1st operational sector (scope of planning: 200 hectares)
- 60 % of real-estate financing from public sources
- 320,000 sqm of building land capacity
- 2,100 housing units
- 4,000 potential jobs

Time table
- Already constructed
  - Premium building 10,200 sqm LEB certified
  - 69 housing units
- 2012/2013
  Urban project conception and legal procedures
- Starting 2014
  Construction and commercialization

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Nice Méridia: A project for sustainable land use

Bringing greater convenience to the city or making it “a city of short distances,” enables having all the advantages of urban life at one’s fingertips and, so, limits the need for automobile travel. In that respect, the Nice Méridia project offers a calmer kind of urban transport. In order to ease daily commutes, a quiet street, mainly for pedestrians and bicyclists will be laid out in the heart of the quarter and open onto the Moulin housing project. Tree-lined lanes will invite pedestrians to go for a stroll and leave their cars at home. Two public parks (convivial Méridia garden court and the university park, between Nikaïa and Slama Boulevard) will be where it all is happening in the quarter.

In order to build a sustainable city, rising to meet the stakes of environment and climate in the project, several proposals have been made. About public spaces, materials and infrastructure will be chosen, taking into account product origins, in step with the local economy, their environmental quality and their ease of use and maintenance. About energy, energy-efficient building design and the use of renewable energies (solar, geothermal and others) will be preferred. In light of the EcoCité approach, Nice Méridia is participating in the ramp-up of certain actions, in particular, the implementation of a smart grid, aiming for optimal, local management of electricity distribution. During the pre-selection phase, the aforementioned action of urban monitoring has as its objective to design services for a better managed city, easing inhabitants’ lifestyles and rendering the functioning of urban services more intelligent.
La Baronne
Future cluster for agro-food and horticultural excellence

Located in the municipalities of La Gaude and Saint-Laurent-du-Var, the project of La Baronne revolves around a future MIN (Market of National Interest) with a highway junction going to the site. It offers, on 25 hectares, space for added property development in programmes for local commercial and logistics premises.

- **25 hectares**
- **90%** of real-estate financing is public
- **136,000 sqm** of buildable space
- **1,400** potential jobs

**Time table**
- **2013**
  - Launch of the consultative process for the creation of the MIN d’Azur
- **2017**
  - Delivery of the new MIN d’Azur

**A hub excellence in agribusiness and horticulture**

The site of the old so-called “MIN d’Azur” adds a new dimension to this project, structured around a new agro-food and horticulture platform, including its ancillary logistics activities. Moreover, it is also set to open new vistas on local agriculture.

**An original environmental and urban approach**

This project rests on the pastoral quality of the site. It will generate an attractive offer in terms of commercial property, strengthened by the presence of additional housing. It foreshadows a new central role for the Lingostière quarter, located on the other side of the Var river in the Nice area. The whole project aims to engage, in an operational fashion, the first steps in a renewed agricultural policy.
Éco-Vallée
A territory of opportunities

• **Real Estate**
  Benefits from a newly diversified real-estate offer for companies.

• **City centre**
  Benefits from a high-quality urban offer (services, framework, access, atmosphere and more), constituting a new center within the Metropole of Nice Côte d’Azur.

• **City of tomorrow**
  Participates in and contributes to the development of an intelligent, “wired” city.

• **Target Image**
  Acquire a prestigious address in an exemplary project of international renown.

• **Context**
  Part and parcel of a long-term property development programme, benefiting from acknowledged political support at all levels.

• **Location**
  Located in the heart of a thriving, international, “wired” metropolis, in a quarter served by the city’s multimodal transport hub.

• **Quality of life**
  Offer employees a framework for incomparable living and working in a pleasant urban area.

• **Markets & Projects**
  Gain access to “historic” and new markets under development (urban projects, new services, international traffic flows and more).

• **Ecosystem**
  Join a high-level industrial and scientific partnering network.

• **Real-estate development**
  Seize opportunities, offered by the last untapped reserve of real-estate development on the Côte d’Azur.

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**Grand Arénas**: A tramway out of the multimodal transport hub serves the business district and exhibition centre.

**Nice Méridia**: Méridia street and Place are at the centre of a convivial stroll to the technopolis, surrounded by commercial premises and services, designed in coherence with Mediterranean traditions.

**Nice Méridia**: Canal d’Amenée Street offers privileged access to the technopolis, running along the Var river.