



L'Union

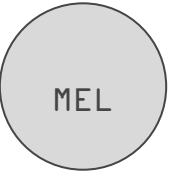
80 hectares to
transform

SEM Ville Renouvelée, land planner and real-estate developer for the MEL (European Metropolis of Lille) on the Union project

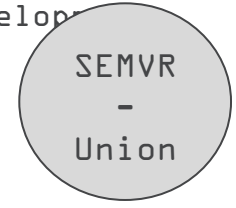
5 departments, various skills, public and private clients



- Construction and property management
- Urban planning
- Parcogest (parking management)
- Union
- Land management



Concession
on
2007-
2022



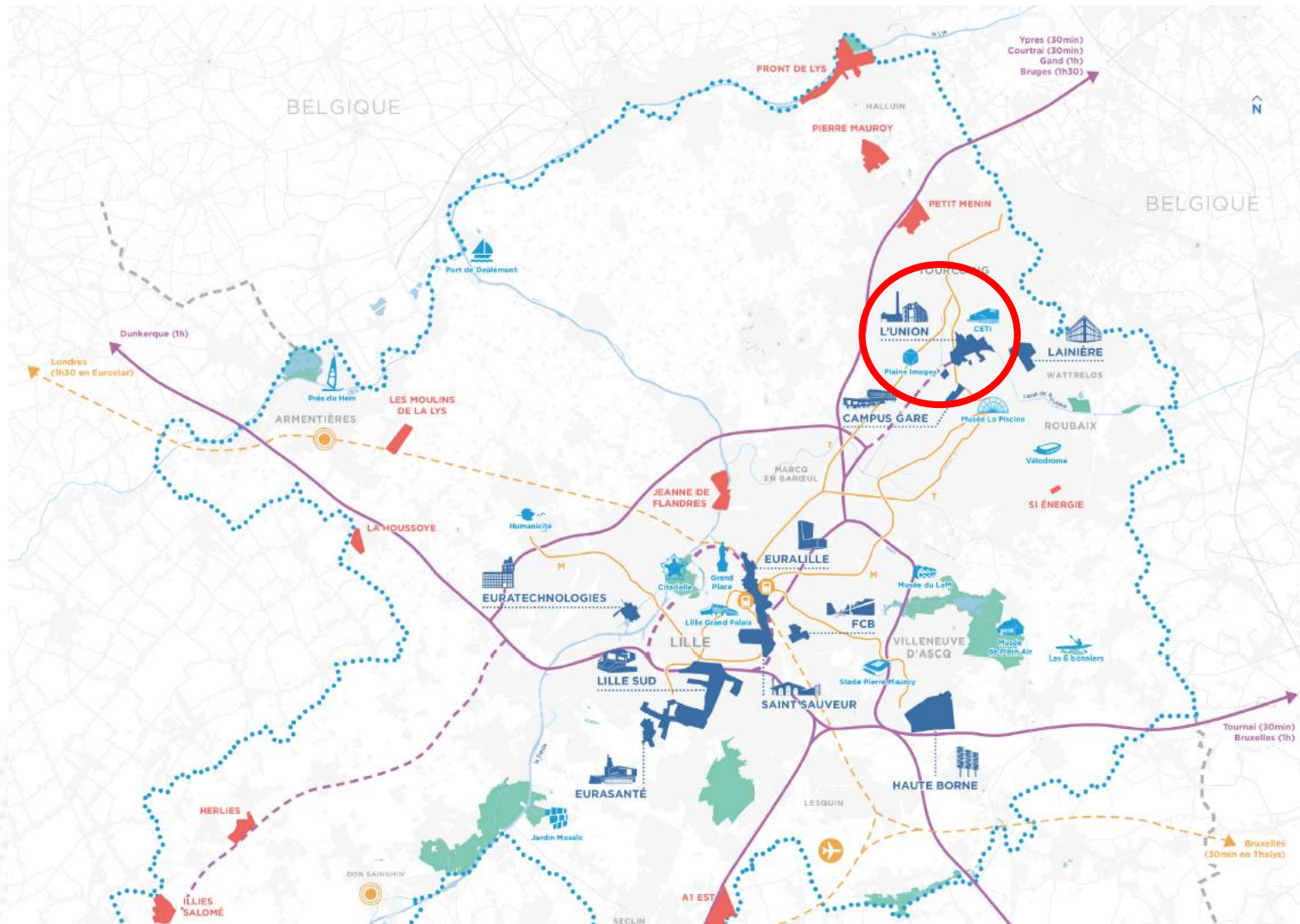
Providers
(2 urban planner in chief, assistance for different topics : pollution, sustainable development)

Providers

1. Acquiring lands in the Union
2. Performing development and construction work, create public spaces
3. Selling spaces to private investors
4. Helping redynamise the area, through animation and site management



L'Union in the European Metropolis of Lille



1,2 M
 D'HABITANTS
3^e
 MÉTROPOLIS FRANÇAISE
3^e
 RÉGION EXPORTATRICE DE FRANCE
2^e
 MARCHÉ DE BUREAUX EN RÉGION
170
 PARCS D'ACTIVITÉS
3 500 ha
 DÉDIÉS À L'ACTIVITÉ ÉCONOMIQUE
242 M€
 INVESTIS EN IMMOBILIER D'ENTREPRISE
185 M€
 INVESTIS EN BUREAUX
4 500 000 m²
 DE BUREAUX
6 %
 DE TAUX DE VACANCE
165 800 m²
 DE BUREAUX COMMUNICABLES EN 2014

- GRANDS PROJETS
- PARCS D'ACTIVITÉS EN DEVENIR
- GRANDS ESPACES VERTS METROPOLITAINS
- LIEUX EMPLÉCATAIRES
- GARE SÉRIÉES ET RÉGIONALES
- AÉROPORT DE LILLE
- GARE DE LILLE
- ROUTES
- AUTOSTRADA
- LIGNE À HAUTE VITESSE
- LIGNE À GRANDE VITESSE

HISTORY

1950

Tourcoing

Wattrelos rural

Wool factory of la Tossée

Brewery Terken

Roubaix

Draperly fabric Vanhoutryve

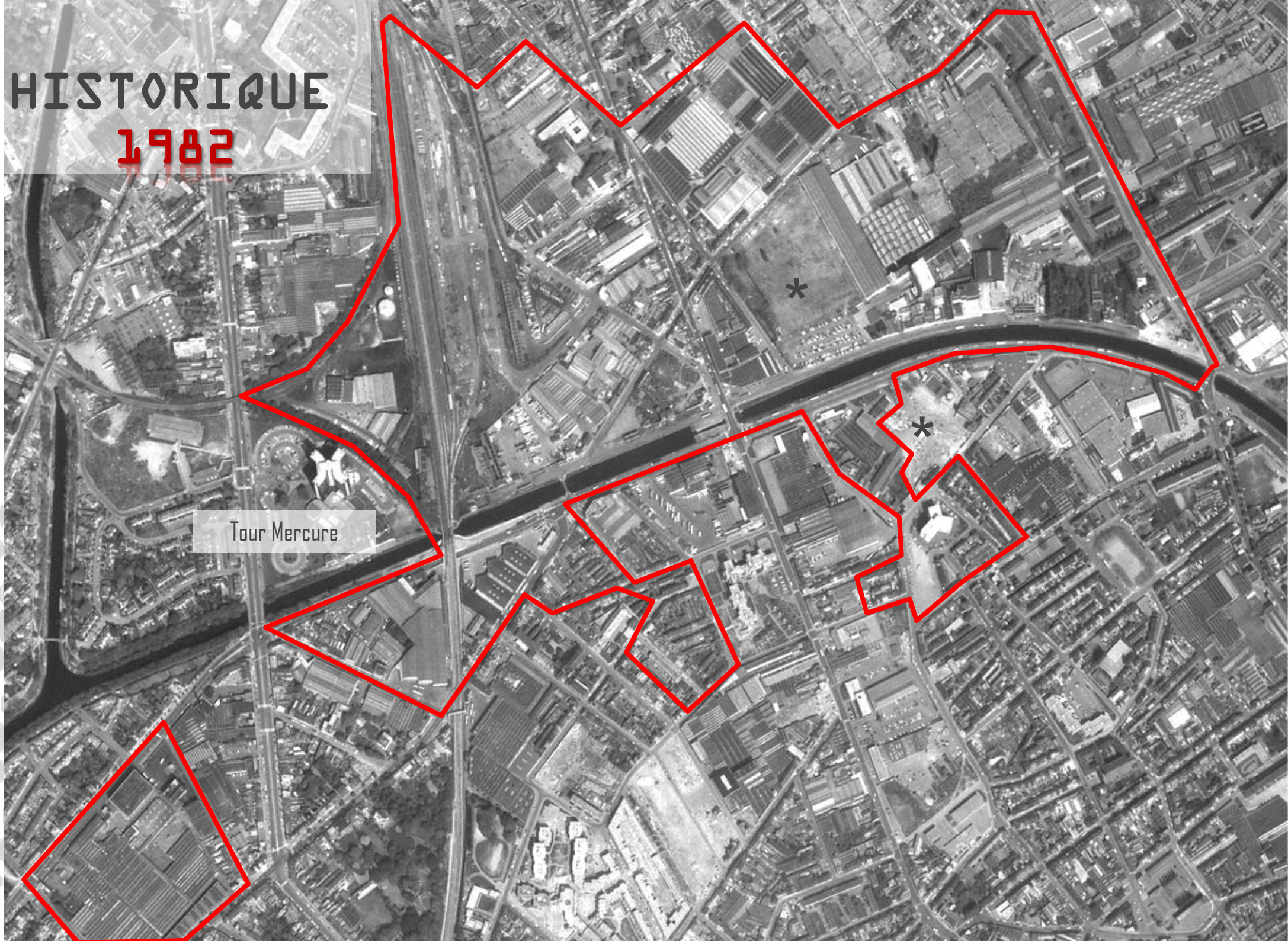




HISTORIQUE

1982

Tour Mercure



TOURCOING
PRINCIPAUX PROJETS URBAINS

- 2011 : Commerce Centre-ville – Espace Saint Christophe (Auchan/galerie marchande)
- 2009 : Jardin botanique
- 2007 : L'Atelier
- 2003 : Ecole des Douanes
- 1997 : Culture - Grand Mix
- + Grandes opé de logements (logements ANRU/privés)



Carliers



Mercure



Alsace

1997 : Le Frsnoy

1999 : Ouverture Ligne 2
métro Lille-Tourcoing

2008 : Opé. Crouy

2002 : Opé.
Nouveau Monde

2002 : Opé. Rue
H. Martin +
Canal

2002 : Centre
Commercial Grand
Rue

2000 : La Piscine

2004 Duplexe Cinéma

2004 : La Condition
Publique

isée
ment)

1994 : La Cave aux
Poètes

1996 : Grand
Place

1999 : Mac Arthur Glen

1990 : UFR LEA

1994 : ESMOD

1991 :
INFOCOM



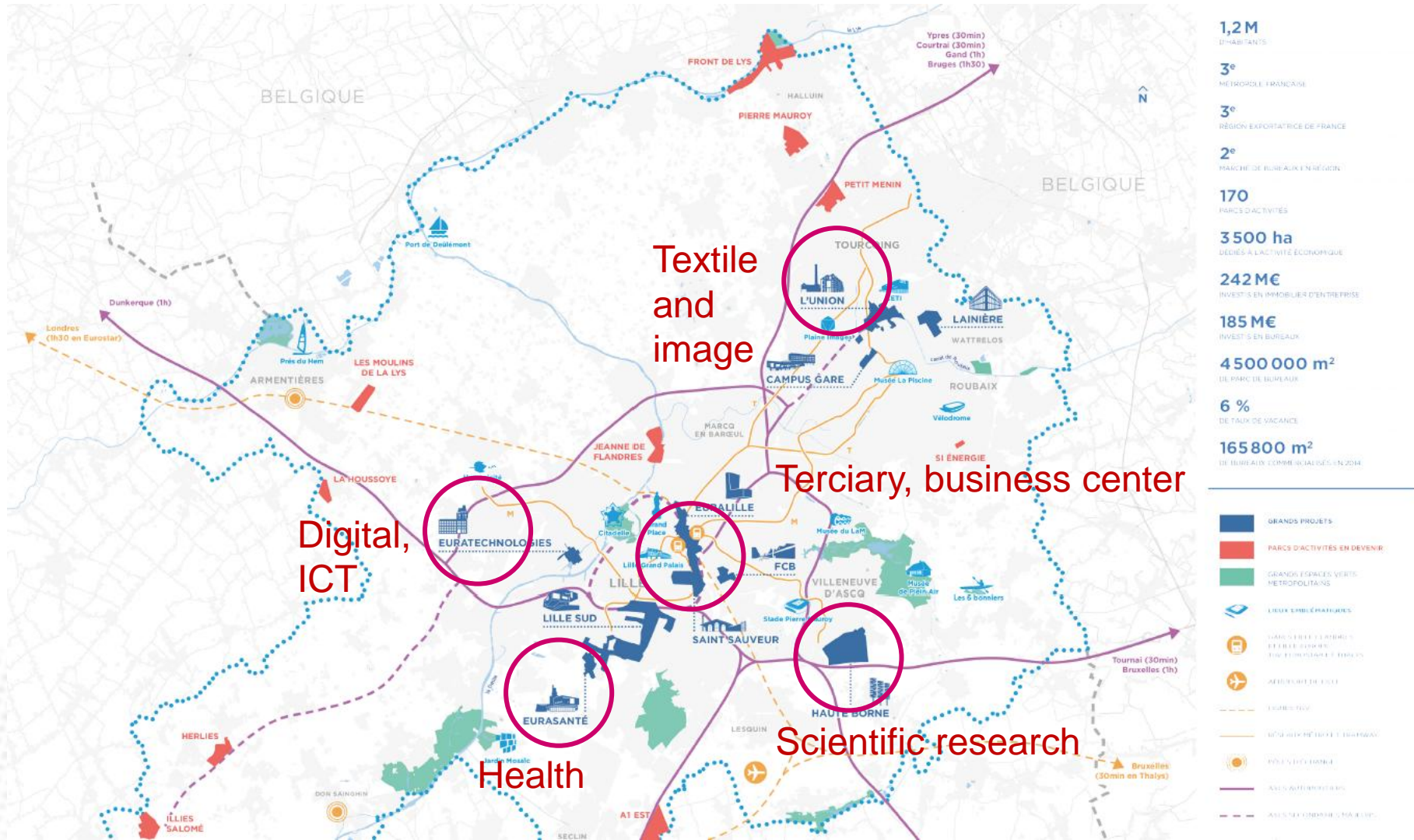
An industrial wasteland to transform

++ : Industrial heritage ; close to city centers

-- : Industrial pollution ; social decline, poverty



Metropolitan scale: a strategy based on hubs of excellency



1,2 M
D'HABITANTS

3^e
MÉTROPOLIS FRANÇAISE

3^e
RÉGION EXPORTATRICE DE FRANCE

2^e
MARCHÉ DE BUREAUX EN RÉGION

170
PARCS D'ACTIVITÉS

3500 ha
DÉDIÉS À L'ACTIVITÉ ÉCONOMIQUE

242 M€
INVESTIS EN IMMOBILIER D'ENTREPRISE

185 M€
INVESTIS EN BUREAUX

4500 000 m²
DE PARC DE BUREAUX

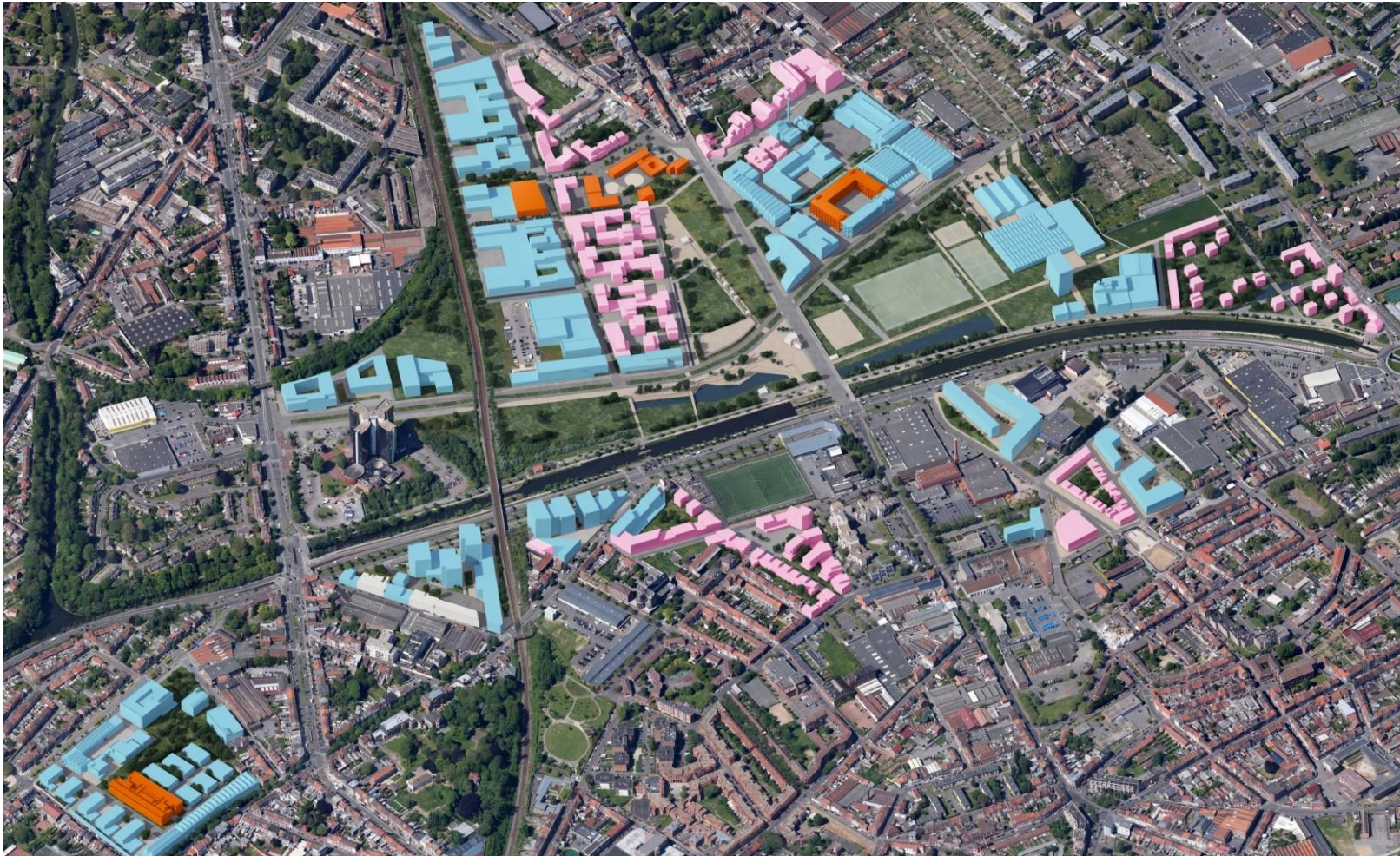
6 %
DE TAUX DE VACANCE

165800 m²
DE BUREAU (COMMISSAIRES EN 2014)

- GRANDS PROJETS
- PARCS D'ACTIVITÉS EN DEVENIR
- GRANDS ESPACES VERTS METROPOLITAINS
- LIEUX EMPLÉCATOIRES
- GARE, GARE ET GARE ET LIEUX D'ACTIVITÉ
- AÉROPORT DE LILLE
- ROUTES
- GARE
- BUS
- POLES D'ACTIVITE
- AXES D'INTERCONNEXION
- AXES D'INTERCONNEXION

Union scale: two main ambitions

> To make of l'Union an economic cluster AND an eco-district



80 ha
3500 inhabitants
6000 employees

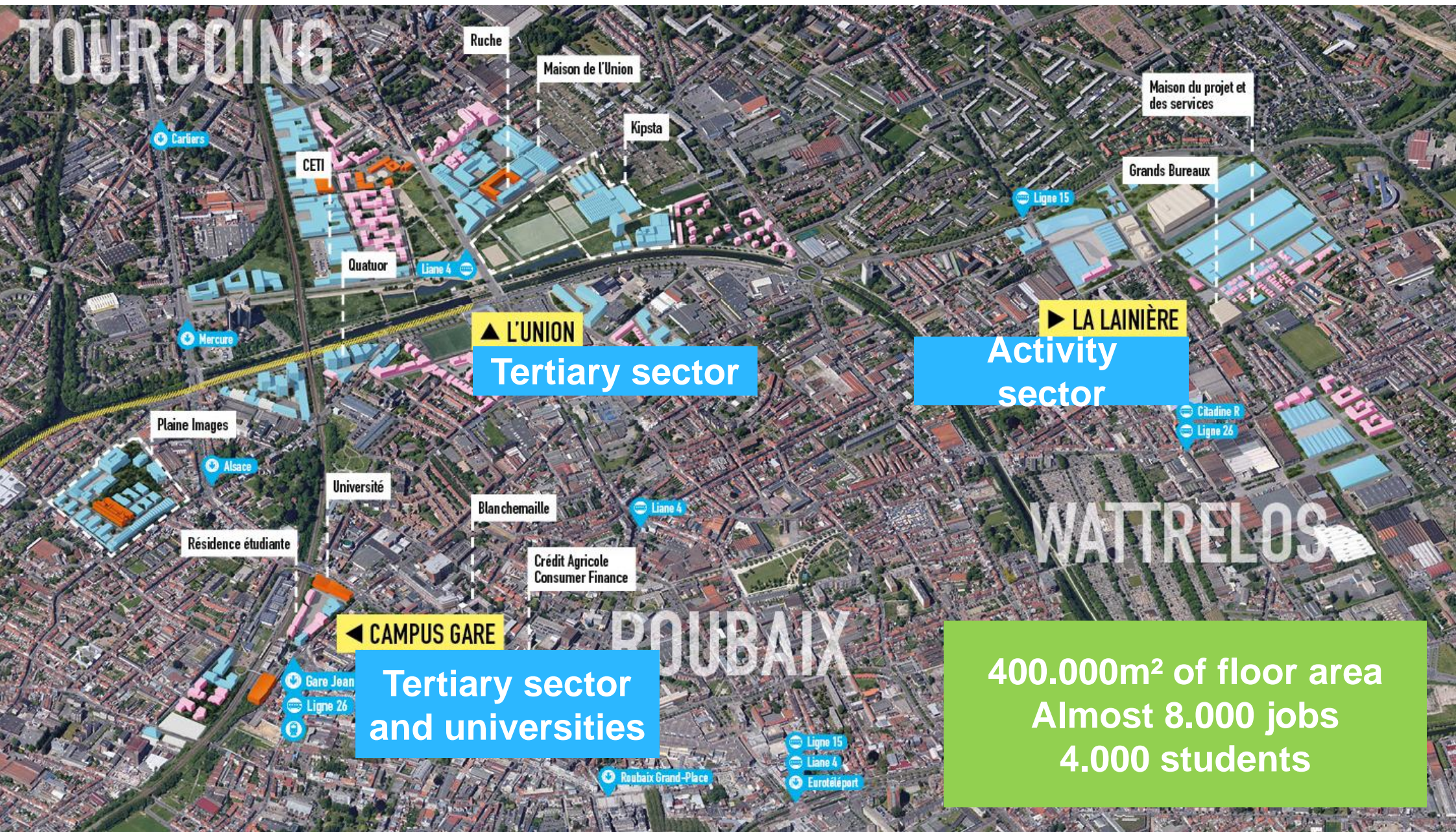
2 sectors of excellence...

- la Plaine Images, economic cluster for digital creativity and innovation
- CETI: European Center of innovative textile

+ services sector

1st eco-district of the European Metropolis of Lille
Park: eight-hectare expanse along the canal. Under construction. Based at the center of the project.

North-east scale: complementary projects on a 150 ha territory



▲ L'UNION
Tertiary sector

▶ LA LAINIÈRE
Activity sector

◀ CAMPUS GARE
Tertiary sector and universities

400.000m² of floor area
Almost 8.000 jobs
4.000 students

Financing

210 M€ Expenses

41 M€ : pollution, land management, demolitions

53 M€ : public spaces

43 M€ : rehabilitation and car parks

24M€ : Studies and diverse points

8M€ : Management

24M€ : wage for the land planer

17 M€ : financial fees

210 M€ Revenue

75 M€ : property charges

110M€ : Lille Metropolis financial contribution

13M€ : cities financial contribution

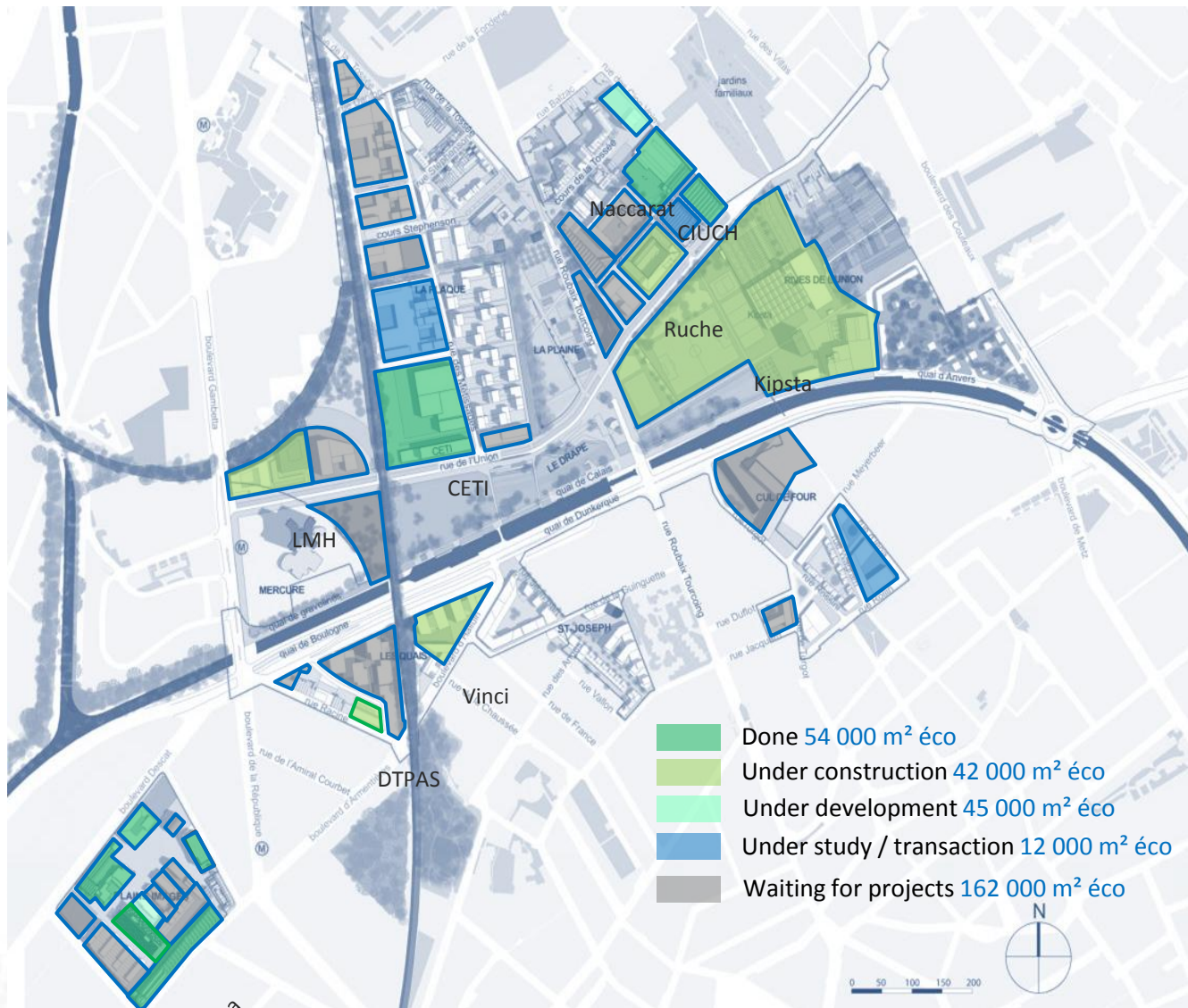
12M€ : subventions

Amounts committed

■ Expenses : 118 M€ (56%)

■ Revenue : 160 M€ (76 %), of which 14 M€ are property charges

Where are we now?



96 000m²
commercialized in 7
years

2300 jobs at the end
of 2015

150 students since
2015

150 inhabitants

Plaine Images, cluster for digital creativity and innovation

Former drapery fabric plant Vanoutryve: 20 000m² rehabilitated and occupied 90 structures (companies, school, research) ; 1,380 employees and students



Shared parking, 389 spaces, opened in May 2014: only pedestrians and cyclist in this 5 ha site

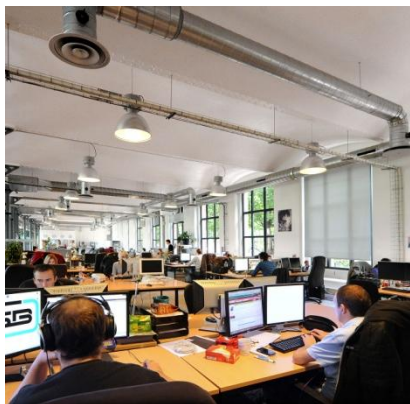


Imaginarium : home to a project incubator, a company incubator, a co-working space and a research platform.

Ankama, one of the European leaders in video games.

Next: Offices building Link (building permit delivered) + Data Center (building permit delivered) + other prospects

Plaine Images: successful start-ups and companies



ANKAMA, digital creation group focused on the entertainment industry. Involved in the neighborhood: restaurants, social activities



A-VOLUTE, software solution that enhances the audio of all devices. 3D acoustic imaging, to deliver a lifelike, immersive and high quality sound.



Clic and Walk, 2015 start-up of the year (in a competition with 1,100 French start-ups) “Win money with your smartphone” : Clic and Walk has launched Crowdmaking in France and is today the European leader of collect of data via a community of smartphone owners.

CETI (European Center for innovative textile), a hub of excellence dedicated to new textile applications

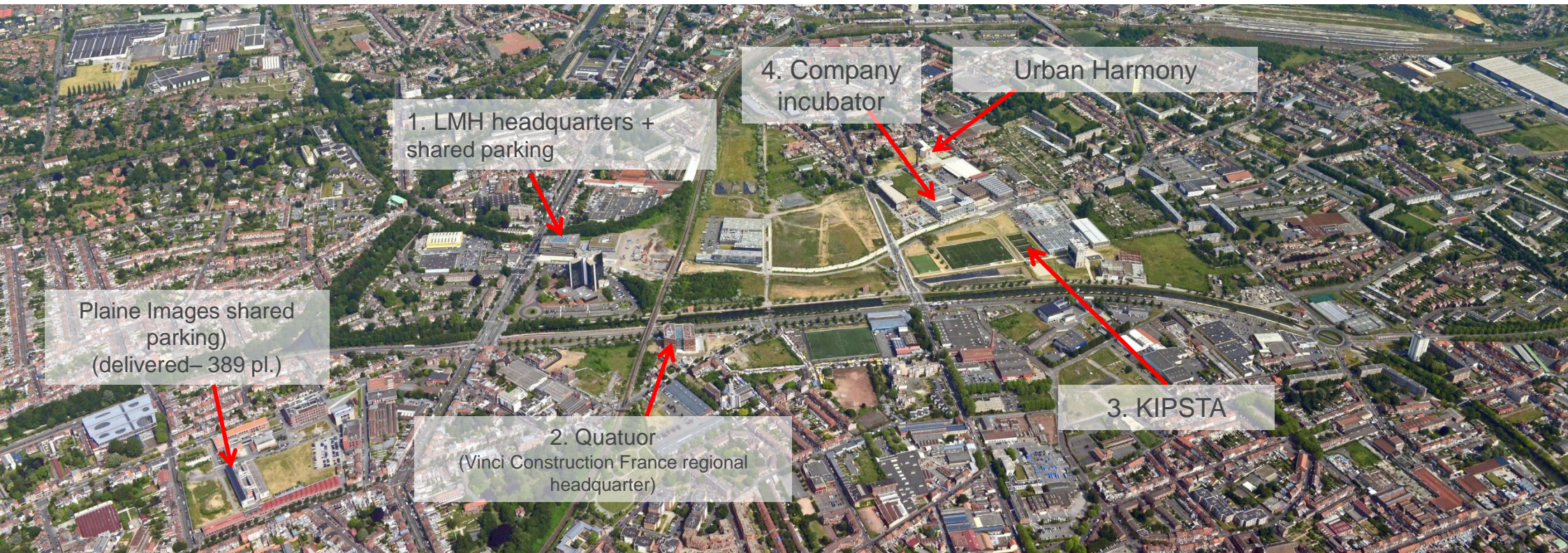
Inaugurated at the end of 2012

7 000m² of offices, 7 500m² of activity, 80 employees

Next: 45 000m² for activities around innovative textile



Delivered building projects in 2015



Brand for team sports from the Decathlon group: Kipsta international head office

From Terken...



to Kipsta

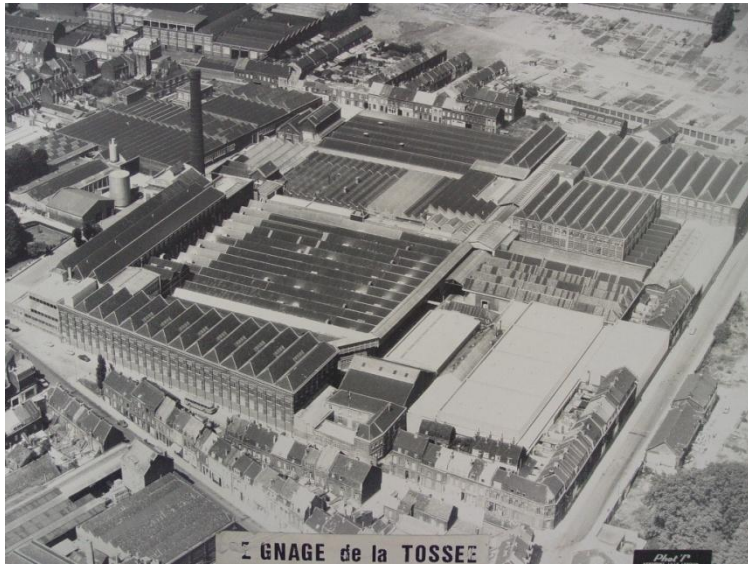


90 employees

Offices, shop for team sports, inside and outside sport fields, research center, restaurant

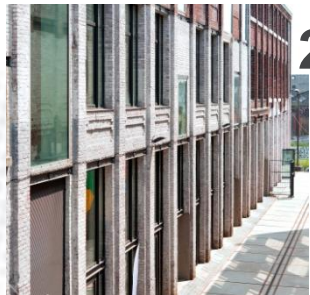
La Tossée: a place for small and medium-sized companies

From wool industry to small investments



→ A mix between **industrial heritage** and **contemporary architecture**

- Possible evolution for companies



A Paris, *ils* pensaient

qu'une *seule* gare.....

..... pouvait suffire pour

Tourcoing

et *Roubaix.*

Elle se serait *trouvée*

pas très loin *d'ici*.....

à *Mouvaux*
.....
ou près du cabaret

de *l'union*, mais les.....

Tourquennois
.....
réclamèrent une

gare bien