



## **A TEAM CONSISTING OF NEXITY, ALTAREA COGEDIM AND PITCH PROMOTION WINS THE CONTRACT TO DEVELOP 140,000 SQ.M IN THE NEW BORDEAUX BELVÉDÈRE NEIGHBOURHOOD**

Paris, 14 March 2016

Following a competitive dialogue process, the project put forward by Nexity, Altarea Cogedim and Pitch Promotion has won the bid to develop the Belvédère neighbourhood located within the ZAC Garonne-Eiffel mixed development zone as part of the “Bordeaux Euratlantique” Project of National Interest. The 140,000 sq.m project, devised in partnership with architecture and urban planning firm Güller+Güller, agency Hondelatte-Laporte and landscaper Gross Max, aims to build a “high quality of life” neighbourhood for all residents at the heart of the Bordeaux urban area.

Euratlantique is a major Project of National Interest kicked off in 2010 at the initiative of local elected officials and the French government to develop the region ahead of the arrival of the high-speed rail link that will shorten the journey time from Bordeaux to Paris to two hours with effect from July 2017.

As part of the project, the Belvédère neighbourhood, in the heart of the ZAC Garonne-Eiffel mixed development zone, is one of the key developments on the Right Bank of the Garonne. It will provide future residents with an unrestricted view of the historic city, which is a UNESCO World Heritage site. Located at one end of the Saint-Jean bridge, the new Belvédère neighbourhood will cover a total buildable floor area of 140,000 sq.m and will host offices, homes, shops, services, business premises, a hotel, an apartment hotel for business clients and an emergency accommodation centre for people living in situations of extreme social vulnerability, as well as cultural and events facilities fit for a major city. Social housing operators backing the project include Clairsienne and ICF Habitat Atlantique.

The choice of the winning team was guided by an emphasis on dialogue and collaborative working. The innovative, high-quality winning project meets the requirements set forth by the regional public planning agency (Etablissement Public d'Aménagement Bordeaux-Euratlantique) for sustainable neighbourhoods promoting the well-being of residents, social cohesion, the prevention of climate change and the protection of natural resources.

In its proposal, the team favoured bold urban options to make the new district a vibrant place to live by working on the design and general spatial organisation of the riverside district as well as on views and landscaping, optimisation of urban density and the integration of traffic flows resulting from the bridge and the railway.

**The project is built on four foundations:**

#### **Place du Belvédère: an urban and metropolitan theatre**

To make the neighbourhood a genuine belvedere or panoramic viewpoint, the team opted to open up the central square to look over the “Ville de Pierre”, an 18th century heritage site, and to make it a lively and vibrant space open to multiple uses. Designed as an “urban theatre” around the “ETO” pavilion hosting cultural activities, entertainment and food, the square’s buildings, whose ground floors will house restaurants, shops and services, form a balcony looking over the banks of the Garonne and the Parc aux Angéliques.

#### **A green space between the Garonne and the hills**

To create a continuous link between the river and the hills, the team designed a staggered skyline to act as a landscaped green space that blends harmoniously with the Ville de Pierre on the Left Bank. Offering views for all residents, with roof gardens and terraced gardens, the buildings are gradually spaced out to create a continuing belvedere effect.

#### **Integration of Boulevard Joliot Curie**

The team’s design incorporates a variety of different facades along Boulevard Joliot Curie to break up the boulevard’s linear monotony. This series of facades, broken up by crossways, adds to the feel of a local neighbourhood and stops the boulevard from acting as an urban barrier.

#### **Allée Deschamps**

As well as focusing carefully on the height of its buildings, the team worked hard to create a balance between the intensity of urban life and the need for peace. Allée Deschamps has been designed as a landscaped mall intended to become an “oasis of calm”, providing a counterpoint to the hustle and bustle of the square and the boulevard: around a public promenade, it will incorporate community gardens, private street-level gardens, and play and leisure areas.

The winning team’s design was guided by an exemplary collaborative approach worthy of the challenges faced – an approach that will continue throughout the project’s development phase. The team will incorporate new design, delivery and urban management methods, in particular by using BIM/CIM (building information modelling/city information modelling) at neighbourhood level.

## DETAILED PLAN

### Plan

- 70,850 sq.m of floor area for residential units (see breakdown below)
- 50,000 sq.m of floor area for office space
- 3,500 sq.m of floor area for hotel space representing 120 rooms
- 3,500 sq.m of floor area of business-use apartment hotel space representing 110 units
- 9,150 sq.m of retail units
- 2,000 sq.m of cultural/leisure facilities (ET0)

### Breakdown of residential units

70,850 sq.m of floor area for around 1,113 residential units, broken down as follows:

<b>LOW-INCOME RENTAL HOUSING</b>	35%
<b>INTERMEDIATE RENTAL HOUSING</b>	5%
<b>LOW-INCOME HOME OWNERSHIP</b>	10%
<b>AFFORDABLE HOME OWNERSHIP</b>	5%
<b>UNRESTRICTED HOME OWNERSHIP AND SERVICED RESIDENCES</b>	45%

## APPENDIX



Overall aerial view © Güller Güller architecture urbanism – A2 Studio



View of the main square from the banks of the Garonne © Güller Güller architecture urbanism – A2 Studio



View from the other side of the railway © Güller Güller architecture urbanism – A2 Studio



View of Allée Deschamps at the heart of the neighbourhood © Güller Güller architecture urbanism – A2 Studio



*A street-level private garden on Allée Deschamps © Güller Güller architecture urbanism – A2 Studio*



*View over the Left Bank and the Ville de Pierre © Güller Güller architecture urbanism – A2 Studio*

## **AT NEXITY, WE AIM TO SERVE ALL OUR CLIENTS AS THEIR REAL ESTATE NEEDS EVOLVE**

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Our business lines – real estate brokerage, management, design, development, planning, advisory and related services – are now optimally organised to serve and support our clients. As the benchmark operator in our sector, we are resolutely committed to all of our clients, but also to the environment and society as a whole.

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## **ABOUT ALTAREA COGEDIM, BUILDING UP FRENCH METROPOLISES - FR0000033219 - ALTA**

Altarea Cogedim is a leading property group. As both a commercial land owner and developer, it operates in all three classes of property assets: retail, residential and offices. It has the know-how in each sector required to design, develop, commercialize and manage made-to-measure property products. With operations in France, Spain and Italy, Altarea Cogedim manages a shopping center property portfolio of €4.5 billion. Listed in compartment A of Euronext Paris, Altarea had a market capitalization of €2.3 billion at December 31, 2015.

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## **ABOUT PITCH PROMOTION**

Pitch Promotion has rooted its development in core values that have made the group's name: exacting standards, commitment and responsiveness. Finding solutions that best meet our clients' needs, are most attractive to investors and are most sustainable for future generations: these are the foundations on which the Pitch Promotion group has built its business. After 26 years in operation, the group's motto, "Building the Future Together", has never been more relevant and present in the hearts and minds of all the group's staff, who are committed to serving communities.

Pitch Promotion currently has almost 160 employees and generates annual revenue in excess of €300 million excluding taxes. The group has a proven track record of strong growth in markets including offices, residential, logistics and business, city centre retail, hotels and public facilities. In the residential market, Pitch Promotion has delivered almost 1,300 residential units this year. While 60% of the group's business is in the Paris region, it also operates in the major regional centres of Toulouse, Lyon, Aix-en-Provence, Bordeaux, Montpellier and Nice.

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