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# MIPIM 2012: How Grand Poitiers will expand your urban projects

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## **Grand Poitiers: A great place to live, work, and study**

For the first time, Grand Poitiers will be present at **MIPIM** (Marché International des Professionnels de l'Immobilier), the key event for the international real estate market taking place Tuesday March 6 to Friday March 9 2012 in Cannes, France.

**Located 1.5 hours from Paris by TGV**, Grand Poitiers (Greater Poitiers), with its 12 cities including Poitiers, capital of the Poitou-Charentes region, is ideally situated in western France, equidistant from Nantes, Bordeaux and Paris.

**A seductive and dynamic urban area where the quality of life and the environment is guaranteed by a wealth of cultural and sports facilities, a renowned university, many non-profit organizations and a large range of commercial and industrial areas.**

**A green city with a pleasant city centre**, featuring many parks and gardens and an extensive public transportation network with a low environmental impact.  
A commercial heart in the city centre, with easy pedestrian access.  
A new traffic plan in the city which improves travel times and access to the seven parking structures in the city centre of Poitiers.

**A cultural city with an exceptional historical heritage**, the former seat of the Dukes and Counts of Aquitaine, Poitiers - the city of a hundred bell towers - draws tourists from all over Europe.

The Theatre Auditorium of Poitiers features one of the ten best concert halls in Europe in terms of acoustics, and a National Theatre which every year hosts a large variety of concerts, plays and dance performances, with actors and musicians from all over the world.

Throughout the surrounding department of the Vienne, there are many tourist sites close by for weekly excursions, and of course the **nearby Futuroscope Park**, located in Chasseneuil-du-Poitou.

**A university town** with one of the oldest universities in Europe, ranked the number one city for students by *L'Etudiant* magazine, Poitiers is also home to 4 higher learning institutes (ENSMA, Sciences-Po Paris, ENSIP, ESCEM).

**A youthful city** which is the youngest urban area in France: 30% of the population is between 15 and 29 years of age. A demographic growth of 12% over the last ten years.

**A commercial and active city** with a household income level which is higher than the national average. Ranked No. 1 city for innovation among cities with 100,000 à 200,000 residents by *l'Entreprise* magazine. The number of jobs is constantly growing.

**Futuroscope**: an internationally recognized destination which draws tourists and investments (1.7 million visitors, 236 companies, 6000 jobs) and has nurtured a spirit of innovation and modernity.

**It's no surprise that Poitiers is No.1 in the list of dynamic cities with a high quality of life. (2011 L'Express magazine rankings).**

## Grand Poitiers: a rapidly growing territory

### Key indicators

140,000 inhabitants in Grand Poitiers out of 400,000 inhabitants within a 45-minute perimeter of Poitiers.

A population growth of 12 % over the last 10 years.

Today Poitiers is the **number one university city in terms of density** (24,000 students from 117 countries). 4 higher learning institutes (ENSMA, Sciences-Po Paris, ENSIP, ESCEM). Poitiers was named the No. 1 city for university study by *l'Etudiant* magazine.

- 30 business and industrial districts
- 800 hectares of commercial space
- 45 laboratories, 20 of which are associated with the CNRS (National Centre of Scientific Research).

**Grand Poitiers attracts businesses**, from small companies to large corporations (SAGEM, Actaris, SAFT, Uadripack and recently the Vinci group).

**Ranked No. 1 city for innovation** in 2011 by *l'Entreprise* magazine in the category of cities with a population of between 100,000 and 200,000. The number of jobs is constantly increasing.

**A constantly increasing number of jobs.** (105,000 jobs and 9,300 employers)

**A household income level above the national average:** the average income was €22,549 per household in 2008, engendering high levels of consumer spending.

In addition, 31% of residents have completed education beyond the baccalaureate level.

### Poitiers Cœur d'Agglo: a reconceptualised and redeveloped city centre

Poitiers has implemented a major redevelopment programme of the urban space of the city centre: Poitiers Cœur d'Agglo, conceived by Yves Lion, winner of the grand prix for urban planning in 2007.

This large-scale project includes the **redevelopment of 38,000 m<sup>2</sup>** and highlights the historical heritage of Poitiers as well as the dynamic nature of the city centre. The redevelopment also involves an extension of the pedestrian zone.



The redesign of the shopping streets and squares will expand the retail area of the city centre, providing a larger, reinforced range of retail offerings.

The traffic plan of the city has also been redesigned, facilitating all modes of transportation and increasing accessibility to the city centre for all.

## The Railway Station quarter: a multimodal business district.



Immediately adjoining the TGV station, the public transportation terminal, and the Poitiers Conference Centre, the railway station quarter is a key multimodal hub for business and travel.

A business quarter located just a 5-minute walk from the city centre, the station quarter also features a 4,500 m<sup>2</sup> office tower (occupied by services and administrations), training organizations, and interim employment agencies located on the boulevards.

The Station Project: Grand Poitiers is planning a new mixed-use development of 28,000 m<sup>2</sup> including: 16,000 m<sup>2</sup> of housing, 8000 m<sup>2</sup> of office space, and 4,000 m<sup>2</sup> of services or retail space.



## Chaumont business park - South Poitiers

### **Easy access and proximity to a growing retail zone.**

Located next to the intersection of the A10 motorway (Paris - Bordeaux) and the RN 91 highway, this zone features a retail area with an Auchan hypermarket, a shopping centre, and restaurants.

**Total area: 20 hectares**

**Availability: 12.5 hectares are still available (current occupancy rate is 60 %)**

**All types of activities, retail and office space.**

The creation of a circular road network around the site provides easy access to the shopping centre. A walkway is also being planned to link the Chaumont business park and Auchan.

A customer catchment area of 50,000 residents with 125 retail shops (including 72 national chains)

Companies already present or planning their installation include:

CFA Atlantique

Carré Bleu

Bio 86 (bio-medical laboratories)

CGED (electrical equipment)

### **A pleasant environment**

The Chaumont site has retained many natural features, including hedgerows close to business areas.

## Grands Philambins business park - North Poitiers

### Easy access and economic and technological appeal

Located in Chasseneuil-du-Poitou with direct access by the A10 motorway (which links Paris to Bordeaux) and the RN 910 highway (Poitiers to Bayonne), the zone is accessible via the Futuroscope interchange.

**Total area: 12 hectares**

**Availability: 2.5 dividable hectares with a minimum area of 2,500 m<sup>2</sup>**

**All types of activities, offices and craft industries are authorized**

**Grand Philambins business park:** a far-reaching service sector activity zone, which also attracts a large customer catchment area (85 brands including 59 national chains) estimated at 200,000 residents.

The Grands Philambins benefits from the proximity of the dynamic Futuroscope business park to which it is directly linked.

Companies already present or planning their installation:

Fitness Centre  
Garden Supply  
Covimut (Insurance)  
Multi-brand shopping centre

Nearby:

ZTE: Chinese telephone and electronics manufacturer  
Leroy Merlin/Cultura/Boulangier etc.

### High-quality lots:

All lots have level platforms, avoiding inconveniences caused by slopes and providing quality sub-soil for building.

## Saint Eloi business park in Poitiers

**Location:** North of Poitiers, along the Nantes - Limoges highway

### **A mixed-used development "housing and businesses"**

The Saint Eloi business park is being developed on 105 hectares with a mixed programme of housing/industries/services. All retail activities and services.

**Total area: 10 hectares**

**Availability: 3 hectares, dividable into 2 or 3 units, 15,000 m<sup>2</sup>, and 8,000 m<sup>2</sup> + 2,500 m<sup>2</sup> combinable**

**Industrial or craft activities**

Companies already present or in the planning stages:

- SITA (waste management)
- Cement supplier
- Garbage treatment facility (non-polluting)
- PRB (Building facade cleaning products)
- Soprema (waterproofing)

## St- Nicolas business park in Migné-Auxances

**Location:** West of Poitiers, near the A10 motorway interchange and the airport, on the Limoges-Nantes highway.

**Total area: 40 hectares**

**Availability: Two 4-hectare lots for logistical or industrial activities**

### **An ideal site for large companies**

Saint-Nicolas is an industrial park which is primarily intended for logistics companies or companies which generate large numbers of jobs.

Companies already present or in the planning stages:

- Regional postal sorting centre
- SPIE (regional headquarters)
- TNT
- Société Régionale Ascenseurs Ouest

Nearby:

Central Municipal Kitchen

Société Aubade (sanitation and heating)...

## Vallée Mouton and Grande Pièce business parks in Saint-Benoît

**Location:** Southeast of Poitiers

**The extension of a quality district in a forested valley:**

Vallée Mouton is an addition to a very pleasant area of Saint-Benoît, a town which has recently received a “4 flower” designation for its green spaces and the landscaping of its main thoroughfares.

The district’s environmental design and infrastructure are models of quality living and mixed-use development.

**Surface area and availability: 1.2 hectares, dividable by request for Vallée Mouton**

**Availability for the Grande Pièce zone: 5,000 m<sup>2</sup>**

**Medical, paramedical, and service activities are authorised**

This new business park will be an extension of the Saint Médard service sector park which is primarily medical and paramedical (clinic, retirement homes...).

Companies already present in the area:

- Leclerc shopping centre
- Jardiland
- Grand Large shopping centre (Go Sport, CASA...)

## Magnals business park in Mignaloux-Beauvoir.

**Location:** Southeast of Poitiers

**The pleasant environment of a “city in the country”, a strategic location with easy access:**

- Poitiers - Limoges axis
- Easy access to the A10 motorway via the outer ring road.

This new zone is an extension of the Beau Bâton business park near the University Hospital Centre.

A wooded and spacious environment close to Poitiers.

**Surface area: 8 hectares, dividable by request**

**All types of activities and services are authorized.**

## Montgorges quarter in Poitiers

**Location:** West of Poitiers, on the Tours - Bordeaux axis

**A privileged location:** a 15-minute walk to the city centre of Poitiers, 5 minutes to the railway station.

**Total area: 33 hectares, including 5 for public and green spaces**

**700 housing units (30% low-rent), 10 hectares of businesses and services**

**All types of retail and local services**

### **Eco-city and “garden city” initiatives along a green axis:**

Benefiting from an exceptional situation and its proximity to the railway station and the city centre, this quarter is part of plan to turn Poitiers into an eco-city.

The development plan renews the “garden city” concept and is centred on a green axis.

Mixed-use programmes, eco-constructions, development and urbanization in harmony with the natural environment, and priority given to low-impact transportation are key elements of this “natural city” quarter.

The first phases are breaking ground in the west and south sectors.

Lots will become available in functional stages.

## Vallée Mouton in Saint-Benoît

**Location:** Southeast of Poitiers

Close to the very pleasant wooded and flowery town centre of Saint-Benoît.

**An ideally situated mixed-use development:**

Located near a service sector business park (predominately medical services, including a large clinic) and a residential neighbourhood.

The heart of the quarter brings together collective housing, townhouses, shops and services. It is extended by a landscaped promenade which is linked to a small valley.

Individual homes are located on either side of this axis in homogenous sectors which offer a choice between contemporary (highly encouraged) and traditional architecture. The construction of positive energy homes on two lots is intended to provide an example for further construction.

**This quarter, which has chosen “the life of your choice in Saint-Benoît” as its slogan, reconciles quality of life, diverse development and respect for the environment.**

**Total area: 19 hectares, 40% green and public spaces**

**Lots will become available in functional phases.**

## Les Nesdes de Beaulieu in Fontaine-le-Comte

**Location:** Southwest of Poitiers.

### **A historic site with development which respects the environment:**

This vast project located in the centre of Fontaine-le-Comte, which is home to a listed historic Abbey, is being developed on a beautiful site of hedgerows and small fields with a commitment to protecting the natural environment.

Work will begin on utility infrastructure for the first phases in 2012/early 2013.

**Total area: 85 hectares, with a first phase of 29 hectares**

**1,400 housing units, 500 in the first phase.**

**50% individual homes, 25% townhouses, 25% collective housing.**