

# INNOVATIVE URBAN DEVELOPMENT BY SNCF IMMOBILIER

MIPIM 2016



# SPEAKERS



**Benoît Quignon, CEO**



**Frédéric Goupil de Bouillé,  
Property Management &  
Optimization**



**Fadia Karam,  
Development SNCF Immobilier,  
Espaces Ferroviaires, CEO**



**Cécile Queille,  
CEO, ICF Habitat**



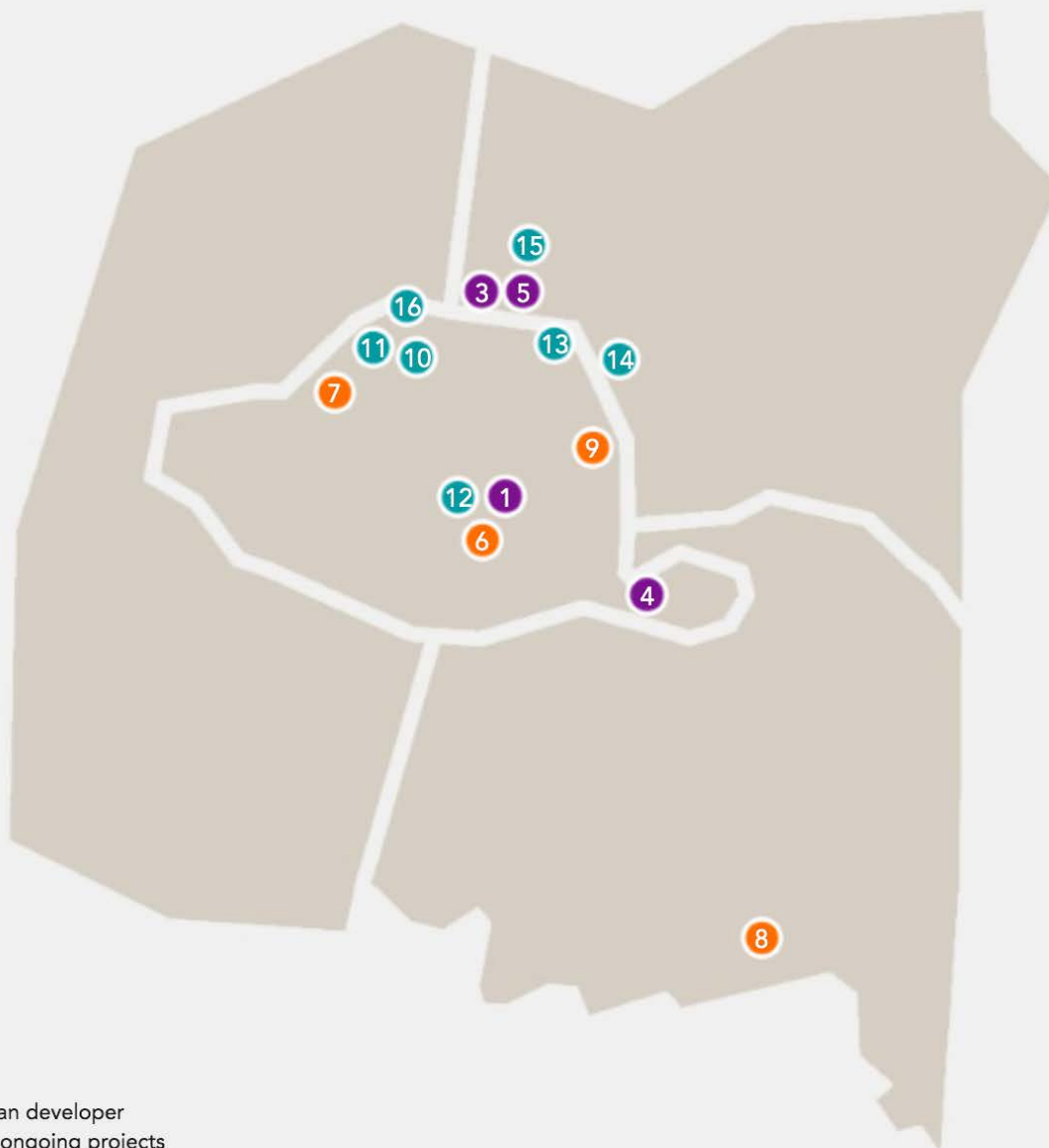
**Emmanuel Dunand,  
Property, Greater Paris  
Region**

# SPEAKERS



**Benoît Quignon, CEO**



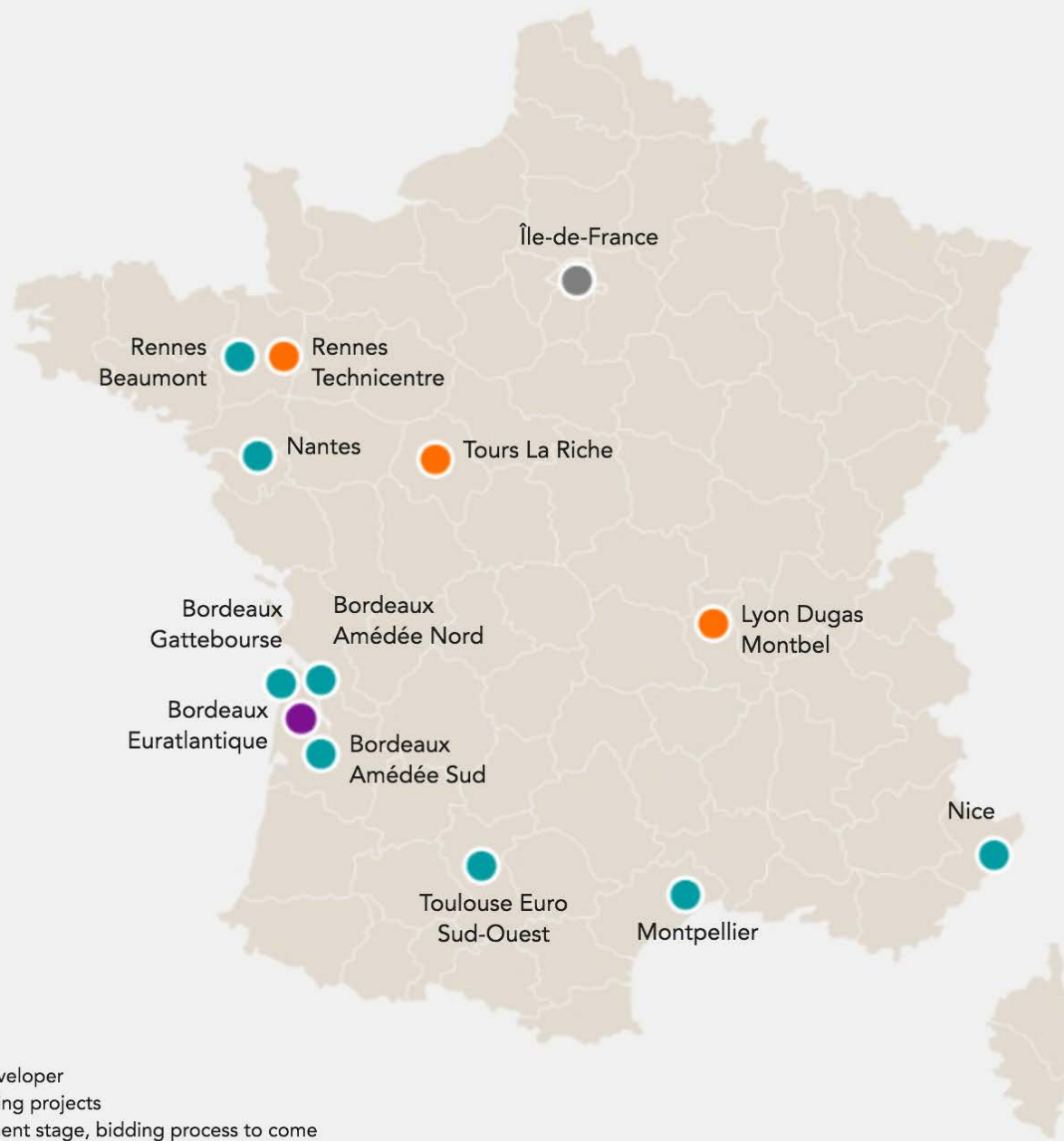


- 1 / Paris Rive-Gauche
- 2 / Mantes-la-Jolie
- 3 / Les docks de Saint-Ouen
- 4 / Bercy Charenton
- 5 / Les Mines
  
- 6 / Charolais Rotonde
- 7 / Saussure Pont-Cardinet
- 8 / Villeneuve-Saint-Georges
- 9 / Evangile îlot ICF "Réinventer Paris"
  
- 10 / Chapelle International
- 11 / Paris Ordener
- 12 / Gare de Lyon Dausmesnil
- 13 / Hébert
- 14 / Pantin
- 15 / Saint-Denis Cathédrales
- 16 / Dubois

- Sale to an urban developer
- Concluded or ongoing projects
- Project in development stage, bidding process to come



# LAND DEVELOPMENT, GRAND PARIS AREA



# LAND DEVELOPMENT



# SOME KEY FIGURES...

**12** MILLIONS M<sup>2</sup>  
of industrial and commercial buildings,  
and social housing

**20000** HA  
of land, 3000 hectares of which are ready  
for development

**100000** RESIDENTIAL UNITS  
90% of which are social housing

**3000** RESIDENTIAL UNITS BUILT OR ACQUIRED

**2000** RESIDENTIAL UNITS REFURBISHED  
on average/year

**600+** EMPLOYEES  
(and the 1965 employees of ICF HABITAT)

SNCF IMMOBILIER  
WORKING TOGETHER  
**TO SHAPE SUSTAINABLE CITIES**







**STRATO – REZO, SAUSSURE – PONT CARDINET, PARIS 17<sup>ème</sup>**





# DUGAS-MONTBEL, LYON





**SAUSSURE – PONT CARDINET, PARIS 17<sup>ème</sup>**





**SAUSSURE – PONT CARDINET, PARIS 17<sup>ème</sup>**





From 26 buildings, 40 000 m<sup>2</sup>...



To 1 building, 19 000 m<sup>2</sup>

**NEW TECHNICAL CENTRES (RENNES)**





**GROUND CONTROL, SUMMER 2015, DEPOT CHAPPELLE,  
PARIS 18<sup>ème</sup>**





GROUND CONTROL, SUMMER 2015, DEPOT CHAPPELLE, PARIS 18<sup>ème</sup>





**CALL FOR EXPRESSION OF INTEREST FOR  
CULTURAL AND ARTISTIC PROJECT, MAY 2015**



# SPEAKERS



**Cécile Queille, CEO, ICF Habitat**



A block waiting to be rehabilitated, in the Paris Rive Gauche urban development zone



Before



Street art

ILOT FULTON, PARIS 13<sup>ÈME</sup>





**INTEGRATION INTO THE URBAN LANDSCAPE**



**BERNARD BUHLER PROJECT**



In consultation with the tenants



Between the tenants and the artists



INNOVATIVE TENANTS CONSULTATION



# SPEAKERS



**Fadia Karam,  
Development SNCF Immobilier,  
Espaces Ferroviaires, CEO**





**CHAPELLE INTERNATIONAL, PARIS 18<sup>ème</sup>**



**CHAPELLE INTERNATIONAL, PARIS 18<sup>ème</sup>**

# SPEAKERS



**Frédéric Goupil de Bouillé,  
Property Management & Optimization**





**DIGITAL,**  
A tool for a better optimisation of  
our portfolio:

- Building occupancy
- Energy consumption
- Customer satisfaction
- Equipment's condition



**DIGITAL,**  
a diffusion tool for:

- A knowledge of our Real Estate portfolio
- Sharing of norms and technical choices

**TECHNOLOGICAL INNOVATION: OUR TRADEMARK**

# SPEAKERS



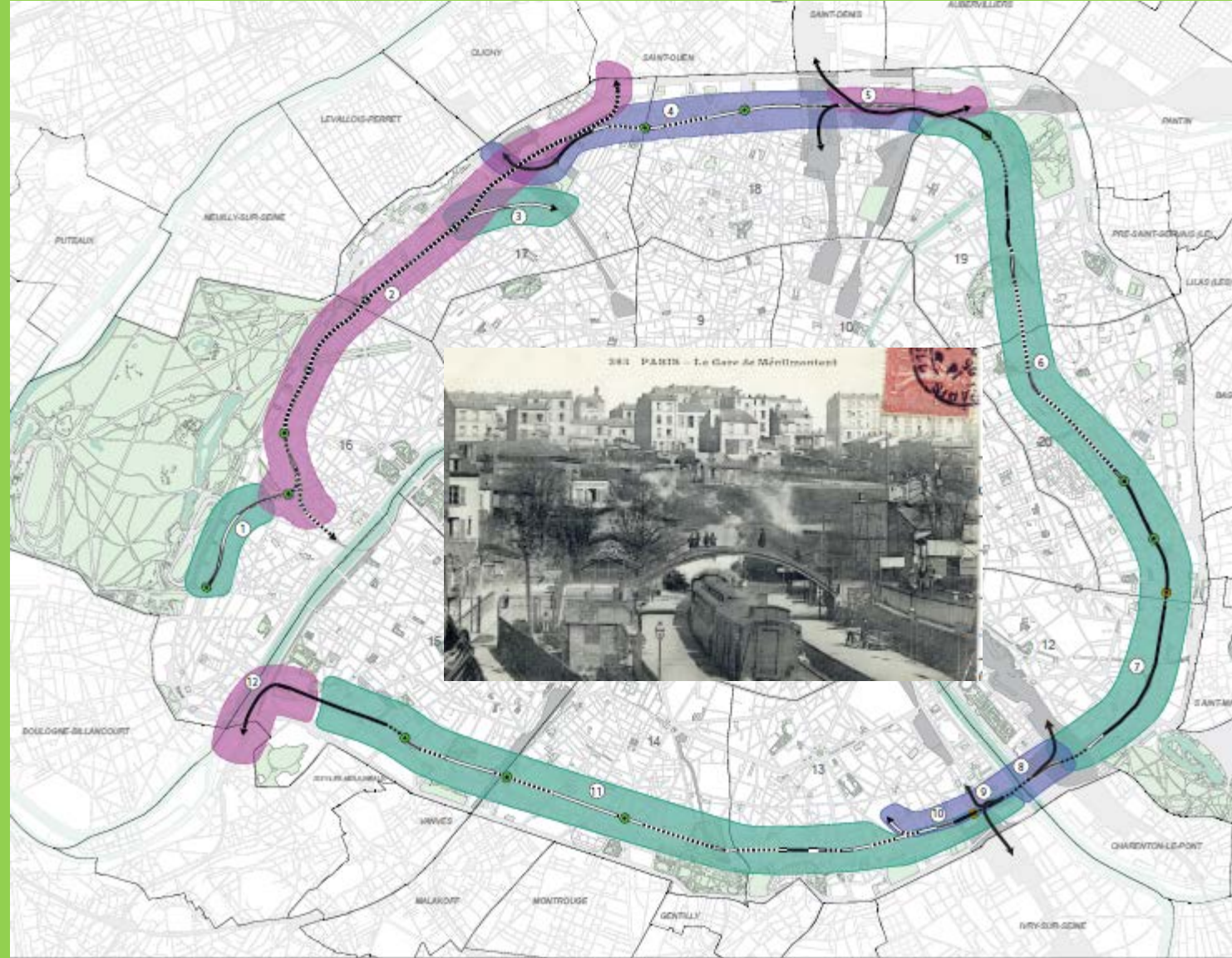
**Emmanuel Dunand,**  
**Property, Greater Paris Region**



# IMMO FUTURES

OPEN INNOVATION LAB





**“PETITE CEINTURE” 32 KM RAILWAY  
ENCIRCLING PARIS SINCE THE 19<sup>TH</sup> CENTURY**





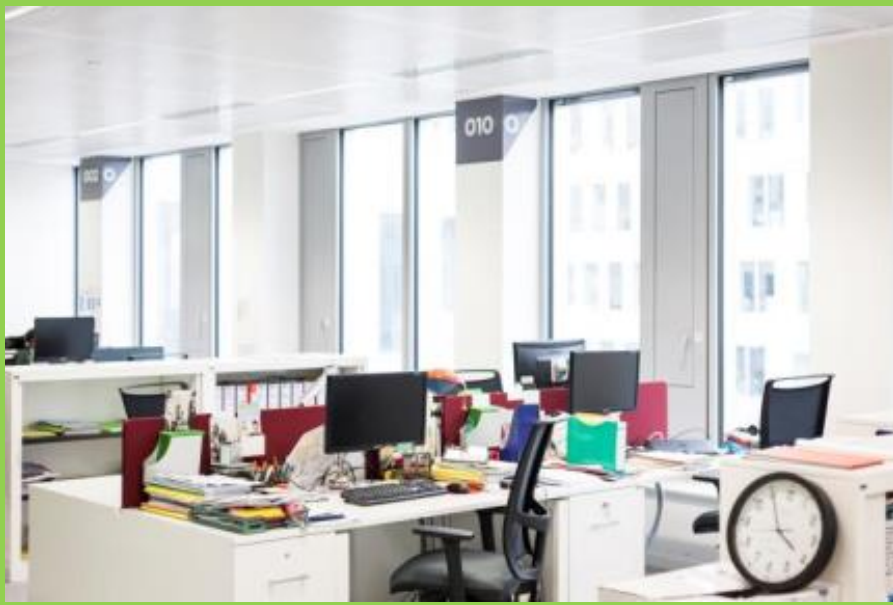
# “PETITE CEINTURE” NEW USES AND PUBLIC SPACES

# SPEAKERS



**Frédéric Goupil de Bouillé,  
Property Management & Optimization**



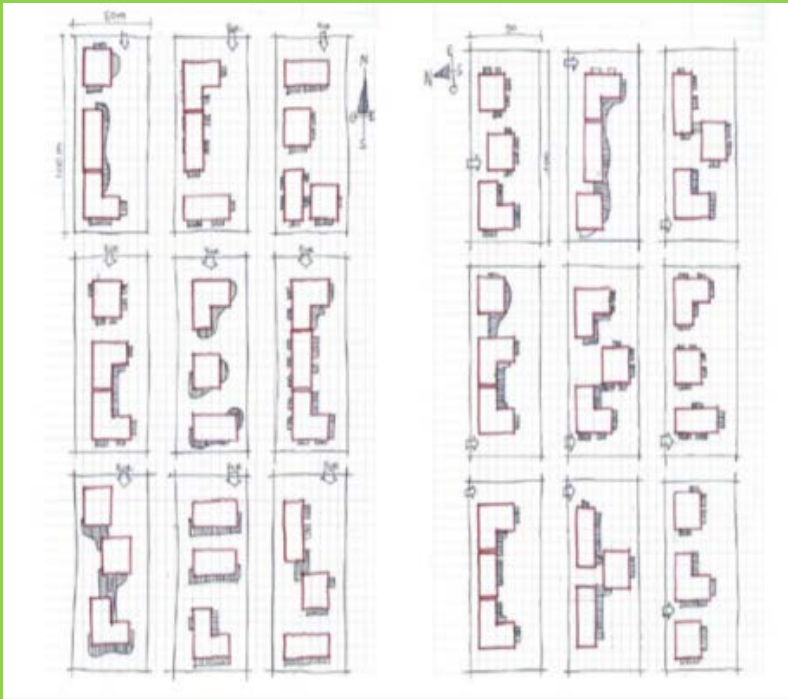
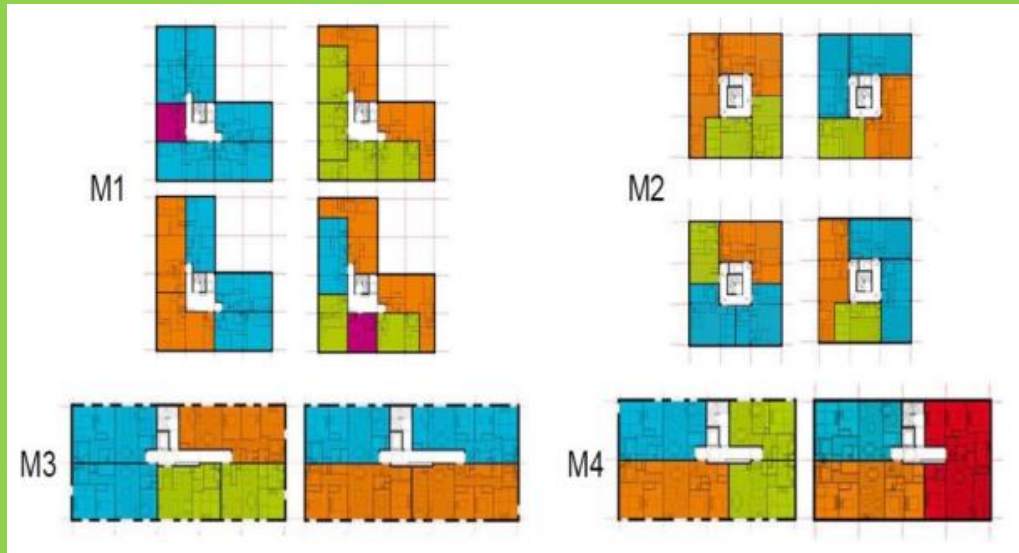
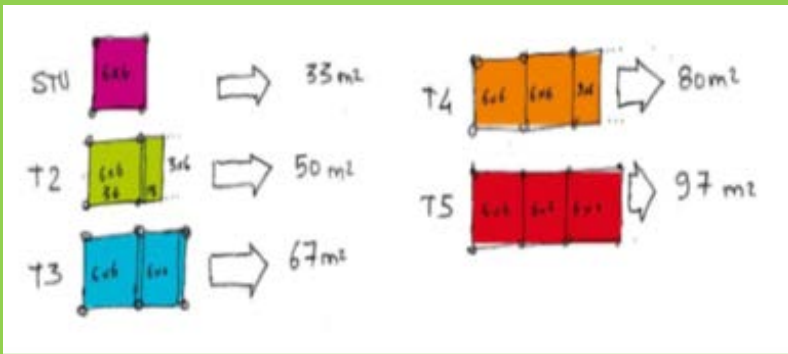


**SNCF CAMPUS, SAINT-DENIS**

# SPEAKERS



**Cécile Queille,  
CEO, ICF Habitat**



# MODULAR SOCIAL HOUSING





# MODULAR SOCIAL HOUSING



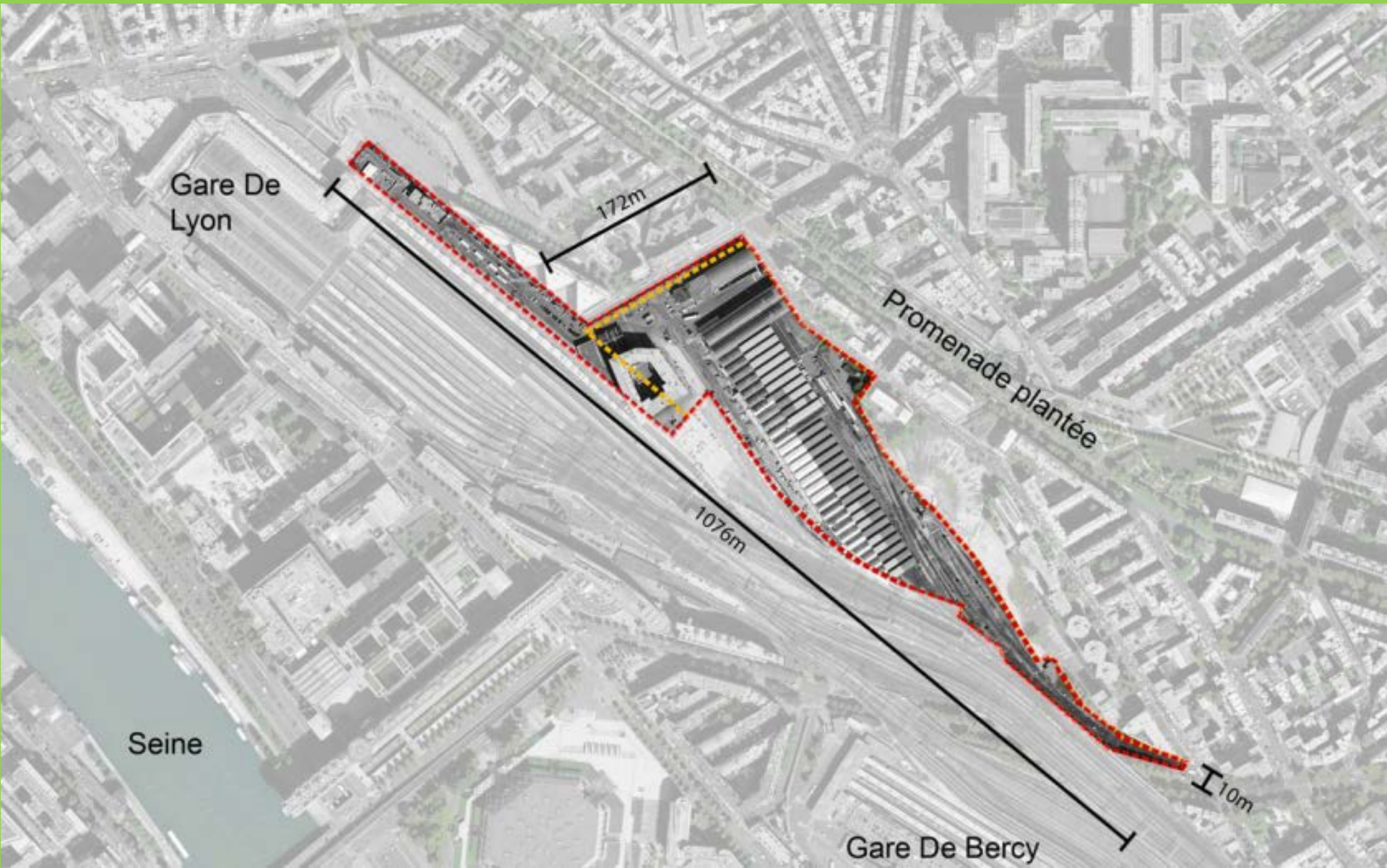
# MODULAR SOCIAL HOUSING



# SPEAKERS



**Fadia Karam,  
Development SNCF Immobilier,  
Espaces Ferroviaires, CEO**



Gare De  
Lyon

172m

Promenade plantée

1076m

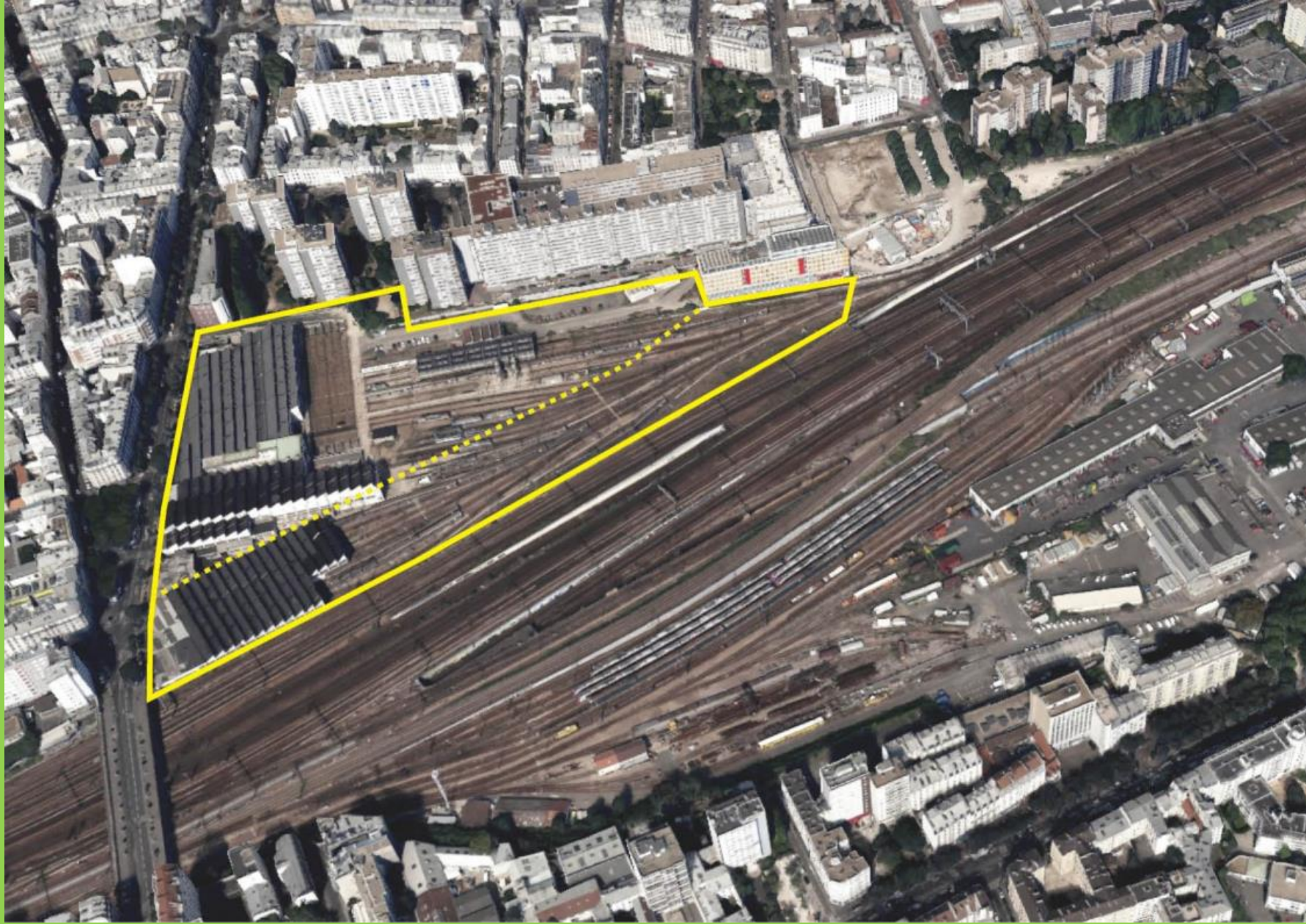
10m

Seine

Gare De Bercy

**GARE DE LYON DAUMESNIL, PARIS 12<sup>ème</sup>**





ORDENER, PARIS 18<sup>ème</sup>





Gare Saint-Jean et extension

AMEDE  
SAINT-GERMAIN

ARMAGNAC

QUARTIER D'ARS

**BORDEAUX EURATLANTIQUE**





# TOULOUSE EURO-SUD-OUEST



**RENNES**





**RESIDENCE FOR RAILWAY PERSONNEL, MONTPARNASSE,  
PARIS 15<sup>ème</sup>**

# SPEAKERS



**Frédéric Goupil de Bouillé, Property  
Management & Optimization**



# LES ATELIERS NOUVELLE GÉNÉRATION

Technicentres  
**3 300 000 m<sup>2</sup>**

Logistique (Fret)  
**1 000 000 m<sup>2</sup>**

**OPTIMISATION  
DU PARC EXISTANT  
EN COLLABORATION  
ÉTROITE AVEC LES  
EXPLOITANTS**

Sotteville  
Atelier TER  
(livraison 2017)

EIV Moulin Neuf  
Réorganisation du site  
et accompagnement  
industriel  
(livraison 2018)

Bordeaux Gravelotte  
Optimisation  
des locaux supports  
sur Gravelotte Sud  
(livraison 2018)

**PROJETS PERFORMANCE  
INDUSTRIELLE**

Hellemmes  
Optimisation,  
refonte du site,  
reconstruction  
(livraison 2020)

Romilly-sur-Seine  
Modernisation activités  
(livraison 2019)

Rennes  
Plus 20 % de productivité  
industrielle  
(livré en 2015)



Ancien technicentre Nouveau technicentre

Venissieux  
Construction nouveau  
technicentre  
(livraison 2019)

Marseille Blancarde  
Réorganisation du site  
et accompagnement  
industriel  
(livraison 2017)

Cannes  
Atelier TER

**SNCF**  
IMMOBILIER



**NEW TECHNICAL CENTRES (RENNES)**





# NEW TECHNICAL CENTRES (RENNES)

# SPEAKERS



**Cécile Queille,  
CEO, ICF Habitat**





## The greenhouse housing



### Innovations :

- A participatory approach
- A sustainable project
- A lifestyle project.

Architectural creation: VSA – Vincent Saulier Architecte / Choreme, landscaper

Planning authority: ICF Habitat la Sablière, social housing landlord

Others: Parica (TCE), Maya (thermal area, fluids), Bet / La Calade, sustainability adviser  
École nationale supérieure d'architecture Paris-Belleville, partner in the co-construction of the project / ALJT, student residence manager / Veni Verdi, manager of urban farming spaces

**RUE PIAT, PARIS 20<sup>ÈME</sup>**



## L'Ilot fertile, Mixed-use programme «zero-carbon » :



Architectural creation: TVK, architectes urbanistes / OLM Paysage  
Planning authorities: Sodéarif, real estate developer / Icf Habitat la Sablière, social housing landlord / Association Parme (social residence), Arpej (student residence), managers / Ucpa (sports facilities and hostel), Zoku (hotel), Géodis (urban logistic), Jardins de Gally (urban farming), Impulse Partners (business incubator)

# TRIANGLE EOLE-EVANGILE, PARIS 19<sup>ÈME</sup>

# SPEAKERS



**Benoît Quignon, CEO**





**BUILDING ON THE EDGE OF THE PLATFORM**





**THANK YOU**