



GROUES

un nouveau quartier pour Nanterre
une autre idée de La Défense

CALL FOR EXPRESSIONS OF INTEREST

TENDER OF RULES ACTIVATE

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PURPOSE OF THIS SECTION

The ACTIVATE section of the Call for Expression of Interest describes an approach to enlivening and improving the commercial heart of Les Groues.

It concerns the provision and renovation of building and land assets that are already available and immediately deployable in order to develop either short-term or medium-term projects and initiatives.

This section seeks to inspire imagination and motivation to innovative projects that engage today, what will be tomorrow, the 11th district of Nanterre and the natural prolongation of Europe's leading business district.

Thus this section addresses all categories of candidate teams in the financial, social or cultural world (entrepreneurs, designers, creators, associations, artists, investors, managers, etc.) who wish to participate in the Groues project, who share its values and wish to express its soul.

Constituting a consortium will be obligatory in responding to this consultation. Each consortium should combine at minimum an architectural firm and/or any research consultants necessary to realize the project, and designate a leader; as well as a project team charged with the project's implementation. Multidisciplinary groups, bringing together different skills and cultures, will be favored. A consortium can be modified during the procedure, assuming sufficient justification by the consortium leader and agreement from EPADESA.

INNOVATIVE THEMES

Candidate teams will seek to respond to challenges laid out in Spirit of Les Groues. The priority is innovative use and enlivening a district in the throes of change, so certain specific expectations set forth in this ACTIVATE section need to be met:

Cross-fertilization of diverse cultural ecosystems

The commercial fabric of Cœur des Groues is composed of a wide range of activities. Situated at the junction of La Défense, Terrasses de l'Arche and the University of Nanterre, this sector is a unique opportunity to imagine innovative projects which could catalyze interchange among these different universes, create buildings that are adaptable to new ways of working, and offer spaces for open innovation.

Transformation of Cœur des Groues into a lively cultural destination

Conceiving a city project as a truly social process through which users meet, interact and participate in defining new uses. Taken as such, the urban and cultural enlivenment of Cœur des Groues is a major challenge because it will also be the most prominent address in a district under construction.

Contribution to the life and adaptability of a neighborhood still in worksite phase

The goal is equally to accompany the transformation of the urban fabric, accompany the transitory worksite phases with amenities and services that will maintain the quality of life and working conditions at Cœur des Groues.

PERIMETER AND SITES

This ACTIVATE section concerns the improvement and reuse of existing property and buildings owned by EPADESA and the City of Nanterre, all immediately deployable and situated in the Cœur des Groues sector.

The first layout phases for Les Groues covered in BUILD do not concern the boundary of Cœur des Groues. This section, which is especially strategic in terms of location and existing commercial fabric, is not included in the building and land use activities foreseen by EPADESA. Therefore, it is not expected to evolve before at least 2030.

Within the framework of this consultation, four sites have been identified for a total of about 20,000m²:

- Site 1: a service building 0+4 and 2 levels of basement / parking for a total of 3,130 m² of offices and 2,000 m² of activities / commerce;
- Site 2: an industrial building divided into 5 halls for a total of about 3,000 m² on a plot of 5,117 m² ;
- Site 3: 2 adjacent plots of 2,700 m² and 4,225 m² ;
- Site 4: an industrial building of about 5,046m² ;

This real estate proposal constitutes a first step in an overall approach to reviving Cœur des Groues which may be naturally extended over the coming years by private and public owners desiring to open up their assets to new projects.

These sites are all located within a perimeter of less than 100m from each other, 300m from the Nanterre Préfecture RER station, Terrasses de Nanterre, Arena 92 and on completion, 150m from the new Eole RER station (2020) and the L15 Grand Paris metro line (2027) from Nanterre La Folie.

Each site is described in a document that can be downloaded by all candidates after an ID process. Technical documents and diagnostics will also be available for download.

MINIMUM REQUIREMENTS

Planning

Candidate groups have full latitude in their planning solutions for each of the sites proposed. Each consortium can apply for one or several sites. They should propose to the contracting authority a project and a planning document that conforms to urban planning documents and regulations in vigor, especially concerning safety (fire, public building safety, etc.).

Building use mix, integration into the existing environment, as well as consistency and complementarity of the whole with Cœur des Groues will be key deciding factors.

Structure

Theoretically, all types of legal and financial structures may be explored. However, the assets of the sites proposed cannot be transferred to the project groups, which implies a preference for structures involving short- or long-term leases such as: construction leases, tenancy-at-will agreements, etc.; with the sole exception of commercial leases.

EPADESA will pay particular attention to the economic feasibility of the projects presented as well as guarantees of on-time final delivery of sites and projects.

Activities

Candidates should pay special attention to ideas and involvement that make their project a lively area, a destination and a place that radiates life into the business district and its neighboring environment.

EPADESA will be particularly favorable to projects that encourage a culture of innovation in Cœur des Groues, and that unify the various existing social ecosystems notably as regards the business district of La Défense, as well as developing services and amenities for users of the district.

METHOD

Phase 1: presentation of initial bid (2 months)

The publication of this Call for Expression of Interest sets into motion the first phase of **ACTIVATE**.

The goal of this first project development phase lasting two (2) months is: to create a consortium and designate its leadership, and to present of a project on one or more of the identified sites.

In order to inform candidates most efficiently and assure equal treatment, EPADESA will hold two meetings for informational and networking puposes. These will be centered on a presentation of the Groues project, the Strategic Plan and a site visit.

These meetings will be held during the three weeks following the publication of the Call for Expression of Interest and will be open to all the candidates registered on the platform. The dates will be announced on <http://epadesa-playgroues.achatpublic.com>. Registration on the platform is obligatory.

Furthermore, in order to refine their initial proposals, candidates will have access during the whole of Phase 1 to the identified sites in order to conceive their projects, present the sites to their any concerned partners, and evaluate the technical and economic feasibility of the bids. Weekly visit schedules to the various sites will therefore be open to those who ask in advance (signup possible from the platform at least two days before the weekly visit date). These dates will be announced 15 days after the publication of this consultation and will take place until the date of submission of initial bids.

Lastly, within 15 days following publication of this document, EPADESA will open a data-room making the complete data and diagnostic documents available for these sites.

At the end of Phase 1 the candidates will submit an initial bid document. After the submission and analysis of their document, each candidate will present it before a Technical Committee (Cotech).

The contracting authority for each building will submit their opinions for the (3) consortiums maximum retained for Phase 2 on each of the sites.

Phase 2: formalizing a definitive bid (3 months)

At the end of Phase 1, a maximum of three (3) consortiums will be retained for each site to participate in the second phase of consultation.

This period will permit the teams to go into more detail in their plans and set out the final bid. Workshops will be organized with each consortium pre-selected to orient them and to allow them revisit certain aspects if needed.

content of the initial bid document

It is imperative that the complete document be in French and include the following elements:

A presentation of the project team or consortium

- Signed and dated application letter, detailing the organization of the team and the allocation of tasks among all the members.
- A document describing the powers of the person authorized to hire the candidate and each member of the team.
- A complete presentation of each of the team member firms, including references from projects either completed or in progress that the team judges appropriate to present. Consortiums must include a qualified architect or design/engineering firm.
- Audited financial statements for the candidate team and each member of the consortium, going back 3 years (balance sheet, profit and loss, explanatory notes);
- Sworn statement from the candidate and each member of the consortium that none of them are in the process of a legal settlement or liquidation, nor personal bankruptcy, that they are up to date with their fiscal and social obligations, and that none have had any criminal convictions (model of declaration attached in Annex);
- Copies of current insurance coverage for the candidate and every member of the consortium.

Presentation of the candidate's intentions

This presentation file will show how well the candidate understands the Spirit of Les Groues, the stakes of this urban project and the approach of the Call for Expression of Interest. It will contain the following elements:

- Understanding of the approach: the candidate's comprehension of the context, territorial stakes and approach;
- Possibilities for innovation: candidate's preference of thematic focus, which is particularly pertinent given the stakes of the site;
- Site(s) selected for implementation of the project;
- General description of the project and related plans;
- All references to projects that are either comparable or inspirational, that help illustrate the plan and envisioned usage.

Presentation of legal structure and business plan

- Description of any and all legal structuring (type of lease or tenancy agreement, of minimum and desirable length, etc.);
- Presentation of the proposed business plan (project financial model; evaluation of total cost of project; description of the workload increase; duration of minimum viability of the project);
- Evaluation of the level of upgrade to norms of the building(s) necessary for the project (estimate of budget line items; proposal of level of owner responsibility; rent proposal, etc.);
- Project schedule.

Promise of commitment

- Commitment to submit a final offer in case of selection for the final round (see form provided by EPADESA in Annex).

CONTENT OF THE FINAL BID DOCUMENT

At the end of this phase the candidates will submit a final bid, the content of which will be detailed by EPADESA in an addition to the consultation regulations.

It will contain at minimum:

- A defined plan;
- Legal structure(s);
- Financial bid;
- Architectural feasibility report;
- Schedule of works and timeline of the project.

Candidates will then present to a selection committee which will rank the projects based on opinions from Cotech and the Quality Team. The final selection decision will be made by the contracting authority for each of the sites (either EPADESA or the City of Nanterre), leading to a lease for the realization of the winning project.

CRITERIA OF SELECTION OF BIDS

Dossiers that conform to these standards will be analyzed. The initial bids will be judged and selected according to the following criteria.

Compatibility with the Spirit of Les Groues

Teams will be judged on the best expression of the spirit of the future district, on its understanding of the territorial challenges, showing how its plan faces the challenges of the district, especially on how it spreads a culture of innovation and how it creates a strong tie with La Défense.

Comprehension of the stakes of the Call for Expression of Interest

Teams will be judged by its comprehension of the stakes of the approach, demonstrate its ability to commit to this open and flexible procedure, and describe how its working method fits in with this process;

Innovative character of the project:

Each team must demonstrate its expertise in this issue, prove that the project responds to it in concrete terms; and for the neighborhood, contribute to the animation of Cœur des Groues, describe directions for innovation that respond to or complete the proposed axes.

Competences and composition of the team

Teams will be judged by the variety of skills it can bring to the project, the different roles it can play; the recent achievements of its members; the inclusion of end users for specific programs.

Value added to the Les Groues district by the project

Teams will be judged on the value added of their project to the whole district, especially in terms of bringing life to the area: how the project contributes to the urban context, how it “creates a city”.

Technical feasibility study

Teams will be judged on their capacity to assure the means and skills necessary to executing the project.

Solidity of the financial model

Teams will be judged on their ability to integrate an operational real estate and financial framework to its execution (costs of renovation, business plan, financial offer);

Functional diversity and complementarity of uses:

Teams will be judged on their ability to develop a multiuse approach at the heart of sites and a complementarity of uses at different scales.

HOW TO ACCESS INFORMATION AND SUBMIT DOSSIERS

All the data, information and files for the Call for Expression of Interest will be published on the platform at <http://epadesa-playgroues.achatpublic.com>

This platform will permit candidates to log in, go to a personal space (data room) where they will access their dossier and any events relating to the Call for Expression of Interest. They can address any questions to EPADESA . The responses to which will be sent to all candidates as a FAQ sheet.

EPADESA reserves the right to modify details in the rules of the consultation, notifying candidates at least 10 days in advance of the deadline date for reception of dossiers. Candidates will be notified, when appropriate, from the platform. In such cases, they should respond with a modified dossier, without possibility of claiming compensation.

Submission of dossiers can be done online on the platform <http://epadesa-playgroues.achatpublic.com>. Dossiers can also be:

- Sent in digital format via a USB key, special delivery letter with return receipt requested, or delivered directly to the reception counter of EPADESA, on working days from 9:00 to 18:00, with a receipt;
- Sent on paper by special delivery letter with return receipt requested, or hand-delivered directly to the reception counter of EPADESA, on working days from 9:00 to 18:00, with a receipt.

In the two latter cases, candidate dossiers should be submitted in a sealed envelope labeled (in French) “Groues – Appel à Manifestation d’Intérêt – Volet Construire”, as well as “ne pas ouvrir” as in the model below:

EPADESA
Direction de la Stratégie
55 place Nelson Mandela 92 024 Nanterre Cedex | France
(Candidate name)
Groues – Appel à Manifestation d’Intérêt – Volet PREFIGURER
“Ne pas ouvrir avant la séance d’ouverture des plis”

SCHEDULE

Initial bid

Deadline for submission of dossiers is 27 June 2016 at precisely 11:00.

Dossiers submitted online on the platform <http://epadesa-playgroues.achatpublic.com> should be sent BEFORE the deadline for candidate dossiers. The date and hour registered by the platform will serve as proof.

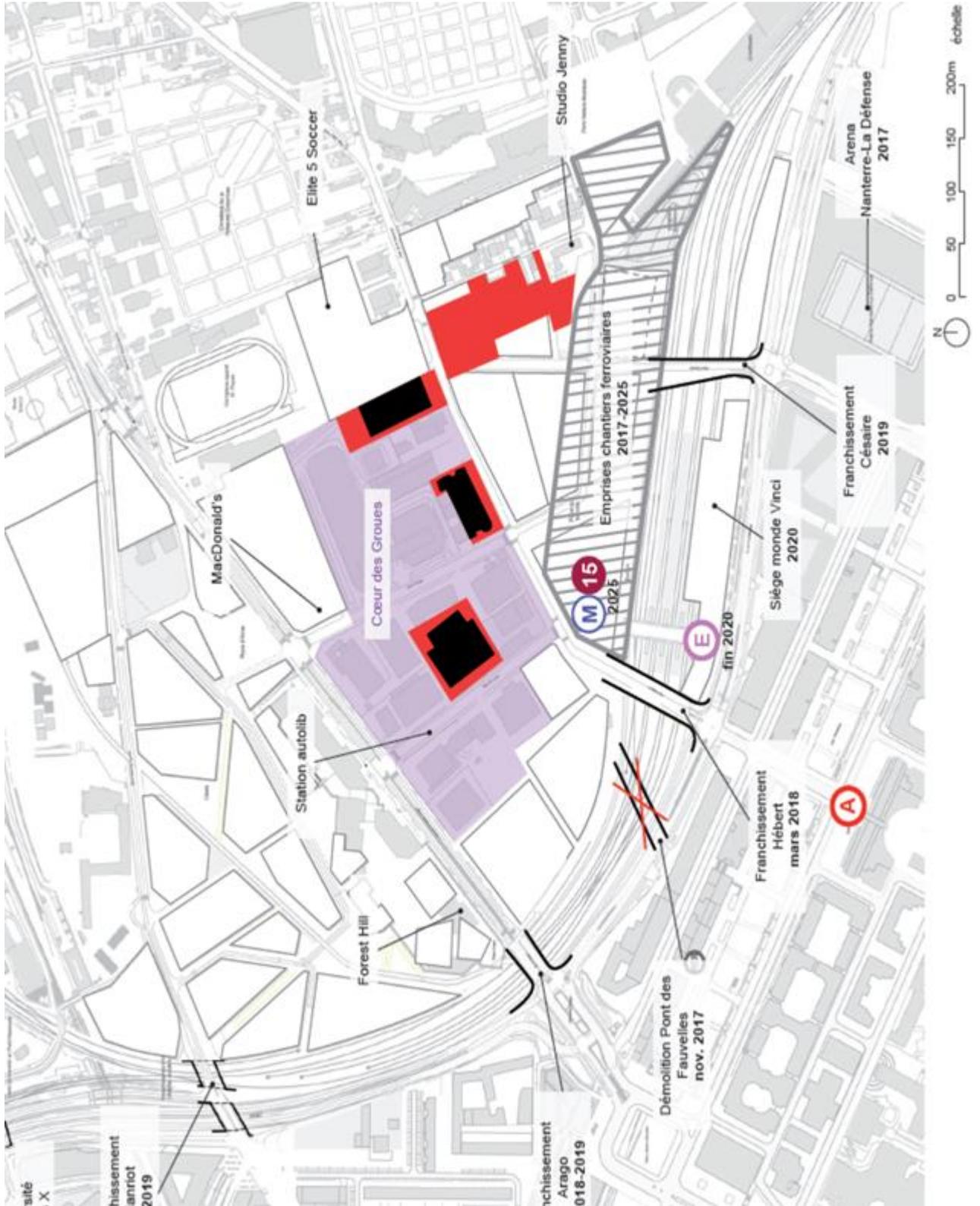
Packages delivered by special delivery letter with return receipt requested, or hand-delivered directly to the reception counter of EPADESA, must arrive at the above address BEFORE the deadline. After this deadline, the unopened package will be returned to the candidate. Postmarks will not be accepted as proof of delivery.

Following steps

Final dates and times for the following steps will be fixed by additions to the current consultation regulation which will be communicated to the candidates through the web platform.

The scheduled calendar is as follows:

- Launch of the Call for Expression of Interest: 25 April 2016
- Receipt of Phase 1 initial bid: 27 June 2016
 - ➔ Times of oral presentation to Technical Committee (Cotech)
- End of July: Designation of teams selected for phase 2 to make final offers
 - ➔ Workshops with retained teams
- November: Submission of final bids to selection committee
- End of November: Awards to selected teams



INDUSTRIAL BUILDINGS

WAREHOUSES AT 6/8 RUE DE LENS

BUILDING CHARACTERISTICS

- ▶ Property of EPADESA since 2012
- ▶ Immediate availability
- ▶ 3,000 m² of warehouses ; 5,000m² plot
- ▶ Ceiling height: 5m
- ▶ Crane & heavy load bridges
- ▶ Roof in bad condition & containing asbestos

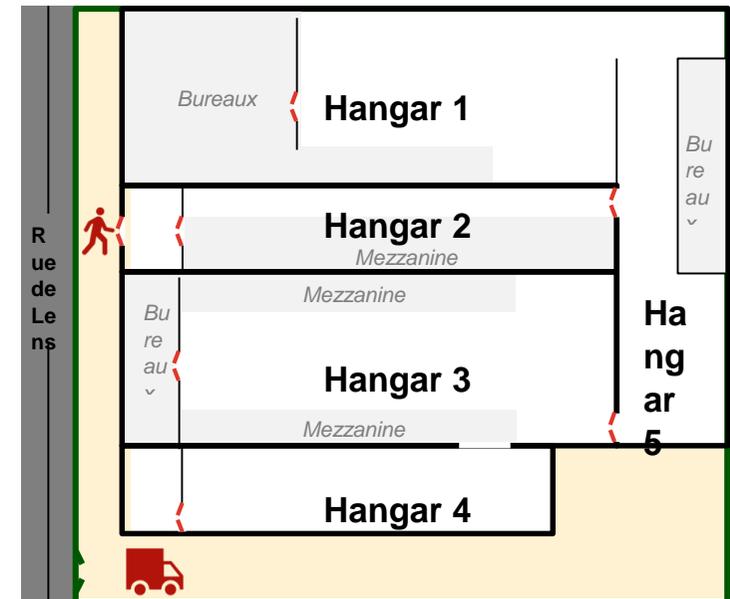
USES TO EXPLORE

Innovative professions

- ▶ Manufacturing workshops / prototyping (Fablab...)
- ▶ Testing, demo models and scale models inside the building or on the building itself
- ▶ Collaborative projects, multi-players, corporate + start-up
- ▶ Showroom, exhibitions of innovations

Enlivening the social ecosystem

- ▶ Visits, reception area, organization of internal and client events
- ▶ Food trucks, pop-up restaurants, music bars, concept cafés, etc.
- ▶ Artistic / cultural / well-being spaces



INDUSTRIAL BUILDING

WAREHOUSE AT 307-311 RUE DE LA GARENNE

BUILDING CHARACTERISTICS

- ▶ Property of the City of Nanterre since 2013
- ▶ Immediate availability
- ▶ 5,046 m² of warehouses 0+1 (ground floor plus 1, plus basement)
- ▶ Footprint 3,450 m²
- ▶ Roof in bad condition
- ▶ Road/delivery along length of building: 5m wide alley
- ▶ Ceiling height: 7m

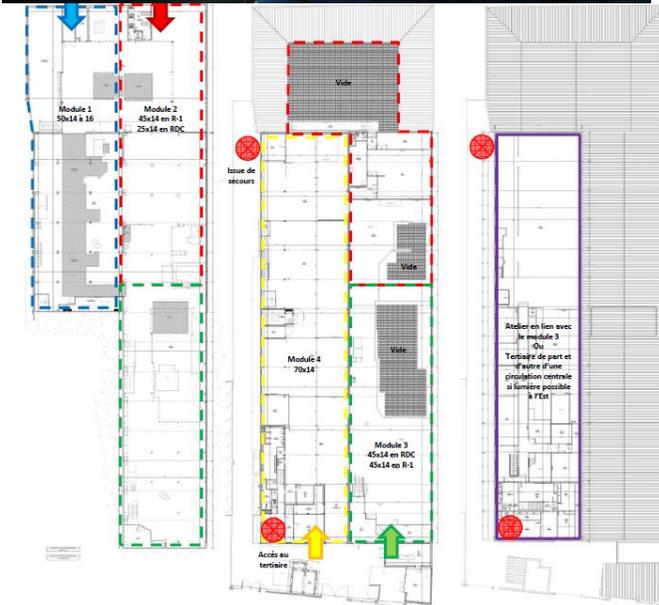
USES TO EXPLORE

Innovative professions

- ▶ Priority to artistic and cultural activities
- ▶ Projects with social and community-enhancing dimensions
- ▶ Artist workshops and artisanal activities
- ▶ Short-term and pop-up events

Enlivening the social ecosystem

- ▶ Contributing to the fabric of micro-business / small-to-medium-size business and industry
- ▶ Contributing to xxx new European Social Survey projects
- ▶ Showroom and event space



SERVICE BUILDINGS

269 RUE DE LA GARENNE

BUILDING CHARACTERISTICS

- ▶ Property of EPADESA since 2011 (currently a condominium)
- ▶ 0+4 (ground floor plus 4)
- ▶ Partly available immediately
- ▶ 3,130 m² of offices, 2,000 m² shops/businesses
- ▶ Underground parking, rooftop terrace

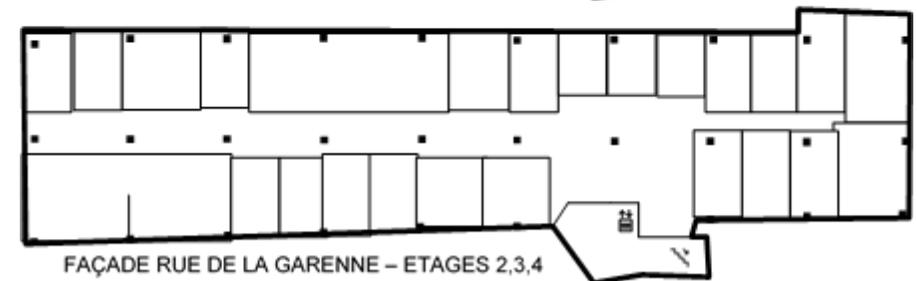
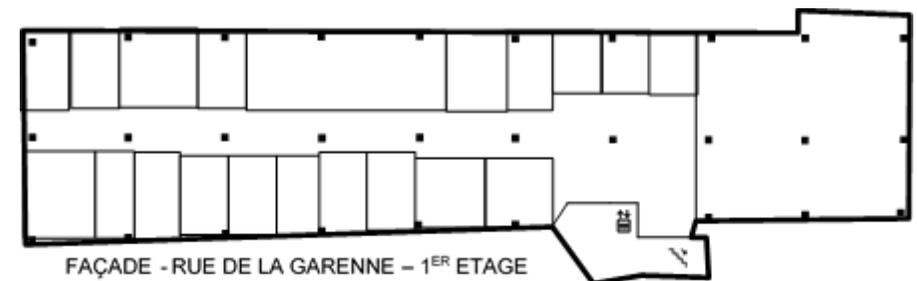
USES TO EXPLORE

Innovative professions

- ▶ Startup incubator, spin-offs and innovative / R&D groups from large companies
- ▶ Testing, demo models and scale models inside the building or on the building itself and the roof
- ▶ Collaborative projects, multi-players, corporate + start-up
- ▶ Showroom, exhibitions of innovations

Enlivening the social ecosystem

- ▶ Visits, reception area, organization of internal and client events
- ▶ Green or planted roof, rooftop café



VACANT LAND

284-290 RUE DE LA GARENNE

BUILDING CHARACTERISTICS

- ▶ Available 30 juin 2016
- ▶ 2 neighboring plots of 2,700m² and 4,225m²
- ▶ Owned by EPADESA and the City of Nanterre
- ▶ Possible temporary reparcelling to develop a unique project

USES TO EXPLORE

Innovative professions

- ▶ Urban enlivenment
- ▶ Urban agriculture and biodiversity
- ▶ Circular economy
- ▶ Entertainment

Enlivening the social ecosystem

- ▶ Temporary and modular buildings
- ▶ Food courts
- ▶ Short-term and pop-up events
- ▶ Places for relaxation and animation



ANNEXES

▣ Les Groupes:

▪ **Economic ecosystem**

- 2,000 establishments and 53,600 workers (within an 800m perimeter around the future Eole RER station)
- The 10 biggest establishments account for more than half of the workers in the area
- Higher service functions are represented here in higher proportions than the average within central Paris (54% vs 26%)
- Management accounts for 49% of workers, as opposed to an average of 31% within central Paris
- 42% of the workers in the area are employed in financial or insurance sectors
- 8,600 working residents in the area

▪ **Urban environment**

- Entertainment & leisure: Terrasses de Nanterre; Jardins de l'Arche; Cœur des Groupes
- Reducing isolation: construction of two mixed-use bridges: Hébert (connecting to Nanterre Prefecture) and Césaire (connecting to Arena 92) by February 2018



○

▪ **Residential environment**

- Terrasses de l'Arche
- Faubourg de l'Arche
- Cœur de Quartier

▪ **University environment**

- Nanterre University

- Léonard de Vinci complex

- **Commercial and service environment**

- Terrasses de l'Arche & Nanterre Prefecture (50 shops, bars, restaurants, markets, etc.)
- Les Groues (atypical food services in sports facilities; wrestling rings, etc.)

- ▣ **Cœur des Groues**

- Diversity of economic fabric:

- 29 hectares with 180,000 m² of economic activity;
- 5-6,000 workers;
- 76% are micro-/small-to-medium-size businesses & 11% of these companies have more than 100 workers;
- 47% are service providers to industry (IT; cleaning; gardening; maintenance; etc.)
- 12% are industrial activities

- ▣ **Access to public transport**

- **RER A stations:** Nanterre Préfecture (≈200m); Nanterre Université (≤600m); La Défense Grande Arche (≤800m)
- **RER E station:** Future Gare Eole in 2020 (≤100m)
- **L15 station:** Future Grand Paris Express in 2027 (≤100m)

- ▣ **Coming up around Les Groues (2017-2020)**

- **Delivery of Jardins de l'Arche (T1 2017)**

- Pedestrian link between Grande Arche & Terrasses de l'Arche
- Mixed animation & planning (housing; shops; hotels)

- **Delivery of Arena 92 (T2 2017)**

- Modular 40,000-seat public space for concerts, shows and conferences
- Rugby stadium of the xxx Racing Club in Nanterre (30,000 seats)
- Scheduling: 200 events per year

- **Two new footbridges for improved connections (March 2018)**

- November 2017: destruction of the temporary pedestrian footbridge;
- March 2018: Delivery of two new mixed-use bridges (direct connection at less than 10m on foot to the RER A Nanterre Prefecture and Arena 92)

- **Delivery of the world headquarters of Vinci Construction, Boulevard de La Défense (2020)**
 - Ensemble of 90,000 m² of which 74,000 m² dedicated to the new headquarters building
 - 3,500 m² businesses and services open to the public (business incubator, fab-lab, show-room, co-working, auditorium, food court, gym, etc.)

- **Delivery of Eole RER station (2020)**
 - Direct connection to La Défense, Porte Maillot and St. Lazare

More details :

▶ JLL Study: *Grand Paris et immobilier d'entreprises: tendances future, Septembre 2015*
APUR Study: *Le tissu économique des quartiers de gare de la ligne 15 Ouest du métro du Grand Paris, Janvier 2016*

