



# GROUES

un nouveau quartier pour Nanterre  
une autre idée de La Défense

**CALL FOR EXPRESSION OF INTEREST**

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## Overview

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EP/ADESA

ÉTABLISSEMENT PUBLIC D'AMÉNAGEMENT  
DE LA DÉFENSE SEINE ARCHE  
OPÉRATION D'INTÉRÊT NATIONAL

A Call for Expression of Interest in four parts:

## **01. OVERVIEW**

The methodology of this consultation: a comprehensive and consistent approach, expressed in two complementary sections, “Build” and “Activate”.

## **02. SPIRIT OF LES GROUES**

A description of a desirable future for Les Groues and the challenges to overcome. This document lays out the approach to this whole consultation and applies to both the “Build” and “Activate” sections.

## **03. TENDER RULES FOR BUILD**

Tender rules for the “Build” section of the call for interest.

## **04. TENDER RULES FOR ACTIVATE**

Tender rules for the “Activate” section of the call for interest.

## TABLE OF CONTENTS

01. OVERVIEW .....	2
02. SPIRIT OF LES GROUES.....	2
03. TENDER RULES FOR BUILD .....	2
04. TENDER RULES FOR ACTIVATE .....	2
TABLE OF CONTENTS .....	3
INTRODUCTION .....	4
CONTEXT .....	6
<b>Object of the Call for Expression of Interest</b> .....	6
<b>EPADESA strategy for 2025</b> .....	7
<b>Les Groues: a metropolitan future</b> .....	8
PRINCIPLES OF THE STRATEGIC PLAN FOR LES GROUES.....	10
<b>Project methodology</b> .....	10
<b>1. Building upon a dynamic Cœur des Groues</b> .....	11
<b>2. Structuring an intense grid</b> .....	12
<b>3. Preserving a softer grid: resource for quality of life</b> .....	13
<b>4. Constructing around a major hub of Grand Paris transport</b> .....	14
<b>5. Opening up Les Groues</b> .....	15
<b>6. Anchoring Les Groues in its territorial context</b> .....	16
ORGANIZATION OF THE CALL FOR EXPRESSION OF INTEREST .....	19
<b>Separation into two sections</b> .....	19
<b>Scope of this Call for Expression of Interest</b> .....	19
Build.....	20
Activate .....	20
<b>The bodies of this Call for Expression of Interest</b> .....	21
Technical Committee .....	21
Quality Team.....	21
Selection Committee .....	21
Access to information .....	21
Online platform.....	21
Informational and networking meetings .....	22

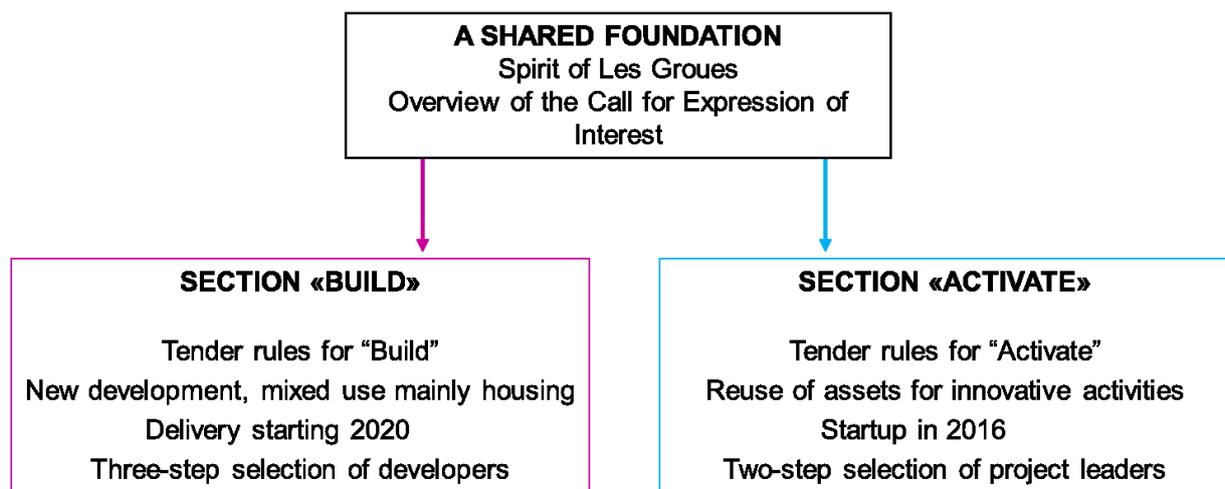
## INTRODUCTION

The Les Groves district is an exceptional project which calls for a whole new perspective on urban planning and construction. The EPADESA Call for Expression of Interest is an open and flexible step conceived to encourage innovative thinking and creative interchange, in order to arrive at unusual solutions which a classic consultation would not solicit.

EPADESA is choosing its teams first on their ability to commit to the overall ambition, the total vision of Les Groves: they have to contribute to the Spirit of Les Groves. Since openness is the heart of this approach, the object is not to lay out a list of constraints or a brief, but to envision a desirable future for Les Groves. The concept, the program, and the innovations proposed by each team must be compatible with this vision, without being restrained by it.

The breadth of knowledge and multidisciplinary skills of the winning teams are of primary importance to the decisions. Multi-skilled consortiums serving multiple roles will need to be formed to best conceive coherent solutions to their project.

Within the scope of an overall strategy, these plans will be executed on very different terrains: developed or undeveloped property, for immediate or later use, in contrasting situations and urban contexts. For this reason, the consultation describes two distinct phases: “Build” and “Activate”.



“Activate” means an immediate renovation of Les Groves. Right now, the site needs to be more lively, to offer new living spaces, and to create new uses, more than it needs new development. The characteristics of the site, its industrial cachet and its human history all lend themselves to this strategy. Starting on the buildings already at Cœur des Groves will propel this step forward.

“Build” means initiating new construction in the Les Groves area, with first delivery in 2020. These areas must be exemplary from all points of view: environmental, energy use, and well-being. Special attention should be paid to the quality of life of the first arrivals during this worksite phase, who have committed to coping with constant change. Les Groves requires solutions that complement, or are consistent with, the existing construction, especially in Cœur des Groves. Finally, innovation should be at the core of this phase, touching all aspects of the future district: the bases of buildings, residences, the coordination of services, and mobility, among others.

The goal of this Call for Expression of Interest is to permit iterative work between the candidates and the developer. Even if the overall plan guides the project it is still fluid, offering tolerance for change and staying open to new ideas. It defines major strategic directions, the landscape framework, and economic positioning; but it does not control the design of each building or its urban form, nor the events to be created in its public spaces and even less the reuse of existing buildings, to be decided on a case-by-case basis.

Lastly, the Call for Expression of Interest should permit moving from innovative intentions to concrete innovative realization. It should serve as the launch or birth of the Les Groues project and in itself demonstrate the spirit of the entire project. Successful forward thinking is the key to success of Les Groues.

## CONTEXT

### Object of the Call for Expression of Interest

The object of this Call for Expression of Interest is to select teams to produce urban projects, whether buildings or events, for the future ZAC (Concerted Development Zone) of Les Groues in Nanterre. Included is all the useable land in the short or medium term in the future Concerted Development Zone, whether built or unbuilt, owned by EPADESA or its partners (public or private property owners in the zone). Projects will be judged on their innovative character, their coherence with the spirit of Les Groues and their ability to integrate into the Strategic Plan.



*Les Groues in the Seine Arche Zone*

## EPADESA strategy for 2025

Les Groues is a key piece of the land developed by EPADESA on the Public Interest Initiative area of Défense-Seine Arche. One of the objectives of the strategy is to open up La Défense to its environment, the neighborhoods that surround it, in order to see existing complementary as well as new points of attraction. Les Groues has a major role to play. Renewal has started in the urban space to the west of the Arche, with the Jardins de l'Arche and the Arena, and Les Groues will follow on by creating new and unusual urban continuities and complementarities. A place to live and work, lively and rich with opportunity – Les Groues will be a new anchor in the business region by being both a new section of Nanterre and embodying a new idea of La Défense.



## Les Groues: a metropolitan future

The future ZAC of Les Groues covers about 60 hectares (144 acres) of public and private land, all situated in Nanterre, between the rail lines and the municipal boundary of La Garenne Colombes. Les Groues is presently a business park with 6,000 industrial and service workers, and also an disused railroad site of mostly fallow ground. About 300 residents call this area home, especially around Avenue Jenny and its self-constructed houses.

This territory, considered a major real estate opportunity in the suburbs closest to Paris, has been the subject of in-depth studies which resulted in a shared project, formalized by an agreement between the City and the State, signed on 9 July 2015. This agreement lays out the shared goals for this project, which will be an 11<sup>th</sup> district of Nanterre, linked to and complementary to La Défense.

The catalyst for Les Groues is the creation of the Nanterre La Folie transport hub, and the arrival of new rail lines: the RER E will be operative at the end of 2020 and line 15 of Métro Grand Paris in 2025. This new high-service station will be completed by works to lessen its isolation by facilitating the crossing of the double rail and road infrastructure, which today contributes to its relative isolation from the rest of Nanterre.



The future district will be mix-use, with a balance between residences and offices, and an ambitious goal of new surface production: about 640,000 m<sup>2</sup>, for 5,000 housing units, 12,000 inhabitants, and 12,000 new jobs. The City-State protocol has strong ambitions for environment and innovation in this area. The project calls for a pragmatic approach to sustainable development, focusing on well-being and health. To improve commuting, a broad offer of residential units will be constructed. Local business and services will be oriented towards diversity and openness, supplying products that are still hard to find in this area, and positioning commercial activity at Les Groues as a complementary and non-competitive alternative to the businesses already established at La Défense.

Finally, the future district will provide a high level of facilities, such as construction of schools and sports areas. Cityscape and landscape will be mostly reworked to redistribute the existing large islands and encourage local walkways and relaxed ways of life, as well as the presence of nature in the city.



# PRINCIPLES OF THE STRATEGIC PLAN FOR LES GROUES

## Project methodology

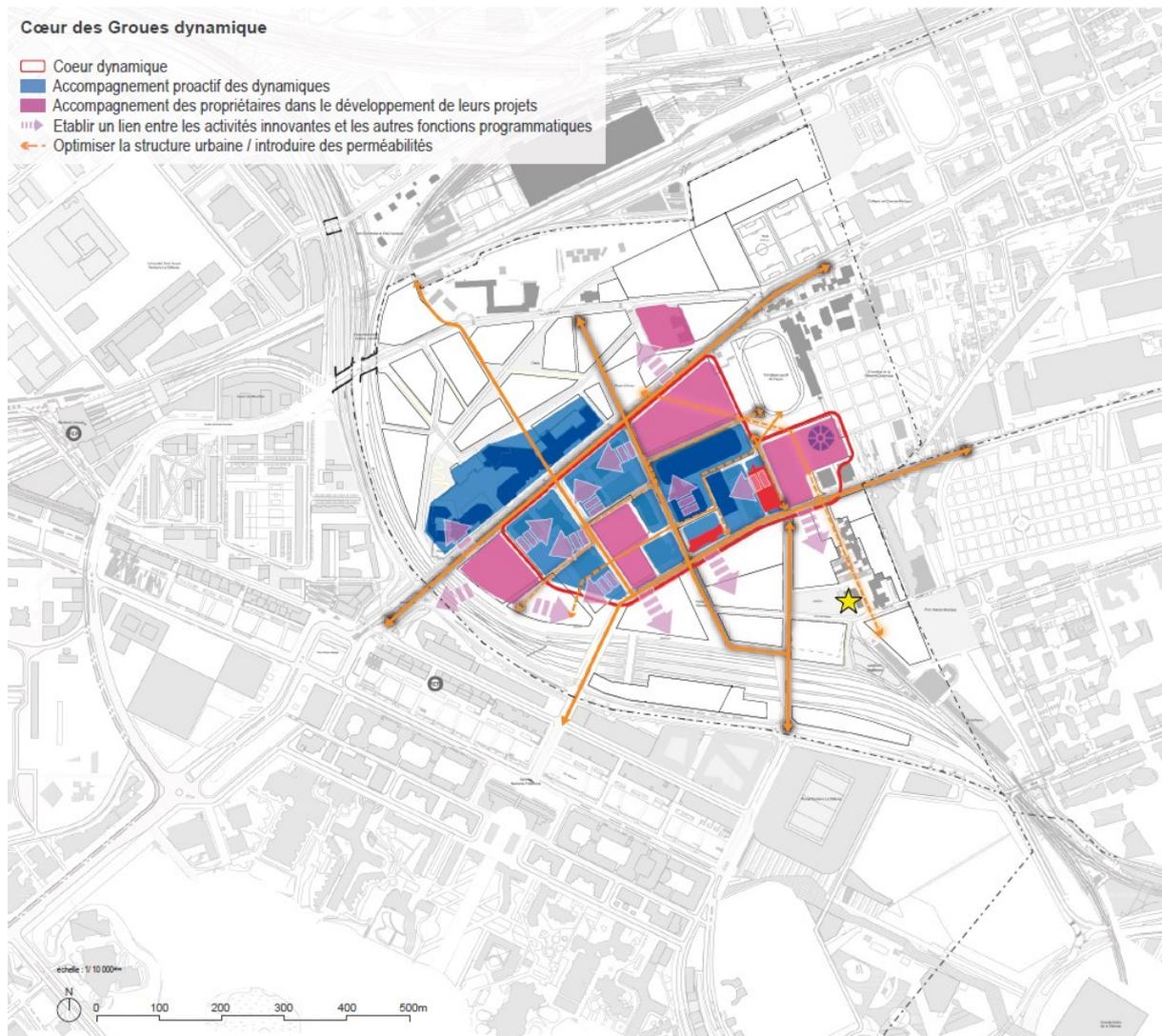
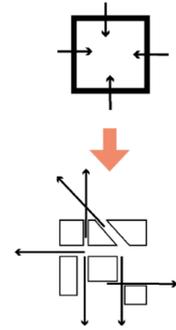
The Strategic Plan for Les Groues is more than a planning document; it is a planning process that remains open to tomorrow's changes. This requires a special concept of how to build a city. In order to be open to initiatives, needs and usages that are today unknown or might arise spontaneously, and thus produce a resilient neighborhood, the urban forms and building types should permit adaptation and reversibility. Adaptability is the fundamental principle of Les Groues.

The Strategic Plan for Les Groues consists of a master document for the transformation and development of the future district, to guarantee at each step the quality of its execution. Its goal is not to produce a fixed site plan with an uncertain future. It defines the invariables which assure the overall quality of the project over time and which will contribute to the identity and image of the area. It offers a degree of flexibility to permit evolution of planning, and of design of public spaces and urban forms, and the advancement of research and initiatives contributed by public and private stakeholders.

The following elements are meant to provide an understanding of the intentions of the Strategic Plan for Les Groues. They are presented as extracts, several illustrations that clarify the strategic orientations which should guide the reflection of the candidate teams. The completed document will be transmitted to the retained teams at the end of the candidature phase. In particular, presented below is the urban framework envisioned in the Strategic Plan, the foundation of a new identity.

## 1. Building upon a dynamic Cœur des Groves

The transformation strategy of this area relies on the existing legacy of Les Groves, in particular Cœur des Groves. With a base brimming with intrinsic energy, the area needs to be opened up and anchored in the future neighborhood, by initiating collaboration with certain business already in place. It should prioritize the emergence of new dynamics that favor innovative activities and new ways of working, but also welcome the progressive influx of new types of urban events and unique habitats.



CAPTION : A dynamic Cœur des Groves

*Dynamic heart*

*Proactive strategic guidance*

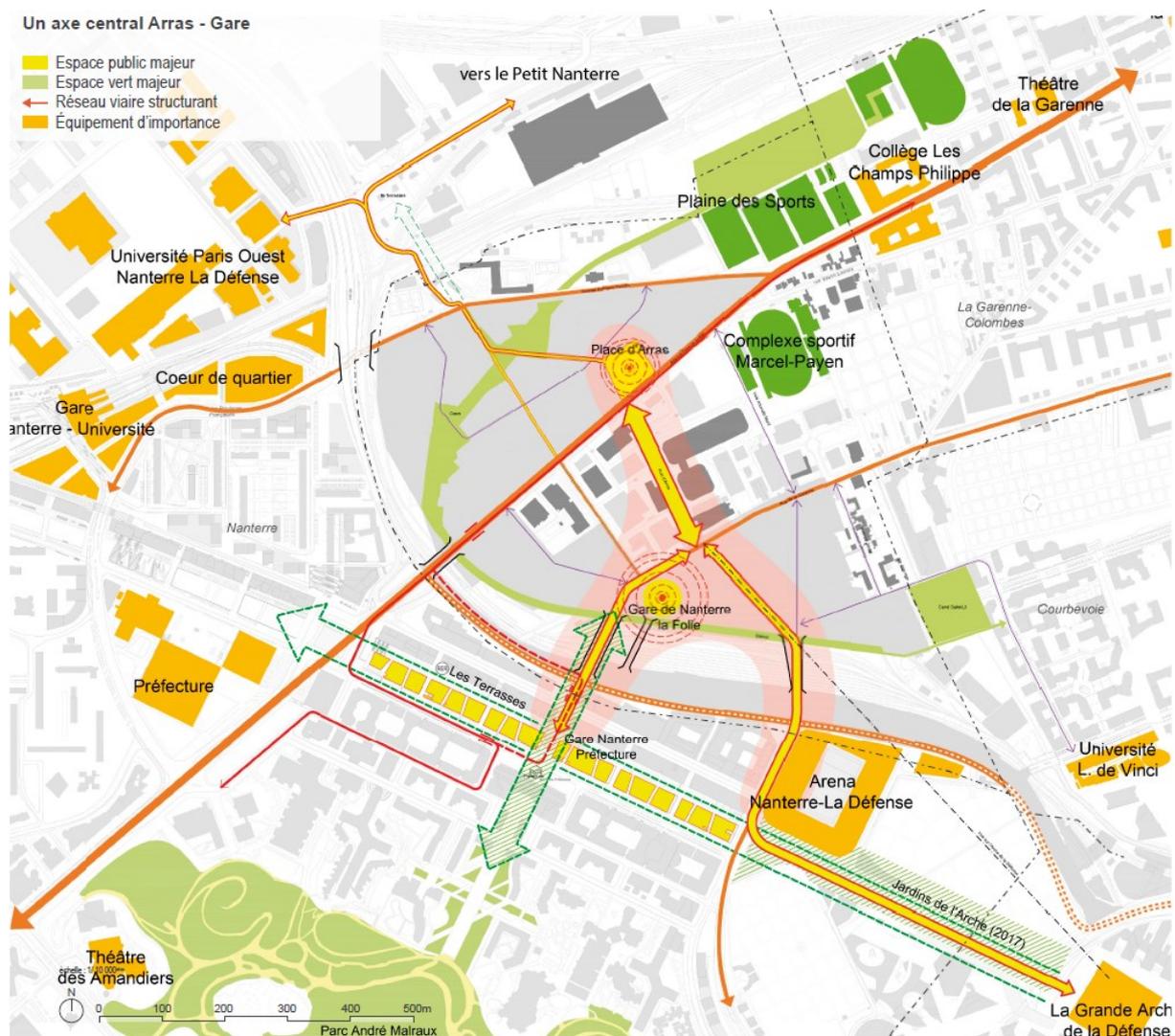
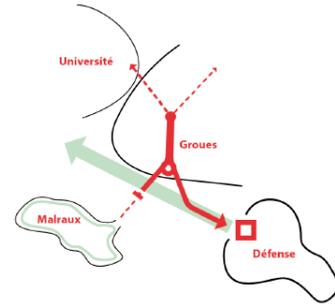
*Strategic guidance of landowners in the development of their projects*

*Connect innovative activities to other activities in Plan*

*Optimize urban structure / Introduce permeability*

## 2. Structuring an intense grid...

The Arras / Gare axis, linking Place d'Arras and Place de la Gare (in red, below) is a key element of the urban identity of this future district. Structuring the development of Les Groues around this central axis assures Les Groues a foothold in the large metropolitan spaces around it such as Terrasses, Arena, André Malraux park and La Défense. The true heart of activity in this area, Rue d'Arras and its prolongations have to play a major role in the public space, that of an "intense grid" connecting the two centers of the district: Place d'Arras and Place de la Gare. This grid will be the overriding influence on new development in the area, which it will connect intimately with Cœur des Groues.



CAPTION: Arras – Gare central axis

*Major public space*

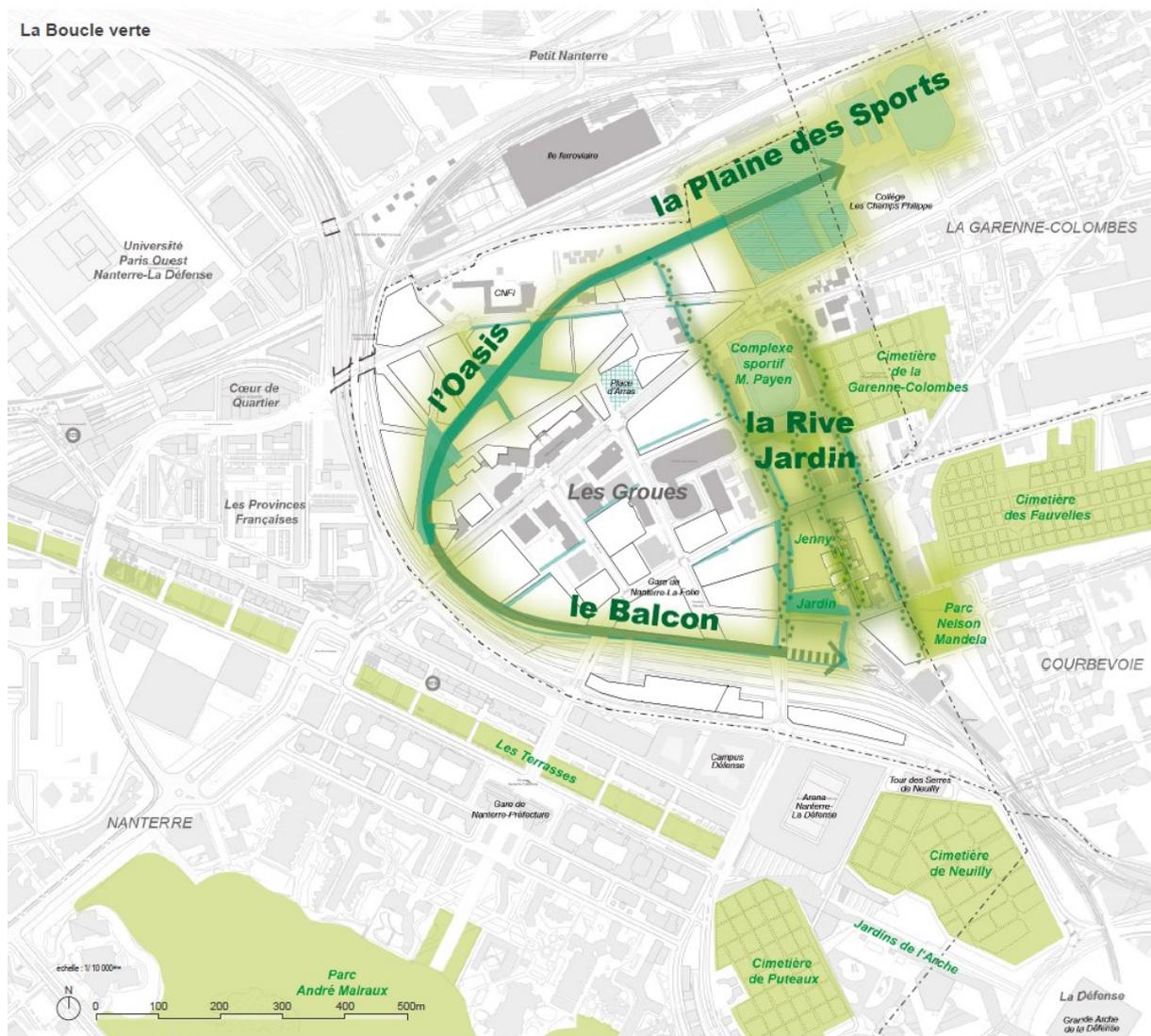
*Major green space*

*Railway structure*

*Important public facilities*

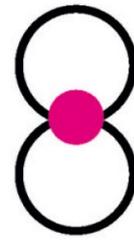
### 3. Preserving a softer grid: resource for quality of life

Quiet spots and the presence of nature in Les Groves create a peaceful grid at the heart of the district. Diverse ambiances and types of green spaces offer an identity and a quality specific to each sector which surrounds it. It networks the four fundamental structural elements of the green public spaces: Rive Jardin, Balcon, Oasis and Plaine des Sports which form a continuous and coherent system of public space, permitting finding one's bearings and understanding the organization and function of the area. This quieter grid creates new places to walk, encourages promenades and social mingling, and forms an area of biodiversity. It is a direct and permanent link between nature and the city.



CAPTION: *The green belt*

#### 4. Constructing around a major hub of Grand Paris transport



The exceptional location of the future Nanterre-La-Folie rail station, at the intersection of the RER E and line 15 of the Grand Paris métro, turns the central station into a key articulation between Les Groues and the whole Seine-Arche sector. This super-accessibility combined with its key articulating role in the network of public spaces explains the urban intensity proposed for the central station of Les Groues.

Indeed, the building project related to this emblematic station of the Grand Paris line has as ambition a broader metropolitan reach and a role as star project of Les Groues. It should integrate the station space into a strong urban intensity while making a unified architectural gesture. A strong functional mix is desired in order to transform this multimodal station into a center for local life.

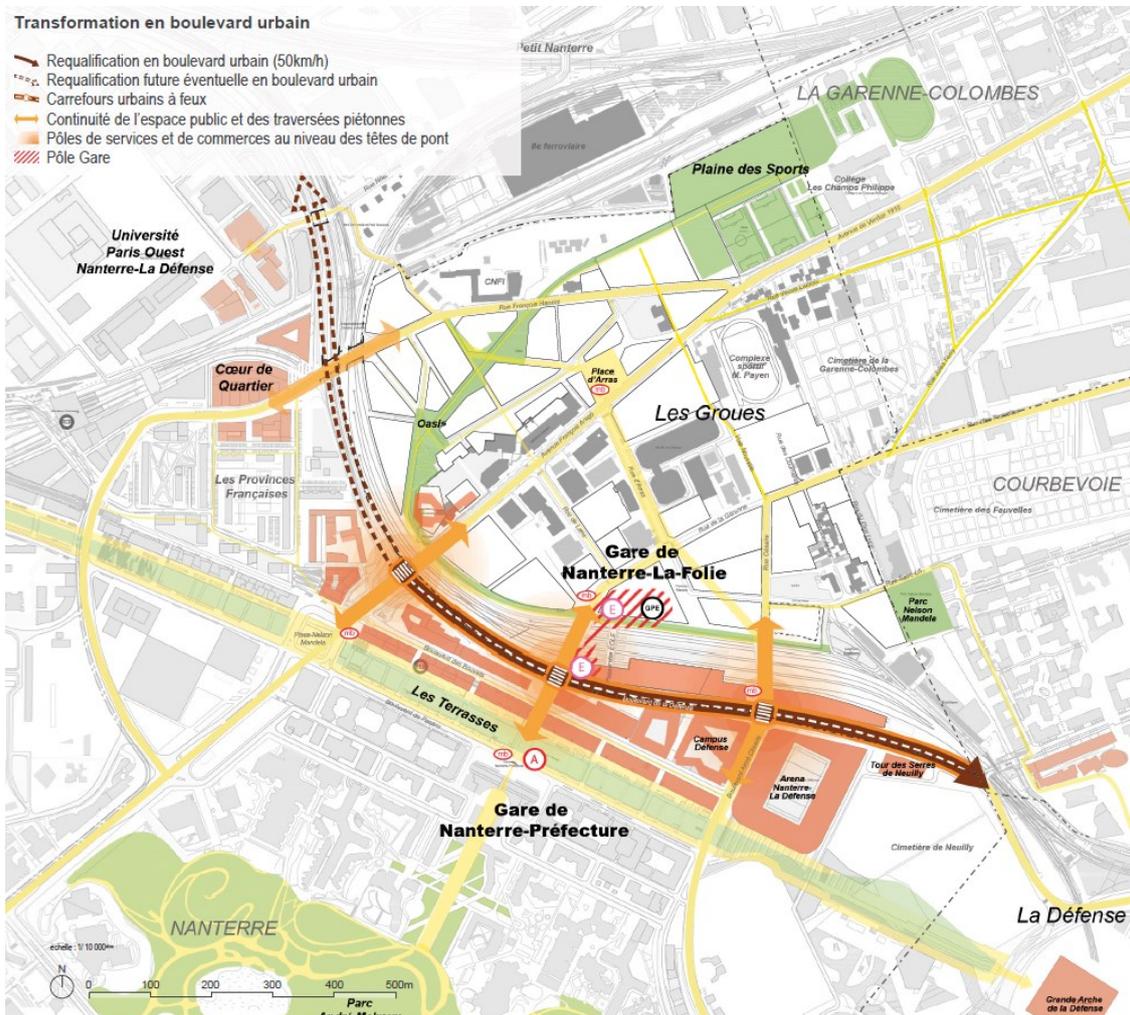
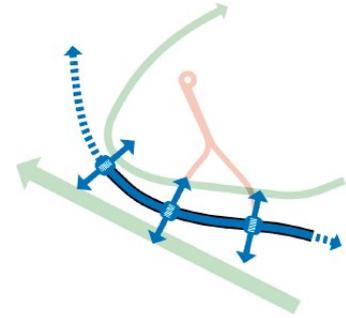
This island station will also be anchored in the area by three major complementary public spaces: Balcon at Eole station, the Rue de la Garenne meeting spot, and multimodal forecourt, making a transport station into a new urban center.



- Les Groues area*
- Seine Arche area*
- Rail station complex*

## 5. Opening up Les Groues

Freeing Les Groues from its present relative isolation is one of the project's strategic goals. Transforming the secondary road 914, now known as Boulevard de La Défense, into an urban boulevard is a fundamental part of this reintegration plan. Coupled with new railroad crossings which establish urban continuity, plus more public transport options, transforming the secondary road into a real boulevard neutralizes the divisory effect of this main artery and becomes the catalyst for neighborhood improvement. Boulevard de La Défense will serve as a link between Groues / Terrasses and Arena Nanterre-La Défense. Entries to the Hébert and Césaire bridges then become lively public gathering-places close to the RER EOLE station and neighboring building projects. This enlivening effect will then spread into new neighborhoods. In the long term, transforming the secondary road into a Boulevard could be extended, beyond the Arago intersection towards the heart of the district and the University, further reducing the divide between the neighborhoods.



### Transformation into an urban boulevard

- Requalification as boulevard (50 km/h)
- Possible future requalification as boulevard
- Intersections with traffic lights
- Continuous public space and pedestrian bridges
- Service and commercial areas at bridge entries
- Station complex



**Aires d'accessibilité de la métropole par les principaux transports en commun**

- RGPE
- autre réseau de transport (train, RER, métro, tramway)
- gare de départ

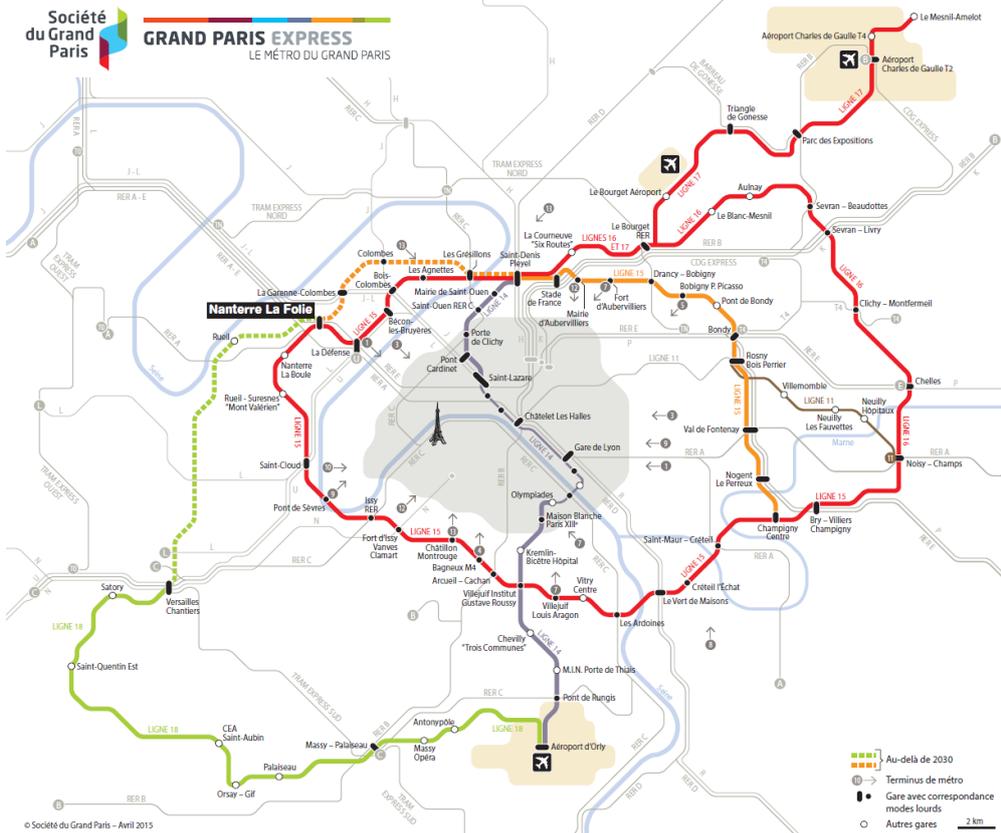
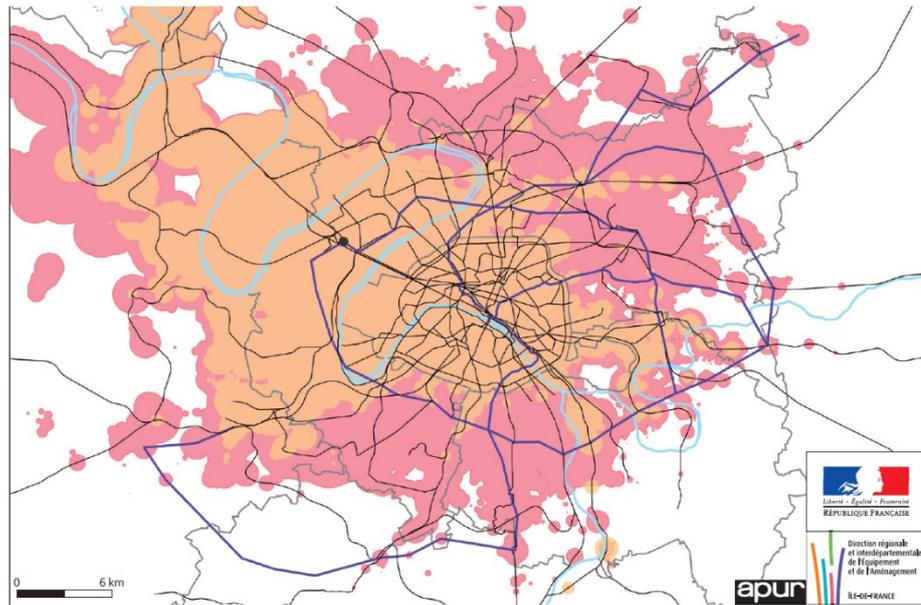
Aire atteignable en moins de 45 min. depuis la gare de départ

- 2013
- horizon 2030

Le calcul de ces surfaces isochrones tient compte d'une fin de parcours en marche à pied (5 km/h). L'isochrone est déterminée à partir de la principale station de transport en commun (RER, métro, Tram ou bus) la plus proche de la future gare. Les projections d'emplois accessibles en 2030 tiennent compte à la fois de l'amélioration de l'accessibilité des territoires et de la croissance projetée de l'emploi.

Sources : DRIEA, SCEP 2013

Évolution de l'accessibilité depuis la gare de Nanterre La Folie pour un trajet de 45 minutes en transports en commun :  
Territoire : + 110 %  
Emplois : + 36 %



**Metropolitan Paris: Zones of accessibility by primary modes of transport**

Grand Paris Express Network

Other modes of transport

Departure station

Zone attainable in under 45 minutes from departure station

2013

Towards 2030

Calculation of distance takes into account time spent leaving destination station on foot (5 km/h). Isochrone map starts from main transport station (RER, metro, Tram or bus) closest to the future Nanterre La Folie station.

Projections of future employment accessible in 2030 takes into account improvements in accessibility of the areas and projected job growth.

Change in accessibility from Nanterre La Folie station for a 45-minute trip on public transport:

Area served: 110%

## ORGANIZATION OF THE CALL FOR EXPRESSION OF INTEREST

### Separation into two sections

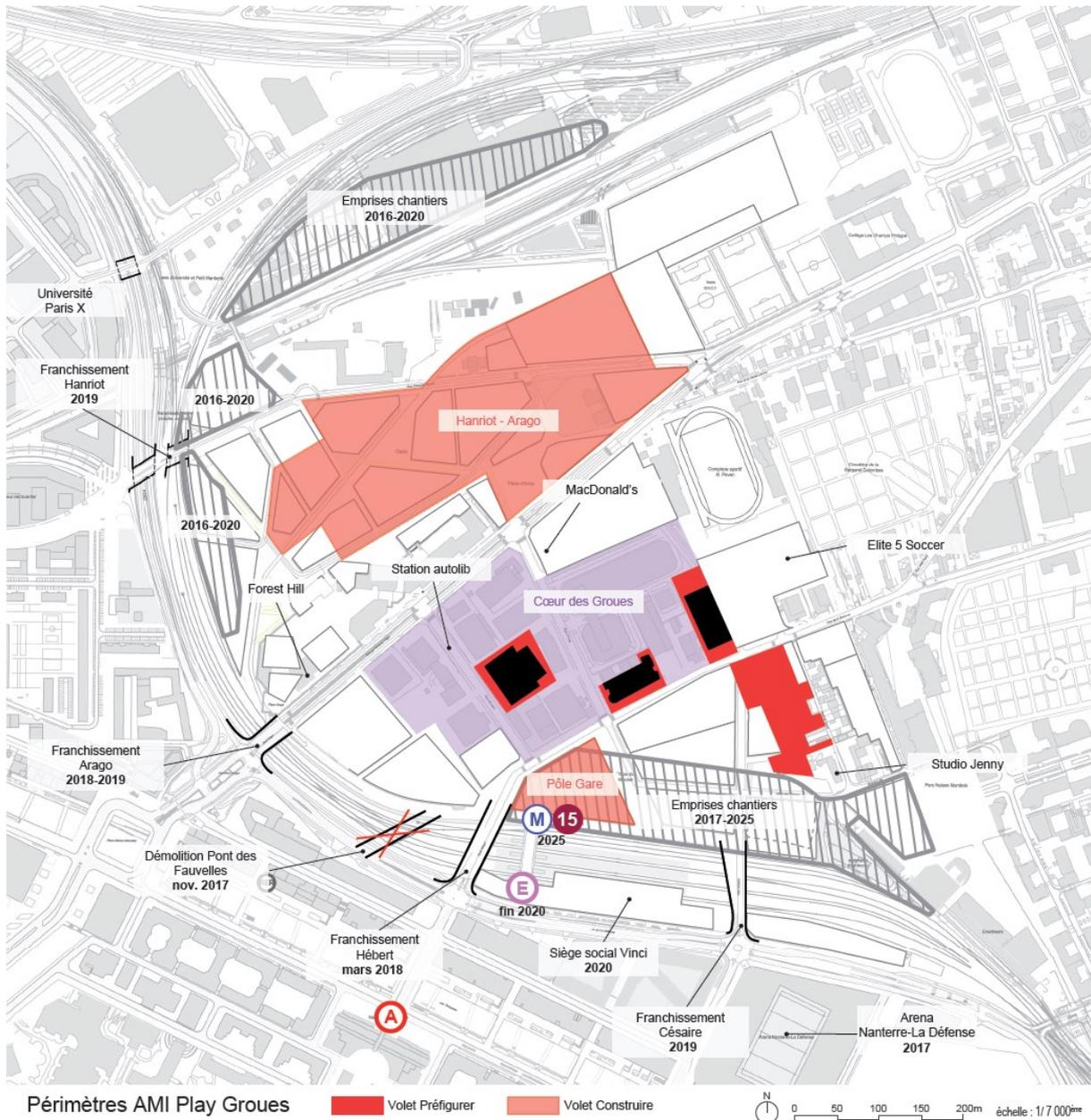
The Call for Expression of Interest for Les Groues is broken down into two distinct sections, united by a global strategy, stated in Spirit of Les Groues and the Strategic Plan of Les Groues. The two sections, “Build” and “Activate”, are complementary in their contribution to the whole project. The first permits the start of building a new district, in particular by the building of new homes for new residents. The second section activates, starting today, the usage of Les Groues, by creating pleasant spots at the heart of the area.

These two sections are framed by specific tender documents. They are not on the same timeline, since “Activate” will select its team on a faster track than “Build”. All the same, compatibility of these two projects with the Spirit of Les Groues will be of prime importance. The decision-making bodies on these two projects will be identical.

### Scope of this Call for Expression of Interest

The Development Zone of Les Groues will partially manage land use, since the site is owned by several landowners. The part owned by the SNCF will be gradually sold to EPADESA for development. Other acquisitions will be needed to permit the development of public spaces in the new district. In any case, a large number of apartments will remain the property of their current owners, especially in Cœur des Groues, since EPADESA does not intend to purchase it all.

These patterns of land ownership permit the organization of this Call for Expression of Interest in two sections: “Build” and “Activate”.



### *Build*

The “Build” section concerns the first stage of new product development at the heart of the future Concerted Development Zone of Les Groves. It extends over two land holdings: the sector between Rue Hanriot and Rue Arago at the entry to the city, and the rail station complex.

### *Activate*

The “Activate” section concerns several buildings and plots owned by EPADESA or the city of Nanterre at the heart of Cœur des Groves. These buildings and plots will not be developed in the near future and therefore lend themselves to temporary use.

## **The bodies of this Call for Expression of Interest**

The bodies of this Call for Expression of Interest unit both assist the candidate teams with design and help in selecting the winning proposals. The final decisions will be made, for the “Activate” section by the landowner; and for the “Build” section, by EPADESA.

### *Public consultation*

EPADESA and the city of Nanterre want to associate the inhabitants and users of the territory to the projects that will be developed within the Development Zone of Les Groues. A concertation board will thus be created, in order to inform and associate the public to the projects.

### *Technical Committee*

The technical committee, made up of the technical services of EPADESA and its partners, is charged with analyzing the proposals submitted by project teams. It will assist the selection committee with the decision-making process which will be based on technical analyses to render its verdict. It will be the body that tracks the projects and assures the correct technical information for the teams. Several workshops will be organized, to permit candidates to evolve their proposals in the right direction, in an iterative manner.

### *Quality Team*

The Quality Team is composed of experts in innovation in their domains: urban planning, sustainable development, new ways of living and working, flexible use and temporary events, etc. They are urban planners, researchers, entrepreneurs. Their role is to challenge the teams, push their concepts further and stretch them, encourage them to make new connections and new partnerships. They are not a decision-making body but will ensure the quality of the projects presented to the jury. Their opinion on the projects will be factored into the verdict.

### *Selection Committee*

The selection committee is made up of elected officials, representatives from the services of EPADESA and the City, and exterior experts. The selection committee will be the authority over the selection of teams authorized to participate in the second phase. It will render its opinion in the final phase, and the final decisions will be made, for the “Activate” section by the landowner; and for the “Build” section, by EPADESA.

## **Access to information**

### *Online platform*

All data, information, news and files will be available at <http://epadesa-playgroues.achatpublic.com>

This platform lets candidates register, go to a personal account where they can retrieve files and access the data-room. The online data-room on this platform lets all registered candidates have equal access to technical documents relating to their proposal (Strategic Plan of Les Groues, technical details of buildings, etc.). They can request additional information, and the answers from EPADESA will be available to all the candidates in the form of a FAQ.

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 and should respond with a modified dossier, without possibility of claiming compensation.

Applications and proposals can be submitted to EPADESA on <http://epadesa-playgroues.achatpublic.com>.

### *Informational and networking meetings*

In order to inform candidates most efficiently and assure equal treatment, two informational and networking meetings will be organized and hosted by EPADESA, based on a presentation of the Groues project, the Strategic Plan and a site visit.

The dates will be announced on <http://epadesa-playgroues.achatpublic.com> and the website of EPADESA [www.epadesa.fr](http://www.epadesa.fr).

Registration is obligatory, via the mail address [ami@epadesa.fr](mailto:ami@epadesa.fr).