



Epa and their subsidiaries  
partners  
**in the ambition**  
of territories

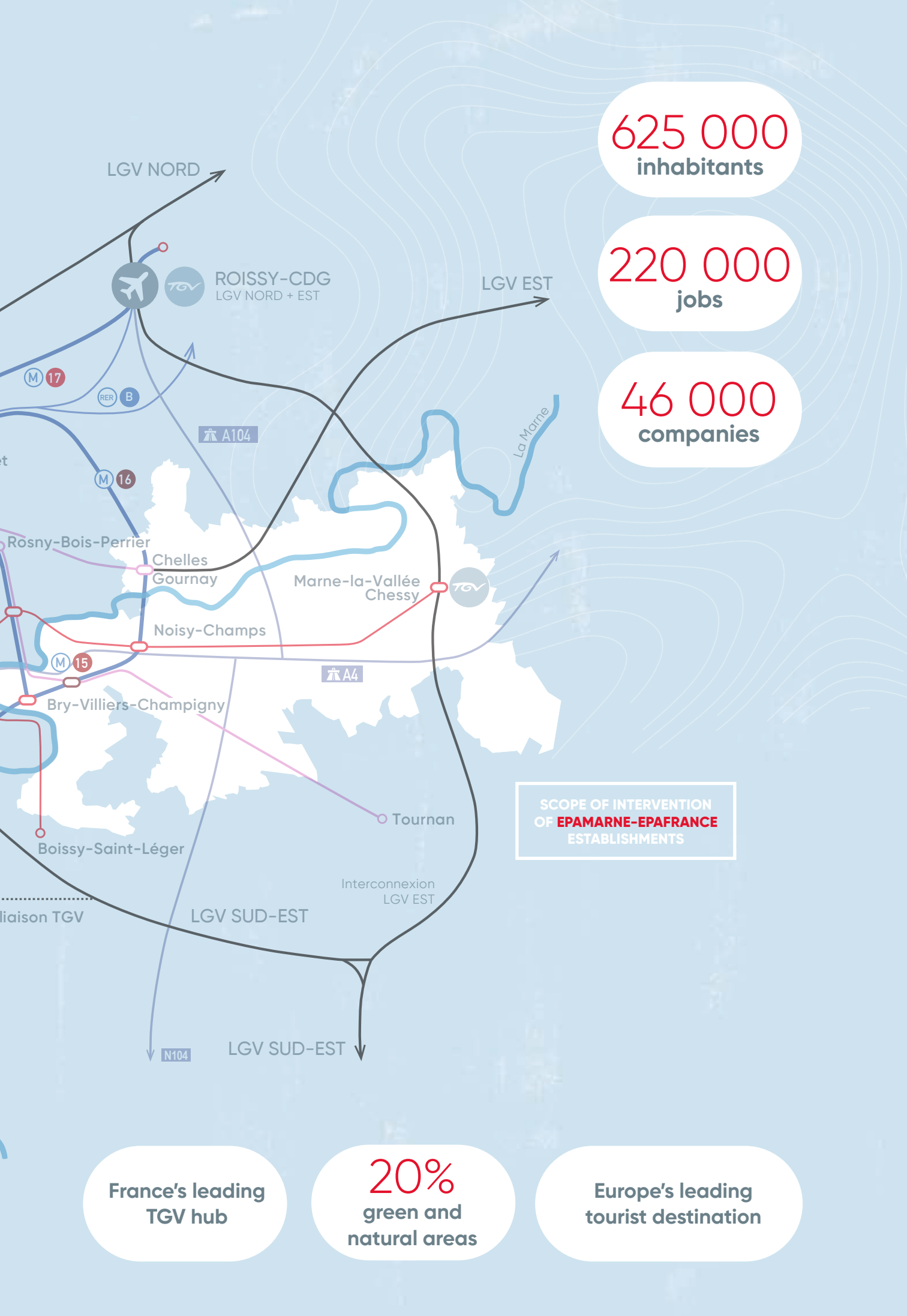
# EpaMarne & EpaFrance, foremost urban planners in eastern Paris



44  
towns

3  
départements

300  
km<sup>2</sup>



625 000  
inhabitants

220 000  
jobs

46 000  
companies

SCOPE OF INTERVENTION  
OF **EPAMARNE-EPAFRANCE**  
ESTABLISHMENTS

France's leading  
TGV hub

20%  
green and  
natural areas

Europe's leading  
tourist destination





## OUR STORY

# from a new town to **forward-thinking town planning**

Epa (EpaMarne-EpaFrance) is first and foremost urban planner that has reinvented itself and adapted to territorial and societal changes in the Greater Paris Region. As the historic developer of the Marne-la-Vallée new town, Epa has contributed to the rebalancing of the Greater Paris Region to the east through the creation of a leading economic hub and a truly mixed-use, multifunctional «new town». By supporting the arrival of major private-sector players in the area, including Euro Disney, Epa has boosted the area's appeal. **Since its creation, Epa has played an integral role in urban policies, reconciling local issues with national guidelines.**

The development of Marne-la-Vallée is not without its inherent difficulties and pitfalls inherent in the long-term nature of planning. This critical view, and over half a century of expertise in development, consolidates our goal of renewing and adapting the processes used by Epa by working proactively and effectively to regenerate the new town and the wider eastern Paris area.

Since 2017, EpaMarne has been active in an extended area around Marne-la-Vallée. In addition to Epa's own initiatives, a range of other actions have been implemented, including joint initiatives to ensure that historically controlled land is put to good use, the consideration of areas that are part of an Operation of National Interest (whose development approach is gradually becoming more standardised with increased consultation with local players), development concession agreements, and the creation of subsidiaries whose activities are fully shared and jointly responsible with the local authority shareholders (and potentially with private players in the future).

Epa's contemporary approach is tailored to the different areas within our area of intervention. When it comes to housing and corporate real estate, **our approach is customised**, with quality development in line with local needs and the specific characteristics of each area.

The historical developer has successfully combined the creation of housing, public facilities, and jobs, whilst protecting a large natural and forested area. Today, Epa is at the heart of the dynamics of regional projects, urban recycling, and the adaptation of the new town, taking into account the challenges of decarbonisation and sustainable uses by 2050.



# ENSURING **balance** in eastern Paris

As public developers, EpaMarne-EpaFrance are actively contributing to the development of the Eastern Greater Paris Region, working alongside local authorities, economic players, and residents.

From the emergence of the new town of Marne-la-Vallée to the transformation of an existing district, EpaMarne-EpaFrance designs sections of the city in response to current and future societal challenges. The diversity and great potential of the area we cover, from the eastern part of the Greater Paris metropolitan area to Val d'Europe, as well as the Paris-Vallée-de-la-Marne and Marne-et-Gondoire conurbations, means that our operations have considerable responsibilities, **including the pursuit of territorial balance.**

From the very beginning, Epa has constantly sought to ensure balance in an **urban landscape** where the city and natural and forested areas intermingle:

- Between a new town and a renewed town,
- Between a local town and Grand Paris,
- In favour of a town focused on tourism, R&D, urban development, and the up and coming image sector,
- Committed to a city that creates opportunities and development for a dense and diversified network of small and medium-sized businesses and industries.



EpaMarne-EpaFrance are committed to balanced and well-thought-out urban development, uniting the city and nature, employment and housing, well-being and social cohesion, technical innovation, and environmental engineering. These bodies work to achieve local goals.











# OUR BUSINESS

## is building **cities**

As a public-sector operator of land, housing, and economic activity, **we work to transform, renew, and showcase city districts, whether in the heart of the new town or in an older urban setting, whilst ensuring a functional mix.**

Epa's contemporary projects are adapted to the different urban contexts of eastern Paris and can work with a range of urban models:

- the town that is currently being created to make the most of the controlled and strategic land arising from the new town and the implementation of the agreement signed with Disney,
- urban recycling of the first districts of the new town to adapt them to 21st century challenges and uses,
- the regeneration of neighbourhoods outside the former new town that were not part of the urban planning process.

**As urban planners committed to an adaptable, sustainable, and virtuous city, we are working towards concerted, sustainable urban development that respects the living environment.** This translates into urban planning that takes account of climate change, changing uses of towns and cities and increasingly rapid economic cycles.

## Our partners

EpaMarne-EpaFrance works with people who make cities and towns what they are:

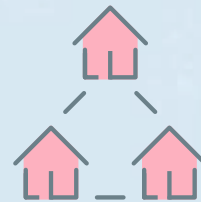
- **Local authorities** in our area of intervention and, more generally, in the eastern Greater Paris Region,
- **Real estate developers/social landlords,**
- **Companies,** from small and medium-sized businesses to large corporates, in the office and industrial sectors,
- Current and future **residents.**

# Our ambitions...



## Combining different sectoral policies and harmonising different geographical levels

- Steering and coordinating projects, ensuring that they are balanced over the long-term,
- Coordinating the development of public spaces, housing, and corporate real estate by articulating projects on a metropolitan, regional, inter-communal or communal scale, placing the everyday user at the heart of the initiatives,
- Encouraging and organising dialogue between all those involved in urban development.



## Creating new cycles of positive-impact development projects in metropolitan areas

- Bringing together local and regional players to initiate new recycling, densification and urban extension projects that preserve open spaces
- Managing the technical and financial feasibility of projects in support of political and regional decisions, by proposing the most appropriate structure for each project,
- Positioning projects that can benefit from the support of the various regional partners,
- Developing the use of transitional urban planning to support the completion of urban redevelopment projects.

# ...to development **that benefit** local areas



## Combining urban spaces with nature and agriculture

- Harmonising historically divergent land uses such as agriculture, the natural environment and urban development,
- Strengthening the relationship between urban areas and the environment, by working towards a harmonious combination of different uses: urban development, agriculture, and nature,
- Creating a comfortable, sustainable living environment, facilitating physical activity and healthy, local food.



## Investing in the future

- Implementing new solutions for low-carbon urban development,
- Offering the best possible welcome to economic players, with dedicated support,
- Supporting changes in lifestyles in favour of sustainable urban development,
- Implementing innovations that provide new solutions for low-carbon urban development, serving the diverse residential needs of residents and businesses.



## OUR ACTIVITIES

# and services

EpaMarne-EpaFrance jointly develop urban projects at all stages by actively mobilising a very large network of public and private partners to design and initiate projects, then implement them:

- **Initiating**, supporting, and studying new projects to support political and regional decision-making,
- Land management **processes and initiatives**,
- **Selecting and managing** urban design and project management projects,
- **Design** of public spaces,
- **Selection of contractors** for the development of housing, offices, hotels, light industrial premises, and retail premises.

As part of our activities, we have strong ambitions in terms of decarbonisation, the preservation of undeveloped land, and the quality of construction and use of the projects we deliver. Preserving and enhancing productive and environmentally friendly land use is also a major focus of our activities.

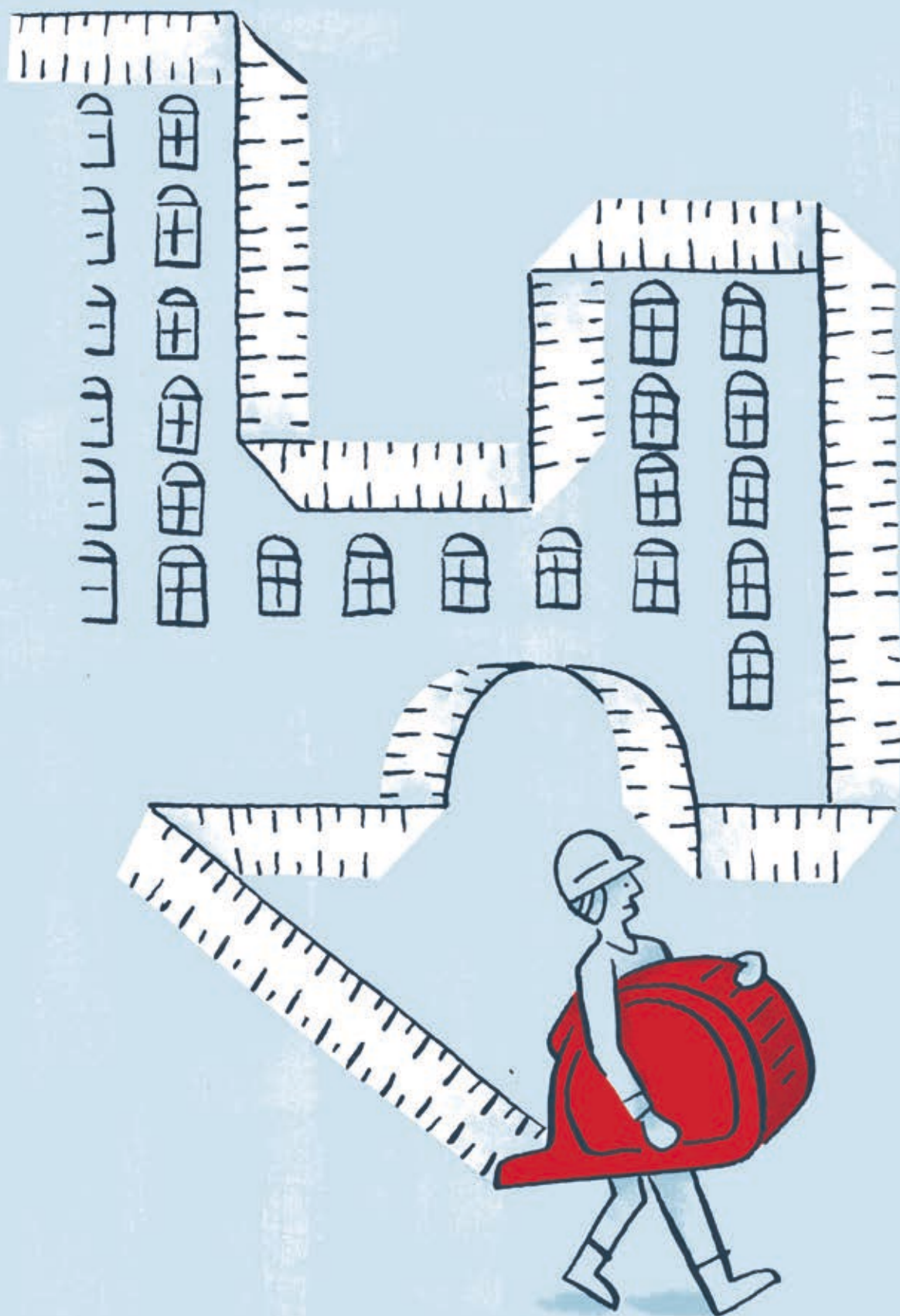
As well as developing shared facilities and scalable infrastructure, public-private partnerships are also exploring new ways of structuring projects to meet the economic challenges of development projects. This innovative approach takes the view that increasing sale prices is no longer an appropriate way of boosting the financial viability of development projects, so we need to work collectively on a development model that creates new forms of value.

Through appropriate engineering, public-private partnerships can leverage existing incentives to consolidate the ambitions of development projects, as well as their economic and financial performance.

## Our hallmark

Developing an area or contributing to the emergence or regeneration of an urban district is above all about creating links, instilling hope, accompanying societal transformations as well as life events.

EpaMarne-EpaFrance employees work to achieve this, for every one of you. They build cities in accordance with their convictions, to bring together present and future generations and to increase the wealth of our region.



# Epa is fully **committed**

## ...to **local authorities**

- Supporting the emergence of virtuous development projects adapted to each urban context,
- Guaranteeing cutting-edge knowledge and technical expertise to ensure the successful completion of urban development projects that address a wide range of issues,
- Benefiting from a locally established, accessible and committed player working for diversified urban development, considering local dynamics and the institutional operating methods of each local authority,
- Establishing a framework for the completion of projects, while respecting the responsibility of the contractors, to ensure the delivery of high-quality housing and public spaces, and minimise disruption to residents and future occupants,
- Making the best possible use of subsidy schemes to raise ambitions and bring projects to fruition,
- Mobilising the expertise and knowledge of public-private partnerships in the context of the involvement of SPLA-INS.

## ...to **real estate developers/social landlord**

- Providing secure land at controlled prices in areas that are well-equipped, well-connected and offer employment opportunities,
- Developing schemes tailored to the residential needs and residential paths of households living in, or wishing to live in, the heart of dynamic areas of eastern Paris,
- Take advantage of favourable conditions to test new urban planning and property concepts.





## ...to **companies** and their **employees**

- Offering customised support in terms of residential paths, with high added-value locations that enhance their CSR impact,
- Benefiting from easy connections to the whole of the Greater Paris Region via the Grand Paris Express, opening up recruitment potential to the whole of the conurbation,
- Offer a diversified housing offer, favorable to the recruitment of companies and the possible relocation of their employees to the east of Paris.

## ...to **residents** and **locals**

- Involving residents and locals in the various stages of developing an urban project, in conjunction with local authorities. This is achieved through ambitious participative initiatives, in terms of both the target public and the methods used,
- Having access to a range of day-to-day services and leisure facilities within a fifteen-minute walk of your home, as well as around a dozen stations with links to the rest of the Greater Paris Region,
- Living in the heart of an area with strong job creation and a wide range of housing options.

