



REDMAN
DES LIGNES ET DU SENS



PRESS RELEASE / DRAFT

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Redman and Icade Promotion win contract to convert the Guillot-Bourdeix Tower (former CIRC Tower) in Lyon (Rhône):

- A manifesto for a low-carbon, inclusive city with housing, offices, retail space and healthcare services on a rewilded site.
- Urban redevelopment based on the social and solidarity-based economy and 15-minute city.



Image 1 - Credits: Nouvelle AOM and Virgin Lemon

Following the international “Reinventing Cities” call for projects launched by the City of Lyon and C40 in May 2022 aimed at converting a scientific architectural landmark in Lyon into an exemplary site for the post-carbon city, the Redman Group and Icade Promotion, in association with Nouvelle AOM (Franklin Azzi Architecture, ChartierDalix Architectes and Hardel Le Bihan Architectes) and

heritage architect Charlotte Vergely, have unveiled an urban redevelopment project for the Guillot-Bourdeix Tower. It will be home to nearly 13,500 sq.m of housing, offices, retail space, healthcare services and light industrial space dedicated to the social and solidarity-based economy.

As an exemplary redevelopment project, the existing buildings will be preserved as much as possible, including the original complex comprising the tower and auditorium built in 1972 and designed by architects Pierre Bourdeix and Paul Guillot, which housed the IARC (International Agency for Research on Cancer) until 2022. Biodiversity and the water cycle, which are central to the project, will feature prominently as it includes on-site rewilding.

Based on the site's architectural and urban heritage, this regeneration project is in line with the city of Lyon's desire to convert the former research laboratories into a showcase for a more efficient, resilient and desirable city. The Guillot Tower and Bourdeix auditorium will be restored to their original configuration on the east side. The tower's atypical ceiling heights will make it possible to accommodate new open-market sale units and social housing rental units, all having access to outdoor spaces and a wide range of amenities. Surrounded by the city on all four sides, local residents will also have access to a genuine wooded park. On the west side, the city block will see the addition of a new walkway linking avenue des Frères Lumière to cours Albert Thomas and two new buildings constructed using renewable bio-based and natural mineral materials with a central productive edible garden. The Latarjet building will be expanded and converted into a medical centre as a nod to the site's former healthcare services.

Matthias Navarro, co-founder and CEO of the Redman Group, explained: ***"The Impulsion project is set to become an unparalleled and world-renowned model for revitalising these countless urban grey patches. Renovating without ruining the landscape. Building the right kind of building. Designing cities for all. It's a MANIFESTO for a low-carbon, inclusive city. At Redman, we firmly believe that environmental transition and social justice go hand in hand."***

Jean-Eudes Elineau, CEO of Redman Auvergne Rhône-Alpes, added: ***"We developed this project with the idea of a village in mind, allowing future users to work, eat and receive medical care close to where they live."***

The multi-use complex, which promotes proximity between people and the development of social ties, will be geared towards the social and solidarity-based economy and supported by the Essentiel and Base Commune socially responsible landlords.

The future site will include 6,770 sq.m of housing solutions of different types, 1,955 sq.m of convertible offices for small businesses and SMEs, a 2,720 sq.m medical centre and 2,070 sq.m of retail and light industrial space including a multi-purpose third place, shops oriented towards responsible consumption, a low-carbon mobility hub and a bistronomy restaurant on the rooftop of the tower. No private parking is planned but 210 spaces for bicycles as well as car-sharing services will be available.

It is important to note that such redevelopment will enhance and renew the entire site for the benefit of the neighbourhood and the city as a whole.

"The conversion of the Guillot-Bourdeix Tower is fully in line with the Lyon 2030 goals and Icade's Purpose. Against the backdrop of a climate crisis and finite resources, we aim for this project to restore and regenerate the area. This involves proposing mixed-use and inclusive solutions with space set aside for social and solidarity-based initiatives and 50% of affordable

housing; reducing the project's carbon intensity to a minimum; rewilding the site with over 40% of undeveloped land and around a hundred trees; promoting new practices related to food, mobility and responsible consumption; and advancing the commitment to the ecological transition of future residents and users. Impulsion is the embodiment of an innovative, resilient and sustainable project, co-developed with all our teams."

Emmanuel Desmaizères, Icade's Executive Committee member in charge of the Property Development Division.

The project prioritises the restoration and extension of existing buildings and the widespread use of reused materials. New buildings will be built using biosourced materials (wood and chopped straw) and natural mineral materials (compressed earth). As a result, the project aims to obtain the highest levels of environmental certification and labelling, including the BBCA label for all buildings, and to comply with RE2020 regulatory thresholds for 2031 for new buildings. The overall design will ensure optimum comfort in the summer months.

In a few figures, the conversion of the site will enable:

- **The annual carbon footprint of residents in the housing portion to be reduced by 75%;**
- **63% of the project's floor area to be restored;**
- **80% of its deconstruction waste to be recovered.**

"Our project is a showcase for the infinite potential of existing buildings to invent the city of tomorrow. We were inspired by the Guillot Tower's attributes, such as its 4-metre-high ceilings and wide bays, when designing its transformation. Across from this emblematic building, two new buildings will complete the city block and create a new pedestrian walkway. Their ultra low-carbon construction process, combining timber frames, bio-based insulation materials and partitions composed of natural mineral materials, favours the use of local resources. The massive rewilding of the site, through restoring land to its natural state and preserving existing trees, has brought a breath of fresh air to the CIRC block, from the edible garden to the west to the wooded park to the east, making it an accessible and integral part of the neighbourhood."

Mathurin Hardel, partner at Nouvelle AOM (**Franklin Azzi Architecture, Chartier Dalix Architectes and Hardel Le Bihan Architectes**)

Rewilding, one of the pillars of the project, involves depaving all the parking areas to achieve over 40% of undeveloped areas and planting around 100 trees in addition to rooftop vegetation and 1,000 sq.m of edible crops.

The canopy surface will be tripled, the Biotope Area Factor doubled and the ecological potential quadrupled, helping to reduce the temperature in the centre of the block by 1 to 3 degrees Celsius.



Image 2 - Credits: Nouvelle AOM and Virgin Lemon

End of the press release

Project fact sheet

The bid team:

Project manager:

REDMAN: Jean Eudes Elineau, Louise Montout, Jean-Marie Rieunier, Julie Mignerey

ICADE: Laurent Doyat, Eric Gibeaux, Elodie Ordines, Noémie Liens

Project contractors:

NOUVELLE AOM: Kira Singer, Mathilde Florentin, Mathurin Hardel

ATELIER CHARLOTTE VERGELY: Charlotte Vergely

With:

MOZ Paysage, landscape architect; STUDIO MUGO, landscape architect and urban agriculture consultant;

SETEC, structural engineering and fire prevention consultant; Artelia, utility engineering and roads and utilities consultant; Iliade, economist; CPos, sustainable development consultant;

Pouget Consultants, environmental engineering consultant; Arcora, façade engineering consultant; LASA, acoustic engineer; Cycle Up, project management support for materials reuse; Ubiquiste, ecologist; Socotec, technical expertise and consulting services; Esprit des Sens, communication consultant; Collectif Grabuge, consultants; Emma Haziza, hydrologist;

NF Etude Nicolas Fieulaine, sociologist specialised in behavioural science; Alcaix, notary.

Investors:

Essentiel, a socially responsible property investment company part of Redman Group: Rémy Lagarrigue

Base Commune, a socially responsible property investment cooperative: Bertrand Doucet, Head of Operations at Base Commune

Special thanks to:

Lyon Métropole Habitat, social landlord; Office Santé, medical centre; ADAPEI 69; Les Restaurants du Cœur; Christian Têtedoie; Les Petits Bouchons (La Petite Lili); Leo and Go; 3 Ptits Pois; Unis Bike.

Tentative project schedule:

- **Preliminary studies to start in October 2023**
- **Demolition and building permit applications to be filed in 2024**
- **The project is tentatively scheduled for completion in 2028**

The project's key figures:

2,500 sq.m of depaved areas
6,000 sq.m of green space
3,782 sq.m (44%) of undeveloped land
100 trees planted
1,000 sq.m of edible crops
16 sq.m of green space per inhabitant

Latarjet building (medical centre): 2,720 sq.m

Lumière building: 1,868 sq.m of housing and 115 sq.m of retail space

Thomas building: 1,955 sq.m of office space and 100 sq.m of retail space

Mobility hub: 520 sq.m

Tower: 4,900 sq.m of housing, 200 sq.m of gardens, a 400-sq.m restaurant and 240 sq.m of business premises

Auditorium: 696 sq.m of third places

About the Redman Group:

A responsible real estate player for nearly 16 years, the Redman Group is a "société à mission", i.e. a special type of French company with a social purpose, with the aim of developing low-carbon, inclusive cities. It is also a member of Mouvement Impact France, an association of entrepreneurs and managers who have made ecological and social issues central to their businesses. The Group has a threefold focus as property developer (the Group's historic core business) in the office, residential and hospitality sectors; investor-operator in the hotel sector; and property investor in local areas through Essentiel. It operates throughout France, with offices in Paris, Lyon, Bordeaux, Aix-en-Provence and Montpellier and a workforce of nearly 70 in property development and over 170 in the Group as a whole. Redman has been working in Senegal for 7 years where the Group is developing bioclimatic buildings using bio-sourced materials in its capital city of Dakar.

Its expertise and particular taste for innovative, complex and highly technical projects give the Group a strong aptitude for creating tailor-made projects and acting as an integrated developer to build projects that are holistic and increasingly civic-minded!

Since its creation, the Redman Group has adopted a responsible approach that respects people, wildlife and the environment. The company's Purpose, enshrined in its Articles of Association and reflected in the "#Rebel-Redman Engaged for a Better Life" action plan, reflects the conviction that environmental and societal issues are interdependent and must be central to a company's strategy if it is to have a real impact. Its numerous good practices have enabled Redman to achieve the highly coveted B Corp™ certification. Redman is the first French property developer to obtain this certification.

Visit our website at www.redman.fr
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About Icade:

As an office property investment company (portfolio worth €8.2bn on a full consolidation basis as of 12/31/2022) and a developer of homes, offices and public amenities (2022 economic revenue of €1.3bn), Icade designs, builds, manages and invests in cities, neighbourhoods and buildings that are innovative, diverse, inclusive and connected, with a reduced carbon footprint. Desirable places to live and work. In collaboration with its stakeholders, Icade has made low carbon a strategic priority in order to reinvent real estate and create cities that are healthier, happier and more hospitable. Icade is a key player in Greater Paris and major French cities. It is listed as a "SIIC" on Euronext Paris and its leading shareholder is the Caisse des Dépôts group.

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