

# MBK and K1/K2 plots, Plaine de l'Ourcq

*East site – Bobigny*

**Reinventing  
Cities**

At the heart of Plaine de l'Ourcq, one of the main areas for the urban transformation of Greater Paris, the site consisting of the land of the future ex-MBK and K1/K2 lots in Bobigny represents unique real estate potential of more than three hectares along the Canal de l'Ourcq.

The sector of the Canal de l'Ourcq has benefitted from major public investment and the establishment of economic stakeholders with international reputations over the past 10 years such as Chanel, BNP Paribas, BETC, THADDAEUS ROPAC Gallery of Contemporary Art ...

The development of the MBK and K1/K2 lots inside ZAC Ecocité will benefit from the urban dynamics created around the future Grand Paris Express stations of Bobigny Pablo Picasso and Pont de Bondy



as well as from the multimodal hub of Bobigny - La Folie.

The two proposed sites should welcome a project to be ambitious in more ways than one: respecting natural and energy resources, triggering innovations in the field of water management and construction sites.

The proposed scheme will stand out because of its innovative response to new land uses and carry metropolitan influence ambitions and functions that will establish one of the new hubs of Greater Paris.

It will get the most from the exceptional presence of the embankments of the canal de l'Ourcq and the intensity of traffic flows on Rue de Paris, while being part of the mixed uses which will bring to life the entire redevelopment of the district.



## Expected program:

The site consists of one area called MBK of 21,334 sq. m. and two areas called K1/K2 of 17,328 sq. m. in Bobigny and at the heart of Plaine de l'Ourcq (11km and 200 hectares).

**The program** envisages a mixed project of business-housing, ground floors programming bringing to life the banks of the canal and the urban boulevard on the side of Rue de Paris and enhancing the metropolitan attractiveness.

## Owners:

MBK" area: SEQUANO Aménagement + 2 private plots of land owned by a private landlord under an expropriation process

"K1/K2" sites: Etablissement Public Foncier de la Région Ile-de-France + one plot of land owned by Département of Seine Saint-Denis and one plot of land owned by a private landlord under a public purchasing process.

## Plot area:

"MBK" with an area of 21.334 sq. m. is situated 55 rue de Paris and 3 avenue Jean Jaurès, in

Bobigny. It concerns plots N196-197 and N195-198.

"K1/K2" with an area of 17,328sq. m. is located at 173 to 191 rue de Paris, in Bobigny. It concerns plots AE 56, 58, 59, 60, 61, 71, 72, 73, 115 and 116.

## Type of property transfer intended:

The MBK area is intended to be purchased, released and demolished by SEQUANO Aménagement, and subsequently sold with buildings rights. It will be sold unoccupied, bare and leveled off from any structure.

Any cost for environmental remedial work on the site will be borne by the buyer.

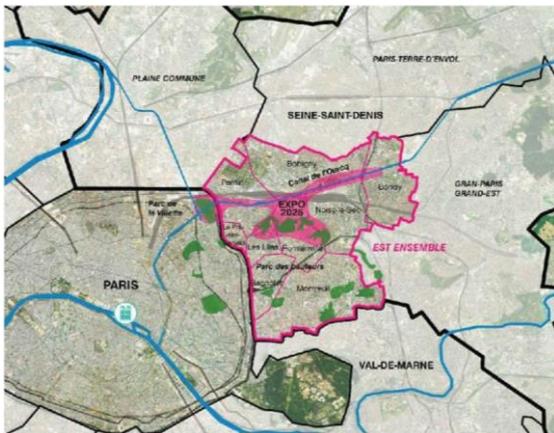
The K1/K2 sites are intended to be purchased, released and demolished by SEQUANO Aménagement, and subsequently sold with building rights.

Regarding the final contract of property transfer, it will be possible to establish several separate contracts for each plot of land.

## Presentation of the site and expectations for its redevelopment

Immediately to the east of inner-city Paris, **the area consisting of the MBK and K1/K2 sites** is located at the heart of Plaine de l'Ourcq and Est Ensemble - areas which are being animated by a dynamic range of projects.

**Est Ensemble**, which groups together nine municipalities, 400,000 inhabitants, 150,000 jobs, is presented as an ecological and connected site, whose political project is built around three issues: climate change, the natural resources crisis and the extension of urban areas. These relate to the protection of the planet and town management, counting among the most important challenges of the 21st century. This strong desire has been confirmed in its application to host the 2025 World Exhibition to be based partly in Plaine de l'Ourcq.



**La Plaine de l'Ourcq** on the other hand is undergoing profound changes. It is recognised as an EcoCité site by the State and has been the object of a Contract of National Interest since 2016 and will benefit from one of the most dynamic of projects in the Parisian metropolis over the next few years. It is laid out around the two axes formed by the Canal de l'Ourcq and the former RN3, representing more than 200 hectares, along the 11km of the canal from Pantin to Bondy aligned with the «Paris north east» project. This area, which is undergoing dramatic redevelopment and transformation, is one of the rare spaces intended to create the city of tomorrow.

It represents exceptional continuity at a metropolitan scale from the heart of the capital to Greater Paris, scattered with a network of cultural and artistic facilities and

forming a metropolitan cultural arch from Philharmonie-Cité of music to la Villette, up to Auditorium Angèle et Roger Tribouilloy to Bondy. It is an area of factories, welcoming entrepreneurs, designers, manufacturing and services everywhere, but also an area of innovation, which includes the new methods of urban production and the new uses of the city linked to the digital revolution.

**The Plaine de l'Ourcq project**, which aims at the urban recovery of the Canal de l'Ourcq can be broken down into three main objectives:

**1. Make the canal visible in the landscape of the Greater Paris Metropolis.** As a striking asset and major component of the area's identity and heritage, showcasing the canal is an inclusive element and lever of broad urban redevelopment. The project aims to enhance and strengthen the green and blue infrastructure to turn them into a model site. Strong ambition is imprinted on the views and the creation of major urban benchmarks accentuating the landscape sequences. The links with the Hauteurs metropolitan park brought by Est Ensemble must be developed. The canal is to support new metropolitan uses: active traffic flows, river ports, leisure facilities, artistic and artisanal design.

**2. Re-design the link to the canal and transform RN3 into an urban boulevard.** Historically turning their back to the canal, the major industrial sites border the former RN3, a major axis and road network for the metropolis. These sites are levers of urban redevelopment to expand City connections to the canal. The project is to make it possible to turn the town back towards the canal while preserving economic activities. The Plaine de l'Ourcq project aims to promote the major redevelopment of the former RN3, with the redevelopment of urban facades and integration of a future public transport route on the site itself (TZen3), which will be linked to most of the new transport routes expected until 2025 (GPE line 15, Tram11express, cable car, new station for route 5 of the underground). A major objective of the project is also to create new cross-points over the canal, at the edge of the new station of La Folie (metro line 5, tramway T11 express, cable car), in particular by creating footbridges or refurbishing of existing bridges (Pont de Bondy).

### 3. Give new impetus to economic activity and redevelop urban attractiveness.

The conversion of mono-functional buildings and industrial sites is a great opportunity for urban and economic renewal. Plaine de l'Ourcq seeks to become an area supporting mixed, functional urban development, while also being an area for innovation and experimentation for an intelligent city. The scheme economic intensification connecting leisure, culture and sport, focused particularly on the concept of «active ground floors», will promote canal attractiveness thanks to its diversified uses.

This scheme which is already under way offers major initial completed projects, indications of the redevelopment of Plaine de l'Ourcq: BETC in the former buildings of Magasins Généraux in Pantin or the new Pierre-Simon Girard crossing, which links the centre of Bobigny to the southern bank of the canal. Some new urban renewal projects are also under development along the canal with the final aim of integrating the districts concerned into the metropolitan area.

Temporary occupations are being tested out to manage the time of this broad-ranging project: they enable the initiation of urban redevelopment in interim urbanism while accompanying the spawning of innovative projects, which will eventually become permanent parts of the area in the long term.

Today the construction of the urban project is being pursued in a spirit of resilience, with ever increasing ambitions, striving for the development of low carbon operations to become an example of sustainable development and of resilience.

**The program for the area consisting of the MBK and K1/K2 sites** in Bobigny is to contribute to meeting these issues and challenges. The site with an area of over three hectares is composed of several indivisible plots:

- The MBK plot, which is served by rue de Paris. In the south it is located at the foot of the former RN3 (at the level of the SNCF railway crossings) and to the north it follows the Canal de l'Ourcq, itself at the foot of the site.
- The K1/K2 plots are also served by rue de Paris and are bordered to the north by the canal de l'Ourcq and look over the Parc de la Bergère, and to the south by the former RN3.

The site is included in the perimeter of ZAC Ecocité – Canal de l'Ourcq from Bobigny. Its program will have in particular to:

- Contribute to creating a fragment of sustainable city through an integrated and systemic approach of environmental issues, placing energy transition at the heart of the project.
- Integrate two main commitments: the reclaiming of soil degraded by industry and the reintroduction of nature in the city with the aim of «greening-up the existing city».
- Reinforce the mission of a diversified metropolitan hub radiating from one of the three new hubs of plaine de l'Ourcq: la Folie, located at the confluence of the RN3, underground route 5 with a new station to be built, the future Tram express 11 and the cable car.
- Work on a Ground-floors scheme with a view to reviving the banks of the canal but also the urban boulevard to the side of rue de Paris.
- Redevelop and upgrade the Canal de l'Ourcq, develop the edges of the canal in connection with the proposed projects.
- Reconcile multi-uses: industrial, economic, cultural, artistic, residential, commercial and leisure.
- Enable the cohabitation of «the port and economic canal» and «the residential and leisure canal».

As for the MBK parcel, bidders should explain the modalities of reception in their project of the footbridge envisaged to connect the RN3 ( Tzen3 station) and the stations in project for Tram T11 express, metro line 5 and cable car (in project). A footbridge included to the project would be appreciated. In addition, the project will have to provide modalities for the reception of the cable car.

The scheme for the MBK site is intended to be structured around a mixed business-housing scheme and could host a flagship project such as a cultural equipment of metropolitan influence. The scheme for the K1/K2 sites aims for a mixed project dominated by housing, integrating active Ground-floors. Particular attention should be paid to the link between ZAC Ecocité from Bobigny to the west and the QDPO of Noisy to the east.

While it is suggested leaving some opening in the scheme in terms of proposals, ambitions should be high. Candidates must build truly innovative proposals and fall into line with all the inherent dimensions of a project for sustainable development:

- The economic aspect of sustainable development must be taken into consideration with the integration of the circular economy and short circuits,
- The social aspect, taking account of the social impact of the proposed solutions, as well as the involvement of the inhabitants in the project,
- The environmental aspect, with ambitions going beyond an improvement in the greening coefficient

Furthermore beyond an urban project, the project management must be innovative with a view to moving out of the current fashion of urban development where designer and manager are different entities. From this perspective the following will be expected: proposals for dynamic long-term forecasts and new indicators making it possible to better understand these socio-environmental repercussions.

## Specific planning rules and regulations regarding the development of the sites

The area consisting of the MBK and K1/K2 sites is included in the perimeter of ZAC Ecocité – Canal de l'Ourcq at Bobigny. Although no procedure is to be included in the call for projects, projects are however to be compatible with the ZAC project, which is elaborated by Nicolas Michelin, architect-urbanist of the ZAC Ecocité, as part of a negotiated town planning. This method proposes to the projects holders a participatory work in workshops for the

definition and the respect of the main orientations of the project of development of the ZAC. In their proposals, bidders have to define precisely the method they propose to fit into the collaborative work of the ZAC

As for the town planning rules, the ZAC is covered by specific zoning (UF) and is submitted to OAP (Orientations d'Aménagements et de Programmation : Planning and Programming Guidelines).

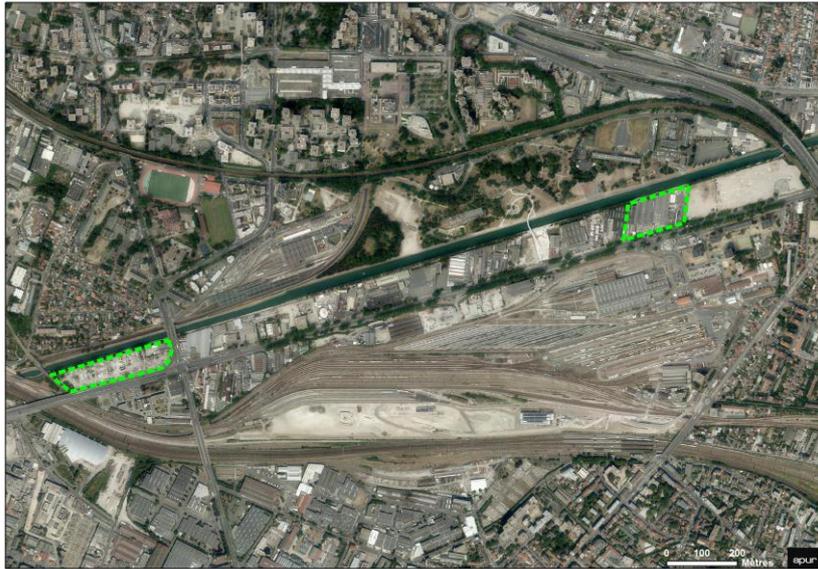
## Specific climate or environmental issues regarding the development of the site

From a geo-technical point of view, the site overall is subject to the risk of subsidence and/or collapse because of a gypsum break-up phenomenon and shrinkage-swelling of the clay soil. It is located in areas which are occasionally vulnerable to rises in water tables.

industrial activities have therefore followed in a large number of places of the zone during the last seventy years. A number of specific features developed, such as the automotive, cosmetics, chemical or iron and steel industries. The various sites are therefore subject to particular sensitivity with regard to soil pollution.

The historical industrial function of the areas around the canal de l'Ourcq and the former RN3 has proved itself since the 1930s. It was re-affirmed during the post-war years and has remained a dominant factor until now. Various

Finally the presence of a large number of road and rail infrastructures will raise particular air and noise pollution issues.



Plots MBK to the West and K1K2 to the East