

Bouygues Immobilier wins development competition for Berge du Lac district of Bordeaux



Boulogne-Billancourt, 2 March 2006

Bouygues Immobilier has won the competition run by Bordeaux City and Urban District Councils for development of the Berge du Lac district. This large-scale project forms the first stage in a wide-reaching requalification programme for northern Bordeaux.

The project involves building a new neighbourhood including 1550 homes, over a surface area of 30 hectares. It has three specific objectives:

- Development of new neighbourhood, with transformation of urban fabric between the city centre and the Berge du Lac district. With 30,000 square metres of public amenities, including two primary schools, a secondary school, a gymnasium and local services, the new district will integrate naturally with neighbouring districts. A tramline will make this integration easier.
- Environment enhancement for this lakeside location, with development of 40,000 square metres of parkland. Sustainable development is an integral part of this project. Environmental aspects are a key factor in planning and architectural design, especially as regards water treatment and energy savings. All buildings will comply with High Environmental Quality (HEQ) standards.
- Social and inter-generational mix, with small housing blocks including both individual homes (30%) and apartment blocks (70%), two to six storeys high. Of the 1550 homes, 500 will be in the low-cost council-administered category.

On this project, Bouygues Immobilier liaises closely with the Brochet/Lajus/Puejo firm of architects and with the award-winning urban planning firm Christian Devillers. Parkland developments are handled by Signes Paysages, environmental issues by Terre Eco, technical feasibility studies by I3C and SGREAH, programme architecture by Laurence Schlumberger-Guedj, and urban security consulting by F2C.

This extensive project will be carried out in three main stages. Following startup in 2008, phase one will reach completion in 2009 and phase three in 2011. All work will be conducted in permanent liaison with Bordeaux City and Urban District Councils.

This operation is a fine example of Bouygues Immobilier expertise in major development and urban planning projects for local government authorities. Many similar projects are expected across Europe over the years to come, affording considerable growth opportunities for Bouygues Immobilier.

About Bouygues Immobilier:

Bouygues Immobilier, French and European market leader in private-sector property development, employs a workforce of 1026 and reported 2005 sales of €1557 million. Through 32 branch offices in France and 7 in the rest of Europe, Bouygues Immobilier develops housing and commercial projects for its customers.

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