



Johannesburg, June 18, 2007
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Paris Ile-de-France Region *The Plaine Saint Denis Regeneration* Lessons from the 1998 World Cup





The Plaine Saint Denis Regeneration **Lessons from the 1998 World Cup**

1. Preparing the World Cup in the Plaine Saint-Denis Area
2. The event itself : an unexpected driver of change
3. What has happened since the World Cup ?
4. A few lessons



Key-dates

1985 : *Plaine Renaissance* created

1990-92 : Plaine Saint-Denis Vision. Plaine Dvpt. Public Corp. created

1992 : France chosen to host the World Soccer Cup

1993 : World Cup Stadium decision and partner's agreement

1994 : Regional Structure Plan. Investment Framework 1994-98

1996 : Development Contracts. Stadium under construction

1998 : World Cup –French soccer team wins

2000 : *Plaine Commune* Inter-municipal Association

2002 : *Plaine de France* Development Agency

2005 : OIC choses London to host the 2012 Olympics

The Stadium, a major regional and local issue

End of the 80's : a need for a large stadium in the Paris Region

- Regional and national interest
- Not just a stadium, but a multi-use venue
- A venue for a future Olympic bid in Paris
- The bid for World Soccer Cup (1988) : securing the building of the stadium





What kind of stadium & where should it be located ?



In a New Town
35 km of Paris?

Red arrows: main axis of
development



What kind of stadium & where should it be located ?

Or in a more central area?



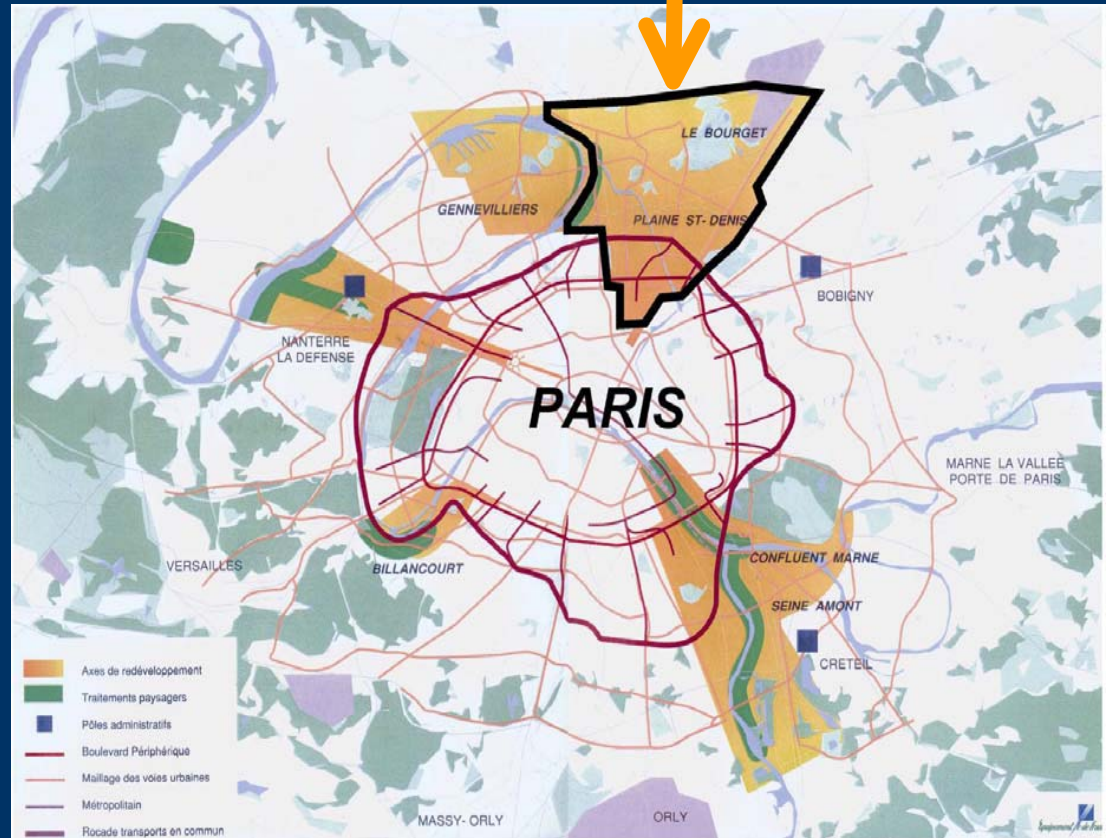
1. Preparing the World Cup

Final decision : a run-down industrial area identified as 'strategic' at regional level

Site of Stadium in 1990



Central strategic areas
Regional Structure Plan 1994





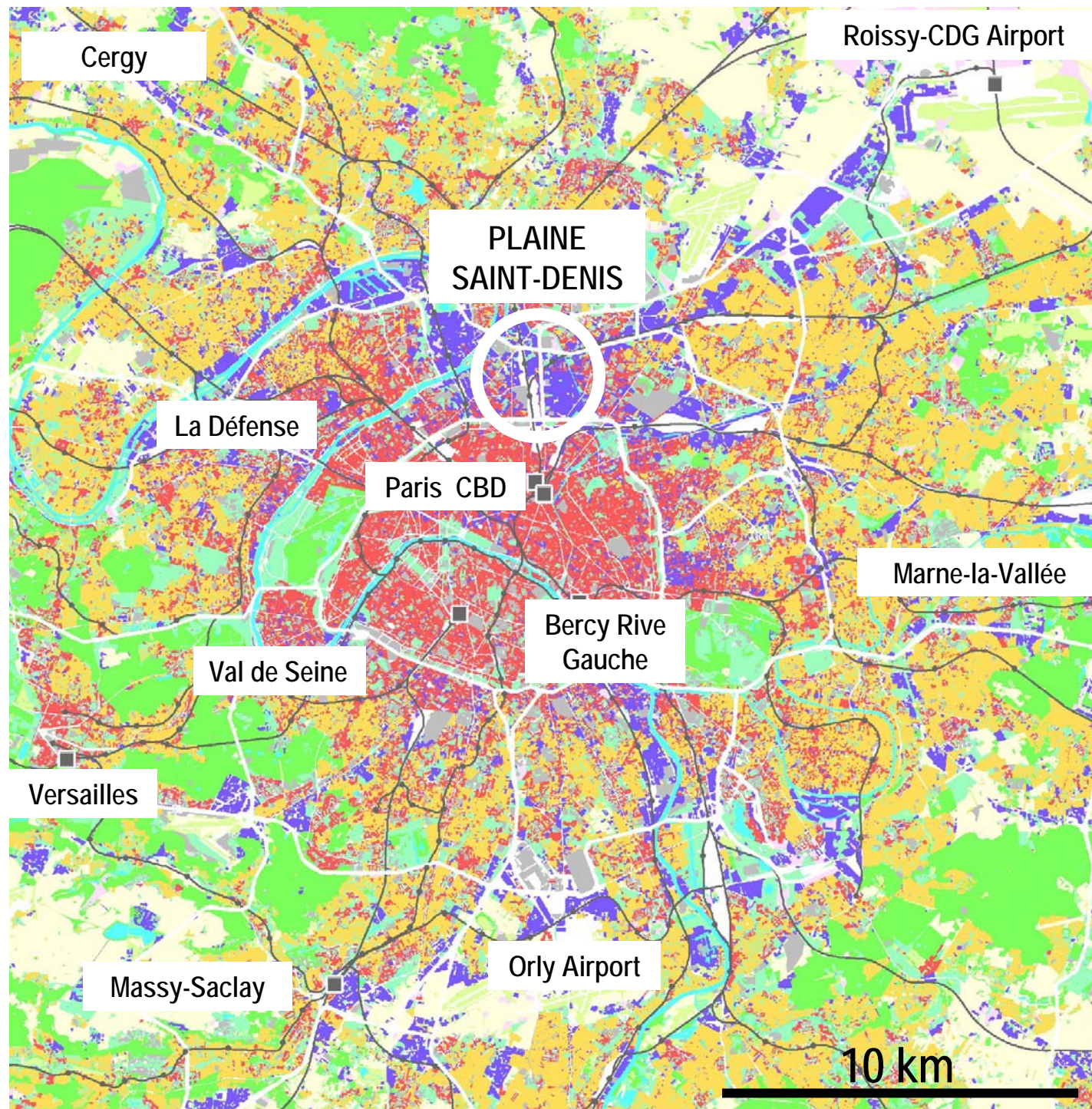
Plaine Saint-Denis : 750 ha of brownfield north of Paris

Declining industries : 50,000 jobs in 1950s, 27,000 in 1990

Poor housing & environnement, bad image, « off market »

Historic city of Saint-Denis, diversity, industrial heritage & water...





Plaine Saint Denis, a strategic location

- Central Paris
- La Défense
- CDG-Airport

Accessibility

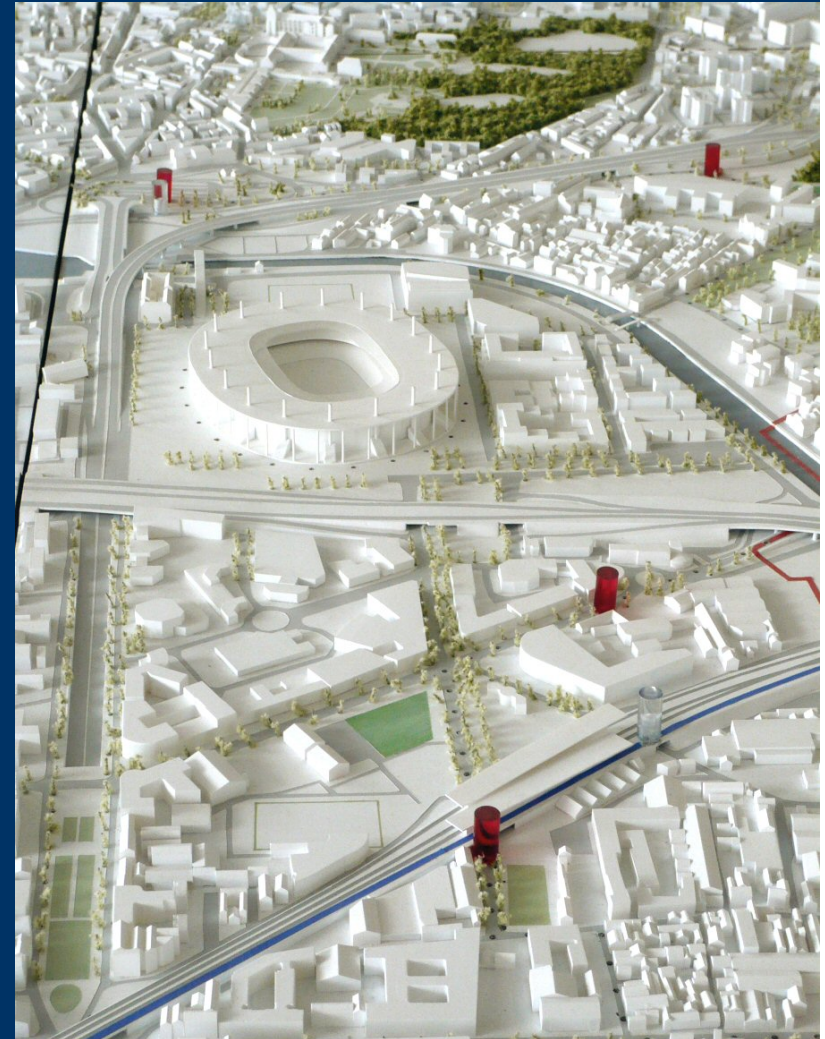
Land Use
Map 2003



The condition : an *urban* stadium, physically integrated, meeting local needs

Housing, businesses and cinemas around stadium

1. Preparing the World Cup





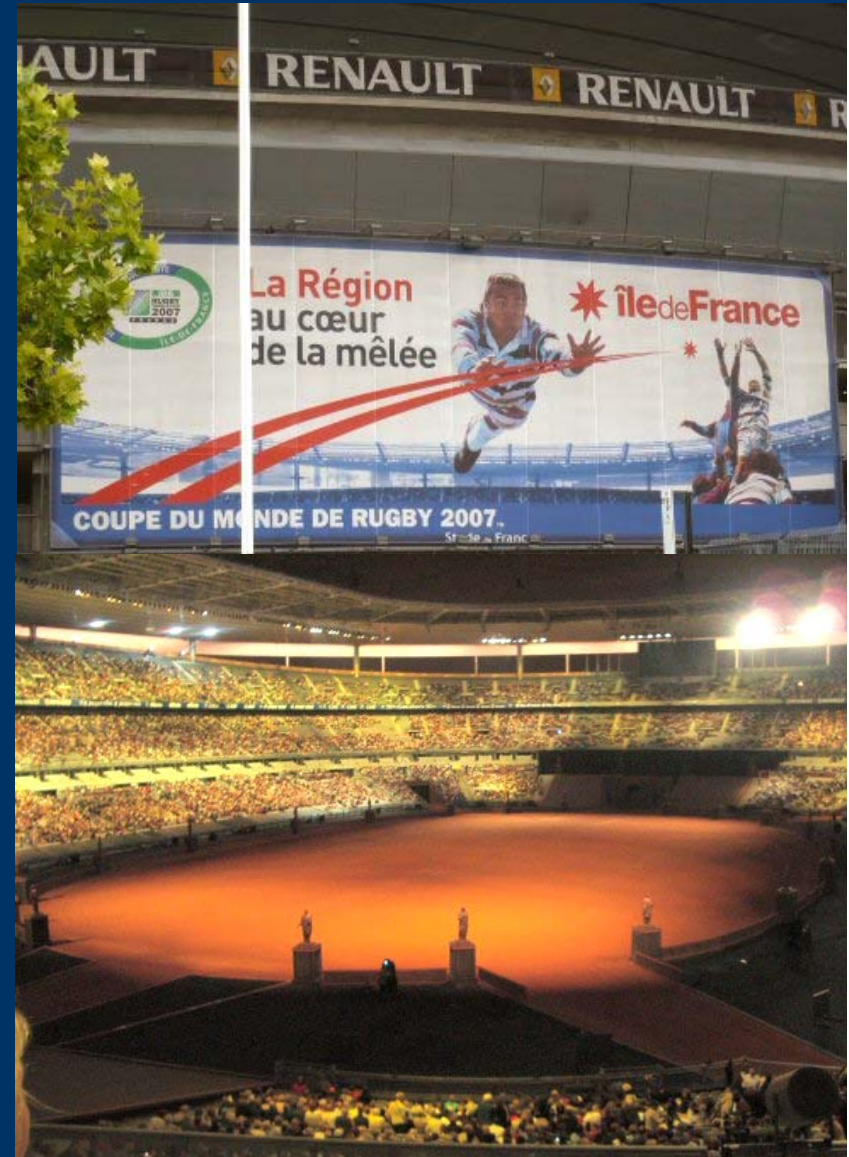
1. Preparing the World Cup

The condition : an *urban* stadium,
physically integrated, meeting local needs

270-day a year event-use :

- sports events, museum
- large-scale shows
- concert hall, summer beach
- convention centre,
- etc.

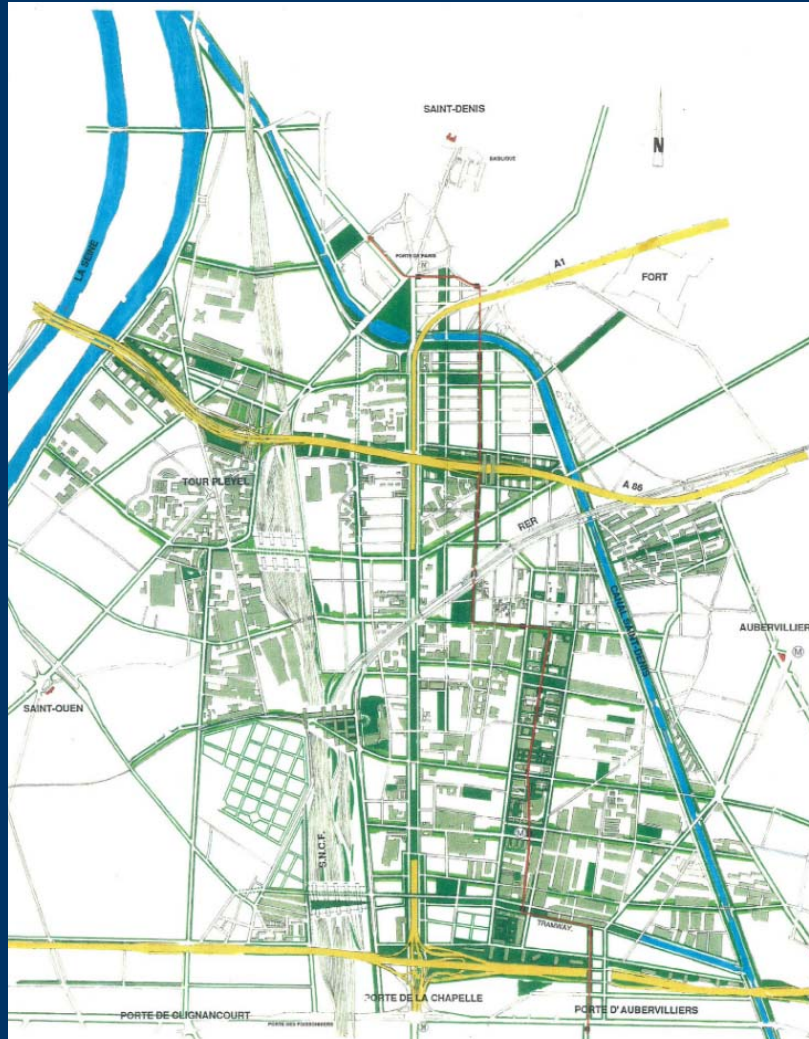
Financially profitable



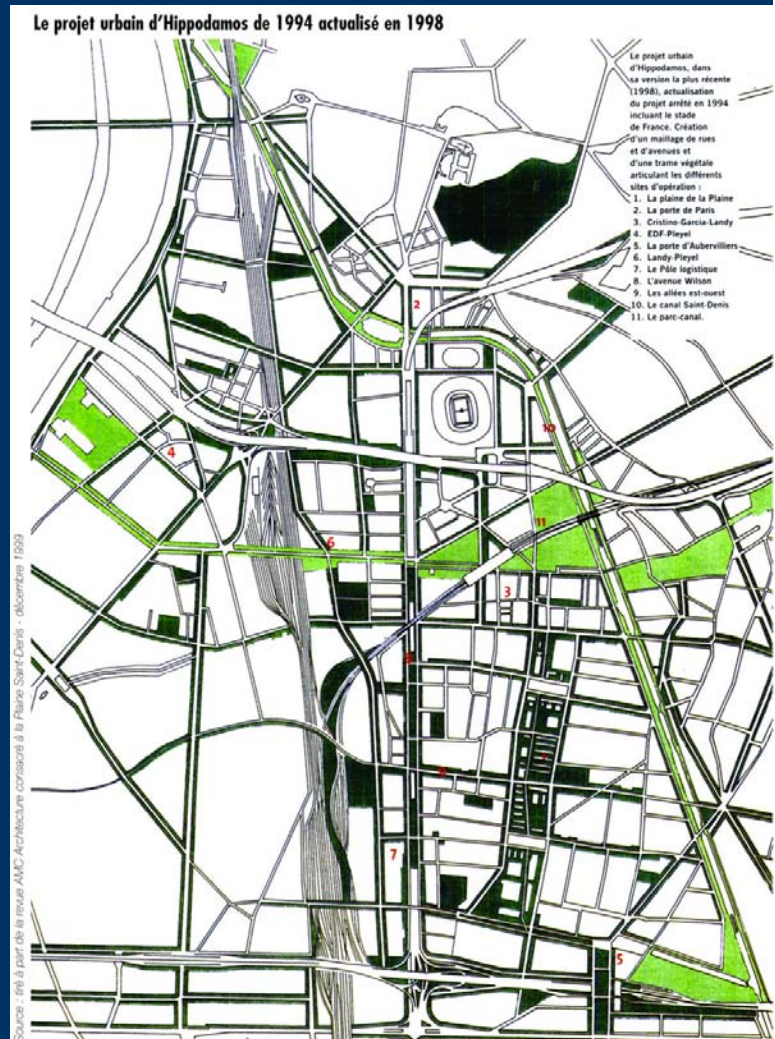
Fits in the *Projet Urbain*, the local authorities' Vision

Regeneration through mix-use, new connections and a new grid of multi-functional 28m-wide streets

Before Stadium decision (1993)



After Stadium decision (1998)

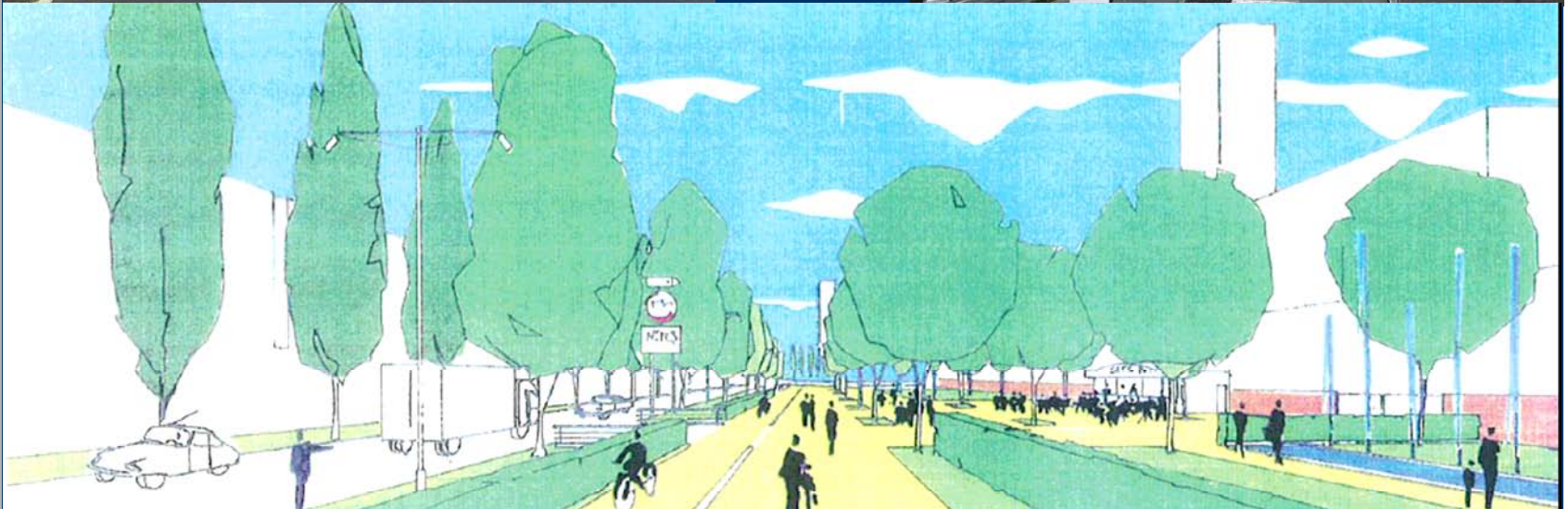




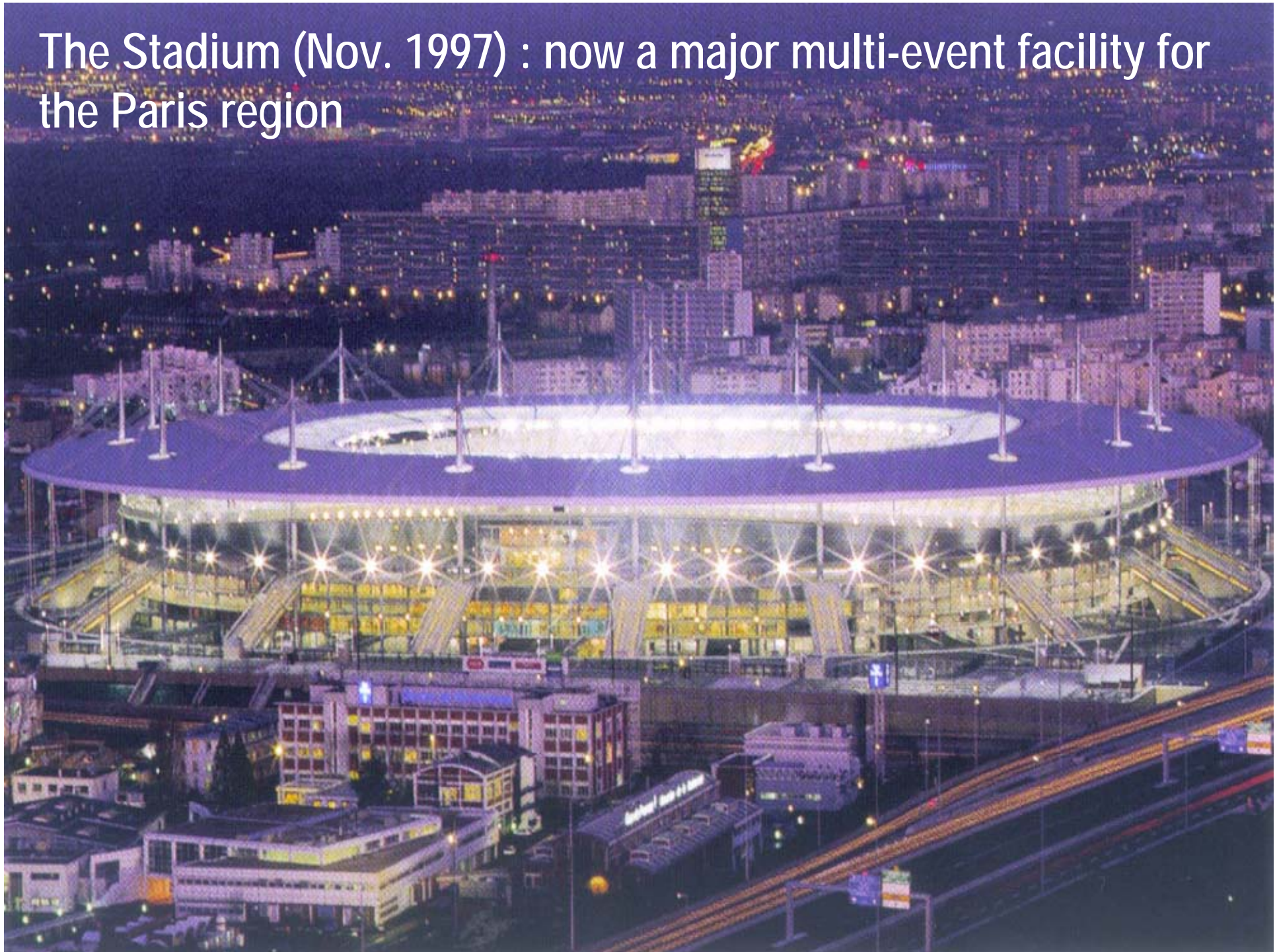
Fits in the *Projet Urbain*, the local authorities' Vision

Regeneration through more density, mix-use, new connections and a new grid of multi-functional 28m-wide streets

1. Preparing the World Cup



The Stadium (Nov. 1997) : now a major multi-event facility for the Paris region





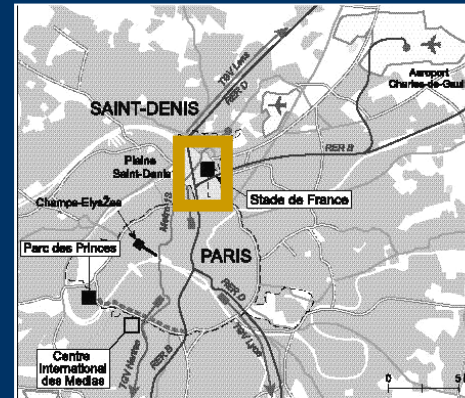
The infrastructure built for the World Cup

Multiple public transit access to Stadium

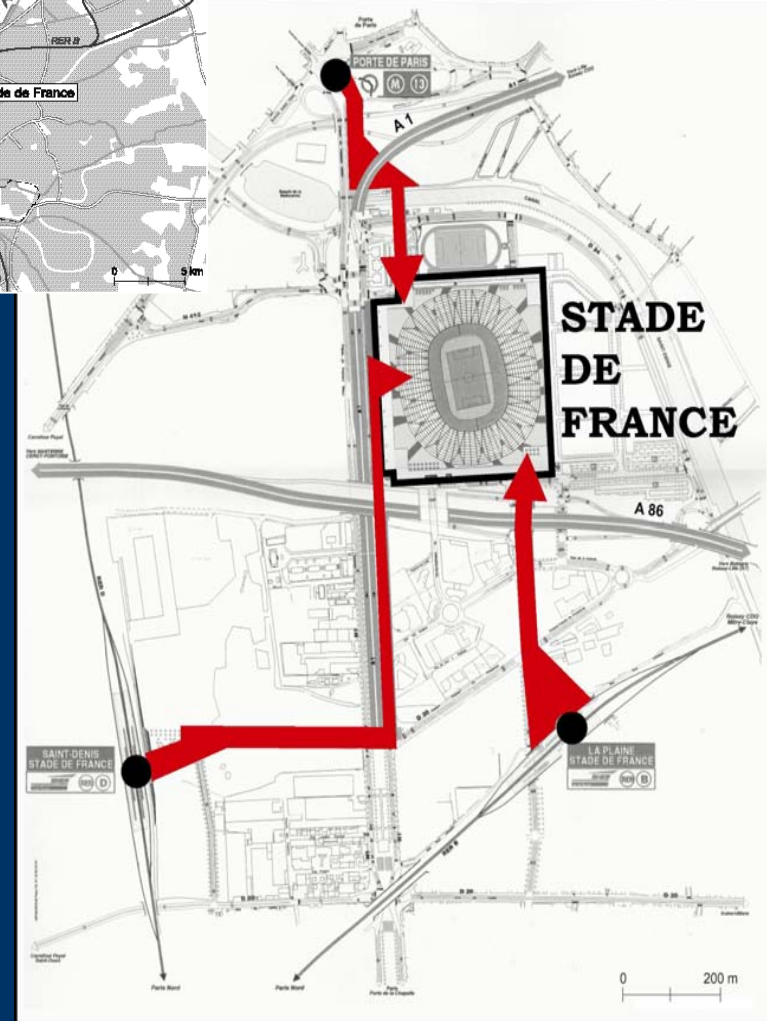
Pedestrian priority

Limited car access

Traffic management



« On the 28 at 15:00 avoid Stadium area »





The infrastructure built for the World Cup

2 new rapid transit stations

A refurbished metro station

RER Plaine Stade de France





New public spaces

Covering up the A1 motorway

1. Preparing the World Cup



Avenue Wilson in Central
Plaine Saint-Denis
Stadium in the distance





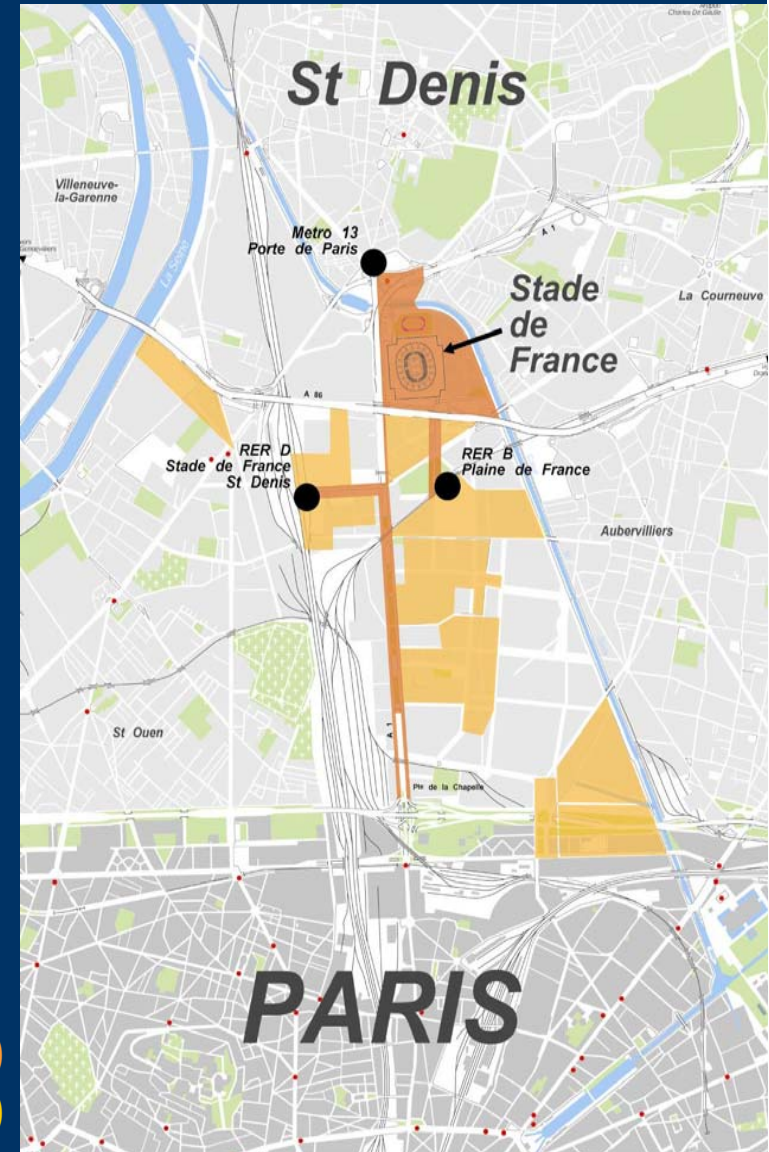
1. Preparing the World Cup

Preparing site for future large-scale urban development

Aims 1992-2015 :

- + 2,2 Million m², including :
- + 1,1 Million m² office use & industry
- + 23000 jobs (to 40,000)
- + 800,000 m² housing
- + 10,000 housing units
- + 300,000 m² facilities & retail
- A technology university cluster
- A new park-system (parc-canal)
- Zones of change (short- & long term)

Areas developed before the Cup (in red)
Areas developed after 1998 (in orange)





Development instruments & money

- *Stade de France Agreement* : State – Saint-Denis City – Paris City : infrastructure & improvements related to the World Cup
- State – Regional Council *Contrat de Plan* and supplementary Local Urban Development Contracts : Investment frameworks for regional scale policies area-wide
- Stadium Building Contract
public-private partnership (design, building, management of the facility)
- Stadium Building Consortium – Saint-Denis City Agreement : social issues and management after the Cup
- Cost of Stadium : 390 M€ (200 M€ private funds)
Total Public investment 1994-99 : 740 M€ (incl. Stadium)
Total Public investment 2000-2006 : approx. 450 M€



Main development stakeholders (Stadium and area)

- **City of Paris**

Land owner of Stadium area

- **City of Saint-Denis**

Planning and overall development impulse and control

- **Local State Administration**

World Cup project and transport coordination, Strategic area committee

- **Ile-de-France Regional Council :**

Infrastructure and development funding

- **SANEM Stade de France**, State development corporation :

Developing Stadium & area, post-Cup management control of Stadium

- **Plaine Development**, local development corporation (with State)



The event itself : building trust

Plaine Saint-Denis **July 1998** : ready on time ...and no hooligans!





The event itself : pride and enthousiasm

Stade de
France

July 1998



2. The event



The event itself : forging a multi-cultural identity

Saint-Denis July 1998

2. The event



The impact on the area's development

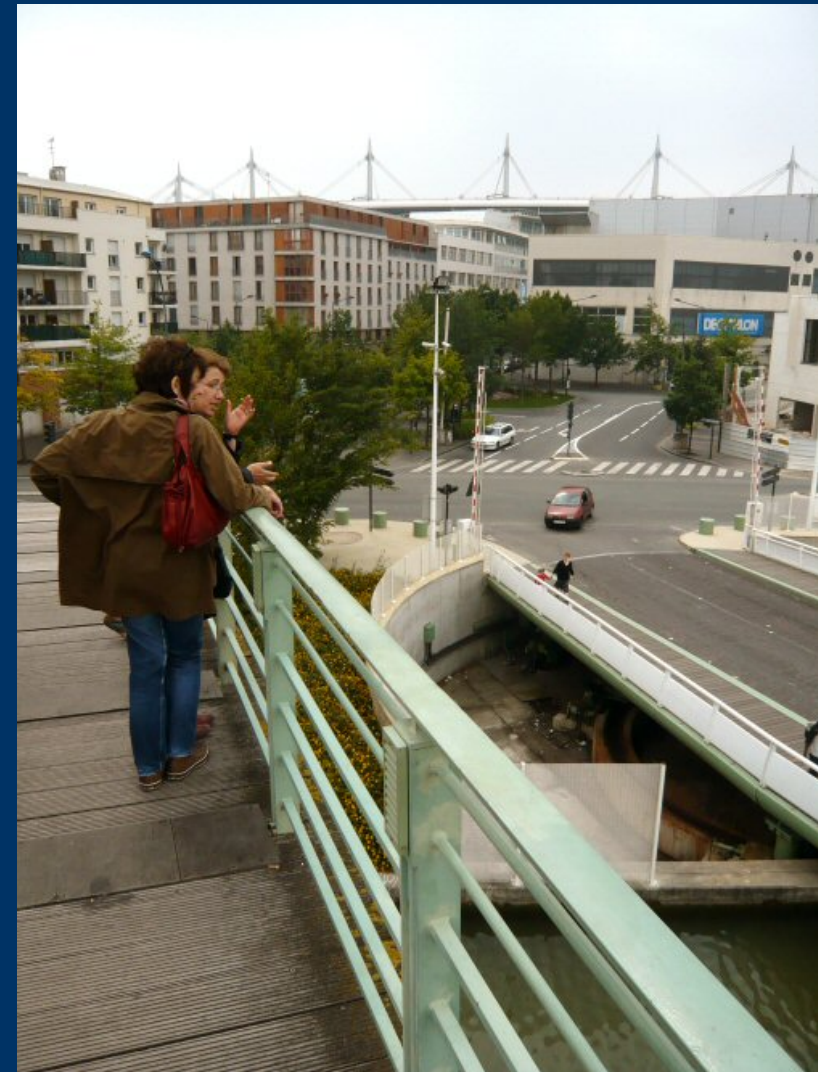
Very positive local impact

Better conditions of life for local residents

A strong change of image



A new footbridge near the Stadium connecting with low-income neighbourhoods





After the Cup : a real estate boom, mainly for office space

1996-2006

+ 1 million m² new offices, R & D, light industry (+ 20,000 jobs)

+ 4,000 new housing units (HU)

Landy Pleyel Area in 1998

In 2001





Over 400 ha being transformed

Current plans 2006-2020

+ 800,000 m² work places

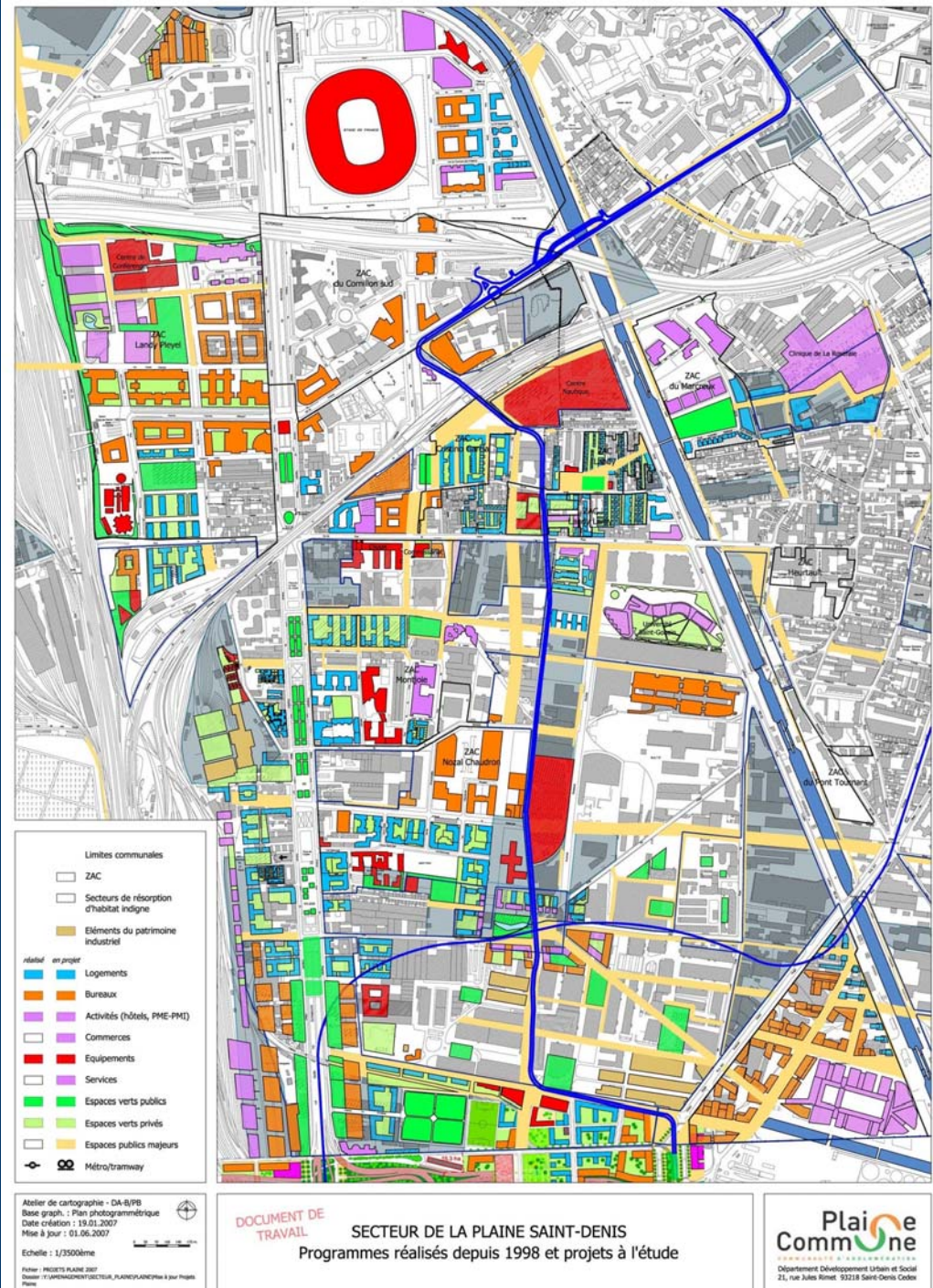
+ 13,000 jobs

Innovation clusters :
media, digital industries,
new energies, new
materials, etc.

A new focus on housing

+ 17,000 new HU

+ 35,000 inhabs. in 2020





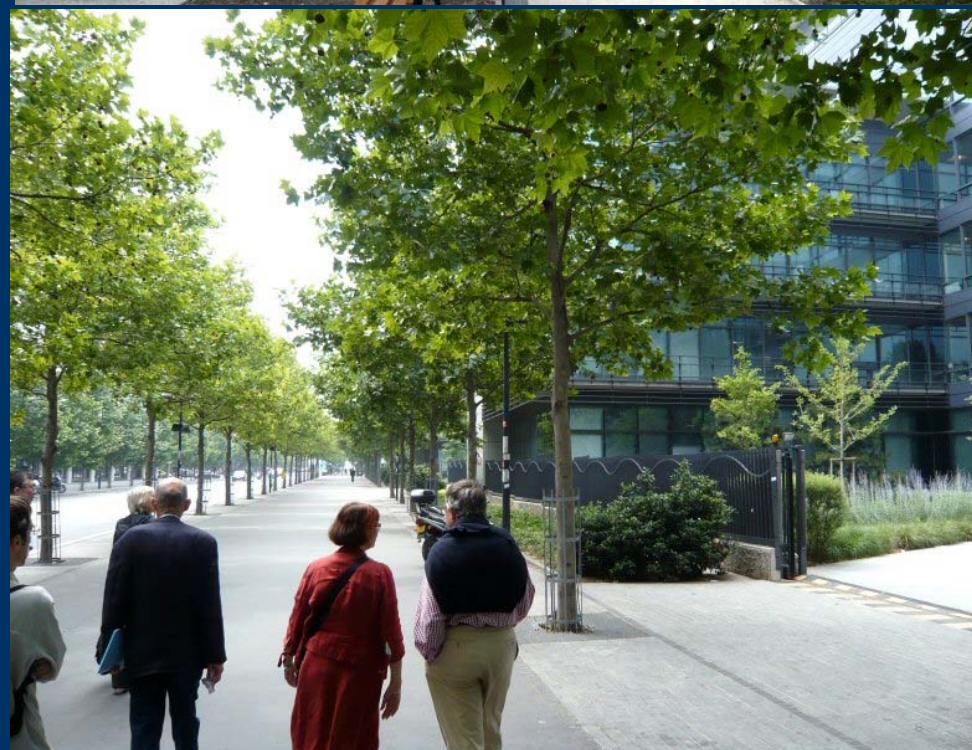
Some realisations (1999-2007)

Nozal Development Area
Social housing and
public square

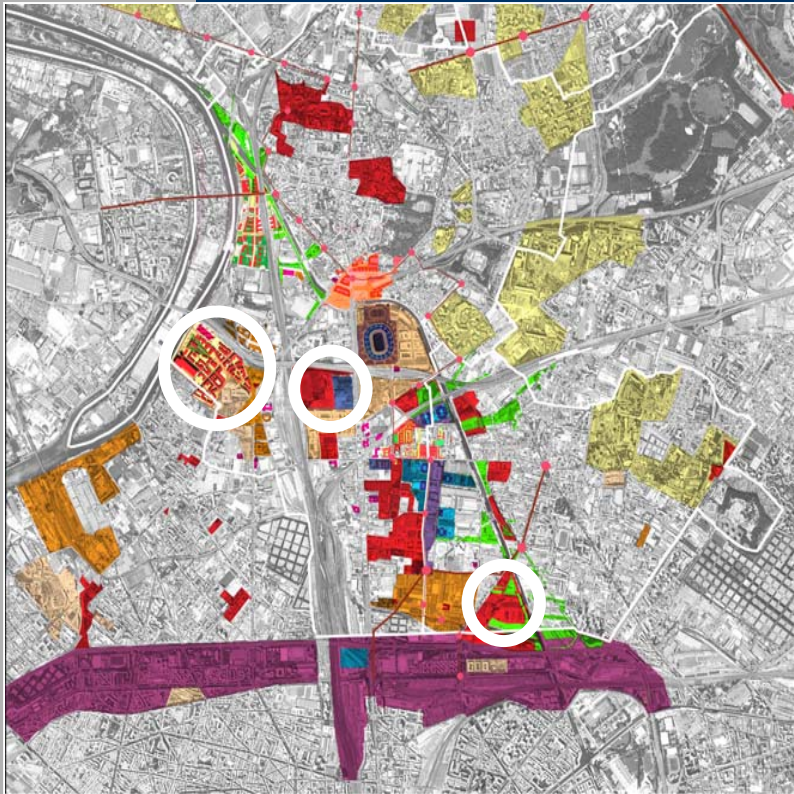


Landy Development Area Factory
reconversion for artists' studios

Landy Development Area
Office blocks along new avenue



Coming soon (2008-12)



European Movie City
former electric power station



Cinema Studios, hotel &
Convention centre



Mix-use on canalside
housing mix, leisure,
retail, office

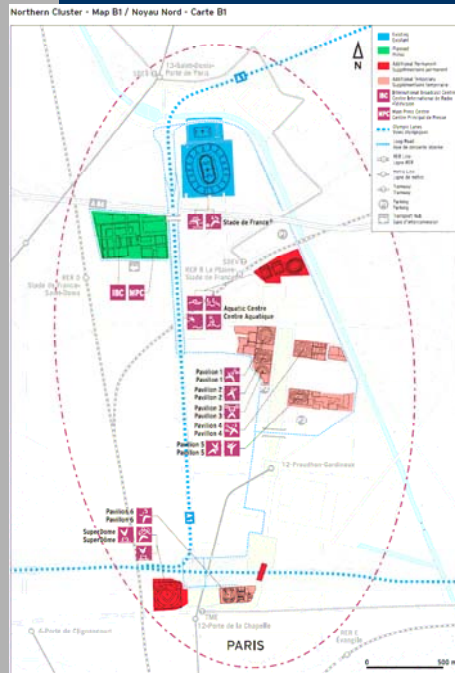




What you won't see (perhaps for the better)

Paris bid for 2012 Olympics

Northern cluster

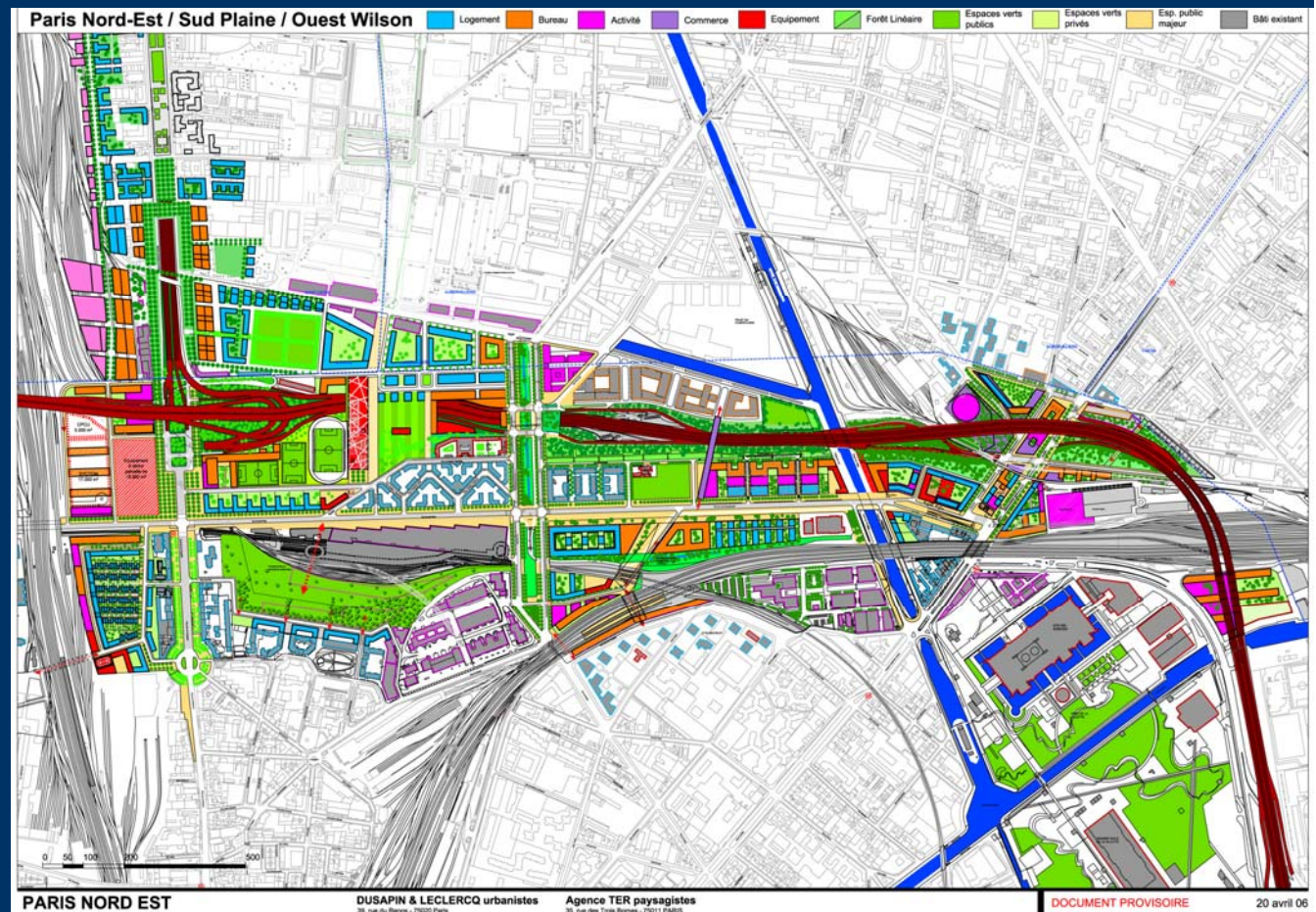




Connection with other developments : Paris Nord-Est

Paris Nord –Est project : 'sustainable' intensification of 200 ha on both sides of the *Peripherique*

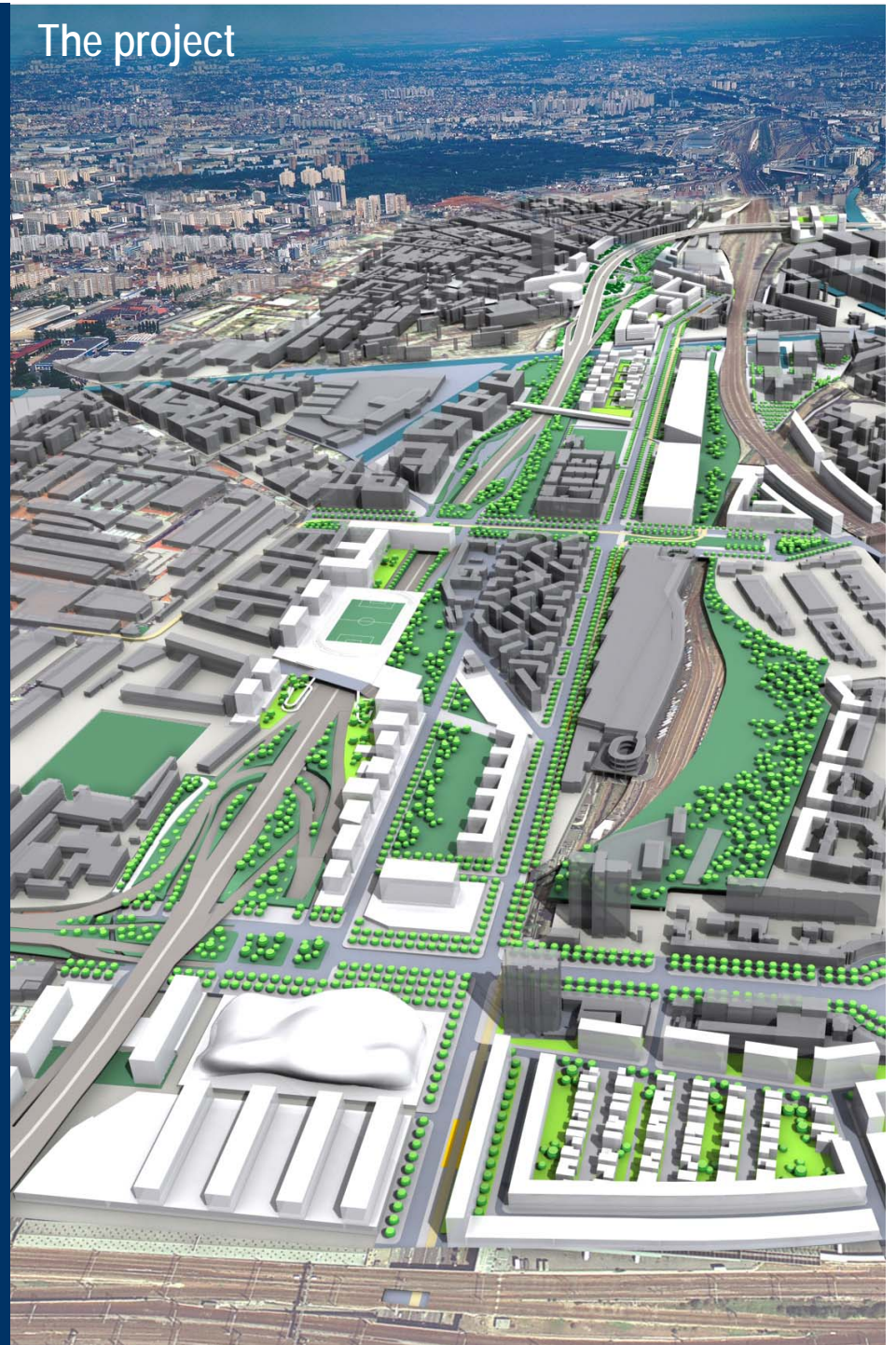
2006-2020 : + 1,095,000 m² mix-use (office, logistics, housing, facilities)



Paris Nord Est Today



The project



Connection with other areas with high potential

The orbital metro project : strengthening the inner region ring

3. After the World Cup

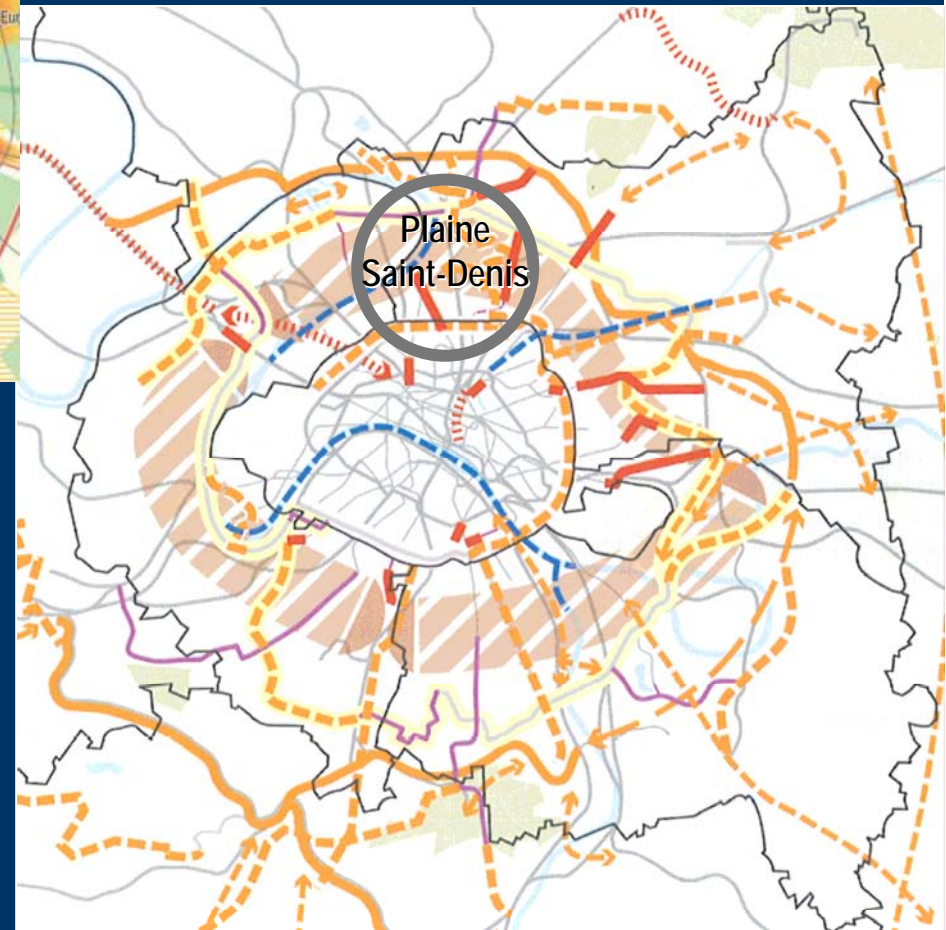


Connection with other areas with high potential

Poycentric development and regeneration: a regional priority?



The evolution of the ring metro concept :
'Arc Express' in the draft Regional Structure Plan 2007



'Arc express' : Plaine Saint-Denis
in the northern arc



A change of scale : new strategies & organization

2000 : Plaine Commune, a new inter-municipal organization

2006 Structure Plan : a major urban & economic cluster north of Paris

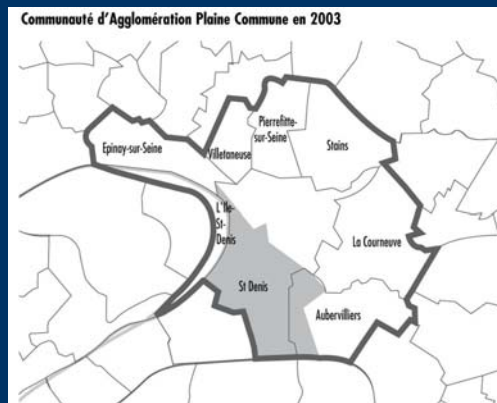
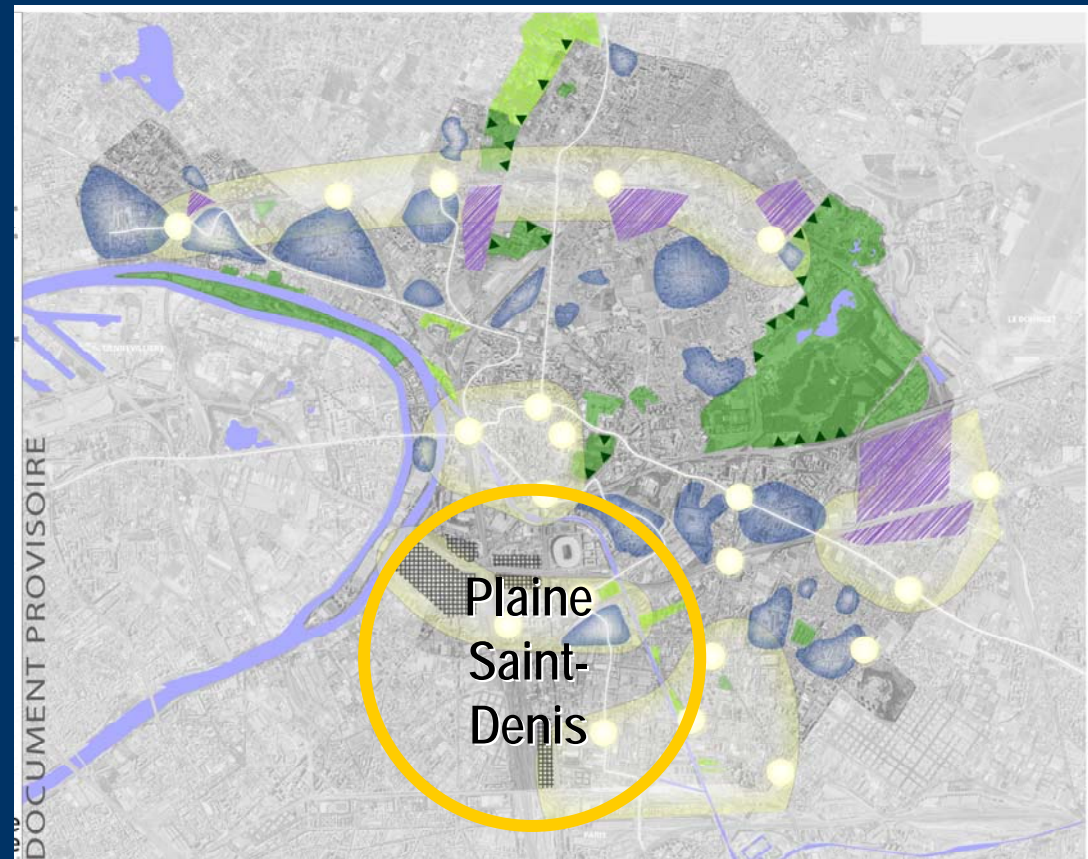
Aims 2006-2020

+ 40,000 inhabitants
(to 360,000 inhab.)

+ 30,000 jobs
(to 180,000 jobs)

More students
(47,000 in 2006)

Plaine Commune (4,000 ha) Structure Plan





A change of scale : new strategies & organization

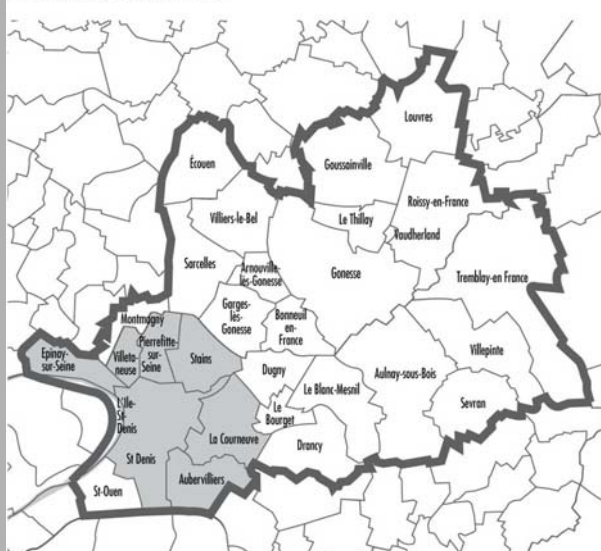
2002 : Plaine de France Development Agency (public partnership)

2005 Strategic Plan : regeneration & growth of Paris' North Gateway

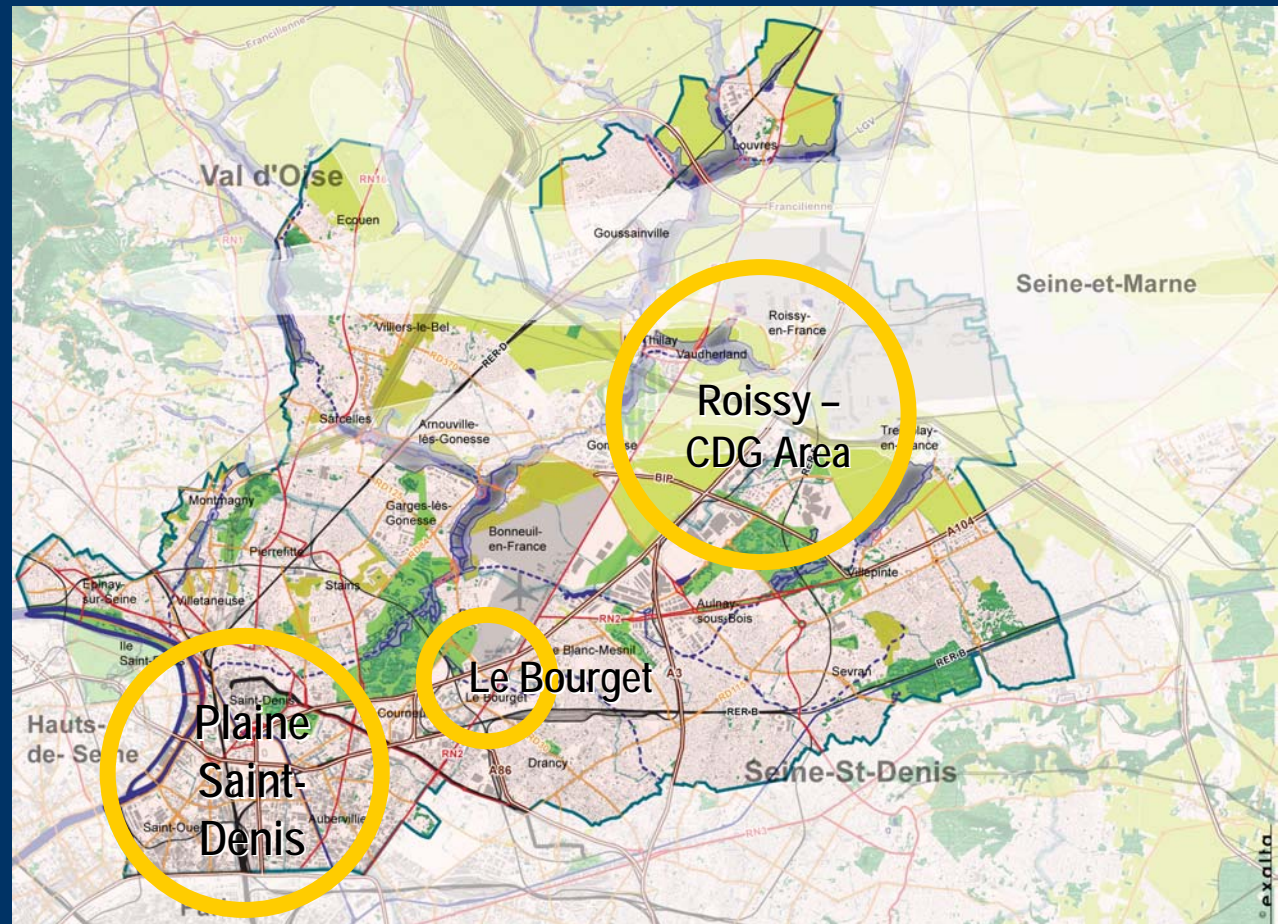
Aims 2006-2020

- + 37,000 housing units
- + 100,000 inhabitants
- + 110,000 jobs

EPA Plaine-de-France en 2003



Plaine de France (23,000 ha, 900,000 inhabitants) Strategic Plan



A few lessons to conclude :

1. Planning and urban management

Strong points

Successful use of 'World Cup effect' (image, key-investments, regeneration catalyser, confidence-builder)

A multi-functionnal & innovative urban area, not a CBD

More jobs and people by 2020 than ever before, no gentrification

Weak points

Not planned as a regional centre, lack of a 'city feeling', lack of urban intensity : culture, leisure, retail, education, ...

Mismatch between new jobs opportunities and local skills

Social mix still to come : lack of medium-income groups, school pb., and public realm maintenance





A few lessons to conclude :

2. Governance, time & money management



Strong point

Consensus building through open debate : design workshops, State-local agreements, stakeholders involvement, public participation

Weak points

Gouvernance not at right scale : strategic issues come after local issues, overall vision gets lost in procedures and short-term logic

Complexity : too many players with different interests

Not enough investment to meet the needs

As a result, infrastructure improvements are too slow : metro L12, Plaine tramway, orbital metro, Technical university cluster, restructuring of major interchanges, new road links and parks...