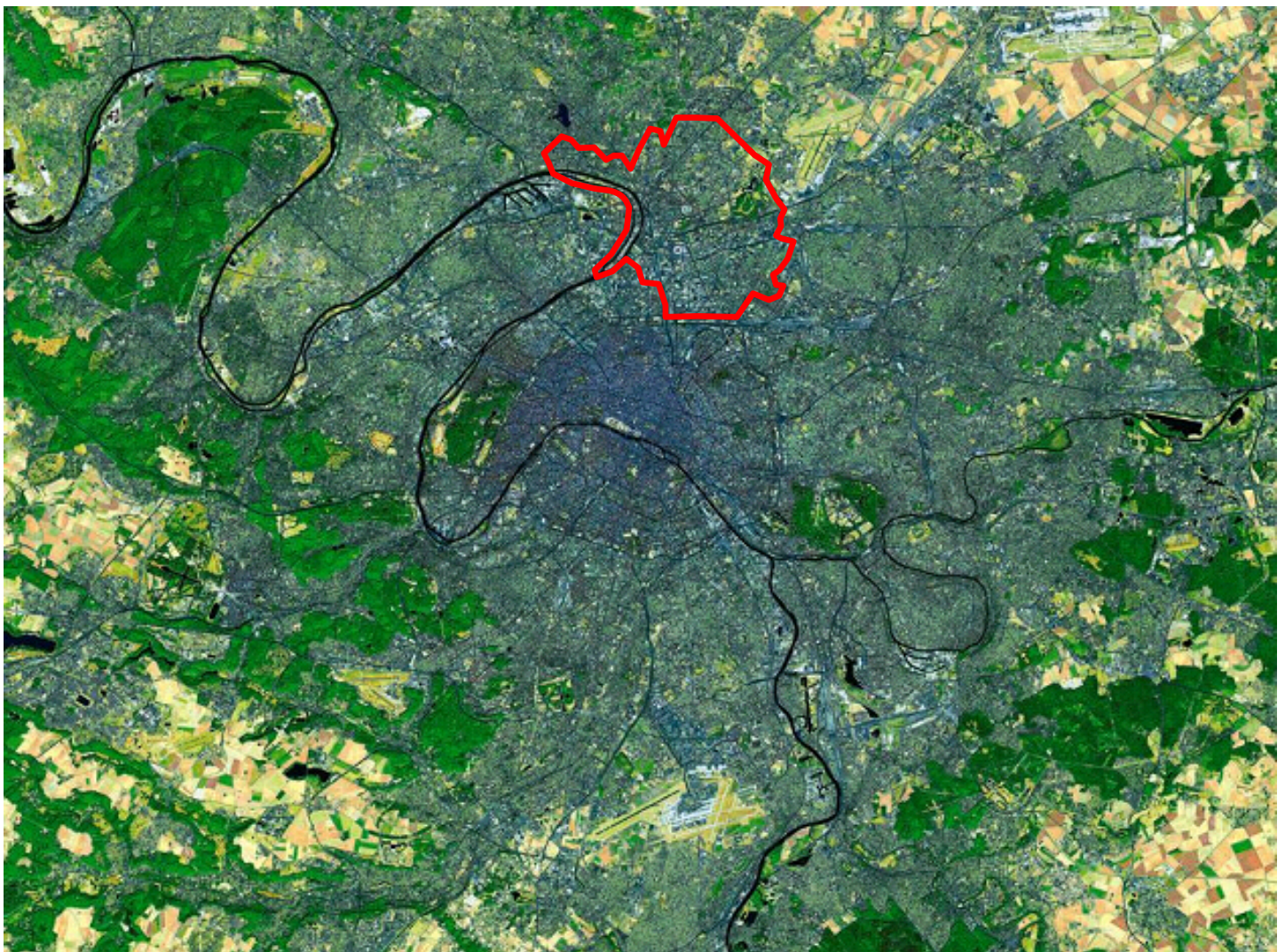


## PLAINE SAINT DENIS Key Dates and Landmarks Site Visit 22nd NOVEMBER 2007

### THE PLAINE SAINT-DENIS

- 1 – From industrial zone to an emerging multifaceted urban area
- 2 – A process both partnership-based and participative
- 3 – The impetus provided by the urban project
- 4 – Projects driven by the Stade de France



## 1. From industrial zone to an emerging multifaceted urban area

*Brief historical background:*

- **1821** : Opening of the St Denis canal
- **1874** : Railway link to the Plaine
- **1850-1960** : Industrialization of the Plaine,  
in **1940**, the Plaine was the leading industrial core of the Paris region extending over an area of 700 ha (50 000 workers), metallurgy, chemical industry, energies production
- **1960-1990** : Mutation of the production system in France and de-industrialization of the Plaine
- **1990-1994** : Consideration and approval of the urban project
- **1994-2020** : Emergence of a real 'chunk' of a city

**The need for a long-term vision as well as the definition of short-term actions have all come across as essential in moving towards a mix use urban area in its functions and towards an area that can also enjoy good connections with the towns of Saint-Denis and Aubervilliers.**

## 2. A process both partnership-based and participative

- **1985** : Establishment of the joint committee « Plaine-Renaissance » (Aubervilliers, Saint-Denis, Saint-Ouen and Conseil Général)
- **1990** : Signing by the joint committee members of a spatial planning charter providing a review of economic and social issues and setting targets for the revival of the Plaine (including the creation of 30 000 jobs and 15 000 dwellings along with their related spaces and public infrastructures)
- **1990** : Publication of a White Paper on Île de France (the Paris Region)  
The Plaine Saint-Denis is described as a strategic pole for development
- **1991** : Establishment of the « Plaine-Développement » Joint Committee to which the State participates
- **1991-1994** : Urban consultations « les assises de la Plaine » (the Plaine Open Conference) bringing together on a regular basis local inhabitants, employees, business leaders, key landlords and developers
- **1992** : Approval of the urban project
- **1993** : Decision to develop the Stade de France linked to the covering of the A1, to open new railway stations for RER B and D, to build a bridge over the canal (linking surrounding areas) and to develop a route under the A1
- **1994** : Establishment of a State Joint Committee for the establishment of an area around the Stadium including 450 dwellings and 84 000 m<sup>2</sup> of retail and office space
- **1994** : The SDRIF identifies the Plaine Saint-Denis as a « redevelopment core ». The area is listed as a priority site by the CPER (State-Region Plan Implementation Agreements) of 1994-1998 and of 2000-2006.
- **1996-2000** : Signing with the State of a development plan implementation agreement and signing with the region of an urban planning implementation agreement regarding the creation of infrastructures (roadways, land purchases, green spaces) with shared funding
- **2000** : Approval by the cities of Saint-Denis and Aubervilliers of urban plans (Land Use plans) providing for compliant developments in line with the urban project
- **2000** : Creation of the Plaine Commune urban area, project lead of the Plaine



- **2000-2006** : Funding as part of the CPER (State-Region Plan Implementation Agreements) of new infrastructures and real estate purchases
- **2002** : Creation of the Plaine de France Public Spatial Planning Organization

**We can see that the project slowly matured over time and that throughout the process a cooperative approach was taken by public and private partners as well as by the population.**

### 3. The impetus provided by the urban project

No urban planning competition but an association of 4 town planners, architects and a coordination of a landscape architect who worked together on the project for 4 years along with partners.

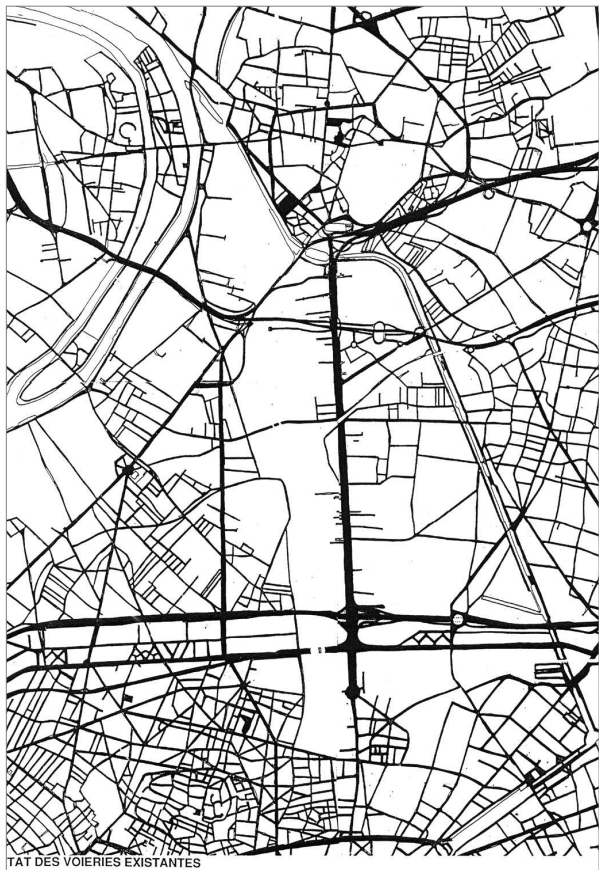
The Plaine Saint Denis urban project clarifies the arrangements and the terms and conditions of the restructuring of this territory based on 3 key principles:

- the enhancement of the existing elements through 'horizons-landscapes'
- the public realm, the road and green networks
- housing and functional mix of the local urban areas

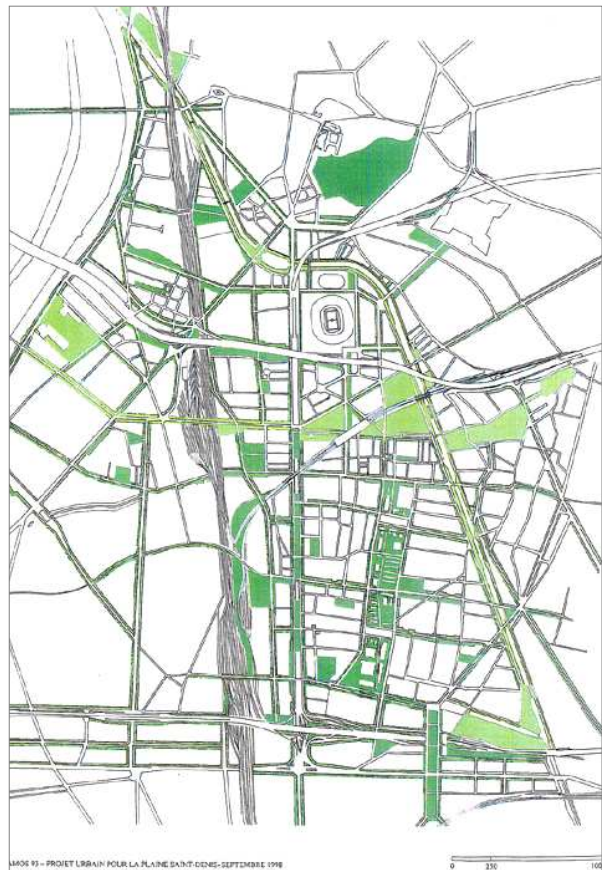
The urban project is first and foremost a whole guideline document that puts the urban ambition at the level of the creation of a public spaces network that is strongly qualified and at the level of the introduction of a functional mix. The project leaves some flexibility for developing private lots. Over time, it has also been capable of receiving proposals connected to strategies of public stakeholders (for instance the Stade de France that fitted nicely in the project) and to that of key landlords whilst being able to cope with technological and economic changes.

**Focused on the founding elements of the city, capable of withstanding time, the project aims at establishing in a sustainable way the prerequisites making possible the transformation from a territory that was initially monofunctional to a space providing all the uses that turn a city into a wealth of experiences.**

**The project provided an opportunity for the implementation of an operational process: including 9 public operational procedures (ZAC / mixed development zones) developed by public partners, the enhancement by landlords of their wealth has been a significant aspect.**



Road network 1994



HIPPODAMOS 93 Urban project  
Sept 1998

## 4. Projects driven by the Stade de France

The proposal to create the Stade de France stadium at La Plaine required an in-depth review of the urban project that had just been approved by whole of the public and local stakeholders. We considered the definition of the conditions required in order that this project could spark off the urban process in this area of the northern suburb of Paris. Given this particular environment, the town of Saint-Denis obtained :

- the development of heavy infrastructures (covering of the motorway, main roadways linking different urban areas, stations providing good railway services) being achieved at the same time as the construction of the Stade
- the design of a real urban area around the Stade

We can make the following observations:

- that several years after the completion of the Stade were necessary to initiate the 'taking off' of the Plaine. People had to wait till 2000 for housing projects and office projects to be developed.
- that the implementation of infrastructures was the backbone of the urban and economic development.
- That the link between the new projects and the people living or working in the Plaine was not an easy thing to create, that a social follow-up work (making sure that former inhabitants and new-comers would live together) and an economic follow-up work (training issue) are necessary.

**Today, the Plaine Saint-Denis is an urban area where local life is active again and where further development are expected in the future:**

- **Over 800 000 m<sup>2</sup> of office space have been developed turning this area into the 3<sup>rd</sup> largest service centre in the Ile-de-France behind Paris and La Défense, the number of jobs is higher than that achieved during the industrial era with obviously a deep change in the type of jobs requiring a follow-up support for the working population in the territory. Over 900 000m<sup>2</sup> are still to be completed.**
- **Since 2000, 5000 dwellings have been built of which 35% are social housing. Matters related to the cohabitation of the former local inhabitants and the new-comers as well as the eradication of substandard housing still present on the site. 7000 dwellings are still to be developed still involving a social/private mix.**