



## Better management of business real-estate

In terms of business land and real estate, The Metropole Nice Côte d'Azur intends to strengthen **the appeal of its business sites** in order to meet to the **development needs of new companies or companies already based in the urban area** thanks to a business-friendly policy. Ten business sites have been targeted as a priority to enhance their competitive potential and make it easier for new companies to set up business. The first measures undertaken include:

- 👤 **Networking and communication efforts**
- 👤 **Supporting and improving journeys**
- 👤 **Installing specific signage (information boards, digital content)**
- 👤 **Securing and improving the road network**
- 👤 **Supporting sustainable development measures**

### Key figures



**1 000 ha** of total surface area



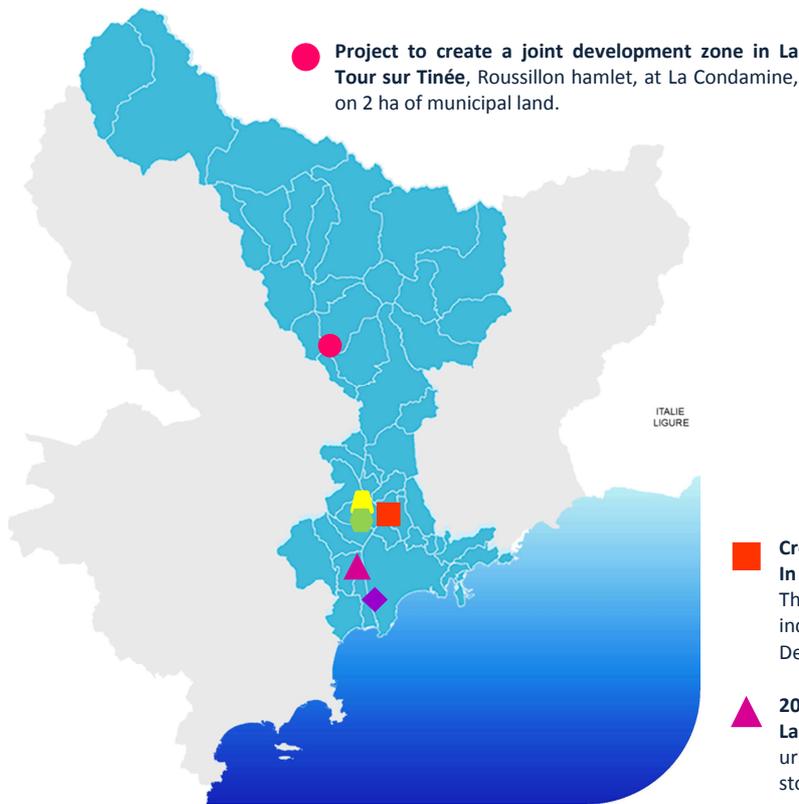
**100** business sites



**2 500** companies



**25,000** jobs



🟢 **Develop the La Grave mixed area**, at the entrance of the Carros industrial zone, in order to enhance major public land footprints in the short-term.

🟡 **Develop the Carros industrial zone**

🟠 **Create a new JDZ in the Valley of Roguez, in the towns/villages of Castagniers and Colomars.** The site extending over 3.8 hectares, can house 10 to 15 trade and industrial companies, in other words, create around 150 to 200 jobs. Delivery is planned for end of 2018

🔺 **20 ha. land reserve in the Iscles plain**, located to the north of the **St Laurent du Var** business park, will meet the future economic and urban needs of the town, including a new centre to develop the local storage and logistics sector.

🔷 As part of creating the **future 'Sports Plain' in Nice**, a programme has been launched to relocate companies whose main business is recycling inert materials, cement and production of coatings necessary for the construction industry. Feasibility studies are underway.

### Objectives:

- ▶ **Increase the appeal of business parks in the urban area**
- ▶ **Meet the development needs of existing and future companies**
- ▶ **Supplement the facilities available to manufacturers, trades**



LAUNCH ONGOING