

CHARTER

FOR 21ST CENTURY BUSINESS PARKS

TABLE OF RECOMMENDATIONS

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CONTENT

1	DENSITY: Organising reasonable land use	4	Constructing attractive development parks for the use of public transport methods and new forms of mobility	11
	Developing dense and intense business parks	4	For traditional forms of public transport	11
	Guaranteeing the transitory and fine use of land resources	5	For more innovative forms of transport	11
	Rationalising use	6	Implementing a voluntary management method for mobility and park users	12
2	MIXED USE: Developing parks as a living, inner-city area	7	Effectively informing about mobility solutions	12
	Developing parks as an area of mixed use	7	Automating Commercial and Inter-Commercial Transport Methods (PDE-PDIE)	12
	Promoting the integration of business parks in its immediate environment	8	Optimising road transportation within the business park and reducing environmental disturbances	13
	Making business parks a genuine living area for different uses	9	Optimising the use of roads by users of the park to reduce environmental disturbances	13
3	MOBILITY: Organising parks as an effective location for all forms of mobility	10	Encouraging the use of fleets of vehicles which are reasonable dimensioned	13
3.1	Human Mobility	10	Promoting the use of shared transport means	14
	Developing a high-quality public place which encourages the use of soft transportation methods	10		

3.2	Mobility of merchandise:	15			
	Understanding flows of merchandise, pooling mobility solutions and rationalising road flows	15			
	Organising and conserving intermodality	16			
3.3	Mobility of data	17			
	Developing business parks connected to superfast broadband	17			
4	ECOLOGICAL PERFORMANCE: Business parks as an ecological tool	18			
	Making business parks a tool for biodiversity	18			
	Reducing the carbon footprint of business parks	18			
	Reducing and recycling waste in business parks	19			
	Promoting the emergence of industrial ecology within the city	19			
5	ENERGY EFFICIENCY:	20			
	Sobriety – Reducing the energy use of business parks	20			
	Energy efficiency and renewable energies: Developing parks as producers of energy to aim for energy self-sufficiency	21			
6	GOVERNANCE: Bringing together all stakeholders concerned in all phases of business park activities for simplified governance	22			
	Creating genuine habitats for business park stakeholders	22			
	Involving companies in all phases	23			
	Sustainable management of business parks	24			
	Sustainably coordinating business parks	25			

1 DENSITY

Organising effective, rational land use

BP 21

BP 21+

BP 21 ++

DEVELOPING DENSE, INTENSE AND HUMAN-FRIENDLY BUSINESS PARKS

POOLING RESOURCES

Each project should study and issue proposed pooled resources (parking, services....), de rational use of roads and networks, outdoor areas...

POOLING AND ORGANISING SHARED RESOURCES

Each project should implement an explicit strategy for pooling and sharing resources so as to develop the business park project over time, taking due account of the development of servicing and access (reduction in the number of parking spaces and development of dedicated area), company requirements, employee requirements, community benefits and land planning.

POOLING AND SHARING RESOURCES AND RENEWAL OF THE PARK

Each project should offer a reversibility strategy for areas, deconstruction, and return to initial conditions.

INCREASING DENSITY

Each project will rest on a contextualised strategy for density

- The project will aim for a Floor area ratio (FAR) of 0.4 at the scale of the business park for production and logistics, or will propose a strategy for limiting any individual surface areas which are unused.

INCREASING DENSITY

Each project will rest on a strategy for increasing contextual density.

- The project will aim for a ceiling COS for an Intense city at the scale of business parks: COS of 0.5 logistics/ FAR of 1 production FAR of 1.5 for tertiary (in areas where metro and tramway stops are)

INCREASING DENSITY =>

Towards ceiling COS encouraging vertical development and mixed use

- The project will aim for a ceiling FAR of 0.7 at the level of the park, which could encourage the verticalisation of industrial, logistic and artisanal buildings (COS > 1) as well as the integration of economic activities with accommodation...

ORGANIZING THE TEMPORARY USE OF LAND RESOURCES

NEGOTIATING

temporary use of land resources within business parks

Concerning each land reserve constituted by the developer to develop its programme;

- Studying and negotiating with companies concerning the option to install temporary uses of this reserve with the support of the developer: agricultural uses, cultural uses, artistic, sporting events, storage or pooled car parks, common service areas

GUARANTEEING

use of land reserves in business parks

Concerning each land reserve constituted by the developer to develop its programme;

- Signing a commitment with companies concerning the extension project schedule and a revision/ return of land clause if not used within a pre-defined timescale.
- Drafting, with companies, temporary uses of land reserves until use which will be offered and implemented with the support of the developer: agricultural uses, cultural uses, artistic, sporting events, storage or pooled car parks, common service areas

GUARANTEEING

in fine use of land reserves in business parks

Concerning each land reserve constituted by the developer to develop its programme;

- Drafting, with companies, temporary uses of reserves of this reserve for temporary uses and/ or economic activities (e.g.: temporary lease agreements for rental of small surface areas on land reserves),
- Drafting a sales agreement over time or indicating a clause for return of the land if not used within a pre-defined timescale.

RATIONAL USE OF LAND

ENCOURAGING

rational and shared use of land

- Performing, for all park projects, a study on the opportunities for pooling resources and notably for private car parking (employees and/or visitors) two-wheeled vehicles for short, medium and long term and anticipating the reversibility of these areas, and services to employees
- For tertiary activities and services, the development of underground or semi-covered car parks shall be favoured.

Promoting unused buildings and areas

- ENCOURAGING the performance of programmes allowing unused areas to be avoided, either through transitory uses (or sports and cultural uses), or through the sustainable use of agricultural uses (vegetable plots - pastures).

PERFORMING

rational and shared use of land

- Pooling parking resources (private and/or professional vehicles) in outdoor car parks or in superstructures thanks to constructions (sharing resources) or innovative urban areas (organisation of buildings or areas).
- Sharing and opening up services for companies in the business park as well as for residents in the surrounding area(s)

Promoting unused buildings and areas

- IMPLEMENTING the performance of programmes allowing unused areas to be avoided, either through transitory uses (cf. D1 forms), or through the sustainable use of agricultural uses (vegetable plots - pastures).

PERFORMING

rational and shared use of land which are exemplary and innovative

- Pooled car parking limited to a maximum number of vehicles (to be contextualised in line with company requirements and the geographical location). For instance, application of a ration such as 1 space for every 2 jobs, depending on the urban location and public transport services. Implementing a reward system for companies which consolidate and pool parking resources, and a car share programme, by reserving car park spaces close by for this purpose.
- Pooling resources for companies in the business park as well as residents in the surrounding area(s) – see. outsourcing these services
- Supporting innovative services and economic programmes (for example in the creation of artisanal or industrial premises with a small surface area on company reserves)

IDEM RECOMMENDATIONS FOR BP 21 +

2 DIVERSITY

Developing business parks as a living, inner-city area

BP 21

BP 21 +

BP 21 ++

DEVELOPING BUSINESS PARKS AS AN AREA FOR MIXED USE

ECONOMIC DIVERSITY

- Favouring economic mixed use, in terms of the types of functions and premises
- Favouring the continuation of pre-existing activities and their integration into the future park, notably for artisanal or industrial activities
- Studying urban integration of economic functions with other urban functions - developing criteria for overcoming obstacles to development, a development strategy for mixed programmes

URBAN DIVERSITY (ECONOMY-HABITAT-SERVICES-EQUIPMENT...)

IN ADDITION TO THE RECOMMENDATIONS IN BP 21

- Proposing a schedule of diverse economic premises a genuine residential pathway for companies (incubators, small/medium/large surface areas, adjustable premises....)
- Promoting the development of all forms of the economy (social and solidarity economy, short-circuits, , recycling)
- If the site is amendable notably in cases of urban renewal, then allow for the development of diverse urban functions: housing (at least 30 %), equipment, services.

URBAN diversity (ECONOMY-HOUSING-SERVICES-EQUIPMENT...)

IN ADDITION TO THE RECOMMENDATIONS IN BP 21+

- If the site is amendable notably in cases of urban renewal, then allow for the development of diverse urban: accommodation (from 30% to 50%), equipment, services,
- Designing buildings which can accept vertical mixed use (industrial, logistical and artisanal buildings): involvement and integration of functions
- Making company space conducive to vertical mixed use

PROMOTING INTEGRATION OF THE BUSINESS PARK IN ITS IMMEDIATE ENVIRONMENT

DEMANDING

high-quality land planning for projects

- Supporting urban, land planning and environmental requirements applicable to business parks, within the framework of park regulations (Recommendations) also integrating requirements in terms of street furniture and information notices (design).

DEMANDING

architectural quality of projects

- For each business park, defining distinct architectural requirements (guidelines, forms, materials) as a criterion for identity of the park, to be included within the framework of recommendations (to be contextualised).

DEMANDING

architectural and urban integration of the business park into its urban environment, as well as connections with surrounding areas

- Considering a preferred strategy that the business park be at the juncture of public transport routes and areas
- Public transport routes should be adequately connected to the primary routes of adjacent districts

IN ADDITION TO RECOMMENDATION IN BP 21

- Implementing an architectural coordination mechanism with a business park architect

IN ADDITION TO RECOMMENDATION IN BP 21 +

- Developing architectural and collective site definition competitions for the most main features of construction

BP 21

DESIGNING

the business park in consideration of its urban and rural setting

- Designing methods of access and connectability of the park, and ease of connection with its surroundings.
- Developing compatibility of functions present in the park with nearby functions (notably the habitat), so as to anticipate disturbances and promote integration and cohabitation

BP 21 +

DESIGNING

the business park in consideration of its urban and rural setting

- Developing continuity between the environment of the park by promoting its areas, urban or rural insertion, which genuinely opens up the park to the city through high quality public areas

BP 21 ++

MAKING THE BUSINESS PARK A GENUINE LIVING AREA FOR DIFFERENT USES

OPENING UP

common areas within the business park to all members of the public

- Allowing all members of the public to enter the business park (overseeing the security of assets and people and maintaining optimal levels of comfort)

OPENING UP

common areas and services in the business park (restaurants,...) for all members of the business park

OPENING UP

use and access to the business park outside of usual working hours and days

- Creating leisure and tourism activities on site.
- Proposing a cultural offering for the business park as an area for artistic creativity (temporary activities, events, happenings) or for sports



3 MOBILITY*

Organising the business park as an effective location for all forms of mobility

3.1 *mobility of people, goods and digital information through broadband

BP 21

BP 21 +

BP 21 ++

CONSTRUCTING A HIGH QUALITY PUBLIC AREA WHICH ENCOURAGES SOFT METHODS OF TRANSPORTATION

Developing high quality public areas connected to the surrounding urban fabric and spanning the park (basic infrastructure).

These will be notably based on the following principles:

- Sharing of the urban area by promoting alternative forms of mobility, security and comfort (including rest areas, benches, paths).
- Respect standards and regulations notably for people with reduced mobility,
- Reduction in the use of automobiles where practicable
- Development of dedicated areas (cycle paths) where practicable

Development of bicycle parks, in the public area (notably in relation with public transport stations) and in private areas.

Developing organised public areas which are interlinked notably by applying the following principles:

- Continuous routes leading towards primary areas of the business park (infrastructure, services, shops) and adjoining areas, by utilising signposting, visual markers,
- Bolstered and continuous interconnectability of alternative transport between private areas (companies) and public transport stations and stops: Reducing the distances between alternative means of mobility; Optimising the accessibility from buildings in private areas by placing building entrances close to the public pathways,
- Creating a genuine quality offer for bicycle parking,
 - in private areas, an objective of undercover bicycle storage for every 5 jobs located in direct proximity of private sites and easily accessible from public areas,
 - in public areas, locating bicycle storage close to local services (infrastructure, restaurants),

IN ADDITION TO RECOMMENDATIONS IN BP 21 +

Offering services:

- services dedicated to soft methods of mobility (bicycle storage) potentially through digital services,
- sanitary infrastructure (showers).

Offering an exemplary situation for bicycle storage:

- Showing a high ambition in the amount of bicycle storage in private areas with the objective of closed and covered storage of a minimum of 5m² plus an additional 1.5 m² (1 space) for every 5 jobs; this will be located in direct proximity to the main entrance, and easily accessible from public areas, and with bicycle secure storage mechanisms

BP 21

BP 21 +

BP 21 ++

CONSTRUCTING ATTRACTIVE BUSINESS PARKS FOR THE USE OF PUBLIC TRANSPORT AND NEW FORMS OF MOBILITY

A) For traditional public transport methods

Falling into the framework of a dialogue with the urban transport authority **to optimise the public transport offer** (route, times) **already existing** close to the park ensuring compatibility with other requirements and restrictions..

Anticipating, immediately following construction of the park, developments in the transport network for medium-term optimisation of the public transport network (designing the park in line with future public transport routes: company entrances facing the same route, agree locations for future stations and stops).

Designing the business park with existing and future public transport services

- Increasing the density of business parks with the service of existing or already planned networks,
- Developing business parks so as to effectively be designed around public transport routes (develop a large number of company entrances within 300 metres of an existing or planned station or stop)

Placing business parks, as a priority, within sectors already served by effective public transport

- Fully promoting existing public transport networks by distributing the highest density of jobs in direct proximity to public transport stations,
- Limiting the capacity for car parking so as to encourage the use of public transport close to stations (500 metres)

B) For more innovative transport methods

Identifying (for instance within the framework of a Commercial and Inter-Commercial Transport Method Plan) opportunities to develop complementary mobility services fulfilling specific needs (working hours) of a business park or business.

Implementing complementary mobility methods (transportation on request, private shuttles, group taxis, etc.)

Collaboration between partners (private/private or private/public) to implement complementary mobility services which are innovative and shared across the park or at a wider scale (virtual car pooling line, pooling solutions with surrounding areas))

BP 21

BP 21 +

BP 21 ++

IMPLEMENTING VOLUNTARY MANAGEMENT FOR MOBILITY OF PARK USERS

A) Providing effective information about mobility services (employee commutes and professional travel)

Informing and communicating to users about the existence of different mobility offers within the park and the performance of each, as well as the real cost of various methods of travel, advantages of car sharing, through mobility guides or welcome booklets for employees (paper version and/or electronic version easy to download)

Approach employees once per year at least to provide information about developments in mobility (for instance developments, following any new or improved public transport offer, new car sharing stations, or car hire)

Organising the distribution of information for each significant development in mobility

Ensuring the sustainability of continuous and interactive information for all employees working in the business park (business park mobility newsletter, mobility section on the business park website, apps)

B) Company mobility plan and mobility plan between companies

Mobility plan for large companies

Coordinating a mobility plan for companies with over 250 employees including an initial diagnosis based on surveys with employees and visitors concerning their travel, identifying mobility references, drafting and implementing a plan of action, coordinating the strategy within the company.

Producing a transport overview every three years for travel undertaken by visitors to companies with over 250 employees

- Public transport service offer made available to companies with over 250 employees

A mobility plan among companies

involving at least 50% of companies

Coordinating a mobility plan among companies for at least 50% of companies in the business park and at minimum involving all companies with over 100 employees

Producing a transport overview every three years with employees from these companies

- Public transport service offer made available to companies with over 100 employees

A mobility plan between companies

involving at least 90% of companies in the business park

- Creating genuine mobility governance at the park level

Coordinating a mobility plan between companies involving at least 90% of companies in the business park

- Producing a transport overview every three years with employees from these companies
- Implementing and coordinating collective initiatives identified within the inter-commercial transport method plan (fleets of vehicles, car sharing events, eco mobility sharing, joint funding)
- Specific Transpole service offer to be developed

OPTIMISING ROAD TRAVEL WITHIN THE BUSINESS PARK AND REDUCING THE ENVIRONMENTAL DISTURBANCE

A) Optimising the use of roads by users of the business park so as to reduce environmental disturbances

Organising transport within the business park and reflecting on the occupancy rate of vehicles

- **Effectively organising travel within the business park and in relation to the environment** (priority lanes), notably to ensure the safety of all users.
- **Implementin effective signposting** (cf. recommendations for signposting in business parks under the appendix).
- Study the development of **car sharing solutions** notably by promoting existing tools (**for instance** www.covoiturezplus.fr)

Limit the amount of traffic within the park and take action on increasing the occupancy rate of vehicles

- **Optimising traffic schema** (priority of lanes) notably through specific work on the visibility of adapted and effective signposting in **digital driving assistance tools (GPS)**
- **Encouraging car sharing** within the framework of a wider inter-commercial transport method.

Move towards active and innovative strategies for better use of vehicles

- **Perform innovative**, and experimental initiatives (which could then be rolled out to other sites), in terms of optimising traffic and occupancy rates of vehicles (virtual car sharing routes, car share areas)
- **Organising specific intensive events for promotion of car sharing** rolled out within the park and beyond.

B) Encouraging the use of adequately dimensioned and clean fleets of vehicles

Optimising the fleet of utility vehicles (owned or leased) by companies in line with required professional travel and developing a clean-fuel fleet of automobiles, including for utility vehicles.

Use of **over 50% of clean fuel vehicles** (hybrid vehicles, electric vehicles, liquefied natural gas (LNG), liquefied petroleum gas (LPG), or super ethanol E85), indicating the period for travel of the vehicle (5 Euro THIS FIGURE IS A COST NOTE A PERIOD IN REFERENCE TO THE PREVIOUS PHRASE ?) (owned or leased) by the company.

Over 90% of vehicle fleets should be clean (hybrid vehicles, electric vehicles, liquefied natural gas (LNG), liquefied petroleum gas (LPG), or super ethanol E85), indicating the period for travel of the vehicle (5 Euro SEE REMARK ON LEFT) (owned or leased) by the company.

BP 21

BP 21 +

BP 21 ++

C) Promoting the use of shared transport methods

Reserving areas to facilitate sharing of vehicles in the long term car park

Offer parking spaces for new forms of mobility (for instance car sharing)

Roll out solutions for shared vehicles (car or bicycle sharing) in the company car park, or via a third party or hire firm.

Justify an economy of spaces or permitted parking spaces through car share schemes or shared spaces

Perform innovative and potentially experimental initiatives (which could then be rolled out to other sites), **on the sharing and optimised use of resources** (day shares for vehicles with local residents)

3 MOBILITY*

Organising and optimising transportation of goods

3.2 *mobility of goods

UNDERSTANDING FLOWS OF GOODS, POOLING MOBILITY SOLUTIONS AND OPTIMISING FLOWS BY ROAD

UNDERSTANDING AND ANALYSING

flows of goods and studying methods to optimise their flow

- during pre-operational studies, in targeting good and merchandise into the same framework as other flows, with more focus on areas which generate high levels of goods
- Performing transportation overviews every three years at the scale of the park to better understand and anticipate flows and their development
- Studying logistical circuits in relation with the business park, the potential increase in flows of goods and technical solutions which encourage this increase
- Providing a specific view over optimising the rationalisation of flows by road in relation with the business park (logistical circuits, occupancy rate of vehicles) ; parking requirements for HGVs in the business park should be investigated in parallel

IMPLEMENTING

concrete measures:

- Leading strategies for rationalising and increasing flows of goods
- Implementing sharing mechanisms for reverse logistics and waste management.
- Implementing specific activities to reduce the environmental impact of road flows:
 - Organising flows of goods accessing and within the park (signposting, including in relation with GPS guidance systems, etc.)
 - Implementing transportation solutions which optimise the occupancy rate of vehicles transporting goods
 - Falling within the framework of the CO2 charter, transport operator commitments strategy, or call upon transport operators already adhering to this programme
 - Organise HGV parking in close proximity to the site or on site

IMPLEMENTING

pooling mechanisms within the logistics chain at the scale of the park and even beyond:

- Implementing partner-based governance at the scale of the park dedicated to the transport of goods,
- Implementing and coordinating mechanisms for increase in quantity and sharing of solutions for the transport of goods at the scale of the park,
- Organising shared HGV parking offering complementary services within the business park,
- Performing innovative, and potentially experimental initiatives (which could then be rolled out across other sites), in terms of optimising traffic and the occupancy rate of road transport vehicles for goods

ORGANISING AND PROTECTING INTERMODALITY

Analysing, in pre-operational studies, the possibility of modal infrastructures other than road (modal transfer):

- Identifying potential for intermodality on the park or within its immediate environment and studying the economic model which would allow the use thereof by businesses within the park, in whole or in part

Preserving rail connections and access to waterways in the development schema by preserving their medium term use and appeal.

Implementing the modalities identified in pre-operational studies defined as bronze value

- Including within the development schema the fundamental urban requirements for development of alternative methods?
- Elaborating a viable economic model at the scale of certain companies or the business park in negotiation with competent operators?
- Adhering to wider strategies to encourage a move towards alternative modes for certain flows in relation with the park (CMDU...).

Using alternative road transportation solutions

- Justifying significant flows using alternative mobility solutions other than roads (rail, water) in relation with the direct context of the park (rail, waterways) or in a wider framework with journeys between a logistical platform and the park
- Implementing shared solutions across the park if the context is propitious (wharf, common storage)

3 MOBILITY*

Superfast broadband

3.3 *mobility of data

DEVELOPING BUSINESS PARKS USING SUPERFAST BROADBAND

Analysis in the framework of pre-operational studies:

- The position of digital infrastructure within the business park,
- The service offer required in relation with companies on site,
- Plan for the placement of cabling in the development schema for viable plots,
- Plan for management of this infrastructure over time,
- Lead discussions with operators with the support of the City of Lille.

Implement recommendations in development of the business park

IN ADDITION TO RECOMMENDATIONS IN BP 21

- Propose a catalogue of services specific to companies in whole or in part

IN ADDITION TO RECOMMENDATIONS IN BP 21 +

- Use the possibilities offered by superfast broadband to have digital functionalities within the park: digital signposting, innovative used, etc.

4 ECOLOGICAL PERFORMANCE

Business parks as an ecological tool

BP 21 BP 21	BP 21 BP 21+	BP 21 BP 21++
MAKE BUSINESS PARKS A TOOL FOR BIODIVERSITY		
<p>Perform a strategic diagnosis describing the ecological challenges of the site (inventory of fauna/flora, ecological continuity, initial environmental condition...) and apply the recommendations in the framework of development of the park.</p> <p>Promote biodiversity: Maintained/reinforced ecological continuity, ecologically developed public areas (planted areas, rest areas...)</p>	<p>IN ADDITION TO RECOMMENDATIONS IN BP 21BP 21</p> <p>Create a park which generates and distributes biodiversity = positive biodiversity</p> <ul style="list-style-type: none"> ■ Promote the agricultural use of land (forest, vegetable plantation, promoting use of wood residues for energy production if it can be sustained at a local scale) and increase the ecological functions of surface areas (e.g. : grass roofs) ■ Develop areas and maintenance which use appropriate ecological management and do not require the use of incompatible sanitary products, ■ Increase ecological uses (where locally appropriate increase the use of sustainably harvested wood for construction in car parks) 	<p>IN ADDITION TO RECOMMENDATIONS IN BP 21BP 21 +</p> <p>Creating a high quality ecological corridor (strip of woodland with two ecological edges, grassland).</p>
REDUCING THE CARBON FOOTPRINT OF BUSINESS PARKS		
<p>Drafting a methodology for an analysis of the carbon footprint and carbon re-use.</p>	<p>Drafting a forecasted carbon overview</p>	<p>Follow up the carbon plan every 5 years, and outline corrective measures</p>

BP 21 BP 21	BP 21 BP 21+	BP 21 BP 21++
Encouraging bioclimatic design and environmental choices and notably the choice of sustainable material and ecological materials		
<p>Optimising the remediation of polluted areas. Notably implementing supervisory tools allowing for future depollution of the site in the event of departure and their supervision during activities</p> <p>Organising surface management of rainwater to be utilised on site where practicable.</p>	<p>Promoting polluted land (reuse or depollution) to avoid wastage</p> <p>Organise, at the scale of the park, collection and reuse of rainwater = develop catchment mechanisms for rainwater; Encourage the economy of resources; Communicate and evaluate</p>	Implement solutions for economies in water consumption (buildings and business park)
REDUCING AND PROMOTING WASTE IN BUSINESS PARKS		
<p>Encouraging sorting at source and optimising collection of waste</p> <p>Optimising storage of waste in the business park</p>	<p>Reducing volumes of waste and processing on site of waste water in the event of no networks being present</p> <p>Designing and implementing pooling of storage areas for waste and collection resources in the business park</p>	Falling into the framework of a waste promotion and recycling strategy (park and/or businesses)
PROMOTING THE EMERGENCE OF INDUSTRIAL ECOLOGY IN THE CITY		
Planning a strategic diagnosis raising the challenges of the site in terms of industrial ecology	Undertaking a feasibility study , at the scale of an area including 1 or more parks, for the possibilities of pooling incoming and outgoing (scale 1 of the industrial and regional ecology)	Implementing an industrial and regional ecology strategy

5 ENERGY EFFICIENCY

BP 21

BP 21+

BP 21++

SOBRIETY - REDUCING ENERGY USE IN BUSINESS PARKS

Encouraging the performance of energy audits and the renovation of buildings (in line with thermal regulations in force)

Implementing tools to **measure energy use** and impose performance monitoring tools (detecting discrepancies between actual consumption and that calculated as well as developments over time)

Energy conservation for new constructions:
RT2012 - 20 % or equivalent for all uses or grey energy = white energy over a period of 20 years' operation

Initiate **significant reduction of energy use**

Use of grey energy lower than white energy over an operating period of 40 years

Measure and manage energy at various scales (buildings, park, districts)

BP 21

BP 21+

BP 21++

ENERGY EFFICIENCY AND RENEWABLE ENERGY: DESIGN THE PARK WITH THE CAPACITY OF PRODUCING ENERGY SO AS TO ACHIEVE ENERGY SELF-SUFFICIENCY

Anticipate the amount of future expenses

Overall cost of study (Investments, operating and outsourcing costs: carbon, grey energy) testing the pertinence of connecting to the common network or implementing an individual energy production solution.

Design buildings or groups of buildings or an area as **energy positive**: As much energy produced as consumed, in regulatory conditions and non use of fossil fuels and aiming for energy self-sufficiency = excelling in controlling energy use in buildings (setting performance criteria, experimenting with new technologies, anticipating future regulations, developing renewable energies and innovating through experimentation).

Establishing in the business park a **network for use/reuse of energy produced by the business park**(industrial ecology)

Identify opportunities for the supply of renewable energy including an estimate of all energy requirements of the business park (including those linked to processes) in relation with regional resources, and possible sharing (connection to a heating network), and justifying the choices made

Implementing renewable energies **supply** for operations

Production of ENR and connection to a heating and/or smartgrid network for the park and its surroundings and implementing supply in ENR at the scale of the park and its wider surroundings

6 GOVERNANCE

Combining stakeholders concerned in all phases of the life of a business park for streamlined governance

BP 21	BP 21+	BP 21++
MAKING RESIDENTS AND OTHER OCCUPANTS GENUINE STAKEHOLDERS IN BUSINESS PARKS		
<p>Distributing information to residents & other occupants about the business park throughout its lifetime</p> <ul style="list-style-type: none"> ■ Communicating about the project (upstream) and news (downstream) to occupants and other stakeholders (websites, newsletters of towns and the City of Lille) <p>Indicator(s): Effective and regular communication (at least 2 information notices per year, upstream and downstream)</p>	<p>Officially involving residents and other occupants of the project in management and life of the business park</p> <ul style="list-style-type: none"> ■ Introducing a representative structure for residents into the Project supervision committee for the park (upstream): definition of requirements, park/district relations, etc. ■ Opening up the use of park services by residents (regular communication in the district/city of existing services) ■ Enriching the mechanisms for regulatory negotiations for participative piloting of the site (with exchanges, implementing a shared technical evaluation committee) ■ Coordinating the eco-citizen's strategy at regional scale (concerning management and coordination functions) <p>Indicator(s): Effective participation in meetings of the Supervisory Committee during the term of the project and lifetime of the business park</p>	<p>Considering residents close to the business park</p> <ul style="list-style-type: none"> ■ Creating a park association combining companies, employees and residents ■ Reserving a privileged area for the employment of residents by companies on site (advantages given to employers who formally hire residents, parking places, use of services, etc.) - at the very least, distribution of job offers locally ■ Encouraging the use of park services by residents (e.g.: reduced rates for employees in the park and residents in the area/city, e.g.: RIE, gym, car share, etc.) <p>Indicator(s): Existence of a mixed association, number of services with reduced rates for residents</p>

BP 21

BP 21+

BP 21++

INVOLVING COMPANIES AT ALL STAGES

Anticipating company requirements

- Establishing a **project team** which will develop in line with each stage in the project lifetime

Formally implementing responses to company requirements

- Integrating into project governance a **time for exchanges with professionals from the commercial sector** where interests of the company could be considered in design/development of the project.
- During the lifetime of the park, **leading a survey with 5 companies once per year**, and implementing, in a negotiated manner, at least one solution requested

Establishing a park management and coordination association, aimed at organising relations between companies and the neighbourhood.

- **Implementing official partnerships between companies and the neighbourhood** (themed charters adapted to requirements and resources of companies, namely simple formal commitments with companies - e.g. : meetings with private parties in line with park standards)

Implementing sustainable structures committing companies in direct management of the park

- Park management organisation, or shared between several parks (shared portal)
- Consortia of employers (and where possible hand in hand with institutions (Job centres, , etc.)

Implementing a basis for company and employee services

- Level 1 services in whole or in part (cf. matrix)

Indicator(s): Existence of an association and number of effective services

Developing a pleasant working environment

- Level 2 services in whole or in part (cf. matrix)

Indicator(s): Number of company surveys, theme agreements and effective services

Guaranteeing a high quality level of services which are regularly optimised

- Level 3 services in whole or in part (cf. matrix)

Indicator(s): Number of sustainable structures and effective services

BP 21

BP 21+

BP 21++

SUSTAINABLY MANAGING BUSINESS PARKS

Clearly defining responsibilities of each stakeholder present: Public and institutional, private (companies), developers, park association (organisational structure of the business park)

Signature of a park contract / Drafting a contract for public and private partnerships, officially outlining mutual commitments

Implementing a management structure, responsible for implementing partnership initiatives on behalf of public and private signatories

Implementing official partnerships between companies and the area (thematic charters adapted to requirements and resources of companies, namely simple formal commitments with companies - e.g. : meetings with private parties in line with park standards)

Implementing sustainable structures committing companies in direct management of the business park

- Park management organisation, or shared between several parks (shared portal)
- Consortia of employers (and where possible hand in hand with institutions (Job centres, unemployed offices, APEC, etc.))

Implementation immediately following development of the park **of basic tools** for optimal supervision of development: Contact form for companies and owners as well as technical stakeholders

Developing a **strategic dashboard for the business park**: An overview of existing premises allocation of plots and constructed premises in addition to basic tools

Implementing a **sustainability dashboard**, regularly updating this and initiating corrective measures

Conducting an evaluation **every 3 years of opportunities for new services**

Evaluation **every three years of opportunities in terms of pooling services** prior to implementation of these opportunities

Evaluating opportunities and feasibility for pooling **every 18 months**

Indicator(s): Effective tool(s), results from evaluations

Indicators(s): Number of partnerships, effective tool(s), evaluation results

Indicator(s): Number of structures, effective tool(s), evaluation results

BP 21

BP 21+

BP 21++

SUSTAINABLY COORDINATING THE BUSINESS PARK

Drafting and distributing **simple communication documents** promoting the park (brochure, and annual newsletter)

Indicator(s): Effective tool(s)

Implementing and regularly updating a dedicated **website for the park, and regular promotion campaigns, relayed by public and private stakeholders**

Proposing cultural events **about the park** (from company visits to exhibitions through local associations benefitting from park areas): 2 per year

Indicator(s): Effective tool(s) and events

Complementing the park website through **service sharing modules** (requirements and service offers, jobs, etc.)

Increasing launch events for the park if the vocation thereof allows (e.g. : at least one cultural event per year in the park)

Indicator(s): Effective tool(s) and events

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