



Public operator of commercial regeneration

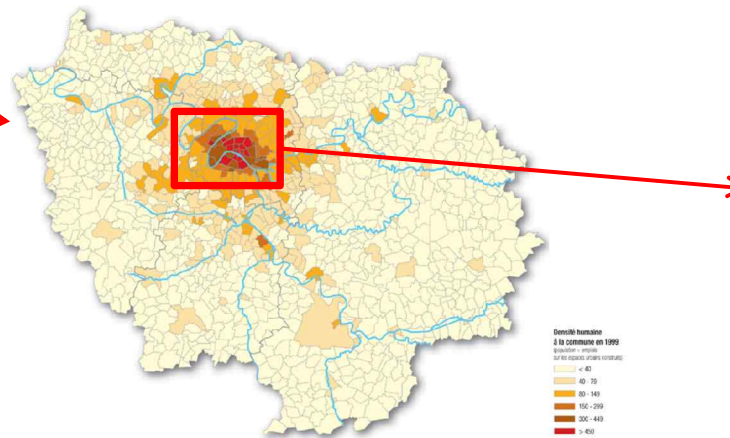


► Paris, Europe's densest capital

- **Ile-de-France area** : 11.85 Millions inhabitants – 986.8 inhab/km² – 12,011 km²
- **Paris** : 2.25 Millions inhabitants + 1 Million tourists + 1 Million workers – 21,347 inhab/km² – 105 km²



FRANCE



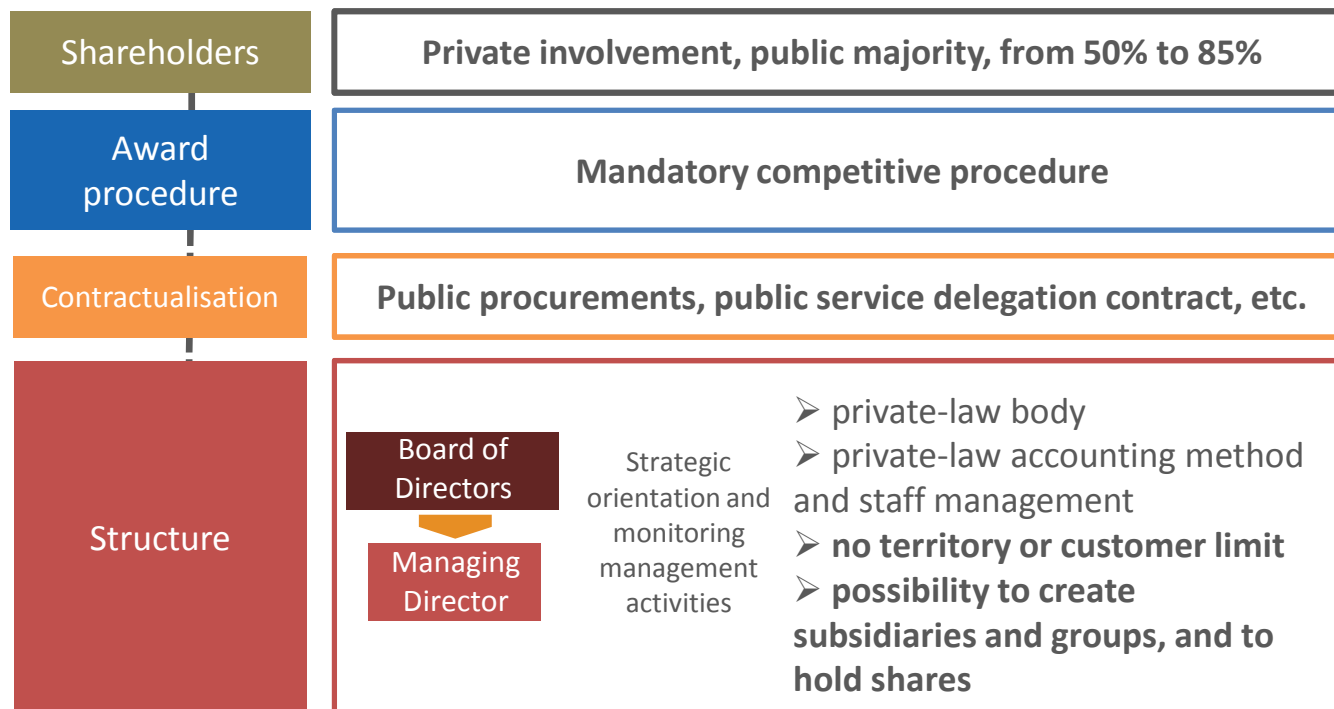
ILE-DE-FRANCE AREA



PARIS

► Semaest : semi-public company

- ➔ Semi-public company= serving local authorities, territories and their inhabitants
- ➔ Being reactive and efficient in a bigger field of action
- ➔ Interacting with powerful actors : the Chamber of Trade and Industry, the Mayor office of Paris...
- ➔ Semaest can benefit of the prestigious image of Paris.



► Semaest : a Paris' company

- 1983 **Creation of SEMAEST**, a mixed economy development company : Paris Municipality, “Deposit Bank” (Bank of cities and communities), Chamber of commerce and crafts.
- 2004 To fight against the transformation of some neighbourhoods (too many warehouses, not enough food stores) : The SEMAEST becomes **Economic Development operator**.
Mission launch “**Vital’Quartier 1**” in 6 districts (= “Life in local area”)
- 2008 Launch of “**Vital’Quartier 2**” in 5 new districts + cultural shops mission (bookshops, record shops ...)
- 2012 First transfer of store fronts and business premises, property of the Mayor of Paris and social landlords (for housing), managed in long lease
- 2013 Creation of The **Property Investment Paris**: private society to manage shops recently installed .
Extension to **Paris Metropolis** (including the suburbs)

► Actions realized since 2004 by Semaest

→ Two initial challenges:

- Fighting against the single activity and storefront's vacancy
- Promoting the **diversity** to answer the needs of residents and tourists

→ 10 years of action for trade and crafts near Paris:

- 650 commercial premises mastered or 73,000 m²
- More than 1,500 direct jobs

→ Creation of “Foncière Paris Commerces”

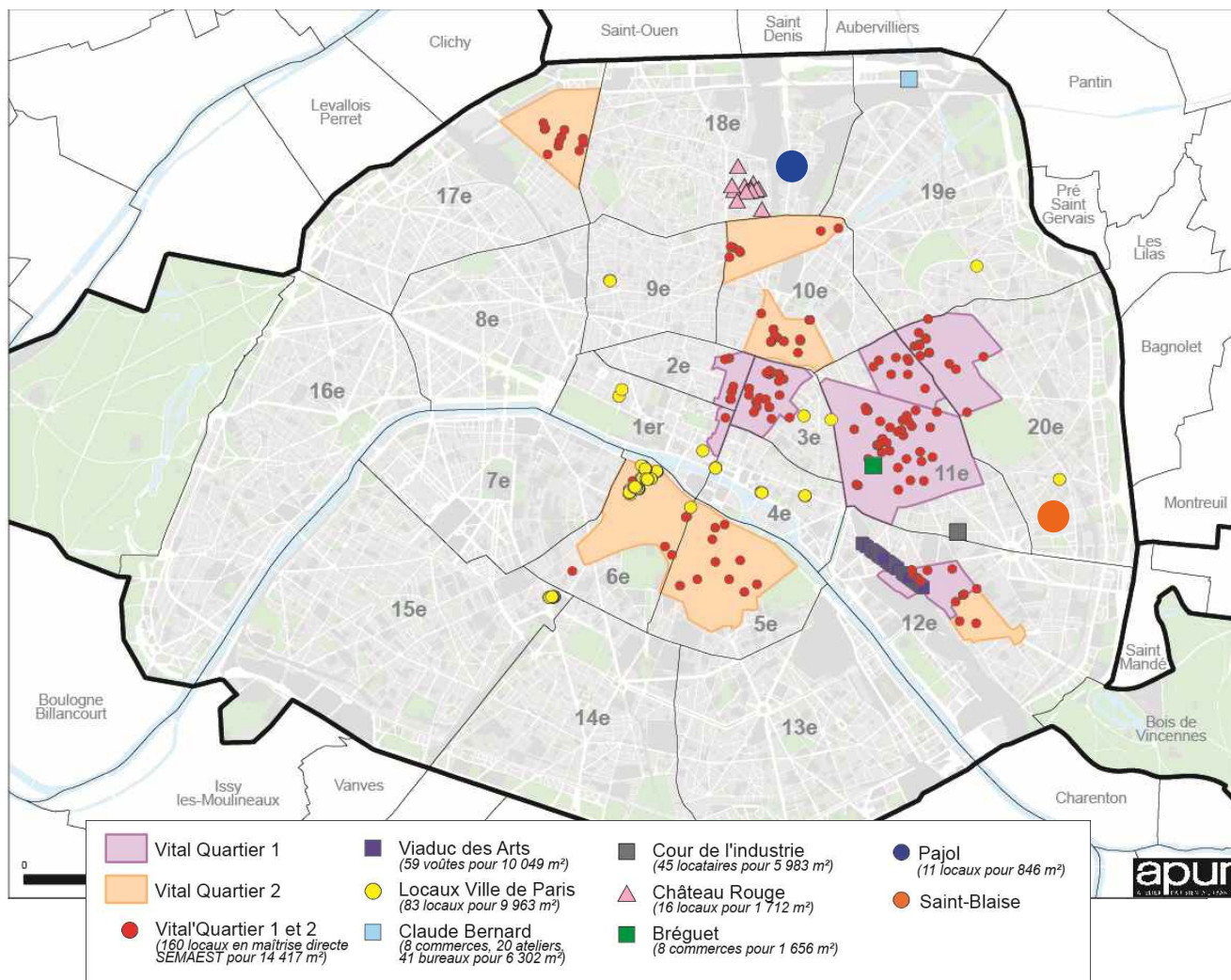
→ Evolution of the legislative framework to facilitate the revitalization of commerce



► Vital Quartier : an innovative legal and financial framework

- A experimental contract between Paris and the SEMAEST (based on layout contract).
- In some areas, the City delegates its **pre-emption's right** (right of purchasing before others) used in 50% of acquisitions.
- The City **lend a repayable advance** (€57.5M for VQ1, €34M for VQ2) with a term of 12 years (2004-2015) for VQ1, 14 years (2008-2021) for VQ2.
- SEMAEST target, buys and renovates storewall, **choice merchant according the local needs**, rent it, help them to develop, and resells walls to the tenants.
- SEMAEST refund the City (87% of the amount VQ1 repaid 2 years before the end of the operation).

► 650 premises mastered and mutated, ie. 75 000 m² (2014)



more of 1500
direct jobs

Premises occupied by:

- Shops and services
- Cultural Businesses
- Artists and craftsmen
- Innovation & Design

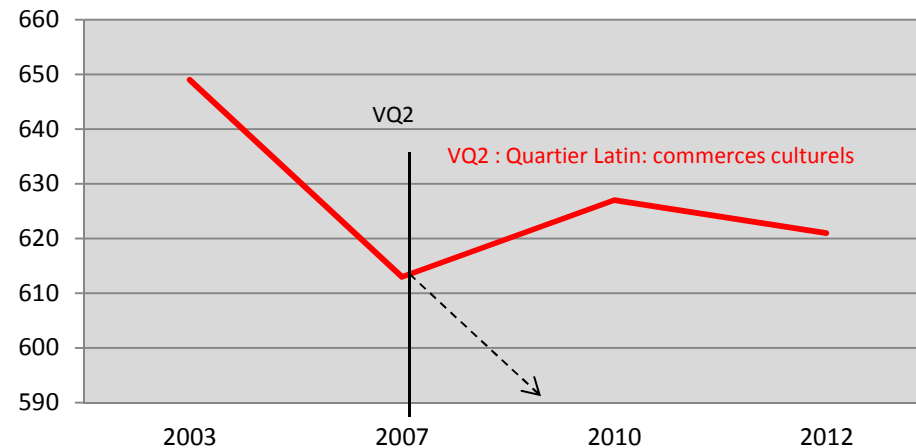
Type of mastery:

- Freehold
- Leasehold Lease
- Assignment Clause

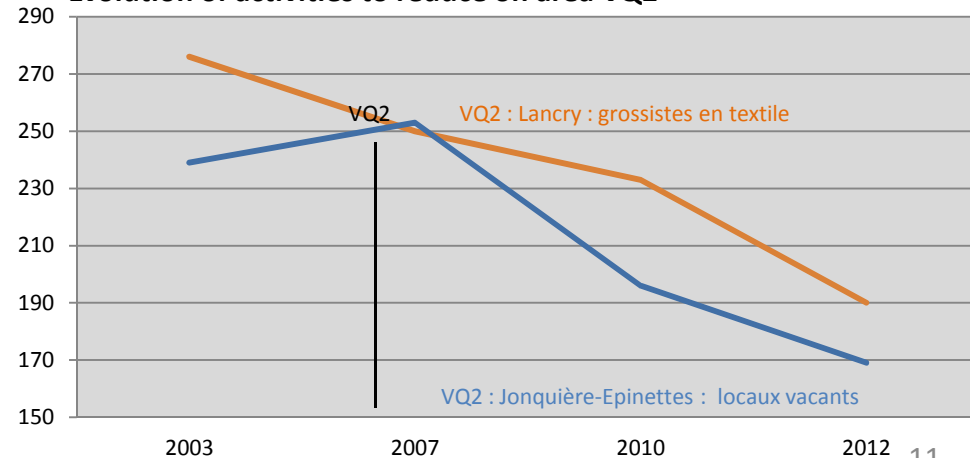
► Vital quartier : tangibles results and motivating effects

- Assess
- Acquire
- Plan
- Renovate
- Market
- Manage
- Guide

Evolution of cultural shop on area VQ2



Evolution of activities to reduce on area VQ2



► Example 5th borough

Before



After



► Example 10th borough

2011: A vacant shop



2012: A high-quality food business

► Example 10th borough

Toy store "The enchanted tree"



Before



After

► Example 11th borough

Art supplies Shop « Boesner »



Before



After

► Arts Viaduct , under the green highline of Paris

Vault of fine craftsmanship in Paris

In 2005, an administrative long lease of 25 years was signed between the SEMAEST and the City of Paris

- 52 craftsmen installed
- 64 continuously occupied vaults
- 2 relays vaults (lease of 2 years)
- 1 Pop up vault
- 2 incubators for young craftsmen
- 10,000 m²





► **Today and for the future : capitalize on the success of a wider intervention**

→ **Evolving from a curative strategy to an overall strategy** = extend the operation of Vital'Quartier to all Paris

→ **Developing social bond, local employment and quality of life**

→ **Multiply the action of SEMAEST for trade through a partnership with social landlords** (8000 shops of potential building)



► The development of ambitious projects

→ **Building a new local economy**, mixing food shops, handicrafts, bookstores, co-working, artists, associative, start-up, etc.
(in partnership with shareholders)

→ Helping businesses to **adapt to new consumption uses** (e-commerce, delivery, services, apps smartphones ...)



► Support for shopkeepers and community

→ Personalised coaching of shopkeepers to develop their businesses

- Enhancement and promotion activities
- Help for event planning: openings, store window decorations...
- Media and social networks development

→ Creating the first living lab of the new local economy "living lab of local shop"

- Launching a call for proposals to the digital ecosystem to develop future services for businesses
- Foreshadowing a **platform uniting integration services for merchants, Parisians and tourists**, the result of experimentation of living lab



C o n n e c t e d
S t o r e s
P a r i s

Join us on www.semaest.fr

