



Enlarged and renovated: A new urban identity for the Les 7 Chemins shopping centre at Vaulx-en-Velin



Vaulx-en-Velin: February, 4th, 2010 - The Les 7 Chemins local area shopping centre, now renovated and enlarged is a new **modern and harmonious space for everyday shopping**: redesigned volumes and facades, freshly thought-out entrances, novel and well-designed rest areas, parking spaces planted with trees giving a scent of the Mediterranean.

With an additional **2,300 m² GLA**, this site houses **16 new stores**, now widening the range of shopping to **45 retail stores**. This wider range of **services** and **personal retail goods** increases the centre's power to attract local people.



The Vaulx-en-Velin business development: A cooperative undertaking

Through this development, the Les 7 Chemins shopping centre in Vaulx-en-Velin contributes to the **urban regeneration and development policy** that was initiated some 10 years ago by the municipality of Vaulx-en-Velin in partnership with the central government and the Communauté Urbaine de Grand Lyon [Greater Lyon Authority].

As a partner to the Lyon metropolitan area and the town of Vaulx-en-Velin, the **Klépierre Ségécé** group, through an investment of over **€14 million**, redesigned the Les 7 Chemins site to create an attractive retail location with a unique identity. This policy in the Rhône-Alpes region forms part of broader group policy, one of the priorities of which is **enhancing the value of existing retail locations in urban areas with high potential**.

Renovation and extension for better integration into the urban environment

- **Renovation:**

To make it still more enjoyable and comfortable, the Les 7 Chemins shopping mall now contains:



Outside, new facades, with metallic and copper coloured finish, have been redesigned into a dynamic curve. Because of their height and their alignment with the existing structural framework, the renovated part and the shopping mall extension create a new volume as one single unit.

Redesigned for ease of access to the centre, the 1,600 space parking lot is planted with vegetation with Mediterranean scents (olive trees, livustrum, Mediterranean cypress). Contrasting with the local vegetation, this space sets off the bold architecture.



Inside, the floor areas are in harmony, lighting is softened by using natural light from light wells, and the ceilings and colours have been modernised to create a warm atmosphere.

To be more welcoming to visitors, the access ways are dotted with designer rest areas created specifically for the centre. In harmony with the lofty and elongated architectural style, the elegantly designed but functional furniture seems to rise up, between islands of greenery of striking design.

- **Extension:**

Totalling almost 27,000 m² GLA* of which 2,300 m² GLA* is additional, the Les 7 Chemins arcade contains 16 new stores widening the choice in everyday shopping.

16 new stores for everyday shopping

- **Personal retail goods:** Cache Cache, Camaïeu, Celio, Grain de Malice, New Fashion, Promod, Sport, Watch Shop, Z and Co
- **Hygiene/Beauty/Health:** Afflelou, Interview (hairdresser), Krys
- **Culture/Gifts/Leisure:** Histoire d'Or, L'atelier du diamante, SFR
- **Restaurant :** O Sushi



* GLA: Gross Lease Area: retail floor space + ancillary space

The Les 7 Chemins, a centre that is part of the local area structure

Right in the middle of a catchment area of 410,000 inhabitants, the Les 7 Chemins site is a shopping centre forming part of the structure of the town of Vaulx-en-Velin. It is a true centre of town life, and generated revenues of almost €111 million in 2008 (including hypermarket) and sustains over 900 jobs (direct and indirect).

The extension of the arcade and its new stores will ultimately create 30 jobs (full-time equivalent).

- Key figures

- 2008 revenues (including hypermarket) (before extension)	Almost €111 million
- Total surface area	27,000 m ² GLA*
- Number of stores	45
- Direct and indirect jobs created	Over 900 jobs
- Annual footfall (before extension)	2.9 million visitors

About:

Klépierre Ségécé, in the Rhône-Alpes region: the group is today one of the main social and economic players in the Lyon metropolitan area. Klépierre Ségécé is an experienced specialist in retail development and uses its expertise on all types of commercial property, from the town centre to the outskirts, arcades, retail parks, regional shopping centres, commercial premises in transit areas. Its asset base in the Lyon region is made up of a regional shopping centre, Ecully Grande Ouest and three hypermarket arcades such as those at Vénissieux, Givors2 Vallées and Les 7 Chemins in Vaulx-en-Velin.

These 4 centres were acquired from Carrefour in 2001 and 2002.

Klépierre, a listed real estate investment company, the leading commercial developer in continental Europe, held assets of €14.4 billion at 30 June 2009, which were comprised of shopping centres (89.3%) including 275 centres held in Europe, commercial premises via Klémurs (4.3%) and office premises (6.4%). Positioned in the most resilient segment of the commercial property market, Klépierre has a presence in 13 European countries, particularly as a result of the takeover in October 2008 of Steen & Strøm, the top Scandinavian shopping centre real estate company. Klépierre has BNP Paribas as its majority shareholder, with a 51.0% stake. Klépierre is a long-term investor that specialises in designing, managing and optimising its real estate assets through its subsidiaries **Ségécé** and Steen & Strøm. The combination of these two players within the same group makes it an indispensable partner for municipalities and retail chains for the long term success of commercial developments.

To find out more:

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