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Exploring Val d'Europe's Urban Development in Marne-la-Vallée: A Guided Walking Tour of the TOD Project

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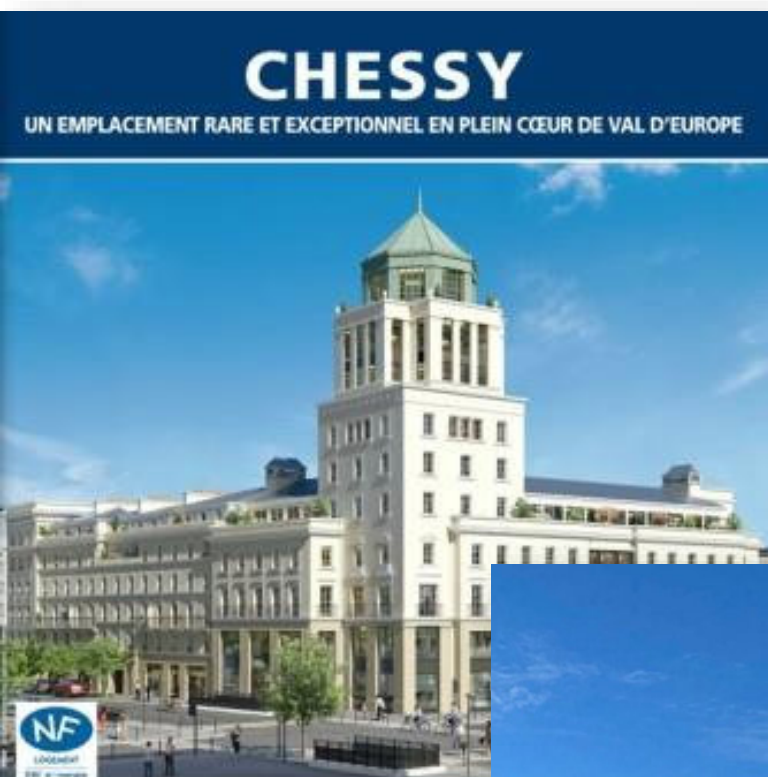
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Val d'Europe – Walking tour

- Val d'Europe district, sector IV of the new town of Marne-la-Vallée;
- Atypical and utopian urban project: "*Where the magic lives*";
- *Walt Disney Company* urban production: A leading tourist destination.



Le PLAZZA

- A 50 m du RER A et 200 m du centre commercial Val d'Europe
- Un emplacement de tout premier ordre, au centre, sur l'axe principal
- Une élégante architecture classique magnifiée par une tourelle octogonale.
- Une résidence certifiée NF Logement et labellisée BBC (Bâtiment à Basse Consommation)

ESPACE DE VENTE : angle rue du Bois de Paris
01.64.63.25.62 - www.promogim.com
Ouvert samedi et dimanche de 10h30 à 12h30 et de
Lundi, jeudi et vendredi de 14h à 18h. Fermé mardi

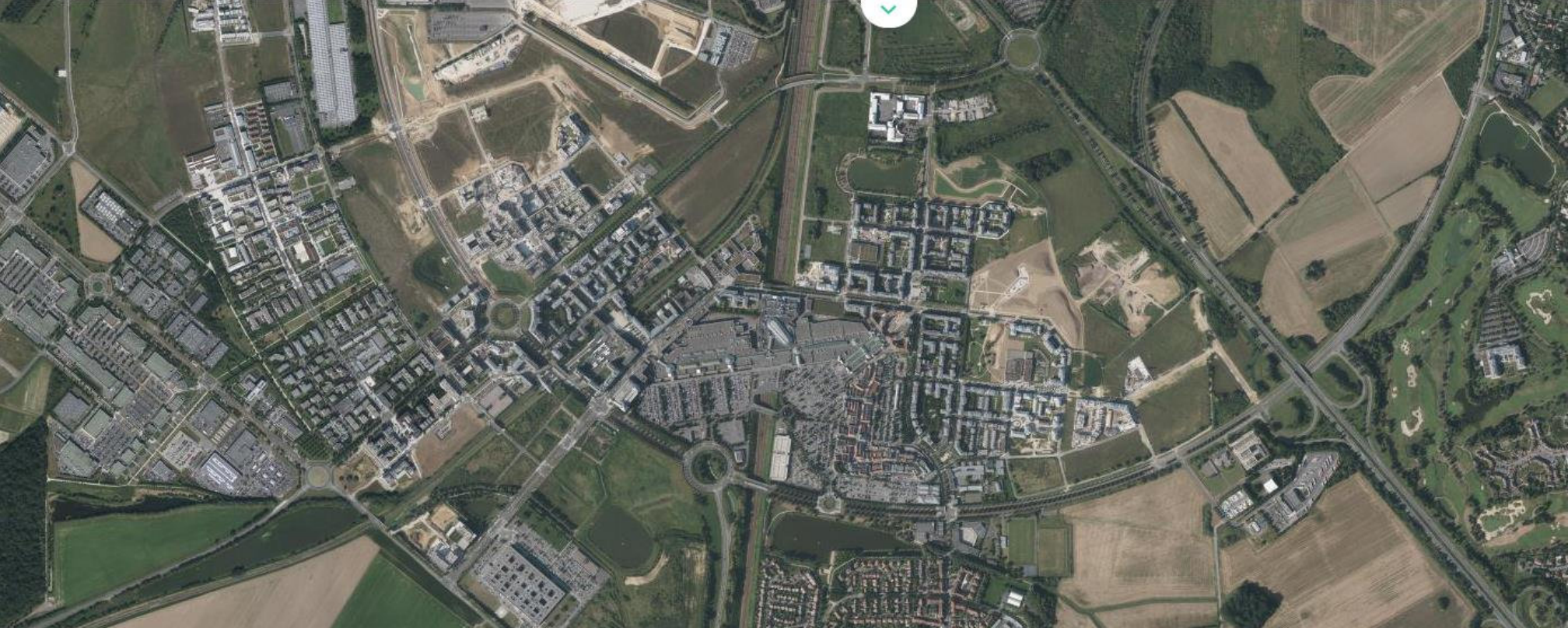
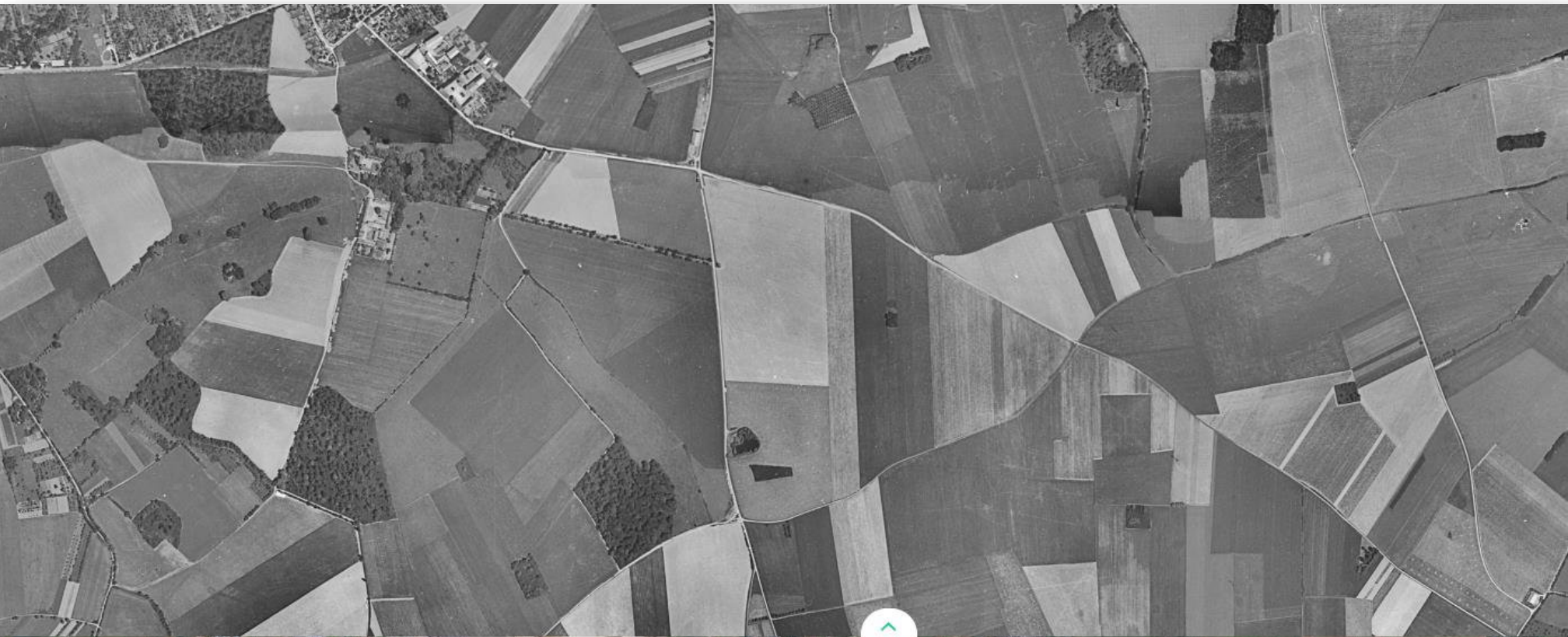


Evolution of Val d'Europe

2000-2005



1950-1965 (Source: *RemonterLeTemps*)



2022 (Source: *RemonterLeTemps*)

Transit-Oriented Development

- "3Ds" or "6Ds"/"7Ds":
 - Density;
 - Diversity;
 - Design;
 - Distance to Transit;
 - Destination Accessibility;
 - Demand Management;
 - Demographics.



Keywords:

Mobility

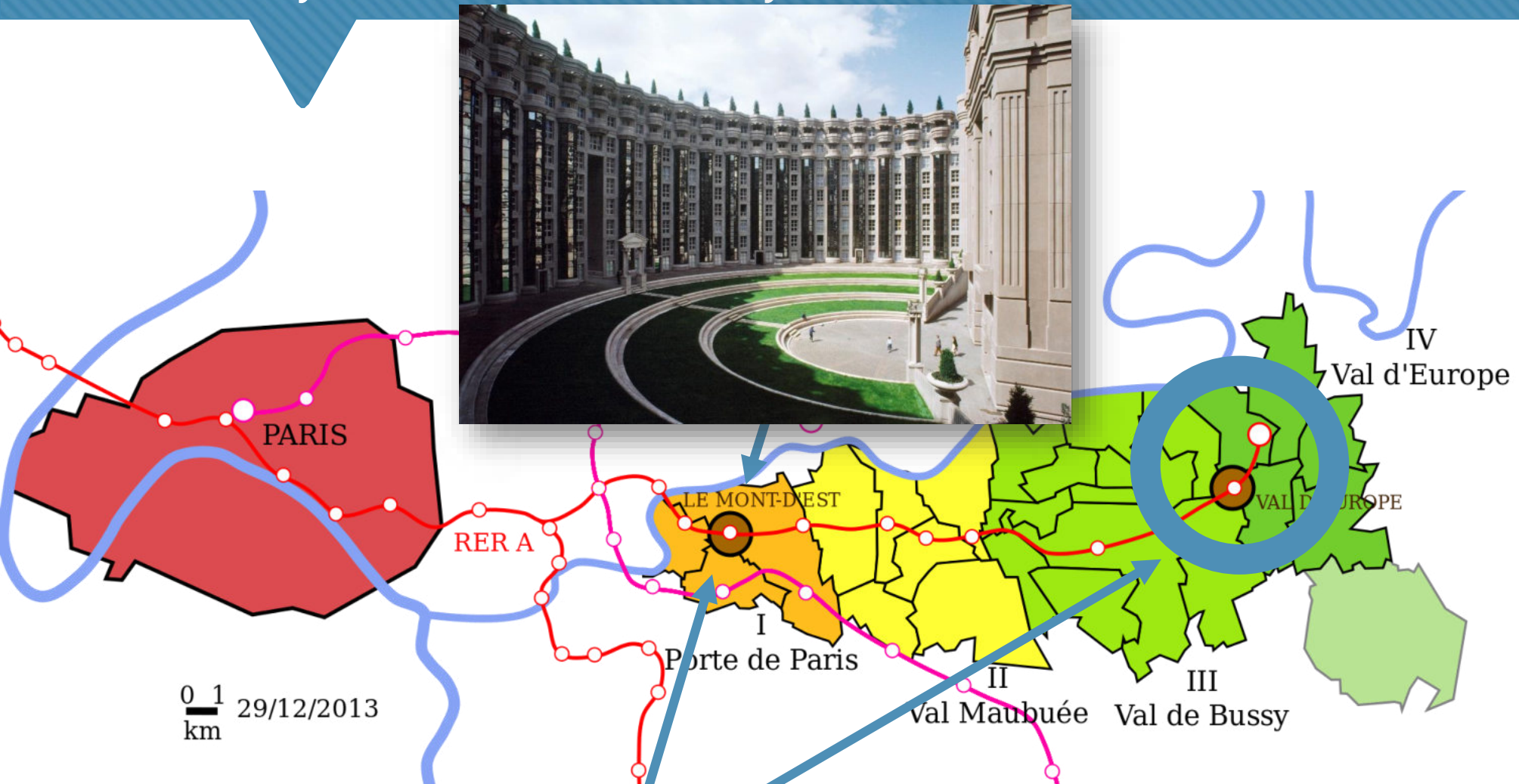
Car dependence
Walkability
Bikeability
Transit
Accessibility
Orientation
Sustainability

Urban Planning

Communities
Inclusivity
Corridors
Public spaces
Urban project

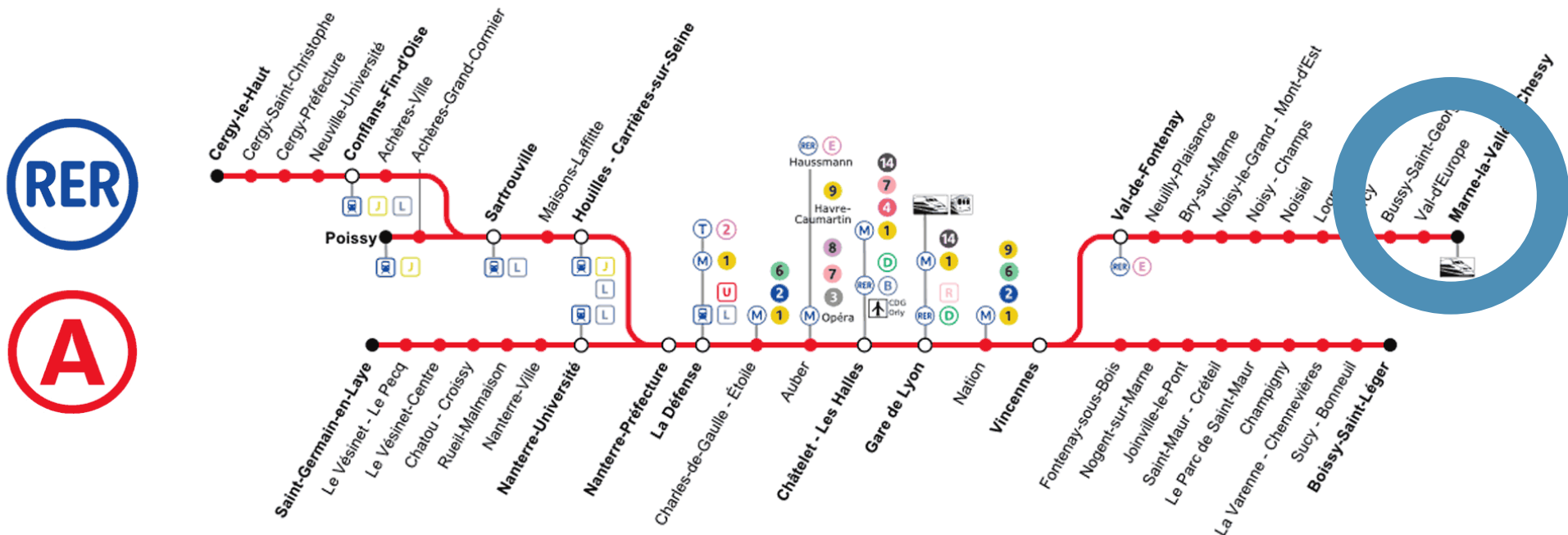
The rail network: *Réseau Express Régional (RER A)*

- **West** (CBD and upmarket areas) - **eastern** suburbs (housing and leisure) direction opened in 1969;
- **Regular service:** High frequencies and interchanges;
- **Commuter** and **tourist** line: The busiest European mass transit system (1.6 million daily users).



Two urban centers: Mont d'Est and Val d'Europe

The four intercommunal sectors of Marne-la-Vallée



A marriage between the public and private sectors

- Developing a new town east of Paris (1972): *Établissement Public d'Aménagement de Marne-la-Vallée* (Epamarne);
- Rebalance the Île-de-France region;
- Four sectors developed



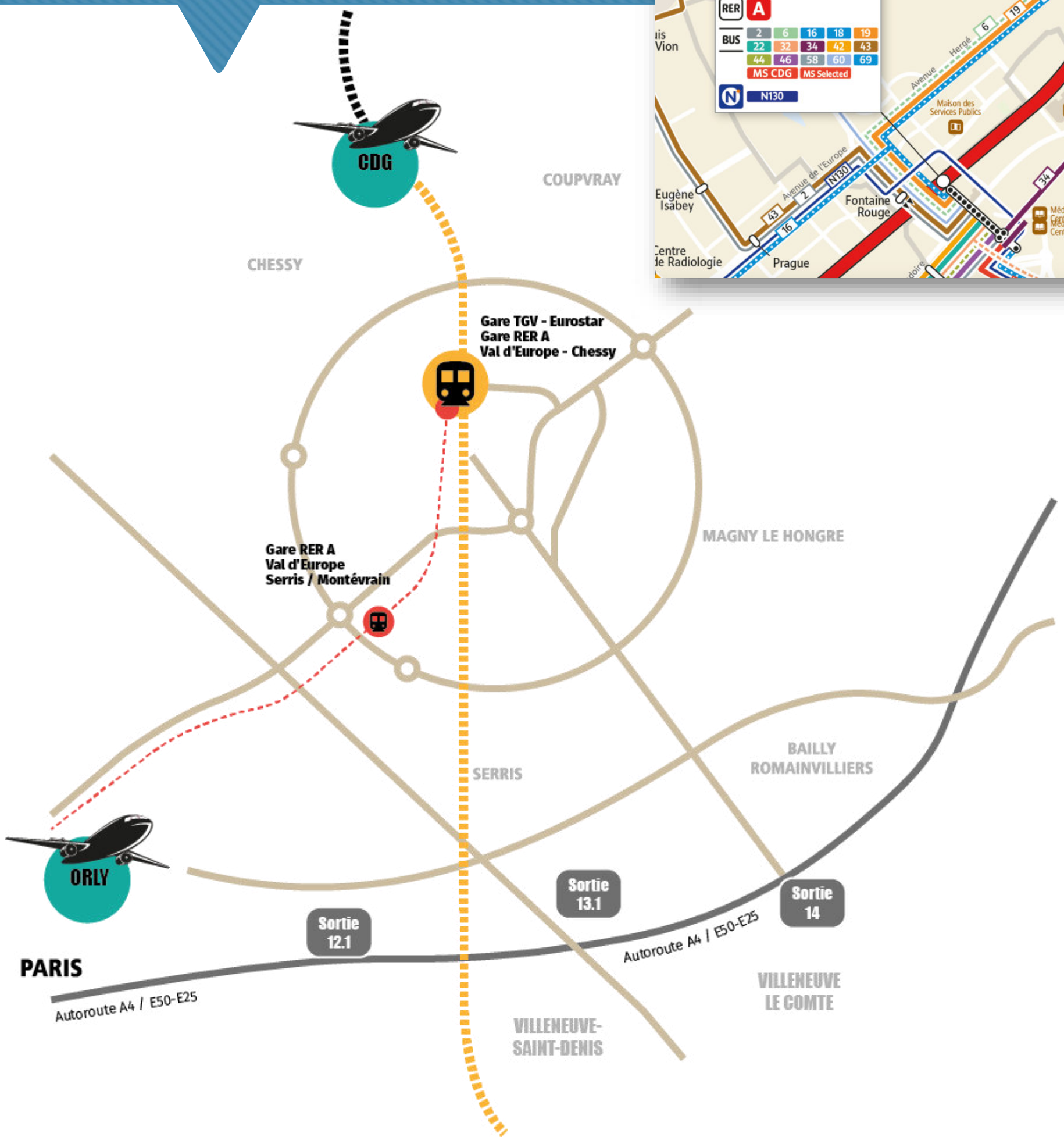
**YES,
WE VAL!**

Destination touristique internationale, développement économique, préservation de la qualité de vie. Le Val d'Europe réinvente son avenir pour les 30 prochaines années.



Gare du Val d'Europe (RER station)

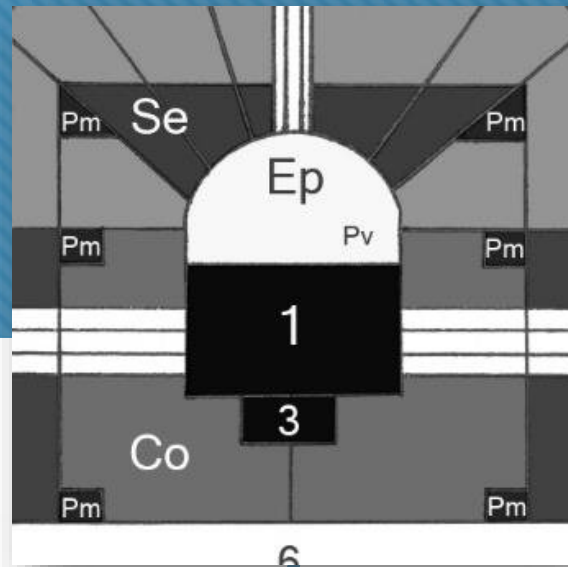
- Ville de Chessy (city), 34 km. to the center of Paris;
- Located in the **new town of Marne-la-Vallée**;
- Served by the RER A line and bus lines;
- **Extension of the RER line A** to Marne-la-Vallée – Chessy in 1992 and the station opened in **2001**;
- **4.7 million passengers** in 2019.



Val d'Europe, TOD or not TOD?

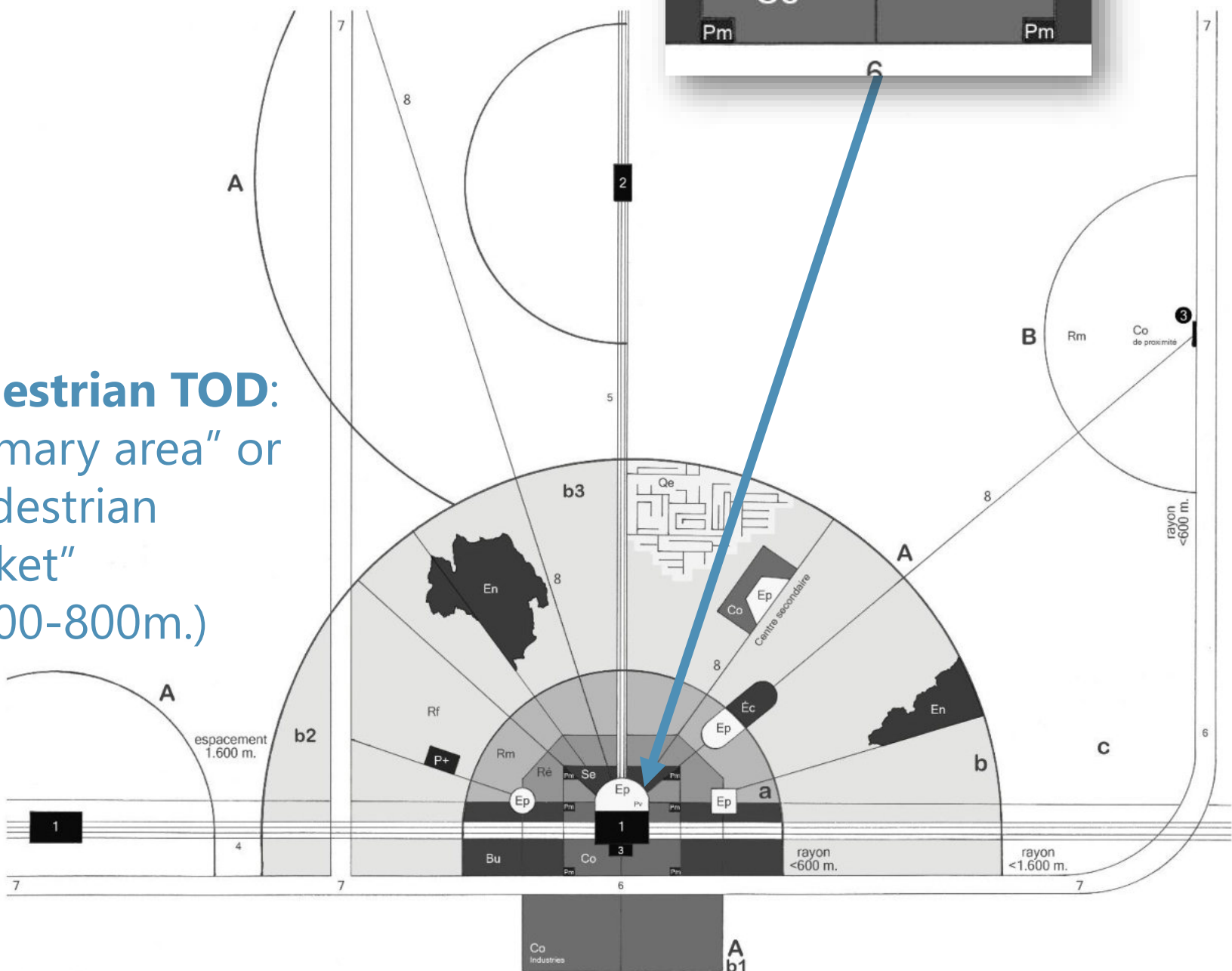
- Multimodal hub;
- Public space;
- Pedestrian/Bicycle facilities;
- High density and mixed use:
 - Stores;
 - Administrative services.

RER Station



Node scale

Pedestrian TOD:
 "Primary area" or
 "Pedestrian
 Pocket"
 (<400-800m.)



Légende

Typologie du corridor :

- A** TOD urbain
- B** TOD local
- a** Quartier de gare
- b** Aire secondaire :
 - b1** Séparée par une artère, mais proche de la gare
 - b2** Séparée par une artère et éloignée de la gare
 - b3** Éloignée de la gare, sans coupure urbaine
- c** Autres usages

Infrastructures de transport :

- 1** Gare ou station
- 2** Station de T.C.U.*
- 3** Arrêt de BHNS**/bus } ≤5 km. (10 min.) de 1
- 4** Ligne de TCSP***
- 5** Ligne de T.C.U.* } Fréquence ≤15 min.
- 6** Ligne de BHNS**/bus
- 7** Artère
- 8** Connecteur } Itinéraire cyclable et sans stationnement automobile

Fonctions urbaines :

- Co** Commerces } >930 m² } 30-70% du TOD urbain, 10-40% du TOD local
- Bu** Bureaux
- Se** Services } 5-15%, 10-15%
- Résidentiel :
 - Ré** Densité élevée } 4,9 unités / ha net
 - Rm** Densité moyenne } 4 unités / ha net
 - Rf** Densité faible } 2,4 unités / ha net
 - Qe** Quartier existant

Équipements publics :

- Éc** École
- Ep** Espace public } place (0,4-1,2 ha), square (0,4-1,6 ha), parc (2-4 ha) } 5-10%, 1,2-2 ha /1.000 hab.
- En** Espace naturel } 4-12 ha

Stationnement :

- P+** P+R
- Pm** Automobile mutualisé } <1,2 ha } 3-5 places /100m² (Co), 2-4 places /100m² (Bu)
- Pv** Sécurisé pour vélos

*Transports en commun urbains : métro, tramway, bus à haut niveau de service, etc.
 **Bus à haut niveau de service
 ***Transport en commun en site propre : transport sur rail, bus à haut niveau de service, etc.

French regulations for sustainable urban development

Latest law: *Loi d'Orientation des Mobilités* (LOM), in 2019:

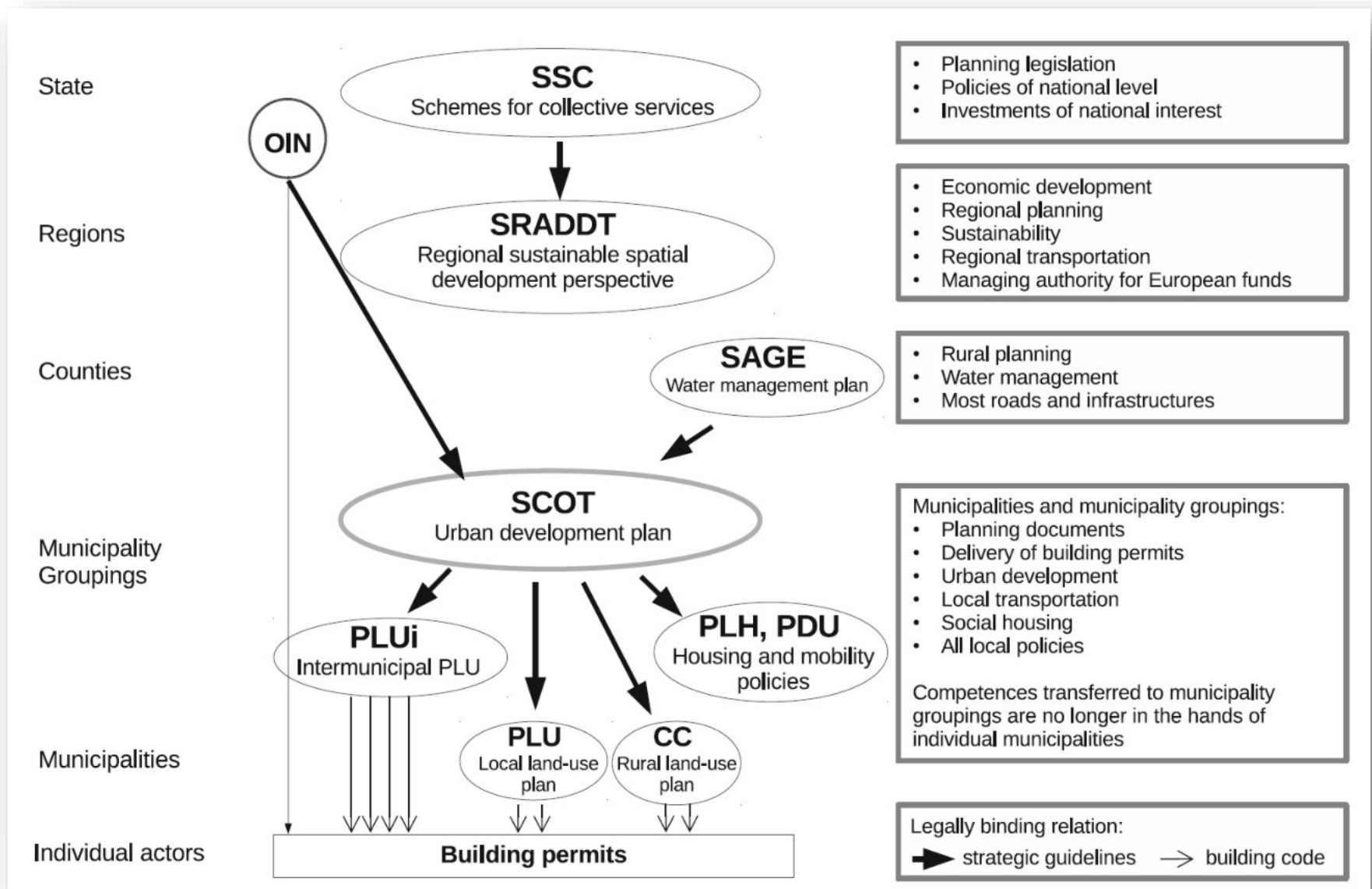
- Improving **accessibility** to public transport;
- Encouraging **intermodal** hubs;
- Establishment of **Regional** mobility plans.

Transportation (*Plan de Déplacements Urbains – PDU*) and Territorial Plans (*Schéma de Cohérence Territoriale – SCoT*):

- Strategic orientations in the inter-municipal level;
- Required for cities with more than 100,000 inhabitants.

Urban Development Document (*Plan Local d'Urbanisme Intercommunal – PLUi*):

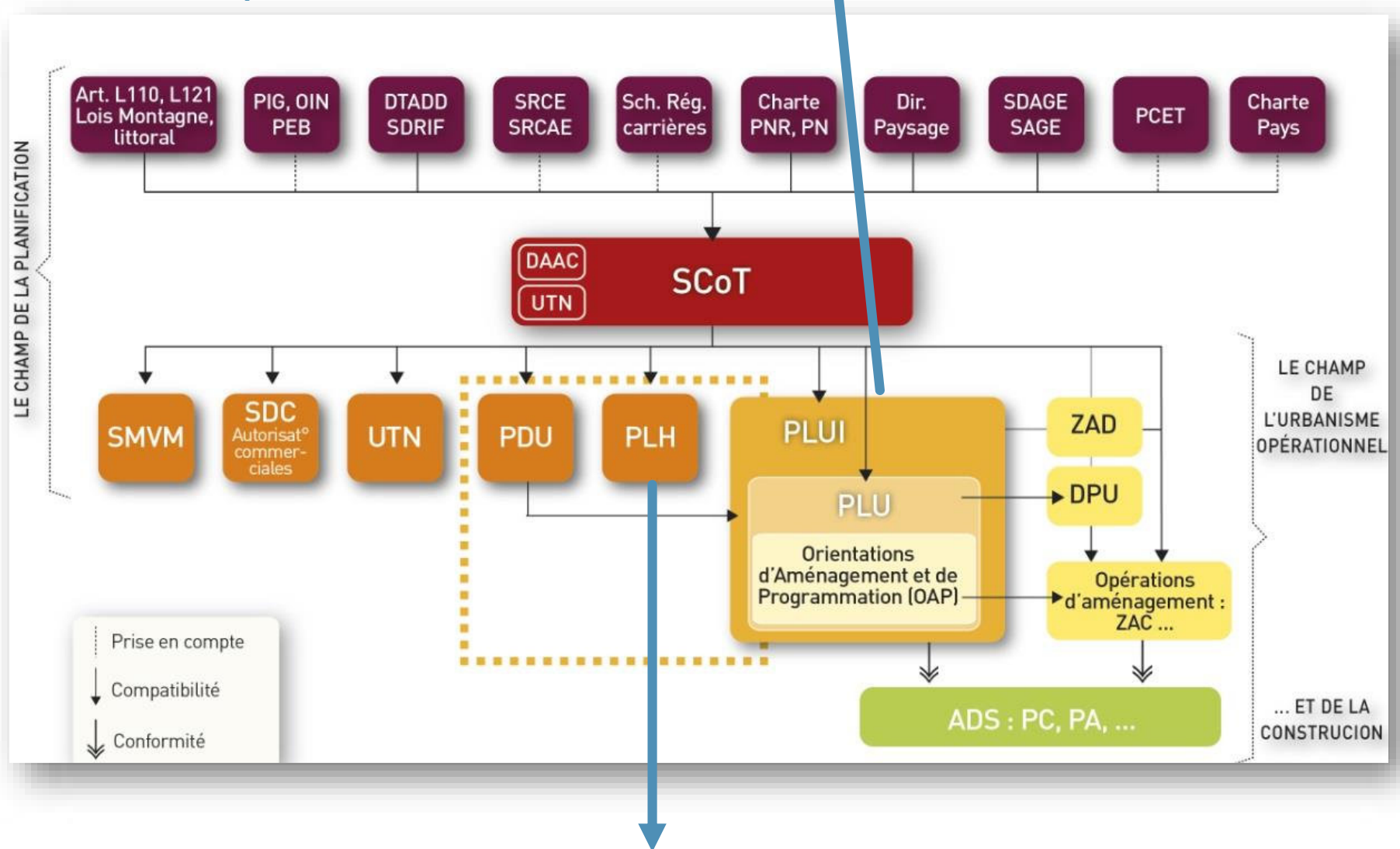
- Operational plan. Details the PDU and SCoT orientations (land-use, parking standards, road management, etc.).



French regulations for sustainable urban development

First Val d'Europe PLUi approved in 2016:

- 650 housing units/year, including 80% family housing;
- 5,000 housing units planned (4,000 family housing);
- Towards a social mix (low-income and young households).



Local Housing Plan (*Plan Local d'Habitat – PLH*):

- 34% of new social rental housing units to reach the 25% threshold (*Loi Solidarité et Renouvellement Urbain – SRU law*);
- 13% of family housing at affordable prices;
- Reinforcing coordination between VdE Agglomeration, Municipalities, *Etablissement Public d'Aménagement (EPA) de Marne-la-Vallée*, Disney and landlords.

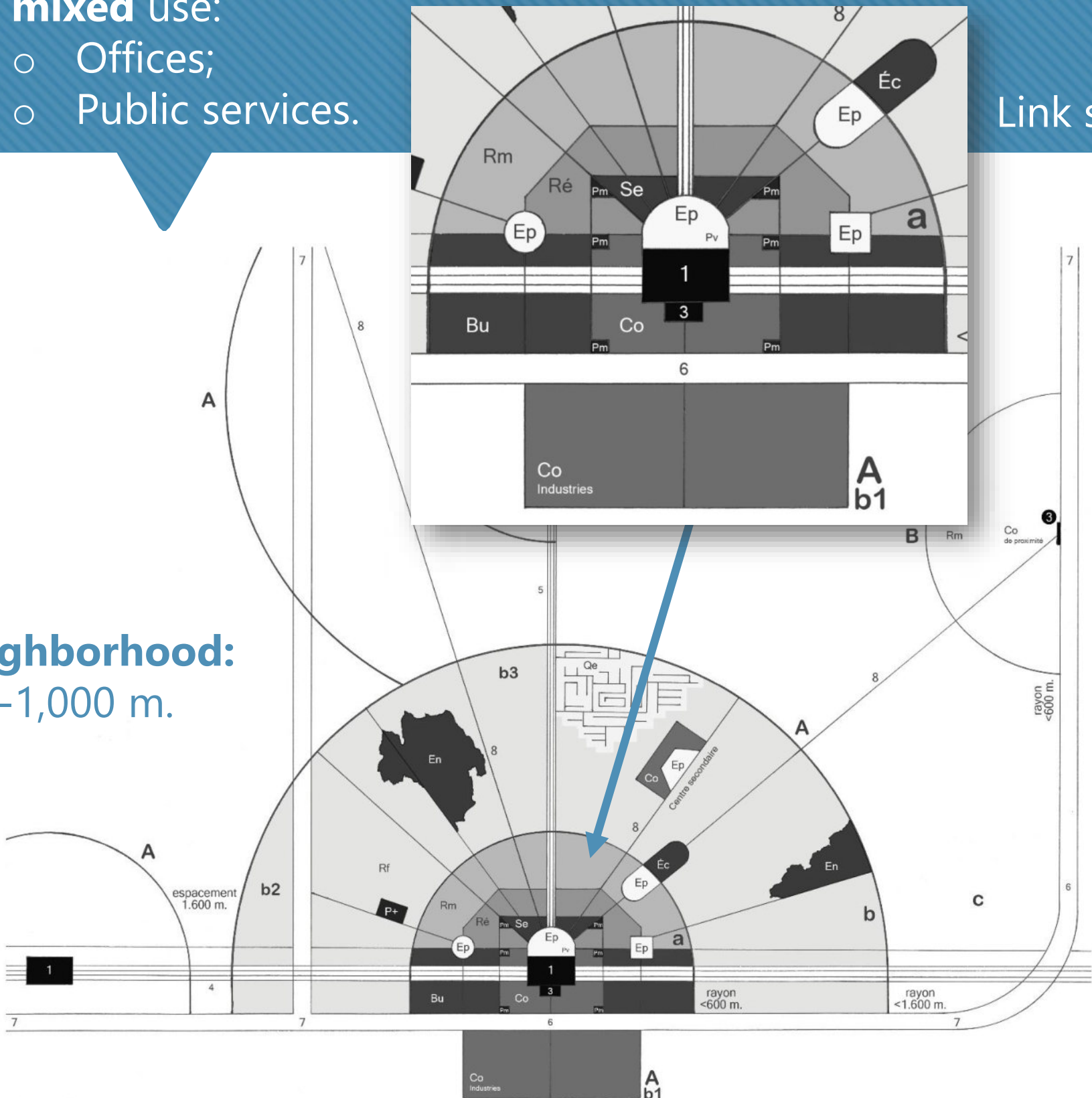
The Station Neighborhood

- **Public spaces and parks;**
- **Pedestrian/Bicycle facilities;**
- **Medium/high density and mixed use:**
 - Offices;
 - Public services.

Primary area

Link scale

Neighborhood:
400-1,000 m.



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The district's public & private urban development

"We believed that urban planning should be rooted in cultural continuity. For us, this is rooted in Paris, in Haussmann's architecture. It is not about nostalgia or pastiche architecture, but a bridge to the past. It is a way of restoring a city scale and an art of building that we believe in." (D. Cocquet, Managing Director of Euro Disney).

Walt Disney Company negotiating with the French authorities to create a Disneyland park and manage its urban environment on Marne-la-Vallée site:

- **Agreement** for the creation and operation of Euro Disneyland in 1987;
- Establishment of a **public-private partnership** unprecedented in France;
- A **program of General Interest** (PIG) for a period of 30 years.

Euro Disney, developer of Val d'Europe, reproduced the urban form and architecture of old European cities:

- The meeting of **two projects**: new and autonomous urban centers on the outskirts of Paris, and a leader tourist destination;
- Reaches its initial target of **60,000 inhabitants**;
- Three construction concepts:
 - Organization into **neighborhoods**, squares and streets;
 - A **social mix** of activities and services;
 - An **architecture** rooted in historical continuity and imaginary founding narratives
 - ✓ Haussmannian and Neo-classicism (station district);
 - ✓ Italian (Place Toscane);
 - ✓ English (Park district);
 - ✓ Art Deco (Disneyland Paris and Studios).

The challenge is to **avoid any excesses** on the part of Euro Disney, which has a *"real power to develop the urban center, but an entrepreneurial logic"* (M. Pérot, Director of Cabinet at the SAN):

- Vision of an attractive and sanitized city with no social housing and a zoning approach.
- An inspiration from previous projects carried out by the private group?

Previous projects abandoned

Experimental Prototype Community of Tomorrow (EPCOT):

- Creation of the first theme park in 1955 by Walter Elias Disney;
- Theorized a model of ideal community, reflecting the magical atmosphere of the films.



Celebration City (Orlando, Florida, U.S.):

- Back to the 90's, with no public partners or urban planning regulations.



Val d'Europe commercial center

Val d'Europe shopping center as the **centerpiece and first building** in the new urban center, developed around it:

- Opened in **2000**;
- Taking inspiration from **19th-century Parisian architecture** (Eiffel, Baltard and Haussmann);
- Divided in four **themed areas**: *Les Halles*, *Les Passages Parisiens* (shopping arcades), *La Promenade* (Musée d'Orsay and French boulevards) and *Les Terrasses*. Extension with *La Vallée Village*.

Received the International Council of Shopping Centers Europe awards for **the best "new large shopping center"** in 2002:

- Intended to form the heart of the new town;
- Includes an hypermarket, 10 medium stores, 120 boutiques, 20 restaurants and 70 *Pavillons de la mode*.



Mythogenesis and *Disneylandization*: showcasing the landscape

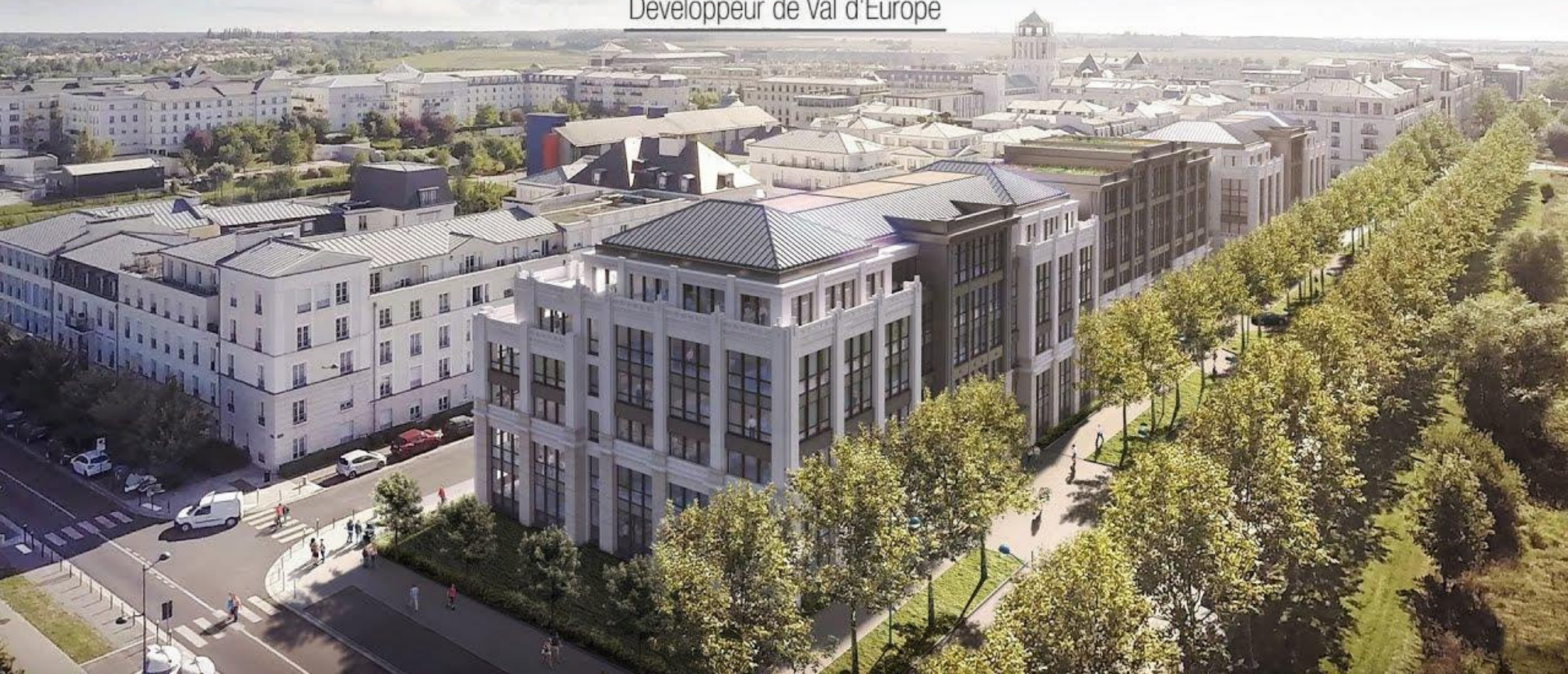


Mythogenesis:

- Assumed facticity of landscape to recreate a **stereotyped** urbanization;
- *"A city whose history did not take place, but could have."* or *"Disneylandization of the world"* (S. Brunel);
- **Museification** of landscapes to coincide with the stereotypical representations expected by tourists;
- Urbanistically ideal and aesthetically pleasing town or a *"Disney filter"*;
- According to functional separations and architectural ambiances.

EURO DISNEY

Développeur de Val d'Europe



Public Transport Station & Network

Photographies

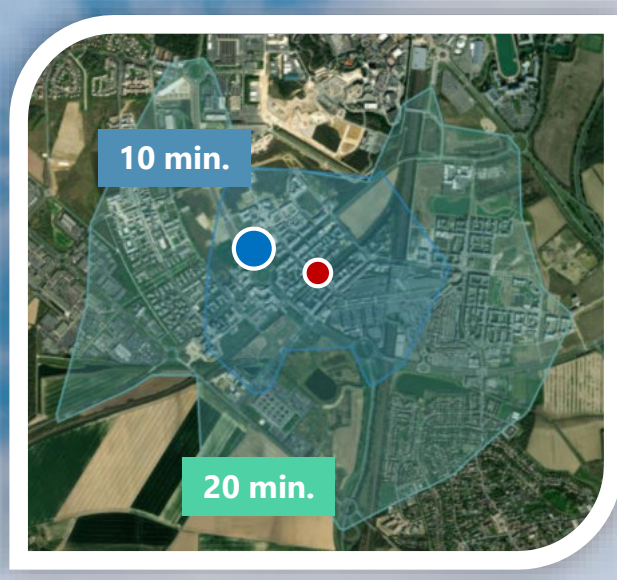




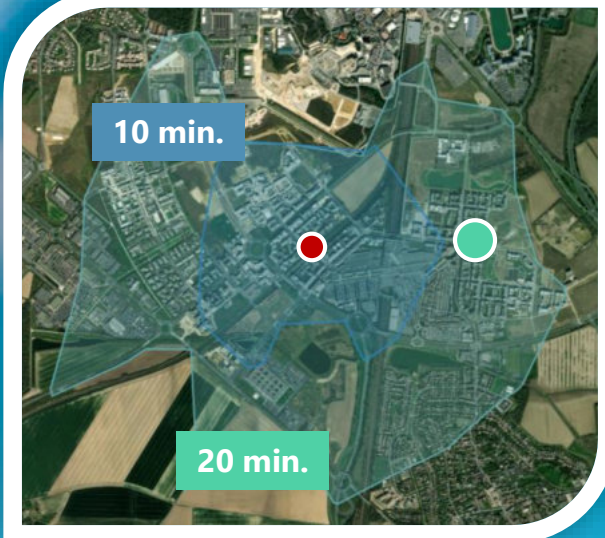
Public Spaces

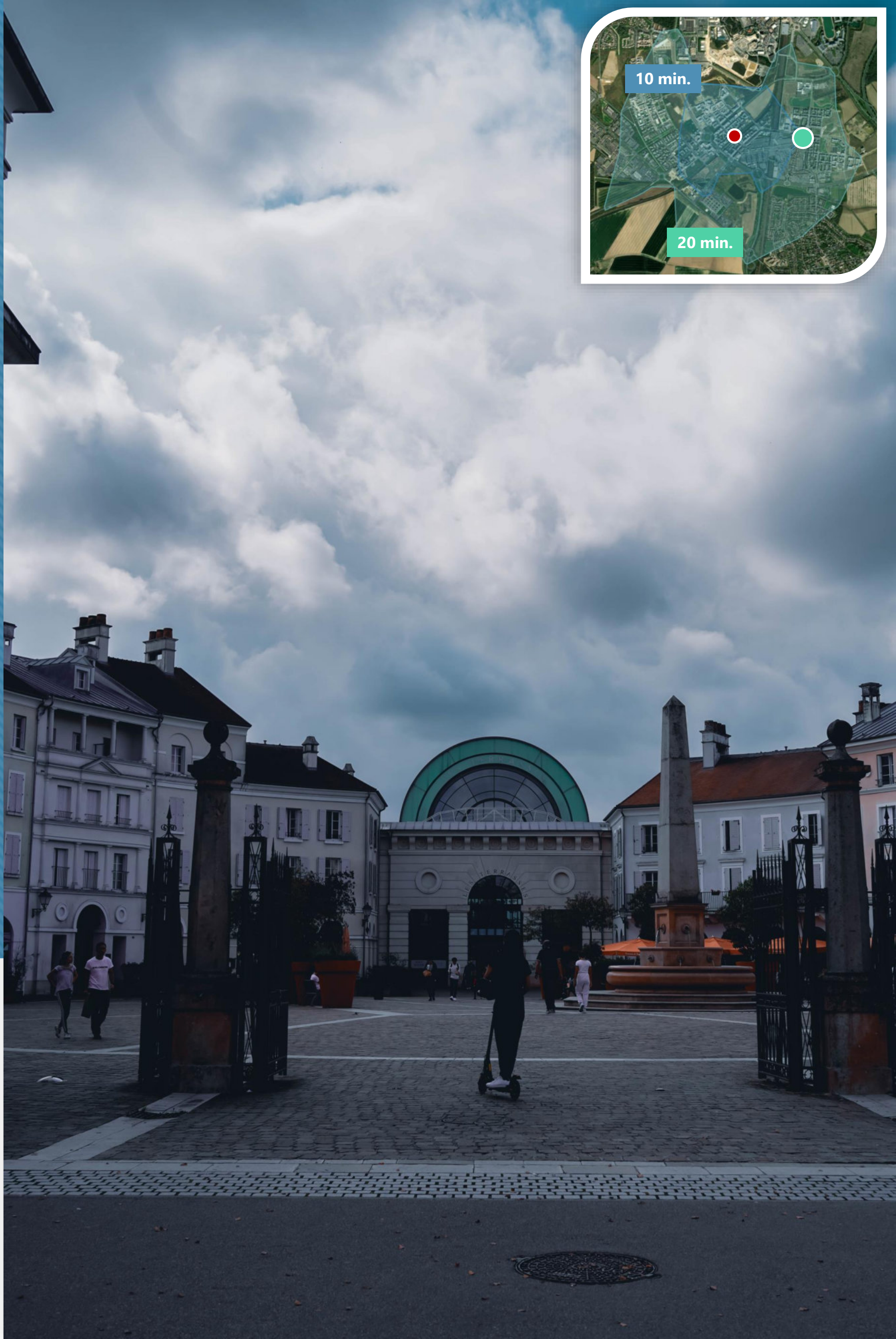
Photographies















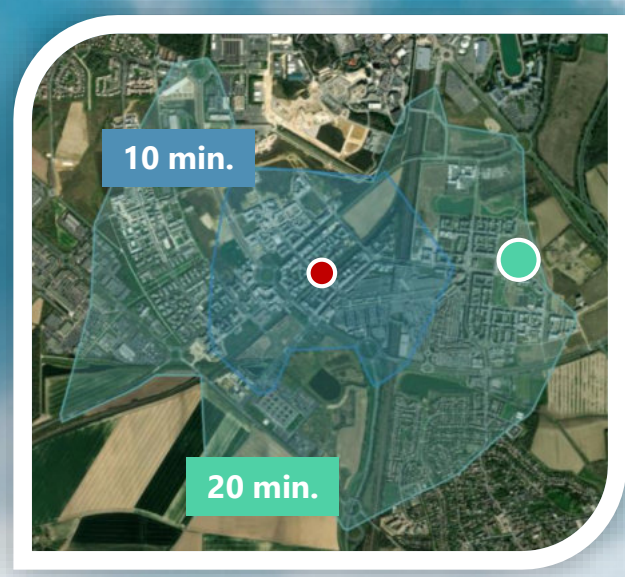


Green Spaces

Photographies

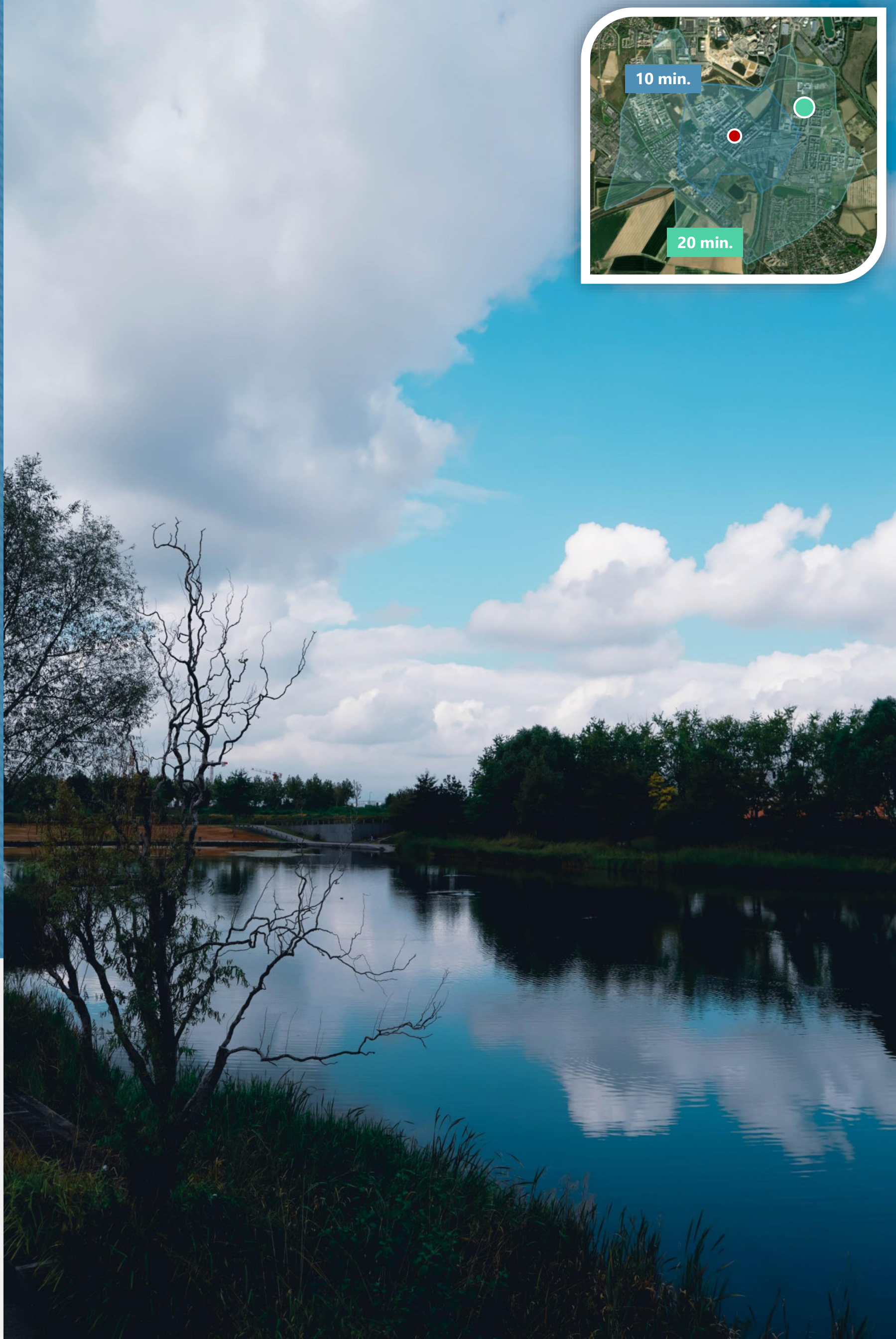








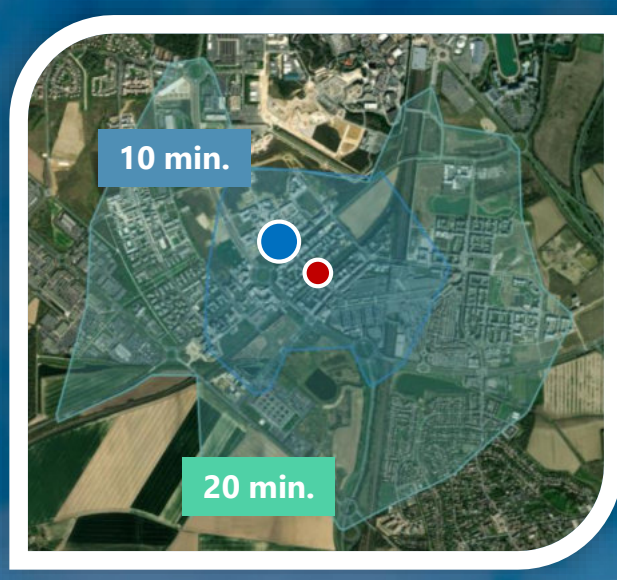


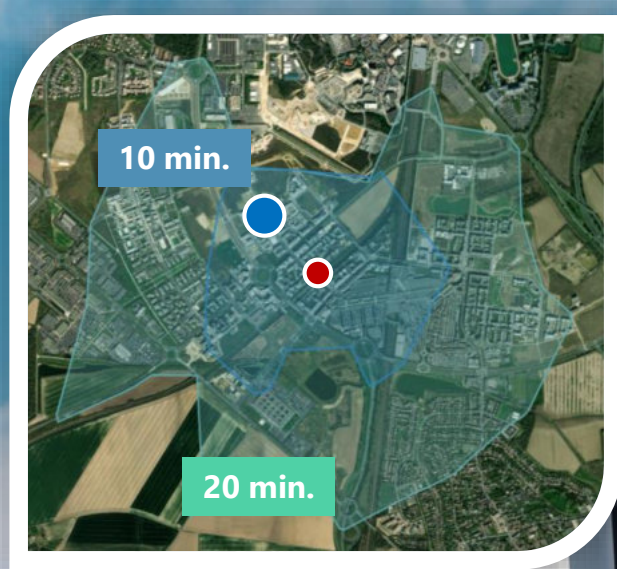




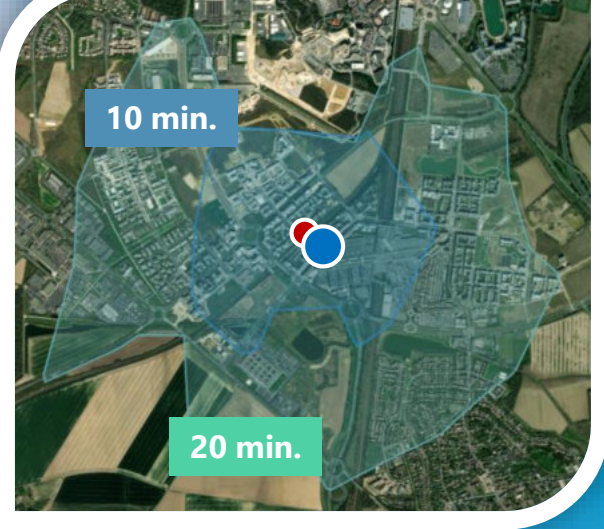
Link Scale Design

Photographies















Public Services

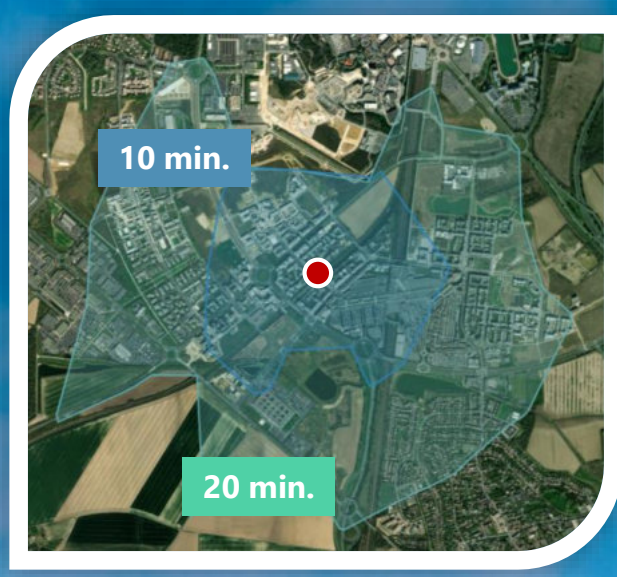
Photographies



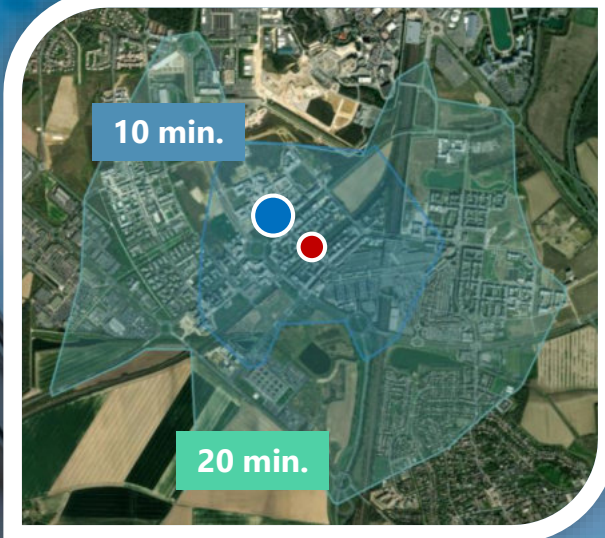


Residential and Office Buildings

Photographies

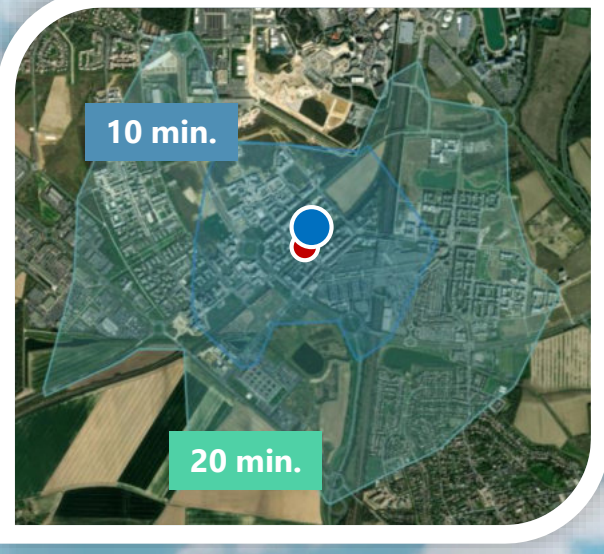






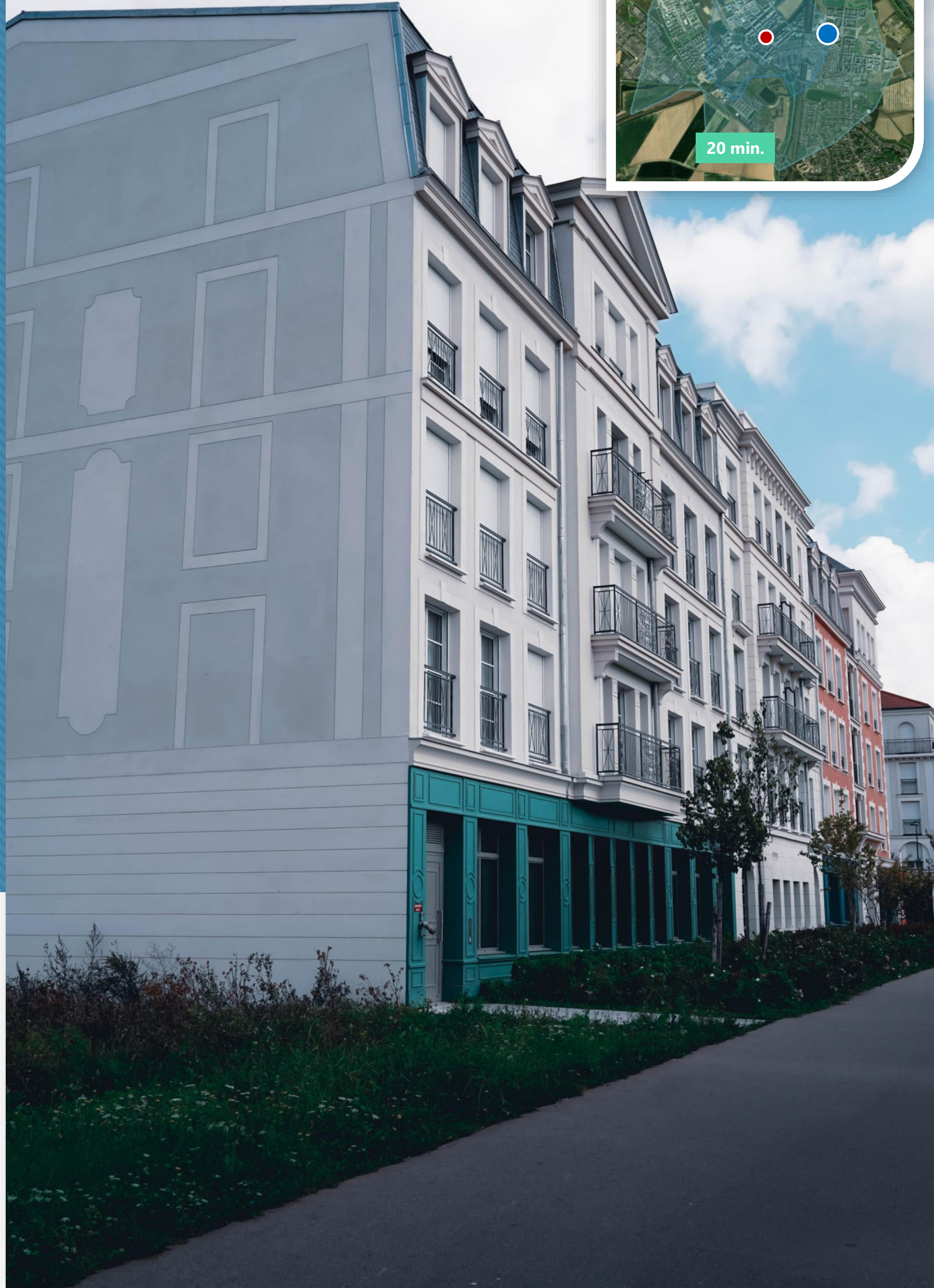






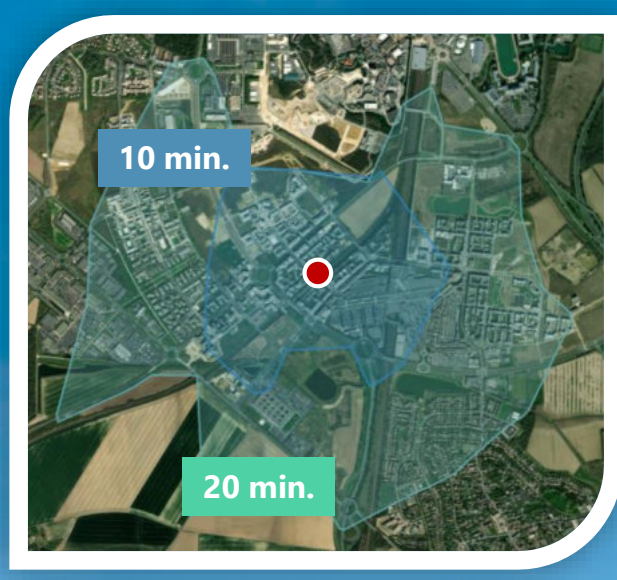


R Serris-Montévrain
al d'Europe
ARTIER LA GARE
Place d'Ariane



Commercial Areas

Photographies











Private Communities

Photographies

