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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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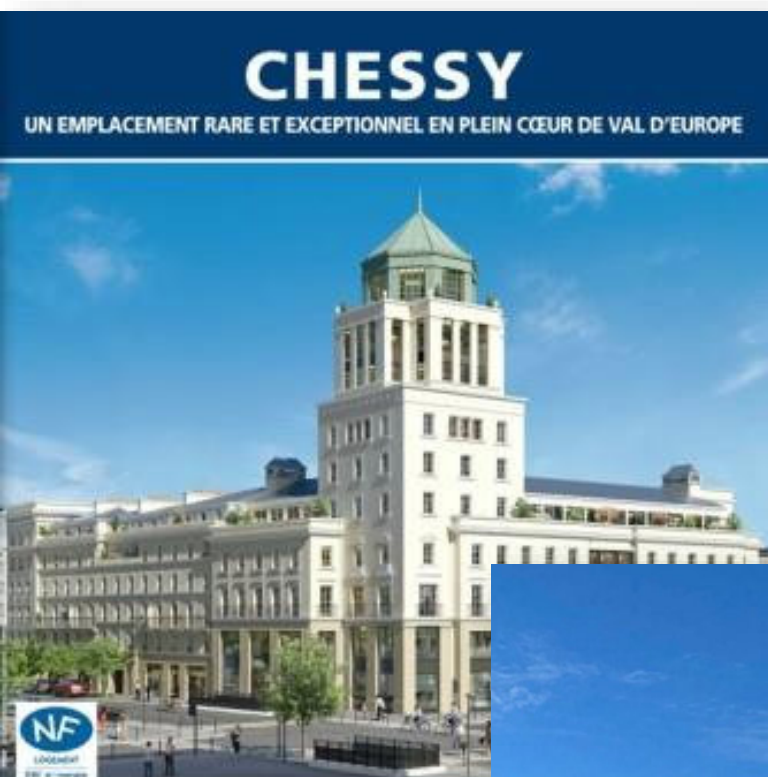
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# Val d'Europe – Walking tour

- 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](http://www.promogim.com)  
Ouvert samedi et dimanche de 10h30 à 12h30 et de  
Lundi, jeudi et vendredi de 14h à 18h. Fermé mardi

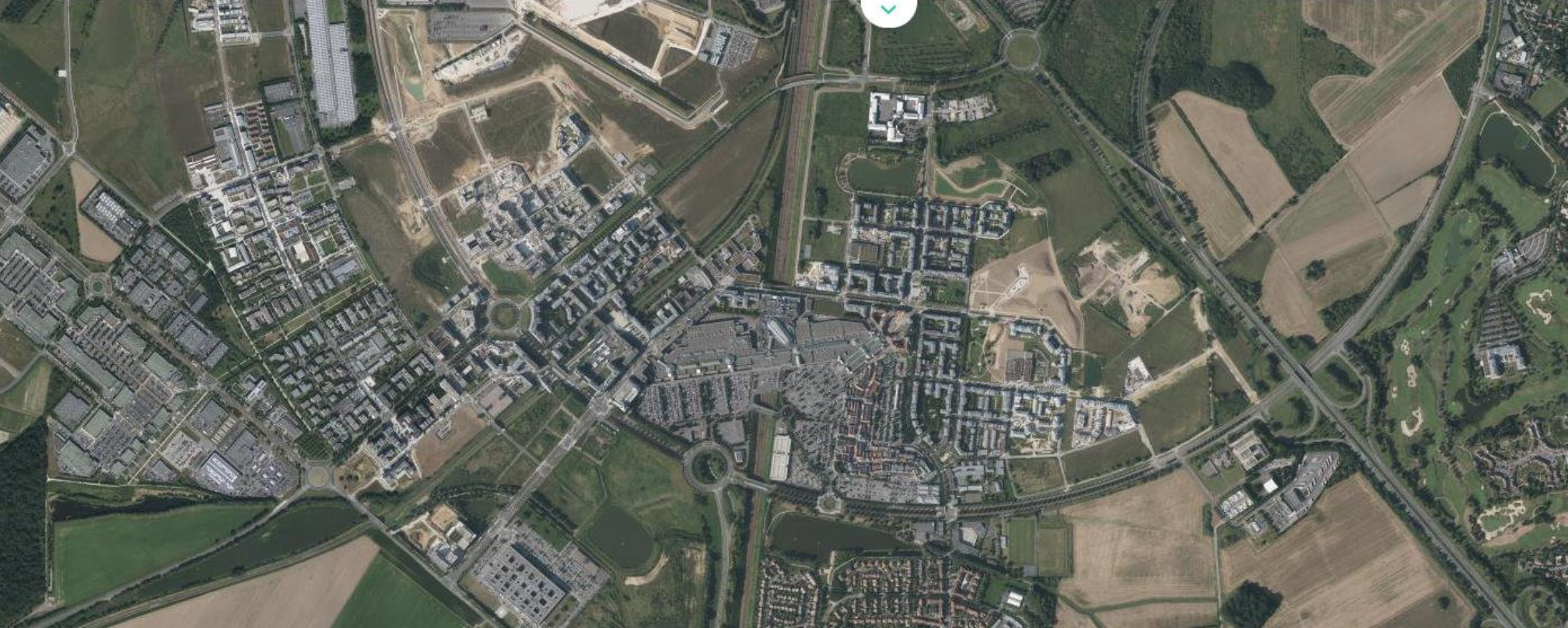
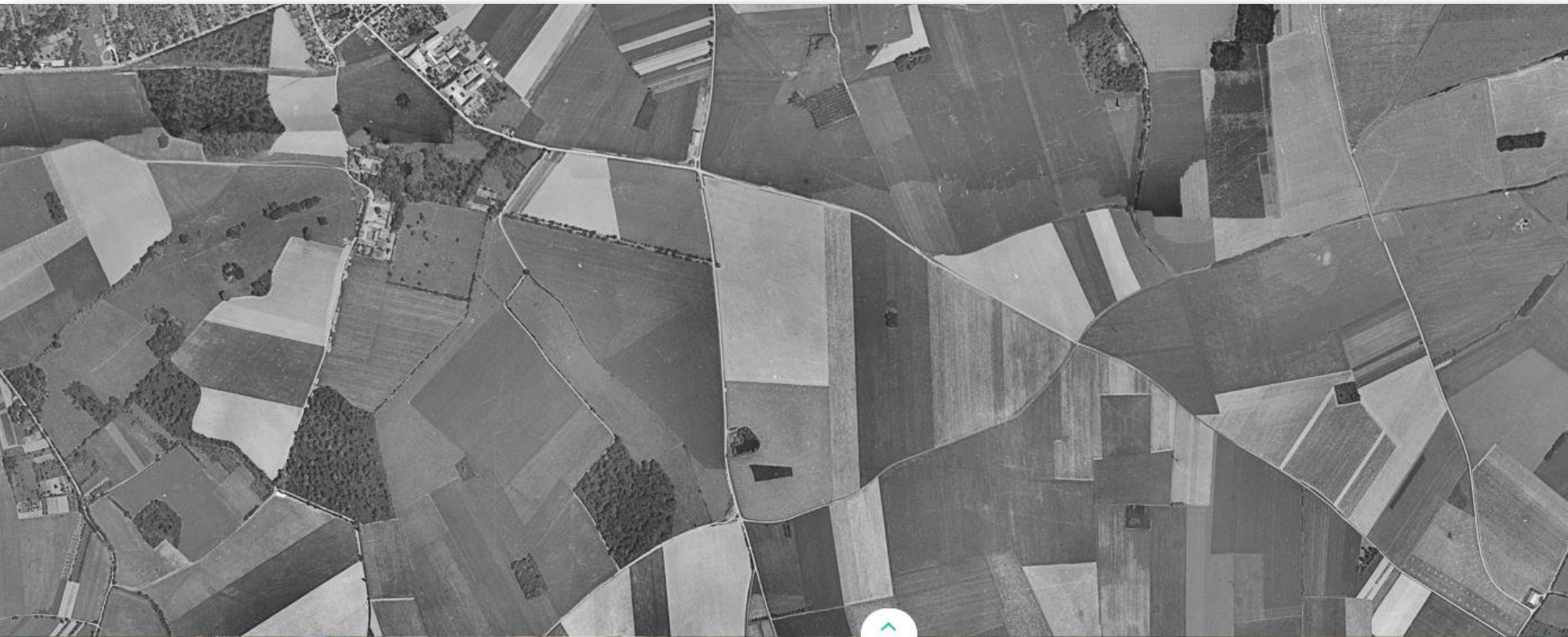


# Evolution of Val d'Europe

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

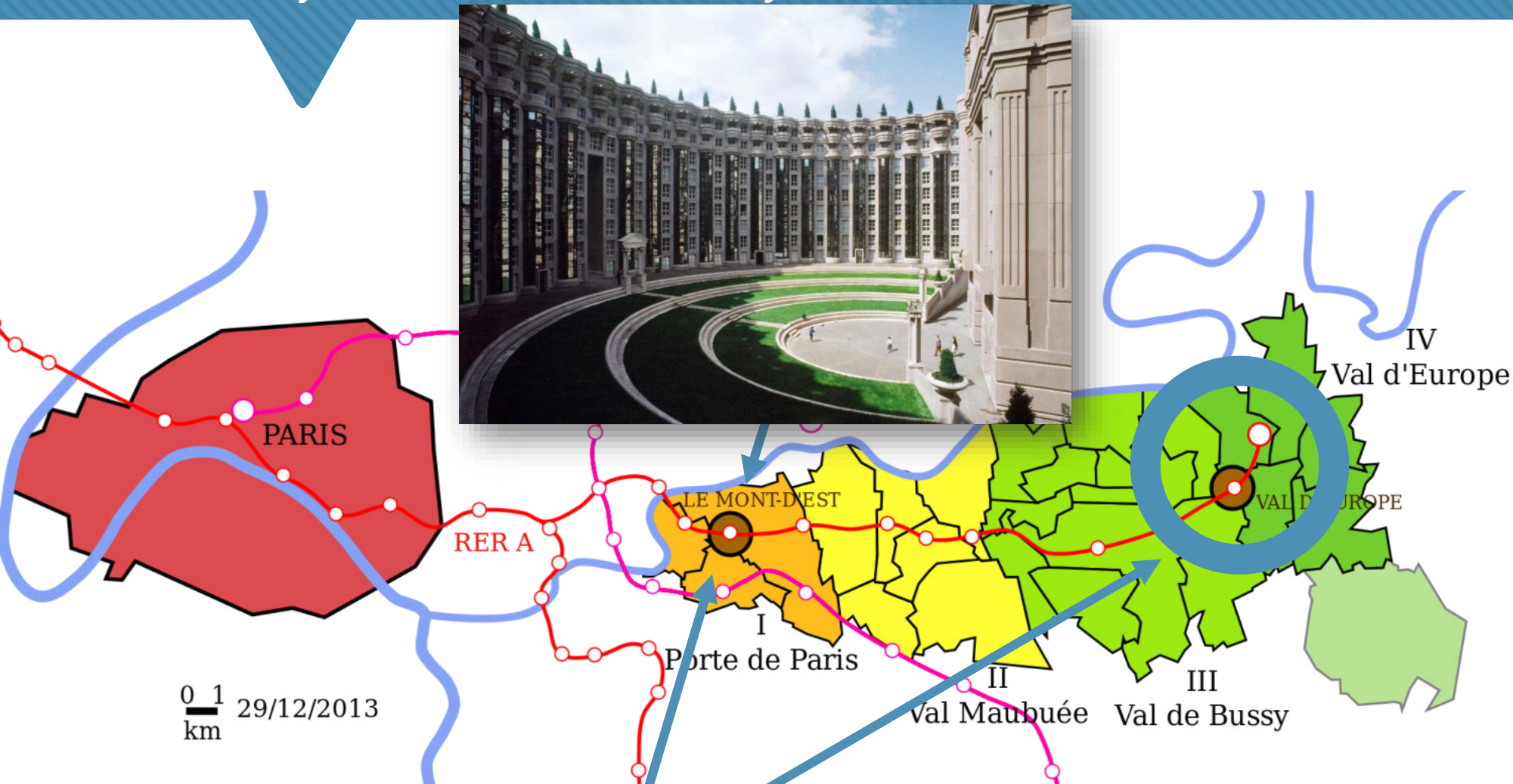
Sustainability

### Urban Planning

Communities  
Inclusivity  
Corridors  
Public spaces  
Urban project

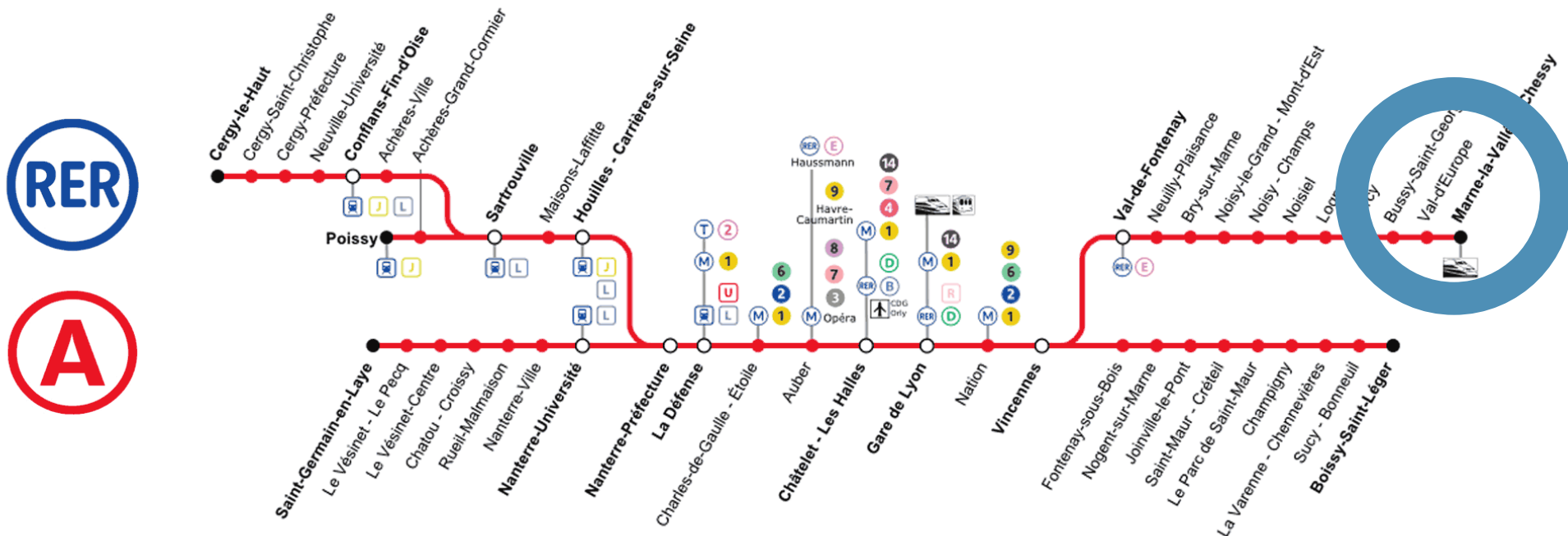
# The rail network: *Réseau Express Régional (RER A)*

- **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



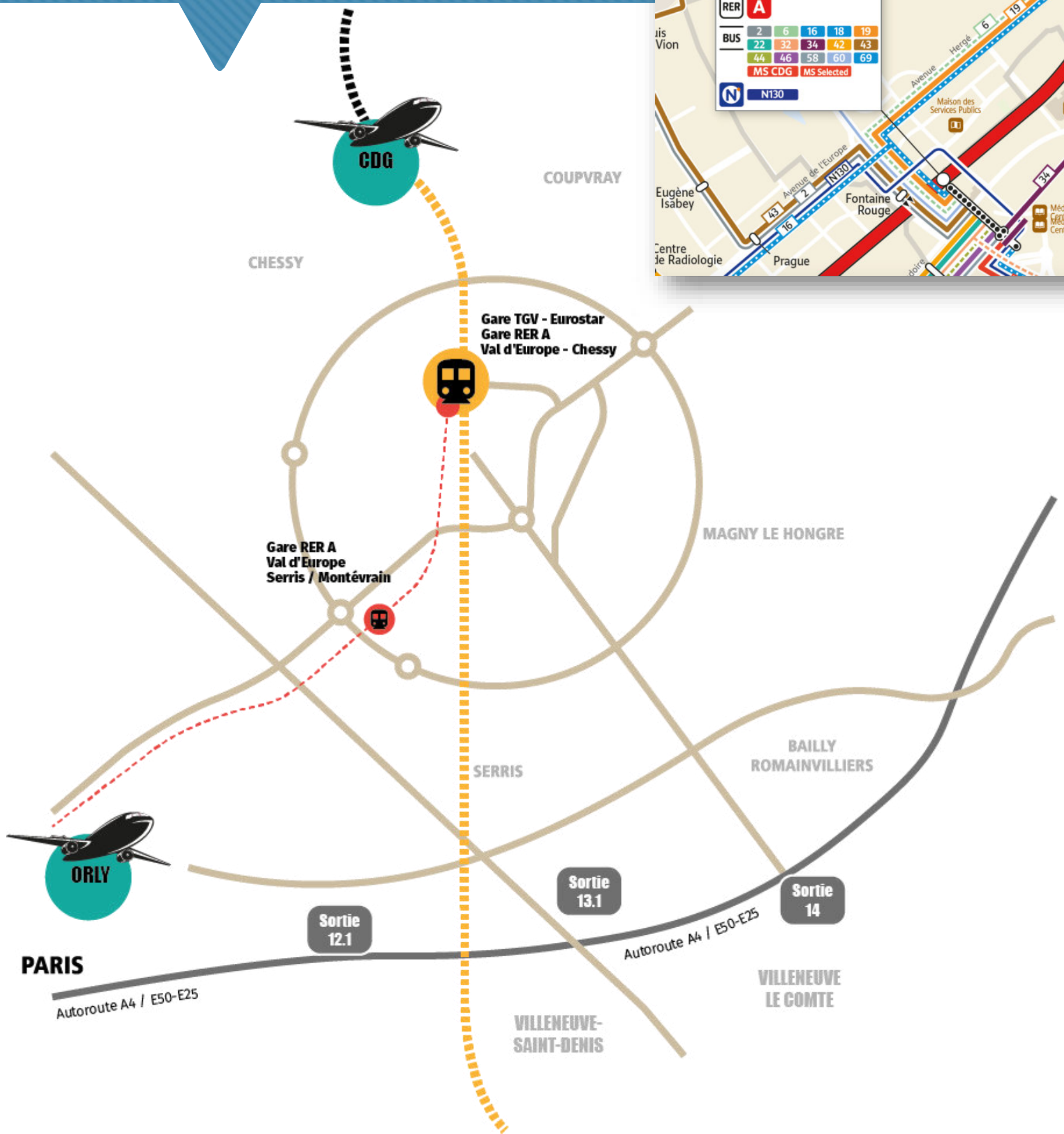
**YES,  
WE VAL!**

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)

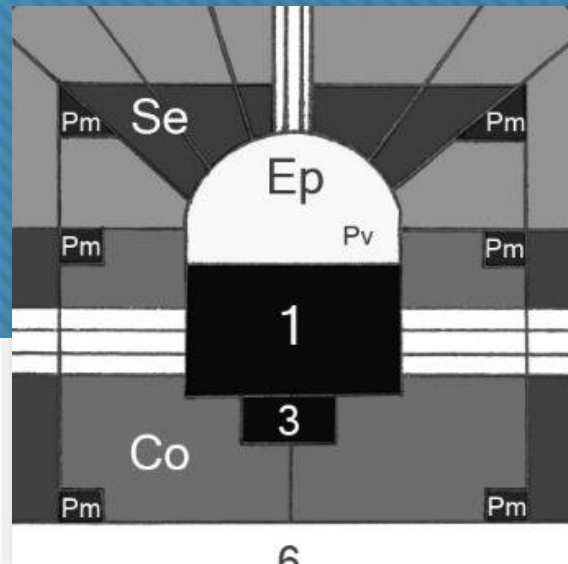
- Ville de Chessy (city), 34 km. to the center of Paris;
- Located in the **new town of Marne-la-Vallée**;
- Served by the RER A line and bus lines;
- **Extension of the RER line A** to Marne-la-Vallée – Chessy in 1992 and the station opened in **2001**;
- **4.7 million passengers** in 2019.



# Val d'Europe, TOD or not TOD?

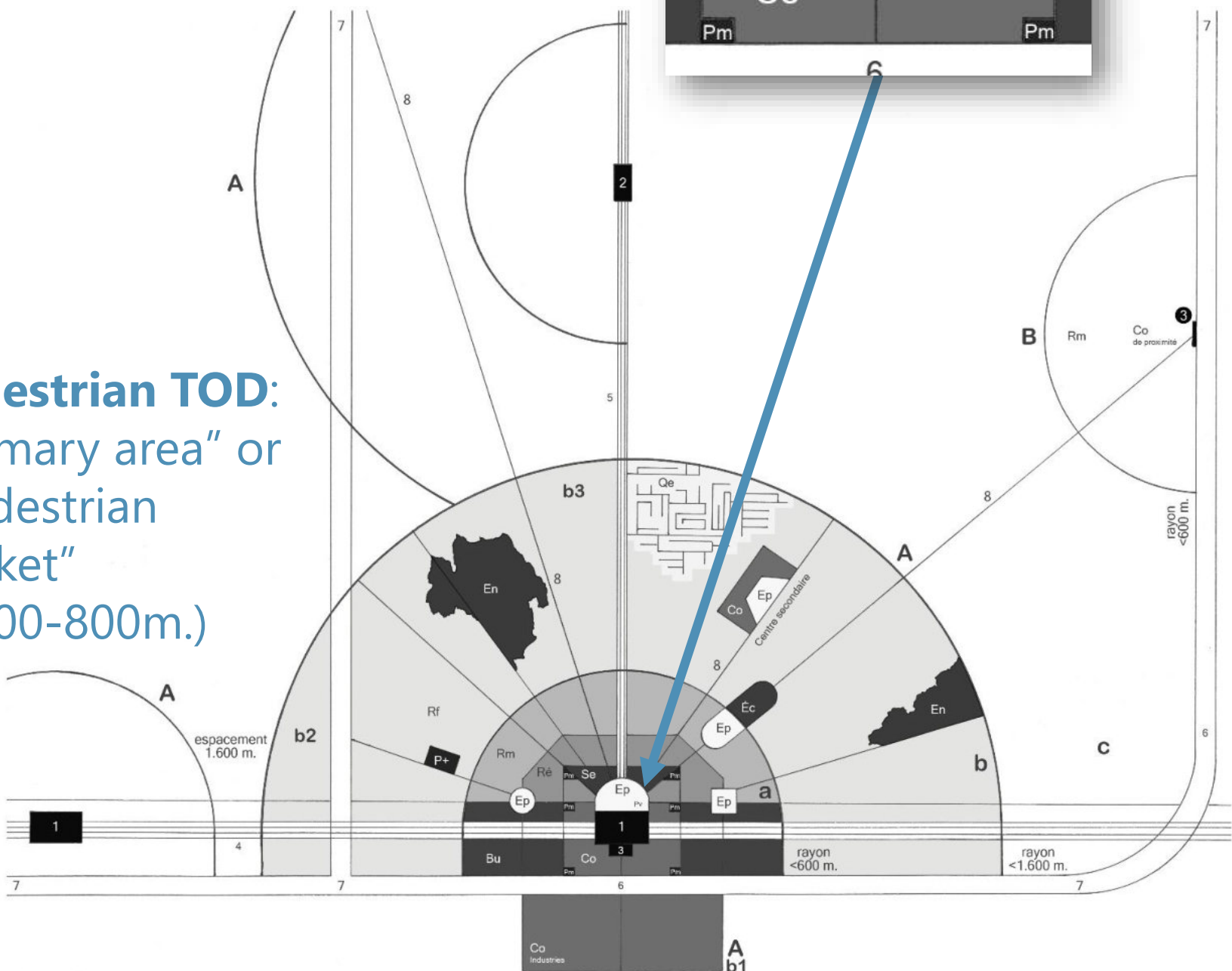
- Multimodal hub;
- Public space;
- Pedestrian/Bicycle facilities;
- High density and mixed use:
  - Stores;
  - Administrative services.

## 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 m<sup>2</sup> } 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 /100m<sup>2</sup> (Co), 2-4 places /100m<sup>2</sup> (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:

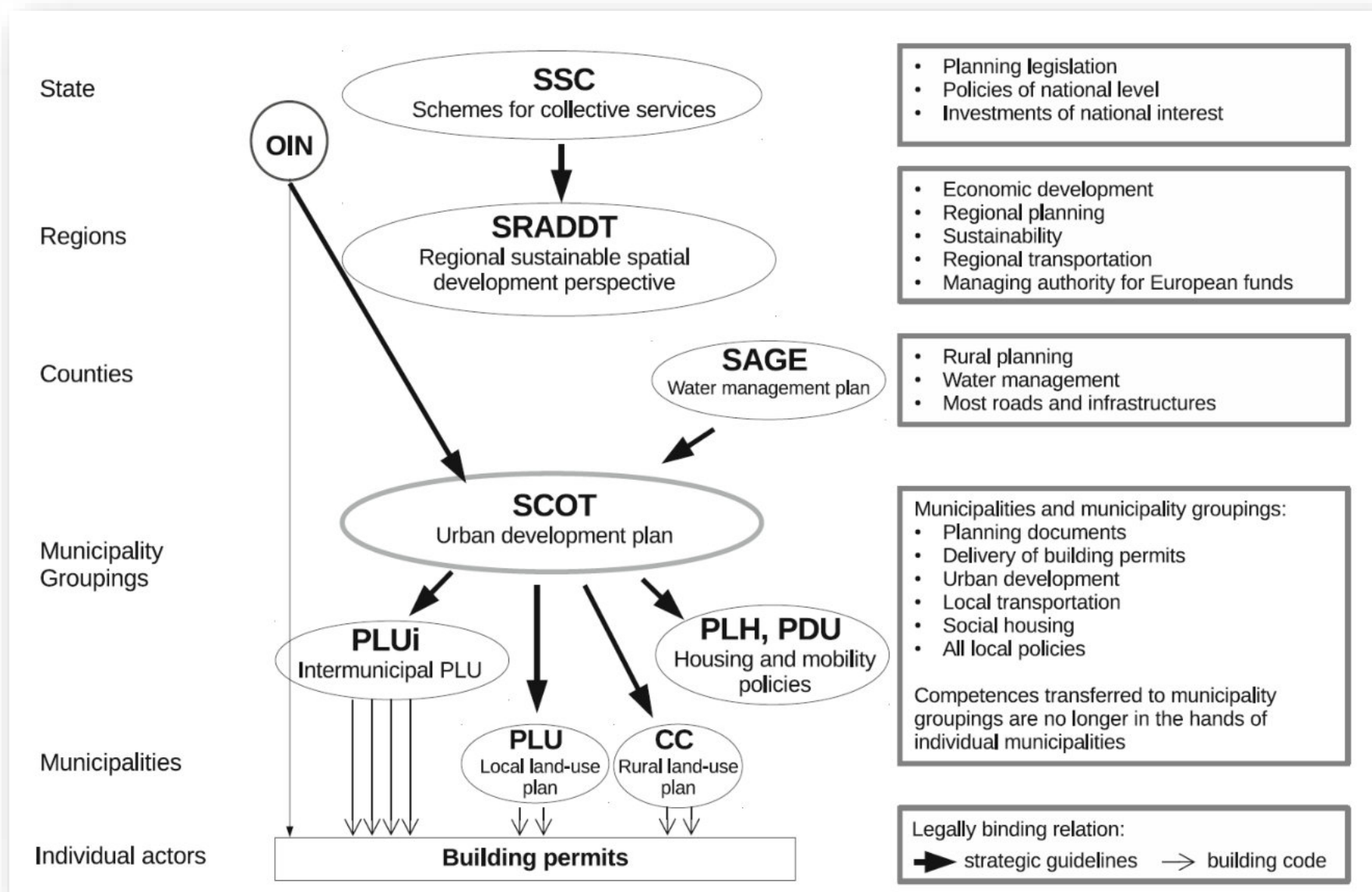
- Improving **accessibility** to public transport;
- Encouraging **intermodal** hubs;
- Establishment of **Regional** mobility plans.

## 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*):

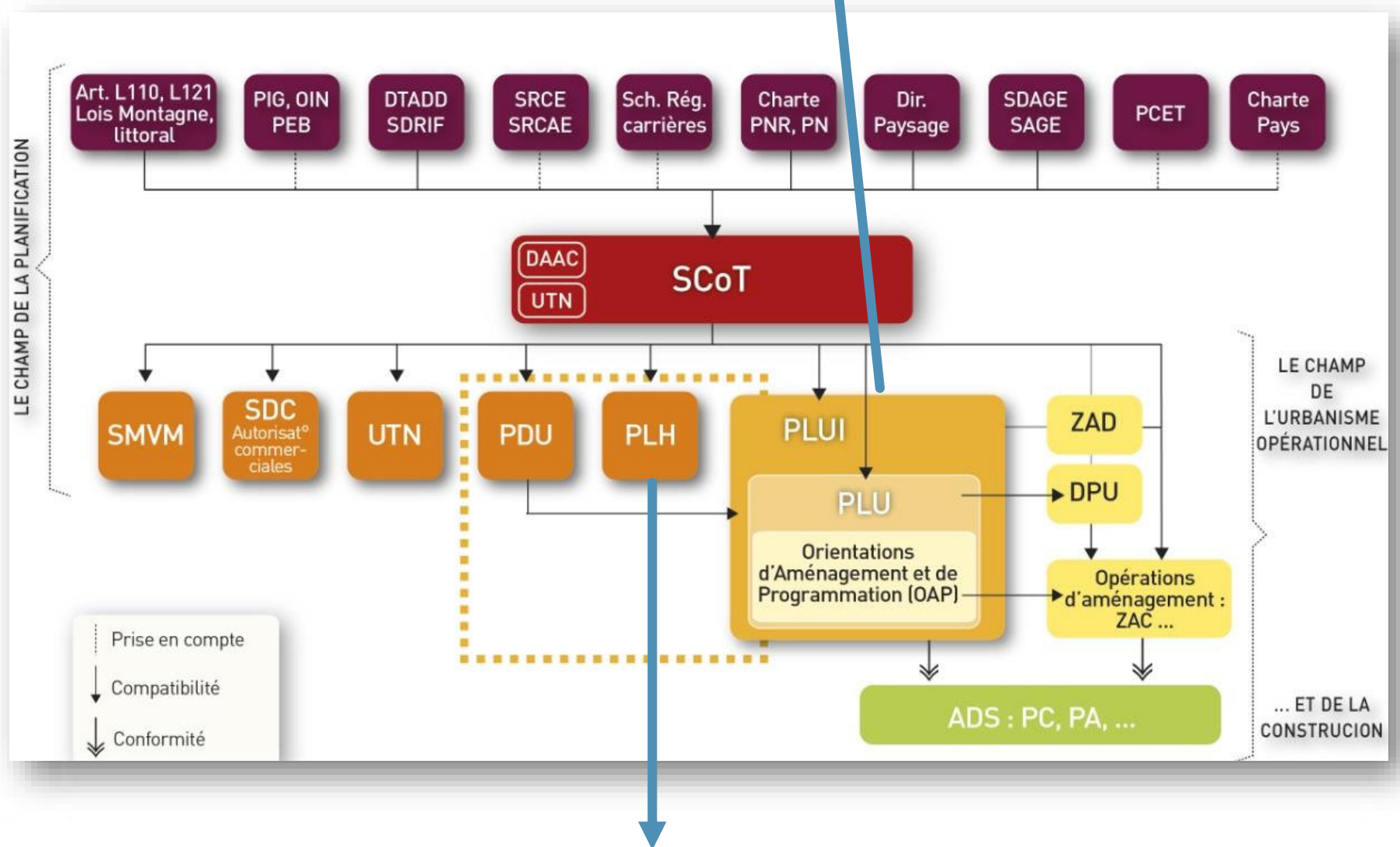
- Operational plan. Details the PDU and SCoT orientations (land-use, parking standards, road management, etc.).



# 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.

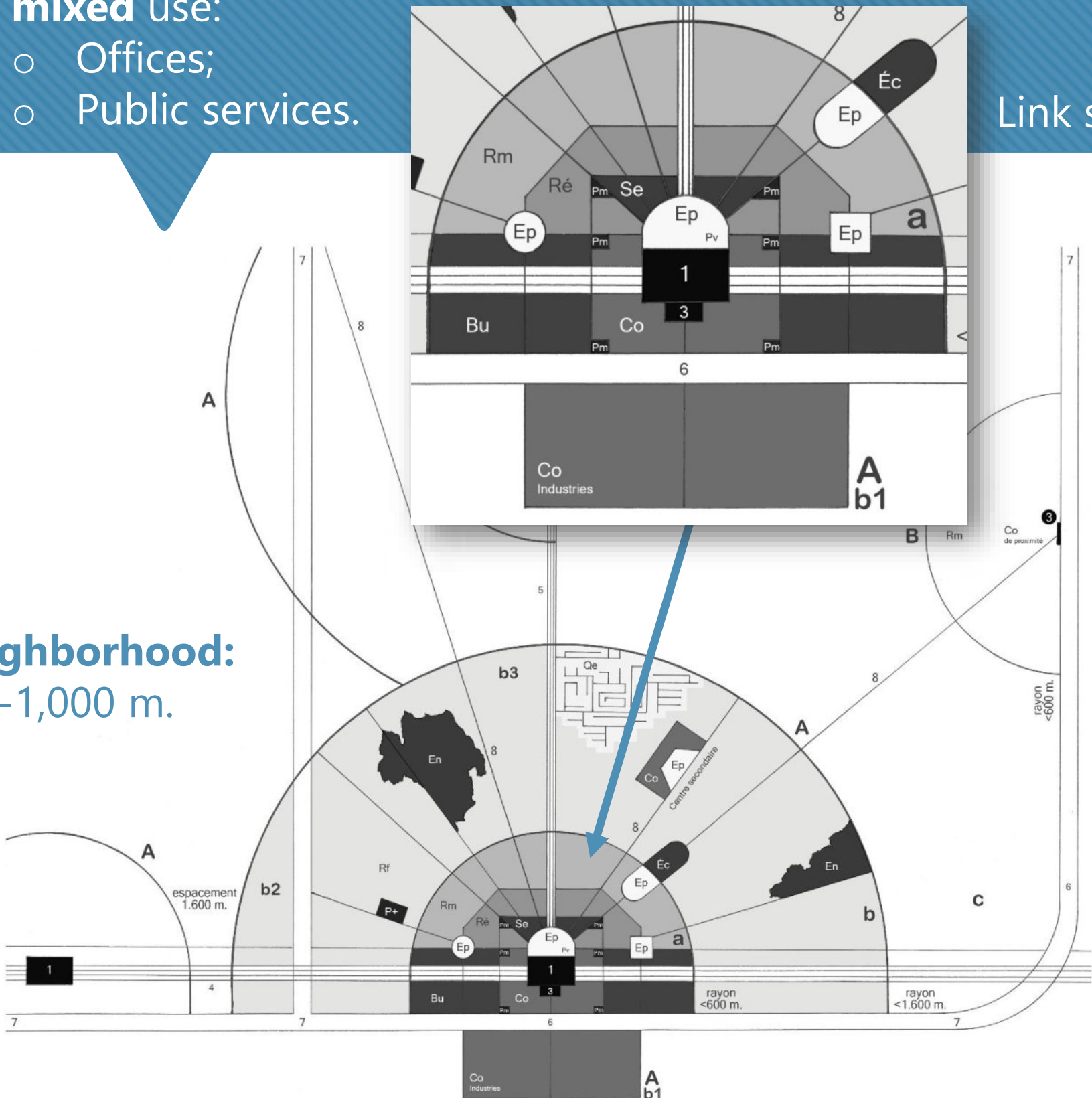
# The Station Neighborhood

- **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

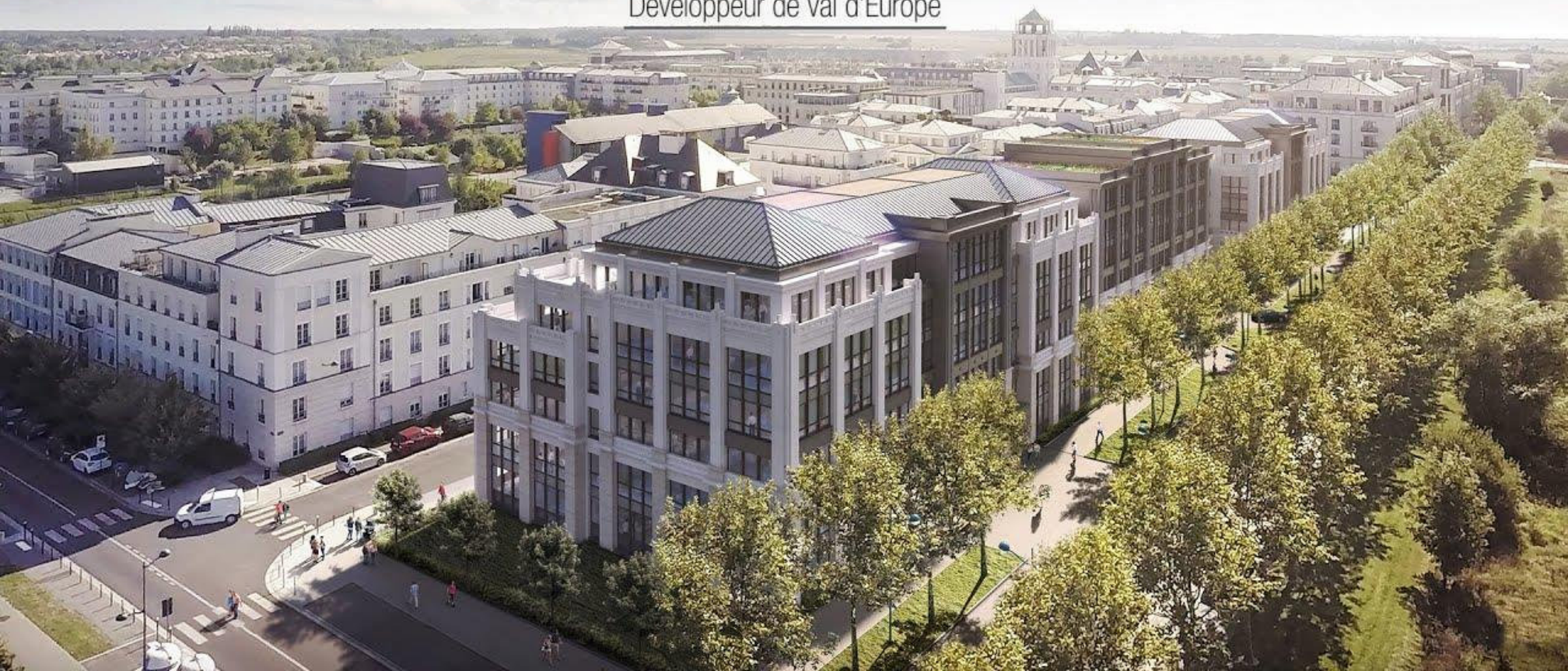


## Mythogenesis:

- 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

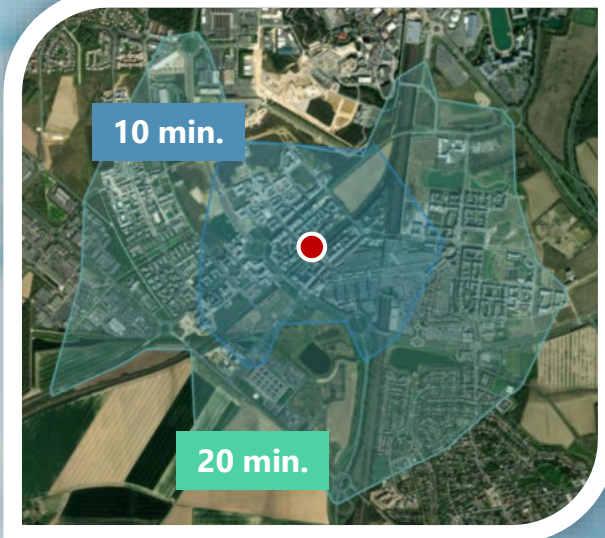
Développeur de Val d'Europe



# Public Transport Station & Network

Photographies







# Public Spaces

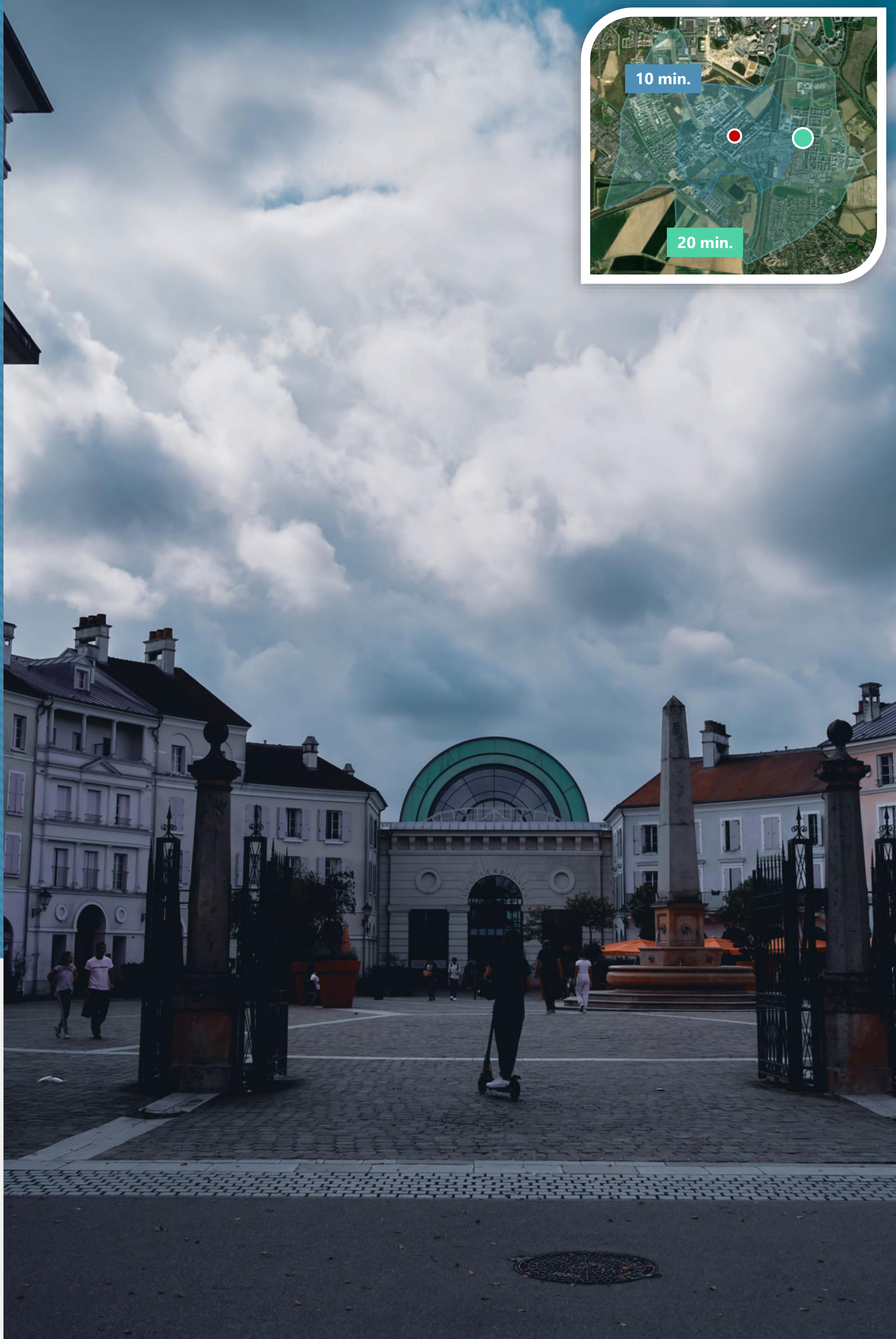
Photographies





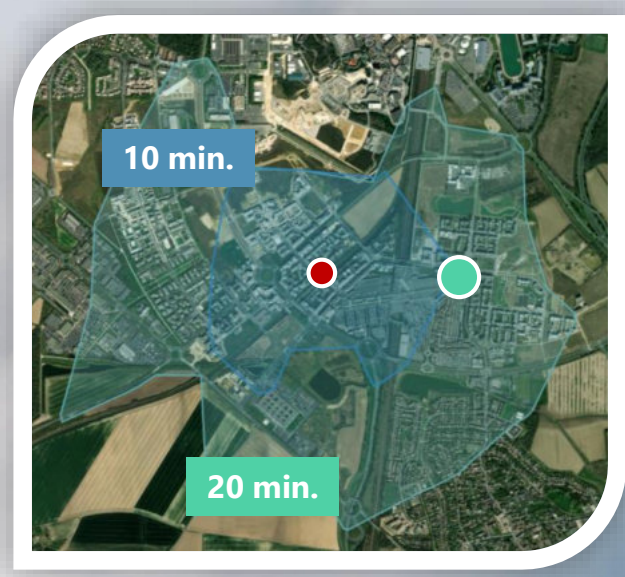


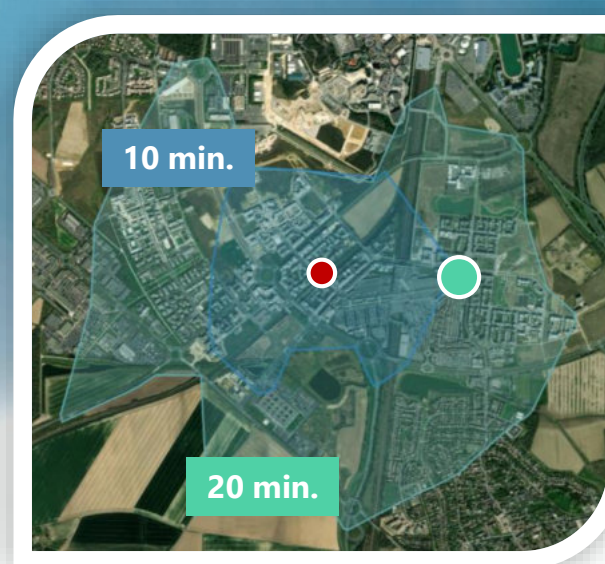












# Green Spaces

Photographies



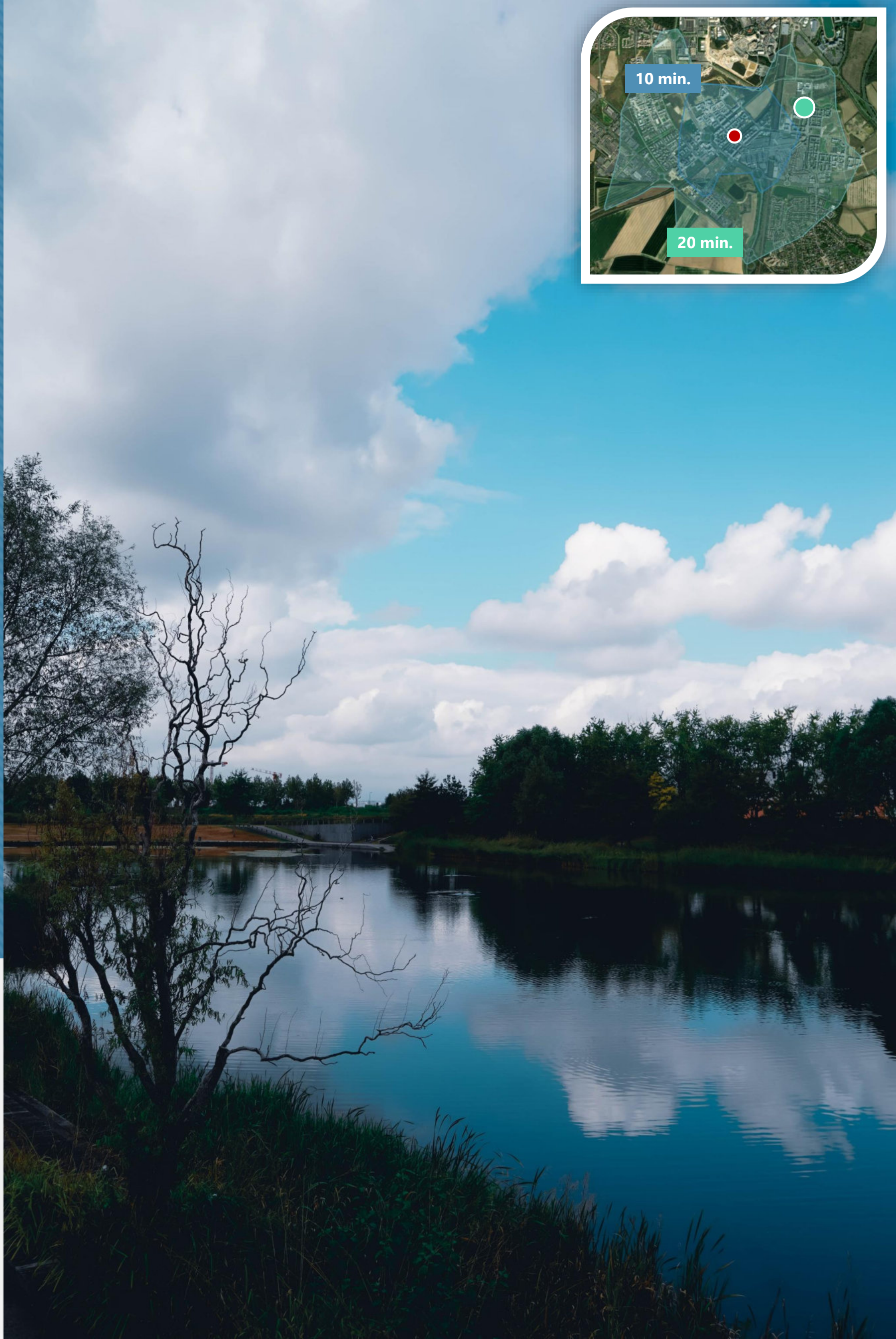


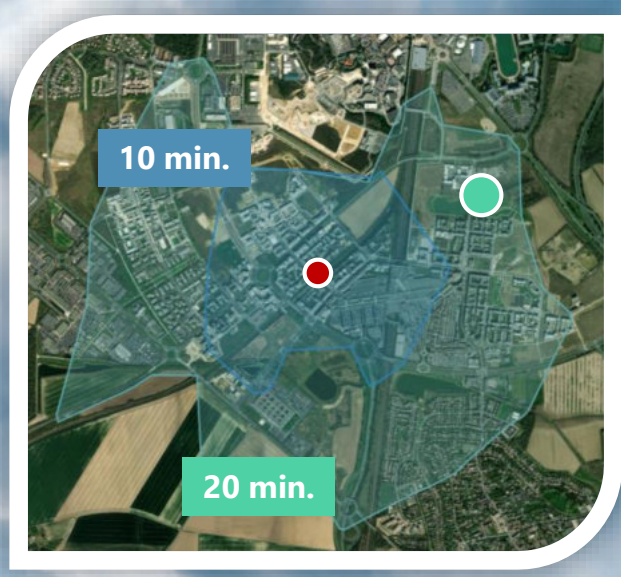






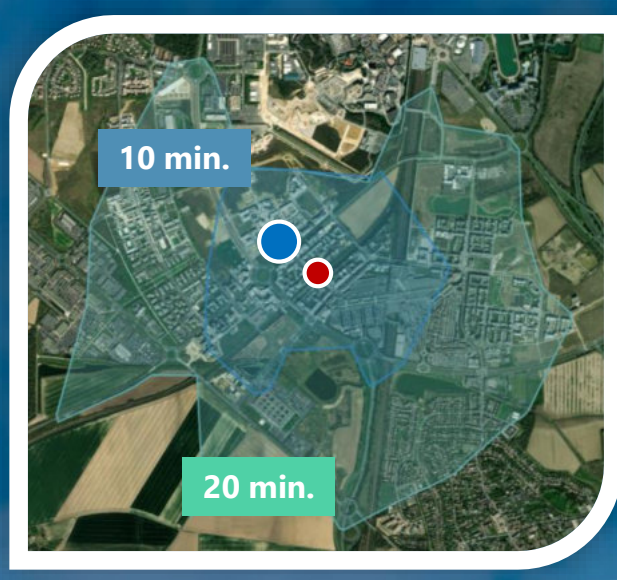


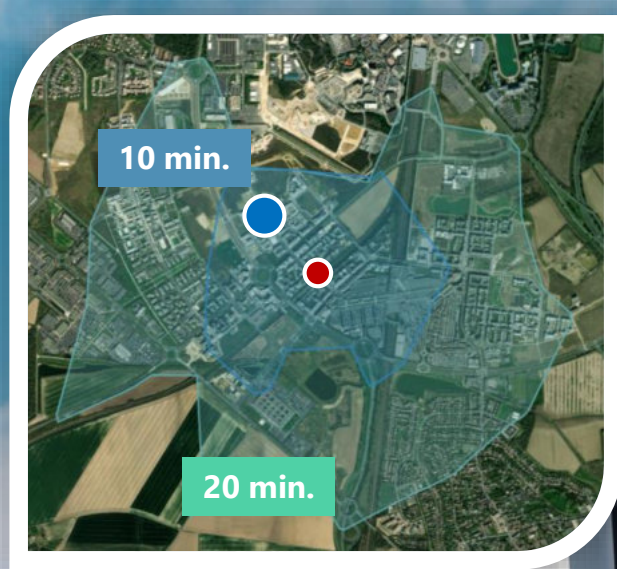




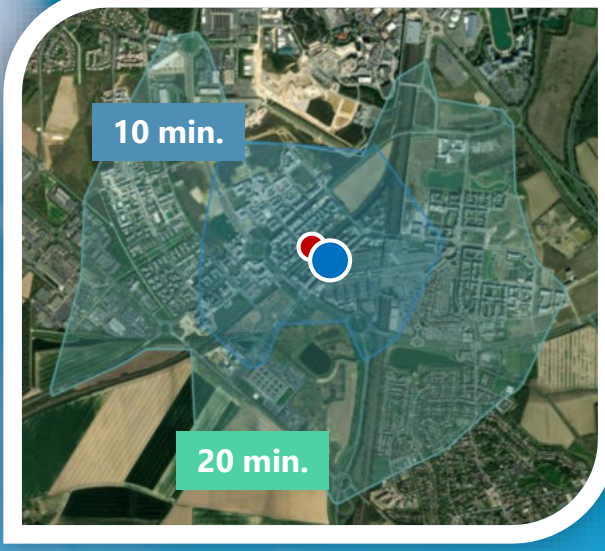
# Link Scale Design

Photographies

















# Public Services

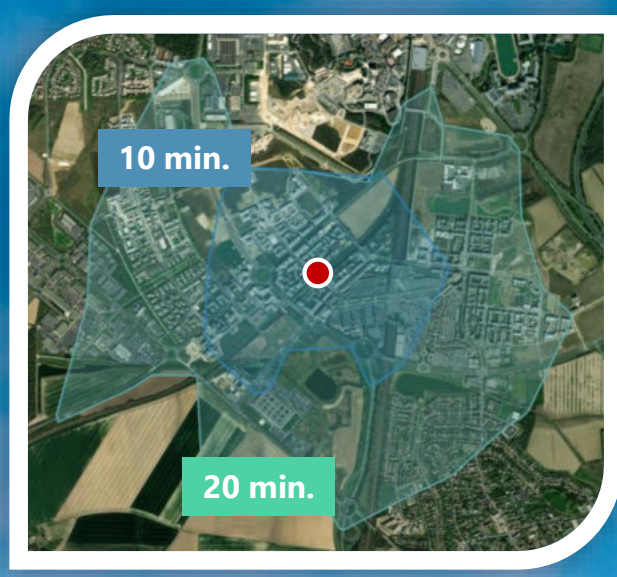
Photographies





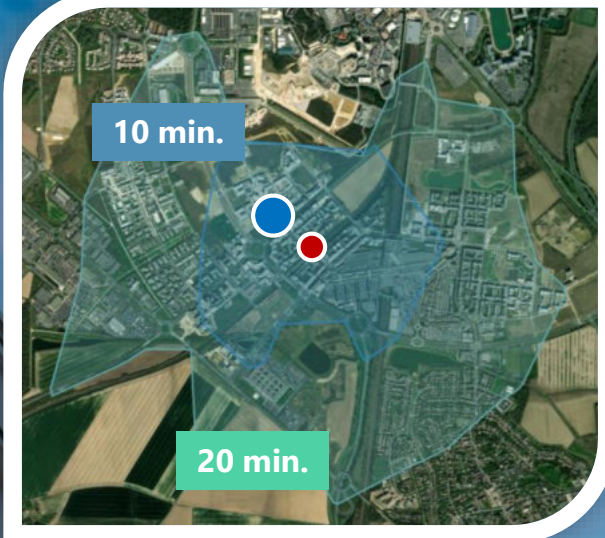
# Residential and Office Buildings

Photographies



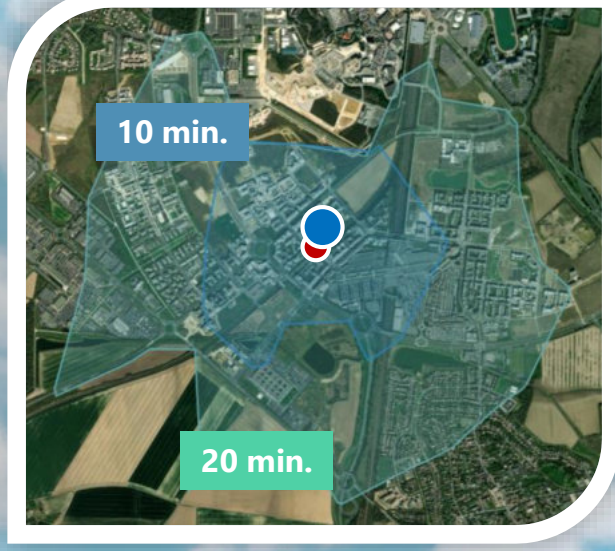














R Serris-Montévrain  
al d'Europe  
ARTIER LA GARE  
Place d'Ariane



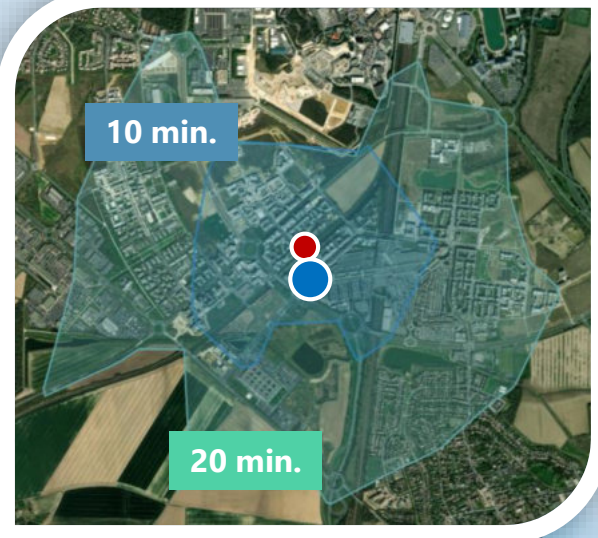
# Commercial Areas

Photographies













# Private Communities

Photographies

