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Poste Immo, real estate subsidiary of Le Groupe La Poste,
launches a major call for projects
on the Palais du Commerce in Rennes

When signing the “*Place de la République-Palais du Commerce*” agreement protocol on March 16th, 2017, Philippe Bajou, Chairman of Poste Immo and Secretary General of Le Groupe La Poste, Nathalie Appéré, Mayor of Rennes, and Christophe Mirmand, Regional Prefect of Ille et Vilaine, asserted their common will for the urban development of the iconic Place de la République square and Palais du Commerce building in Rennes, while embracing the “Rennes 2030” urban project’s ambitions.

In partnership with the City of Rennes, Poste Immo has consequently decided to open, on March 1st, an international call for projects on the future development of the Palais du Commerce. Aimed at cross-cutting teams with international references, the objective of this call for projects is to imagine the future life of the Palais du Commerce of Rennes and its immediate surroundings, while taking into account the values of the Le Groupe La Poste and the urban heritage of Rennes.

The call for projects will take place in two phases. Candidates must submit a proposal setting out their intentions mid-May 2018. The shortlisted teams will then be asked to submit their final bid by October 2018.

This call for projects is the first tangible illustration of a broader Poste Immo programme called “Patrimoine Postal en Mouvement”, which aims to rethink postal real estate differently. This call for projects also fits for the City of Rennes in the urban project “Rennes 2030” which plans the extension of the city center. At the heart of a future hub of peaceful squares and at the crossroads of shopping journeys, the rebirth of the Place de la République and the Palais du Commerce prefigure the heart of the city of tomorrow.



An ambitious project approach

Convinced of the creative strength and collective intelligence provided by a call for projects of this size, Le Groupe La Poste and the City of Rennes wish to allow candidates to make programmatic and formal proposals that are imaginative and innovative.

"Le Groupe La Poste has a history and a fully-fledged status in the urban planning landscape. La Poste's large property assets offer a unique observatory of pluralistic lifestyles. The call for projects on the Palais du Commerce in Rennes, included in the "Patrimoine Postal en Mouvement" programme illustrates an approach to experimenting with new uses while expanding the scope of reflection to other stakeholders in order to enrich and accelerate the environmental, social, programmatic, technological or cultural processes of innovation", explains Remi Feredj, Real Estate Director of Le Groupe La Poste, Managing Director of Poste Immo.

"We are delighted to announce, alongside Poste Immo and Le Groupe La Poste, the launch of this large-scale call for projects, resulting in a commitment to an ambitious approach for the enhancement of the Palais du Commerce. We want to reinvent it so that it finds again a central role in our metropolis, at the height of the very strong expectation expressed by the Rennes for the heart of the city, especially for the future of the Place de la République", adds Nathalie Appéré, Mayor of Rennes.

The Palais du Commerce and the Place de la République: barycentre of the urban heart of Rennes

The Palais du Commerce is a 12,000 m² building spread over five floors and a basement. Its location, its neoclassical architecture and the history of its construction make it one of the emblematic buildings of the city of Rennes.

A prestigious building for administrative and commercial use, it was built in several phases between 1887 and 1930. Originally intended for the installation of a Post and Telegraph Office, a stock exchange and other businesses, it is the work of two successive architects (Jean-Baptiste Martenot then Emmanuel Le Ray). With its construction, the city centre of Rennes gradually took on another dimension.

A crossing point between the North and South of the Vilaine River, along the East-West axis, the major axis of the City's urban project, the Palais du Commerce and the Place de la République are one of the city of Rennes' focal points. The Place de la République square is a real multimodal hub where many bus lines connect with a metro station which itself stands opposite the Rennes bicycle terminals.

Planning to transform the Palais du Commerce thus involves taking into account its symbolic dimension and the attachment of Rennes' inhabitants to this monument of the City. The site's format and large surface area offers a certain potential for innovation, particularly in terms of uses, in an economically, socially and culturally dynamic sector of Rennes city centre.

[Vidéo introducing the site and its localisation](#)

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About Poste Immo

Poste Immo, a subsidiary of the Le Groupe La Poste, is the Group's real estate operator, service provider and property developer. Poste Immo is responsible for managing, developing, maintaining and increasing the value of a property portfolio of approximately 6,5 million m², consisting of more than 11,000 tertiary, industrial and commercial buildings located throughout France.

It supports its customers, the Group's divisions, in implementing their real estate projects and reducing their costs to ensure that they have real estate assets that meet their needs and comply with economic pressures and changes to urban living.

Poste Immo also provides services to local authorities and businesses, including consultancy and transactions, asset management, property and project management. With 950 employees split between the company's regional offices and its head office, its dual property and post culture helps it to maintain an ongoing relationship of trust and proximity with its stakeholders.

About Le Groupe La Poste

A wholly state-owned public limited company, Le Groupe La Poste is structured around five core branches: Services-Mail-Parcels, La Banque Postale, Network La Poste, GeoPost, and Digital Services. The Group operates out of 40 countries in four continents. La Poste's 17,000 postal retail outlets make it France's leading local business network, serving 1.6 million customers every day. Every year, La Poste delivers 23.265 billion items worldwide (letters, printed advertising media and parcels), 6 days a week. In 2016, the Group generated €23.294 billion in revenues (22.4% out of France) and had a headcount of more than 250,000. Closer and more connected, La Poste is stepping up its digital transformation by offering a range of services hinging on its role as universal operator for exchanges. In its strategic plan "La Poste 2020: conquering the future", Le Groupe La Poste has set itself the ambitious objective of speeding up development in its five core businesses and expanding into new regions. Accessible to everyone, everywhere, every day, La Poste puts human considerations and trust at the centre of customer relations to become the leading company for services on a human scale.