

Bouygues Immobilier inaugurates the O'Sud development in Tours, central France

Tours, 11 July 2014



Laurent Tirot, Executive Vice-President Residential property Western France at Bouygues Immobilier along with Tours members of staff, has inaugurated the O'Sud development in a ceremony attended by Serge Babary, Major of Tours, and Philippe Briand, Mayor and Member of Parliament for Saint-Cyr-sur-Loire and president of the Greater Tours area.

Situated on the same site as the regional newspaper *Nouvelle République du Centre Ouest*, O'Sud is located on one of the main roads into the city centre, close to the new Verdun tram stop and Place Jean-Jaurès. It also lies near the town centre pedestrian precinct, the historic district and the railway station.

Designed by Blanchet architects, the new development encourages social, functional and intergenerational diversity. It is made up of:

- two 95-apartment buildings (ranging from one to five rooms) for investors and first-time buyers, which, priced below the market, have experienced firm take-up.
- 88 social housing units, of which 44 assigned to OPHLM Tour(s) Habitat (the "Jean Meunier" residence) and the same number to SAHLM Nouveau Logis Centre Limousin, which is part of SNI group (the "l'Olivier" residence).
- a residential hotel (Cocoon) comprising 116 furnished studio flats, developed by SCI Cocoon.
- the "O'Sud Novéom" residence, comprising 64 adaptable housing units intended for first-time buyers and investors. This accommodation is designed specifically for those suffering temporary or long-term disabilities. All is on one level. Units also contain electric shutters, sliding doors, wall-mounted toilets, extra-flat shower trays, way-finding lights and fitted kitchens.

The complex, certified with the BBC low-energy label, is connected to a district heating system powered by biomass energy.

"The accommodation was designed chiefly with families' well-being in mind. We looked for ways to deliver a design that would be modern, long-lasting and sustainable. These residential buildings are energy-efficient and are well-integrated into their urban environment," stated the new development's architect, Claude Blanchet.

About Bouygues Immobilier

Bouygues Immobilier is a leading private property developer in France and Europe, with 1,558 employees at 31 December 2013 and sales of €2,510 million in 2013. With 35 branches in France, four elsewhere in Europe, and one in Morocco, the company has over 50 years' experience in developing residential, corporate and commercial projects for customers in more than 230 towns and cities. Embracing an active approach to sustainable development and innovation, Bouygues Immobilier is committed to continuously improving both the technical and architectural quality of its buildings and customer satisfaction. Bouygues Immobilier was the first property developer in France to achieve ISO 9001 certification. On 1 July 2010, it initiated a systematic approach to obtaining BBC-effinergie® certification for all of its residential properties, more than two and a half years ahead of schedule.

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