



PORT OF MARSEILLE: THE J1 HANGAR CALL FOR PROJECTS KICKS OFF DETAILS OF THE SPECIFICATIONS

Kick off! The call for projects for the development of some 25.000m² of the prestigious building in La Joliette was officially launched by the Port. Initial projects must be submitted by 15 November at the latest - the winning project will be announced at the end of 2018. Details of the specifications.

What will this emblematic building near the Vieux Port and in the commercial port area become?

What will the J1 - situated on the Port's eastern harbours in the heart of city - become? It's anyone's guess... But things should start to become clearer after 15 November when the responses to the call for projects have been received by the Port. Assisted by a specially appointed selection committee, by March 2018 the Port's board will choose a maximum of 4 projects. Successful applicants will then be invited to submit a final offer in the summer and the winner will be chosen by the Port's executive bodies, assisted by an international jury, at the end of 2018.

Although candidates are encouraged to be imaginative, certain business sectors such as gambling (no casinos or games spaces with slot machines) and discotheques have already been excluded.

Another requirement: the Port wants a project that demonstrates variety. Clearly there is no question of turning the space into a simple office, shopping, or leisure complex. These activities may have their place in the project, but not exclusively.

Finally, the recommended activities must logically be compatible with the missions of the Port of Marseille and not detract from port activity in the Grande Joliette harbour or the commercial stopovers in the harbour berths. Innovative and international cultural and / or event-based projects would therefore be welcome because they would enhance the economic visibility of the territory, especially the port aspect, and be an integral part of an urban synergy approach.

Keeping the “maritime and port” feel

The Port management also believes it is important for the project to be in tune with its maritime and port roots while also opening up to the city by establishing dynamic relations between urban and maritime uses (in particular economic and tourist activities). And it must of course generate new revenue for the Port of Marseille.

The projects will be selected on the basis of the detailed criteria given in the call for project specifications (see link at the end of the document). Alongside the interest presented by the project itself and the value it would bring to the Port, close attention will be paid to the overall balance of the project within its environment, as well as to the candidate’s financial and technical credibility. Sustainable development will also be under close scrutiny as the Port of Marseille intends to continue to be exemplary in this respect.

The winning project will enter into negotiations to draw up the agreement for the operation of the premises, the duration of which will depend on the investment but will not exceed 70 years. In return for this occupation, the operator will pay the Port authorities an entry fee and an annual fee, part of which will be variable, indexed to the revenue generated by the site.

Focus on the J1, the flagship of the metamorphosis of the port façade

Marseille’s seafront has changed dramatically over the last 15 years. Marseille residents have seen the opening of the Musée des Civilisations de l’Europe et de la Méditerranée (MuCEM), the rehabilitation and development of the old docks, a huge theatre (the Silo d’Arenç), and Terrasses du Port - a shopping complex with a both enviable and remarkable view over the Port.

Now it’s the turn of the J1, built in the early 1920s, to take its place in this illustrious urban and port complex. The last of the “J” hangars, the building has three 8.500 m² platforms surrounded by 16.500 m² of land on the quayside. A further optional space of approximately 700 linear metres on the southern part of the jetty may be used for the project if required.

The architecture of the J1 hangar, designed with the assistance of the architect Gaston Castel, is spectacular: it is built directly over the body of water and is 23 m high at the roof apex, measures over 230 m long and 34 m wide. Due to the building’s heritage and historical interest, the architectural integrity of the hangar must be preserved by the winning project.

Halfway between the MuCEM and Les Terrasses du Port, the J1 hangar is currently in use as an international ferry terminal with the ground floor for vehicles embarking on ferries for Algeria, and the first floor for passengers. The second floor hosts the Port Training Institute as well as having hosted a number of popular events organized by the city of Marseille since 2013 - when Marseille was the European Capital of Culture.

In 2020/2021, ferries to Algeria will move to the new terminal under construction at Cape Janet, thus allowing the J1 to begin on a new phase in its life.

You can download the “Osez le J1” call for projects from:

<https://www.marches-publics.gouv.fr/index.php?page=entreprise.EntrepriseDetailsConsultation&refConsultation=340040&orgAcronyme=s2d>

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THE "OZÉZ LE J1" CALL FOR PROJECTS AT A GLANCE

The consultation file is available for download at: <http://www.marches-publics.gouv.fr> under reference no. 201706003.

The complete notice for competitive public tender can be found in the Official Journal of the European Union under reference no. 2017/S 126-257749 and on the BOAMP (Bulletin Officiel des Annonces des Marchés Publics) under reference no. 17-92823.

Site visit is mandatory on an individual appointment basis (appointments to be made with the secretariat at the Mission Ville-Port: +33 (0)4 91 39 47 30 or 54.30 | osezlej1@marseille-port.fr).

Deadline for submitting initial proposals is on November 15, 2017 at 4:00PM.

EXCERPTS FROM RULES & REGULATIONS

The J1 Hall, an emblematic building of the Marseille city-port interface built at the end of the 1920s, covers an area of 25,500 sqm spread over 3 levels overseeing two dock stations.

The GPMM intends to bring out the value of the Hall, in its capacity as owner of the maritime public domain and in accordance with its mission.

Located between the Silo d'Arenc and the Saint Jean fort, the hall is ideally positioned at the heart of the new urban ensemble that hosts the latest large-scale developments achieved in Marseille (MUCEM, Villa Méditerranée, Terrasses du Port, Euromed Center, Boulevard du littoral...).

The J1 Hall is currently integrated to the Maghreb passenger terminal at La Joliette, operated by the GPMM. The latter will be able to transfer the activities of this terminal to other premises, as new international terminals located at Cap Janet will be commissioned in 2020/2021. Consequently, and following this transfer, the J1 Hall will be valorized so as to contribute to the outreach and vibrancy of the port and city of Marseille. The Hall will also be part of a general renovation scheme aimed at hosting new activities that will generate revenues for the GPMM. Thanks to its exceptional location and its emblematic mark in the history of both the port and the city, the J1 Hall will become the centerpiece of the prestigious Marseille seafront that is currently in the making. To properly frame this development and have access to the best propositions emanating from players who are potentially interested in investing in the project, the Marseille Port is launching the present international call for projects. The call aims to govern the provision of the J1 Hall area and its surroundings, for the purpose of signing a lease agreement on the public maritime domain with the laureate.

RIGHT-OF-WAYS GOVERNED BY THE CALL FOR PROJECTS

The call for projects covers:

- The J1 (Hall and Surroundings) representing the main component of the project to which all proposals should compulsorily be related;
- Optional right-of-ways covering the south section of the Dike du Large, on which candidates have the possibility to propose (or not) a complementary offer.

The J1 (Hall and Surroundings) right-of-ways covers an approx. 25 000 sqm parcel that includes:

- The J1 Hall with a ground footprint of 8 500 sqm. It extends on 3 levels of 8 500 sqm each, representing a total area of approx. 25 500 sqm;
- The Hall surroundings which consist of terraces stretching to the edge of the docks, covering an area of approx. 16 500 sqm.

The objectives of the call for projects are to:

- Encourage investors to propose large-scale international projects in this exceptional location;
- Create an innovative and multipurpose project for the sustainable development and diverse uses of the J1 Hall, its surroundings and the berths it overlooks;
- Preserve the site's heritage and maritime dimensions and generate new revenues for the Port;
- Promote the opening of the Port onto the city by establishing dynamic relationships between both its urban and maritime usages (especially on the economic and touristic levels);
- Contribute to the development of Marseille's influence as the leading port in France, through an original economic and cultural platform linked to the city's maritime heritage.

Following the call for projects, a temporary lease agreement for the maritime public domain will be signed with the laureate. The agreement will allow the tenant to engage in activities that pertain to the issues described above, while authorizing the Hall renovation works that are necessary for the said activities.

Proposals will be assessed based on the following criteria:

- Value creation for the GPMM;
- Financial and technical credibility of the project;
- Overall quality of the project coupled with its innovative character and sustainability;
- Overall balance of the project.

IN ORDER TO QUALIFY FOR THE CALL FOR PROJECTS, THE PROJECTS SHOULD:**1. Meet the following requirements:**

- Be in line with the mission of the GPMM;
- Be in line with and not contravene the port activity or the commercial stopovers that are adjacent to the right-of-ways;
- Bring out the emblematic maritime value of the site;
- Refrain from proposing the following list of activities or programs:
 - Casino / gaming room / slot machines
 - Nightclub
 - All-office projects
 - All-entertainment projects
 - All-retail projects
 - Projects dedicated to housing or premises to be used as such
(noting that projects that include a hospitality component can be envisioned)

2. Comply with all or part of the following orientations:

- Develop a project offering multiple activities;
- Create a distinctive architectural identity for Marseille's seafront and for the First port of France;
- Allow public access to some of the developed areas in the J1 Hall and nurture the link between the city and the sea;
- Promote cultural and educational activities, whether permanent or temporary;
- Promote the visibility of the marine, port and logistics economy and its affiliated sectors, especially through the development of professional training activities;
- Increase the overall attractiveness of the region.

THE AGREEMENT WILL BE SUBJECT TO THE GENERAL CODE ON PUBLIC PROPERTY

The duration of the agreement will be determined as a function of the nature of the activities to be carried out on the right-of-ways, as well as the nature and scale of the edification works undertaken by the tenant. The tenant shall pay an occupancy fee that comprises 3 components: an entry fee to be paid at the signing of the agreement, a fixed annual fee and a variable annual fee to be disbursed throughout the duration of the agreement. The right-of-ways shall be made available progressively starting from the signing of the agreement. The entirety of the right-of-ways will thus become available following the complete transfer of the international passenger terminal to Cap Janet which is planned for April 2021. The site will be made available in its current state, with the tenant to undertake, at his own expense, all the works which are necessary for his activities. The tenant will be sole responsible for obtaining the administrative authorizations and permits required for his activities and the resulting works. The details and conditions pertaining to the occupancy of the site, especially those linked to applicable regulations and to the proximity to port facilities, are featured in the rules and regulations of the call for projects.

Being subject to a domain lease agreement, the projects shall not have to answer a specific need of the GPMM apart from the valorization of its property assets. They shall be a function of the tenant's initiatives and needs. As such, the procedure to be followed falls outside the scope of public procurement.

The selection process extends over several stages:

- Assessment of proposals acceptability;
- Analysis of acceptability and evaluation of initial proposals;
- Selection of a limited number of candidates eligible for presenting final proposals;
- Negotiation with the selected candidates and submission of final offer;
- Analysis of the final offers;
- Designation of the laureate and negotiation of the temporary public lease agreement.