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Lille Métropole, IMMOCHAN and ALTAREA COGEDIM officially launch a commercial centre dedicated to home furnishings

Lille Métropole, IMMOCHAN and ALTAREA COGEDIM are officially launching a major commercial centre which will be primarily dedicated to home furnishings and located at the site known as "du Petit Menin" located near the communities of Ferrain, Roncq and Tourcoing.

With a scope which is unique in the north of Paris, the project will cover around fifty hectares and will have 100,000 m² of overall floor space including 60,000 m² of retail space.

A project at the heart of the economic strategy of Lille Métropole

The Petit Menin retail project falls under the programme designed to provide 1000 ha of land for the development of activities and employment in the area. This project for a major commercial centre dedicated to the home furnishing sector also falls under the regional urbanisation scheme.

It is therefore perfectly consistent with the economic development strategy which Lille Métropole is launching with the Petit Menin joint development zone, and they have entrusted IMMOCHAN to find retailers which are essentially dedicated to home furnishings, particularly for the "Promenade de Flandre" complex which will be designed by Wilmotte architects and built by ALTAREA COGEDIM and IMMOCHAN.

Shared requirements

The Petit Menin joint development zone is subject to shared requirements in terms of architecture and landscaping (particularly in terms of parking), accessibility (public transport, soft transport modes...) and also in terms of the retailers which will operate there.

The "Promenade de Flandre" complex will fulfil all these requirements and will be a major commercial centre extending beyond the boundaries of Lille Métropole.

Great news for economic development and employment

Around 800 jobs will eventually be created in the Petit Menin joint development zone including 750 at the "Promenade de Flandre" complex. There will also be 200 construction jobs and 50 supplementary jobs created during the pre-opening phase.

The Promenade de Flandre commercial centre is expected to open in the 4th quarter of 2014.

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