

A natural source of development



**SERL**

 developer by nature



# Opt for SERL!

SERL calls on its skills and 50 years of experience in development operations to provide your projects to create, renovate or develop in rural or urban zones with the innovation and performance that they need. With its comprehensive range of services, SERL can support your project, from the design phase through to completion.

Imagine more attractive towns and environments for everyone, then let us help you to build them.

## Defining and identifying new areas of economic growth

- Creation of business parks, industrial estates, combined developments, etc.
- Construction of dedicated facilities (business incubators, business villages).

## Renewing, renovating and redesigning localities and neighbourhoods

- Major urban projects, including the development of public areas, town centres, and combined amenities (residential, business, services, etc.)
- Redefining neighbourhoods and urban centres.

## Creating public and private facilities

- Designing, managing and project commissioning superstructures that are quite remarkable by their size and/or complexity, or that are for more local use.

## Going further with you and for you

- **Facility Management:** this specialised subsidiary of SERL offers a complete response for businesses to meet their Facility Management and business real estate needs. These services form part of a coherent policy that aims to contribute to urban development on an everyday basis.
- **Investing in renewable energies:** SERL has set itself the target of identifying and proposing solutions that use renewable energy in all of its fields of activity.

## A fundamentally different approach

SERL has become a leading player in the development of urban real estate by focussing on the development of available properties and the management of real estate engineering (amicable negotiations, declarations of public interest, pre-emption, expropriation, etc.). Its ability to bring together public and private players, combined with its expert knowledge of real estate issues, can help projects to progress.

HEADQUARTERS OF THE RHÔNE-ALPES REGIONAL AUTHORITY- LYON





**THE SAINT PRIEST TECHNOLOGY PARK - LYON**  
WINNER OF THE 2008 EPL AWARD



## Of people and ideas



**In our capacity as specialists in development projects, we can take charge of your projects from start to finish, calling on experienced experts for every design and construction phase.**

**The synergy that exists between our account managers guarantees the quality and exceptional performance that your projects deserve.**

Our skilled project teams specialising in Urban Renewal, Regional Development, Superstructure and Real Estate Services include architects, urban developers, legal experts and specialists in services and real estate sales, who are ready to make sure that your projects are successfully completed. Our active industry watch and theme-based work groups enable our specialists to provide you with the right, innovative solution every time.

SERL always sets up ad hoc teams to provide an individual response to the needs of every project. The quality of reporting to the customer (usually the local authority) and the respect for the contract form an integral part of the project management methods used by SERL.

### Sustainable development yesterday and today, for tomorrow

While everyone talks about sustainable development today, it has been an everyday concern at SERL for 15 years. Thanks to the Environmental Management System that we use to manage all our projects, we can guarantee that all the short- and long-term environmental factors are taken into consideration:

- High Environmental Quality Constructions
- High Energy Performance Constructions, with extensive use of photovoltaic energy sources



**LES HAUTS DE FEUILLY - SAINT PRIEST**  
A fine example of environmental excellence

# SERL meets your every need

**As a federating force of development strategies, SERL calls on its organisational skills to provide public and private players in the realm of regional and urban development with made-to-measure solutions.**

Thanks to its legal expertise, all public and private development contracts are feasible. Every customer and every project are unique, which is why SERL adapts to meet your needs.

By extending its scope of activity to include the urban and rural localities of the Lyon economic region and its partners in the Nord-Isère, Ain and Loire regions, SERL has become an essential player in the city and its surroundings.

SERL is an operational agency that is more committed than ever to bringing together public and private players and to using its expert skills to develop and complete projects.

## **A public mission or private action: why choose?**

**SERL, as a semi-public company, promotes the values of public interest and social cohesion.**

**But SERL fully accomplishes its mission of making the localities stronger for the well-being and the future of everyone, by setting itself a second objective that consists of achieving economic and financial success in the projects developed with private partners.**

**VAULX-EN-VELIN  
TOWN CENTRE**



**THE TONY GARNIER BUSINESS INCUBATOR  
GERLAND - LYON**





# Working and progressing together

Growth is strong in the basin surrounding the greater Lyon urban area. In its capacity as a professional development agency, SERL prepares and adapts its fields of activity to work with local partners in development operations in areas that require infrastructure of various scales.



**THE SACUNY BUSINESS PARK - BRIGNAIS**

**in 2007**

Business facilities	94,000 m <sup>2</sup> net floor area
Office space	114,000 m <sup>2</sup> net floor area
Business park	30 hectares marketed

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THE OXYGEN TOWER  
LYON PART-DIEU



CONFLUENCES MUSEUM  
LYON



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