LA POSTE IMMOBILIER

Created in 2005, La Poste Immobilier is the real estate arm of French national postal group La Poste. A major player in the country's urban development, it addresses the property needs of both its parent company and local authorities & businesses.

Grâce à son expertise immobilière et postale, elle façonne la ville d'aujourd'hui et de demain avec des bâtiments fonctionnels, innovants et partagés. Filiale du Groupe, elle vise un outil de production optimisé et l'équilibre des territoires.

NEEDS & CHALLENGES

CONTEXT

Boasting a striking architecture, the 18,000 m² urban logistics building was designed by La Poste Immobilier with GSE and architect Anne Démians. Located on a former postal site in Lezennes, Greater Lille, the innovative platform combines urban, architectural and environmental quality – an exemplary ecological conversion of brownfield land. The modular, multistorey building can adapt to the needs of the activities carried on the premises.

PROJECT

The Lezennes facility aligns with La Poste's Horizon 2030 strategy, which aims to develop low-carbon buildings. The project's major challenges include erecting an emblematic building that supports the transformation of Groupe La Poste's activities, while opening up the neighbourhood thanks to a new street that will cross the plot.

TECHNICALS CHALLENGES

Construction of a building combining solar electricity generation and geothermal energy recovery (water-to-water heat pump using groundwater), also providing cooling in summer.
Reuse of 7,300 m3 of crushed concrete to reduce the carbon impact and upcycling of materials for office fixtures & furnishings. Reliance on bio-based materials : aluminium for the façade, wood for the purlins and concrete for the mezzanine flooring.

KEY FEATURES

This industrial incubator will be a next-gen urban hub with 12,000 m² on the ground floor for La Poste Immobilier and a 6,000 m² on the upper floor available for up to 12 business units. Its car park can welcome 12-tonne vehicles. Its green features include geothermal heating using groundwater and a solar farm for on-site electricity generation. The compact layout allows for 15% of green space (5,100 m²), promoting biodiversity. The project combats urban sprawl and is in line with the national goal of net zero soil sealing.



GSE'S ENVIRONMENTAL EXPERTISE AND STRATEGY

FOCUS ON CERTIFICATION

FRANCE / LEZENNES (GREATER LILLE)

LOGISTICS HUB & INDUSTRIAL INCUBATOR - LA POSTE IMMOBILIER

HQE certificate "Très Performant"
BIODIVERCITY label Basic
E+/C- label



CAMILLE GEHIN
DEPUTY CEO
LA POSTE IMMOBILIER

The Lezennes logistics platform showcases La Poste's expertise in converting brownfield sites and helping to create carbon-neutral cities. The project embodies our strong commitment to CSR and our vision of an innovative & sustainable future. We are breathing new life into this space and creating a modern environment that anticipates the future needs of both La Poste and the region in general. Our project management competition aimed to demonstrate that logistics platforms can be much more than just functional structures. We chose Anne Démians' project for its ability to blend harmoniously into the surroundings and to deliver both functional and aesthetic value.