

## Eco-Cité Zenata

by Sakina AGOUMI / © 2016-07-27 14:57:01 / Maroc / © 12423 / FR



**Address 1 - street** : route pl AIN HARROUDA, Maroc

**Population** : 300 000 hab  
**Number of jobs** : 100 000 emplois  
**Starting year of the project** : 2006  
**Delivery year of the project** : 2030  
**Key words** :



1830 ha



2 100 €

Proposed by :



### ID CARD

Eco-Cité Zenata, one of the last strategic reserves of Greater Casablanca, is a modern and dynamic city of services with the ambition of reducing the socio-economic imbalances between the East (Zone Anfa) and the West (Zone Aïn Sbaa / Sidi Bernoussi) in Greater Casablanca and to promote social and spatial mixing through the creation of high value-added jobs.

### Programme

- Housing
- Offices
- Businesses and services
- Public facilities and infrastructure
- Public spaces
- Green spaces
- Others

## Project progress

- Delivery phase
- Operational phase

## Procedure type

- Urban développement permit
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## Prescriptions and zoning

- Particular conventions
- Coastal area regulation

## Key points

- Governance
- Quality of life
- Economic development
- Mobility
- Smart city
- Resources
- Biodiversity
- Energy /Climate

## Approaches used

- Ecodistrict national label
- AEU
- Agenda 21
- Local charter
- Others

## More info

<http://www.zenataecocity.ma>

## Data reliability

Self-declared

## TERRITORY

### Type of territory

The Eco-Cité Zenata is an area of 1 830 ha, located in the commune of Ain Harrouda and in the 2nd northern crown of Greater Casablanca. It extends along the Atlantic coast, on 5.35 km of coast and 3.5 km of depth, from the sea to the highway ..

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Eco-Cité Zenata is strategically located at the crossroads of the two largest cities of the Kingdom: Rabat, the administrative capital and Casablanca, the economic capital. It is also at the intersection of various hubs, road and railway infrastructure, logistics and air

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### Climate zone

[Csa] Interior Mediterranean - Mild with dry, hot summer.

## KEY FIGURES

## GOVERNANCE

### Project holder

Name : Zenata Development Company

Type :

General description :

Zenata Development Company, CDG Group

<http://www.zenataecocity.ma/une-ville-eco-concue/referentiel-eco-cite>

### Project stakeholders

Construction21 company page :

## QUALITY OF LIFE

### Quality of life / density

First Development Zone

Due to the large spatial and temporal scales of Zenata Eco-Cité, the project steering body decided to approve a sectoral development plan of 800 ha gross / 1 830 ha corresponding to the First Development Zone.

Innovative urban planning

The Zenata Eco-City was conceived on the basis of the three fundamental pillars of sustainable development: the environmental, the social and the economic. Thus, as a sustainable city, the Eco-Cité Zenata is based on innovative concepts that combine urbanization with nature and value the social and functional mix at the service of the current and future community

A Greener and Open City

The Eco-Cité Zenata, a lively, green city, devotes 470 hectares, or 1/3 of its territory, to green spaces distributed in such a way as to correspond to the layout of the aeraulic structure.

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Among the major green spaces, the metropolitan axis opens the city on the sea. It stretches for 3 km, from the urban highway (Casablanca-Rabat) to the coast, covering an overall area of 40 hectares With widths between 50 m and 200 m.

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A large city on a human scale

The city is composed of a mosaic of autonomous centers of life. Each center of life, organized according to the traditional principles of the Moroccan medinas, offers all the necessary local amenities in education, worship, health, commerce and transport.

Thus, the centers of life revive the old-fashioned charm of real neighborhood life.

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### Ambient air quality and health

The management plan takes into account the optimization of natural resources at the city level. Through major urban innovations, the Eco-Cité Zenata benefits from the natural assets of the territory.

**- Air**


An oblique aeraulic pattern that follows the direction of the prevailing winds of the region (North West-South East) was modeled to create a ventilated city. Eco-Cité Zenata therefore uses the wind direction to allow aeration of the city: natural refreshment of 2 to 3 ° C in summer and regulation of humidity in winter

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## ECONOMIC DEVELOPMENT

### Local development

The Zenata Eco-City model is based on economic development with the ambition of creating 1 job for 3 inhabitants, mainly in services. In order to anchor the city and launch its ambition of supraregional influence, four core activities are planned and structured with high added value:

An international university campus  [A medical center of excellence](#)

A shopping and leisure center  [The logistics cluster](#)

### SOLUTIONS

<http://www.zenataecocity.ma/un-amenagement-novateur/activite>

## TRANSPORT

### Mobility strategy

A territory fully accessible by alter-mobility



Harmonious mobility combines collective and soft mobility and offers an efficient alternative to the all-car to reduce the city's ecological footprint.

The collective mobility plan provides for the installation of a multimodal station (train, RER, tramway, bus) and a bus network with high level of service.



The gentle mobility plan provides for walking and cycling through a 12 km circuit of convenient, comfortable and secure linear parks. This circuit is disconnected from circuits with se

Ures and responds to the practices of the city of proximity, linking the different living units of the neighborhoods that make up the Eco-Cité Zenata.

These modes of travel symbolize a sustainable way of life combining efficiency with the pleasure of moving in an attractive public space.

### SOLUTIONS

- Soft transportation
- Collaborative transportation
- Parking management

## Contest

### Building candidate in the category



Grand Prix Ville Durable





Coup de Cœur des Internautes



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