

149064-2026 - Result

France – Advertising management services – Mobilier urbain

OJ S 44/2026 04/03/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Ville de Saint-Palais sur Mer (17)

Email: cm.leroy@stpalaissurmer.fr

Legal type of the buyer: Local authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Mobilier urbain

Description: Mise à disposition, installation, entretien, maintenance et exploitation de mobilier urbain publicitaire et non publicitaire ainsi que de micro-signalisation

Procedure identifier: 21ba7c3f-53b3-4dd7-9635-39de44e35b66

Internal identifier: 6/2025

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341200 Advertising management services

2.1.4. General information

Legal basis:

Directive 2014/23/EU

5. Lot

5.1. Lot: LOT-0001

Title: Mobilier urbain pour affichage publicitaire et information municipale

Description: Mise à disposition, installation, entretien, maintenance et exploitation de mobilier urbain

Internal identifier: Lot 1 : mobilier urbain pour affichage publicitaire et information municipale

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341200 Advertising management services

5.1.3. Estimated duration

Duration: 180 Months

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.7. Strategic procurement

Green Procurement Criteria: No Green Public Procurement criteria

5.1.10. Award criteria

Criterion:

Type: Quality

Name: Valeur technique

Description: Valeur technique

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 70

Criterion:

Type: Price

Name: Valeur financière

Description: Valeur financière

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 30

5.1.16. Further information, mediation and review

Mediation organisation: Tribunal administratif de Poitiers

Review organisation: Tribunal administratif de Poitiers

Information about review deadlines: Référé précontractuel jusqu'à la date de signature du contrat (art L.551-1 et suivants et R.551-1 et suivants du code de justice administrative).

Référé contractuel dans un délai de 31 jours suivant la publication de l'avis d'attribution du contrat (article L.551-13 et suivants et R.551-7 et suivants du code de justice administrative).

Recours en contestation de validité du contrat dans un délai de 2 mois à compter de l'accomplissement des mesures de publicité appropriées (CE Ass 4 avril 2014, département Tarn et Garonne n°343435). Ce recours peut, le cas échéant, être assorti d'un référé suspension (art L.521-1 du code de justice administrative).

Organisation providing information concerning the general regulatory framework for taxes applicable in the place where the contract is to be performed: Centre des finances publiques

Organisation providing information concerning the general regulatory framework for environmental protection applicable in the place where the contract is to be performed: Ville de Saint-Palais sur Mer (17)

Organisation providing information concerning the general regulatory framework for employment protection and working conditions applicable in the place where the contract is to be performed: Ville de Saint-Palais sur Mer (17)

Organisation providing additional information about the procurement procedure: Ville de Saint-Palais sur Mer (17)

Organisation providing offline access to the procurement documents: Ville de Saint-Palais sur Mer (17)

Organisation providing more information on the review procedures: Tribunal administratif de Poitiers

Organisation signing the contract: Ville de Saint-Palais sur Mer (17)

5.1. Lot: LOT-0002

Title: bi-mâts de signalisation des commerces, des entreprises et des équipements publics

Description: Mise à disposition, installation, entretien, maintenance et exploitation de mobilier urbain

Internal identifier: Lot 2 : bi-mâts de signalisation des commerces, des entreprises et des équipements publics

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341200 Advertising management services

5.1.3. Estimated duration

Duration: 180 Months

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.10. Award criteria

Criterion:

Type: Quality

Name: Valeur technique

Description: Valeur technique

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 70

Criterion:

Type: Price

Name: Valeur financière

Description: Valeur financière

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 30

5.1.16. Further information, mediation and review

Mediation organisation: Tribunal administratif de Poitiers

Review organisation: Tribunal administratif de Poitiers

Information about review deadlines: Référé précontractuel jusqu'à la date de signature du contrat (art L.551-1 et suivants et R.551-1 et suivants du code de justice administrative).

Référé contractuel dans un délai de 31 jours suivant la publication de l'avis d'attribution du contrat (article L.551-13 et suivants et R.551-7 et suivants du code de justice administrative).

Recours en contestation de validité du contrat dans un délai de 2 mois à compter de l'accomplissement des mesures de publicité appropriées (CE Ass 4 avril 2014, département Tarn et Garonne n°343435). Ce recours peut, le cas échéant, être assorti d'un référé suspension (art L.521-1 du code de justice administrative).

Organisation providing information concerning the general regulatory framework for employment protection and working conditions applicable in the place where the contract is to be performed: Ville de Saint-Palais sur Mer (17)

Organisation providing additional information about the procurement procedure: Ville de Saint-Palais sur Mer (17)

Organisation providing offline access to the procurement documents: Ville de Saint-Palais sur Mer (17)

Organisation providing more information on the review procedures: Tribunal administratif de Poitiers

Organisation signing the contract: Ville de Saint-Palais sur Mer (17)

6. Results

Value of all contracts awarded in this notice: 92 183,00 EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: Philippe Védiaud Publicité

Tender:

Tender identifier: Philippe Védiaud Publicité

Identifier of lot or group of lots: LOT-0001

Value of the tender: 78 547,00 EUR

Subcontracting: No

Contract information:

Identifier of the contract: 2026rsz8h00

Date on which the winner was chosen: 05/02/2026

Date of the conclusion of the contract: 23/02/2026

Organisation signing the contract: Ville de Saint-Palais sur Mer (17)

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 2

6.1. Result lot identifier: LOT-0002

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: Philippe Védiaud Publicité

Tender:

Tender identifier: Philippe Védiaud publicité

Identifier of lot or group of lots: LOT-0002

Value of the tender: 13 636,00 EUR

Subcontracting: No

Contract information:

Identifier of the contract: 2026ckti6h00

Date on which the winner was chosen: 05/02/2026

Date of the conclusion of the contract: 23/02/2026

Organisation signing the contract: Ville de Saint-Palais sur Mer (17)

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 3

8. Organisations

8.1. ORG-0001

Official name: Ville de Saint-Palais sur Mer (17)

Registration number: 21170380600011

Postal address: 1 avenue de Courlay

Town: Saint Palais sur Mer

Postcode: 17420

Country subdivision (NUTS): Charente-Maritime (FRI32)

Country: France
Email: cm.leroy@stpalaissurmer.fr
Telephone: +33 546235656
Internet address: <https://www.marches-securises.fr>
Buyer profile: <https://www.marches-securises.fr>

Roles of this organisation:

Buyer
Organisation providing additional information about the procurement procedure
Organisation providing offline access to the procurement documents
Organisation providing information concerning the general regulatory framework for environmental protection applicable in the place where the contract is to be performed
Organisation providing information concerning the general regulatory framework for employment protection and working conditions applicable in the place where the contract is to be performed
Organisation signing the contract

8.1. ORG-0003

Official name: Tribunal administratif de Poitiers
Registration number: 17860004500029
Postal address: 15 rue de Blossac
Town: POITIERS
Postcode: 86000
Country subdivision (NUTS): Vienne (FRI34)
Country: France
Email: greffe.ta-poitiers@juradm.fr
Telephone: +33 549607919

Roles of this organisation:

Review organisation
Organisation providing more information on the review procedures
Mediation organisation

8.1. ORG-0004

Official name: Centre des finances publiques
Registration number: 13001141400625
Postal address: 108 boulevard de Lattre de Tassigny
Town: ROYAN
Postcode: 17200
Country subdivision (NUTS): Charente-Maritime (FRI32)
Country: France
Email: t017038@dgfip.finances.gouv.fr
Telephone: +33 546235454

Roles of this organisation:

Organisation providing information concerning the general regulatory framework for taxes applicable in the place where the contract is to be performed

8.1. ORG-0005

Official name: Philippe Védiaud Publicité
Registration number: 75106571500136
Town: GOUVIEUX
Postcode: 60270
Country subdivision (NUTS): Oise (FRE22)

Country: France

Email: alex@vediaud.net

Telephone: +33 134197677

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001, LOT-0002

Notice information

Notice identifier/version: 898cab21-45b2-48fe-b103-72718d756c07 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

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