

Histoire et territoire à la croisée des chemins

The original village of *Bouillon* saw the creation of the seaside resort of *Jullou* in 1874 on a coastline that had not yet been «conquered» except for a few fisheries, but especially without any desire for leisure, a practice still unthinkable outside the minds of a handful of privileged people. Yet this is the starting point of the commune of Jullouville as we know it today, primarily in its organization and urban planning, but also in its occupation. Its history makes it a city with characteristics strongly rooted in a dynamic past and with a fierce desire to be part of its territory.

The municipality, as it was established in 1951 under the name *Bouillon-Jullouville*, effectively acts as a link between the village, its pond, and the seasonal town. However, it was with the merger of 1973 that the desire to further occupy an area opening onto the Bay of *Mont Saint-Michel* emerged, giving it strength, allowing it to emerge alongside the important cities of *Granville* and *Avranches*. These toponymic and territorial changes partly explain the difficulties the commune faces in uniting today, between seasonal and sedentary residents, socioeconomic disparities, land and sea, city and countryside.

However, an epicenter emerges, at the edge of these antagonistic spaces, at the perfect articulation between bocage and beach, the colony of Saint-Ouen. When it was built in the 1930s, it was decided that only one orientation made sense: the coast, as its location suggests. After the war, the commune chose a very identifiable and true marker name, Jullouville, while joining the hinterland and its neighbors through a merger that is still in place. Nevertheless, development turned towards the seaside, the free space between colony and coast being gradually filled with second homes.

Yet, given what the territory offers, ambitions can be nurtured to develop a project for and with the region, given its vast potential. In this context, even uncertainties become an asset, allowing for innovation and excitement through a future project that would bring hope, political will, and common interest. The town, framed by the *Thar* River to the north and the granite cliffs to the south, nevertheless benefits from a wide range of activities, from the sea to the bocage, from agriculture to leisure, from everyday life to seasonal work. From the element-by-element analysis, a web is woven and constantly returns to the pivotal point: *the Bouillon pond* and, consequently, the holiday camp as its figurehead.

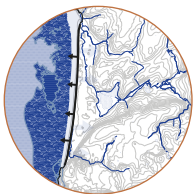
1. An orientation in question

Jullouville is primarily perceived as a seaside resort, but only a tiny portion of its urban area faces the sea. The rest of its territory stretches between the heights of the granite cliffs of Carolles to the south and the wooded plateaus to the north. Between rising waters and already reached sprawl potential, Jullouville must reinvent itself to continue to develop. So what solutions are there to avoid going around in circles? This basin-like situation has great qualities, including urban clarity, while also being a form of vulnerability. The town's space is limited, urban sprawl is no longer a solution, the town must transform itself.



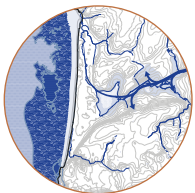
2. The Channel threat

Jullouville, like many coastal towns in the Manche region, faces the major and exacerbated risk of climate change over the years, which humans do not know how (or want) to stop. Coastal erosion and submersion have long been crucial issues and have been tackled head-on by residents within the Authorized Syndicate Associations, supported by the town hall, with the aim of defending themselves against the onslaught of the sea in a major works campaign in 2027. However, the rising waters, inexorable to date, remain a major shift for the coast, the hinterland is a potential refuge around a reactivated centrality. The damage caused by the strongest tides, likely to recur over time, is forcing the town, its residents and visitors to turn even more strongly towards alternative land use solutions. Without neglecting the exceptional beach, the scene of numerous events, steeped in history and an undeniable drawcard for the leisure economy. The seawall, which serves as the town's bulwark for a significant portion of its economy, is also set to modernize, evolve, and potentially become the site of a cutting-edge coastal preservation effort.



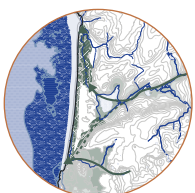
3. In midwater

Natural risks related to water are also linked to the *Thar* Valley, whose floods and variations in flow can have a significant impact on the municipality where it joins the sea and the *Bouillon* pond, which it feeds. Whether for floods or droughts, the risk increases year after year for biodiversity and built heritage, especially downstream as the ground level approaches that of the sea. Also, the site of the colony, attached to the pond, seems to be able to become a fallback solution, between the sea and the coastal river. It is also possible to implement solutions allowing greater latitude in managing the flow of the river's water by recreating meanders and other basins upstream of the valley, in areas where urbanization is not very present. The site of the colony can also participate in this buffer system, having buildings whose ground floors are located well above the low points. For a dual effect, allowing water to enter defined areas to preserve the rest of the project. This regulation, in addition to reducing flood peaks and their impact on the urban space downstream of the valley, will also improve water quality and biodiversity, thereby strengthening the ecosystem of the *Mare du Bouillon*.



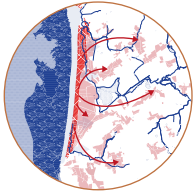
4. Green hyphens

The streams flowing in the valley, as well as the cliffs of Carolles, supporting a substantial vegetation, form ribbons of greenery that trace a path towards the coast, like a cone of view from the pond and the colony. Going up them little by little allows one to truly return to nature, the hinterland being largely occupied by agriculture; pastures and fields forming the majority of the landscape. It is then that the evidence of the connections appears, from the long-distance hiking trail 223 which instinctively follows the seafront before skirting the pond of *Bouillon* from the surrounding plateaus. By discreetly skirting the site of the colony, always at a good distance from the nature reserve, the opportunity of the refuge emerges.



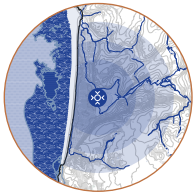
5. Rebuild the communal fabric

The town hall has begun work to enable it to continue to develop, focusing on conquering invisible land such as empty spaces, wastelands, interstices, garden beds, etc.; to accommodate new uses. As such, it is also important to de-impermeabilize the territory, thus avoiding complex management of water remaining on the surface. This approach goes hand in hand with the renovation and rehabilitation of existing buildings. The under-occupation of buildings and places such as campsites, and consequently of the territory itself, are real problems for municipalities like Jullouville; both in terms of year-round housing capacity and in relation to the municipality's activity. While nearly 61% of the municipality's housing is intended for secondary residences (2021 data), it is crucial to regain a larger share for primary residences. While climatic hazards risk forcing coastal residents to move inland, "zero net artificialization" is an essential development logic and Jullouville has already partly committed to this path, remains a significant reservoir already built, downstream from the villages of the bocage, the former holiday camp.



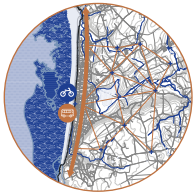
6. At the heart of the territory

Beyond its strong geographical location, the site of the colony stands out as a true epicenter within a now connected Jullouville. On the edge between the seaside Jullouville and its bocage counterpart, in the hollow of a valley gently sloping towards the English Channel, this site represents many assets to make it a place of convergence between all its inhabitants. Entirely oriented towards the sea and perceived today as a border between two territories, the former colony can be the link, putting an end to the merger of 1973 by equipping itself with a new village square, looking in all directions around it and addressing the greatest number.



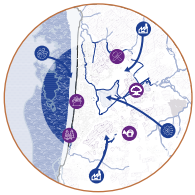
7. Reconnect the elements

While the approach to Jullouville passes through some of the towns that make up the commune, one cannot help but notice the relentless role of the car, almost the only solution on this scale, outside of leisure, to discover the surrounding area and reach the Jullouville coastline. Yet one axis is beginning a new vision, relatively new and probably strongly linked to the seaside character of the town. The cycle link to Granville via Saint-Pair-sur-Mer is the embryo of a much larger adventure, in the midst of a rich environment, as nature occupies a very large place there. Also rich in opportunities, with strong potential between the coastline and the bocage. The connection from the outlying towns then takes on a completely different color, made of possibilities, desire, new lifestyles and cultural reversal. Combining the useful with the pleasant and connecting interests through transport, from bicycles to electric shuttles, from buses to horses. Reworking the roads and highways to share, optimize and renature. Allowing oneself to divert such a pragmatic network towards the pleasant, including that of the new colony project.



8. Activate local resources

The numerous connections present in the territory, both natural and human, weave a tight network winding around the former colony. Practically equidistant are the beach and the first farms, both opening the doors to research, linked to climate change, which impacts both human activity and natural elements in the more or less long term. The resource is immense in a territory such as this, particularly for tourism, already present but still full of potential, linked to the environment, biodiversity, and a growing desire to return to nature. These same assets can be mobilized to develop new forms of business, innovation, and betting. At the epicenter of all this, lies a built reserve hoping only to regain vitality, forge connections, and be propelled by a teeming territory, inevitably imperfect but with remarkable potential.



At the heart of the common interest

Centrally located, yet barely identifiable today, the holiday camp enjoys a highly enviable location, on the edge of a protected natural area and a quiet residential neighborhood living to the rhythm of the seasons. However, the surroundings of the *Thar* Valley, with its numerous high points, offer little view of this important site. Far from seeking to rescue this site from its relative anonymity, the primary need is to give it a clear and distinctive identity. Transforming it from private property offered to the children of *Saint-Ouen* to a shared space centered around its closest residents, with a single approach to the future: **the common interest**.

This is what drives the project to redevelop this site: to bring it back to life, offer it year-round life, and make it one of the driving forces of a revitalized community. At the heart of the project are, of course, the site's three iconic buildings, whose dimensions allow for a variety of programs within a single location and seem destined to house a strong, active, and driving force for the site, the city, the region, and even the department—a flagship location for the **Social and Solidarity Economy (SSE)**. Organized by a collegiate organization, taking advantage of already democratized uses, the site is brought to life under the leadership of the town hall, which remains a major user and owner of the site within a **Collective Interest Cooperative Society (CICS)**, thus giving a voice to users, employees, and all those involved in bringing the former holiday camp back to life. A new participatory city center is being established, in which the residents of Jullouville are primarily involved.

The project focuses on **chronotopia**, with maximized use of space, thereby avoiding the construction or use of locations with very low occupancy rates. Thus, the same premises are intended to be used all year round, all week, all day, regardless of its occupants. With the implementation of simple, sober and effective essentials, such as the modularity of furniture, partitions and technical means, the spaces adjust spatially and offer multiple usage solutions. Thanks to storage management adapted to the rotation of uses, the adaptability of the spaces is maximized. From shared craft workshops to shared meeting rooms, it is an entire organization that is reflected on the scale of the site opening to continuous use, all year round. Moving from professional activities to the associative world, the former holiday camp is the place where everyone meets, gets to know each other, lives and evolves.

The Bouillon's pond

Untouched by any human presence or activity, this remarkable space is an exceptional point of interest. With its vegetation belt, it is a cradle of biodiversity to be admired, at a relative distance from the colony. The establishment of a large-scale site at its gates must therefore be adapted, both in its work and its occupation. Respect the tranquility of the place, the rhythm of the species, their reproduction, and the seasons.

The Sanctuary

Like a miniature reserve in the heart of the park, a refuge of biodiversity, protected from humankind. A specimen where fauna and flora retain all their rights and where water, whether surface or rainwater, is not a threat but a cradle of biodiversity.

The Common Property

The centerpiece of the site and its starting point, the castle is remarkable as much for its granite as its large spaces as well as the immense roofed plateau, allowing it to host in the same day business seminars, local associations, a wedding while feeding the whole and beyond.

The Ceremonies Glade

Between granite and vegetation, an almost intimate space, ideal for republican ceremonies and other wine receptions or association meetings.

The little Holiday Camp

As the seasons change, the small colony rediscovers the childlike bustle of yesteryear, sometimes during the holidays, sometimes on Wednesdays without school. Activities take place during the day, while classes on field trips and seminarians sleep at night.

The Parties Meadow

At the heart of the park lies the new village square, hosting the most popular events. With the utmost respect for users and its environment, there's no sound system, but all the warmth of village festivals or Social and Solidarity Economy gatherings.

The Mother Ship

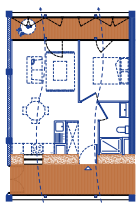
Throughout its length, the flagship of the site presides over the unifying activity, between services, commerce, housing, crafts, research, artists, the link between the site, opening wide its wings to welcome the greatest number 365 days a year.

Frugality, sobriety, efficiency

The strength of the infirmary and holiday camp buildings lies in their well-known and appreciated architectural pillars: **a free-form plan, a roof terrace, and strip windows**. The site's architecture is remarkable, thanks to the high-quality arrangement of the facades, treated with sobriety and elegance, and benefiting from the use of quality materials, still in excellent condition today. The structure of the buildings emphasizes concrete and is so precisely proportioned that it is barely noticeable, thus offering extreme freedom of configuration. The château is no exception, with its beautiful volumes and, once again, the possibilities for varying the relatively large interior spaces. The existing envelope is self-sufficient and in no way betrays any future interior developments. This is therefore the focus of the project, rethinking the spaces, making them varied and lively.

However, as a first step, it is appropriate to preserve some of the existing interior spaces with reasonable and interesting proportions. This makes it possible to quickly implement programs to create workspaces, reception areas, shared spaces, and more. This initial assessment of the site also involves a crucial phase of diagnostics, research into sources of materials—whether local, recycled, geo-sourced, or bio-sourced—documentation, and reflection on potential innovations, all guided by key principles: **frugality, sobriety, efficiency**. Furthermore, adapting the built environment to climate change and new ways of living requires the implementation of summer and winter thermal comfort solutions. We cannot imagine these solutions as overly technical or technological, as it is possible to produce the same effects in a more sober manner.

The two 1930s buildings possess all the qualities required for a gentle, respectful, and effective renovation. Large through-spaces provide ventilation as well as the creation of a second interior skin and a thermal buffer. Combined with high ceilings, which promote light in winter while preventing solar heating in summer, the structure allows for the passage of non-mechanical networks, natural ventilation chimneys, and hot water outlets generated by the greenhouses on the roof. Given the layout of the site, these solutions seem obvious and allow the site to become a lasting driver of the municipality's new ambitions, which can be sustained in the spirit of the **common property** and **collective interest**.



Conceptual plan

From small to large homes, the living spaces fit between the facades without altering them, taking advantage of the existing structure to create outdoor spaces for each dwelling, such as loggias or winter gardens, acting as buffer spaces between the insulated interior and the exterior.

Observatory

The observatory, managed by the *Conservatoire du Littoral*, allows for discreet and remote observation of the major ecosystem surrounding the site of the former colony. Opened sparingly, it is not intended to be a tourist attraction, but rather an educational one.

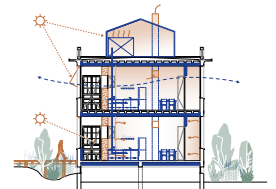
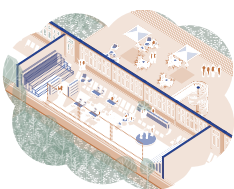


Store & café-théâtre

The large, capable space of the former refectory has all the halls of a village multi-purpose hall, but has been redesigned to reflect the ecosystem that finds its place within the project. The space is flexible, with its modular furniture and folding bleachers, allowing it to accommodate assemblies, shows, or large celebrations at will.

Bioclimatic section

From the valley at the foot of the facade, allowing the ground to live and protect the building from the sun to the interior trombe wall responsible for restoring heat, summer/winter comfort is treated with sobriety. While ventilation from facade to facade is maximized by the chimney effect produced by the rising duct.



Winter, human warmth and sobriety

An icy wind methodically blows down on the Manche coastline while a few hundred meters away, residents enjoy housing thermoregulated by the few rays of sunshine that strike the trombe walls installed behind the most exposed facades. The large glass surfaces maximize solar gain and open up the view onto a park offering a seemingly lethargic appearance, taking advantage of a drop in activity to recharge its batteries. The sun is also used to warm the air and this time power a greenhouse system generating domestic hot water and heating, all without neglecting to provide the plants with their doses of photosynthesis. Researchers and agricultural engineers then get busy, observing and experimenting with new solutions to be implemented a few fields away, with the aim of recharging local agriculture in line with climate changes. Thus, the site remains fully active, whatever the season, without being dependent on summer visitors or weather conditions. Children are accustomed to it during the school year, for a significant part of the activities offered to them by cultural associations or according to their registrations at the leisure center. And while school is not yet finished, it is the company seminars that take over the place, a rehearsal room becoming a meeting room. As the light fades quickly, the lights from the housing units warmly bathe the park with their beams, guiding the few visitors towards the large modular space that is the ESS store, transformed this evening into a café-theater to warm the bodies and hearts of those who wish.

Spring, abundance of activities

Here a light bark, there a tumult of chirping, and then nature gets back to work. The first hikers of this early April have chosen to stop at the gates of the Bouillon pond in a gîte d'étape. After a restful night in their dormitory overlooking the pond and a hearty breakfast eaten in the company of researchers and other passing workers, they are now preparing to continue their journey on the GR223 towards Granville and beyond. For this is also the great quality of such a site, offering a range of first-rate skills and in direct connection with the local resource. Jullouville has thus become a place of exploration and observation. The most immediate being disconcertingly accessible, a simple spiral staircase, a vestige of another era, soars ever higher towards a platform placed above the last level of the central part of the Vaisseau. From there, silence and patience reign supreme, camouflaged behind judiciously open walls, behind vegetation acting as a filter, the species populating the Bouillon lake enter their breeding season. On the other side, it is the fruit trees that begin the same process, their budding buds feeding the park's orchard for another season. While it is still too early to think about enjoying the fruits, it is the stands of local producers that take place, exhibiting foodstuffs from lands that could not be closer and even for some of them from the seed library that the site is slowly building up, reintroducing neglected species or adapting cultivation to the soils, climate, and practices.

Summer, unifying conviviality

West of Kairon Avenue, the shutters are now all wide open, the second-home residents are back home, enjoying both the beach when the sun is at its zenith and the terrace of the pond café, sharing the former refectory with the craft and reuse store. Under the awning, discussions are in full swing, between the small home help company celebrating their family's holidays while applauding the performances of amateur musicians, who have come to benefit from the springboard offered to them all summer, with the sole obligation of complying with the charter established for eco-friendly events. While the buildings and vegetation act as a soundproofing wall, it is nevertheless impossible to envisage providing sound for any performance; the space given to wildlife is predominant. Set back, in the shade of the trees, the children of La Petite Colonie take advantage of the cool island that the park represents to have their snack upon their return from the beach. Observing the strange ballet of the site's inhabitants, all windows closed, making the most of the freshness brought by the wind towers discreetly emerging from the roofs of the greenhouses. As arrivals and departures unfold, groups form and break up, the students of the sailing club arrive by bike when the shuttle from the surrounding villages drops off a group of young seniors at the entrance to the open-air theater to attend one of the summer performances as part of the activities organized by the town. A warm summer night begins, prolonging the activity of the site until dusk, when the castle restaurant lets its last customers leave.

Autumn, start a new cycle

The end of September is already here, a new school year has begun, and the first field trips have just arrived at Le Bouillon. Between classes at the castle in the morning and biodiversity-themed activities in the afternoon, the days are busy but fueled by the restaurant, which serves as a site-wide canteen for all its occupants, young and old. The offerings are simple, yet sufficiently locally rooted to allow for perfect seasonality and inventory management. From the kitchens on the ground floor of Le Bien Commun, supplies and distribution are short-circuited, to the restaurant on the garden level, which, like every month, takes on a different form as the weekend approaches. The town hall has an annex there as a wedding hall, benefiting from a remarkable space that showcases these special occasions. Thus, the ceremonial clearing comes to life once again, allowing gatherings around a buffet prepared on the floor below. As the protective plant barrier built up since spring, particularly in front of the inhabited wings, begins to diminish leaf by leaf, another page is about to turn and the observatory allows us to understand its motives. The first migrants will soon begin their journeys and show off their plumage for the last time of the year. This choreography also takes place under the watchful eye of the artists in residence who are beginning their stay in Jullouville, following in the footsteps of their predecessors from the Vallée des Peintres for some, taking advantage of the large rooms made available to rehearse their shows currently being developed.