



Productive  
cities

**ANGERS**

**SAINT-SERGE NORD  
BOULEVARD RAMON**

**BUSINESS PARK VERSUS  
ACTIVE CITY**

Site brief



# GENERAL INFORMATION

## **SITE REPRESENTATIVE :**

Angers Loire Métropole - the city of Angers - AURA (Urban planning Agency for the Angevine Region)

## **ACTOR(S) INVOLVED :**

ALTER - SPL Anjou Loire Territoire (a public development corporation) - ALDEV (Agency of Economic Development of Angevine Region)

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## **TEAM REPRESENTATIVE:**

Architect and/or urban planner and/or landscaper

## **EXPECTED SKILLS WITH REGARDS TO THE SITE'S ISSUES AND CHARACTERISTICS :**

Urbanism, architecture, landscaping, programming, sociological, economics, environment et water management

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## **COMMUNICATION :**

Communication after the competition, December 1<sup>st</sup> 2017

## **JURY – 1<sup>ST</sup> EVALUATION :**

With the participation of the site representatives

## **JURY – PRIZE SELECTION :**

Ranked selection : with Winner (€12.000) Runner-up (€6.000) and Special Mention (no reward)

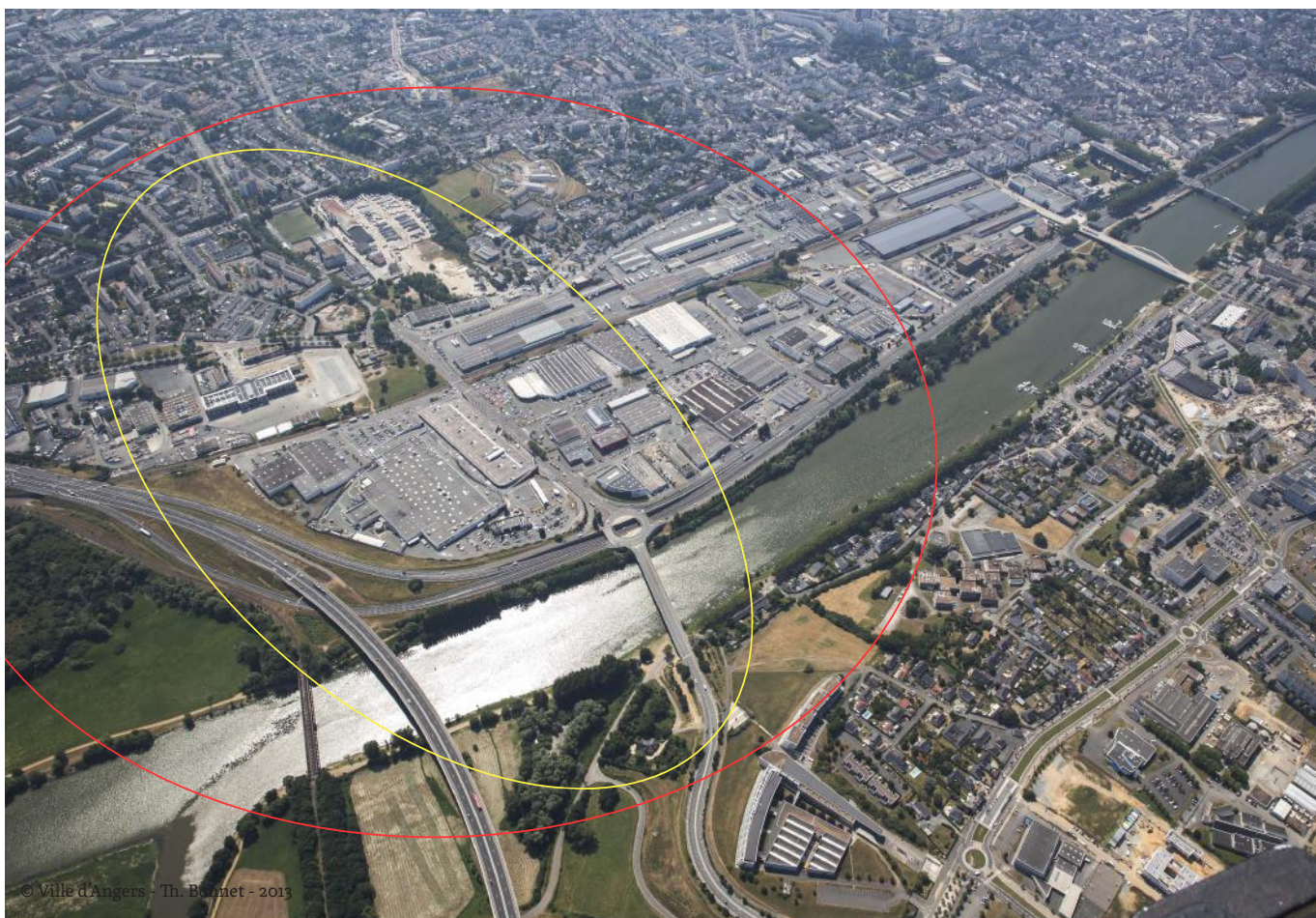
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## **POST-COMPETITION INTERMEDIATE PROCEDURE :**

-Meeting with sites representatives and 3 selected teams, organized by European France in Paris, february/mars 2018.  
-On-site meeting with sites representatives and 3 selected teams organized by cities and partners from january 2018.  
-Assistance and consultancy to the cities and partners, also their collaborators, for the implementations processes, by european france.

## **MISSION GIVEN TO THE SELECTED TEAM(S) FOR THE IMPLEMENTATION :**

Workshops, urban and/or architectural study and/or project to initiate with partners



1	FR-ANGERS-SS-APo1
2	FR-ANGERS-SS-APo2

## THE GOOD HEALTH OF EUROPAN\*

This is the title of an article published in the Revue *Urbanisme* (1), last January, about the European Intersessions forum organised by Europan. It emphasizes the importance and vitality of this innovative and unique competition. During this forum, sites representatives, experts and young selected candidates from 15 different countries got the chance to meet. For the Europan 14 sites launching, a lot of actors came and met, between 'adaptable and productive cities'.

For the launching of Europan 14 competition, France is presenting 11 sites to the European candidates. But before that, municipalities undertook a significant upstream work with their team and multiple partnerships. The preparation of the competition documents takes time: it is the first year of the session. The « Productive cities » theme aims at all territory scales and parts of society of our European culture. Eminently, it is a contemporary and topical theme. Expectations are high but as always, in a spirit of openness, listening and discovery. To ensure ideas can become real and encourage actions, they already need to be expressed and discussed collectively, between sites representatives, experts, jury members, on a national and then, European level. This fertile ground fosters the in-situ experimentations after the competition for the selected teams. In France, there will be three of them per site.

*« Architecture is a driving force that can provide adequate, ingenious, innovative answers regarding contemporary society's issues for the future »* (2)

**FROM ADAPTABLE CITY TOWARDS PRODUCTIVE CITIES, THE THEME IS FOLLOWING THE PREVIOUS ONE.**

“Productive cities” emphasizes on activity diversity, housing and lifestyles in the city centre or in the periphery. Production refers to productive activities, and therefore to places, architecture, urban interactions and associations, contemporary production of the city. Thus, the theme aims at questioning the artisanal and industrial production, services, of which origins and outcomes and therefore forms are changing. (3)

Several sites from the 13th session – Adaptable city – showed how essential it was to think in terms of process, structuration, and negotiations so production in the city can be sustained or renewed, as some of the E14 sites are showing. Some others are concerned about the role of the

city in some places dedicated to the production of products that have become obsolete or in mutation. This idea of production that we must imagine because of its strong diversity may demonstrate the renewal of urban and typology morphology. It can be transformed, adapted to lifestyles, hybrid forms of social life, revealing simultaneously resistance and resilience forms, events, and revolutionary transformations.

The city of the 19th century may turn out to be adaptable, as it is presented, to a certain extent, in the Haussmann exhibition at the Pavillon de l'Arsenal in Paris. What about the great projects of the 20th and 21st centuries? Zones? Priority urban development zones (ZUP), joint development zones (ZAC), areas of activities (ZA+ZI), residential zones, housing estates, infrastructures?

As always, Europan seems to raise simple questions through the different themes and issues it brings out. Some might say it is obvious. Actually, the question is more complex than it seems as it shakes up both urban cultural foundation and its future. It is questioning two centuries of construction and development of the cities for a deterritorialized industry and its housing policy.

“Productive cities” is on ! Bauwelt (4) published an issue dedicated to this very theme in September 2016 and Bozar in Brussels (5) also presented a « productive city »-oriented exhibition which ended on Jan 15th, 2017. Indeed, Brussels and Flanders are pioneers when it comes to the change in urban planning and development in Europe which led the post-industrial city towards the productive city. It is already illustrated by many projects that but there is still a great deal to be done in a lot of situations, everywhere in Europe. Europan shows the singularity of each site.

## 11 SITES, WHY THE NUMBER AND DIVERSITY OF MUNICIPALITIES AND THEIR PARTNERS MATTER?

The « Productive cities » theme attracted municipalities which were facing the mutation of their territory, landscape and know-how. The theme resonated even inside the economic activity societies which were approached by the municipalities. Once more, Europan is bringing the different scales face to face, from micro to macro. Europan relies on the testing ground of ideas with multiple actors and urges openness and discussion so urban and architectural innovation can subtly be revealed. Two inseparable dimensions, two scales prior to the creation of the competition in 1988.

(1) \* Urbanisme n° 403 p13

(2) Stratégie Nationale pour l'Architecture, octobre 2015

(3) Besson, R., 2014, capitalisme cognitif et modèles urbains en mutation. L'hypothèse des systèmes urbains Cognitifs, in Le Blanc A, Piermay J-L, Daviet S, Villes et industries. Lille : territoire en mouvement, n°23-24.

(4) Bauwelt n°211 die produktive stadt

(5) Atelier brussels, a good city has industry, Bozar

From metropolitan artefacts to (motorised) cities in the countryside, many situations are presented and questioned. The theme will allow us to go further, with answers that will meet the cities' expectations but that will also surprise them. Answers that will provide subtle solutions and forecast what we have not thought about yet.

## COMMON PLACES, A PLACE COMMUNITY

Sites have as many similarities as differences, specificities. We are avoiding clichés even if sometimes, we are dealing with some archetypal parts of the sites like commercial zones bounded by house estates, endless parking lots, infrastructural urban divides, empty spaces. The peri-urban Europe looks like Ken Loach or Bruno Dumont backdrops. In opposition with city-centers where the street is a lively and joyful wander? Not always. City centres are emptying out, becoming dilapidated, expensive, unreachable. Some great equipments have been relocated as their heritage was turning into empty fallow shells.

At the same time, the activity zones are looking to emancipate from their big enclaves as the market studies are showing moving clients. The big retail areas are trying to reach a fragmentation of the city center, and are in fact looking new tenants or buyers for the huge large bases they are occupying at the entrance of the city. But now businesses have become mobile and there are countless people working with « no physical office» (6) as it became a mobile, hazy even short-lived entity.

Businesses have not all disappeared yet. Some of them still have industrial activities or have decided to develop new ones, as Bègles does. Because the pivotal period can be a very bright spot for possibilities in recycling, transformation, reuse, regeneration, creation. There is some work to do! It is also promising regarding spaces, places looking to be taken, shared. Indeed, the city is like a market. We have to bring the city near, or even in, the production source. Vice-versa. Nowadays, businesses tend to stay on the original site while regenerating their activities like in Amiens, Guebwiller and Angers. Renewal, resilience but also resistance (staying!). Businesses, like cities, need symbols and imaginary. (The very first film in cinema history, directed by the Lumière brothers, shows workers leaving the Lumière factory ) (7). They need to focus on inventing new products or transforming our activities, on going back to production in the city. Which means lying on urban strategies (movements, access, proximity, centrality, short circuits, etc) and on a architectural and cultural representation. They have to enhance their image as much as functionality and energetic performance (8), research as much as

development. And production needs to rely on inhabitants. Production needs knowledge. What can be more fertile, for example, than a university campus, with student residences as long as they are connected to the city centre thanks to performing urban transports like in Besançon ?

« *cherish the generosity of industrial buildings and infrastructures* »(5)

The peripheral areas of activity are accessible places because they are not expensive. They were so caught short by the city that it would take little for an urban study. The benefits of the infrastructures can be revealed as long as they move and adapt, welcome green ways, a tramway, carpool. A real potential of spaces, really close to the countryside or natural spaces, can be discovered like in Angers, Lille and Toulouse as well.

The role of the car and the necessity of movements are raising questions. We should be able to go anywhere. Car is both an environmental constraint and an asset. The way we use it is changing and can be shared, as is the status of parking lots. How is it possible to prevent it from damaging and putting a strain on public space? But that it rather becomes a factor in transformation? This issue is raised in Aurillac, a flagship city in a rural living area. Also in Pantin, because of cars business.

The train station is a potentially productive place, as it represents the entrance of a city and a place where exchanges, gatherings and crossings are possible. This station can generate an urban renewal by production and services activities, as it is the case in Evreux.

In Grigny/ Ris-Orangis Productive Cities talk about urban repairs, cities connections, in between large housing projects where live a lot of inhabitants.

## EUROPAN COMPETITION'S EXPECTATIONS

Two centuries after industrial revolution, sustainable development has been opening a new cycle on how to make the city and how urban, rural or metropolitan territories have been changing. This mutation requires mobilizing architectural practices to offer several lives to buildings but also to urban centers, equipments and public spaces.

It is essential to develop awareness on architectural heritage, especially from the 20th and 21st centuries, in order to reconcile architecture and heritage: architecture takes part in priority in the existing framework so it can be developed because « transforming, it's preserving ». (2)

(6) Bruno Marzloff, sans bureau fixe

(5) Atelier brussels, a good city has industry, Bozar

(7) [https://www.senscritique.com/film/La\\_Sortie\\_de\\_l\\_usine\\_Lumiere\\_a\\_Lyon/470793](https://www.senscritique.com/film/La_Sortie_de_l_usine_Lumiere_a_Lyon/470793)

(8) Boutang, Y-M 2008 , le capitalisme cognitif : la nouvelle grande transformation, paris :Editions Amsterdam, coll Multitude/Idées, p245 ; cité par Raphaël Besson, introduction à la journée de lancement européen 14 en France,15 février 2017.

Quality of life, intellectual and economic influence of cities at international level, taking part in a shared experience of a European culture, of a City culture, as some examples from the entire world can testify and have enriched us. Those are the challenges supported by the Direction of Architecture (9) and the DGALN (10) and that we do share with sites representatives.

European competition brings together Research & experimentations and real sites, presented by municipalities collectively with public and private partners.

That's a lot of people but this is its strength.

Sites files are reflecting the long-term work that was undertaken by municipalities and their partners in a short period of time. Indeed, it takes time to consider the issues of a situation, an opinion given by the city. This work is conducted little by little. We are encouraging the teams to bring a clear, creative and substantiated answer but also solutions demonstrating great complexity that would go beyond the competition temporality.

As a matter of fact, it is essential to invent, dare, make choices, share a clear message in resonance with expectations and to know how to express what was not said. Therefore, the expected proposals are not in the order of the catalogue. The European 13 jury did highlight the necessity to advise the candidates not to answer all issues presented in the sites files.

The statements are developing, to the greatest possible extent, what are the challenges and expectations. Candidates have to make theoretical and practical choices. The economy, in the event it would be questioned, is not an exact science and « Productive cities » isn't an economic planning exercise. The competition is still a call for imagination, intuition, situations intelligence, and even for synchronicities. It requires an architectural and urban culture, and the importance to think about the great challenges of our society. It is a call for young architects, urban planners, landscapers to show their ability to get involved in the contemporary reflection of the city with architecture, nature, landscape, infrastructures that are aware of the environmental, social and human consequences. The economic, cultural and societal value of architecture is being questioned as creation and as a factor of innovation, a global innovation strategy.

## THE IMPLEMENTATIONS AFTER THE COMPETITION

The originality of the proposals associated to the cities and European expectations will be revealed during the phase of projects expertise and then, during the jury rounds. The ideas will have to find a situation, a form and an experimentation. They will have to stand as examples. They will have to be implemented as we use to say in European.

Different steps in the presentation of projects, out of context and in situ, will be organized by European with the municipalities and their partners. In France, depending on the projects and proposals, multi scenario implementation can be developed. In general, European recommends that the 3 selected teams on each site work together with separate missions. It is also recommended there is no immediate competition in order to encourage a collective and productive work, for the teams but also for all the actors. Thus, the pre-operational programme can be elaborated at the same time. Then, it will be possible to make one choice, or multiple choices. Of course we are expecting about more implementation process with cities and partners.

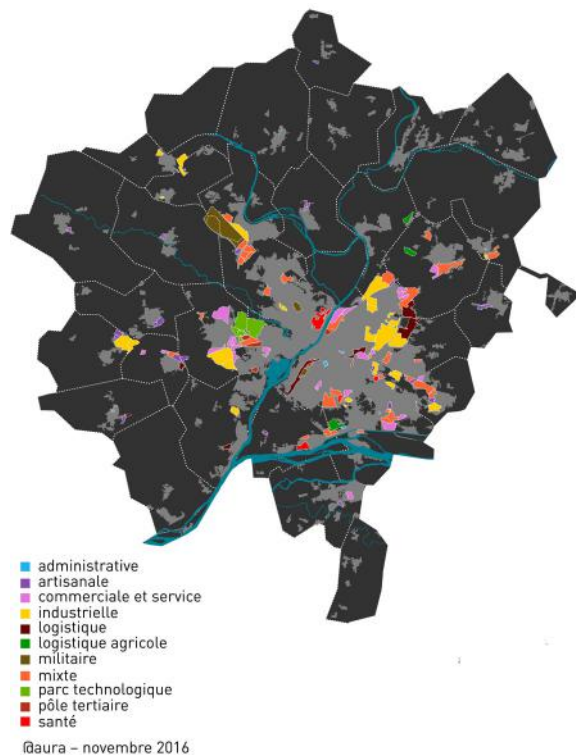
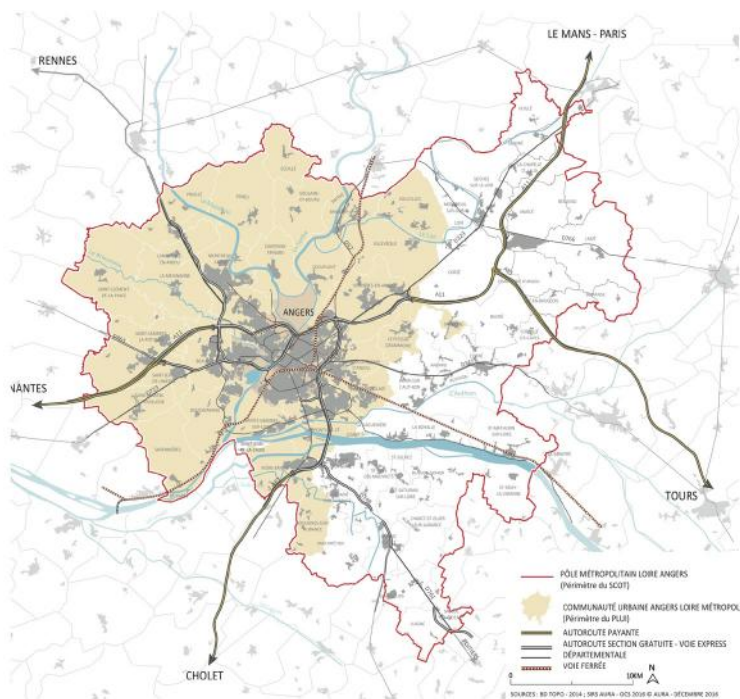
We have good hope because 7 of 10 of European 13 sites in France have begun implementation with selected teams.

'Concrete utopia' is going on.

(2) Stratégie Nationale pour l'Architecture, octobre 2015

(9) Ministère de la Culture et de la Communication

(10) Direction Générale de l'Aménagement, du Logement et de la Nature



**Angers Loire Metropole and connections with grand territory**

**Activities zones in Angers Loire Metropole**



© Ville d'Angers - Th. Bonnet - 2013

# RELATIONSHIP WITH THE THEME OF 'PRODUCTIVE CITIES'

## SITE ISSUES RELATING TO THE THEME

The phenomenon of metropolitan development that is affecting many conurbations is resulting in a growing predominance of the services sector, particularly in city centres. This national tendency is resulting in the progressive eviction of industry and cottage industry, pushing polluting activities such as manufacture and logistics out to the periphery.

For the city of Angers, the Saint-Serge district is a zone that has a key role to play in reversing the image of these 'low added value' activities: in 2014, the local authority acknowledged the economic vocation of this area at the heart of the conglomeration, maintaining it as an important source of employment on the edge of the city centre.

This political decision is not a question of preserving these business parks in their current form. The local authority wants to boost a move for change «with and through» the businesses themselves, so as to keep these activities alive, to develop new areas of activity, and to diversify by encouraging the installation of new business.

In proposing this site to European, Angers has several objectives: to maintain a variety of opportunities for employment (skilled and unskilled), to reinforce urban logistics and distribution activities (including a wholesale market – Marché d'Intérêt National), to introduce a collaborative relationship between businesses and property owners to promote the quality of architecture and the urban fabric, to diversify and mix use by enhancing the urban environment and landscape, and, finally, to bring some coherence to a fragmented area.

The site proposed by Angers reflects two Europe-wide issues:

- **from business park to lively community:** the question of mixed use implies the introduction of new uses, thinking about ways of sharing or pooling services, accomodating activities that function at different hours, quality public space that is often lacking in these areas, and also the introduction of housing schemes on the fringes of the site.

- **productive urban transition:** by providing a framework for negotiation with the economic stakeholders, in order to initiate a process of transformation in both space and time, based on experimental sites and methodologies appropriate to public-private collaborations.

The site raises questions about use and activity (how can local amenities be combined with the presence of logistics activities?), about how to adapt or introduce new urban and architectural models (bearing in mind the diverse range of activities and real-estate), as well as rethinking public space and how best to use space liable to flooding: risk of flooding on the site is a concern across the board, and needs to be taken into consideration by all the teams.

More broadly, it investigates the possibilities for hybridising old business parks to render logistics and production compatible with community and urban life. A mix of uses can be considered on an urban level and an architectural level, horizontally and vertically; the diversification of real-estate can take the form of multifunctional buildings.

The inclusion of this site within the theme of this European session can be summarised by four questions : How can a spatial and timely transition be made without total transformation? How can urban, landscaping and social links be re-established within spaces originally designed around road and rail access? How can new compatibilities of occupation, use or management be organised in a way that benefits all parties? How can the human and social resources and activities linked to existing employment and amenities be best exploited, during and out of working hours?

1	2	1. FR-ANGERS-C-Mo2 2. FR-ANGERS-C-Mo3
3		3. FR-ANGERS-C-APo2



© Ville d'Angers - Th. Bonnet - 2013



© G. Durand / Ville d'Angers - 2011

Several options for hybridisation are put forward:

**The interface between the city and logistics and food distribution activities:**

how, spatially, to organise a diverse range of functions and accommodate new activities on the edge of the wholesale market? Can regional logistics, local production and local amenities be structured together? How can advantage be made of the staggered schedules (occupation and activity) in a large business park?

**The interface between the city and industrial production:**

what kind of coexistence can be developed between a motorway interchange, a neighbourhood of social housing and an old quarry? What can be made of under-occupied plots? How can an industrial area be rethought, bearing in mind questions of pollution and building restrictions?

**The urbanism of a disadvantaged neighbourhood versus architectural innovation:**

which urban and architectural proposals, with a firm understanding of new ways of living and working, might be employed for the redevelopment of a business park born of functional urbanism? Which approach should be taken with the existing players to motivate companies to carry out projects themselves and to stimulate architectural innovation? How could architecture be used to enhance and transform the existing built fabric, and transform it into a 21st-century city neighbourhood?

**Thoroughfare versus productive boulevard, abandon versus use:**

the creation of a new entrance into the conurbation is the opportunity to rethink the vocation of Boulevard G. Ramon, to reorganise the activities and urban and retail facades to link and extend the Monplaisir neighbourhood to the Maine riverfront. In keeping with the European theme, it is about considering the form and uses of this boulevard, retrieving an architectural and urban environment that associates ease of passage with quality spaces for pedestrian use and appreciation (views, permeability, thresholds and access, ground plane).

Angers has a shared history with European and architectural experimentation: close to the site, the Monplaisir neighbourhood is marked by the presence of experimental social housing designed by Vladimir KALOUGUINE, winner of the first PAN competition in 1971. France's first 'honeycomb' housing has been listed as a work of 20th-century architectural heritage by the Ministry of Culture (an accolade shared with three other projects in Angers: the Hôtel Fortin, the Lutin estate and the old aviation school). Several big names in architecture are currently involved in projects with the city: François Grether, Grand Prix de l'Urbanisme 2012, is designing the Angers Cœur de Maine project; Gérard Penot, Grand Prix de l'Urbanisme 2015, has been selected to run the urban redevelopment of the Monplaisir neighbourhood; Nicolas Michelin, Jacques Ferrier and Dietmar Feichtinger are all working on projects in the Gare Saint-Laud neighbourhood.



1 FR-ANGERS-SS-AP07

2 FR-ANGERS-SS-AP03



© Ville d'Angers - Th. Bonnet - 2013



© G. Durand / Ville d'Angers - 2011

## SPECIFIC EXPECTATIONS

The conurbation of Angers Loire Métropole and the City of Angers are hoping to gain from the European competition new approaches to a project and innovative processes for use in public-private partnerships. Strategies must be backed up by a sequence of operations for the specific project sites identified by the candidates, translated into architectural and urban proposals (on the scale of the building, the site and the project context).

The local authority does not expect a masterplan for the entire strategic site: European team proposals should trigger the beginning of a transformation process, setting a precedent, on the project sites. These sites will be elaborated for commissions likely to be awarded to selected teams.

The competition is focussed on experimentation as a way of transforming abandoned or under-used spaces, whether publicly or privately owned. The aim is to enable an evolution that moves at different speeds and over different timeframes, involving the stakeholders involved in the site.

## POST-COMPETITION

On the basis of ideas produced by the candidates on the scale of the strategic site and potential project sites, consideration must be made of the operational conditions of implementing a progressive and consultative transformation.

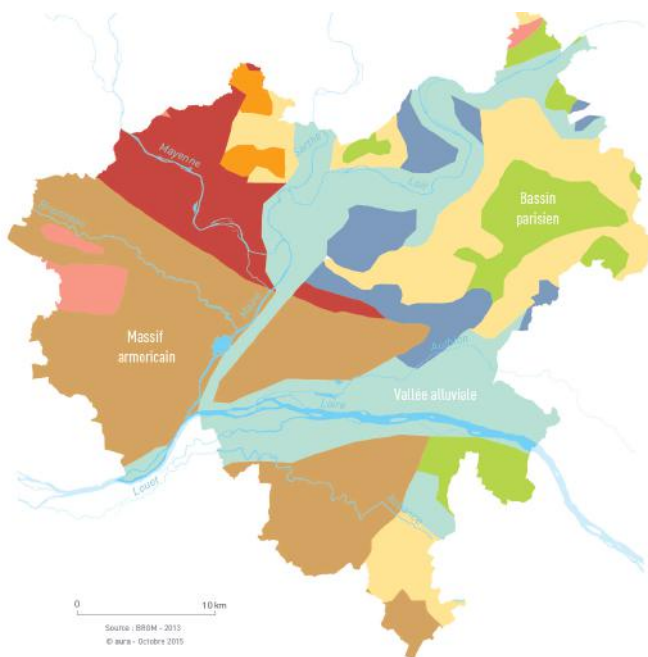
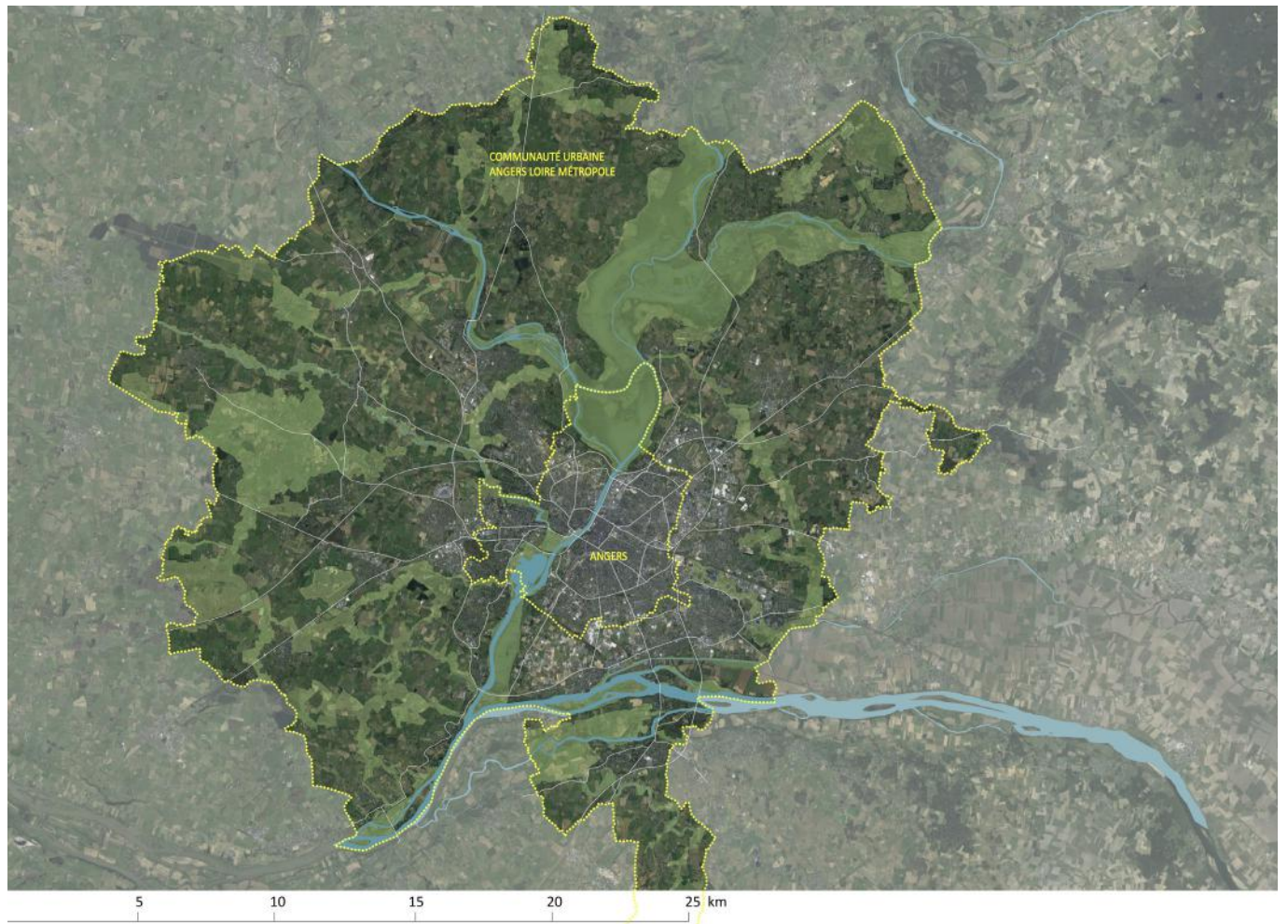
The local authority has already met with property owners and site managers in order to involve them in the European project (see «The economic players' point of view») and initiated a dialogue that will continue throughout the competition. This goes some way in ensuring the efficient implementation of the proposals, in a shared move to adapt, to enhance and to diversify.

### **Commissions likely to be awarded to the selected teams:**

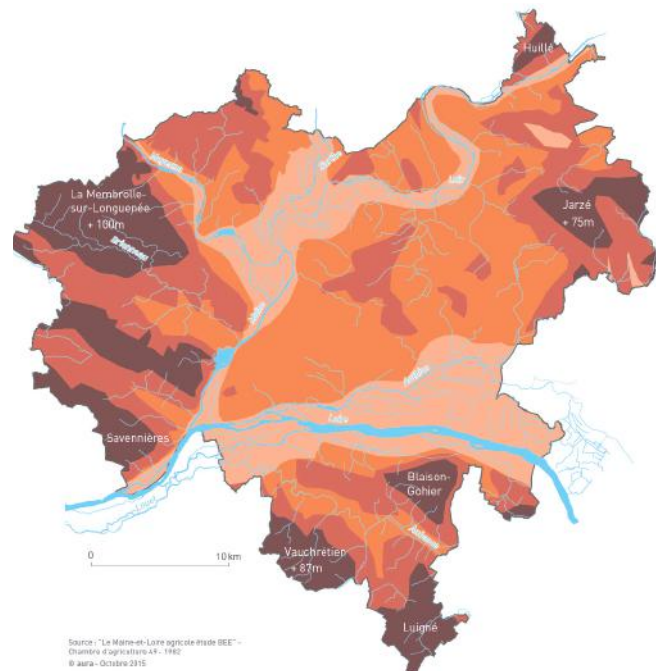
Commissions likely to be awarded to the selected teams will implement proposals from the competition based on the demonstration sites: specified project sites or experimental sites on available, adaptable or under-used land, according to the strategic approach proposed by the European teams. A workshop with the selected teams is planned to debate and elaborate their proposals.

Concept design, project management, urbanism or landscape architecture services may then be commissioned as part of research led by European France and PUCA (Plan Urbanisme Construction Architecture, government service supporting innovation in building), supported by the Direction de l'Architecture (government body overseeing national architectural heritage).

1	FR-ANGERS-SS-APo4
2	FR-ANGERS-SS-APo6



**Simplified geology**



**Simplified hydro-orphography**

# GEOGRAPHIC, ECONOMIC, URBAN AND SOCIO-CULTURAL CONTEXT

## REGIONAL DYNAMICS

### GEOGRAPHY AND LANDSCAPE

The geographical situation of the Angers area is made remarkable by two geological phenomena – the Armorican Massif and the Paris Basin – and by two hydrographical phenomena – the Loire Valley to the south (a designated UNESCO World Heritage Site) and the confluence of the Mayenne, Sarthe and Loir rivers to the north.

The conurbation displays a wide variety of natural and cultivated landscapes, with the wild Loire river, vast flood plains and vine-covered slopes. The natural topography is gently undulating with occasional sudden level changes.

To the north of the European site, the confluence of the Mayenne and Sarthe rivers, forming the Maine, marks the edge of the Basses Vallées Angevines, an area of over 9,000 hectares of floodplain on the edge of the city. This listed site (Natura 2000) is of great ecological importance and fulfils the role of floodway upriver from the Maine. The A11 motorway marks a crisp edge to the natural sites.

The Saint-Serge area is built on the old alluvial plain on the right bank of the Maine, developed from 1860 with the arrival of the railway and the construction of Angers Saint-Serge station. Directly opposite, on the left bank, the Promenade de la Reculée was originally the site of a fishing village. Today's Boulevard Gaston Ramon runs parallel to the path of an old waterway. The altitude varies between 20m and 22m. The site is edged by the slopes of Monplaisir (alt. 45m). On the left bank, the Hauts de Saint-Aubin neighbourhood rises up to 50m, giving views of the site from the Plateau des Capucins.

## POPULATION AND HOUSING

Angers Loire Métropole numbers a population of over 270,000 inhabitants spread over 30 localities; 152,000 live in the city centre. Beyond the inner suburbs, the area is made up of small localities. The population is fairly young (more under-thirties than the national and departmental averages), with half working in and around Angers. Local demographic movements follow national tendencies, with the double phenomena of an aging population and smaller households.

Confronted by the slight growth in the rate of natural increase and consequent housing needs, the local authority is pursuing a policy of intensified house-building in the city centre to make it more attractive (Angers and inner suburbs). This was largely a question of providing a high density of individual housing units for families.

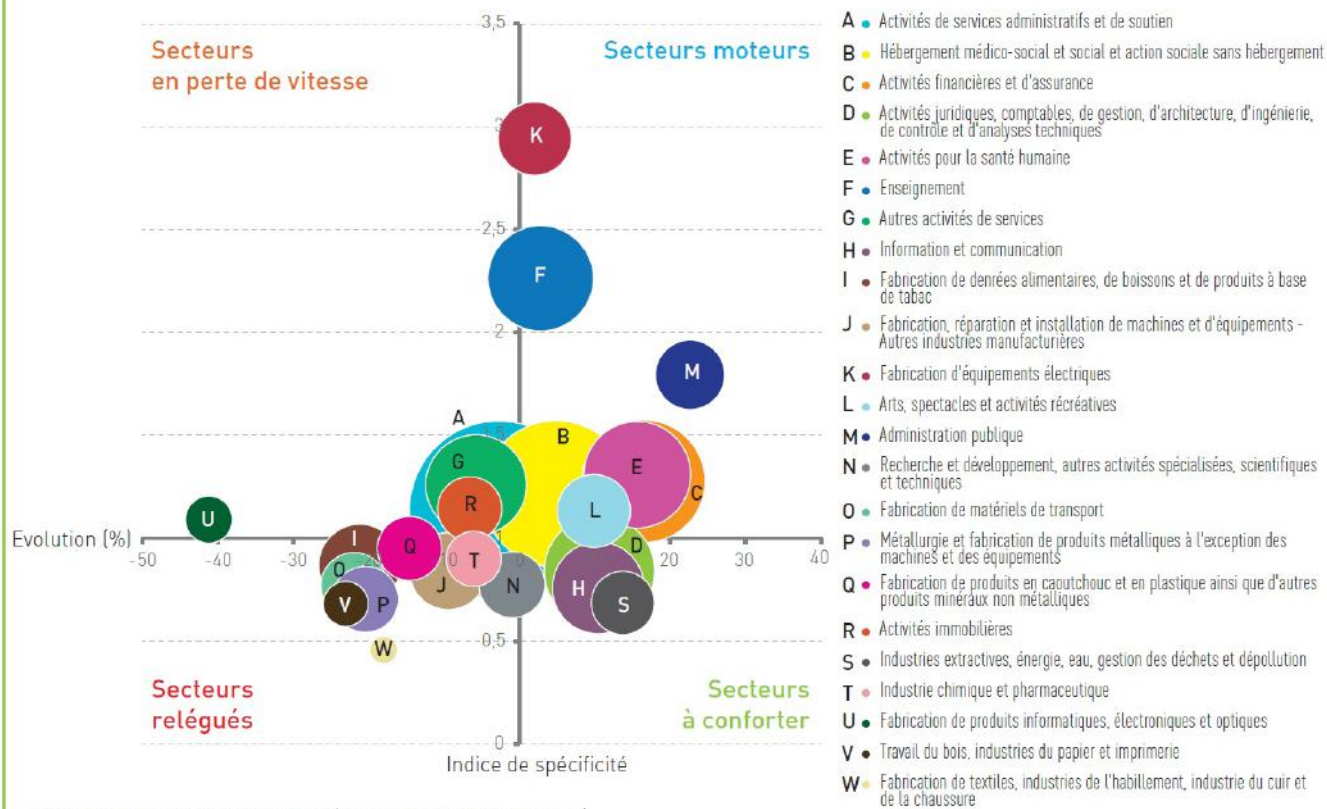
## ACCESS AND REGIONAL LINKS

At the crossroads of the Loire and the lines of transport linking the Paris Basin to the Grand Ouest, Angers benefits from good road and rail links (1 hour 40 minutes from Paris and less than 40 minutes from Nantes by high-speed train).

This transport infrastructure promotes trading within the region, a logistical crossroads where many regional logistics centres are established, including the Angers wholesale market, a platform for distribution and refrigerated warehousing for the entire Loire Valley food production. The market has a fruit and vegetables satellite at Vivy, near Saumur (60km from Angers).

1	1.FR-ANGERS-C-AP01
2 3	2.FR-ANGERS-C-Mo4 3. FR-ANGERS-C-Mo5

## Angers Loire Métropole - Spécificités et évolution de l'emploi salarié privé entre 2008 et 2013



La taille de la bulle indique le poids de l'effectif (nombre d'emplois salariés par activité).

L'axe horizontal indique l'évolution de l'emploi depuis 2008.

L'axe vertical indique la spécialisation, ou concentration du secteur dans l'agglomération par rapport à la France.

Une concentration supérieure à 1 indique que l'activité est plus concentrée sur ALM qu'en moyenne en France.

©aura - novembre 2014 - Source : Acof - Urssaf

## ECONOMY

With over 130,000 jobs, Angers Loire Métropole is the third largest economic centre in France's Grand Ouest region; it is home to 41% of the jobs in the whole department and 33% of its workers. The Angers region is growing fast, with an additional 35,000 jobs created since 1990. Between 2008 and 2013, the region nonetheless lost nearly 1,000 jobs, compensated for by the dynamism of the city and its inner suburbs.

Over the years, Angers Loire Métropole has witnessed changes in economic activity, with strong growth in the services sector, which today accounts for more than 8 in every 10 jobs. Despite this important transformation, industrial activities established in the 1960s and '70s are still visible in the urban landscape. Nonetheless, employment in this sector is under threat, with the loss of some 3,000 jobs since 1990; untouched by this are the areas of energy, water and waste management.

The local authority supports a move to diversify, founded on new areas of excellence: the plant sector (Vegepolys business cluster), the design and production of smart devices (Cité des Objets Connectés), and support of and innovation with the introduction of the 'French Tech d'Angers' accreditation.

Agriculture remains very dynamic within the urban area, with a wide variety of production: livestock, horticulture, viticulture and specialised nurseries (horticulture, market gardens, arboriculture).

## REGIONAL AND PROJECT STAKEHOLDERS

The site is proposed to European by the Angers Loire Métropole and the City of Angers, at the instigation of the region's urban development agency AURA (Agence d'Urbanisme de la Région Angevine), and with the participation of key partners ALTER and ALDEV:

- ALTER is a public development agency that is carrying out research on behalf of the city on the Saint-Serge neighbourhood and is managing the development of the Quai Saint-Serge development zone.
- ALDEV (Agence de Développement Économique de la Région Angevine) is responsible for local development (welcoming and setting up businesses, assisting in innovation and development of new sectors).

## ANGERS LOIRE MÉTROPOLE (ALM)

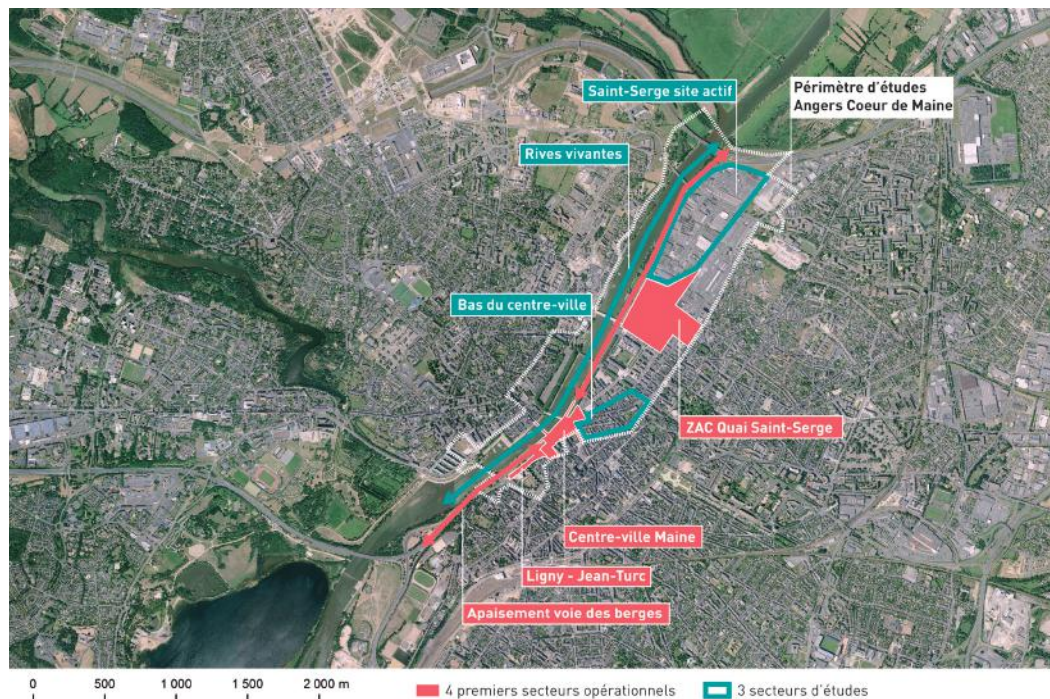
The conurbation of Angers Loire Métropole is home to over 400,000 inhabitants. The coalescence of its diverse localities was reinforced by being formalised as a Communauté urbaine in 2016. ALM is active in five principle areas: economy, transport, environment, social policy, regional development.

In the context of defining the SCOT (Schéma de Cohérence Territoriale, which provides a conurbation-wide overview to urban development, and was approved in December 2016) and the introduction of a conurbation-wide planning policy (PLUi, 'Plan Local d'Urbanisme intercommunal', whose approbation is envisaged in March 2017), Angers Loire Métropole reaffirms the need to protect its natural and agricultural zones while rethinking different ways of developing the area, building up closer links between economic activities and housing so as to reduce travel within the conurbation.

The planning policy covers all 30 localities of the conurbation. One of the focuses of the PADD (Projet d'Aménagement et de Développement Durable, long-term planning and sustainability policy) is to stimulate the quality of business or retail parks: improving the urban and environmental quality of aging business parks, densifying or sharing spaces, redeveloping public spaces, developing synergies between businesses, developing shared amenities for companies and/or employees, the urban quality of retail parks, particularly on the edge of the city.

## THE CITY OF ANGERS

Due to its position and rich heritage, the City of Angers is the hub of the region and the place where everything meets in terms of urbanisation, economy and tourism. By its concentration of services, the city has a powerful attraction within the metropolitan area, with amenities that serve the wider area, and tourism: the city centre, health centres, universities, the Technopole, the exhibition centre, the conference centre, Saint-Laud station, cultural amenities (Le Quai, theatre ...), shopping and tourism (the chateau, museums, the Terra Botanica theme park).



**Boundary of the project  
Angers Coeur de Maine**



**ZAC Quai Saint-Serge phase 1**

© Atelier GREThER - PHYTOLAB



**ZAC Quai Saint-Serge phase 1**

© Atelier GREThER - PHYTOLAB

## STRATEGIES AND PROJECTS UNDERWAY OR UNDER CONSIDERATION

### THE ANGERS CŒUR DE MAINE PROJECT AND REDEVELOPMENT OF THE RIVERSIDE ROAD

The northern ringroad around the conurbation (a new section of the A11) was opened in 2008. It frees Angers from the motorway traffic that used to cross through it and take the road along the river (the ex RN23). The removal of this road's motorway status has given rise to a project with five objectives that figure in the Angers Cœur de Maine project:

- to rethink the organisation of access onto and exit off the riverside road,
- to reduce the speed limit from 70 to 50km/h in order to reduce noise levels along the most densely populated section of the road,
- to address the roadside area in order to enhance the landscaping of the riverside road,
- to update signage, which is still that of a motorway,
- to rethink the lighting of the road and riverbanks, where the main historic sites are found.

The works will be spread over a period of time, giving priority to those that will enhance the developments planned in the short-term in the city centre and the Saint-Serge neighbourhood.

Since the 2000s, the area to the north-east of the city centre has been the subject of much thought in terms of the appearance of the route into the city, and a renewed accessibility to the Maine's riverbanks. This reflection has led to two successive strategies.

Until 2014, the 'Rives Nouvelles' ('new riverbanks') project envisaged an overall transformation of the Saint-Serge neighbourhood, abandoning its industrial nature. Since 2014, the newly elected local authorities have upheld the economic nature of this area, negotiating a restructuring and urbanism that protect and diversify existing activities, as part of the Angers Cœur de Maine project. The transition from 'Rives Nouvelles' to 'Cœur de Maine' reflects the more pragmatic vision of this urban development, with today's desire to link the two riverbanks and open the river up to the city.

The current development plan rests on two major north-south axes: a continuation of the route along the Maine, and the creation of a walking and cycling path along the old railway line extending the Allée François Mitterand. This structural pedestrian axis provides a route right across the Saint-Serge site, from the city centre all the way out to the natural landscape of La Tournerie.

The Angers Cœur de Maine project has been awarded to François Grether. This project stretches over an area covering some 200 hectares on both sides of the Maine, with four initial operations: (1) city centre - Maine and (2) Ligny - Jean-Turc where the city centre meets the Maine, (3) the Quai Saint-Serge joint development zone, constituting a first step in the renewal of the area, and (4) the programme to reduce traffic along the riverside road for the entire length of the RD323 along the Maine.

The Grether-Phytolab team is working up a guide plan and a list of urban and architectural recommendations for this site known as 'Saint-Serge Active'. The results of Europan will be fed into this work and form the object of a complementary process of studies and implementation.

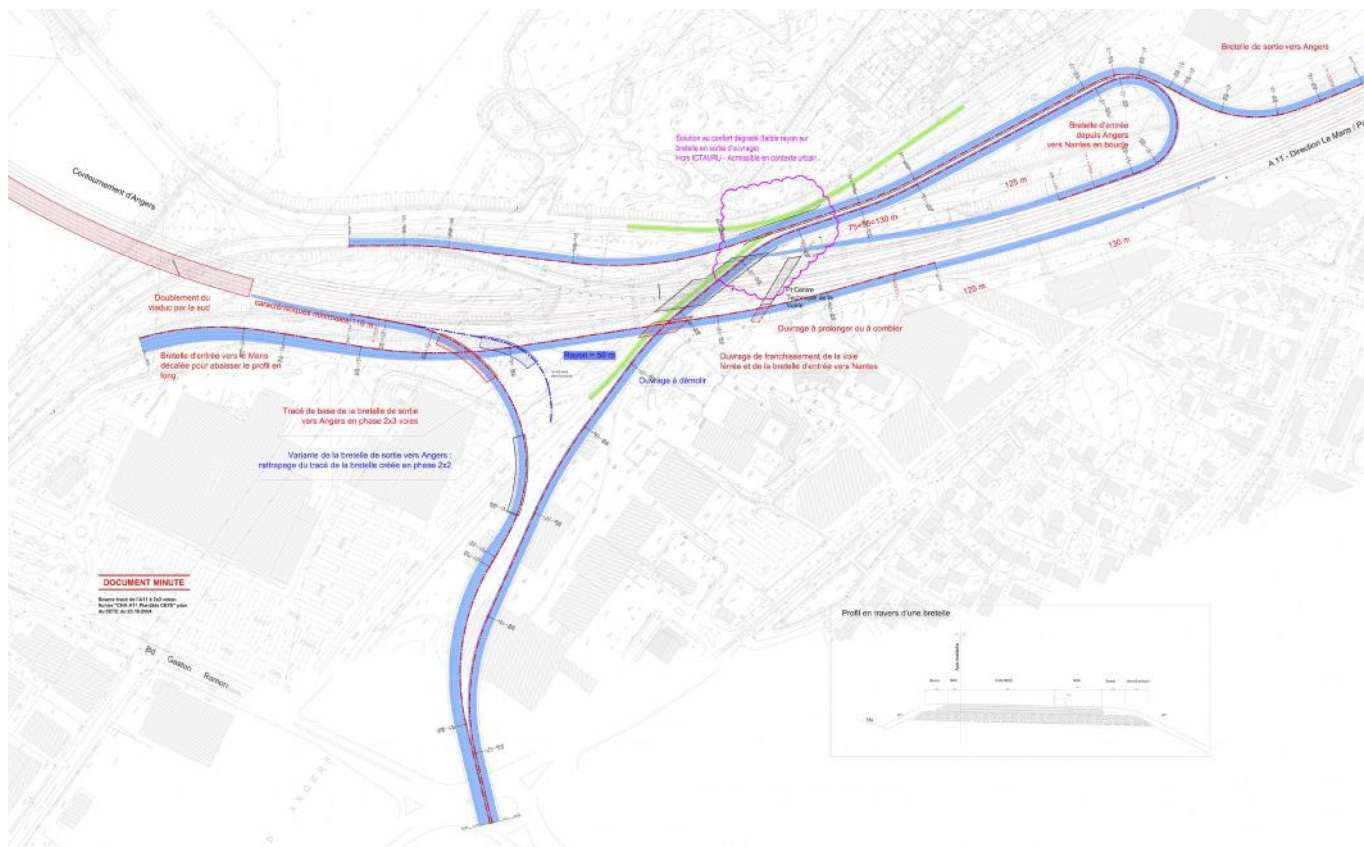
### PROJECTS UNDER DEVELOPMENT: QUAI SAINT-SERGE

The Angers Quai Saint-Serge development zone is a project of urban renewal on a 15-hectare, former industrial site. The project aims to create a new urban neighbourhood linked to the university campus situated nearby (faculties of law, economy and management, tourism). It plans to relocate the ice rink, create a 5-hectare urban park with capacity to store 53,000m<sup>3</sup> of water (rain and flood water), as well as specific buildings for training, teaching, research and leisure.

### PROJECTS UNDER DEVELOPMENT: CITY CENTRE - MAINE

The city centre-Maine project stretches over an area of 4.3 hectares, from the Château d'Angers to Place Molière, with the objective of re-appropriating the Maine for local residents. This development of public space includes covering the riverside road with a planted esplanade.

1	FR-ANGERS-SS-Mo3
2	FR-ANGERS-SS-AP14
3	FR-ANGERS-SS-AP15



## Interchange Project - Feasibility Study

© Arcadis - 2009



© G. Durand / Ville d'Angers - 2011

**RESTRUCTURE THE A11 MOTORWAY  
INTERSECTION AND NEW ENTRANCE  
TO THE CONURBATION**

In addition to the Angers Cœur de Maine project, studies are to be undertaken for the creation of a new entrance into the city north of Saint-Serge, moving and restructuring the motorway intersection. The scheduling of this is not yet known. Completion is not anticipated before 2025.

Entrance into the city from the motorway currently works only coming in from or going out towards Paris, via the road along the banks of the Maine. As part of this project, there is a plan to enlarge the intersection for traffic from/to Nantes by creating new sliproads to the east, between Carrefour/Conforama and the Doyenné area. This modification, complemented by the redevelopment of the riverside road, will enable the reduction of traffic along the Maine. This project for a new entrance route via the Doyenné area and the boulevard of the same name will require the reorganisation of the surrounding roads, notably the junction with Boulevard Gaston Ramon at the centre of the European site.

The Doyenné area, the wholesale market site and the Four à Chaux (lime kilns) site will be directly affected by this restructuring, benefitting from a new access. The final plan for the intersection project and its new sliproads will be transmitted to the European teams for consideration as fixed input data (with the exception of the junction with Boulevard Ramon).

**OBJECTIVES FOR THE SAINT-  
SERGE ACTIVE AREA**

The principal concerns are intensification, diversification and redevelopment of the Saint-Serge business park. The aim is to create greater urban diversity, which will be reflected in the way the city functions.

- encourage a variety, density and diversity of built schemes for sites or buildings, stimulating the installation of services and looking at the habitability of the site,
- implicate existing landlords and companies in the dynamic of the project,
- renew accessibility from the riverside road,
- boost links between neighbourhoods and the two banks of the Maine,
- long-term preservation of existing companies creating employment,
- encourage the reorganisation and intensification of activity,
- encourage the diversity of activities: cottage industry, manufacture and transformation / urban logistics / business and trade / professional services / promoting regional agricultural products, and the plant sector,
- improve the quality and urban structuring of the places (landscapes, services, accessibility, etc.),
- develop activities that require less space and engage with the city,
- increase overall building density and height,
- open up rights-of-way by adding new public roads,
- enhance pedestrian zones and planted landscaping,
- organise parking (car parking for employees and visitors, heavy goods vehicles, bicycles),
- put together an ensemble of creative architectural elements,
- meet environmental requirements (rainwater management, energy savings, waste treatment, choice of materials, etc.).

1	FR-ANGERS-PS-Mo2
2	FR-ANGERS-SS-APo5



© G. Durand / Ville d'Angers - 2011



© G. Durand / Ville d'Angers - 2011

## **PROJECT FOR THE URBAN REDEVELOPMENT OF THE MONPLAISIR NEIGHBOURHOOD**

Designed in the 1960s and '70s in response to high demands for housing, this neighbourhood of social housing numbers 12,000 inhabitants and presents social and urban difficulties. It is listed in the new national programme for urban renewal (Nouveau Programme National de Rénovation Urbaine – NPNRU – 2014-2024). Designating the neighbourhood as a priority zone on a national level will enable the city of Angers to begin the process of urban renewal, following an initial phase of minor restructuring begun in 2012 (refurbishment of Place de l'Europe, restoration of housing units, improvement of public spaces).

Atelier Ruelle (Gérard Penot) was commissioned in 2016 for the project of urban renewal. The redevelopment programme includes the restoration of 2,000 housing units, the demolition of 300 housing units, the construction of 200 new units, reinforcing the central focus around Place de l'Europe by grouping various services and building a school campus, as well as reviewing boulevards around the edges of the neighbourhood. This centre will be served by a new tramway link from the city centre (line B, which will serve three stops in Monplaisir). The scope of the project includes the European Fours à Chaux site.

With regards transport and public space, a project of new east-west pedestrian links is being looked at in order to open up the city blocks at the centre of the neighbourhood, to incorporate ruptures in the urban fabric (railway, motorway) and to redevelop the edge of the neighbourhood. The project aims to reinforce links between the neighbourhood and its surroundings by developing pedestrian routes to access public transport, the Maine and shops.

The project includes an important socio-economic aspect in its aim to bring inhabitants together, particularly the young, and to develop initiatives to boost employment. The stability and development of both skilled and unskilled employment in the Saint-Serge area will stimulate the neighbourhood and the development of further employment in the area.

1	FR-ANGERS-SS-APo8
2	FR-ANGERS-SS-APo9



## DESCRIPTION OF THE STRATEGIC SITE

### EXTENT

The strategic site stretches from the banks of the Maine at the west, to Monplaisir in the east. It covers the Saint-Serge Active business park to the south, and stretches to the natural and gardenised landscapes of La Tournerie north of the A11. This area is a place where several types of markedly different landscapes meet. Sliced up by transport infrastructure, it is a metropolitan gateway that will be reinforced by the reorganisation of the motorway interchange and the creation of a new entrance into the city.

### CURRENT ACTIVITIES

The site is home to a collection of diverse activities (manufacture, distribution, wholesale and retail, cottage industry), with in particular the wholesale food market, an old manufacturing plant that is to be relocated (the Fours à Chaux site), a retail park (Carrefour, Conforama), the old city abbatoir converted into the Cité de la Solidarité (a centre for voluntary associations), specialist professional retail outlets and a sports centre (the Grande Chaussée stadium). The wholesale food market occupies the largest real-estate site in the area. In spite of its prime position for businesses, the neighbourhood offers poor-quality surroundings and architecture within a site where building is subject to flood restrictions.

### SURROUNDING NEIGHBOURHOODS AND LOCAL POPULATIONS

The site is at the meeting point of three large neighbourhoods of contrasting socio-economic characteristics: Monplaisir (10,400 inhabitants, a population composed of 72% employees and labourers with 28% unemployment), Saint-Serge Ney – Chalouères south of Boulevards G. Ramon and H. Dunant (12,300 inhabitants, 40% employees or labourers, 17% jobseekers), and Angers city centre to the south (31,900 inhabitants, 36% employees or labourers, 16% jobseekers).

### THE SAINT-SERGE ACTIVE SITE

Created at the beginning of the 1960s as an extension of the wholesale food market, this old business park was originally a trading estate. The Saint-Serge Active area evolved progressively to incorporate retail and logistics. Today it numbers more than 1,000 jobs over 30 hectares. This area, which groups the business park and several large retail names (Carrefour, Conforama), requires progressive transformation, combining redevelopment of space, development of activities and organisation of road access.

The planning policy (PLUi) outlines several development directions for this area: «to incorporate the floodable nature of the site into the project, to define a project that is collective, a showcase of the image and attributes of the city and its conurbation, to compose a new city entrance using the existing roads network».

### THE VAL DE LOIRE WHOLESALE MARKET

The wholesale market comprises a distribution centre and refrigerated warehousing that serves the area for a hundred kilometres around Angers. This wholesale food market supplies local retailers and restaurateurs. It occupies a site covering 11 hectares, with 50,000m<sup>2</sup> of built space, of which 44,000m<sup>2</sup> are useable. With an occupancy rate of around 90%, it houses 77 food-sector businesses (wholesalers, producers, logistics) as well as food preparation and two public restaurants.

A major hub and economic driver within the conurbation, the market itself employs nearly 500 people. Functioning on a B2B basis, it serves as a logistics centre for 200,000 tonnes of merchandise a year, for delivery to more than 1,800 buyers, who have a combined turnover of 175 million euros.

Deliveries around the Angers area are still managed on a company-by-company basis. The management of the 'last mile' in the supply chain (the most costly) is a challenge for all involved: solutions need to be found to encourage shared deliveries, optimising traffic, using non-pollutant methods or establishing a system of drop-off points around the city.

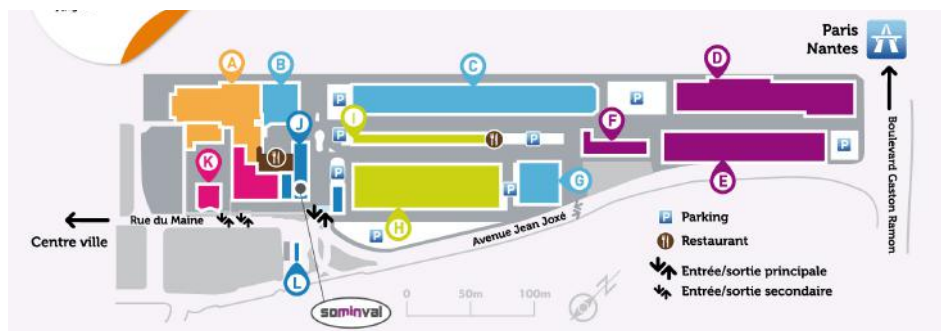
At the centre of the Val de Loire production area, the market plays an important role in the promotion and sales of local goods (market garden production, apples, wine ...). It provides space to local producers and seeks to help local start-ups, in the spirit of a business incubator.

1 FR-ANGERS-PS-AP01

2 FR-ANGERS-SS-AP10 ; FR-ANGERS-SS-AP11 ; FR-ANGERS-SS-AP12 ; FR-ANGERS-SS-AP13



© Ville d'Angers - 2013



<p><b>PAVILLON DES FRUITS ET LÉGUMES</b></p> <p><b>Bâtiment H</b></p> <ul style="list-style-type: none"> <li>Gaté Primeurs</li> <li>Héreau Primeurs</li> <li>Mabit Patrice</li> <li>Palmer Fruits</li> <li>Pomona Terre Azur</li> <li>Prim'Anjou</li> <li>Benchoula/Bettiche</li> <li>Bettiche</li> <li>Jardin de Cocagne</li> <li>NL Transports (bureau)</li> <li>Paroisse Gilles</li> <li>Rouabeh-TAD-Prim'Authion</li> <li>Sté Bluteau</li> </ul> <p><b>Bâtiment I</b></p> <ul style="list-style-type: none"> <li>ABM</li> <li>Denis Ets</li> <li>Sanitaires publics</li> </ul> <p><b>ESPACE FRIGORIFIQUE</b></p> <p><b>Bâtiment A</b></p> <ul style="list-style-type: none"> <li>Ecolab</li> <li>Les délices de Malik</li> <li>Sominval entrepôts frigorifiques/emballages</li> <li>Stef Logistique</li> </ul> <p><b>RESTAURANTS</b></p> <p><b>Bâtiment I</b></p> <ul style="list-style-type: none"> <li>Maralchers Bar Restaurant</li> </ul> <p><b>Bâtiment J</b></p> <ul style="list-style-type: none"> <li>Entrecôte Bar Restaurant</li> </ul>	<p><b>PAVILLON DES MÉTIERS DE BOUCHE</b></p> <p><b>Bâtiment B</b></p> <ul style="list-style-type: none"> <li>DP-AP</li> <li>Oudin Transport</li> </ul> <p><b>Bâtiment C</b></p> <ul style="list-style-type: none"> <li>Anjou Pâtes fraîches</li> <li>CCAS</li> <li>Epigram Servcash</li> <li>Maison Bécam</li> <li>Pomona Passion Froid</li> <li>Promocash</li> <li>Prophar</li> </ul> <p><b>Bâtiment G</b></p> <ul style="list-style-type: none"> <li>Crémets d'Anjou</li> <li>Galette du Val de Loire</li> <li>Pizza Tempo</li> <li>Sovica-Lottin</li> </ul> <p><b>AIRE DE TRANSPORTEURS</b></p> <p><b>Bâtiment D</b></p> <ul style="list-style-type: none"> <li>Biôtrens</li> <li>CD Froid</li> <li>Direct Flo</li> <li>DP-AP</li> <li>Logisséo</li> <li>Pomona EplSaveurs</li> <li>Thiriet distribution</li> </ul> <p><b>Bâtiment E</b></p> <ul style="list-style-type: none"> <li>ADEMI</li> <li>BM Atlantique</li> <li>EMS Anima Déco</li> <li>NL Transports (dépôt)</li> <li>Le Roy Logistique</li> <li>Ville d'Angers</li> </ul> <p><b>Bâtiment F</b></p> <ul style="list-style-type: none"> <li>UPS Transports</li> </ul>	<p><b>ATRIUM</b></p> <p><b>Bâtiment J</b></p> <ul style="list-style-type: none"> <li>AMTI</li> <li>ANPP</li> <li>AS49</li> <li>Atout Goût</li> <li>Boviloire</li> <li>Grand Saloir</li> <li>IDFet Val de Loire</li> <li>La Morinière</li> <li>Les Maîtres Bouchers</li> <li>MCI</li> <li>Normabev</li> <li>Sica transformateurs</li> <li>Sominval</li> <li>Vitro-Vicampo</li> <li>Salles de réunion SOMINVAL</li> <li>Salle du Val de Loire</li> <li>Salle Rodolphe Collet</li> </ul> <p><b>AIRE LOGISTIQUE SUD</b></p> <p><b>Bâtiment K</b></p> <ul style="list-style-type: none"> <li>Drive Fermier - Bienvenue à la Ferme</li> <li>Muller/Bleu/Cuesdon/Bréheret</li> <li>Restoria</li> </ul> <p><b>Bâtiment L</b></p> <ul style="list-style-type: none"> <li>La Poste</li> </ul>
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National Interest market of Angers Val de Loire

© SOMINVAL

The site is organised into three large entities. The central space (the heart of the market) houses storage and sales of fresh produce (fruit, vegetables, food products), occupying 50% of the overall surface area. The zone to the south houses refrigerated warehousing, administration and other associated activities (20% of the surface area). The zone to the north is given over to logistics (30% of the surface area).

The site on which the market carries out its business belongs to the local council, and is granted to the market on the basis of a concession agreement, which has been renewed until 2036, thus ensuring the market's long-term future.

## LE DOYENNÉ

Adjacent to the shopping centre and the Monplaisir neighbourhood, La Doyenné is delimited by the railway lines to the west and the Boulevard du Doyenné to the east. This business park is characterised by a high turnover of businesses in aging premises, some areas of wasteland, and poor-quality building. In 2016 the installation of organic food store Biocoop marked the start of improvements, whose evolution is set to accelerate with the reorganisation of the motorway interchange and the creation of the city entrance route.

The Doyenné area has several public amenities for the immediate community (Cité de la Solidarité in the old city abattoirs was opened in 2013, occupying 7,000m<sup>2</sup>; a municipal hall and workshops) and its neighbouring populations (the Chabada concert hall houses a contemporary music association, a prayer hall, which will be closed following the completion of a new mosque on another site).

The southern part of the area, alongside Boulevard Ramon, is marked by large, empty spaces awaiting the new interchange. Informal paths can be seen, made by Monplaisir residents making their way to the shopping centre. The problem of east-west links, of the roads network and footpaths, is raised in the urban renewal project for the Monplaisir neighbourhood.

## LA TOURNERIE

North of the A11, La Tournerie covers 50 hectares at the heart of a remarkable natural landscape, where the Mayenne and Sarthe rivers meet. This site belongs to the City of Angers and was for a long time used as a rubbish dump. Today it is the site of allotments (80 large plots) and around 15 families of travellers more or less resident in difficult conditions, as well as industrial and cottage industry activities below the motorway. The natural area is composed of woodland and vast prairies of floodplain, listed as part of the Basses Vallées Angevines Natura 2000 zone.

Unclear access, the uncertain boundaries between public and private land, and a feeling of insecurity limit the use and appropriation of this zone by local inhabitants. Road access is via the Briollay road through a tunnel under the A11. The La Tournerie area is also accessible via the old Segré rail bridge and the disused Saint-Serge railway tracks, an access to be reconsidered with the reorganisation of the interchange.

As well as extending accessibility to the banks of the Maine, the City of Angers also wants to be able to include this site as one of the major national cycle routes (Loire à Vélo, Vélo Francette, Vallée du Loir à Vélo ...), as well as one of the metropolitan amenities and notable sites of the conurbation (Terra Botanica, Aquaviva, city centre, urban parks, Château de Pignerolles in Saint-Barthélemy-d'Anjou, the Ardoisières).

## FOUR À CHAUX / JEANNE JUGAN

At the eastern entrance to the European site, the Fours à Chaux zone occupies some 10 hectares between Boulevard Ramon, Avenue Jean Joxé and Rue de la Chalouère. Sitting between Saint-Serge and Monplaisir, it is currently accessible from Boulevard Ramon and Avenue Joxé.

This was an open limestone quarry for the production of lime, an activity that has existed since the 18th century. The excavations have had a considerable impact on the natural topography. The walls of the kilns, built in 1724, can still be seen and are listed in the PLUi as specific edifices to be preserved. They are Angers' only remaining vestiges of this major industrial activity, for which in 1776 the city dug a canal to link with the Maine (visible on the Cassini map), hence the historical importance of these vast remains.

The open face of the mine, some 9 or 10 metres high and now overgrown, marks a physical boundary with the Jeanne Jugan site to the south, which is to be developed for housing.

1	FR-ANGERS-SS-Mo1
2	FR-ANGERS-PS-Mo6



**Old railway bridge of Segré**



**Tournerie garden**



**Site of Lime kilns**

This land overlooking the lime kilns has panoramic views of the floodplains and the east bank of the river.

The frontage on Boulevard Ramon is currently occupied by businesses and a sports centre with a football pitch and two tennis courts (La Chaussée). The centre of the site is occupied by the lime kilns company (Société des Fours à Chaux), which is no longer trading, and a concrete plant that is to remain. The site has been hardcored in the past to a depth of about 10 metres of unstable and polluted soil. It slopes down 2.5% from east to west.

The end of trading by the SFAC (Société des Fours à Chaux) makes way for a major transformation of this area in the short to medium term.

## URBAN AND PROGRAMMATIC OBJECTIVES

The configuration of the European site, which frames the future city entrance and follows the Boulevard Gaston Ramon, should enable the reunification of a fragmented area, made up of different entities of varying natures. The surroundings display a complexity of urban, economic, landscaping and environmental challenges on the four sides of the site: the Maine and its riverside road to the west, the natural and cultivated landscapes of La Tournerie to the north, Monplaisir to the east, and the university and city centre to the south.

This area brings together several components that make up the character of Angers, with the presence of water (complicated flood management), the proximity of agricultural and market gardening (allotments in La Tournerie) and the relationship to open landscapes (link with the Basses Vallées Angevines floodplains).

## INCORPORATING THE SHORT- TO MID-TERM CHANGES PLANNED AND CONSIDERATION OF SEVERAL DEVELOPMENT OPTIONS

Several triggering factors will lead to the modification, in the short, mid or long term, of the organisation of the site and the way it functions: the Quai Saint-Serge project (to include a large floodable park, a new ice rink, an international research centre and a professional training school [CFA]), the planned departure of the lime production to the east, the redevelopment of the riverside road to the west, the creation of a new entrance into the city, the reorganisation of the wholesale market (as yet at proposition stage).

The redevelopment of the riverside road first, and then the reorganisation of the interchange in the mid term, will reinforce the Saint-Serge / Doyenné area's role as the entrance into the city. This infrastructure project implies considering the evolution of the current road frontage, a reorganisation of available or disused spaces, notably around the amenities along the A11 access road.

## RECONSIDERING THE VOCATION AND FACADES OF BOULEVARD RAMON, RE-ESTABLISHING PEDESTRIAN LINKS AND CONNECTIONS WITH THE LANDSCAPE

Boulevard Ramon is a link in the chain of boulevards around the conurbation, directly connecting the two banks of the river via the Jean Moulin bridge, from Monplaisir to the Capucins plateau. The European teams are invited to reconsider its vocation and possibilities for reworking for pedestrians and bicycles. The shopping centre is an important attraction for inhabitants of Monplaisir and Ney-Chalouère. The local authority also wants to develop these communities' relationship with the Maine and the natural and cultivated spaces of La Tournerie, accessible along the old railway line. The vocation of the boulevard needs to be rethought before and after the restructuring of the interchange.

1	FR-ANGERS-SS-P38
2	FR-ANGERS-SS-P34
3	FR-ANGERS-PS-P02



**Cité des Solidarités**



**Concert hall Chabada**



**Main entrance of MIN**

## **DEVELOPING AN ECONOMY OF SHARING AND SERVICE, GETTING THE BEST OUT OF SOCIAL, VOLUNTARY AND HUMAN RESOURCES**

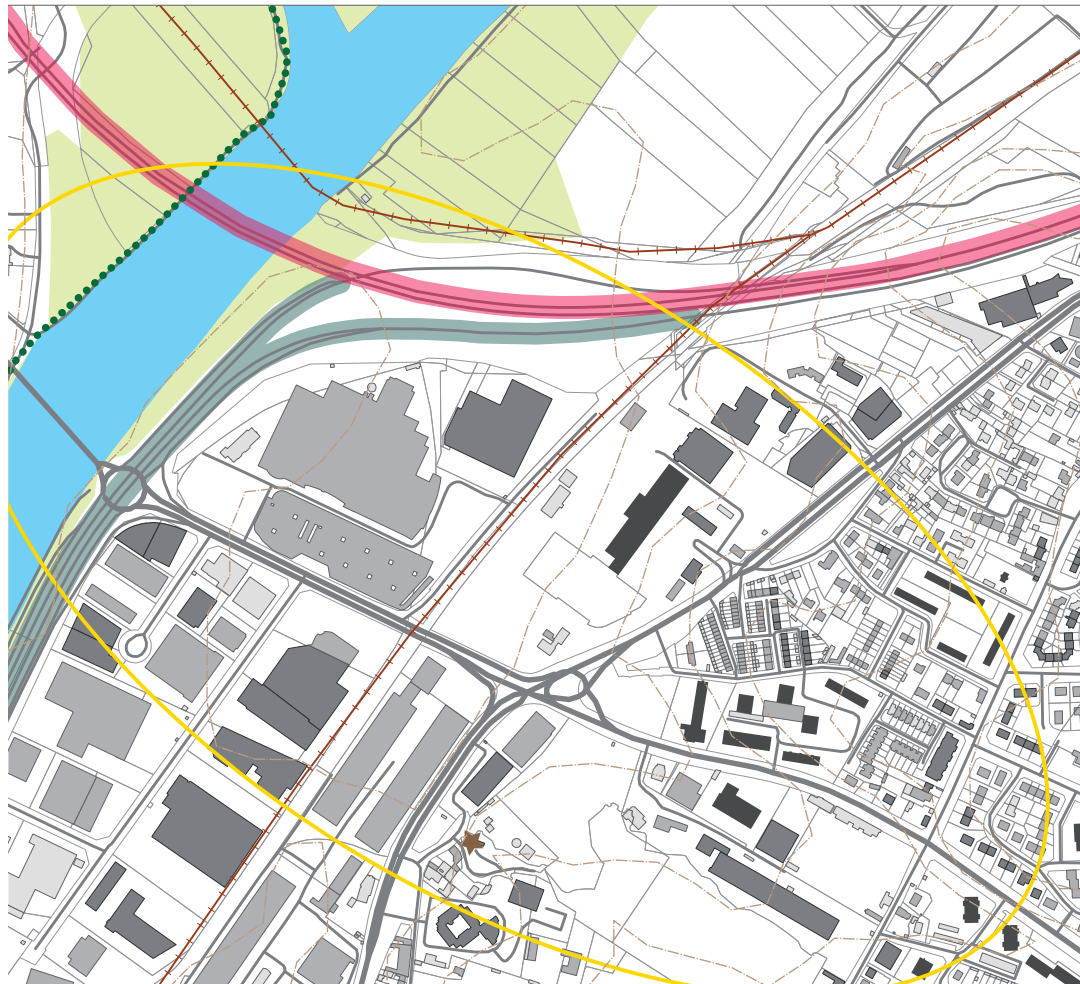
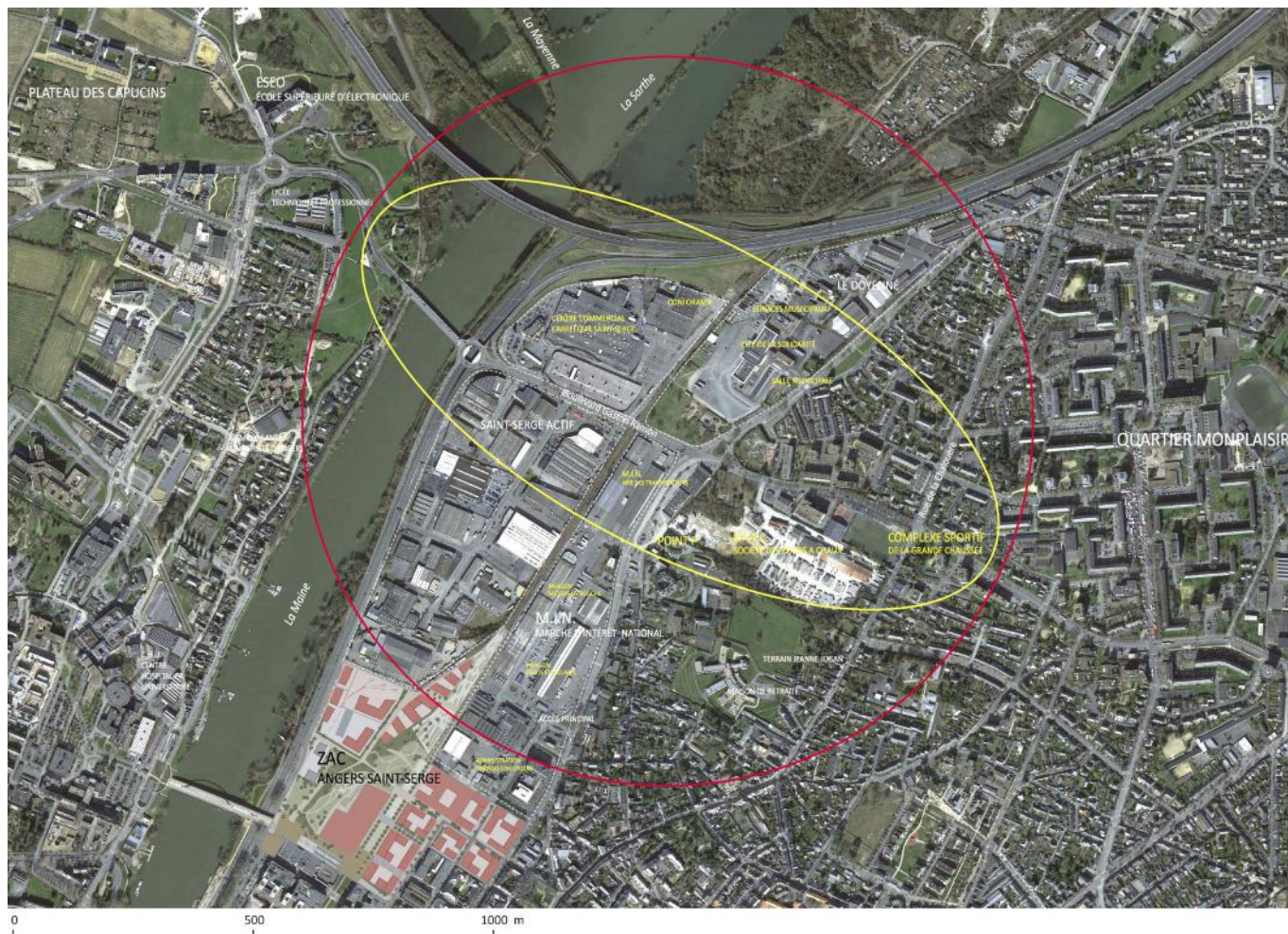
Proposals for the brief should make use of the diversity of existing resources: the large numbers of workers (1,000 jobs in Saint-Serge Active, 500 in the market, which also has public restaurants), shops that cover a vast catchment area, social and cultural amenities, including the Cité de la Solidarité, which is used by 1,600 Angers associations (soon to be completed by a Maison de l'Alimentation Sociale et Solidaire, a national food-bank charity).

The scheme to diversify the area by bringing in new activities should enable the development of a sharing and service economy for workers and residents (restaurants, leisure, services, parking, carpooling) to transform the area into an inhabited, lively place at different times of day. New patterns of consumerism need to be considered, along with the strategies by major retailers to adapt. The presence of a contemporary music hall (Le Chabada) also raises the question of cultural activities as a development factor and attribute, including on an economic level.

## **ORGANISING COHABITATION BETWEEN OLD AND NEW ACTIVITIES**

Among the various proposals for economic diversification, the City of Angers plans to accommodate businesses working in the realm of smart technology, from design to production, capable of building a new image for the site. These new areas of activity must find their place alongside traditional manufacturing and trading activities, which are to continue to develop gradually on their current sites.

<b>1</b>	FR-ANGERS-PS-P18
<b>2</b>	FR-ANGERS-SS-P22
<b>3</b>	FR-ANGERS-SS-P08



## Site de projet

- AUTOROUTE
- VOIES SUR BERGES (2X2 VOIES)
- VOIES STRUCTURANTES
- RÉSEAU VIAIRE
- VOIE FERRÉE
- ITINÉRAIRES VÉLO
- COURBES DE NIVEAU (PAS DE 5 M)
- TRAME VERTE ET BLEUE
- ÉDIFICE BÂTI SINGULIER (PLUI)

### hauteur des bâtiments

- < 4 M
- 5 À 7 M
- 8 À 10 M
- >= 10 M

0 100 200 m

© aura - octobre 2016.  
Sources : DGFI, CD49, ALM, BD Topo 2014

The configuration of the project site aims to focus the European teams' work on the northern section of the Saint-Serge site around Boulevard Gaston Ramon, including the northern parts of the Saint-Serge Active and wholesale market sites, the Fours à Chaux site, the available sites around the Ramon/ Doyenné /Joxé crossroads, and the southern section of the Doyenné site.

Candidates are not required to respond to a pre-defined brief. Teams are invited to take a stand on the future of this area and to work up spatial proposals and briefs that reply to this year's theme and to the expectations expressed by the City and Angers Loire Métropole. In particular, they seek to encourage proposals that treat questions of urban logistics and the pooling of services, taking into account the different rhythms of the city, diversification and transferability of use.

These questions must be addressed in terms of architectural and urban forms: what kind of city should be envisaged to deal with clashes in scale? How can the link with geography and landscape be re-established? How can very different neighbourhoods be linked? How might generic architecture evolve and cohabitation between large and small architectural objects be organised?

## EXPECTATIONS FOR THE PROJECT SITE

Different proposals for use, and spatial and architectural solutions on different scales are expected in order to explore new ways of mixing traditional businesses with new manufacturing processes, services, associative and cultural premises, housing and green spaces. Life must be breathed into a new economic offer to welcome new businesses and other amenities for workers and residents. The main objectives for the local authorities are:

- to provide a strategic response for a progressive and consultative transformation;
- to consider the various different scales of landscape and project, the continuities and discontinuities of form between the more subtle fabric of residential suburbs and the heavy infrastructure of business zones;
- to encourage the reorganisation and intensification of activities to minimise use of space, developing vertical diversification;
- to introduce new uses, inventive new activities, mixing scales;
- to encourage new solutions to urban logistics;

- to develop the pooling of services;
- to consider the different rhythms of the city and the transferability of uses;
- to promote the use of sites that cannot be built on because of flood risk, and current regulations that stipulate a maximum footprint of 33% of the site;
- to produce new architectural ideas for experimental sites and in different situations (demolition and rebuilding, renovation or adaptation of existing buildings, etc.);
- to improve internal and external links and bring a coherence to the different components of the site while preserving their qualities and characteristics;
- to work with local identities to make this area into a place that represents the character and attributes of Angers;
- to look at incorporating housing on the edges of the site.

## ADAPTABLE SITES

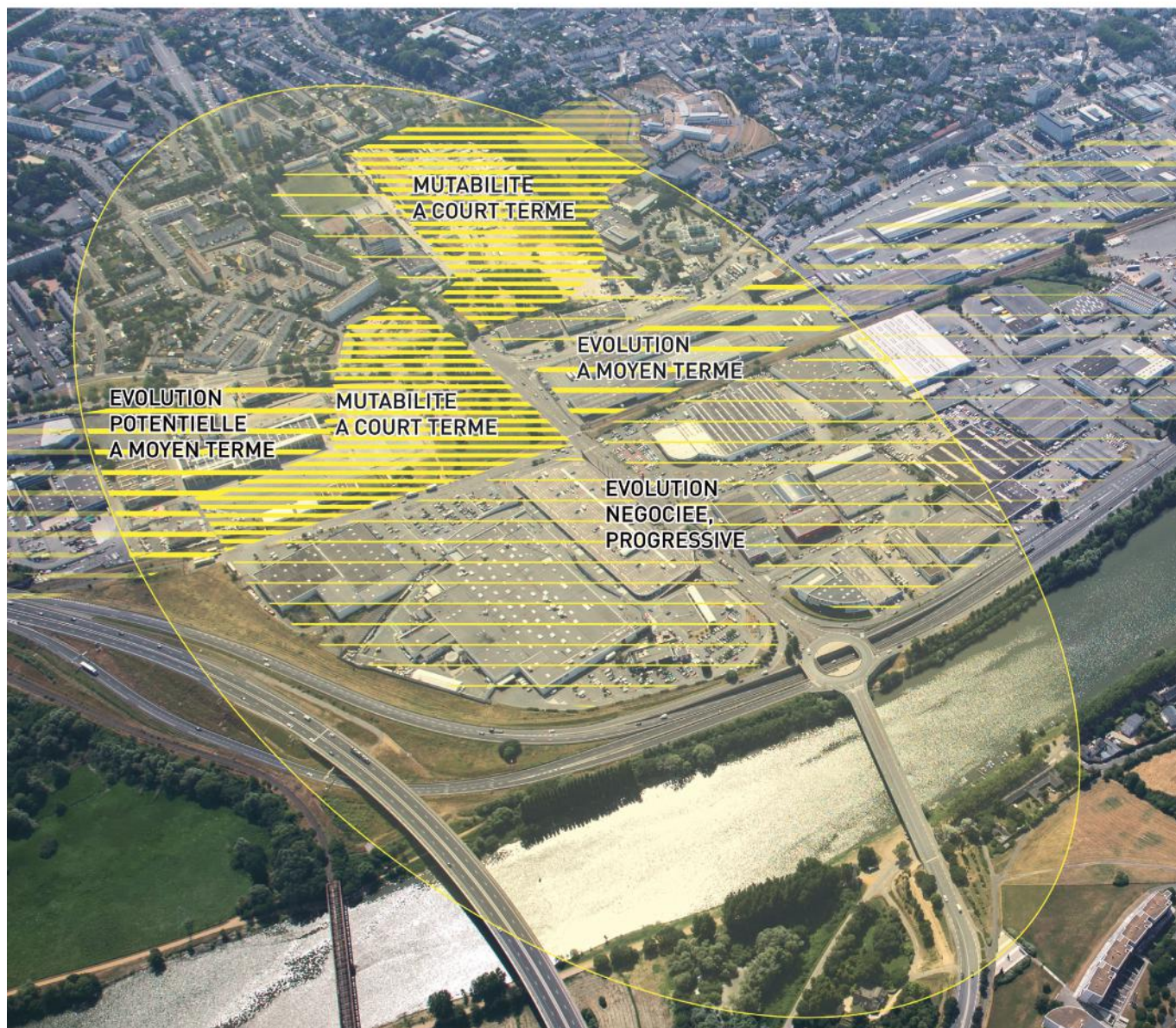
The potential project sites are presented below according to their adaptability over time. This is not an exhaustive list. The teams have the possibility of developing or elaborating their proposals (sequence of operations) over several demonstration sites.

### SITES FOR TRANSFORMATION IN THE SHORT-TERM, ADAPTABLE LAND

**THE FOURS À CHAUX SITE.** Part of the property will be liberated in 2017 with the departure of the SFAC (Société des Fours à Chaux), which no longer exploits the site. Pretty much the entire property can be considered adaptable, along with the overlooking plot of land managed by the City. This is one of the principal short- to mid-term project sites. Environmental restrictions (pollution and unstable sub-soil) make it difficult to develop. The site is partially managed by the City, which envisages a concerted overall development interfacing with Saint-Serge and Monplaisir. The concrete plant (Point P) is to stay, raising the question of integrating this industrial activity.

**Guidelines:** give a new purpose to this site and think about its uses, bring out its qualities and geological particularities, resolve links with its surroundings.

1	ANGERS-FR-PS-AP01
2	ANGERS-FR-PS-M01



Evolution and mutability of project site



Occupation plan



Type of owners of plot

- |  |  |
|--|--|
| Artisans                                       | Automobile                                   |
| Fabricants matériaux BTP                       | Bureaux                                      |
| SOMINVAL                                       | Restauration, alimentation, autres commerces |
| Equipements associatifs, sportifs ou culturels | Services municipaux                          |
| Grossistes, négociants                         | Vacant                                       |
| Soldes, dépôts-ventes, salle des ventes        | Autres dont habitation                       |
| Equipement de la maison, habillement           |  |

0 250 m  
© aura - Août 2016  
source : DGFIP, fichiers fonciers anonymisés 2014, Cote Nord-Picardie

- |  |                        |
|--|------------------------|
| commune ou ALM   | copropriété            |
| transaction en cours de commune/ALM à propriétaire privé | personne morale privée |
| copropriété dont ALM ou commune                          | personne physique      |
| office HLM   |                        |
| établissement public                                     |                        |
| état   |                        |

0 250 m  
© aura - Août 2016  
source : DGFIP, fichiers fonciers anonymisés 2014, Cote Nord-Picardie, ALM 2016

ABANDONNED PUBLIC SPACE ALONG BOULEVARD RAMON. Low levels of occupancy and use of available space around the Cité de la Solidarité (abandoned, oversized areas, areas of uncertain status ...) accentuate the unattractive image of the site. The reorganisation of the motorway interchange after 2025 will considerably change this.

**Guidelines :** work up proposals to make the most of these spaces and their possible uses before and after the creation of the new entrance into the city, reinforce pedestrian routes and links with the landscape, organise carparking.

## SITES FOR TRANSFORMATION IN THE MID TERM

### WHOLESALE MARKET DELIVERY ZONE

The management company (SOMINVAL) wants to enhance and adapt the site for new methods of logistics management and new trends in consumerism. A closer relationship with the city needs to be considered, with the possibility of diversifying activities (sales, restaurants, production, services). Two main paths of development are prioritised: the distribution and management of fresh produce (in partnership with local producers), and evolution towards an urban distribution centre that is particularly innovative with regards last-mile delivery.

Two changes are planned for the mid term: the wholesale market is looking at the idea of a route running east-west from the current main entrance; the zone for delivery vehicles to the north of the market site, which is included in the European project, is eventually to be relocated and liberated (no fixed timeframe). The relocation of this zone provides an important opportunity for reinvestment at the centre of the Saint-Serge Active site, in direct relation to the new city entrance. SOMINVAL, conscious of the need for evolution on the site, is open to all proposals for enhancing its site, particularly around its fringes.

**Guidelines:** enhance the relationship between the wholesale market and the city, organise the space for a range of functions and to accommodate new activities at the edge of the market, adapt the distribution centre to a new organisation for last-mile deliveries, showcase the economy and wealth of Angers.

## SITES FOR CONSULTATIVE OR PROGRESSIVE TRANSFORMATION

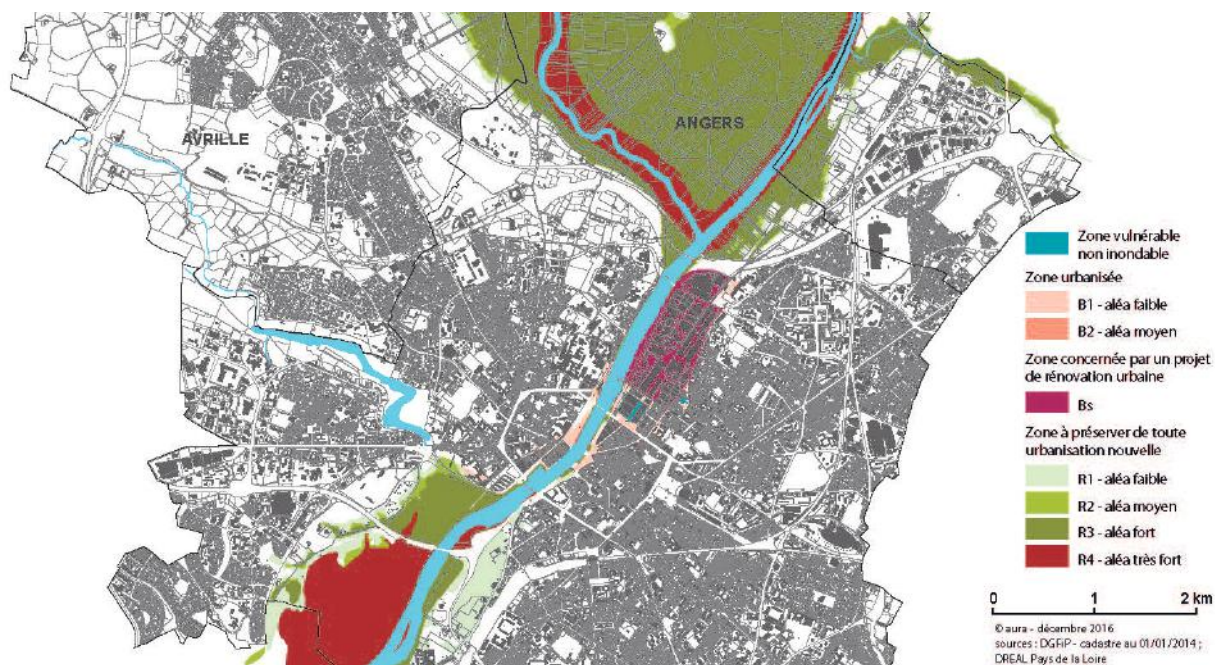
SAINT-SERGE ACTIVE: the teams are invited to make proposals for the built sites themselves (activities and retail), thinking about how the authorities can initiate or mobilise a process of quality development in consultation with private landlords. The authorities' desire to preserve and sustain the economic vocation of the area may incite landlords to enhance their site in light of new public spaces (e.g. the transformation of the old railway line into a cycle route or for mixed pedestrian/cycle use), in particular the wholesale market – making it more open to the public.

**Guidelines:** try out functional and architectural solutions that could be used by current and future businesses to set a precedent and diversify the way spaces are occupied (activities and uses on the ground floor, upper floors and vertical diversity, division of property, shared carparking ...), reveal the potential of new premises or additions to enable the installation of small businesses, generating urban density, community and social interaction (restaurants, cafes, co-working spaces, pop-up offices, exhibitions, design and artistic production), investigate the use of the gaps between public and private, day and night-time, between working hours and after hours.

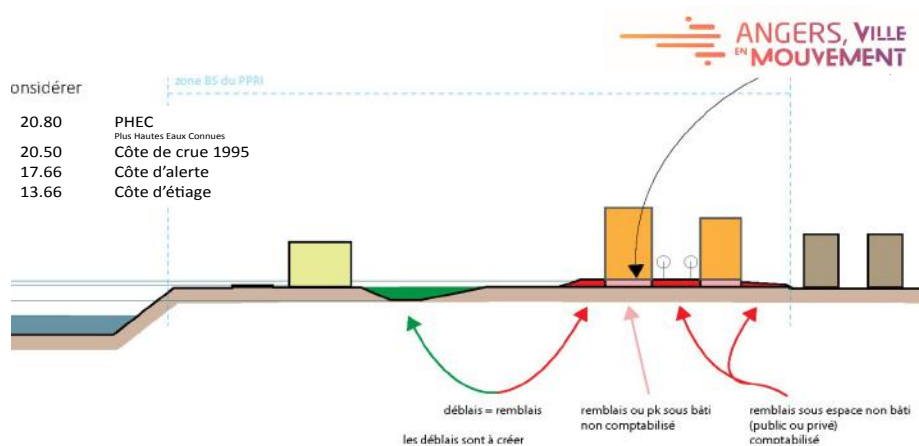
1	FR-ANGERS-PS-AP02
2 3	2. FR-ANGERS-PS-M03 3. FR-ANGERS-PS-M04



Flood envelope of frequent floods



Plan of confluence flood risk prevention in Maine



- Tout projet doit justifier d'un impact hydraulique positif ou nul
- Coefficient d'emprise au sol de 33% maximal à l'échelle de la zone BS
- Déblais équivalent aux remblais dans le sens de l'éloignement de la rivière
- Premier niveau occupé à 21.30 NGF soit +50 cm au-dessus de la côte des plus hautes eaux et voirie accessible (au-dessus de 20.80 NGF)

## WATER MANAGEMENT AND FLOOD RISK: MAKE THE MOST OF THE RISK

The whole of the Saint-Serge area is liable to flooding. Flooding is a recurrent subject for Europan, present in the last two sessions, Europan 12 and 13, «The Adaptable City». Indeed this question is decisive in the management of a trading site, particularly when it includes large-scale activities that cannot be protected from the water. This concern poses problems of environmental and economic resilience. How can businesses be preserved and developed in a restricted zone? What value and uses can be attributed to a zone that is liable to flooding? The main requirements of the Maine Confluence flood-risk prevention plan (the PPRI) are provided for the Europan teams, with the possibility of localised adaptation in line with experimentation and innovation. The PPRI Maine Confluence imposes three rules: any new development must prove it has a positive or inexistent hydraulic impact, a building footprint is restricted to a maximum of 33% of the site, offset any embankment construction with excavations of equal volume between the embankment and the river.

## SOIL AND POLLUTION RESTRICTIONS ON THE FOURS À CHAUX SITE

Geotechnical and environmental analysis on the site has highlighted two sources of hydrocarbon pollution: one from an oil leak and a second unknown, and whose extent remains uncertain. The backfilled soil is made up of decomposed or degraded schist of mediocre quality, inhibiting its buildability (strip footing for shallow foundations).

## EXCEPTIONAL FLOOD IN 1995



© JF Edange / Ville d'Angers - 1995

1	FR-ANGERS-SS-Mo2
2	FR-ANGERS-SS-Mo2
3	FR-ANGERS-SS-Mo4



**Surfaces of cadastral plot**



**Old railway view from boulevard G.Ramon**

# A WORD FROM THE STAKEHOLDERS

## THE ECONOMIC STAKEHOLDERS' POINT OF VIEW

The companies spoken to expressed their interest in the European process, in anticipation of a future vision for this area that inevitably must evolve if it is to preserve a diversified economy at the gates of the city centre. The project undertaken demonstrates the local authority's drive to consider the attributes of the area in terms of its productivity, broadly economic.

The private stakeholders focus on several elements:

1. The impact of the new motorway interchange on how the site functions: the businesses installed along the future A11 sliproad that will connect to Boulevard Ramon (Conforama, Citroën, the wholesale market ...) are concerned about the impact that the additions to the interchange, as well as the walking and cycling path to the Basses Vallées Angevines, will have on access and carparking, but also on their visibility.
2. An opportunity to rethink last-mile logistics: the completed junction with the A11 should optimise delivery management in the area, particularly for the wholesale market, which particularly wants to develop last-mile delivery.
3. Business site enhancement: proposals from the competition may encourage businesses to consider enhancing their sites, in terms of organisation, image and architecture (entrances, parking, deliveries, showrooms, frontage).

4. The follow-up of reorganisation already underway: many businesses along Boulevard Ramon are already thinking about how to restructure their activity: external storage, adapting to new patterns of consumerism and services, pooling certain activities. European proposals must help in the analysis of new solutions.

5. The benefits of linking with the city centre: the creation of a walking and cycling route, or a mixed, low-traffic route, to replace the old railway lines could link the site to the city centre and encourage new forms of economic development by mixing manufacture, retail, services and leisure. The idea of vertical diversity is seen to have potential.

6. A clearer city / nature transition to enhance the site: the connection and links with the La Tournerie site and the introduction of walking and cycling routes will change the perception of the area, giving it a new visibility and new allure (on this subject, European proposals are particularly solicited).

7. Resolving conflicts of use: the existing facilities (Cité de la Solidarité, Chabada, the mosque ...) provide little added value or create problems (one example is visitors to the mosque using the Conforama and Carrefour car parks). The car parks are used informally as meeting points for carpooling or group coach trips.

1	FR-ANGERS-PS-Mo5
2	FR-ANGERS-PS-P25



1-01		FR-ANGERS-SS-P00	
01	02	FR-ANGERS-SS-P01	FR-ANGERS-SS-P02
03	04	FR-ANGERS-SS-P03	FR-ANGERS-SS-P04
05	06	FR-ANGERS-SS-P05	FR-ANGERS-SS-P06
07	08	FR-ANGERS-SS-P07	FR-ANGERS-SS-P08

# PHOTOGRAPHS - STRATEGIC SITE





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13	14	FR-ANGERS-SS-P13	FR-ANGERS-SS-P14
15	16	FR-ANGERS-SS-P15	FR-ANGERS-SS-P16



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27	28	FR-ANGERS-SS-P27	FR-ANGERS-SS-P28
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1-01	FR-ANGERS-PS-P00		
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01	02	FR-ANGERS-PS-P01	FR-ANGERS-PS-P02
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05	06	FR-ANGERS-PS-P05	FR-ANGERS-PS-P06
07	08	FR-ANGERS-PS-P07	FR-ANGERS-PS-P08

# PHOTOGRAPHS - PROJECT SITE





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35	36	FR-ANGERS-PS-P35	FR-ANGERS-PS-P36

## CONURBATION - TERRITORIAL SCALE

FR-ANGERS-C-AP01.JPG	Photograph aerial view of conurbation
FR-ANGERS-C-AP01.PDF	
FR-ANGERS-C-AP02.JPG	Photographs semi-aerial view of conurbation
FR-ANGERS-C-M01.DXF	Conurbation plan
FR-ANGERS-C-M01.JPG	
FR-ANGERS-C-M01.PDF	
FR-ANGERS-C-M02.JPG	
FR-ANGERS-C-M02.PDF	
FR-ANGERS-C-M03.JPG	Cartography of activities zones in conurbation
FR-ANGERS-C-M04.JPG	Simplified geological map of conurbation
FR-ANGERS-C-M05.JPG	Simplified hydro-orography map of conurbation
FR-ANGERS-C-M06.JPG	Diagram of evolution and specificities of employment in conurbation

## STRATEGIC SITE - URBAN SCALE

FR-ANGERS-SS-AP00.JPG	Photograph aerial view of strategic site
FR-ANGERS-SS-AP01.JPG	Photograph aerial view of strategic site with European boundaries
FR-ANGERS-SS-AP01.PDF	
FR-ANGERS-SS-AP02. Å	Photographs of semi-aerial view of strategic site
FR-ANGERS-SS-AP09.JPG	
FR-ANGERS-SS-AP10 _1951.JPG	Old photographs of semi-aerial view of strategic site
FR-ANGERS-SS-AP11 _1951.JPG	
FR-ANGERS-SS-AP12 _1963.JPG	
FR-ANGERS-SS-AP13 _1969.JPG	
FR-ANGERS-SS-AP14.JPG	Project of ZAC Quai Saint-Serge phase 1 (Source : Atelier GRETHER - PHYTOLAB)
FR-ANGERS-SS-AP15.JPG	Project of ZAC Quai Saint-Serge phase 1 (Source : Atelier GRETHER - PHYTOLAB)
FR-ANGERS-SS-M01.PDF	Strategic site plan
FR-ANGERS-SS-M02.JPG	Cartography of flood risks in strategic site
FR-ANGERS-SS-M02.PDF	
FR-ANGERS-SS-M03.JPG	Section - scheme of flood risks in strategic site
FR-ANGERS-SS-M04.PDF	Boundary and Angers Coeur de Maine projects
FR-ANGERS-SS-P00.JPG	Location plan of the photographs of strategic site
FR-ANGERS-SS-P01.JPG Å	Photographs of strategic site
FR-ANGERS-SS-P41.JPG	

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## PROJECT SITE - ARCHITECTURAL SCALE

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<b>FR-ANGERS-PS-AP01.JPG</b>	Photograph aerial view of project site with European boundaries
<b>FR-ANGERS-PS-AP02.JPG</b>	Evolution and mutability of European project sites
<b>FR-ANGERS-PS-AP03.JPG À</b>	Photographs semi-aerial view of exceptional flood in 1995
<b>FR-ANGERS-PS-AP05.JPG</b>	
<b>FR-ANGERS-PS-M01.PDF</b>	Project site plan
<b>FR-ANGERS-PS-M02.JPG</b>	Interchange Project - Feasibility Study (Source : Arcadis - 2009)
<b>FR-ANGERS-PS-M02.PDF</b>	
<b>FR-ANGERS-PS-M03.JPG</b>	Cartography of owners of the project site
<b>FR-ANGERS-PS-M04.JPG</b>	Cartography of landowners of the project site
<b>FR-ANGERS-PS-M05.JPG</b>	Cartography of surfaces of plots
<b>FR-ANGERS-PS-M06.JPG</b>	National interest market plan (Source : SOMINVAL)
<b>FR-ANGERS-PS-P00.JPG</b>	Location plan of photographs of project site
<b>FR-ANGERS-PS-P01.JPG À</b>	Photographs of project site
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<b>FR-ANGERS-T.PDF</b>	Site brief

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