

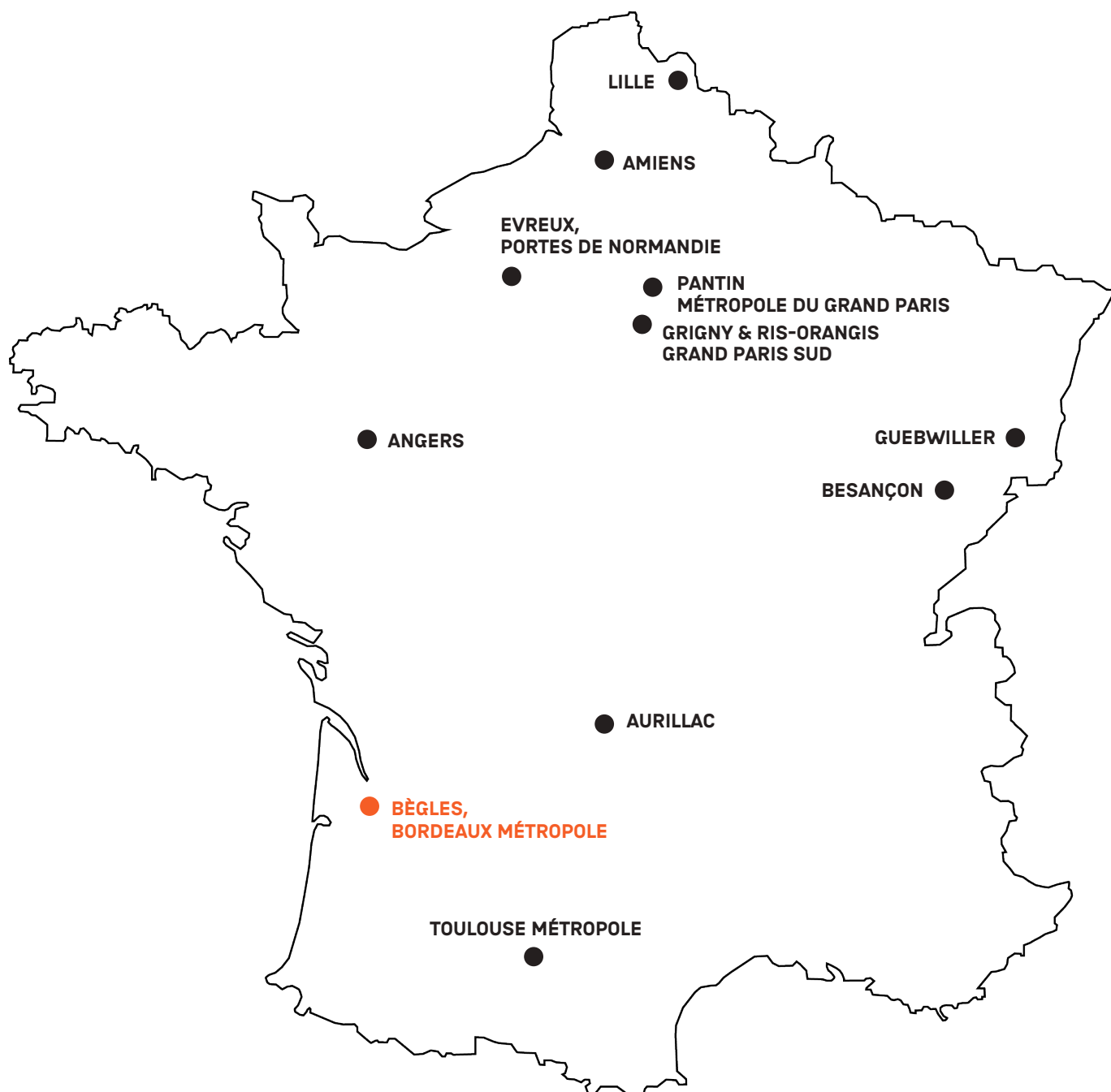


Productive
cities

**BÈGLES, BORDEAUX MÉTROPOLE
BORDEAUX EURATLANTIQUE /
SECTOR BÈGLES GARONNE /
IBBA**

**METROPOLITAN DIVERSITY
ON THE GARONNE**

Site brief



GENERAL INFORMATION

SITE REPRESENTATIVE:

City of Bègles, Metropolitan Bordeaux, EPA Bordeaux Euratlantique EPA Bordeaux Euratlantique (Etablissement Public d'Aménagement – public development corporation)

ACTOR(S) INVOLVED :

City of Bègles, Metropolitan Bordeaux, EPA Bordeaux Euratlantique (Etablissement Public d'Aménagement – public development corporation), with private partners : groupe ETEX, Poste IMMO

TEAM REPRESENTATIVE :

Architect and/or urban planner and/or landscaper

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

Architecture, urbanism, landscaping, programming economic and real estate planning, water management

COMMUNICATION :

Communication after the competition, December 1st 2017

JURY – 1ST 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)

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 :

Studies and projects, assisting project manager, urban planning and landscape architecture manager, mediation with economic players, urban and architectural project to be arranged with the partners.

THE GOOD HEALTH OF EUROSPAN*

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

(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.

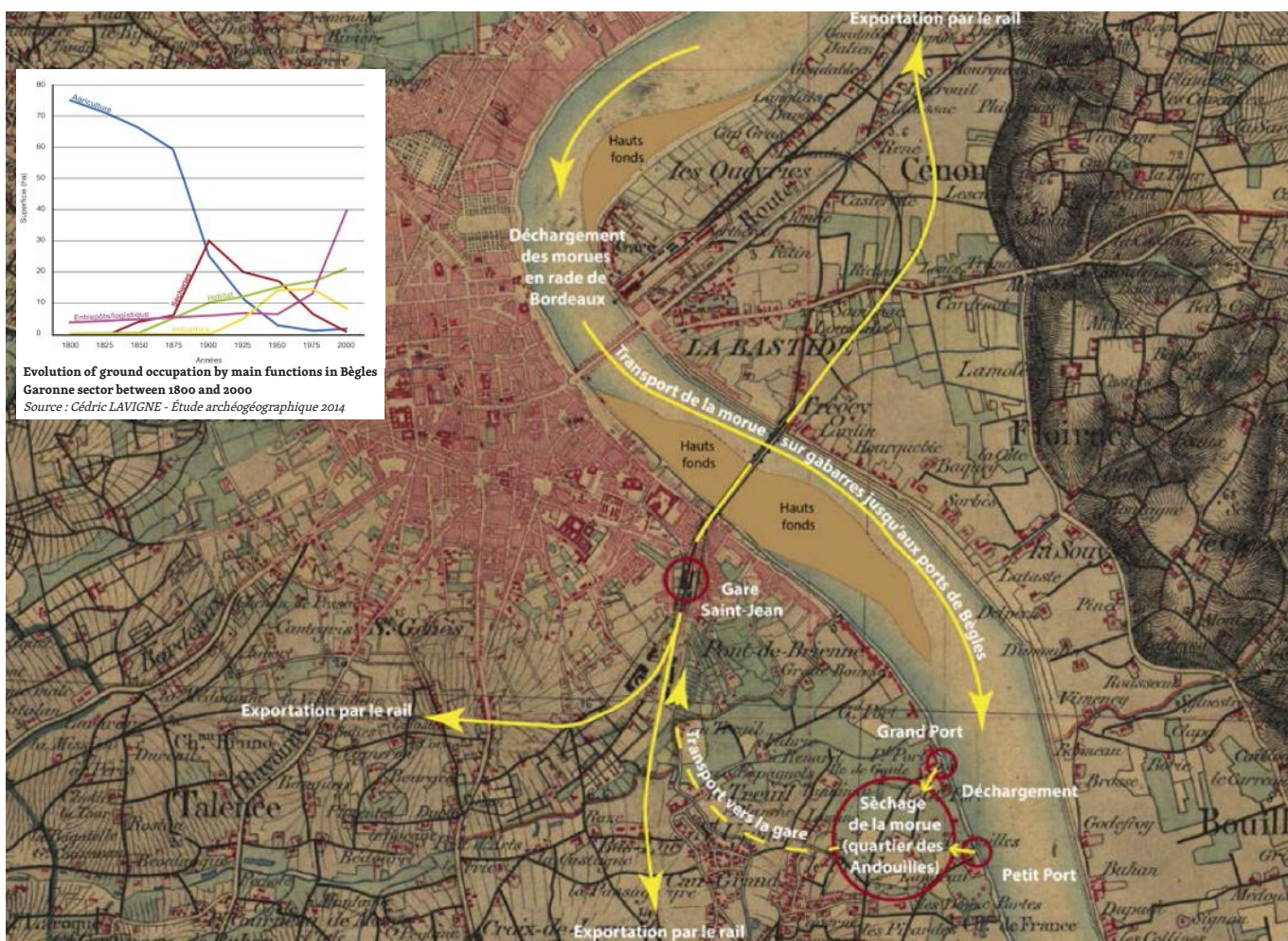
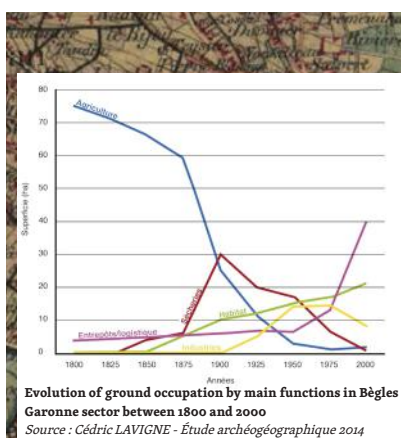
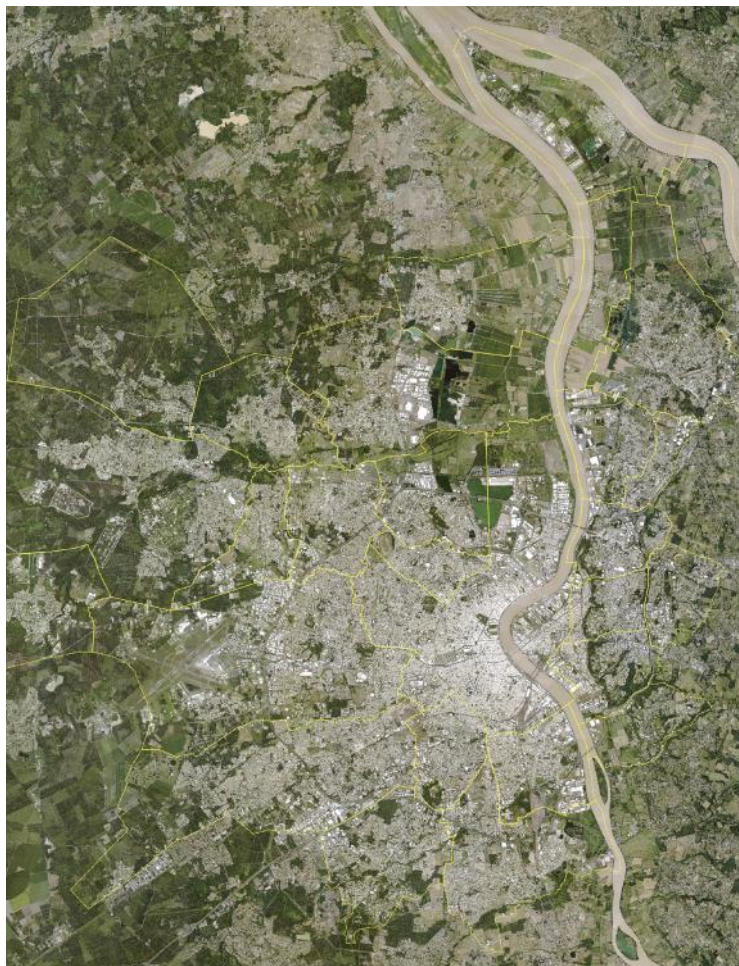
We have good hope because 7 of 10 of European 13 sites in France have begun implementation with selected teams.

'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



Circuit for the conveyance, for processing and export of cod on the map of 1846

Source : Cédric LAVIGNE - Étude archéogéographique 2014

RELATIONSHIP TO THE THEME

"PRODUCTIVE CITIES"

SITE ISSUES IN REGARD TO THE THEME

A SITE OF SYMBOLIC SIGNIFICANCE IN THE TRANSFORMATION OF BORDEAUX'S ECONOMY AND ITS RELATIONSHIP TO THE RIVER

To the south of the historic centre of Bordeaux, the Bègles Garonne sector is an area of harbour activities and old cod-drying works that were established mainly during the 19th century. Cod fisheries existed already in Bordeaux in the Middle Ages. Cod was brought by English boats to Bordeaux and exchanged for wines. Bordeaux was the most important French port on the Atlantic coast in the 18th century. The cod-drying works settled in Begles in 1840, on land available along the river between two docks of the Garonne, the Grand Port and the Petit Port, in the middle of what was then agricultural fields.

The construction of Saint-Jean Station in 1855 strengthened the cod-drying works by allowing rail export of dried cod. The development of the railway also paved the way for the establishment of industrial activities, which would encroach on the cod-drying areas. The cod industry continued until the 1960s and then disappeared almost completely in the 1970s.

The construction in 1974 of a four-lane motorway (A631) doubled the lanes along the riverbank (quai de President Wilson) and deprived the area of access to the Garonne. Large parcels of the old drying works along the riverfront were bought up little by little by small industries, then by automobile showrooms and logistic warehouses.

The site testifies to long term changes generated by the installation, modernization or decline of traditional activities confronted by industrialisation, leaving a fragmented legacy on a site whose natural base and hydrological activity have been several times modified. It is an assemblage of inherited forms at the gates to the «city of stone» and a vast urban area registered as a World Heritage Site by UNESCO in 2007. The site is in line with the EUROPLAN 14 theme by questioning the issues of heritage, urban diversity and property reuse for the development of an area into an active, multifunctional neighbourhood.

A SITE IN AN AREA IN FULL METROPOLITAN TRANSFORMATION

On the southern edge of the city of Bordeaux, the Bègles Garonne sector extends for more than a kilometre along the banks of the Garonne River and is one of the major project areas of the urban planning operation of national interest (OIN) Bordeaux Euratlantic, a continuation of the joint development zone (ZAC) of Saint-Jean Belcier.

The first major OIN project, the redevelopment of the Saint-Jean Station district begun in 2010, has planned for the new high-speed line (LGV) that in 2017 is going to connect Bordeaux to Paris in just two hours and five minutes. Future connections in the directions of Toulouse and Bilbao will considerably increase the number of passengers (20 million passengers a year expected in 2020) and consolidate Bordeaux's position in the network of major European metropolises.

The construction, in 2020, of a new bridge over the Garonne, a continuation of Boulevard Jean Jacques Bosc, will finally link this area to the right bank and the Garonne Eiffel area, which is also the subject of a large-scale development project. The pairing of these projects triggers a new era of change for the Bègles Garonne sector already now enjoying a new metropolitan attractiveness.

In this essentially commercial area, the modification of land currently little valued will seek to redraw the image of the metropolitan area's southern entrance, offering greater diversity in professions, uses and urban forms.

FROM A CUMULATIVE HERITAGE TO THE EMERGENCE OF A LIVING AND WORKING METROPOLITAN AREA

This competition is the occasion to write a new page for a site that has seen multiple transformations and adaptations over time, taking into account the complexity of the natural, urban and architectural heritage that has given the site an identity and its historical and cultural value. How to deal with forms and working methods inherited from previous urban plans and the industrial past? How to get back to the natural geography and hydrologic activity of a territory highly flood-prone and largely man-made? How to reinvent the riverfront, making it available for new uses? What new urban architectural forms can create in space and time a living working metropolitan area without displacing the productive economy? How can architecture be used to give this site a contemporary identity in the «Bordeaux spirit» with the redevelopment of the wharves and recognition of the river heritage?

1	2	FR-BEGLES-C-AP01 FR-BEGLES-C-M08
2		FR-BEGLES-C-AP05

SPECIFIC EXPECTATIONS

WRITE THE FIRST PAGE OF THE IBBA PROJECT «IMAGINING BEGLES - BORDEAUX DIFFERENTLY»

In the Bègles Garonne sector, the EPA (Établissement public d'aménagement - public development authority) Bordeaux Euratlantique is relying a strategy from the German IBA (Internationale Bauausstellung). This «Imagine Bègles - Bordeaux Autrement» IBBA approach aims at reversing the constraints of the site and creating new opportunities for the territory. It is a question of leading, with private operators supporting experimentation and innovation, a series of projects that have the capacity to develop momentum.

Participation in EUROPAN is fully in line with this approach. The competition is a first step that mobilizes private developers with a marketing approach that encourages a new generation of urban planning and architectural projects associating a productive economy and a diversity of uses.

Within the urban planning operation of national interest (OIN), the Bègles Garonne sector is destined to become a laboratory of initiatives of international resonance. The approach will give rise to exhibitions and workshops coupled with the architecture, urban planning and design biennial «Agora».

The 2017 edition curated by Bas SMETS will take place from 15 to 25 September on the theme «landscapes in motion, landscapes in progress».

DEVELOP THE LEFT BANK RIVERSCAPE WHILE ACKNOWLEDGING URBAN, LANDSCAPE AND HERITAGE ISSUES

Several factors contribute to developing a territorial reconversion project over the whole of the left bank: the specific history of the site and nature of the activities that took place there, its landscape qualities, its situation as a gateway to the metropolitan area and how it is perceived from a major metropolitan axis. The city and the EPA have several urban objectives: find a direct opening to the Garonne, transform the A631 and quai Wilson that

currently prohibit all access to the river, encourage urban and ecological continuity to other project sites to the north and south, reconnect with the history of the site to enhance the industrial heritage and reconcile densification and danger of flooding by proposing urban and architectural forms adapted to the risk.

DEVELOP ARCHITECTURAL PROPOSALS ON TWO EXPERIMENTAL PROJECT SITES

The teams need to take into consideration the 19th and 20th century architectural heritage by developing an intervention that allows the existing built environment to evolve and to hybridize zones of activity from an older generation.

The competition, in consultation with the owners and operators, focuses on two project sites and proposes two topics; how to optimize, integrate and diversify social, cultural and productive activities and create a mixed metropolitan area in transforming an active industrial site and converting a logistics platform.

Bègles paper mill: transformation of a production site

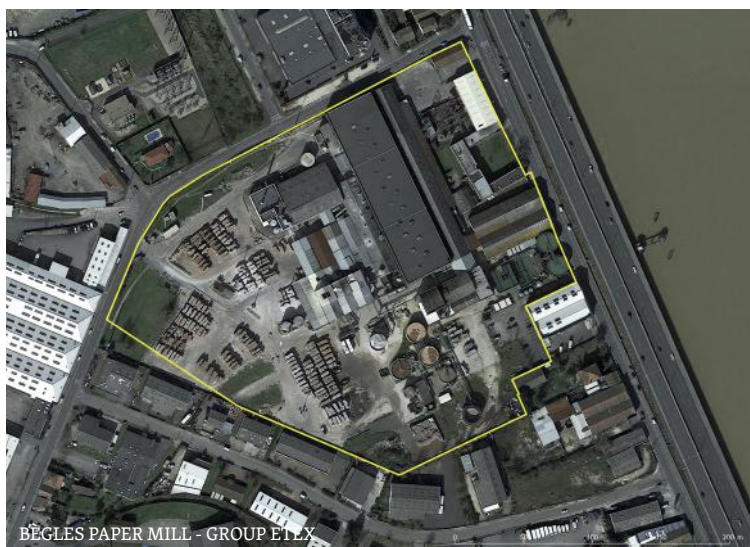
The paper mill, an emblematic site on the left bank of the Garonne in Bègles, has been in operation since 1929. It is both a historical landmark and an obstacle in the transformation of the Bègles Garonne area.

The challenge for the EUROPAN teams is to not place industrial activity and architecture, urban quality and environmental concerns in confrontation.

It is necessary to consider, in consultation with the company and with knowledge of the manufacturing process, how to optimize space (land, boundaries, facades) to both improve and ensure the continuation of the company and to enhance the site and its architectural heritage in order to encourage new activities or programs to invest along the site's fringes.

Short and long term development scenarios must enable the exploration of different forms of diversity while restoring the significance of the paper mill's architectural and historical heritage.

1	FR-BEGLES-SS-AP02
2	FR-BEGLES-SS-AP03



Coliposte site: reconversion of a logistics site

By moving the parcel business it is possible to reintroduce urban diversity into this former industrial area. At issue are the design and integration of flexible, mixed or reversible real estate products combining innovative architecture, risk management and specificities of productive employment.

Together with Poste Immo, the future of this remarkably location on the Garonne, a symbolic and logistical gateway, should be re-imagined taking advantage of the know-how of the group La Poste, the leading enterprise in local services (energy, silver economy, e-commerce, co-working, janitorial, urban logistics, banking).

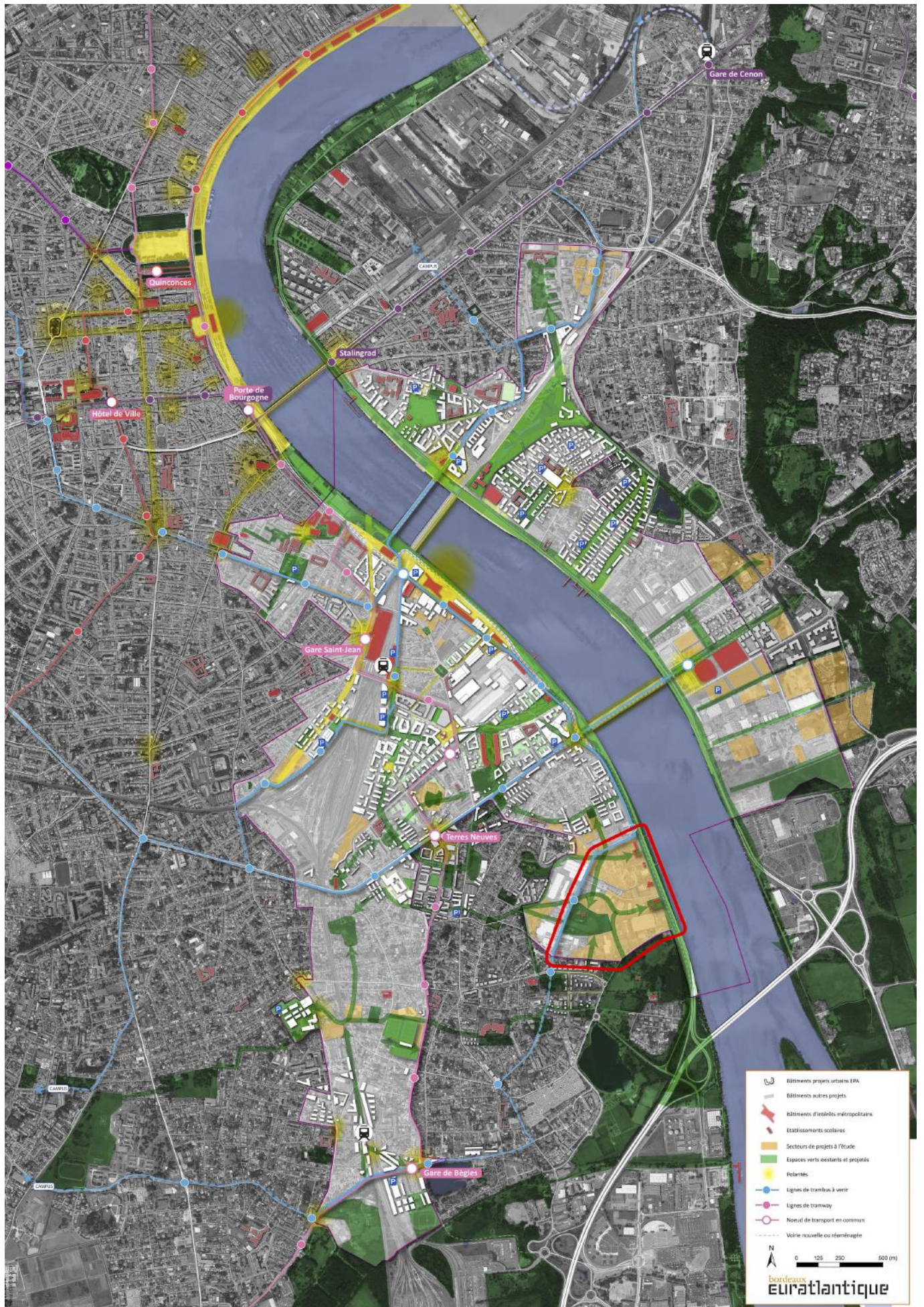
Innovation will be sought in terms of financing and backing, taking into consideration natural risks. Beyond the issue of diversity, Poste Immo is planning for a high density site.

FOLLOW-UP TO COMPETITION

Assignments likely to be entrusted to the teams selected by the EUROPAN France jury within the framework of the IBBA approach:

- study and further development of strategic proposals resulting from the competition,
- project site feasibility studies, management of urban and landscape projects and workshops for an experimental process that is to be carried out by EUROPAN France and PUCA (Planning Urbanism Construction Architecture) working with public actors (Bordeaux Métropole, city of Bègles), economic actors (Poste IMMO, Groupe ETEX) and future project promoters as well as the inhabitants and users and with the support of the Office of Architecture and Heritage.

1	BEGLES-FR-SS-AP10	
2	3	BEGLES-FR-PS1-AP01 BEGLES-FR-PS1-P39
4	5	BEGLES-FR-PS2-AP01 BEGLES-FR-PS2-P21



METROPOLITAN CONTEXT AND STRATEGIES

CONTEXTS AND STRATEGIES ON SCALE WITH THE METROPOLITAN AREA, THE OIN AND THE COMMUNE

URBAN PLANNING OPERATION OF NATIONAL INTEREST (OIN) EURATLANTIQUE

The territory of Bordeaux Métropole has for several years undergone an accelerated transformation with the extension of its tramway network and the implementation of large-scale development projects. This proactive policy, strengthened by the new TGV (high-speed train) service, is part of the prospect of becoming a «million-inhabitant metropolis» by 2030.

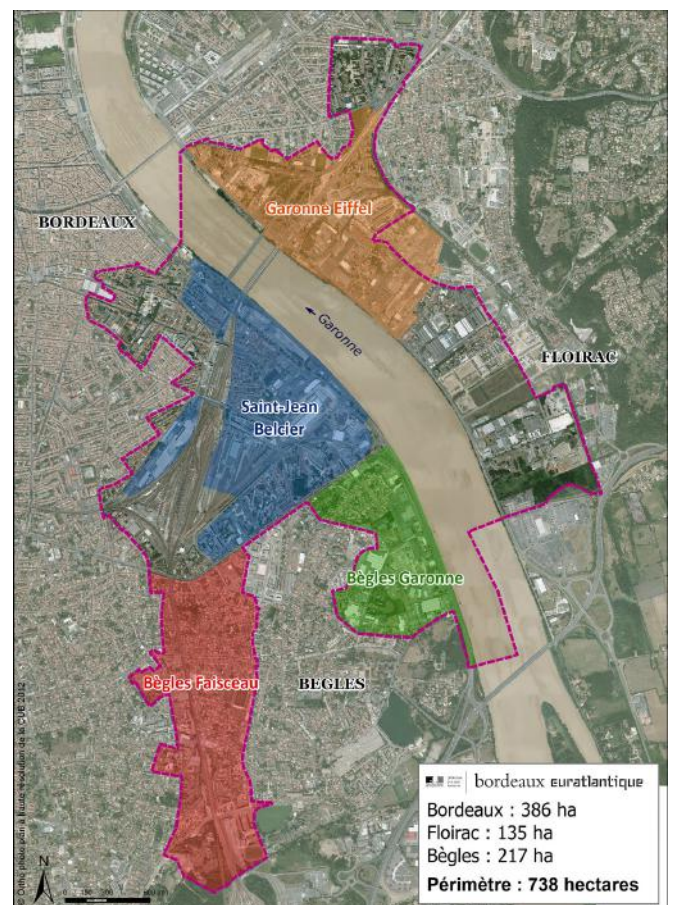
Among other metropolitan projects, the Euratlantic urban planning operation of national interest (OIN) also supports this momentum. Bordeaux Métropole, in its role in urban planning, is developing a number of ZACs (joint development zones) of community interest, including the Bègles City Hall ZAC south of the EUROPAN site.

The Euratlantic project is one of the largest urban planning projects currently being carried out in France: 738 hectares, of which 220 hectares are variable, divided over three communes: Bordeaux, Bègles and Floirac. The area includes major logistic and strategic sites to be maintained (Brienne National Interest Market on the left bank, Atelier Industriel Aéronautique on the right bank), several housing districts and evolving business areas.

The public development agency EPA Bordeaux Euratlantique, in charge of the development of the OIN, has a dual mission of urban planning and economic development. With 2.5 million square meters of land to be developed, the goal of the project is to house 40,000 new inhabitants (18,000 homes) and create 30,000 new jobs (including 15,000 external) with high-quality, innovative expectations.

On the economic front, Bordeaux Euratlantique aims to form a dynamic ecosystem by supporting innovation in the digital field (Cité Numérique project in Bègles), the development of service and financial activities (540,000 m² of office space in the OIN territory), the development of clean tech / green tech networks (Newton Park in Bègles) and also the maintenance and development of

services and production activities in the city centre and throughout the metropolitan area. This is in line with Bordeaux Métropole's strategic approach for a balanced territory-wide grid, paying particular attention to developing real estate adapted to the needs of companies.



The OIN is divided into four major project areas:

- **Bordeaux Saint-Jean Belcier** : the operation, begun in 2010 and entrusted to REICHEN and ROBERT & Associés, aims to design a cosmopolitan railway station neighbourhood, including a European-oriented business centre and a major cultural facility (MECA, Maison de l'économie Creative and culture in Aquitaine on Quay Paludate) close to an art school and an architectural group.



• **Garonne Eiffel**: the operation on the right bank, launched in 2011 and entrusted to the TVK agency, plans to open up the banks of the Garonne. The future joint development zone covers an area of 127 ha in the communes of Bordeaux and Floirac and 7,500 homes will be built.

• **Bègles Faisceau** : a plan for the Bègles Faisceau territory, served by tramway C, has been entrusted to Alexandre CHEMETOFF & Associés. It includes the conversion of a former postal sorting centre into a digital centre and the creation of an environmentally intelligence park (Newton Park) for companies dedicated to green growth and energy transition.

• **Bègles Garonne** : the fourth and last large territory identified as a project site since the creation of the OIN. The transformation of this site has not yet been determined.

THE CITY OF BÈGLES AND ITS PROJECTS

At the beginning of the 18th century, the territory of the present commune consisted of a group of farming villages scattered over an area of vineyards, streams and marshes. The decades preceding the Revolution saw the population of Bordeaux increase sharply. Urban extension conquered Bègles, leading to a first industrialization with the installation of mills, tanneries and textile workshops. The commune of Bègles, uniting several hamlets, was officially founded in 1790.

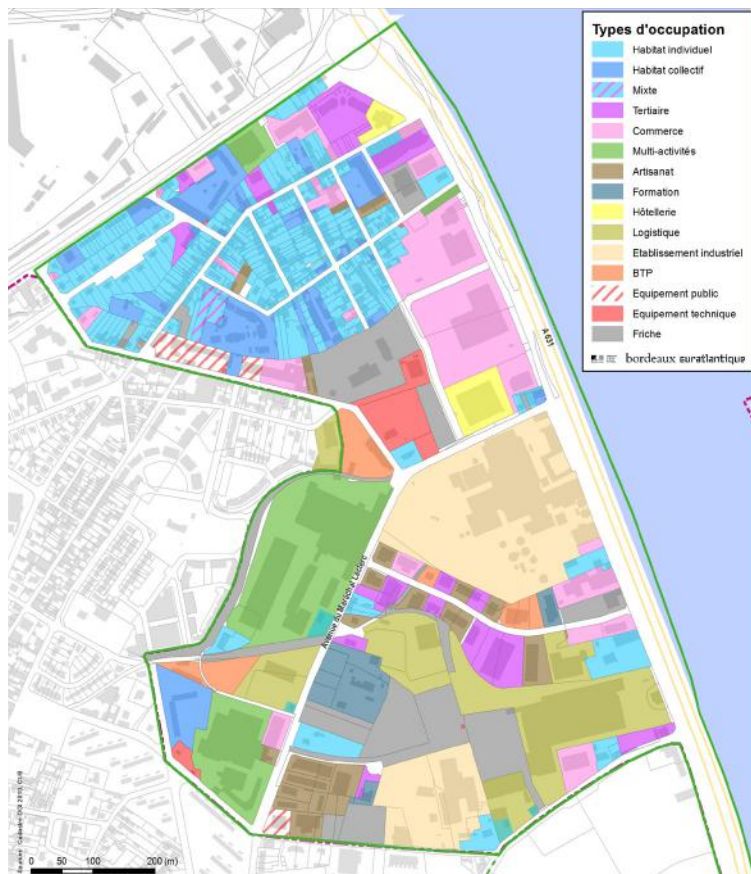
The arrival of the railway and the construction of the Saint-Jean Railway Station in 1855 encouraged industrial development (metallurgy, wood, pulp, glass, chocolate, etc.) and demographic growth. The commune became the most important industrial suburb, taking on those activities rejected by Bordeaux. Here the worker, foreman and boss lived side by side. Industrialization continued into the beginning of the 20th century without completely erasing the rurality.

In the 1960s, many plants closed and the population dropped from 30,000 to 23,000 in the 1990s. At that time, the construction of large ring roads cut up communal territory, split the city in two and destroyed a large number of the chateaux. The exception is the Chateaux of Bellevue, which has been the city hall since 1926.

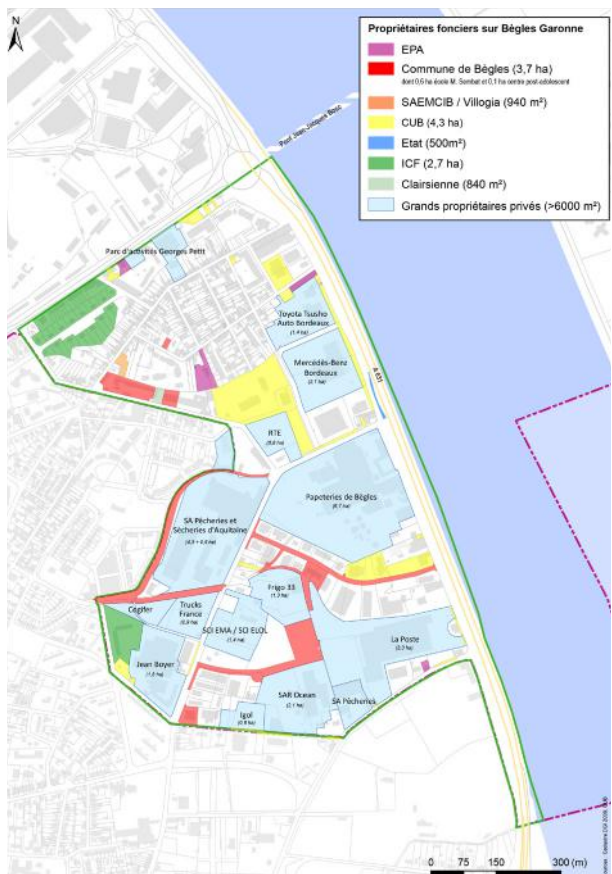
Included in the Bordeaux metropolitan area, Bègles now benefits from a new economic dynamism (digital economy and eco-responsible technology) and a strong residential attractiveness generated by tram service and proximity to Saint-Jean Station and the city centre. Almost half of the municipal area is planned for or already under construction and there will a lot of collective housing built.

Today, the city is seeking to create an opening through to the Garonne in an assertive policy of green and blue grid restructuring (see green delta project) and is continuing urbanization and urban renewal development with the consultation and participation of the inhabitants.

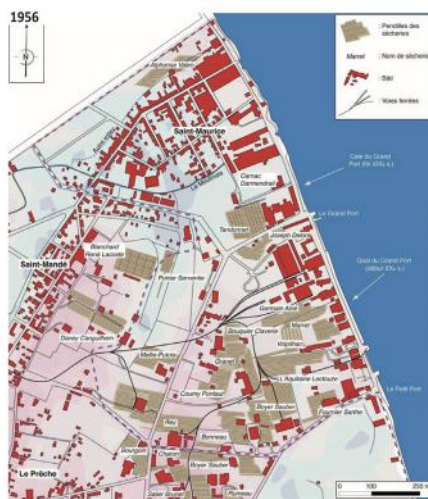
1	FR-BEGLES-SS-AP05
2	FR-BEGLES-SS-AP04



© Bordeaux Euratlantique 2016



© Bordeaux Euratlantique 2016



© Cédric LAVIGNE - Étude archéogéographique 2014

© Cédric LAVIGNE - Étude archéogéographique 2014

PRESENTATION OF THE BÈGLES GARONNE SECTOR

The Bègles Garonne sector extends over one kilometer along the Garonne from the ZAC Saint-Jean Belcier. This closed off territory is bordered on the north by boulevard Jean-Jacques Bosc and on the east by the A631 motorway. Ninety percent of the area has a history of flood risk.

It is divided into three relatively autonomous entities:

- **Boulevard Jean-Jacques Bosc** borders the Brienne area, which hosts the Marché d'Intérêt National. The MIN brings together nearly 70 companies and wholesalers and represents the third French import-export centre for fresh produce. This sector also includes the row houses of Cité Charles Domercq, company stores and a building for second-hand services (Les Portes de Bègles).

- **the Marcel Sembat neighbourhood** was built on the flood plane in the second half of the 19th century along five parallel streets north of the La Moulinatte Stream, now tiled.

- **the Grand Port (EUROPAN site)** was a sector of warehouses and factories along the old quays. The Grand Port now designates a business park created in 1991 on nearly 39 ha. It stretches along the quai Paludate and quai Wilson to the François Mitterrand Bridge. The parcels, large areas of land, are a direct heritage of the cod drying plants. The area to the north of the paper mill is mainly logistics companies (ColiPoste, Brink's, Trias, Fraikin locamion) and automobile showrooms (Lexus, Toyota, Mercedes-Benz, Smart, Harley Davidson).

HISTORY, URBAN AND ARCHITECTURAL HERITAGE

The Bègles Garonne area, old marshlands drained at the end of the 19th century, was structured by esteyes (a local term for tidal waterways) that today have been tiled or filled in. The presence of old rail lines testifies to the meeting of land, river and iron. Several historical elements (bourgeois homes on the banks of the Garonne) recall the old vineyards, port activities, cod drying and then the industry that is all part of the discrete heritage of this jostled site and its river history.

On this natural base, a division of large parcels of land corresponding to the old cod drying plants that required large areas was superimposed. Industrial activities and then logistic companies grew rapidly on the area of the drying plants in the 1950s, while the railway disappeared.

Urbanization of the second half of the 20th century has produced a cumulative fabric cut up by infrastructure.

The history of the site thus results in dialectic between permanent elements (the majestic presence of the Garonne, the neighbourhoods of small shops, the domain of Franks since the Middle Ages) and those in evolution or restructuring (production areas and warehouses, public spaces, etc.).

Business Activities

Industrial activities and logistics occupy 60% of the territory. The Grand Port business park extends more than a kilometre along the Garonne, from quai Paludate to quai Wilson to the François Mitterrand Bridge and concentrates most of the economic activity (1,600 jobs for 250 establishments). There are mainly industrial and logistics activities, wholesale businesses, small artisanal businesses and a few retail businesses.

Commerce

The Bègles Garonne sector is isolated from other main commercial centres. Local services and shops are virtually non-existent, with the exception of a tobacco shop, a pharmacy and three restaurants that attract employees from the area and beyond. The restaurant Le Chiopot was established in 1929 and is listed in the Michelin guide and Le Radis Noir, an associative café founded in 2011 is in the Marcel Sembat district. North of the paper mill is the Ténéo Aparthotel, a 3 star hotel residence with 91 rooms.

Housing and typology

The old residential districts around rue Marcel Sembat are mainly for employees and workers with low or medium incomes. Avenue Jean-Jacques Bosc and the Grand Port business park close off the area. The urban fabric consists of townhouses (low houses aligned along the street, narrow plots with gardens at the back) and small shops that are the typical image of Bègles, a 1950s worker housing estate (Cité Charles Domercq) and old and new apartment buildings.

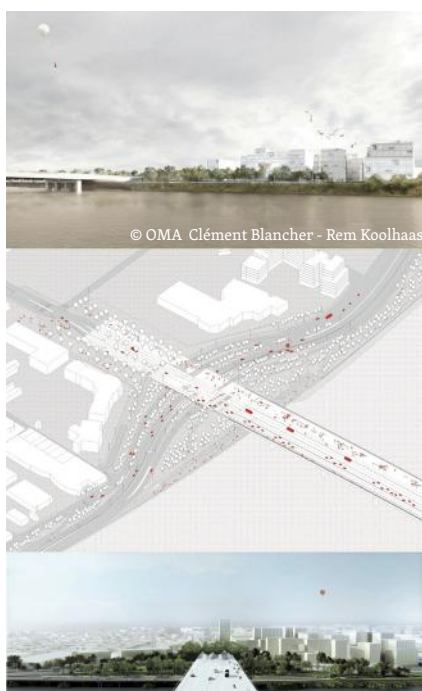
Public and Specialized Facilities

At the southwest corner of the EUROPAN site is a outpatient clinic designed by the Lacaton Vassal Agency. It is the initiative of the psychiatric department of Cadillac Hospital (Gironde) to develop a programme of specialized treatment outside the hospital for approximately 20 young people between the ages of 18 and 25. Designed both as a place of care and a workspace, this simple building is like a workshop with open or enclosed gardens and an orchard. There are also two training centres on the site: the GCIF specialized in retail and mass distribution and a PNL training centre with a neuro-linguistic programme.

1	2	FR-BEGLES-SS-Mo2	FR-BEGLES-SS-Mo4
3	4	FR-BEGLES-SS-Mo5	FR-BEGLES-SS-Mo6



Day care center, Lacaton & Vassal architect, 1994



Extract of exhibition « Jean-Jacques Bosc bridge, public space, living space », Bordeaux, september 2016

Financial structure

Most real estate is in the hands of large private landowners. On the EUROPAN site, the City of Bègles owns the old railway right-of-ways and land near the subdivision of La Moulinatte with the idea of connecting Rue de La Moulinatte and the cul-de-sac Jacqueline Auriol (Coliposte website). Bordeaux Métropole (formerly La CUB) owns the technical facilities (pumping station, substation, natural gas pressure reduction station) and some plots acquired as they became available in the artisanal area of La Moulinatte. The Métropole also acquired, as they became available, several parcels to the north of Rue de la Moulinatte, bordering on the Bègles paper mill, in anticipation of future changes.

PROJECTS CURRENTLY BEING CARRIED OUT OR UNDER STUDY

THE FUTURE JEAN-JACQUES BOSCH BRIDGE

The project for a new bridge over the Garonne River has long been part of territorial planning. Its aim is to increase fluidity on the Bordeaux ring road and connect the public transport network along the boulevards.

Considered essential to increasing attractiveness for the southern sector of the metropolitan area, the bridge masterfully connects the two riverbanks, increasing the metropolitan dynamics of two major OIN projects: the left bank Saint Jean Belcier ZAC and the right bank ZAC des quais de Floirac, which includes the new Bordeaux Métropole Arena, an 11,000-seat large public facility at the foot of the bridge. It has been designed by the Rudy RICCIOTTI agency, winner of the 2013 competition and is scheduled to open in 2018.

Fruit of several years of study and consultation, the sixth bridge over the Garonne embodies a new approach to the notion of urban crossing. It is designed as a large public space over the water, both connection and living space. The project, designed by Clément BLANCHET, ex-director of OMA France, will be carried out by the OMA group - WSP Finland - Michel DESVIGNE landscape architect - Agence Lumières Studio On Switch. According to the designers, it is a «rethinking of the fundamental objectives of a 21st century bridge in view of the changing needs of a rapidly expanding city».

Architecturally simple, the work is a worldwide innovation creating a metropolitan public space of unprecedented scale and nature. The bridge deck of unusual width (44 m) offers a

pedestrian area 15 m wide on the downstream side. The bridge thus resembles a flexible platform that can evolve, adapting to changing modes of transport and accommodating a multitude of temporary uses beyond the sole function of traffic and pedestrian crossing. The bridge is a steel and concrete structure (metal beams and concrete slab) 549 m long and 30 m above the Garonne, thus allowing navigation to continue unimpeded.

Two vast landscaped spaces at either foot of the bridge and in contact with the Garonne will assure the bridge's integration with the riverscape. The project accomplishes the traffic reconnection while proposing new public spaces that ensure continuity with the riverbanks and initiate their recovery. The bridge will thus contribute to areas undergoing change by encouraging exchange between existing or planned activities on either side of the river, notably in the Bègles Garonne sector. The objective on the left bank is to create openings from neighbourhoods to the Garonne and to reclassify quai Wilson and the motorway.

Project history and key dates: 2007 project launch and public consultation / 2011: competition launch / 2012: competition awards / 2013: project management entrusted to the OMA / WSP group Finland - Michel DESVIGNES landscape architect and Agence Lumières Studio On Switch / 2014-15: Impact studies / 2016: public inquiry / 2017: start works connecting access roads to structure / 2020: completion and opening.

GREEN DELTA

The city of Bègles is enriching its green and blue grid by developing large breathing spaces and biodiversity. The Green Delta Project is the flagship of this initiative and is a natural area of 200 ha. south of the city dedicated to nature, biodiversity, sport and leisure activities.

The aim is to enhance and restore ecological, natural areas belonging to an old waterway system, to connect nearby urban areas, to develop and protect biodiversity and to diversify agricultural or recreational uses (market gardening, pasture, pleasure).

Three main esters (waterways subject to tides) run through the Green Delta and 15 km of pedestrian and cycling paths loop through five urban parks (Mussonville Park, Estey Park, Begles Beach with 40,000 users in the summer, Parc des Prés Rimbaud, Parc des Berges) before continuing on to the banks of the Garonne River and the municipal marina. On the level of ecology and natural continuities, the delta includes also the Château de Francs private estate.

1	2	FR-BEGLES-SS-P27	FR-BEGLES-SS-P29
3	4	FR-BEGLES-C-Mo4/05/06/07	
5	6		
7			

JOINT DEVELOPMENT ZONE (ZAC) BÈGLES CITY HALL NEIGHBOURHOOD

Launched in 2003 and directed by Bordeaux Métropole, the ZAC city hall neighbourhood (Quartier de la Mairie) (12.5 ha) aims to promote functional and social diversity by developing a wide range of housing types. The operation is inspired by the garden city of Ebenezer Howard and is being developed in three distinct sectors: the Calixte Camelle sector, the Chevalier de la Barre sector and the Sécheries sector located east of the town hall and south of the EUROPAN site (9 ha).

The overall program includes about 450 housing units (including 15% of rental social housing), 6300 m² of office space and 2400 m² of retail space.

Rue Calixte Camelle has been redesigned to promote intermodal and environmentally friendly transportation. The project continues to the Quatre Castéra roundabout. Bike paths have been created on both sides of this new road, which will serve the future neighbourhood of the Sécheries where there will be both single-family and of collective housing.

PLANS ON A SCALE WITH THE BÈGLES - GARONNE SECTOR

Continuing the OIN Euratlantic development to the Bègles Garonne sector means the image and uses of the southern entrance to the metropolitan area must be reinvented along the length of the fluvial façade. The grand intentions of Bordeaux Métropole, the EPA and the city of Begles are to reconnect this territory with its environment and its history without erasing either the economy or the production that continues to generate wealth and employment.

A gradual medium and long term change must make it possible to better articulate and diversify current uses, to introduce on a new urban framework other forms of housing and activity, to establish connections with other sites currently being developed and to reconsider the hydrologic activity of a site that is flood-prone and susceptible to high tides. These intentions can be grouped around several major issues:

1. NEW METROPOLITAN SKYLINE

- grasp the larger panorama beginning from the Garonne (views and perception from the site, from quai Wilson and from the future Jean-Jacques Bosc Bridge),

- create a new image of the south entrance to the metropolitan area and construct a territorial and architectural scenography that echoes the monumentality of the river, conveying the architectural ambition of a European metropolitan skyline on scale with the river's monumentality (the planted towers designed by the LAISNÉ ROUSSEL Agency or the Bosco Verticale project by the Studio BOERI in Milan can be seen as references).
- connect the Bègles Garonne area to the Euratlantique project, the Bègles municipal territory and the Saint-Jean railway station.

2. RECLAIMING THE RIVERBANKS

- find a more direct relationship to the river, create new openings towards the Garonne to open up the territory to the river,
- consider a long term transformation of the motorway along the embankments (altering the A631 motorway and quai Wilson, currently just speculation)
- establish a continuum from the restored quays of Bordeaux to the Rives d'Ancins (development of the riverbanks),

3. NEW URBAN, LANDSCAPE AND ECOLOGICAL CONNECTIONS

- open, reorganise and connect spaces that are extremely closed off and hostile to the pedestrian,
- develop new communication routes with other nearby urban projects (Saint-Jean Belcier, new bridge and Boulevard Jean-Jacques Bosc, ZAC Bègles city hall neighbourhood)
- increase the public transport available along new service roads,
- reconstruct ecological and green continuums, in particular in the direction of the Green Delta, develop a network of ecologically-friendly transportation as an alternative to the lorry ways,

4. URBAN DIVERSITY AND THE METROPOLITAN SKYLINE

- make the Bègles Garonne sector a liveable and lively territory: develop services, shops or public facilities, lacking in the area, to accommodate new economic activities compatible with the development of housing,

1 3	FR-BEGLES-SS-Mo8	FR-BEGLES-PS2-Mo6
2 4	FR-BEGLES-SS-Mo9	FR-BEGLES-SS-P32
5	FR-BEGLES-SS-APo9	



- develop the sharing and service economy, pool human resources, social and associative services between businesses (restaurants, leisure, carpooling, etc.)
- respond to the wish to increase density in neighbourhoods, plan for the reception of new populations,
- diversify activities and jobs that will be tomorrow's economy ,
- construct the future metropolitan area around dense centres, notably the Coliposte site,

5. SITE HISTORY AND HERITAGE

- re-engage with the history of the site (agricultural and viticulture, cod drying plants, traditional housing and bourgeois residences, fictitious harbour and old piers)
- highlight outstanding heritage (natural, urban-planning, architectural and industrial heritage, previous hydrologic systems)
- conceiving the future metropolitan district around dense polarities, especially Coliposte site

6. PRODUCTIVE RESILIENT CITY

- propose constructions adapted to the needs of productive enterprises (function, access, cost control) that maintain and develop jobs within a dense city and connect to other uses in the neighbourhood,
- deal with flood risks, adapt the territory, adapt processes of urban planning and construction, develop appropriate architecture and urban forms (activities and housing),
- reconcile increased density with the preservation of open spaces in the management of water and the restoration of natural areas for hydrologic, ecological and social functions.

7. NEW PROJECT PROCESSES AND PARTNERSHIPS

- develop new partnerships with private companies and investors, stimulate private initiative and encourage adjustments by economic actors, share environmental responsibility

1	FR-BEGLES-SS-Po8
2	FR-BEGLES-PS1-P22
3	FR-BEGLES-PS1-Po1
4	FR-BEGLES-PS2-P35



PRESENTATION

The EUROPAN site is the southern part of the Bègles Garonne sector, with approximately 600 m running along the banks of the Garonne. It has been the main site for old cod drying facilities. In the 1950s, there were seven on the site. The SAR Ocean Company next to the Coliposte site is the last one still in operation.

Physical access and views to the Garonne are virtually non-existent because of the A631 flyover along the Garonne (70,000 vehicles / day). Quai Wilson serves as a dyke and reminds us of the flood-prone nature of the site.

The site is bordered by major axes with heavy lorry traffic: Avenue du Maréchal Leclerc to the west and north, Quai Wilson to the east, Allée des Boyers and Allée des Quatre Castéra to the south. Composed of both very large and small properties, it presents a diversity of activities on mostly private land.

The site is diversely occupied, has few inhabitants and is broken up into several entities: the Bègles paper mill in the north, the Coliposte site in the south, artisans along Rue de la Moulinatte in a middle (the only road crossing the site), a training centre in a bourgeois villa and park and diverse activities including a out-patient clinic on the southwest corner of the site.

Several older buildings on the sites of the large port (near the paper mill) and the small port (at the Coliposte site) along with the Lachaise estate are reminders of an architecture built along the banks of the Garonne in the 18th century.

Avenue de Marshal Leclerc is bordered on its western side by a set of warehouses that have been reconverted by a private investor. This group includes some fifty companies with a range of activities: storage, company services. Abandoned railway tracks cross the entire site and recall its industrial past.

Close to city hall, south of the EUROPAN strategic site is a new, dense residential area being developed on industrial wasteland (ZAC Bègles city hall neighbourhood) near large housing estates currently under urban renewal.

ARCHITECTURAL HERITAGE AND REMARKABLE BUILDINGS

Several elements of architectural heritage recall the working class, industrial and artisanal past (chateaux, bourgeois villas, small shops, remains of the cod drying industry). These need to be integrated into the project:

Lachaise estate, 91 quai du Président Wilson: an 18th century chartreuse, now part of the Bègles paper mill, is an old country residence which was at one time also a cod drying plant. A single storey house, U-shaped and opening to the Garonne, like the Médoc chateaux (see project site / paper mill).

Water storage tanks for the Bègles paper mill, 91 quai du Président Wilson: two water storage tanks were built along the quay for the paper mill, an industrial heritage from the early 20th century.

Volpillac residence, 105 quai du Président Wilson: a bourgeois house and fish cannery from the end of the 19th century, oriented towards the Garonne, legacy of the former Volpillac cod drying plant which closed in 1970. It is currently a private dwelling. The back part of the lot was sold in 2004 to a fresh produce transport company.

Bourgeoise house, 159 avenue du Maréchal Leclerc: an old cod-fisherman's residence and 2,5 ha. park from the beginning of the 19th century has been occupied since 1992 by the NLP training institute (Neurolinguistic Programming)

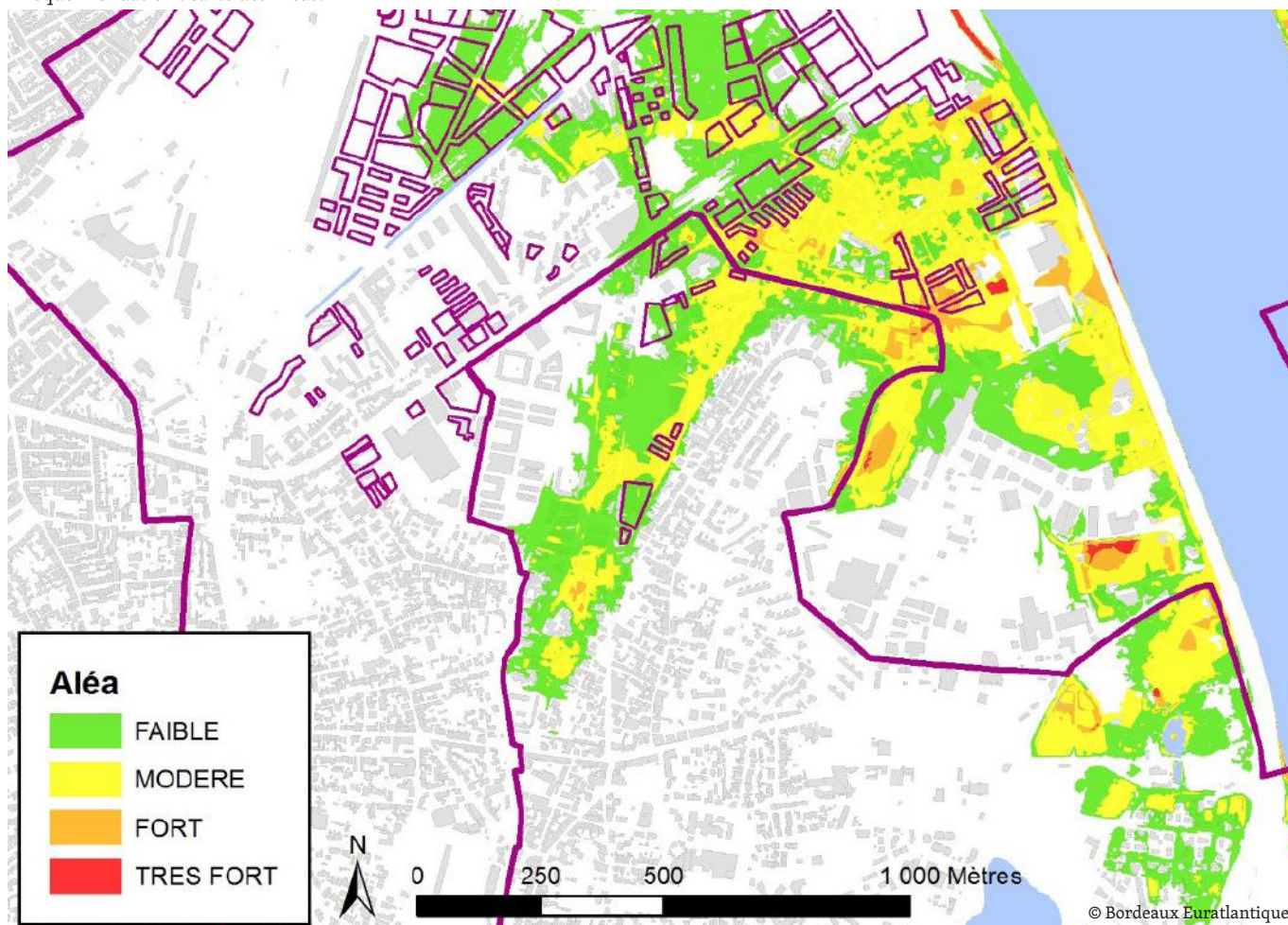
Francs estate and château: the Francs estate south of the EUROPAN site is a fortified ensemble dating from the 12th century. The entire estate (chateau, park and surroundings) was classified as a heritage site in 1965. It is private property.

Last cod drying plant in activity, 214 rue des Quatre Castéra: following the transformation carried out by the company SAR Ocean in 1997, there remains almost nothing of the original buildings dating from 1843 with the exception of two modest wooden sheds.

1	FR-BEGLES-SS-AP01
2	FR-BEGLES-SS-AP07



Risque inondation : carte des Aléas.



EXPECTATIONS AND GUIDELINES

IMAGINE FUTURE POSSIBILITIES AND BEGIN A PROCESS OF TRANSFORMATION

Candidates can rely on the goals that have already been stated and elements of site evolution known to date, namely: the conversion in the near future of the Coliposte site to other uses still to be defined, the will to rethink the paper mill site and to work with its fringes and the desire for a complete reorganization of the riverfront and a transformation of the embankment road (with or without abandoning the A631 flyover).

The guidelines for the study site given to the EUROPLAN teams are very open. Under the European theme and the EPA Euratlantic's IBBA approach, the site can be seen as an urban-planning and architecture laboratory to develop a memory of past uses (architectural, fluvial, industrial, rail), push forward the more contemporary functions (zones of production after the 1960s) and plan the city of the future.

RECONSIDER THE URBAN, LANDSCAPE AND ECOLOGICAL STRUCTURE OF THE SITE, OPEN UP AND CONNECT

Successive re-workings of the site over time have erased the natural continuity, modified the bedrock and the hydrological nature of the site. In the same way, the dividing up of sites has compartmentalized spaces and limited links with the surrounding environment.

The candidates are asked to reconsider the urban, landscape and ecological structure, bringing the banks of the Garonne, the green delta to the south and open grounds existing on site into play. The opening of the site and connections to other Bègles districts and other sites is a topic of its own: re-use of railway rights-of-way, transformation or creation of new routes, pedestrian and bicycle connections for residents and employees. The natural quality of the places within and in contact with large sites of activity needs also to be reconsidered.

EXPLORING THE CONDITIONS AND FORMS OF A NEW URBAN DIVERSITY

The aim is to identify project areas where it will be possible to experiment with new forms of diversity between productive and non-productive activities and new housing forms associated with work or production sites (production of goods, services, social, cultural, energy, food, etc.).

Activities that are likely to locate on the site are diverse and will depend on the attractiveness of the area and the adaptability of production or workspaces.

Ways of organizing development and space must ensure a methodology and flexibility of planning, also at the building scale (possibility of transforming, extending or redistributing within the building in case of change of activity). Finally, organizing transport, circulation, lorry traffic and transport and delivery vehicles is a central issue.

The inclusion of productive enterprises in mixed urban planning projects is a complex issue at both local and national levels. Conflicts concerning use or high property costs frequently occur blocking the inclusion of suitable premises (access and delivery management, energy needs, parking).

This is one of the central issues posed by the EUROPLAN theme. How to combine housing, services and activities and make it work? How to centralize and pool fluxes? What spatial and architectural forms are able to coordinate this cohabitation?

PLAN, DESIGN AND INNOVATE WITH RISK

The hydrological problem is central to this site subject to the risk of flooding from heavy rains or high tides which affects 90% of the sector of Bègles Garonne. As part of the revision of the PPRI (Flood Risk Prevention Plan), Bordeaux Métropole is examining the conditions of development and construction in flood zones in the metropolitan area.

The desire not to block affected areas and to think positively about their function, role and use implies territorial adaptation and the implementation of new planning and management practices between communities and public and private partners to ensure the renewal of large economic areas along the banks of the river.

1	FR-BEGLES-SS-AP12
2	FR-BEGLES-SS-M10



The approach aims to:

- enable territories at risk to continue to develop,
- investigate functions and uses for flood-prone areas,
- turn the constraints of flooding into a positive force for projects: develop a culture and strategy of resilience,
- design buildings adapted to flooding: real estate products for small and medium sized enterprises or industries (warehouses, parking, storage).

Within the framework of EUROPAN, teams are invited to develop architectural and urban planning solutions within a regulatory development perspective.

The EPA Bordeaux Euratlantique, in consultation with state services, wishes to make this territory an innovative urban and architectural laboratory on a national level, giving future promoters of private projects a favourable environment for experimenting and accelerating the construction of projects.

RECOGNIZING THE VALUE OF THE REGION'S RESOURCES AND ENERGY PRODUCTION CAPACITIES

As part of the territorial climate energy plan (PCET), Bordeaux Métropole has approved an urban heat network serving the Bordeaux Saint-Jean Belcier ZAC. It aims to supply most of the new buildings with heat and hot water. The main source of energy comes from the Bègles domestic waste incineration plant (UIOM). An emergency gas heating system must also be installed in the MIN, quai de Paludate. This heating network is to be extended to other areas of the Bègles Garonne sector, making use of an existing network running in the right direction along the Garonne and of the right size to serve this area.

1	FR-BEGLES-SS-APo8
2	FR-BEGLES-SS-AP11



BÈGLES PAPER MILL

DESCRIPTION AND HISTORY

The first industrial activity on the site was an aeronautical construction plant (Société Nieuport) begun in 1880, which developed an aircraft assembly hall built in 1916. In 1922, the company Saint Frères bought the site and transformed it into a jute textile factory that remained until 1928. The site was then restructured to produce pulp and kraft paper and the paper mill started production in 1929. It was taken over in 1936 by the CENPA company, which was bought in 1961 by La Cellulose du Pin (Groupe Saint-Gobain).

In the mid-1970s, the paper mill employed more than 400 workers. Production exceeded 45,000 tonnes per year, using 90,000 tonnes per year of pine from the Landes and 4,500 tonnes of waste paper. SA Papeteries de Bègles (Bègles paper mill) was founded in 1988. By joining forces with Plâtres Lafarge and then the ETEX Group in 2012, the mill now specializes in the manufacture of paper and cardboard for drywall produced entirely from recycled paper and cardboard fibres. The number of jobs decreased from 150 in 1985 to 75 in 1990 and has since stabilized at approximately one hundred employees (2016).

BUILT HERITAGE

The chartreuse at the present entrance to the site (Domaine de Lachaise) is the oldest building. This residence from the end of the 18th century is one of the last remaining country houses that were scattered along the Garonne and could be reached for the better part of the year by boat. The façades, roofs, courtyard, gate and fence of the house of the former Lachaise estate have been classified as historic monument since 2009. The main historical elements of the industrial architecture are:

- the main hall (photos PS1-35,36) houses the impressive paper machine that runs along the entire length of the hall and produces 250 m of paper per minute,
- the central building (reinforced concrete structure, curved roof and skylights), flanked by a tower presumably erected in 1929. The building is now abandoned and has been partially stripped. It stands out in the industrial skyline and bears the image of paper mill (photos PS1-33, 38, 39)
- the general store on quai Wilson (photos PS14,15,16)
- water storage tanks also identified as having historical interest.

INDUSTRIAL PROCESS AND FLOW

The paper mill is heavy industry that operates 24 hours a day. It produces more than 77,000 tonnes of paper per year for the ETEX Group drywall plants, mainly for Europe but also for South America, sent from the ports of Bordeaux. The company employs 94 people and makes use of on-site industrial and logistical service companies. Factory reception and expedition is carried out exclusively by road, which represents about thirty trucks per day.

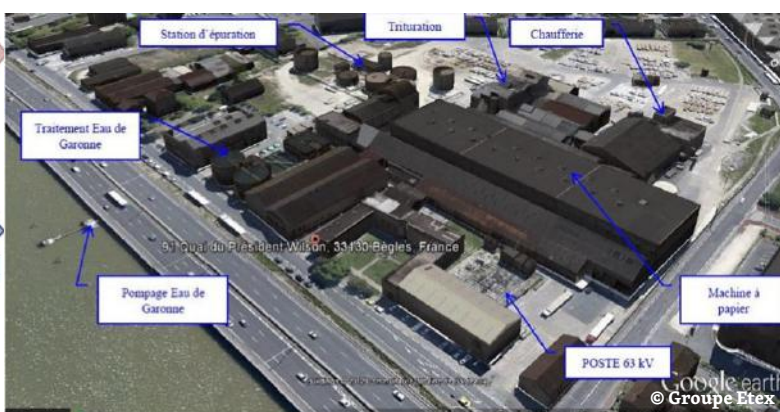
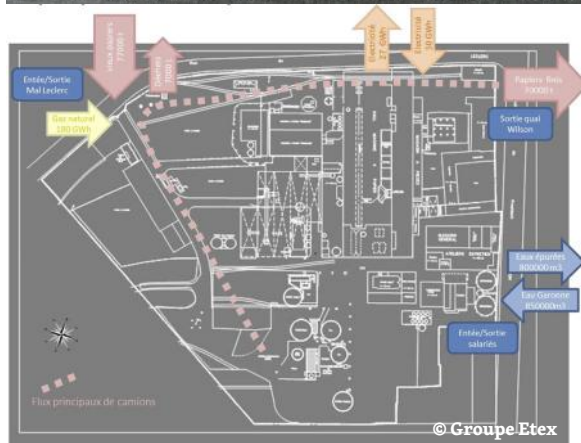
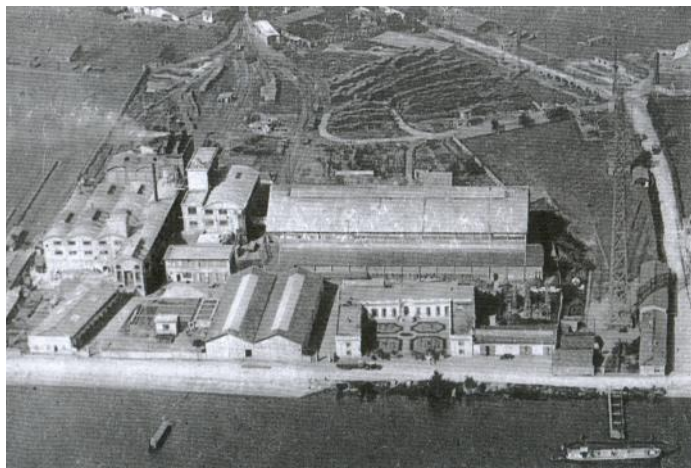
The activity consumes and produces large quantities of raw material, water and energy. The industrial process is structured around three incoming and outgoing flows (see flow diagram):

- raw material: 70,000 tonnes of recycled paper is delivered by truck per year.
- water: 850 000 m³ of water is pumped directly from the Garonne per year, stored in tanks before being used in the manufacture of paper and cardboard. At the end of the cycle, the water is purified in treatment ponds before being discharged into the Garonne (800,000 m³ per year).
- energy (electricity and gas): electric cogeneration in winter allows the site to produce nearly the equivalent of the electricity consumed by the city of Bègles.

EVOLUTION OF THE ACTIVITY AS SEEN BY THE INDUSTRIAL GROUP, NON-VARIANTS AND POSSIBLE OPTIMIZATIONS

The ETEX Group wants to reinforce the site as a tool that supplies paper in a competitive market. The future of the site lies, on one hand, in the continuity of its current role as paper mill (that is to say, a competitive recycling and paper processing unit characterized by a significant number of Industrial employees and energy and logistics exchanges) and, on the other hand, in increasing exchanges with the local and professional environment, enabling innovation and growth in its current activity as well as in new industrial, technical or commercial opportunities.

1	FR-BEGLES-PS1-AP01
2	FR-BEGLES-PS1-M01



EXPECTATIONS AND GUIDELINES

The project site covers the entire area of the paper mill (6 ha) delineated by the quai Wilson, Avenue du Maréchal Leclerc and the artisanal area of La Moulinatte. The paper mill has a strong architectural heritage identity and is a symbol, in the Garonne riverscape, of an industrial complex still in use. Current production methods and space requirements on the site make it possible to consider optimizing land use that would, depending on strategic decisions made at the scale of the EUROPAN site, allow a freeing up of the borders and fringe areas around the paper mill.

The location and the possible future evolutions of this site are to be considered. At this stage of reflection, all long-term development hypotheses remain open (from maintaining to reconverting).

The EUROPAN teams working on this site are invited to develop:

- a forward-looking consideration of the location of this activity in the Bègles Garonne area, in a context of economic and urban change, accentuated by other major metropolitan projects and the construction of the Jean-Jacques Bosc Bridge,
- proposals for the integration and development of industrial architecture in an urban environment along the Garonne, taking into consideration architectural heritage, environment and culture (industrial heritage and site history)
- proposals to open up, optimize and develop the site by exploring cohabitation with production that generates nuisances and other urban issues,
- urban planning and land re-composition scenarios to come up with new project spaces that could accommodate other programs along the edges of the current paper mill.

Non-variants to consider for development proposals:

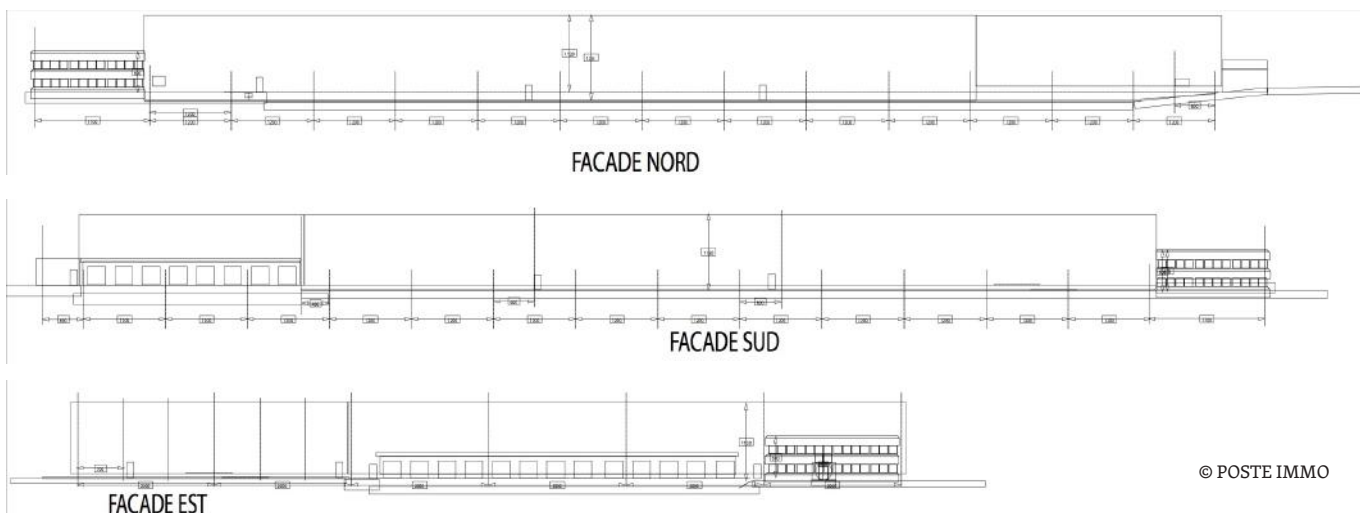
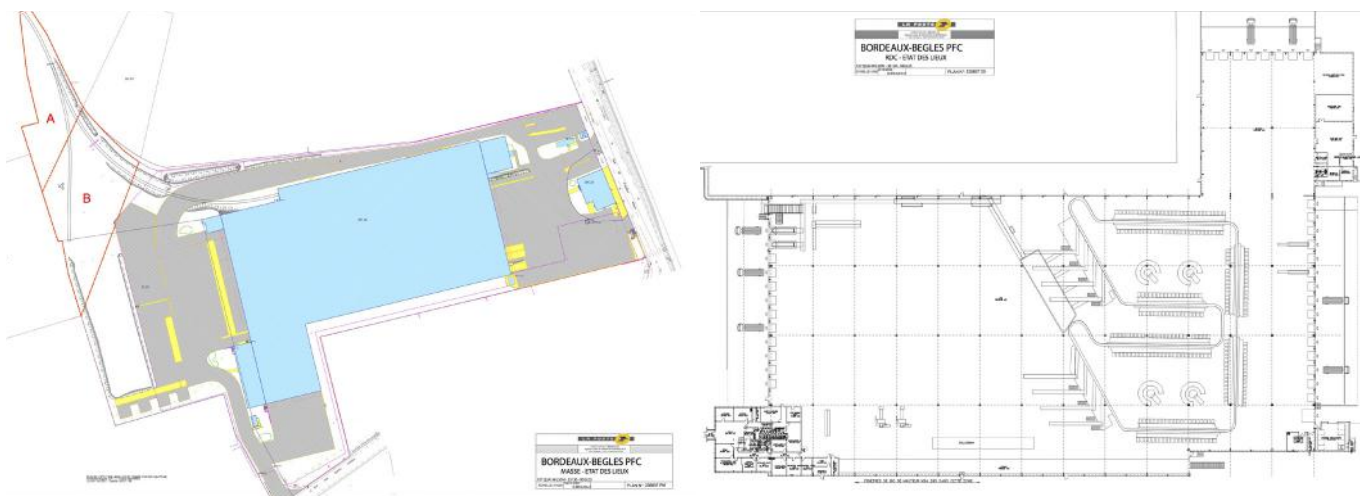
The existing wastewater treatment plant, water tanks and production buildings (paper machine hall) cannot be moved. Access to the Garonne must be retained for pumping and discharging water. Delivery points for gas and electricity can be altered under certain conditions. Connections to heating networks in particular and to energy infrastructure in general must remain possible.

Modifications that are possible to improve use of the site:

Vehicle access, on-site traffic routes, offices, car parks, employee premises, replacement parts storage, maintenance workshops and sites for outsourced

companies can be moved. Outdoor storage spaces can be optimized. The paper mill must have a storage capacity of 5,000 tons of recycled paper and 6,000 tons of finished products (pre-shipment paper reels) as well as 5,000 m² for waste handling. Finally, the chartreuse, which houses some offices, could be recovered.

1	2	FR-BEGLES-PS1-AP04	FR-BEGLES-PS1-AP03
3	4	FR-BEGLES-PS1-M02	FR-BEGLES-PS1-M03
5		FR-BEGLES-PS1-P45	
6		FR-BEGLES-PS1-P55	



© POSTE IMMO

COLIPOSTE SITE

DESCRIPTION AND HISTORY

The Coliposte platform is on the site of the former SFP (Société de Forages Pétroliers / French oil drilling company) fuel depot, which had a floating pipeline (pontoon) to discharge oil from tank barges to the Bègles refinery, (ESSO site currently being reconverted as part of the Bègles Faisceau and Newton Park projects). The old SFP installations have disappeared completely. The wharf is part of the old port formerly used for the transport of cod.

CURRENT OPERATION

The Bordeaux - Bègles Coliposte platform is one of fifteen parcel sorting centres of the La Poste group. As an interregional logistics center, the Bègles site deals with reception, sorting and dispatching for eight departments in the greater south-west. Several hundred trucks pass through the site every day. With the success of e-commerce and distance selling, La Post's parcel business has been steadily increasing. In recent years, La Poste Group has been multiplying initiatives to implement urban logistics for the future. In this context, the Post is planning several measures, including the creation of an urban logistics headquarters bringing together several activities of the group. In this case, the Bègles parcel platform will be moved, allowing it to be recovered and reused. A date has not yet been confirmed.

BUILT HERITAGE

There are two buildings on the 4.4 ha site. The main building, built in 1993, covers approximately 15,000 m² of floor space where sorting lines spread out: a 290-metre-long conveyor belt ensures completely automated sorting. It is approximately 11 m from floor to ceiling, creating a huge volume with concrete framing and concrete infill and natural overhead light from 76 skylights. An office building abuts the east façade of the main hall (985 m² on two floors) and a single storey maintenance building is on the west façade (569 m²). A single-storey pavilion built in the 1970s (325 m²) at the entrance to the site houses the trade union premises, locker rooms and a catering business. Plans and elevations of the buildings are to be given to the EUROPAN teams.

PROJECT STAKEHOLDERS AND LEADERS: LA POSTE GROUP AND POSTE IMMO

Group La Poste

The leading local-services company and with 100% public shareholders, La Poste Group has five branches: (1) the main business of letters and parcels, (2) La Banque Postale, (3) GeoPost: express world-wide parcel-service and development of BtoB (business to business) and BtoC (business to customer) express networks, (4) La Poste Network: development of services and new initiatives, (5) Digital (digital development of the group).

POSTE IMMO

As a subsidiary of the group, POSTE IMMO manages, maintains, develops and evaluates the Group's real estate portfolio and each of its branches representing nearly 12,000 service, industrial and commercial buildings in France, i.e. 6.5 million m². Both real estate owner and a national real estate operator, POSTE IMMO assists local authorities and the group's companies in carrying out their real estate projects and ensures the direct or delegated leadership of complex operations. It pursues a policy of development and promotion, starting from requalification of existing property, but also through acquisitions or new partnerships with other structures.

Together with the other institutional players, POSTE IMMO is a partner in the EUROPAN competition, focusing on innovation and cooperation, architectural experimentation and openness towards new forms of diversity. In particular, the group wishes to highlight the diversity of its know-how in the fields of energy transition, the silver economy, e-commerce, co-working platforms, janitorial services, urban logistics, digital and banking.

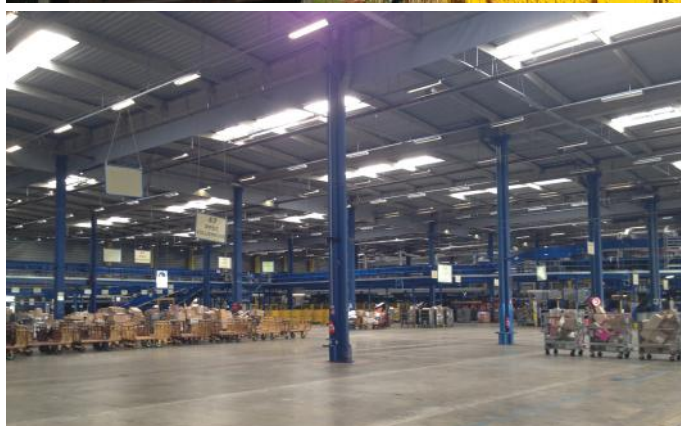
EXPECTATIONS AND GUIDELINES

Developing a remarkably site located on the banks of the Garonne, which is destined to become a space for progress and innovation at the gates to the metropolis.

The EUROPAN teams are asked to consider on the future of this site by developing:

- the future role of this site in the metropolitan area, the Euratlantic operation and the territory of the commune of Bègles,
- proposals for the development of the site and connection to the surrounding urban and natural environment, by establishing urban planning, landscape and architectural

1	FR-BEGLES-PS2-APo1
2 3	FR-BEGLES-PS2-Mo1 FR-BEGLES-PS2-Mo2
4	FR-BEGLES-PS2-Mo5



continuums to existing or future projects (quai Wilson and the Garonne embankment, Green Delta, ZAC city hall, paper mill site),

- proposals for full or partial reuse of the existing buildings based on the candidates' programme scenarios and taking into consideration Poste Immo's willingness to upgrade a site able to accommodate high density construction or high-rise buildings,

- the establishment of a diversity of inter-linked functions (production and tertiary activities, housing, public or private facilities, green spaces and natural areas)

- a recognition of natural hazards and proposals for water management in order to develop flood resilient urban planning and architecture that respects the main PPRI rules,

- spatial organization concepts for the development of mixed or reversible real estate products adapted to a variety of economic activities (small or large, low-cost or high-tech, long-term or temporary, from large logistics to personal service companies and local businesses),

- a general consideration of accessibility and alternative mobility in view of the remoteness of major public transport networks,

- where appropriate, proposals for real estate subdivision and arrangements that would allow for future financing of development projects and a reintegration of the sites in the Bègles Garonne urban fabric ,

- proposals for urban and architectural forms for horizontal or vertical organization of diversity and the establishment of an architecture and landscape identity in dialogue with the river,

- all proposals relating to the theme of the productive city (energy production, cultural and social production, production of goods, services and values, etc.)

1	FR-BEGLES-PS2-AP02		
2	FR-BEGLES-PS2-P35		
3	4	FR-BEGLES-PS2-P26	FR-BEGLES-PS2-P29
5	6	FR-BEGLES-PS2-P14	FR-BEGLES-PS2-P19

PHOTOGRAPHS - STRATEGIC SITE





01	02	FR-BEGLES-SS-Po1.jpg	FR-BEGLES-SS-Po2.jpg
03	04	FR-BEGLES-SS-Po3.jpg	FR-BEGLES-SS-Po4.jpg
05		FR-BEGLES-SS-Po5.jpg	
06	07	FR-BEGLES-SS-Po6.jpg	FR-BEGLES-SS-Po7.jpg



08	FR-BEGLES-SS-Po8.jpg		
09	FR-BEGLES-SS-Po9.jpg		
10	11	FR-BEGLES-SS-P10.jpg	FR-BEGLES-SS-P11.jpg
12	13	FR-BEGLES-SS-P12.jpg	FR-BEGLES-SS-P13.jpg



14	FR-BEGLES-SS-P14.jpg		
15	16	FR-BEGLES-SS-P15.jpg	FR-BEGLES-SS-P16.jpg
17	18	FR-BEGLES-SS-P17.jpg	FR-BEGLES-SS-P18.jpg
19	20	FR-BEGLES-SS-P19.jpg	FR-BEGLES-SS-P20.jpg



21	22	BEGLES-FR-SS-P21.jpg	BEGLES-FR-SS-P22.jpg
23	24	BEGLES-FR-SS-P23.jpg	BEGLES-FR-SS-P24.jpg
25	26	BEGLES-FR-SS-P25.jpg	BEGLES-FR-SS-P26.jpg
27	28	BEGLES-FR-SS-P27.jpg	BEGLES-FR-SS-P28.jpg

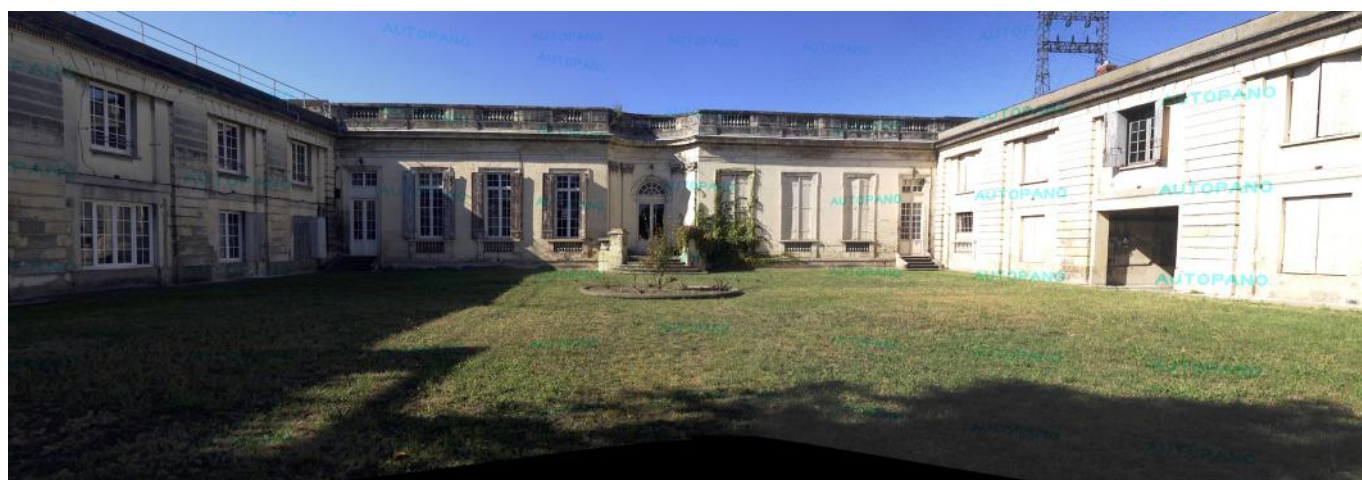
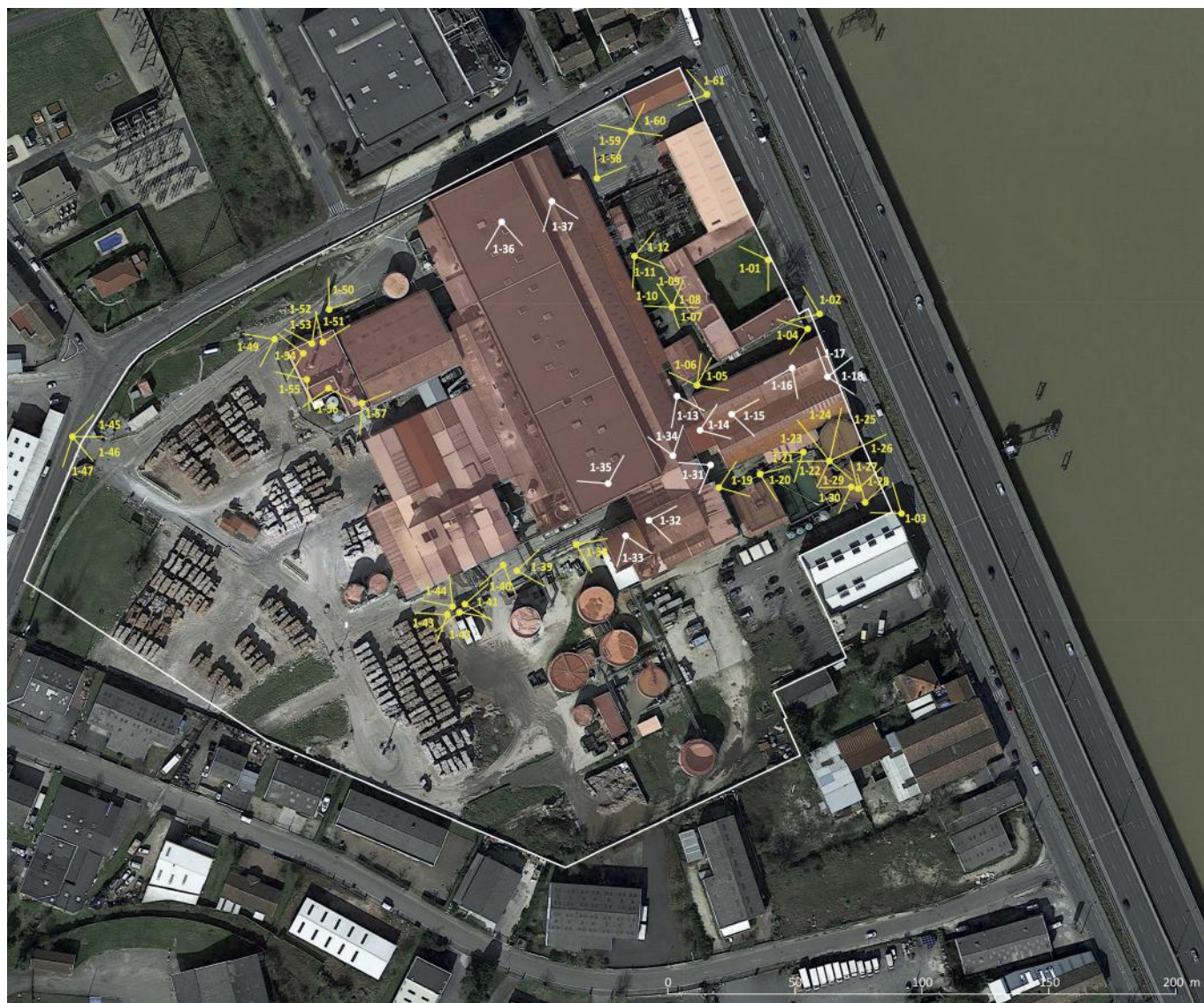


29	30	BEGLES-FR-SS-P29.jpg	BEGLES-FR-SS-P30.jpg
31	32	BEGLES-FR-SS-P31.jpg	BEGLES-FR-SS-P32.jpg
33	34	BEGLES-FR-SS-P33.jpg	BEGLES-FR-SS-P34.jpg
35	36	BEGLES-FR-SS-P35.jpg	BEGLES-FR-SS-P36.jpg



37	BEGLES-FR-SS-P37.jpg		
38	BEGLES-FR-SS-P38.jpg		
39	40	BEGLES-FR-SS-P39.jpg	BEGLES-FR-SS-P40.jpg
41	BEGLES-FR-SS-P41.jpg		

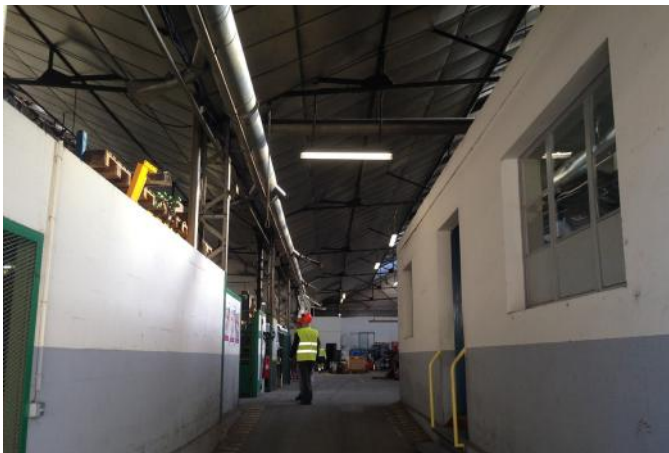
PHOTOGRAPHS - PROJECT SITE 1 - PAPER MILL IN BÈGLES



1-01	BÈGLES-FR-PS1-P01.jpg		



1-02	1-03	BEGLES-FR-PS1-Po2.jpg	BEGLES-FR-PS1-Po3.jpg
1-04	1-05	BEGLES-FR-PS1-Po4.jpg	BEGLES-FR-PS1-Po5.jpg
1-06	1-07	BEGLES-FR-PS1-Po6.jpg	BEGLES-FR-PS1-Po7.jpg
1-08	1-09	BEGLES-FR-PS1-Po8.jpg	BEGLES-FR-PS1-Po9.jpg



1-10	1-11	BEGLES-FR-PS1-P10.jpg	BEGLES-FR-PS1-P11.jpg
1-12	1-13	BEGLES-FR-PS1-P12.jpg	BEGLES-FR-PS1-P13.jpg
1-14	1-15	BEGLES-FR-PS1-P14.jpg	BEGLES-FR-PS1-P15.jpg
1-16	1-17	BEGLES-FR-PS1-P16.jpg	BEGLES-FR-PS1-P17.jpg



1-18	1-20	BEGLES-FR-PS1-P18.jpg	BEGLES-FR-PS1-P20.jpg
	1-19	BEGLES-FR-PS1-P19.jpg	
	1-21	BEGLES-FR-PS1-P21.jpg	



1-22	BEGLES-FR-PS1-P22.jpg		
1-23	1-24	BEGLES-FR-PS1-P23.jpg	BEGLES-FR-PS1-P24.jpg
1-25	1-26	BEGLES-FR-PS1-P25.jpg	BEGLES-FR-PS1-P26.jpg
1-27	1-28	BEGLES-FR-PS1-P27.jpg	BEGLES-FR-PS1-P28.jpg



1-29-30	1-32	BEGLES-FR-PS1-P29-30.jpg	BEGLES-FR-PS1-P32.jpg
	1-31	BEGLES-FR-PS1-P31.jpg	
1-33	1-34	BEGLES-FR-PS1-P33.jpg	BEGLES-FR-PS1-P34.jpg
	1-35	BEGLES-FR-PS1-P35.jpg	



1-36	1-38	BEGLES-FR-PS1-P36.jpg	BEGLES-FR-PS1-P38.jpg
1-37		BEGLES-FR-PS1-P37.jpg	
1-39		BEGLES-FR-PS1-P39.jpg	



1-40	1-41	BEGLES-FR-PS1-P40.jpg	BEGLES-FR-PS1-P41.jpg
	1-42	BEGLES-FR-PS1-P42.jpg	
	1-43	BEGLES-FR-PS1-P43.jpg	
	1-44	BEGLES-FR-PS1-P44.jpg	



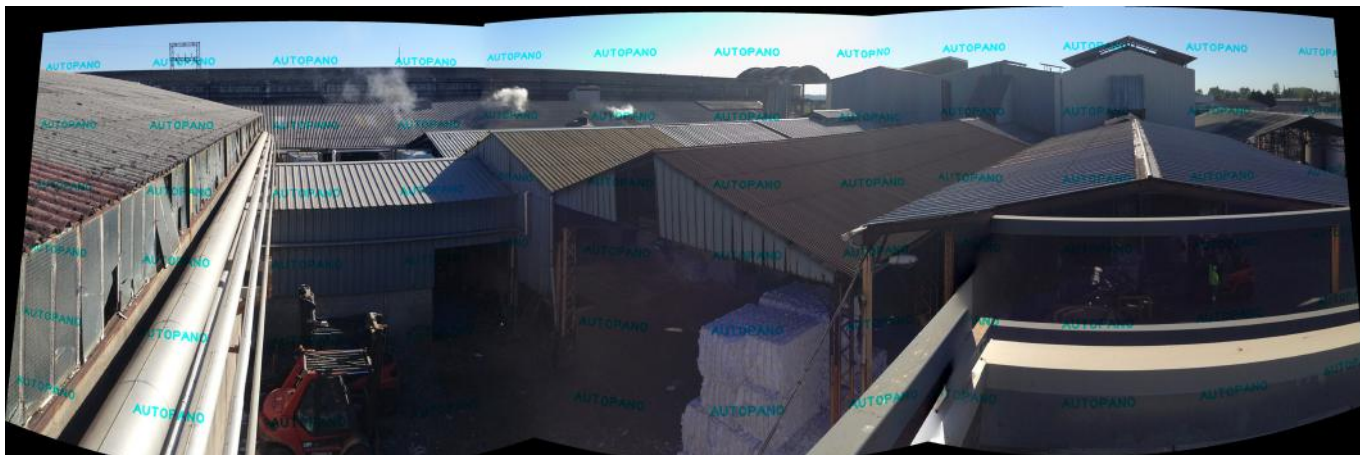
1-45	BEGLES-FR-PS1-P45.jpg
1-46	BEGLES-FR-PS1-P46.jpg
1-47	BEGLES-FR-PS1-P47.jpg



1-48	BEGLES-FR-PS1-P48.jpg		
1-49	1-50	BEGLES-FR-PS1-P49.jpg	BEGLES-FR-PS1-P50.jpg
1-51	1-52	BEGLES-FR-PS1-P51.jpg	BEGLES-FR-PS1-P52.jpg



1-53	BEGLES-FR-PS1-P53.jpg
1-54	BEGLES-FR-PS1-P54.jpg
1-55	BEGLES-FR-PS1-P55.jpg
1-56	BEGLES-FR-PS1-P56.jpg



1-57	BEGLES-FR-PS1-P57.jpg		
1-58	BEGLES-FR-PS1-P58.jpg		
1-59	1-60	BEGLES-FR-PS1-P59.jpg	BEGLES-FR-PS1-P60.jpg
1-61	BEGLES-FR-PS1-P61.jpg		

PHOTOGRAPHS - PROJECT SITE 2

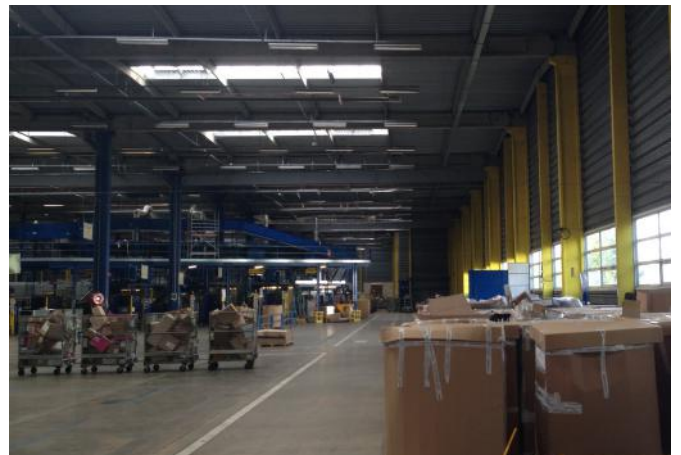
- COLIPOSTE



2-01	BEGLES-FR-PS2-P01.jpg
------	-----------------------



2-02	BEGLES-FR-PS2-Po2.jpg	
2-03	2-04	BEGLES-FR-PS2-Po3.jpg
2-05	BEGLES-FR-PS2-Po5.jpg	
2-06	2-07	BEGLES-FR-PS2-Po6.jpg
		BEGLES-FR-PS2-Po7.jpg



2-08	2-09	BEGLES-FR-PS2-P08.jpg	BEGLES-FR-PS2-P09.jpg
	2-10	BEGLES-FR-PS2-P10.jpg	
	2-12	BEGLES-FR-PS2-P12.jpg	
2-11	2-13	BEGLES-FR-PS2-P11.jpg	BEGLES-FR-PS2-P13.jpg



2-14	BEGLES-FR-PS2-P14.jpg		
2-15	2-16	BEGLES-FR-PS2-P15.jpg	BEGLES-FR-PS2-P16.jpg
2-17	2-18	BEGLES-FR-PS2-P17.jpg	BEGLES-FR-PS2-P18.jpg



2-19	BEGLES-FR-PS2-P19.jpg		
2-20	2-21	BEGLES-FR-PS2-P20.jpg	BEGLES-FR-PS2-P21.jpg
2-22	2-23	BEGLES-FR-PS2-P22.jpg	BEGLES-FR-PS2-P23.jpg



2-24	BEGLES-FR-PS2-P24.jpg	
2-25	2-26	BEGLES-FR-PS2-P25.jpg
2-27	2-29	BEGLES-FR-PS2-P27.jpg
2-28	BEGLES-FR-PS2-P28.jpg	



2-30	BEGLES-FR-PS2-P30.jpg		
2-31	2-32	BEGLES-FR-PS2-P31.jpg	BEGLES-FR-PS2-P32.jpg
2-33	2-34	BEGLES-FR-PS2-P33.jpg	BEGLES-FR-PS2-P34.jpg
2-35	BEGLES-FR-PS2-P35.jpg		



2-36	2-37	BEGLES-FR-PS2-P36.jpg	BEGLES-FR-PS2-P37.jpg
	2-38	BEGLES-FR-PS2-P38.jpg	
2-39	2-40	BEGLES-FR-PS2-P39.jpg	BEGLES-FR-PS2-P40.jpg

CONURBATION - TERRITORIAL SCALE

FR-BEGLES-C-AP01.JPG	Photograph aerial view of conurbation
FR-BEGLES-C-AP02.JPG	Photograph aerial view of conurbation
FR-BEGLES-C-AP03.JPG	Boundary of OIN Bordeaux-Euratlantique
FR-BEGLES-C-AP04.JPG	Boundary of OIN Bordeaux-Euratlantique
FR-BEGLES-C-AP05.PDF	Circuit for the conveyance, for processing and export of cod on the map of 1846
FR-BEGLES-C-AP06.JPG	OIN Bordeaux-Euratlantique
FR-BEGLES-C-AP06A.JPG	OIN Bordeaux-Euratlantique with boundary of European strategic site
FR-BEGLES-C-M01.JPG	Cartography of conurbation
FR-BEGLES-C-M02.DWG	Cartography of the boundary of OIN Bordeaux-Euratlantique in conurbation
FR-BEGLES-C-M02.PDF	
FR-BEGLES-C-M03.JPG	Cartography of flood zones in conurbation
FR-BEGLES-C-M04.DWG	Plan of topography levels in conurbation

STRATEGIC SITE - URBAN SCALE

FR-BEGLES-SS-AP00.JPG	Photograph aerial view of strategic site
FR-BEGLES-SS-AP00A.JPG	Photograph aerial view of strategic site with European boundary
FR-BEGLES-SS-AP00A.PDF	
FR-BEGLES-SS-AP01.JPG	Photograph aerial view of strategic site
FR-BEGLES-SS-AP02.JPG TO	Photographs semi-aerial view of strategic site
FR-BEGLES-SS-AP16.JPG	
FR-BEGLES-SS-M01.DWG	Plan of strategic site
FR-BEGLES-SS-M02.JPG	Cartography of occupation type in the strategic site
FR-BEGLES-SS-M03.JPG	Cartography of landowners on the strategic site
FR-BEGLES-SS-M04.PDF	Cartography of evolution of the site from archaeogeographic study. 1812-1956
FR-BEGLES-SS-M05.PDF	Cartography of evolution of the site from archaeogeographic study. 1956 - 1989
FR-BEGLES-SS-M06.JPG	Military map of 19th century
FR-BEGLES-SS-M07.JPG	Cartography of green Delta in Bègles
FR-BEGLES-SS-M08.PDF	Diagram of global north sector - Green Delta
FR-BEGLES-SS-M09.DWG	Plan of Jean-Jacques Bosc bridge project
FR-BEGLES-SS-P01.JPG TO	Photographs
FR-BEGLES-SS-P41.JPG	

LIST OF DOWNLOADABLE DOCUMENTS

PROJECT SITE - ARCHITECTURAL SCALE

FR-BEGLES-PS1-AP01.JPG	Photograph aerial view of project site of paper mill with boundary
FR-BEGLES-PS1-AP01.PDF	
FR-BEGLES-PS1-AP01A.JPG	Photograph aerial view of project site of paper mill without boundary
FR-BEGLES-PS1-AP01A.PDF	
FR-BEGLES-PS1-AP02.JPG TO FR-BEGLES-PS1-AP04.JPG	Photograph semi-aerial view of project site of paper mill
FR-BEGLES-PS1-M01.JPG	General plan of paper mill
FR-BEGLES-PS1-M01.PDF	
FR-BEGLES-PS1-M02.JPEG	Diagram of flows of the paper mill industrial process
FR-BEGLES-PS1-M03.JPEG	Diagram of flows of the paper mill industrial process
FR-BEGLES-PS-P01.JPG TO FR-BEGLES-PS-P61.JPG	Photographs
FR-BEGLES-PS2-AP01.JPG	Photograph aerial view of project site Coliposte with boundary
FR-BEGLES-PS2-AP01.PDF	
FR-BEGLES-PS2-AP01A.JPG	Photograph aerial view of project site Coliposte without boundary
FR-BEGLES-PS2-AP01A.PDF	
FR-BEGLES-PS2-AP02.JPG	Photograph semi-aerial view of project site Coliposte
FR-BEGLES-PS2-M01.DWG	Master plan of Coliposte project
FR-BEGLES-PS2-M01.PDF	
FR-BEGLES-PS2-M02.DWG	Main building ground floor plan of Coliposte
FR-BEGLES-PS2-M02.PDF	
FR-BEGLES-PS2-M03.DWG	Ground floor plan of building n°2 Coliposte
FR-BEGLES-PS2-M03.PDF	
FR-BEGLES-PS2-M04.DWG	Floor plans of building n°2 Coliposte
FR-BEGLES-PS2-M04.PDF	
FR-BEGLES-PS2-M05.DWG	Elevations façades
FR-BEGLES-PS2-M05.PDF	
FR-BEGLES-PS2-M06	Plan ZAC la Mairie Bègles district
FR-BEGLES-PS2-P01 TO FR-BEGLES-PS2-P40	Photographs
FR-BEGLES-T.PDF	Site brief

GENERAL INFORMATION	3
FOREWORD	5
RELATIONSHIP TO THE THEME "PRODUCTIVE CITIES"	9
SITE ISSUES IN REGARD TO THE THEME	9
A SITE OF SYMBOLIC SIGNIFICANCE IN THE TRANSFORMATION OF BORDEAUX'S ECONOMY AND ITS RELATIONSHIP TO THE RIVER	9
A SITE IN AN AREA IN FULL METROPOLITAN TRANSFORMATION	9
FROM A CUMULATIVE HERITAGE TO THE EMERGENCE OF A LIVING AND WORKING METROPOLITAN AREA	9
SPECIFIC EXPECTATIONS	11
WRITE THE FIRST PAGE OF THE IBBA PROJECT «IMAGINING BEGLES - BORDEAUX DIFFERENTLY»	11
DEVELOP THE LEFT BANK RIVERSCAPE WHILE ACKNOWLEDGING URBAN, LANDSCAPE AND HERITAGE ISSUES	11
DEVELOP ARCHITECTURAL PROPOSALS ON TWO EXPERIMENTAL PROJECT SITES	11
FOLLOW-UP TO COMPETITION	13
METROPOLITAN CONTEXT AND STRATEGIES	15
CONTEXTS AND STRATEGIES ON SCALE WITH THE METROPOLITAN AREA, THE OIN AND THE COMMUNE	15
URBAN PLANNING OPERATION OF NATIONAL INTEREST (OIN) EURATLANTIQUE	15
THE CITY OF BÈGLES AND ITS PROJECTS	17
PRESENTATION OF THE BÈGLES GARONNE SECTOR	19
HISTORY, URBAN AND ARCHITECTURAL HERITAGE	19
PROJECTS CURRENTLY BEING CARRIED OUT OR UNDER STUDY	21
THE FUTURE JEAN-JACQUES BOSC BRIDGE	21
GREEN DELTA	21
JOINT DEVELOPMENT ZONE (ZAC) BÈGLES CITY HALL NEIGHBOURHOOD	23
PLANS ON A SCALE WITH THE BEGLES - GARONNE SECTOR	23
1. NEW METROPOLITAN SKYLINE	23
2. RECLAIMING THE RIVERBANKS	23
3. NEW URBAN, LANDSCAPE AND ECOLOGICAL CONNECTIONS	23
4. URBAN DIVERSITY AND THE METROPOLITAN SKYLINE	23
5. SITE HISTORY AND HERITAGE	25

CONTENTS

6. PRODUCTIVE RESILIENT CITY	25
7. NEW PROJECT PROCESSES AND PARTNERSHIPS	25
STRATEGIC SITE	27
PRESENTATION	27
EXPECTATIONS AND GUIDELINES	29
IMAGINE FUTURE POSSIBILITIES AND BEGIN A PROCESS OF TRANSFORMATION	29
RECONSIDER THE URBAN, LANDSCAPE AND ECOLOGICAL STRUCTURE OF THE SITE, OPEN UP AND CONNECT	29
EXPLORING THE CONDITIONS AND FORMS OF A NEW URBAN DIVERSITY	29
PLAN, DESIGN AND INNOVATE WITH RISK	29
RECOGNIZING THE VALUE OF THE REGION'S RESOURCES AND ENERGY PRODUCTION CAPACITIES	31
PROJECT SITE	33
BÈGLES PAPER MILL	33
DESCRIPTION AND HISTORY	33
BUILT HERITAGE	33
INDUSTRIAL PROCESS AND FLOW	33
EVOLUTION OF THE ACTIVITY AS SEEN BY THE INDUSTRIAL GROUP, NON-VARIANTS AND POSSIBLE OPTIMIZATIONS	33
EXPECTATIONS AND GUIDELINES	35
COLIPOSTE SITE	37
DESCRIPTION AND HISTORY	37
CURRENT OPERATION	37
BUILT HERITAGE	37
PROJECT STAKEHOLDERS AND LEADERS: LA POSTE GROUP AND POSTE IMMO	37
EXPECTATIONS AND GUIDELINES	37
PHOTOGRAPHS - STRATEGIC SITE	41
PHOTOGRAPHS - PROJECT SITE 1 - BÈGLES PAPER MILL	49
PHOTOGRAPHS - PROJECT SITE 2 - COLIPOSTE	61
LIST OF DOCUMENTS	71



FR
E U R O P
A
14

bordeaux

euratlantique



BORDEAUX
MÉTROPOLE



etex
inspiring ways of living