

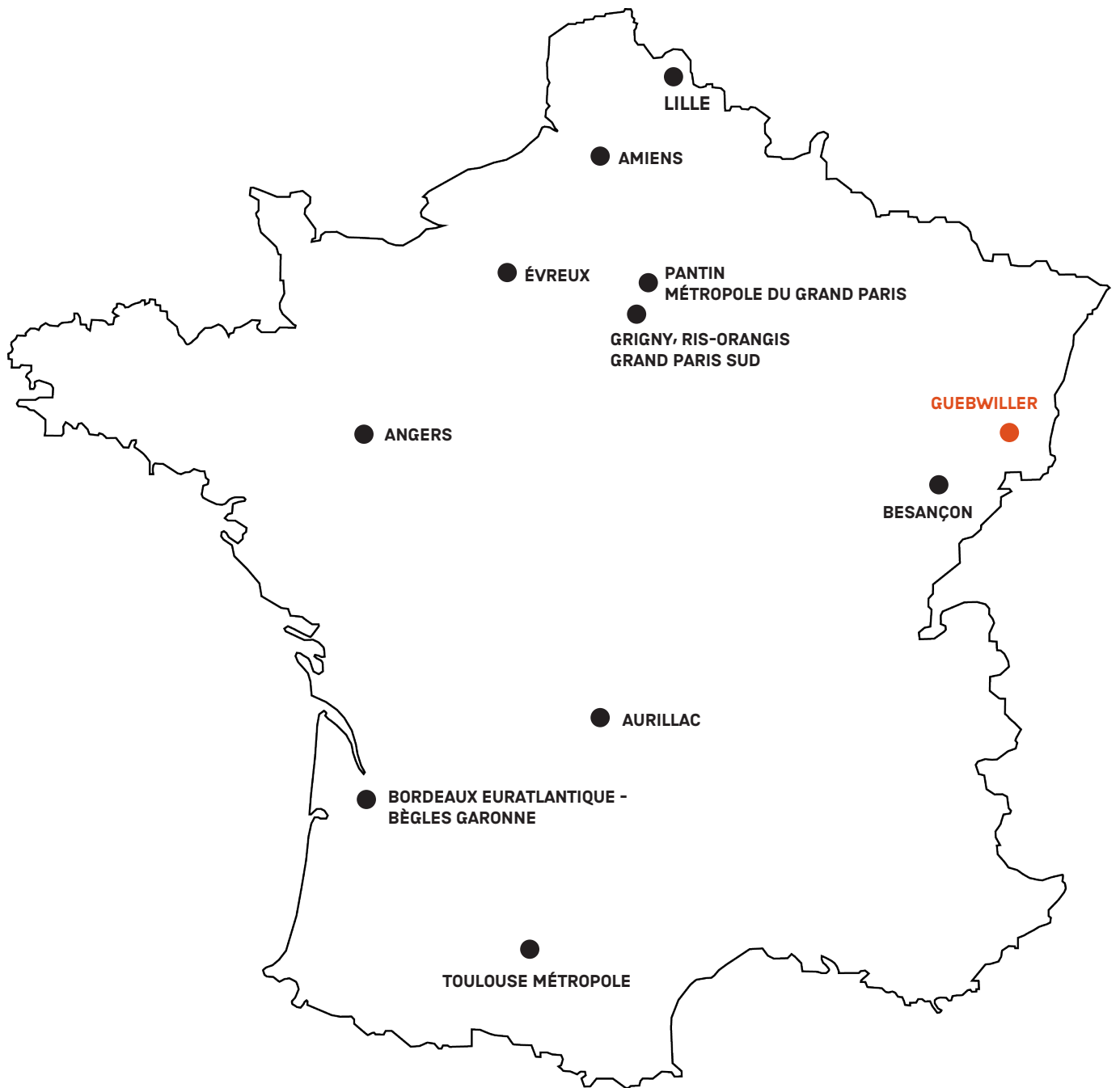


Productive
cities

GUEBWILLER

**THE STUFF OF A
PRODUCTIVE VITY**

Site brief



GENERAL INFORMATION

SITE REPRESENTATIVE :

city of Guebwiller, NSC FLORIVAL company

ACTOR(S) INVOLVED :

city of Guebwiller, NSC FLORIVAL company, Guebwiller region municipalities community, EPF (Public Land Institution) of Alsace, Vosges Massif

TEAM REPRESENTATIVE :

architect and/or urban planner and/or landscaper

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

architecture, urban planning, landscape and open to all skills that will provide a bold response

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 selected teams, organized by European France in Paris, february/march 2018.
- On-site meeting with sites representatives and 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 :

Urban study and urban planning for the strategic site scale, project management missions for the conception of public spaces, feasibility study and architectural realizations.



Lauch valley entrance, also called Florival valley from Guebwiller

Source : paysages.alsace.developpement-durable.gouv.fr

KEY PLAYER'S VIEW

Architecture is an integral part of our lives. It determines relationships between social groups and artificial or natural physical environments. To transform our city is to transform our practices and ourselves. These urban industrial wastelands are evidence of Guebwiller's past. Their redefinition must reflect the identity we want for our city in the future, because that's what it's all about. What do we want to build? What do we want to say? How to bring production back to this historic site, create jobs and promote a balanced urban development?

The region and the city of Guebwiller have suffered from industrial decline due in large part to the departure of the textile industry. This situation has had significant demographic and, of course, economic consequences for the city. It is in light of this diagnosis that the municipality has decided to take measures to reverse the trend and strive towards a revitalization of the territory and the city.

This revitalization requires the development of a coherent urban vision and an effective policy for economic development, housing, public amenities, transport (public transport, environmentally friendly modes of mobility) and urban and environmental development. In order to conceive this transformation, the city relies on a master plan for truly sustainable development consisting of key projects such as an plan for improving mobility, redefinition and revitalization of the heart of the city, development of public spaces and entrances to the city and the conversion of abandoned industrial sites, one of which is the subject of this European 14 competition.

Some development has already taken place, but, without a doubt, there is still much to be done to make the city productive again, to make it possible for diversified, innovative economic projects to return to the city.

The abandoned NSC Florival industrial site is to be redefined in partnership with the company with the aim of developing proposals for an appropriate reconversion. The intent is to propose space for activities, services and housing and for reinforcing existing public facilities such as schools. It is, as well, an opportunity to continue our study and development of public spaces and modes of travel.

We are raising the issue of a productive city with the aim of reinforcing the attractiveness of our city for the future. The European competition is a tremendous opportunity to consider these issues together.

Francis Kleitz.

Mayor of Guebwiller. Regional Councillor.

Claude Muller.

Guebwiller Municipal Councillor for urban planning.



NSC factories, 1908

KEY PLAYER'S VIEW

Our industrial group NSC owns most of the derelict industrial sites and open areas that make up the strategic site. They actively support the participation of the city of Guebwiller in the EUROPAN 14 competition. NSC has been producing textile machines in Guebwiller for more than 200 years. We are today a modern company, world leader in the sector and our products are found all over the world. The evolution of production technology has allowed us to gradually reduce the space required and liberate a considerable area of land and buildings dating from the beginning of the 20th century that are no longer adapted to present uses. Today, we maintain two modern production units in the immediate vicinity of the strategic site, with respectively 200 employees and 50 employees mainly in design and production. An office building at the centre of the strategic site is partially occupied by our company and partially rented to other companies.

It is unimaginable for an industrialist still active in the heart of the city where all its history lies to be disinterested in the future of the company's surroundings. We want to express an industrialist's point of view on the urban environment. The theme «Productive Cities» fits perfectly with this interest.

Guebwiller will benefit from an environment that attracts other economic activities, which in turn contribute to our own development. Businesses survive poorly if they are isolated and therefore seek proximity to other businesses. We would like to be able to offer our youngest employees the opportunity to live near their workplace in an environment corresponding to their aspirations in terms of housing, shops, utilities, transport and leisure activities. As a company in the heart of a city, this opportunity needs to be developed for our employees.

Some of our older buildings have real architectural significance and a company like ours with 200 years of history does not want to sell off its heritage. A project that enhances the site and confers new uses will certainly seduce us. Our company is intimately linked to the history of Guebwiller. Almost every Guebwillerois has one or more family members who have worked at NSC. We are respectful of their deep attachment to their workplace and hope that these families and all the Guebwillerois are proud of the transformation of their old workplace. The family owners of the company have lived in Guebwiller for seven generations, own a very beautiful vineyard and are naturally attentive to the coming transformations of the industrial heritage created by their ancestors.

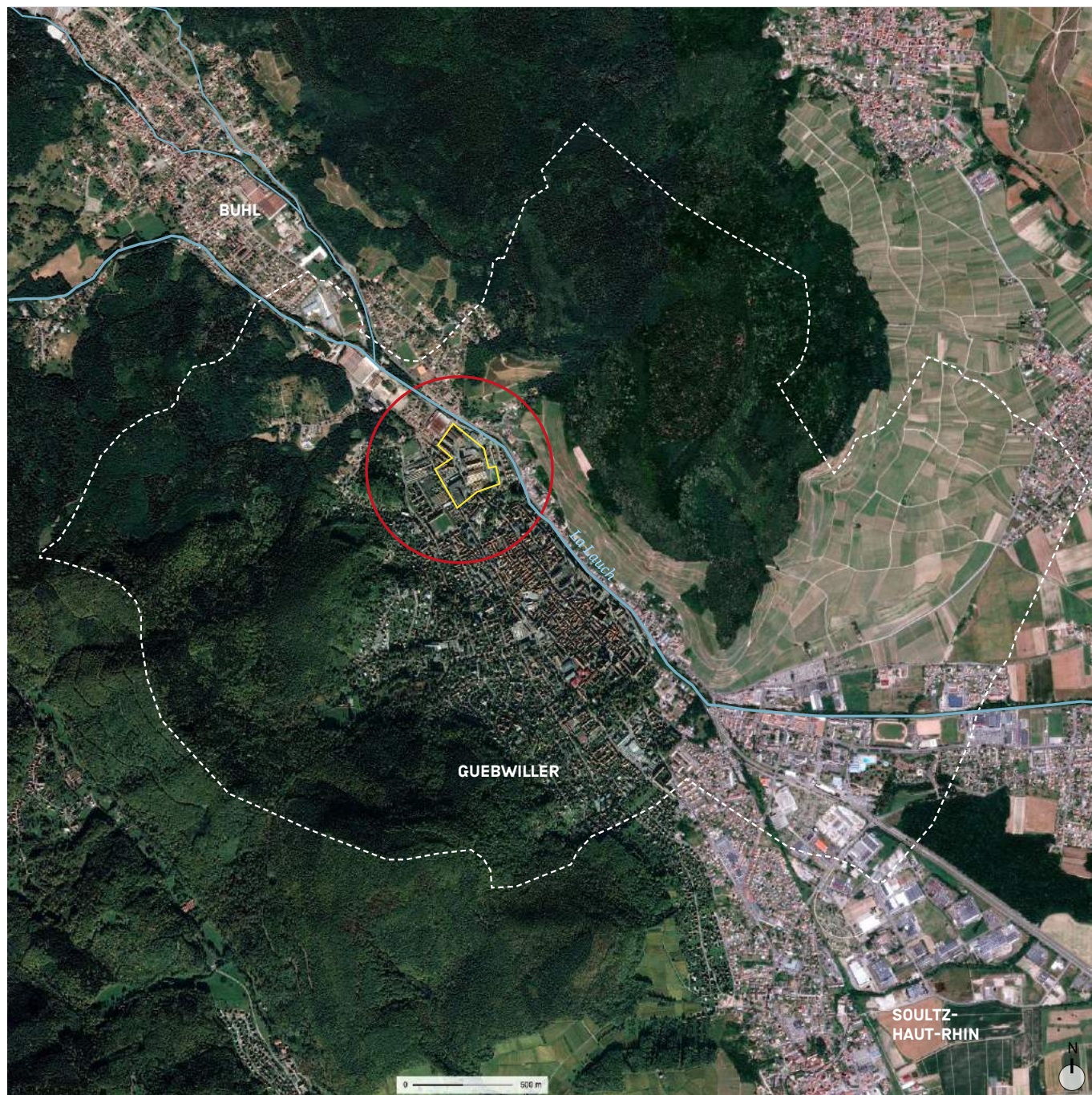
Guebwiller has many advantages linked to its geographical location, environment and countryside, which are insufficiently highlighted. We are convinced this competition is most likely to come up with projects that will exploit these assets and energise the image of the city.

Our commitment is not just benevolent and moral. It's also active. Thus in order to maintain a workplace in the heart of the derelict industrial site, we have already completely renovated our head office building. We have actively participated in the municipality's first redevelopment and requalification study for the site. Working together with a local developer we have also initiated the rehabilitation and partial commercialization of a remarkable building at the centre of the strategic site for housing and service spaces.

We therefore strongly support Guebwiller's participation in the EUROPAN 14 competition, for which we expect strong ideas, capable of projecting our derelict industrial lands into the future.

Bruno Ameline.

Président Directeur Général NSC Florival



source : photo CC Région de Guebwiller

THE GOOD HEALTH OF EUROPLAN*

This is the title of an article published in the Revue *Urbanisme* (1), last January, about the European Intersessions forum organised by Europlan. 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 Europlan 14 sites launching, a lot of actors came and met, between 'adaptable and productive cities'.

For the launching of Europlan 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, Europlan 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. Europlan 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, Europlan is bringing the different scales face to face, from micro to macro. Europlan 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.

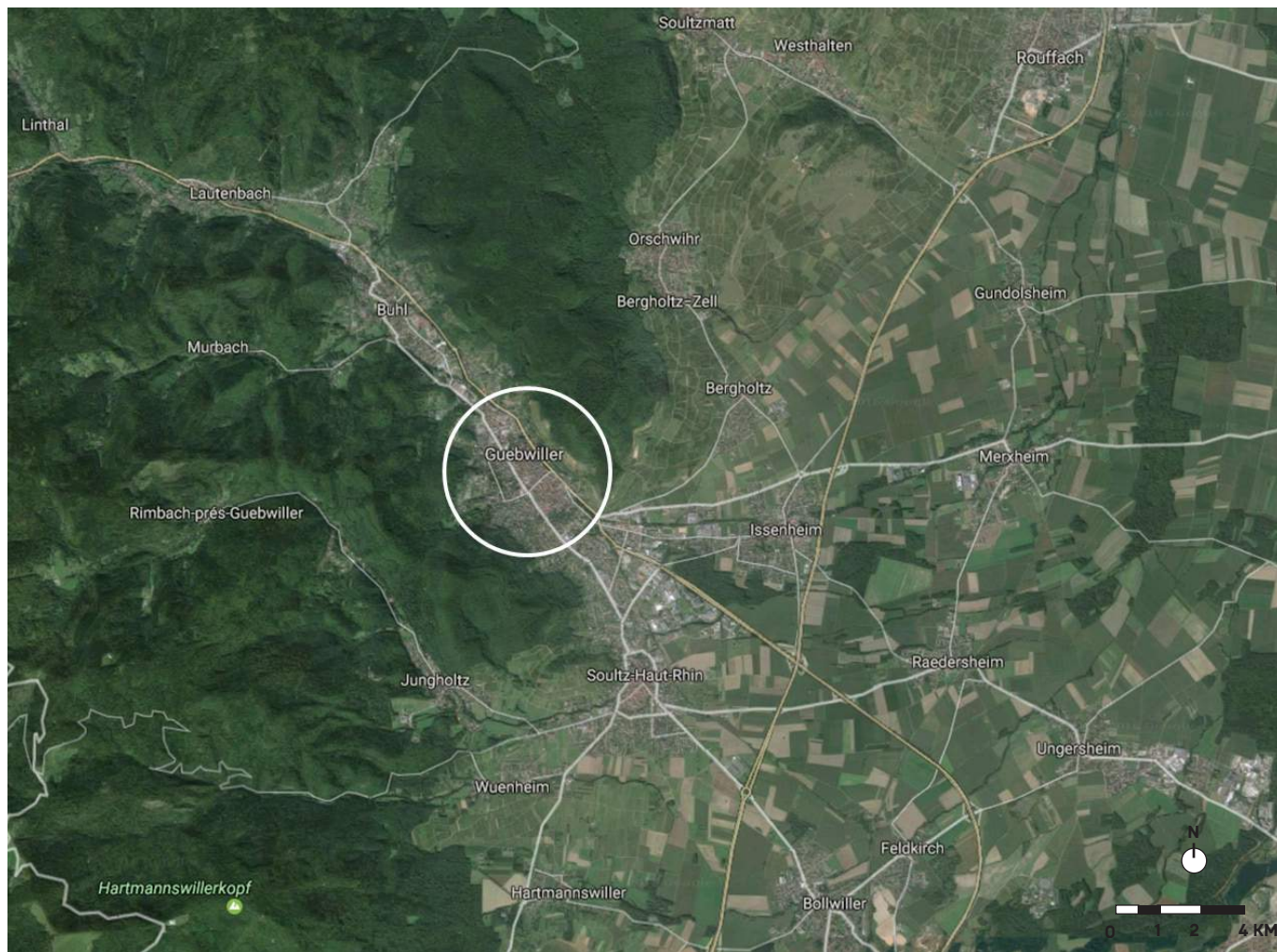
We have good hope because 7 of 10 of European 13 sites in France have begun implementation with selected teams.

'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



Guebwiller, at the gates of the Florival valley and the Alsace plains



Guebwiller, satellite view

RELATION WITH THE THEME OF “PRODUCTIVE CITIES”

SITE ISSUES IN THE CONTEXT OF THE EUROPEAN THEME

The site proposed for European 14 in the northwestern part of the city of Guebwiller was largely occupied by old textile industries which contributed to the development of the city and its influence in the nineteenth and twentieth centuries. Since the 1970s, textile activity has greatly decreased. However, rope is still produced and part of the site has been converted to the manufacture of textile machinery mainly for export. In partnership with Nicolas Schlumberger & Cie (NSC) Florival, landowner and partner of the project, the city wishes to undertake a progressive transformation and balanced reclassification of the territory. The city wants to introduce a variety of urban functions including production in order to come up with new responses in the valley to questions of employment, ways of living and to develop the attractiveness of Guebwiller. To do so, it plans a contemporary response in a remarkable historic heritage setting.

The city of Guebwiller is an important urban centre for the territory, bringing together major infrastructures (secondary schools, courthouse, etc.) intended to reinforce and complement the cities of Soultz, Buhl and Issenheim and to coexist with Mulhouse and Colmar. It is counting on the renewal of its industrial wastelands, the only land available, to regain a privileged position in the territory. Indeed, because of its geographical position at the mouth of valley, Guebwiller can no longer expand. This constraint has been transformed into an asset and the city is planning the development of its old industrial lands in partnership with private actors who fully embrace this decision.

The city of Guebwiller therefore wishes to continue its strategic investigation on the future of these industrial wastelands within the urban fabric in order to develop a new district connected to the city centre. In this context, it encourages the establishment of new economic activities in order to improve the living environment of its inhabitants, in particular the quality of the environment through energy-saving constructions.

European participants are invited to provide responses to these issues.

SPECIFIC EXPECTATIONS ON BEHALF OF THE CITY AND ITS PARTENERS

• **What project process would allow the (re)birth of production in the city?** Through its own activity, NSC Florival has shown that the maintenance of production within the city is possible, thus continuing to participate in the life of this developing urban area. The company Meyer SansBoeuf, specializing in cordage, is also present within the study area and an actor in the project.

• **How to adapt derelict industrial areas, introducing productive activities and allowing a new neighbourhood to be created?** The City of Guebwiller and NSC Florival expect candidates to have a vision of the future that would exploit the advantages of this city and allow it to become (once again) productive, thus raising the question of the coexistence of production and its connection to various components of a city such as housing, shops, offices, public facilities and public spaces. What place and what definition should be given to each in order to establish an equilibrium and harmony?

• **The strategic site questions the impact of changes in social, urban and economic practices that have taken place in the industrial areas that have been inherited by the city.** Indeed, industrialization developed over the short period of only a century in the city's history. It brought about profound changes in production methods, economic systems and social practices, of which only the derelict buildings remain today. How can we re-invest these places by taking into account the practices of local (short circuits) or global production, local or international trade, traditional or «connected» social practices?

• Given the quality of the architectural and landscape heritage on the site and the willingness of the actors to preserve and develop production, **how to (re)stimulate urban renewal in coordination with the rest of the city?**

• **What is the relationship to the larger landscape?** How can the vineyard and forest countryside be maintained and enhanced? Inversely, how can this landscape intervene in the development of the site?

• **How to establish a short-, medium- and long-term project procedure for a progressive site transformation** according to a strategy yet to be defined and development opportunities. The project process will also be based on an urban development that allows subsequent adaptations or modifications.

1	FR-GUEBWILLER-PS1-Po1
2	FR-GUEBWILLER-PS2-Po5



Le Louvre, project site, from Théodore Deck st.



Main factory, project site, from Jean Baptiste Weckerlin st.

PROGRAM ORIENTATION

The Guebwiller site is based essentially on a strong partnership between public (the city of Guebwiller and its partners) and private sector (NSC). NSC Florival currently owns the land and buildings. They will be transferred to the city or to other partners depending on the project and the subsequent deadlines. The city and NSC Florival wish to establish on this site production activities associated with other urban functions. It is then this balance that is sought and is at the heart of concerns for the development of productive activities that will provide employment for the inhabitants of Guebwiller. In this sense, the site meets the objectives of European 14: «Reinvent local proactive ... alternatives of co-production or eco-sharing ...»

Program orientation based on several issues:

• **The renewal and diversification of industrial, artisanal and other activities:** in this area, candidates are expected to offer an innovative approach that takes into account site specificities and the historic establishment of NSC that has left a mark on several generations of Guebwiller inhabitants. The existing industrial buildings offer numerous possibilities for sharing, distribution and organization in order to respond to a wide range of demands. Transformation scenarios for these buildings are expected with the possibility of a gradual change as opportunities arise. What scale, type of productive and / or innovative activity, what site administration would encourage small and medium-sized enterprises to settle here? New forms of commercial activity can be included in the theme (short-circuit, recycling, etc.).

• **The issue of housing is also at the heart of thinking.**

If there are those who choose to live in neighbouring villages, there are also new populations who want a more urban lifestyle benefiting from the nearness of services and relying on walking or bicycling. Proposals for this site in the form of a laboratory of ideas should offer a genuine alternative to single-family housing, particularly for families who cannot currently find housing in the city centre (lack of large apartments). Several problems will have to be addressed within the framework of the project: how to find a living / work relationship (as in the past when an artisan had his workshop on the ground floor and lived above), the question of divided and recomposed families (evolutive housing); At issue is also housing for the elderly (remaining at home, assisted living, shared living, etc.) and temporary or seasonal housing (grape harvest, trainees, training programmes, tourism, etc.). The city is hoping from this project to create «more social interaction and greater urbanity».

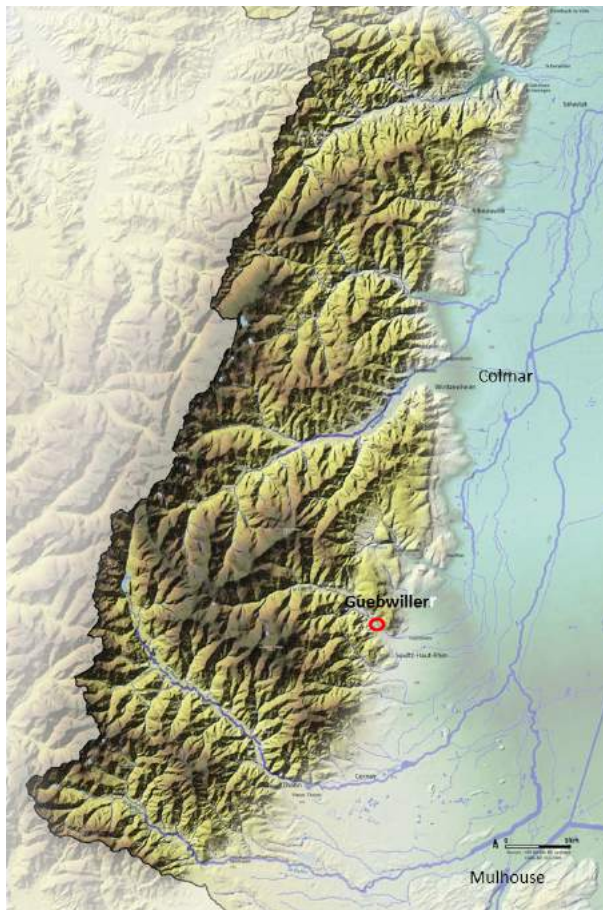
• **Public space is the unifying element of the project.**

It is the place of exchange, of sharing, of conviviality, of urban life. A global consideration of urban forms, uses, practices and connections between public and private, between collective, individual and shared is expected. How can landscape and biodiversity enter into the public space?

• **Public facilities are also major elements of urban life.** A kindergarten is desired for the quarter in view of school restructuring and a cultural space such as a concert hall is needed. These two structures and possibly other facilities will become central points in the new project.

• **The issue of public transport must be integrated at an early stage.** Although Guebwiller has not had train service since 1992, a project to restore the line has been planned within the framework of a Federal-Regional contract. It is necessary to consider the location of a train station in relationship with the new neighbourhood. Environmentally-friendly modes of transportation, parking lots, traffic, etc. on the scale of the city need to be closely studied to promote the development of urban practices.

1	FR-Guebwiller-C-XXX
2	FR-Guebwiller-PS-XXX



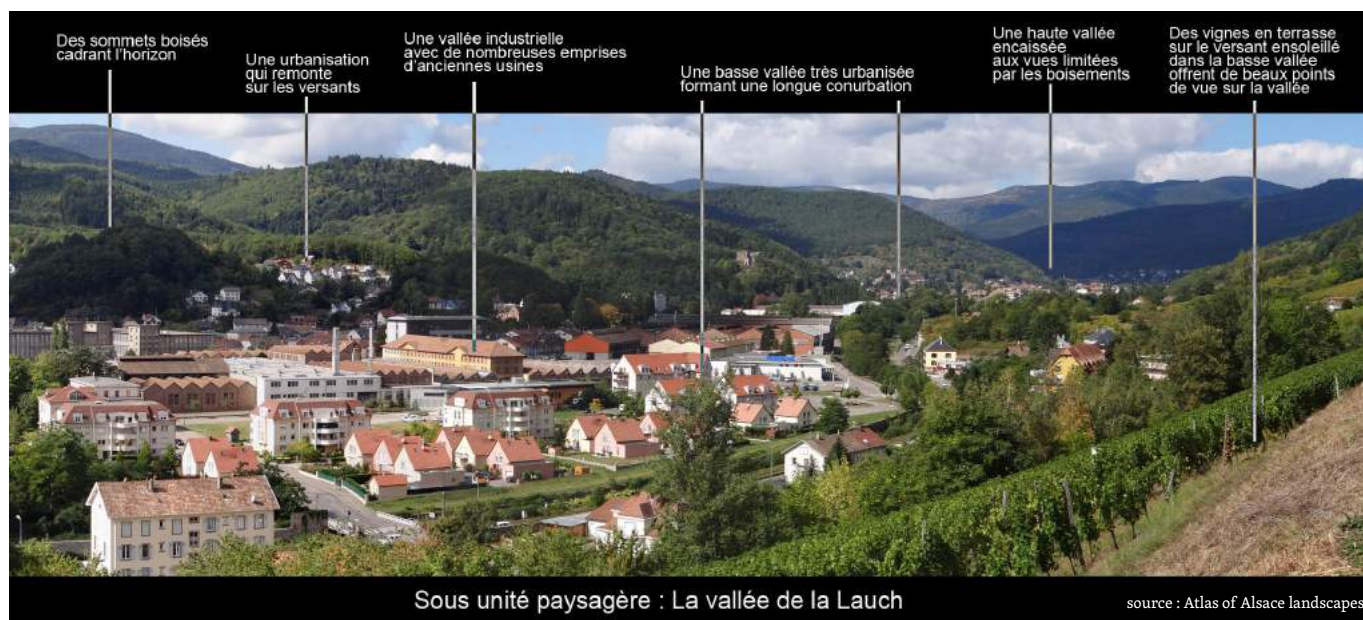
The Ballons des Vosges Massif



The city, the vineyards, the forest, from the project site



The Lauch, Guebwiller downtown



HISTORICAL – GEOGRAPHICAL – TERRITORIAL – SOCIO-ECONOMIC – CULTURAL – HERITAGE

Given the constraints of the city limits (at the mouth of the valley and with vineyards on the slopes) and the presence of unused or under-exploited industrial sites, the urban development policy to develop in the PLU (local planning regulations) is going to be largely focused on the reconversion of industrial spaces for residential and business purposes and on densifying existing urban space with very little planned urban expansion, while respecting inter-municipal or national framework documents such as the SCOT (schéma de cohérence territoriale or territorial coherence programme). The question that then arises is how to compete with municipalities which have more possibilities for expansion and can meet the needs for single-family housing. The stakes for a qualitative urban project are high and fundamental.

The Structural and Sustainable Development Plan (PA2D) of the future Local Planning Regulations (P.L.U.) for Guebwiller specifies urban planning and development guidelines adopted by the municipality in order to establish a real alternative to single-family housing:

- to find a balance between urban renewal and controlled urban extension on the one hand and the preservation of spaces and natural landscapes on the other;
- to ensure a diversity of urban activities and social diversity in housing, taking into account present and future needs;
- to ensure a control of transportation, preserve the quality of life, protect architectural and natural heritage, reduce both nuisances and risk factors.

Despite a quality environment, the economic, central role of the city has been weakened in recent years and is now affecting its attractiveness and demographics (population decline). The small communities of Noble Valley, a valley next to that of Guebwiller, the Piedmont and the Alsatian plain are more attractive than urban and mountain communities. Municipalities located close to a major communication route seem to benefit from a residential attractiveness. Guebwiller, however, gains owner-occupiers and private renters, while tenants of social housing are less present. The historic, natural setting, as well as the specific industrial tradition of Guebwiller are assets to be valued.

To respond to these territorial issues, the city of Guebwiller has decided:

- to encourage the establishment of new economic activities and revitalize the city centre in order to strengthen the role of the city of Guebwiller as a central urban hub for the valley and as an intercommunal structure.-

- to rehabilitate and convert the old industrial areas while maintaining economic activity.

- to improve the living conditions through a policy of renovation of housing and improve the attractiveness of the city by increasing public facilities and services.

- to encourage energy-saving construction in particular by the use of more compact forms

- to permit a balanced urban renewal taking into account current needs and anticipating future needs in the areas of housing, employment, transport and public facilities, ensuring the careful use of space, protecting the environment and enhancing the surrounding vineyards and forests.

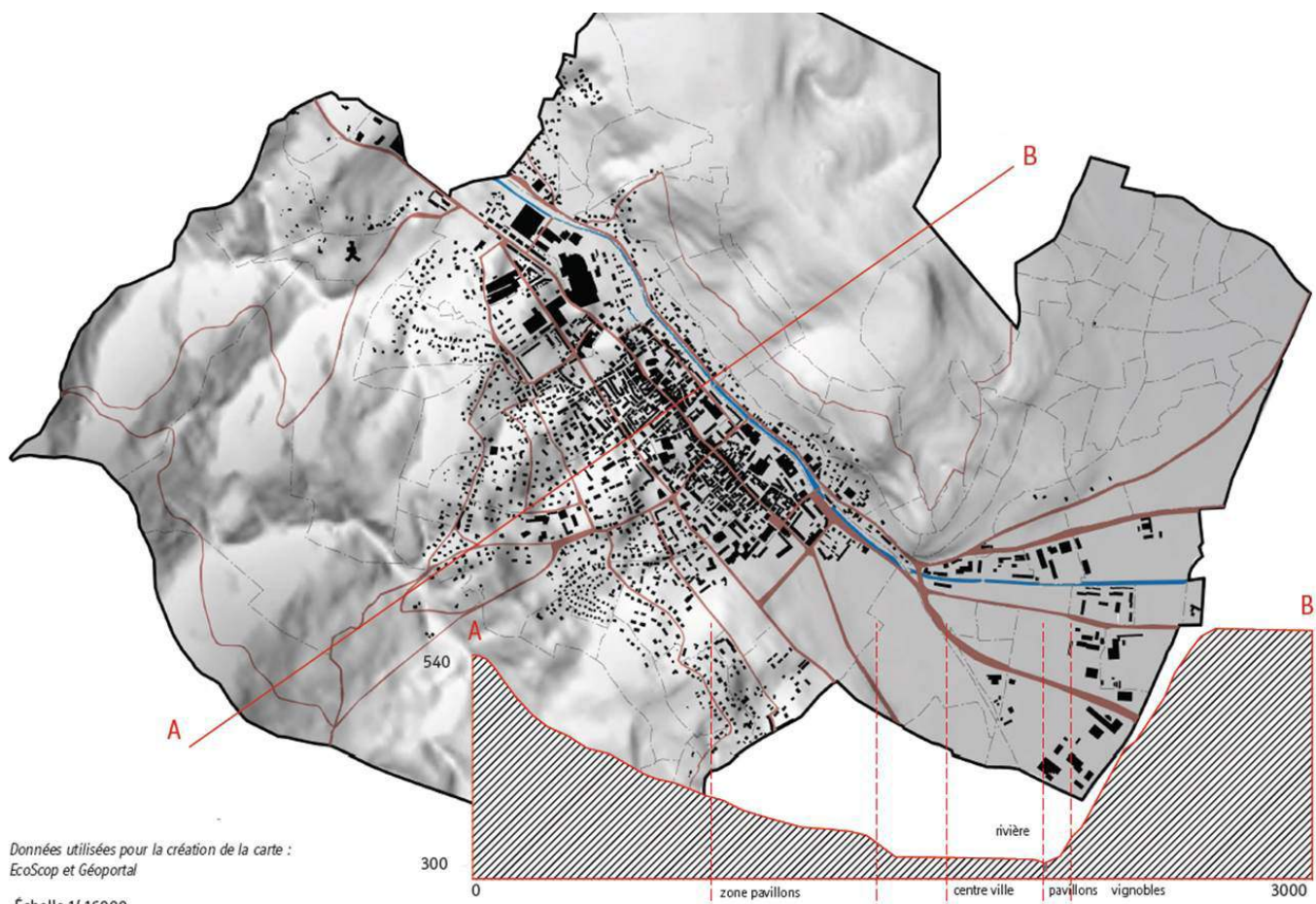
GEOGRAPHY AND LANDSCAPE

AN ATTRACTIVE QUALITY OF LIFE BETWEEN VINEYARDS AND FORESTS

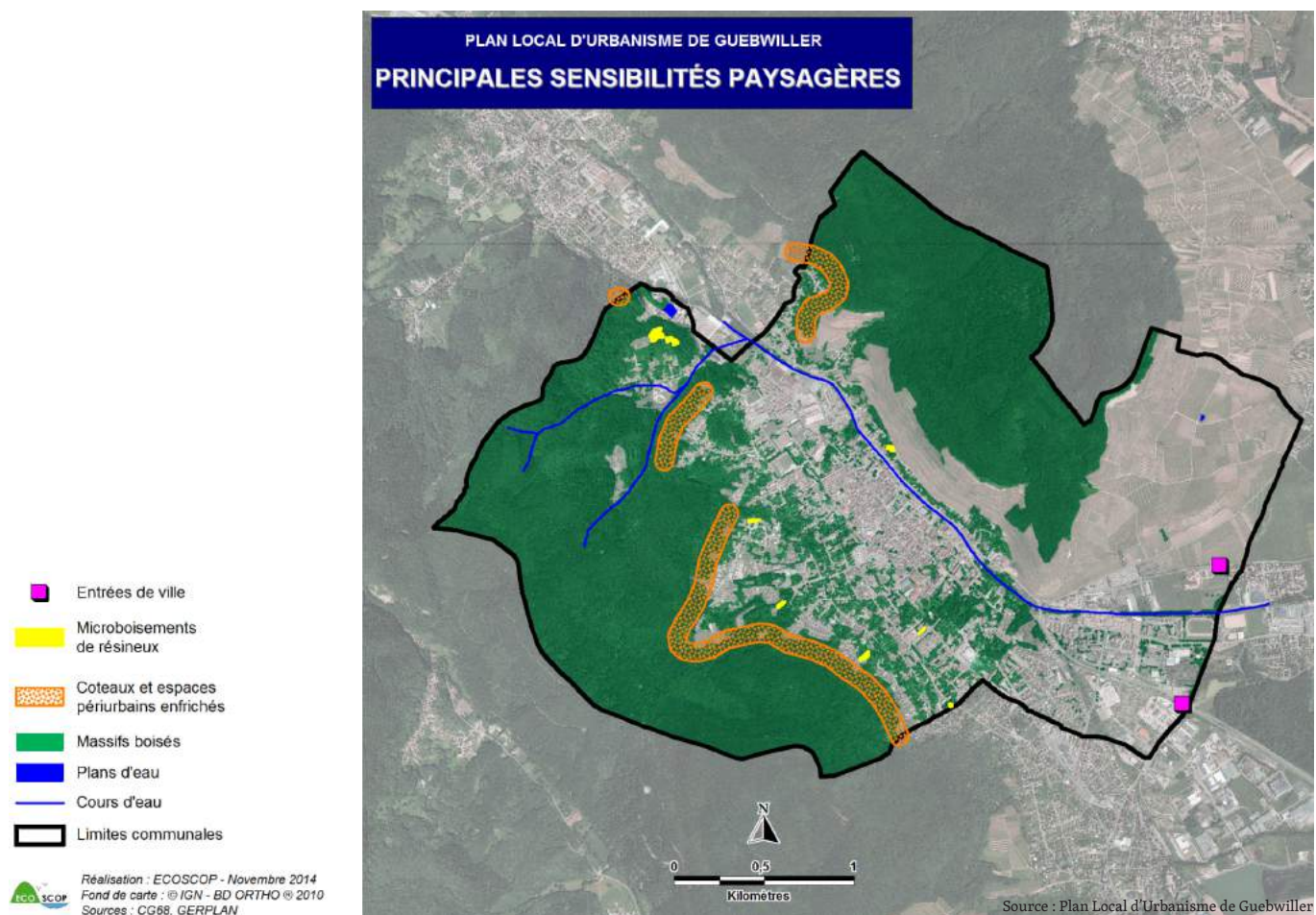
In the Grand-Est region, the city of Guebwiller is located in the Haut-Rhin department in the historic and cultural region of Alsace, halfway between Colmar and Mulhouse. Guebwiller lies in the Ballons des Vosges Regional Nature Park, one of the 188 communes in the park and the largest on the Alsatian side. The city was the seat of one of the departmental sub-prefectures until the merger in 2014 of this district with that of Thann to form the district of Thann-Guebwiller in 2015. It is part of the socio-economic division of South-Alsace.

The town of Guebwiller lies at the mouth of the valley of the Lauch river called «Florival», literally the «valley of flowers», which leads to the highest summit of the Vosges, the Grand Ballon (1424 m) also known as the Ballon de Guebwiller.

1	2	FR-GUEBWILLER-C-M10	FR-GUEBWILLER-SS-P17
3		FR-GUEBWILLER-SS-P25	
4		FR-GUEBWILLER-SS-AP02	



topographic profile



The Lauch River, which has its source on the eastern slopes of the Vosges Mountains and follows its course in the Florival valley, crosses the city from west to east, surrounded on both sides by secular vineyards and wooded slopes. On the south bank of the Lauch is the north-facing slopes of the Rehbrunnenkopf (Δ 632 m) on the lower part of which is an urban fabric of predominantly single-family houses and higher up forest. On the north bank of the Lauch the south-facing slopes of the Oberlinger (Δ 586 m) are covered largely by a renowned vineyard, rhythmized by low sandstone walls that underline the steepness of the slope.

The Lauch is today channeled between high sandstone walls. Downstream from the city, there is a risk of flooding identified in the PPRI (Flood Risk Prevention Plan). The principle adopted by the town of Guebwiller for rainwater is, unless impossibility, on site. The existing hydraulic network is partial, with evacuation in the Lauch.

Guebwiller has a semi-continental climate, is sheltered by a high ridge, with triple exposure to the south, southwest, southeast and very porous soil. The south facing slopes of the Oberlinger have a dry, warm microclimate conducive to viticulture. The terraced vineyards, extending over nearly 200 hectares, are managed by a single tenant. Endowed with exceptional vineyards classified AOC, Alsace Grands Crus, four Alsacian Grands Crus (Spiegel, Kessler, Kitterlé and Saering) are produced in Guebwiller. Vineyards were first introduced here in the Middle Ages by the Abbey of Murbach and have given both a landscape and an architectural heritage (winegrowers' residences). The summits and less exposed slopes, several hundred hectares of forest (376.5 hectares, or 36% of common communal property) offer a green setting. The commune also has 206 hectares of communal forest outside its communal limits in the area of the Grand Ballon, in mountain zone, part of which is classified as a Natura 2000 site for its remarkable species and natural habitats.

The city wants to reinforce the quality of landscape and nature within the urban fabric and thus the quality of life and biodiversity in public spaces as well as the possible development of activities related to the landscape, nature and gardening in the city.

The city also expresses a strong desire to enhance and develop the remarkable parks and gardens that already contribute to the identity and urban quality of the city. Guebwiller is located within the Ballons des Vosges Regional Natural Park. The park encourages tourism and local production and it is possible to imagine tourism developing in the city as well as initiatives for local production or craftwork.

ARCHITECTURAL AND URBAN HERITAGE

FROM THE MIDDLE AGES TO THE INDUSTRIAL PERIOD: A HERITAGE TO BE HIGHLIGHTED

The rich architectural heritage is a sign of the past strength of the textile industry (in the 19th century there were about twenty textile manufacturers in Florival, making Guebwiller the most important industrial city in Alsace after Mulhouse), of the Abbey of Murbach in the Middle Ages and of the traditional wine culture. Guebwiller is the cradle of the Schlumberger family for both the textile industry and wine production.

The plurality in architectural styles is a characteristic of its remarkable heritage:

- religious architecture such as the church of Saint Léger (Roman), the Dominican convent (gothic), Notre-Dame church (neoclassical), Notre-Dame du Saering chapel (1618) ;
- public buildings such as the city hall (1514), the courthouse, the Neuenburg château, remains of the Hugstein château and the Burgstall château, Théodore Deck museum, ... and private dwellings such as the beautiful and imposing manor houses (Domaine de Beaupré) and canonical houses.

Along Rue de la République are art nouveau houses by the architect Adolphe Sautier.

The architectural heritage of Guebwiller also encompasses many industrial buildings, businesses, villas of industrialist families and numerous working-class estates.

1	FR-GUEBWILLER-C-Mo3
2	FR-GUEBWILLER-C-Mo4



view of the valley, at the foreground the NSC factory in 1920



Aerial view of the Marseillaise Park, the Neuenbourg Castle, and the Notre Dame church

The city of Guebwiller is looking to highlight its architectural heritage, testimony to the past, while at the same time integrating contemporary architecture.

HISTORICAL REMINDER

Guebwiller was from the Middle Ages to the revolution capital of the powerful principality of the Abbey of Murbach. The first fortifications of Guebwiller date from the XIIIth century. The city had five centuries of stability and was only altered in the 18th century when an urban extension in lower Guebwiller was carried out by Prince Abbot of Murbach (around the Neuenburg Abbey Château).

At the end of the 18th century, just before industrialization, Guebwiller was surrounded by agriculture (vegetable gardens, vineyards, pastures). The property of the clergy was requisitioned during the revolution. Industrialization began with the founding of factories within church property. In the 19th century, factories settled to the north and south of the city. Worker estates were built. Following the Franco-Prussian war of 1870, Alsace was annexed by the German Empire. Many buildings of architectural interest date from this period.

With the arrival of administration, Guebwiller becomes a sub-prefecture and from then on the city develops a great deal.

At the end of the 19th century, industrialization is at its peak. Destruction of the ramparts and filling of the moats allow urban expansion towards the west, public facilities are built (high school, prefecture, schools, etc.), the train arrives, working-class housing estates and employer villas are built, etc. The city spreads both into its suburbs (to the north and south) and also to the west into forestland.

The city area evolves very little afterwards. Single-family subdivisions are added to the south and west of the city. Urban renewal destroys a part of the city centre considered insalubrious. Development is then continuous from the 1960s. The city extends south towards Soultz and Issenheim, west onto the wooded hillside and east at the foot of the vineyards. Then the textile crisis in Alsace results in the closure of many factories, families leave the valley, housing construction continues on empty sites.

In the long history of the city, the industrial period lasted only about two centuries.

A TERRITORY TO BE RECONNECTED

URBAN FRAMEWORK AND INTER-MUNICIPALITY

For the historic Alsace region, Guebwiller is an urban centre (medium sized city) with a certain number of major functions (high degree of public facilities, businesses and service sectors).

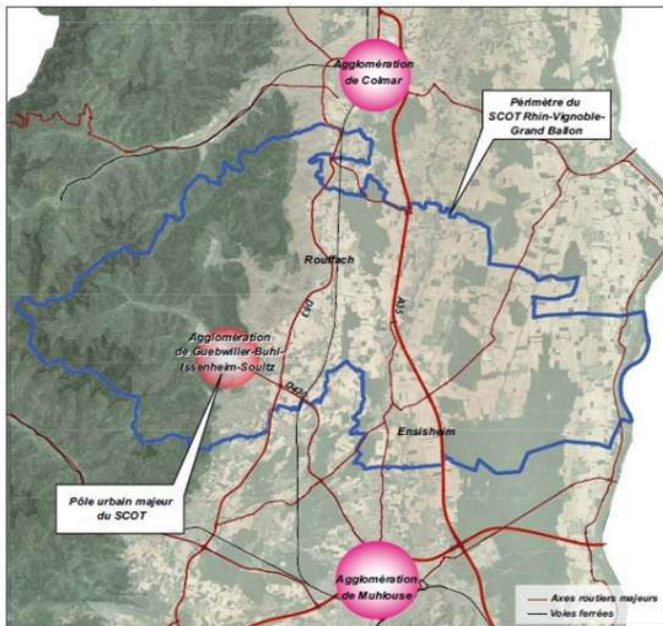
For the Territorial Coherence Programme (SCOT) Rhine-Vignoble-Grand Ballon (in the process of being created) the Guebwiller metropolis, comprising Soultz-Issenheim and Buhl (25,000 inhabitants), constitutes a major urban centre radiating over a relatively large territory. Confrontation with and reinforcement of the city of Guebwiller within the urban framework of the department will also be played out based on the whole of the metropolis which today forms a conurbation with complementary roles. The right construction will strengthen the entity at local and regional level. Guebwiller more specifically will retain school services, especially public secondary schools.

The city of Guebwiller is member of the «Community of Communes of the Region of Guebwiller» (CCRG), which brings together 19 communes. Their headquarters are also located in Guebwiller. The community covers 206 km² (5.8% of the department) with approximately 40,000 inhabitants. Guebwiller represents nearly 30% of the population.

The powers delegated to the Community of Communes of the Guebwiller Region concern territorial planning, economic development, sanitation, drinking water, waste collection, management of sports and leisure facilities, management of childcare facilities.

The CCRG has drawn up a Plan for the Management of Rural and Semi-urban Areas (GERPLAN) in order to coordinate actions necessary to preserve the quality of land and resources, controlled urban development, while at the same time encouraging the maintenance and optimization of the agricultural areas. Thus 4 main directions were chosen to ensure a territory would be sustainable and of quality:

1	FR-GUEBWILLER-SS-AP03-1920
2	FR-GUEBWILLER-C-AP06

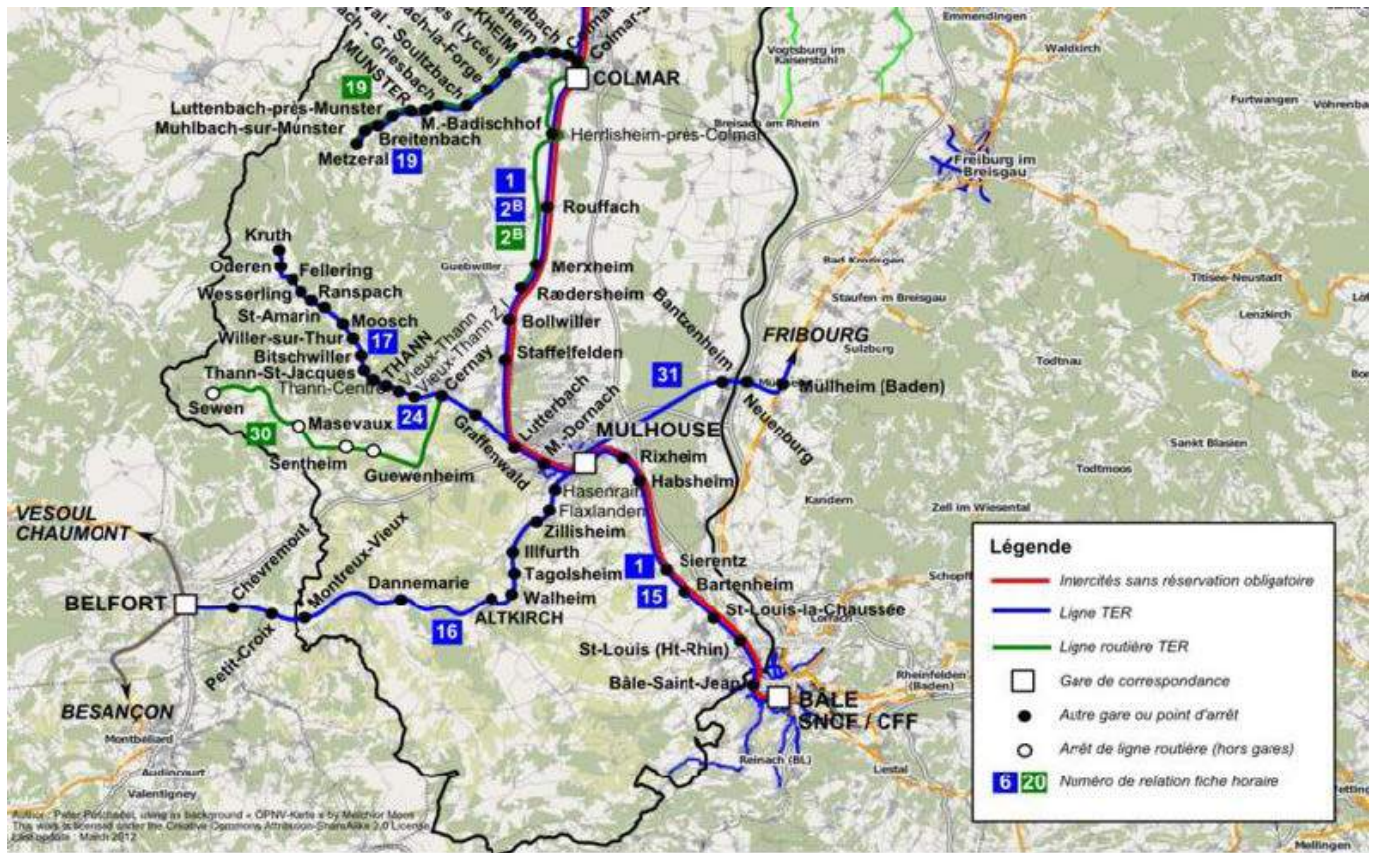


SCOT territory Rhin-Vignoble-Grand Ballon



BERGHOLTZ, BERGHOLTZ-ZELL, BUHL, GUEBWILLER, HARTMANNSWILLER, ISSENHEIM, JUNGHOLTZ, LAUTENBACH, LAUTENBACH-ZELL, LINTHAL, MERXHEIM, MURBACH, ORSCHWIHR, RAEDERSHEIM, RIMBACH-PRES-GUEBWILLER, RIMBACH-ZELL, SOULTZ-HAUT-RHIN, SOULTZMATT, WUENHEIM

Municipalities community of the Guebwiller Region



Haut-Rhin transports map

author: Peter Poschadel, using as background « OPNV-Karte » by Melchior Moos

- strengthen the role of agriculture in the CCRG by supporting the development of short circuits and the promoting local agricultural products.
- safeguard and promote the countryside by, for example, maintaining green belts between villages,
- preserve natural heritage by maintaining micro nature sites, preserve water resources
- prevent natural hazards by creating programmes that would, for example, restore streams.

For economic development, the Community of Communes of the Guebwiller Region promotes the development of the Florival business park, including a business incubator (which can accommodate 23 companies), on nearly 87 hectares at the entrance to the valley, with very high-speed fibre optics.

For sports facilities, the CCRG manages the construction of a nautical center which will be located at the entrance of Guebwiller, Issenheim Road.

REGIONAL CONNECTIONS

The city of Guebwiller is close to other major Alsatian cities: 25 km north to Colmar and south to Mulhouse, 100 km to the European capital Strasbourg, 50 km to Belfort, 60 km to Basel (Switzerland) and Freiburg (Germany). It is near the D83 motorway, equidistance from the employment centres of Colmar and Mulhouse, the motorway D430 to Mulhouse and Basel.

Strengthening public transport is a major objective for the city. The project for the Bollwiller-Guebwiller railway (a tram-train or TER project) is particularly important. A study is underway to verify the feasibility of serving Guebwiller again by train. The railway line exists but has not been used since 1992. This is a handicap for the city's development and its connection to Colmar and Mulhouse.

This project is included in the new State-Region planning contract (a document whereby the State and Region commit to a programme and several years' financing of major projects for the development of the territory such as infrastructure or innovative sectors) and is included in the SCOT (Territorial Coherence Scheme) Rhine-Vignoble-Grand Ballon under discussion. A first step is

to preserve the railway right-of-way in the PLU (Local Planning Plan). Future train stations should be taken into account in the candidates' proposals.

Increasing public transport will make it possible to limit automobile traffic and therefore reduce nuisance (noise, air pollution). Intermodal hubs need to be adapted to ensure good connections between various types of transport and the evolution of public transport needs to be integrated into development projects.

The improvement of circulation conditions within the city, particularly for environment-friendly transport, in relation to proposed urban development (in certain sectors, etc.) is to be integrated into the city's development projects. The existing transport network is essentially oriented east west (RD 429, RD 430, green grid). This will have to be improved in the context of a more global project and the transversal network will have to be developed to ensure multimodal transport is safe and smooth.

SOCIAL-ECONOMIC CONTEXT

REINVENTING THE TRANSFORMATION IN ECONOMIC GROWTH

The city of Guebwiller wants its economic development to be based on the following:

- strengthening economic vitality,
- revitalizing the city centre and its businesses,
- promoting tourism and architectural and landscape heritage.

If in the past the city's economic development relied heavily on the industrial sector, economic changes under way need now to be taken into account, such as the shift to the service sector in Guebwiller. A diversification of the economy is necessary, as well as a coherent, complementary organization of the hubs of activity on an inter-municipal scale. The place of urban agriculture, particularly in the industrial wastelands, needs to be studied.

1	2
3	

FR-GUEBWILLER-C-Mo8

FR-GUEBWILLER-C-Mo6

FR-GUEBWILLER-C-Mo7



Neuenbourg park and castle



Saint-Léger church



Hugstein castle



Guebwiller, from the vineyards

Guebwiller “Land of Art and History”



Old working class dwellings, République st.



Pasteur housing estate and view on the Louvre building



Florival housing estate



Old working class dwellings, Louvre block

Working class estates - a Guebwiller housing offer specificity

The city of Guebwiller also aims to strengthen its commercial activity with the development of local shops and short circuits, particularly in the city centre, and to consolidate the city's role as a major commercial centre on a regional scale.

The entire Community of Communes of the Guebwiller Region has been designated «Land of Art and History». Within the city limits this includes a remarkable built and natural heritage. The tourist sector also constitutes a tool of development. Tourist visits of vineyard villages, châteaux and museums in the region are very successful. The city of Guebwiller has vineyards, the Dominican cultural centre and a remarkable built heritage. These assets (such as the Marseillaise parks and their beautiful trees, the Neuenbourg park, the Théodore Deck museum, the Dominican gardens, Saint Léger church, the Hugstein château, etc.) are elements on which to rely and should be enhanced in the context of the project. The presence of the wine sector (prestigious Grands Crus) also contributes greatly to the development of the tourism sector.

The preservation of the majority of the spaces planted with grape, as well as the more emblematic vineyards (notably the Grands Crus Kitterlé, Kessler, Saering and Spiegel) and jobs related to the sector are also an objective for the city. One could therefore speculate on the appropriateness of a place of training for the vineyard and wine professions.

The project should develop and diversify tourism to meet new expectations while maintaining traditional tourism: eco-responsible, agricultural, industrial and business tourism (seminars, symposiums, etc.).

POPULATION – ECONOMY AND HOUSING

Reviving the housing sector

The population of Guebwiller is currently stable at around 11,500 inhabitants. However, in order to keep pace with the expected demographic evolution (almost 0.5% per year, i.e. more than 12 500 inhabitants by 2030) and to accompany sociological changes, close to 1,000 new homes will be needed by 2030, with a slight decrease in household size. The phenomenon of de-cohabitation observed in the present society, leading to the reduction of household size and the increase in number, has to be taken into consideration. The city also lacks larger housing for new families.

At present, the population of Guebwiller is made up of the following socio-professional groups: 28.4% retirees, 35.2% employees and workers, 18% intermediate and managerial occupations, 7.9% craftsmen, shopkeepers and heads of businesses and 0.1% in agriculture. People without a job account for 15.5% of the population.

A diversified proposal

The city wants to encourage diversity by balancing out the various sectors of housing. Social housing accounts for 28% of main residences, largely located at the edge of the city limits in the lower part of the city and on the outskirts of the city centre. It is therefore important to ensure a repositioning of the rental supply throughout the city by regulating the construction of social housing.

Then taking into account all the requirements of the residential situation and the diversity of housing demands, it is also advisable to encourage the development of housing for home ownership, which will further contribute to a diversity in the housing sectors.

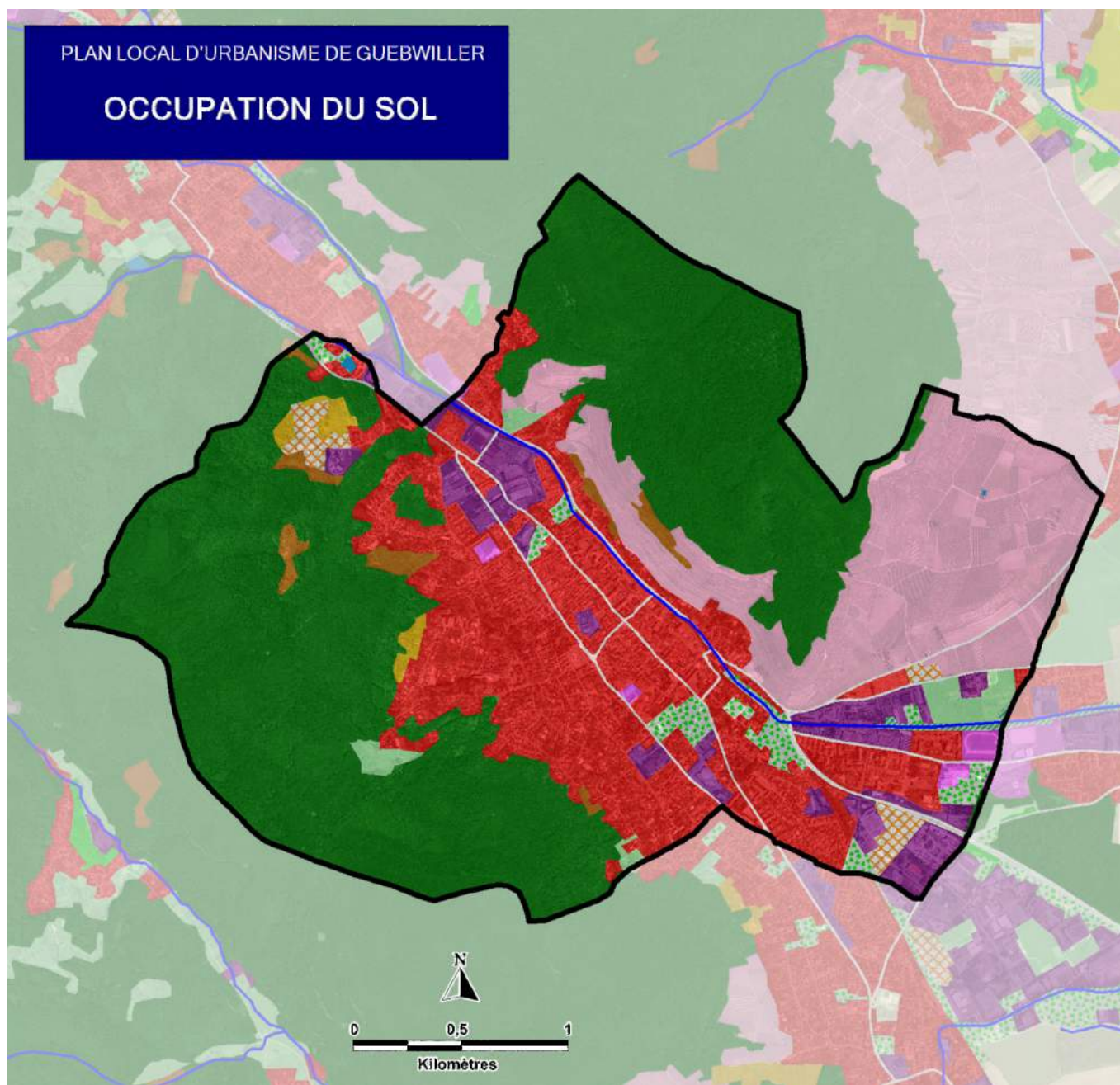
Therefore, in order to ensure diversity in supply (ensuring housing for all) by responding to the missing segments while ensuring a control of density, an imperative for sustainable development, priority must be given to forms of dense individual housing and small housing estates.

The city of Guebwiller has a residence for the elderly. The housing supply for the elderly could be more extensive, but the residences need to be close to the city centre or located in a quality environment to be attractive. In the city centre at the moment land is rare, the exception being the Carto-Rhine industrial site. Housing for the elderly can also be a subject of innovative proposals for the project site. The reclassification of the industrial sites would make available land for housing for the elderly, provided that it is attractive.

The question of seasonal or touristic short-term accommodation is an issue. Candidates may make proposals in the project.

PLAN LOCAL D'URBANISME DE GUEBWILLER

OCCUPATION DU SOL



Source : Plan Local d'Urbanisme de Guebwiller

- Zones d'habitat
- Zones d'activités
- Equipements sportifs et de loisirs
- Parcs et espaces verts
- Jardins ouvriers
- Cultures
- Vignes
- Prairies
- Vergers
- Bosquets et haies
- Friches
- Forêts
- Ripisylves
- Plans d'eau

— Cours d'eau

Limites communales

Réalisation : ECOSCOR - Octobre 2014
Fond de carte : ©IGN - BD ORTHO® 2011
Sources : BD OCS CIGAL 2012

Public facilities

The City of Guebwiller is well equipped with public school facilities. The city has 4 nursery schools, 5 elementary schools, 2 junior high schools (including 1 private), and 3 high schools to accommodate pupils from kindergarten through high school.

However, the City of Guebwiller has decided on a new master plan for these schools (kindergartens and elementary schools), with the creation of hubs consisting of a school component associated with extracurricular activities in order to avoid transporting children during the day. Thus, the elementary schools are grouped in 3 hubs and the kindergartens in time will be grouped in 2 hubs, distributed throughout the city. It is planned to create a maternal hub of about 10 classes with extracurricular activities in the old industrial areas.

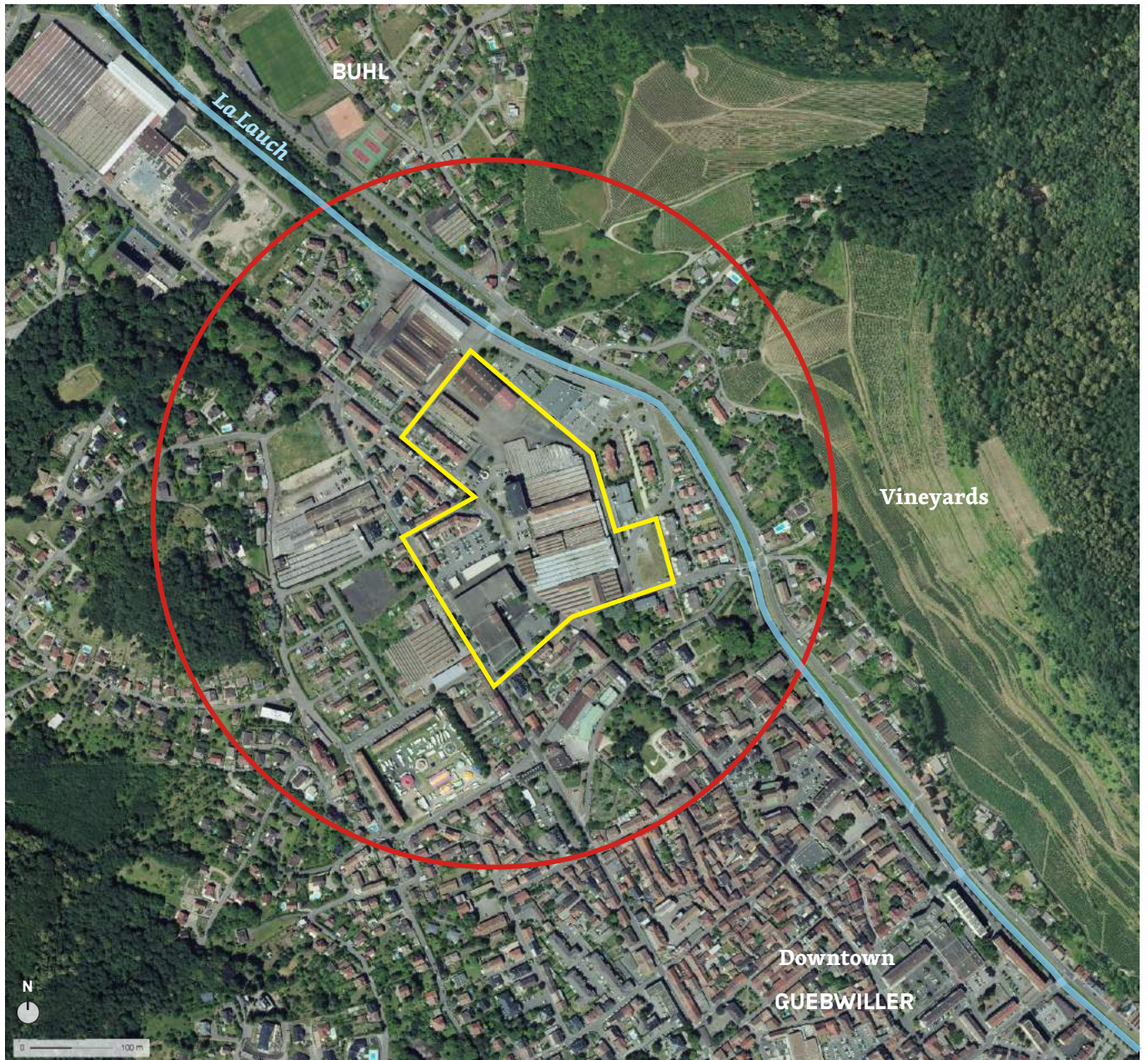
Beyond high school, vocational training related to industry or the vineyards could be developed.

Guebwiller also has numerous sports facilities and a well-developed associative environment. As an essential component of the attractiveness of the territory, 130 associations offer a wide range of activities for all ages: sport, culture, humanitarian, environment, and history.

Sports facilities in Guebwiller include 2 stadiums and several gyms. In 2016, the Throo stadium added an athletics track. There are enough stadiums in the commune.

The city of Guebwiller also has a cultural centre for the Dominicans of Haute Alsace, the Theodore Deck Museum. The museum houses the work of Theodore Deck but also presents an extensive collection of minerals peculiar to the Vosges mountains. The Community of Communes of the Guebwiller Region wishes to develop a centre for the interpretation of architecture and architectural heritage in the Neuenbourg château, located next to the Theodore Deck Museum.

The town of Guebwiller lacks a multipurpose room of 1000 m² (not in the annexes).



FINDING AN ATTRACTIVENESS

The strategic site includes the old industrial sites and forms the link between the historic centre, the beginning of the mountain slopes and neighbouring urban developments. This strategic site extends over an area of about 40 hectares from near the city centre to the city limits. At the heart is the emblematic site of production from the industrial period, which is now partly abandoned. About 50 years ago, there were jobs for many and workers came from all over the region by bus or train.

The strategic site is characterized by a juxtaposition of occupations: disused industrial sites, industrial sites in activity, housing, shops, services, sports facilities, offices. This mix is spread over several urban blocks, juxtaposed to one another without apparent connection.

The landscape beyond the city, omnipresent, is vineyards facing south and forests facing north on the mountain slopes. Thus, good natural areas are within easy access of the site. At the foot of the mountains, the Lauch river, channelled between high sandstone walls, crosses the site and the city. The industrial enterprises built close to the Lauch, source of energy and necessity for the textile industry, and to the main transport routes and at the same time very close to the medieval heart of the city of Guebwiller and on the border with the commune of Buhl. Today, the relationship to water is not exploited. The forest, the public green spaces, the vineyard and the Lauch are all nearby; they must be appreciated and actively integrated into any project for the development and conversion of the site.

The strategic site presents significant differences in building height ranging from 1 floor (for industrial buildings) to more than 6 floors. The building called «Louvre» (industrial building from the 1920s) is 21 m tall. Housing varies between 2 and 4 floors. On the strategic site are 3 working-class estates, 2 social housing buildings and on the periphery of the strategic site at the foot of slopes are recent private single-family houses and some recent apartment blocks.

Places for social interaction are lacking. The site has only one convenience store: a small supermarket on the edge of the strategic site between the NSC industrial site and the Lauch, on the other side of the Lauch, nearby are the Heissenstein sports facility, a football stadium and tennis courts. The site does not have cultural facilities. The Magenta kindergarten with four classes located at the corner of Rue Weckerlin and Rue Theodore Deck would be insufficient for the proposed

urban development of the area. It is also poorly positioned, as it is not easily accessible along Rue Théodore Deck.

The headquarters of the Community of Communes of the Guebwiller Region is located on the strategic site, just next to the project site on Rue Malgré-Nous.

The strategic site is of strategic interest for the city, given the potential for urbanization in the long term (several hectares), and its possible future connection with a railway station (or tram / train).

Several projects have been underway since 2015 on the edge of the project site, such as the construction with the city of a police station with 24 housing units and offices as well as private housing and services in the rehabilitation project for the remarkable industrial building called the «Louvre», which is within the perimeter of strategic site.

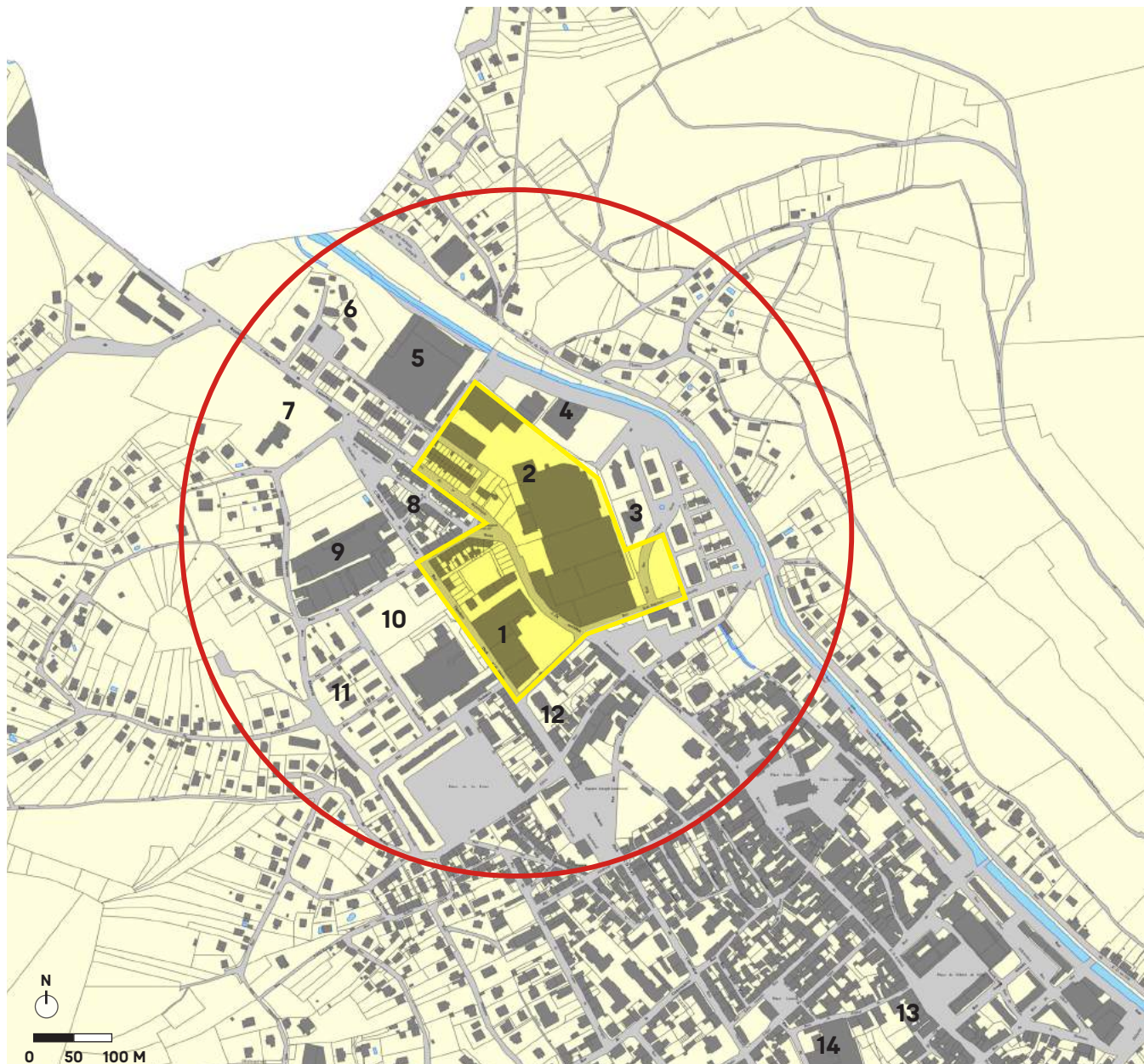
A ROAD NETWORK AND PUBLIC SPACES TO BE DEVELOPED AND REDEFINED

The strategic site has good vehicle access: Rue General de Gaulle is a departmental road that serves the Florival valley, Rue Theodore Deck is a departmental road that crosses the city lengthwise and it was previously possible to cross the city on Rue de la République. Today, Rue de la République in the city centre has been reclassified as a social area with one-way traffic to limit vehicles going up the valley. A redevelopment of Rue de la République for traffic also from east to west will ensure flow of vehicles on the site and the connection to city centre.

There are hiking trails, an environment-friendly link and a cycle path but these circuits are not interconnected. The communal and inter-communal grid for bicycles will have to be strengthened, in particular an extension of the bicycle lane along the Lauch in the direction of Buhl (extension of the greenway) is needed.

How to improve traffic and the road network as well as environment-friendly travel? How can the future arrival of the train and public transport be taken into account?

How to equip the site with a network of good connected public spaces?



- | | |
|---|--|
| 1. Louvre block | 8. Florival housing estate |
| 2. NSC block | 9. Meyer-Sansboeuf company (ropes manufacturing) |
| 3. Municipalities community head office | 10. Future police station area |
| 4. Grocery store | 11. Pasteur housing estate |
| 5. Schlumberger smetler | 12. Magenta kindergarten |
| 6. Bourcart housing estate | 13. Town hall |
| 7. Bois Fleuri park and castle | 14. Le Florival cinema |

A SITE OF CONTRASTS

The urban fabric is one of contrasts reflecting a juxtaposition of land use. The sites that are very fragmented correspond to the working-class estates while larger sites correspond to the former factories. The question of land ownership arises here in terms of the vertical scale as well as the horizontal division of plots.

ISOLATED RESIDENTIAL BLOCKS WITHIN THE OLD INDUSTRIAL FABRIC

Three types of housing are present on the site: individual, grouped and collective. Their forms vary in volume and typology.

The worker estates constitute a striking element in the landscape and refer to the social and economic history of the site.

Three working-class housing estates were built:

- In 1852, Jean-Jacques Bourcart, a philanthropic industrialist from Guebwiller, who for three years had been a manager in Mulhouse, built the estate that today bears his name. The Cité Bourcart is composed of detached houses in stripes. It is organized mainly along the Rue de la République. Although small, each house has a small garden in front of the house.

- The Pasteur and Florival estates are small collectives. The Florival estate is located between Bourcart estate and the Lauch.

- The Pasteur Estate is perpendicular to Rue Jean Jacques Bourcart. These two cities are owned by the social-housing landlord Domial, who is currently selling the apartments as they become vacant.

- Between Bourcart and the factories, worker housing was developed in the form of small adjoining buildings, similar in size, aligned along the street.

On the periphery of the strategic site to the south is a social housing estate (around Place de la Breilmatt towards city centre), an urban fabric corresponding to the large plots of industrialist mansions and a more traditional urban fabric corresponding to small adjoining buildings.

Between the NSC Florival site and the Lauch is an urban fabric corresponding to a real estate development project of the 2000s, with 3 apartment buildings and single-family row houses, privately owned.

A STRONG INDUSTRIAL URBAN FABRIC

The majority of the remaining city blocks correspond to the old textile industries.

Two industrial companies occupy the strategic site: Meyer Sansboeuf, specializing in the manufacture of ropes and NSC Florival specializing in the manufacture of textile machines intended mainly for export.

The city block occupied largely by Meyer Sansboeuf includes a large unoccupied plot that was an old orchard.

The NSC Florival city block is occupied by different types of buildings:

- a recently renovated office building with an occupancy rate of almost 100%,
- old unused sheds,
- old or new sheds,
- sandstone buildings of architectural interest, including the NSC Florival Foundry on the banks of the Lauch River.

Some of the smaller old industrial buildings on one city block are partially occupied by a gym club, a garage and a cleaning company. The rest of the block is an empty lot belonging to the city of Guebwiller and where the construction of a gendarmerie (24 housing units and offices) is planned.

At the center of the strategic site is the city block corresponding to the so-called «Louvre», which belongs to NSC Florival, occupying about 10,000 m² of ground. A building permit for rehabilitation of the main building to housing and offices is pending.

The industrial buildings that once occupied the parcel of land between the Lauch and Rue de la République on the edge of the communes of Guebwiller and Buhl have been demolished.



Pasteur housing estate and HLM social housing, Industrie st.



Bourcart housing estate



Main factory, NSC block, sheds view on the Lauch side



building 36, office property, NSC block



Louvre building



« Le Bois Fleuri » park and castle

Urban fabric and contrasted architecture

On the other side of the Rue de la République, a large plot of land once belonged to Charles Bourcart who built the Schimmelrain Château and a park there in 1862. After a fire partially destroyed the château, it was restored, transformed and ceded. In 1933, Adolph Grossmann and Marguerite Weber founded a children's home, Bois Fleuri, which remained open until 1960. In 1961, NSC Florival bought the castle and the park and installed a refectory and executive housing. In 2007, NSC sold the estate to a developer who went bankrupt. In 2015, the city of Guebwiller became owner with the objective of developing a public facility. Candidates may make proposals for this site.

ISSUES CONCERNING CHANGES IN COMPANY PROPERTY

The City of Guebwiller and NSC Florival are interested in the future of the strategic site located in the northwestern part of the city. NSC Florival, the historical landowner, wants to have an active role in future development of the sector. As an industrialist, NSC Florival wants to see the development of business on the site. As owner of the «Louvre», NSC Florival is also partner with the real-estate developer Loft Company to transform a wing of the building into lofts with business premises of the ground floor. If the operation should fail, what might be the other proposals for use of this great building? If the operation succeeds, how could the other wing of the building be developed?

The goal is to develop these large structures into a mix of residential and business. However what types of businesses and commercial ventures can exist on the site?

The reconquest of this part of the city will be decisive and must permit urban links between the city centre and the project site to be established in both urban form and function.

The location of businesses outside the city generates traffic problems, nuisances and a mono-functional territory. What types of work could find their place within the city? How to recompose this sector of the city and connect it with the existing city?

The employment created will make it possible to revitalize the rest of the urban fabric: housing, commerce, public facilities, services. Candidates will have to propose solutions on the sharing of public space as well as on the diversity of the urban fabric for business activities.

This experimental project will not be possible without active participation of all partners, associations and inhabitants. How can future occupants be involved at each stage of the project?

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3	4
5	6

FR-GUEBWILLER-SS-P15

FR-GUEBWILLER-PS2-P06

FR-GUEBWILLER-PS1-P03

FR-GUEBWILLER-SS-P09

FR-GUEBWILLER-PS2-P03

FR-GUEBWILLER-SS-P16



- | | |
|---|---|
| 1. The Louvre | 10. Building 27, (1910) |
| 2. Small housing estates | 11. Building 28, (1900) |
| 3. « Aviateur » Shed (1920) | 12. Building 34, (1898) |
| 4. « Kasto » Shed (1900) | 13. Building 35 (1960) |
| 5. Building n° 11 (1950) | 14. Building 36, office property (1980 - rehabilitated in 2014) |
| 6. Building n° 11 (1920) | 15. Building 37, old boiler room (1970) |
| 7. Building n° 12 (1920) | 16. Building 39, (1920-1950) |
| 8. Building n° 20, factory block (1840) | |
| 9. Building 26, (1910) | |

The project site consists of 2 city blocks:

- the city block occupied by the building called the « Louvre », bordered by Rue Théodore Deck, Rue de la République, Rue Jean-Baptiste Weckerlin and Rue Abbé Braun.
- the other city block is bordered by the Rue de la République, Rue du 17 Novembre, Rue Jean-Baptiste Weckerlin and the Rue des Malgré-Nous.

THE LOUVRE CITY BLOCK

The project site is an urban block occupied on one half by the so-called «Louvre» building (the name given by workers and people of the valley because of its large size and vast windows), plots belonging to NSC Florival and plots with small privately-owned buildings, thus with varying possibilities for change.

The Louvre was built in several sections between the north wing in 1920 and the south wing in 1930 replacing the industrial buildings destroyed during bombings of the First World War.

Part of a prestigious industrial past, the building called the «Louvre» is remarkable in more ways than one. It covers a ground area of 4400 m². Each level is almost 4500 m² with a 3500 m² basement, 4400 m² ground floor, 4400 m² first floor and 4,200 m² second floor for a total floor area of 16,500 m². The large windows allow each floor to be bathed in natural light. A high floor-to-ceiling height (up to 5,5m) on each floor creates beautiful open-space volumes capable of supporting very heavy loads (more than 3 tons per square metre or ten times more than a standard residential building). L-form in plan, the Louvre has a roof height from 18 m to a maximum of 21 m.

The building is a concrete structure with wood and glass infill. The size and repetition of the openings give it an imposing, monolithic effect reinforced by its relentless alignment along, for example, Rue Theodore Deck. From its flat roof one has a majestic view of the valley: looking downstream, towards the old town, upstream, northwest to the Vosges mountains and the left and right banks of the Lauch between the mountain slopes.

The candidates will have to take into account an operation already proposed: a private project of lofts upstairs and trade and services on the ground floor. To the extent that the project has not yet begun, applicants may invest the entire building or only work with the remaining wing of the building.

The land between the Louvre and the small apartment buildings is used as a parking lot for workers in the new offices at 170 Rue de la République.

Small former working-class dwellings dating from the 1910s, now privately owned, are on the rest of the block. Their façades are 6.5 m high with a roof peak of 10 m. There is a total of 3,100 m² of floor surface.

The candidates will also have to take into account the establishment of a future train station in this sector, not yet confirmed.

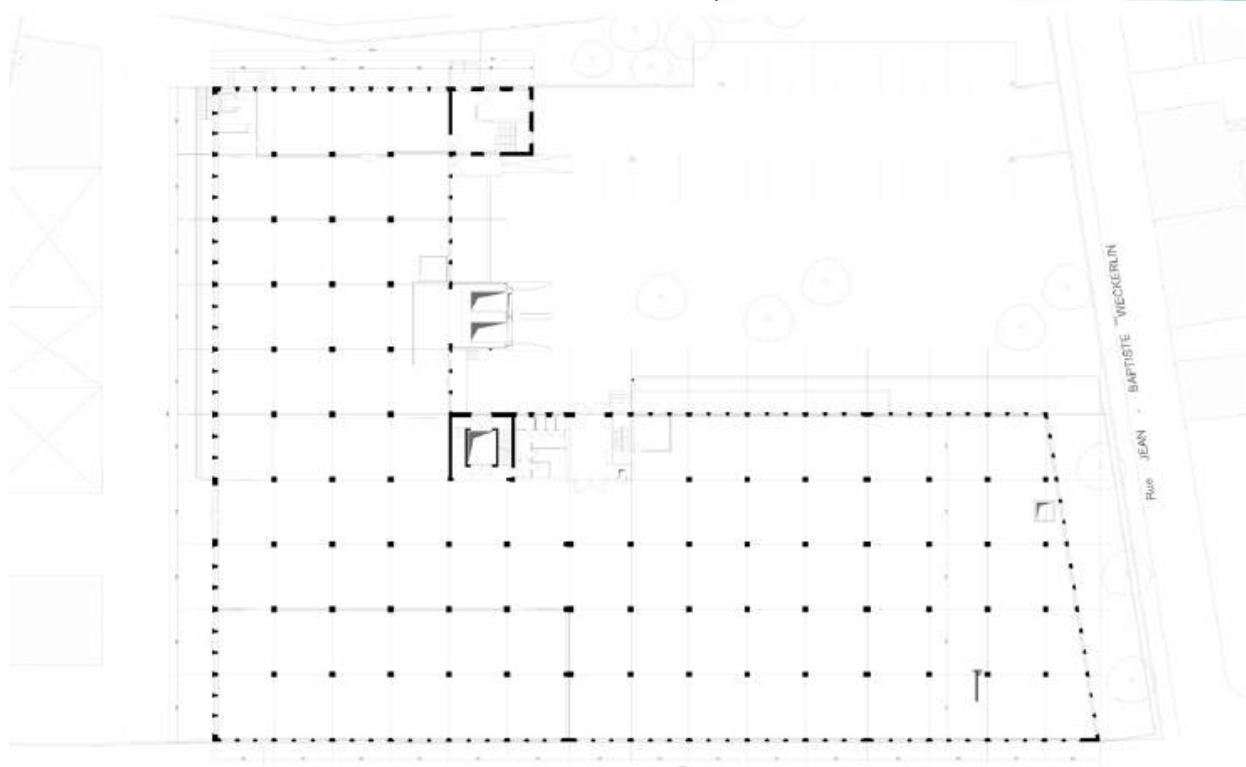
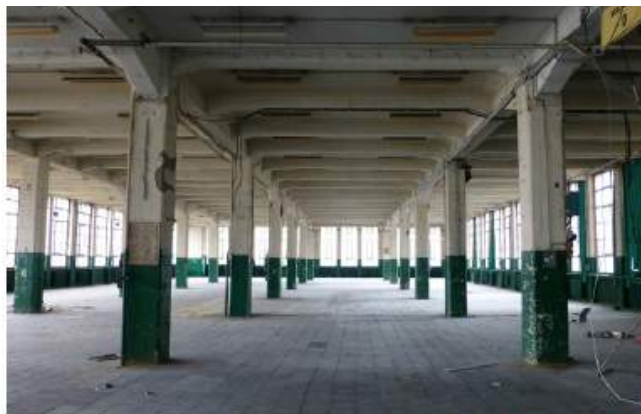
THE NSC CITY BLOCK

On the other side of Rue de la République is a city block occupied mainly by the industrial site NSC Florival.

This city block consists of buildings constructed at different times with very different typologies, representative of the evolution of industrial constructions in the XIXth and XXth centuries.

An environmental study is under way and will provide an initial diagnosis of possible pollution problems.

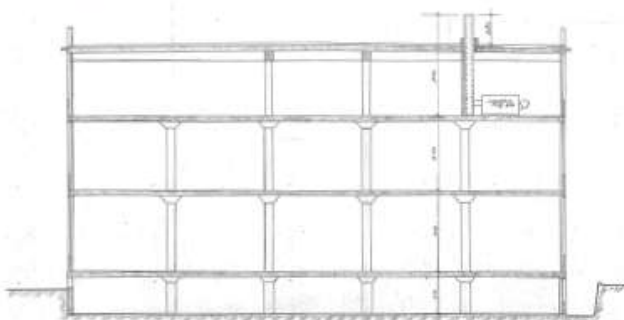
On the north part of the NSC site are two sheds. One called «Aviator», dates from 1920, has a surface area of 1100 m² and a total height of 11.5 m, concrete structure with brick infill and a metal double-slope roof. Its concrete structure suggests potential rehabilitation. The other shed, known as «Kasto», dates from 1900. It serves as storage for NSC. The building has a surface area of 1750 m² and a maximum height of 11 m. It is a metal structure with brick infill, metal framework and a metal roof. The building is interesting because of its façade ornamentation and fine openings. The interior is bright. A 375 m² metal shed was built onto the «Kasto» in 1970. It has a masonry partition wall and base and has no architectural value.



Plan RDC + parking



Coupe Est-Ouest _ 1/200e



Façade Ouest



Façade Est



The Louvre building, plans, section et elevations. Sources : Planning and reclassification study of the industrial wastelands of the upper town of Guebwiller (cf. Appendix)

In the middle of the site, among the other buildings surrounded by sheds, is a model factory block (first half of the 19th century). The building is narrow and long with several floors. It is the oldest NSC building still on the site, dating from the 1840s. It was the company's administrative headquarters until the end of 2015. It covers 820 m² and has a total height of 13.5 m. It has a total floor surface area of 2600 m² (140 m² basement and 820 m² for the ground floor, 1st floor, 2nd floor and 3rd floor). It is a masonry building with wooden floors and a tiled roof.

Textile mills had to adapt in order to deal with the increasing weight of textile machines and their flows and forces. Thus, from the second half of the 19th century, the first single-storey factories with sawtooth roofs were built. Saw-tooth roofs made it possible to have a glazed façade to catch the north light and clear indirect light in the workplace. The organization on one level allowed for easy access and installation of huge machines.

The buildings in sandstone have significant spaces. On the upper floors are cast iron columns and large open floors, such as the building No. 26, dating from 1910 and the site of former NSC workshops. This building has an almost square floor plan of 600 m², a total height of 13 m and a total floor area of 2420 m² (basement, ground floor, 1st and 2nd floor are each 600 m², the attic is 20 m²). Walls are rubble stones; the framework is wood. The first floor is concrete, while the other floors are wood. The sawtooth roof is tiled with windows facing north. It has significant architectural value because of the façade composition and the very beautiful proportions and rhythm of its windows. Floor-to-ceiling heights are progressive: the highest at the bottom and lowest at the top (5.5 m low, 4.3 m middle, 3.3 m under the sawtooth roof). The building can be completely rehabilitated.

Behind No. 26 is building No. 27, also dating from 1910. It also housed NSC workshops. It is rectangular and covers 950 m² of ground area and has a height of 8 m. Its total floor area is 1940 m² (basement 40 m², ground and 1st floor 950 m² each). Its exterior walls are stone, inside its structure is metal post and beam, concrete floor. There is a sawtooth roof (tiled, glazing facing north). The ceiling heights are lower than at No. 26, i.e. 5.35 m on the ground floor, 3.68 m below the sawtooth roof. This building can also be completely rehabilitated.

Among the very old buildings, we note building No. 28 built in 1900. Its walls are sandstone rubble, metal post and beam construction, a sawtooth roof (tiled, north

facing glazing). The sheds are wider than those of building 26. It is rectangular in plan, covers an area of 550 m² and has a total floor area of 1650 m² (ground floor, 1st and 2nd floor each 550 m²). It fronts on Rue de la Republic. The building can be completely rehabilitated.

Right next to No. 28 is building No. 38 built in 1898. This building is representative of nineteenth-century architecture. It has exterior sandstone rubble walls, a metal post and beam structure, a sawtooth roof (glazed to the north). It covers 2,800 m² ground area with a total height of 11 m. Its floor area is 3,550 m² (basement 450 m², ground floor 2,800 m², mezzanine 300 m²). It has the peculiarity of part of the building having 11.50 m ceiling height, forming a type of nave. Its visual impact on Rue Weckerlin is very impressive. The building can be completely rehabilitated.

The sheds on the site date from the XIXth and XXth century. Indeed, the empty spaces between the buildings were eventually filled with metal sheds.

Building No. 11 built in 1920 and 1950 covers 5000 m². The roof eave is at a height of 3 m and the ridge at 4.5 m. The building also has a basement of 300 m². Exterior walls are stone rubble, metal structure, the sawtooth roof is tiled and glazed to the north. It has beautiful facades typical of industrial shed buildings. It is difficult to rehabilitate and will require a specific program.

Building No. 12 is the former NSC boiler room. It covers 700 m². It is identical to No. 11 in construction, but is 8 m high at the roof ridge. Many of the floor slabs that once supported machines have been dislocated. It is difficult to rehabilitate and will require a specific program.

More recent, building no. 35 from the 1960s corresponds to infill between buildings nos. 20/26 and 27. It covers 1900 m² with a maximum height of 7 m. Total floor area is 1975 m² with a ground floor of 1900 m² and a basement of 75 m². It is metal post and beam and concrete structure. The sawtooth roof is tiled and glazed. This building has large covered spaces, few posts and beautiful light. Building no. 39 is the same type but covers 3700 m² with a total floor area of 3850 m² (basement 100 m², ground floor 3750 m²). No. 39 filled the void between the old buildings 34, 28, 26, 27 and 37. It is in good structural condition.

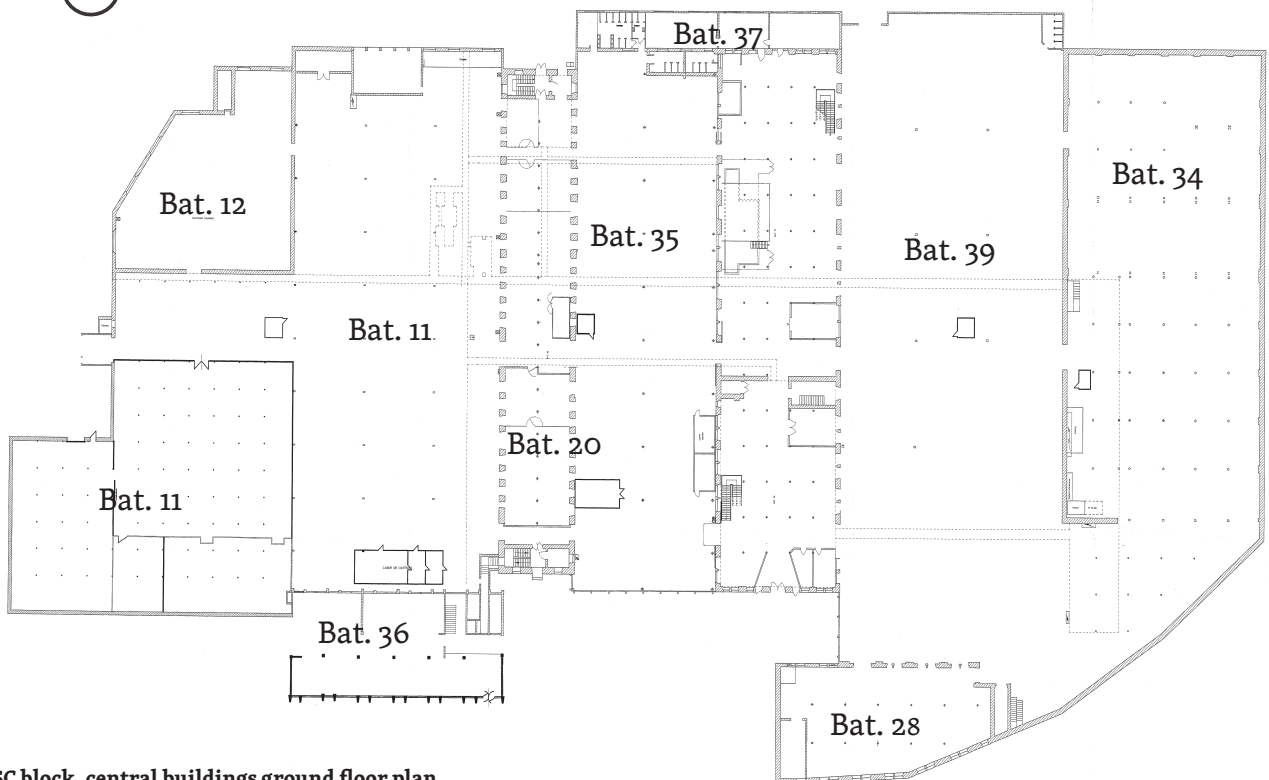
Building no. 37 dates back to the 1970s, and housed the boiler room. It is a concrete structure. The boiler room no longer has any function since NSC administration moved at the end of 2015. It is of no architectural interest.

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2

FR-GUEBWILLER-T-annexe MEP Diagnostique provisoire



NSC block, central buildings



NSC block, central buildings ground floor plan

Finally, building no. 36, built in 1980, was rehabilitated in 2014. It covers 550 m². Total floor area is 4 400 m² (basement, ground floor, 1st, 2nd, 3rd, 4th and 5th floors, and the attic are 550 m² each). It is 26 m high. Its structure and framework are concrete. It is office headquarters of NSC Florival.

The NSC city block has a total floor area of 32,325 m².

The transformation of this significant site must offer the city of Guebwiller a second lease on life with new possibilities for living and working.

For the future of its school system, the City of Guebwiller is planning a kindergarten of about ten classes with extracurricular and dining spaces. A place for exchange and sociability, the school and its annexes must be carefully planned both in programmatic terms (organization and pooling of spaces) and in terms of urban areas (connection with public space, housing, etc.).

New ways of linking housing and work need to be proposed. Work opportunities have evolved: online work, shared premises, etc. What type of project would reintroduce production and creation (flexibility, associated services) while developing new housing, facilities and offices. Can shared spaces (cluster type) find their place in the project?

At the moment, the city blocks are impermeable. How to weave the public spaces back together? How to occupy the ground floors to help connect these spaces and create attractiveness and urbanity. Commercial use is the most obvious but it should not be the only solution. What other economic uses, what other activities are possible?

How best to accommodate a possible return of the train? The candidates are invited to make proposals for the location of a future train station.

Taking into account the strategic orientations and programmatic intentions of the city of Guebwiller and NSC Florival, candidates are asked to formulate proposals on two different scales. At the scale of the strategic site, guidance is needed for a territory of 40 hectares. On the scale of the project site of approximately 12 hectares, concrete architectural, urban planning and landscape proposals are hoped for.

1	FR-GUEBWILLER-C-APo4
2	FR-GUEBWILLER-PS2-Mo2



Photographs location map of the strategic site

FR-GUEBWILLER-SS-Poo

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Files «FR-GUEBWILLER-SS-Po1» to «FR-GUEBWILLER-SS-P24»

PHOTOGRAPHS - STRATEGIC SITE





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Photographs location map of the project site, Louvre block

FR-GUEBWILLER-PS1-Poo

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3	4
5	6
7	8

Files « FR-GUEBWILLER-PS1-Po1 » to « FR-GUEBWILLER-PS1-P13 »

PHOTOGRAPHS - PROJECT SITE

LOUVRE BLOCK







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12	13

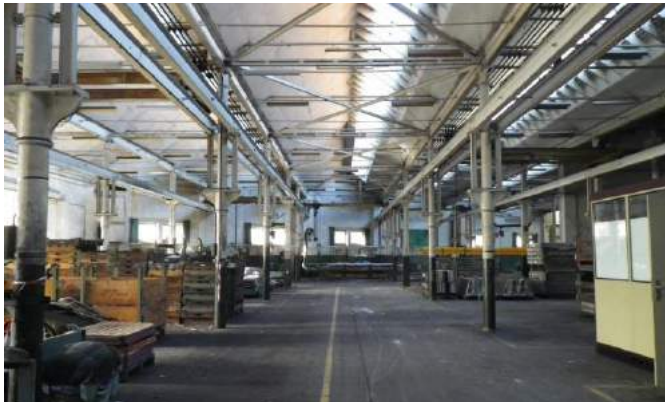
PHOTOGRAPHS

PROJECT SITE - NSC BLOCK





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AGGLOMERATION - TERRITORIAL SCALE

FR-GUEBWILLER-C-AP01.JPG	Aerial photograph of the agglomeration
FR-GUEBWILLER-C-AP02.PDF	Aerial photograph of the European perimeter in the agglomeration
FR-GUEBWILLER-C-AP03.JPG	Semi-aerial photograph of the agglomeration in the Florival valley (Source: paysages.alsace.developpement-durable.gouv.fr)
FR-GUEBWILLER-C-AP04.JPG	Aerial photograph of the city of Guebwiller
FR-GUEBWILLER-C-AP05.JPG	Semi-aerial photograph of Les Dominicains de Haute-Alsace, cultural center
FR-GUEBWILLER-C-AP06.JPG	Semi-aerial photograph of the Marseillaise park, the Neuenbourg castle, the Notre Dame church
FR-GUEBWILLER-C-AP07.JPG	Semi-aerial photograph of the vineyards
FR-GUEBWILLER-C-AP08.JPG	
FR-GUEBWILLER-C-M01.DWG	City map
FR-GUEBWILLER-C-M01.PDF	City map
FR-GUEBWILLER-C-M01A.JPG	City map and European perimeter
FR-GUEBWILLER-C-M02.JPG	Land use plan (Source : city's Local Urbanism Plan)
FR-GUEBWILLER-C-M03.JPG	Topographic map
FR-GUEBWILLER-C-M04.JPG	Landscape sensibility cartography (Source : city's Local Urbanism Plan)
FR-GUEBWILLER-C-M05.JPG	City map
FR-GUEBWILLER-C-M06.JPG	Haut-Rhin transports map
FR-GUEBWILLER-C-M07.JPG	Guebwiller Region municipalities community
FR-GUEBWILLER-C-M08.JPG	SCOT Rhin-Vignoble-Grand Ballon territory map
FR-GUEBWILLER-C-M09.JPG	IGN map (Source : Geoportail)
FR-GUEBWILLER-C-M10.JPG	Massif des Ballons des Vosges relief map
FR-GUEBWILLER-C-P01.JPG	Neuenbourg castle photograph
FR-GUEBWILLER-C-P02.JPG	Saint Léger church photograph
FR-GUEBWILLER-C-P03.JPG	La Lauch, downtown photograph

STRATEGIC SITE - URBAN SCALE

FR-GUEBWILLER-SS-AP01.JPG	Strategic site aerial photograph
FR-GUEBWILLER-SS-AP01A.JPG	Strategic site aerial photograph with European perimeters
FR-GUEBWILLER-SS-AP02.JPG	Strategic site semi-aerial photograph, La Lauch valley (Source : Atlas of the Alsace landscape)
FR-GUEBWILLER-SS-AP03-1920.JPG	Strategic site semi-aerial photograph, the valley and the NSC factory - 1920
FR-GUEBWILLER-SS-AP04.JPG	Perspective of the police station, Kauffmann et Wassmer- 2015
FR-GUEBWILLER-SS-M01.JPG	Strategic site land registry
FR-GUEBWILLER-SS-M01A.JPG	Strategic site land registry with European perimeters
FR-GUEBWILLER-SS-P00.JPG	Photographs location map
FR-GUEBWILLER-SS-P01.JPG À	Strategic site photographs
FR-GUEBWILLER-SS-P24.JPG	

LIST OF DOWNLOADABLE DOCUMENTS

PROJECT SITE - ARCHITECTURAL SCALE

FR-GUEBWILLER-PS-AP01.JPG	Aerial project site photograph
FR-GUEBWILLER-PS-AP01A.JPG	Aerial project site photograph with European perimeters
FR-GUEBWILLER-PS-AP02.JPG	Semi-aerial project site photograph
FR-GUEBWILLER-PS-AP03.JPG	Engraving site NSchlumbergeretCie - XIXth century
FR-GUEBWILLER-PS1-M01.PDF	Louvre building plan - Basements
FR-GUEBWILLER-PS1-M02.PDF	Louvre building plan - First Floor
FR-GUEBWILLER-PS1-M03.PDF	Louvre building plan - Second Floor
FR-GUEBWILLER-PS1-P00.JPG	Louvre bloc photographs location map
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FR-GUEBWILLER-PS2-M01.PDF	NSC bloc land registry
FR-GUEBWILLER-PS2-M02.PDF	NSC bloc central building plan
FR-GUEBWILLER-PS2-P00.JPG	NSC bloc photographs location map
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FR-GUEBWILLER-PS1-P24.JPG	
FR-GUEBWILLER-T.PDF	Site brief
FR-GUEBWILLER-T-ANNEXE	Planning and reclassification study of the industrial wastelands of the upper town of Guebwiller - Diagnostic (Source : city of Guebwiller)

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