

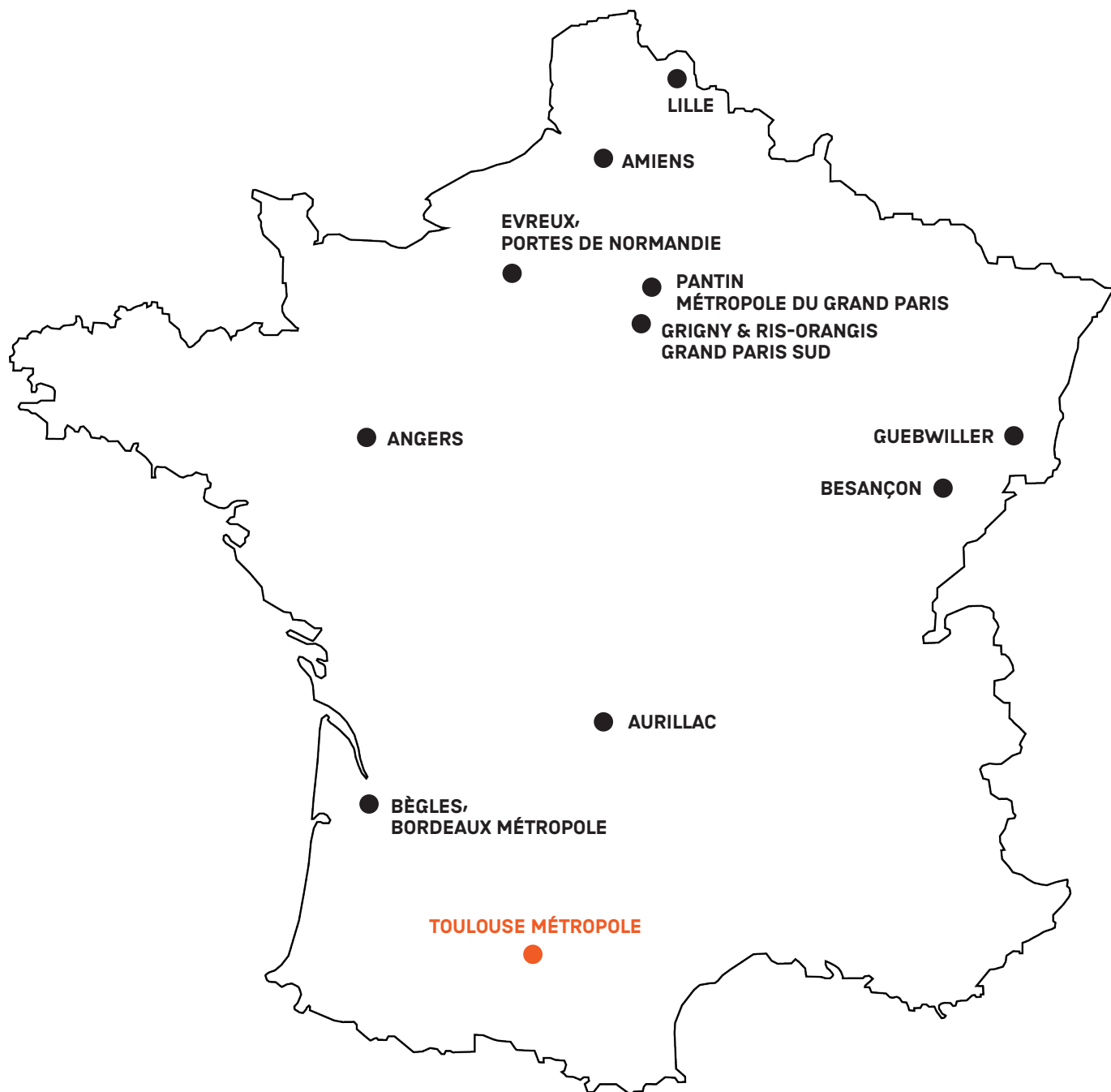


Productive
cities

TOULOUSE METROPOLIS

ENTERING THE PRODUCTIVE
METROPOLIS

Site brief



GENERAL INFORMATION

SITE REPRESENTATIVE :

Toulouse Metropolis ; cities of : Balma, L'Union, Toulouse ; aua/Toulouse (Urbanism and Territory planning Agency of Toulouse Metropolitan Area)

ACTOR(S) INVOLVED :

Toulouse Metropolis ; cities of : Balma, L'Union, Toulouse ; aua/Toulouse (Urbanism and Territory planning Agency of Toulouse Metropolitan Area)

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

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.

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.

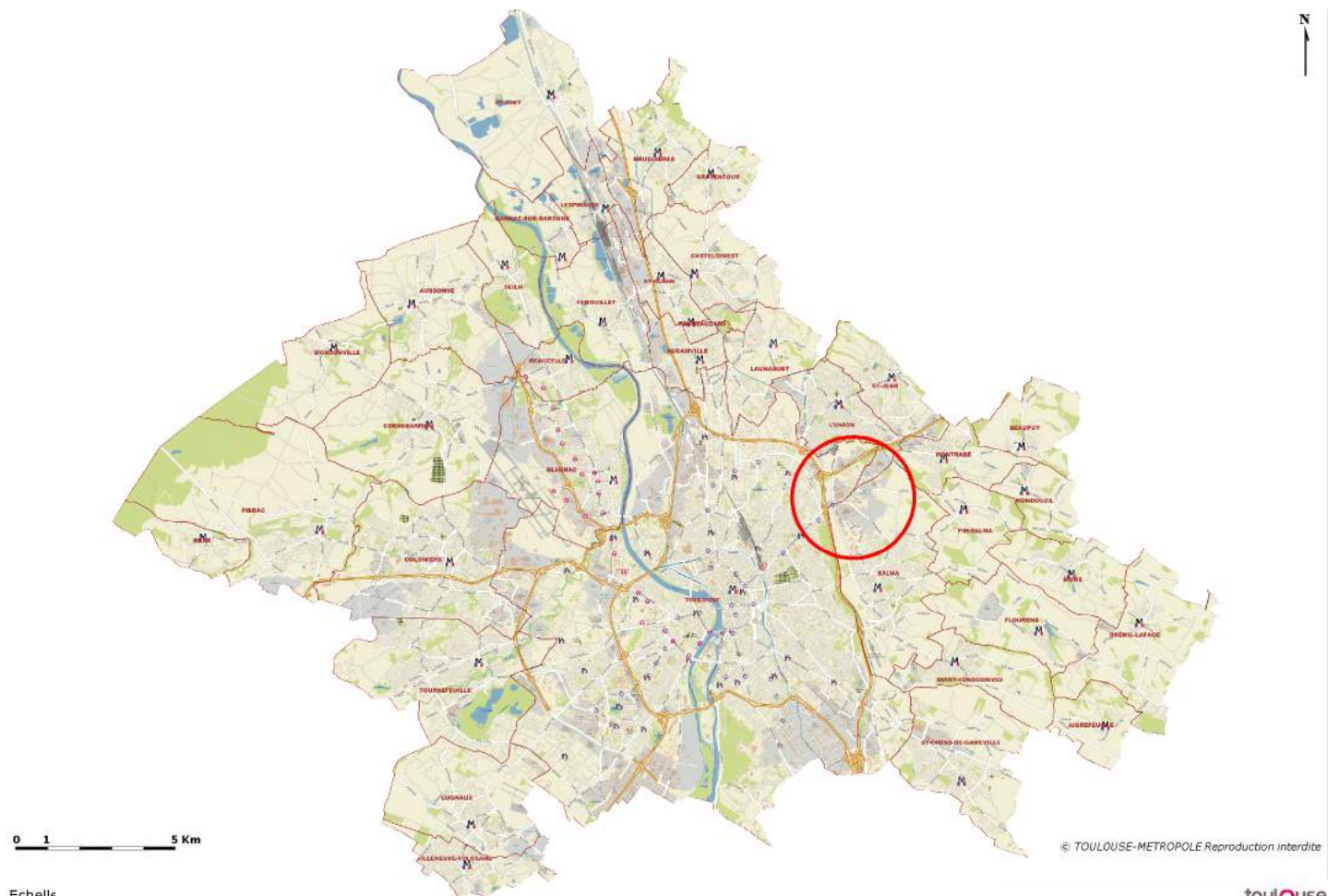
We have good hope because 7 of 10 of European 13 sites in France have begun implementation with selected teams.

'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



Echelle

Strategic site inside Toulouse Metropolis

MAIRIE DE TOULOUSE

toulouse métropole



Balma-Gramont metropolitan gate oblique aerial view

RELATION TO THE THEME OF "PRODUCTIVE CITIES"

SITE ISSUES RELATED TO THE THEME

BALMA GRAMONT, ENTRANCE TO A METROPOLIS. AN ENVIRONMENT VERSED IN STRONG DIVERSITY

Commercial, artisanal and industrial activities are all found on the site, located on available sites, along roads or grouped within small business zones. This ordinary metropolitan economy¹ relies on a multitude of small businesses and produces a fragmented environment. These activities are a real asset essential to the functioning of the city. They build a network of economic forces and interfaces between producers and consumers.

How to transform this site where fragmentation reigns into a prolific environment rich in diversity? What proposals maintain and develop the coexistence of production and the service sector, commerce and housing? What has to be done to make this place understandable and able to be appropriated by the inhabitants of the metropolitan area?

THE HERS VALLEY : ECOLOGICAL AND CULTURAL CONTINUUM AND AREA OF MOBILITY

The site develops along both sides of the Hers valley and along the ring road which follows the same course. This border, both an ecological corridor and a road infrastructure, separates two very different entities. To the east is the city centre of Toulouse with all the attributes of a traditional European city. To the west is a complex isolated territory of several disconnected entities.

The valley of the Hers is for the eastern metropolitan Toulouse area a remarkable break, an important opening, a place where the sky opens wide. The countryside along the river Garrigue and the ring road are not just a constraint or a fracture but could be above all an element symbolizing the link between city and nature, centre and periphery, between opposing sides of the valley. This valley makes it possible to intervene at various scales on the site:

- on the scale of the metropolitan area, this green corridor extends from north to south well beyond the site. It could accommodate parks and forests but also sports grounds, other leisure activities, or even urban agricultural fields or kitchen gardens. Is it possible to imagine a Nature2 type grid able to integrate the infrastructure of the modern technological era, the ring road of course as well as supermarkets or drive-in banks and any other activity related to mobility?

- on a local scale there is the question of crossing this infrastructure, those already existing such as the metro, the main element transforming the site, and those to be put in place. How must the public space be developed in order to pacify this intermodal knot?

Developing the Hers valley would provide a new impulse to the polarity between nature and culture and nature and metropolis. The second challenge of this site is then to ensure that the valley becomes the link between different urbanizations.

ENTRANCE TO A METROPOLIS, A NETWORK WOVEN OF POLARITIES

The entrance to a large metropolis is a succession of significant stages that can be recognized or, if coming for the first time, understood and that allow one to cross gradually from a natural or agricultural environment to an urban environment. Often, as for the Porte de Lyon, this succession of steps has been blurred by successive uncontrolled development.

The area of Montredon has undeniable assets such as a topographical position as belvedere for Toulouse or interesting architectural heritage. How to go from this «already there» to establishing a better reality? How to pursue simultaneously the construction of a city and the establishment of small entities that create pleasant living spaces? What is the link between town and country? How, finally, to set up a network of polarities, like a metropolis in motion?

¹ in « L'économie métropolitaine ne se limite pas à La Défense »
Manon Loisiel, Nicolas Rio, Magali Talandier ; métropolitiques.eu

² « La ville dans la ville, Berlin un archipel vert » d'Oswald Ungers et
Rem Koolhaas ; Edition critique de Florian Hertweck et Sebastien Marot

1 FR-TOULOUSE-C-Mo8b

2 FR-TOULOUSE-SS-APo3b

EXPECTATIONS OF THE CITIES INVOLVED

Three municipalities of the Toulouse metropolitan area are part of this EUROPAN site: Balma, L'Union and Toulouse. The three municipalities of Toulouse, Balma and the L'Union are faced with the major difficulties of mobility and accessibility in this area, which today limits the attractiveness and capacity for development. These problems of congestion are central to any project planned for the site. The municipalities of Balma and L'Union also want to see the development of the RD 112, a departmental road that does not offer environmentally friendly modes of mobility and does not allow for safe, good quality travel. Proposals should explain how to encourage the creation of environmentally friendly infrastructures and thus to decongest a part of the roadways.

They share a general objective but also have each their own distinct, specific expectations.

Commune of Balma

The municipality of Balma oscillates between two city centres: a small town centre of 15,000 inhabitants and the business centre of Gramont, which is of a metropolitan scale. Between the two is the multi-site inter-communal Balma Gramont joint development zone (ZAC) (100 ha in Balma and 6 ha in L'Union) with a programme mainly oriented to housing (collective, intermediary and grouped individual) and economic development. Its green environment offers an undeniably good quality of life on Toulouse's doorstep, just 7 minutes by metro line A (Balma Gramont terminus) from the city centre.

Despite these assets, the ZAC remains disconnected from the urban fabric of Balma. Difficult access to the nearby metro station is a typical reason. Although in the heart of a metropolis, this is also a suburban structure of areas split-up which need to be brought together. What solutions are possible? How can they be implemented in order to enable these entities to form an ensemble that fully participates in the productive city and cohabitates harmoniously with the single-family homes that make up the majority of housing in Balma?

Commune of L'Union

The commune of L'Union (13 000 inhabitants) is looking mainly to control the area's density. Many promoters, aware of the advantages this area offers (the proximity of the ZAC, the Gramont business centre and the subway service), now want to build in this part of the commune. The city questions the existing urban environment's capacity to absorb a massive influx of new inhabitants. Indeed, the «tip» of L'Union that is part of the strategic site is far from the commune's centre, from public services and facilities. It is therefore a matter of finding the right development for this area, in line with a quality of life and the services that it is possible to supply.

Commune of Toulouse

Finally, the city of Toulouse wishes to participate in the construction of this metropolitan area beyond the municipal administrative limits. The theme of a new entry to the city and its identity is addressed. How can the productive city serve to unite areas such as Les Argoulets/Atlanta, Balma Gramont or Montredon?

1 FR-TOULOUSE-SS-APo1a

2 FR-TOULOUSE-SS-Mo1



The ZAC (joint development zone) Balma - Gramont Source : Oppidéa



D112 street, Agde road, A61 freeway exit

COMPETITION FOLLOW-UP

Innovative proposals are expected that create a unified metropolitan vision and highlight appropriate development solutions for this area taking into account the projects already being carried out by developers. The development principles proposed should make it possible in particular to clarify the identity of this site, and thereby to affirm a metropolitan scale. However, each municipality wants a proposal that takes into account the specificities of its territory and allows it to control its development for the benefit of future inhabitants / users.

The site therefore calls for proposals that develop a metropolitan strategy as well as visions at the communal level and pragmatic proposals at a planning scale. We also expect a mid-term position on the modification of available land on the site managed by the collective.

The winners will present their proposals to elected officials and project developers at a meeting in Toulouse.

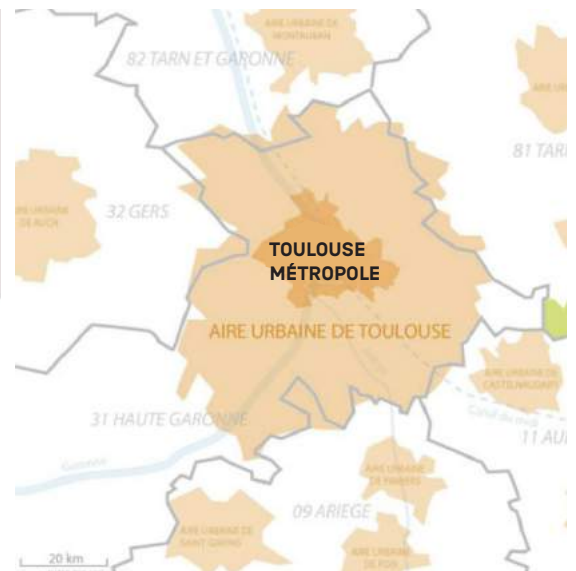
Many project leaders are now interested in the metropolitan gateway Balma-Gramont near the city of Toulouse and the other three municipalities. This interest demonstrates the strong attractiveness of the site, its significant economic and residential potential: proposed projects concern commerce, the service sector and housing (collective as well as single-family housing).

In the absence of an overall plan, the site has been evolving uncontrolled, based on land available and at the risk of increasing difficulties already observed, such as traffic congestion, legibility, fragmentation of space, lack of services to businesses and residents, etc. It is therefore also in the interest of coordinating spontaneous initiatives that the metropolitan government of Toulouse together with the municipalities is undertaking this EUROPEAN approach.

1	FR-TOULOUSE-SS-APo8
2	FR-TOULOUSE-PS1-Po6



Toulouse, croassroad of South West of Europe



The metropolis in Toulouse urban area

1990
255 communes
797 373 habitants

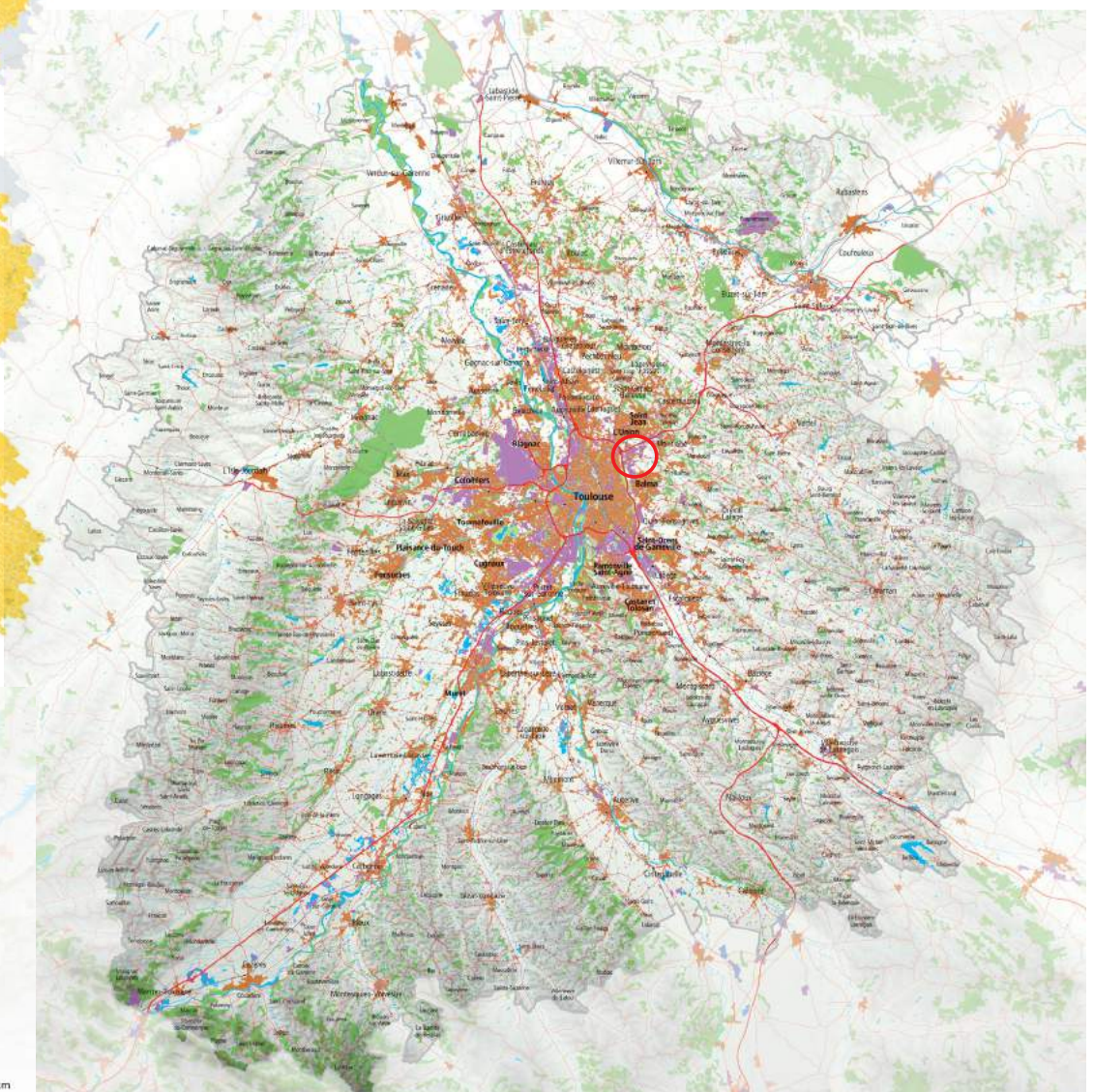
1999
342 communes
964 914 habitants

2010
453 communes
1 202 889 habitants

Toulouse 440 000 habitants
Muret 10 000 - 50 000 hab.
Carbone 2 000 - 10 000 hab.
Grenn moins de 2 000 hab.

■ espaces urbanisés
■ activités économiques
■ forêts, espaces verts
■ réseau hydrographique
■ réseau de voiries
■ réseau ferré et gares
— limites communales

nord
0 10 km



Toulouse urban area

A UNIQUE POSITION IN FRANCE AND IN EUROPE

POSITION IN FRANCE

Toulouse, France's fourth largest city, has a special geographic position in the country and in Europe. Its location is the source of many specialties, a quality of life and a unique identity.

The city is far from Paris and has developed a territorial autonomy and a particular independence. Because of its location, air transport is crucial and nowadays very efficient. A high-speed rail link (LGV) to Paris via Bordeaux is under study.

The city is complementary to its regional neighbours Montpellier and Bordeaux each with their own urban and economic identities.

POSITION IN EUROPE

Toulouse has a privileged relationship with the south of Europe and in particular a close complicity with the Hispanic peninsula. There is a large Spanish community in Toulouse and a high degree of exchange between Spain and the «pink city», specifically with Barcelona (a high-speed link Toulouse-Barcelona was established in 2013).

REGIONAL POSITION

Toulouse exerts a notable influence on the surrounding territory at a regional level. Once the capital of the region Midi-Pyrenees, the city is now, as a result of the territorial reform of 2014, the capital of the large region Occitanie. If this new administrative area favours collaboration towards the east and Montpellier, it also makes explicit the need to a reinforced the partnership between Toulouse and Bordeaux, the two cities that together embody the French Southwest.

ECONOMIC AND DEMOGRAPHIC GROWTH

Located equidistance between the Atlantic and the Mediterranean and one and a half hours from the ski slopes, Toulouse is now the second most popular city for the French.

The presence of the Airbus Group, a world leader in aerospace construction, and the very diverse offer in higher education are attracting a large number of international students.

One thousand hectares of green space, a large number of museums, exceptional heritage sites (St Sernin Basilica and the Canal du Midi are UNESCO World Heritage sites) and a mild climate have all made the «pink city» an attractive city where it is good to live.

In 20 years, the population of the urban area of Toulouse has increased by 40% (1,250,000 inhabitants in 2013, an increase of 10,600 homes per year for the past 11 years). If Toulouse has recently and rapidly developed in size, it appears as «a city that has grown all by itself».

Since 2008, 4900 jobs per year have been created in the private sector.

Economic territories

A vast number of specialized business parks represent the economic and production territories of Toulouse. However, this geography is not easily readable because it is too fragmented and does not represent the concentration of jobs. These, even the artisanal field, are very often located in a diffuse diverse urban fabric. The stakes are therefore twofold: to make the economic territories readable and propose appropriate responses (in terms of urban organization and built typology) for a diversity of uses.

Overall, economic activity is largely located in the major business centres to the west of Toulouse (aeronautical and airport) and in the city centre. Gramont-Montredon, to the northeast (study site) represents a secondary economic hub that is relatively isolated in the economic fabric. As the only centre of this magnitude in the area, will Balma Gramont be focusing activity in the north-eastern area of Toulouse?

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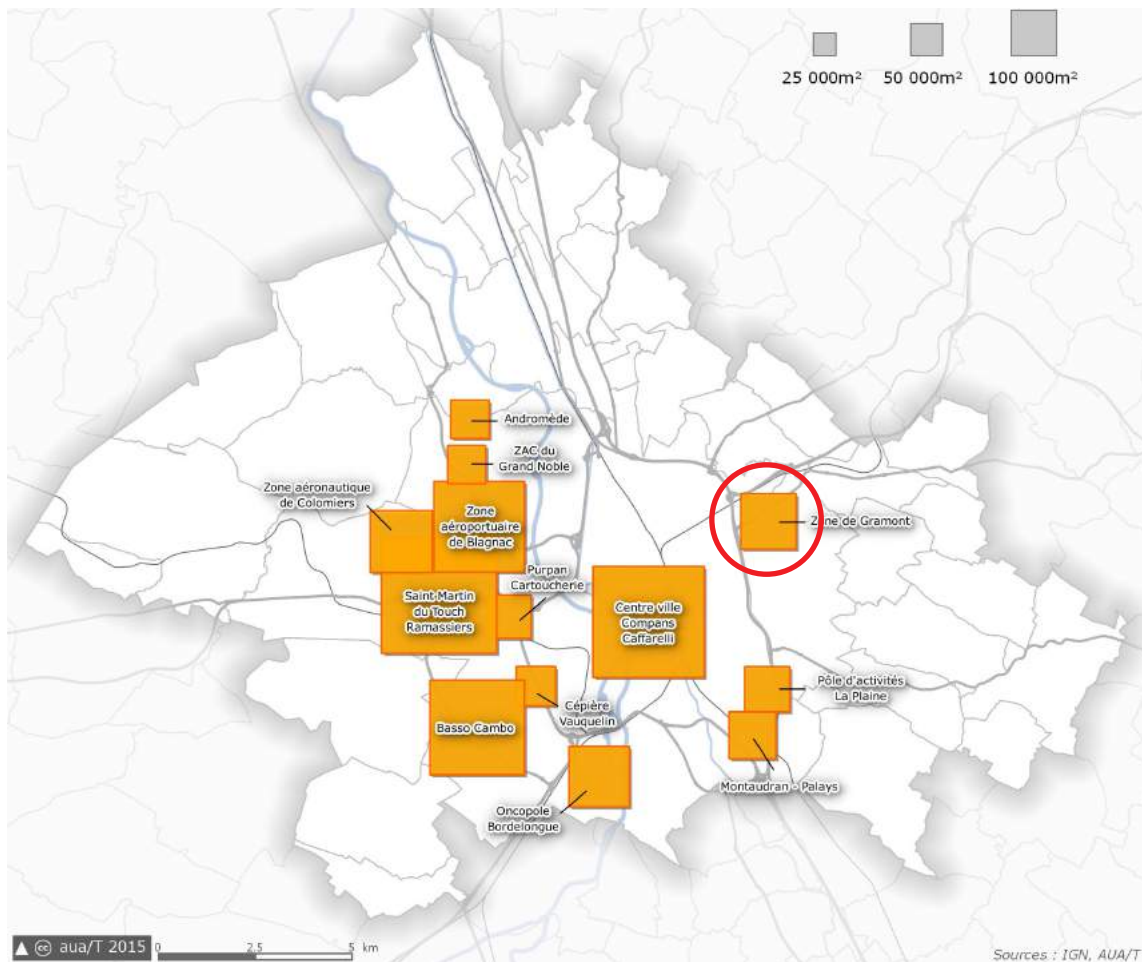
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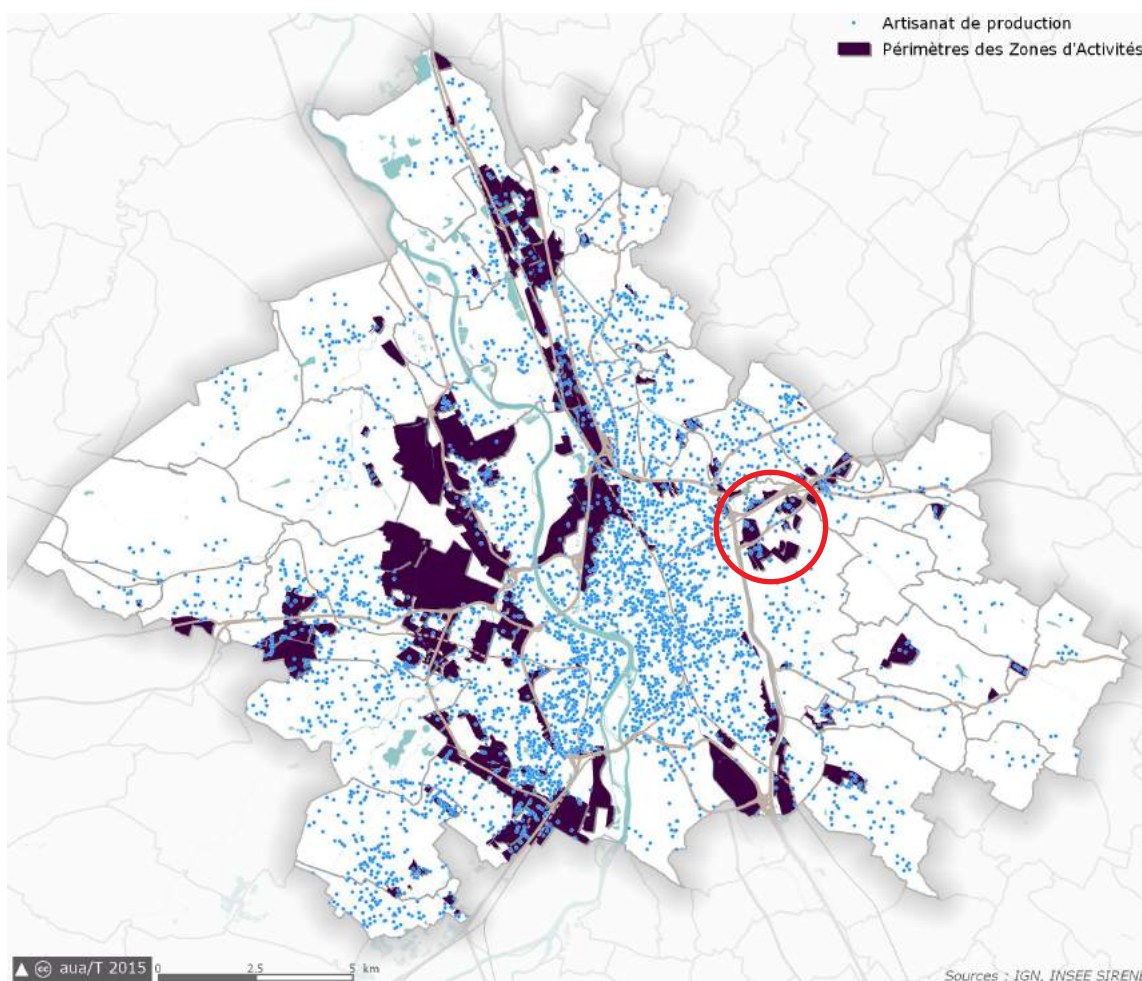
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FR-TOULOUSE-C-Mo2a

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Tertiary center in the Toulouse metropolis



Area of Activity and Handicraft in the Toulouse metropolis

Competitive centres and clusters:

- Aérospace Valley : Important, dynamic. rich, diverse sector with many subcontractors. Attention to specialization ...
- Cancer Bio Santé
- Agrimip Innovation
- Creative Industries / Digital Place
- Water Sensors and Membranes,
- Midi-Pyrénées Saveurs
- Automotech
- Clusters Chimie Verte
- Mêlée Numérique, etc.

Other economic characteristics of Toulouse:

- Student town (100 000 students, 8% of the urban population)
- Administrative city, large influential pool of administrative jobs, has recently become the capital of a large region.

A METROPOLIS FOR PROJECTS

Today, Toulouse affirms its desire to build a common metropolitan project and in particular to propose a territory-wide urban vision. The current context and thinking is therefore very favourable to the emergence of inter-municipal and metropolitan approaches such as the dynamic initiated here around the northeast gateway to the municipal area. Toulouse must now, using the various means available (strategic studies, operational projects, regulatory work, EUROPAN, etc.), transform this metropolitan idea into project reality.

Current initiatives underline the desire to produce a common vision and a coherent project at various strategic scales:

The metropolitan project

Toulouse Métropole in 2015 undertook to express the political vision of a territory-wide project and define the strategic axes. The ambition is to build a founding document capable of «setting the course» for the next years of urban planning (PLUi-H, SCOT, PDU, SDE, etc.),

to nourish public policy and dialogue with territorial neighbours. This project also aims at communicating as widely as possible a long-term vision for the metropolitan area of Toulouse, presenting the issues at stake for the next 25 years of urban planning and establishing guidelines.

Local Plan for Intercommunal Urban Planning and Habitat (PLUi-H)

The creation of a common metropolitan area, Toulouse Métropole, in 2015, is an opportunity to change scale in urban planning, which is still largely communal. Inter-municipal cooperation now takes on full significance in a territory of 37 municipalities seeking more adequacy between territorial and political reality and through the assertion of a wider scope of competency.

Launched in April 2015 on the basis of a common metropolitan project, the Local Plan for Inter-communal Urban Planning and Habitat (PLUi-H) is an opportunity to form a common territorial project with a unifying working document. The objective is to provide the best possible answers to issues and concrete questions such as: How best to accommodate and keep families with children in the metropolitan area? How to balance housing supply and demand? How to adapt public facilities and services as much as possible to current and future needs of the population to improve everyday life for the inhabitants?

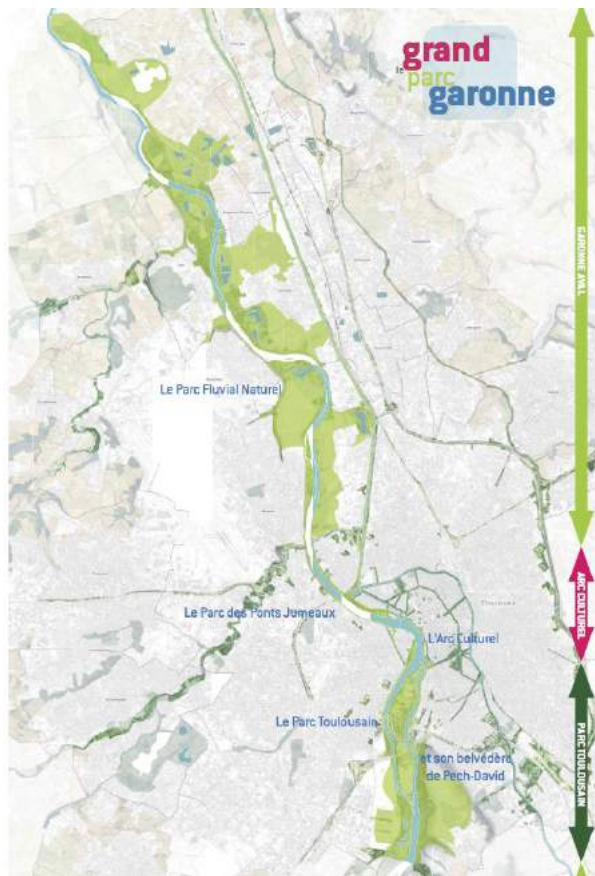
Plan of Economic Development (SDE)

In the same way, the Plan of Economic Development and innovation aims to plan, organize, prioritize and structure the economic development of the greater metropolitan area over the long term. It began 2015 and produces annual reports on projects.

It is divided into four programs and twenty projects, including the Plan for Economic Territorial Organization (SOTE) aimed at:

- Responding to business needs
- Giving identity to economic spaces
- Ranking offers to business
- Calibrating and regulating economic programmes for urban projects

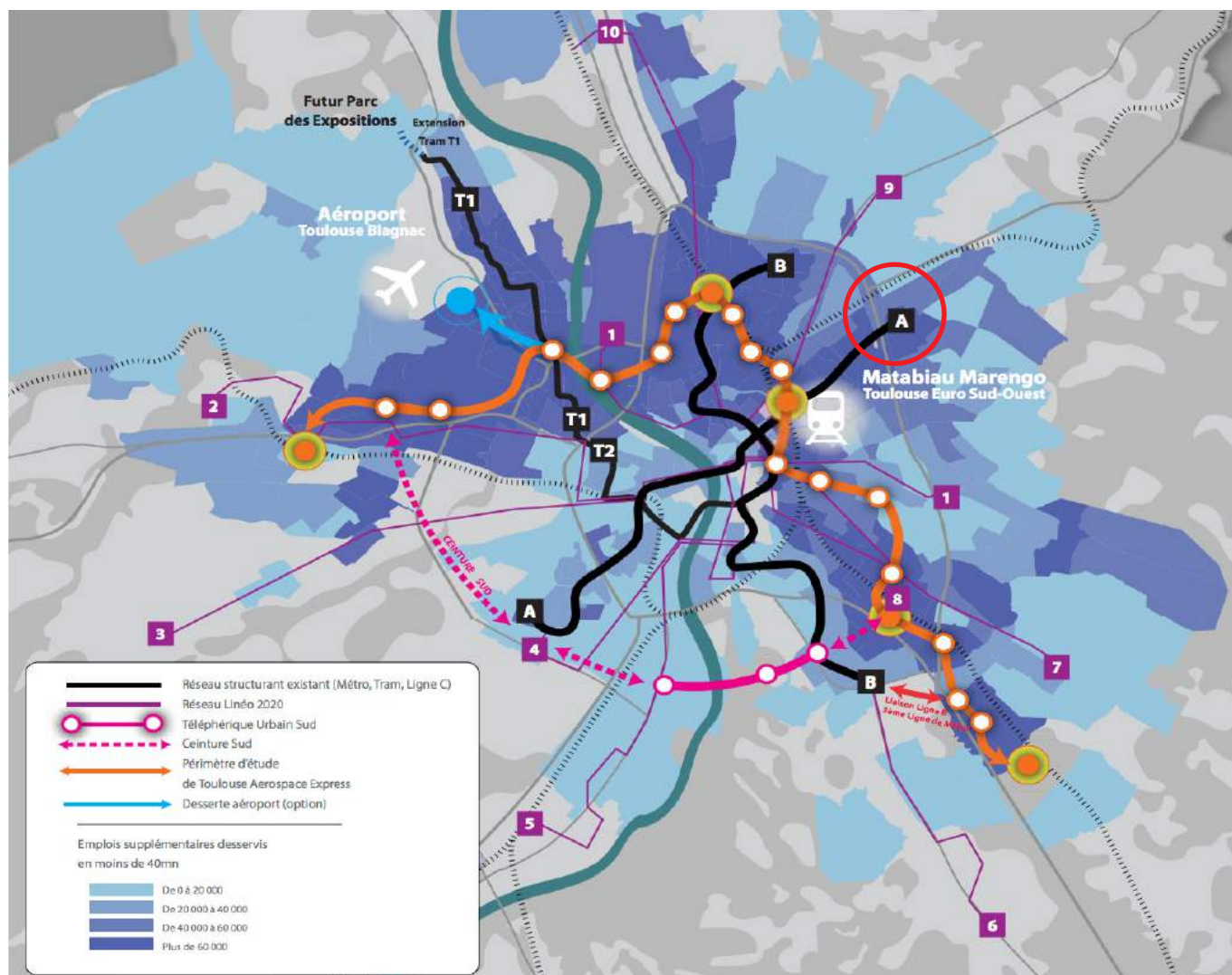
The SDE raises questions concerning the purpose and position of Balma Gramont metropolitan gateway: What activities, companies will be accepted? What pace is appropriate? What are the needs expressed by companies? How to deal with competing territories?



Projet du Grand Parc Garonne



L'île du Ramier devient le parc toulousain



The Territorial Energy Climate Plan

The metropolitan area has been responding actively to the climatic and energy challenges of the 21st century since 2012. Its aim is to reduce greenhouse gas emissions in the metropolitan area, adapt to climate change and offer a more sustainable future. Its services are working with others of the territory, including urban planning and economy. The eco-neighbourhood of Vidailhan on the project site testifies to this. Now in 2016, in consideration of recent legislative developments, it is time to evaluate the present situation, integrate territorial issues of air quality, energy transition and green growth.

The Grand Parc Garonne (Greater Garonne Park)

A blue axis that is truly identifiable with Toulouse, the Garonne is a river that is successively a source of nourishment, producer of resources, source of dangers and leisure and more recently synonymous with the quality of life of the city. The Grand Parc Garonne is a part of this story and inter-communal by nature (7 communes, 32 km of riverbanks and 3000 hectares). It relies on water and natural spaces linked to the river to nourish and strengthen the metropolitan project. Entrusted to the landscape architect and urban planner Henri Bava, the Grand Parc Garonne project incorporates and highlights the particularities of each of its sequences:

- The discovery on foot and by bicycle of the natural heritage at the gates of the city in the sequence Garonne downstream;
- The appreciation of the banks and historic ports of Garonne in the city centre on the lines of UNESCO's aesthetic and landscape concerns;
- and the metamorphoses of Ramier Island, dedicated now to nature, sports and culture, upgrading this island space exceptionally located in the heart of Toulouse.

The Grand Parc Garonne project is also an opportunity to uncover and redraw links between the river and the canals, as well as the other waterways that cross the territory, sometimes invisibly.

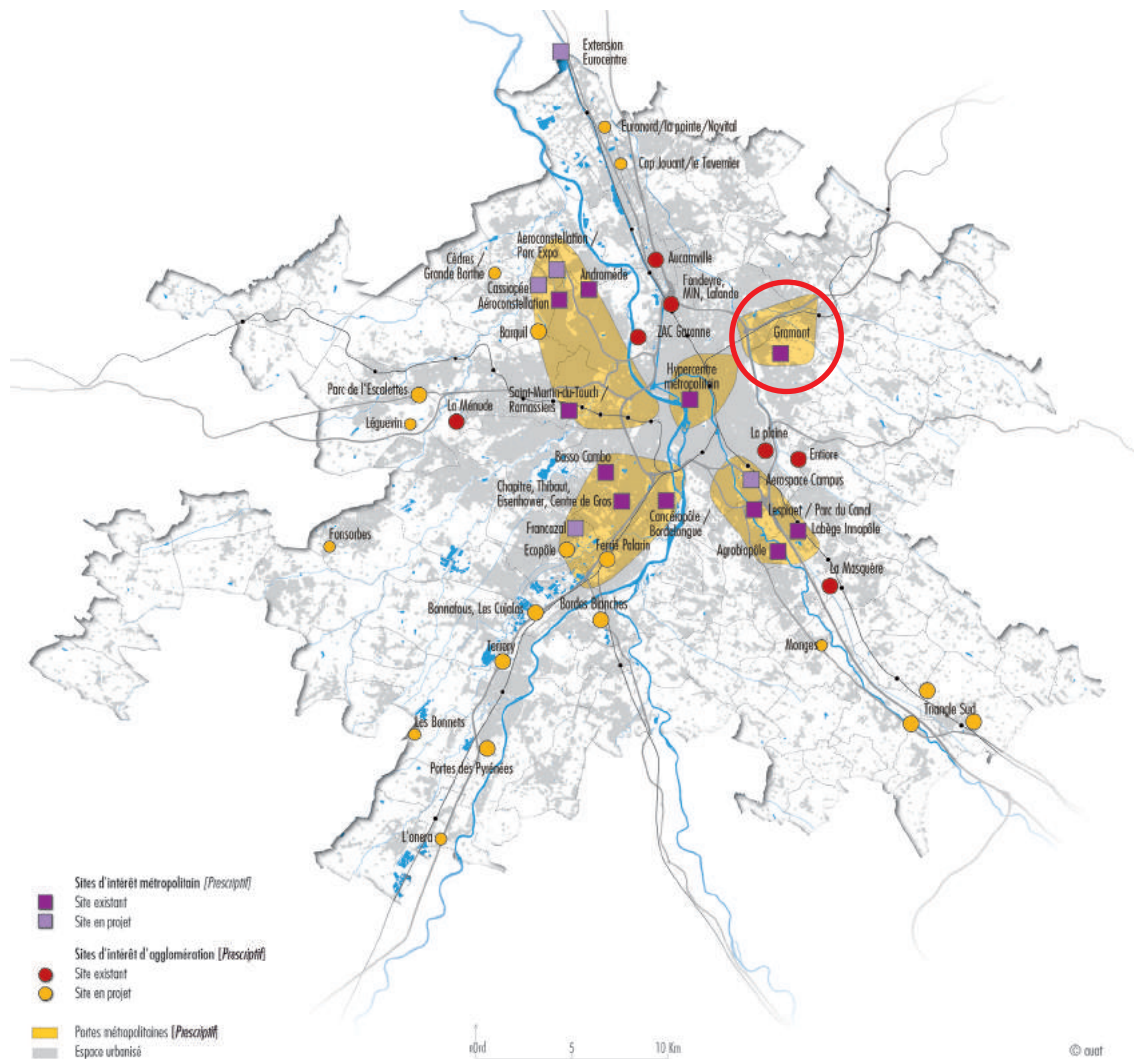
Toulouse Aerospace Express, a third metro line

A third metro line, scheduled to begin operating between Colomiers, Blagnac, Toulouse and Labège in 2024, is going to link the metropolitan area's major economic sites. It will be taking into consideration concerns of urban structure. The proposed route, under study and the subject of public debate, favours a significant growth in population in the heart of the metropolitan area with the aim of controlling urban sprawl and promoting a more compact city. There is an estimated potential accommodation of more than 150,000 inhabitants along the route in study. This project will link major metropolitan urban-planning sites where ambitious development will transform the cityscape (Toulouse EuroSudOuest, Toulouse Aerospace, Innopole sites, etc.). It will also be serving densely populated neighbourhoods where urban transformation will have to respect the existing fabric but are also areas that have a very high potential for urban renewal making it possible to structure new mixed neighbourhoods. By serving the main centres of employment in the metropolitan area (aeronautical zone, Toulouse centre, Labège, etc.), this project will also make it possible to prioritize sites in the metropolitan area which will become attractive due to shorter commuting between home and work and for which Issues of mixed, high-quality development are important.

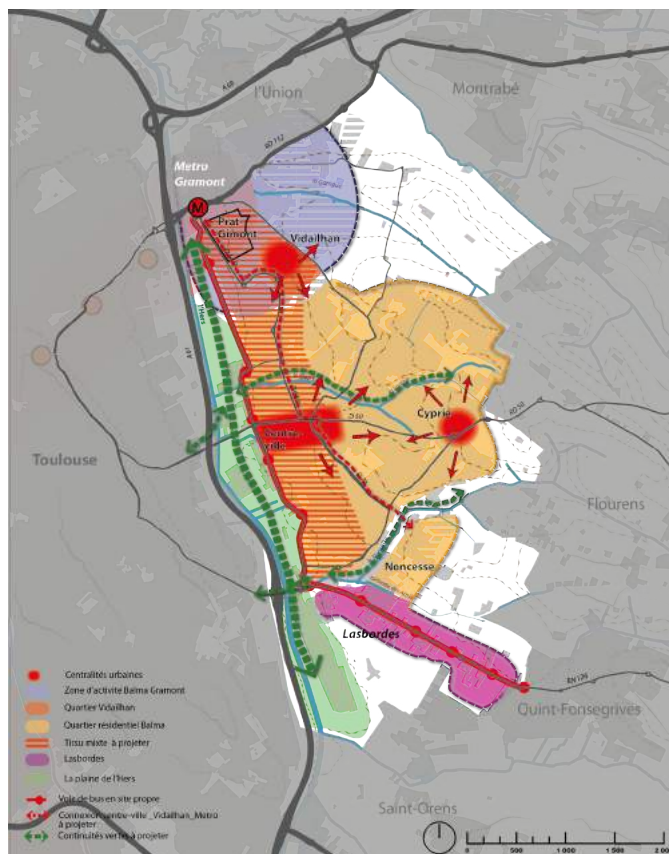
In all of these on-going processes, the question of equilibrium between territories arises, the desire to establish complementary roles and find a harmony between projects is already underway.

At the same time, a large number of municipalities are taking steps to implement strategic urban plans across their territory, which foster an urban vision on scale with the metropolitan area. The two examples below, in particular, are concerned by the current EUROPLAN approach:

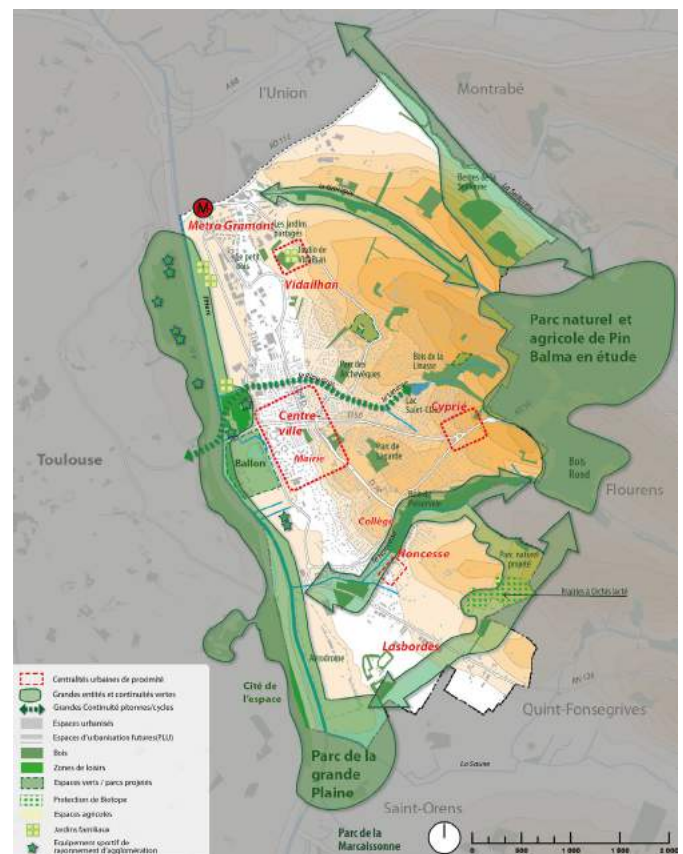
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Territorial consistency diagram : the economics sites of the Toulouse great agglomeration Extrait du SCOT de la Grande Agglomération toulousaine



Balma urban entity and issues Source : Plan guide d'aménagement, commune de Balma



Balma green and blue frame Source : Plan guide d'aménagement, commune de Balma

Toulouse urban planning project (sector studies)

The city of Toulouse together with several urban-planning offices from across the metropolitan territory and elected officials are looking at developing a strategic urban approach for the greater Toulouse territory. This set of studies will propose major axes of long-term development with the aim of responding to local issues and constructing a coherent overall strategic vision. (analysis phase has been completed - project phase is on going)

This will ultimately lead to an urban planning project that is related to the city's project as well as the PLUiH and will provide input for the metropolitan area's Sustainable Urban Development Plan along four axes:

- Trame verte et bleue (TVB) (environmental corridors and related spaces)
- Cohérence urbanisme transports (new transport possibilities)
- Urban development
- Centralités de proximité (local centres)

Guide of Balma

In 2015, the municipality of Balma committed to municipal guidelines defining urban planning for the territory for 2020-2030. These guidelines indicate major functional tendencies for the municipality (the urban structure, access and connections, etc.), strengths and weaknesses of the territory and reveal its constraints and potentials in terms of economic development and urban planning of public spaces, facilities and services. This work concludes with territorial concerns shared by elected representatives of the municipality, notably the identification of place and role Balma can play in the Toulouse metropolitan area, identification of economic forces that would ensure development, identification of available land to enable the commune to ensure adequate housing suited to capacities and urban history and neighbourhoods that bring together all of the urban facilities.

There are also many other urban development projects underway in the metropolitan area. To accommodate demographic and economic growth and assure all the necessary urban amenities, greater Toulouse is planning, building and anticipating a great deal :

- The City of Toulouse has launched a bid to become a UNESCO World Heritage Site on the theme «Toulouse Capital: architecture and places of power», focusing on the many places of economic, religious and administrative power in the historic centre. If accepted, it will join two sites already listed by UNESCO: St Sernin Basilica and the Canal du Midi.

- Urban development in the historic city centre of Toulouse is seeking to produce a better quality of life for the inhabitants as well as a greater recognition of the touristic attractiveness of a city with such remarkable architectural and natural heritage. Examples are the planning carried out in such symbolic places as Rue du Taur, Rue Pargaminière, Port de la Daurade and Place St Pierre as well as projects under study or under construction in Rue des lois or Rue Bayard.

- Toulouse EuroSudOuest (TESO) is an extensive urban project around Matabiau LGV (high-speed train) train station planned for 2024. Covering an area of 200 ha, this project is planned for more than 300,000 m² of offices and service sector, about 50 000 m² of shops and services and 2000 homes. This Toulouse-Matabiau transport hub will eventually serve up to 120,000 passengers per day.

- Guillaumet Site (ex-CEAT): On a site of 13.2 ha occupied until 2000 by Aeronautical Test Center of Toulouse (CEAT), the city is carrying out a development operation, 78% of which will be dedicated to housing. The project also plans the creation of 21 000 m² of neighborhood facilities to be specified once the process of consultation has finished.

- Toulouse Aerospace: defined as a true neighborhood of innovation, this site (historic aerodrome of Toulouse) will allow the campus to open to the city and the city to the campus. It will offer offices, laboratories and student housing served by a wide range of public transport.

- The Cartoucherie ZAC (Zone d'aménagement concerté - joint development zone), served by the tramway, covers an area of 33 hectares. The Cartoucherie district is on the edge of the Saint-Cyprien district, close to Purpan University Hospital, the university campus and cultural spaces (Zénith, Musée des Abattoirs, etc.). It will eventually have 3100 homes, 6000 m² of local shops and 90,000 m² of business. The old GIAT buildings, more than 7000 m², are to be converted into cultural and associative spaces.

1	FR-TOULOUSE-SS-Mo6a	
2 3	FR-TOULOUSE-SS-Mo5b	FR-TOULOUSE-SS-Mo5c



Downtown planning @ agence BAU - Joan Busquets



Project : Toulouse EuroSudOuest (TESO) Source : Toulouse Métropole



ZAC eco-district of the Cartoucherie project

- Many municipalities in the first and second ring around Toulouse have undertaken projects to reinforce their city centres by creating better services for the inhabitants, a greater attractiveness and a stronger social identity for the commune as a place to live. Of particular note are the steps undertaken by L'Union and Balma, which are directly concerned by this dossier, but also Cugnaux, Brax, Aucamville, etc.

- The metropolitan development extending into strategic territories:

- The Balma Gramont (municipalities of Balma and L'Union) ZAC (joint development zone) managed by OPPIDEA is a true neighbourhood of good quality housing being built on the EUROPAN study site. This multi-site, inter-communal ZAC was initially to create of a new district in the heart of the metropolitan area, organize transport by enhancing the multimodal platform and existing metro station and reinforce the landscape of the site. The programme has since been modified due particularly to difficulties in selling to the service-sector. In order to encourage sales, a new urban planner will be named in the first quarter of 2017. As a major element of the study site, the ZAC will be mentioned in detail in the document.

- The joint development zones (ZAC) Andromède, Les Fonses, Monges-Croix du Sud, Malepère, etc.

These large projects are creating an important transformation and densification of the metropolitan area's extended urban fabric (specifically on the fringes of development operations).

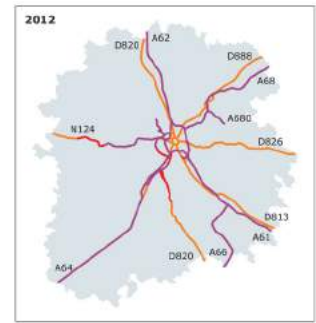
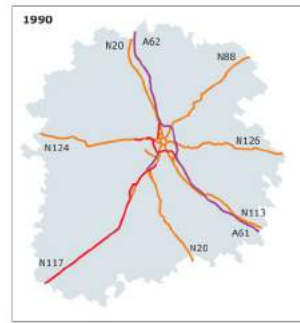
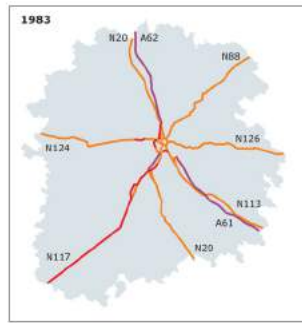
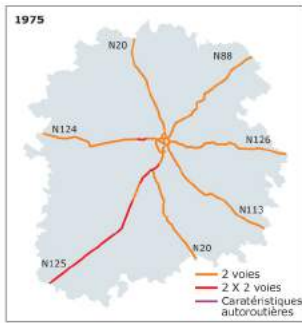
ATTRACTIVENESS AND LIFESTYLES: THE TOULOUSE EXCEPTION

Toulouse is a very demographically diverse city. However, this does not necessarily translate into a generalization of areas being highly mixed. In fact, as in many large urban centres, there are major differences between territories (wealth, unemployment, etc.). These territories are often concentrations of similar social groups (types of population, income, etc.).

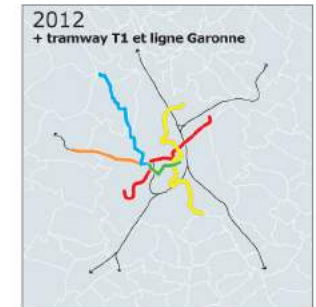
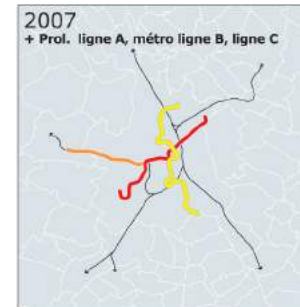
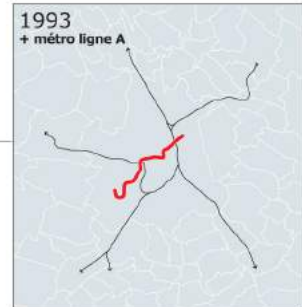
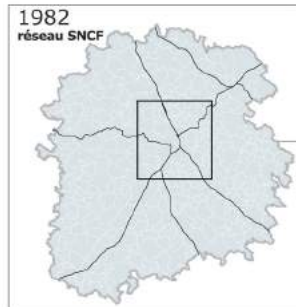
There is a strong divide in residential areas. In general, newcomers are mostly young, single and qualified and settle mainly in the centre of Toulouse, while families move to the city periphery (communities of the first and second ring of suburbs and even further out for the less well off). This questions accommodation possibilities in the city and indicates an important issue to be take into consideration: proposing housing typologies and more broadly ways of living intended for families in extremely urban territory (diversity, amenities, local centres, proximity).

The attractiveness of Toulouse is based on its reputed quality of life know as «the Toulouse way of living». This is often a qualitative form of peri-urbanity, a sort of balance between the amenities of a major city, i.e. employment and urbanity (culture, commerce, restaurants, etc.) and the possibility of having, relatively close-by, affordable suburban housing and benefit from the mild climate. A significant increase in this peri-urban housing in recent decades and an absence of any geographical obstacle (the land is flat) explains the recent development of the first and second ring of suburbs around Toulouse.

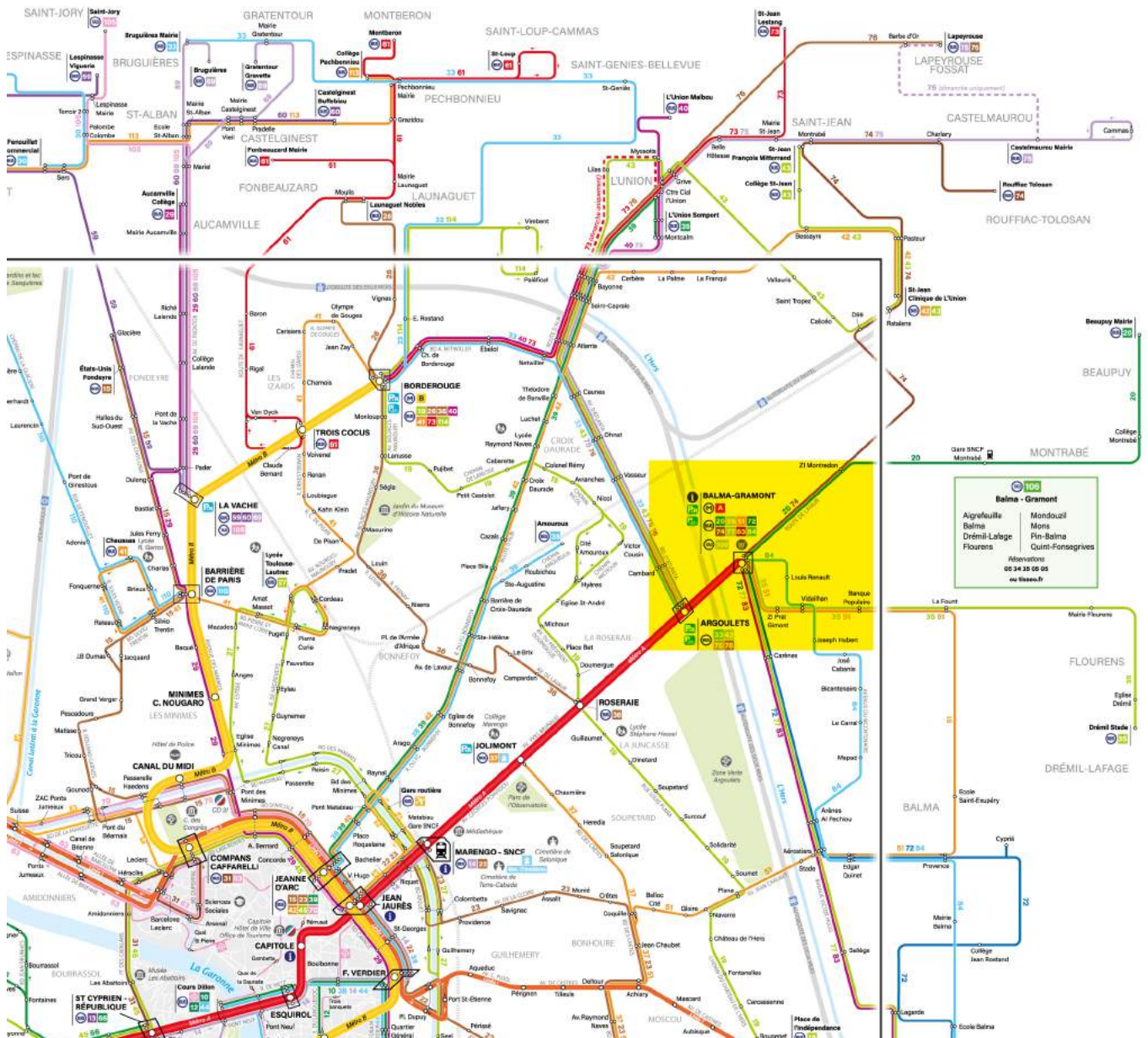
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Roadway network evolution



Transport facilities evolution



General transports map of the Toulouse agglomeration (European site in yellow)

This force of attractiveness has placed strong pressure on the territory: public facilities and infrastructure, in particular a saturation of traffic to a level that is also a Toulouse «specialty».

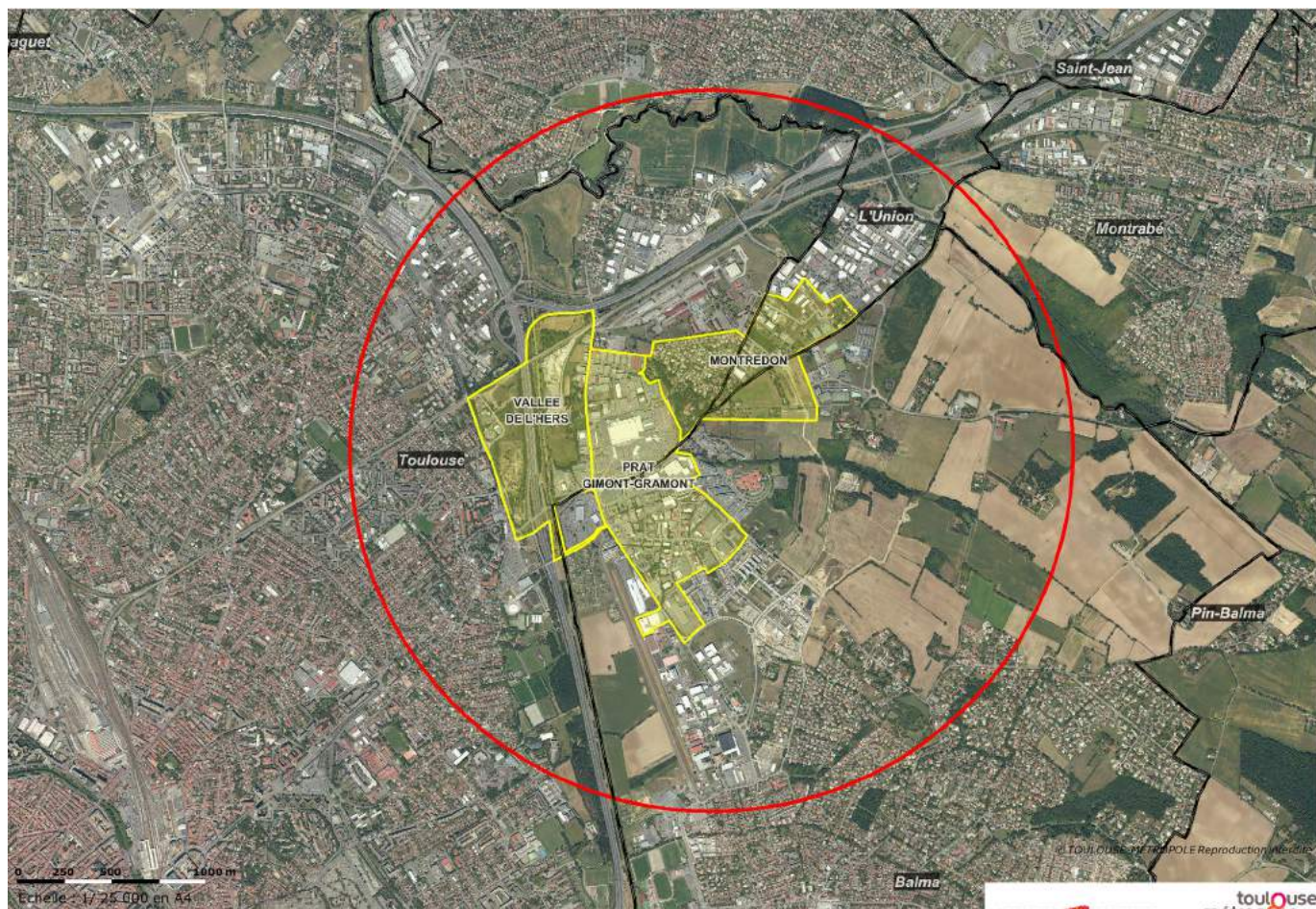
Face à cette congestion, la ville renforce progressivement son réseau de transports en commun, qui ne peut représenter qu'une part des besoins en desserte des territoires périurbains.

Faced with this congestion, the city is steadily strengthening its public transport network, which can only handle a portion of the needs of the suburban areas. The Toulouse metro has 2 independent lines for 37 stations. Line A, inaugurated in June 1993, ran from Basso Cambo to Jolimont. Ten years later, the addition of three stations made it possible to reach Balma Gramont. Line B inaugurated in June 2007, runs from Borderouge to Ramonville.

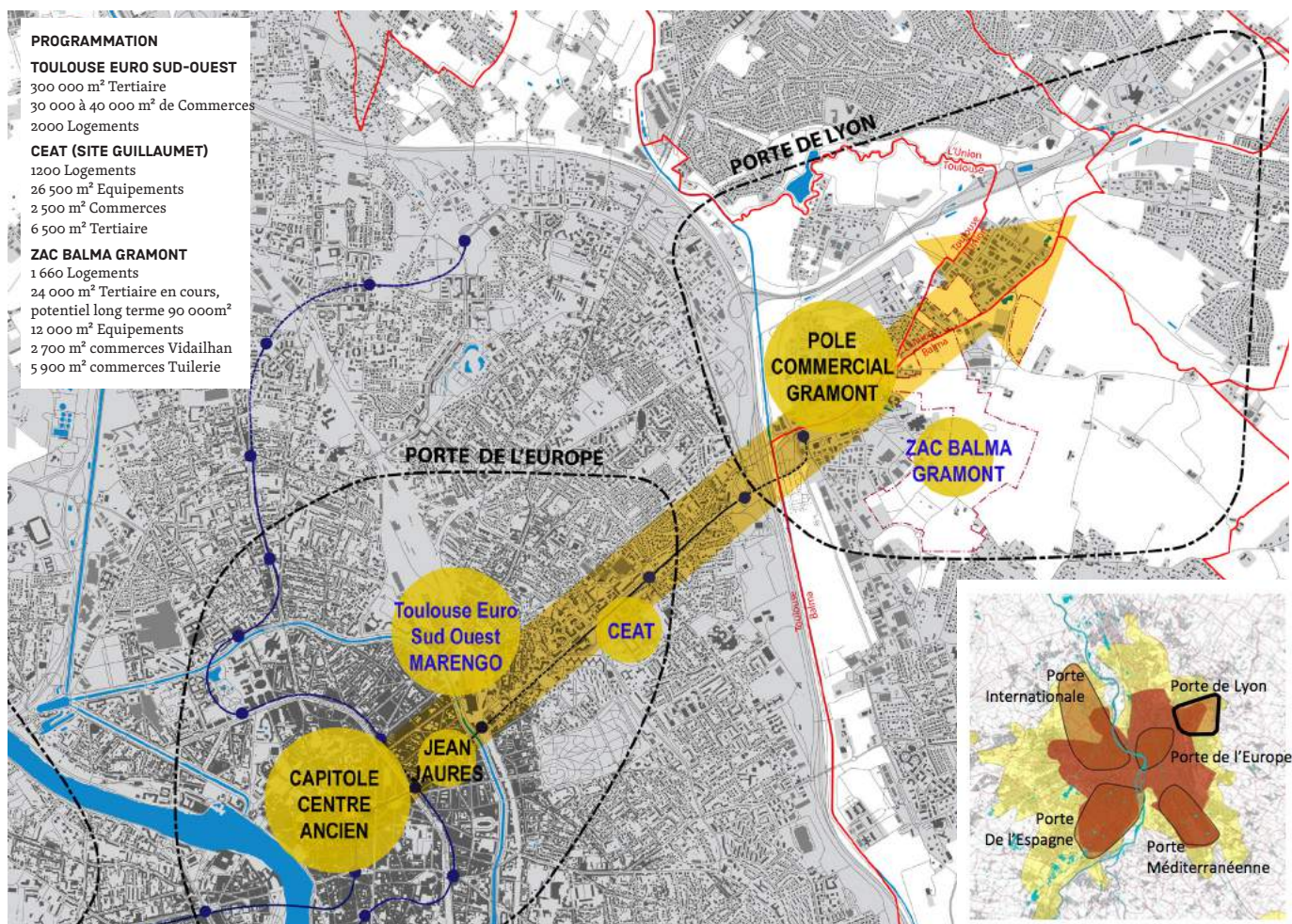
Since 2013, two tramlines complete this network; the T1 and T2 go to Beauzelle via Blagnac, aeronautical centre. However the suburban sprawl mentioned above means there is not equal access to the entire territory. Also, the ring roads are on a daily basis increasingly saturated. In order to reduce traffic on the Toulouse ring roads, a 3rd subway line is planned, scheduled to open in 2024. It will run from Colomiers to Labège, serving the Matabiau station and the major business areas of Toulouse, including those in the northwest and southeast.

Finally, the Toulouse Blagnac airport is particularly important for the city. France's fourth largest airport, it receives currently almost 8 million passengers a year with 12 million expected by 2025. Today, flights go 87 destinations including 73 international flights. It is served at the moment by tram and shuttle buses and will be reached by the third metro line in 2024.

1	FR-TOULOUSE-C-Mo3
2	FR-TOULOUSE-C-Mo4
2	FR-TOULOUSE-C-M11



European perimeter



From Toulouse agglomeration center to the Lyon gateway urban development

The study site is in the northeast area of metropolitan Toulouse in the communes of Balma, L'Union and Toulouse. In the terms used in the SCOT, it constitutes a «metropolitan gateway» at the entrance to the zone of «heightened city» and fully part of the urban territory. The following is an attempt to describe the particular situation of Balma Gramont within the Toulouse metropolitan area, its outstanding features and urban structure. Later, we will see that this territory is made up of three project sites, each with its own specific problems, within this larger urban area.

METROPOLITAN GATEWAY, A STRATEGIC SITE

The notion of Metropolitan Gateway is described in the greater metropolitan Toulouse SCOT as follows:

«Metropolitan gateways must rely on genuine hubs of interconnection. They play a very important role in the exchange and equilibrium of movement between the city core and the territories because of their strategic position at the crossroads of:

- PT mesh network (metro lines, tramway, rail network),
- efficient public transport network towards the periphery,
- network of primary routes.

These «outposts centres», located on major axes, are the preferred place for large urban facilities and services that generate a lot of traffic (hospitals, universities, public services, large sports facilities, etc.) as well as employment. Indeed, by combining «accessibility» and «readability», these metropolitan gateways create a very favourable environment for major business centres and the re-composition / diversification of existing employment clusters.

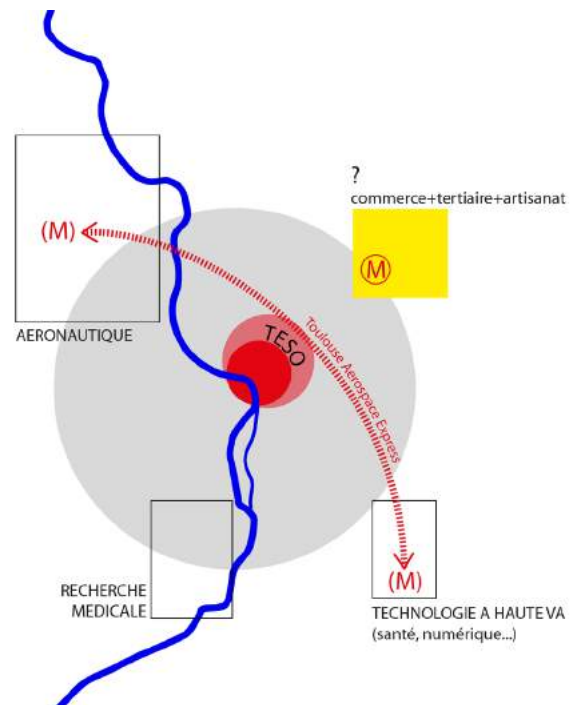
As such, they play a dual role:

- on one hand, they constitute entrances for the metropolitan area and beyond. In this respect, they accommodate major facilities and must be able to link between the external transportation network (primary roads, TGV, airport) and the public transport network; schematic diagram of metropolitan gateway

- on the other hand, offering multimodal possibilities, major hubs of employment and services for the inhabitants of the greater metropolitan area.»

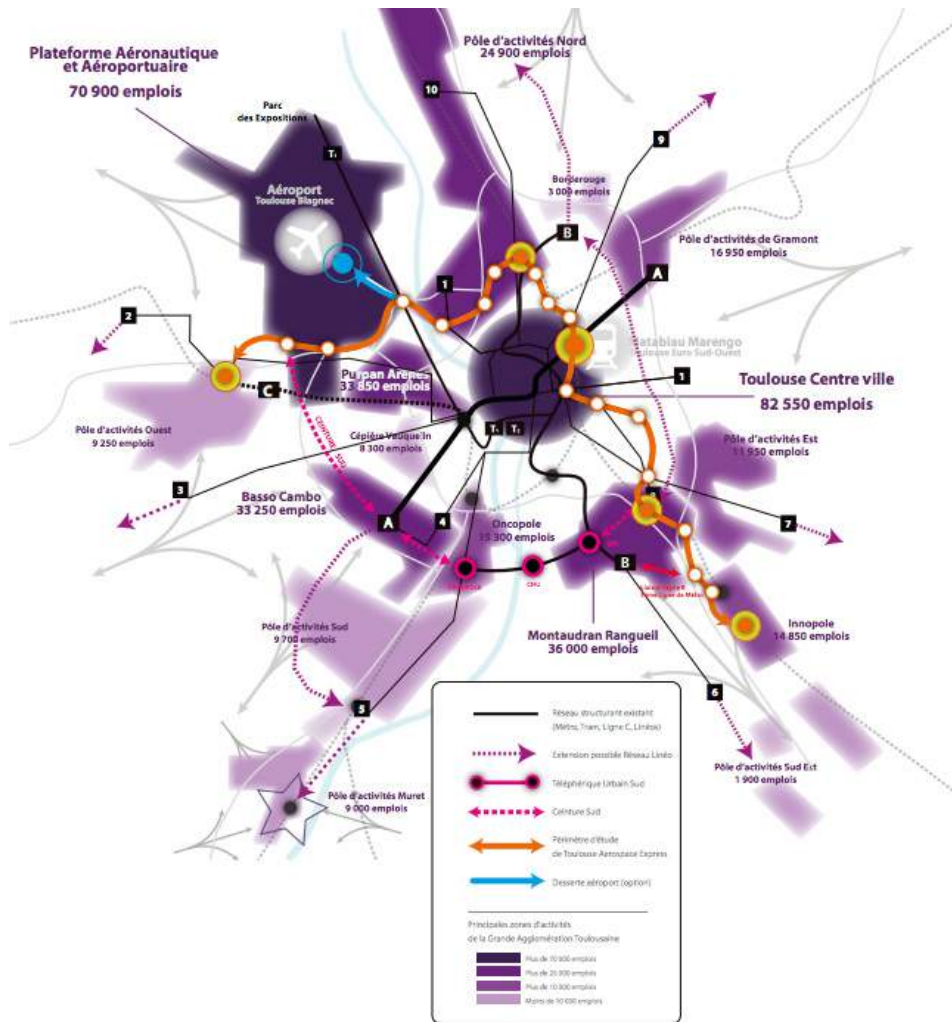
At Balma Gramont, called «Porte de Lyon» and the closest gateway to the city centre, the SCOT recommendations are the following measures:

- More than elsewhere, given the reserved public transport lanes (TCSP - Transports collectifs en site propre) and interchange hub already in existence, to strengthen other transport by an economic and commercial urban renewal of influential areas at the arrival of metro line A.
- A development of new diverse neighbourhoods extending beyond the site of Gramont and implying a development project by the communities involved.



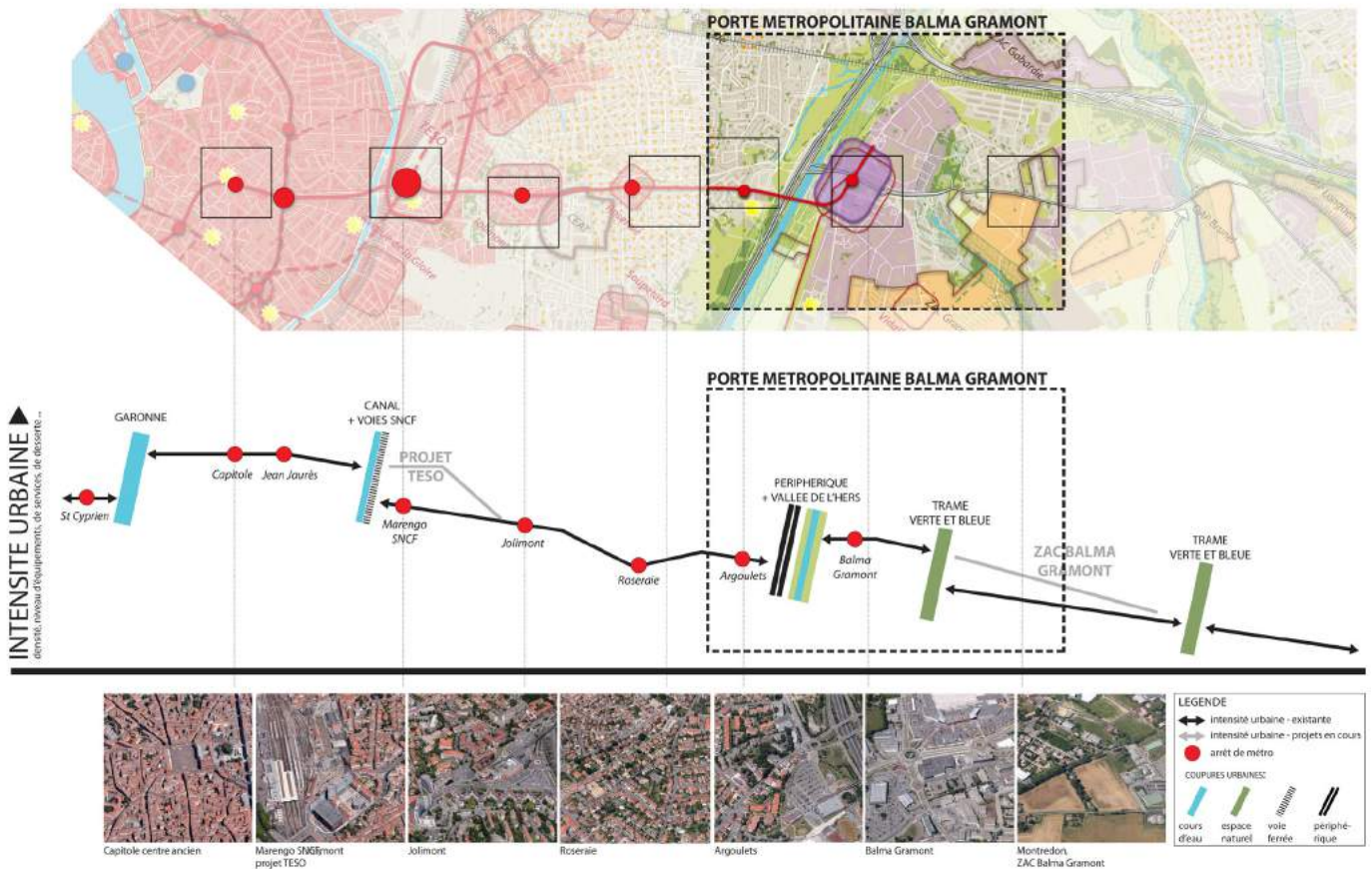
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FR-TOULOUSE-C-M12



Employment area serving by the network (current and still in draft) of public transports (metro and tramway) Source : SMTC Tisséo

Data : Territoire de l'économie - AuaT



METROPOLITAN-WIDE EQUILIBRIUM: GROWING COMPETITION

There are ten major business clusters (public and private) representing 385,000 salaried jobs, or 81% of the metropolitan area. The Gramont-Montredon business area has close to 17,000 jobs. Together with Borderouge they make up only 3% of the Toulouse metropolitan area job market. Although it is well established, its present weight in the Toulouse metropolitan area economy is relative.

PRINCIPAL ASSET, AN EVOLVING COMPETITIVE ENVIRONMENT

The Balma Gramont metropolitan gateway is today, with the exception of the old city centre and Basso Cambo, the only economic centre of its magnitude to benefit from a metro service that places it close to the city centre (7 minutes by metro). With the Toulouse Euro Sud-Ouest (TESO) project and a future third metro line, Balma Gramont's competition to attract both service sector and commercial activities will be strengthened (by 2025). Indeed, the quality service sector located today at the metropolitan gateway could have a new more central offer, more accessible by subway and plane, even more visible than today, in the future quarter of Matabiau station. However, the service sector could benefit by a diversity of locations (main location is the city centre).

However other metropolitan gateways will also be linked directly to the city centre via the new metro line, which will position them in direct business competition with Balma Gramont. In particular, Labège Innopole, a large-scale urban project with a high-quality business and large service sector offers and leisure and event-management structures, is developing in the southeast.

Compared to other metropolitan gateways with very strong orientations such as aeronautics in the northwest (Blagnac, Colomiers, airport, ZAC Andromeda, etc.) or high value-added technologies in the southeast (Labège and the Innopole project), Balma Gramont is more diverse, eclectic. A way of responding to the competitive context may be to develop a more assertive economic and / or urban identity.

THE ADVANTAGE OF PRODUCTIVE ACTIVITY

The work under way as part of SOTE (an branch of the Economic Development Plan) highlights among other things the need for premises for the development of artisanal and production activities on scale with the city. The offer at the moment is insufficient and hard to identify.

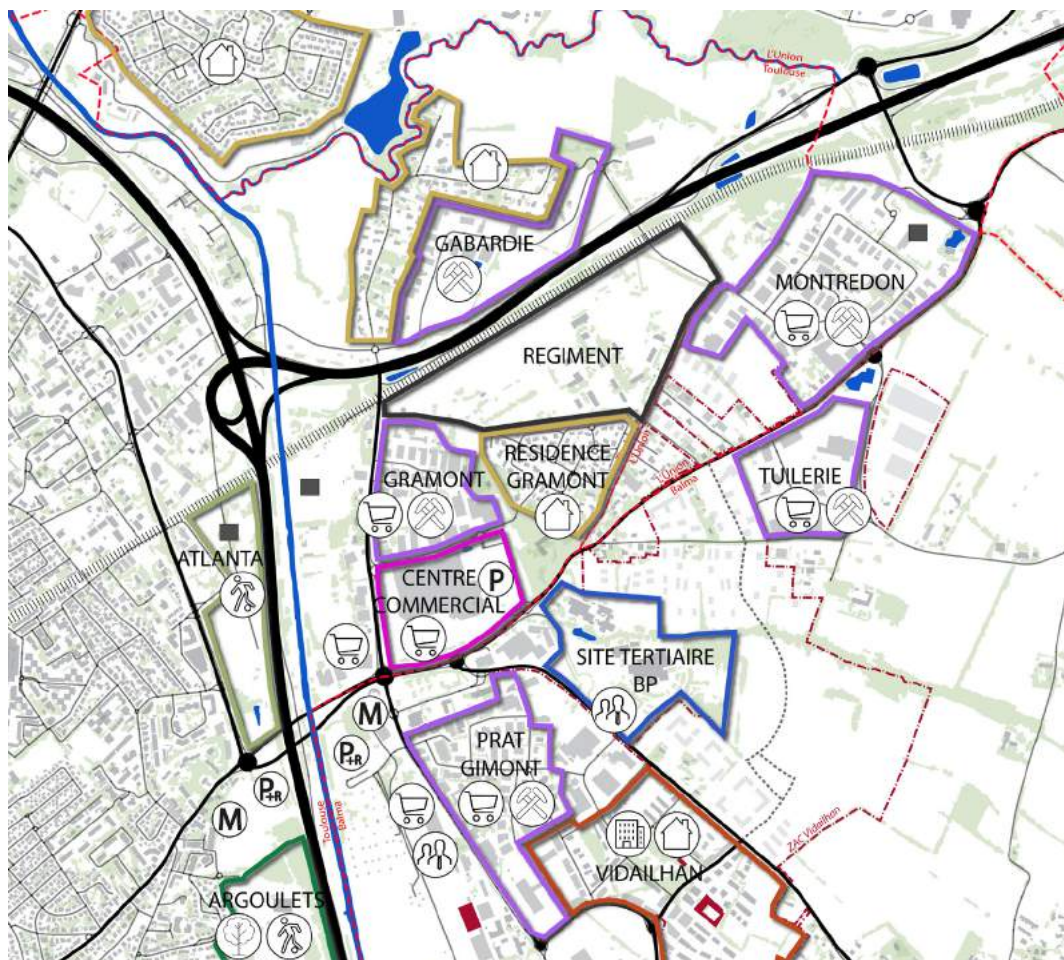
However the Montredon area on the eastern side of the Balma Gramont gateway is a main area for production in the northeast metropolitan area. It is an important centre for industrial and artisanal production. The development over time of zones with different production activities and various property qualities has contributed greatly to the development of the companies. It is an attractive centre for industrial and artisan production, which is currently lacking in the Toulouse metropolitan area.

Balma Gramont is the metropolitan gateway closest to the city centre, connected directly to the Capitole (city hall and historic centre) by the metro. It is at the prow of an axis of centres and major urban planning projects of the metropolitan area. Indeed, there are, from the city centre out along the metro line, many of the other projects mentioned in the first part of this report. While the proximity to strategic sites is undeniably a great opportunity for this site, placing it in a very buoyant dynamic situation, it also raises the very sensitive question of balance and unity to be found between these projects, in order to have them working together and avoid any competition.

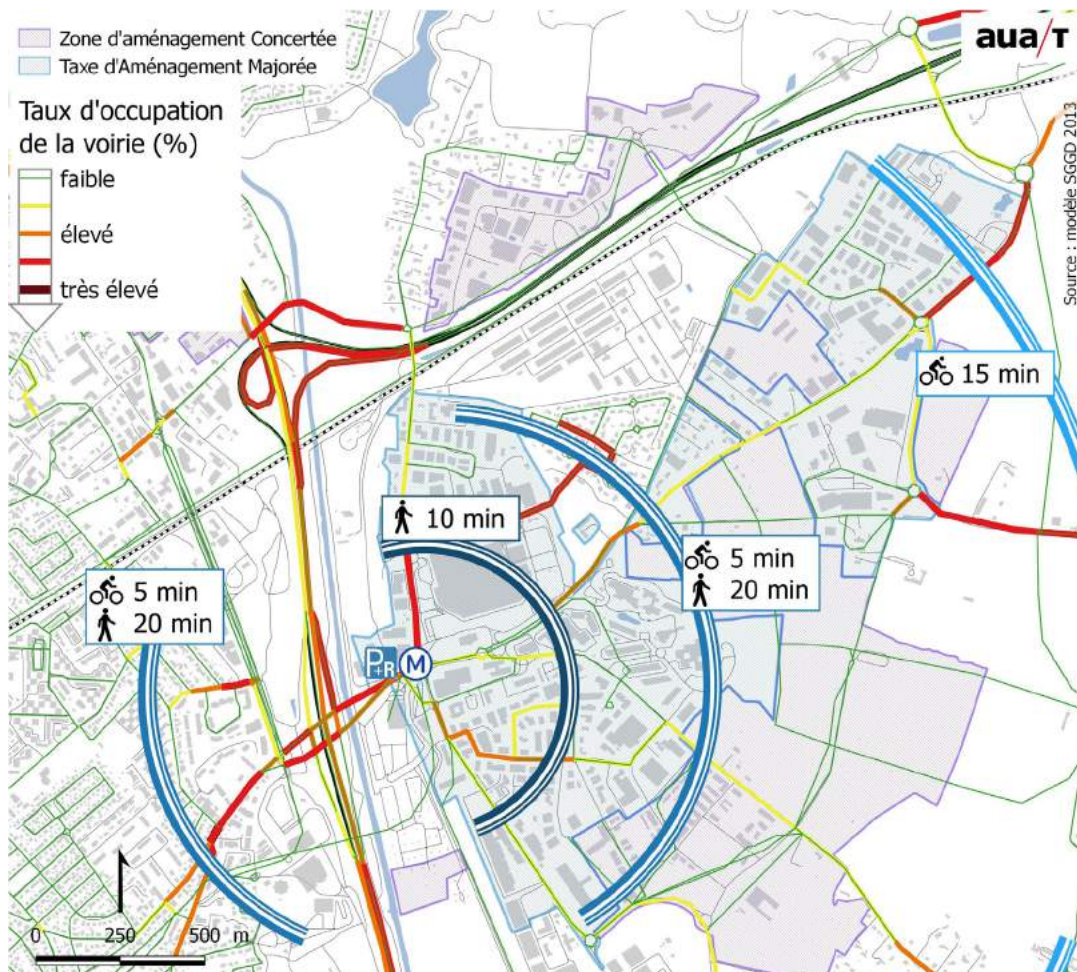
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2 FR-TOULOUSE-SS-M02b

- limites communales
- - - - - périmètre ZAC, ZA
- foncier militaire
- équipement public



Monofunctional device juxtaposition



Strategic site accessibility

BANKS OF THE HERS RIVER, BANKS OF THE RING ROAD

Along the axis from the historic center of Toulouse to the Balmanese slopes, Balma Gramont is a peak of urban intensity in the Toulouse periphery.

Situated as they are on either side of the ring road and the Hers, Les Argoulets and Balma Gramont constitute two functionally independent systems with no opportunity for crossing from one to the other or connecting the two:

- Metro and Park-and-Ride on either side
- Strong break in the urban fabric created by the Hers and the ring road
- Extremely separated

Les Argoulets have a unique, extremely isolated position cut off as it is by the ring road and the Hers and on the other side by the very calm Roseraie district (individual dwellings, a saturated road network, few services or businesses).

The only link today between these two urban entities is the city entry / transit traffic that runs through both. What urban strategy should be adopted? Should we go towards a common urban unit or two distinct entities? What relationship, what common functions, what crossings are to be considered?

Can Balma Gramont, at the moment a business centre, evolve to an urban centre (diverse functions)?

HETEROGENEOUS TERRITORY, CONSTRUCTING IDENTITIES

The site of metropolitan gateway Balma Gramont is very fragmented, a juxtaposition of mono-functional units, which are often a combination of urban forms (single-family houses, commercial real estate, «international development zone» urban fabric) and the required road network (single entry lots). This organization is seen in both in the heterogeneous layout of public spaces and in the quality of the buildings. These qualitative differences create a distorted perception of space made up of breaks, lack of legibility of routes (particularly pedestrian and bicycle paths).

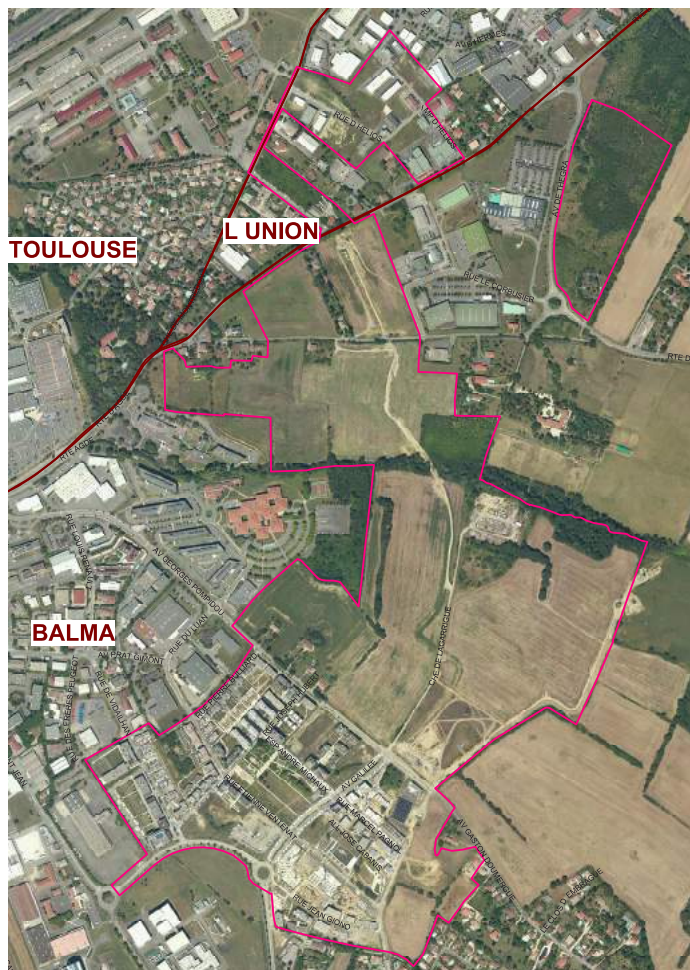
MOBILITY

Metro line A reached Balma Gramont at the end of 2003, brought development of the sector's economic activities and considerably changed mobility in the municipality of Balma. As a result, daily trips to Balma have increased sharply in the last ten years, + 38% compared with + 5% for the entire Toulouse metropolitan area. In 2013, 17% of the daily trips for residents of Balma were by public transport, whereas the average for inhabitants of the periphery of the metropolitan area was only 8%. In the last ten years in Balma the use of the car has dropped by 14 points from 75% to 61%. These changes indicate that Balma has become a more urban commune.

Nevertheless, traffic congestion during peak hours makes it difficult to reach Les Argoulets and Balma Gramont by car. Yet the trips for work reasons, mostly by car, in the area of Gramont are to neighbouring areas and partly in connection with Toulouse neighbourhoods served by the metro, including Les Argoulets neighbourhood.

However, accessibility on foot or by bicycle to and from the metro is limited to within a relatively close perimeter, which also limits its attractiveness. The ZAC Balma Gramont, the business zones of Montredon, Prat Gimont and Gabardie are poorly connected to the metro and bike or pedestrian paths are relatively illegible and from the most part discontinuous. The metro station of Les Argoulets is relatively isolated from the residential districts of Roseraie or Atlanta and access on foot or by bike is also not very developed. The challenge is to promote accessibility to the metro to encourage a move from the car towards public transport and then to biking and walking.

Close by, to the north of the site, parallel to road infrastructures is the railway line connecting Toulouse to Albi. According to current thinking, train stations with connection to the subway lines at the metropolitan gateways could reduce congestion at Matabiau station. A scenario of this kind would reinforce the intermodal character of Balma Gramont and its role as a metropolitan gateway.



ZAC BalmaGramont



Vidailhan district, South of ZAC Balma Gramont



Vidailhan district mass lay-out, South of ZAC Balma Gramont

GEOGRAPHICAL AREA - COUNTRYSIDE - ENVIRONMENT

One of the great opportunities of Balma Gramont, besides its accessibility, are the geographical aspects of the area and the surrounding countryside. Indeed, it is located at the junction between the city and agricultural hills to the east. The valley of the river Hers, which crosses the site, forms an ecological corridor identified in regulatory documents. These are important natural and environmental elements for the metropolitan area (a project to restore natural elements is under way). The Garrigue stream and its riparian habitat complete this structure of nature, countryside and ecology. These natural assets can be linked to the many facilities of nature, sport and leisure in immediate proximity, foremost among which are the leisure facilities of Argoulets. The ZAC Balma Gramont has also turned this natural heritage into a major asset, inspiring good quality public spaces (place Vidailhan, squares, shared gardens, etc.).

In parallel with the natural heritage, the site has two chateaux in a hamlet of historical homes, which are an opportunity to discuss an architectural heritage in this recently urbanized area.

The valley of the Hers River is a historic transportation corridor towards the south, where road networks, motorway and railway cross the Canal du Midi. While these infrastructures clearly mark the landscape, reinforced by the alignments of plane trees planted along the road, the Hers River goes completely unnoticed. Straightened and channelled to reduce flooding, the Hers has been forgotten in the extension of the city and the building of its infrastructures. Many secondary waterways flow into the Hers from the Lauragais hillsides but the river is mainly a north-south corridor with ecological and natural potential of particular importance in its closeness to the centre of Toulouse and for the restructuring to be carried out between the composite urban spaces located on both banks of the river Hers. This potential has recently been identified: the restoration of natural elements by Toulouse Métropole and the Syndicat du Bassin Hers Girou is being carried out section by section.

ZAC BALMA GRAMONT JOINT DEVELOPMENT PROJECT

The Balma Gramont (ZAC) joint development project site has potential for development at the metropolitan level as a result of its:

- location at the junction of two major road infrastructures (A61 and A68)
- easy, quick connection by subway to downtown Toulouse,
- rural character and availability of land while still being in the first ring of suburbs.

The site initially served various uses (work activities, shops, housing, military installations, etc.) on autonomous «pockets» of land separated by rural areas. The changing nature of the site and the heterogeneous composition resulted in a lack of overall coherence. The operation aimed in particular to link these «pockets» together around an idea of metro transfer while at the same time confirming the quality of natural habitat on this site that is bordered by hills and at the crossroads of the three river: the Hers, the Seillonne and the Sausse. The rural heritage is still very prevalent with isolated farms along the hillcrests and hedges, sunken paths and country lanes that have not been altered by urbanization. The project was integrated into the particular topography of the two ridgelines separated by the Garrigue stream in the lower part of the valley.

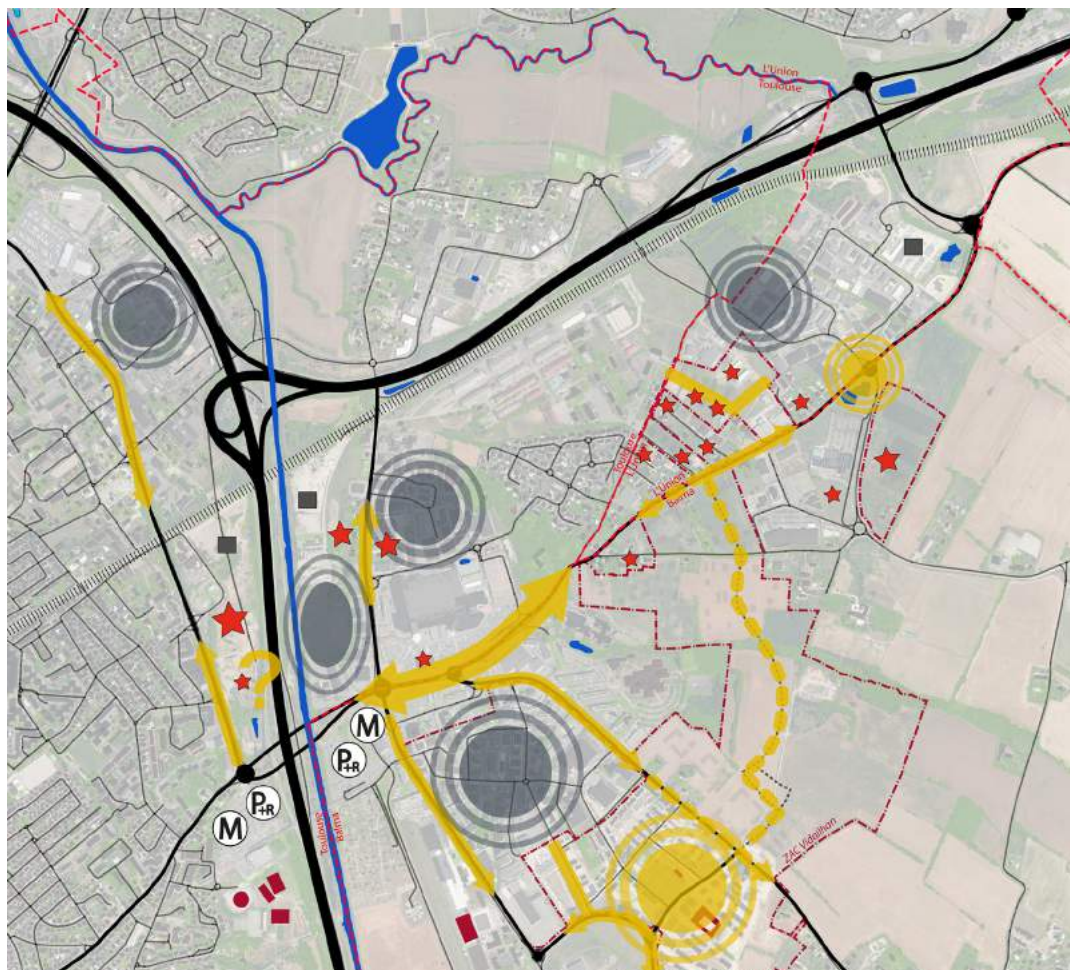
During the year 2015, the program of the ZAC Balma Gramont has evolved due to:

- the development of service programs, primarily on the edge of the ZAC,
- a recognition that the distance from the ZAC to the station reduced the influence the metro was supposed to have in the initial proposal,
- an increase in traffic congestion,
- an unfavourable situation for business real-estate property since 2010.

The reorientation undertaken by the communities and the developer has retained, in particular, adaptations in density and a postponing of part of the service sector. The creation of the ZAC Balma-Gramont was motivated by the extension of the metro line beyond the ring road. The metro contrasts with this neighbourhood of single-family houses and the landscape of this eastern part of the metropolitan area. The EUROPAN competition is an opportunity to improve urban integration, especially through a more readable and qualitative connection to the metropolitan gateway and the metro and a renewed, reconstructed Prat Gimont subdivision.

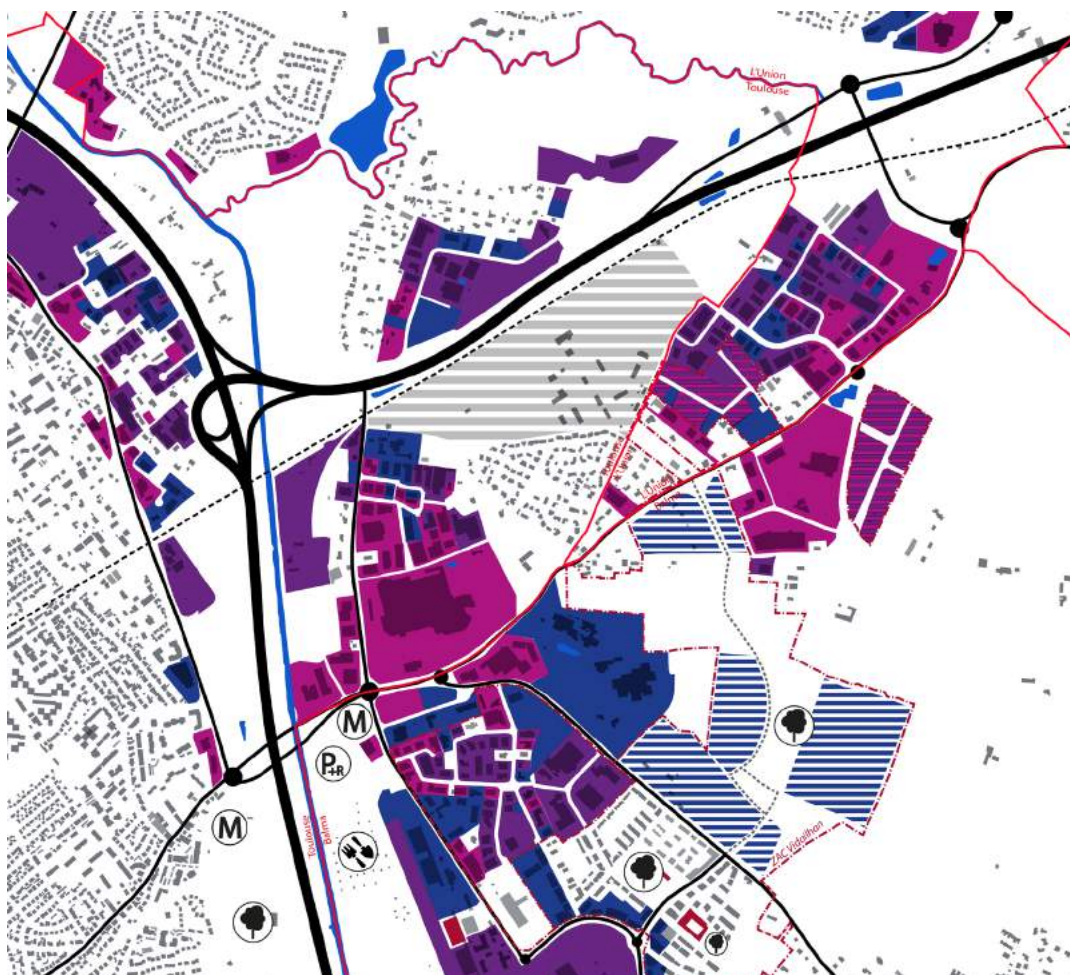
1	2	FR-TOULOUSE-SS-APo2	FR-TOULOUSE-SS-APo7 et APo8
3			
4		FR-TOULOUSE-SS-Mo6	

- limites communales
- - - périmètre ZAC, ZA
- foncier militaire
- équipement public
- Requalification en cours
- Développement projeté
- polarité émergente
- zone déqualifiée
- ★ projet en cours
- site industriel, activité impactante pour le paysage
- Maitrise foncière, collectivité partenaires institutionnels



Urban evolution: dynamics and current project

- limites communales
- - - périmètre ZAC, ZA
- foncier militaire
- équipement public
- activité commerciale
- activité tertiaire
- activité productive, artisanale
- activité tertiaire projetée
- activité artisanale/commerciale projetée



Different activities types on the project site (current and still in draft)

ECONOMIC ACTIVITY - QUALITY - ATTRACTIVENESS

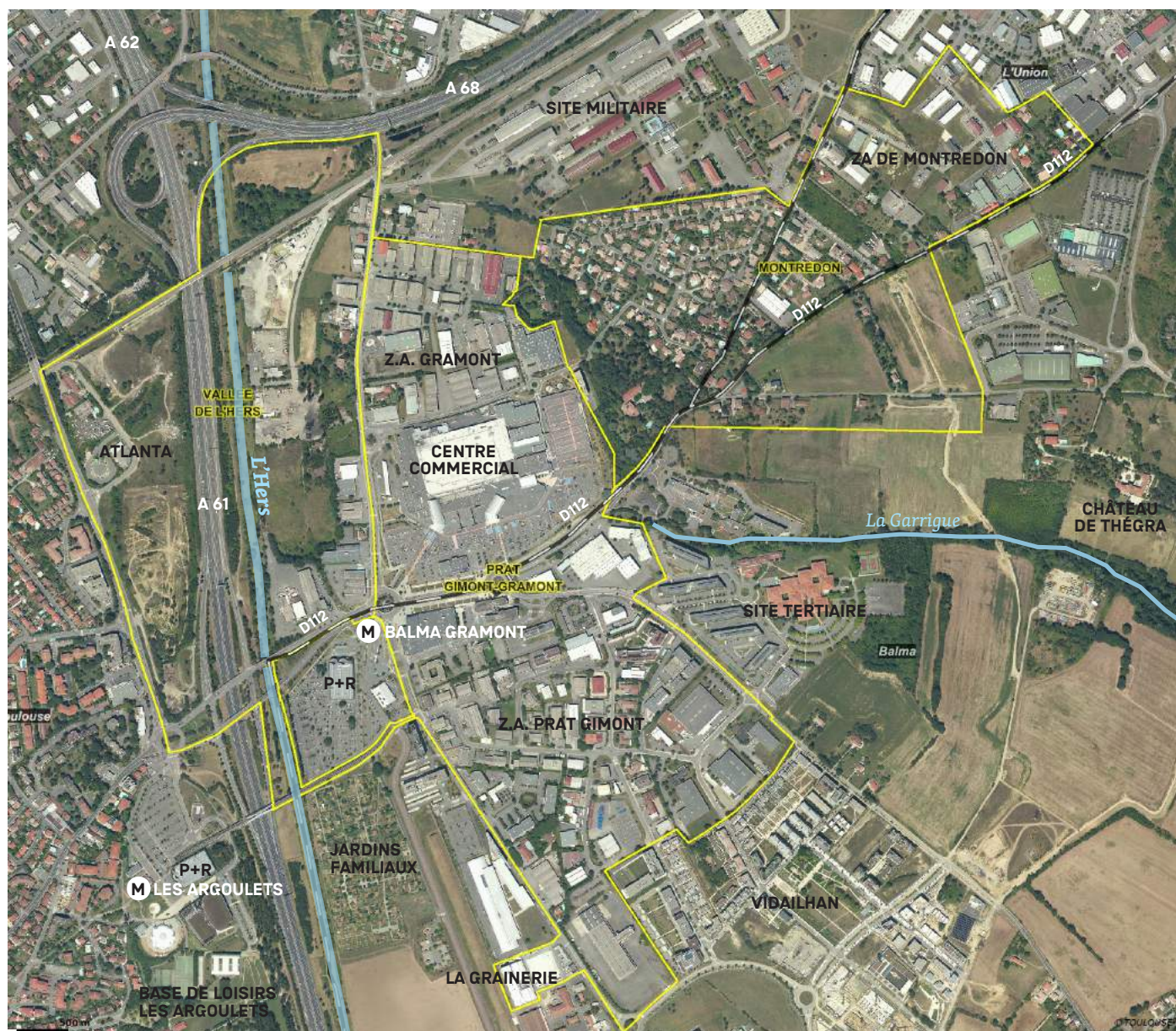
Economically, Balma Gramont brings together a large diversity of activities (service, specialty commerce, artisan, small industry), which is an important wealth but can penalize its legibility on a metropolitan scale. As mentioned above, at issue in this territory is how to manage to retain this diversity while still creating a strong identity.

Among the multiplicity of activities, it is important to take note of the Centre of Aeronautical Testing of Toulouse to the southeast of the study site. The site is fenced off and constitutes a strong, intangible barrier between the district of Vidailhan (ZAC Balma Gramont) and the Hers. Its industrial character strongly influences the urban atmosphere of the area and its closeness has an influence on the possibility of housing near to the site. If the ZAC responds to this situation by establishing a fringe of service buildings along the border with the CEAT, any future plan for Prat Gimont will have to take into consideration the relationship between a new urban fabric and this use on the site that is certainly not very gratifying, but does offer many jobs.

The commercial real estate is divers, partly aging, but includes a selection of good quality services and a few new business premises (ZAC Balma Gramont, Montredon sector). The shops although very viable are also in part old, the exception being the drive-ins which are recent. The drive-ins bring up the issue of traffic. Is a commercial activity based on driving relevant in such a context of automobile congestion?

Attractiveness is now being penalized by a lack of services for business, an aspect that could be dealt with in a more diverse urban structure.

1	FR-TOULOUSE-SS-Mo4c
2	FR-TOULOUSE-SS-Mo4d



The three project sites

PRAT GIMONT - GRAMONT, IN BETWEEN

The Prat-Gimont site raises the main questions of urban diversity, business coexistence, urban fabric and building typology, allowing diversity of uses and versatility in the programs presented. It is about imagining an intense metropolitan area with artisanal activities, specialty commerce and residential family-housing: the intermixing and interacting of uses that are at the moment juxtaposed in this territory, allowing for good, fluid access.

ACTIVITIES ON SITE

This site, between the subdivisions of private homes and the ZAC Balma Gramont (contemporary collective housing under construction), is made up mainly of commercial activity. There are:

- A shopping centre structured around an Auchan supermarket, very viable turnover but located in an aging commercial gallery. This complex is accompanied by a large parking lot and parking silo with multiple uses (access to the surrounding shops, carpooling, etc.) as well as numerous «commercial units» on nearby sites on the model of city entrances. The quality of these commercial business premises is very diverse, but they are mostly aging.

- Artisanal activity in the subdivisions of Prat Gimont (south of the RD 112, municipality of Balma) and Gramont (north of the shopping centre, municipality of Toulouse). These old subdivisions are largely not very good quality and are aging, but there are recent developments notably in Prat Gimont, which, if they improve the quality of the whole, tend to freeze the current situation for the near future and thus compromise attempts at re-composition. Indeed, some recent changes have taken place internally (construction of a small service-sector building, zoning changes for some lots on the edge of the subdivision along the roadway to create small catering, reclassification of commercial premises, etc.).

- Service sector activities, particularly for Bancassurance. It is an attractive centre, particularly in the northeast. It has long compensated for a lack of tertiary services in the city centre. Its accessibility is somewhat limited, efficient via the public transport network but saturated on the road network.

As can be seen from this list, the site is a juxtaposition of mono-typological uses. This model is to be called into question because it does not allow for connections between activities, evolves little (fragmentary, transport dedicated to a single activity, etc.), and makes legibility of the area difficult by creating enclaves.

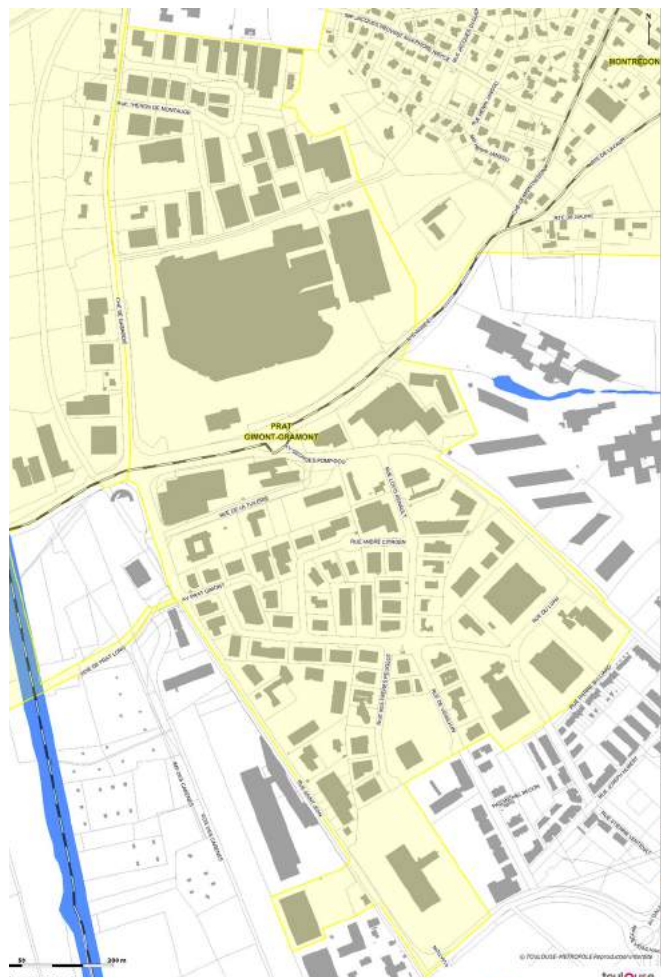
Moreover, the types of activity and commerce on this site are typically found at the entrance to a city or in peripheral territories. However, Balma Gramont is today in the heart of the city of Toulouse. These typologies are no longer adapted to the potential of this site (great proximity to the city centre, subway service, etc.)

Although the service-sector model is of better quality, it is nevertheless a mono-typology isolated from its urban context (subdivision environment), which does not necessarily correspond to the strong urban environment to be proposed here.

MOBILITY

The site, with the terminus for metro line A, presents all the difficulties of mobility in the area:

- an overflow of cars from the parking garage silo onto surrounding streets, notably in the subdivision of Prat Gimont
- very heavy rush-hour traffic congestion, notably on the RD 112 and Rue Saint-Jean, a problem known throughout the metropolitan area
- freight transport for artisanal work and a few industrial-sector activities in the area (building and public works, etc.)
- absence of continuity for pedestrian modes and clear access to the metro beyond the immediate area, little walking or biking in the neighbourhood.



The mall and its silo parking, economic and commercial area landscape, Prat Gimont site - Gramont

RUPTURES AND ENCLAVES

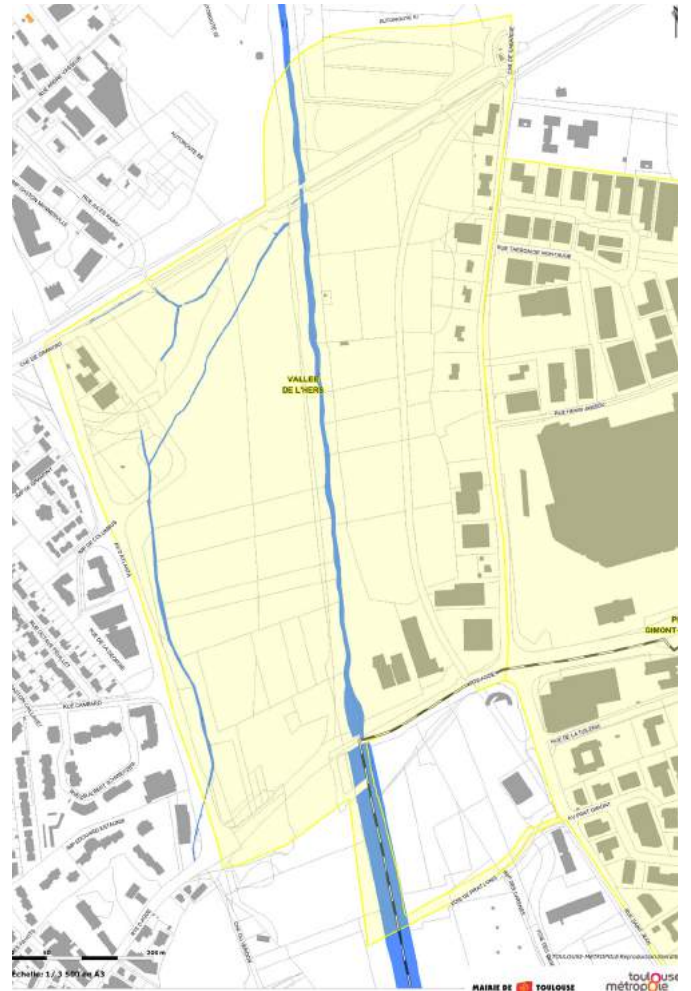
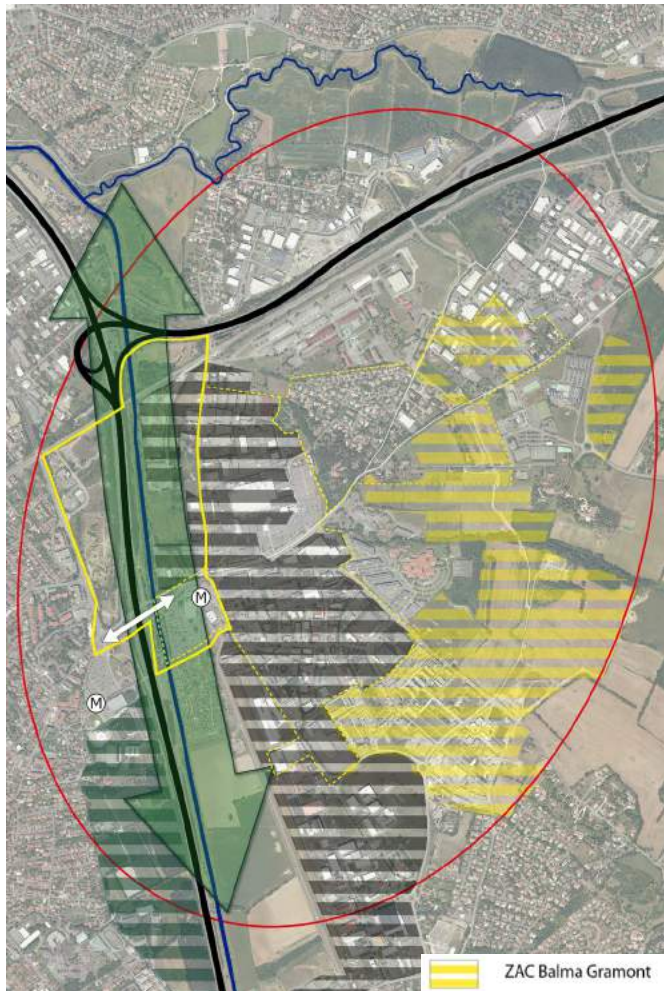
The aging subdivision of Prat Gimont separates the ZAC Balma Gramont from the metro Balma Gramont. This urban fabric, a subdivision of small properties independent of the context, must be studied to propose an organization (of land, public space, programming, typology) that connects the ZAC to the metro, responds to the needs of artisanal activity and connects Vidailhan to the city via the metro. In Gramont, the question of how to integrate the single-family housing subdivision into the urban fabric also arises, albeit in a less crucial way (no major connection issues).

The CEAT (Toulouse Aeronautical Testing Centre, military research) borders the neighbourhood and strongly impacts the urban environment. It forms an atypical vis-à-vis for the ZAC and also blocks access to the Hers. The Grainerie, a cultural centre of metropolitan importance, is hemmed in. How can it be integrated into the urban fabric? A connection is to be found especially with the district of Vidailhan through Prat Gimont. One can point out the former Duchène logistics transport site currently vacant, which could be a key real-estate opportunity on this complex territory.

PROGRAMMES ORIENTATIONS

- How do we intervene on the quality of commercial buildings and areas dedicated to services, such as car parks, storage, etc., in order to respond to the evolution of the neighbourhood and the expectations of the residents?
- How to make legible good qualify environmentally friendly routes (pedestrian and cycling) from the ZAC to the metro, to the main shops, cultural activities (i.e. Cartoucherie) and sports facilities?
- What activities could be programmed for the subdivision of Prat-Gramont so that it is transformed and participates in the exchange and diversity of urban life?
- What process should be put in place so that the fringes of the ZAC are more porous, especially vis-à-vis the CEAT?

1	2	FR-TOULOUSE-PS1-AP02	FR-TOULOUSE-PS1-M01
3		FR-TOULOUSE-PS1-PO3	



The Hers valley, axis and potential structuring landscape

THE HERS VALLEY, AN URBAN GATEWAY

The countryside of the Hers valley, the ring road and the break they form is a threshold for the city of Toulouse. Although on the fringe of the city, Balma Gramont represents a place of intense urban activity, economic-commercial centres and a transportation hub. At issue is the duality between the banks of a single axis and the presence a river can have in a urban context of commerce and heavy infrastructures.

BALMA GRAMONT AND LES ARGOULETS/ ATLANTA

This site is to be understood as the embankments of a double north-south axis: the Hers and the ring road. It is here that the relationship between Balma Gramont and Les Argoulets, as described above, is an issue. What type of relationship and what connections are there between the two banks? Their independent functioning at the moment leaves these two isolated from each other. This situation can be reinforced by defining two strong, unconnected identities. On the other hand, the commercial development on Les Argoulets side could lead to a mixed economic area on both sides of the bridge. The bridge then becomes a local infrastructure (environmentally friendly modes of mobility) as much as an infrastructure for transit on a metropolitan scale. The cohabitation of these two needs then to be established.

The enthusiasm shown by project managers for the Atlanta site on the west bank (currently a motocross terrain) would argue rather for this second option. Indeed, in view of the exceptional situation of the site (accessibility, proximity to the city centre, attractive commercial site) and the real-estate burden, emerging projects are going in the direction of commercial and leisure programmes (possibly supplemented by the service sector), which would encourage a close relationship with the commercial centre Balma-Gramont beyond its own physical limits.

We are here on the fringe the main economic sector in the area, with an enormous diversity of commercial activity: retail shops, aging establishments (Kiabi), new premises (drive-in Auchan), small artisanal activity and industrial space (building and public works). The programme needs to questioning the relationship between commercial activity and the countryside, in direct proximity to both the metro and the banks of the Hers. What is relevant and in what form?

THE HERS VALLEY

The countryside and specifically the valley of the Hers river could be important elements to be highlighted on the site of Balma Gramont. As mentioned above, this natural heritage can become a strong symbol of identity for the metropolitan gateway, which is in increasing competition with other metropolitan economic zones. This dimension is, on the Argoulets side, combined with a wide range of sport and leisure activities. Some use is made of green spaces on the east side, such as shared gardens or parks in the Vidailhan district. This logic can be carried further in a re-conquest of the surrounding countryside, especially along the banks of the Hers.

The Hers is also close to other rivers and nature or agricultural areas. There is also an issue of creating green ecological networks, connections to be made and/or strengthened between these areas.

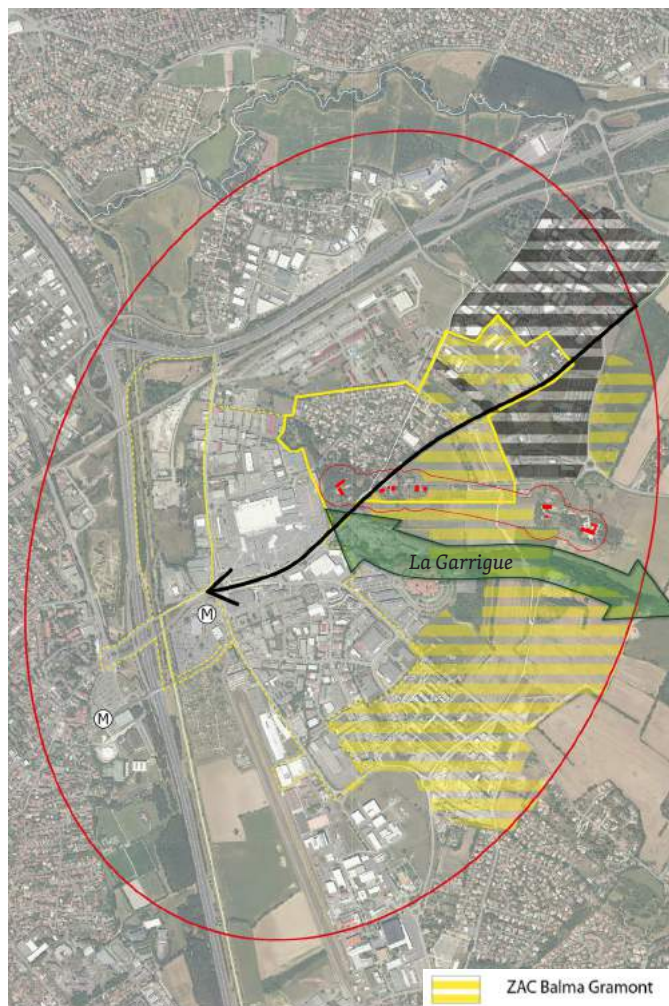
This site also poses an essential question on the status of the Hers river for the greater metropolitan area. The river is a threshold for the entire eastern area of Toulouse. Identified as an ecological corridor to be restored, the Hers Valley has long been denied its ecological, natural and visual worth, disappearing behind the infrastructures that run along it. The relationship between banks, between production and countryside, the possibility of using the banks of the river, their accessibility, the ring road-river duality, are questions that arise over the whole length, far greater than the Gramont site.

PROGRAMME ORIENTATIONS

-Les Argoulets / Atlanta are two sites on both sides of the ring road which belong to the ecological continuum of the valley of the Hers. What can be put in place to give this situation legibility?

-The valley of the Hers river: How can a nature area integrate infrastructures related to mobility?

1	2	FR-TOULOUSE-PS3-AP02	FR-TOULOUSE-PS3-P04 et P01
3		FR-TOULOUSE-PS3-M01	



Montredon area of activity: encounter of Balma hillsides and the city gateway



MONTREDON, ENTRANCE TO THE CITY/CITIES

What possibility of urban diversity is there on the Montredon site, which is less intense than Balma Gramont? What way of living can be proposed for this area, which has a slightly lower density? What typology could be introduced other than the single-family home applied to all functions at the moment? What programme would create diversity and interaction and thus a real entrance to the city? How can we make the best of this remarkable landscape, the belvedere of Toulouse, enjoyed by Montredon? How best to highlight the architectural heritage?

How to construct a area for living that straddles three communes and deals with the strong inter-communal atmosphere?

THE SUBDIVISION MODEL, BETWEEN AN OLD URBAN FABRIC AND THE FUTURE ZAC

Montredon is located at the eastern entrance to the district of Balma Gramont on both sides of the RD112. As in Prat Gimont, there are mono-functional groups on the model of subdivision: commercial premises, workshops and residential housing. It is at the interface between relatively old buildings (housing and businesses) and new areas: the northern area of the ZAC Balma Gramont, the artisanal part is under construction (north of RD112) while the residential area is still in planning (south of RD112). If the typology of the subdivision prevails (isolated buildings surrounded by open space on a individual lots, external parking), the age and quality of buildings and of private and public space are very unequal. A limited supply of services as well as a low level of transport connections also questions the vocation of this mixed sector. Should commercial activity not be privileged? Should business be encouraged in this mixed sector that has a limited supply of services and few transport connections?

ENTRANCE TO THE CITIES

This site raises the issue of the organisation of entrances to the city: an accident-prone departmental road (RD) lined with plane trees, signs and commercial and artisanal premises. The progression along this axis is from commercial to artisanal areas, to the old hamlet and then down the hill past forested areas on either side of the road

to finally arrive at the Gramont business area. One passes through areas of nature and architectural heritage, from the peri-urban to the metropolitan.

The structure of a peri-urban area is in question here. What mix can be found between production, commerce and housing in these transitional zones that are less dense and less accessible but nonetheless urban territories? What way of living could be planned for the inhabitants and users of these territories? It is as much an issue of urban organisation as architectural typology and forms of living, working and producing that are adapted to this situation.

RD112 is a road bordered by plane trees that was simply the entrance to the city. It has changed status and is creating urban planning issues. As urbanization has arrived, changes are occurring on each side of the road, direct accesses have been added that alter use of the road. Many businesses are commercial premises have integrated with neighbouring housing and are causing pedestrian traffic. This roadway currently offers no options for environmentally friendly modes of transportation. The RD112 has evolved from a simple road to an urban infrastructure, which raises issues on its continued development but also on the degree of traffic it can support at a metropolitan scale. These questions are linked to the issue of infrastructure for a city entrance and peri-urbanity.

WHAT IS THE PLACE OF HOUSING?

Housing (small-scale collective projects) is making a little-controlled appearance in Montredon. Indeed, real-estate development is exerting a significant pressure on these attractive spaces with good road access and the nearness of the metro station. However, any new residential development in this area raises the question of what public services and facilities are available for the new inhabitants. These sites are on the periphery of the municipalities concerned. The centres of Balma and L'Union are remote as are also their facilities.

Given current construction dynamics, the emergence of a «district» is to be anticipated, a new district in the sense of an urban entity composed of housing units in the «Gramont residence» (in Toulouse), future housing units in the ZAC (in Balma), housing units from the tip of Montredon in L'Union subject to spontaneous changes, from the hamlet of Gramont (set of old houses at the intersection of the RD and the Gauré road) and business and commercial premises in L'Union and Balma.

1	2	FR-TOULOUSE-PS3-AP02	FR-TOULOUSE-PS3-P04 et P01
3		FR-TOULOUSE-PS3-M01	



D112 road follow or cross the three European sites, here on the Montredon site



Thégra castle, witness of some of the historical heirloom on the site

INTER-COMMUNAL

It can be seen that the urban reality here does not match with administrative boundaries. This group, united around a major transport route, is isolated from any existing urban centre and situated on the periphery of the three communes concerned. It is therefore pertinent to ask the question of amenities (meeting places, local shops, public transport services, business services, restaurants, etc.) available to suburban and trans-communal users.

HERITAGE

The Montredon site harbours certain architectural and natural heritage assets.

- A landscape of agricultural hills and streams, of varying natural environments and atmospheres, of topography with a panorama of the Toulouse plain with Balma Gramont in the foreground. The relationship between this not very dense urban fabric and the agricultural lands that are all too rare in the metropolitan area, between city and countryside, between integrating and preserving the ecological corridors, tied to the mainly artisanal activity, have to be questioned.

- The Hamlet of Gramont, a group of older homes to the south of Montredon, is one of the rare traces of the past in this territory. It is along the route running parallel to the Garrigue stream between the chateaux of Gramont and Thégra. The ancient dwellings are now threatened by the real estate pressure exerted on these territories and one has to question what place or use they may have in the future of Montredon. Their role is necessarily unique, as they are an unrivalled element in the surrounding contemporary urban fabric

PROGRAMME ORIENTATIONS

-How to intervene on the quality of buildings for artisanal activities or production and areas for services such as car parks, storage, etc. to encourage greater diversity in the neighbourhood?

-How to make legible environmentally friendly (pedestrian and bicycle) and local pathways in Montredon. How should the RD112 be defined, what role should it have?

-What is the long-term evolution of this type of urban fabric? Should housing, at the moment limited but increasingly being constructed with little control, be encouraged?

1	FR-TOULOUSE-PS3-P05
2	FR-TOULOUSE-PS1-P12



FR-TOULOUSE-PS1-AP01

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FR-TOULOUSE-PS1-P01 to FR-TOULOUSE-PS1-P05

PHOTOGRAPHS - PROJECT SITES

THE HERS VALLEY





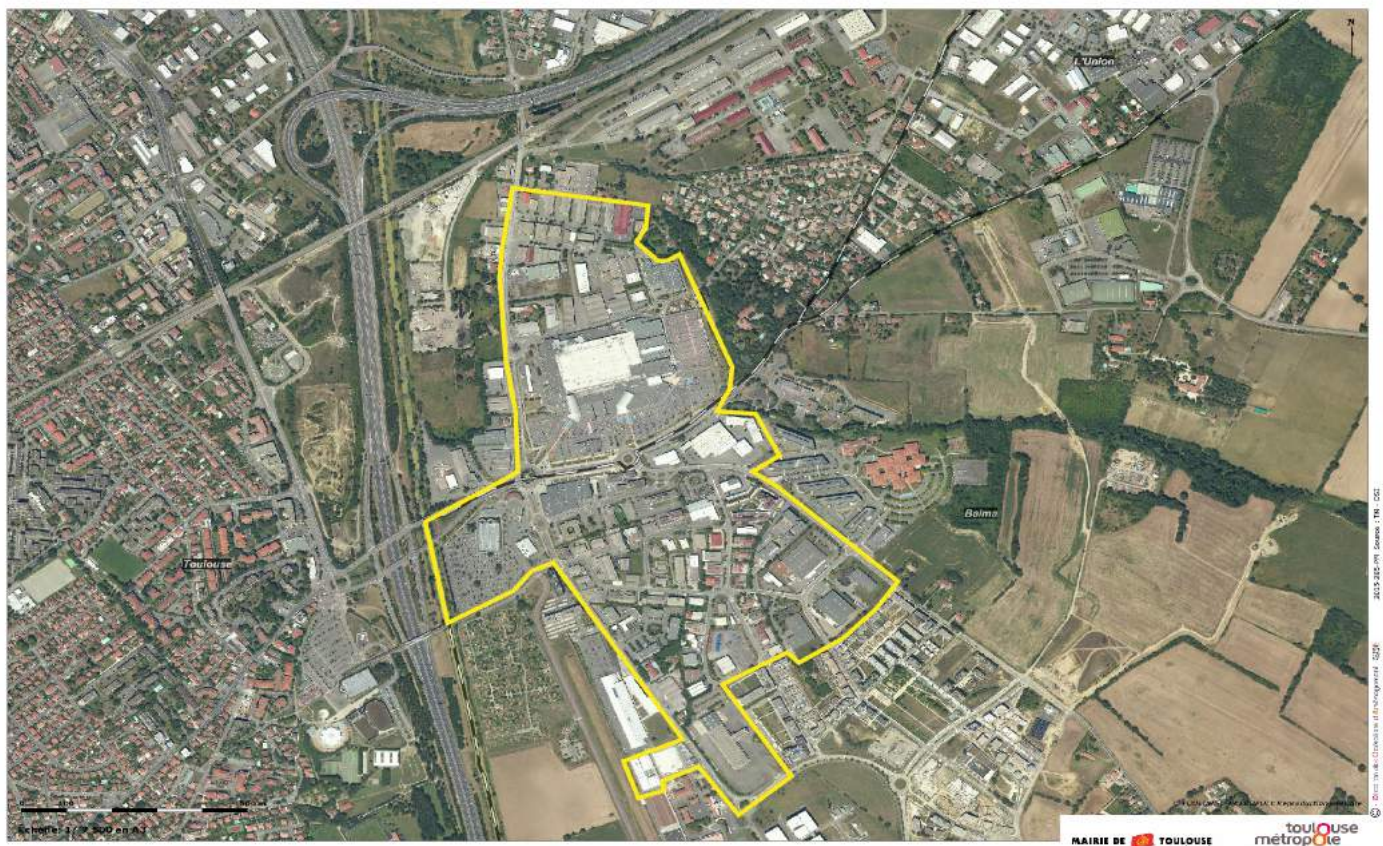
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FR-TOULOUSE-PS1-P11 to FR-TOULOUSE-PS1-P14



FR-TOULOUSE-PS2-APo1

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05	06

FR-TOULOUSE-PS2-Po1 to FR-TOULOUSE-PS2-Po6

PHOTOGRAPHS - PROJECT SITES

PRAT GIMONT GRAMONT





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FR-TOULOUSE-PS2-P07 to FR-TOULOUSE-PS2-P14



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18	

FR-TOULOUSE-PS2-P13 to FR-TOULOUSE-PS1-P18



FR-TOULOUSE-PS3-AP01

01	02
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05	06

FR-TOULOUSE-PS3-P01 to FR-TOULOUSE-PS3-P06

PHOTOGRAPHS - PROJECT SITES MONTREDON





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FR-TOULOUSE-PS3-P07 to FR-TOULOUSE-PS3-09



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FR-TOULOUSE-PS3-P10 to FR-TOULOUSE-PS3-P15

AGGLOMERATION - TERRITORIAL SCALE

FR-TOULOUSE-C-AP01.JPG	Toulouse Metropolis aerial view
FR-TOULOUSE-C-AP02.JPG	Toulouse EuroSudOuest (TESO) semi-aerial view
FR-TOULOUSE-C-M01.JPG	Toulouse urban area map
FR-TOULOUSE-C-M02.JPG	Urban area evolution
FR-TOULOUSE-C-M03.JPG	Urban area road network evolution
FR-TOULOUSE-C-M04.JPG	Urban area main transports facilities
FR-TOULOUSE-C-M05.JPG	Urban area inhabitants evolution from 1975 to 2009
FR-TOULOUSE-C-M06.JPG	Urban area jobs number evolution from 1975 to 2009
FR-TOULOUSE-C-M07.JPG	Urban area median family size evolution from 1975 to 2009
FR-TOULOUSE-C-M08.PDF	Toulouse Metropolis map
FR-TOULOUSE-C-M09.JPG	City of Aurillac Local Urbanism Plan (PLU) - North board
FR-TOULOUSE-C-M10.JPG	Toulouse Metropolis major tertiary hub map
FR-TOULOUSE-C-M11.PDF	Transports map
FR-TOULOUSE-C-M12.JPG	Metropolitan gateway of the metropolis diagram
FR-TOULOUSE-C-M13.JPG	Metropolitan gateway of the metropolis diagram
FR-TOULOUSE-C-M14.JPG	Metropolitan gateway of the metropolis lay-out (Source : SCOT)
FR-TOULOUSE-C-M15.JPG	Toulouse agglomeration economic sites (Source : SCOT)
FR-TOULOUSE-C-M16.JPG	Jobs area network serving Source : SMTC Tisséo Data : Territoire de l'économie - AuaT
FR-TOULOUSE-C-PS01.JPG	Cartoucherie ZAC project perspective

STRATEGIC SITE - URBAN SCALE

FR-TOULOUSE-SS-AP01.JPG	Strategic site aerial view
FR-TOULOUSE-SS-AP02.PDF	ZAC Balma-Gramont perimeter aerial view
FR-TOULOUSE-SS-AP03	Strategic site semi-aerial view
FR-TOULOUSE-SS-AP04.JPG TO FR-TOULOUSE-SS-AP13.JPG	ZAC Balma-Gramont semi-aerial photographs (Source: Oppidea)
FR-TOULOUSE-SS-M01.JPG	From metropolis center to Balma-Gramont gateway (Sources : Aua/T)
FR-TOULOUSE-SS-M02A ET M02B.JPG	Diagram : urban intensity from Capitole to Balma-Gramont (Sources : Aua/T)
FR-TOULOUSE-SS-M03.JPG	Urban development from the center to the Lyon gateway
FR-TOULOUSE-SS-M04A.JPG TO FR-TOULOUSE-SS-M04E.JPG	Strategic site cartography (polarity, accessibility, green and blue frame, etc)
FR-TOULOUSE-SS-M05.JPG	Cartography coming from the development guide plan of Balma municipality
FR-TOULOUSE-SS-M06.JPG	Vidaillhan district mass lay-out, ZAC Balma-Gramont

LIST OF DOWNLOADABLE DOCUMENTS

PROJECT SITE - ARCHITECTURAL SCALE

FFR-TOULOUSE-PS-AP01.JPG	Project sites aerial view
FR-TOULOUSE-PS-AP02A AND AP02B.PDF	Project sites aerial view
FR-TOULOUSE-PS-AP02C.PDF	Local Urbanism Plan (PLU) aerial view
FR-TOULOUSE-PS-M01 AND M02.DXF	Project sites cadastral plans
FR-TOULOUSE-PS1-AP01 ET AP02.JPG	Hers valley site aerial view
FR-TOULOUSE-PS1-M01 ET M02.PDF	Hers valley site cadastral plans
FR-TOULOUSE-PS1-P01.JPG TO FR-TOULOUSE-PS1-P14.JPG	Hers valley site photographs
FR-TOULOUSE-PS2-AP01 ET AP02.JPG	Prat-Gimont site aerial view
FR-TOULOUSE-PS2-M01 ET M02.PDF	Prat-Gimont site cadastral plans
FR-TOULOUSE-PS2-P01.JPG TO FR-TOULOUSE-PS2-P19.JPG	Prat-Gimont site photographs
FR-TOULOUSE-PS3-AP01 AND AP02.JPG	Montredon site aerial view
FR-TOULOUSE-PS3-M01 AND M02.PDF	Montredon site cadastral view
FR-TOULOUSE-PS3-P01.JPG TO FR-TOULOUSE-PS3-P15.JPG	Montredon site photographs
FR-TOULOUSE-T.PDF	Site brief
FR-TOULOUSE-T-ANNEXE 1.PDF	Tab/agglo 2014 Toulouse urban area description (Source: aua/T)
FR-TOULOUSE-T-ANNEXE 2.PDF	Guide plan 2030 Grand Paric Garonne, avril 2012 (Source : Toulouse Metropolis)
FR-TOULOUSE-T-ANNEXE 3.PDF	Development guide plan of Balma municipality, avril 2016 (Sources: aua/t, city of Balma)
FR-TOULOUSE-T-ANNEXE 4.PDF	Balma Gramont study - metropolitan gate, mai 2016 (Source: aua/T)

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