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**PROJECT SCALES:** L + S (Urban et architectural)

**TEAM REPRESENTATIVE:** architect and/or urban planner and/or landscaper

**SITE FAMILY:** From productive area to productive city

**LOCATION:** Département of Cantal, city of Aurillac, city centre

**POPULATION:** Aurillac Agglomeration : 57,000 inhab. ; city 26,572 inhab.

**STRATEGIC SITE:** 50 Ha. **PROJECT SITE:** 7,3 Ha.

**SITE PROPOSED BY / ACTORS INVOLVED:** City of Aurillac in partnership with SEBA15 (Semi-public development company for the Aurillac Basin), Cantal UDAP (public architecture and heritage office for Cantal) and Caisse des Dépôts (public management office)

**OWNER(S) OF THE SITE:** Community of Aurillac and ENGIE (parcelle AN 240) and the old offices of the public veterinary services DSV (Cantal County Council)

**COMMISSION AFTER COMPETITION:** urban and/or architectural feasibility studies and/or project development to initiate with partners

## HOW CAN THE SITE CONTRIBUTE TO THE PRODUCTIVE CITY?

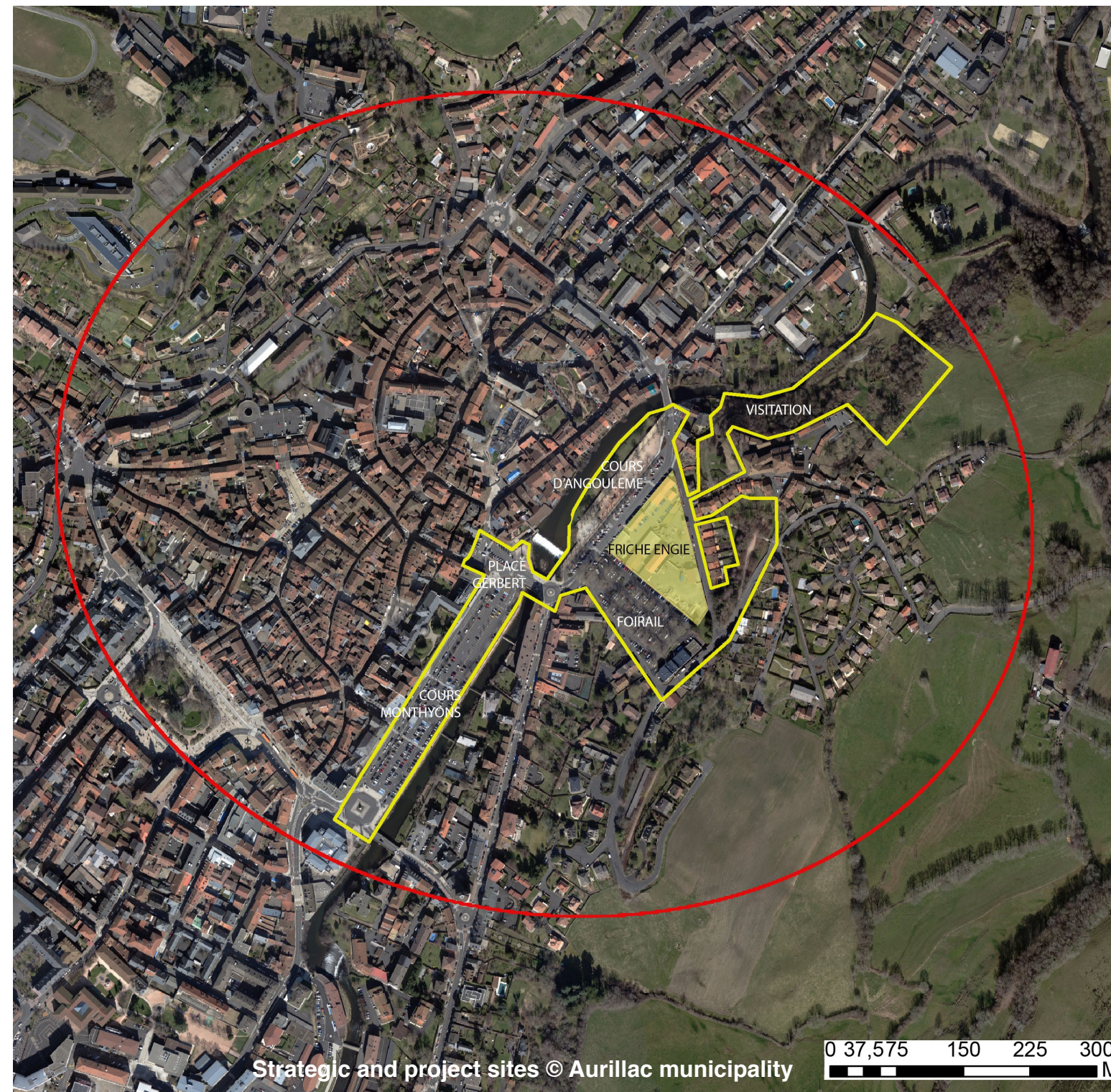
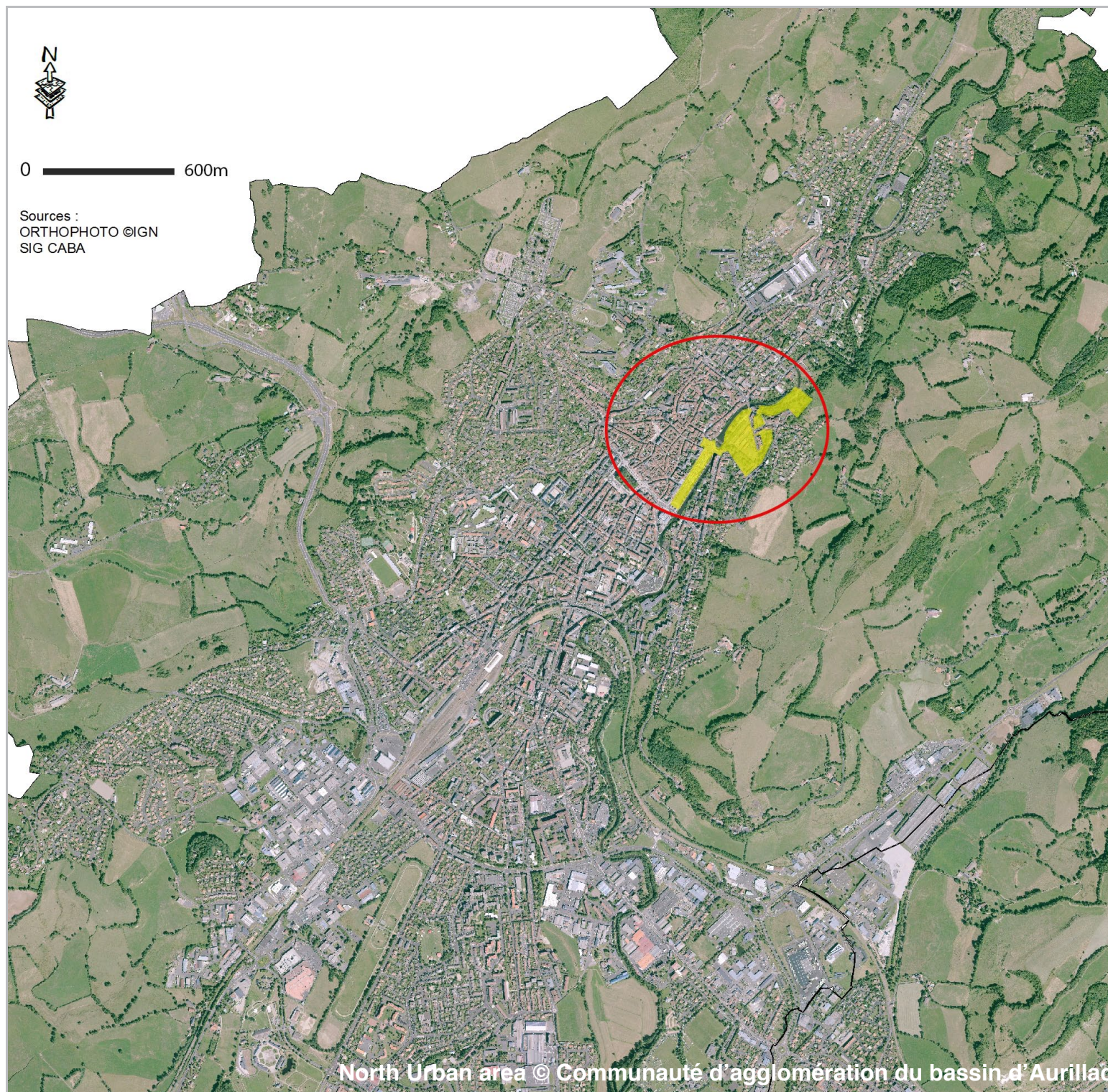
The site is on the left bank of the river, pendant to the medieval city centre on the right bank. This exceptional situation opens up new possible relations between the downtown and the site. It is made up largely of the 10,000 m2 abandoned ENGIE site. The extreme proximity to the medieval centre offers a chance to confront problems of the future. How is one to manage mobility in the heart of the city ? How organise local services and re-qualify a public place along the bank of the river? How to hang up the typological peculiarities of the medieval center to the production of a contemporary city? How does the built heritage become alive, busy and productive ? These issues have also to take into consideration residential areas that are part of the project site.

## CITY STRATEGY

The municipality's strategy is to promote vibrant housing and commercial development downtown rather than on the periphery. Urban change is gradually increasing and making it possible to bring working and living back to a central position of daily life. «Living and working in the heart of the City» occurs with concrete projects whether in housing (participatory housing, block reclassification) or commercial and tourism development (renovation of the covered market).

The municipality also wishes to increase commerce. At issue is comprehensive new thinking on urban transport to improve access to the city centre and the quality of public spaces at the moment clogged with parking.





## SITE DEFINITION

Aurillac is a town of 26,572 inhabitants on the banks of the Jordanne River in the department of Cantal. Its medieval city centre has all the services and administrative offices needed by the population in the city and from the suburbs near and far. Therefore, the city is subject to a flow of traffic that generates nuisances, traffic jams and especially a lack of parking spaces in the city centre.

The competition site is situated on the left bank of the Jordanne, connected directly to the centre of Aurillac and tied into the larger landscape. The site, buffering between the dense historical business centre and a more diffused work and residential area, should play a much greater role than it currently does.

## HOW IS PRODUCTION CONSIDERED IN THE URBAN DIVERSITY PROGRAM ?

An attractive «productive» city centre has to conserve the major services of greater Aurillac, attract new businesses and provide housing for the people who work in the city. The European project should bring to the revitalization of the city centre proposals for improving the use of public spaces and dealing with cars. By concentrating parking on the old ENGIE site, the project will free up public space for pedestrians.

Taking into consideration diversity and common use, the program for the abandoned site is composed of parking space and car-related services as well as local services and even tourism-related services. (car sharing, urban agriculture, development of street-art festival activities, etc.

It will be a question of restoring a dynamic life in the city center by developing innovative and mixed housing environments associated to new practices. The reappropriation of the public place can crossby the artistic and cultural production, commercial animations, the creation of places of meeting and exchanges and the innovative cultural facilities: artists' residences, scenic appropriables spaces by all, street theater, art in the city ...

To encourage a productive urban transition: the time management could lead to innovative urban practices that temporarily occupy spaces. These could be cultural activities but also production that would develop over a limited time under favourable economic conditions and help develop an identity for the neighbourhood.



Europas 14 - Aurillac - France



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Aerial view on the medieval district and the project site © Aurillac municipality





ENGIE abandoned site



medieval district



Jordanne bank and medieval district near the project site



cours d'Angouleme and the ENGIE site



cours Monthyons parking lot