



View from the Lauch valley, also named Florival valley © paysages.alsace.developpement-durable.gouv.fr

PROJECT SCALES: L + S (Urban et architectural)

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

SITE FAMILY: And productive again!

LOCATION: Department Haut-Rhin, Community of Communes of the Region of Guebwiller, city of Guebwiller, the Florival Valley

POPULATION: City : 12.000 inh / Community of communes : 40.000 inh

STRATEGIC SITE: 47 Ha. **PROJECT SITE:** 6,6 Ha.

SITE PROPOSED BY / ACTOR(S) INVOLVED : City of Guebwiller and NSC FLORIVAL in partnership with Etablissement Public Foncier Alsace, Massif des Vosges

OWNER(S) OF THE SITE: City of Guebwiller and NSC FLORIVAL

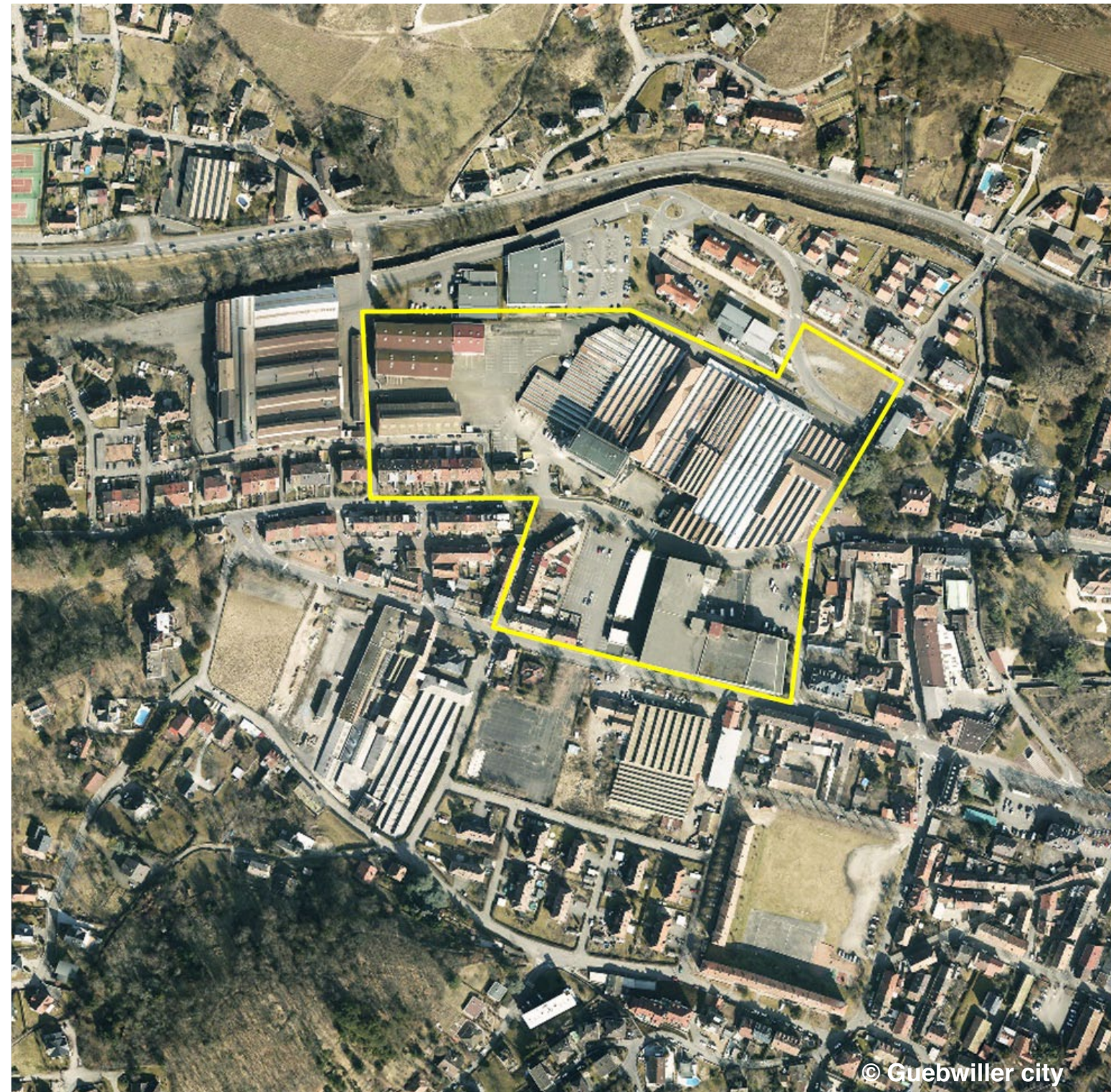
COMMISSION AFTER COMPETITION: urban study and masterplan for strategic site, project development for public spaces, architectural feasibility study and implementation

HOW CAN THE SITE CONTRIBUTE TO THE PRODUCTIVE CITY STRATEGY?

Northwestern part of Guebwiller is mainly occupied by old textile industries that significantly contributed to the economic development and attractiveness of the city during the 19th and 20th centuries. Today, the textile activity has been highly reduced. However, rope manufacture has been maintained and a part of the site has been reconverted into textile machinery manufacturing intended for export. In partnership with NSC Florival, the city is willing to undertake a progressive transformation of this site, located in the heart of the city. They are also eager to initiate a balanced requalification of the territory by implementing various urban functions, including productive activity in order to provide new answers for purposes of employment and life quality.

On the territorial scale, Guebwiller is considered as a main urban pole. The city gathers the main equipments and is expected to strengthen, together with the cities of Soultz, Buhl and Issenheim.

As Guebwiller is located at the entrance of the valley, the city can no longer be extended. Thus, this constraint should be changed into an asset and encourage the city to consider its development by involving its own industrial wastelands in partnership with private actors. The city is eager to encourage new economic activities and to reinvigorate the city centre in order to generate a transformation dynamic and to improve living conditions, including a better air quality thanks to energy-saving constructions.



SITE DEFINITION

The city of Guebwiller is located at the entrance of the Florival Valley, on the wine route, along the Lauch River, on the north-facing side of the Rehbrunnenkopf mountain (Δ 632 m) and the left bank of the Lauch River, on the sunny slope of the Oberlinger mountain (Δ 586 m) partly occupied by a renowned vineyard that has four « Grands Crus ».

The strategic site covers the wastelands area, the connection with the historical centre, the primer hillsides and also the adjoining urban developments.

The strategic site, situated next to the city centre, extends over a 12 ha area, on the edge of the municipal territory. In the 19th century, the industrial companies settled next to the Lauch River and the main roads.

The project sites: a first project site includes an urban cluster mainly occupied by the « Louvre » building, a reinforced concrete 1.000 m² building from

1920 which has wide floors and large glazed surfaces. The rest of the cluster is occupied by small city buildings which were formerly intended to workers. A second project site is made of various industrial buildings, presenting a remarkable architecture with sandstone facades connected by shed roofs from various eras, creating a covered floor surface of over 18.000 m².

HOW IS PRODUCTION CONSIDERED IN THE URBAN DIVERSITY PROGRAM ?

The city of Guebwiller wants to pursue a strategic reflection on the future of these industrial brownfields, formerly located in its periphery and now integrated in the urban tissue. What project process can be implemented to reactivate production in the city? NCS Florival has been demonstrating that keeping their activity in the city was possible. Thus, they participate to the urbanity of this emerging part of the

city. Meyer SansBoeuf, a cordage company, which is also included in the study perimeter, has maintained its activity.

On the other hand, since 2015, there are several ongoing projects located on the edge of the wastelands, such as the construction of “Gendarmerie” barracks supported by the city but also private housing and services projects.

What activities could find a way back in town? How can this part of the city be redesigned and connected with the existing city? How can inhabitants get involved? The city of Guebwiller can no longer be extended because of the conurbation. How can the wastelands be regained by introducing activities and this way, enable the city to create a new district? The city of Guebwiller and NCS Florival are expecting from Europen a prospective vision that would use the assets of the city to make it productive (again). This raises the question of the activities coexistence and their connections with the different components of the city such as housing, shops, offices, equipments and public spaces.

Europar 14 - Guebwiller - France



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Louvre Building, from the street Théodore Deck



View of the building 28, plot NSC from the street République



Louvre Building



View of building 26, 28, 34, 20 and 3, plot NSC , from the roof of the Louvre



Interior view of Louvre building



Interior view of building 39, plot NSC