

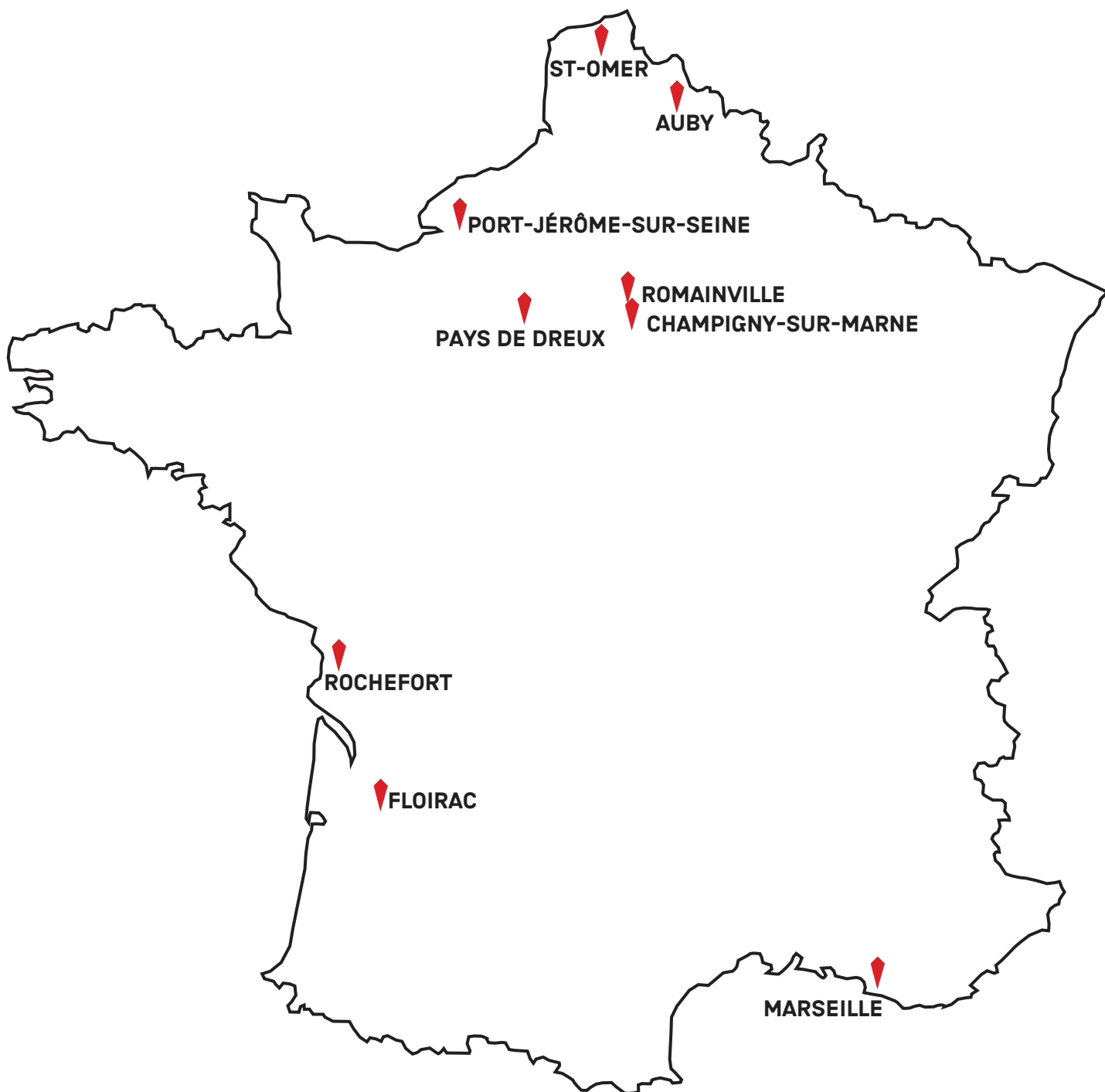


Productive
cities 2

MARSEILLE

IDEAS FOR THE 'MEDITERRANEEN' PRODUCTIVE DISTRICT

Site brief



EUROPAN_30 YEARS AND EVEN + CREATIVITY

The europan competition's 30th birthday was celebrated at the Cité de l'Architecture & du Patrimoine in December 2018¹. The 15th session of the biennial competition is outstanding for both the significance of the birthday and for its youthful visionary sharpness. Productive Cities in a second consecutive session is one of the timeliest themes for the evolution and transformation of our society

VILLES ET ARCHITECTURES EN DÉBAT (CHANGE AND CONTINUITY)

In a book to be published in March 2019², Chris Younes, Alain Maugard and Céline Bodart underline the importance of competition stratification, one theme leading to another in a chain reaction at the rhythm of the resulting projects; starting with the theme «Changing Lifestyles and Housing Architecture», which takes up where the last PAN³ left off, and then the resulting projects; in the first session, sites were chosen with a certain degree of contextual abstraction and distance by the candidates.

Ideas from the first batch of winning projects, once selected and analysed, outlined a path for the themes that were to follow. These in turn developed further under the influence of subsequent projects. This dance has now been joined by the cities, the sites and local partners, all vital actors in the process. Undoubtedly, this productive cycle feeds the ecosystem Chris Younes mentions. «To participate in European is to become part of a «creative transcultural ecosystem».

PRODUCTIVE CITIES 2 : THE PRESENCE OF LIFE

The 15th session, productive cities 2, is no exception and if diversity and spatial sharing of urban activities remains an issue, three other topics emerge now as pertinent: resources, mobility and social and spatial equity. Like a virtuous trio in the «decontextualization of a set of relationships that permits their realization in other contexts»⁴.

Where the sites in the 14th session dealt with the legacy of 20th century urban planning / industrial zones, infrastructure, city entrances, urban divides / residential resilience / parking lots, «zones» in search of urban meaning, those in the 15th session confront the borders and edges, the in-between, areas often neglected where human and cultural resources merge with the landscape and environment. Merging to such an extent that they are sometimes invisible.

We could almost be discussing the landscape's «informal heritage», a portrait of cities and peripheries, countryside and changing nature for the better, unchartered, an extremely contemporary subject, a foundation for «tomorrow».

Participants in the 15th session are going to be nomads, explorers, internal migrants, self-imposed wanderers, hikers and perhaps makers! :

«The carefully studied edges form a new typography defined by their common border between earth and sky; as if all sensitivity can appear only in this single layer in a world where the environment and objects come into contact in an impressive tumult.»⁵

This comment by Michel Corajoud is not insignificant: questions of scale in the most recent sessions, issues of territory, landscape and nature, resilience of life brought to the European competition⁶ particularly by landscape architects contain an environmental dimension echoing many of today's expectations.

Very large sites have found their place in the competitions, and yet, sometimes, the smaller the scale the more the development is precise and leads to future accomplishments, as with E13 Saint-Brieuc / De la Terre à la Mer. Work carried out after the competition developed a sense of landscape as seen from the city and public space. Two downtown squares will soon be transformed along lines that are anything but functionalist.

European 15 is moving away from the concept of «production in the city close to home», re-situating the issue to better question urban ecosystems, whether metropolitan or territorial, dense or sparse.

The site visits are going to bathe us in Charente estuary's unique light, take us into Saint-Omer marshlands and upstream of Le Havre near the oil industry fumaroles. We'll be walking along the Haute Deûle canal, seeing the Garonne from Parc des Coteaux and walking down the narrow streets of the vernacular French Riviera. We'll be following the line of a motorway that has disappeared as well as another one not yet built and we'll be going under a soon-to-disappear motorway interchange where the tram stop «Free Thinking» is to be built.

In other words, the three topics, resources, mobility and equity, in relation with place and site, give rise to rich, varied and multifaceted developments. And since it's also the subject, there is a consideration of what already exists, the repairing or transforming to create a rich, productive city with prospects for a more sustainable social life, respectful of the environment, of diversity, its inhabitants and visitors, of universal as well as local resources is the opposite of the phenomenon of exclusion or separation between urban and periphery.

«The city is eating itself, it's no good» as Mark Brearley said about London.⁷

A EUROPEAN CLASSIFICATION OF 47 SITES

As with every session, the nine French sites are grouped with other sites in Europe, european's unique European system.

Of course, the European forum debates⁸ makes it is easier to understand these groupings: site representatives discuss first the sites themselves during the workshops, then analyse the short-listed projects and then the selected projects. These exchanges are published in the European Results Catalogue.

Below, topics and classifying are proposed by the European Scientific Committee and follow each site's presentation.

I- IMPLANTING - PRODUCTIVE MILIEUS AND USES

The challenge for cities to be both productive and sustainable is to interlink resources, mobilities and conditions of fairness. There are two aspects to implanting new dynamics or reactivating resources such as urban farming and educational, research or creative forces: productive milieus and productive uses.

PRODUCTIVE MILIEUS : This is the level where a natural, cultural, social or economic environment is implanted or revitalised symbiotically, by contrast with the architecture of objects or the urbanism of technocracy. So what is needed is to activate human and nonhuman resources and an ecosystem of partners, while at the same time paying attention to integrative values between nature and culture.

> **Saint-Omer** is in the dialogue with :
Barcelona (ES) - Helsingborg (SE) - Palma (ES) - Raufoss (NO) - Rotterdam Visserijplein (NL) - Tuusula (FI)

PRODUCTIVE USES : Uses can become productive if they go beyond their own functional limitations: productive uses work as a trigger that can initiate dynamics of change in a way that transforms the surrounding environment.

They are a response to a situation in which an absence of dynamics has led to a powerful «use-ambition», the demand for a credible programme, a catalyst for change that fits smoothly into the existing context.

> **Pays de Dreux** is in the dialogue with :
Innsbruck (AT) - Oliva (ES) - Rotterdam Groot IJsselmonde (NL) - Uddevalla (SE) - Visby (SE) - Wien (AT)

II- CREATING PROXIMITIES

This is about establishing proximities between living and working, stimulating productive relations both within residential areas and between residential areas and monofunctional production zones, introducing collective activities and work practices into residual spaces that add quality to housing conditions. Secondly, it is about rethinking the transition between high-speed metropolitan mobility and the low speed of neighbourhoods and urban centres. Proximities are made in the physical space of the city, but also at temporal and actors' scales, allowing new exchanges between urban actors and users.

INTERFACES AND SHORT CYCLES : The creation of interfaces contributes to the transformation of infrastructures of mobility, logistics, commerce or general services, by shortening production cycles. Such interfaces can also generate new kinds of relations between residential and farming activities, between housing and services, between spaces and communities. Interfaces generate a permanent dialogue between uses and users, between scales and functions, between identities and innovations. The interface is not a stable state, but a fluid space. It needs incremental and adaptive processes and open source projects, rejecting comprehensive and predefined master plans.

> **Auby**
> **Floirac_Bordeaux Métropole**
> **Romainville** are in the dialogue with :
Casar de Cáceres (ES) - Halmstad (SE) - Rotterdam Brainpark I (NL) - Selb (DE)

III- CHANGING METABOLISM

This is about working with the relations, processes, flows and multiple forces of the site in order to find a new balance between them. These sites are large in relation to their contexts, and contain a variety of agents (human and nonhuman) with long- and short-term cycles, and far-reaching ecological, economic and territorial implications.

FROM LINEAR TO CIRCULAR ECONOMY : Characterized by a “linear” economic approach, either monofunctional or with an obsolete economy, the site aspires to incorporate other resources and uses that create synergies and new potentials for interaction. These new elements will play an important role in the functioning of the whole as a circular economic system, because they will be able to catalyse flows and processes more integratively and efficiently.

> **Port-Jérôme-sur-Seine** and
> **Rocheport Océan** are in the dialogue with :
Charleroi (BE) - Enköping (SE) - Graz (AT) - Karlovac (HR) - Laterza (IT) - Warszawa (PL)

MULTIPLYING AND CONNECTING AGENCIES :
The site must incorporate new agencies, new layers of functions that may lead to balanced growth. It is important to well define and connect the sites’ future agencies (about air, water, soil, flood, programmes, activities and users). The final design will be something more than the sum or multiplication of circular urban economies.

> **Champigny-sur-Marne**
> **Marseille-La Cabucelle** are in the dialogue with :

Borås (SE) - Guovdageaidnu (NO) - Nin (HR) - Rotterdam Vierhavensblok (NL) - Täby (SE) - Weiz (AT)

A EUROPE OF PROJECTS, POOLED EXPECTATIONS, ISSUES AND ACTIONS

It’s important to recall the intuitive affinities put forward by European. By focusing on Europe, the cultural and sociological area with its similarities and differences, it’s possible to come up with projects that are inventive, creative and hopefully innovative and that go beyond site and context issues. Once the sites have been classified, the projects themselves present surprises and unanticipated connections.

This is the richness of an evolutionary methodology. By looking a little bit closer, site expectations can increase the content of each file.

This is the principal of a collaborative method that has become more and more common and is at the heart of the competition procedure and the association of various actors (jury / site representatives) and once again after the competition when work begins with the winning teams.

The theme Productive Cities 2 is very ambitious: it requires finding positions and solutions that are not limited in scale but are nevertheless rooted in a spatial, architectural, designed reality. This can be theoretical and conceptual, while offering the possibility to act. Candidates have complete competition freedom and will find the space they need and expect.

«If you throw a rock in one place, ripples spread out far and wide. They do not remain where the rock was thrown. The same goes for an architectural project. If the ripples reach distant shores, you have to go there to understand the results of my gesture. The idea of co-evolution assumes its full magnitude if one does not limit oneself to a small territory ... »

This is the European distinctiveness, part of its «DNA». The manipulation of scale is essential to a working project.»
(2*)

WELCOME TO THE 15TH SESSION OF EUROPEAN! TO WORK!

¹ 13.14.15 décembre 2018_ www.european30ans.org

² *Villes et architectures en débat, vision d’European*, sous la direction de Chris Younès et Alain Maugard, Ed.Parenthèses, to be published in March 2019

³ Programme d’Architecture Nouvelle, PCA, 1972-1988

⁴ Gilles Deleuze et Félix Guattari, *l’anti-Œdipe*, 1972

⁵ Michel Corajoud, 1981, « *le paysage c’est l’endroit où le ciel et la terre se touchent* »

⁶ *Cultivating the city/projet lauréat Amiens E14*

⁷ Quoted by Djamel Klouche dans *Architecture d’Aujourd’hui* HS december 2018, « Concevoir des Villes Productives, les promesses d’European 14 ».

⁸ Forum intersessions 14&15, Brussels, November 2018

GENERAL INFORMATION

SITE REPRESENTATIVE :

Marseille Rénovation Urbaine (MRU)

ACTOR(S) INVOLVED :

Ville de Marseille, (Town of Marseille) AMP (Métropole of Aix Marseille and Provence), AGAM, Agence d'Urbanisme de l'Agglomération de Marseille (urban planning agency for the Marseille conurbation)

TEAM REPRESENTATIVE :

urban planner, landscape architect and architect

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

architect, urban planner, landscape architect, brief writer, regional developer or quantity surveyor

COMMUNICATION :

Communication after the competition.

JURY – 1ST ÉVALUATION :

With the participation of the site representatives.

JURY – PRIZE SELECTION :

Ranked selection : avec winner (12.000€) / Runner-up (6.000€) / Special mention (no reward)

POST-COMPETITION INTERMEDIATE PROCEDURE :

Meeting with sites representatives and 3 selected teams, organized by European France in Paris / Pn-site meeting with sites representatives and 3 selected teams organized by cities and partners / 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 and architectural feasibility study, urban and architectural design to undertake with operational partners

WORDS FROM A STAKEHOLDER

The La Cabucelle area clearly lends itself to the theme of the Productive City. It asks the question of the evolution of production-based activities: between deindustrialisation and the quest for new ways of producing.

Also encountered are issues around endogenous development, which could be based on the energies and potential of the varied resources of the neighbourhood, in relation to the exogenous development, whose conditions are to be defined.

The project will be driven, throughout each phase and at every scale, by the quest for an economy of means to highlight and encourage public and private initiatives that look to be the most efficient carriers of the urban and social renewal of this area.

The NPNRU initiative and the EUROPAN competition hope for a progressive approach with regards this neighbourhood, iterative and step by step, based on the aspirations and capabilities of local stakeholders want and are able to do.

It is important to highlight the potential of this area, its particularities and strong points, in order to establish a scheme that will reinforce them over 10 to 15 years.

EUROPAN 15's contributions to La Cabucelle: We are anticipating ideas that bring a dynamic to the development and the opening up of La Cabucelle. Existing projects around the La Cabucelle neighbourhood have to be considered (Euromed's creation of a business accelerator in the Crottes area, Euromed II's Markers project on the Fabriques block), and the existing dynamics within the La Cabucelle neighbourhood must provide the basis for proposals that are complementary and innovative, based on the singular and unusual history and sociology of the area.

Nicolas Binet,
Directeur de Marseille Rénovation Urbaine (MRU)

For the EUROPAN 12 competition, we wanted to approach the subject of Plan d'Aou via the question of real-estate and the definition of a transformation process, without defining a site plan that was set in stone, but rather by proposing conditions (legal, financial, physical) to constitute and transform a specific fabric. Public spaces also held a key position in our approach.

Following the competition, MRU gave us, in collaboration with joint winners Arki_lab (Denmark), a supplementary contract to conduct pre-operational urban studies. We needed to get all the stakeholders around the table to relaunch the project and discussion, while working with residents to define their needs and a brief. We worked to show a desirable future for the site and to define a precise brief and calendar of works. We subsequently continued our work with contracts as design team leader, with an initial transitory public space completed in October 2018 (contracting authority SA HLM ERILIA), and a public park designed as an archipelago for fun, sports and idling, planned for 2020 (contracting authority Soleam Ville de Marseille).

Concorde is part of the team selected to lead the contract for programming and urban design for La Cabucelle (team leader Ville Ouverte, with BASE and Urbanis as partners). This contract began in November, for an approximate duration of 18 months. The objective is to define programming that is shared with all partners to ensure the sensitive transformation of this complex fabric.

Two positions characterise the group's approach:

- A positive and benevolent vision of the neighbourhood. We recognised major qualities, which could provide the structure for a very contemporary town and way of life: overlapping of residential and business activities, the quality of the surroundings and the fabric, etc.
- A desire to work with the levers, the effects of momentum. We needed to identify the project conditions so as to be able to transform the neighbourhood with occasional interventions, through a work of precision, an acupuncture, to accompany local public and private initiatives. This double position was structured around three main subjects: the role of public spaces on different scales; economic activity and local employment; adapting the landscape and habitat for climatic challenges.

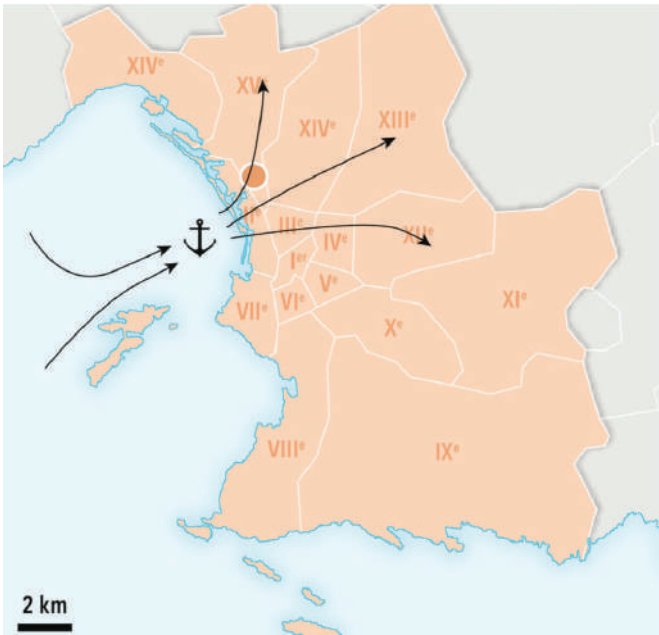
The results of EUROPAN will enable the collective group and the MRU to refine their vision of strategic sectors, but also to bring out other kinds of intervention and/or areas for investigation on which the selected teams can be put to work on additional contracts.

Concorde



The chimneys of Cap-Pinède in 1954
 Source : La Marseillaise

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UNE ECOLE ARMENIENNE /Camp Oddo/ MARSEILLE 1925
 Photo LLORCA, 76, cours Lieutaud, Marseille

Source carte : Ville ouverte - Concorde - Base Lyon - Urbanis - Philippe Bassetti
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RELATIONSHIP TO THE THEME 'PRODUCTIVE CITIES 2'

LA CABUCELLE, A HISTORICALLY PRODUCTIVE SITE

La Cabucelle is located in northern Marseille (the 15th arrondissement). The district's name comes from Provençal cabucèla, meaning cover or lid, but the origins of the name still remain uncertain. Situated between the sea and the Aygalades valley, La Cabucelle numbers more than 14,000 inhabitants and covers an area of around 150 ha.

AN INDUSTRIAL HISTORY

La Cabucelle was developed in the middle of the 19th century, with industrial development along the road to Aix (today's Rue de Lyon). Oil mills, soap manufacturers, flourmills and sugar refineries were progressively established around this central artery, in a zone between the port, the railway lines and the Aygalades river. In the 20th century more modern industries were developed around metalworking, sheet metal and wire manufacture. Well-known companies set up, including the metalworking factory Fils & Rozan, the Cap Pinède power station, and the Paoli factory.

However, from the 1950s traditional activities were confronted by the obsolescence of their industrial and port facilities, along with the correlating disappearance of many jobs, so accentuating phenomena of social exclusion. Companies disappeared, including the Chaudelles aluminium factory, the food preserves company Bouchard, the oil mills Agricola, and the operations of Durbec and Casino, but also abattoirs and numerous services such as the Madrague Ville clinic and the nursing assistants' training college.

A HISTORY OF HUMANITY AND MIGRATION

La Cabucelle is the manifestation of this century and a half of industrial history. It was formed around a rich blend of communities. This neighbourhood of immigration, with a global eye open to the world, has seen people from the Alps, Spaniards, Italians, Kabyles, Armenians, Algerians ... each has left its mark, from self-built maisonettes to 'Castor' self-build buildings and emergency housing schemes. The Piedmontese created the Boulevard des Italiens, the Algerians, from Kabyle, built the abattoirs, and the Armenians moved into Impasse Abovian. The Italians moved into La Cabucelle in the 1930s, bringing with them a certain Yves Montand, who went on to recount with enthusiasm his «cabucellois» childhood.

A PRODUCTIVE DISTRICT, SUFFERING FROM SOCIAL PROBLEMS AND PROBLEMS OF IDENTITY

Remaining from this industrial era are the St Louis sugar refineries, the Panzani couscous factory and myriad diverse activities: construction, repair, retail, logistics, recycling, wholesale, formal and informal economies. Economic activity is far from being absent in the district. La Cabucelle enjoys a high density of employment (5660 jobs per km²), with 33% employment growth between 2005 and 2013. The rate of creating new economic activities is level with that of the overall Marseille region.

Yet despite this productive capacity, La Cabucelle is today one of Marseille's poorest districts. With unemployment at around 34% (well above the 17% national average), the neighbourhood is suffering from deeply ingrained social problems. Employment rates for 15-64 year-olds are inferior to those of all the other identified priority neighbourhoods of the conurbation (37% against 47%). The neighbourhood's economic dynamic is finding it difficult to have any impact on its social fabric. In consequence, reinforcing the employability of those of working age in the area is an essential target. Equally, the neighbourhood's economic identity, partly dominated by the presence of small distribution and business activities, remains unclear. The economic composition is extremely varied, accommodated in an urban fabric that is run-down and very fragmented on small parcels of land

A NEIGHBOURHOOD SEEING A NEW DYNAMIC IN ECONOMIC DEVELOPMENT

The implementation by the authorities of the ZFU programme ('Zone Franche Urbaine': sensitive urban areas), along with the ZFU Nord Littoral and the ZFU 14 & 15 SUD, has partially helped in redynamising La Cabucelle. Between 1997 and 2015, these ZFUs enabled the implantation of around 6,000 companies and the building of 180,000m² of commercial real-estate, representing 265 million euros of private investment. Since 2015, the ZFU scheme has been replaced by the ZFU/TE programme ('Zone Franche Urbaine - Territoire Entrepreneur', sensitive urban areas /enterprise zone), which will remain in place until 2028.



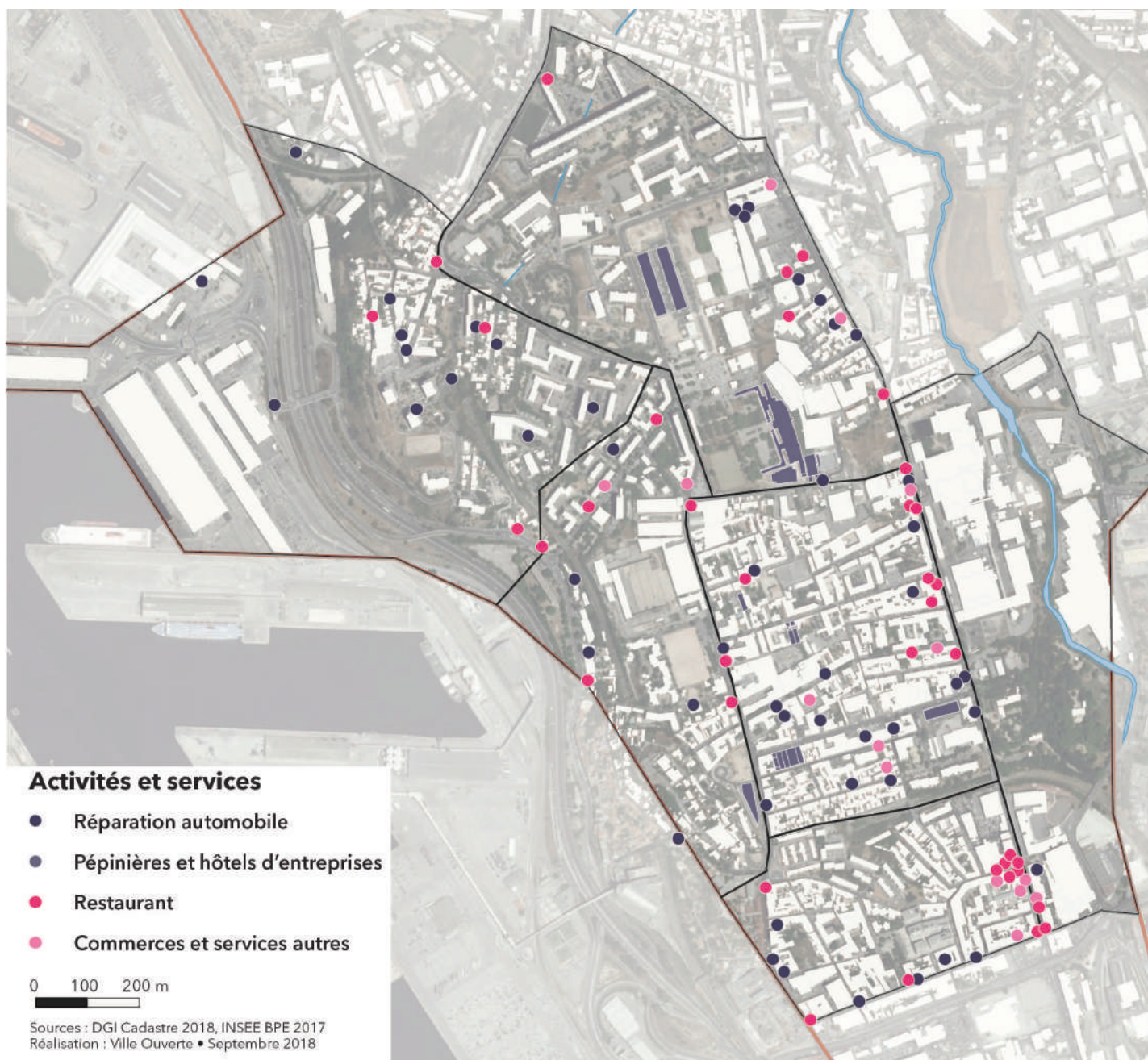
Le carburateur, 211 Chemin de la Madrague-Ville

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Urban Park, 25 Boulevard Ledru Rollin, 13015 Marseille

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Economic activities in la Cabucelle

Source carte : Ville ouverte - Concorde - Base Lyon - Urbanis - Philippe Bassetti

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So La Cabucelle is slowly transforming itself. It has seen new economic development, including for example the recent installation of Carburateur, an 1800m² business accelerator to accommodate and accompany young companies and entrepreneurs. Also worth mentioning is the creation near the northern edge of La Cabucelle of the 'village of companies', Urban Park, and the installation of an École de la 2ème Chance (schools offering a 'second chance' to motivated under-26 year-olds with no academic or professional qualifications), in the Saint Louis development zone. Other recent projects have been successful by being based on innovative concepts and so differentiating themselves from the usual offer. One such is the Ateliers de la Méditerranée, located on the street of the same name, built in 2007 to provide 2,270m² for small businesses and offices. The Michaud building, built in 2010 and also located on a street that bears its name, offers 1,200m² of small office spaces. These public and private initiatives open new perspectives for the development and diversification of the economic activities of the La Cabucelle district..

DEFINING A PROGRAMME FOR URBAN RENEWAL FOR THE LA CABUCELLE DISTRICT

In response to these difficulties and aiming to create conditions conducive to integrated development, the district has become part of the overall process of urban renewal of the northern sea-front areas undertaken by the City of Marseille since 2003. La Cabucelle is today on the list of sensitive urban areas recognised as being of importance at a national level (PRIN: Projet d'Intérêt National) and its programme for urban renewal is considered within the framework of the outline protocol NPNRU new national programme for urban renewal in Marseille.

For the purposes of this programme, Marseille Rénovation Urbaine has contracted the Ville Ouverte - Concorde - Urbanis - Base and Bassetti partnership to accompany it in defining a programme for the La Cabucelle neighbourhood and a scheme for urban development. This process, which is due to run until 2020, is set to enable the establishment of a public service contract between the metropolis, the City of Marseille, the ANRU (Agence Nationale pour le Renouvellement Urbain: national agency for urban renewal) and local partners on the basis of a programme of interventions spanning several years for La Cabucelle.

A DISTRICT THAT IS UNCONNECTED TO THE RAPID TRANSFORMATION OF THE SURROUNDING AREA

Although La Cabucelle has already witnessed a certain number of transformations, the neighbourhood

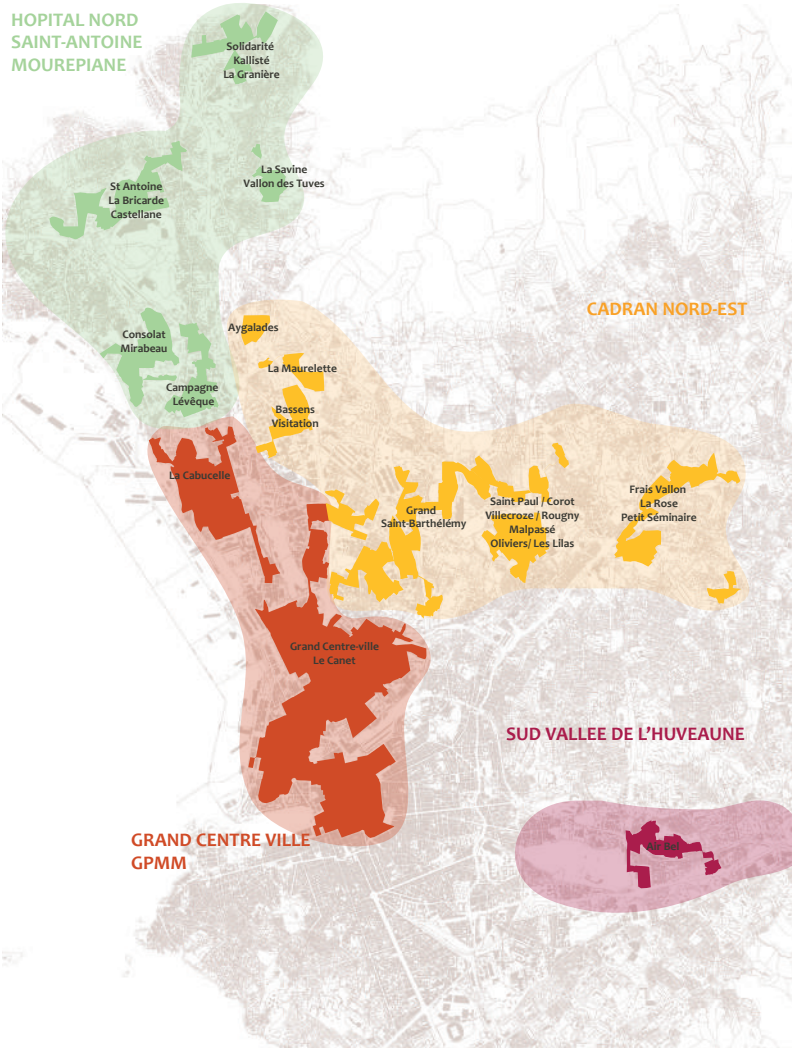
nonetheless remains disconnected from the current transformations in its adjacent areas. The topographical breaks, the road and rail infrastructure (the A55 motorway to the west, the A7 to the east, Avenue du Cap Pinède, Rue de Lyon, Boulevard du Capitaine Gèze) and the large economic tenures (GPMM, Sucrière, the Arnavant business park, etc.) render circulation within the neighbourhood very difficult, as well as isolating it from the large metropolitan projects currently underway in the surrounding areas.

Consequently, La Cabucelle contrasts with its urban surroundings undergoing major transformation. Its suburban fabric has barely evolved, unlike the surrounding urban fabric. The neighbourhood is bordered to the west by the seafront and its commercial port, the Grand Port Maritime de Marseille (GPMM), the largest port in France and the second largest on the Mediterranean. To the south, it neighbours the perimeter of the extension of the Euroméditerranée OIN (Opération d'Intérêt National: operation of national interest). This extension adds another 170 hectares to the 310 ha of the area initially defined in 1995. This huge operation of socio-economic and urban renewal aims to give Marseille renewed attraction for the area behind the port and reposition the city at the heart of its urban and euromediterranean region. The operation aims to place Marseille on a par with the standards of the modern western city, with public transport systems and audacious architecture, quality public spaces and touristic and commercial facilities. In figures, this breaks down as: the construction of 14,000 new housing units and the renovation of 1,500 run-down housing units to in time house 30,000 new residents. Added to this are 500,000m² of new office space for the 20,000 extra employment positions created, along with 24,000m² of amenities and 41,000m² of businesses and retail.

Within the Euromed 2 zone, a 14 ha eco-district is soon to be completed. The project is situated on the southern edge of La Cabucelle, between Rue de Lyon, Boulevard Capitaine Gèze and the Allar block. Awarded to Bouygues Immobilier and Linkcity (Bouygues Construction), the operation combines housing, offices, retail and services. It was recently renamed 'Les Fabriques' (instead of 'block XXL'), highlighting the project's industrial dimension.

In this light, ICI Marseille was opened last October in an old industrial hangar of some 3,500m². The premises offer both a co-working space and a makerspace in order to accommodate entrepreneurs working manually - wood, textiles, ceramics or digital - as well as designers or architects. According to Laure-Agnès Caradec, president of Euroméditerranée, ICI Marseille will «create a link between Euromed 1 and 2, joining up the northern districts to the town centre».

LES SECTEURS D'INTERVENTION POUR LE NPNRU



NPNRU protocole preview - Métropole Aix Marseille Provence

Source : Agence nationale pour la rénovation urbaine (ANRU)

GPV borderlines

Source : Marseille Rénovation Urbaine

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Parc des aygalades, Euroméditerranée 2 - Source : Euroméditerranée

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To the west, La Cabucelle juxtaposes the Arnavant business park, a fairly attractive economic zone where most sites are occupied. The economic fabric is composed of a variety of different sectors, with a predominance of logistics and construction companies. Nonetheless, the site suffers from poor architectural and urban quality and is low-density. It is a barrier to the Rue de Lyon, from which there is no access.

These large, structuring projects, past and present, have and will continue to remodel the urban and economic landscape on the edges of La Cabucelle.

Forthcoming studies will soon influence the renewal of this area. Of particular importance are the transversal and regional studies initiated by:

- The Aix-Marseille-Provence conurbation: 'Research into a strategy for installing residences and generating residential attractiveness', 'Strategic and pre-programme analysis of the perimeter of the NPNRU Grand Centre-Ville/GPMM', 'Coherence and programming of projects for the Grand Centre-Ville and Marseille's Grand Port Maritime', 'Mobility issues specific to districts within the NPNRU', 'Feasibility study for the extension of the tramway line from Capitaine Gèze towards the Lycée Saint Exupéry'.
- City of Marseille: 'Optimisation of facilities and public services, mutualisation'.
- Euroméditerranée (urban design consultant Leclercq): 'Urban study of the northern coastal fringe of the coastal development zone'.
- Marseille Rénovation Urbaine (MRU): 'Contract for programming and design propositions, both urban and social', already mentioned above.

MARSEILLE RÉNOVATION URBAINE'S SPECIFIC EXPECTATIONS

WORK COHERENTLY WITH RESEARCH ALREADY INITIATED

Candidates are requested to work in collaboration with the research already underway within the area and around La Cabucelle. In particular, participants must integrate initial results of the studies for the programming and design proposals, both urban and social, within La Cabucelle. These studies, led by the Ville Ouverte - Concorde - Base - Urbanis - Philippe Bassetti partnership, seek to define initial orientations for the urban renewal of the La Cabucelle area, within the context of the NPNRU. To this end, the research will provide a multidisciplinary vision of the potential and planned evolution of the area. It will highlight the potential of this area, its particularities and strong points, so as to establish a programme that promotes these aspects, over a period of 10 to 15 years.

Within this context, participants of the European 15 competition are invited to produce innovative ideas within an area of the district, more narrowly focussed than the perimeter of the protocol research.

CONNECT LA CABUCELLE TO THE BIG METROPOLITAN PROJECTS

The development of La Cabucelle needs to be thought through within the overall context of the whole urban agglomeration of Marseille. La Cabucelle's specific resources will come from within the neighbourhood itself, as much as from its interaction with the collection of functions and urban and economic dynamics of the metropolis (services, amenities, residential, landscape ...). The development strategy for La Cabucelle needs to enable the district «to participate fully in the economic dynamic of Marseille and of the Mediterranean, while being founded on its intrinsic strengths which are to be revealed to all» (Groupement Ville Ouverte).

A strategy of this kind will give rise to certain questions. How can La Cabucelle continue to be productive without betraying its identity? To what degree is the neighbourhood able to accommodate services and amenities resulting from the economic dynamics of its surroundings (business or workers' services, home help, accommodation for companies forced to leave the Euroméditerranée OIN, etc.)? How can this process lead to development that could give rise to employment opportunities suited to the less-qualified population of La Cabucelle? How to generate a 'productive-residential system', able to give rise to socially integrated development, co-produced and considered by all 'Cabucellois'? How to create a productive balance between areas, between periphery and centre, between rich and poor? In other words, how can spatial equality contribute to social equality?



Archaos, circus arts national center
Source : Archaos

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Entering la Cabucelle

CONSIDER THE PRODUCTIVE CITY IN TERMS OF ITS RESOURCES

Consider the productive city in terms of its resources
The districts earmarked by the city for prioritised attention are selected according to criteria measuring the difficulties and delays in their development ('disparity relative to the average'). Yet this approach of prioritising neighbourhoods often leads to the development of projects based on dysfunctions and problems, rather than thinking about them in terms of potential benefits to be promoted. This is a pitfall that candidates must attempt to avoid in their proposals.

One of the main challenges will be to reverse the perception of La Cabucelle as a damaged and stigmatised area. The neighbourhood must be seen not from the point of view of its handicaps, but of its benefits and latent resources: accessibility, real-estate capital and its potential for change, its enviable position close to the city centre, on a terrace looking out to the harbour, its youth, its cultural diversity, its economic and industrial traditions, or again the potential of its artisanal activities to participate in the evolution of the neighbourhood. We also recognise La Cabucelle's dynamism in non-profit organisations. One such example is Arborescene (digital mediation), the organisation for consultation and initiatives for local development (ACADEL), the Maison de l'Apprenti Centre for apprenticeships (accompanying local entrepreneurs), or social and cultural organisations such as Conseil Citoyen, the organisation of tenants of the Terrasses de la Cabucelle, the Cabucelle youth club, the CREAC (European research centre for the circus arts), Archaos (national centre for the circus arts), the Cercle populaire de La Cabucelle artistic and cultural association promoting the area, ICI Marseille (makerspace), or the Amazigh organisation, initiator of the project to promote «another way of living side by side with the wealth of our differences».

The hypothesis on which we base our vision is grounded on the conviction that La Cabucelle holds intrinsic resources, whether they be material and/or abstract. It is a question of highlighting other dynamics, just as significant, for creativity, solidarity and invention of alternative vector solutions for social-economic performance and social and spatial equality. Consequently the challenges are numerous and consist of identifying and activating La Cabucelle's latent resources and revealing the «spirit of the place». With this in mind, proposals must think about, for example, better connections between

public and private enterprise centres (Carburateur, Urban Park enterprise village, 73 Viala, Ateliers de la Méditerranée, etc.) and local entrepreneurial initiatives. Ideas must be developed on possibilities to make the most of the diversity and evolution of local sectors (artisanal activities, industry, home help/ workers or specialists). They must make proposals for the creation of an entrepreneurial-residential interaction within La Cabucelle (École de la 2ème Chance, incubator, makerspace, business accelerator, living lab, industrial building, etc.), enabling entrepreneurs to get training, to develop, prototype and test their ideas, products or new services at full-scale, to eventually produce and commercialise them.

CONSIDER THE PRODUCTIVE CITY IN TERMS OF MOBILITY

The candidate's schemes must prioritise inhabitants' mobility on different levels, using all available means (accessibility, assistance of people with reduced mobility, urban experimentation, technical and social innovation, etc.). On that point, it should be pointed out that the neighbourhood is quite well provided for in terms of external access (the A7 and A55) via Avenue du Capitaine Gèze. Projects will ease movement within the neighbourhood with the imminent creation of the Capitaine Gèze transport interchange: a new bus and coach station that will also accommodate the Line 2 metro station in September 2019. Studies undertaken by Mission Métro-Tramway de la Métropole are currently analysing the feasibility of extending the Capitaine Gèze tramline towards the Lycée Saint Exupéry.

Proposals will also seek to organise and empower inhabitants to help them find their place within the metropolitan society. With regards economy, for example, proposals should not necessarily focus on reinforcing local employability at all costs. They might also start thinking about people's mobility and means of accessing employment in other areas of the conurbation.

RECONCILE ECONOMIC AND RESIDENTIAL VOCATIONS

MRU wants to focus on the industrial and artisanal history to preserve and diversify La Cabucelle's productive functions within a renewed urban fabric, which will be both of quality and welcoming.



Winning project E6, Marseille: «a place to pass through». In order to integrate the Arenc neighbourhood into the city, German architect Jens Metz did not go for spectacular constructions, but instead developed a strategy of modest appearance to re-enhance public space.

FR-MARSEILLE-SS-AP3.JPG

The richness of use and form of the urban fabric of La Cabucelle and the proximity of business activities and residences are considered as important factors in terms of the resilience of the area, but also as factors that powerfully mark the 'cabucellois' identity. In this regard, candidates are encouraged to develop innovative mixed-use urban developments that will conserve business activities that are compatible with residential or new urban uses for areas previously dedicated to purely economic activity. Proposals should reconcile a double vocation: economic and residential-social. They should seek to diversify uses, hybridise mono-functional areas, connect disparate populations and break down the barriers surrounding forms of production, whether they be economic, social, cultural or technological.

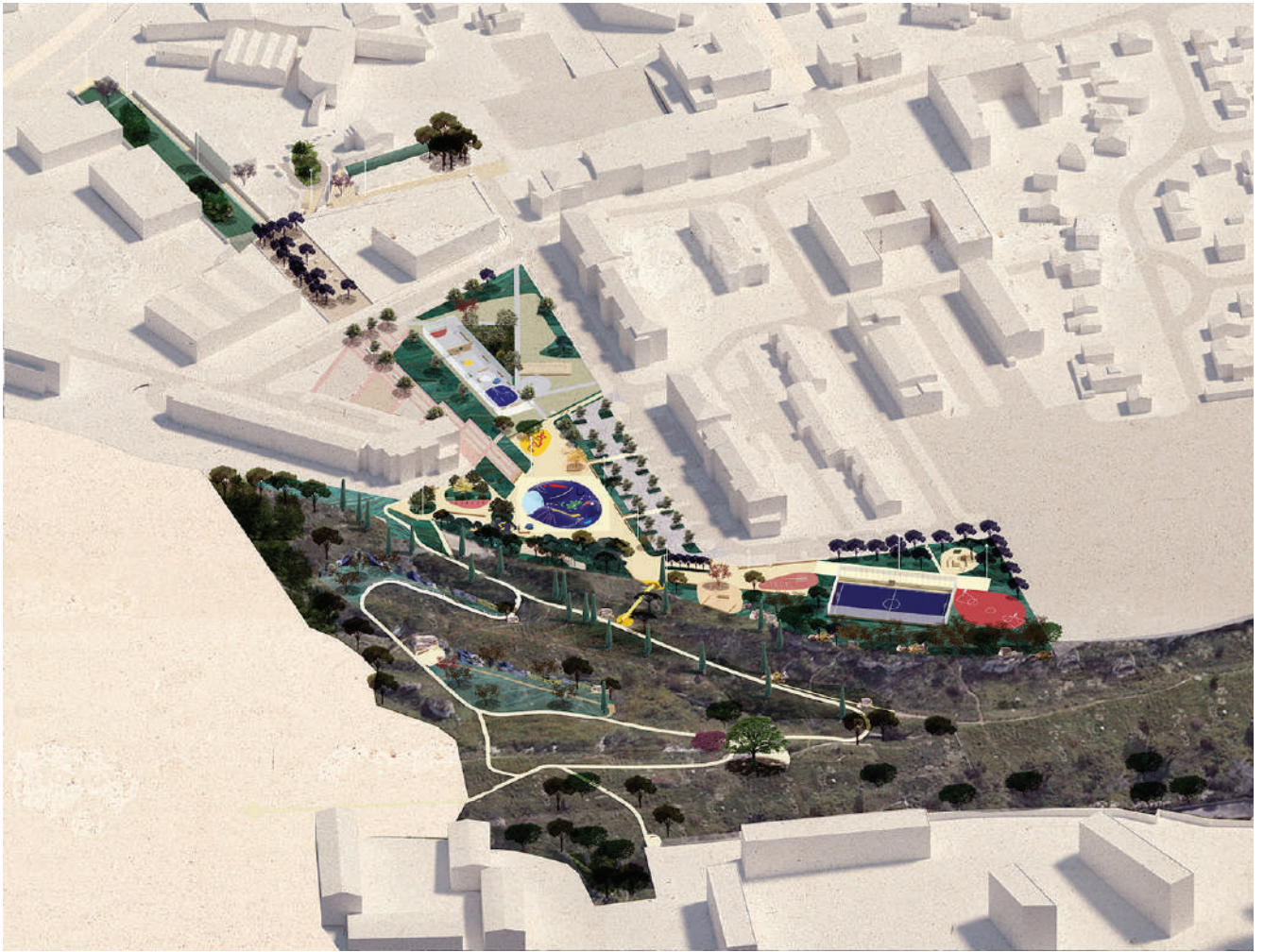
MAKE LA CABUCELLE INTO A LABORATORY FOR THE MEDITERRANEAN PRODUCTIVE CITY

Although the Euroméditerranée development has gone some way towards changing Marseille's image and giving a new dynamic to the city, it is less certain that the idea of the 'hi-tec' international city has been fully appropriated by local people. Consequently, the project for the urban renewal of La Cabucelle constitutes an opportunity to reconcile urban development with the resident population and so avoid any kind of confrontation between the two worlds. With on one side the new workforce of the 'hyper-industrial society', and on the other the long-ignored inhabitants of a working-class neighbourhood left to their own devices and potentially unsettled, in terms of economy and urbanism, by the transformations currently underway. An issue even more prevalent since the collapse, on November 5th 2018, of two buildings in the Noailles neighbourhood near the Old Port, with the death of eight inhabitants.

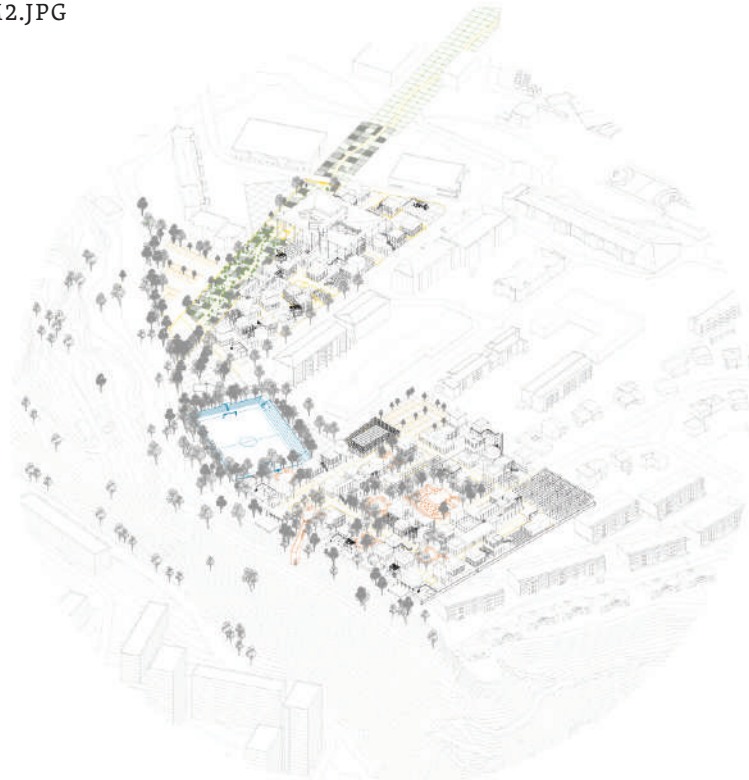
Consequently the La Cabucelle project must seize the opportunity to invent for itself a new future and to propose a new development model. A model that is not based on a handful of development standards and off-the-shelf solutions, but rather that takes a position on «the in-situ transformation of a complex urban fabric and helping the local populations towards an improved quality of life» (Groupement Ville Ouverte). It is from this standpoint

that La Cabucelle will be able to assert its singularity and its place within the urban landscape, and thereby find its place within the collective conscience.

To this end, one orientation might consist in positioning La Cabucelle as a neighbourhood 'laboratory for the Mediterranean productive city'. An urban laboratory anchored in the area and sensitive to the strengths already present, to the latent resources and to the ideas and projects of its inhabitants. A laboratory for trying out a model of a Mediterranean town based on diversity of use, on ultra-localised facilities, on urban quality in day-to-day life and on the community spirit of the place. A laboratory «that demonstrates solutions in response to climate change» (Groupement Ville Ouverte). By building on the Mediterranean conscience, proposals might rework La Cabucelle as a «sustainable garden neighbourhood», recreating «shade beneath vegetation, creating islands of freshness or urban oases» (Ibid.).



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Projet mentionné E15, Marseille : « Concomitance »

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BEYOND THE PRODUCTIVE CITY. MARSEILLE AND EUROPAN, A LONG HISTORY

EUROPAN 15 marks the third collaboration between Marseille and EUROPAN to investigate new sites and new ideas in architecture and urbanism. The collaboration began in 2002 with EUROPAN 6 and the theme of 'Between Cities', before continuing in 2012 with 'Adaptable Cities' (E12) and in 2018 around the theme of 'Productive Cities' (E15). Beyond these themes, it is interesting to note that the profile of the exploration sites has greatly changed. In 2002, EUROPAN looked at the Arenc neighbourhood, north-west of the Euroméditerranée site. In 2012 and 2015, it was Marseille's northern districts that were explored for the competition, with the Plan d'Aou and La Cabucelle neighbourhoods. Marseille consequently would seem to be a favourite site for the EUROPAN competition, exploring new themes within constantly renewed architectural and urban configurations: OIN's urbanism with Euroméditerranée, the large housing block developments in Plan d'Aou, the suburban neighbourhood in La Cabucelle.

It should be noted that the inclusion of the first two sites in Marseille in the competition allowed the city to benefit from the reflection of nearly a hundred European teams in influencing the transformations of Euroméditerranée and Plan D'Aou. The competition also enabled the winning teams (the Berlin architect Jens Metz for Arenc, and architect-urban planners Concorde for Plan d'Aou) to develop their reflection and to be contracted as design team leaders for a part of the projects.

Winning project E6, Marseille: «a place to pass through». In order to integrate the Arenc neighbourhood into the city, German architect Jens Metz did not go for spectacular constructions, but instead developed a strategy of modest appearance to re-enhance public space.



View on the port from La Cabucelle

FR-MARSEILLE-SS-P6.JPG



View on the park François Billoux

FR-MARSEILLE-SS-P7.JPG



Parc des aygalades, Euroméditerranée 2 - Source : Euroméditerranée

FR-MARSEILLE-SS-P9.JPG

GEOGRAPHIC POTENTIAL

La Cabucelle is a neighbourhood in Marseille's 15th arrondissement, bordered to the south by Euroméditerranée, to the north by the Saint Louis neighbourhood, to the west by the sea and the commercial port, and to the east by the A7 motorway. Its central artery is Rue de Lyon, formerly the 'Grand Chemin d'Aix'. This area displays interesting geographic potential, with real development possibilities.

The spaces that have evolved over recent years correspond to the sites dotted here and there around La Cabucelle's village centre, to the west of Chemin de la Madrague Ville and to the east of Rue de Lyon. The La Cabucelle neighbourhood is divided into two clear entities: the western side, on a promontory over the port with a marked difference in height (nearly 30m). This entity faces the sea, giving views over the port, the sea and the horizon. The eastern side, bordered by the Aygalades river, links to the green belt of the Aygalades valley. It is therefore via the landscape that this neighbourhood is anchored into the region.

A LANDSCAPED FRAMEWORK UNDER DEVELOPMENT

Beyond the wider landscape, La Cabucelle is in an otherwise very mineral area, with little landscape of interest. In reality, the wider landscape is barely seen and inaccessible, and access to the coast is blocked by the port. As things currently stand, none of the new real-estate developments contribute anything to the «request for nature in town».

Parks and gardens are virtually inexistent other than the Parc François Billoux, which is very much appreciated by the inhabitants of the northern area of the town. It is home to the town hall of the 15th and 16th arrondissements and provides large, shady spaces. The park's vegetation is dense and varied: olive trees and paper mulberries, white oaks and hundred-year-old planes mix with Jubea palms, privet, box, laurustinus or bamboos. The Euroméditerranée development foresees the creation of a 14-ha Parc des Aygalades, which will open into the existing Parc François Billoux. Consequently, there is real long-term potential to work with the landscape (view of the harbour, east-west cross views).

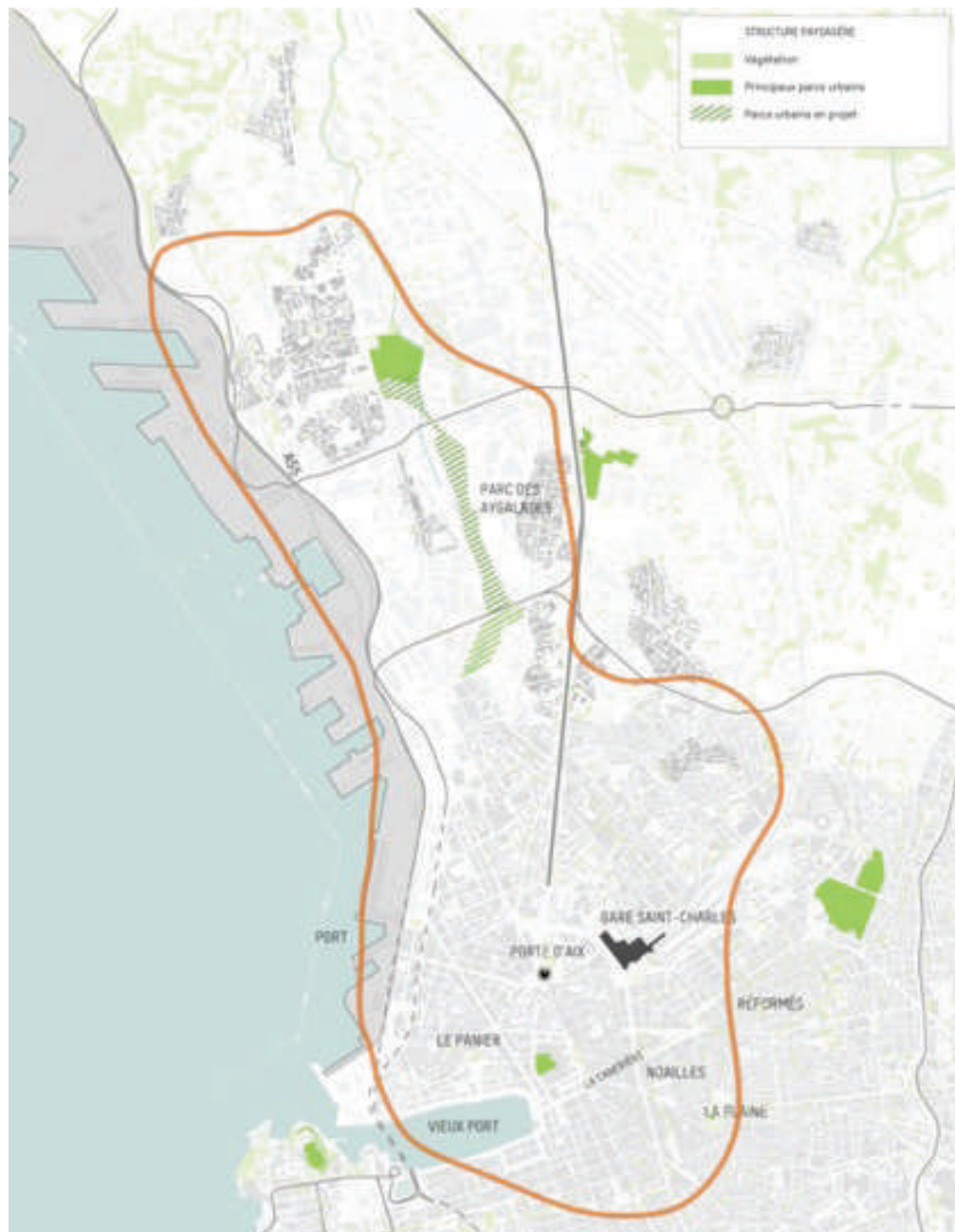
A DIVERSE AND DIVIDED URBAN FABRIC

The La Cabucelle neighbourhood displays a diverse and divided urban fabric, vestige of the industrial-port development in Marseille in the 19th and 20th centuries: suburbs behind the port, business sites and abandoned economic zones, warehouses, offices, workers' housing, town houses, residential areas with cul-de-sacs and pedestrian crossings, former village centres.

La Cabucelle is characterised by the relative absence of a centre, and the urban atmospheres are eclectic: in turn the atmosphere of a quiet residential area with cul-de-sacs and pedestrian crossings, but also of semi-industrial outskirts, and more diverse city neighbourhoods. Consequently the urban context is extremely heterogeneous. It is made up of:

- Early 20th-century individual houses, with some eclectic constructions, standing alone in gardens, sometimes still densely planted and set into the slope of Cap Pinède, evidence of the residential, recreational vocation of the neighbourhood prior to its urbanisation;
- Early 20th-century, 3-floor townhouses and occasional 4-storey Marseille apartment buildings built along the roads;
- Warehouses from the first half of the 20th century;
- Other buildings from a wide variety of different periods and functions: small apartment buildings (3-floor) and an elementary school from the 2nd half of the 20th century, a World War II bunker, a 'castors' self-build estate.

La Cabucelle is also marked by overcrowded residential/activity functions. The fabric of the entire neighbourhood comprises an alternation of small residential buildings with small warehouses. This diversity can be read in the urban landscape by its wide variety of volumes, creating a jagged horizon of built forms. The consequence of this mode of urban development is a very fragmented built fabric.



Landscape map NPNRU Grand centre-ville / GPMM
Source : Territoires aux franges d'Euroméditerranée. Analyse stratégique et pré-programma-
tique du périmètre du NPNRU Grand centre-ville / GPMM
Métropole Aix Marseille Provence / Interland FR-MARSEILLE-C-M3.JPG



FR-MARSEILLE-SS-P10.JPG



Housing Boulevard Bernabo
 FR-MARSEILLE-SS-P11.JPG

The area is also strongly marked by its topography and the breaks created by major infrastructure such as motorways (A7, 155), roads (Avenue du Cap Pinède, Rue de Lyon, Boulevard du Capitaine Gèze), rail (marshalling yards) or linked to large industrial sites (GPMM, Sucrière, the Arnavants business park, etc.). These breaks tend to isolate the neighbourhood and make circulation very difficult. Another characteristic of the neighbourhood is its limited accessibility by public transport (with a larger 'captive' population than elsewhere). This is soon set to change, with the opening of the new metro station and the Capitaine Gèze transport interchange reinforcing transport possibilities.

With regards local circulation, Chemin de la Madrague Ville and Rue de Lyon are the principal routes for road traffic access in and out of the neighbourhood, crossed by Avenue du Cap Pinède to the south. These serve as transit between neighbourhoods, running parallel to the coast and the Avenue du Littoral; they are used intensively. The other roads, running perpendicular to Chemin de la Madrague and forming an orthogonal grid, are much quieter; they are essentially used for local access, with the exception of Boulevard de la Méditerranée. They have little traffic and residential parking. Their function is even more reduced where the lanes come to a dead end on the slopes of Cap Pinède. This road network is equipped with pedestrian crossings such as the Pinède crossing. The forthcoming extension to the tramline from Capitaine Gèze to the Lycée Saint Exupéry will certainly improve circulation within the neighbourhood.

La Cabucelle is therefore suffering overall from a deficit of urban organisation, characterised by the absence of a town centre and lack of unifying public space. The public spaces are unwelcoming and badly maintained, within a very dense and cramped urban fabric: narrow lanes, problems with parking (the place of the car in public space), pedestrian circulation, deliveries; lack of breathing space (open public spaces, green spaces, leisure spaces, etc.); recurrent problems with litter, etc. The grid of public spaces within the neighbourhood is unclear. Apart from the Parc François Billoux, the public spaces are of poor quality and rarely used: Place Tarquin, the Chemin de la Madrague Ville stadium, Place de la Traverse Mardirossian, etc. We also note numerous abandoned spaces, private or public, currently unused, which could support a new public framework.

A FRAGILE SOCIO-ECONOMIC ENVIRONMENT

La Cabucelle numbers 14,231 inhabitants and is one of Marseille's poorest neighbourhoods. With an average monthly income of less than 975€, more than half the population lives under the poverty line. More than a third of households receive guaranteed minimum income benefits, i.e. 2020 households. It is also inferior to the area average, which is 55%. The La Cabucelle neighbourhood is the 752nd metropolitan priority neighbourhood [in France], that is to say it is among the 36% most vulnerable. 20% of the neighbourhood's population originates from abroad, i.e. around 2860 people. It is also noted that drug dealing is having an increased affect on community life in neighbourhoods, in a context of growing violence.

Overall, the socio-economic precarity of the neighbourhood is tending to increase, particularly under the effects of economic downturn, with inhabitants remaining relatively unaffected by the development of economic activities in the area. A small part of the population is withdrawn and developing a sense of abandon by the government.

In terms of demographics, analysis shows an important population load and density in La Cabucelle, despite a slight regression in recent years. This diminished attraction is due to poor quality public spaces, but also lack of public amenities (facilities for schools, for social gatherings, for organisations, sports, infancy, health, etc.). In Marseille facilities are generally concentrated in the very centre.

Nonetheless there do exist schools facilities in La Cabucelle (La Cabucelle elementary school, La Cabucelle technical college, École de la 2ème Chance, etc.), as well as economic and back-to-work support structures (Association Cap Nord Entreprendre, Le Carburateur, Pôle Emploi, CCI, etc.). There are some cultural facilities, such as Archaos, national centre for the circus arts. There are numerous cultural facilities nearby in the north Marseille neighbourhoods (Hôtel du Nord, Cité des Arts de la Rue aux Aigalades, Cinéma Alhambra ain Saint-Henri, Gare Franche, Château de Servières, etc.). But they don't seem to emanate far enough to incite any dynamic in La Cabucelle.



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Flea market in Marseille

FR-MARSEILLE-SS-AP5.JPG

The retail fabric of the neighbourhood is dense but relatively unstructured and aging. All of the retail facilities fall into a category of being very unstable. We note nearby La Cabucelle, the presence of the flea market, and the Saint Louis, La Calade and Saint Mauront centres. Additionally, the neighbourhood is equidistant from three of the department's large shopping centres: Grand Littoral, Le Merlan and Les Terrasses du Port/Les Docks.



- Site de projet
- Extensions possibles
- Périmètre QPV Cabucelle
- Périmètre de réflexion

THE MRU'S EXPECTATIONS WITH REGARDS THE STUDY SITE

The site to be studied concerns the La Cabucelle neighbourhood of a surface area of around 150 ha. Its characteristics and internal and external challenges have largely been described in the two preceding sections of this document. MRU is not expecting specific project proposals for the study site. Candidates are, however, expected to think about the dynamics at work in the larger area, in particularly La Cabucelle's rapidly transforming urban fringes, in order to develop an overall reflection guided by the following orientations:

- Begin a reflection on the development of La Cabucelle along an east-west axis. The urban and economic development of the north Marseille neighbourhoods has essentially been structured on a north-south axis. This development axis now poses a certain number of difficulties, whether they be social, functional or programmatic. Candidate teams are therefore invited to go beyond the limits of this north-south/ centre-periphery reflection to think up interventions with an east-west transversal zone going from the Arnavants/ La Delorme business part to the Port Autonome. This zone is punctuated with possible project sites (the St Louis factory on Boulevard des Aygalades, 287 Chemin de la Madrague Ville, etc.).
- Develop a strategy of tactical urbanism. The candidates' responses must go beyond the confines of planning logic, characterised by rigid planning guidelines and strategies for large-scale demolition/reconstruction. The characteristics of La Cabucelle incite us to encourage the use of tactical urbanism, based on an incremental and experimental approach to urban development. Consequently, candidates will prioritise strategies of so-called 'urban acupuncture', using micro-architecture or transitory urbanism. They will draw inspiration from methods of co-conception and co-construction of the urban project, mixing concertation, mobilisation of the energetic forces in the neighbourhood, participation and promotion during construction phases as a means of encouraging community appropriation of a new space. They will develop a 'governing by experiment' model to 'test before adopting' and proceed by trial and error in the construction of a strategy for the urban development of the neighbourhood.
- Create spaces of quality that can be appropriated and adapted to improve the residents' quality of life. The ambition is to use public space to enhance the living

environment both for residents of the neighbourhood, but also for users from the wider area. Interventions must define a strategy for public spaces, particularly in relation to the wider landscape. Modalities of cohabitation between the different users of the urban ground plane in La Cabucelle must be researched, from pedestrians to heavy goods lorries. Should uses be separated? In space or in time? Should the various traffic flows be invited to share the same space? Additionally, it must be possible to adapt the built spaces to several types of programme (diverse activities, housing, offices) by stipulating programmatic assembly methods, such as addition, superposition, separation or hybridisation, etc. Innovative programmes for economic activities and compatible with residential use are eagerly awaited. It must also be possible to adapt spaces to the very changing nature of business (evolution of needs, the value of real-estate, etc.) by means of reversible installations. Places must be flexible in terms of use and temporality, and the spaces created need to provide users with the means of changing the very fabric of their spatial environment.



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FR-MARSEILLE-PS-P1.JPG



Site 1 : City of Marseille storage units, Madrague Plan

FR-MARSEILLE-PS-AP2.JPG



Initial intention drawn up by urban planner François Kern in 2005. Note: this scheme was abandoned because of the local authority's loss of property, but it indicates a principle of developing views and of integrating the site into the rest of the neighbourhood, from which candidates can draw inspiration..

FR-MARSEILLE-PS-AP4.JPG

PROJECT SITES

Four project sites have been defined in the La Cabucelle neighbourhood. Candidates can concentrate their interventions on one particular site, or define a multi-site strategy. In any event, proposals must remain connected with the more global consideration of the entire La Cabucelle neighbourhood and its peripheries.

SITE 1 : CITY OF MARSEILLE STORAGE UNITS, MADRAGUE PLAN

This plot is situated at 317 Chemin de la Madrague Ville in the 15th arrondissement of Marseille. It belongs to the City of Marseille.

It consists of a small complex of industrial buildings with heritage value, of interesting architectural quality (former quarantine area for livestock). Today it is used to store equipment for the City of Marseille's roads services. Reflection on this site will aim to:

- Create an incentivising effect with the installation of a flagship activity that will bring a dynamic to the whole area,
- Optimise the old quarantine in terms of its heritage value.

Possible extension of site 1 Madrague Plan:

A 33,478m² privately owned site, on which strategic orientations could accommodate future private projects.

This site is situated at 287 Chemin de la Madrague Ville in the 15th arrondissement of Marseille (excluding the COFRAPEX and BACCUNET sites). Until now it has been occupied by municipal facilities and vehicles maintenance (COFRAPEX), but is privately owned.

Positioned on a geographic break, above the coastal railway line, this site benefits from exceptional views of Marseille's harbour.

MRU anticipates an overall reflection to identify the project strategies to implement in support of the transformation of this site.

In order to get the process of regeneration of the area underway, the Madrague Plan interventions seek in particular to:

- Open views towards the horizon and the open sea, with visual permeability towards the port;
- Work on the relationship and eventual concentration of numerous functions (residential, economic, cultural, educational & research, retail, etc.);
- Prioritise an east-west arrangement for new buildings in order to enable visibility out to sea;
- Break the monotony created by the long walls on the western edge of Chemin de la Madrague Ville;
- Encourage reinvestment in the neighbourhood by the realisation of quality public spaces.

SITE 2 : CITY WAREHOUSES NORTH OF MARDIROSSIAN

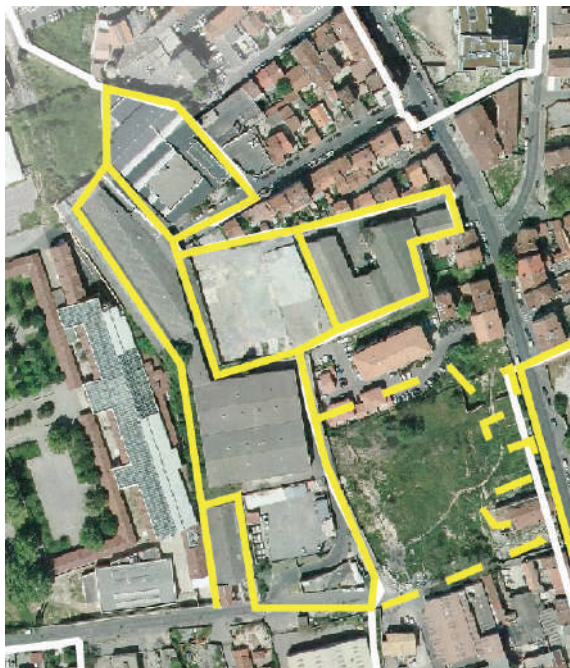
The site of the warehouses has a surface area of 1.4 ha.

This property owned by the City of Marseille, essentially constituted of little-used warehouses, is situated in a relatively dense urban area between Rue de Lyon, onto which it opens, and Chemin de la Madrague Ville. These two strategic axes provide almost direct access onto the motorway. The block benefits from a Bus Rapid Transport route (Line B2, non-dedicated bus lane) along Rue de Lyon, with a stop right outside. In time, via Rue de Lyon, the site will also benefit from the extension to Line 2 of the metro with the creation of the Capitaine Gèze station and its transport interchange. Consequently the site is well positioned but within a very run-down environment (City of Marseille warehouses) and without access to the Arnavant business park.

The Aix Marseille Provence metropolis is more inclined to develop economic activity on this site; however, a diversity of functions such as collective housing and office use could be envisaged on the site, working to make the most of wide views and spaces left open.

Extension of site 2: Mardirossian

This extension corresponds to a 3,051m² site managed by the City of Marseille through its developer Soléam. Several development hypotheses have been drawn up for this site, but none has received final approval. Consequently the option of a mixed residential development has been put to one side.



Site 2 : City warehouses north of Mardirossian

FR-MARSEILLE-PS-AP3.JPG



View of the Sucrière refineries from the 'boues

FR-MARSEILLE-PS-AP5.JPG



View of the Saint Louis sugar factory
from Rue de Lyon (from the north
looking south)

FR-MARSEILLE-PS-P3.JPG

To this end, EUROPAN 15 is the opportunity to reinstate a reflection led by orientations towards development given over to productive activities, addressing the area.

Image

Managed initially by the franco-belgian refinery Zangroniz, then Emsens, the Saint Louis sugar refinery has stood since 1857 on 9 hectares on the edge of the La Cabucelle neighbourhood. The site, which ceased refining in 2015, is now a packaging and logistics centre for cane and beet sugar originating from the north of France, Qatar, Dubai or Egypt. So the factory remains on the site, but employees have disappeared over the years, reducing from a staff of 130 in the past, to around 50 today.

The Sucrière site calls for ideas regarding its mid- to long-term evolution and what kind of urbanism could be introduced. This site currently functions independently of the adjacent zones. Consequently, the challenge will be to stimulate ideas so as to:

- Introduce communal spaces that could be shared between the different business uses and the inhabitants of La Cabucelle.
- Introduce new economies with the potential to generate synergies between the uses, as well as openings to create a multi-dimensional urban environment.
- Conceive urban and architectural spaces that are readily adaptable to meet the likely future needs and versatility of the programmes. It might, for example, involve conceiving building grids adapted to several different kinds or sizes of programme, adaptable double heights, temporary architecture that could leave way for public space, etc.
- Propose programmes compatible with the conservation of all or part of the Saint Louis factory. Proposed programmes must also take into account surrounding developments and the urban context of the site.

SITE 3 : RAFFINERIES DE SUCRE DE SAINT-LOUIS

Managed initially by the franco-belgian refinery Zangroniz, then Emsens, the Saint Louis sugar refinery has stood since 1857 on 9 hectares on the edge of the La Cabucelle neighbourhood. The site, which ceased refining in 2015, is now a packaging and logistics centre for cane and beet sugar originating from the north of France, Qatar, Dubai or Egypt. So the factory remains on the site, but employees have disappeared over the years, reducing from a staff of 130 in the past, to around 50 today.

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