

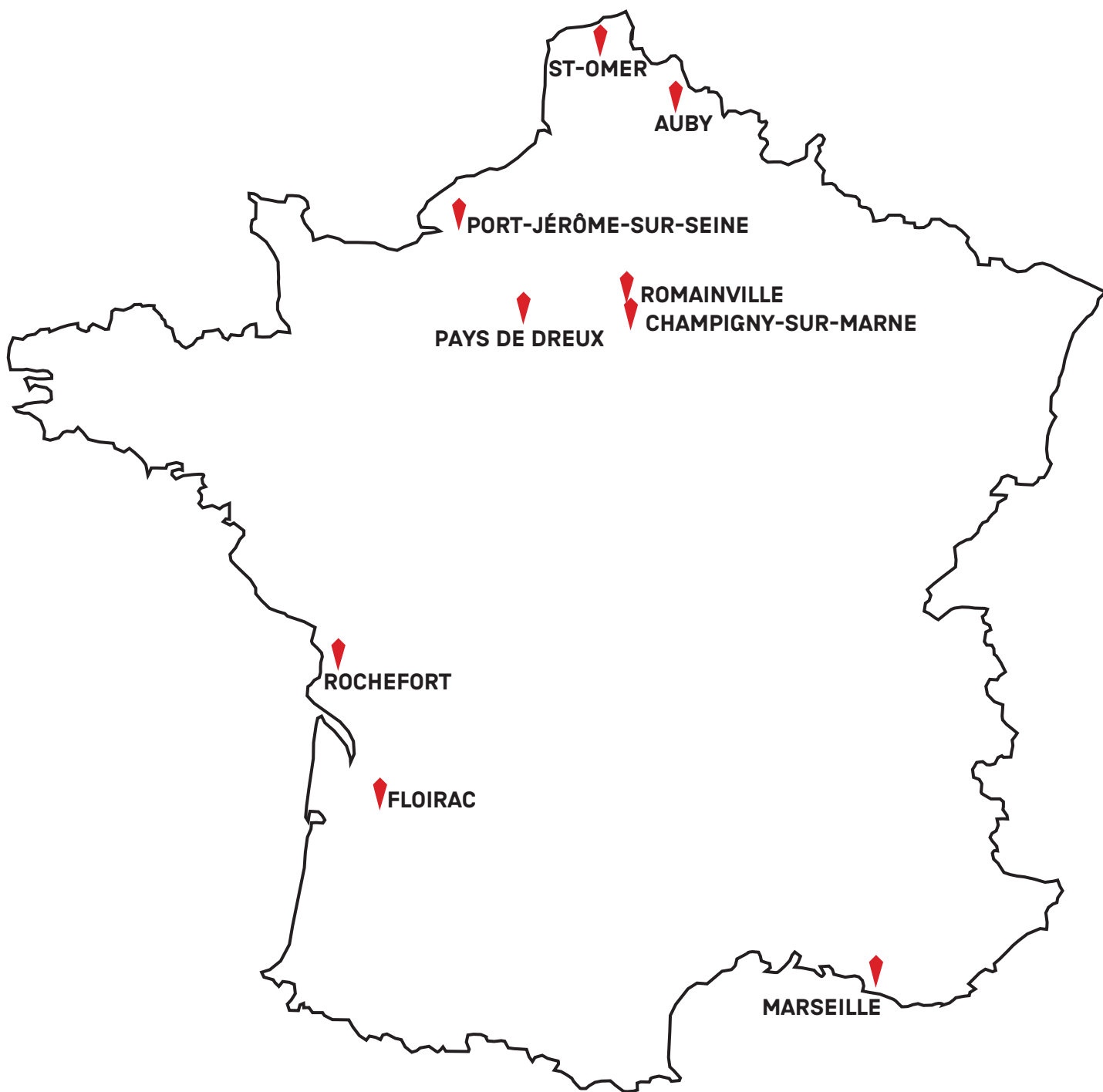
E U R O P E
FR
15

Productive
cities 2

PAYS DE DREUX

ECONOMIC ZONES - THE PRODUCTIVE COUNTRYSIDE

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
> **Rochefort 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 Europan. 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 EUROPAN! TO WORK!

- 1) 3.14.15 décembre 2018_ www.europan30ans.org
- 2) *Villes et architectures en débat, vision d’Europan*, 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’Europan 14 ».
- 8) Forum intersessions 14&15, Brussels, November 2018

GENERAL INFORMATION

SITE REPRESENTATIVE :

Agglomeration du Pays de Dreux

ACTOR(S) INVOLVED :

Agglomeration du Pays de Dreux, cities of Brezolles, Saint-Lubin-des-Joncherets et Tremblay-les-Villages, Region Centre-Val-de-Loire

TEAM REPRESENTATIVE :

Urbanist, landscape architect, architect

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

Architecture, landscape, urbanism, mobility, transport, town planning, environment

COMMUNICATION :

Communication of projects after the competition, December 2, 2019

JURY – 1ST ÉVALUATION :

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 3 selected teams, organized by European France in Paris, february/mars 2020.
- On-site meeting with sites representatives and 3 selected teams organized by cities and partners from january 2020.
- 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, master plan, urban project management with a developer common to the three sites



Reception structure of the future A154 and its exchanger
(St-Lubin-des-Joncherets area)



Village entrance (Brezolles area)



Vacant ground (Tremblay-les-Villages area)

RELATION TO THE THEME "PRODUCTIVE CITIES 2"

RURAL "PRODUCTIVE SPACE" AS MODEL FOR URBAN DEVELOPMENT A KEY SPACE FOR RESILIENT REGIONS

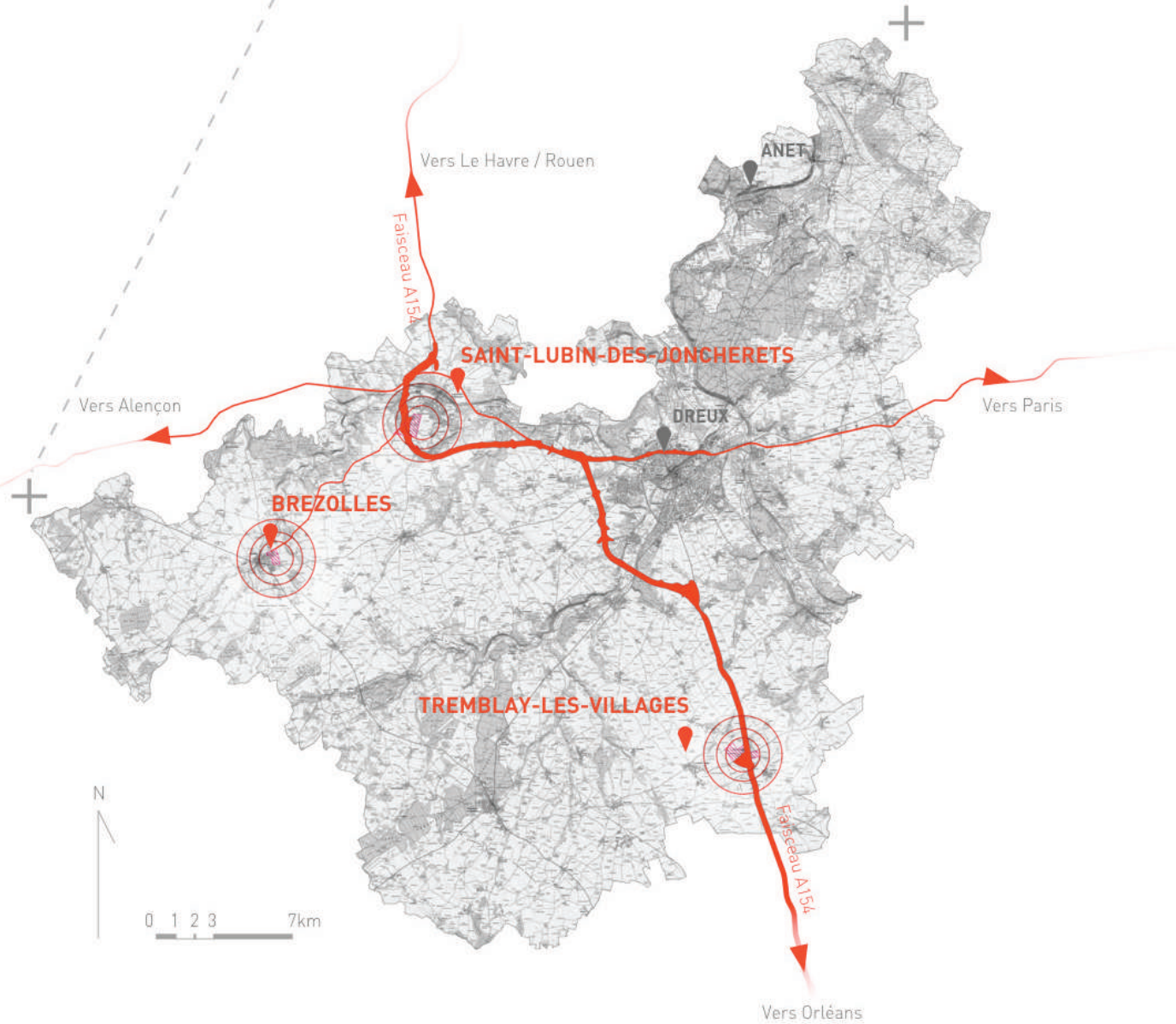
Bordering on the Ile de France and Normandy regions, the Pays de Dreux agglomeration is an attractive area, with families regularly arriving in small villages from the Paris region, and with a good road network (the north-south RN154 linking Rouen to Orléans, and the east-west Paris-Rouen RN12). The sites proposed by the Pays de Dreux agglomeration aim to integrate economic activity zones (ZAE) into the most rural part of the area (outside the urban centre formed by Dreux and Vernouillet), in view of the future A154 motorway and the development opportunities - economic development, increased mobility and residential policies - provided by this State infrastructure project.

In spite of a theoretical potential for high quality landscape and environment in these activity zones in less urban areas, it tends to decrease according to the level of urbanisation of the operating territory. The subject needs more thought and the European 15 competition is an opportunity to shed light on 'ordinary' areas in which urban, landscape, environmental and architectural engineering is less well represented than in highly built-up areas.

Designing the renovation, extension and creation of these peripheral economic territories on several levels ('peripheral' in relation to the centre, the urbanised inhabited settlements of the towns), free from any notion of zoning, using the opportunity provided by new transport networks, to gradually reinforce real links at the local level, while considering the risks and the possibility of forming an interface between town and countryside: the 'activity zone' ('imported' urban terminology that needs rethinking) of tomorrow can be defined by a model much more deeply rooted in the territory: an example 'productive space' that can eventually become a model for a densely-populated town and a real driver of energy transition and territorial resilience.

The answers are expected to shed light on the evolution of local authorities that cover such a large area (the Pays de Dreux agglomeration) that has to reconcile economic development with alterations to their physiognomy. They also need guidance on the normative principles that can further the development of these 'business districts' that are to be built, extended, rehabilitated and managed.

Through the three sites proposed, the Agglomeration therefore aims at setting a form of example in how to answer the question of the development of heavy infrastructure in peri-urban and rural areas, marked by intensive farming, and in a collective rethink of their ability to form tomorrow's 'productive towns', on the basic premise that these artefacts (road access, economic activities, heavily mineralised soils) are understood as the future components of a resilient territory that are active in the ecological transition of the 21st century.



WHICH PRODUCTION FOR WHICH TERRITORY ?

PROJECTS LINKED TO THE FUTURE A154 MOTORWAY: FROM LOCAL IMPACT TO SUPRA-LOCAL SCALE

In the economic offer of the Pays de Dreux agglomeration, the future motorway (due to be commissioned in 2024) and its new route will change the balance, thereby providing new opportunities, particularly for the three sites that the agglomeration is submitting for discussion with the candidate teams, reassessing their location more or less on the outskirts compared to the rest of the agglomeration, now 'polarised' in the 'central' town of Dreux.

The rise in scale differs with the location of each of these villages in the project bundle, and each one will see its production space 'outside' the centre confirmed, emphasised or completely reinvented:

- Saint-Lubin-des-Joncherets, located between the valley and the flat farmland, has an industrial past. A new interchange and toll gate will be installed here, making it a major linking point for the agglomeration area between north-south traffic (Orléans-Chartres-Normandy, as well as Spain and the Atlantic coast) and east-west traffic (Paris-Normandy)
- The A154 interchange with local road networks has been confirmed in Tremblay-les-Villages, in the heart of the Beauce farming region. The diversified and already dynamic fabric of the ZAE of Vallée du Saule may presuppose that traffic and trade will increase, and new companies will arrive.
- Brezolles remains further from a direct link with the motorway but is nevertheless well linked to the main road network of the agglomeration, and located in a preserved area near the rural regions of Le Perche and Normandy.

PROJECT ORIGINS

The current RN154 goes under the names 'Route du Blé', 'Route des Cathédrales' and 'Route des Anglais'. It is crucial to the development of businesses with high added value. It crosses two agricultural regions: Drouais-Thymerais and Beauce, and the two largest agglomerations in the department: Chartres and Dreux.

Its influence extends over 70% of the Eure-et-Loir department and has more than 300,000 inhabitants, which is 80% of the department's population.

The government believes that the lack of alternative north-south transport modes, the density of traffic and the level of insecurity due to sections that are still bi-directional, and the diverse impacts on quality of daily life require that the RN154 should continue to be extended, consistent with the commitments of the so-called "Grenelle Environnement". The objectives declared by the contracting authority are mainly to support the economy and employment, help to develop urban centres, particularly Chartres and Dreux, and improve safety and living conditions (especially those of people living in Saint-Rémy-sur-Avre and Nonancourt who have suffered the impacts of intense traffic on the RN12 through their villages).

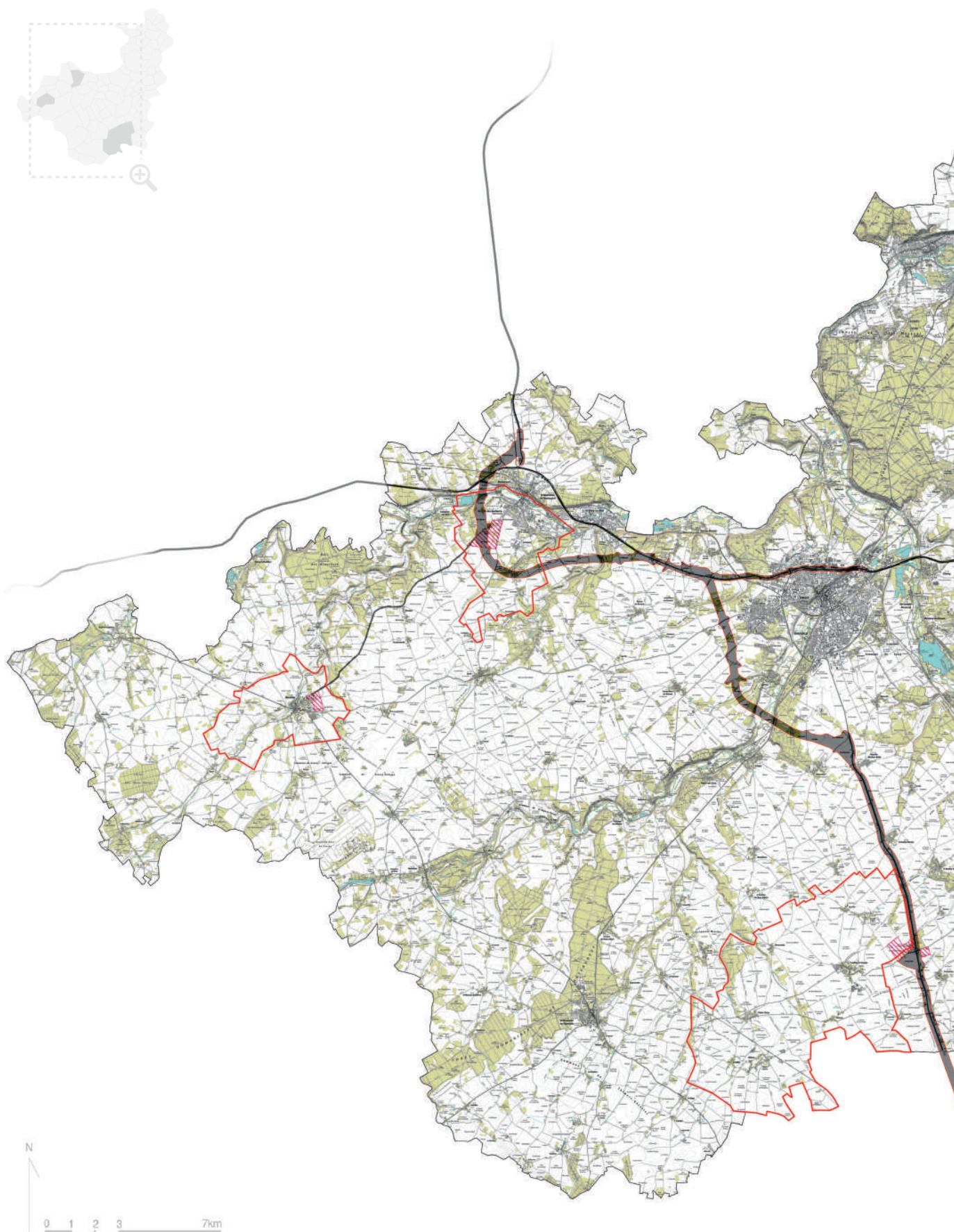
COINCIDING ECONOMIC DEVELOPMENT WITH LOCAL DEVELOPMENT

The sites proposed for the contest by the Pays de Dreux agglomeration are small economic areas located in the most rural part, furthest away from the centre of Dreux. According to SCoT (Territorial Coherence Plan) terminology, these are:

- "economic support hubs" (productive support hubs to be developed and local sites to be reinforced): Saint-Lubin-des-Joncherets and the Vallée du Saule Economic Activity Sector in Tremblay-les-Villages, directly linked to the future A154
- "balanced economic hub" (balanced site to be revitalised and local site to be reinforced): Brezolles, further towards the edge of the area

Although the project will provide new opportunities for the Pays de Dreux agglomeration and make it economically attractive, the arrival of all this infrastructure will pose numerous questions locally: integration with the countryside, town entrances, decrease in farmland to make way for developments that take up space and permeable soil, potential connection of an economic fabric with the many farming and artisan jobs in each of the three villages, which each mayor wants to maintain, improvement of local working conditions and a possible diversification, insufficient access to transport to the rest of the area, which concentrates more on national networks than local ones, etc. Questions on the route, and whether or not the portions of motorway will be free or paying have been widely discussed, and the Declaration of Public Utility on development conditions has now been officially endorsed.

In this new network, the economic activity 'zones' remain key pivots between the different scales. It is now up to



the territories to seize this excellent opportunity by anticipating the possible arrival of infrastructure and the development that comes from an economic activity connected to a nationwide - or even Europe-wide - cluster (the north-south Spain-Atlantic coast axis will be reinforced).

Thanks to the developments of the A154 and the RN12, the agglomeration's strategic position will be emphasised at the inter-regional level by anticipating the evolution of these road connections which currently make up the framework of the territory's economic development and its main showcases. The development of the activity zones in Saint-Lubin-des-Joncherets (a productive centre geared towards Normandy) and Tremblay-les-Villages (in the Saule Valley, a productive centre geared towards the south of the department) concurs with this intention.

At the same time, these business zones find themselves in a particular situation. They are small centres placed in areas with low population but still very attractive for housing (the demographic growth of the agglomeration is mainly due to small villages) and that can be described as 'rural' in the case of Tremblay-les-Villages and Brezolles. These sites are close to farmland, countryside and a hinterland rich in natural resources. In the long term, they can also be the foundation of another economy developing short market chains, stronger links with farming that remains efficient but becomes more diversified through a local food market. They are therefore special places midway between the village centres and the hinterland.

Between the two notions of enclave and connection to the territory, the question of farming arises, and with it the possible change of intensive production methods, together with the question of housing and links between the urban centres and their surroundings.

THE PRODUCTIVE COUNTRYSIDE : A PROJECT FOR RURAL AREAS

With the question of developing activity zones in regions with more dispersed urban settlements, a wider question arises: how to experience the countryside of tomorrow. How to reclaim the little villages, their local life and their employment basins, making these activity zones the basis of a new rural project, a starting point for collective thinking: inter-regional and local commutes, jobs, energy production, water management, intensive farming and product diversification, living environment for the various populations (employees, inhabitants, visitors, etc.).

Breathing life into the "hinterland" versus risking dormitory village

The removal of economic activity away from the centres of the urban settlements, their rapid development into zones independent of their context, and a resident population mainly working outside the villages have created an imbalance between residential areas (town centre or the surrounding housing estates) and activity zones identified as 'peripheral'.

As everywhere in France, each of the three sites follows a doubly penalising movement:

- Autonomous activity areas that have sprung up along the roads at the entrance to the villages, near the centre or further out, often require large parking and storage areas and planning based on functionality and disconnected from the particular landscapes in which they are located.

- An increasing notion of 'dormitory towns', although there are plenty of production areas and jobs, with which few links have been developed.

These little rural villages see a lot of commutes back and forth between work and home, similar to those seen in large urban areas - and often over much greater distances. They remain very popular with newcomers - from Ile de France, or Dreux and its surroundings - but offer very little local employment. The activities resonate little with the resident population, their needs, habits and qualifications.

This zoning results in a form of territorial inequality due to a certain impoverishment of the immediate surroundings of the villages, and poses the problem of 'spatial justice'. However, if they are properly thought out, the activity areas can make these peri-urban villages more attractive by improving their image. At the same time, these zones



Agricultural edge (Tremblay-les-Villages area)



Mobilities (RN 154, Tremblay-les-Villages area)

boost the economy of the territories and convey the flow of residents, consumers or workers. They are also to be considered alongside the new 'rurban' practices (living in the country and working like urban dwellers): teleworking, professionals living in the countryside, co-working spaces and small factories, local food supply, development of very small businesses, green mobility methods and practices and leisure activities relating to the countryside.

Toward an exemplary development of economic activity zones : Integrating the question of an ecological transition

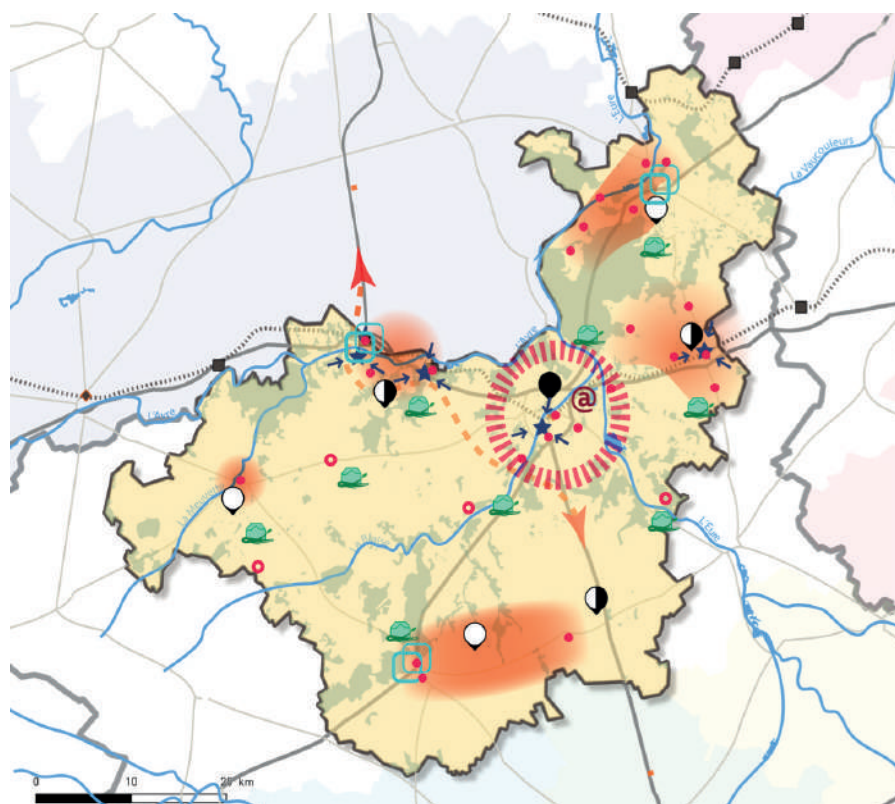
In addition to the impacts on spatial distribution caused by zoning policies, the environmental consequences of the activity zones are many, and cover a wide variety of fields: farmland and natural spaces that are irreversibly given over to buildings, biodiversity is damaged, traffic flows increase (both for goods transport and for work-home commutes). These land-use conflicts and the pressure to build are what happens when houses and shopping centres are built on the edge of towns, with the same notion of peripheral growth, closer to or further from the more densely-populated centres.

This is happening all over France and not only makes the countryside less attractive but is also extending the built-up areas. According to the 2012 Sustainable Development General Commissariat in the French ministry for energy transition, 'the extension of the urban fabric and industrial or commercial zones take up the most land area. France ranks sixth in the EU for the size of its industrial or commercial zones in newly artificialised areas (25%), after Luxembourg (43%), Italy (41%) and Belgium (40%) among others. In mainland France, the pace of expansion of the industrial and commercial zones is much faster than the pace of urban fabric growth, but still slower than that of large transport infrastructure

The activity zones that concern us could potentially include all the faults and the impact of the anticipated developments (road + designated economic activity sectors + potential increase in housing estates) will be huge. And yet, with more space, built up against the farming environment and natural resources, while remaining well linked to a nationwide and Europe-wide road network, these activity areas seem to promise sustainable development and innovation:

- water management solutions
- energy reuse
- shared needs
- new links with farming
- energy autonomy
- active mobility solutions
- circular waste solutions, etc.

On energy issues, these 'peripheral' spaces and the ZAEs can be used for experimentation and development for energy transition through the circular economy (waste recovery and industrial ecology projects) and the use of renewable energy for companies (solar, thermal or geothermal) while offering energy services consistent with the level of consumption in the companies. Company energy needs may vary depending on the type of activity, and this should be taken into account to make considerable savings both for the communities and for the companies.



AXE 1 : UN PÔLE URBAIN RENFORCÉ ET ATTRACTIF GARANT DU MAINTIEN DE L'ÉQUILIBRE URBAIN RURAL

- Diversifier et ré-équilibrer l'offre de logements
- Renforcer l'offre d'équipements structurants et leur accessibilité
- Développer les mobilités douces utilitaires
- Permettre la redynamisation commerciale du centre-ville de Dreux
- ② Développer une politique volontariste d'aménagement numérique afin d'améliorer le réseau de l'ensemble du pôle urbain

AXE 2 : RENFORCER LE RÔLE DES PÔLES D'ÉQUILIBRE

Consolider l'offre commerciale en privilégiant la requalification des friches commerciales et les implantations dans les polarités identifiées

- Préserver et développer le dynamisme des pôles d'équilibre
- Compléter le maillage des pôles d'équilibre
- Renforcer le rabattement vers les gares et développer la multimodalité
- Favoriser les gares comme support de développement économique et résidentiel
- Promouvoir et développer le covoiturage en valorisant les dynamiques déjà engagées, et en s'appuyant sur les nœuds routiers structurants

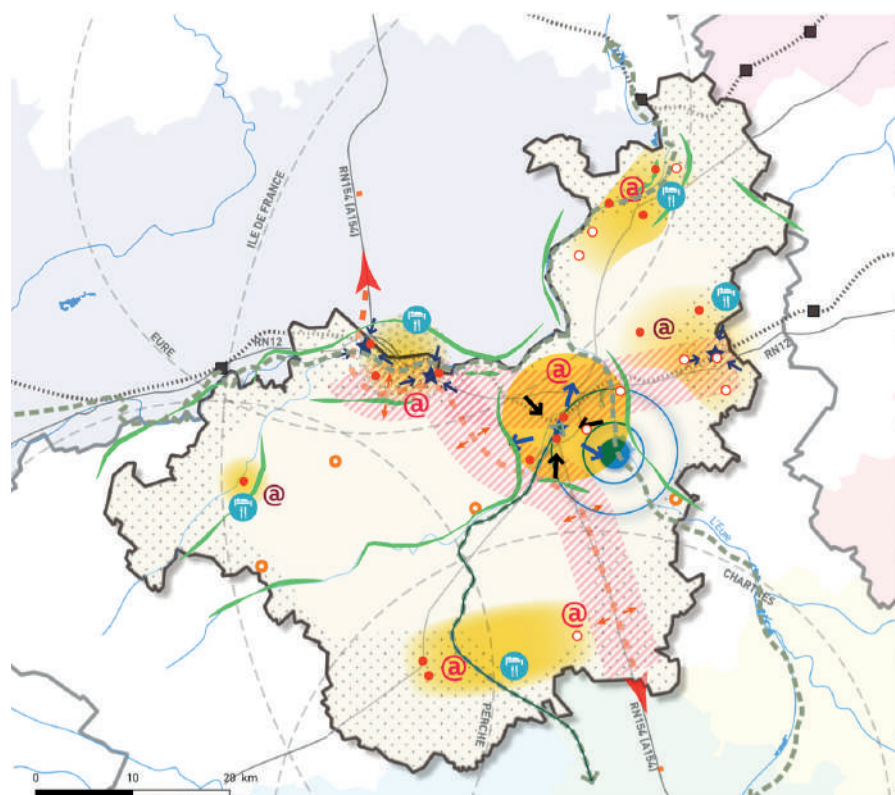
AXE 3 : PRÉSERVER LE FONCIER AGRICOLE ET SES ACTIVITÉS

- Favoriser le développement et la diversification des activités
- Préserver les espaces naturels
- Protéger la ressource en eau par le maintien ou le renforcement des haies et boisements, en cohérence avec les différents types d'exploitation
- Soigner et aménager les franges urbaines

AXE 4 : UNE ORGANISATION ÉCONOMIQUE DU TERRITOIRE CLARIFIÉE ET COMPÉTITIVE

- Pôle économique structurant (pôle d'affaires à développer; pôles productifs structurants à redynamiser ou conforter, sites d'équilibre à redynamiser)
- Pôles économiques supports (pôles productifs supports à développer et sites de proximité à conforter)
- Pôles économiques d'équilibre (sites d'équilibre à redynamiser et sites de proximité à conforter)
- Renforcer l'offre d'équipements touristiques de proximité pour développer un tourisme local

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AXE 1 : MAINTENIR LES POPULATIONS EN PLACE ET ACCOMPAGNER L'ACCUEIL DE NOUVEAUX HABITANTS

- pôle urbain à développer
- pôles d'équilibre à développer
- Compléter le maillage des pôles d'équilibre
- Communes à affirmer
- Communes à conforter
- Favoriser l'implantation de professions de santé

AXE 2 : ANTICIPER LES IMPACTS DE L'ARRIVÉE DE L'A154

- Anticiper les évolutions des pratiques de mobilité locale sur les réseaux primaires et secondaires
- Accompagner la redynamisation des communes de la vallée de l'Avre débarrassées des flux de la RN12

UN DÉVELOPPEMENT URBAIN À ENCADRER

- Mettre en valeur les échangeurs par une exigence de qualité architecturale et paysagère des projets
- Encadrer l'étalement urbain résidentiel

AXE 3 : PROMOUVOIR LE DYNAMISME ÉCONOMIQUE DU TERRITOIRE

- Développer une offre d'hébergement et de restauration de qualité à vocation à la fois touristique et économique
- Poursuivre les efforts d'aménagement numérique engagés
- Renforcer les efforts d'aménagement numérique
- Développer le rayonnement du plan d'eau de Mézières- Ecluzelles
- Trouver un équilibre entre développement touristique et préservation de la trame verte et bleue

ITINÉRAIRE STRUCTURANT EXISTANT OU ÉMERGENT

- Ancienne voie ferrée avec reconversion potentielle pour itinéraire cyclable structurant

AXE 4 : RÉQUALIFIER LES ENTRÉES DU TERRITOIRE POUR UNE IMAGE DE L'AGGLO REVALORISÉE

- Assurer une gestion paysagère des interfaces avec les territoires voisins
- Affirmer la gare de Dreux comme porte d'entrée touristique, économique et résidentielle du territoire
- Renforcer l'attractivité de l'offre ferrée via une communication dynamique et une mobilisation proactive sur les évolutions de l'offre

2_DREUX-FR_C-Mo3

BACKGROUND AND STRATEGY AT THE TERRITORIAL LEVEL

CENTRE REGION, SRADDT (REGIONAL PLAN FOR LAND USE AND SUSTAINABLE DEVELOPMENT) AND THE DREUX LIVING AREA

The Regional Plan for Land Use and Sustainable Development (SRADDT) for the Centre Region, adopted in 2011, suggests structuring the regional space from 8 conglomerations and 16 metropolitan centres. Thanks to a partnership with the INSEE, the area of influence of these regional centres has been defined by the impact of their higher quality amenities (high school, hospital, superstore, etc.) and work-home commute distance. This has established the limits of the 'living areas'. These correspond to the space for the residents and form the scope for discussion and operational implementation of the SRADDT, thus providing an opportunity to compare the regional strategies with the daily lives of the inhabitants.

THE DREUX LIVING AREA

Dreux had 118,100 inhabitants in 2010. This territory is polarised by the 'urban unit' of Dreux (INSEE defines an urban unit as a set of communities with a continuous built-up area, having at least 2,000 inhabitants. The urban unit of Dreux includes the towns of Dreux, Vernouillet, Chérisy, Luray, Mézières-en-Drouais, and Sainte-Gemme-Moronval). These six communities house 41% of the population and account for 59% of the jobs in the region. The central town encompasses 26% of the population and 42% of the jobs in the area.

In addition to the Dreux urban unit, several other centres structure the area: Anet, on the northern edge, with 2,640 inhabitants, and Châteauneuf-en-Thymerais (2,610 inhabitants and Nogent-le-Roi (4,160) to the south.

A living area with a strong focus on the Paris region

To the far north of the Centre-Val de Loire region, bordering on Ile-de-France and Normandy, the Dreux region is clearly oriented towards the Paris region, and particularly the neighbouring department of Les Yvelines. As a good indication of how attractive this region is, 33% of its working population (some 16,000 people) go to work every day in the Paris region. Many of them use the Paris-Granville train line, which is less

than one hour from Paris Montparnasse station. The east fringe, under the influence of the Paris region, was heavily urbanised in the 1980s and onwards. The west fringe borders the Perche and is mainly rural. Overall, the area's population increased in line with the rest of the region, merely through a high natural balance. However, from the 1990s, the area suffered considerable negative migration. Within the territory, the towns and villages on the border with Ile-de-France and also to the southwest have a particularly vibrant demography: high natural and migratory balances come into play here. The area has a younger population compared to the regional average.

THE PAYS DE DREUX AGGLOMERATION

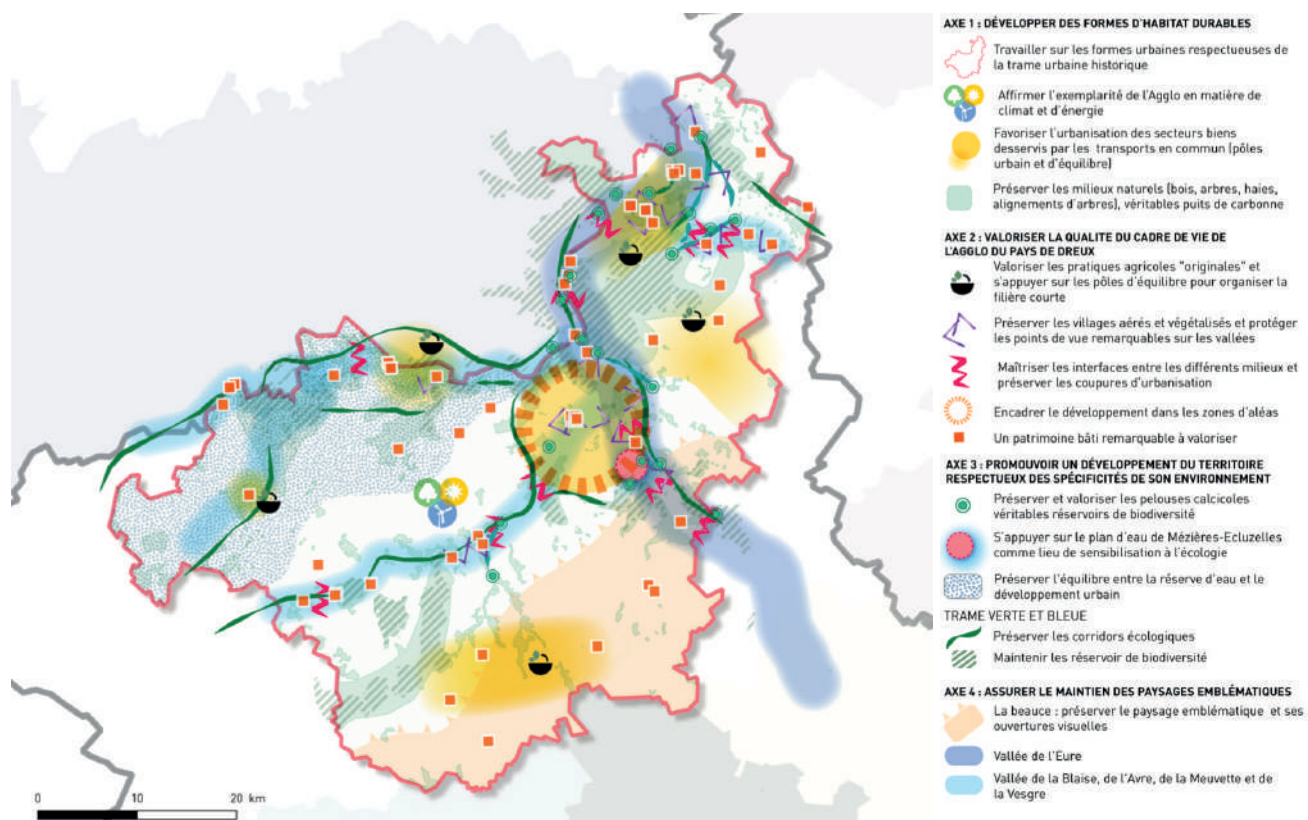
The large Dreux agglomeration, which began in 2014 and includes 81 towns and villages, has 114,931 inhabitants (around 90% of the population of the area). It is the largest inter-communality in the Centre-Val de Loire region and the fourth in the region in terms of population. It extends over 1,047 square kilometres, with 89 inhabitants per square kilometre.

It is the key territorial structure for the future form and dynamic of the area. The agglomeration is applying to take part in EUROPAN 15 in relation to the three towns concerned.

Domains

The NOTRe law governing the reorganisation of territories in France changed the authorities of each territory by handing over the creation, management, development and maintenance of the ZAEs. The law, adopted on 7 August 2015, led to the transfer of authority to the inter-communality and a new scope for the economic development of the towns, villages and cities as of 1 January 2017.

Although this change in institutional authority gave communities all the more reason to develop or create their own ZAE, the knowledge of the 'heritage' of the activity zones and their development prospects by extending or renovating is essential if the land-use and economic development policies are to succeed in the community. Moreover, the Pays de Dreux agglomeration assumes responsibility for various matters concerning the environment, living environment and networks: the collection, transport and treatment of waste and rain water in some villages, management and implementation of the Service Public d'Assainissement Non Collectif



DREUX-FR_C-Mo3.pdf

(SPANC, the individual Pays de Dreux agglomeration water treatment service), the collection, treatment and recovery of waste, the production and treatment of drinking water, the protection and reclamation of the environment and living environment, the construction and management of cultural and sports amenities for the good of the community, social work for the community, tourism, leisure and living environment: developing a tourist strategy in the area, management of water and rivers and reclamation of natural areas: work to prevent rivers overflowing, flooding and pollution, the digitisation of the area: facilitating access to new information and communication technology in the region.

The Dreux development area

Historically, Dreux was a strategic stronghold in the wars between the Kings of France and the Dukes of Normandy. Situated in the Blaise River valley, it suffered the effects of many sieges, including by Henri IV, but each time managed to spring back to new prosperity. In the 17th century it was known for its industry (clothing factories in particular), and made remarkable come-backs in the 19th and 20th centuries with the appearance of the metal and printing industries. The revival was particularly marked after the Second World War, with the overspill from the Paris region and the installation of large electronics or automotive companies. A few names have marked life in the town, such as Radiotechnique, which later became Philips, and the Facel Vega factory. The Dreux region also houses the headquarters of the Beaufour pharmaceutical laboratory, now Ipsen, which employs 400 people. This development led to huge demographic expansion. But the crisis that hit the region in the 1990s put a quick stop to the movement. Industry in Dreux lost thousands of jobs, especially in automotive and electronics with the closure of Philips, Cabléa (formerly Renault), Perfect Circle and Klarius-Rosi. The region still has a high unemployment rate in spite of efforts made by the Dreux economic players.

Yet new movements have started. With ten or so laboratories, Dreux holds pride of place in the Polepharma cluster. This cluster joined forces with the Chemistry, Biology and Health Technopole and the regional group of Industrial Pharmaceutical companies of the Centre Region to form Pharma Valley, which covers four regions: Centre, Ile-de-France, and the two Normandy regions. Their aim is to turn their regions into a European zone of excellence in pharmaceutical production.

Agriculture dominated by large crops

The Pays de Dreux agglomeration intersects a large part of the natural region of Thymerais-Drouais, which has less farming potential than its neighbour, the Beauce region. Local farming is not very diversified: a few breeders and mainly large crops with huge farms, well above the regional average (119 hectares). Farming jobs are less frequent as the production methods use more machines and therefore require little labour. The short market chains and the 'welcome to the farm' network are more developed than in the rest of the Eure-et-Loir department, as they are close to the Ile-de-France and Chartres consumer zones. Short market chains are also on the rise in a variety of productions - bread, pasta, Mohair wool, organic market gardening or reasoned farming, and products from duck breeding).

The state forests of Dreux and Châteauneuf could have the potential to supply a wood industry. Being so close to Paris can be a disadvantage for this open-field farming region, with the pressure to build leading to increased urbanisation. However, it is also a real opportunity for local produce which gains public awareness.

The scot du pays de Dreux

For the agglomeration and in line with the targets set out in the SCOT, the urban centre of Dreux will be reinforced, as will the 'balance' centres which guarantee the urban and rural make-up of the territory: revamp the village centres, develop means of commuting between jobs and residences, and maintain the grain farming and related activities (diversification, energy production, short market chains and distribution relays, etc.).

The SCOT also emphasises the need to highlight the region's environmental and landscape specificities. Saint-Lubin-des-Joncherets and Brezolles are part of the large area of the Blaise, Avre, Meuvette and Vesgre valley and their farming plains. Tremblay-les-Villages however is a village right in the middle of the Beauce region. In the western part of the agglomeration region, the three sites are connected by wide open countryside with fields, copses and slight depressions, regularly dotted with large farms, as well as hamlets and small villages. Investing in new farmland to install new activities poses some direct problems: water resources, view points and village entrances, non built-up areas, maintaining the emblematic landscapes that form the identity and living environment of the region.



0 100 200 400 600m
Saint Lubin, perimeter of study and project site, extension area of the ZAE

DREUX-FR_STLUBIN-SS-APo1.jpeg

SAINT-LUBIN-DES-JONCHERETS

THE AREA

- Number of inhabitants: 4,355
- Surface area: 1,446 hectares

Formerly a town in the Val d'Avre intercommunality, it joined the Pays de Dreux agglomeration in 2014.

It has a central position with a large number of amenities and services, but it remains polarised by Dreux and is assimilated to the 'Dreux urban area' (INSEE describes an 'urban area' as a set of towns or villages joined together with no breaks in between, comprising an urban centre and rural villages or urban units (a peri-urban surround) where at least 40% of the resident working population works in the centre or in the towns and villages around it.)

Urban and landscape structure

Contained within the geographic unit of the Avre valley, where former industrial sites can still be seen (notably the 'Paquetterie'), the village is between the valley to the north, where the historic urban settlement sprang up between the two branches of the Avre, and the farming plateau to the south, in strips of built-up areas running east-west. The space between the historic settlement and the mainly residential part is only loosely built up. Large buildings (schools, sports amenities) alternate with the superstore, and blocks of flats. This today is a well-defined and well-equipped village centre.

The village is linked to the main east-west traffic on the RN12, the future re-routed Paris-Normandy section of the A154, and will also be served by the new north-south section of the A154, where the future interchange between the inter-regional and local road network will be.

Saint-Lubin-des-Joncherets has two entrances: the valley side is small and leads directly to the village centre; on the farmland side a series of open spaces with medium-sized fields alternating with copses and a wide-open view over the valley.

Living environment, demographics, economy

The population has declined in the past few years despite an ever-increasing number of new dwellings. Regionally, the historical development has led to the village spreading to the Avre valley and then recently to the agricultural plateau.

Economically, Saint-Lubin-des-Joncherets has a well-developed network of shops and self-employed people.

Its lively economic and commercial aspect is symbolised by its shops in the centre (small shops and local services, and a large supermarket right in the centre) and a thriving industrial activity. Historically linked to the Avre valley (textile spinning mills), the industrial fabric of Saint-Lubin-des-Joncherets has diversified by developing the Caves industrial zone. The SACRED factory occupies the former premises of the Renard carpet makers. It specialises in the treatment of rubber and employs over half the 700 workers in Saint Lubin.

DEVELOPMENT PROJECT

In the overall discussions of the SCOT for the Pays de Dreux agglomeration area, the site of Saint-Lubin-des-Joncherets accumulates a number of issues and places the village as a major balance centre for the area. The development of the village will therefore include in the plan to create a ZAE:

- the framework for the urban development with the arrival of the A154
- expected uses pertaining to mobility (reinforcement of the railway line with Nonancourt station, increased traffic and exchanges between the local and national networks)
- continued efforts to attract tourists (hotels, restaurants, etc.) in line with the Avre valley and digital developments
- focus on traditional farming practices and short market chains

The Local Urban Planning Regulation Local Urban Planning Regulation now seeks to restrict the urban sprawl to the exact needs of the village, although it does not eliminate the possibility to optimise areas already built on: a more rational, compact urban organisation that uses less natural or farming land, a diversified residential offer to allow for all types of people to live there.

Economically, the strategy is to strengthen :

- life in the village centre (the supermarket attracts people from neighbouring villages as well as those living in the village who can walk there. This is vital for village life and for the most vulnerable people (car-less families and old people, for example.)
- agriculture which fashions and maintains the countryside and local development in the village by maintaining active farms.

The objectives of the Sustainable Development and Planning project (PADD) are as follows:



Village center



Edge of the project area



Project area

- Boost development while maintaining the living conditions: limit the extension of built-up areas and optimise the urban areas by occupying empty spaces. Considerable development is underway with the extension of the built-up area in the housing estates of Les Landes, L'église and Le Loup de la Garenne. The hamlets can be enlarged, the Paquetterie site renovated (this bears witness to the industrial activity of the Avre Valley), and the town's entrances, architecture and old buildings should be improved.
- Continue the planning policy to ensure sustainable development: preserve the water resources, improve energy performance in the buildings and provide green transport
- Provide the conditions needed for local development: foster and restructure the development of the ZA des Caves and develop a new industrial zone for the A154 interchange; support small-scale industries and local commerce (maintain the supermarket, which is a real driver for the commercial fabric); develop digital infrastructure
- Preserve the green and blue belts of the region: conservation and improvement of the Avre waterway, preserve the ecological corridors, maintain the alternation between wooded and open areas typical of the farmlands
- Moderate the use of space and fight against urban sprawl: limit growth by identifying an agricultural enclave surrounded by residential areas that are not environmentally sensitive, ensure that the future development adjoins the built-up areas, increase the density of the built-up areas



TREMBLAY-LES-VILLAGES

THE AREA

Tremblay-les-Villages was created in 1972 as the result of a merger of six pre-existing villages: Chêne-Chenu, Ecublé, Gironville-et-Neuville, Saint-Cheron-des-Champs, Theuvy-Achères and Tremblay-le-Vicomte. Formerly it belonged to the Thymerais community. In 2014 it joined the Pays de Dreux agglomeration.

Urban and landscape structure

Tremblay-les-Villages is in the rural area of Thymerais-Drouais, a transition area bordering on the Beauce area – wide open farmland dotted with a network of ponds.

The village is linked to the main north-south traffic on the RN154 (which has been widened to a dual carriageway ready for the transformation to a motorway). The RD26 runs east-west, linking the village to other small towns in the Pays de Dreux agglomeration: Châteauneuf-en-Thymerais and Nogent-le-Roi.

Tremblay-les-Villages has seen several construction phases in the past few decades, with huge increases in population after the 1970s. The villages of Gironville-Neuville and Ecublé-Bilheux have also spread considerably. The historic village centres are now surrounded by growing residential areas, clashing with the traditional buildings. The farming background and characteristic of this area has fashioned a fairly regular network of built-up areas with large spaces in between, and dotted by small settlements with their village centres, hamlets and farms.

Living environment, demographics, economy

Demographically, it is one of the most vibrant villages in the south-west of the agglomeration area, around Châteauneuf-en-Thymerais with natural landscapes and high net migration. Under the influence of Dreux (20km away) and Chartres (25km away), Tremblay-les-Villages is a local rural village with an attractive residential district, schools, cultural and sporting infrastructure, local shops and services and a well-developed and diverse variety of local organisations.

Although the village has a constant turnover of new arrivals, it also encounters problems: the self-employed find it difficult to set up business, and social capital is low as it is becoming a dormitory village where there are few

activities and little in the way of social life.

Located on the edge of the Beauce region, farming is large-scale and intended for export. Although there is a real increase in production for local consumption (the potager de Diane, the nearby Imbermais pick-your-own, and pulses produced in Serazereux), 80% of the production is exported and the same amount is imported. The village would like to develop a local food market in the next few years.

DEVELOPMENT PROJECT

With Châteauneuf-en-Thymerais further to the west, the village forms one of the centres for balanced development identified in the SCoT of the Pays de Dreux area ensuring an equilibrium between urban and rural areas, which should be maintained and expanded.

Six main themes have been defined for the PADD:

- Protect and enhance the natural, farming and landscape areas: Preserve the large stretches of countryside which characterise the village, protect the ecological stretches, and address the built-up areas on the fringe.
- Supervise the urbanisation of the town including the characteristics of each village and hamlet: support the existing village centres (densification of the centre of Tremblay-le-Vicomte and the other villages in line with the existing buildings), diversify the residential areas and protect the agriculture.
- Aim to control population and urban growth consistent with the location of infrastructure, services and the main transport lines: support the services and infrastructure, mainly in Tremblay-le-Vicomte, consider the major road networks (RD26 and future A154) to develop urbanisation in order to reduce transport time and link it to the whole region, control urban growth and maintain the current structure of dispersed settlements.
- Protect and maintain the architectural, historic and farming heritage: preserve the traditional architecture specific to the Thymerais region.
- Boost economic activity: controlled development of the Vallée-du-Saule activity zone, develop the internet network to boost economic activity.
- Ensure balance between transport and commutes: develop alternative modes of transport (transport on request, car sharing, active commutes and green transport networks).



DREUX-FR_BREZOLLES-SS-AP01.jpg
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Brezolles, perimeter of study and project site, extension area of the ZAE

BREZOLLES

THE AREA

- Number of inhabitants: 1,726 (1999 census)
- Surface area: 1,422 hectares

Once part of the Thymerais community, it joined the Pays de Dreux agglomeration community in 2014.

Urban and landscape structure

Located on a plateau in the Thymerais area, Brezolles forms the transition between the Dreux, Beauce and Perche regions, with forests and small lakes, on the edge of the Perche Regional Park, and very close to northern Normandy. It has always followed the line of the Meuvette stream, which runs into the Avre catchment basin. In the early 20th century a railway line linked Dreux with Brezolles and Senonches. The main north-south roadway (the RD939) crosses the town and links it to Verneuil-sur-Avre in the Eure department, Châteauneuf-en-Thymerais and Chartres. The secondary road (RD4) runs east-west, linking it to Dreux.

Living environment, demographics, economy

This is the western part of the area, further from Paris and Dreux, with low density population (about 50 inhabitants per sq. km. compared to 70 in the eastern part), and much more rural. Because it was once the main village in the canton, Brezolles is the centre of commercial and social life of the rural villages in the south of the Avre Valley. It has several amenities and services enhancing the life of the villagers locally: primary and secondary schools, a library, a nursing home, a small supermarket, local shops, a weekly market and a rubbish tip.

Farming is almost exclusively cereals. The activity zone has developed business in the village, with jobs other than in farming, which employs fewer and fewer people. Its location on the main Rouen-Orléans route (UK and Normandy to the South of France) with a main road to Paris that runs parallel to the RN12 is certainly linked to this development, but the great majority of people would like an improved linkage with Paris.

Concerning tourism, Brezolles is in the middle of an area covering the department of Haute Normandie, the west of Ile de France and the north of the Centre region, close to hiking trails, with cycling and horseback riding and also fishing in the ponds. The town also boasts two hotels and several restaurants.

DEVELOPMENT PROJECT

In the SCOT for the Pays de Dreux agglomeration Brezolles is seen as a centre of balance for the area, which could lend support for the development of a well-balanced economic and tourist industry, by conserving the green and blue framework, boosting the original farming businesses and developing shorter circuits.

Its PADD includes several aims that will add to the discussions for the plan to extend the ZAE:

- Assist the economic development by developing an activity zone linked to the Paris route to improve goods vehicle traffic while strengthening the commercial fabric of the town centre and ensuring that farming develops in ideal conditions (farming is important because of its history in the town)
- Ensure that new residents come to live in the existing town by increasing the density of the interstitial areas and using the available property to keep within the planning limits of the PLU
- Improve the attractiveness and living environment by diversifying commuting modes and developing eco-friendly linkages, including enhancing the architectural and natural heritage and developing the urban and town centre amenities.



Entrance to the village



Village center



ZAE, existing

DEVELOPMENT PROJECT

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DREUX-FR_STLUBIN-PS-APo1.jpg

ZAE Saint-Lubin des Joncherets, existing state, project site perimeter



DREUX-FR_BREZOLLES-PS-APo1.jpg

ZAE Brezolles, existing state, project site perimeter

STUDY AND PROJECT SITE DESCRIPTION, OBJECTIVES, INTENTIONS

The three sites form a series of specific situations around the economic centre of Dreux, from north to south along the future path of the motorway:

- Saint-Lubin-des-Joncherets: creation of a ZAE of about 40 hectares as shown in the SCoT at the future interchange for a town registered in the urban area of Dreux, and in the future, directly linked to the main roads at national and European scale, between the valley and the plateau on the edge of the natural Thymerais region and large stretches of farmland and forest

- Brezolles: extension and reclassification of an existing ZAE of about 10-15 hectares that is ageing and of poor quality, extending from the town's built up area, for a town located on the edge of the Agglo, already tending towards the rural areas of Le Perche and Normandy

- Tremblay-les-Villages: extension and reclassification of an existing ZAE of about 10-15 hectares, economically viable, located in a built-up node outside a town, between the area of influence of Dreux and Chartres, and directly linked to the traffic flows of the future A154.

ONE COMMON QUESTION AND THREE EXPERIMENTAL BACKGROUNDS FOR AN OVERALL LAND DEVELOPMENT OPERATION

THE REGION'S ECONOMIC APPEAL AND STIMULATION

In suggesting these three sites, the short-term strategy is to anticipate the future of three rural towns in the area of the Agglo, to seize the opportunities for economic development, and aiming in the long term to make them living productive and sustainable interfaces mixing several possible scales and several areas:

- Supra-local scale (national but also European): exchange and connection to the major north-south road network (South of France and Spain to Normandy and the Atlantic coast) by developing high technology businesses
- Within the area of the agglomeration: each different rural activity area is complementary with the others, and with the area of Dreux within the area of the agglomeration
- Local scale: the centre and the border are situated

around potential links between residential areas and working/production areas, with an industrial zone and the farmland and natural landscapes beyond.

TOWARDS EXEMPLARY LAND USE

Evolution of an urban style inherited from the 20th century

These three economic activity zones and their development in line with the planned motorway route challenge the changing forms and uses of an old and ageing type of urban unit, calling for cross-disciplinary discussion on its evolution, covering towns and villages, landscapes, architecture, and social and environmental issues, directly linked to the productive city theme of European 15:

- The impact of heavy road and industrial site developments and their coexistence in the farming areas that are needed for their food production and environmental function (pollution, soil permeability, fauna and flora, etc.), participation in the water cycle and renewable energies: resources

- Proximity and distance, connection and disconnection between residential and employment sectors, and daily exchanges at different levels (inter-regional road traffic, local public transport, employment mobility): mobility

- Urban integration and coexistence with the settlements and houses on the edge of the village versus systematic zoning, residential policies that can develop in these areas aiming at conserving local employment, a greater mix of uses and participation in boosting rural peri-urban areas and the life of the residents: social and spatial equality

The teams must consider how the communities can integrate design, management and maintenance criteria to ensure sustainability at the various territorial levels they concern and the different themes mentioned above. This discussion must aim for a high quality of development that is both realistic and operational (economic management of space, efficient transport, car sharing and other shared commutes, flexibility and ability to hybridise other uses, energy autonomy, landscape integration, sustainable architecture) and offer cost-effective development.

The European competition and its 'productive cities' is an opportunity to question the idea of 'industrial estates' in the same way as the 'housing estates' have been questioned in the past few years, to challenge the very principle of 'zones' and to modernise its characteristics from its intrinsic qualities: proximity to natural



1_DREUX-FR_TREMBLAY-PS-APo1

ZAE Tremblay-les-Villages, existing state, project site perimeter

resources, capacity to produce wealth that will benefit the local fabric (jobs, energy, taxation, etc.), ability to integrate environmental and architectural innovation, and resilience for the whole territory.

Landscape approach

In a rural context, where there is also a certain amount of urban scattering, where buildings are spread over a wide space, the activity zones can be seen as pivots between the village centres, the entries to the village, or outlying spaces, and the landscapes and farmlands beyond. This land beyond the village has the potential to improve living conditions in these areas to make them real residential spaces. The landscape approach sees the activity zones in relation to these natural spaces, combining environmental risk management and introduction of quality spaces.

Architectural approach

A prospective architectural vision must also play a role in the renovation of the model. Concerning the current extensive model that is ineffective from an environmental and landscape point of view, discussion should include densification, reversible buildings, bioclimatic architecture, low energy consumption or even energy production to be shared.

Programming approach

An economic activity zone is defined by its solely economic purpose (industry, commerce, services or handicrafts), registered as such in the approved planning documents, and excluding tourist or farming activities.

Looking forward, discussion should focus on a possible change to this definition, aiming at the performance of economic activities and also the possibility of these spaces to become links to the wider area and places where workers and villagers can enjoy an active living environment. From this point of view, complementary aspects of the activity zones and village centres and outskirts and farming activities can help to boost village life, with closer social links and jobs to be found locally.

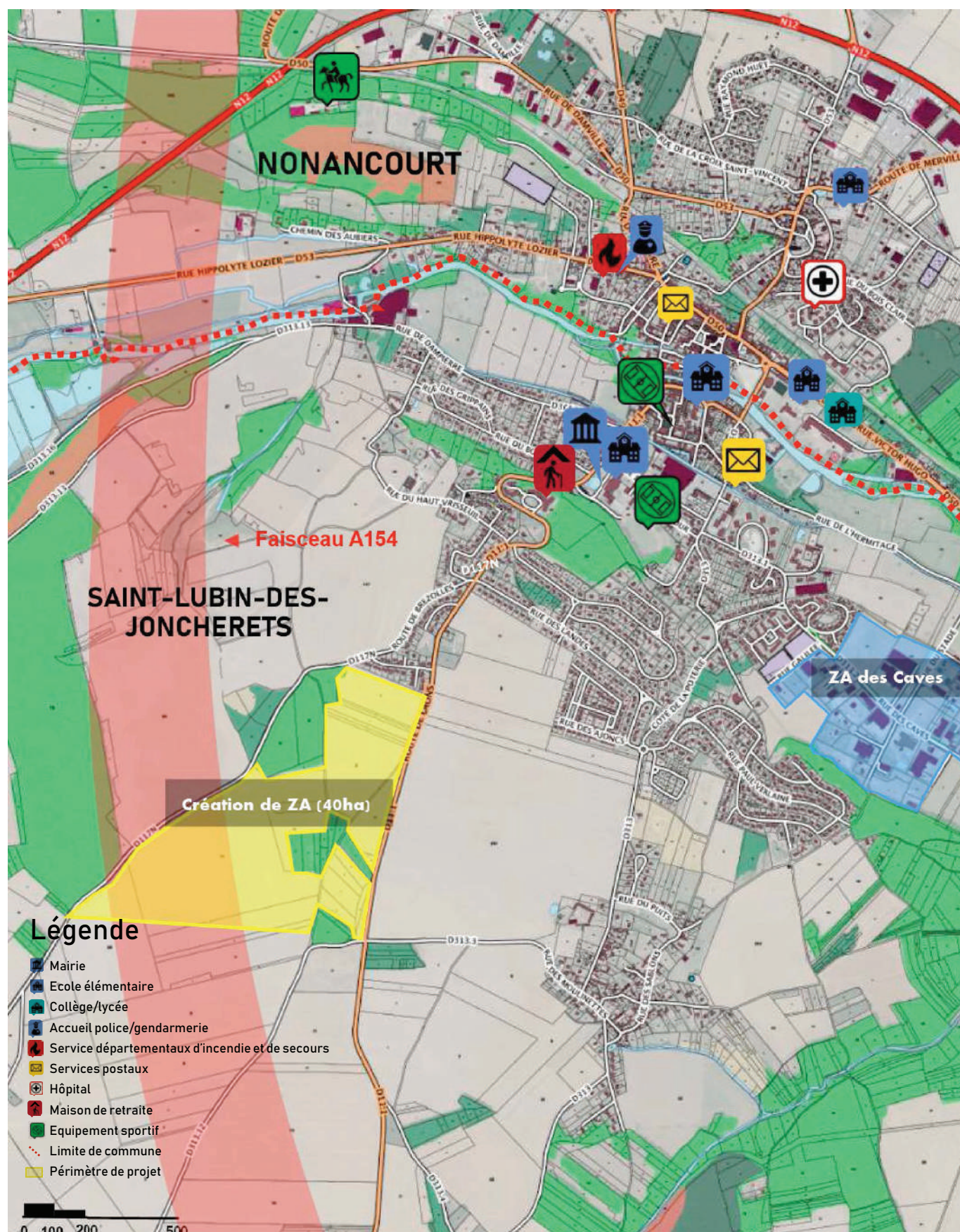
These aspects can also be discussed as a network of these three sites, located in the most rural and least densely populated part of the Dreux agglomeration, in the specific network of these economic activity centres. The complementary aspects can be found in several sectors: programming, energy, circular waste and uses, mobility, etc.

ANTICIPATED TEAMS AND POST-COMPETITION RESULTS

Teams must be multidisciplinary and comprise at least architects, town planners and landscape architects. They should also include skills in mobility, transport, programming and the environment.

The ambition of the Pays de Dreux agglomeration is to use the candidates' innovative proposals as a framework for a multi-site development operation, and use ordinary samples of the territory to invent a contemporary vision of the village and its production spaces, to present as an example of what can be done.

Example proposals could include participatory workshops with the villages concerned, the companies and the inhabitants, to aim at pre-operational studies that will include: the production of an urban development plan for these ZAEs, specifications for their operation in line with a programme strategy.



DREUX-FR_STLUBIN-SS-M01

THE SAINT-LUBIN-DES-JONCHERETS ZAE CREATION PROJECT

STUDY SITE AND PROJECT DESCRIPTION

On the southern edge of the small conurbation of Nonancourt, the St Lubin Creation project in the middle of open field farmland dotted with wooded areas, is a total transformation eventually leading to the construction of a 40-hectare ZAE, connected to the future interchange and the extension of the town on the end of the existing housing estate of Les Landes des Eglises. The perimeter of this planned ZAE has not yet been fully defined in the PLU. It will have to surround the area indicated 1AUX on the PLU and also the agricultural zones around it (zone A). The plan will have to run round the N zones and the wooded areas, whose perimeters cannot be altered.

The path of the roadway has been approved and written into the PLU. The government's idea is to plan and set down in the regulation town planning documents the availability of a strip of land about 300m wide (zone A in the PLU marked 'road infrastructure') upon which the contractor must indicate the precise details of the future developments. Based on government specifications, studies are under-way and the contractor will be chosen some time in 2020, for commissioning by 2024.

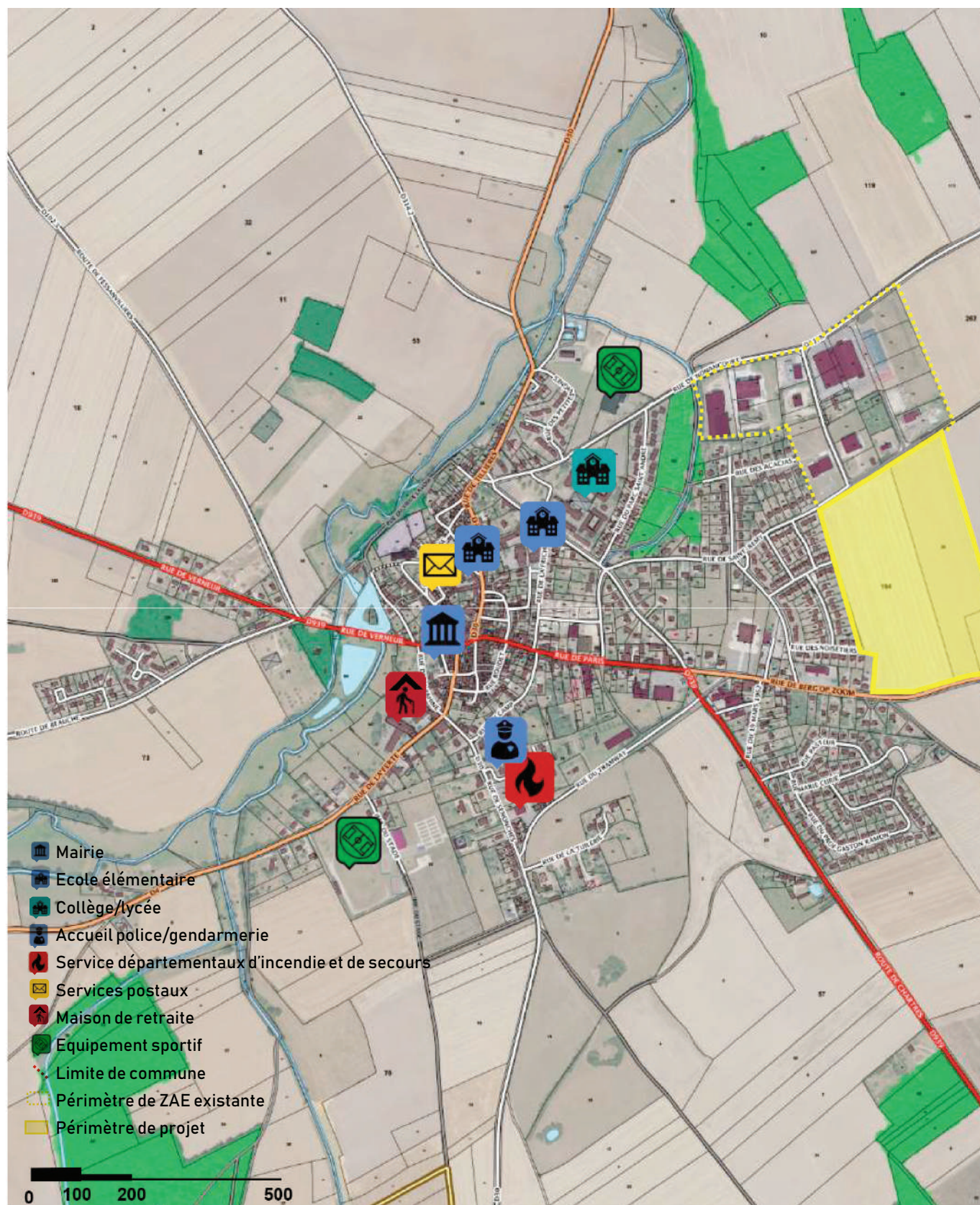
The project will have to be adapted to the precise path of the motorway and the planned developments, which will be set out by the future contractor.

SPECIFIC INTENTIONS

The ambition of the local authorities (Agglo and town) is to make this site the future entrance to the town, acting as a showcase for a small conurbation on the Paris-Normandy route eventually connected to the north-south A154 traffic. The economic players have long awaited this project, and the change will be proportional to the 40 years of debate and discussion about the path. This jump of scale poses the question (even more than for the other sites) of the time it will take to set up such a large project, and the effects of land pressure and control of urban sprawl for a small centre between the Dreux urban area and the farmland. Saint-Lubin-des-Joncherets is the village that will benefit most from the new opportunities of the arrival of the A154. It is also the area most at risk of ad hoc developments and of the damage caused by a market disconnected from the local scale, its natural resources and its inhabitants.

For example, the development of the A154 will cause breaks in the ecological continuity, which will require specific developments to allow for the free circulation of wild animals.

What is needed is a mixed variety on the south edge of the village: green spaces, farmland, residential areas, economy and shops, yet without emptying the centre of its local services, including the superstore. Starting with the perimeter of the plan to create an activity zone, the whole area of land south of the village should be examined with a view to initiating a new type of urban growth. This ambitious project should be studied from the point of view of a 'productive town – or countryside'.



1_DREUX-FR_BREZOLLES-SS-M01

THE PLAN TO EXTEND / RECLASSIFY THE BREZOLLES ZAE

STUDY SITE AND PROJECT DESCRIPTION

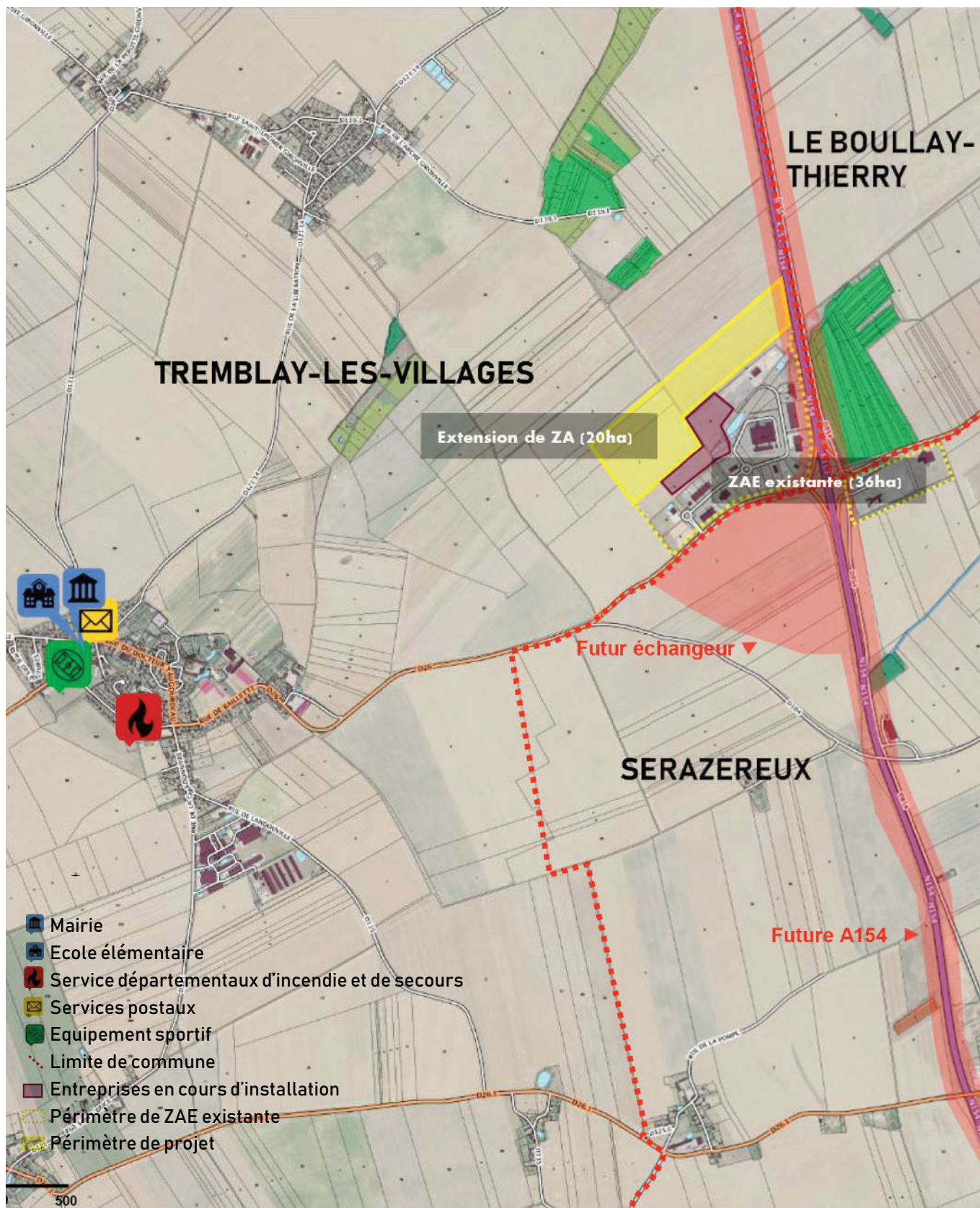
The existing ZAE at the entrance to the town looks fairly old and dilapidated, with spaces that are unused or used only haphazardly for storage. Although there seems to be no efficient management in place, it is the headquarters of a large company working all over France (TIB, who make bodywork for utility vehicles) committed to the circular economy: ecodesign, recycling, repairing and reusing second-hand equipment, industrial ecology integrating all the skills on site. This company has gradually taken over the activity zone with no particular overall development methods, giving the zone an air of a large industrial site, which needs a large amount of work doing to it.

It is located on the eastern edge of the village, extending from the housing estates, yet it occupies an essential place in the image of the village. Although it is very close to the village centre, the overall road framework, access and integration with the village still pose problems.

SPECIFIC INTENTIONS

The specific aim for this extension and the re-qualification of the zone is to rethink the links with the residential fabric of the town. The extension runs along a band of houses. How can it help to integrate the area in the town's living area? This will be done in parallel with the development of green links (cycle paths, pedestrian walkways) the community wants to set in place.

The Brezolles ZAE is the only one of the three sites not directly located on the path of the future A154. The motorway infrastructure will nevertheless have an impact on the town and its productive space, thanks to increased traffic expected in the zone. It will remain on the town perimeter, but will be very well connected. The extended ZAE will change the entrance to the town and therefore reinforce its connections with Dreux and Paris by joining the productive space to the RD4.



1_DREUX-FR_BREZOLLES-SS-Mo1

THE PLAN TO EXTEND THE VALLEE DU SAULE ZAE, TREMBLAY-LES-VILLAGES

STUDY SITE AND PROJECT DESCRIPTION

The site of the Vallée-du-Saule ZAE forms one of the links in the chain of small settlements making up the village. Currently covering 38 hectares, with a planned extension of 10-15 hectares, the project is well under-way, and land has been set aside for future roads.

Today the ZAE houses a wide variety of industrial and handicraft activities: a large company manufacturing paint, varnish, inks and mastic (Brancher Kingswood), asphalt, and exterior and interior design companies.

It has a wealth of public spaces and worthwhile practices have already been introduced: a water purification plant for fully autonomous sanitation, and eco-pasturing for lawn maintenance.

However, the level of services, the landscape integration, the fact that it is an independent enclosure out in the fields, linked to the RN154, the low density of activities and the extensive mineral surfaces are all points that must be challenged if it is to be re-qualified and extended.

SPECIFIC INTENTIONS

The aim of the village and the Pays de Dreux agglomeration is to create an efficient activity centre in the area by forging much closer ties with:

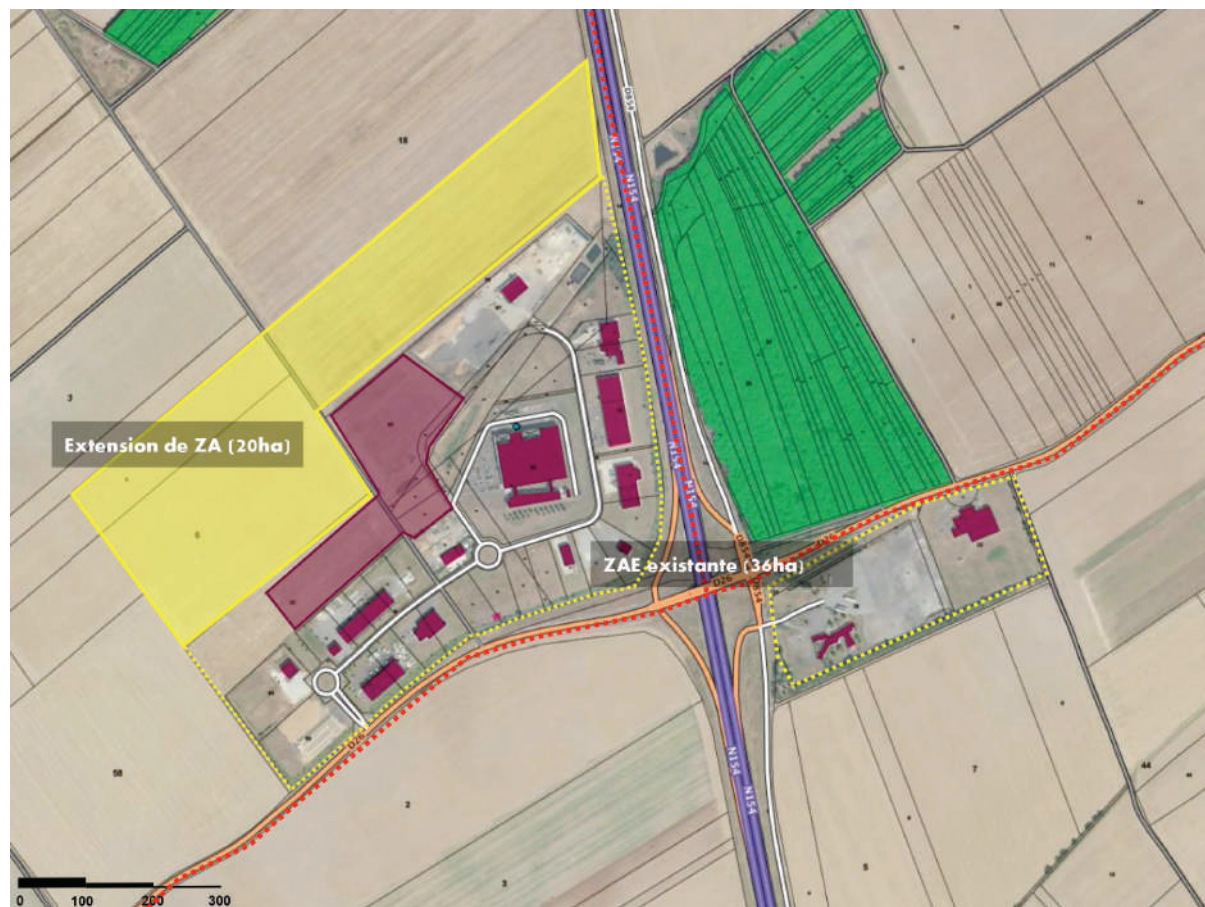
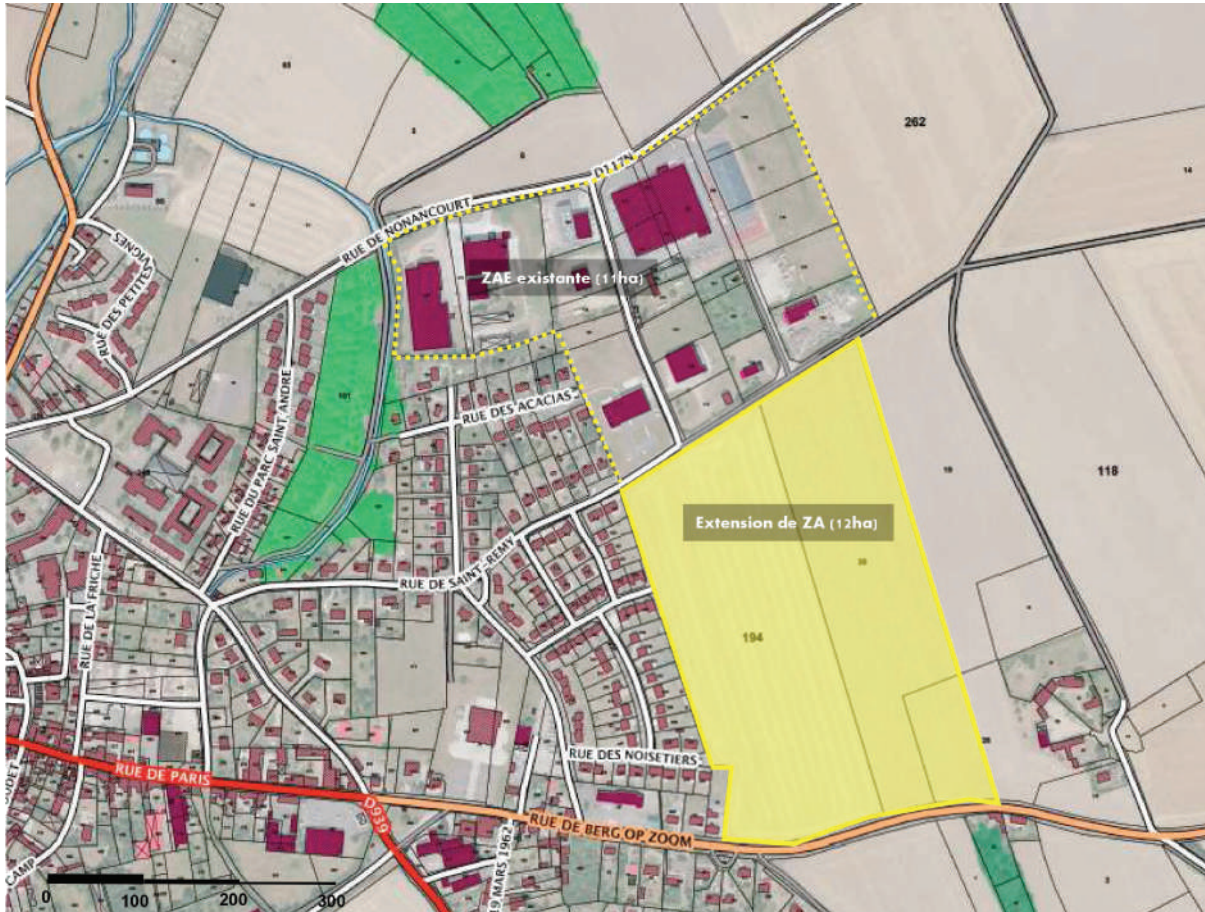
- the residential fabric of the village and the scattered nature of the buildings: the principle of hamlets and settlements. What type of urban settlement for the current ZAE and its development plan?
- the existing ancillary activities: intensive farming, but also the development of associated activities, handicrafts, etc.

Particular thought should be given to mobility, with the developments of the RN154 and its transformation into a part of the A154 motorway, and the village's plan to develop alternative transport modes. Turning the existing interchange into a motorway interchange will make the north-south traffic smoother. A service area is also planned here. Mobility methods need to be developed in order to integrate the different types of mobility into a mobility 'hub' in the village and its ZAE, and also in the Dreux living area. Goods transport traffic (parking and delivery), public transport, car sharing, active

commuting, etc., to make Tremblay-les-Villages a genuine stopover in the network of territorial mobility.

In parallel to the aim of strengthening links between the activity zone and the village's urban settlements, the distance between productive and residential areas must be taken into account in the discussions and proposals, as it led to its autonomy (for example by cleaning up the activity zone).

What the agglomeration and the village want is to find an equilibrium for the Vallée-du-Saule ZAE by avoiding isolation and making the most of the road network, while maintaining a certain sense of autonomy.



2_DREUX-FR_BREZOLLES-PS-Mo1

3_DREUX-FR_TREMBLAY-PS-Mo1

CONTENTS

FOREWORD.....	3
GENERAL INFORMATIONS.....	7
RELATION TO THE THEME "PRODUCTIVE CITIES 2".....	9
RURAL "PRODUCTIVE SPACE" AS MODEL FOR URBAN DEVELOPMENT A KEY SPACE FOR RESILIENT REGIONS	9
WHICH PRODUCTION FOR WHICH TERRITORY ?.....	11
PROJECTS LINKED TO THE FUTURE A154 MOTORWAY : FROM LOCAL IMPACT TO SUPRA-LOCAL SCALE	11
BACKGROUND AND STRATEGY AT THE TERRITORIAL LEVEL.....	17
CENTRE REGION, SRADDT (REGIONAL PLAN FOR LAND USE AND SUSTAINABLE DEVELOPMENT) AND THE DREUX LIVING AREA	17
SAINT-LUBIN-DES-JONCHERETS	21
TREMBLAY-LES-VILLAGES	25
BREZOLLES	27
STUDY AND PROJECT SITE DESCRIPTION, OBJECTIVES, INTENTIONS.....	31
ONE COMMON QUESTION AND THREE EXPERIMENTAL BACKGROUNDS FOR AN OVERALL LAND DEVELOPMENT OPERATION	31
THE SAINT-LUBIN-DES-JONCHERETS ZAE CREATION PROJECT	35
THE PLAN TO EXTEND / RECLASSIFY THE BREZOLLES ZAE	37
THE PLAN TO EXTEND THE VALLEE DU SAULE ZAE, TREMBLAY-LES-VILLAGES	39



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