

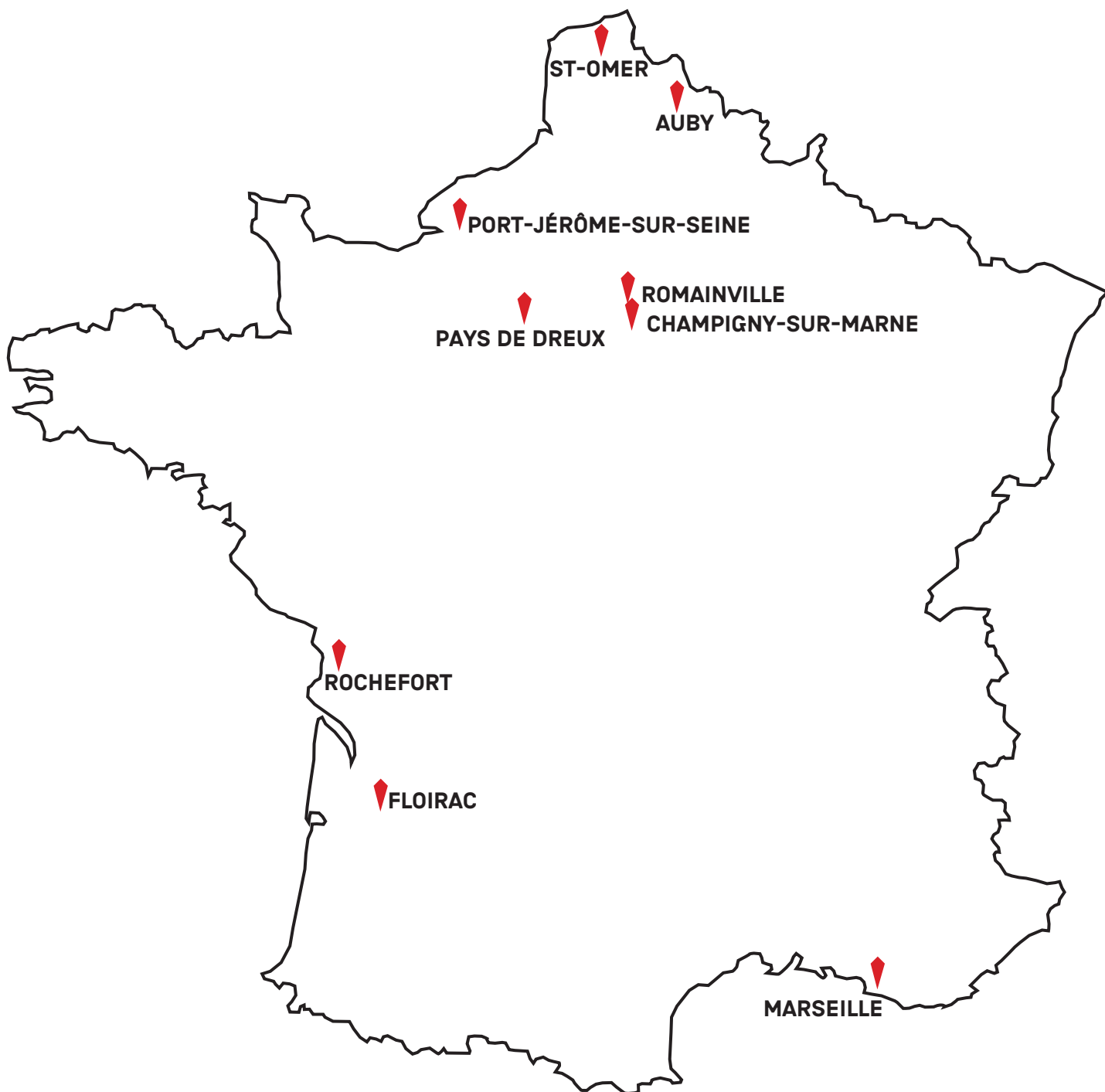
E U R O P  
FR  
15

Productive  
cities 2

# PORT-JÉRÔME-SUR-SEINE

THE CITY ENTRANCE  
OF A TERRITORY IN TRANSITION

Site brief



## EUROPAN\_30 YEARS AND EVEN + CREATIVITY

The european competition's 30th birthday was celebrated at the Cité de l'Architecture & du Patrimoine in December 2018<sup>1</sup>. 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 2019<sup>2</sup>, 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 PAN<sup>3</sup> 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»*<sup>4</sup>. 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.»*<sup>5</sup>

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 competition<sup>6</sup> 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.<sup>7</sup>

## 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 debates<sup>8</sup> 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!

<sup>1</sup> 13.14.15 décembre 2018\_ [www.europan30ans.org](http://www.europan30ans.org)

<sup>2</sup> *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

<sup>3</sup> Programme d'Architecture Nouvelle, PCA, 1972-1988

<sup>4</sup> Gilles Deleuze et Félix Guattari, *l'anti-Œdipe*, 1972

<sup>5</sup> Michel Corajoud, 1981, « *le paysage c'est l'endroit où le ciel et la terre se touchent* »

<sup>6</sup> *Cultivating the city/projet lauréat Amiens E14*

<sup>7</sup> Quoted by Djamel Klouche dans *Architecture d'Aujourd'hui* HS december 2018, « Concevoir des Villes Productives, les promesses d'Europan 14 ».

<sup>8</sup> Forum intersessions 14&15, Brussels, November 2018

# GENERAL INFORMATION

## SITE PROPOSÉ PAR :

City of Port-Jérôme-sur-Seine

## ACTEURS IMPLIQUÉS :

Ville de Port-Jérôme-sur-Seine, Communauté d'agglomération «Caux Seine Agglo», Caux Seine Développement, Société d'aménagement SHEMA, EDF

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## REPRÉSENTANT DE L'ÉQUIPE :

Architect, urbanist, landscape architect

## COMPÉTENCES SOUHAITÉES AU REGARD DES ENJEUX ET CARACTÉRISTIQUES DU SITE :

Urbanism, architecture, landscape, urban planning, sociology

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## COMMUNICATION :

Communication of projects after the competition, December 2, 2019

## JURY – 1ÈRE ÉVALUATION :

With the participation of the site representatives

## JURY – SÉLECTION DES PRIX :

Ranked Selection : with Winner (12.000€), Runner-up (6.000€) and Special Mention (no reward)

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## PROCÉDURES INTERMÉDIAIRES POST CONCOURS :

-Meeting with sites representatives and 3 selected teams, organized by European France in Paris, february/mars 2018.  
-On-site meeting with sites representatives and 3 selected teams organized by cities and partners from january 2018.  
-Assistance and consultancy to the cities and partners, also their collaborators, for the implementations processes, by European France.

## MISSION DONNÉE À LA (OU LES) ÉQUIPES SÉLECTIONNÉE(S) POUR LA RÉALISATION :

À la suite du concours, la Ville et ses partenaires envisagent de :

- Guide de développement urbain
- Schéma d'orientation
- Intervention architecturale ponctuelle

# MAYOR'S INTRODUCTION

Port-Jérôme-sur-Seine is, first of all, a petrochemical industrial area. The city was built near the refineries and its development has depended on the industry's growth.

The project «heart of the city», begun in 2010, aims to change the municipality's image and create new territorial links that unite all the partners around a project to develop public space and build housing and businesses.

The last phase of the project is to be launched. New issues need to be defined, objectives specified and, above all, a carbon-free territory favouring a circular economy and employment developed in partnership with the CAUX SEINE AGGLO Agglomeration and their ecological transition policies.

Participation in the EUROPAN competition makes enormous sense at this stage of the project.

The project site is largely on municipally owned property making a quick development programme possible. Derelict building sites are to be freed up, density increased on undeveloped land and public spaces in the heart of the city reworked. Investors have been identified for certain projects such as the displaced gas station, a site for the cité de l'énergie as well as a showcase for new energy technologies.

To this, I add my concerns, my desire for vegetation and landscaping in a fertile, productive city that takes the human scale into account.

How can the city be built on a flexible, comprehensive concept? How can a degree of multi-functionality, diversity and change be harmoniously included? The programme is not simply housing, but a place to live, social housing upstairs, a nursery downstairs, apartments for the elderly that can also accommodate engineers for a couple of days ... in short, exchanges and life on every floor, every day of the year.

The inhabitants must come to terms with industry, be proud of their city. The image of the city has to change, become imbued with and part of the territory. I see the entrance to the city as a sign, a banner for quality of life, a display of excellence, a vitrine of good living.

Our city needs creativity, boldness and innovation. We are expecting the teams to come up with urban concepts that offer new ways of living and make the construction of the city of future possible.

I dream of a joyful city on a human scale. I want the inhabitants to be able to grow, learn, work, interact and be productive in the same place without divisions.

All equal but different in order to live better together.

**Mayor Virginie Carolo**





**Photo of the Seine Valley**

FR-PORT-JEROME-SUR-SEINE-SS-AP1



**Industry et rurality**

FR-PORT-JEROME-SUR-SEINE-SS-P1



**Télhuet**

FR-PORT-JEROME-SUR-SEINE-PS-P10

# RELATION TO THE THEME “PRODUCTIVE CITIES 2”

## SITE ISSUES RELATED TO THE THEME

The petrochemical industry has from the beginning shaped the city and site. The new municipality of Port-Jérôme-sur-Seine, which now includes four communes, the most important being Notre-Dame de Gravenchon, is part of the urban agglomeration CAUX SEINE AGGLO. The refineries produce more than 15 million tonnes of petroleum and chemical products annually. Refining, petrochemicals, value-added logistics mainly harbour oriented, green industries and the food industry are activities on this site classified SEVESO. Port-Jérôme-sur-Seine, with 2,500 direct jobs and several thousand indirect and induced jobs, draws a large number of employees, some from well beyond the urban area, to the business area every day.

Paradoxically, although during the 1990s the population grew to more than 10,000 inhabitants, the number of residents has since decreased. The population is aging. The age pyramid shows an outsourcing of the 20-44 year-olds. Trade and artisanal activities, supported by European policies, struggle to develop and qualified professionals are lacking (restoration, food service, etc.). Known as the city of oil since the 70s, it is still seen as a polluted, dangerous city with the nuisance of a productive city. Located as it is, off the main road, the city lacks attractiveness and common appreciation despite its urban heritage and landscape qualities.

Today, the city is looking towards its territory and future on a broader, more coherent scale. Saving, promoting and maintaining the existing industrial area is a priority, but the city wishes also to open up other perspectives, relying on CAUX SEINE AGGLO procedures to develop energy transition, ecological, digital transformation and tourism.

The Port-Jérôme site responds perfectly to one of the major themes of the 15th European Competition on the issue of resources, more specifically the resiliency of a territory marked by industrialization now engaging in a fundamental change via energy transition and ecological and sustainable development.

## SPECIFIC EXPECTATIONS OF THE CITY AND ITS PARTNERS

### MAJOR ISSUES FOR THE AGGLOMERATION

The urban area presents major territorial issues:

- Assert its position as a centre halfway between two large cities (Le Havre and Rouen) by taking advantage of its strategic position on the Seine axis. Port Jerome is less than 2 hours from Paris and an attractive place for Parisians wishing to get out of Paris while staying close to the capital.
- Accomplish an energy and ecological transition: At a time of great changes (climate change, digital revolution), CAUX SEINE AGGLO aims for the territory to be more resilient.
- Accompany citizens, businesses and our own public services in the digital transformation of the territory.
- Change the territorial image along themes such as archaeology (Gallo-Roman) and industrial, historical and fluvial tourism.

### THE CITY'S ASPIRATIONS

To the agglomeration's objectives, the city adds their own expectations:

- Increase population to ensure economic development and consistent quality of public services and facilities.
- Maintain the ranking of a major centre to ensure employment, public and private services (access to healthcare and education, integration of the disabled, support for seniors and attractiveness for young adults with new places of exchange and meeting) enabling us to live together.
- Align with the future and innovation as a vibrant city with a focus on ecology, mobility and social equality.

Sensitive to the quality of inhabitants' living conditions and issues of sustainable development that would ensure ecological stability with limited impact on the environment, three factors, density, mobility and sustainability, are important in a overall conceptualisation with specific objectives for the development of the city:





**Pedestrian mail photograph heart of the city**

FR-PORT-JEROME-SUR-SEINE-PS-P13



**Aerial photograph of the surroundings of the town hall**

FR-PORT-JEROME-SUR-SEINE-PS-P12



- well-being: consider architecture, town planning, outdoor facilities and landscape as well as more pragmatic elements such as urban lighting, circulation, security and sensory issues like vision and hearing that form urban perceptions and influence the behaviour of residents and users.
- well-being: giving public space back to users requires recreating and re-dimensioning at a human scale. Working on mobility and regrouping requires putting in place restricted and/or optional activities for users in the city. Creating urban functionality also means requesting an emergence of social attractiveness.
- an open city for the future: the city has to open up to territories near and far, create broader perspectives and new ways of accommodating change and collective evolution while preserving specific characteristics. It must also encourage the more distant territorial partners to discover local assets and share them.

Integrating new technologies or supplying services needed by large industries are examples of ways of developing a new flexible, transformable city in accordance with times, spaces, individuals and groups. The «fertile city» quality is to be included in this approach in a broad perspective that addresses social, cultural, ecological and also economic dimensions. New urban directions, which will profoundly transform the city and its territory, are expected.

Urban proposals set up the conditions for fruitful dialogues between environmentally friendly production, energy transition and new ways of living as expressed in the following questions:

- 1- What connections can be created between the workplace and city by developing other types of production and services: personal services, (janitorial, food services, etc.), transportation (carpooling, environmentally-friendly links), professional education (H2 academy, ceramics centre)?
- 2- How to develop a circular economy that is social and solidary and leads to the creation of housing for everyone and innovative typologies for business, commercial and artisan?
- 3- How to improve the quality of life through environmental considerations and the development of plantings that regulate climate and create short production cycles?
- 4- How to improve and surpass the industrial image of the city through new touristic, cultural and educational attractions that encourage visiting the city, make use of existing facilities and integrate the a larger touristic network?

5- How to meet inhabitants' expectations (meeting places for young people, public transportation to major cities, etc.) and transform the present city into a lively place that is open to the outside world?

## PROGRAMME GUIDELINES

The city wants a coordinated, territorial study that integrates:

### PUBLIC SPACE: GENERATOR OF USES AND PRACTICES

Issues concerning public space are based on three major axes: promoting activity, enhancing place identity, presenting an attractive environment.

Departmental and municipal roads, currently solely for cars and shipping (special loads), have been designed as expressways leading to the heart of the city.

While these roads are required for commercial and urban use, the city must fight against air, noise and visual pollution, against high-energy consumption and for user safety.

Traffic needs to be separated and/or isolated, reduced in some areas, the speed regulated and security guaranteed. Appropriate responses for parking problems need to be found.

All these contradictory issues point to the search for new solutions for public spaces, emphasizing accessibility as much as multifunctional mobility, spaces shared by shops and vendors, restaurant terraces, broad sidewalks, places of leisure and exchange. The street is not to be considered a passive element of the built environment, but a vector for new practices. The pedestrian's place, long dominated by the automobile, must return to a central position that connects into the existing circulation network.

Vegetation is to be taken into consideration for its aesthetic, educational and ecological role as well as for its social and economic dimensions.



The city entrance

FR-PORT-JEROME-SUR-SEINE-PS-AP1

### *Un écosystème émergent favorable*

#### ■ **Plan Hydrogène national & les accords de Paris**

*Objectif : faire de la France "un leader mondial" de la technologie hydrogène et faire de l'hydrogène une solution majeure dans le mix énergétique demain"*

*Le Ministère de la Transition Ecologique propose de "fixer à 10% la part d'hydrogène produit à base de sources renouvelables à l'horizon 2023" et prévoit une enveloppe de 100 millions d'euros "pour accompagner les premiers déploiements (des) technologies de production et de transport dans les territoires". Selon le ministère, il y a un "besoin d'innovation, de démonstrateurs, de construire des champions économiques du stockage, de l'électrolyse"*

*Ce plan prévoit le déploiement de l'hydrogène sur 3 axes prioritaires : l'industrie, la mobilité et le stockage avec un enjeu très fort sur le volet visant à dé-carbonner à hauteur de 10 % l'industrie d'ici 2023 et entre 20 à 40 % d'ici 2028.*

#### ■ **La Normandie, l'une des régions pilotes**

*La région possède un savoir-faire industriel autour de filières d'excellence aussi bien au niveau de la production d'énergie 1ère région de France nucléaire, raffinage, laboratoires (26 000 emplois) chimie, que la logistique (251 000 emplois), la construction aéronautique (13 500 emplois), l'automobile (45 000 emplois)*

*Ces filières seront toutes impactées par cet objectif d'industrie décarbonée. Aussi l'hydrogène apparaît comme un levier pour relever le défi de la transition énergétique*

*Au travers de son plan NORMANDIE HYDROGENE, la région a amorcé une démarche visant à développer la production dé-carbonée d'hydrogène afin de renforcer la place de l'hydrogène dans la transition énergétique, à structurer l'écosystème normand en favorisant les échanges au sein de la communauté hydrogène, à identifier les acteurs de la chaîne de valeur dans la perspective pour les acteurs d'investir les marchés & usages de demain autour d'un ambition programme lié à la mobilité hydrogène : EasyMob, Gencomm, Itteg avec l'objectif d'installation de 15 stations hydrogènes*

### **Ambitious Norman Hydrogen Plan**

FR-PORT-JEROME-SUR-SEINE-ANNEXE1



## HOUSING FOR EVERYONE

Housing is the unifying element on the project site. Feasibly 60 to 90 dwellings can be spread over the area. European teams should give careful thought to typology, design and spatial organization for housing that is able to adapt to changing family structures, is in line with new ways of living, innovative attractive solutions for young households, families.

The connection between housing and work as well as an exterior projection of habitat must be central to thinking. Shifting the paradigm to the issue of living leads to a consideration of housing as a place of production integrated into the urban context.

The pooling of internal or external spaces of sharing and exchange is going to ensure generational and social diversity.

Finally, the shortage of resources and climate change require more sobriety and respect for the environment in habitat. Housing needs to reduce its carbon footprint and fight against, adapt to and evolve with climate change. Technical innovation can occur in the integration of efficient, high-performance connected devices that save money and manage resources better as well as in more services, security and connections.

Beyond desired landscape qualities, vegetation should be considered in its ecological (temperature regulation, rainwater recovery, etc.) and productive dimensions (vegetable gardens).

## H2 ACADEMY: HYDROGEN PROFESSIONS

The H2 academy project, is to be carried by a hydrogen industry consortium and a technical training platform. Initially 500 m<sup>2</sup> are planned, with possible extensions that will need to be taken into consideration. The academy will be open to anyone seeking short-term or longer training or technical improvement programmes. Top private engineering schools, public schools and businesses are associated with the Academy. They will be using the facilities, which need to be able to adapt to their needs. Its location on the project site symbolizes the transition from oil to new technologies.

## BUSINESS SERVICES

Companies in the area have similar logistical needs (transport, travel) and support needs (employee reception, lodging, related services, communication infrastructure). Several initial programme directions have been pinpointed and are presented below:

### -Coworking

In order to help in the digital transition of the territory and its businesses, CAUX SEINE AGGLO wants to develop a digital ecosystem for local businesses. One or more shared workplaces are to be considered.

### -Cité de l'Energie

In collaboration with EXXON, the communities wish to create an exhibition space where the history of energy production in the territory can be presented (200 m<sup>2</sup>) and linked to the development of industrial tourism. An exhibition space for current energy production and its derivatives (200 m<sup>2</sup>) would also be appropriate and would make it possible to discover the industries. If these facilities are versatile and transformable they could be associated with other activities.

### - Janitorial service

A janitorial service for inhabitants and industrial employees is, first of all, personal help for various daily services. It can also highlight existing services in the city and rely on the local economic network, including more confidential resources such as the market gardening organized by the solidarity social centre recently installed just north of the European site or local companies that are part of the circular-economy carried by the agglomeration. It is a question of reinforcing territorial attractiveness for a hyperactive population and encouraging them to settle here.

### - A place of distinctiveness

Finally, the city wants to highlight the distinctiveness of its tradesmen, artisans, artists and local industrialists (the national professional ceramicist training centre; Dehondt Composite group for innovation with resin, bio-sourced flax and castor; etc.) by creating an exhibition area that would encourage people to visit the city.



### **City facing industry**

FR-PORT-JEROME-SUR-SEINE-PS-AP<sub>5</sub>



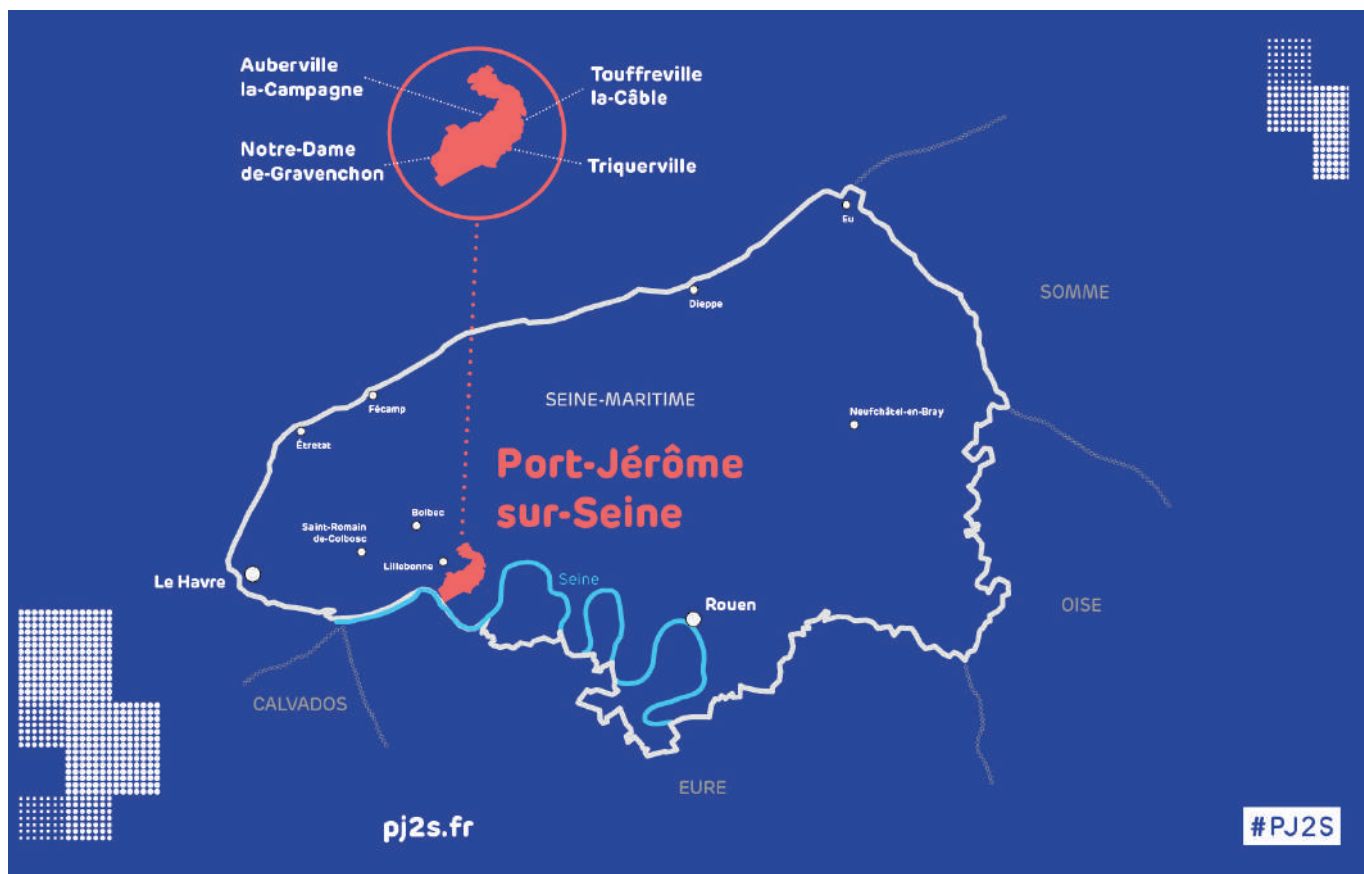
### **Rurality and the city**

FR-PORT-JEROME-SUR-SEINE-SS-AP<sub>5</sub>

## **A RESIDENCE ON A DIVERSE, MODULAR AND EVOLVING HOTEL CONCEPT**

A housing residence (50 to 100 apartments) is planned along the conceptual basis of a hotel and as a primary residence for active seniors. The hotel will be shared with other users in the town ensuring a functional diversity. The company employees, tourists or travellers in search of temporary accommodation will find all the services needed (restaurant, recreation and reception, meeting and training rooms). The apartments will be adaptable to needs and allow a diverse range of accommodation.





**Map of the Seine Maritime with the establishment of Port-Jérôme-sur-Seine**

FR-PORT-JEROME-SUR-SEINE-C-Mo



**Aerial view of the Seine**

FR-PORT-JEROME-SUR-SEINE-C-AP1

# CONTEXT AND STRATEGIES

## THE TERRITORY OF THE AGGLOMERATION

The city of Port Jérôme is one of four main cities in CAUX SEINE AGGLO (50 municipalities / 80,000 inhabitants), a territory historically host to innovation in Normandy. The agglomeration, on the Seine axis, is noted for its vibrancy and attractiveness due to large areas of multi-functional commercial land along the Seine.

### AT THE CROSSROADS OF INTERNATIONAL EXCHANGE

Twenty minutes from Le Havre, thirty from Rouen and an hour and a half from Paris, CAUX SEINE AGGLO is at the crossroads of economic and touristic trade. The territory is extremely well connected internationally by a multimodal infrastructure (A13, A28 and A29 motorways, Radicate maritime harbour, Bréauté Beuzeville train station).

From textiles to aeronautics, petrochemicals and fine chemicals to logistics, leaders like ExxonMobil, Oril Industrie, Revima and Katoen Natie have settled in the greater municipal area with the Seine as a driving force for development. Beyond economic activity on the Seine Axis, tourism has greatly increased with no less than 7.5 million passengers in 2017. CAUX SEINE AGGLO was one of the inter-municipalities convinced early on that the Seine estuary was important for promoting this area of Normandy because of its attractivity, tourism, economic development and mobility.

The urban centre of the Seine estuary brings together ten inter-communities who encourage tourism as an economic force and is complementary to local activity. It is a flexible, light structure intended to advance subjects of general interest and focuses on projects that gain greater impact and visibility when supported collectively. This territory, rich and diverse, is a major national and international tourist destination, known worldwide for such gems as the white cliffs at Etretat, Auguste Perret's architecture in Le Havre and famous seaside resorts like Deauville and Honfleur.

### THE CITY OF PORT JÉRÔME, A SITE TO DISCOVER

Port Jérôme is above all a productive city known for its industries and petrochemicals. But there is another city hidden behind the forests, tucked into the valleys. It is

a rural community of beautiful, protected landscapes, widely recognized for the natural beauty of a town along the banks of the Seine and spreading into the wooded hillsides. It has a significant architectural and industrial heritage as well as a high quality of life and many public facilities.

### FROM RURAL VILLAGE TO CITY OF OIL

The local topography is marked by hills breaking off in cliffs that plunge to the Seine riverbed or surrounding marshlands. Neolithic vestiges testify to a small group of people living in the area. In 1928, the government ruled that crude oil must be refined in France. Le Havre appeared as the most direct port for importing from the United States and distributing to Paris. However the industrial refining facilities were located in Notre-Dame-de-Gravenchon. Two refineries (of the Rockefeller empire) were built between 1928 and 1933 on marshlands along the Seine, in the town whose historic centre is set back to the northeast of the river. Port Jérôme was chosen because of its proximity to the port of Le Havre where the tankers docked and is connected to the refineries by a 35 km long pipeline.

Housing for refinery employees was constructed at a site removed from the historic town centre and industrial sites. The residential area first developed along the lines of a garden city and then more spontaneously as the refineries grew. The construction of infrastructures (schools, housing, sports facilities, etc.) for the refinery employees transformed the rural village of 500 souls, in the space of a few years, into the «city of oil» as it is nicknamed.

The city was bombed in World War II, destroying the refineries. It was rebuilt in the 1950s. The inauguration of the new town hall in 1958 marked the displacement of the city centre to the former village of Saint-Georges. Many public amenities were constructed in the 1970s.

Since then, Notre-Dame-de-Gravenchon has continued to develop, as has the industrial zone.

Today, the city and the industrial area have grown together. The RD81 departmental road is the only border between the two areas, which otherwise remain isolated from one another. The city has developed while protecting itself from industrial nuisances.



## City map

FR-PORT-JEROME-SUR-SEINE-C-M2



Reproduction of a postcard of the garden city created in 1934

FR-PORT-JEROME-SUR-SEINE-SS-P3



### **LANDSCAPING AND FLORAL STRATEGY**

Gravenchon's identity is found in its rural roots and geographical location. However, industrial development and forced urbanization by public authorities in the 1950s and 1970s have «blurred» this historical identity. From the beginning of the 1980s, municipalities began dealing with this problem through landscape development and an optimized floral plan. The city's strategy has been to protect itself from industrial nuisances with regard to environmental impact and safety. It has implemented a large-scale floral policy, creating green spaces and embellishment. The aim is to mitigate the visual impact of industry on the local population. There are many bike paths, footpaths or pedestrian malls in the city; environmentally friendly connections, which encourage walking and make it possible to go from one neighbourhood to another.

### **AN OVERLOOKED ARCHITECTURAL HERITAGE**

Port Jerome has a significant architectural heritage that is relatively unknown by the general public:

- a feudal mound and the Fontaine-Saint-Denis Château built in the 11th century of flint and limestone,
- numerous 18th and 19th-century houses and farms in traditional materials (brick and half-timbered façades, flint, with alternating course masonry).
- Bolder, more modern public buildings in concrete, strong elegant architecture that has changed the face of the city.

### **A MODEL OF AMERICAN URBAN PLANNING: THE GARDEN CITY**

An avant-garde, exemplary housing project built by American industrialists in 1934, the «cité de la petite compagne» is the result of a booming economy and governed by cross-Atlantic culture. It is a combination of hierarchy of space, spatial organization based on the family's social position and refinery employees' professional status. The various historical elements, including the concentric urban plan (English romanticism) desired by the architects, gave birth to an extremely varied cityscape. A regionalist architecture echoing nearby seaside resort villas (Deauville, Etretat) with art deco details built «Norman style» with fake half-timbered and brick or alternating courses of fake limestone and brick. Good public spaces, streets, privet hedges, pollarded trees, squares, urban furniture, all studied in detail to produce an overall unity. Excellent public facilities, mainly for culture and sports, still contribute to the town's quality of life. From the beginning, all the services of a modern city were included: drinking water, electricity, sewers, hotel,

town hall and sports fields around a picturesque Norman farmyard. This neighbourhood has greatly influenced the existing city. It has served as an example for the transformation of the city centre and the development and evolution of the city.

### **A LIVELY CITY**

Port Jérôme sur Seine has public facilities that allow everyone to thrive. There is a large diversity of cultural places: cinema, theatre with good national-level programming, the Arcade contemporary music venue, a graphic arts school with renowned artists, museum and temporary exhibitions, multimedia library with web access for cinephiles.

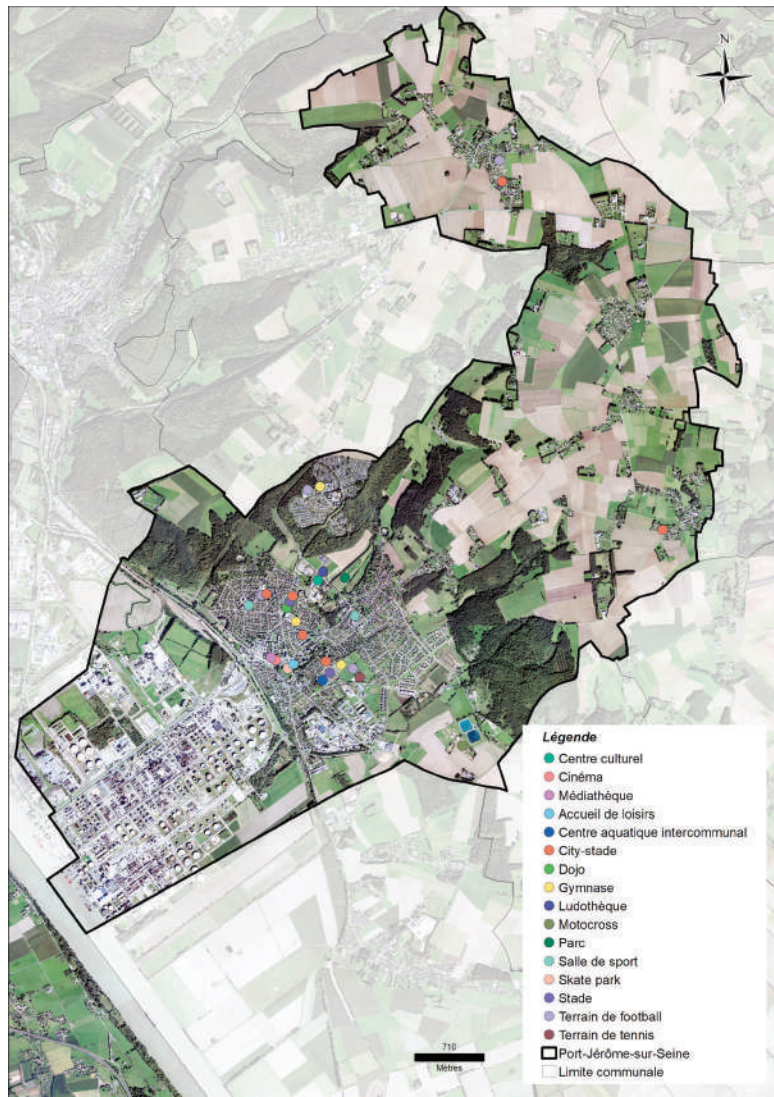
For the vitality of a commune of less than 10 000 inhabitants, a sports policy is needed. The city has identified three main goals.

- promote sports for everyone.
  - use sports for prevention, integration and learning.
  - put the territory on the map with top-class sports teams.
- The city's policy offers a multitude of sports activities and disciplines in facilities with high-quality equipment that promotes social, cultural and generational diversity.

### **A SHOPPING CITY**

The municipality supports commerce through a number of objectives including:

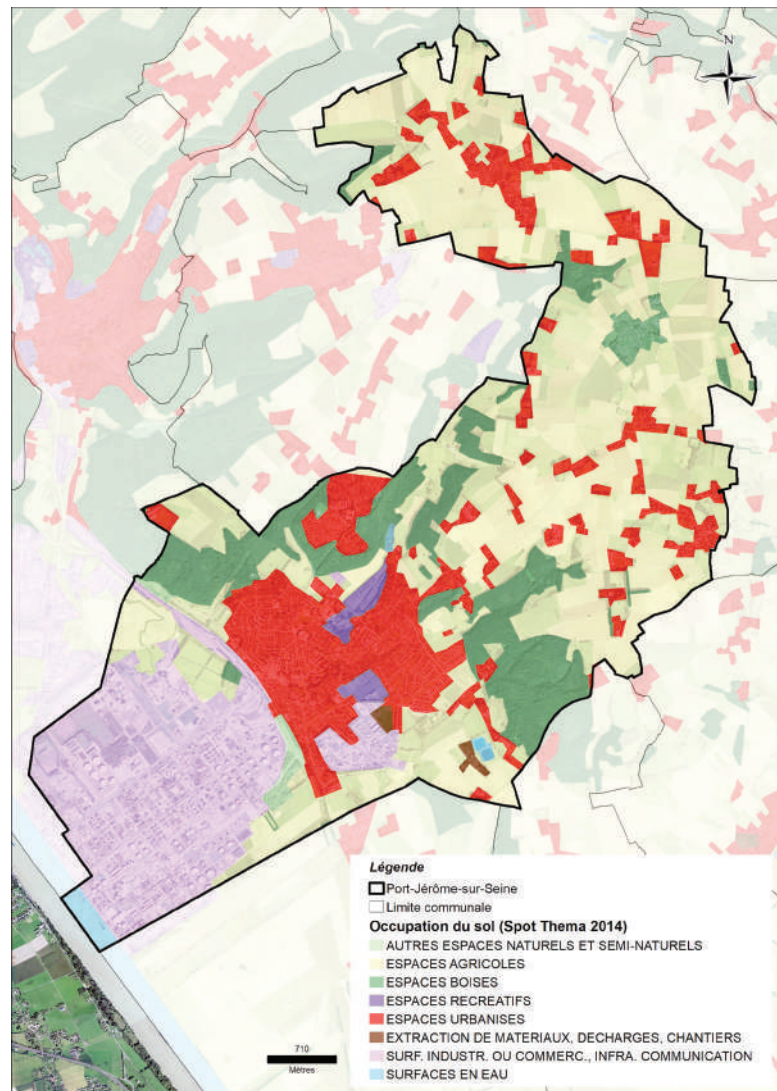
- maintaining and developing artisanal activities, businesses and services in the downtown area.
- attracting local clientele and that of the surrounding area by taking advantage of daily commuters to the industrial zone.



FR-PORT-JEROME-SUR-SEINE-C-M5

## Land use plan of the municipality

FR-PORT-JEROME-SUR-SEINE-C-M3





## A FAVOURABLE SOCIO-ECONOMIC CONTEXT

The CAUX SEINE AGGLO region is looking towards the future by encouraging development in energy and ecological transition and digital and circular economies.

Caux Seine Agglo: a clearly defined energy trajectory  
Territorial strategy: 100% renewable energy by 2040  
Faced with the challenges of climate change, the inter-municipal «100% Renewable Energy» and the Territory's Positive Energy for Green Growth (TEPCV) are undertaking to reduce the energy needs of inhabitants, buildings, transportation and economic and recreational activities. They're proposing a general program for soberer, more economical development and support for massive renewable energy production in the area for circular economies, industrial ecology, social and solidarity businesses.

### STUDY OF ENERGY POTENTIAL FROM LOST ENERGIES

A pioneer in circular economy on the Seine axis, CAUX SEINE AGGLO is working with several industrialists on energy sharing and recovery of waste heat at the scale of the industrial zone.

### A SHOWCASE FOR CIRCULAR ECONOMY - PESS PEPA

The agglomeration proposes to create a SOCIAL AND SOLIDARITY ECONOMY, a showcase for work in the development of this economy. The project would host a social garage, organic gardening, the CLIPS RESSOURCERIE (already operational) and a business incubator.

### GDZA APPROACH - SUSTAINABLE MANAGEMENT OF INDUSTRIAL AREA (GESTION DURABLES DES ZONES D'ACTIVITÉ)

The approach contributes to company competitiveness and ensures economic development by reinforcing the attractiveness of the industrial area and the development of established businesses.

Development of renewable energy and adapted storage solutions

Wind energy is one of the most competitive renewable energies. The Caux Vallée de Seine has chosen to promote wind energy and has launched a Wind Development Zone on its territory.

### HYDROGEN AND A PROPOSAL FOR HIGHER EDUCATION

Today, one of the challenges for the CAUX SEINE AGGLO industrial zone lies in the use of disruptive technology to reconcile environmental imperatives and economic performance. Hydrogen is, in some ways, the missing link in energy transition that could create appropriate bridges between energy sources. The community's investment in a global territorial energy policy is reinforced by the national context for development of energy diversity as well as the announcement of the Hydrogen Deployment Plan. With the prospect of H2V Industry setting up a massive carbon-free hydrogen production plant, CAUX SEINE AGGLO is undertaking a study to determine feasibility and size for an academy for the hydrogen profession. The H2 Academy would meet the industry's needs in recruitment and training and ultimately those of French and international economic partners involved in hydrogen (production, storage, transport, uses). This project is a real opportunity to create a place of higher education in the territory.

### DIGITAL TRANSITION & SMART TERRITORY:

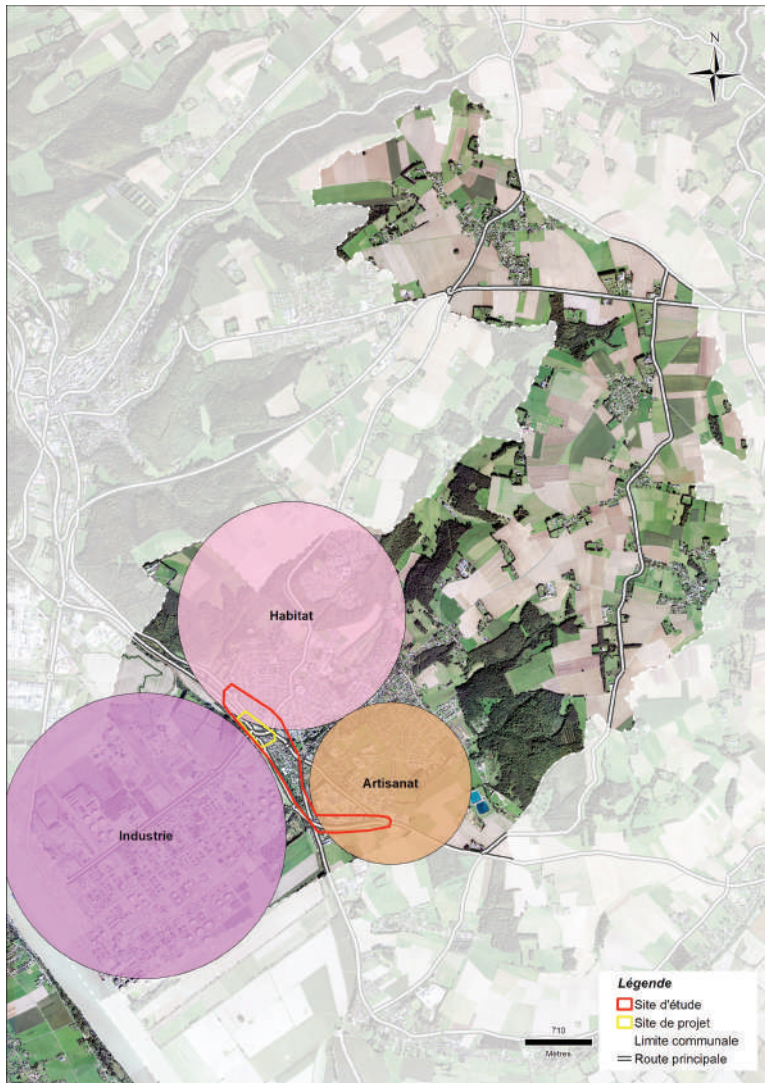
Digital developments are profoundly transforming the economic world and are going to impact the CAUX SEINE AGGLO territory by:

- transforming the local economic fabric,
- relocating activities closer to the area,
- allowing the emergence of a new digital economy in the territory.

Digital developments will influence and transform:

- relations between citizens and Caux Seine Agglo,
- virtually all the community's competencies and work undertaken,
- the running of the administration and relations with other partners (associations, companies).

Given the issues mentioned above, there are several areas of development to help realize a digital transformation and benefit from the new territorial order:

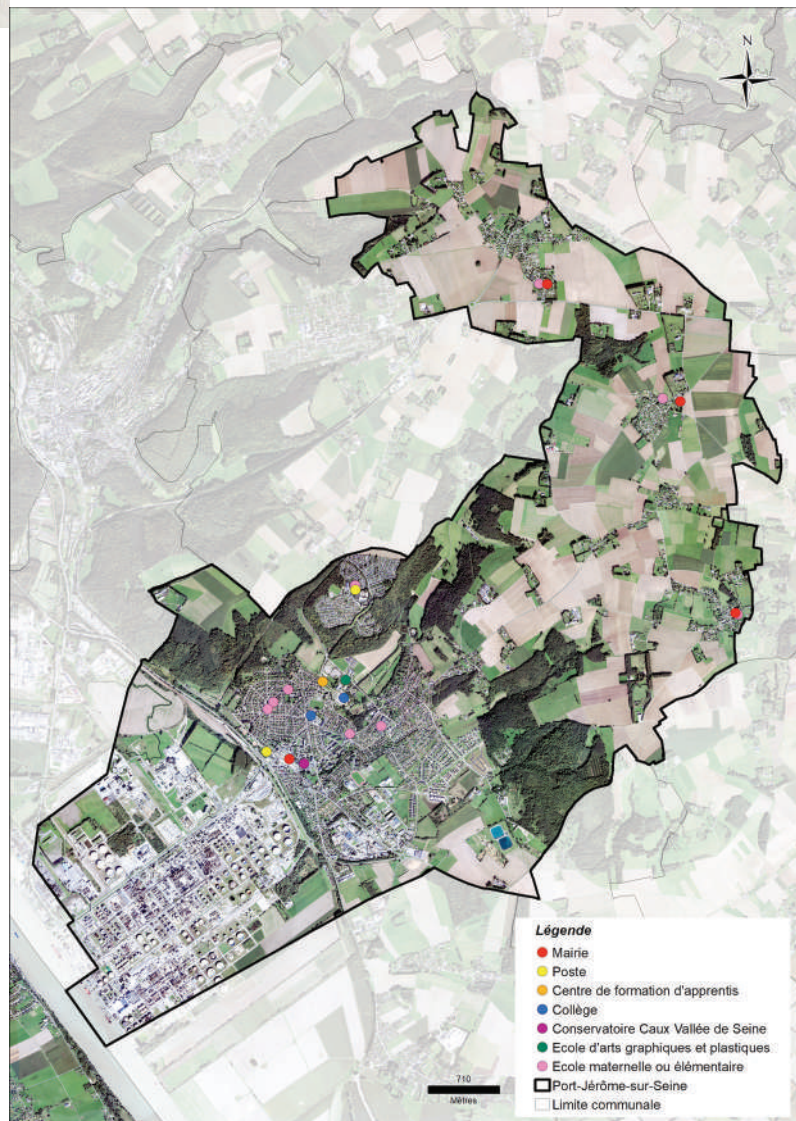


## The great families of activity in Port-Jérôme-sur-Seine

FR-PORT-JEROME-SUR-SEINE-C-M4

## Public services

FR-PORT-JEROME-SUR-SEINE-C-M6



## **APPROPRIATE DIGITAL INFRASTRUCTURES**

The Caux Seine Agglo urban community has been involved in the development of an optical fibre infrastructure that will enable a very high-speed connection in the territory by 2023.

## **SMART TERRITORY / TERRITORY OF INTELLIGENCE**

In light of the first full-scale financially supported demonstrations of a monitored, data-driven city, Caux Seine Agglo needs to consider the use of public data and the economic, legal, political and democratic issues at stake. This is the objective of the «smart territory» study initiated at a municipal level (EPCI-Public Establishment for Inter-communal Co-operation + 5 city centres), a preliminary step to identify priority areas for a smart territory, particularly in energy transition, transportation, tourism and urban planning.

## **TERRITORIAL ATTRACTIVENESS**

### **TOURISM & HERITAGE**

Use major tourism themes to change the image of the territory: heritage tourism (Juliobona gallo-romain museum in Lillebonne, Normandy ceramic centre), industrial tourism (petrochemicals and derivatives) and river tourism along the Seine.

### **TRANSPORTATION AND SUSTAINABLE MOBILITY**

1. Development of innovative mobility solutions  
Over the next three years (2019-2022), CAUX SEINE AGGLO wants to concentrate on new adapted-mobility solutions in a low-density territory. In this context, two solutions are to be investigated:
  - a. transform the private vehicle into a means of public transport
  - b. create shuttle transportation using self-driving vehicles



**Departmental road 81**  
FR-PORT-JEROME-SUR-SEINE-SS-AP2



**City entrance from Lillebonne to the west**  
FR-PORT-JEROME-SUR-SEINE-SS-AP7



**City entrance from Petiville - eastward**  
FR-PORT-JEROME-SUR-SEINE-SS-AP6



**Study and project sites**  
FR-PORT-JEROME-SUR-SEINE-SS-M2



## ADJUSTING TO THE REFINERIES

The study site includes a strip along the Departmental Road 81 (RD81), the urban edge from Kennedy Roundabout to the Carrefour supermarket roundabout. This departmental road only for vehicles cuts the area in two.

## SITE DESCRIPTION

### INTENSE TRAFFIC:

The dual-lane road RD81 is the primary artery for vehicles accessing the industries. Lorries, tankers loaded with fuel and container trucks circulate on this artery largely designed for them. It is also the service axis for the industries' workers. On this hyper-road linking Lillebonne and Caudebec in Caux (Rives en Seine), neither pedestrians nor bicyclists have a place. This peripheral service road south of the city avoids vehicles passing through the city centre and ensures residents' safety.

### A VISUAL POLLUTION FILTER:

The road begins at the base of the cliff, which is also a city rampart. The industrial area, in what were river marshlands, extends to the banks of the Seine. The city has developed on the hillsides away from the river. The largely wooded peripheral band acts as a visual filter for inhabitants, hiding refinery tanks and chimneys. The area buffers the city from industrial nuisances, vegetation offsetting the industrial aspects of the site. This filter, appreciated by residents, creates disadvantages for the city: the RD 81 allows no contact between those using the road and the city; it is not even possible to gain a glimpse of the city. The RD81 is a neutral urban moment where nothing happens, where there is nothing to see and no way to enter the city.

How can this industrial image be modified? Can the RD81 be used to alter the image, enhance the industrial zone? Can it be used to communicate on municipal activities such as the solidarity centre and insertion?

Occasional openings along the RD81 could become invitations to enter, discover and share in the riches of the «hidden» city. The abandoned «Travisol» site along the cliff could be used for architectural or cultural purposes.

The roundabouts at either end of this road provide access to the city's main arteries and are the eastern and southern city entrances. How are these entrances to be treated so that they become beacons of the city's wealth?

How to use the know-how of local craftsmen, artists, entrepreneurs and inhabitants to transform the aspect and use of these roundabouts to encourage travellers to investigate the city?

What other functions can this artery accommodate? At issue is the quality and unity between the two city entrances and connections, perspectives and entrances.

A social and solidarity economy equipment construction area is being designed near the east roundabout. The service station (2nd most important distribution in France) will be transferred to the Kennedy roundabout, freeing up the old site. Finally, the buried «Telhuet River» is to be uncovered and enhanced.



## Project site

FR-PORT-JEROME-SUR-SEINE-PS-M1

## Properties belonging to the city

FR-PORT-JEROME-SUR-SEINE-PS-M4





## MAINLY CITY PROPERTY

The project site runs from Kennedy Roundabout to City Hall. It extends west beyond the post office building on unused land.

The urban fabric is made up of plots rich in contrasts with a large variety of uses reflecting municipal growth over time. The municipality has bought up these small parcels, thus avoiding micro interventions. The project site can be divided into two areas:

The first area is strategically located at the intersection with Departmental Road 81 (RD81) and is an entrance to the city, a place of exchange and the juncture between the city and the refineries.

Enhancement and signifying of the city entrance

At the Kennedy roundabout in the city centre (entrance to the city) next to the city hall and on both sides of Rue Kennedy, this parcel is made up of several plots:

The plot near the old train station, around the Kennedy roundabout and along the RD 81 is where the new service station for automobiles and lorries will be located. This plot will have to be harmonized within the overall project. Can this mono-use be coupled with another function to guarantee attractiveness and enhance the city? Programme combinations are to be taken into consideration.

East of Rue Kennedy, along the road are some miscellaneous derelict buildings that will be demolished and other artisanal buildings that, once their activities have been relocated short term in the artisanal zone, will also go.

Water - this block's wealth

This parcel is where the «Telhuet» waterway will be uncovered. Water can, in both planning and use, play a very positive role for the project.

Importance of vegetation

The project needs to extend the green corridor from Telhuet Valley. Vegetation is important for aesthetic reasons and for its influence on living conditions on this parcel. It can also become productive in private or collective gardens. Vegetation should be brought to the fore and developed for its quality-of-life role.

Historic buildings are too rare

On this parcel, the two old buildings dating from the beginning of the twentieth century are to be preserved and highlighted: the green-grocer building which is communal and the private residence «The Manor». Perspectives or viewpoints developed in the cityscape can highlight these buildings. An old mill, with little historical value, could nevertheless be preserved to accommodate a new leisure activity or a restaurant.

To the west of Rue Kennedy are several plots the city is planning to buy that could become part of the project, including the recently-developed terraced parking lots from the «heart of the city» project and the ground freed-up by the transfer of the service station. They fall under the objectives of «city entrance» previously stated.

At 2 Rue de la République is a set of buildings dating from the 1980s, managed, commercial co-property spaces. It would be good to integrate this site into the urban plan.

Suggestions are:

- \* Make the buildings more attractive

- \* Propose activities complementary with the commercial use

- \* Reconsider the issue of closed urban areas in the heart of an open network

- \* Integrate the buildings in a general urban plan, increase its density or alter it in some other way.

The second site extends on Rue de la République from the post office grounds to the tennis courts (not included), along the cliffs above departmental road RD81.

Interstitial parcels

The parcels located between the tennis courts and the post office building are for the most part pasturelands unrelated to the city. These parcels, across from the historic garden city, don't have any recognized function and do not participate in city life, not even as green spaces. They separate existing activities one from another along the street. They could be reinvested.

The present post office building can be preserved or razed, however a postal service must remain in the city. The site, including the building, would allow for a construction programme in relationship to programme data described above.

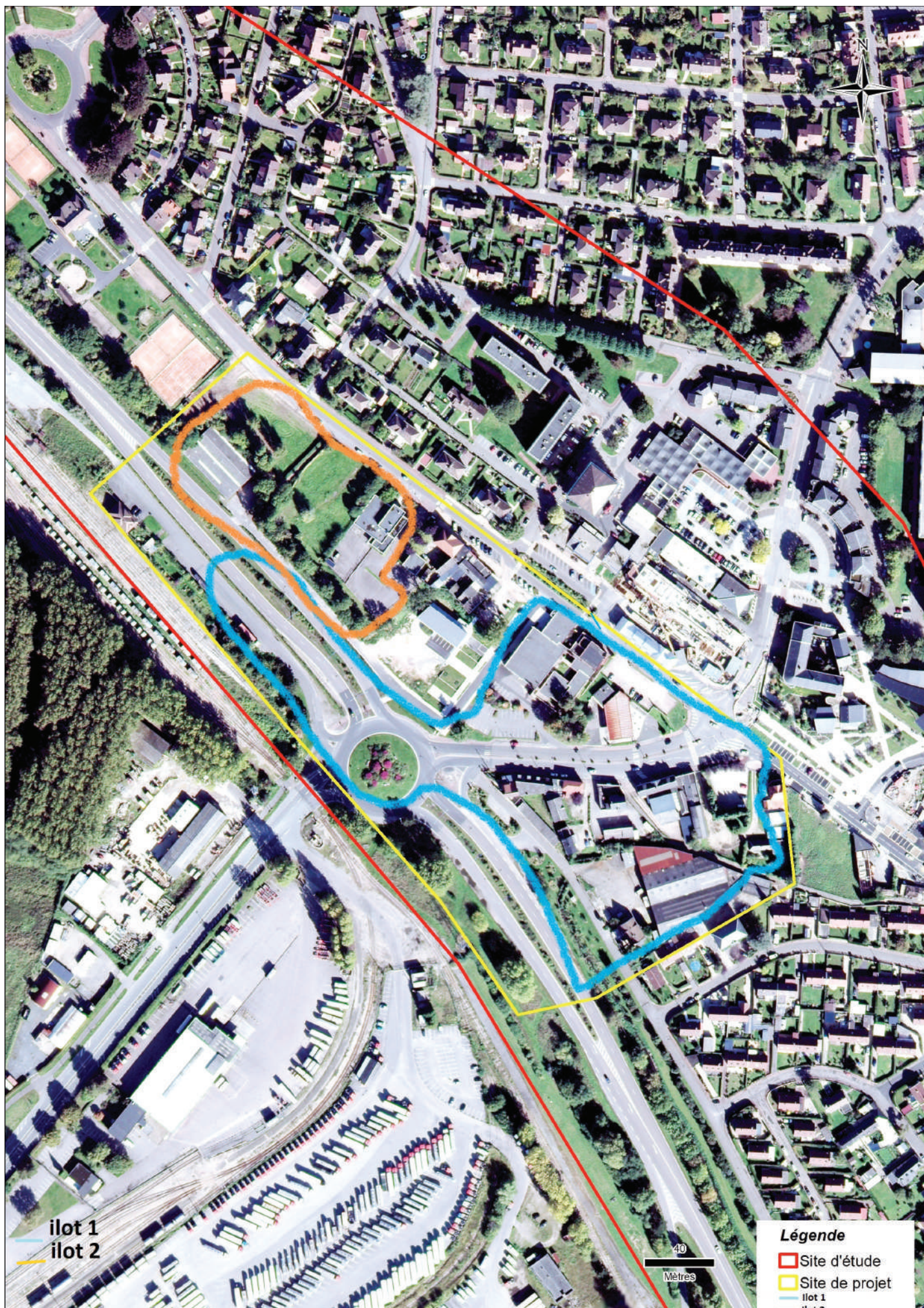
The city is seeking to establish urban cohesion with neighbourhood developments:

Spatial cohesion: Projects need to connect the neighbourhoods of the historic garden city, J. Guesde social housing estate, Kennedy district and the rest of the city. How can form, construction and function generate harmonious spatial cohesion?

Functional cohesion: Activities should not be limited to sectors and diversity should go well beyond single-use parcels. Programmes that build relationships and articulate diversity punctuated by flexibility and sharing are expected. Lifestyles are changing. Work connected to home and shared premises that optimize the use of space should create opportunities for living and working together harmoniously and respectfully.



## Project site





New relationships between housing, work, business, etc. could allow a single building to accommodate several types of activities.

Housing needs to take into account the perpetual evolution of a family and must be able to adapt to inhabitants' needs. Family units must be able to evolve according to the number of people living there but also to timeframes and uses. Constructions have to be flexible and easily adapted without much expense. Appropriate and innovative building systems are expected.

Circulation cohesion: Neighbourhoods are connected only by roads, each isolated on its own territory and unable to communicate with neighbouring areas. The urban fabric needs to be reworked to make it possible to go from one neighbourhood to another without using the roads, to find links that open up each neighbourhood within itself and to adjacent districts. How to interweave public spaces? How to encourage walking, make it attractive and encourage exchange? How to promote environmentally friendly modes of transport and weave them into the existing fabric of the city? How to respond to the needs of these new modes of transportation: a place to safely recharge and store electric bicycles and kick scooters? Suitable deposit? Future development guidelines are expected.

Parking is a major problem on the project site where cars are often the most common means of transport. Cars and the road network dominate existing public space and reduce its attractiveness.

Is it possible to redevelop public space so that the visual presence of roads is lessened? How can parking and new constructions be dealt with to avoid sprawling parking lots that eat up the land around buildings.

All these contradictory issues dictate the need for new shared public spaces for businesses, shops and restaurant terraces, the need for broad sidewalks and leisure areas, for spaces that emphasize accessibility as much as multi-functional mobility.

The city's essential issues are: improving the city's attractiveness and legibility, opening up to the outside and defining an identity. Lively, innovative architecture of good quality is implied. In a fertile city, vegetation takes on an economic and socially innovative functional role (i.e. permaculture, local production, etc.) as well as being shared by all, for each person to render fertile or decorative.

Local town planning regulations, which also approve property rights, govern urban easement. The project site is under the Technological Risk Prevention Plan (PPRT) for urban planning near high-risk industrial sites (e.g. explosions).

# GLOSSARY

**SNCF** Société Nationale de Chemins de Fer  
**PGCU** Plan Guide de Composition Urbaine

**ANRU** Agence Nationale pour la Rénovation Urbaine  
**PRU** Programme de Rénovation Urbaine

**ZAC** Zone d'Aménagement Concerté  
**ZAE** Zone d'Activité Économique  
**ZFU** Zone Franche Urbaine

**MOA** Maîtrise d'Ouvrage  
**MOE** Maîtrise d'Oeuvre

# LIST OF DOCUMENTS

Downloadable graphic documents are available to candidates once they have been registered on the European Europe website.

These are semi-aerial, aerial and ground photos as well as plans and maps at different scales:

Territorial scale : conurbation

Urban scale : strategic site

Architectural scale : project site



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