



EUROPAN 15 – PAYS DE DREUX

Site visit report and exchanges with EUROPAN candidates

Tuesday, April 23, 2019

9 :30am – 5pm

Present on the day of meeting with the candidates:

Ms. Christelle MINARD, mayor of Tremblay-les-Villages

Mr. Loïc BARBIER, mayor of Brezolles

Mr. Didier VUADELLE, mayor of Saint-Lubin-des-Joncherets

Ms. Emilie NEVEU-MARTINS, deputy director, department of economic, territorial, employment and digital development, Agglo du Pays de Dreux

Ms. Gemma HUDSON, project director, department of economic, territorial, employment and digital development, Agglo du Pays de Dreux

Ms. Nadia BOURRAUD, head, office of information on the territories, DDT Eure-et-Loir

Mr. Didier AGEZ, president Eure-et-Loir chamber of agriculture

Ms. Isabelle MOULIN, EUROPAN France, national secretary, programme director

Ms. Octavie STEU, EUROPAN France, project manager

Mr. Louis VITALIS, EUROPAN France, project manager

Mr. Paul WOLKENSTEIN, EUROPAN France, project manager

Ms. Suzanne JUBERT, architect and urban planner, site expert for EUROPAN France

Total number of participants : 32

REMINDER OF THE APPLICATION CONTEXT FOR THE AGGLO DU PAYS DE DREUX AND THE THREE SITES IN THE EUROPAN COMPETITION

- The genesis of the project and the choice of these three sites are linked to the arrival of the A154, which is both a menace and a blessing for the territory. The exact route is not yet known, but right-of-ways – 300 m. wide strips – have been registered in PLUs and have to be taken into account in proposals. The motorway will generate opportunities for companies but there are great risks (impoverishment and vulgarisation of the countryside at town entrances and along the edges of agricultural land, the continuation of a mode that has proved detrimental to the environment, oversupplying land, etc); this infrastructure will in any case profoundly transform the appearance and functioning of the territory.
- Following this line of thinking, areas have been rezoned for the creation and/or extension of commercial activities in the three communes and SCoT (Schéma de cohérence et d'orientations territoriales) has endorsed the principles. The Pays de Dreux and the mayors of each village, on the basis of contextual data, wish therefore to engage in a broad search for a model of development that minimizes environmental impact, offering landscape, urban and architectural integration and openness to both agricultural "hinterland" and the villages' residential neighbourhoods (suburban fringes, town centres, etc.), progressively bringing about new types of mobility and the creation of new uses and a diversity/mix of commercial activities.
- Local authorities, working together with this innovative model of development, will be seeking also to change the image and quality of "productive spaces" that become a component of territorial "resiliency", responding to various ecological, climatic or economic "uncertainties" (flood, drought, departure of companies, development of wastelands, etc.)
- Emilie Neveu stated that Agglo du Pays de Dreux's participation in the European competition and thinking on the role of zones of activity in a "productive countryside" of the future will hopefully interest the whole department: Chamber of Agriculture, DDT, etc. These results are

going to bring together several partners on a question seldom dealt with at the moment by local engineers and establish a procedure for a common project.

PROJECT SITE, STUDY SITE

- Beyond consideration for the project sites registered in the PLUs of each commune, a whole territory of "peripheries" (the agglomeration's periphery but also the peripheries of villages) is being called into question.
- The yellow outlined perimeters indicate the proposed location of each "zone" in relation with the existing situation. Candidates are free to question these zones and propose relevant alternatives, to question the very idea of "zone" as part of an economic programme rationale: extending economic activity areas listed in SCoT (indicated in hectares in the site file); access rationale in relation to the existing road network; non-constructible zones (zone N of PLUs); creating new as well as renewing existing rights of way.
- It's good to recall that the three villages in question have all seen a significant increase in population over the last 20 to 30 years (for example, Brezolles is currently building 18 housing units and reconstructing the EPHAD). This new population is mainly families from the greater Paris area attracted by low property prices and the proximity to Ile-de-France while living "in the countryside". Proposals must therefore take into consideration urban growth and development of heavy infrastructures (highway, economic activities, etc.) in a territory nevertheless identified by its agricultural activity and the proximity and presence of significant natural resources (forests, hydrography network, permeable soils, etc.)
- The issues are all the more important in the case of Saint-Lubin because the motorway interchange and ZAE (economic activity zone) are to be located on the southern edge of the plateau where the most recent town subdivision is planned.

URBAIN/RURAL

- The three villages are not "rural" according to the INSEE definition (they have more than 2,000 inhabitants living in continuous built-up areas, at least 50% living from unemployment benefits and social services). The development and presence of economic activities in the towns should make it possible to reflect on this "classification" urban/rural: need to develop local employment, diversity of businesses (from individual artisans to large groups); training in new professions and contact with the agricultural world, etc.
- Under urban influence and yet far from the main centres of employment (Dreux, Chartres), the towns are totally dependant on the car and tend to become bedroom communities where very little is happening. The types of links developed between local life and activities and the system of transportation they engender will influence the candidates thinking and help to visualize the "productive countryside" of tomorrow.
- The agglomeration is responsible for the organization of the transport and they want to encourage alternatives to the "all car": electric vehicles for garbage collection and a mandatory travel and commuting plan (Plan de Déplacement d'Entreprise or PDE) as a precondition for any company setting up in the area, promoting walking and cycling, etcetera, while maintaining a realistic ratio between shared and individual solutions. Improving the relationship between home and work and developing local employment go hand in hand. Developing activity for the local environment will be a slow process; however, it remains the long-term objective, Émilie Neveu stated.
- Despite a strong dependence on Dreux and Chartres and car travel, the mayors underlined the importance of local life, for example:
 - o there are 33 associations in Brezolles
 - o in Saint-Lubin there are cultural events such as the jazz festival taking place in July
 - o it would be interesting to know what transport initiatives exists or are planned (car-pooling, accompanying the elderly, etc.)

ECONOMIC PROGRAMME

- o No specific company profile is anticipated or targeted and a diversified fabric of small and medium sized enterprises or industries (PME/PMI) is preferred (for example a logistics hub is

not wanted in planned extensions - an idea that comes up in St Lubin because of the interchange location). Ms. Minard and Mr. Barbier mentioned the great demand for artisans in their villages: carpenters, bricklayers, locksmiths, mechanics, etc. Local, town-centre services are a real asset particularly in Brezolles. The three mayors want their communities to have economic growth centred on programme diversity that encourages the development of new activities.

- Activities already in the towns will play an important role in local economic development:
- In St-Lubin, Sacred (trading in finished and semi-finished rubber products) is currently considering a "factory of the future". This company could perhaps be interested in the new area linked to the future A154;
- In Brezolles, the company TIB, currently occupying most of the ZAE, has established innovative management methods and is investing in industrial ecology; this company must be considered as a important driving force for the municipality.

THE AGRICULTURAL SECTOR: AWARENESS OF AN ACTIVITY UNDERGOING MAJOR CHANGES

- Agricultural is a crucial part of the economy in the three towns. The situation is, however, not without paradox; for example, large farms in Tremblay-les-Villages produce mainly for export while most of the food consumed locally is imported (school kitchens, etc.).
- Today the sector is undergoing profound change and new complementarities with other economic sectors need to be implemented: waste management, sharing agricultural space with other activities (for example: methane production, lorry cleaning platforms, etc.), pooling thinking on the hydrologic cycle, development of on-site processing and distribution using "short supply chains", use of wind and solar energy, development of digital technology, etc. The territory is still largely oriented around intensive grain production but desires for change in local consumer habits influenced by scenes of ecological disaster (flood, etc.) have begun to initiate changes in the sector.

Mr. Didier Agez gave a couple of examples:

- initiatives to promote short supply chains in the department or labelling: the association Sur le Champ offers producers distribution, accounting and communication services; the label "Terres d'Eure et Loire" promotes high-quality local products (lunch by caterers using certified products)
- crop rotation or buffer zones to protect organic crops are also strategies that limit soil erosion and protect groundwater and biodiversity.

Mr. Didier Agez also mentioned more progressive approaches taking place:

- The campus "Les Champs du Possible" in Châteaudun encourages the creation of start-ups for agriculture of the future
 - The Chamber of Agriculture has or will respond to an AMI "territoires d'innovation"
 - There is an experimental farm run by the Chamber of Agriculture.
- Mécanisme de compensation agricole: the law on the future on agriculture, food and forestry passed in 2014, requires financial compensation or local project development support (financing local agricultural projects, developing irrigation, diversifying markets and distribution chains, etc.) when a PLU zone A (agricultural) is rezoned for urbanization. This mechanism applies to highway developers as well as ZAE developers and, with the construction of A154 and planned extensions/new areas of the ZAE, should be taken into consideration by the candidates.

PRESENTATION FORM AND EXPECTATIONS

- The three sites are to be dealt with individually and in the context of the wider impact on the agglomeration. However, the presentation is limited to 3 A1 boards and the complexity of the subject and the expectations from both Pays de Dreux and the three mayors is great. This seems to indicate a "model" proposal and "representative" typology with roots in all three contexts and taking into account both their differences and a common project themes.

ADDITIONAL DOCUMENTS PROVIDED

- SCoT (SCHEMA DE COHERENCE TERRITORIALE) for the Agglo du Pays de Dreux
 - PADD (Projet d'aménagement et de développement durables), September 2016
 - Diagnostic, July 2017
 - DOO (Document d'orientations et d'objectif), June 2018
- SOE (SCHEMA DE L'OFFRE ECONOMIQUE) for the Agglo du Pays de Dreux
- A154
complete dossier
- PADD / PLU from the municipalities