



PRESS RELEASE / Tuesday 6 April 2021

A site in Bassens put forward for the European competition: between industrial–dockland area, river and slopes

The town of Bassens, Bordeaux Métropole, the Grand Port Maritime de Bordeaux and the Grand Projet des Villes Rive Droite have put forward a site for the European competition for architectural and urban planning ideas, European, of which the 16th edition was launched on Monday, 5 April.

The challenges of the Bassens site (map attached)

The site proposed by the town of Bassens and its partners comprises three major aspects: the river, the port and the town of Bassens (located on the slopes).

The Garonne river is at the centre of a wider area of study proposed to candidates. The relationship with the river is important to the partners involved – town, Metropole and Port. The river must no longer be seen merely as a boundary to be crossed. New destinations for leisure and activities are requested, as well as new logistics and regional connections, respecting the landscape and biodiversity.

The port and industrial-dockland zone are an essential component of the site. As the port accelerates its energy and economic transition, thought must be given to the development of new activities orientated towards a circular and low-carbon economy, in interaction with the metropolitan area and wider region.

The residential town of Bassens (7,500 inhabitants), located on the Entre-Deux-Mers plateau and edged by the **wooded slopes of the right bank** of the Garonne, seeks to preserve its quality of life and economic fabric, which features several major players in French industry, while reconnecting with the river.

Within this extended urban landscape, **two project areas** have been defined:

At the south entrance to the industrial–dockland zone (ZIP), **the first area to revive will be critical in the lower town/ upper town connection**. It is from the plateau and belvederes of the Parc des Coteaux that the broader landscape below becomes visible to the inhabitants. How can the physical separation of the LGV high-speed train line be overcome in order to reconnect the residential town centre of Bassens with the river plain? How can amenities be increased and created in the town and in the docklands? How can urban logistics be reconsidered to meet the challenges of sustainable economic development and low-carbon economy in the port? How can new and varied transport systems be developed on the north-east of the metropolitan area?

The **second area** is located further to the north, in the **area of Guerlandes and the ‘green window’** (800m of riverbank accessible). This zone, both natural and industrial, is one of the **keys to the future of the town of Bassens, indeed to the whole metropolitan area, in terms of its relationship with the port and the river**. The green window provides the possibility of access to the river, and so to river transport and the development of new activities – leisure, sport, culture, etc. The Guerlandes area, something of an industrial wasteland and with soil contaminated by asbestos waste, is currently under reconversion. Principally destined to accommodate companies working in recycling in multiple domains, the redefinition of this area of over 30 hectares should find its own economic and spatial identity in the docklands and the metropolitan area.

In summary, candidates are invited to: rethink the boundaries created by infrastructures while preserving the efficient connections to the docklands area; reconnect the residential plateau and the river, but also the docklands and its hinterland; look at the river as an articulation and generator rather than a boundary

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to be crossed. The main challenges of the Grand Port Maritime de Bordeaux and of Bordeaux Métropole will also be at the centre of reflection: transport, environment and sustainable energies, circular economy and urban logistics, reconnecting with the river as a place for conceiving projects.

27 April 2021 / 9h–12.30: conference presenting the site

The presentation of the site, of its characteristics, its challenges, its position in the landscape and its key role in the major metropolitan challenges will be made by the partners at a conference broadcast live online on YouTube on Tuesday 27 April 2021, from 9am to 12.30am. A recording of the conference (with English subtitles) will subsequently be available via the European Europe website.

> Conference registration form: <https://forms.gle/N8K9okDYr6ovRtLG9>

A filmed visit of the site, online from the 3rd week of May on the European Europe website <https://www.european-europe.eu/fr/>

Competition reserved for professionals under the age of 40

Held every two years around a shared theme taken from real-life urban situations proposed by local authorities all around Europe, **Europan is aimed at young professionals and newly qualified graduates under the age of 40, architects, urban planners, landscape architects**, and any discipline related to regional planning.

The competition was officially launched on Monday 5 April with 40 sites proposed in nine different European countries. Information and registration for the competition, the location and presentation documents for all the sites around Europe, are available from Europan on the site <https://www.european-europe.eu/fr/>.

The 2021 theme: the Living City

Following two editions dedicated to the Productive City, Europan has chosen the theme of the Living City as the logical next step. How to face up to climate change and inequalities. Designing a Living City means envisaging new synergies between the environmental, biological, social, economic, cultural and political aspects. It means going beyond the town/nature conflict, minimising the environmental footprint and consumption of non-renewable resources and reconnecting with the rhythms and cycles of life. It means promoting new ways of living and working on accessibility to public infrastructures and habitat, to living environments.

<http://www.europeanfrance.org/publications/single/38> (contributions to the theme)

Follow-up to Europan 15 in 2019

In 2019, with the support of the Banque des Territoires and of Ceetrus, the Town of Floirac, Bordeaux Métropole, Bordeaux Euratlantique and the Grand Projet des Villes Rive Droite presented the Plaine Sud-Garonne site to the 15th edition of the Europan competition, with the theme of *Productive Cities*.

The candidates were to propose responses to three challenges identified for this site:

- ✓ Open up and reconnect: transport systems.
- ✓ Enhance and bring together the area's resources: nature and landscape, river and water, geothermal energy, economic activity (1300 employees).
- ✓ Create spatial, urban and architectural conditions that enable the development of a productive ecosystem combining business activity, circular economy and innovations related to energy transition.

At the end of 2020, as concrete feed-back to these reflections, Bordeaux Métropole, after a limited consultation with the three teams selected by the Europan jury, commissioned the design team composed of Antoine Musard (winner, with Hélène Touche and Ophélie Touchard of Europan 15), with Altitude 35, Le Sens de la Ville and Ingérop to develop the outline plan that will in time enable the redevelopment of this strategic economic area to the south-east of the metropolitan area. The diagnostics phase is currently underway.

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