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E17 - Villes Vivantes 2

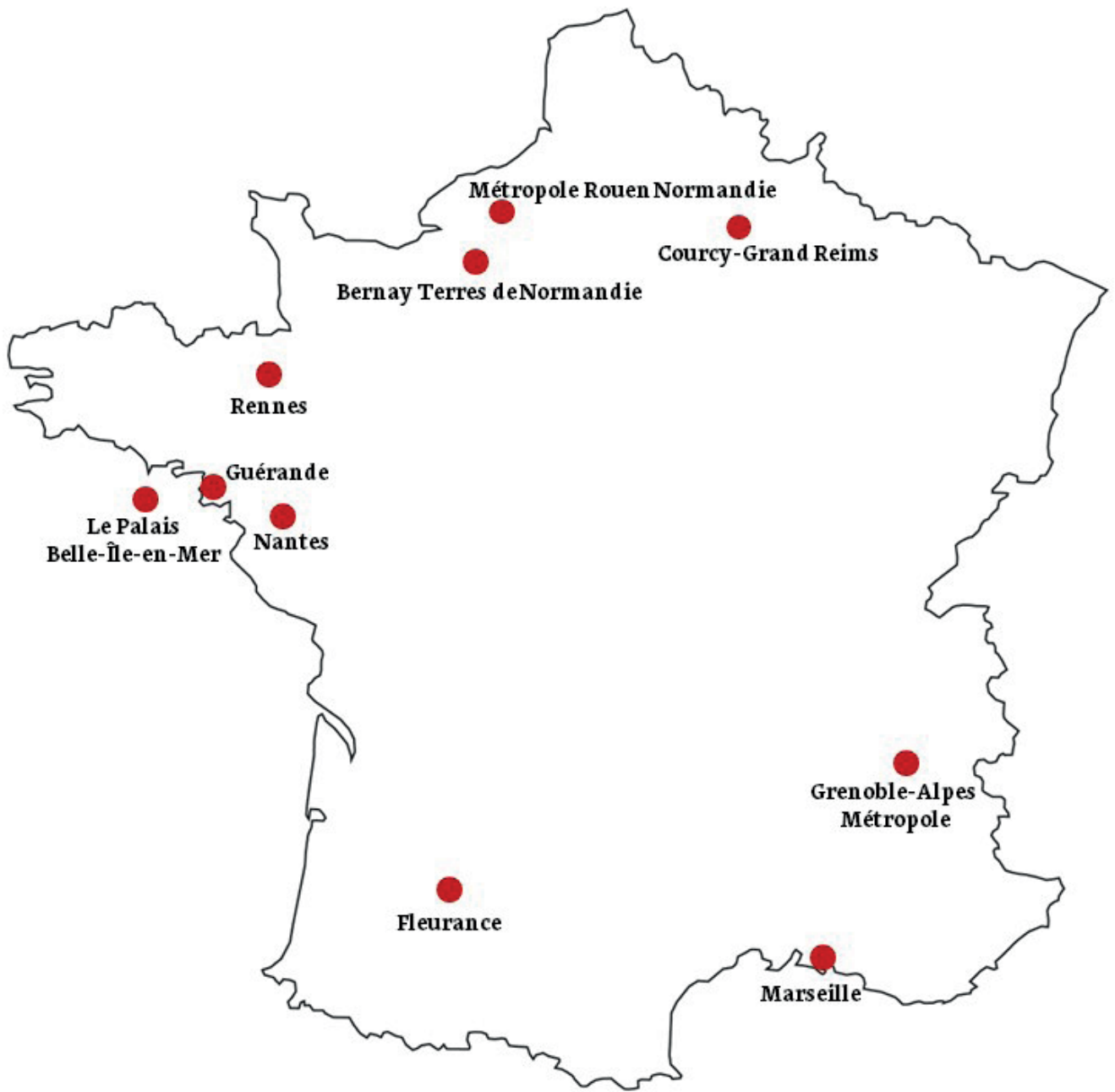
MÉTROPOLE ROUEN NORMANDIE

A LABORATORY SITE FOR A NEW
CITY-RIVER RELATIONSHIP

Site brief

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FOREWORD

The European sites in France may seem immense, out of proportion, out of bounds, whether they are listed among the “Petites villes de demain” or located in metropolitan areas. They are. And this is why these sites are interesting for the candidates, requiring a reflection that is truly in line with contemporary issues, on the redefinition of our inhabited environments, whether dense or not. Indeed, these sites question the transformation of cities and architecture in the light of the civilizational transition. We find permanent stakes, the relation to water, to the living, to the productive human activities, societal, notions often destroyed during the last two centuries carried away by industrial revolutions.

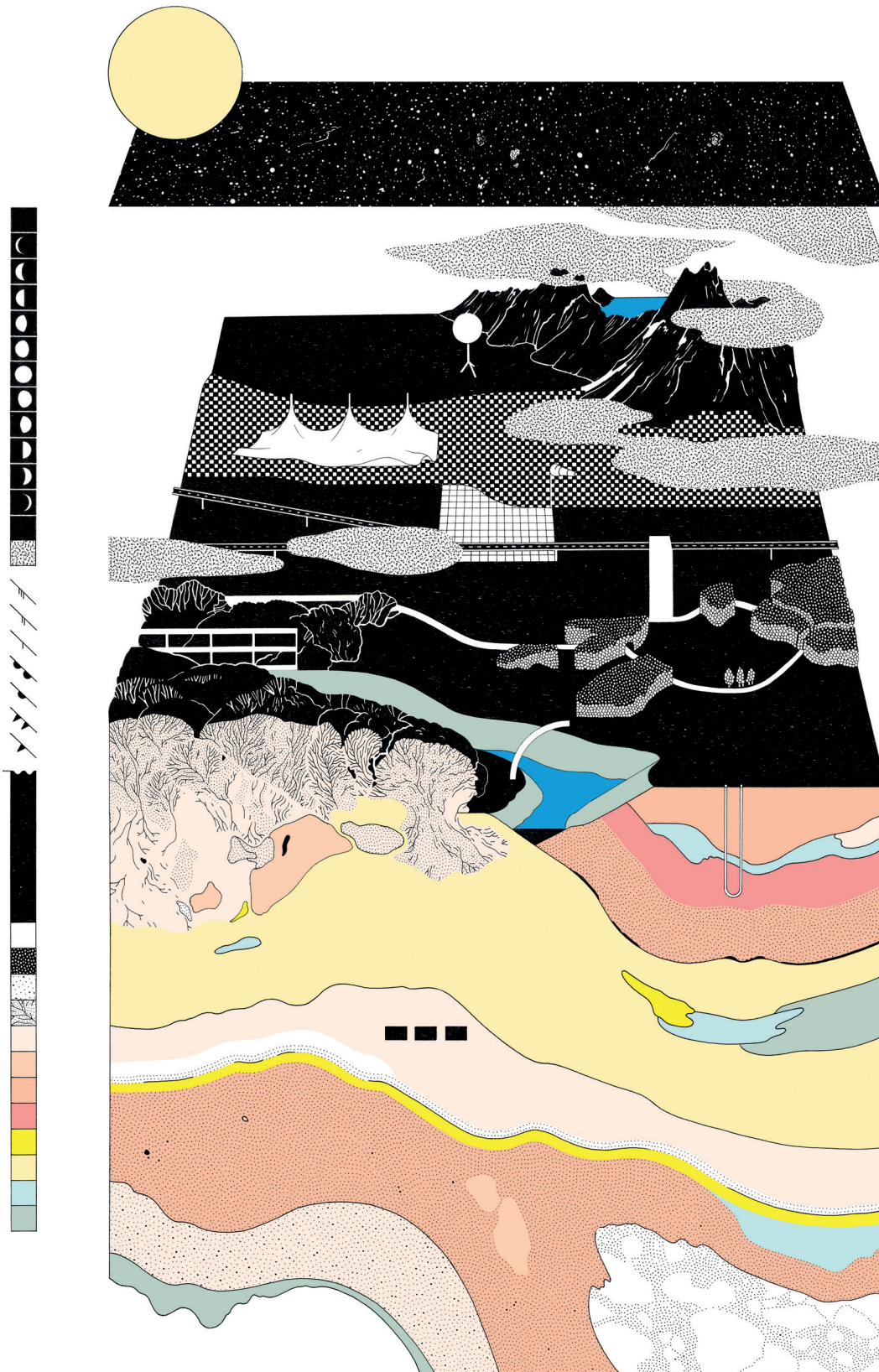
How to think and conceive the architecture of the city, of inhabited places, of buildings, without a critical and prospective spirit, without re-imagining repair, transformation, re-implantation, change? Designing a building, a public space, requires this critical spirit to take place in the manifestos and philosophical commitments that our time urgently calls for. All renaissance eras have done this, but today this is a matter of changing era.

Among these broad perimeters of reflection, candidates will have to make their way and conceptualize along the way. It can be a stretched, elongated thought, one or more layers of conceptual parameters, or it can be a small mechanism that will gear up. The spatial and architectural dimension of the response is of little importance : for European, it has never been a question of planning or redesigning an entire city or neighborhood. It is still and always a matter of triggering projects and imagination. In order to «hit the bull’s eye», itineraries and processes for making projects are essential. What will your proposal be?

This prerequisite is valid for all sites. European, together with the local authorities, is always keen to broaden and open up the question, to reformulate beyond the concrete expectations. What is it that makes several municipalities and/or principals meet around a park ? a river ? the desire for a thought to be built jointly, beyond the limits, and this through the project, from natural spaces to public spaces, from the hut to the building.

In all the sites, there is a question of buildings, whether they are standing, anchored, floating, in ruins, in activity, inhabited, used, in the process of... Dilapidated or ugly, qualified as warts or jewels of the 20th century heritage, they are part of our culture, of our present, unknown treasures made of matter and memory. In a time that we call for sobriety, they exist and therefore, they remain.

To these strong questions, we, European and the communities of the 17th session, expect thoughtful, bold, lively and prospective answers.



THEME E17

LIVING CITIES 2

REIMAGINING ARCHITECTURES BY CARING FOR INHABITED MILIEUS

The results of Europan 16, with its theme of “Living Cities: Metabolism and Inclusiveness”, largely confirm a profound change in the manner of envisioning projects in a context of ecological transition. This transition entails a transformation in the ways of thinking about and imagining the city and architecture.

That is why the 17th session of Europan has set itself the goal of pursuing the same theme while taking these changes in the content and methods of design further.

The aim is to explore the regenerative capacities of living milieus amidst new architectural, urban and landscape ecologies that attempt to overcome the opposition between nature and culture and anthropocentrism during times marked by natural disasters and a climate emergency.

HOW CAN WE CARE FOR INHABITED MILIEUS?

The increasingly alarming nature of the different IPCC reports, most recently that of March 2022, and the COVID-19 pandemic with its planet-wide impact, have made the vulnerabilities of the living world and the metamorphoses of habitability even more starkly apparent. The very possibility of living is now in doubt for all, given the excessive consumption of natural resources by certain human groups to the detriment of the needs of the global population, exceeding what planet earth can replace.

Climate emergency, overexploitation, pollution, inequality and iniquity – all these ills, upheavals and disorientations demand actions of “care” that address the coexistence and interrelationship of all the elements of the living world, and thus mandate a radical shift in paradigm. Sensitivity, responsibility, creativity are aspects of care and of interest in other beings.

This demands an awareness of the affiliations and interactions at work in the situations put forward for the competition. For Europan 17, the contexts demand a radical change towards a more immersive approach to the conception and production of space, an approach founded in care for living milieus. A new paradigm is at work, prompting us to wonder how to reconcile things and beings at a time when the habitability of Planet Earth is in question. Local and translocal strategies are to be associated both with issues of metabolism (new ways of managing flows of natural elements, materials and human beings with the aim of developing circular economy) and issues of fairness and solidarity (inclusivity of actors in

processes) which were already partially operative in certain contexts in E16.

REIMAGINING ARCHITECTURES THAT ARE EMBODIED IN "VISIONS" AND "NARRATIVES" OF THE EVOLUTION OF SITES BETWEEN PRESENT AND FUTURE

In response to these territorial challenges, it is more than necessary to create complex, global and dynamic spatial reconfigurations in damaged inhabited milieus in order to revitalise biological and human communities.

The care-based approach will lead to a necessary interplay of innovative, dynamic and varied project processes:

- producing an active understanding of what is already in place (biological + socio-anthropological scales), a situational intelligence;
- on the basis of this immersion, repairing mistreated territories/spaces by subtraction and recreation;
- engage in sober urban projects (reduced land consumption) and in architectural projects that are economical in terms of materials, technicality, energy, attentive to resources in their impact on the Earth
- reinforcing, regenerating or creating qualities of hybridisation between nature and culture;
- linking the scale of strategic and dynamic reflection on territories (the large-scale structuring ecological challenges) with the scale of local spaces and their re-conception (everyday spaces and shared spaces);
- imagining/creating architectures with a view to the connection between present and future and therefore their production and adaptability over time (sustainable development);
- tackling projects with a readiness for design and production processes that involve all actors with their diversity and their differing roles.

In order to achieve this complexity, the situations that will be chosen for the European 17 competition must be such that the projects submitted can activate in different contexts and at different scales:

- symbiotic links between the living world and the cultural world, vital relations between human and nonhuman beings;
- spatial synergies (actions conducted in concert between different elements, entities or stakeholders): these are types of natural and cultural reconnections at different scales between elements that have become fragmented as a result of the modernist development of milieus;
- taking into account natural and human temporalities (cycles and rhythms of the living world and the social world) in process-projects.

EUROPAN EUROPE

GENERAL INFORMATION

SITE REPRESENTATIVE: Eve Billy, Department of Planning and Major Projects

ACTOR(S) INVOLVED : Rouen Normandy metropolitan area, municipalities of Rouen, Bonsecours, Amfreville-la-Mivoie and Belbeuf

TEAM REPRESENTATIVE : Architect, urban planner or landscaper

EXPECTED SKILLS REGARDING THE SITE'S ISSUES AND CHARACTERISTICS : Architecture, urban planning, landscaping

COMMUNICATION : Promotion of projects after the competition: publication of a catalog of results and national exhibition

JURY – 1ST EVALUATION : With the participation of site representatives

JURY – PRIZE SELECTION : Selection of three projects per site. With the participation of site representatives

Bonuses: bonuses are awarded by the jury independently of the sites: winner (€12,000) / mentioned (€6,000) / special mentions

POST-COMPETITION INTERMEDIATE PROCEDURE:

- Meeting of cities & teams organized by the European France secretariat in Paris at the start of 2024
- In-situ meeting of cities & teams organized by local authorities and their partners from January 2024
- Assistance and advice from European France to local authorities and their partners for the implementation of the follow-up to the competition

MISSION GIVEN TO THE SELECTED TEAM(S) FOR THE IMPLEMENTATION:

Study and project missions for the deepening of strategic proposals, feasibility studies on the project site, architectural, urban or landscape project management mission(s).

Promote an operational and/or architectural MOE with associated project owners.

MAYOR'S INTRODUCTORY REMARKS

The commune of Amfreville-la-Mivoie is a «village-street» located between the Seine and the limestone hillside, itself resulting from the erosive action of the river for nearly 2.5 million years. Including until the last century several large islands, some of which were attached to the left or south bank and others completely leveled, as well as two ferries or water passages and several shipbuilding or repair companies, Amfreville maintains long-standing very strong links with the river which could even have - hypothesis among others - given part of its toponym to the town.

Quai Lescure seems to us to respond to the central concerns of European 17 with its theme “Re-imagining architectures by taking care of inhabited environments”. The particularly extensive and linear site (nearly 4 km on a narrow strip of land), includes several companies in operation and industrial wasteland at the same time as a vast natural area, grassy, rich in biodiversity, reclaimed from the river and the territory of industrial establishments linked to the waterway. There is a variant of the cycle route “La Seine à vélo” linking Paris to Le Havre and used by many walkers, as well as “bikeworkers”.

The site is therefore both the heir of a productive and industrial world and it has a strong potential for lasting attractiveness.

European 17 seems to us to be a great opportunity to requalify this space and obtain from young planning, architecture and urban planning professionals a different and innovative vision and a regenerating project in order to enrich our view. This should help us to sustainably build the territory of tomorrow by relying on an environmental, social and economic transition adapted to global challenges.

Hugo Langlois,
Mayor of Amfreville-la-Mivoie
and metropolitan councilor delegated to the Seine,
forests and biodiversity



The landscape of the loop of the Seine, taken from the Cassini map from 1957
source : IGN 2016

CONNECTION WITH THE THEME

A LABORATORY SITE FOR A NEW CITY-RIVER RELATIONSHIP

Rouen Métropole embarked on a process of reconfiguring the relationship between the city and the Seine 25 years ago through numerous development projects. Like many French and European cities, this reconnection with the river has mainly taken the form of converting brownfield land resources, improving road infrastructures, and creating new districts and major metropolitan facilities. The Seine-Amont sector, however, has so far remained outside this process and the only urban study on the sector, which took place in 2015, have no operational outcome. In 2020, the new metropolitan scale PLUI (intermunicipal local urban plan) made the Seine Amont sector one of its territorial priorities by being designated a “Major OAP Project” (OAP = development and planning orientations). It is thus one of the last sites in the Rouen Normandy Metropolis to experiment with new ways of thinking about the relationship between city and river, beyond the conventional plans for the conversion of industrial sectors and riverbank improvement. A place for living, a place for production and unavoidably a place of movement between the Seine and the hills, the sector today is an example of complex coexistence between residents, economic users, road users and the living world. Economic and productive rights-of-way, residential suburbs, sports fields and natural spaces are juxtaposed on either side of the infrastructures that cross the site. This fragmented reality was until recently exacerbated by the site’s piecemeal development, which was governed by opportunism rather than an overall plan to improve the living environment for its human and non-human residents. Although such an overall vision is emerging today through regulatory tools and an OAP on the sector, this has not yet led to a more in-depth exploration of the interconnections between habitat, use, development and site management. The European competition thus provides an opportunity to go beyond pre-established ideas, to loosen existing blockages, and to change certain methods of design and management for the site. It is an opportunity to “reopen the play” and to experiment, to devise other ideas for functional diversity, for cohabitation between uses and the living world, new ways of handling infrastructures, and new alliances between users and managers to support and enhance landscape and biodiversity in the area.

Several recent events and changes in the territory prompt a fresh look at the site. Firstly, the industrial fire that occurred in Rouen on September 26, 2019



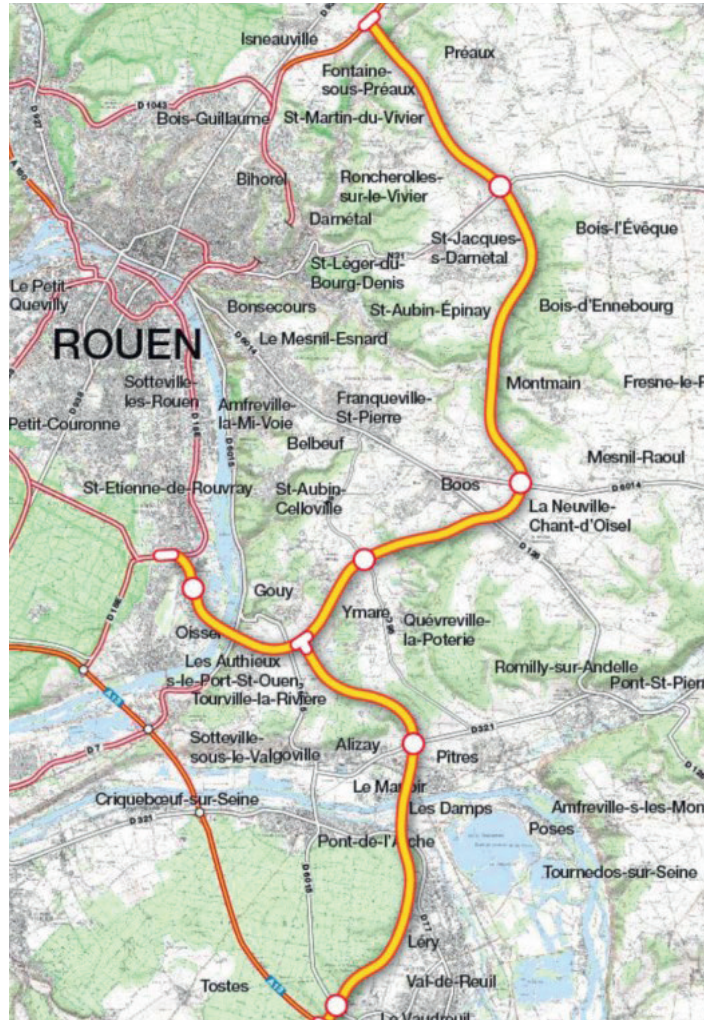
A stratification of the landscape and its uses from the Seine to the hillsides

on the sites of the companies Lubrizol and NL Logistique raised the question of the role of industry in the city and the exposure of populations and natural environments to industrial risks. While the accident reminded the city of the industrial heritage of the banks of the Seine and the risks associated with it, it was also an opportunity to take stock of the progress made since the 1960s in the efforts to clean up and protect the natural environment of the region. The development of the sector, marked by economic activity and the presence of high-risk sites, is thus an opportunity to experiment with these relationships between productive activities and the living world. In addition, current priorities relating to the frugal use of land resources and the implementation of the Net Zero Artificialisation objective emphasise the challenges of reassessing old industrial units to develop new ways of accommodating economic activities without urbanising beyond existing artificialised areas. Secondly, recent institutional changes, in particular the Ax Seine initiative and the recent consolidation of the three ports of Le Havre, Rouen and Paris, prompt us to look at activity on the Seine-Amont site and its larger scale evolution. The aim is to rethink the role that the sector can play within the whole Seine valley territory and within an economy characterised by competition between the major European ports. In the Seine-Amont sector, the challenge mainly concerns urban river logistics and making effective use of the potential for improvements to economic sites along the waterway. Thirdly, with the prospect of a shift in road traffic resulting from the forthcoming eastern bypass, and the overall trend towards more frugal mobility approaches in logistics activities, the situation regarding through traffic crossing the sector is likely to change. It is now possible to imagine a complete transformation in the current state of the site, which is at present shaped by boundaries created by infrastructures designed and scaled for large-scale mobility and logistics activity. Having largely remained up to now below the radar of development and of major private investors, the Seine-Amont sector therefore instantiates many topical concerns at this crucial moment when environmental issues demand a change in traditional modes of action and established narratives. The European competition is thus an opportunity for public action to open a new, more ambitious and visionary chapter in the story, one that goes beyond independent interests, and to experiment with new approaches for site sharing and alliances in spatial management.

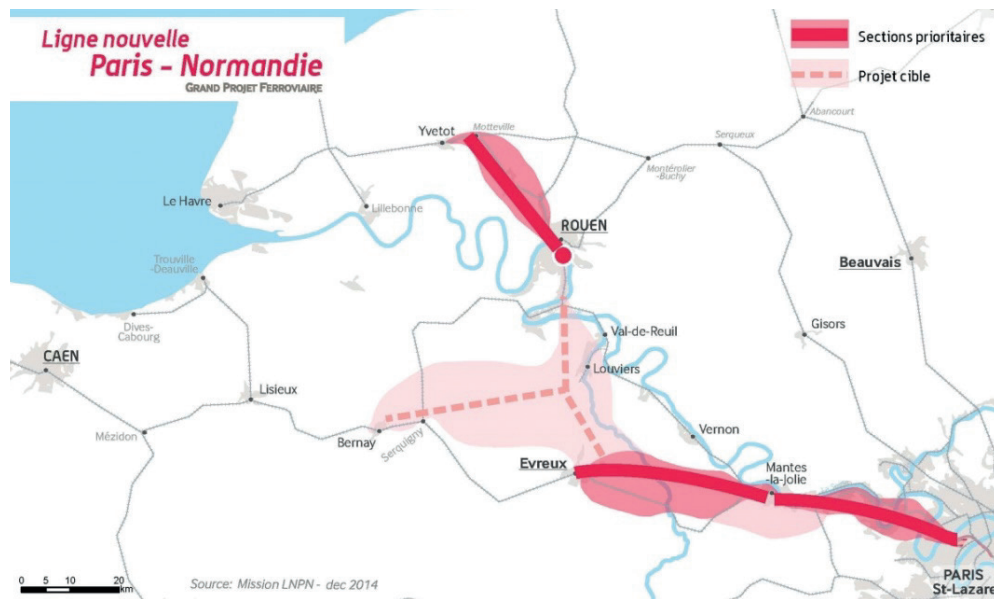
SPECIFIC EXPECTATIONS OF THE CITY AND ITS PARTNERS

EXPERIMENTING WITH A NEW CITY-RIVER RELATIONSHIP

The story of the upstream sector of the Seine can be rewritten by imagining a new relationship with a river that is simultaneously lively, productive and inhabited. Today, neither the existing economic activity on the site nor its inhabitants really benefit from the Seine and its multiple potentials. The stratification of economic,



Eastern Bypass/Link A28-A13
Extract from the PADD, PLU of the
Rouen Normandy Metropolis



The New Paris Normandy Line
Extract from the PADD, PLU of the
Rouen Normandy Metropolis

residential and natural rights-of-way, sandwiched between the river and the hills and separated by road infrastructures, today produces neither synergy nor an intelligent sharing of spaces. While there are historical reasons why the economic rights-of-way still border the Seine, river transport of materials and goods is almost non-existent today. Since the mid-20th century, this kind of activity has shifted to the site's road infrastructures. At the same time, despite the proximity of the riverbanks, people living in the suburbs and second-tier residential areas find it difficult to access the river and take advantage of these amenities. There are still very few crossings between residential areas and the banks of the Seine, and these are mainly dedicated to access and logistics facilities for wholesale companies, business services and construction activities. Moreover, despite some recent developments, the public spaces on the banks of the Seine are bordered on a large part of the sector by a service road intended more for large trucks than for local people. Under these circumstances, there is not much room for the living world either, despite positive changes since the 1960s in terms of the decontamination and occasional rewilding of the banks. While achieving coexistence between residential, economic and natural priorities is complex, imagining a new relationship between city and river does not necessarily mean excluding one or other of these uses from the site. Too often, areas of production and logistics are a long way from urban centres, in order to prevent pollution of different kinds and conflicts of use while allowing land to be improved. Imagining a new relationship with the Seine in the Seine-Amont sector integrating integrating the different aspects, economic and productive, residential and recreational, climatic and ecosystemic, to foster a new balance and a more thoughtful sharing and management of spaces. The story of the Seine-Amont sector can be placed at the interface between these processes, inviting us to think beyond the boundaries of the site, about the wider territory of the Seine valley.

SUPPORTING LONG-TERM CHANGES TO THE SITE

Any attempt to decide on a fixed future for the sector would most probably result in a narrative that would quickly become obsolete. By contrast with the fragmentary and opportunistic history of the site, what is now needed is a long-term vision of the site's future, a process of coherent and sustainable development that takes into account potential environmental, economic and societal changes. For example, climate change will have a direct impact on the sector, in the form of rises in the water level of the Seine, changes to the ecosystem and the experience of higher temperatures. Studies have thus predicted a rise of up to 84 cm in the level of the Seine and emphasised the heat islands created by the dark and impermeable surfaces of industrial facilities. On the other hand, the site's economic entities, some of which are ageing, need to adapt to changing economic conditions both national and supranational, to rapid changes in production and distribution systems, to the city's objectives for social and ecological transition, and the need for industrial facilities to reduce their carbon footprint. Finally, the future use of the sector's road infrastructure needs to take into account societal changes in terms of mobility, greater choice over whether to travel or not, and more diversified and environmentally friendly methods.



A great diversity of functions and built morphologies

REVEALING THE LANDSCAPE AND PROPOSING ANOTHER VISION OF THE BUILT HERITAGE

As an entryway to the metropolis, the sector consists of landscape sequences that alternate between wooded hillsides, the Seine riverbanks, river-related infrastructures and built-up areas of both residential and economic fabric. The site's geographical and urban landscape has many qualities which, while not sufficiently emphasised today, could be preserved and serve as a basis for the transformation of the site. The singular landscape, with the river and the hills, has been impacted by new constructions, with no coherent or and vision, as the site has evolved in a piecemeal way, in some cases with violent effect as in the case of the property development operation by the Seine in Bonsecours. The existing built heritage, a mix of 19th-century brick suburbs and industrial buildings from the first half of the 20th century, gives the sector its distinct character and reflects its place in the city's history. In this sense, while the large industrial halls have been enhanced following takeover by Europe's leading second-hand clothes company Les Chiffonniers d'Eureka, the remarkable architecture of the former cooperative building is deteriorating despite its current use for warehousing purposes. A better understanding of the landscape and its history can thus be used as a resource in imagining the future story of the sector, by bringing a new awareness of what is already there.

UNIFYING AND REIMAGINING ALLIANCES AND ACTION PROCESSES

The lack of coherence in the development and management of the sector reveals the lack of an ambitious and unifying vision. Without it, there is a risk that the landscape of the site could continue to be taken over piecemeal by private investor projects and the installation of new warehouses, and that the conflict between road use and residential life could become frozen into a lasting status quo. The interplay of actors is complex: while it is necessary to enable the inhabitants to reclaim the site, the non-human living world must also be given a voice, with a view to integrating the economic forces present on the site and understanding the management methods employed by the institutional actors. Overcoming conflicts of use and management represents a challenge that requires all the players to come together in a shared vision that is ecologically, socially and economically sustainable.



The Lescure wharf,
Amfreville-la-Mi-Voie

PROGRAMMATIC GUIDELINES

Economic rights of way, individual and collective housing, shops, sports grounds, natural landscapes: the site possesses strong programmatic diversity that is a mix of productive, residential and recreational elements. While this diversity currently poses problems of conflict of use and risks, it also constitutes a rich legacy to be adapted and developed. The economic dimension of the site is an asset that needs to be preserved, since these activities tend to be excluded from urban centres. Today, these capacities to accommodate economic activity are to be preserved and regenerated in order to meet economic development goals in keeping with the City's ambitious objectives for a reduction in land artificialisation. The Métropole is therefore keen to preserve economic activity in the sector, by arriving at a new balance with the other uses of the site. The aim is therefore to support the development and adaptation of some activities, while encouraging the disappearance of certain others.



Topography, hydrographic network and ports of the Seine Valley



Amfreville-la-Mivoie circa 1950

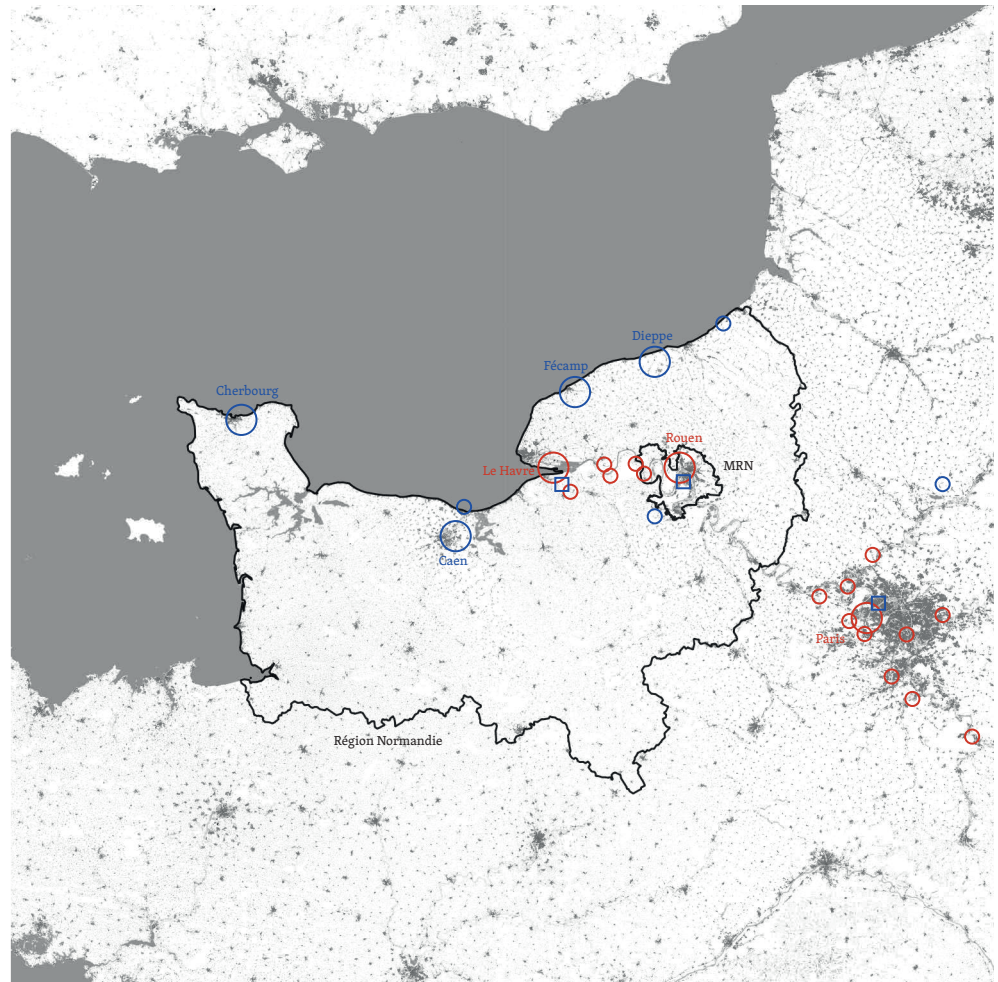
CONTEXT

A VALLEY UNDER ANTHROPOGENIC PRESSURE

The site is part of the Seine Valley, a hydrological network in the Seine watershed that marks an ancient geological formation consisting of layers of limestone and clayey and sandy rocks. This territory, covering an area of 78,600 km², is now home to 17.5 million people and today accounts for 50% of France's river traffic, 40% of its economic activity and 30% of its agricultural activity. The artificialisation of the landscape and urbanisation have thus had a big impact on the valley. Like the vanished islands that once existed in the area, the hydrographic network of the Seine, used and developed for centuries, has been greatly altered: dams, dykes and locks have accompanied the development of navigation and contributed to flood control measures. Even today, the development of port activity requires continuous development of new infrastructures in order to remain competitive at regional and European scale and to attract new investors. While the pressures remain high, the new objectives of frugality in land use and greater attention to environmental factors in development projects now require limits to be placed on morphological and physico-chemical impacts on the territory.

RIVERBANKS THAT BEAR WITNESS TO A PORT ACTIVITY AND INDUSTRIAL HISTORY

The economic nature of the site is part of a long history covering the whole of the Seine Valley. The first industrial activities took root along the estuary in the second half of the 19th century, with the establishment of the first power stations, hydrocarbon production plants, chemical manufacturing plants, factories producing artillery components, and superphosphate production. The first half of the 20th century saw this development accelerate, notably during the First World War, during which the Seine Valley was called upon to support France's national production effort. Two industrial sectors, the paper industry and petrochemical refining, came to the fore in the Seine valley in the interwar period, making a big impact on the landscape and the ecosystem. After the Second World War, the large sectors already present were reinforced, as well as the operation of sand and gravel quarries to feed the growing demand for concrete for major reconstruction sites. The development of French agricultural production demanded the building of cereal storage infrastructures to regulate the market and develop exports, which grew in the 1960s and positioned the port of Rouen as Europe's leading cereals export port. At the same time, national policies in favour of industrial



- Haropa harbors
- Haropa partner harbors
- Haropa logistics partners

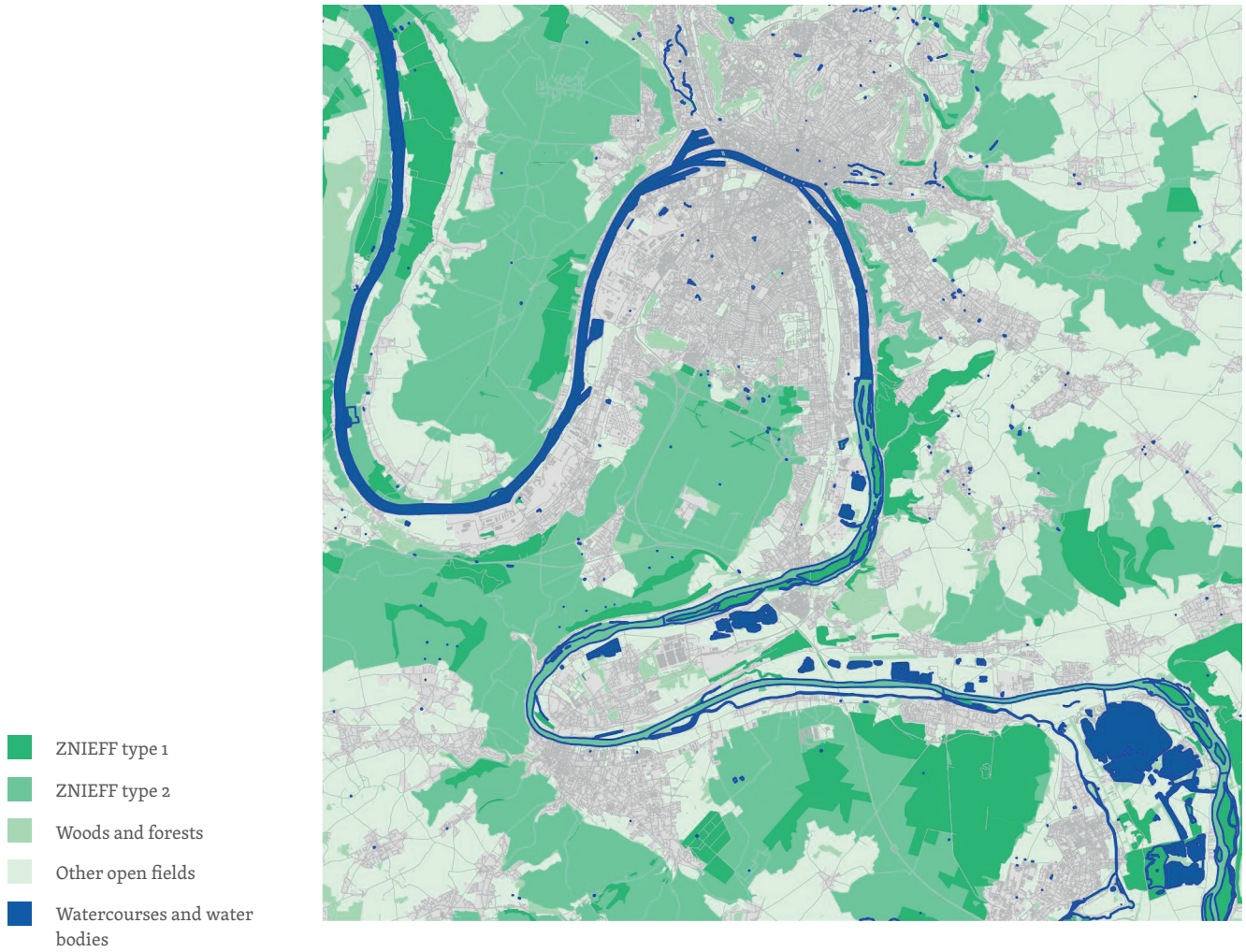


Postcard of Amfreville-la-Mivoie circa 1950

decentralisation allowed the automotive industry to expand. From the 1970s, container transport developed, requiring the construction of numerous port terminals and the development of the logistics sector. The economic structure of the City is indicative of this history, giving Rouen a much greater share in the economy's productive sphere relative to the national average and to other metropolitan regions. While certain sectors such as the petrochemicals, chemicals and automotive industries are in difficulty for supranational reasons, the accident of September 26, 2019 also triggered a new political and civil society debate on the relationship between the city and its industry. This heritage will need to be taken into account for both the study and project sites, with respect to their purpose, their urban morphology (architectural, urban and infrastructural heritage) and their impact on the environment (riverbank artificialisation and impact on the ecosystem, chemical pollution and environmental footprint affecting soil and groundwater).

RECONFIGURATION OF INSTITUTIONAL TERRITORY AND POLICY

The institutional context of the Seine-Amont sector has undergone various recent institutional and political reconfigurations at the scale of the metropolitan area, the Seine Axis and the Region. Created on January 1, 2015 under the MAPAM Act, Métropole Rouen Seine Normandie replaced the Rouen-Elbeuf-Austreberthe urban community (CREA). This metropolitan area of 500,000 inhabitants and 71 municipalities is characterised by the low demographic weight of the central city, the division between the left bank and the right bank, and the large presence of forest areas within its administrative perimeter. The Métropole is continually working to reduce the social, political and symbolic divide characteristic of the metropolis, in particular by installing major amenities on the left bank to accompany redevelopment projects on the banks of the Seine, and by unifying around shared challenges concerning the environment, resistance to urban sprawl, and mobility. The Métropole is also heavily influenced by the proximity of the Paris region, which can have both a positive agglomeration effect and a negative shadow effect on the territory. The Seine Axis initiative, resulting from the Greater Paris international consultation in 2009 and instigated by the cities and conurbations of Le Havre, Paris and Rouen, brings together institutional, political and economic actors around an economic, social, cultural and environmental project. This initiative resulted in the establishment of an inter-ministerial delegation and an inter-municipal project contract, and is now sustained by new alliances between municipalities, urban planning agencies, chambers of commerce and industry, and the creation of the Paris Seine Normandie association. The consolidation of the ports of Le Havre, Rouen and Paris 10 years ago within the freight sector organisation Haropa (Fret Vallée de la Seine initiative) and the creation of the Seine Normandie Logistics organisation have amplified this dynamic for the economic inclusion of the Seine Axis both nationally and supranationally, and increased the influence of transport and logistics sector players in the Seine valley. Finally, the

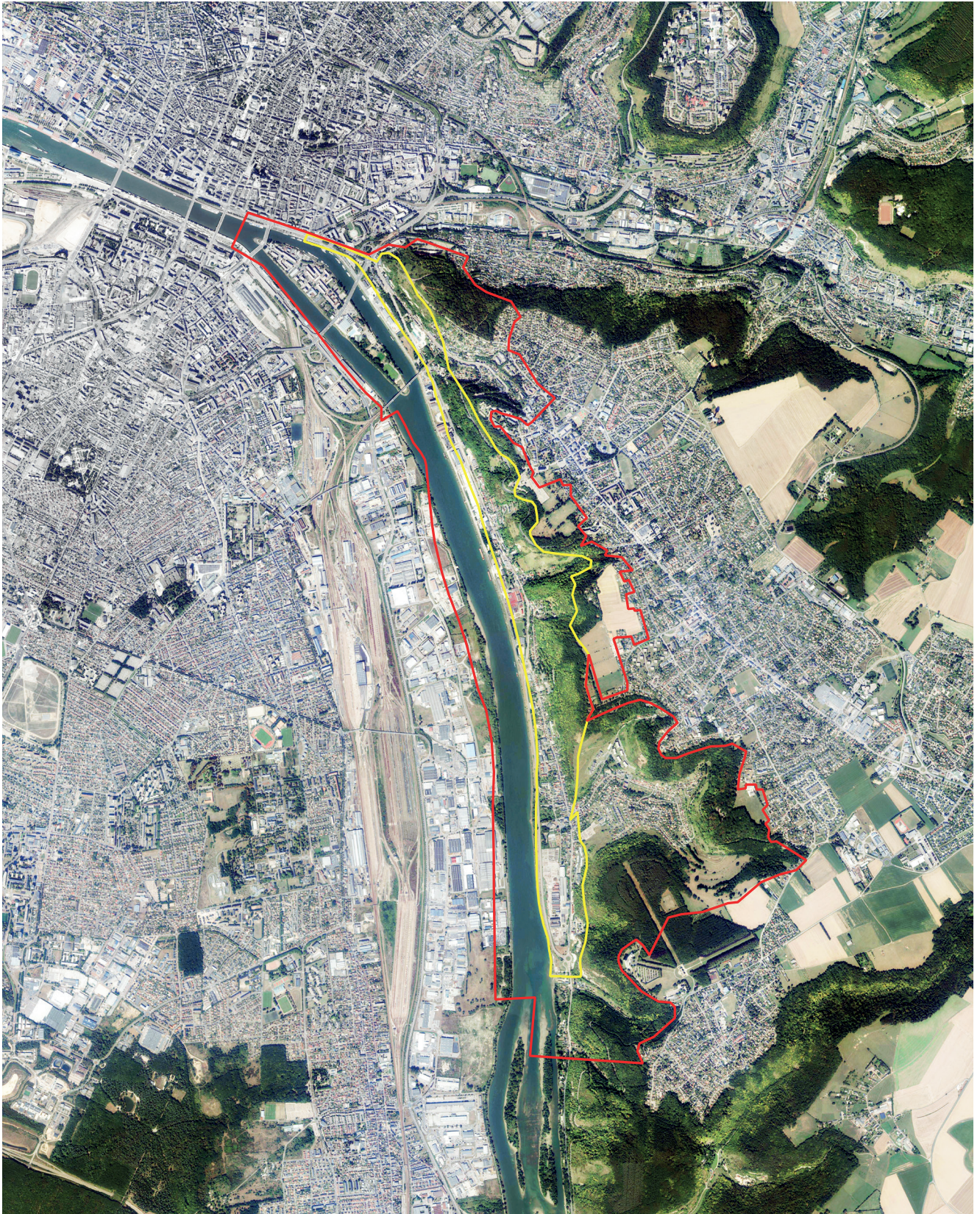


The Sequanian landscape from the top of the hills

political construction of the Normandy Region resulting from the reunification of Upper Normandy and Lower Normandy is now leading to the development of the idea of a Norman Metropolis with three heads, in the form of functional continuity between Caen, Rouen, Le Havre.

A WEAKENED ECOSYSTEM

Covering more than 250 km, the landscape of the Seine constitutes a wide ecological corridor lined along its banks with alluvial forests and chalky hillsides. Its unique ecosystem exploits the valley's openness to the sea and is home to many migratory species. This ecosystem falls within a particular climate, with lower rainfall and higher temperatures than the surrounding heights. The artificialisation of the river and pollution have led to the disappearance of many natural habitats and have severely limited the movements of these species, resulting in the disappearance of some of them. While up to the mid-1970s, the Seine could be considered "clinically dead" because of frequent industrial discharges, the efforts to clean up the river, combined with various works associated with the construction of dams, led to the restoration of natural environments. These efforts, driven by the Seine-Normandy Water Agency and the Permanent Secretariat for the Prevention of Industrial Pollution, have since had to tackle the advent of new forms of pollution caused by new pesticides, and by pharmaceutical or cosmetic substances. The continuing ban on fishing, which was a common activity until the beginning of the 20th century, still reveals the environmental problems of the Seine valley. In addition, the arrival of invasive plants introduced by human activity and which have taken advantage of climate change are also upsetting this fragile ecosystem. The hillsides, originally occupied by limestone grasslands, are affected by the gradual disappearance of traditional agricultural practices and the reforestation of these open spaces. This metamorphosis has led to a loss of legibility in this singular landscape and has a negative impact on the biodiversity present.



STUDY SITE

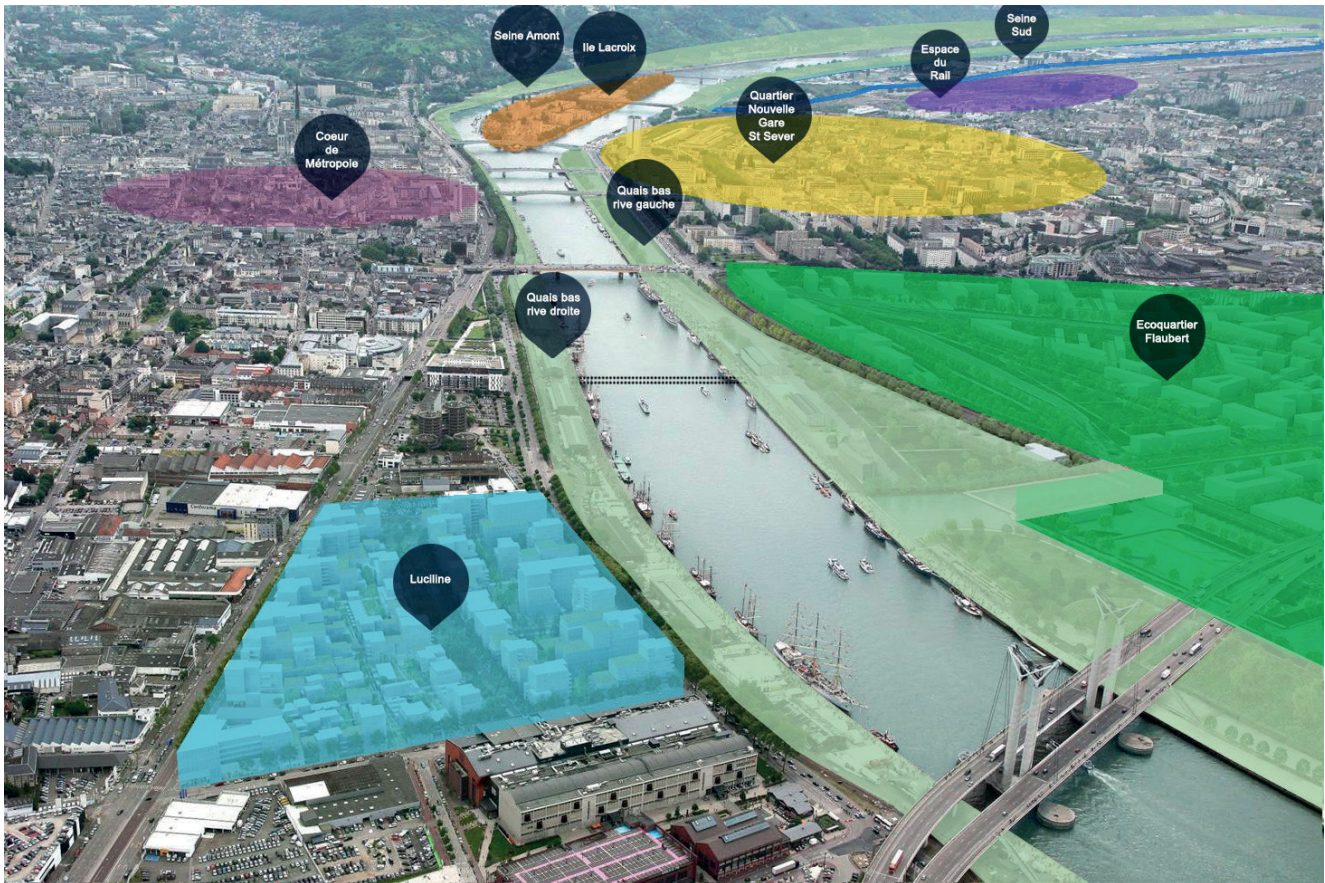
SITE PERIMETER

The study site stretches almost seven kilometres in length from Pont Boieldieu in Rouen in the north to Club Nautique de Belbeuf in the south. The perimeter is bounded to the east by the tops of the hills and the beginnings of urban development on the plateau, and to the west by the municipal limit of Amfreville-la-Mivoie on the left bank of the Seine. This limit is the legacy of the former course of the river, before the islands were attached to the shore to free up a wider channel for navigation.

RELATED PROJECTS UNDERWAY ALONG THE SEINE

Various projects have emerged or are under consideration around the study site along the Seine axis:

- Presqu'île Rollet - Jardin du Rail: first part of the development project for the banks of the Seine, initiated by the Rouen urban area (CREA) and the City of Rouen, Rollet Peninsula has been converted into an urban recreation park. This fine river walk along the quays of Rouen's left bank was named winner of the Grand Prix national (national landscape prize) in 2018.
- Rouen Flaubert eco-district: at the foot of Pont Flaubert bridge on the left bank of the Seine, in the municipalities of Petit Quevilly and Rouen, development of the Flaubert Eco-district, a mixed neighborhood on a 90 ha plot of undervalued land in the heart of the city undertaken by Métropole Rouen Normandie.
- Quartier Nouvelle Gare St Sever: mixed neighborhood project, combining housing, offices, shops and facilities, which is part of the Rouen Seine Cité complex (Eco-district Flaubert, Eco-district Luciline, Saint-Sever Nouvelle Gare) headed by the Métropole Rouen Normandie.
- Ile Lacroix: creation of a new garden promenade, led by the city of Rouen
- Cœur de la Métropole: launched in 2016 by Métropole Rouen Normandie,



Related projects of the Metropolis
and the City of Rouen
source: Rouen Normandy
Metropolis

the first phase of Cœur de Métropole has transformed the appearance of three neighborhoods in Rouen city centre. The Métropole has launched a second phase in order to enhance the city centre's heritage and commercial appeal and to adapt the space to new green mobility practices and rewild the urban environment.

- Rail Spaces: Study on an area of approximately 60 hectares at the interface between the urban fabric urban and railway land led by Métropole Rouen Normandie.

- Seine Sud: Project to revitalize and redevelop 300 ha of land in Sotteville-lès-Rouen, Saint-Etienne-du-Rouvray and Oissel-sur-Seine, resulting in the creation of a development master plan in 2010, then the creation of two zones: Le Halage in Saint-Etienne-du-Rouvray, and La Sablonnière in Oissel-sur-Seine, followed by the creation of a guide plan. The latter identifies the regeneration of 120ha of land for economic purposes and 90ha for natural areas.



PROJECT SITE

SITE DESCRIPTION

A SITE WITH A RESTRICTED, FRAGMENTED AND SEQUENCED URBAN FABRIC

The project site straddles 4 municipalities in Métropole Rouen Normandie: Rouen, Bonsecours, Amfreville-la-Mivoie and Belbeuf. It consists of a strip of land squeezed between the Seine and the hills. The fragmented morphology of its urban fabric is indicative of its historical development. Until the 18th century, Bonsecours, Amfreville-la-Mivoie and Belbeuf were rural hamlets on the outskirts of Rouen, before the development of factories reliant on river transport in the 19th century. At the same time, the existing villages expanded with the proliferation of low-cost, brick built single-storey houses at the rear of the site, away from flood-prone areas. This contrasting strip development was accentuated in the 20th century, with the development of economic activities, the installation of imposing warehouses and sheds along the Seine and the creation of road infrastructures with dimensions designed for transit and logistical purposes, reinforcing the break between the residential towns and the river. Over the years and as opportunities occurred, new fragments were incorporated into this fabric, accentuating its heterogeneity and reducing the presence of natural spaces on the site.

The site is characterised by different sequences:

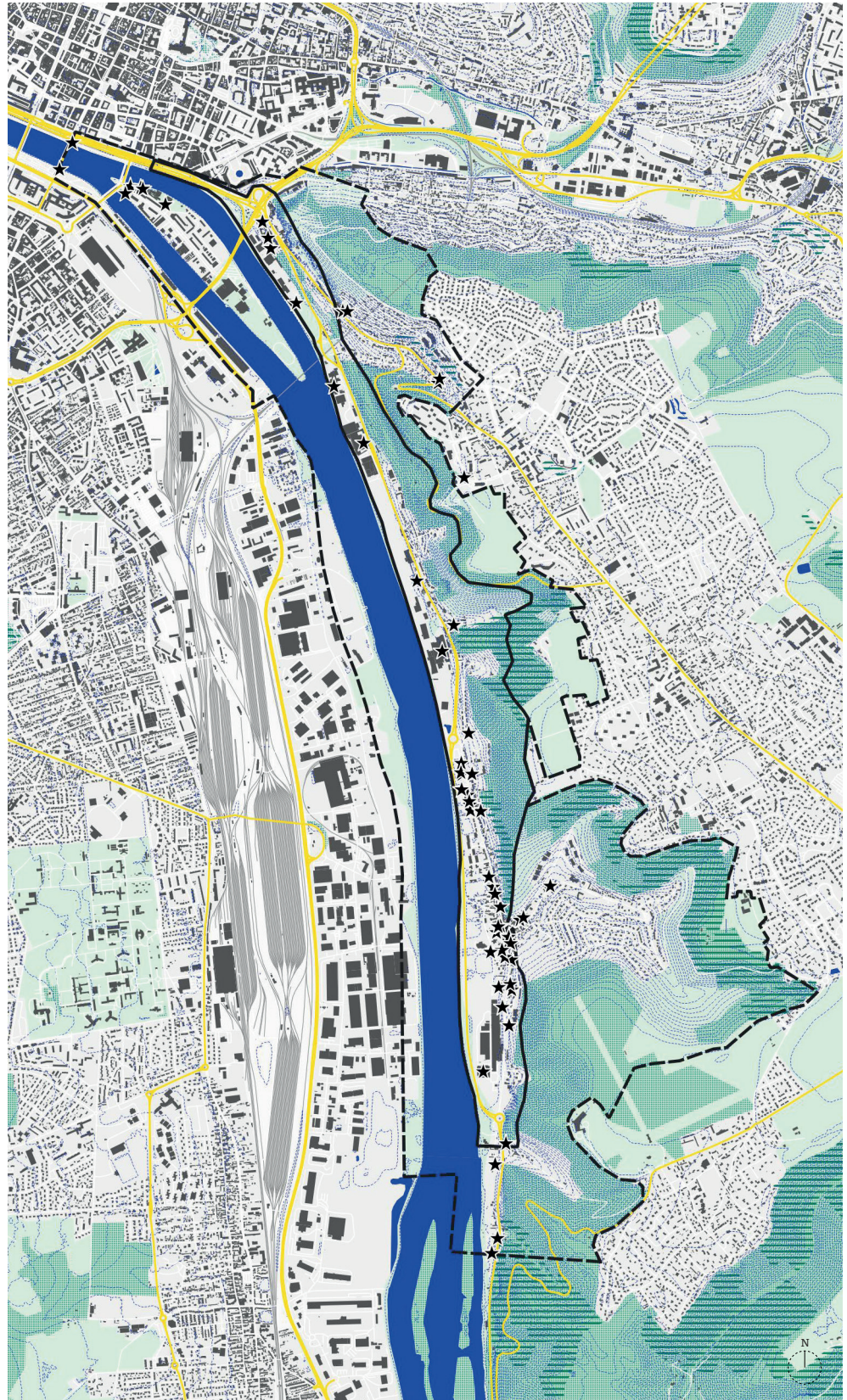
- In the northern part of the sector, exit from the town marked by road infrastructures, such as the Saint-Paul crossroads adjacent to Saint-Paul church. In the upper part, the fabric is particularly disparate, with urban fragments made up of townhouses and detached houses, recent private development buildings, and old parish buildings behind Saint Paul church. Below, separated by a wooded area, warehouses, logistics facilities and a concrete plant run along the Seine.
- In the central part of the sector, from the Eauplet Viaduct to the Robert Talbot sports centre, the departmental road comes close to the hillsides on which a heterogeneous and scattered fabric of town houses, small buildings and business buildings has developed. Although not pedestrian friendly, the departmental road can be crossed at certain points in this part of the sector and is lined with a few individual shops. Along the Seine are different business and industrial structures from different periods and with different morphologies: large brick halls, mid-20th-

The Seine Amont sector in its urban and landscape context

1/35,000

Data: Rouen Normandy Metropolis, IGN, Geofabrik

- Study site
- Project site
- Major roads
- Topographic lines +5 m
- ★ Building benefiting from protection
- ▨ Classified wooded areas
- Buildings
- Woods and forests
- Other open fields
- Watercourses and water bodies



century logistics buildings, recent “tin box” sheds and tall agricultural warehouses.

- On the southern part of the sector, the departmental road borders the Seine, leaving a thin strip of vegetation accessible to pedestrians along the water, and creating an impassable barrier between the river and the town of Amfreville-la-Mivoie. The village at the back, functioning as a street-village and hosting a few shops, has its back to the Seine, although more recent developments have chosen river views. Activity in this part of the sector is mainly marked by the nearly 10 hectare footprint of the Prysmian cable factory.

A SITE AT THE INTERSECTION OF TWO NATURAL ENVIRONMENTS

The project site, characterised by its topographical narrowing towards the Seine, is at the interface between the natural environment of the river and the natural environment of the hills.

Along the Seine, the old alluvial woods, important habitats for many invertebrates and birds (grey heron, great cormorant, oriole, black woodpecker, Cetti’s warbler, etc.) only survive on a thin strip along the water in the southern part of the sector. Growing in wet or dry alluvial soils subject to tidal phenomena, they consist of willow, ash and elm trees. Under the trees there is a coat of small willows and shrubs (elder, European spindle, guelder-rose), nettles and brambles and a fringe of amphibious herbaceous plants (reed canary grass, great yellowcress) .

The hillsides were originally occupied by chalk grasslands, before the gradual cessation of traditional agricultural practices (stockbreeding, orchards, etc.) gave way to gradual and spontaneous reforestation with maple, ash and beech trees. The gradual disappearance of these two environments has had a significant impact on the unique biodiversity once present on the site.

A SITE WITH A HETEROGENEOUS ECONOMIC VOCATION IN THE PROCESS OF REGENERATION

The employment zone that extends between the Seine and departmental road 6015 consists of a string of old industrial units taken over various activities over time, interspersed with mixed housing sectors. In total, nearly 160 businesses and 754 jobs are located there. The predominant business sectors are wholesale trading, business services and construction. Prysmian, Veolia, Eureka-Fripe, Natup, Déménagement Desormeaux or CHRS Les Sources are among the main employers. The area also hosts public facilities, including the Pré aux Loups recycling centre on the Rouen section. The economic revitalisation of the Seine upstream relies on its immediate proximity to Rouen, the presence of a structuring axis that makes it something of a showcase, as well as the presence on the edge of the waterway of many plots offering the prospect of service via the river, especially for urban logistics. As a sector undergoing conversion, the former industrial units of Seine Amont also offer opportunities to develop new accommodation offerings for economic activities without requiring artificialisation of the land.

Current economic footprints and regeneration projects in progress and under study within the project perimeter

1/35,000

Data: Métropole Rouen Normandie, IGN, cadastre.gouv, Geofabrik

Reflections by the Métropole in progress on the Val d'Euaplet sector in the event of a future land release

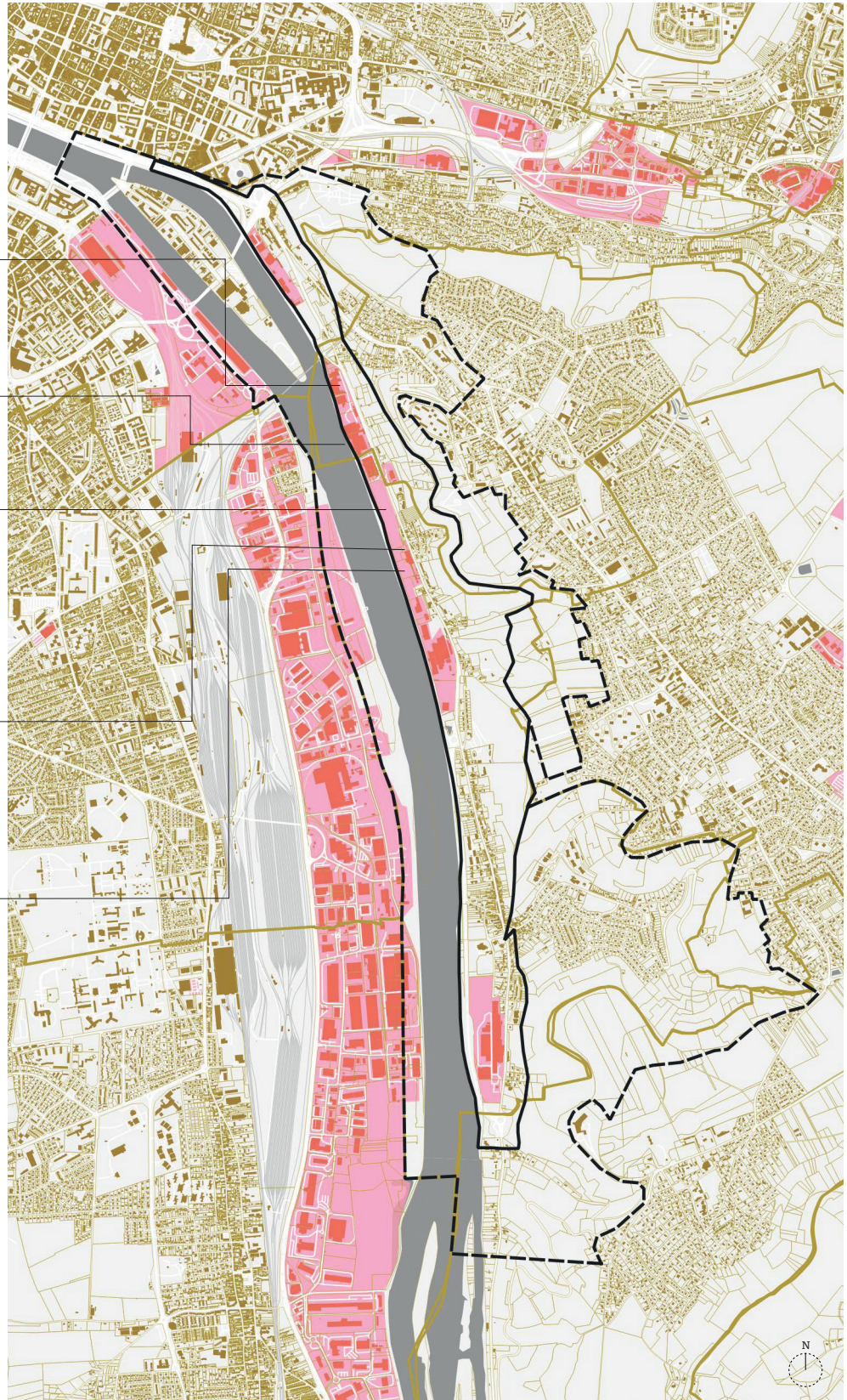
"A floating world", at the back of plot AH 0047, in the town of Bonsecours.

Revaluation of the Longomatal wasteland initiated with a headquarters project for the Paul Marius company and the construction of an office building (Seine Invest) on the AC196 plot in Amfreville la-Mivoie.

Project for the acquisition by the city of the Duchêne property, with a view to its requalification and to developing the service to the neighboring Lescure wasteland

Project for the arrival of the Résistes resource center on plot AC193 in Amfreville la-Mivoie. Site selected for the Fluvial Urban Logistics AAP carried by Haropa, VNF and the intermunicipalities of Le Havre, Rouen and Paris on the AC216 plot.

- Study site
- Project site
- Municipality perimeter
- Plots
- Economic sectors



Regeneration is already underway or under consideration in three sectors within the scope of the Seine-Amont project:

- In the Lescure sector, on the Longométal brownfield site currently owned by the Métropole in the municipality of Amfreville-la-Mi-Voie. It plans to sell it in the 2nd quarter of 2023 to the real estate developer Seine Invest, with a view to redevelopment that will include:

- installation of Paul Marius, including its headquarters, its manufacturing unit and its associated logistics activities (building permit filed, delivery scheduled for the end of 2024);
- new parking areas for neighboring logistics activities;
- a business centre built by the future owner Seine Invest;
- the lease granted to Cemex on part of the land plot will be taken over by the future owner.

- The upgrading of the Lescure sector will continue in the eastern extension of the Longométal brownfield site. The Métropole is in the process of acquiring the Duchêne property, with a view to improving it and developing service to the neighboring Lescure brownfield site (6,000 m²). This is a prerequisite for bringing to this site. Several avenues for its economic development are being examined, including river logistics. In this respect, it is one of the sites proposed in the River Urban Logistics AMI supported by Haropa, VNF and the intermunicipalities of Le Havre, Rouen and Paris.

- Finally, the possibility of freeing up land in the Val d'Euaplet sector in the future has led the Métropole to begin considering the economic enhancement of land located in the northern extension of the Longométal brownfield site, in the municipality of Bonsecours. The objective is to develop offerings there for production and service activities including tertiary spaces.

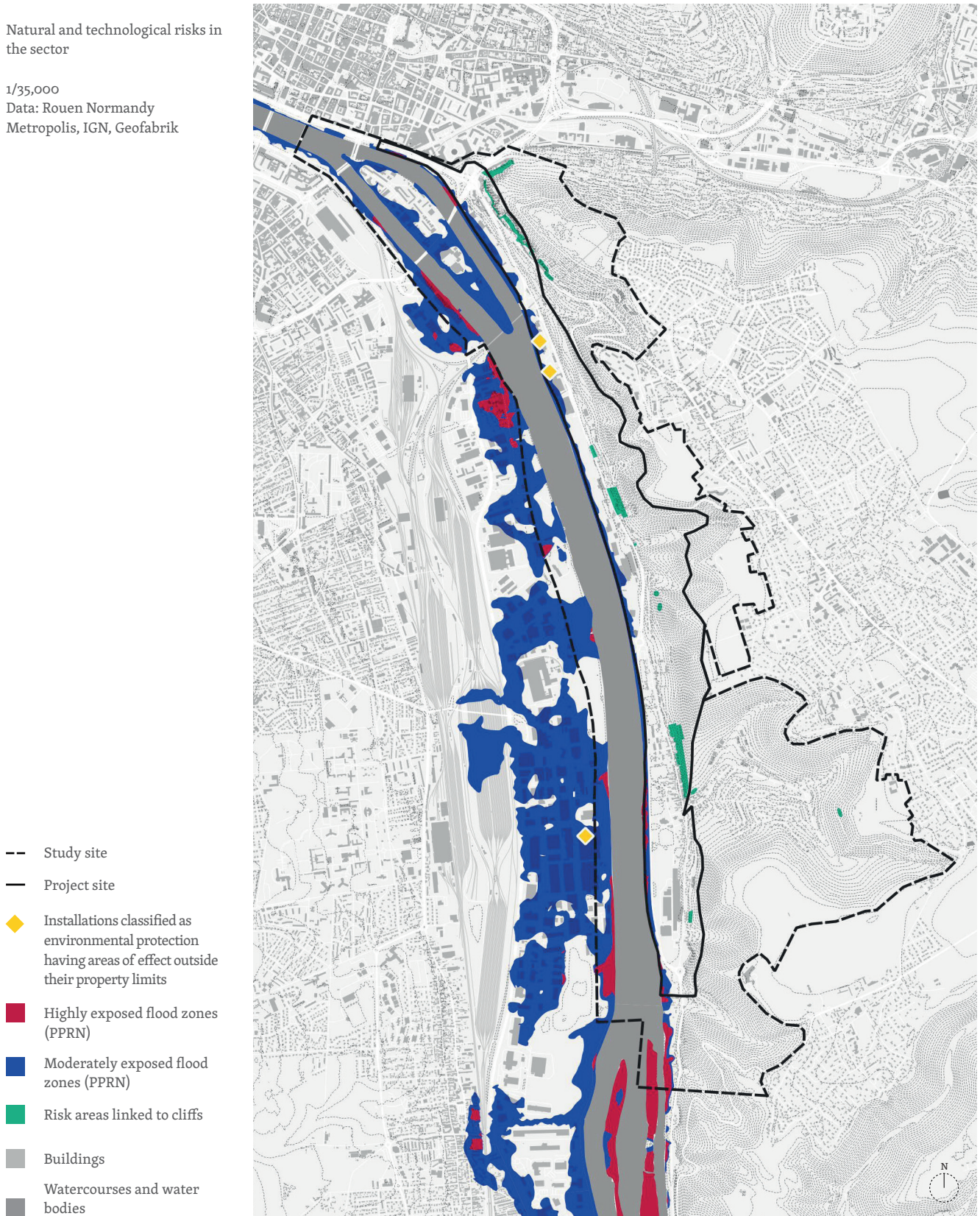
A SITE MARKED BY ROAD INFRASTRUCTURE

The project site is marked along its entire length by the presence of heavy traffic infrastructures with dimensions intended for logistical purposes, raising numerous issues of boundaries, legibility, pedestrian space and surface impermeability. The RD 6015 is an artery for both industrial traffic and local services, creating a strong break between the river, the urban areas and the natural spaces of the hillsides. The transverse links on the site are only occasional, discontinuous and intended mainly for the benefit of economic activities and heavy goods vehicles. Many beginnings of smaller scale routes (streets, paths, alleys, paths, passages and paths) are interrupted by the departmental road and the footprints of economic activities. Studies have been commissioned by Amfreville-la-mi-Voie municipality to look at different possibilities for traffic calming on the departmental road or crossings between the town and the Seine. The scenarios developed so far by the design offices have not been convincing, because of the estimated cost of

Natural and technological risks in the sector

1/35,000

Data: Rouen Normandy
Metropolis, IGN, Geofabrik



a footbridge, the impossibility of creating a tunnel, and the risk generated by introducing traffic lights on a fast road. The eastern bypass project for 2030 may lead to changes in the sector by shifting part of the traffic away from the site, in particular heavy goods vehicles which will be required to take the bypass. This bypass will have the effect of reducing traffic.

The Quai Pré aux Loups is now mainly dedicated to industrial, logistics and commercial activities, access to which is mainly along the Seine. This generates heavy vehicle traffic, and hence the need for an appropriately sized service road, despite the development of a cycle path in 2016. To the north of the project site, the Saint-Paul crossroads, a road interchange, marks the entry into the city of Rouen. Its constitutive spaces are almost exclusively dedicated to traffic and transport and leave little room for pedestrians, despite the presence of Saint Paul church and Sainte Catherine hill on the edge of the crossroads. Finally, the complexity of the spaces at the foot of Pont aux Anglais makes the paths difficult to interpret. The park-and-ride located at the foot of the bridge piers is not very visible. The difficulty of interpreting the spaces and pathways, linked to the topography of the sector, make this a risky zone for pedestrians and cyclists.

A SITE SUBJECT TO NATURAL AND TECHNOLOGICAL RISKS

The site is subject to many risks, both natural – related to the geography of the site – and technological – related to current activities and existing land pollution. With regard to natural risks, the project site is covered by a PPRI (flood risk prevention plan). It includes both high hazard zones with a submersion height of more than 1 m, and moderate hazard zones with a submersion height of - 1 m. As revealed by a recent study conducted by GIPSA on river overflows and scenarios for the year 2100, the current risk will be accentuated by the rise in river water levels, estimated at possibly more than 84cm in the event of a 1 metre rise in sea levels in Le Havre. Risks of runoff exist in the town of Belbeuf and risks related to cliff landslides and collapse related to underground cavities exist on the edge of Sainte Catherine Hill. With regard to technological risks, establishments with potential risks have been identified by the DREAL Normandie departments: the Cap Seine silo and the UNV factory located in Bonsecours. The project site also includes an area listed as polluted in the municipality of Amfreville-la-Mivoie (Basol data), and industrial sites service sites that have been are still engaged in potentially polluting activities (Basias data). Finally, a hydrocarbon pipeline passes through the study zone in the municipality of Belbeuf at the level of the hamlet of Saint Adrien.

A SITE CHARACTERISED BY COMPLEX STATE OWNERSHIP

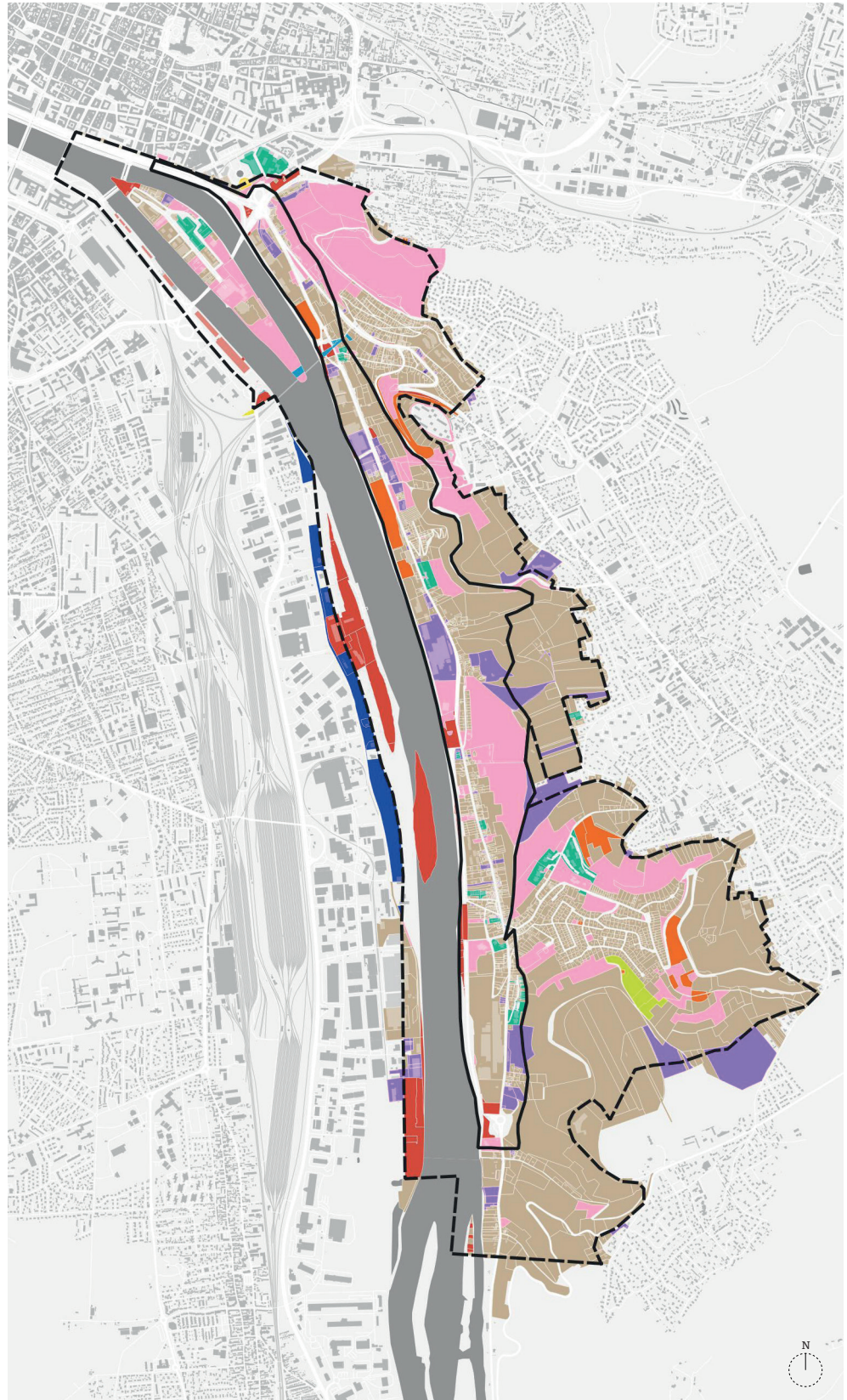
The Seine is part of the Domaine Public Fluvial (public river domain) and is managed along the site by Voies Navigables de France (VNF). The banks belong to VNF but management is now allocated to different entities: the City of Rouen and Haropa. Maintenance of the retaining walls of the quays remains the responsibility of VNF. The surface maintenance of the banks is the responsibility of its managers. At the

Type of owner per parcel on the site of reflection

1/35,000

Data: Rouen Normandy
Metropolis, IGN, Geofabrik

- Study site
- Project site
- Private property
- State
- Métropole R.N
- Conseil Régional
- Conseil Départemental
- EPF de Normandie
- Other public institution
- Municipalities
- Offices HLM
- Harbor
- SNCF
- SAFER



end of 2023, the current concession will come to an end. With the withdrawal of Haropa, VNF will be the sole manager. While this may simplify state ownership on the site, VNF's economic capacities to manage the banks on the site raise questions and help may be required from the Métropole. In the municipality of Belbeuf, the banks are completely privatized.

A SITE SUBJECT TO A "MAJOR PROJECTS" OAP

The Métropole's Local Urban Plan, approved in February 2020, sets development and programming guidelines for the Seine-Amont sector, divided into five sub-sectors: Saint Paul, Val d'Euuplet, Lescure, Chiffonniers sector and Prysman.

Its stated objectives are to support ongoing economic changes, highlight the site's heritage and natural wealth and adapt mobility policy in favour of active modes.

The OAP (development and planning orientations) set four objectives for urban composition:

- Urban and architectural renewal of the sector based on enhancement of the existing heritage with the establishment of "breathing" spaces of vegetation and the establishment of a mix of residential and economic activities.
- The recapture of the banks of the Seine for recreational uses and reappropriation by the inhabitants, by means of landscape interventions.
- Renovation and structuring of the urban facade and the uses associated with the departmental highway, according to its different sequences.
- Better landscape integration of buildings on the Seine front and consideration of natural and technological risks. The OAP sets as a programmatic orientation "the transformation of activities in order to accommodate service activities, economic activities with a focus on the inclusion of small businesses, small nonpolluting industries that do not generate heavy road traffic, as well as occasional housing. The recommended housing density is around 30 dwellings per hectare."

PROJECTS IN PROGRESS OR UNDER CONSIDERATION ON THE PROJECT SITE

Various projects are underway or under consideration within the perimeter of the project site:

- The sector's economic regeneration projects previously described in this dossier:
 - already underway in the Lescure sector, with the ongoing recycling of the Longométoal brownfield site (2.8 ha), notably with the installation of Paul Marius;
 - in preparation, in the eastern extension of the Longométoal brownfield site with the plan to acquire and enhance the Duchêne Property. Under consideration, Resistes installation plan, development of the brownfield site, AAP Logistique Urbaine Fluviale project;
 - Under consideration, on the Val d'Euuplet sector in the event of possible



business movements;

- A floating world: a cultural and scenographic project by the architect Stéphane Landais at the rear of plot AH 0047, in the town of Bonsecours;
- Installation of the Headquarters of Paul Marius and the headquarters of CEMEX, on the now vacant AC196 plot, for which the construction permit application was recently filed with Amfreville-la-Mivoie municipality;
- Discussions are underway on the possible installation of the Résistes resource centre on plot AC193;
- On plot AC216: one of the sites selected for the Urban Fluvial Logistics AAP carried out by Haropa, VNF and the intermunicipalities of Le Havre, Rouen and Paris.

EXPECTATIONS AND PROGRAMMATIC ORIENTATIONS

Although the predominantly economic and mixed residential vocation of the site is to be preserved and adapted, the main expectation of the Métropole and the municipalities of Rouen, Bonsecours, Amfreville-la-Mivoie and Belbeuf concerns better sharing of the project site's public spaces. Currently assigned mainly to road and logistics uses, these spaces need to be redesigned in order to allow both development and change in activities on the site, better access to and reappropriation of the banks by the inhabitants, and protection of the ecosystems present. This transformation must take place within the broader perspective of the future of the existing areas of activity, taking into account economic, environmental and societal factors, the residential needs of the territory and the evolution of traffic in a metropolitan scale mobility plan. This new coexistence is to be imagined as part of a narrative that bestows greater coherence and fluidity in pedestrian, cycle, road, logistics and tourist routes, a more qualitative and less fragmentary approach to urban developments, and greater sustainability in economic activities. The current status quo and the ad hoc approach to projects need to be challenged, in order to propose new processes that bring together the multiple stakeholders in the site.

REFERENCE SITES IN PREVIOUS EUROPEAN SESSIONS

- Angers - E14 Productive Cities
Winner: Positive Loops:
Runner-up: Diagon Alleys
Special Mention: Urban Permacultures
- Bègles - E14 Productive Cities
Winner: The Great Mine
Runner-up: Bègles and urban machines
Special Mention: Toolkit City
- Bassens - E16 Living Cities - Metabolic Vitalities & Inclusive Vitalities
Winner: SYMBIOTIC BOOM!
Runner-up: River (S)trips
Special mention: Garonne Métropole

A full presentation of the sites, winners and runners-up in previous sessions is available at the following websites: www.european-europe.eu and www.europeanfrance.org

LIST OF FILES TO DOWNLOAD

FR-ROUEN_NORMANDIE-M1	dxg	Buildings, roadways, revegetation, hydrography, topography, plot, site perimeters...
FR-ROUEN_NORMANDIE-C-M1	pdf	Land use
FR-ROUEN_NORMANDIE-C-M2	pdf	IGN SCAN 25 map extract
FR-ROUEN_NORMANDIE-SS-M1	pdf	PLU - zoning plan
FR-ROUEN_NORMANDIE-SS-M2	pdf	PLU - urban morphology plan
FR-ROUEN_NORMANDIE-SS-M3	pdf	PLU - risk plan
FR-ROUEN_NORMANDIE-SS-M4	pdf	Land use
FR-ROUEN_NORMANDIE-SS-M5	pdf	IGN SCAN 25 map extract
FR-ROUEN_NORMANDIE-SS-M6	pdf	Cadaster
FR-ROUEN_NORMANDIE-SS-AP1	jpg	Aerial view of the study site
FR-ROUEN_NORMANDIE-SS-AP2	jpg	Aerial view of the study site
FR-ROUEN_NORMANDIE-SS-AP3	jpg	Aerial view of the study site
FR-ROUEN_NORMANDIE-SS-AP4	jpg	Aerial view of the study site
FR-ROUEN_NORMANDIE-SS-AP5	jpg	Aerial view of the study site
FR-ROUEN_NORMANDIE-SS-AP6	jpg	Aerial view of the study site
FR-ROUEN_NORMANDIE-SS-AP7	jpg	Aerial view of the study site
FR-ROUEN_NORMANDIE-SS-AP8	jpg	Aerial view of the study site
FR-ROUEN_NORMANDIE-SS-AP9	jpg	Aerial view of the study site
FR-ROUEN_NORMANDIE-SS-AP10	jpg	Aerial view of the study site
FR-ROUEN_NORMANDIE-SS-AP11	jpg	Aerial view of the study site
FR-ROUEN_NORMANDIE-SS-AP12	jpg	Aerial view of the study site
FR-ROUEN_NORMANDIE-SS-AP13	jpg	Aerial view of the study site
FR-ROUEN_NORMANIE-PS-P1	jpg	View of the St Paul crossroads
FR-ROUEN_NORMANIE-PS-P2	jpg	View of the Natup silos
FR-ROUEN_NORMANIE-PS-P3	jpg	View of the Natup hangars
FR-ROUEN_NORMANIE-PS-P4	jpg	View of the Lescure wharf
FR-ROUEN_NORMANIE-PS-P5	jpg	View of the Lescure wharf
FR-ROUEN_NORMANIE-PS-P6	jpg	View of the Lescure wharf
FR-ROUEN_NORMANIE-PS-P7	jpg	View of the Cimme M. hangars
FR-ROUEN_NORMANIE-PS-P8	jpg	View of the Seine and Quai Lescure
FR-ROUEN_NORMANIE-PS-P9	jpg	View of the Eureka hangars
FR-ROUEN_NORMANIE-PS-P10	jpg	View of the riverside promenade
FR-ROUEN_NORMANIE-PS-P11	jpg	View towards the Nautical Club
FR-ROUEN_NORMANIE-PS-P12	jpg	View of the Prysmian factory
FR-ROUEN_NORMANIE-PS-P13	jpg	View of the town of Amfreville

FR-ROUEN_NORMANIE-PS-P14	jpg	View of the R. Talbot sports center
FR-ROUEN_NORMANIE-PS-P15	jpg	View of the departmental road
FR-ROUEN_NORMANIE-PS-P16	jpg	View of the departmental road
FR-ROUEN_NORMANIE-PS-P17	jpg	View of the departmental road
FR-ROUEN_NORMANIE-PS-P18	jpg	View of the Coop building
FR-ROUEN_NORMANIE-PS-P19	jpg	View of the E. Tabarly promenade
FR-ROUEN_NORMANIE-PS-P20	jpg	View of the quay of Paris

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