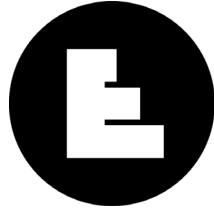


E U R  
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FR



E18 - Re-sourcer

# CLERMONT-FERRAND

## RESSOURCER LA FONTAINE DU BAC

Site Brief

100m





# FOREWORD

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*"What we need to do today is to demonstrate cultural creativity .... I believe in the poetic state. It is about developing a way of living that is so sensitive, attentive, contemplative and compassionate that we amplify our range of perception and maintain an awareness of everything that is around us." P. Chamoiseau*

The eighteenth edition of the European competition in France opens with the wonderful theme of 're-sourcing'.

Having explored themes of the adaptable city, the productive city and the living city, this theme marks a pause for breath. It invites us to consider what has been amassed, what is there to provide for places, for lives, and to repair more efficiently rather than demolishing.

'Re-sourcing', a theme that examines existing resources – material and non-material – in order to manage and develop them with respect and sensitivity.

These resources are very diverse in nature, specific to each area.

They form a powerful ecosystem that once formed a system that is now often forgotten; over the last century it has been dislocated, unravelled. The care given to exchange and to links woven between human and non-human life has evaporated, giving way to juxtapositions of fragmented territories. These isolated territories of landscape and habitat are just waiting to be set back into motion to meet the world of tomorrow. There is an urgent need to act, and to act together in a spirit of open dialogue.

All the sites in this 18th edition demonstrate the complexity of a world that is out of breath but that has vast potential for life. A momentum is already gathering; the power of water is evident. Human and non-human life is active, it doesn't wait, and indeed is already sketching out new approaches and responses.

All the sites, from the most urban and developed (Greater Nancy, Caen, Clermont-Ferrand, Riez, Miramas, Brignoles, Blagnac, Romainville, Nailloux) to the most natural and derelict (the Nive valley, Mayotte, Fumel, Mantes-la-Jolie, Jullouville), contain a legacy to be brought back into the light, waiting to bring their hopes and inner strength to life by means of experimental projects for a promising future.

Residents of these territories of today and tomorrow, European teams – made up of architects, urban designers, landscape designers, anthropologists, philosophers, ecologists or any other thinkers relevant to the project – will embrace these places to define new narratives, new ways of interacting where, with the aim of re-sourcing, life resounds as a constant force.

EUROPAN FRANCE

Note: A book of contributions associated with the theme can be downloaded [here](#).

RE-SOURCER  
REPARER  
REIMAGINER  
REAGIR  
REVITALISER  
RECYCLER  
RESSOURCER

# THE THEME : RE-SOURCING

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The fragility of the Earth's ecosystem and social crises lead to the imagination of alternative practices to harmful extraction of resources, overconsumption and pollution of living milieus.

Regenerating projects embracing nature and culture are to be thought and implemented. It is about weaving synergies between biogeophysical data with socio-spatial justice and health ones.

Three main directions for designing forms of resilience and resourcing of inhabited milieus make possible to reactivate other forms of dynamics and narratives around the ecologies of living and caring.

## **1 Re-sourcing in terms of Natural elements / Risks**

The natural and vital elements of water, air, earth and fire are today linked to risks and disasters which affect places, and the entire ecosystem of milieus from the moment that are triggered cataclysms, resulting from deleterious developments.

In order to enable a new alliance with inhabited milieus, it is time to rethink these vital elements, by finding logics of adaptation with the built environment, and by combining them together in projects.

## **2 Re-sourcing in terms of ways of life and of Inclusivity**

The reconsideration of living conditions also requires sustained attention to changes in lifestyles in a hyper-connected digital world. Arrangements capable of simultaneously preserving intimacy, commonality and solidarity are at stake, correlated with bioclimatic and permacultural strategies in which humans and non-humans can cooperate.

## **3 Re-sourcing in terms of materiality**

The already built now constituting a phenomenal source of materials, it is important to design devices for transforming existing buildings driven by the strategy of the 3 R's (Reduce, Reuse, Recycle): Reduce new construction. Reuse in the sense of reusing already constructed spaces and materials. Recycle by using bio-geo sourced materials (earth, stone, fiber), anticipating deconstruction and becoming local again (mobilizing know-how and materials present on the sites). This is to promote the preservation of natural resources.

### **Recommendations for searching sites**

The selection of sites will be based on their potential to find these three types of resources – “natural elements, uses, materiality”.

Each site will be presented at two scales:

- The territorial scale known as the “reflection site” (red limit) which will reveal the geographical and ecological elements (topography, geology, natural elements, etc.), the logic of mobility and large-scale lifestyles and which impact the project site today and, potentially, in the future.
- The proximity scale, known as the “project site” (yellow limit), where the existing situation (physical space, nature, lifestyles) and the city’s intentions for its development in the future will be presented in a clear and precise manner.

The complete site folder must both remain compact but provide elements of information with links to maps (geography) allowing to understand natural dynamics (water, land, sea, etc.), and to studies on ways of life allowing to understand current social dynamics and those desired in the future.

The brief must, based on the characteristics of the site, express the intentions of the site representatives at different scales and clearly formulate the questions they wish to ask the competitors regarding the future of their contexts. Some interesting briefs from previous sessions are made available.

### **Questions for competitors**

The challenge for competitors, in their project-processes, will be to converge the three types of resources because it is their intersection which will generate a promising spectrum of resilient projects in the face of the scarcity of resources and the vulnerability of sites.

The questions asked are:

- What are the new ways of designing to adapt to climate change: rising water levels, air pollution, drought, etc.?
- How to introduce into projects the regeneration and sanitation of soils making them more porous and alive, increasing the biodiversity of built spaces, in order to make them more livable?
- How can we imagine new dynamic and productive use scenarios to revitalize communities of humans and non-humans?
- How can we invent a new materiality that can result from bio-materials originating mainly from local resources and falling within the logic of a circular economy?
- How can we hybridize in teams the different skills necessary for these projects which combine the consideration of natural elements, new lifestyles and the use of bio-materials?
- which scales should be crossed to make the proposed answers relevant? Can a project on a proximity site be combined with reflection on the larger scale of the territory? Should an urban project also be available on a proximity scale to illustrate its impact?



# GENERAL INFORMATION

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**SITE REPRESENTATIVE(S):**

Assemblia

**INVOLVED ACTOR(S):**

Assemblia, Clermont Auvergne Métropole, Ville de Clermont-Ferrand

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**TEAM COMPOSITION:**

Architect, mandatory, urban planner or landscape planner

**DESIRED COMPETENCES FOR THE SITE'S CHALLENGES AND  
CHARACTERISTICS:**

Architecture, urban or landscape planning

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**COMMUNICATION :**

Project communication at the end of the competition

**JURY – 1ST ASSESSMENT:**

With the actors' representatives' participation

**JURY – PRIZE SELECTION:**

Distinct selection: winner (€12,000) / finalist (€6,000) / highly commended (no prize)

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**POST-COMPETITION INTERMEDIATE PROCEDURE:**

Meeting of towns and teams organised by the European France Secretariat in Paris / on-site meeting of towns and teams organised by the collectives and their partners / assistance and advice from European France to the groups and their partners for the implementation of the competition's outcome

**PROJECT ALLOCATED TO THE SELECTED TEAM(S) FOR  
IMPLEMENTATION:**

Study and project assignments to develop strategic proposals, feasibility studies on the project site, architectural, urban or landscape project management assignment(s).







### **Forewords by Olivier Bianchi**

Mayor of Clermont-Ferrand

Chairman of Clermont Auvergne Métropole

For many years now, Clermont Auvergne Métropole has been part of the city policies and many actors devote a real energy to taking actions that meet the districts and inhabitants' urban development needs. Furthermore, the European ideas competition has respected the changing factors of town/cities, landscapes and social ways of life without fail for nearly 35 years.

The meetings between European and our metropolis are regular, like a beautiful habit of setting great challenges together (E6 Kessler-Rabanesse, E9 Hôtel Dieu, E11 Quartier Saint-Jean, E16 Aulnat and the organisation of the Forum intercessions 2022) through the inventiveness and endless resources of young multidisciplinary teams that the competition brings together with collectives like ours. The "Resourcing" theme for this 18th edition has come at an opportune time and we have seen this as particularly relevant for the "La Fontaine du Bac" district and its broader site of "Arc Sud" in Clermont-Ferrand, and the timing is almost perfect.

Indeed, while the 18th edition started, deep reflections had already taken place with Assemblia, the social landlord who owns the site's 900 homes, to turn it into a genuine "social and technical" regeneration "laboratory" of the city within the city, in partnership with the City of Clermont-Ferrand and the Metropolis in a context of intense urban change.

La Fontaine du Bac is part of a broader area that covers 6 hectares of T2C's warehouses and the Décathlon-Darty-Conforama 9-hectare retail park, which are currently the object of a consultation to widen a guide map. It also adjoins the Kiabi-Etixia retail park, which has become a mixed-use area following a 1M€ grant as part of a retail area transformation plan. Additionally, while the arrival of the tramway on the edge of the area has been a wonderful opportunity in the 2000, the development of the C BHNS line as part of the metropolitan project "InspiRe" and the connection of the housing to the excellent heat network "Clauvaé" have marked the start of a new greener era in search of the intrinsic (re)sources of this territory!

This is why the group "Clermont Auvergne Métropole, Ville de Clermont-Ferrand and Assemblia" has applied and suggested the project site of La Fontaine du Bac and more broadly the reflection site of part of Arc Sud in Clermont-Ferrand for this edition.

We are therefore delighted that the European association has decided to select our site amid the 48 European sites, including 14 French sites, for this edition, placing it in the project category "Promoting open districts:



**LA FONTAINE DU BAC SEEN  
FROM AVENUE DES LANDAIS**  
FR-CLERMONT-SS-P1



**LA FONTAINE DU BAC SEEN  
FROM RUE DE LA FONTAINE DU  
BAC**  
FR-CLERMONT-PS-P1



resourcing through a social and inclusive dynamic” alongside the sites suggested by Amersfoort-Crystal Palace (NL), Madrid (ES), Romainville (FR) and Vitoria-Gasteiz (ES). So you can count on our commitment for the process of writing together, participating in the running of the competition in an inclusive and interactive way, and on our commitment to go further with the shortlisted young professionals to bring exemplary achievements to fruition.

We are launching this new European adventure with much enthusiasm and eagerly await the candidates’ responses with regards to this site within such a fascinating theme!







# RELATION TO THE THEME

## THE SITE'S CHALLENGES IN RELATION TO THE THEME

### FROM LIFELESS GREEN TO A REFRESHED GREEN

Built in the 1970s, the La Fontaine du Bac district is a large complex comprising 909 homes shared between 24 buildings (2 wide blocks and 22 towers, between 6 and 11 storeys each). Arranged around a 6.4-hectare area, it has, like all great complexes of its time, generous outdoor spaces that snake between and around the towers and accommodate parking, lawns and playgrounds. Among the 300 trees in the district, 140 are located along roads or in car parks, with only 100 in green areas. The trees lining the roads are mostly linden. In the green areas, the varieties present a wider range. These part-green, part-tarmac outdoor spaces are an important resource for La Fontaine du Bac. They contribute to a pleasant surrounding very much valued by the inhabitants of the area. Indeed, the presence of vegetation and green spaces comes up as a major asset in all surveys. Yet, these spaces are very little used, making it a visual, almost “lifeless” landscape, neither a real living space for the residents, nor a living place for other forms of life. And despite a recent pedestrianisation of part of the district and a careful management of the lawns, they remain too fragmented and too big, inviting very few people to use them, even in the summer. A resourcing of these spaces, such as an intensification of biodiversity, soil de-sealing and a redesign of their organisation would enable these grounds to become public grounds, resource grounds to improve the residents’ environment in Fontaine du Bac throughout the seasons.

### USING RESIDENT DYNAMICS AS RESOURCES

La Fontaine du Bac is perceived, throughout the metropolis, as a “village” of over 3,000 inhabitants. It is known for its quiet atmosphere and is a good neighbourhood with a certain level of involvement from the residents and some clear logic of surveillance between neighbors. A rich associative activity helps to animate collective times, solidarity networks and participation in establishing a peaceful environment. Although these good dynamics between residents lessens over time, especially due to an ageing population and a growing global economic context, the transformation of La Fontaine du Bac will only be possible with the involvement of all its residents. They represent the main resource for its adaptation to change – be







it climate-related, socio-political or economic – at a both local and global level. They should be considered the main actors of their district's transformation, activating the spaces available, organising themselves collectively, committing on a daily basis to their living environment, ensuring the sustainability and management of the actions put in place over the long term. In return, La Fontaine du Bac could become a grounding space for the evolution of life styles, supporting the development of activities, culture, cooperations and mutual help that can partly remedy the increasing vulnerability of its residents.

## A CITY WITHIN THE CITY FIT FOR THE 21ST CENTURY

The mutation of La Fontaine du Bac is an opportunity to think differently about urban renovation concepts, bearing in mind that the site, the district, makes up its own resource. Its landscape intensification can be abundant, but must be measured in terms of means and resources used. Its urban development can be substantial, but without requiring any demolition or major transformation. Rather than a big development plan that would be costly and complex to implement, La Fontaine du Bac requires simple and quick actions based on existing practices, optimising the infrastructures already in place over time and in space, multiplying the effects of each transformation or construction (e.g. a dynamic renovation that potentially offers extra uses, a bike shelter that contributes to the management of rain water or rubbish, etc.). In this process of incremental metamorphosis, progressive and permanent resourcing, to live in La Fontaine du Bac is almost akin to transforming the area, one action and one encounter at a time.

## THE CITY'S AND ITS PARTNERS' SPECIFIC EXPECTATIONS

### UNDERTAKING A MEASURED AND REASONABLE MUTATION OF LA FONTAINE DU BAC

The retail parks near La Fontaine du Bac are currently being transformed. These monofunctional districts on the outskirts will become, in a more or less near future, and with more or less certainly, mixed-used living places in the heart of the metropolis. The intertwined activation of the three aforementioned resources types that exist in La Fontaine du Bac – landscape, residents, buildings – must make it possible to preserve, if not strengthen, the inherent qualities of this 3000-inhabitant “village” despite its current mutating context. Without waiting for the implementation of external facilities, which would risk leaving out the existing population, the La Fontaine du Bac neighbourhood must start its internal transformation, making it more adaptable to the main future developments, be they urban, social or climate-related.

**MOMENTS OF LIFE AT THE  
FONTAINE DU BAC, A 'VILLAGE'  
OF 3,000 INHABITANTS (AND A  
FEW PETS)**

Photos of the inside of La Fontaine  
du Bac

FR-CLERMONT-PS-P5

FR-CLERMONT-PS-P6





## DESIGNING AN ALLIANCE BETWEEN THE METROPOLITAN AND DISTRICT DYNAMICS

To this aim, how can the metropolitan and district dynamics be made to work together? The La Fontaine du Bac surrounding means that it is not an area that non-local residents go through or use. Putting La Fontaine du Bac at the heart of the metropolitan dynamics that bring change will therefore certainly involve opening up the area to its environment and breaking some physical and mental barriers. On the other hand, a feeling of belonging to the neighbourhood contributes to the village effect mentioned above. It fosters dynamics between residents that seem relevant to preserve, and even further encourage. How then could La Fontaine du Bac open up to nearby areas, while strengthening the collective energy inherited from decades of living together? What degree of self-sufficiency may be maintained for this urban area? What needs to be articulated, over what period of time and in what direction? To what extent and how can the collective dimension be understood?

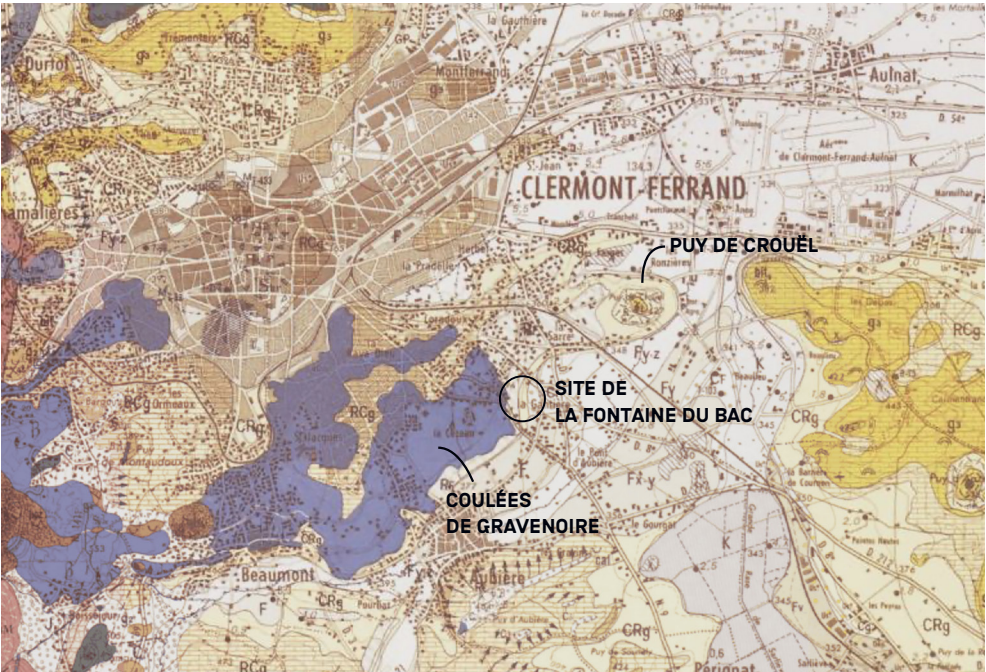
## REIMAGINING THE RESIDENTS' PLACE IN THE TRANSFORMATION AND MANAGEMENT OF THE DISTRICT

The La Fontaine du Bac transformation project is part and parcel of a district management project by and for its inhabitants. Over the past few years, Assemblia, who owns and runs the housing complex, has set up a series of measures with an aim to address each need and each request. So there is now a need to create participation opportunities, to support the residents' wishes, to inject collective dynamics. Should the caretaker also be an organiser or leader? Should the gardener also be a horticultural teacher? Ultimately, La Fontaine du Bac mutation is a chance to rethink how, in the 21st century, we may live in a social rented accommodation and consequently how it may be managed. This experimentation, with the population reclaiming its whole neighbourhood, is an opportunity to highlight the "social" and the "rented" as a real alternative to private ownership. Without these stigmas, it can become a type of housing for one and all

**GEOLOGICAL MAP OF CLERMONT-FERRAND (EXTRACT)**

(Credits: geoportail)  
FR-CLERMONT-C-M1

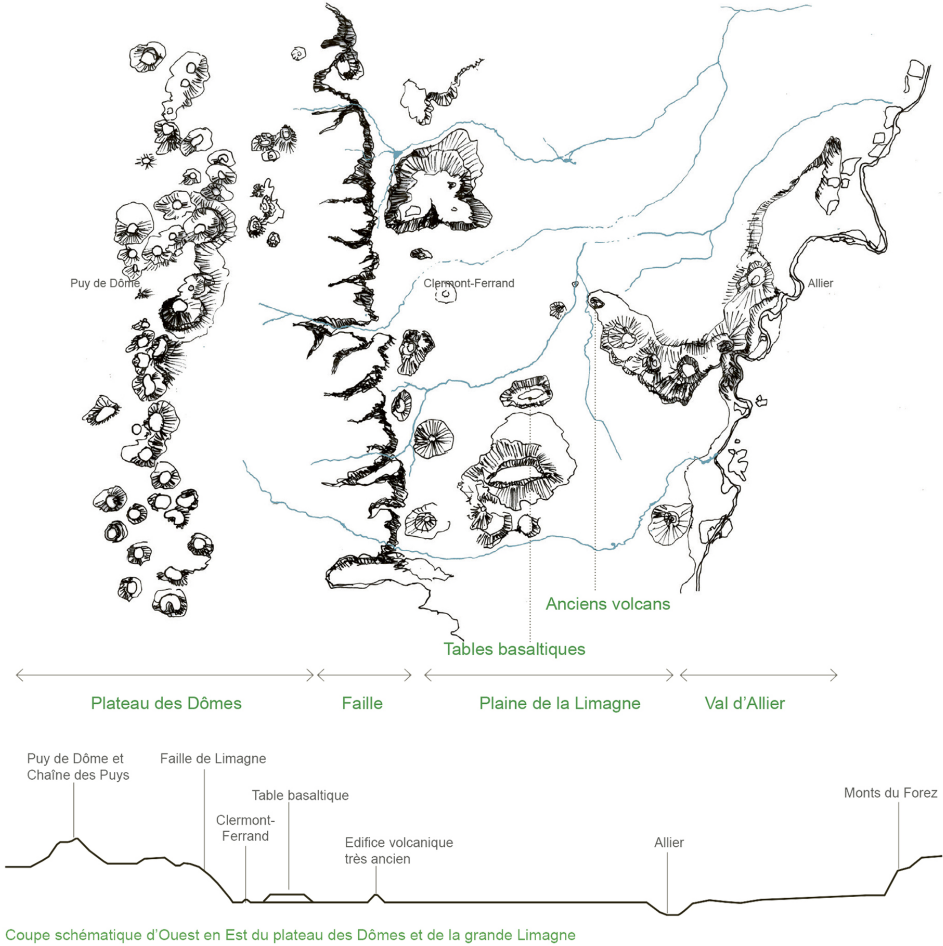
- Volcanic rocks
- Sedimentary rocks
- Sedimentary rocks - late quaternary



**THE MAIN MORPHOLOGICAL FORMS OF THE CLERMONT-FERRAND LANDSCAPE: AN OMNIPRESENT RELIEF**

Diagrams illustrating the Territorial and Environmental Diagnosis of Clermont Auvergne Métropole's PLU.

FR-CLERMONT-C-M2





# CONTEXT

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## CLERMONT, A METROPOLIS IN THE FOOTHILLS OF VOLCANOES

1. Philippe Arbos, "Le cadre géographique de Clermont-Ferrand", in *Revue de Géographie Alpine*, 1925.

Clermont Auvergne Métropole is a French metropolis built around the city of Clermont-Ferrand, located in the Massif Central and part of the Auvergne-Rhône-Alpes region. Nestled against the old volcanoes of the Puys chain or Auvergne Mounts in the west, it stretches east into the Limagne plain: "in the north, a uniform area runs all the way to the horizon. In the south, the gentle undulations of Oligocene sediments rise up from numerous mounds that own their shape to volcanism"<sup>1</sup>. Beyond, in the east, the relief rises again to the peaks of Livradois and Forez. The city of Clermont-Ferrand itself developed in the centre of a 1.5-mile volcanic cirque, a former crater covered by alluvial deposits. Its centre, marked by the cathedral in black volcanic stone, stands high on a mound in the centre of the cirque. Clermont owes its prosperity to the richness of the Limagne plain. Its soil, made fertile by volcanic alluvial deposits left by rivers and winds that eroded the Massif, has provided the city with a plethora of fruit, wines and grains as well as most varied and generous agricultural commodities. Among the resources that the land offers for the construction of the city, there were wood from the mountains and stones from both the plains and the mountains (andesite, arkose, basalt, trachyte, dolomite, granite, limestone...).

As well as the Allier, which runs through the centre of the Limagne, the Tiretaine runs under Clermont, as its original valley was filled 40,000 years ago with lava from Petit-Puy-de-Dôme. In Chamalières, north of Clermont, the stream splits into two arms: the Artière and the Bédât. The Artière runs close to the La Fontaine du Bac site near Beaumont, then Aubière. Although the subsoil of the Beaumont area is hardly conducive to groundwater storage, the Artière has a lateral and large alluvial aquifer and small slope aquifers that capture rainfall. The cumulation of this water creates local aquifers, the underground waters of which runs all the way to the very east of the Gravenoire's lava flows before erupting at the lowest points of the old valleys. They provide drinking water for the springs of Oradou and La Fontaine du Bac. La Fontaine du Bac area may indeed take its name from this ancient spring.

2. A neck is a volcanic residual object, usually a cylinder or a cone (mound, peak) with a diameter measuring a few dozen or hundred metres. It corresponds to the conduit of an old volcano that has solidified (filled with intrusive material at the end of an eruption, which was then cleared by erosion. Source: wikipedia.fr

Aside from this toponymic point, the volcanic origins of La Fontaine du Bac are very much present due to the panorama of volcanoes and the site's very geography. One of the flows from Puy de Gravenoire shaped today's Cézeaux plateau, which overlooks La Fontaine du Bac. The end of one of the lava flows is also visible in the Creux de l'Enfer park. Finally, in the north-east, Puy de Crouel, a neck<sup>2</sup> that reaches an altitude of 427 metres, is visible from La Fontaine du Bac, bearing witness to the basin's volcanic past.





#### PLAINES DE LA LIMAGNE (1821 - 1960 - 2010)

The Limagne plain was only developed and inhabited from the 1960s-1970s. Prior to this period of urban expansion, the plain was entirely cultivated (Credits: Delécluze, geoportail).

FR-CLERMONT-C-AP1

FR-CLERMONT-C-P1

FR-CLERMONT-C-AP4





## FROM THE “MICHELIN CITY” TO A NATURE METROPOLIS

The city of Clermont-Ferrand is particularly known for being the place where the company Michelin took off. It developed at the beginning of the 20th century as the company and industrial activities in general grew, generating a substantial population increase from 52,000 inhabitants in 1900 to 82,000 in 1921. To deal with this increase and the workers' poor living conditions, several Michelin cities were created in a typical paternalist perspective. With the development of these cities, clinics, schools, co-operative bulk-buying clubs and even a church were built. More than a company, it was a real institution that left its mark on the history of Clermont with its ideas, its shapes and its spaces.

During the second half of the 20th century, the service sector gradually grew in the context of a declining industrial activity, tarnishing the image of a flamboyant and wealthy “Michelin City”. Although Michelin remains to this day the biggest private employer in the region Rhône-Alpes-Auvergne, economic diversification has enabled the city to change progressively its image towards that of an attractive metropolis. Its population keeps increasing at a growing rate of +0.2% a year between 2006 and 2011, and +0.64% between 2014 and 2020<sup>3</sup>. This increase is driven by a net migration surplus, a fairly rare phenomenon among French metropolitan areas. The metropolis' attractiveness is in part due to a healthy economic system with cutting-edge industries, large universities and strong research structures, as well as a living environment deemed pleasant and comfortable, giving it today the nickname “nature metropolis”.

Although Clermont-Ferrand lost its status as a regional capital city in 2016 within the geographic and political boundaries of Auvergne-Rhône-Alpes, the urban community, which counts 21 communes and 290,000 inhabitants, was granted the official status of Metropolis on 1st January 2018. As a “medium metropolis”, Clermont Auvergne Métropole seeks now to find its place and its uniqueness in contrast with the other two main metropolises in the region, Lyon and Grenoble. Deliberately rooted in the Massif Central, its metropolisation process is based on a broader land structure that comprises the urban hubs of Vichy, Thiers, Issoire and Brioude, thus setting itself as a metropolis of balance for the whole western part of the Auvergne-Rhône-Alpes region.

3. Diagnostic Territorial et environnemental, PLU, page 13 : [https://plu.clermontmetropole.eu/wp-content/uploads/2024/07/1.1\\_DIAGNOSTIC\\_TERRITORIAL\\_ET\\_ENVIRONNEMENTAL\\_pour\\_arret.pdf](https://plu.clermontmetropole.eu/wp-content/uploads/2024/07/1.1_DIAGNOSTIC_TERRITORIAL_ET_ENVIRONNEMENTAL_pour_arret.pdf)

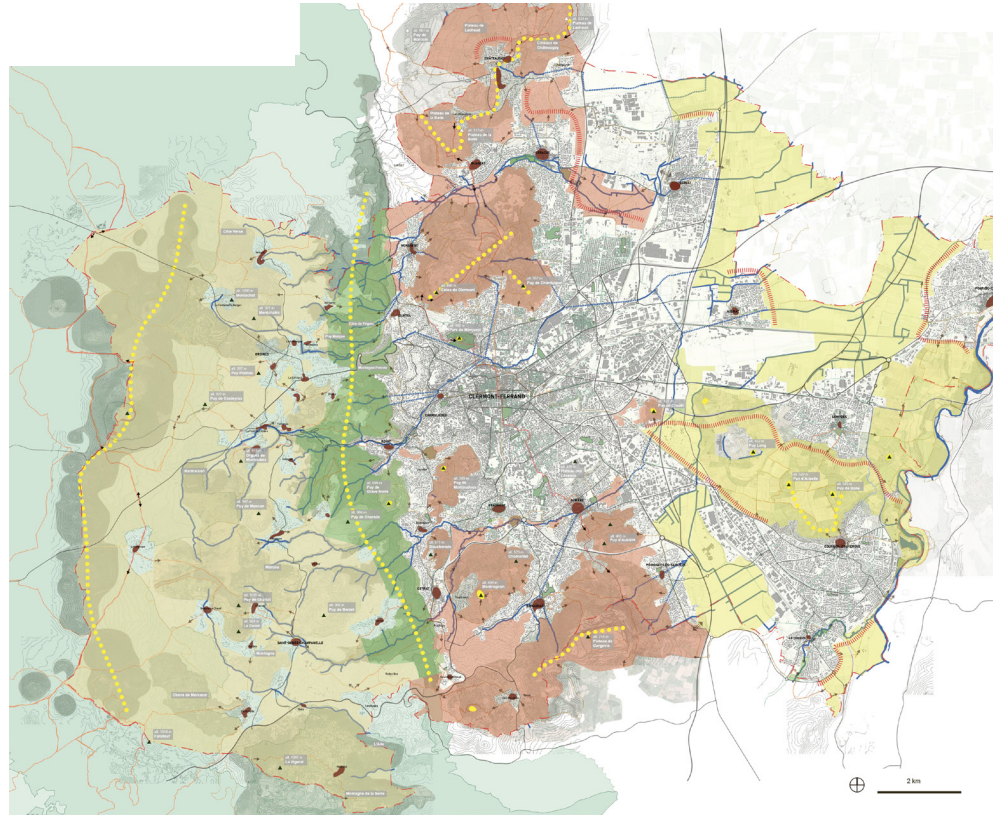


## AERAS WITH LANDSCAPE ISSUES

(Credits : Clermont Auvergne Métropole, PLU)

FR-CLERMONT-C-M3

-  Continuité ouverte ou bocagère du plateau à maintenir
-  Continuité boisée de la faille à maintenir
-  Espaces cultivés et naturels à vocation de parcs urbains à conforter
-  Continuité de la plaine à dominante céréalière et ouverte à maintenir
-  Nouveaux espaces naturels et cultivés de transition et de connexion à créer
-  Lignes de relief structurantes
-  Points de relief structurants
-  Silhouettes des centre-bourgs «villageois» à intégrer et à conforter
-  Cours d'eau à révéler et à valoriser
-  Accès GR / accès balisés
-  GR / PDIPR
-  Itinéraires non balisés
-  Voies vertes et pistes cyclables
-  Parcs et jardins publics
-  Territoire emblématique /Marqueurs paysagers

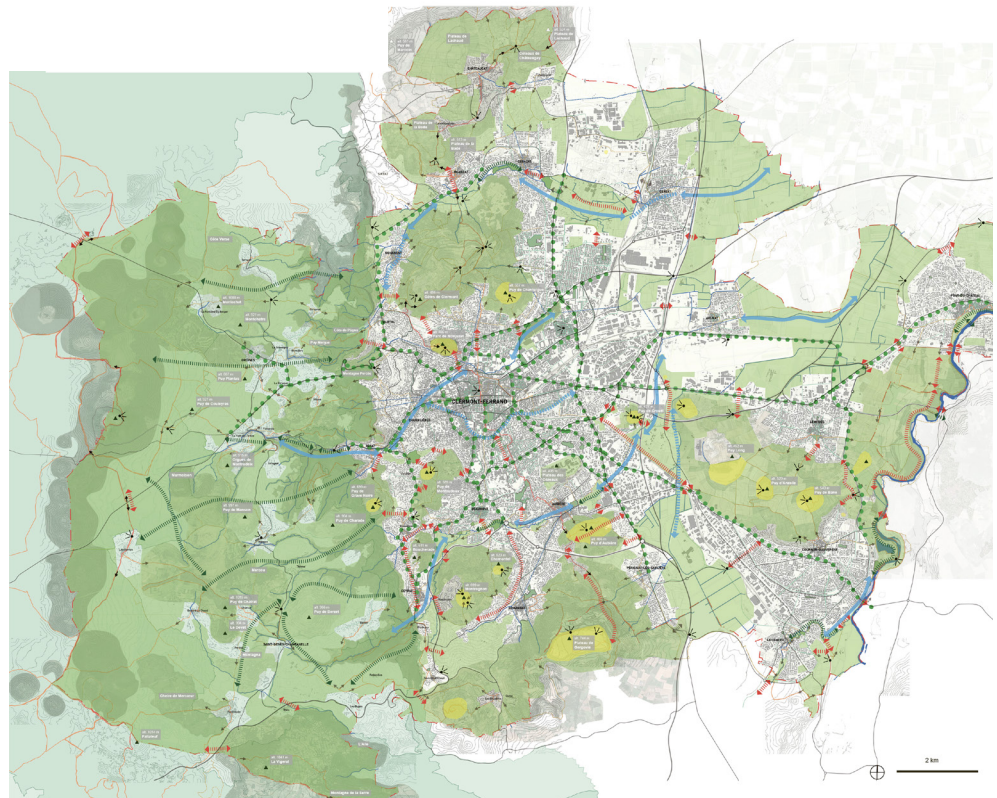


## INTERCOMMUNAL LANDSCAPE CONTINUITIES TO BE STRENGTHENED

(Credits : Clermont Auvergne Métropole, PLU)

FR-CLERMONT-C-M4

-  Continuité paysagère à maintenir
-  Anciens volcans à valoriser
-  Continuité à maintenir et à conforter
-  Continuité à créer ou à développer
-  Continuité des cours d'eau à réaménager ou à conforter
-  Avenues urbaines à créer : structures arborées, voies douces
-  Accès GR / accès balisés
-  Points de vue
-  GR / PDIPR
-  Autres itinéraires balisés
-  Voies vertes et pistes cyclables
-  Parcs et jardins publics
-  Territoire emblématique /Marqueurs paysagers
-  Voies structurantes



## ASSERTING A SINGULAR METROPOLISATION MODEL

In the wake of this positioning and asserting of its status as a “nature metropolis”, Clermont Auvergne Métropole undertook in 2018 the design of a Local Intercommunal Urban Plan (PLUI), which is now well developed and should be approved in the year 2025. Balancing the urban intensification of the area with the maintenance, or even the improvement, of the metropolis inhabitants’ quality of life through the preservation of natural and landscaped spaces is at the heart of the PLUI. This balancing between competitiveness injunction and “well-living” maintenance is also the object of the POPSU file devoted to Clermont Auvergne Métropole<sup>4</sup>.

4. Milan Chaze, Jean-Charles Edouard, Hélène Mainet, *Attractivité d’une métropole intermédiaire. Enjeux clermontois*, Cahier POPSU, Editions Autrement, 2023.

## A RESOURCE LANDSCAPE TO PROTECT

In 2013, Clermont Communauté and the City of Clermont-Ferrand together carried out a study on the land’s vulnerability to climate change. The aim of this study, led by the group Météo France – Mosaïque Environnement, was to analyse the evolution of climate, to assess future climate conditions and identify the impacts of climate modifications on key sectors (health, water as a resource, the economy, etc.). This study has shown the great wealth of the Clermont land, namely in terms of fauna and flora biodiversity, but also its great vulnerability to heat waves and to natural risks (flooding, wild fires...) In light of this study, the Metropolis adopted in 2019 an Energetic and Ecological Transition Scheme with an aim to become a land of positive energy by 2050 by reducing by half the energy consumption in the area compared to 2012 and by covering the remaining needs with renewable energies. The scheme is structured around three main factors: to preserve the resources and adapt the territory to the changes to come (preserving natural spaces and environments, developing a green and blue (water) city, creating a green agricultural belt to enhance the Metropolis’ food self-sufficiency...); to enhance local resources by relying on the economic composition (developing renewable energies, making inhabitants consumers and actors, making circular economy initiatives sustainable...); to aim for a low-energy and energy-efficient territory (implementation of a master plan for housing renovation, promoting mobility as an alternative to private cars, etc.).<sup>5</sup>

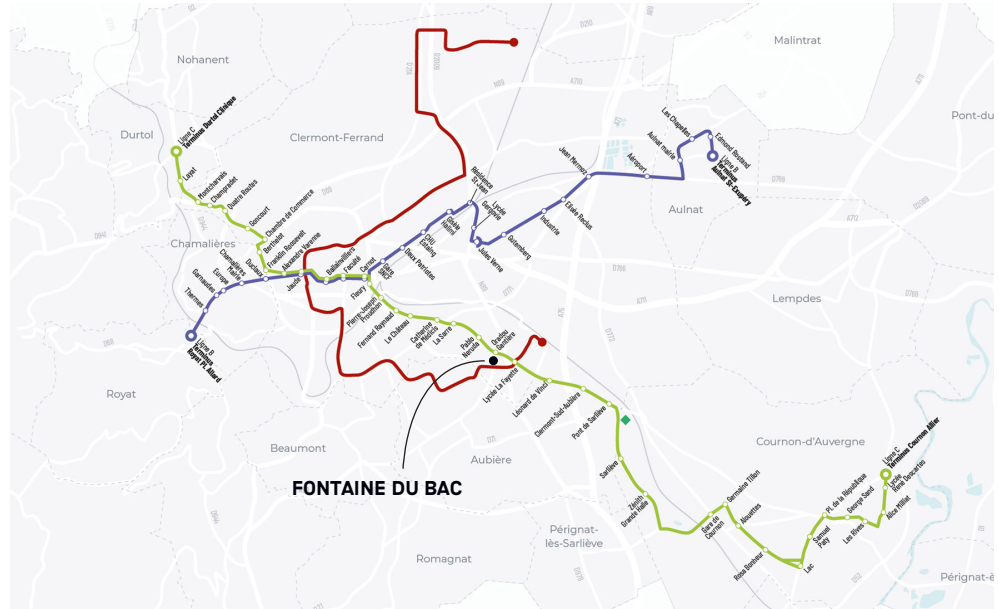
5. Synthèse du Schéma de Transition Énergétique et Ecologique available online : [https://www.clermontmetropole.eu/fileadmin/user\\_upload/preserver\\_recycler/transition/1\\_-Synthese\\_2019.pdf](https://www.clermontmetropole.eu/fileadmin/user_upload/preserver_recycler/transition/1_-Synthese_2019.pdf)



# CLERMONT-FERRAND'S FUTURE PUBLIC TRANSPORT NETWORK (INSPIRE PROJECT)

(Credits : Clermont Auvergne Métropole, SMTC)  
FR-CLERMONT-C-M5

- Ligne B
- Ligne C
- Tramway A
- ◆ Centre d'exploitation



## INSPIRE PROJECT: REDEVELOPMENT OF RUE DE L'ORADOU (TOWARDS CLERMONT-FERRAND)

(Credits : Clermont Auvergne Métropole, SMTC)



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## A TERRITORY ACCESSIBLE EVERYWHERE AND FOR ALL

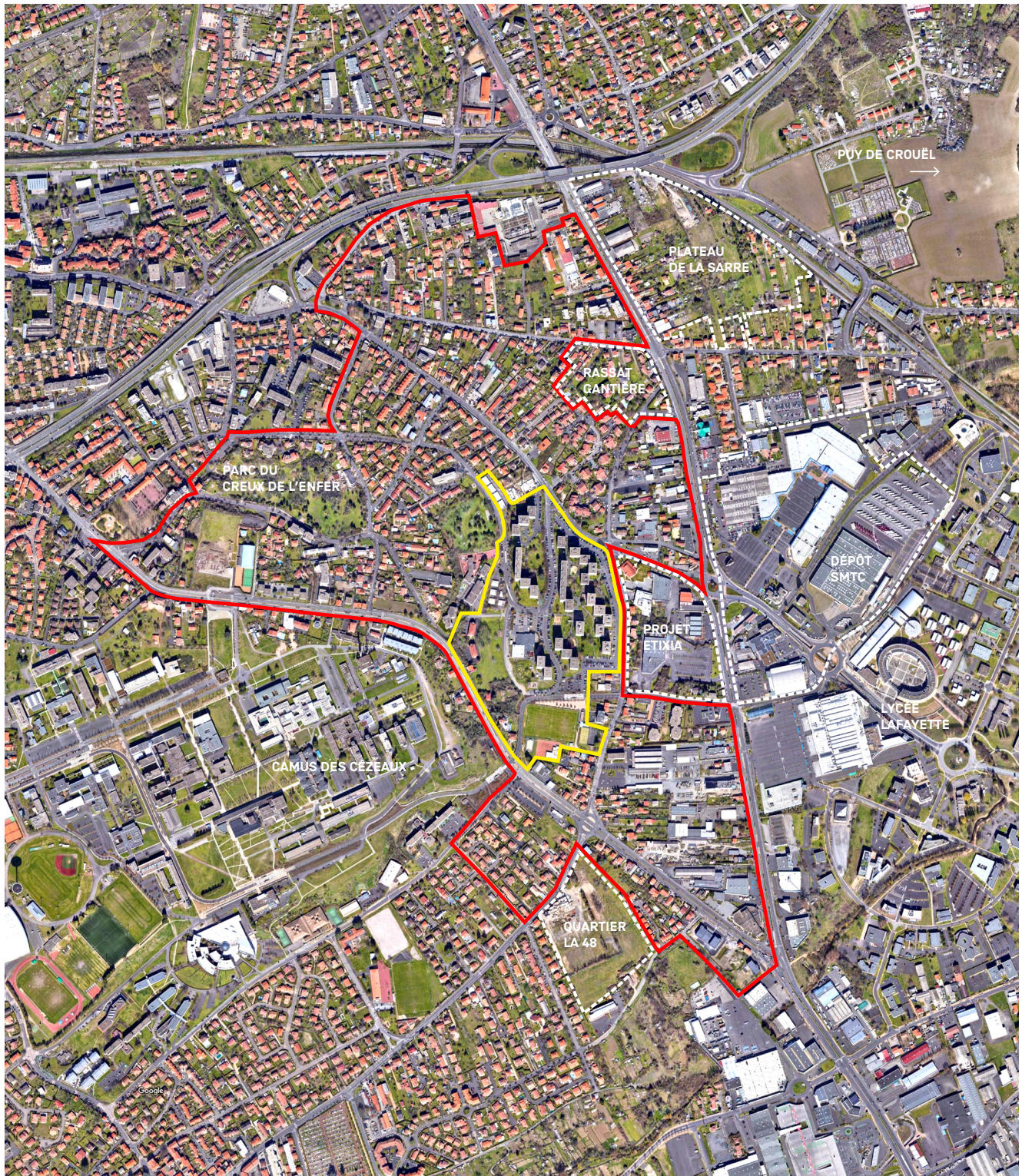
“A dense urban centre accessible within 30 minutes and a more pleasant and healthier living environment” is the synthesis of the citizen’s reflection that started in 2015 to discuss a short-, medium- and long-term mobility strategy across the Clermont area. This has led to a wide public transport network restructuring project called “InspiRe”. Clermont, like other medium metropolises, is marked by strong commuting movement due to a fairly clear cut between employment areas and living areas. For example, Cournon, the second town in the department is often deemed a “dormitory towns” even though its economic situation leans towards growth. The InspiRe project aims to rebalance these dynamics across the area to make the area accessible everywhere and to all. It is planning to multiply alternatives for daily travel, including the creation of two new high-service-level bus lines and the implementation of a vast network of bicycle facilities. Restructuring the network also provides an opportunity to redesign certain public spaces and generously plant the reshaped roads.

## A DYNAMIC AND PLEASANT METROPOLIS

Clermont’s attractiveness is based on a series of remarkable environmental amenities that it strives to enhance and make relevant in daily life within the metropolis. Clermont Auvergne Métropole has also adopted, as another key point of its attractiveness strategy, a cultural development based on four major fields: archaeology, image, music activities and public reading. Its objective is to extend its cultural policy throughout the metropolitan territory so that each community may benefit from a substantial offering in terms of culture alongside metropolitan facilities such as Zénith d’Auvergne, the future metropolitan library, the opera-theatre, etc., as well as sports facilities.

When applying for the European City of Culture 2028, Clermont saw even further by including the whole of the Massif Central. To win this title, the Clermont-Ferrand Massif Central 2028 association had focused, namely, on its favourable quality of life across the area, its natural heritage, its combination of urban and rural and the city’s evolution, its industrial past and the memory of what its capital, Clermont-Ferrand, used to be.





**REFLECTION SITE (IN RED) AND  
PROJECT SITE (IN YELLOW)**

FR-CLERMONT-SS-AP4

(source : google earth)



# STUDY SITE

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## A FRAGMENT OF THE FRANCHISED CITY

La Fontaine du Bac is located in the south-east arc of Clermont-Ferrand, near La Pardieu, one of the largest retail and business parks in the metropolis, and downhill from the Cézeaux university campus. Lined to the north and south by two major roads between Clermont-Ferrand and the towns south and south-east of the metropolitan area, including Cournon, it is bustling with commuters every morning and evening. About 10 minutes by car from the Clermont La Pardieu railway station and 5 minutes from the motorway between the A71 that connects Orleans to Clermont-Ferrand, and the A75 connecting Clermont-Ferrand to Béziers, it is an entry point into Clermont-Ferrand at a regional and national level.

Built in the early 1970s on the edge of the city on narrow agricultural plots, La Fontaine du Bac has long kept its status as a city gateway. The surroundings have gradually become denser, with the initial creation of the La Pardieu business park in the early 1980s, tinting this city entrance with the “franchised city”<sup>6</sup> codes, and later with the proliferation of suburban homes from the 1990s onwards. An urban fragment among others, La Fontaine du Bac today is part of a diffused city that extends almost continuously to the metropolitan boundaries.

6. The entry to La Pardieu next to La Fontaine du Bac can be seen in one of the photos that illustrate the generic city entrances in David Mangin's *La ville franchisée. Formes et structures de la ville contemporaine*, (The Franchised Street) 2004.

Lined by major roads and characterised by a steep incline that complicates such things as pedestrian access to the Cézeaux campus, it is neither an area of passage nor a destination for non-residents of this district. Its inhabitants are more likely to use amenities located within neighbouring residential areas, namely the Victor Hugo primary school, the Saint-Austremoine church, the La Fontaine du Bac mosque or the La Fontaine du Bac and Le Creux de l'Enfer parks. They also use the La Pardieu retail park as if it was a local shop.

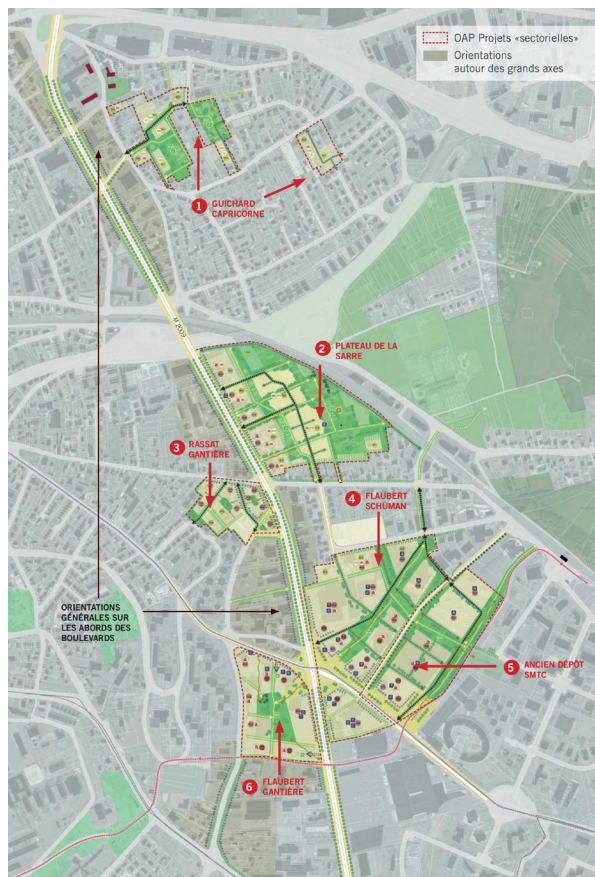
Since the opening in 2006 of the tramway A line that runs along the southern edge of the district, La Fontaine du Bac can be reached under 30 minutes by public transport from Place de Jaude in the Clermont-Ferrand city centre and is 10 minutes away from the La Pardieu station. It will be even more accessible with the opening of the tram-bus C line in 2027 that will make it even quicker to go into the city centre and give greater access to the south-east of the metropolis and the Allier's banks. As a result, La Fontaine du Bac will soon be a central place in the metropolis thanks to this transport network restructuring as part of the InspiRe project.





# PROJECT TO TRANSFORM THE KIABI-PARDIEU SHOPPING AREA (BLOCK 6)

(credits: Etixia)



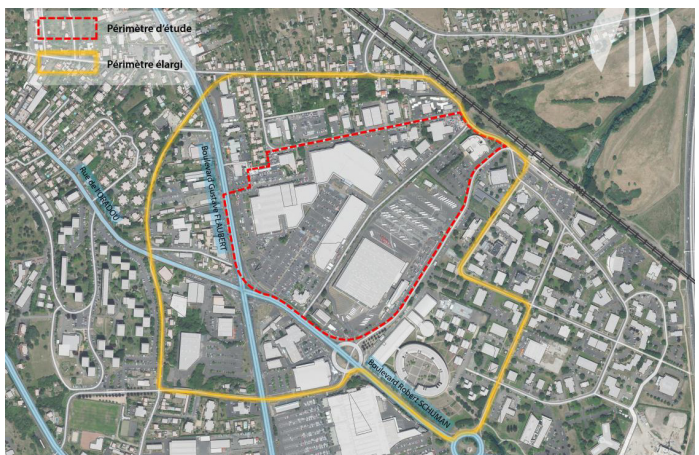
## PROJECTS IN THE SOUTH-EAST AREA OF THE METROPOLE

Above: OAP Projects for this area  
(source : PLUi)

FR-CLERMONT-SS-M1

Top right: study perimeters for  
the urban renewal of the former  
SMTC depot

Bottom right: new 'LA 48' district  
(credits: Atelier Kiziltas. Image



integrating the 3D produced by  
the architects of the following  
programmes:  
- 'Roger Maerte' property  
development in the north (Lot  
o) carried out by Assemblia:  
design-build Arvernoise de  
Construction (representative) and  
architect MTA (Marcillon-Thuilier  
architects);

- 'Les Albarelles' development  
in the south (lots 5b, 6 and 7)  
on behalf of Domia: design-  
build Vallorge (representative),  
Vincent Brugerolles architecte.

## PART OF A DEVELOPING ARC SUD

The mutation of neighbouring retail parks into mixed areas (housing, services, retail) will also place the La Fontaine du Bac district, formerly located on the outskirts of the city, at the heart of the Clermont metropolis. These changes are at various stages of development and certainty. Nevertheless, they herald a much broader transformation of the whole retail-park area within ten years or so and a densification of the wider La Fontaine du Bac area. This area is in fact the object of a strategic OAP (planning and programming guidelines) called “OAP Stratégique faisceau Sud-Est / Porte Sud” in the PLUI currently being drawn up. This OAP aims to support the restructuring of this “metropolitan gateway” and ensure an overall coherence along the M2009 axis for the various projects in progress, including:

The transformation of the Kiabi-Pardieu retail park, which received €1m in state aid last May as part of the Plan for the Transformation of Retail Areas. Led by Etixia, the Kiabi property company, in partnership with Equilis, aims to develop a mixed-use neighbourhood including 13,000 m<sup>2</sup> of retail space, 1,800 m<sup>2</sup> of restaurant space, 280 home-ownership flats, a 200-bedroom student residence and 130 places in a senior citizens’ residence. The project will also include such services as a crèche, a medical centre and a multi-purpose hall. At the heart of the new complex, there will be an 8,000 m<sup>2</sup> urban park, including an ONF-approved sanctuary forest, which will radically transform this 4-hectare islet of land that is currently completely sealed off, mono-functional and partly derelict. This transformation will have a definite impact on the urban landscape of La Fontaine du Bac, as the Kiabi-Pardieu retail park is located on the other side of Rue de la Gantière, right next to the district.

The vacating of the SMTC (Syndicat Mixte des Transports en Commun) headquarters and the T2C warehouses by early 2026, which also heralds the forthcoming transformation of these 6.18 hectares. An initial urban definition study, carried out internally by the collective, has highlighted a number of points: the development of a green grid in the continuity of the ecological corridor located along the railway line; the development of a new road network associated with a new green public space linking up with the La Pardieu tertiary park (group of buildings for activities and service companies); the creation of new buildings along Boulevard Schuman; and the construction of a mixed neighbourhood encompassing the various islets created. In order to clarify these initial ambitions and control the transformation of the site, in May 2024 Clermont Métropole Auvergne started a consultation process for a study into the redevelopment of the entire area, including the 6-hectare Decathlon retail park. This one-year pre-operational study will include a diagnostic phase, a development planning scenario phase, an optional OAP phase and a development roadmap and planning strategy phase.

A little further south, outside the perimeter of the OAP faisceau Sud-Est / Porte Sud, the town of Aubière and Assemblia are leading the development of the new “LA 48” district on the former CRS 48 barracks site. An initial development of 67





#### A COMPOSITE SITE

FR-CLERMONT-SS-P<sub>5</sub>  
FR-CLERMONT-SS-P<sub>2</sub>  
FR-CLERMONT-SS-P<sub>4</sub>  
FR-CLERMONT-SS-P<sub>3</sub>  
FR-CLERMONT-SS-P<sub>6</sub>  
FR-CLERMONT-SS-P<sub>7</sub>

7. Of these 67 homes, 35 low-income housing units have been developed by Assemblia, 13 low-income housing units have been developed by Domia and 19 detached houses have been built on free lots. Work is currently underway on 63 collective and intermediate housing units: 25 by CICO and Assemblia (architect: Atelier IP421), and 37 low-cost housing units and 1 low-cost housing unit by Assemblia (design-build ActionBois (representative) and Atelier Kiziltas). MOE public spaces : Cabinet Bisio (representative) and Atelier Kiziltas.

homes has already been completed along Avenue Roger Maerte, as a prelude to the 3.9-hectare LA 48 housing estate and the 250 homes planned for the future<sup>7</sup>. The new district is structured along a north-south landscape axis, which follows both the slope of the land and the area's urban development concept. Views of the Gergovie plateau and Montrognon extend across this north/south line. A wide range of housing types, from blocks of flats to detached houses, ensures a moderate density of the neighbourhood.

Lastly, a fair number of projects currently under consideration for the residential composition to the north of the Fontaine du Bac district, around Rue du Rassat in particular, have been presented to the Metropolitan Council in recent months. While no project has yet been finalised, these requests point to a gradual shift in the suburban composition towards denser forms of housing.

## EXPECTATIONS CONCERNING THE STUDY SITE

While the retail parks near La Fontaine du Bac have clearly started their transformation, residential areas evolve more quietly and less perceptibly. The redevelopment of the Fontaine du Bac could be an important step in the overall coherent transformation of this entire south-eastern area, acting as a pivot between metropolitan dynamics based on the major project concepts and dynamics that are more resident-based and more agile. The site under consideration therefore focuses on the neighbouring mixed composition made up of suburban residential areas and small retailers in order to emphasise the resources to be activated, regenerated or supported within this already inhabited area. What changes should be undertaken to meet current and future needs, and what connections – physical and perhaps also programmatic – should be put in place throughout the area under consideration? Is it possible and desirable to make La Fontaine du Bac the central space of this urban area? What degree(s) of openness should be prioritised?

Of course, the residential transformation concepts must combine with the great current changes of retail parks, with an aim to anticipate, support and integrate them rather than follow or “put up” with them. What urban and landscaping combinations should be implemented between this residential fabric and the Cézeaux campus in the west and the La Pardieu retail park in the east? And more broadly, how can the La Fontaine du Bac district become part of the metropolis' pedestrian and landscape network?





**PREFABRICATED FACADES,  
A NEIGHBOURHOOD THAT  
QUICKLY ROSE FROM THE  
GROUND**

Photo of the construction of the  
Fontaine du Bac district  
FR-CLERMONT-PS-P7



**A FIRST WAVE OF RENOVATION**

Photo taken after the renovation  
of section 2, between 2002 and  
2007  
FR-CLERMONT-PS-P8

# PROJECT SITE

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## LA FONTAINE DU BAC

### CONSTRUCTION

The construction of La Fontaine du Bac started in the early 1970s (deliveries staggered between 1972 and 1974) and was designed by Arnaud, Bourdanet, Douat and Fourgeaud. This residential complex comprises 909 homes spread across 24 towers and wide blocks, a design characteristic of the Grands Ensembles at the time. It features standard but varied typologies – 3- to 5-bedrooms flats, with a majority of large homes – and counts about 3,000 residents. Originally, these buildings, owned by Logidôme<sup>8</sup>, were categorised as HLM (moderate-rent accommodation), ILM (medium-rent accommodation) or PLR (reduced-rent accommodation). The outdoor spaces have hardly changed since they were built. Parking facilities are still concentrated along the roads surrounding this 11.5-hectare built site to the north and east, and along Rue de la Fontaine du Bac, which runs through the entire neighbourhood from north to south. Although the area is fairly dense and heavily built, it enjoys some views of the wider countryside thanks namely to its topography. The many east-facing dwellings benefit from plenty of sunshine and a wide view of the Limagne plateau and Puy de Grouël.

8. Logidôme and SEAu (Société d'Équipement de l'Auvergne) merged on 1 January 2020 to become Assemblia.

### RENOVATION

A number of renovations have been undertaken since then. The most important of these are the thermal renovation programme begun in 2007. Under phases 01 and 02, completed in 2011 and 2012 respectively and involving a total of 524 homes, the external joinery has been replaced with low-emissivity double-glazing joinery, the sanitary appliances have been replaced with water-saving devices, and the water supply columns have also been replaced. Various works to improve the comfort and safety of the homes were also carried out. As for phases 03 and 04, completed in 2017 and 2021 respectively, the buildings have also been thermally insulated from the outside, giving them new façades. The renovation was carried out by the Imagine studio and the architect Jean-Paul Cristina.

9. A fifth QPV – the centre QPV – was given this status in 2024.

Since 2015, La Fontaine du Bac is one of four QPV (priority city district)<sup>9</sup> in the metropolis. In 2016, the district was integrated in the urban planning documents, including the PLU, as one of the priority development sites in Clermont-Ferrand. Since then, the city of Clermont-Ferrand has invested heavily in renovating the district's main facilities, notably by allocating part of the municipal budget. Following a feasibility study launched in 2018, the La Gantière shopping centre and its surroundings have been renovated according to a plan of nine complementary





**TOP: RENOVATION AND EXTERNAL INSULATION**

Tranche 3, 2014  
FR-CLERMONT-PS-P9

**BELOW: RENOVATION AND REORGANISATION OF THE SHOPPING CENTRE, 2019**

FR-CLERMONT-PS-P10

actions, including the installation of a new pharmacy and a childcare facility, the development of a forecourt in front of the shopping centre entrance and pedestrian walkways, and the renovation of the shopping centre itself (facades, joinery, interior cladding, etc.). This renovation was completed in 2023 with the development of a health centre which, with 4,000 consultations a year, is now an essential facility in the area. The Daniel-Papillaud sports centre has also been renovated in 2023 and today includes a football ground with artificial grass and a 3x3 basketball court. The social centre, another key site in the district, was designated as a “France Services” in 2022 to assist citizens in dealing with administration services such as the CAF, Pôle Emploi, etc. Following a residents’ vote, the former community centre, which opened in 1998, has been renamed Maison Joseph Ki-Zerbo in tribute to the Burkinabe historian and politician.

Another major transformation, the district is linked, since 2023-24, to the Clauvaé urban heat network that spreads across the south of the metropolis’ territory. Since late 2024, Clauvaé has a 33-km network supplying heating and domestic hot water to more than 10,000 homes, including those in La Fontaine du Bac area, using energy from the Vernéa waste-to-energy plant. Ultimately, it will avoid the emission of 14,000 tonnes of CO<sub>2</sub> per year. At the Fontaine du Bac level, this connection will also help to keep occupants’ bills under control.

## PROJECTION

10. Being in the “Fragility: low-skilled workers” category, it is mainly characterised by an over-representation of people with no qualifications and blue-collar workers/employees, high youth unemployment, low incomes and a higher number of children living in families below the precariousness threshold than in the rest of the metropolitan area.

11. Baromètre NOUS : <https://nous.audcm.org/home?o=7&q=625287>

La Fontaine du Bac is the smallest QPV in the metropolitan area and the only one that does not fall into the category of “high deprivation” neighbourhoods<sup>10</sup>. It also stands out from the other QPVs because of the residents’ strong attachment to their living environment, with people living there for the long to very long term. According to a survey organised in 2019 by the Clermont Métropole urban planning and development agency<sup>11</sup>, the green spaces are highly valued, as are public transport accessibility and school facilities. This strong attachment no doubt explains why, of all QPVs, Fontaine du Bac is the district with the highest number of elderlies living in social housing. This aging population poses new challenges, particularly in terms of accessibility to outdoor spaces and housing, but also in terms of maintaining good relationships and mutual aid between generations.

The local team present on site has noticed a decline in the dynamism of local residents and associations, even though a few initiatives have survived, such as the “Compli’6T” association, which organises cultural events, educational support and help for the elderly and disabled, the “Passionnement cheval” project, which uses horses as docile animals to create the ingredients needed to strengthen social ties, or the annual “Back in Town” festival, which puts on shows and gives everyone an opportunity to express themselves through the circus arts, music and dance, mobilising volunteers and encouraging participation. To deal with this decline, which could be partly the result of an aging population and an overall impoverishment of the residents of La Fontaine du Bac, Assemblia has for some months been shifting its activities, in particular by pooling tasks within teams of caretakers, the use of a special-agent team on site every day from 5pm





to midnight (Actéo scheme), setting up youth work activities and organising solidarity initiatives for elderly tenants living alone, in order to break any isolation and precariousness they may be experiencing.

To deal with the intensification of these vulnerabilities, in relation to aging and the precariousness of its population, but also to get in line with current social and ecological transitions, and to anticipate the transformation of related districts, La Fontaine du Bac must now start a deeper mutation. This shift can be based on the three currently under-used main resources: its landscape, its buildings and not least its residents.

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## URBAN, LANDSCAPE AND ARCHITECTURAL ORIENTATIONS

### BRINGING LA FONTAINE DU BAC'S LANDSCAPE TO LIFE

By reorganising and intensifying the neighbourhood's outdoor spaces, these can become real reservoirs of biodiversity, helping to manage resources, water in particular, in a sustainable way, while at the same time welcoming new individual and collective uses. The ground as a whole can be the subject of this reorganisation and new landscaping, be it the "functional" grounds around the district, the ornamental grounds in the centre, permeable grounds, impermeable grounds, etc. To encourage residents to reclaim them, the thresholds of each building could be redesigned for example, and space and uses of varying levels could be introduced<sup>12</sup>. Roads and car parks, which break up the current spaces along purely functional lines, could also be reorganised, especially in view of the gradual reduction in the use of private cars. However, solutions such as silo car parks need to be studied carefully, both in terms of their form and their planning. Their use in other areas managed by Assemblia has shown that they are unsuitable in certain contexts.

12. Without opting for residential concepts that would annihilate the free circulation of all within the district.

### OPENING UP BUILDINGS, CONSIDERING HOUSING EXTENSIONS

With the aim of modulating and intensifying the building stock, without demolition or major conversion, the ground floors could accommodate new functions, be open to the exterior or extend into small-scale built extensions. Similarly, the addition of outdoor spaces in the continuity of the dwellings could be envisaged in the medium term, as part of a renovation of the facades. What kind of spaces would these be? Could they provide an opportunity to create communal spaces for the



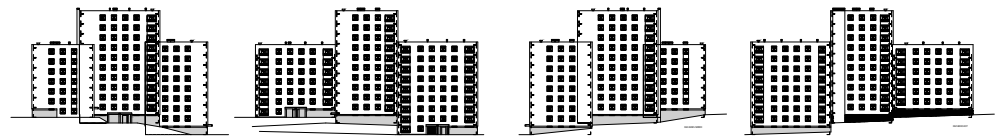
### A STEEPLY SLOPING SITE

Ground plan with contour lines  
(credits : Clermont Auvergne  
Métropole)  
FR-CLERMONT-SS-M2



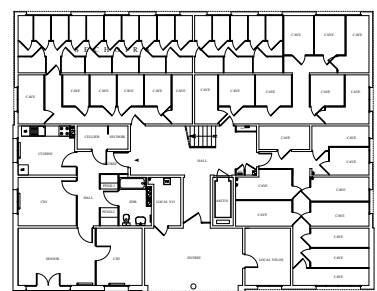
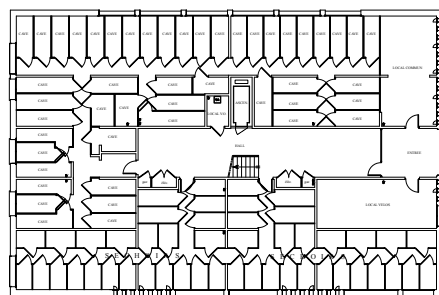
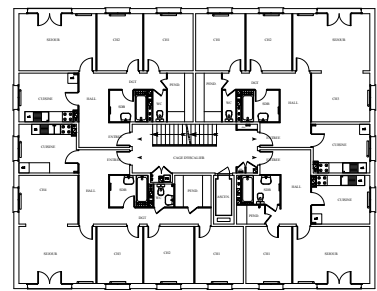
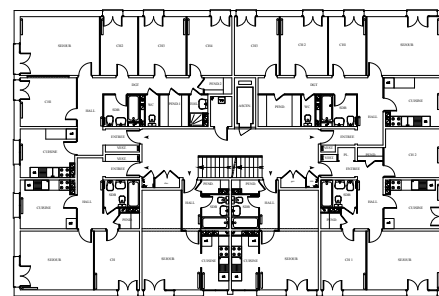
### OPAQUE BUILDINGS AND HOUSING WITHOUT OUTDOOR SPACES

Typical facades  
(credits : Assemblia)  
FR-CLERMONT-PS-M10



### A RATIONAL LAYOUT

Typical plans  
(credits : Assemblia)  
FR-CLERMONT-PS-M7  
FR-CLERMONT-PS-M9



whole building? In addition, as part of the urban and landscape transformation of La Fontaine du Bac, a study on housing types can be carried out if the teams so wish. This may provide an opportunity to consider adapting housing to an ageing population and a diversity of lifestyles. It must be accompanied by a wider reflection on the economics of such transformations. Finally, with a view to diversify the housing area and/or adding facilities or services, La Fontaine du Bac could be made denser in selective places. However, in order to maintain an open landscape with a wide variety of generous green spaces, it would be preferable to raise the height of existing buildings, such as individual garage boxes or the shopping centre.

## DAILY TRANSFORMATIONS BY AND FOR THE RESIDENTS

As mentioned at the beginning of this document, the inhabitants of La Fontaine du Bac are the first resource to transform the district. This is about giving them the opportunity to act to improve their living environment while introducing actions that may lead and invite them to get more involved. This participation can be scaled to various levels and over several stages, from the project design to the implementation, their management and even their organisation in terms of coordination. Following this perspective, the metamorphosis of La Fontaine du Bac will be fairly progressive and dependent building regular, perhaps daily, actions carried out by the residents. How can “inhabiting La Fontaine du Bac differently” kick-start the transformation of its spaces and uses? And conversely, how can this transformation generate other forms of lives?

Rethinking the inhabitants’ role in the transformation and running of their living environment implies the consideration also of the management – professional in this case – carried out by Assemblia. What assignments and missions should be considered in the context of La Fontaine du Bac space and use intensification? How can existing dynamics needed to bring about the endogenous transformation of this neighbourhood be supported and fostered? What other types of actors might also be invited? How can the residents’ actions and the actions and works operated by a third party be balanced?



**THE LAWNS OF LA FONTAINE DU BAC, WITH A FEW RARE FEATURES**

FR-CLERMONT-PS-P13

**A LIVELY NEIGHBOURHOOD A FEW TIMES A YEAR**

Bottom left: A resident like no other invited to La Fontaine du Bac on the initiative of 'Passionnément cheval'.

FR-CLERMONT-PS-P14

Top right: photo of the 'Back in town' festival held every spring.

FR-CLERMONT-PS-P15

Below right: photo of the communal garden behind the community centre.

FR-CLERMONT-PS-P16



## PROGRAMME DIRECTIONS

### MAKING LA FONTAINE DU BAC TOMORROW'S SOCIAL HOUSING LABORATORY

The planned programme should support and even encourage changes in lifestyles in order to make residents more resilient in the face of climatic and social change and lessen their precariousness, but also with the aim to act in favour of the environment. How can the transformation of the Fontaine du Bac bring about change in how we consume, travel and work? What levels of food and energy self-sufficiency should be developed, and on what scale (flat, building, block of flats, neighbourhood or even site)? How can we improve resource and waste management, or encourage alternatives to private cars? For example, the neighbourhood has no bicycle storage facilities. These questions take on particular significance in the context of an already fragile population with limited resources and highly vulnerable to an increasingly unstable economic, political and climatic context.

### DEVELOPING SPACES FOR SOLIDARITY AND POOLING

The solidarity already at work in La Fontaine du Bac is one of the resources that can be activated to help residents cope with this growing vulnerability. The activities and initiatives already in place should be supported by neighbourhood-wide pooling. According to an internal survey, there are over a hundred micro-businesses in the district. Many of them are involved in home delivery and building work. The other types of businesses vary: programming, consultancy and other IT businesses; retail and wholesale trade; personal services, including childminders; teaching; motor vehicle trade and repair; craft and artistic activities; leather and footwear industry, etc. Some of these businesses could benefit from the pooling of resources and premises, which could in turn create employment and service opportunities for local residents. These premises could be located on converted ground floors or help to reactivate the shopping arcade.

The existing on-site associations<sup>13</sup> are the key players in the transformation of the district. They are run by committed residents who are familiar with their neighbours and the issues they face. Alongside the community centre, other spaces and programmes should be conceived to further amplify local associative life.

13. These associations include: Citoy'un, Association Journal Fontaine du Bac, Imzad l'amour et la paix, Association musulmane de la Fontaine du Bac, FDB Muay Thai, Pétanque de la Gantière, ASFA Les Dragons, Alienza Latinoamericana, Assoc Sportive Fontaine du Bac, Association Tropik'Alize, Comité de Quartier Fontaine du Bac Creux de l'Enfer, Compli'6T, Play Bac, Association des Tunisiens du Puy de Dôme, Club tropicana, Association des locataires Fontaine du Bac, Arom'karaib, ACIRAA, Association Coeur de Rue, Trait d'Union Fontaine du Bac, Elikia Congo, SMB, Promotion Sport Jeunes.





**IN THE SOUTH OF THE DISTRICT:  
THE DANIEL PAPILLAUD SPORTS  
COMPLEX**

In the background, La Fontaine du  
Bac. On the left, tram line A.  
FR-CLERMONT-PS-P17



**THE MAISON DE QUARTIER  
JOSEPH KI-ZERBO: A MAJOR  
VENUE FOR RESIDENTS'  
INITIATIVES**

FR-CLERMONT-PS-P18

## SUPPORTING THE TERRITORY'S MUTATIONS

Finally, the transformation of the nearby retail and residential areas into mixed neighbourhoods promises a significant increase in the number of homes and inhabitants near La Fontaine du Bac. Although a number of amenities will likely be introduced as part of these urban renovations, the regeneration of La Fontaine du Bac may provide an opportunity to question the place and scale of the facilities already present in the area, such as the school, for example. While the aim here is not to draw up a list of new facilities, and therefore investments to be financed by the city, a forward-looking reflection on the future needs of residents should nevertheless be carried out in continuity with the development of spaces for solidarity and pooling.

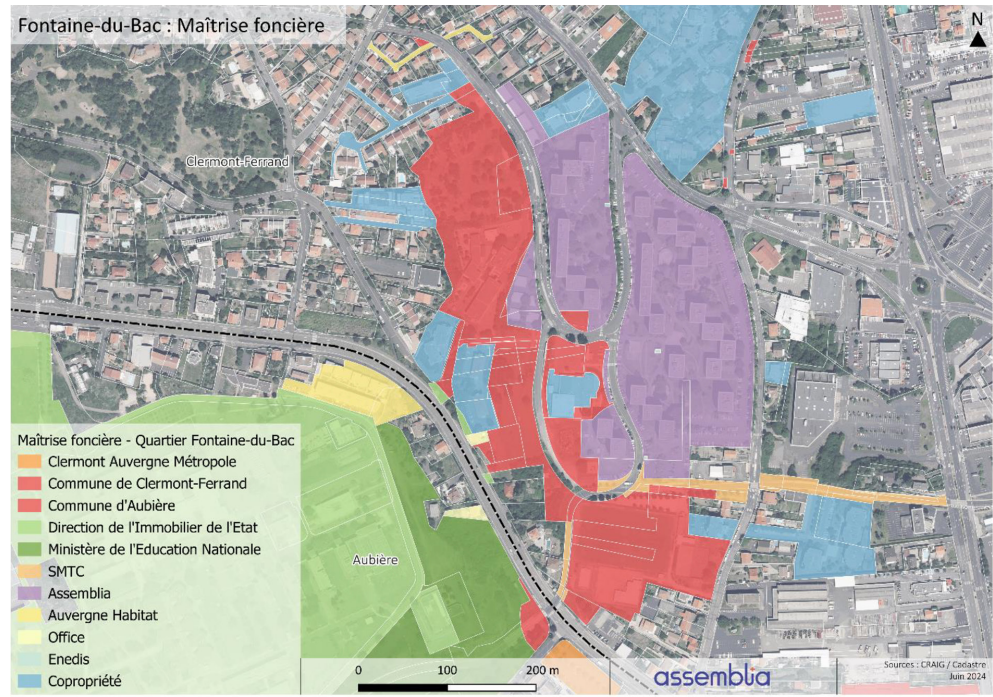


**LAND FULLY OWNED BY  
ASSEMBLIA AND THE  
MUNICIPALITY OF CLERMONT-  
FERRAND**

Lan ownership plan  
(credits : Assemblia)  
FR-CLERMONT-PS-M4

**ALTERNATING FRAMED AND  
VERTICAL VIEWS OF LA  
FONTAINE DU BAC**

FR-CLERMONT-PS-P19  
FR-CLERMONT-PS-P20



# CONSIDERED COMPETITION OUTCOMES

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## ACTORS AND PARTNERS OF THE PROJECT AND ITS APPLICATION

The project is led by Assemblia, Clermont Auvergne Métropole and Ville de Clermont-Ferrand. The Agence d'Urbanisme Clermont Massif Central is acting as a support and resource partner before, during and after the competition.

With the participation to European 6 (Kessler/Rabanesse district in Clermont), European 9 (Hôtel-Dieu site), European 11 (Saint-Jean district), European 16 (several sites in Aulnat) and now European 18, the city of Clermont-Ferrand and Clermont Auvergne Métropole are regular participants of the competition and are fully equipped to implement the ideas it generates. Indeed, each of these events has led to a series of outcomes such as the implementations of public spaces in the Kessler/Rabanesse district and the supervision of the architectural projects for the winning team of P. Prével and C. Boyadjian. The construction of several housing buildings including the Kessler block was led by Assemblia.

Born of the happy union between SEAu (Société d'Équipement de l'Auvergne) and Logidôme (Office Public de l'Habitat de Clermont Auvergne Métropole), Assemblia has been the first multi-activity SEM (mixed economy society) in the housing sector since 1 January 2020. This combination makes Assemblia a social landlord, a property operator, a developer and a builder, as well as an energy transition operator working in the greater metropolitan area. Assemblia is an active member of the Convention des Entreprises pour le Climat (CEC), enabling it to benefit from the strength of a collective working to ensure the best possible balance between economy and ecology. As part of its participation in the CEC, it has identified three levers for 2025: prioritising the living in our ways of acting and decarbonising our assets; moving towards an economy of functionality and sustainability centred on uses; supporting participants and changing governance. The Fontaine du Bac will be the demonstrator of this new roadmap.







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## ASSIGNMENTS LIKELY TO BE ENTRUSTED TO THE EUROPEAN TEAMS

At the end of the competition, the the stakeholder group may entrust one or more assignments to the teams selected by the European France panel to further study the urban and architectural feasibility of their suggestions. In particular, Assemblia, Clermont Auvergne Métropole and Ville de Clermont-Ferrand wish to start, as soon as the winning teams have been announced, to work with the local population in order to co-build with them the La Fontaine du Bac endogenous transformation project.

The assignments may therefore focus initially on definition, organisation and leadership of this discussion on the basis of the suggestions made and selected from the competition, and then designing an urban and landscape strategy to be rolled out over time and space. The three winning teams may be asked to work on different terms.

Depending on the project development and and the methodology deployed during and after the competition, other assignments could include urban, landscape and architectural feasibility studies with an aim to prefigure and experiment ; support tasks for the implementation of the guidelines recommended by these feasibility studies; one-off architectural and/or landscaping project management and design assignments. The European teams may be reconsulted on these assignments. The European teams will therefore be able to complement their initial teams in order to integrate specific engineering and skill sets in relation to the project, the programming, etc.

## SUGGESTIONS FOR TEAM COMPOSITION

European France and the actors of the Clermont area are inviting candidates to create multidisciplinary teams associating architects, landscape designers, urban planners, geographers and sociologists by mobilising as much as possible complementary skills in the environmental field. Skills in consultation and co-design could also help to define the role of residents in the transformation of their neighbourhood. The selected teams may be asked to strengthen their skills in order to carry out the work.



## LIST OF DOWNLOADABLE DOCUMENTS

### CONURBATION - TERRITORIAL SCALE

FR-CLERMONT-C-AP1	jpeg	Aerial photo of Clermont-Fd with the Chaîne des Puys in the background
FR-CLERMONT-C-AP2	jpeg	Aerial photo of Clermont-Fd
FR-CLERMONT-C-AP3	jpeg	Aerial photo of Clermont-Fd looking south-east
FR-CLERMONT-C-AP4	jpeg	Photo aérienne de Clermont-Fd, 1960s
FR-CLERMONT-C-M1	jpeg	Geological map of Clermont-Fd
FR-CLERMONT-C-M2	jpeg	Schemes of the Clermont-Ferrand landscape
FR-CLERMONT-C-M3	jpeg	Map of areas with landscape issues
FR-CLERMONT-C-M4	jpeg	Map of landscape continuities
FR-CLERMONT-C-M5	jpeg	Map of the Inspire transport network
R-CLERMONT-C-M6	pdf	Map of drinking water networks
FR-CLERMONT-C-M7	pdf	Map of networks - rainwater
FR-CLERMONT-C-M8	pdf	Map of networks - waste water
FR-CLERMONT-C-P1	jpeg	Representation of the Limagne plain, 1821

### STUDY SITE - URBAN SCALE

FR-CLERMONT-SS-AP1	jpeg	Aerial view of the study site looking north-west
FR-CLERMONT-SS-AP2	jpeg	Aerial view of the study site looking north-east
FR-CLERMONT-SS-AP3	jpeg	Aerial view of the study site looking south-west
FR-CLERMONT-SS-AP4	jpeg	Study and project sites perimeters
FR-CLERMONT-SS-M1	jpeg	Map of current projects around the FDB
FR-CLERMONT-SS-M2	jpeg	Floor plan of part of the study site
FR-CLERMONT-SS-Po	jpeg	Location of photographs
FR-CLERMONT-SS-P1	jpeg	West view of the FDB from Avenue des Landais
FR-CLERMONT-SS-P2	jpeg	West view of the FDB from Avenue des Landais
FR-CLERMONT-SS-P3	jpeg	View of the FDB from the Margeride tram stop
FR-CLERMONT-SS-P4	jpeg	Looking south-east from Avenue de la Margeride
FR-CLERMONT-SS-P5	jpeg	View from rue Pierre Doussinet
FR-CLERMONT-SS-P6	jpeg	Looking north from rue de la Fontaine du Bac
FR-CLERMONT-SS-P7	jpeg	Looking north from rue de la Gantière
FR-CLERMONT-SS-P8	jpeg	Looking south from rue de la Gantière
FR-CLERMONT-SS-P9	jpeg	View of the Daniel Papillaud stadium
FR-CLERMONT-SS-P10	jpeg	Bakery on rue de la Gantière

### PROJECT SITE - ARCHITECTURAL SCALE

FR-CLERMONT-PS-AP1	jpeg	Aerial view of the project site looking north-west
FR-CLERMONT-PS-AP2	jpeg	Aerial view of the project site looking west
FR-CLERMONT-PS-AP3	jpeg	Aerial view of the project site looking north-east
FR-CLERMONT-PS-M1	pdf	Site plan of the Fontaine du Bac, 1972
FR-CLERMONT-PS-M2	pdf	Schematic diagram of La Fontaine du Bac
FR-CLERMONT-PS-M3	pdf	Landscape plan of La Fontaine du Bac, 1970
FR-CLERMONT-PS-M4	jpeg	Fontaine du Bac land ownership plan

FR-CLERMONT-PS-M5 dwg+pdf	Mass plan of Fontaine du Bac
FR-CLERMONT-PS-M6 dwg+pdf	Ground floor plan of the shopping centre
FR-CLERMONT-PS-M7 dwg+pdf	Typical floor plans, building 310
FR-CLERMONT-PS-M8 dwg+pdf	Typical floor plans, building 407
FR-CLERMONT-PS-M9 dwg+pdf	Typical floor plans, building 411
FR-CLERMONT-PS-M10 dwg+pdf	Typical facades
FR-CLERMONT-PS-M11 dwg+pdf	Typical sections
FR-CLERMONT-PS-M12 dwg+pdf	Plan of the shopping and community centres
FR-CLERMONT-PS-M13 jpeg	Planting location plan
FR-CLERMONT-PS-M14 pdf	Rehabilitation phases of the FDB
FR-CLERMONT-PS-M15 pdf	Map of the heating network, 2016
FR-CLERMONT-PS-P0 jpeg	Location of photographs
FR-CLERMONT-PS-P1 jpeg	Overlooking the Fontaine du Bac
FR-CLERMONT-PS-P2 jpeg	View of the interior of the district
FR-CLERMONT-PS-P3 jpeg	View of the interior of the district
FR-CLERMONT-PS-P4 jpeg	View of rue de la Fontaine du Bac
FR-CLERMONT-PS-P5 jpeg	Scene of life in one of the parking lot
FR-CLERMONT-PS-P6 jpeg	View of the interior of the district
FR-CLERMONT-PS-P7 jpeg	Photo of the construction of FDB
FR-CLERMONT-PS-P8 jpeg	View of FDB after the 2nd stage of renovation
FR-CLERMONT-PS-P9 jpeg	Photo of the 3rd wave of renovation
FR-CLERMONT-PS-P10 jpeg	View of the shopping centre gallery
FR-CLERMONT-PS-P11 jpeg	View of the interior of the district
FR-CLERMONT-PS-P12 jpeg	View of the interior of the district
FR-CLERMONT-PS-P13 jpeg	View of the interior of the district
FR-CLERMONT-PS-P14 jpeg	Photo of a “Passionnement cheval” session
FR-CLERMONT-PS-P15 jpeg	Photo taken at the ‘Back in town’ festival
FR-CLERMONT-PS-P16 jpeg	View of the communal vegetable garden
FR-CLERMONT-PS-P17 jpeg	View of the Daniel Papillaud sports complex
FR-CLERMONT-PS-P18 jpeg	View of the interior of the district
FR-CLERMONT-PS-P19 jpeg	View of the interior of the district
FR-CLERMONT-PS-P20 jpeg	View of the interior of the district
FR-CLERMONT-PS-P21 jpeg	View of the interior of the district
FR-CLERMONT-PS-P22 jpeg	View of a building entrance
FR-CLERMONT-PS-P23 jpeg	View of the shopping centre
FR-CLERMONT-PS-P24 jpeg	View of the interior of the district
FR-CLERMONT-PS-P25 jpeg	View of the interior of the district
FR-CLERMONT-PS-P26 jpeg	View of the interior of the district
FR-CLERMONT-PS-P27 jpeg	Overlooking the Fontaine du Bac
FR-CLERMONT-PS-P28 jpeg	View of the interior of the district
FR-CLERMONT-PS-P29 jpeg	View of the interior of the district

## ANNEXES AU DOSSIER

FR-CLERMONT-T-A1 pdf	Presentation of the city's actions in and around the shopping centre
FR-CLERMONT-T-A2 xlsx	Occupancy file (2024 et 2014)
FR-CLERMONT-T-A3 xlsx	Number and type of self-employed activities
FR-CLERMONT-T-A4 pdf	Type of self-employed activities





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