Chapter 1 - A WIDE URBAN LANDSCAPE  
Landscape and heritage in Bordeaux

Bordeaux has changed but its landscape has not, the urban project was designed to fit within the frame drawn up by the existing landscape; the intention was to prevent the city from turning into a commonplace metropolis deprived of distinctive features in terms of environment and population, and to develop new experimental neighbourhoods to give the old city its modern distinctiveness. As a result, the city as such remains nesting in the Garonne lowlands, delineated by the river bend and the hill line. Steeples, religious buildings, administrative halls, council housing existing units are the only raised sites on the territory. Bordeaux is indeed a low rise city, in the technical sense of volumetric dimensions, and the fact that it has always been the case makes it a distinctive feature, for the Bordeaux people as well as for visitors who are impressed by the wide views over the territory and still more so by the unblocked view of the sky one has from anywhere in the city. The panoramic vision of the city and its surroundings one has when arriving by train, or when cycling across the stone bridge conveys a sense of absolute freedom.

Landscape and heritage culture

The wider landscape is the primary heritage site of the city, so to speak, and it is claimed as such by Bordeaux people though in most cases they would not define it as a piece of heritage. However, things have been changing lately and Bordeaux people who were aware of the beauty of their city have become aware of heritage as such. At the administrative level and at the public level, it is clear that a heritage culture requires background work and time to develop, with some benchmarking such as the inscription by UNESCO in 2007 of two thirds of the whole Bordeaux territory on the World Heritage list, with a special mention of the city centre as a heritage sensitive area. Heritage is not merely an image, however nice the post card, it is everybody’s business in all the boroughs of the city.

The City of Bordeaux played its part in the heritage culture development by its own heritage oriented inventory of échoppes (old workshops) and individual houses launched in 2004. Most sites are located between the “cours” but quite a few are in the boroughs of Caudéran and La Bastide as well. The object of the survey is to draw up urban lot based regulations taking into account their urban and heritage specificities. That inventory of 40,000 lots is due to be completed in 2015. Such a combination of heritage and development is an unprecedented experience on housing and it has made Bordeaux people aware that they were living in heritage buildings, and how ever humble it may be it that heritage is a clear sign of recognition of a common urban identity. Bordeaux is an attractive city again, and its heritage is a modern feature as well as a high real estate value. To move to an “échoppe” is the finish square of the life home moving course for many families in Bordeaux. That stone built heritage is the humbler face of the stately 18th century façades that made Bordeaux’ repute and our task is to safeguard that multiple heritage and by developing new capacities of use.

The urban project on the safeguarded sector for the coming years is currently being revised along those lines. The first question arising is precisely the possible conversion in use of heritage sites in the safeguarded sector bearing in mind environment complexity and social and economic forces involved. That same challenge is facing the Bordeaux [Re] Centres operation, in the scope of the national program for the rehabilitation of deprived city areas; in that case combine heritage preservation is to be combined with the improvement of housing capacities. The city of Bordeaux should take advantage of that coincidence between rehabilitation of the safeguarded area and implementation of the [Re] Centres project to set up the rehabilitation chart in conjunction with the guidelines of the project.
In all those areas, within the ring boulevards plus the boroughs of Caudéran and Saint-Augustin, a proper balance will have to be found between the preservation of heritage distinctiveness, the improvement of housing, and the arrival of new dwellers and new economic operators. In that respect the Meriadeck area, a perfectly homogeneous architectural unit and unique testimony of the 20th century on-slab town planning trend, will be a major challenge for the urban project during the next twenty years, because there are a number of office buildings, both private and publicly owned, that are obsolete and inadequate which do not comply with current ergonomic and thermal standards. The boroughs of Caudéran and Saint-Augustin are exclusively residential areas and will develop as such, but in order to safeguard the typical features of those boroughs and enhance their natural environment, a clear set of rules on lay outs and preservation of ‘existing’ environment will be issued. As a matter of fact enhancing the specificity of the areas is and will be the red thread of all the projects to be implemented in existing boroughs and in the new ones that are planned.

That line of conduct runs counter the prospect of an old stone built city standing next to a new 2030 metropolis. The cornerstone of our urban project is a metropolitan centre developing harmoniously along with its environment and specificities, and maintaining its old, or new, relationship with past history and with the contemporary city it is part of. One of the major lessons that we could draw for the Agora 2012 edition is that heritage is a basic component of that metropolitan centre and a driving force for its development, and that it must not be its raison d’être.

The city in motion, keeping heritage alive

Bordeaux has a major heritage to preserve and to transmit to future generations, and in parallel Bordeaux territory must develop. The UNESCO Director General said publicly that she was convinced that the authentic preservation of heritage was to keep it alive, and we fully share her view.

The Chaban Delmas bridge, which opened in 2013, illustrates beautifully Bordeaux authorities’ determination to extend and develop their city without renouncing its heritage. The new crossing of the river is actually the extension of those urban roadways that were designed by 18th century intendants, it perpetuates the “port de la Lune” tradition by letting high ship sail through, it acts as a gate to the city as does Tower bridge to London, its location and its dimensions make it blend into Bordeaux’ wider landscape.

Let us make the gamble that the bridge, which is already part of Bordeaux ensemble on the World Heritage list, will someday be a heritage piece of its own, since heritage is an endless construction game, single pieces are passed on to be shared collectively; such is the ambition of Bordeaux urban project, and it has been beautifully demonstrated on the left bank quays: in an amazingly short time, they have turned into a piece of heritage of their own, highlighting the beauty of the site and illustrating its economic social and cultural importance.

Similarly, let us expect that in the course of the next fifteen years, the waterside roadway from Bordeaux lake to the right bank lowlands, through Les Bassins à flot (wet docks) and parc aux Angéliques will actually delineate that city drawn up by the urban project where public spaces blend into the landscape of origin.

Finally we take the bet that major equipment projects which are currently being widely debated will eventually be the constituents of our future heritage, such as the Wine Cultural Centre building due to open in 2015, its structure looks like the swaying of wine within the drinking glass, the content dictates its shape to the container. It will stand on the Garonne bank at the entry to Bassins à flot (wet docks) and hopefully will be sighted as an outstanding element of the wider landscape, like the Chaban Delmas bridge, and a symbol of Bordeaux’ organic feature that wine is.
Those two major works are located at the crossroads of urban remodelled territories, at the heart of the new Bordeaux centralities.

New centralities are not to mirror the existing left bank areas, still less to be considered as outlying boroughs, conversely, urban planners in charge with those areas will design central boroughs laid out as small unusual towns, combining the merits of central neighbourhoods and those of natural environment for all those people who are longing for more breathing space. The different projects will interact and constitute a general global plan. From Ginko and Les Bassins à flot to the railway station area, and over the right bank lowlands, the new territories will primarily house newcomers and be high density neighbourhoods, undoubtedly more compact than outer boroughs, but no more than old échoppe and individual housing boroughs. A rather high density of the population is necessary in those areas because they are central neighbourhoods and as such they are submitted to real estate and self-renewal economics. Consequently, a dense public transport network must be envisaged as a necessary tool to help those neighbourhoods to develop, but public transports are not to be at the origin of the emergence of new boroughs.

On those patches of land that will be converted into urban centres, the principle of a living heritage will govern projects, as it does in other areas of the city, it is an unchanging requirement throughout the urban project, to preserve and give life to heritage, some examples being: The Niel military barracks, farming strips of land in Brazza, Soferti wooden market place, and the multiple marks of old port activities and industries in Les Bassins à flot. The heritage preservation measures illustrate Bordeaux authorities’ wish to incorporate the concept of historical urban of landscape in the ruling principles of all the projects to be carried out in all the boroughs of Bordeaux, and to that effect, geoarchaeological studies were ordered on the boroughs of La Bastide, Caudéran or Maritime Bordeaux. Those studies brought to light some historical imprints that have not disappeared such as the farming strips along the Garonne bank, from the river to avenue Thiers which will be used as the background lay out of the borough for its remodelling project.

**Experimenting**

New centralities will have their own distinctive heritage which will be part of the new urban structures and be interpreted in contemporary terms.

It would be a pity to exclude the use of new materials, the construction of new architecture, Bordeaux is keen to shake up conventional schemes and take some high views over the whole project, as we feel that a metropolis city should thrive on contemporary architectural and urban planning innovative ideas and claim its rights to innovation and experimentation.

Experimenting will undoubtedly be one of the guidelines of the approved planning projects; experiments on housing diversity to meet all types of people’s needs, to create new types of homes, such as 21st century échoppe-workshop compact housing for example.

We can draw lessons from other experiments in Amsterdam and Berlin where individual housing in compact and regrouped units have been erected, striking a balance between density, as required in city centres, and the merits of individual housing. Similarly adequate balance will have to be found between over proximity and increased density in those central areas where there should be no real estate squandering. It must be kept in mind that a city lives on the edge between the sense of belonging to a community and home privacy, away from others’ peeping eyes.

The scale of the cityscape will determine the height of buildings with transitory heights in the vicinity of existing boroughs. As an example, the highest buildings in Les Bassins à flot will be some
30m high, which, though it sounds higher than the average rise in the city, is congruent with some outstanding buildings in the area such as the submarine base and the old grain silos. Some high rise buildings are planned in the wider boroughs, such as the Wine Cultural Centre building in the Bassins à flot area (wet docks) and others in the Euratlantique district but they will keep within the existing high rise buildings over the city, in scale with its wider landscape; they will punctuate the scenery.

**Enhance shades and tones of the cityscape, with all senses alert**

The urban project will preserve and enhance the main features of the cityscape and, at the borough level, highlight local environmental specificities, because the global picture is made of local details.

Shades and tones are mostly visual indeed but in the remodelled Bordeaux, sounds and fragrances can easily be sensed: Let us take the quays, and their regeneration, let us have a walk and listen to the sounds of the landscape, it has nothing in common with the roaring traffic on the former roadway, and as a result there is a sense of comfort and confidence all along the quays which is new as well. Similarly, in Saint Michel area, as from 2014, there will be a vegetable market on the church forecourt, on Sunday mornings, fragrances and spicy smells will fill the atmosphere and bring evidence that the borough has not changed despite the remodelling.

Currently, one can walk in the parc aux Angéliques on the right bank, across the river from the stone built busy left bank. Though there are works in progress, the park is a restful natural environment. The urban project must appreciate the uniqueness of those various sites located in the centre of the city that is looking forward to being a one million people metropolis city, those major projects on vast territories of more than one hundred ha must not overlook the small details identified by a sense oriented mapping of the city, they contribute to the uniqueness of the boroughs.

A major challenge to be met by our urban project is to build up synergy between the close community natural tendency and the necessity of a European metropolis. To meet that challenge, not only should we resolve heritage and landscaping issues but we must tackle problems of mobility. As transports are a key element to Bordeaux’ future.
Chapter 2 - TRAFFIC MODELLING

Waterside paths and conurbation transports

Bordeaux is a one million inhabitants conurbation: its economic activity, its metropolitan rank in France, its location on the Atlantic arc and on the North to South Europe axis, contribute to its European dimensions. However the city suffers from local discrepancies, and exaggerated distances within the conurbation itself: in 2009, people from the 27 conurbation (CUB) towns, and the 69 towns belonging to the wider urban area were spending more than one hour time daily on transports, as a result traffic congestion is getting worse, causing serious prejudice to local economy and to the quality of life.

Under those circumstances, Bordeaux urban project undertakes to define an ambitious strategy that will reconcile urban planning, traffic modelling and environmental conditions, and that will anticipate beyond those urgent problems the future increase in population and its new distribution over the territory. Currently, an inhabitant of the conurbation commutes on 3.7 occasions during week days, any additional inhabitant will consequently generate almost 4 travels per day.

Most of the additional travels incurred should be by public transports, and by soft modes of transport; it should not cause an increase in car traffic which will require well thought management and control.

New Bordeaux centralities (Euratlantique, Bastide, Bassins à flot) will experiment innovative urban practices, including multiple choice transport services, and more specifically a consistent management of car uses without precluding metropolitan transport requirements.

The community friendly city designed by the project will take a global approach in each one of its borough, and strike a balance between speed limits and safety, accessibility and street sharing, parking spaces and promotion of alternative options to private cars.

Improve the Public transports network

Development of the tram star shape network will be continued, lines A, B and C will be extended and line D is planned to be operated in 2017. Those tram lines will serve most populated areas (North West quarter of the conurbation), activity areas and future residential areas in the North; 33km rails and 43 new stops are planned, when it is completed the network will be 77km rail meshing.
The tram network has been a success but to keep up with its reputation, a number of practical measures must be taken to improve efficiency; therefore in 2014, a partial transport service system will be set up to increase the frequency rate in most busy areas (a 3minutes’ possibly 2.30 minutes’ rate).

A Metropolitan Transport Operational Leading Scheme (SDODM) is under study by the city of Bordeaux and Greater Bordeaux’ authorities (CUB) taking into account the priority sectors to be served by the year 2030, the first priority being a proper service all over the right bank.

The urban project is based on the interaction of various transport networks, tram and buses essentially, bus lines will be reinforced on the inner circle avenues (les cours) and along some major radial roads, at the expense of the car traffic, but to the benefit of the conurbation as a whole, since transports efficiency will induce people to use TBC transports (Conurbation Tram & Buses). Action will be taken in cooperation with the Conurbation administration to improve service speed on main lines as well as information board for passengers.

The two new bridges over the Garonne river, the Chaban Delmas bridge, in the North to be operational in 2013 and the Jean-Jacques Bosc bridge in the South, due to open in 2017, will draw a new outline to the city and its roadway pattern, as the right bank will then be within the
Circle boulevards and extensions with its new boroughs which should increase the total population by 40,000 and facilitate some 20,000 new jobs. Starting from Jean-Jacques Bosc bridge in the South, the new public transports lines will run along the Bordeaux-Eymet lane, and cours Rouzie or Galin street in the borough of La Benauge, cross avenue Thiers to serve the Bastide-Niel area (ZAC: urban development zone), and Brazza and finally make the junction with the Chaban Delmas bridge.

In addition to right bank transport networking, it is planned to lay out a circle line with the introduction of a segregated transport route system (TSCP) to circle the star shaped tram network; it could make use of the existing circle railways or the boulevards. At any rate, that circle line around the city centre, will serve the new Euratlantique business district, that will develop in conjunction with the high speed train (LGV), due to be running in 2017, with the consequence that Bordeaux railway station will receive twice as many passengers as it does now.

If we wish to preserve our population increase rate, we must keep improving our attractiveness and our exchange capacity, at local, national and international levels, which implies that, besides the high speed train, public transports between Merignac airport and the centre are fast and convenient.

The waterfront path

20 years ago, people would hurry across the city from one point to another, nowadays they stroll along the streets, flows have changed in nature and in direction, inhabitants and visitors have taken possession of the city.

Recent studies on transport models in the conurbation (CUB) show that it is in the city centre that soft modes of transport are most frequently used as they are of easy use and distances are not too long. Public spaces have been adopted by pedestrians again and, as a result, streets and squares are socialising places where people meet safely and healthily in a friendly atmosphere. Bordeaux public spaces could compare a fitness trail network, the main course clearly being the quays, where actually roller-skating and skateboarding are being practiced regularly; such practices bring about new tribes with their offbeat clothing, their mobiles and own communication codes. The opening of public spaces to pedestrians and cycles fosters freedom of expression and rights of free movement.

Environmental issues inevitably commits the communities to taking action in favour of non-motorised transport modes. In that respect, the urban project will be a continuation of the long launched policy of soft modes of transports in Bordeaux: the urban project, provides for a cycling program including the extension of cycle lanes, cycle parking spaces along streets, and in private buildings, and a pedestrian program (including Pedi bus type programs from homes to school, and development of squares and garden streets etc.).

In the scope of the urban project, that policy of soft modes of transports will be focussed on the river waterways, pools and lake. It is planned to extend the pedestrian streets of the historic centre to the river banks and waterways. Such a waterside path running through all the boroughs of the city centre will undoubtedly be a unique walk of this type at such a scale.

The waterside path illustrates the urban transport mode conversion under progress, it was triggered by the left bank quay regeneration and in a few years’ time the path, coupled with a cycling lane, will run through Les Bassins à flot, and Ginko garden down to Bordeaux lake, it will cross the Chaban Delmas bridge and go on into Parc aux Angéliques (possibly connect with other paths towards the hills) and then up the river along quay de la Souys and across the river again on Pont de Pierre or Eiffel footbridge to close a 10 km circling walk and cycle ride around the centre, that will epitomize Bordeaux’ modernity and make those areas more familiar to strollers.
The geographer Jacques Levy said that car transports are fast in cities designed for car traffic with wide roadways, open residential areas and clearly outlined districts, whereas in a pedestrian oriented city, going from one point to the other is all the quicker as the city is more compact. As a consequence walking and cycling that are planned would be pointless if they were to cross deserted areas, they must go through inhabited and diverse neighbourhoods, and to that effect the waterside path will be the backbone of new centralities which, in turn will become its raison d’être.

The urban project section on modes of transport does not restrict soft transports to waterfront walking or cycling; the river Garonne is a splendid scenery, an ideal setting for daily travels within the city centre. Besides welcoming big cruising ships and all types of leisure sailing crafts, the river will be a waterway for shuttle services due to be operational in 2013, to which the city of Bordeaux will give its support by building a series of landing piers.

All those ideas and projects may look exaggerated and utopian today, but they will appear to be quite realistic and convenient, when people start to come and live on the right bank.

Car use control and adequate parking policy development

The unquestionable success of soft modes of transport in the city centre has been a direct consequence of car traffic limitations; in Bordeaux, in particular, the change has been a blessing for our built heritage, for our landscape, for the city attractiveness and for the health of its population, it was high time to bring remedy to several decades of excess. However there are still problems to be solved, such as the air quality which is far from being satisfactory.

This being said, it is not our intention to ban cars from our streets, whatever be the fuelling of new cars, petrol for some more years and then possibly electric power, they will remain the best individual mode of transport for many years and planning projects will have to include them. Currently, 100 000 people commute daily to work to Bordeaux and most people take their car. There are major congestion spots on the main axes around the centre, that cannot be overlooked; it is particularly the case for the North ring road, at the level of junction 4, and, actually for the whole of the North section of the motorway, where there is an urgency to design and develop a new transport scheme. There is indeed urgency to build a 2x3 lane ring road but new transport modes in Bordeaux surroundings should also be considered. At a first stage, thinking on a large bypass might materialise in stretches being built between the motorways leading to Bordeaux.

Beyond that principle of urgency, Bordeaux people may be suggested to make a more reasonable use of their vehicles and adopt sharing practices. Carpooling on incoming axes and on the ring road could be encouraged. Car sharing sites or car clubs are not very frequent yet, they should be made visible, and at the same time, the city of Bordeaux will equip the city with a greater number of electric charge ports for electric vehicles.

The city of Bordeaux being a metropolis city, further studies will have to be conducted on the right positioning of car use, taking into account the roadway sharing progress in the various boroughs involved in the urban project. Controlled access to central areas, of a surface of more than 75 ha, resulted in the clearing up of squares and streets that were not apt to car traffic or park, to the benefit of its inhabitants, shopkeepers, café-terrasses and visitors. On the occasion of the safeguarded sector monitoring period, parking rules could be revised; one may wonder whether it is still relevant to allocate a parking space to every new dwelling resulting from a change in use, though the previous occupier had none.

In the line of that action on car traffic and in coordination with the development of soft transport modes, the whole area within the ring boulevards will progressively be converted into a 30 kmph zone in the medium term.
All those measures which are in the line of a general policy initiated 15 years ago and consistent with the objectives of the Climate Plan will not be an obstacle to local economic growth.

In order to maintain and possibly develop economic activities in central areas, the transport mode scheme will include a section on routings, identifying transhipment points, near the ring roads or railway tracks, which may require estate reservation or acquisition, and delivery only parking spaces at given hours.

The routing plan will also specify the adequate treatment of the last kilometre to point of delivery in consistency with the urban fabric to be travelled through (use of electric vehicles, delivery tricycles and others).

Public transports policy and lay out projects must have a consistent approach to parking issues, including cost saving, possible reversibility of parking spaces and a community oriented view of the whole matter without necessarily lowering the parking standards set for new dwellings.

As an example, in Les Bassins à flot, underground car parks will be prohibited, and they are to be incorporated to building envelopes above ground. In other cases parking spaces in a given neighbourhood will all be concentrated in a single superstructure on a specific site, as it has been done in other European countries.

The rationale of such policies to limit car traffic and parking spaces in city centres require significant measures to be taken to supplement those limitations, encourage car turn over and the use of public car parks.

Consequently, public car parks must be less expensive than on street parking areas, and the city of Bordeaux undertakes to apply progressively a parking charge scheme to the entirety of the city within the ring boulevards.

Adequate management of car use in the city is a direct consequence of the Climate Plan that has been adopted by the city to reduce gas emission levels and it will be a major objective for the coming years.
CHAPTER 3
URBAN ENVIRONMENTAL POLICY

To think globally and act locally

We have been weathering through a global environmental crisis for quite a long time, and despite world summits on global warming and its consequences, political awareness raising and research on possible solutions, the sky does not seem to be clearing up. World leaders ‘inefficiency should not deter local authorities from their endeavours to take up that challenge and bring solutions at the local level.

It is the case of Bordeaux, by means of the Agenda 21 objective which is the corner stone of the sustainable development scheme, and the new Climate Plan which undertakes to cut greenhouse gas emissions four fold. The Climate Plan sets a number of specific targets in the fields of urban lay outs, major regeneration projects, power supply and transport modes

Similarly, on a daily basis, Bordeaux people’s awareness is being raised by public authorities’ supportive attitude and speech, and their encouragement and coordination of community environmental initiatives taken at all levels, boroughs, blocks, or groups of individuals.

To preserve and develop private and publicly owned planted heritage

With the prospect of a high increase in its population, the city of Bordeaux is of the opinion that its planted areas should be increased as well.

A green plan was launched ten years ago generating the creation of 33ha of green commons, 23ha of planted street lining and the regeneration of 48ha of parks and gardens. In the meantime, over the last 20 years, the population has been increased by 40 000 inhabitants.

Bordeaux public natural heritage has been developing along with the rehabilitation of public spaces, to meet the inhabitants ‘desire to enjoy green areas with high standard plants and trees.

In the years to come, efforts will be continued at various levels, focusing on making the population and visitors more familiar with the city natural urban spaces.

The urban plan will highlight waterside natural environment: it is the heavy task of Bordeaux-metropolitan centre to actually lay out the green grid (trame verte et bleue) required by the Grenelle Environment regulations and draw up protection rules in consistency with the listing of the area on the Natura 2000 network. Along those lines, Bacalan waterways and right bank parks protection and maintenance are major assignments.

Actually, on the right bank, the regeneration of Parc aux Angéliques park by landscape architect Michel Desvignes was inititated in 2009 and is still in progress: it is one of the global urban project symbolic operations, as much as building projects , it is a symbol because it occupies a long stretch of land (40ha) from the Pont de Pierre down to the Chaban Delmas bridge, right in the middle of the city centre, the site being the best viewpoint over the river on the stately left bank quay line, a natural access to the heart of the borough of Bastide and, in a near future, to the centralities of Bastide-Niel and Brazza.

The development of planted heritage in the city centre will be extended to all the planning projects by the introduction of green trails and new natural spaces in all the areas concerned, in the general objective that every Bordeaux home should stand less than 500m away from a park, a garden square or commons.

In addition it is envisaged to draw up a greenway mapping of the city, a sort of logical connecting trail between parks and gardens by converting some roadways into garden streets, incurring almost no expense. The new lay outs that would be necessary will be the object of consultation workshop with inhabitants and future users involved, so that, as in the case of other urban projects, Bordeaux people are actual stakeholders of the project. Place Ferdinand Buisson in Belcier, and place Saint-Michel, were the first sites to be discussed by the greenway consultation workshop.
As a supplement to enhancing council parks and gardens, the urban project will focus on the preservation of private open spaces because in most cases they are remarkable planted patches which contribute to the distinctive identity of the borough they are located in. In the boroughs of Caudéran and Saint-Augustin, a specific study was initiated on public open spaces and private parks and gardens which are the property of upper middle class mansions, and of religious communities; when it is finalised, the urban planning local plan will introduce a heritage list of wooden areas and some specific regulations on the protection of natural environment, applicable when new structures are to be built on planted property.

To preserve biodiversity and save natural resources

Biodiversity was declared a major component of sustainable development by Grenelle Environnement and Bordeaux local Agenda 21 incorporated that undertaking into the planned development of its boroughs. The urban planning project and the metropolitan objectives must take fauna and flora diversity into account as they are part of the identity of the borough. Interaction between global directives and local measures is a delicate balance to strike however, and Bordeaux authorities will have the task to set it right and consolidate that equilibrium.

One of the basic local measures will be to increase the number of local or typical species adapted to the territory as being their original environment, and to that effect, green corridors will be enhanced, fragile environments will be protected, our environmental merits will be listed. Measures to reduce pollution will be taken as it is the main factor of biodiversity degradation.

Another measure will be adequate managing of parks and gardens, and watering. Strollers and visitors may have noted that our grass was yellowish in the summertime, parched by hot weather, some people feel that it is a pity but we should consider that beauty is natural and must not be fake.

From now on, that new attitude towards parks and gardens will be ours and the reasons for it explained publicly regularly, it shows our awareness of major global issues and objectives, including the vital safeguard of biodiversity.

On the basis of the acquired expertise and experiments led in Bordeaux natural environment, awareness raising campaigns and promotion of natural heritage will be pursued.

Similarly, Bordeaux will go on supporting individual initiatives and community actions tending to regain the ancient relationship to land in an urban environment as it is illustrated by the success of community gardens which amazingly favour socialising and are very much in demand. Most of them are located in Les Aubiers area, and it is planned to dedicate new plots of land to that purpose in Saint-Michel, Grand Parc, South Bordeaux, Saint-Genès and Benauge; in that latter area, a partnership agreement was signed with lessors and action has been taken on a site to convert the estate into garden plots.

Bordeaux people’s individual and community initiatives will be a driving force in the urban project community action, consultations will be organised on those garden plots, followed by a several months’ operational phase or slight lay out changes of little cost and for experimenting purposes.

Saving resources implies also that urban farming is being re-introduced despite all the problems it is going to generate, the existing green belt surrounding Bordeaux should be maintained, but urban farms could be envisaged as well, the submarine base roof might be an attractive experimental farming site.
In-city waste management

Environmental urgency prescribes innovation, behaviour changes and a new awareness of critical issues. The Grenelle de l’Environnement outcome was that waste is one of the major issues of this century: in Bordeaux conurbation, waste production amounts to 650kg of waste per year per inhabitant, 350Kg of which being household waste. The population increase and parallel increase in density in the city centre requires an improved waste management system. In order to avoid long travels to recycling centres for private individuals or special on-street collecting service for bulky waste, it will be necessary to develop a new waste disposal management system: selective sorting bins for glass, Eco points, mini waste disposal station, community compost bins, recycling stations, all those disposal and sorting modes are new and the sites must be laid out beforehand so as to meet future inhabitants’ needs of waste disposal near their homes.

To reduce power consumption and promote renewable energy

In the past, no one would have thought that waste sorting could be done on a daily basis, whereas today it is a common practice in every household.

Similarly, a controlled power use could certainly be achieved at the household scale, and in fact it is an objective for the ten years to come: Bordeaux has taken up the national challenge of energy efficient families: the principle of the challenge is to demonstrate that measurable friendly community action can be taken, to cut down significantly greenhouse gas emissions. The program has been developed by ADEME (environment and power control agency) and the NGO Prioriterre; in 2013, in Bordeaux, already 80 households from all the boroughs have signed up and are striving to cut down their energetic consumption by 10% without reducing their comfort.

On a larger scale, Bordeaux and Greater Bordeaux will facilitate those changes in practices and energetic consumption by regenerating existing equipment network, creating new ones and investigating into renewable energy solutions.

In 2012, the urban solar power plant was put into service: it is a roofing of more than 60,000 solar panels resting on sheds over the whole of the car park at the exhibition centre, it illustrates Bordeaux’ commitment to develop renewable energy. The solar PV station was designed by Electricité de France new energy department, it is a 20ha area station generating a total power of 12MWc (Mega Watt peak) equal to 5000 household power consumption over one year time or more than 6 months’ public lighting, and which will save 1700 tons of CO2 gas emission per year.

Another innovative initiative is the setting of three pilot marine current turbines in the river Garonne to assess the power generated by water currents. They are located near the Pont de Pierre, where tidal currents and river currents are at their maximum strength. Should the experiment give positive results, the current turbines are so designed as to be kept on site.

In the scope of major urban planning projects, which can anticipate power issues, innovative systems will be experimented.

In Ginko for example, a biomass power station fuelled essentially by firewood and vegetable oil has been put into operation for the first inhabitants who settled near the lake in the summer of 2012. And it is planned to cover the whole borough when it is completed in 2017; the power station will save 3500 ton CO2 from being emitted into the atmosphere per year compared to fossil energy, i.e. the equivalent of 2300 motor vehicles yearly petrol consumption. In 2013, Ginko will be awarded the Eco district label issued by the French ministry of territories and housing; it will be the first eco-district in Bordeaux conurbation.

In Les Bassins à flot (wet docks), a network fed by a wood–fuel boiler plus heating power recovered from the Louis Fargues sewage treatment plant, will provide central heating and hot tap
water throughout the housing units planned on the project site, including 5000 homes; on such a large scale (150ha) the experiment will be quite an unprecedented one and it will require active participation and commitments on the part of all the stakeholders, from developers down to final users.
The development of similar heating networks will be carried out on all the major projects in Bordeaux, in Brazza, Bastide-Niel, as well as in the OIN area (Operation of National Interest), a combination of geothermal energy and wood-fuelled heaters might be envisaged for those areas, as it was done in the boroughs of Meriadeck and La Benaugue.

Based on those far reaching projects, and beyond their expected environmental benefits, the economic sectors of sustainable building, renewable energy development and use, and waste recycling are dynamic sectors which have stimulated local economy and where employment prospects are good. In the scope of its strategy of territorial extension and local enhancement of its boroughs, Bordeaux will be particularly supportive to firms and companies committed with green economy.

To encourage thermal renovation and sustainable building

Not only should energy efficient heating be set in new housing areas, but thermal renovation should be undertaken also in older areas which constitute most of the city’s global territory, consequently, renewable energy programs will be encouraged in older boroughs. InCité led a pilot operation of wood granulate fuelled boiler heating a unit of 18 dwellings in rue Saint James, it is a successful experiment which could be reproduced in other areas. Concerning the existing buildings, thermal insulation will be a first priority in thermal renovation. In the scope of the Bordeaux [Re] Centres operation (2011-2018), the city set a partnership with ANAH (Housing National Agency) and has developed a program on energetic precariousness to give assistance to landlords on insulation issues.

Concerning energy consumption reduction, an ambitious thermal regulation was passed by parliament and will be applicable to developers as RT (thermal regulation) 2012, applicable as from January 1st 2013, it provides that all the new constructions shall have a low heat consumption objective specification fixed.

In addition to the national requirements, the city of Bordeaux will continue its evaluation policy and make assessments on all major projects with a reference to the sustainable construction charter signed in 2010 by most lessors and developers involved in Bordeaux and Greater Bordeaux, to maximise the quality of building units.

When the major building projects are submitted for approval, several qualities of the unit are assessed on a systematic basis: one is its integration capacity, and social, economic and functional impacts on the neighbourhood, another is the site specificities (soil, potential resources, pollution levels), then come quality of use and comfort, potential purposes of use, possibilities of renewable energy use and origin of building materials.

During the next 20 years, many buildings will be elevated in Bordeaux, in an unfailing determination to promote and develop the best housing quality and contribute at our local level to meet our era’s environmental challenges.
CHAPTER 4
HOUSING

To innovate, and participate in the building venture to live in distinctive homes
An uninterrupted demographic growth for the past 20 years

As a matter of fact, for the last fifteen years people have been showing interest in living in Bordeaux; the city is growing naturally, its population is increasing, people of all ages, young and old, in family or single are moving in to benefit from its quality of life. In the course of the past 20 years, many cities in France have undergone cuts in their population growth, conversely, during that same period of time, Bordeaux’ population was increased by 30,000 inhabitants. INSEE (French National Institute for Statistics and Economic Studies) latest figures are clear: From 2009 to 2010, Bordeaux gained 2400 inhabitants, i.e. a 1% growth, while Toulouse gained 1500 people only. It is true that students come in number to study at Bordeaux university, on the account of the variety of its curricula and their high standard, and that when they graduate they leave the city, though not all of them; in addition, many alumni come back some ten or fifteen years later, with their family, when they have gained experience, and possibly travelled to other countries, their coming back to Bordeaux is beneficial to the city as its average population tends to be younger.

Now that we know that our city is enticing, we must maintain our attractive power. The primary means to keep up to our success is housing, we have an extensive housing program with the objective of 3000 new homes being built per annum; we also offer a wide range of homes, adapted to the various stages of life, to various life styles and suitable to people who have been living in Bordeaux for a long time and newcomers as well. We offer appropriate housing to those people whose presence in the city contributes to its dynamics. Such a building scheme is a success story but it is a challenge as well, it is a starting point and not the finish line, it is the gateway to the city of the future, to the sustainable metropolis city of Bordeaux, a city of 330,000 inhabitants in a one million people conurbation.

Many homes for many people

To that effect, many housing development programs are underway or will soon be launched all over the sustainable development arc: mixed use neighbourhoods will host shops, businesses and homes. Similarly, homes must be affordable and clichés on hastily built council housing should be finally suppressed, lessors have undertaken community management programs, they are working in cooperation with top ranking architects and are actually pioneers in the field of housing. A vivid example of that experimental housing is the sustainable architecture of Residence Poujeau in Caudéran developed by Domofrance in partnership with architect Françoise-Hélène Jourda that was completed in 2012. As from 2010, up to the next 20 years, a work plan has been established by the city of Bordeaux, requiring that any planning project should apply type of home ratios, 35% on council housing, 20% on access to ownership program and 45% to the developer’s choice. As a matter of fact, in ten years’ time, the council housing global ratio went up from 14% to 16% in spite of increasing private developers’ schemes. By 2014, some of the housing programs that are parts of major projects will be completed and over 1000 social housing units are expected to be delivered, they are to be distributed over several projects: the Bassin à flot and Ginko joint project, three programs in Saint-Augustin and five in Grand Parc (including two housing units for dependent elderly people/EHPAD) plus other smaller programs in the historic centre. Once those projects are completed, such housing projects will no longer be implemented within the city itself, they will be led in the scope of wider planning projects covering the conurbation.

To finalise the historic centre renovation

An equally high standard in housing throughout Bordeaux boroughs requires rehabilitation programs as well as new buildings; there are “poor quality housing” sites which must be regenerated: some buildings are rundown, some homes are not insulated or lacking minimum amenities, therefore, the city authorities have decided to bring remedy to those poor living conditions which have costly social
consequences. After the war, the city centre lost part of its population, and buildings were left unattended. The regeneration of derelict houses is a long term and complex task which still requires ten years work before being completed. Bordeaux administration has been very active in the scope of the improvement of housing environment programs (OPAH) together with InCité and the Rehabilitation of Old and Derelict Districts National Program (PNRQAD), which devotes a 95 million € investment into the old historic centre, one fifth of which to be borne by the city. Since 2010, awareness raising campaigns and action were led to fight power insecurity, in cooperation with corporate bodies such as EDF, and the Procivis Sacicap networks in Gironde; there is still a long way to go, and private lessors need permanent support and incentives; as an experiment, a three years partnership with the Family Allowance Fund CAF was established in 2011 to launch the “live in a decent home” program in the district of Marne-Yser, it is a coordinated housing condition watch plan regrouping social workers and housing experts to take joint action on leasing owners without any risk for the lessees, including some financial support to first measures being taken, and, penalising slum landlord practices, as the case may be. The final objective is to have a private housing park in full compliance with home decency standards, yet win-win strategies are to be implemented: landlords should be convinced that it is their benefit to own a regenerated property located in the UNESCO world heritage urban ensemble, while, as a return to the financial support granted by the city, limited rentals could be imposed to protect lower income tenants.

To meet sustainable development challenges

Broadly speaking, homes that are no longer adapted to the current ways of life belong to the poor housing type as well, which means that since uses and trends are changing at a fast pace, housing concepts need to be revised regularly. Bordeaux was quite happy 4 or 5 years ago, to be a mineral city, today, there is a strong demand of green space, people want to live in a natural environment, as a consequence the conversion of rue Kleber into a garden street and the experimental introduction of micro-green spots on the pavement in Nansouty are bound to be a success. It is clear that any new planning project will necessarily include natural environment and green housing; those projects which will give Bordeaux its 21st century profile, specify that nobody should live further than 500m away from a real open space, for the very reason that people live in their neighbourhood as much as in their home. If the city cannot offer such spaces, people will naturally move away from the centre to live in cottages. The new borough of Brazza, will be designed as a grove where trees will be almost as many as the residents, precisely to prevent that type of migration.

To build affordable homes

Another new trend is the change in family structures, the phenomenon goes far beyond the city of Bordeaux, yet, at the city level, action is being taken in three different directions to take new social structures into account since the trend is irreversible. The rental housing stock must be kept large enough to facilitate mobility for newcomers, for tenants in a transitory situation such as following breaking up, or for young people willing to be independent from their family; the other field of action is to design affordable dwellings for families willing to buy their property, it is the purpose of the “Passeport 1er Logement” (passport to first dwelling) which was created in cooperation with estate agents and which benefits from an average financial support of 5000€ granted by the city of Bordeaux, for a selling price lower than 3000€ per m² (excluding car parking spaces) that is 10 to 15% less than global Bordeaux estate market prices. The third field of action is the development of modular homes that are no longer ancestral homes we live in but customised homes that evolve with their dwellers.

To design modular and flexible housing…

Bordeaux echoppes (old workshops) are good examples of the need for modularity and flexibility: over the last century, they were renovated, and remodelled to meet new needs and uses. As a continuation, the city of Bordeaux organised a workshop regrouping architects and inhabitants of the boroughs to design the 21st century echoppe type of housing.
Those homely stone built individual houses, or terrace houses are compact, yet friendly and cosy homes; they offer an even façade line on the street but their interior can be laid out in any manner; 21st century echoppes shall keep those features, but it is felt that they should be better illuminated, and to that effect they could be considered as volumes rather than surface areas and be on offer as such; modules would be fitted in the volumes and evolve according to time changes; those new echoppes could host homes or shops, art studios and offices, the bigger ones could even be multipurpose; there is an experiment on that line being done in the new borough of Brazza, as a result of the study led by urban planner Youssef Tohmé’s on the borough, based on that question of volume and space.

...In distinctive boroughs

We should be able by now to design unique housing types as generated by the borough’s historic and geographic features, and by their relationship with the city of the future. People will not have the same life style in the culture and business oriented borough of Bassins à flot (wet docks), in the vicinity of the imposing submarine base and the Wine cultural centre, as they would if they were living in Brazza, which will undoubtedly be as unique but with a more enclosed and cosy character. Similarly, people who will live in the new district of Belcier, near the Ars garden and the railway station will not have the same patterns of life as those who live across the river in Deschamps. And those differences in life patterns and housing are the necessary pillars to build a long lasting city on.

To build housing units in harmony with their environment

Long term perspectives require deep thinking over the relationship between housing units and their immediate surroundings, and one of the first questions to be raised is the building material, and one can imagine that dressed stone façades the Bordeaux people are so fond of will be used again for some structure or another. Buildings are not intended to last for ten or twenty years only, they should be standing up for fifty or one hundred years ‘time, and building standards cannot be down rated in any event. However long lasting use of buildings is also the result of their design, of the lay out of the dwellings, the architectural standard of the envelopes and of the interiors facilitate the flexibility of use and consequently its capacity to meet today’s needs. One may like, or dislike, such or such architectural work, but the architectural quality of a building lies essentially in systematic light capturing terraces, ground floor openings on public space and flexible apartment lay outs in a fast changing context of urban culture. In the borough of Bassins à flot (wet docks) ground floors have been highlighted, duplex apartments are laid out to open on green footpaths, so that homes open on public space and privacy is still preserved. Across the river in the Niel barracks the Dutch MVRDV team designed a new compact city centre with a high quality lighting as all the apartments have been designed to benefit from maximum daylight. Queyries district will be in the same situation.

Serviceability as a major component of housing design

Participative housing is another interesting direction for innovative urban planning: currently six different groups of individuals take walks throughout the city to imagine the type of housing they would like best, irrespective of current housing standards. Some people favour common property and community sites where all the generations can meet and socialise, others focus on environmental aspects, such as shared gardens and traditional joint property system; some favour the “getting old together” theory with mutual assistance schemes and community activities while others are attracted by multicultural units and the participation of the whole range of social categories. Those types of housing are rather new in France but they have been introduced in some cities in Germany and, in Switzerland, in Zurich, 15% of the new developments are participative. Considering that the variety of participative housing types will undoubtedly constitute a basic planning scheme in the city of the future, the city of Bordeaux joined the network of communities involved in participative housing in 2011, and set up an accompanying procedure in the scope of its urban planning project.
A dwelling for everyone

The first priority is to build more extensively, which implies that planning projects are led in parallel at all levels, as having a home is a right that no one should be deprived of. The social project pinpointed several major fields of action: one is housing for young people and in particular young workers and junior employees subject to occupational transfers. In the 2008 – 2014 period of time, the number of dwellings dedicated to that category of people will be doubled; further projects are underway to meet increasing demand, and it is planned to have the number of dwellings doubled again by the year 2020. Another field of action is the geographical distribution of hosting units such as boarding houses so that there is such a unit in every borough where vulnerable persons are hosted without any time limit and have the possibility to re-adapt to having a home and some social life. The third major field of action to be mentioned is housing for the disabled and persons with reduced autonomy; financial support will be granted for the adaptation of existing dwellings (amenities, home automation) and lessors will be required to plan dwellings for the disabled from the outset, as it is being done in Ginko, where a charity acts as agent. The city of Bordeaux’s aim is to offer the possibility to everybody to benefit from a tailor made dwelling, adapted to one’s needs and means in all the boroughs of the city: A first draft commission was set to consider all the projects at their first drafting stage with a particular attention to the flexibility of residential options which will necessarily be more and more complex with time, bearing in mind the abiding rule to keep architectural standards up under any circumstances.
CHAPTER 5
BORDEAUX A BUSY CITY

A human-size metropolis city

Bordeaux, a city open to the world

Globalisation is usually considered as an external phenomenon imposed on us, it is not quite so, we contribute to globalisation ourselves by our dynamism and our interests, we are stakeholders of that phenomenon, and actually we wish to hold our rank in the global village. Bordeaux has been trading with the world for centuries, as a port and a trade city, trading wine of course but also exchanging competences and materials worldwide. People from everywhere are welcome to Bordeaux, the humanistic city. A clear sign of Bordeaux’ ability to play worldwide is that in 2011 it was ranking second city in France for its international congress hosting activity, just behind Paris. Our city has taken the lead to demonstrate that globalisation does not preclude employment, nor does it alter our specific identity.

A growing employment rate during 20 years

Since 1995, as many jobs have been created in Bordeaux as have new inhabitants been registered; in addition, 100,000 commuters come to work to the city every day: it is the outcome of public involvement and of the “face to face” economy stirred up by tourism and demographic growth, but private initiatives have also their part in that success: indeed public authorities may launch and support major infra-structure projects, and poles of excellency, such as the Megajoule laser project, wood related skills and other competitiveness centres, yet conditions for emerging talents and innovative businesses must be provided to encourage new firms and companies to settle and thrive in Bordeaux: employment incentives are not sufficient, appropriate planning tools must be developed to persuade private companies to settle in the city rather than on the outskirts where real estate prices are not so high; it is a challenge which the administration will have to meet during those coming 20 years.

A growing tourism, high value adding activities to be found

Considering tourism at large, the activities that should be most encouraged are the ones that are compatible with a compact city, those that can be located in dense and residential areas, which will be the case of all the boroughs in 2030, those that will not generate conflicts between users or cause a landscape rupture. Such activities are basically retail trade, services, high tech. and tourism related businesses. However some production and manufacturing activities must be maintained somehow on the conurbation (CUB) and in the centre. We cannot rely on the service sector only, even though the strategic location of Bordeaux from Paris to Spain tends to facilitate the establishment of large groups; similarly tourism cannot be our sole economic asset even though there are more and more tourists every year coming to visit Bordeaux (a 4% increase in the number of overnight stays registered in 2011 compared to 2010, and a 30% increase compared to 2006, the year prior to the inscription of Bordeaux on the World Heritage List). We must promote the establishment of high value adding activities, i.e. green economy, biotechnology… and give them a true address, not only a patch of land, while other activities of a more annoying type will naturally settle on the outskirts (warehouses, heavy industries).

Maritime Bordeaux, a prestigious address

Firms need a prestigious address, and they will have such an address if we create poles of Excellency to facilitate clustering, which is the general operating rule today. It will be the case of the railway station district, in the scope of Bordeaux Euratlantique, and it will also be the case of Maritime Bordeaux, near the ring road (slip roads and by pass are to be determined), with the tram line and a junction to the city centre planned for the year 2025. Within ten, or fifteen years from now, white
collar jobs in Bordeaux lake area will be sought after, because it will be a residential neighbourhood, free from the usual city buzz, while today it is a one-function area one would not dream to live in. The Dutch team OMA led a study in the scope of the 50,000 dwellings operation and their conclusion is that **the future of the commercial and economic district located North of Bordeaux will require diversified activities and a variety of tenure status**, it will also be necessary to lay out an urban link with the city centre through the tree lined roadways running from beyond the ring road down to the borough of Bassins à flot (wet docks). Maritime Bordeaux offers a wide range of investment potentialities, and its population is expected to be doubled by the year 2030.

**To meet work changes and host digital agencies**

To be attractive in terms of employment and business, a city needs to have a powerful university and a variety of high standard curricula, efficient training networks and be a conurbation of critical size. This being said, work changes must be monitored as today there are changes in nature that occur, many people no longer work only to earn a living, they express themselves in their jobs, the phenomenon is illustrated by the number of small independent businesses that have been created to supplement an uninteresting and meaningless job. We wish to generate employment in Bordeaux, and to generate meaningful employment in this city; it must make sense to come to Bordeaux, and working in Bordeaux should not mean being cut off from the rest of life; **it is clear that our quality of life and our environment are major incentives for people to move to Bordeaux, where working life and natural life coincide.** That famous quality of life generates employment, as it is evidenced by the digital agencies that operate in the city, some of them being known worldwide, many of them specialising in video games. Those agencies must have their headquarters within the city to follow up urban trends, possibly launch new ones and contribute to the development of the city of the future. The NODE platform was created for that purpose, it is a cooperative working site, an experimental unit to promote advanced computing excellency in Bordeaux. The site opened in 2012, it is located in the borough of Saint Pierre and it is run by the *Aquinum* association in partnership with the city of Bordeaux. That space will be a show room for digital devices and encourage people to launch new start-ups, on the grounds that between 2000 and 2011, employment in advanced technology has been increased by almost 30%. Those platforms and agencies need to be in the urban centre, they draw their innovative power from their knowledge of the urban trends and life styles, that knowledge is the key to their creative modernity and day to day work.

**To work at both micro and macro levels and generate interrelated activities**

The Darwin project and the Bordeaux Euratlantique Operation of National Interest are illustrative examples of interrelated activities. The Darwin project is located at the entry of the Niel barracks, the future eco district of the borough of La Bastide, it is dedicated to **the introduction of new green innovative businesses**: an amazingly friendly dialogue was set between industrialists and public authorities who are monitoring the whole operation, to keep it in the framework of the global planning project, and to check its economic viability. On quite a bigger scale, the Bordeaux Euratlantique Operation will cover several hundred thousand m² with office buildings on both sides of the river in some ten to fifteen years. It is a public initiative which will **not only be a business district, with some 450 000m² of offices, it will also be a real borough of the city**, homes will be located near the working places with no visible or invisible partition between the two. It is expected to be a success because it will be a lively area, with homes and facilities as any other residential borough; as a matter of fact, the excellent guide-map of the two ZAC (urban development zone) of Belcier and Garonne-Eiffel has already attracted a number of firms and companies who have confirmed they would set their headquarters in the district (Caisse d’Epargne, Nexity, Fayat). **The very high speed train in 2016-2017 should accelerate the process, in conjunction with an increasing air traffic at Bordeaux airport, (increase by 8.9% from 2011 to 2012), the airport currently handles more than 4 million passengers, 1.7 million of them being on international flights.**
To finalise the regeneration of the historic centre and rehabilitate, premises at the foot of buildings.

In the existing boroughs, and more specifically in the historic centre, the challenge is to reinforce the offer and facilitate the implementation of small industries and trades on the long term. In the scope of the Rehabilitation of Old and Derelict Districts National Program (PNRQAD), 2 million€ are budgeted for the conversion of vacant premises on ground floors, with the obligation for landlords to practice leasing rates lower than market prices, as a compensation for their financial grants; as a result of the program, rue Saint James was transformed, and other streets should equally find new distinctive activities and attract new trades, such as rue Camille Sauvageau, from place Renaudel to Saint-Michel square, to be rehabilitated by 2014, or rue des Douves from place des Capucins to place André Meunier, to be rehabilitated in the same period of time; there are still some 15 vacant shops at the foot of buildings on those streets though they are getting busier every day.

**To encourage entrepreneurship**

Figures speak for themselves: for several years now, Bordeaux has been ranking among the five best firm creating French cities, with a ratio of 15.3 firms per year per 1000 inhabitants (12.4 in Toulouse and 10.4 in Nantes). It is a very high ratio which illustrates our economic dynamics. In ten years’ time private employment in Bordeaux has been increased by 10%, the peaks being in the “upper tertiary” sector, computing and electronics, hotel industry and catering. The health sector is also in progress, as the University Hospital has a national repute and is often referred to for its standards. Construction works, for their part are ranking fifth in job creation, with some 2000 new jobs created over ten years; that trend is going to increase at least until the year 2030, with the implementation of planning schemes throughout the city.

Those figures are encouraging but, contrary to what one might think, economy is not only figures, it is also a question of quality and innovation, optimising potentialities, making the difference that will generate exchanges. When basics are sound, figures are good. It is not a question of being different at all cost, it is a matter of setting a balance between identity and open-mindedness. Bordeaux has always kept that balance between its South West roots and its opening towards the other parts of the country, it is hard to say where Bordeaux ends, whether in the vineyards it gave its name to, or in the wide Landes forest, or in the Bay of Arcachon, it is not enclosed, its distinctiveness makes it a symbol The Pearl of the South West gives momentum to the economy and, even in this gloomy period of time, we can keep our confidence in Bordeaux’ talents.

**To develop the city’s talents**

The wide River Garonne flowing through the city is a vivid image of the open mindedness of Bordeaux, it mirrors its built heritage and other attractive features, including its wines. However, until recent years it was an overwhelming challenge to build a bridge across the Garonne, but, since the Chaban Delmas bridge project has been launched, and completed in a very short time, it seems that there is a new trend emerging, a “river crossing culture”. It will be expressed by the opening of the new Chaban Delmas bridge followed by the Jean-Jacques Bosc one due to open in 2017 as an extension of the boulevard, over to the right bank. No one can anticipate the exchanges that will result from those new crossings, but they will undoubtedly be driving forces for new boroughs North and South of Bordeaux on both sides of the River, i.e. OIN (operation of national interest) two urban development zones (ZAC) in the South and Brazza and Bassins à flot (wet docks) in the North, with major cultural equipment, such as MECA (the Aquitaine economics and culture house) and auditorium in the South, and the wine cultural centre, the submarine base and the new stadium in the North. We have a number of tools to develop our talents in parallel with the development of housing and community equipment, Let us work at enhancing them.
Chapter 6 - LIVING TOGETHER
Be alive, develop, learn from experiments, and meet other people.

« Take changes into account: researchers, engineers and politicians seem to become slowly aware that “By nature the city is a place that maximises interactions…. an organised space where individuals meet and communicate…. It organises as a function of time and new developments are taking into account international round the clock activity and networking. Public and private life is no longer based on working hours and weeks, “for a long time people’s lives were ruled by the rhythm of the sun, then by the rhythm of the bells, then by the rhythm of the factory siren (8 am to noon/2 pm to 6 pm)” now it is by the mobile phone ringtone. Mediaeval and industrial times have been replaced by our versatile era of a pay per view service, society is changing rhythm and the city clocks are going wild. In a city with “alternating temporal scales” working time acceleration and slow leisure trends, individuals manage to find their own tempo.

New reading clues: Urban planners are changing their views, they are developing new grids to find new readings: the time dimension is being taken into account: they speak of one hour pulse beat in an attractive urban centre instead of public space, an interplay of activities and not the addition of sectors, a time schedule system and not only a frame to it “But we should also think about the city as a system of flows and not a system of contents… a three-dimensional entity rather than a flat surface.” It is a multi-layer history, an environment related ensemble not an off ground slab, an "exclave" as the French geographer Roger Brunet calls it, it is not merely a residential condominium it is a living space where everyone can find one’s place.

From GWIAZDZINSKI L. in “Theme European 12, Adaptable city, introduction, the malleable city

To design public spaces
The world is changing and it is changing fast, so is Bordeaux, though some people would rather stick to the old social patterns, we do not have the same social networks as 30 years ago, nor do we use the city as we used to Why is Bordeaux said to make dramatic changes that look like a radical transformation? The answer might lie in the fact that for some 20 years now the city has been offering public spaces where people can evolve freely without running counter other residents who do not share the same views on freedom and self-expression. The extent of change in the city ? A 15cm thick coating change to put it sketchily, but a change in all the uses, walking areas, natural parks and gardens, sports grounds, meeting places, travel sites and dream theatres. The first example that comes to the mind is the quay walk, which was laid out in a series of spaces open to individual creativity, epitomized by the water mirror, but it is the case of all the squares that have been regenerated, from the most covert to the widest ones, and the streets are now following suit, rue Paul Camelle, already, rue Kléber soon. There are requests for public planting and greening in many streets and alleys, it is a new behaviour on the part of Bordeaux people. There is a general trend to turn green, public space is no longer a motor traffic dedicated space (or at least not exclusively) and it holds true for the streets that seem to recover their older role of being the link between individuals and their meeting place, while maintaining a clear cut between public space and private sphere.
Solitude is a plague of our time, hidden behind the sound and fury of the outer world.

Public spaces must be designed to be friendly places apt to host art works, social activities of all types to revive the city charms. It is what is being done in Bordeaux, by day and by night, because there is a night life in Bordeaux, on the quays, when basket ball matches are played on the lighted courts in the sports ground, when late joggers are running their last miles under the quay lights, when cafe terraces in Saint-Pierre and Saint-Éloi, in Saint-Michel and in the Chartrons neighbourhoods are humming under starred skies…
Those successful changes are the outcome of a close attention to and a benevolent control of project implementation; that line must be kept for future programs, such as the Bassin à flot (wet docks) 10ha waterfront which will continue the quay walk and allow future residents of the boroughs of Bacalan and Chartrons, to benefit from an unrivalled site open to the general public where people will be free to act as they please.

Rue Kléber residents have largely contributed to the conversion of their street in a Southern city street without any privatisation measure; everybody, including the poor who cannot afford a backyard, will take their chair out to the sun as the ancestors did in the past.

Similarly, a long walk is about to open from place Dormoy down to the river giving easy access to neighbours of the Sacré-Coeur area, to quay users willing to reach the southern areas of the city.

Those examples illustrate the principle that maximising public space has an impact on social behaviours, city life understanding is increased, and comfort of inhabitants much improved.

A modern city is a continuous flow of people and at the same time it is a discontinuous series of activities. People move and use public transports to run from one use of the city to another, from school to sports grounds, from child care centres to workplaces, from the movie theatre to the park, days are fragmented into spaces of use and result in an exhausting race course.

To concentrate community equipment facilities

The objective is to regroup facilities and equipment that are convenient for everyday life, and make their access easier.

- It means that residents are close to natural environment: In Caudéran the soft mobility project between parks; a seamless way through squares and gardens from Saint-Michel to place André Meunier, including the rampart garden and the cedar garden below.
- Bühler park in Ginko to connect the Aubiers area to the new lake shore district.
- The Ars garden which will be laid out along Carle-Vernet street between Belcier and the new OIN district and the park designed by Pascal Cribier which will be planted along avenue Joliot Curie and the rail tracks to interconnect the Benauge developments, the Benauge barracks district and the new neighbourhoods on the Souys quay along the river.
- The over 40ha parc aux Angéliques park, to be the continuous link between the various boroughs on the right bank
- It also means to bring equipment facilities closer to the users, in other words regroups the facilities whenever possible

In Saint-Augustin, a global building is planned to host the community city hall, the community house, a senior activity centre, a library and a cafeteria, it is an illustrative example of that principle.

In Les Bassins à flot (wet docks), the school planned near Achard street will include a child care centre and a sports hall

In the city historic centre, in the Victor-Hugo neighbourhood, the sports hall is to be entirely remodelled to include a competition hall plus community sports rooms

Near the railway station, on rue d’Armagnac, a sole building will include, apartments with their allocated car parking spaces a child care centre, a library and a sports room; the Armagnac block was selected to host that outstanding operation because it is located at the junction between Belcier district and Carle Vernet street which city mapping was locating in opposite directions; those facilities will bring them together all the more as they will be near the Ferdinand Buisson and Carle Vernet schools.

- The half covered nordic swimming pool to be built on the Paludate quay, a few yards away from the MECA cultural centre
- The City Archives that are to be moved to a new building in the borough of Bastide and that will be run as a cultural centre and not only as a research tool, they will be located near the botanical garden and the Niel barracks community equipment facilities.
- Long term dependency care centres (EHPAD) will be built either in Grand Parc, near a medical centre, in an ageing neighbourhood, or in Caudéran in the middle of a park (parc Lussy) and, again, near a medical centre.
There is a long list of equipment facilities that are planned to be laid out before 2030 in the new boroughs and the existing ones, let us mention the new stadium and the Détrois child care centre in Cauderan, the five new schools that are planned on the right bank (two in Brazza, two in the Niel barracks, one in the Garonne Eiffel area), the Benaugé cultural centre to be operational in 2018, the multimedia library due to open in Caudéran, the urban skills and handicrafts centre to open in Bassins à flot.

Commons
Relationships between the city and its users, borough community life and revitalisation of public spaces should be reinforced in the layouts of new districts that are to be planned. In the borough of Bassins à flot (wet docks), it is clear that the “common good” is the port slab, that is the walk around the docks; in Ginko, it is Bordeaux lake, and Bühler park between Ginko and Aubiers, but what commons will the Brazza neighbours benefit from in 2030 when more than 10,000 newcomers settle there? They will enjoy the Garonne bank indeed but the borough goes fairly far inland… To bring some remedy to physical distance a series of five squares is planned half way between the quays and the disused rail track which used to serve Orleans railway station. Those squares will host equipment facilities, such as schools, child care units, a gymnasium, a market place and a multimedia library and they will be connected by planted lanes. It will be a green cityscape to be shared by the Brazza neighbours, while mini gardens and the Archive building forecourt will be the Niel barracks commons.

Common thinking
Living together involves a joint reflection on necessary equipment, on needs that have not yet be identified by the administration, or that were not top priority until now. The “Marché des Douves“ (Moat market) will be converted into “Maison des Associations” (Community Centre). It will be co-managed by the inhabitants according to specific rules that are being devised. The time is gone when the administration could dictate their guidelines to charities and it is right. Another example, of a different nature, is the Grand Parc village hall which should open in 2015: it will be the melting pot of all types of cultural uses, in the broad sense of the word, proposed by borough dwellers and community charities, by amateur groups and possibly true professionals. Let us mention also the Darwin Brigade project in the Niel barracks which succeeded in having an indoor skate park at street level above a planned underground car park, and the Pola project which will eventually settle in the borough, in buildings opposite the Darwin ones.

Be helpful
Living together infers that the administration reaches out to those who have a reduced mobility. The city has organised a digital bus service that will travel through the city, and propose computing training courses using the city Wi-Fi. A book home delivery service was set up by the Grand Parc multimedia library to break isolation of old aged people; the example will be followed by the other city libraries in Bordeaux; As from 2013 school lessons will gradually be organised locally during weekends and school holidays for children of the neighbourhood…

Living together also means communicating on social networks: in Bordeaux they are very efficient and it appears clearly that they will soon be the first information and communication network. Finally, living together means meeting for festivals, for neighbourhood picnics and parties, Vivres de l’art festival, the street music festival, the River night, Agora days and the Bordeaux Wine fair. We are aware that socialisation cannot be decided in advance, still less decided by higher authorities, but we can create the environment which will facilitate socialisation and tighten the links, such as sports halls, cultural sites, social centres and we can manage to distribute those equipment facilities over the whole territory of the city and keep a watchful eye on quality standards, and users ‘safety and
comfort. To that effect, regulations must be enforced, and their application requires commitment on the part of public services, and of the Unicité young volunteers on the quays, but it also requires some imaginative action, such as the **silent concerts on place Lafargue** where the audience gets an earphone free to listen to mute rock concerts. Control measures and applicable rules must be thought of at all levels, in all the boroughs, and neighbourhoods, on the quays and streets, considering young people and older ones. It is a relentless task, and a personal commitment, for everyone, as the phrase living together so indicates.
CHAPTER 7 - BUILDING THE CITY TOGETHER
To take part to the urban project

In 2002, a French law, loi Vaillant, stipulated that cities over 80,000 inhabitants should organise community councils, Bordeaux had been practicing that exercise since 1995 already and was quite used to it. To this day more than 2000 consultation meetings were held in the various boroughs of the city.

Agora: a leading role in the urban project
Agora was launched in 2004, it was a great public success, for the first time the general public could take an active part to the urban project.
From the Agora biennials, its debates, and its audience, we could draw three major lessons:
- one is that the city is made of human beings, administration by itself cannot build up a city: a long lasting project must rest on the four pillars of policy, urban planning, administration and population,
- another one is that urban planning is not as complex as experts pretend it is, its basic principles must be clear and understandable to the man on the street,
- the third lesson is that urban planning is endless. A final all-round project would be unacceptable to the locals who would feel that they were not taken into account; furthermore, such a project would not be implemented in its entirety, since as the years go by, it would be confronted to hazards, unexpected social developments or economic situation…
The challenge is to strike a balance between a long term humanistic policy and the necessary adjustments to changing circumstances added to contradicting citizens’ expectations. People’s time is different from policy makers’ time which, in turn, is different from urban planners’ time.
The Agora lessons concur to show that three different temporalities must be taken into account; in order to become familiar with those three different time schedules, city dwellers must be stakeholders to the undergoing projects, and partners to their city in the making, which is a long term process in itself.

The first Bastide consultation meetings
Based on that assumption, specific workshops were suggested to the inhabitants of the borough of Bastide by the mayor of Bordeaux in 2006, with a view to the urban regeneration of the area. On the 6th of July 2006, the first Bastide consultation meeting was held, it gave inhabitants and corporate managers the opportunity to identify the fundamentals of their borough, which have been kept by all the subsequent project studies, those fundamentals are:
- the wish to lay out a large planted park along the river, on the 40 ha of industrial waste land and former storage yards under the Port control,
- the wish to reduce traffic on Queyries quay and the firm denial of converting it into a diversion route from the Bacalan Bastide bridge being built (Chaban Delmas bridge),
- the wish to build mixed use housing in the free zone,
- the assent to the building of a new bridge but, no unanimous position on its outlet,
‘The Bastide consultation meetings’ opened a long cycle of consultations and exchanges on the potentialities of the Bastide sector and the expectations it brings about, those meetings are meant to be held all along the duration of the urban project , that is until the right bank remodelling is completed in 2030.

Cooperation on project designing
The Bastide consultation pattern has been followed by the other consultation workshops and meetings on urban projects.
The first key stage is to determine the fundamentals of the borough, in agreement with the locals, and identify the items to be preserved.

The second step is to investigate into the people’s expectations, and figure out crucial lines of thought. Fears and wishes on landscape, social practices, environment atmosphere, or remodelling of the neighbourhood, are written out in the minutes, a report is produced, approved by the participants and finally incorporated in the specification sheets to be given to architects, urban planners and landscape architects responsible for the project concerned.

Reports of the consultation meetings are regrouped in *booklets* to keep memory of the participants’ say.

To this date, nine main areas in Bordeaux are being concerned by those consultation meetings and reports: Bassins à flot (wet docks)/ Bacalan/ Chartrons, Grand Parc, Aubiers, Brazza, Niel, Bénauge, Caudéran, Saint-Augustin, Bordeaux [Re] Centres.

Besides the global consultation meetings, specific workshops were set up under the title of Agora lessons.

**Agora lesson 1: The Niel barracks in La Bastide**
- The Niel barracks (11ha) property was sold to Bordeaux conurbation (CUB) in 2006, to be pulled down,
  - in September 2008, Alain Juppé set up a workshop including urban planners, developers, and lessors to consider the protection of free spaces around the barracks and preserve the structure; developers and lessors gave their approval to the principle,
  - two months later, that same workshop was organised with the inhabitants of the borough and the very same suggestions were made, though in different terms.

The conurbation (CUB) played fair, they secured the buildings in 2009 and called for tenders to select an urban planner who would remodel that urban development zone (ZAC): the winner was Winy Maas,
- in 2011: On the basis of the workshop proposals, Winy Maas produced a master plan drawn on the historical thoroughfares in the area of the barracks plus the disused rail tracks.

**Agora lesson 2: the tales of Place Latule**
- There was no such place as square Latule, there was a dangerous road junction bordering two boroughs that were ignoring one another, Aubiers and Bassins à flot (wet docks). Greater Bordeaux conurbation (CUB) had the intention of launching a call for tender to remodel the square, but the administration was not able to determine a specification sheet.
  - In 2011, Alain Juppé convened all the urban planners who had an on-going project bordering the Latule square, i.e. OMZA (North Bordeaux), F.Leclerc (Aubiers/Gracovie), ANMA (BAF-wet docks), BLP (Ginko), AUC (Cracovie) to identify the fundamentals that would be acceptable to each one of them,
  - a few weeks later, a writing workshop was organised with the inhabitants of Aubier, Bassins à flot (wet docks)/Bacalan and Chartrons to imagine a character for the non-existing Latule square with features that urban planners had identified.

Those stories were related in the Agora Lesson 2 report (a card game and the Latule tales).

Many other workshops were held, following the same pattern, but adjusting the working methods to the specific circumstances.

**Navy Medical School (Santé Navale) workshop**

The plot occupied by the Navy medical school was put on sale by the city hall, urban planners, architects, joined later on by the inhabitants were unanimous to lay out a pedestrian lane across the plot to open access to square Dormoy and a wide thoroughfare to the river,(Dormoy, Marne, A. Meunier, Renaudel, Parc des Berges). In the same breath the authorities have decided to remodel Meunier square, lay out a partition between Sainte Croix abbey church forecourt and Renaudel square and convert rue Welles into a pedestrian street.
Grand Parc village hall
The Grand Parc village hall has been closed for more than twenty years. During that time, several conversion attempts failed, until the year 2012 when Alain Juppé suggested to organise a workshop with architects, urban planners, plus a scenographer and an historian. The findings of their work were that:

- the only reasonable use of the building is the original one, to be a village hall,
- the structure allows a multi-purpose hall to be envisaged,
- except for its roofing, the building is sound,
- A few weeks later the same workshop met again; a visit of the hall was organised. Grand Parc neighbours were invited, and so were some representatives of charities, including the homeless (SDF) collective association. Three subsequent meetings were held to devise a specification sheet for a call for tender launched during the autumn 2012 with the objective of a re-opening of the hall in 2015.

Other consultation workshops were held:
- the Rempart workshop: it concluded that a hundred homes could be created on a heritage block, that a public garden could be laid out and the Robert Lateulade professional recycling institute be more comfortably housed,
- the Kléber workshop: a garden street project was drawn up in cooperation with the street residents, to be implemented in 2013,
- the André Meunier workshop: participants, including the locals, met to determine the fundamentals to be respected when remodelling the square as a community square with playground, family gardens and a new “cabane”.
- the Mériadeck workshop: that workshop was set up in agreement with the UNESCO in order to identify Mériadeck heritage merits. As a result, Mériadeck was limited to its slab, the crux shaped buildings along the esplanade will be preserved and the esplanade itself remodelled,
- the Carton-Tassigny workshop in Caudéran: a specification sheet was elaborated prior to the selection of the urban planning team (O’ZONE) responsible for the remodelling of that 2ha plot,
- the Castéja workshop: In 2010, during springtime, the city of Bordeaux organised a workshop in cooperation with the state public authorities to consider the future of the police station on Castéja street, which had been in the past a technical school for deaf mute young girls. As a result of the workshop, the Castéja building itself was listed, it is planned that the state will sell the building in 2013 following a call for tender on a mixed use housing project including apartments and businesses,
- the Moat market workshop: There were three workshops planned by the city authorities to set up the specification sheet for an architecture competition, in cooperation with some fifty charities regrouped in a collective association. Works are due to start in 2013, and in 2014 the new Community centre in Saint-Michel should be operational,
- the 21st century echoppe workshop: Brazza housing projects will include individual houses, but their features have not been defined yet, inhabitants and experts are invited by the city authorities to think over the future 21st century echoppe type of housing.

There are many other types of cooperation to take an active part in the making of our city:
- the new organisation of community councils, they are constituted by two instances, a yearly general assembly meeting, open to everybody, and a restricted committee of 39 members and 39 deputy members working in three sub committees. One third of the members are active residents of the neighbourhood (charity members, school staff, church representatives, shopkeepers), one third are dwellers nominated by the deputy mayor and the last third are selected at random from the voting lists. Those counsellors meet every two months.
- The e-democracy system: online polls, collection of proposals made by locals in the scope of agenda 21, cyclab operation, “Fais ta ville” (build your own city) campaign which is
addressing young people, or “jeparticipe.bordeaux.fr” which provides information on ongoing consultation sessions and gives the possibility to participate to their work. The digital week which was initiated in 2011 is a digital urban laboratory focussed on innovative projects.

Other instances contribute to the joint venture of city making, such as “Ville Handicap” council, the youth council, the children's city council, the diversity council, whose specific objective is to promote “diversity within unity”. Through the COBADE (discrimination watch and equality action committee), Bordeaux was the first French city to sign in 2009 the general partnership convention with HALDE, the French Equal Opportunities and Anti-Discrimination Commission represented by the human right Defender. There is the CODES (economic and social development committee), the social development council, the ADSL (the social and local development workshop) that has been active since 2009, the social forum, which gives people the opportunity to be involved in such or such sector of Bordeaux social project, and Agenda 21 forum.

It is also the launching in 2011, the Precariousness collective association launched the “Bruits de la rue” (the sounds of the street) campaign, it is a pro-active meeting of volunteers and professionals of different backgrounds to fight mutual fears, fear of other social workers, or other volunteers, fear of the other and of one’s personal weaknesses. The sounds of the street campaign aims at experimenting social behaviours likely to remove such fears.

Shared gardens and shared cooking stands, the local exchange system (SEL) the assistance to DIY home regeneration and recycling training are all community services that contribute to social integration and dignity.

Finally, the November 2012 “Participiales” (participative days) great success confirmed the interest of Bordeaux people for their city.

Participative democracy and representative democracy

In Bordeaux, participative and representative democracy practices live in harmony. Elected representatives keep their privileges, but there are a number of instances where citizens can express their views and at the end of the day, political decisions translate the common will.

Again, adequate balance must be found between the traps of direct democracy, with its danger of being too anti-democratic, and the excess of consultations which may lead to a standstill.

The participation exercise is not a rugby match, with the inhabitants in solid pack on one side, playing the administration united pack on the other.

The city life is the image of everyday life in the city, it is made of contradictions, and conflicts, the city is made of human beings, and the basic principle of participative democracy is mutual understanding: individuals talk to one another, they understand other people’s case: shopkeepers and dwellers do not share necessarily the same vision of the city, motorists and pedestrians do not move about in the same time frames, some people are early birds others are night owls.

Acculturation requires open dialogue between individuals and mutual respect. Two examples of such a successful dialogue and participative exercise are the Paul Camelle street in La Bastide and Kléber street in the city centre. Paul Camelle street conversion into a garden street is a national model of that type of transformation, and in a different scope, but again as the result of the inhabitants’ common will, Kléber street will soon be a peaceful garden street, with flower beds and trees.

All those initiatives have contributed to Bordeaux sense of happiness. Not only should they be maintained and reinforced but new ones must be devised and implemented to keep our momentum going during the next two decades.