

E U R O P A N
FR



E17 - Living Cities 2

FLEURANCE

REINVESTING THE BASTIDE

Site brief

FOREWORD

BY EUROPAN FRANCE

The European sites in France may seem immense, out of proportion, out of bounds, whether they are listed among the “Petites villes de demain” or located in metropolitan areas.

They are. And this is why these sites are interesting for the candidates, because they require a reflection that is truly in line with contemporary issues, a reflection on the redefinition of our inhabited environments, whether dense or not. Indeed, these sites question the transformation of cities and architecture in the light of the civilizational transition. We find permanent stakes, the relation to water, to the living, to the productive human activities, societal, notions often destroyed during the last 2 centuries carried away by the industrial revolution.

How to think and conceive the architecture of the city, of inhabited places, of buildings, without a critical and prospective spirit, without considering repair, transformation, re-implantation, change? without re-imagining?

Designing a building, a public space, requires this critical spirit to take place in the manifestos and philosophical commitments that our time urgently calls for. All renaissance eras have done this, but today this is a matter of changing era. Among the sites defined by broad perimeters of reflection, candidates will have to make their way and conceptualize along the way.

It can be a stretched, elongated thought, one or more layers of conceptual parameters, or it can be a small mechanism that will gear up.

The scales of the sites are often contrasting: the spatial and architectural dimension of the response is of little importance, because at European, it has never been a question of planning or redesigning an entire city or neighborhood.

It is still and always a matter of triggering projects and imagination, regardless of the scale.

But in order for proposals to «hit the bull’s eye», itineraries and processes for making projects are essential. What will your proposal be?

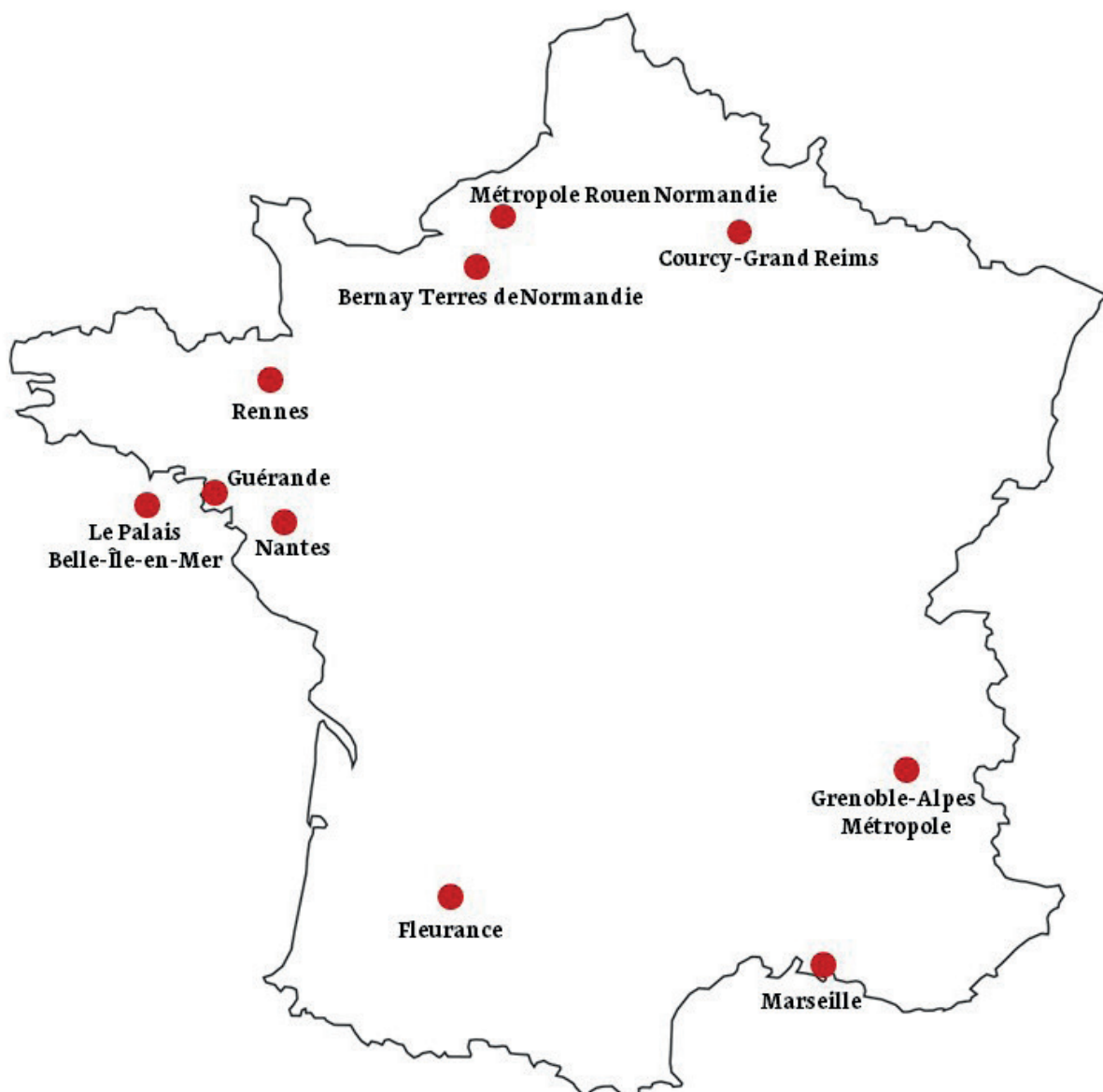
This prerequisite is valid for all sites in session 17. European, together with the local authorities, is always keen to broaden and open up the question, to reformulate beyond the concrete expectations that we know exist anyway, and which are often formulated.

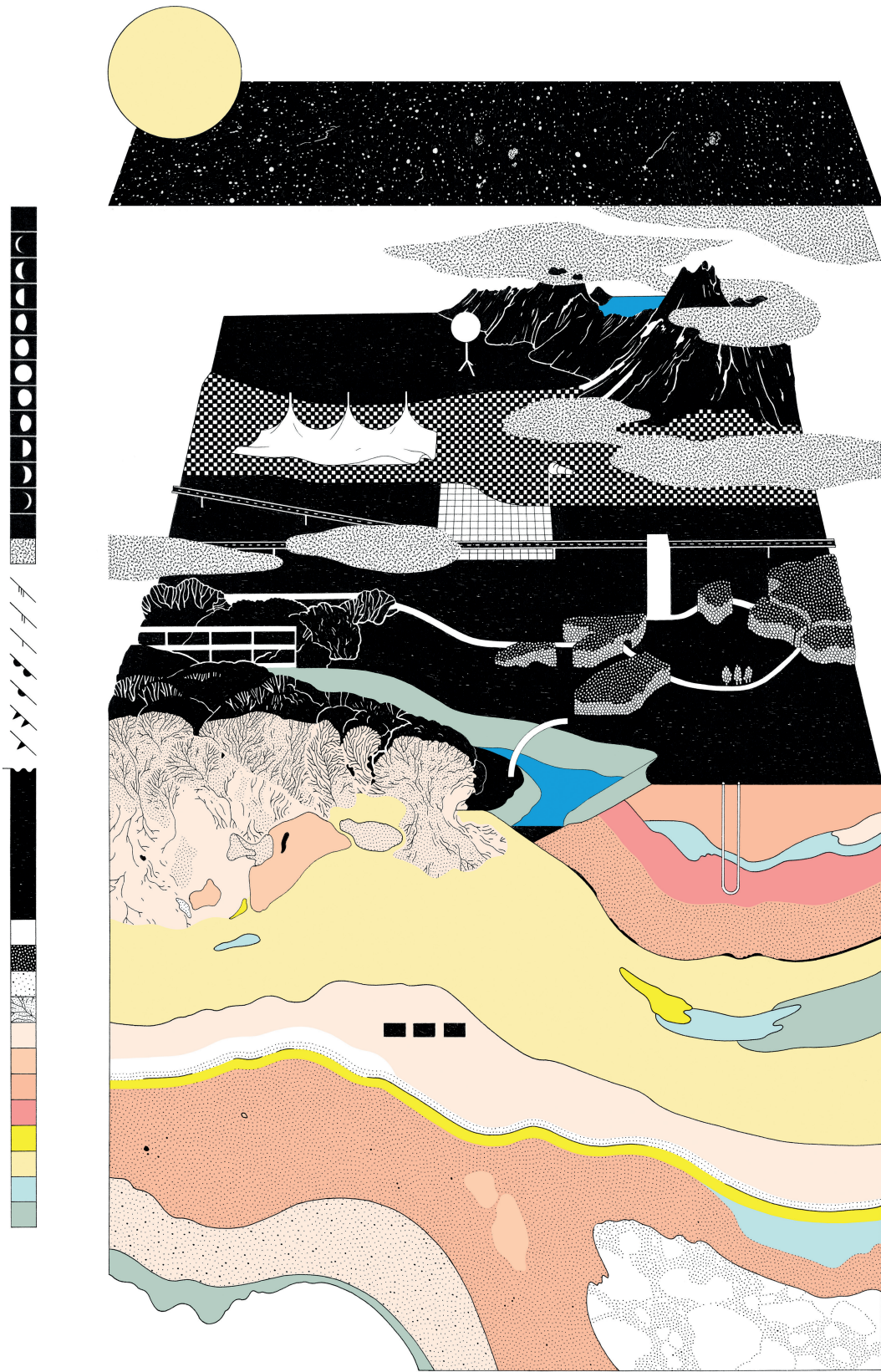
What is it that makes several municipalities and/or principals meet around a park? a river? the desire for a thought to be built jointly, beyond the limits, and this through the project, from natural spaces to public spaces, from the hut to the building.

In all the sites, there is a question of buildings, whether they are standing, anchored, floating, in ruins, in activity, inhabited, used, in the process of..., real and/or symbolic. It doesn't matter if they are dilapidated, ugly for some, if they are qualified as warts or jewels of the 20th century heritage, they are part of our culture, of our present, they are unknown treasures, they are made of matter and memory. In a time that we call for sobriety, they exist and therefore, they remain.

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

EUROPAN FRANCE





THEME E17 : LIVING CITIES 2

REIMAGINING ARCHITECTURES BY CARING FOR INHABITED MILIEUS

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

That is why the 17th session of European has set itself the goal of pursuing the same theme while taking these changes in the content and methods of design further. The aim is to explore the regenerative capacities of living milieus amidst new architectural, urban and landscape ecologies that attempt to overcome the opposition between nature and culture and anthropocentrism during times marked by natural disasters and a climate emergency.

How can we care for inhabited milieus?

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

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

This demands an awareness of the affiliations and interactions at work in the situations put forward for the competition. For European 17, the contexts demand a radical change towards a more immersive approach to the conception and production of space, an approach founded in care for living milieus.

A new paradigm is at work, prompting us to wonder how to reconcile things and beings at a time when the habitability of Planet Earth is in question.

Local and translocal strategies are to be associated both with issues of metabolism (new ways of managing flows of natural elements, materials and human beings with the aim of developing circular economy) and issues of fairness and solidarity (inclusivity of actors in processes) which were already partially operative in certain contexts in E16.

Reimagining architectures that are embodied in “visions” and “narratives” of the evolution of sites between present and future.

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

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

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

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

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

EUROPAN EUROPE

GENERAL INFORMATION

SITE REPRESENTATIVE : City of Fleurance

ACTOR(S) INVOLVED : City of Fleurance, Lomagne Gersoise (Communauté de communes), ANCT (National Agency for Territorial Cohesion)

TEAM REPRESENTATIVE : Architect

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

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

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

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

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

POST-COMPETITION INTERMEDIATE PROCEDURE:

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

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

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

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



PROJECT SITE :
GRAIN SILO (1)
FR-FLEURANCE-PS-AP1
Fleurance

RELEVANCE TO THE THEME

CHALLENGES OF THE SITE WITH REGARDS THE THEME

At a time when the carbon and energy consumption of human activity must be optimized so that the vital functions of the ecosystems that we inhabit and share are not further altered, opportunities for reusing, transforming and inter-connecting what already exists, must be highlighted, explored and exploited.

Sites where the land has already been sealed, building developments and other individual unused or abandoned structural elements, all constitute resources available to us that should contribute to establishing a new kind of intelligence with regards urban production.

The care that must be taken of the living world to ensure the continued habitability of the planet goes hand in hand with the changes that must be made in the ways that we make and use cities.

The project proposed by the Town of Fleurance for this 17th European competition replies to this ambition and the necessity for society to adapt by prioritizing reparation, rehabilitation and regeneration.

Between culture, nature, habitat and community and intergenerational life, how can we enhance and connect the different components of a developing urban metabolism by means of an inclusive redesign of the public space in Fleurance, initiated by the transformation and reappropriation of an industrial, agricultural and commercial brownfield site in the town's historic centre?

PROJECT SITE :
SHOP (3)
FR-FLEURANCE-PS-AP₃
Fleurance

PROJECT SITE :
WAREHOUSE (2)
FR-FLEURANCE-PS-AP₂
Fleurance



SPECIFIC EXPECTATIONS FROM THE TOWN AND ITS PARTNERS

In the context of the climate crisis, new uses need to be invented, right in the town centre and at immediate proximity to protected natural features, that will contribute – ecologically, socially and culturally – to the creation of new urban synergies.

How can transforming the constructions that constitute the brownfield site enable the development of new inclusive uses, to achieve balance and synergy across the area?

How can the regeneration of the brownfield site make it possible to establish new interactions on the project site, in relation to redesigned public space; in connection with new common spaces for human and natural environments.

The project of reappropriating the site of the former agricultural co-op ‘Gersycoop’, is an opportunity for Fleurance to design and experiment with new architectural developments that respect the environment and regenerate the area.

To this end, Fleurance expects ideas from the candidates that look to the future, with proposals based on active research on the site and the area (history, local life, customs, uses, needs, etc.), in order to establish an overview at different scales of consideration of the major issues and themes concerning the regeneration of the site and the town.

The Town of Fleurance also expects an urban and landscaping vision for the overall site for consideration, as it wants to develop new synergies between the different centres of activity in the area. Work to redefine public spaces in order to integrate new modes of transport could also be presented.

This work would feed into the narrative between inhabited town, rural land and nearby natural spaces.



PROJECT SITE VIEW FROM
DR LAPEYRE ROAD
FR-FLEURANCE-SS-P1

POSSIBLE PROGRAMMATIC ORIENTATIONS

Between culture, leisure and habitat, in relation to the natural particularities of the environment and the historic, agricultural and industrial characteristics of the project site, and more broadly of the area, the Town of Fleurance wants above all for the brownfield site and its proposed uses to contribute to the revitalization and enhancement of the town centre.

The overall idea is to designate the town centre as the priority for future projects, with the creation of major cultural, community and cooperative facilities and the installation of houses and apartments, social or mixed-use housing, including inclusive living programmes.

Taking into account existing, nearby and future driving forces, projects developed on the brownfield site need to consider and emphasise new ways of meeting and of living.

Uses proposed by candidates will complement those already activated or underway in Fleurance: www.villefleurance.fr.

Beyond the question of programme, the main subject of the competition is to develop architectural, urban and landscaping projects that propose new ways of using a building complex that was originally designed exclusively for industrial and commercial use, and which will enable, in a way that structures and revitalizes the area, the reactivation of a part of the town that is currently largely impermeable and composed of monofunctional residual spaces.

PROJECT SITE :
GRAIN SILO (1)
FR-FLEURANCE-PS-P1



REFLECTION & PROJECT SITE
FR-FLEURANCE-SS-AP4
Fleurance



PROJECT SITE FROM
ALLEES ARISTIDE BRIAND
FR-FLEURANCE-PS-P2



A word from the Mayor

Participating in the European competition is a means of bringing an additional dimension to the town council's central project, that of redeveloping the brownfield sites of the former cooperative in the town centre, and thereby to a whole neighbourhood in Fleurance.

Our bastide has always had an industrial and industrious tradition. The creation more than 100 years ago of an agricultural cooperative and its development gave rise to a collection of heterogenous buildings that replied to the various needs of the company, each with specific characteristics and corresponding materials.

The growth of the cooperative about 20 years ago meant relocating its administrative and commercial buildings, as well as its production facilities, thereby abandoning the original site. Thus, over time, the three plots in question fell into a state of neglect, creating a huge (at the scale of Fleurance) urban wasteland.

At the same time, Fleurance, the fourth town in the Gers, is exceptionally economically prosperous, with an equally lively community life. For a population of nearly 6000, we have 70 voluntary organizations and more than 600 companies active in the municipality. All of which generates daily needs in terms of rooms, resources, etc. The council is not currently able to meet these requirements because facilities are lacking or obsolete. Moreover, the council wants to preserve the vitality of the town, to look to the future in creating the facilities required to attract new populations, new models of our contemporary society that has been so undermined during the covid era.

The goal is clear. By redeveloping the old cooperative, we want to develop a new Fleurance, with:

- a community centre, providing the town's various populations with a place to meet and exchange;
- a cultural centre to consolidate the community's work in this area and promote creation, without forgetting the transmission of memories of the town's history;
- a housing complex, which should facilitate housing for young people, encourage artistic creation, and serve as a transition for older generations between their home and specialized structures.

The task is great, the challenge fascinating and the design invigorating.

Ronny GUARDIA-MAZZOLENI

Mayor of Fleurance

CITY HALL
COVERED MARKET HALL
FR-FLEURANCE-SS-P2
PMRMaeyaert

REFLECTION SITE :
COVERED MARKET HALL
CHURCH
FR-FLEURANCE-SS-AP3
Fleurance



CONTEXT

FLORENCIA FLORUIT, FLORET SEMPERQUE FLOREBIT

Fleurance is a market town in the Gers department of south-west France, more precisely in the Lomagne Gersoise area, known as the 'French Tuscany'.

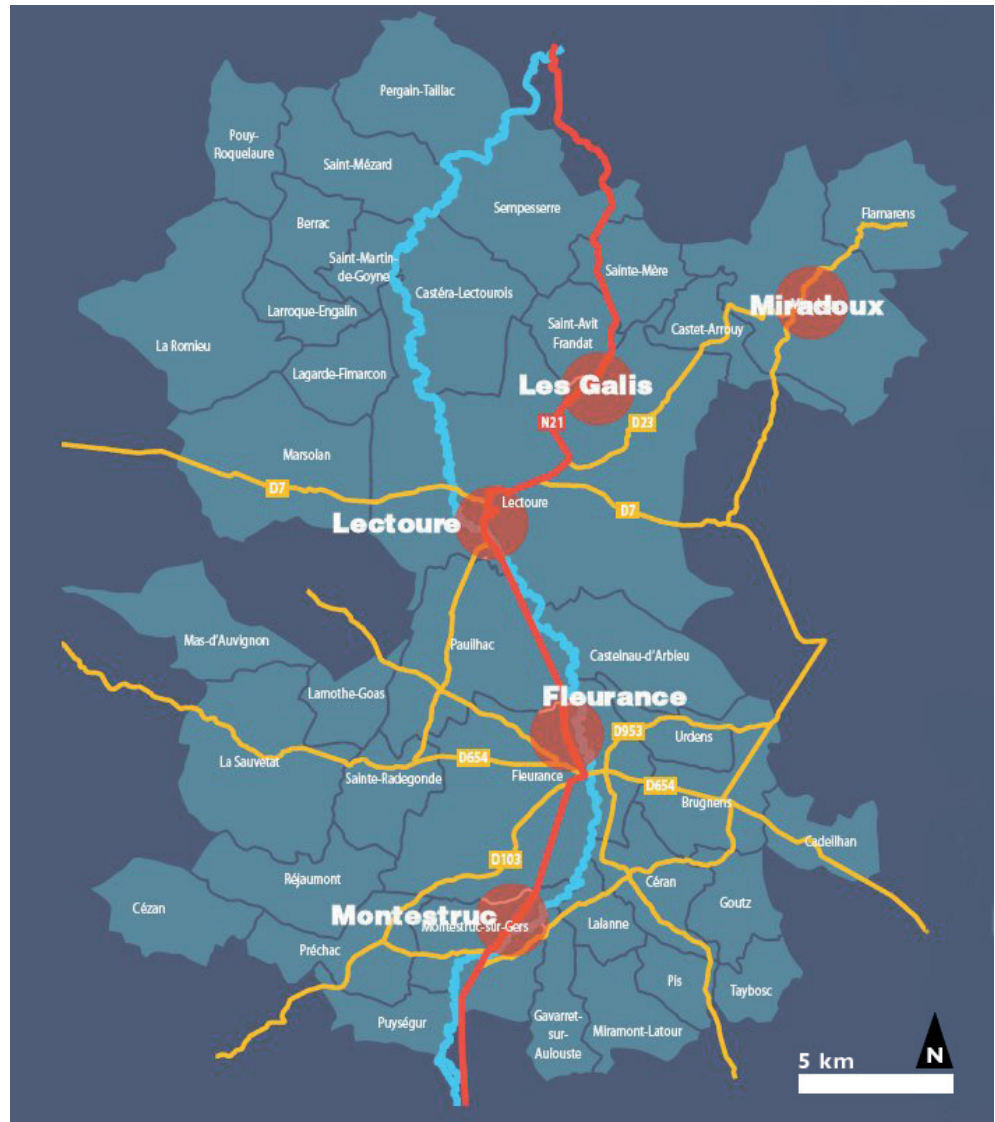
In the 13th century, in homage to the prestigious Florence, Eustache de Beaumarchais, builder of bastides for the King of France, founded Fleurance.

Built on the hill of Montaglon (mont aux glands, 'hill of acorns') according to the classic orthogonal plan of a Gers bastide centred around a covered market hall, Fleurance has over the years spread along the main transport routes (main road and railway track) that structure the landscape from north to south, between Agen and Auch.

The suburbs that developed beyond the old city walls of the bastide are now primarily residential, becoming less dense on the edge of the town and making way for industry and commercial centres.

Today Fleurance has become one of the most active towns in the department, offering all the services and facilities required to function. Occupying 4332 hectares and numbering 5924 inhabitants in 2021, it is the fourth largest town in the Gers in terms of population.

Crossed by the river Gers and drained by a large network of waterways, the landscape on the Fleurance plain is formed by agriculture, and more specifically by the cultivation of grain, oilseeds and livestock, including duck.



LOMAGNE GERSOISE

The town of Fleurance is part of the Communauté de Communes (federation of municipalities) de la Lomagne Gersoise.

Numbering almost 20,000 inhabitants over 684 km², the Lomagne Gersoise comprises 43 communes in the Gers, distributed across five cantons (Fleurance, Lectoure, Miradoux, Condom and Saint-Clar), who chose to unite in order to establish a common development policy founded on solidarity.

The Communauté de Communes, headquartered in Fleurance, conducts initiatives and surveys of communal interest in the following areas: urban planning, economic development, development of tourism, housing and living environment policy, roads, environment and cultural, sports and educational facilities.

Fleurance and Lectoure, which are the two main centres of activity and attraction in the Communauté de Communes, have recently committed to the Petites Villes de Demain ('tomorrow's small towns') governmental programme.

"PETITE VILLE DE DEMAIN"

This programme allows the elected authorities of municipalities of fewer than 20,000 inhabitants that act as local centres and are showing signs of fragility, the means to implement local development to reinforce their status as vibrant towns committed to respecting the environment.

This constitutes a set of tools to serve these regions as part of a stimulation package and to manage major economic, ecological, digital and demographic transitions. The Petites Villes de Demain programme aims to enable small towns to ramp up their transformation in order to meet current and future challenges by providing a tailor-made service to mobilise as required.

With a significant density of population and located at a distance from the urban centres of Auch and Agen, Lectoure and Fleurance organize their respective catchment areas but the peripheries of their territory are beginning to attract much of the residential development linked to the influx of a working-age population.

The consequences for Fleurance, which remains an important predominantly industrial area, are an increase in commuter traffic (and consequent use of private transport), and **an ageing and increasingly impoverished population in the town centre.**

The strategy of working households seeking to build in the peripheral villages, more attractive in terms of taxation and the cost of land, accentuates these problems.

**ALLEES ARISTIDE BRIAND
PROJECT SITE**
FR-FLEURANCE-PS-P4



**REFLECTION SITE &
COUNTRYSIDE FROM THE TOP
OF GAIN SILO (1)**
FR-FLEURANCE-SS-P4



**PROJECT SITE FROM
ALLEES ARISTIDE BRIAND**
FR-FLEURANCE-PS-P3



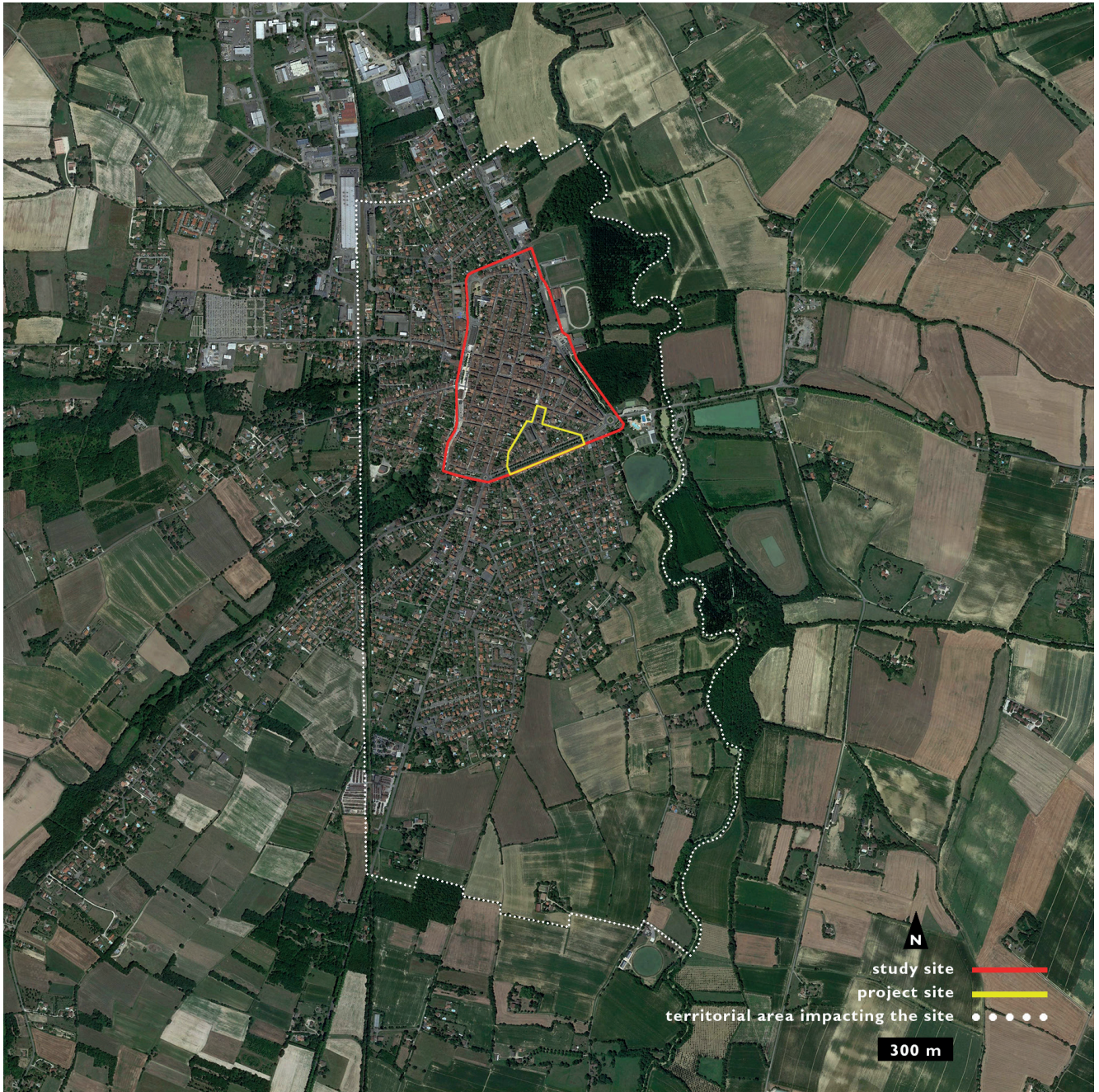
Rebalancing the population and bringing the working-age population back into the centre of the bastide is a concern for Fleurance, which, despite high levels of vacancy (+4% in 10 years, i.e. +173 vacant housing units in the town), constitutes **a major centre of services within the department**, in terms of administration, healthcare, education, culture and sports facilities.

With regards retail activity, a vector of vitality for Fleurance, there are increasing relocations and growing numbers of retail outlets established on the edge of the town. Consideration should be given to the location of local shops in order to reinforce the attraction of the town centre, complementing the open-air markets that are of wide-spread appeal, and taking into account the evolution of consumer habits and expectations in terms of short food supply chains and organic produce.

Overall, Fleurance wants to focus its appeal on services for the population, in the broadest sense, and to redress the balance of local development by prioritizing the revitalization of its town centre.

The Petites Villes de Demain programme therefore supports Fleurance in its ambition to establish an overall plan for urban development, combining experimentation with precise adaptation according to need, based around the following main orientations:

- **Stimulating local economy and working towards a diversity of activities ;**
- **Adapting, diversifying and supplementing housing stock ;**
- **Envisaging renaturalization as a benefit for the appeal and resilience of the area ;**
- **Facilitating access to services by developing green transport and appropriate public spaces ;**
- **Developing ambitious and unifying projects to revitalize the town centre.**



TERRITOTIAL AREA,
REFLECTION SITE
& PROJECT SITE
FR-FLEURANCE-SS-M1

REFLECTION SITE

The site for consideration proposed to candidates corresponds to the first ring of roads encircling the bastide. This site, limited to the historic centre of Fleurance, is included in the Opération de Revitalisation du Territoire (a project to revitalize the area) zone defined by the town of Fleurance and the Communauté de Communes de la Lomagne Gersoise for the Petites Villes de Demain programme.

An extended area (indicated by the white dotted line on the map of site and attendant areas) has also been defined to include, from north to south, between the meanders of the Gers and the straight line of the railway, a sample of elements that constitute and impact the project site. Between nature and infrastructure, these elements serve as a basis for candidates in terms of imagery and narrative in the development of their projects.

The strategic orientations, as well as the initiatives proposed by the Town and the Communauté de Communes in the site for consideration, including the peripheral boulevards, avenues, roads and lanes corresponding to the old town walls, should also be taken into consideration within an overall reflection on transport and the more general question of land, its status, its use and its distribution.

These projects have the ambition of combining the history of the area and its future within a dynamic of ecological transition, to benefit the area and its different environments.

TRANSPORT / GETTING AROUND

The Town of Fleurance and the Communauté de Communes de la Lomagne Gersoise would like to implement a sensitive and functional redevelopment of the town's public spaces.

Following recent studies, and with a mind to ensuring the continuity between planned and existing interventions, it is proposed that a guide plan (master plan) be drawn up in order to define an overall development strategy for required facilities and their functions, indicating precisely the sites to be developed. The aim is to ensure the relationship between the new developments and the existing fabric, and to define the town's development guidelines while putting in place appropriate strategies.



**REFLECTION SITE
COVERED HALL MARKET,
CHURCH, ACTIVITY BASE,
SITE PROJECT**
FR-FLEURANCE-SS-AP1
Fleurance



THE BIODIVERSITY ROADWAY
FR-FLEURANCE-SS-P5

For our site of consideration, particular attention may be given to the following subjects:

- A survey of ongoing projects according to their stage of development;
- Identification of 'urban nodes' and other spaces, especially residual, to be considered;
- Update of the traffic plan to integrate a hierarchy of routes, the location of parking places and the points of view of different users;
- Treatment of public spaces and integration of green transport.

See following action sheets in annexe to site documentation:

FA 1.1.2 : Redevelopment of the outskirts of the town and green transport

FA 1.1.5 : Creation of a cooling island

FA 1.1.6 : Redevelopment of the esplanade of the cultural-sports complex

FA 1.1.8 : Development of the banks of the Gers

FA 1.2.1 : Foresight study of the Agen-Auch carbon-free line / Eco train

WAY OF LIFE / LOCAL CHARACTERISTICS

While the question of transport, in relation to the reorganization of public spaces, is often considered as a key consideration in enhancing a town centre, its revitalization must also embrace the development of ambitious, defining projects for the area.

Fleurance wants to initiate a global scheme that will provide residents with a complete range of local facilities, notably with regards services, leisure and culture.

The town has decided to build its appeal on services for the population, in the largest sense: public services, but also economic appeal thanks to numerous job opportunities, mainly industrial within the industrial parks. It therefore seems necessary to rebalance the town's development by giving priority to the historic centre.

The redevelopment and reuse of the Gersycoop brownfield in the centre of the bastide, the site designated for the European 17 competition, as well as the renovation of the old Pasteur School, are among these defining, stabilizing projects.

Although the final programme for these projects has not yet been specified, the renovation of these important sites in Fleurance will make it possible to accommodate dynamic activities in the very centre of the town, fostering contact between different generations, organisations, residents and tourists, a diversity of uses and improved local offer in terms of housing, facilities and services.

See following action sheets in annexe to site documentation:

FA 2.2 : Gersycoop brownfield (project site / see next section)

FA 2.3 : Renovation of old school into hotel-restaurant



REFLECTION AND PROJECT SITES

FR-FLEURANCE-SS-AP2
Camille Beau

ACTIVITY BASE / POUND
FR-FLEURANCE-SS-P6



HABITAT / HOUSING

Some of the requirements in housing strategy identified by a preliminary study will be implemented through initiatives to improve housing stock. Taking into account the Petites Villes de Demain programme, transversality will be sought in initiatives and with partners:

- Combat unfit, insanitary and very run-down housing;
- **Energy improvements in housing;**
- **Adapted to loss of autonomy;**
- **Combat against vacancy;**
- Improvement of buildings visible from the public space in central areas, as part of an overall strategy for regeneration.

In the context of emerging from a health crisis and facing an energy crisis, issues of domestic comfort have never been so prevalent.

Developments in the centre must in any case give priority to the creation of intermediary controlled-cost housing, for rental or purchase, taking into account high levels of poverty in the population. The property development must therefore lead to a diversification of the housing stock, with the arrival of 'intermediary' households or young professionals.

See following action sheets in annexe to site documentation:

FA 3.3 : Definition social policy Housing

FA 3.4 : Rental permit

FA 3.5 : Apartment buildings

FA 3.6 : Creation of an Advisory Network

LOCAL DEVELOPMENT / SHOPS AND SERVICES

Analysis of the surrounding areas is underway to establish where there are gaps in commercial provision, but also what possibilities are offered by the town centre in order to optimize the Petites Villes de Demain project.

A SHOP'IN / IMPACT CRISE survey aims to provide a representative view of the health of retail activity in the town centre and measure its stability, as well as to repair rapidly the sectors that are fragile or failing in order to implement public initiatives to enable the town to prioritize its recovery policy and investments efficiently.

See following action sheets in annexe to site documentation:

FA 4.2 : Combat commercial vacancy

FA 4.3 : Health centre extension

FA 4.4 : Renovation of schools

FA 4.5 : Developing parenting skills

FA 4.6 : Youth and family amenities - Sport



PROJECT SITE
FR-FLEURANCE-PS-M1

PROJECT SITE

SITE DESCRIPTION

The site is located within the bastide, the historic heart of Fleurance, on the boundary of the old southern town wall, today occupied by Allées Aristide Briand, which run along either side of the RN21, the region's main thoroughfare, linking Agen and Auch.

The fragmented nature of the project site, largely off-set from the historic grid of the bastide, should be interwoven with the residential area of the town to the south, and by extension with the agricultural land and natural landscape on either side of the river Gers.

The site could be seen as an interlude, a threshold, an intersection or perhaps a graft waiting for the necessary treatment to 'take' and fulfil its role in terms of revitalizing a developing urban metabolism.

The densely built site is mainly composed of housing around three plots comprising industrial, agricultural and commercial brownfield, once used and managed by the Gersycoop grain cooperative.

This brownfield, which now belongs to the Town of Fleurance, is the main subject of the European competition, but also the starting point for a broader reflection on town and landscape:

- How can the buildings on the brownfield be renovated, reorganized and transformed in order to enable the people of Fleurance to use them again?
- How can the public space around and between these buildings be redesigned to contribute to the revitalization and reappropriation of the site?
- How can the new architectural and urban projects manage issues of unsealing and renaturalizing the site?
- With regards landscaping and new modes of transport, how will this reinvented site connect with the principal existing or planned components of the town?



PROJECT SITE
INTERIOR VIEWS
GRAIN SILO (1)
FR-FLEURANCE-PS-P5/6/7



In short, how can the transformation and reappropriation of the industrial, agricultural and commercial brownfield project site in the historic centre constitute the basis for enhancing and inter-connecting the various components of a developing urban metabolism (culture, nature, housing, community and inter-generational life) ?

In total, 6738m² of land over the three developed plots that make up the brownfield site are for consideration by candidates for the development of an overall architectural, urban and landscaping project:

- Plot 714, with a surface area of 1810m² on which a former **grain silo** is located (1);
- Plots 723 and 1312, with a combined surface area of 3091m², on which a **warehouse** for old silos / storage tanks is located (2);
- Plots 520 and 1070, with a combined surface area of 1837m², on which a former office building, a **shop** and its storage areas are located (3).

These plots located in the historic area are registered in section BW of the Land Registry.

They are available immediately and the feasibility of projects proposed must be highlighted.

GRAIN SILO (1)

Legacy of the brownfield site and a notable architectural feature of the historic centre of Fleurance, the silo 'tower' is over 30m tall and provides a potentially very interesting variety of spaces and volumes, from an almost chapterhouse-like room on the ground floor, to the 'house' in the attic accessible by a majestic spiral staircase.

From the top of the tower, the 360° views over Fleurance and the surrounding landscape are astonishing and allow one to gain an understanding of the components of the area, its construction and evolutions. The question arises as to how this industrial and mono-functional structure could be re-used.

On the same plot, in conjunction with the silo tower, a storage and processing building comprises a number of floors that could be adapted according to uses proposed. The grid and concrete post-and-beam structure of this building facilitate the possible adaptation of spaces and volumes that are currently restricted by ceiling height.

There are many ways in which the buildings and the plot could be opened up to the public space; this ensemble should be considered as the starting point for a new, unifying urban attraction for the area.



PROJECT SITE
INTERIOR VIEW
WAREHOUSE (2)
FR-FLEURANCE-PS-P8/9/10



WAREHOUSE (2)

On the other side of Rue des Amours, a potential access point for the site and the bastide from Allées Aristide Briand, a storage warehouse occupies an area of about 1500m². The architecture of this building clearly illustrates the way grain was transported and stored.

The volume still echoes with the sounds of bridge cranes and chains, of grain being discharged and the footsteps of workers on the 8m-high walkway.

Under the metal trusses, two bays clearly visible in the roof each contain two rows of concrete/brick tanks or metal silos, the reappropriation or reuse of which could be considered by candidates.

Opening the building up to the public space is also an important factor for the town. The reuse of the potential volume of the warehouse, making it available to the inhabitants of Fleurance, as well as its possible links with other constructions on the brownfield site are open to consideration.

SHOP (3)

In a block with three street-front facades, this varied collection consists of a building comprising a former retail space (a Gamm Vert garden centre) on the ground floor, with disused offices above (belonging to the Gersycoop cooperative), and a storage depot.

Other than the office building, which retains some of its fittings, the overall poor condition of the buildings and the presence of asbestos on this plot call into question its redevelopment.

Located at the intersection between the brownfield site and the centre of the bastide, these buildings offer significant living or useable space in the development of an overall ambitious project for Fleurance, taking into account the town's desire to provide new ways of living to a broad public.



PROJECT SITE
INTERIOR VIEWS
SHOP (3)
FR-FLEURANCE-PS-P11/12/13



USES

As expressed by the Mayor of Fleurance, “By redeveloping the old cooperative, we want to develop a new Fleurance.”

The question of uses is to be studied in line with what is already available nearby, but the town seeks to develop:

- a place for meeting and discussion, where inhabitants and community organisations can present initiatives, organize events and generally express themselves;
- a cultural space, related to the area, its fundamentals, history and development, enabling creativity and artistic expression;
- an inter-generational living space, between habitat, heritage, innovation and outlook, encouraging the empowerment of all, in a spirit of sharing the common good.

An important challenge is to propose a project of regional appeal, that will reinforce the attraction of the town centre, the bastide, without drawing life away from the historic centre of Fleurance.

The diversity of the buildings and their typology enriches the subject, despite constituting an important initial constraint.

Only an ambitious and innovative project will carry off the necessary metamorphosis of the brownfield and the (re)inclusion of this historic site in an overall contemporary and urban dynamic.

While the scale of the constructions in relation to that of the surrounding residential fabric, as well as their original uses, give rise to reflection on the scale of the whole area, the brownfield site at the heart of the bastide firstly questions the ability of the town to regenerate and the capacity of a project to reconnect links between the built fabric and the inhabitants, in anticipation of new uses.

Factors related to climate crisis need to be taken into account. The need to enable the development of biodiversity within the urban environment is a vital issue. The renewal of the site must go hand in hand with its renaturalization, taking into account the living world in its entirety.

At this time of the ZAN (Zéro Artificialisation Nette) policy aiming to limit levels of artificial surfaces in urban development, the opportunity to experiment with the production of a fragment of town that is hybrid and inclusive, where life (re)discovers its place among a multitude of uses is of great importance. Links need to be (re)built between inhabitants, between the town, its region and its historic centre, but also between the different environments, both human and natural.

LIST OF DOCUMENTS FOR DOWNLOAD

TERRITORY

Map / Lomagne Gersoise
FR-FLEURANCE-C-M1

Plan / DXF + DWG / roads, plots, buildings
FR-FLEURANCE-C-M2

Action sheets «Petites Villes de Demain»
FR-FLEURANCE-C-T

REFLECTION SITE

Map / Reflection and project sites
FR-FLEURANCE-SS-M1

Reflection site / areal view
FR-FLEURANCE-SS-AP1_4

Reflection site / photography
FR-FLEURANCE-SS-P1_X

PROJECT SITE

Map / Project site
FR-FLEURANCE-PS-M1

Plan / PDF / grain silo + warehouse + shop
FR-FLEURANCE-PS-M4

Project site / areal view
FR-FLEURANCE-PS-AP1_3

Project site / photography
FR-FLEURANCE-PS-P1_X

CONTENTS

FOREWORD	p. 2
E17 THEME : LIVING CITIES 2	p. 5
RELEVANCE TO THE THEME	p. 9
Challenges of the site with regards the theme	
Specific expectations from the town and its partners	
Possible programmatic orientations	
CONTEXT	p. 17
Florença floruit, floret semperque florebit	
Lomagne Gersoise	
Petites Villes de Demain	
REFLECTION SITE	p. 23
Transport / Getting around	
Way of life / Local characteristics	
Habitat / Housing	
Local development / Shops and services	
PROJECT SITE	p. 29
Site Description	
Grain silo (1)	
Warehouse (2)	
Shop (3)	
Uses	

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