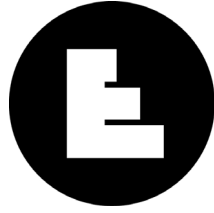


E U R O P A N
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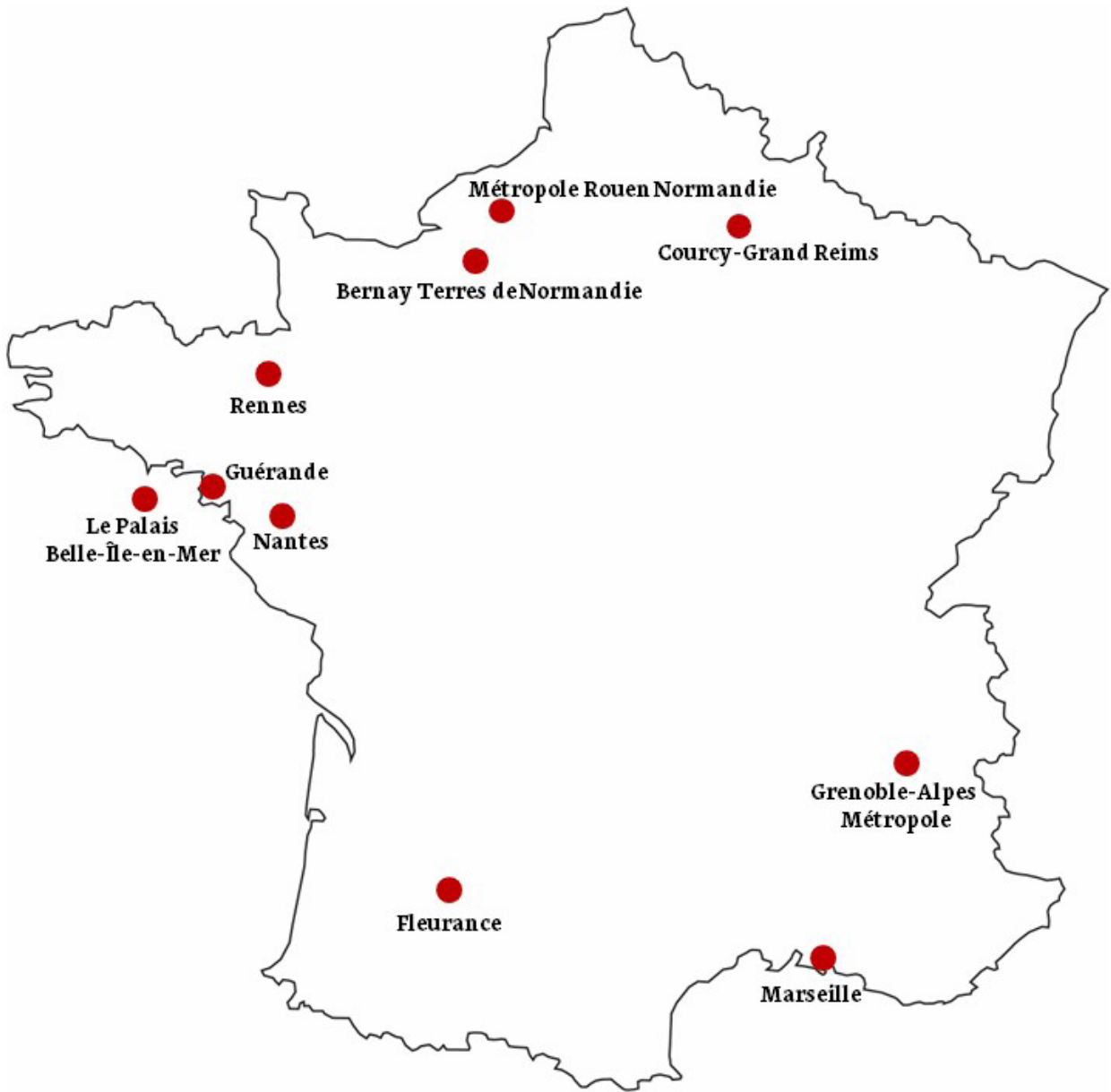


E17 — Living cities 2

GUÉRANDE

LOOKING FOR A TRANSVERSAL DYNAMIC

Site Brief



SITES, IDEAS, AND MORE!

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?

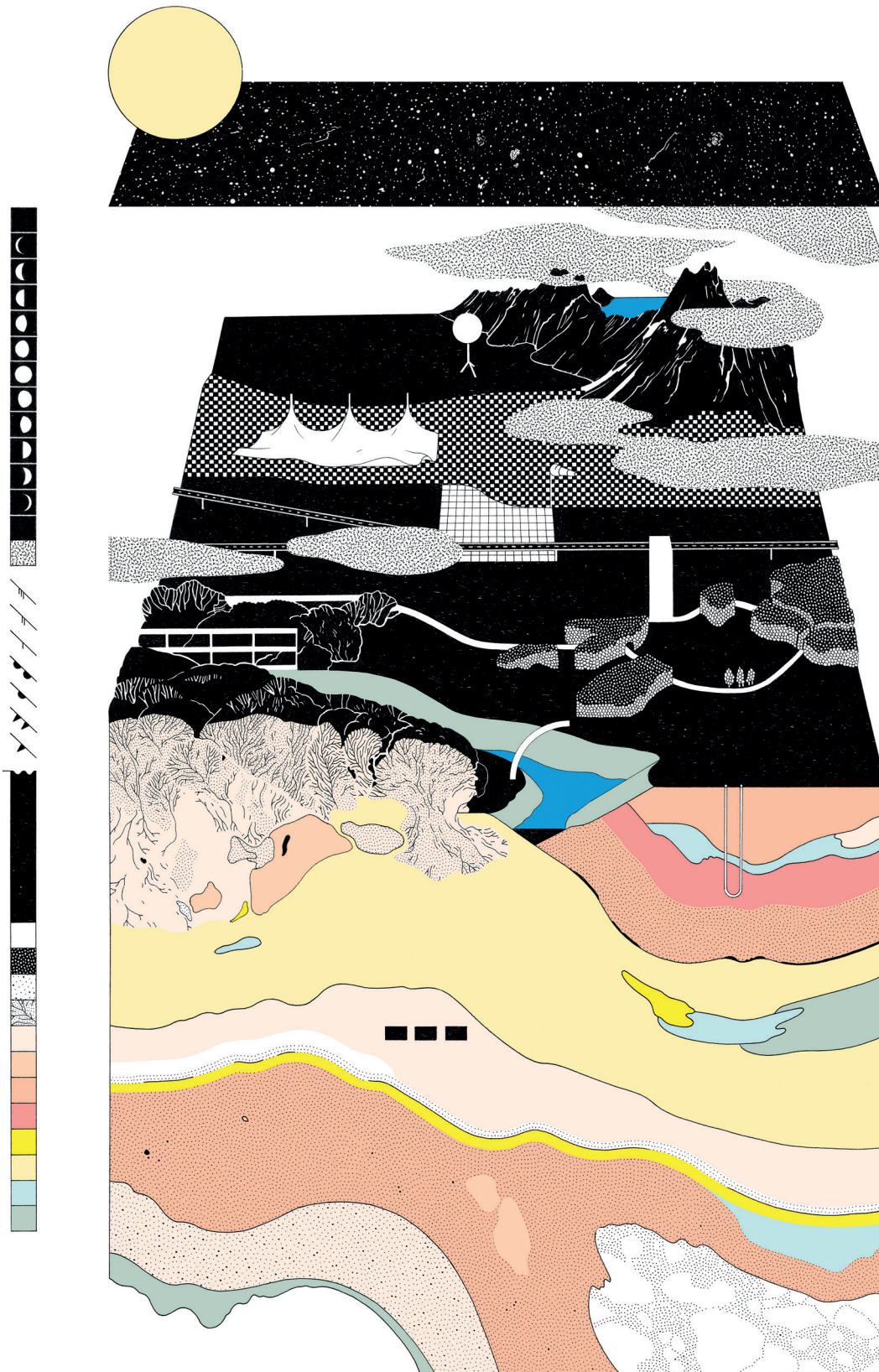
This prerequisite is valid for all sites in session 17. European, together with the local authorities, is always keen to broaden and open up the question, to reformulate beyond the concrete expectations that we know exist anyway, and which are often formulated.

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 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.

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 INFORMATIONS

SITE REPRESENTATIVE(S): Ville de Guérande
STAKEHOLDER(S): Ville de Guérande

REPRESENTING THE TEAM: Architect, urban planner, landscape designer

SKILLS REQUIRED WITH REGARDS THE CHALLENGES AND CHARACTERISTICS OF THE SITE: Architecture, urban planning, landscape design

COMMUNICATIONS: evaluation of projects after the competition

JURY – 1ST ASSESSMENT: with the participation of site representatives

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

Premiums: premiums are awarded by the jury independently of the sites winner (12,000 €) / runner-up (6,000 €) / special mentions (no premium)

INTERMEDIARY PROCEDURE FOLLOWING THE COMPETITION:

- Meeting between towns & teams organized in Paris in early 2024 by European France administration
- On-site meeting between towns & teams organized by local authorities and their partners from January 2024
- European France assistance and advice for local authorities and their partners for the implementation of competition follow-up

CONTRACT AWARDED TO THE SELECTED TEAM(S) FOR REALISATION:

Conception and realisation for one or more site(s).
Assistance in the realisation of any temporary installations.



AERIAL VIEW

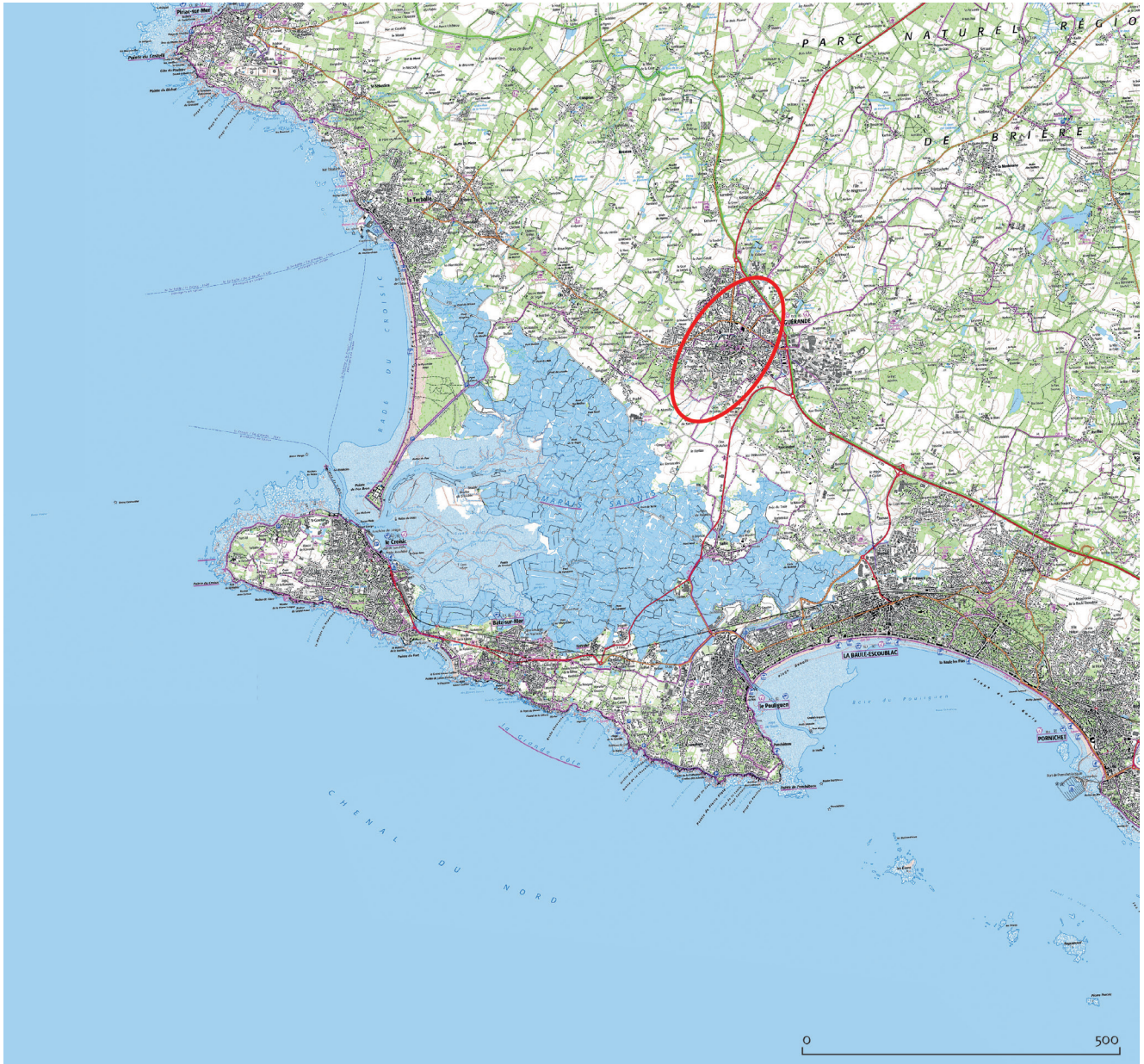
RELEVANCE TO THE THEME

CHALLENGES OF THE SITE WITH REGARDS THE THEME

Guérande sits in a landscape that is simultaneously coastal, rural, peri-urban and characterized by a marked inter-dependence between Man and nature. The space occupied by agricultural, natural, woodland and wetland areas represents 81% of the municipal land. The town centre is situated 5 km inland from the coast. It sits at the top of a hill that dominates a landscape almost entirely surrounded by fresh and salt water, known as the Presqu'île Guérandaise.

This unusual landscape comprises a large plain of bocage to the north-west, which stretches to the edge of the marshes of the Brière Regional Natural Park. To the south-west, slopes dotted with large areas of woodland frame the salt marches out to the coast. The landscape is characterized, more than most, by its relationship with water. Between estuaries, marches and the ocean, the landscape is made up of a network of waterways, on whose identity and attributes many economic and tourist activities are directly dependent. This particularity is also the reason for many of the challenges and vulnerabilities faced by the region: risk of flooding, availability of water, coastal erosion, global warming, in association with the area's ability to adapt to its tendency to dry out because of the presence of numerous marshes.

Due to its unique character, its undeniably attractive landscape and its history, the area and its heritage receive large numbers of tourists and is a popular residential area, thereby creating points of vigilance for maintaining the fragile equilibrium between the different eco-systems present. The ecology of the area, acknowledged by national and European classification, is under pressure from urbanization, requiring consideration of how to protect biodiversity while also allowing for the town's needs to develop and to meet new demands.



SPECIFIC EXPECTATIONS FROM THE TOWN AND ITS PARTNERS

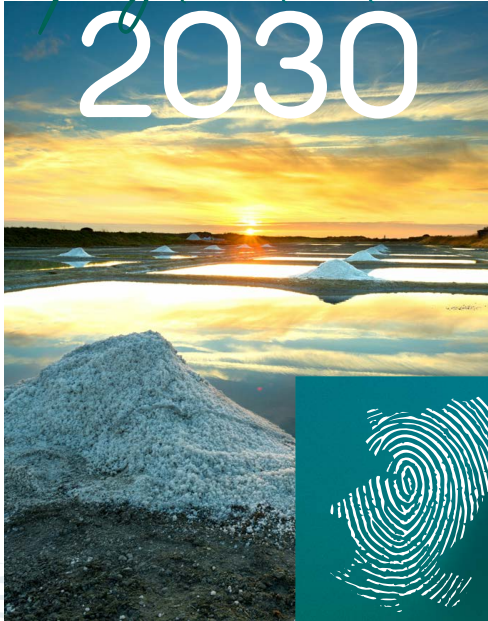
The town of Guérande aims to develop in accordance with the challenges related to climate change. It is actively pursuing projects that aim to ensure the wellbeing of its inhabitants as well as that of the natural life on the land. It expects candidates to present schemes that are coherent with the projects of the town, to propose the conditions of symbiosis between the living world and the cultural world, and that they underpin the vital relationship between humans and nature.

In light of this, in order to be considered, projects must display a cross-scale understanding of the issues, demonstrating the coordination and integration of the different scales: that of the greater area, of the town, and of the identified zones. Issues of ecology, mobility, sustainability, and use of land must resonate with all scales, from the largest to the smallest. Responses must be adapted to the specific characteristics of the area, to local concerns, while also addressing global issues.

The competition concerns a linear zone that crosses the town from north to south (the forms of its contour are explained later in the dossier). It unites areas that are inhabited but ill-suited, which must be rehabilitated in order to contribute to a new urban dynamic reflecting concerns and needs. The form of the project area and what it contains testify to a conviction that the town should be reinvented based on its existing resources, on what it already has to offer, and with vigilance with regards land use. Candidates must consider these sites as hybrid, as they mix productive and residential areas with natural fragments, as a means of creating a close community and links with the wider area.

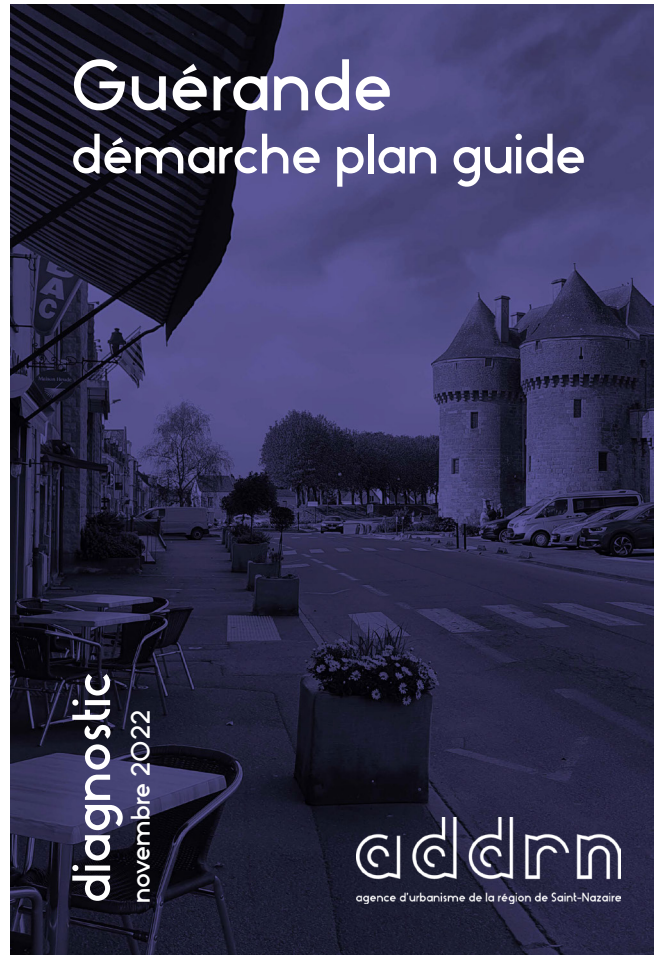
To achieve this requires consideration of the conditions of the town's transformation of itself based on the resources available. The competition site features several types of space: a secluded park, rundown parking areas, forgotten, unused spaces; all with good potential for transformation. They are capable of building new synergies between environmental, biological, social, economic, cultural and political considerations. Through creative and responsible schemes, teams must demonstrate that the area can be regenerated and reconnect with the rhythms and cycles of nature within an urban context.

Projet de territoire 2030



Cap Atlantique
L'agglo

Assérac - Batz-sur-Mer - Camoëlé - Férel - Guérande - Herbignac - La Baule-Escoubloc - La Turballe - Le Croisic -
Le Poulguen - Mesquer - Pénestin - Piriac-sur-Mer - Saint-Lyphard - Saint-Molf



Guérande démarche plan guide

diagnostic
novembre 2022

addrn
agence d'urbanisme de la région de Saint-Nazaire



CONTEXT

The town of Guérande is known for its city walls and salt marshes. Its attraction is established. But it is also notable for its duality: it provides primary services (schools, local authority, businesses, sports facilities, tourism), but within an urban structure that can appear unsuitable (traffic running through historic town, pressure of limited land availability and difficulty to get on the property ladder for young professionals), within a restricted heritage context where developments must both respect the old town while adapting to new demands.

The town is currently conducting a strategic review of its immediate future and longer term to 10, 15 or even 20 years. It is aware of the challenges that are emerging and is immediately undertaking to put in place concrete measures at all levels. To do this, it has initiated various programmes, schemes and projects.

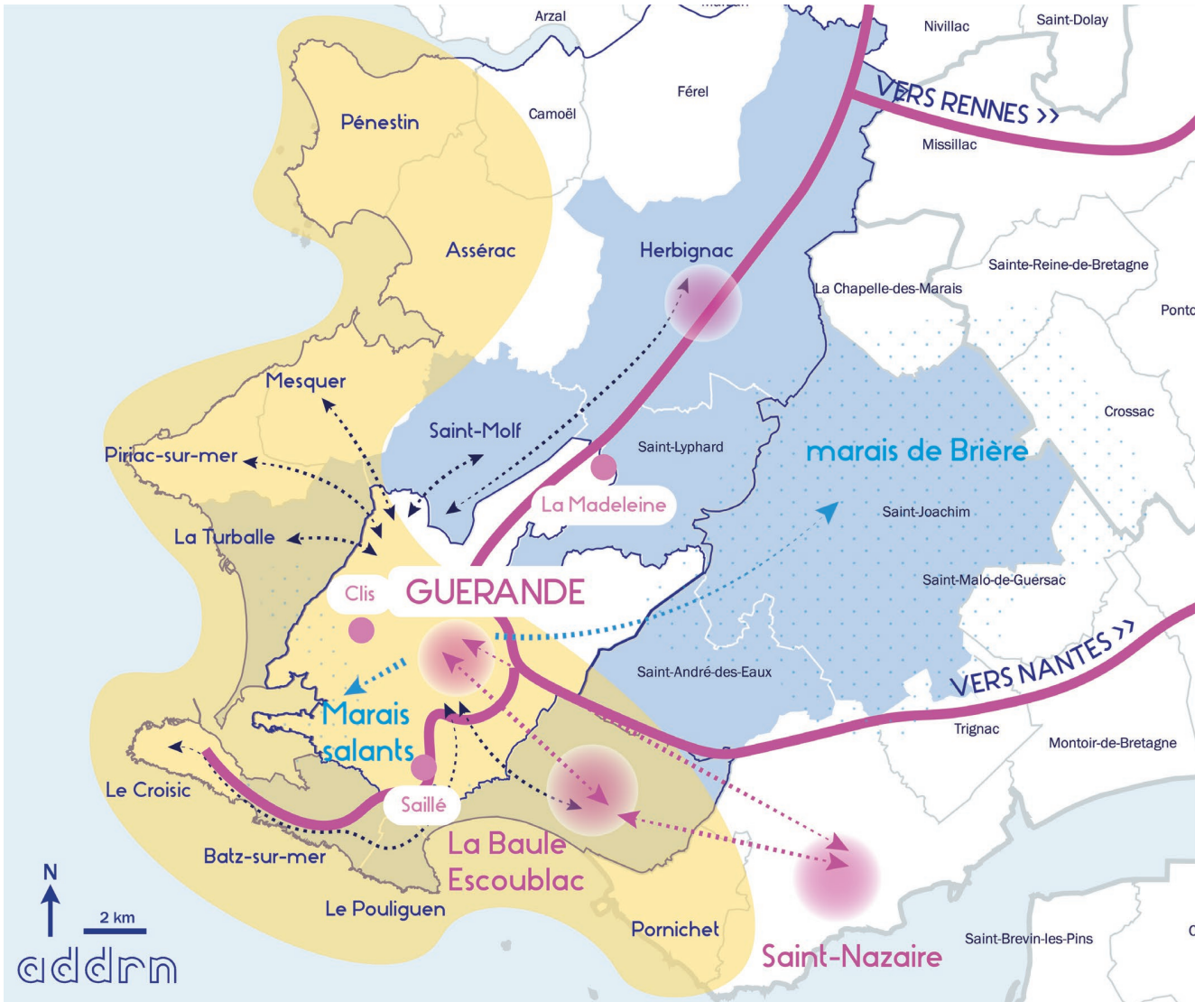
1. By contributing to the 'projet de territoire 2030' for local development schemes, the town of Guérande is committing to a voluntary and collective movement that sets a course and trajectories for the next 15 years. Fifteen municipalities are participating in the construction of a development policy across the region. Its aim is to coordinate and streamline public policy throughout the Cap Atlantique area, proposing common guidelines for the member towns. Initiated in 2021, this approach to developing a regional project has made it possible, with the support of the ADDRN (Agence d'Urbanisme de la Région Saint-Nazaire) and the public engineering office of Loire-Atlantique Développement (LAD), to develop a prospective study on the future of the region.

2. By adhering to the 'Petite Ville de Demain' programme, it has contributed to the creation of a Guide Plan produced by the ADDRN. This is a shared municipal project that sets out strategic development guidelines. It has made it possible to identify and prioritize initiatives and interventions to be planned, to outline a schedule for implementation and to evaluate the necessary resources. The area covered by European inherits the review conducted in this Guide Plan.

3. By carrying out projects of urban development that are in keeping with today's needs. The Maison Neuve eco-district is located less than 800m from the city walls and covers some 30 hectares, 8 ha of which are green and natural spaces. Vegetation is very present, in both public and private spaces. The district is designed as an urban extension that needs to accommodate around 1600 inhabitants. New facilities, local shops and services are planned to ensure the functionality and dynamism of this new district. Its construction is based on three rules of sustainable development: economic activity, social equity and preservation of the environment.


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FR- GUERANDE-SS-T1.pdf

**DEVICE THAT ACCOMPANIES
URBAN DEVELOPMENT**
folder cover and corporate
program logo




Une commune structurante

-  un pôle pour l'intercommunalité
 1. le bipôle La Baule-Guérande
 2. Herbignac

 une commune qui polarise ses voisins

1. La Presqu'île (Le Pouliguen, Batz-sur-mer, Le Croisic)
2. Les communes littorales et rétro-littorales (La turballe, Piriac, Mesquer, Saint-Molf, Herbignac...)

 un centre-ville qui polarise le reste de la commune

- Saillé**
1. Les bourgs (La Madeleine, Clis, Saillé)
 2. Les villages

mais polarisée et connectée

-  des complémentarités avec les communes voisines
 1. La Baule-Escoublac
 2. Saint-Nazaire

 axes viaires structurants

une commune à l'interface d'entités paysagères attractives et support de loisirs

 une commune rétro littorale

 un paysage de marais environnant

1. Les marais salants
2. Les marais de Brière

4. By supporting exemplary and innovative housing developments in its area. The local authority has joined the programme 'AMI Engagés pour la qualité du logement de demain' run by the EPAU. A design team has created 'Le Labo-habité' (Association Habitat et Énergie Solidaires HES, Angélique Chedemois Architecture). The project has developed affordable solutions making it possible to reconcile greater quality of life with the need for environmental efficiency (notably in energy and land use) and high architectural, urban and heritage standards.

REGION, GEOGRAPHY AND LANDSCAPE

GUÉRANDE: A STRUCTURING POLE IN THE TERRITORY

extract from the ADDRN diagnosis of the Plan Guide
FR- GUERANDE-SS-T1.pdf

Understanding the Guérande region is fascinating because it encompasses multiple themes: agriculture, tourism, coastline, built and natural heritage, which call for a multidimensional reflection with a variety of timescales.

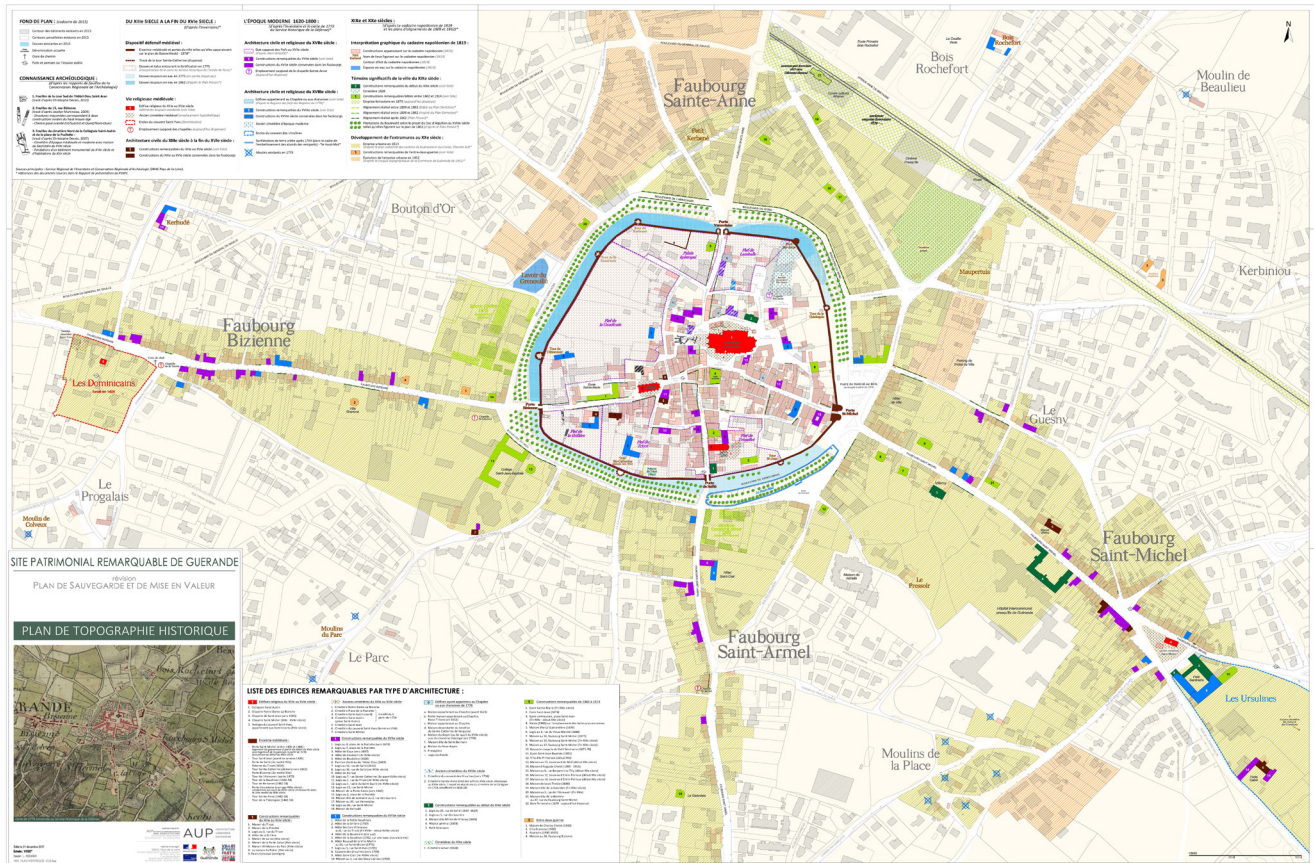
The Presqu'île Guérandaise

Situated between the Loire and the Vilaine rivers, the Guérande area is more precisely defined in the landscape by the Loire estuary to the south-east, the Atlantic Ocean to the south and the west, the Mesquer channel and its extensions to the north, and the Brière wetlands to the north-east. The importance of the water that encircles it on three sides explains the name, geographically incorrect, given to the region: the Presqu'île Guérandaise, or 'Guérande peninsula'.

This very marked presence of water in the Guérande landscape is at the origins of an essential local economic development by the exploitation of the salt marshes. Guérande's position is fairly central within this area. The town is slightly set back on the hill, at its highest point. It was built on a dome at an altitude of about 60m. Its position in relation to the Brière marshes is convenient for links inland with Nantes and La Roche-Bernard, and still more towards the sea, despite the absence of a harbour, thanks to shelter for anchoring and beaching provided by Le Pouliguen and Le Croisic.

The Presqu'île Guérandaise is powerfully defined by an escarpment, the Sillon de Guérande (the 'Guérande furrow'), crossing the country from north-west to south-east, from Piriac to Saint Nazaire.

On one side of this slope lies the Guérande plain, which gently drops toward the north-east and the Brière marshes. On the other side, to the south-west of the Sillon, the coastline comprises an 8 to 15m cliff between Le Croisic and Le Pouliguen, and a lower section as seen in the bay of Le Pouliguen and the harbour of Le Croisic. Between the coast and the Sillon de Guérande, from south to north, there is a zone where the ocean penetrates inland, over which salt marshes extend, with a completely silted-up area close to the hillside.



BACKUP AND IMPROVEMENT PLAN
 historical map
 PLU of the city of Guérande
 FR-GUERANDE-SS-M6.pdf

With regards the town, an approach by geographic area, as close as possible to the base landscape, has been developed in the context of establishing regulatory guidelines. To illustrate the dynamics and specific and contrasting ways of occupying land, five entities were identified:

- the Guérande salt marshes: an important natural and economic site for the municipality
- the agricultural plain: a predominantly rural and agricultural site
- the Guérande hillside: a meeting point between the marshes and the agricultural plateau
- the hilltop, Guérande town centre: a central hub: serving the whole of the Presqu'île area
- the Route Bleue: a linear feature uniting numerous issues

A crossroads in the heart of Cap Atlantique

Guérande's position is strategic, at the entrance to the Guérande peninsula the town benefits from important road links, connecting to the Route Bleue and the D774. For both employment opportunities and for facilities and services, it constitutes a major intercommunal hub: it is a point of departure and arrival for numerous professionals, a stop-off for tourists.

ARCHITECTURAL AND URBAN HERITAGE

The town centre of Guérande is organized around the medieval city, which constitutes a very well-preserved historic heritage site. Suburbs have developed around the four city gates, today part of the urban fabric. The rest of the area is divided between numerous medieval villages (Clis, Saillé, Careil), which serve as secondary centres providing shops and facilities, the trans-communal district of La Madeleine, fragments of urban development straggling along from La Baule, and a large number of small hamlets and isolated dwellings. This kind of urbanization entails a high degree of interweaving between agricultural and urban spaces, and has contributed to the formation of self-seeded woodland in agricultural enclaves and at the bottom of gardens.

An active centre behind the coast

Even if the level of facilities, the diversity of services and the range of shops can't compete with the large urban centres of Nantes and St Nazaire, Guérande offers an active hub for daily life and has many assets.

Although many of these are concentrated in the Villejames retail park, the centre of Guérande remains a major hub within the municipality. This continues to be enhanced by the addition of large-scale projects such as the new community music conservatory (backed by Cap Atlantique), which is soon to be built on the site of the minor seminary and will contribute to boosting the attraction of the town.



The role of local centre for the area lies in its range of shops, but also in the extensive provision of schools and health facilities (Hôpital intercommunal de la Presqu'île), and cultural facilities (Athamor Cultural Centre, Chapelle Saint-Michel, Guérande Museum, École des Arts et du Patrimoine, future inter-communal conservatory).

SOCIAL, CULTURAL AND ECONOMIC DATA

On the scale of the larger area, there is a trend towards an aging population. For some of the coastal towns, it is as pronounced as one young person under 25 for four senior citizens. This demographic tendency is less marked in the towns and villages just inland from the coast, such as Guérande, where populations are more naturally balanced.

Nonetheless, analysis of residential migration (people moving in versus people moving out) over the last few years does indeed confirm the attraction of the area for young retirees, but also for the 30–44 age group with young children. The trend of an aging population is the result of the quality of life offered in the area that attracts pensioners, but also of housing stock that is not sufficiently varied.

Composed predominantly of housing owners (73% of the stock is owned, while 27% is rented), this does not cater for the changes in the population's circumstances: phenomenon of de-cohabitation, accommodating new arrivals, seasonal workers, family breakups.

The rental stock is therefore under great pressure, in particularly for social housing, which remains limited despite a significant increase since 2010.

There is a trend towards main homes being occupied by people preparing their retirement or working from home (who don't necessarily occupy their home all year round), and increasing numbers of holiday rentals. The quantity of housing available for permanent residents is therefore limited, which constitutes one of the reasons for the high property prices in the area, both for rental and to get onto the property ladder. The area remains one of the most expensive in the département, which makes it difficult for young adults, residents and professionals to stay in or access housing.

From an economic point of view, the area has seen moderate development over the last decade, in comparison with notable growth at département level. Only the economic hub of Guérande has been boosted over the recent period (+7% and +770 jobs in 10 years), while there has been a reduction in jobs in the overall Cap Atlantique region.

GUÉRANDE INTRAMUROS DURING SUMMER

<https://www.ville-guerande.fr/>
FR-GUERANDE-PS-P51

THE RAMPARTS OF THE MIEVEVAL TOWN OF GUÉRANDE

<http://www.macotedamour.com>
FR-GUERANDE-PS-P52



ENVIRONMENTS: HUMAN AND NATURAL

Tourism constitutes one of the bases of local employment, the area benefits from an outstanding reputation in French tourism. This is based on specific features known all over the world: La Baule is the best-known seaside resort on the Atlantic coast, along with Les Sables d'Olonne, Biarritz and Royan; the salt marshes, of interest for their gastronomy, landscape, ecology and crafts; the Brière Regional Natural Park constitutes an additional attraction.

Visitor numbers remain high: 7.9 million overnight stays and 6.3 million sightseeing tours between April and September 2019. The population expands to as high as 360,000 at certain high points over the summer (75,000 out of season). So tourism constitutes a major economy for the area, both locally and regionally: this area is responsible for 45% of the overall tourism turnover for the whole Pays de la Loire region.

The attraction of the region is largely based on the beauty of its landscapes and the richly diverse ecosystems that have developed here. The cohabitation between the different environments and their ability to live in symbiosis despite the streams and trajectories of the ecosystems is not straightforward.

In this context of increasing human presence and the development of activities across the area, reflection might focus on the conditions of coexistence between humans and nature and their ability to mutually sustain one another. Equilibrium between these environments represents an important factor.

AERIAL VIEW
FR-GUERANDE-C-AP1.jpg

A brief statement by the Mayor

The European competition is a wonderful opportunity for the town of Guérande to explore solutions to reorganize its town centre, making sense of it. The Petite Ville de Demain study provided the opportunity to consider what our town centre consists of.

People have different opinions:

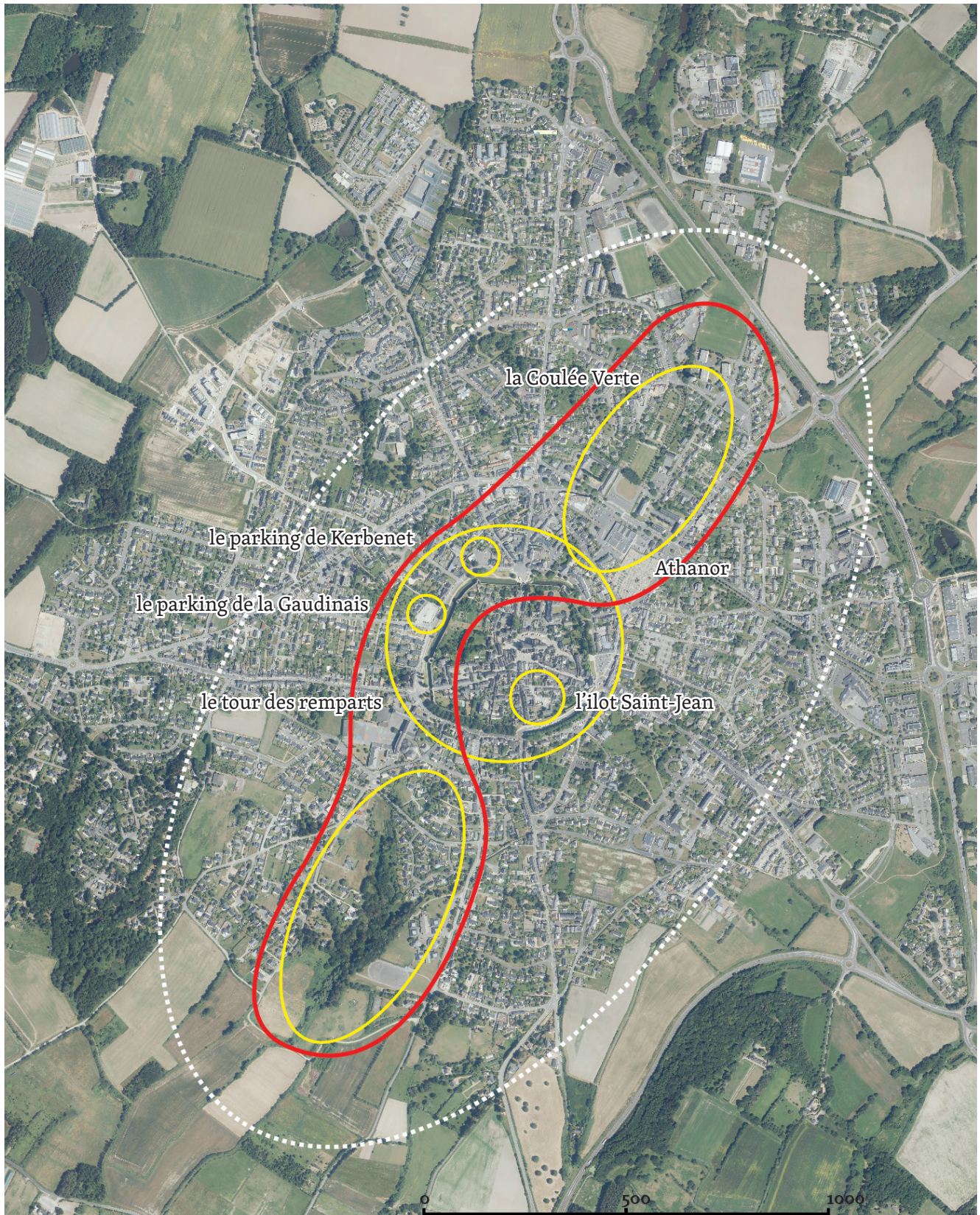
- within the city walls, a historic centre which needs accommodate both daily use and tourism?
- the Athanor cultural centre and its facilities and services?
- the main shopping streets of Boulevard Emile Pourieux and Faubourg Sainte-Anne?

These focal points currently lack connection and quality spaces. Guérande would like to create a synergy between these different places, while also making space for nature in the town by creating the 'Discovery Trail' to connect the Coulée Verte and the Petit Paradis parks.

Guérande would like particular attention to be given to the following points:

- Housing stock to be developed. The town centre needs to be able to accommodate young professionals, families, proposing an acceptable densification that preserves an agreeable living environment for everyone.
- Public spaces need to be redesigned to make space for nature. Our public spaces are very car-orientated. While we cannot disregard this mode of transport, we need to make other modes more attractive, reorganize parking spaces, create cooling islands.
- Experiments to be undertaken. The scope of the competition does not overlap with the areas for very short-term redevelopment, the town has chosen to prioritize initiating works on other sites: Place du Marché au Bois, Faubourg Sainte Anne. The desire is nonetheless to be able to start working on the areas for mid-term redevelopment by experimenting with changes of use and other activities.

In putting itself forward for European 17, Guérande is hoping for proposals that are both innovative and realistic, that take our development ideas further and open up areas of possibility to provide current and future residents of Guérande with a living environment that anticipates the evolutions of our society.



SITE FOR CONSIDERATION

DESCRIPTION OF THE SITE

The site for consideration inherits work carried out within the framework of the Guide Plan produced by the ADDRN. It constitutes a unifying communal project which sets out the strategic orientations for development of the area. It proposes to broaden the vision of the city centre through projects in strategic sectors within and outside the city centre. There are two main areas of work, the redevelopment of public spaces and the production of housing provision to meet new needs.

1. REDEVELOPMENT OF PUBLIC SPACES

The city seeks to enhance and create public spaces that are specific, unique and outside the city centre, not only defined against the medieval city. Their interconnections must contribute to reinforcing routes through the city. This desire is reflected in a transversal urban form, called the 'Discovery Trail' in the Guide Plan. Its purpose is to:

- link landscaped areas and place them at the heart of the city centre,
- connect the different central points in an extended conception of the centre of Guérande,
- highlight the richness of the built heritage,
- reinforce the centralities.

In the context of the European competition, it is enlarged and constitutes the scope of consideration. It explores the possibility of working on an area in several sections, which creates links with the different amenities involved. This urban cross-section is made up of different urban areas with contrasting issues that need to evolve in line with a common narrative.

1.1 A town centre congested with vehicles: redressing the balance between pedestrians and cars.

The town of Guérande contributes to the tourist appeal of Cap Atlantique. A few kilometers from the coast, it constitutes an additional place to visit. People generally come by car to visit the salt marshes and medieval city. As accommodation is limited, visitors tend to spend just a few hours in Guérande, which puts even

THE STUDYS AREAS,

scope of reflection in red, scope of project in yellow and site in white.
FR- GUERANDE-SS-M1.pdf



**MAPPING OF MUNICIPAL
PROPERTIES IN THE PROJECT
SECTORS**

(ville de Guérande)

FR- GUERANDE-SS-M5.pdf

more pressure on its organization during the summer months: management of carparking, traffic, numbers of vehicles per day.

While this is only problematic during the summer, there is no question of establishing a seasonal plan, nor of prohibiting vehicle access, which would be detrimental to the attraction of local shops. It is therefore a question of returning the town to pedestrians, without excluding car drivers: the proposed solution is that “car drivers lose their priority over pedestrians, so pedestrians take priority over cars”. The town has committed to ‘Ville à 30’ (30km/h speed limit in towns) legislation, in place since September 2022. European participants must thereby adhere to this approach.

1.2 Public spaces to be revealed for the creation of an attractive living environment.

Relieving and enhancing public spaces in the town centre are therefore dominant issues in the reflection undertaken in Guérande. The aim is to ensure secure, clear and adequate space for traffic so as to ensure accessibility, but also to create places for meeting and social interaction. The redevelopment of the public spaces needs to enable the creation and diversification of new uses in order to reinforce the town centre as a destination.

The redevelopment of the public spaces is envisaged in light of the strategy of town centre housing, enhancing its amenities must unite the conditions necessary for quality projects in a relaxed environment.

1.3 Around the city walls, between roundabout and landscaped walkway.

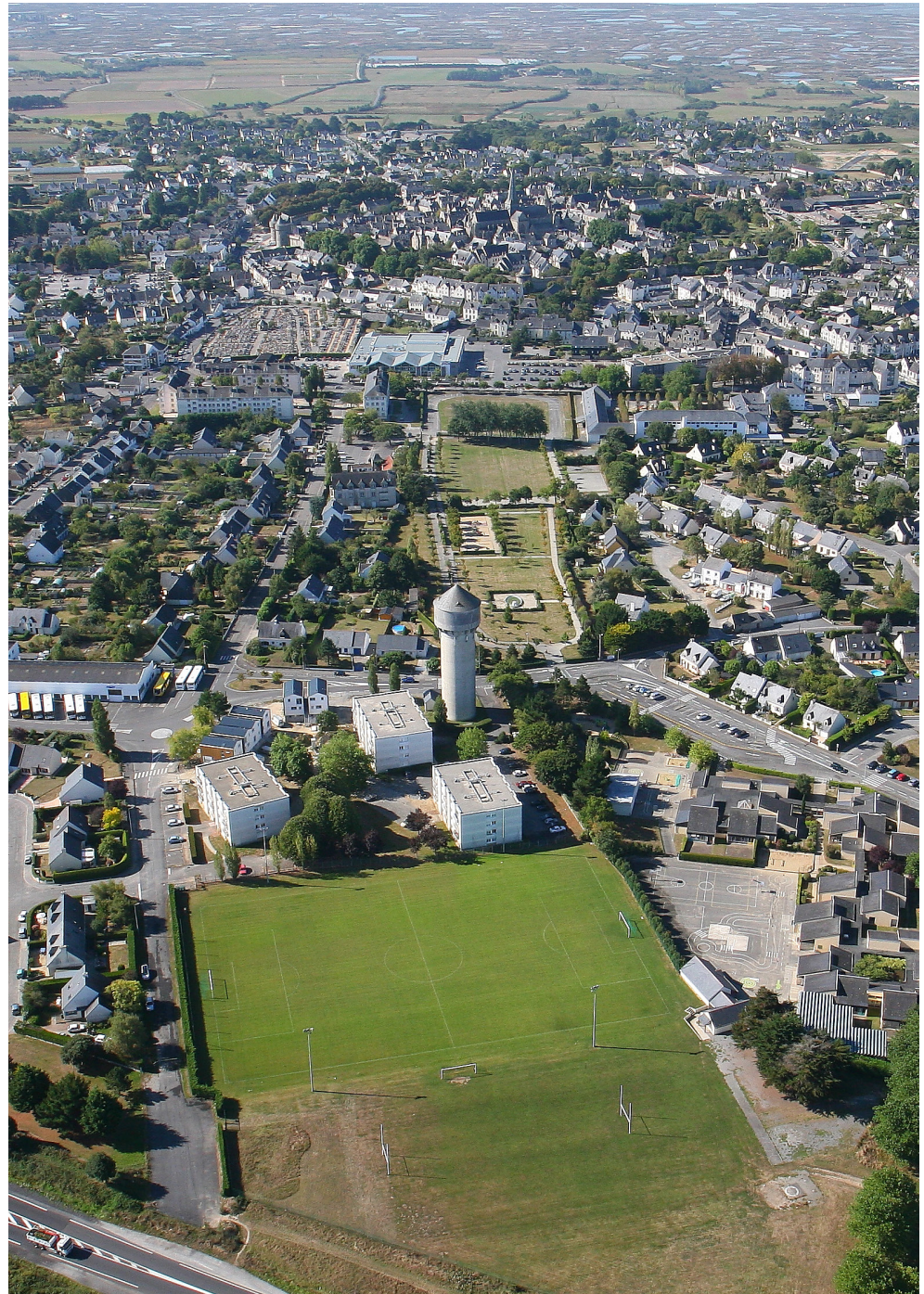
The road network is partly organised around the town centre and the suburbs that converge on it. Also, the ring of boulevards around the town centre functions as a ‘roundabout’; one-way, it receives and distributes traffic, mostly internal to Guérande, but also through traffic. The wide carriageway of the boulevards establishes a very road-like appearance, in contrast to the planted promenade adjacent to them. This width has, however, allowed for the development of cycle lanes. Applicants should propose solutions that mitigate this ‘roundabout’ effect and give new dynamism to these urban spaces.

2. SUSTAINABLE HABITAT

The town would like to develop a range of family housing, but also specific housing (seasonal), demonstrating a commitment in terms of sustainability, impact and respect for the environment. The aim is to continue to accommodate residents while preserving the quality of life in Guérande, replying to the wide range of needs and the changing characteristics of households, and reinforcing the residential vocation of the town centre.

To do this, the town would like to try out new forms of housing to meet two objectives:

1. Encourage participative democracy: inform, consult, co-design to involve the people of Guérande.
2. To carry out concrete short-term initiatives that contribute to building long-term projects.



AERIAL VIEW
FR-GUERANDE-PS-AP9.jpg

2.1 Changing needs and a deficit of social housing

In order to diversify its housing stock and to accommodate new types of households, the town wants to produce more social housing, which still remains under-represented in the housing stock.

As of 1 January 2021, social housing represented 12.68% of main residences, well below the 25% required by the SRU law. As of 1 January 2022, the total number of social housing units was 1035.

Over the period 2020–2022, 243 social housing rental units were financed. Despite the dynamic of building projects and the proportions imposed on new projects in the town centre (33 to 37% in local planning guidelines), catching-up is slow. Many small plot developments are not subjected to social housing obligations.

Social housing stock predominantly consists of 2-bedroom units (over half of social housing units), and is evenly split between 1- and 3-bedroom units.

If we look specifically at applicants for social housing, they are mostly single people (51%) and single-parent families (28%), compared with only 11% couples with a child/ children. 56% of applications are made by 25–49 year-olds. There is strong demand for 1-bed units, which remain scarce. Studio apartments also appear to be insufficient in number. At the same time, although the 2-bedroom units account for the majority of social housing stock, they remain in high demand.

Teams must consider the diverse situations of the local residents: single people, senior citizens, single-parent families, de-cohabitation, etc. Solutions must propose new kinds of housing, inclusive, attractive, that also facilitate autonomy (access to shops, services, leisure facilities, public transport) and are located close to the town centre.

2.2 Refocusing housing production

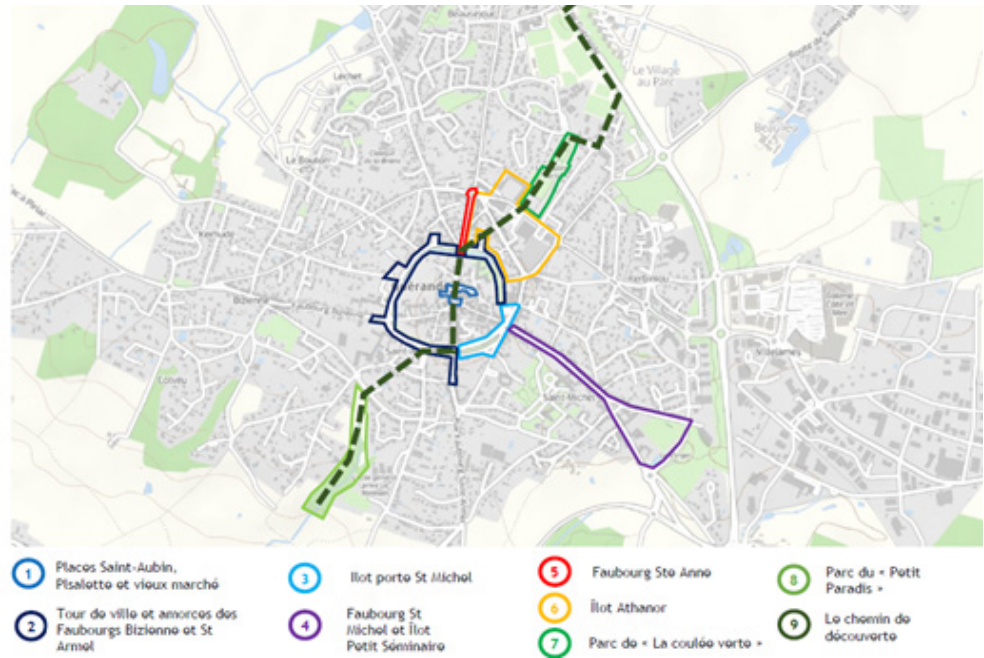
The municipality now wants to refocus housing production in the town centre to limit urban sprawl in the surrounding villages and suburbs and to reinforce the residential nature of the centre. The desire to increase production of housing lies in the idea that the town must use housing as leverage to reinforce its residential attraction and its role as a centre for the area.

By reinforcing its residential character, the town seeks to support existing activities and reinforce the social housing stock near to the concentration of services in the town centre. The challenge today is for the local authority to appropriate the mechanisms that can guide its development in order to offer a provision that meets the diversity of needs and the standards of its living environment.

In the context of the competition, projects must present a development strategy that serves to monitor and manage housing production where land resources are identified. The specification of phasing may contribute to this strategy. In all instances, the different components of the area must contribute to the creation of new housing typologies that respond to the range of urban contexts within the area for consideration.

**SCOPE OF THE PUBLIC SPACE
REQUALIFICATION STUDY**

Extract from the specifications of
the study carried out by the city
(document not downloadable)



2.3 Project trialing and process

The town seeks to undertake an approach that relates to the specific issues of the area while bringing innovation to the developments that it would like to implement. The experimental phase may cover different project areas and concern public space and/ or housing. For example, projects might explore the question of housing through: construction materials, hybrid typologies, the adaptability of spaces over time, economic use of resources, pertinence of the technology, etc. The process of project implementation may also be supplemented with proposals regarding ways of linking stakeholders, partners, for innovation in terms of co-construction methods.

RELATED PROJECTS UNDERWAY

Within the area of consideration, several projects are underway or under review:

The redevelopment of public spaces: a review of urban programming.

The question of the redevelopment of public spaces was highlighted in the Petite Ville de Demain review.

At the beginning of 2023, the Town of Guérande commissioned a review of urban programming. Within the defined area, the contract holder must respond, in consultation, to the following urban issues: the quality of the public spaces, the anticipated functions and uses of these spaces, commercial development, the development of natural and historic heritage, the development of non-motorised transport, traffic management and parking.

The area integrates different zones, including those of the European competition. In two areas considered to be priorities (Place du Marché au Bois and Faubourg Sainte Anne), a programme will be drawn up at the beginning of 2024 in order to initiate architectural studies in 2024-2025.

The decision was made to maintain the European area within the review of urban programming, as an overview was necessary in order to launch design commissions for the two priority zones, and the town could not wait for the results of the European competition to initiate these studies. The selected European projects and the conclusions of the programming review will complement one another, which will enable the town to follow on quickly with the next stages after the competition.

VANNETAISE GATE
northern access to the ramparts of
Guérande
FR-GUERANDE-PS-P20



**INTERFACE BETWEEN CINEMA
AND HOUSING**
Athanor area
FR-GUERANDE-PS-P18



**PARKING LOT OF THE
GAUDINAIS**
in front of the ramparts
FR-GUERANDE-PS-P26



Renovation of the Bois Rochefort school campus

Guérande's main school campus is aging, its requirements have been identified for a renovation of energy efficiency, and increased capacity is also required. A review of programming is planned. This will make it possible to cost the specified requirements and to make recommendations to increase the positive environmental impact of the renovation project: unsealing the surface of the playground, planting and developing the perimeter of the campus. The results of the programming review are due in 2023. Works should be carried out between 2024 and 2026.

Evolution of the Athanor cultural centre

The Athanor cultural centre houses different entities: spaces for exhibitions, conferences or performances, a media library, music conservatory, cyber centre, administrative offices. The construction of the new inter-communal conservatory will free up space, and the aging building needs overall redevelopment, so the town has begun considering the future of this facility. The creation of a third space in the liberated spaces is under consideration. The project also aims to improve links with the public space: the current configuration is not inviting and does not sufficiently showcase the activities offered by Athanor. The programming review of the future facility is due to be completed in 2026.

The Saint Jean district

The Saint Jean/ Rue de la Juiverie district is changing. Residents were recently given the opportunity to express their opinion on a project to convert the old Hôtel Dieu Saint Jean hospital and the former school into housing, and the redevelopment of the centre of the Saint Jean complex.

Planning permission for 13 housing units in the old hospital is currently being finalised. These units are due for completion at the end of 2025.

Two public facilities will eventually open on Place Saint Jean: the future museum and the Chapelle. The public space should offer a vibrant and convivial place, with a landscaped central area.

The project for the Chapelle and the future museum has not yet been approved.

La ville à 30

The entire urban area adopted the 30km/h speed limit in September 2022. A multi-year investment plan is anticipated for 2022 to 2024 to improve security measures and promote speed reduction (redeveloping crossroads, raised pavements, etc.)

Solar shading in the Bois Rochefort carpark

For the Bois Rochefort school carpark on Avenue Anne de Bretagne, a project is providing partial development with the installation of two shaded areas consisting of roofs of solar panels.

**LA COULÉE VERTE
NEIGHBOURHOOD**
FR-GUERANDE-PS-AP1.jpg



**KERBENET CAR PARK
THE GAUDINAIS CAR PARK
THE RAMPARTS WALKWAY AND
THE SAINT JEAN SITE**
FR-GUERANDE-PS-AP2.jpg



THE PETIT PARADIS PARK
FR-GUERANDE-PS-AP3.jpg



PROJECT SITE(S)

DESCRIPTION OF THE SITES

Within the area for consideration, project sites and more operational zones are identified. To the north of the town centre, the Coulée Verte Park and the Athanor neighbourhood; to the south, the Petit Paradis Park; in the centre of the old Saint Jean complex, of the Kerbenet carpark and the Gaudinaiis carpark. The ambition is to enhance these spaces and to connect them, notably via the ramparts.

Consideration of these spaces must integrate housing development, in particular to the north of the area, as well as proposals for temporary developments and experimental uses for public spaces. The project area aims to connect the Athanor facilities, the centre of the town, and the Petit Paradis Park at the southern extremity. In order to reinforce this link between different town-centre activities, the town would like this path to underpin the development of nature in the town.

THE COULÉE VERTE PARK AND THE ATHANOR NEIGHBOURHOOD

The Athanor neighbourhood on the edge of the town is considered to be of great potential because of its strategic position, important facilities and quantity of unbuilt municipal land.

The Coulée Verte Park is currently in poor condition and needs redeveloping to stimulate biodiversity in the town centre. The park's immediate surroundings, a hub of facilities and services (school, cultural centre, cinema, etc.) needs to be restructured as the public space currently constitutes parking spaces.

The Coulée Verte is a landscaped public space central to the town centre, yet it is little used on a day-to-day basis despite its proximity to the Bois Rochefort schools complex. It is used as a venue for numerous events. This landscaped area needs to become a showpiece for the Athanor district; a development strategy should reveal its qualities. The town proposes transforming this area and creating an urban park, where cars are replaced with landscaped spaces incorporating housing. The aim is to incorporate the park and facilities within one coherent urban system, where planted leisure areas accompany densification.

The public spaces in this area are to be redesigned. They are currently dominated by access to parking areas, to the detriment of pedestrians and cyclists and of community spaces. The aim is to define these spaces by developing walkways,



**VIEW FROM THE COULÉE VERTE
TOWARDS THE ATHANOR
SECTOR**
FR-GUERANDE-PS-P9



**PEDESTRIAN PATH AND
ALIGNMENT OF TREES IN THE
GREEN CORRIDOR**
FR-GUERANDE-PS-P11

cycle paths, the areas around public buildings, and by opening onto the Coulée Verte Park.

The redevelopment of the public spaces must be done in accordance with the principles defined by the Guide Plan:

- Emphasize the presence of numerous facilities and services: improve their accessibility, make the entrances clearer, contribute to their activity by an extension into the public space;
- Highlight the neighbourhood's strategic position: facilitate access to the different poles of the town centre by making the space easy to read and creating convenient, secure connections.

THE RAMPARTS WALKWAY AND THE SAINT JEAN SITE

The area around the city wall is a strategic point for the city centre. It manages the connections between the enclosed town, its suburbs, and the new town. Its circular form links the different town gates and the suburban fabric. A place for strolling and for traffic, it is a major thoroughfare for cars, bikes and pedestrians. An iconic space, its heritage and functional values are to be enhanced.

Nonetheless, this form enclosing the town is so present that it constitutes a powerful marker that very clearly identifies the town centre. Bound by a medieval city wall, this image of a historic pedestrianised market town is restrictive. The evolution of the town centre within the walls is constrained by its urban morphology: a dense maze of narrow plots. Consequently, many services and facilities have been established outside the walls. However, they form a visual and physical boundary that marks a division between the town inside and outside the walls. This is not compensated for by public spaces that do not fulfil their role of establishing connections: indistinct road networks, without purpose, form the 'backdrop' of the historic city.

They are, however, open public spaces that offer great potential for urban development and landscaping, which need to be reinforced. Interlinking them can contribute to connecting new areas, with existing or future key poles.

Benefitting from a large area of land, the current layout is broadly given over to cars. While the walkways are much used by tourists, they need to be better developed for a daily usage by residents. The proposed zone of intervention particularly concerns the western area of the ramparts walkway.

Several places need particular attention:

- Within the city walls, the Saint Jean district, whose redevelopment is already underway with a housing development in the former Hôtel-Dieu.

Currently a 'dead end' used for parking, this site intends to accommodate a well-designed public space, which will articulate a dialogue between the housing and the two public facilities, the future museum and the Chapelle Saint Jean. While



**LA GAUDINAIS CAR PARK ON
THE EDGE OF THE RAMPARTS**
FR-GUERANDE-PS-P26 bis



**AROUND THE RAMPARTS, WEST
SIDE**
FR-GUERANDE-PS-P24

the housing development in the former hospital is already underway, the rest of the area remains to be determined. In 2023 the town will begin to think about the programme for the future museum as well as the future uses for the Chapelle. Place Saint Jean will cease to serve as a car park once the housing is completed, towards the end of the year. The final scheme cannot be begun before finalizing the museum and Chapelle projects, but the town wants to provide temporary installations for residents and tourists in order to initiate the transformation of the area and to prevent cars from once again occupying the public space.

- Around the ramparts walkway, the Kerbenet car park, linked to a plot currently occupied by a business.

This area has potential for urban renewal. The parking space is inefficient and under-occupied outside of summer months. The owners of the business are considering relocation. While planning recommendations for the sector have set out guidelines for routing, nothing has been determined in terms of urban programming. The proximity to the walkway is an opportunity to 'occupy' and enliven the ramparts.

- A little further to the south, still along the ramparts walkway, the Gaudinai car park needs improvements.

This area allows a step back from the ramparts and moat, historically it was filled with water. While in principle the parking should be maintained, the town would like to rationalize and replant the area, and to provide bicycle parking.

THE PETIT PARADIS PARK

At the southern end of the Discovery Trail, this very secluded, natural park is to be preserved, but equally to be made visible to residents.

This enhancement is the opportunity for the town to open up to take in the wider landscape of the salt marshes, thereby establishing links between the planted spaces of the town centre and the surrounding landscapes. The park covers an area of about 30,000m². It presents significant and stimulating assets in terms of landscaping and biodiversity, which could be linked up with the municipal area. Far-reaching views should contribute to the creation of a clear pathway from/to the town centre in order to reduce the secluded nature of these spaces and to open up the town centre into these connected areas.



**PARKING SPACE IN THE HEART
OF THE SAINT-JEAN SITE**
FR-GUERANDE-PS-P31



THE PETIT PARADIS PARK
FR-GUERANDE-PS-P43

EXPECTATIONS, PROGRAMME GUIDELINES OR EXPECTATIONS OF / AND PROPOSALS FOR USES

The teams are requested to construct a common narrative that addresses the different 'operational' zones of the project within the area that unites them. The teams are free to select one or several sites, but must consider the overall project area and construct a unifying common narrative.

The specification of phasing may modify proposals, notably in the short term, and be expressed via an experimental phase to develop a temporary/ transitory project in the selected public spaces.

The teams are also asked to specify how links can be established between the stakeholders and, particularly, the residents, as the town wants to develop in consultation with the residents within a collaborative process between the various stakeholders involved in developing the town. Proposals can therefore be supplemented by consideration of the role of residents in the ecological transformation of their neighbourhood.

LIST OF DOCUMENTS FOR DOWNLOAD

CONNURBATION - TERRITORIAL SCALE

FR-GUERANDE-C-AP1.jpg	aerial view
FR-GUERANDE-C-AP2.jpg	aerial view
FR-GUERANDE-C-M1.pdf	map
FR-GUERANDE-C-T.pdf	territorial project of the agglomeration

STUDY SITE - URBAN SCALE

FR-GUERANDE-SS-AP1.jpg	aerial view
FR-GUERANDE-SS-M1.pdf	aerial view with the perimeters
FR-GUERANDE-SS-M2.pdf	site for consideration (north part)
FR-GUERANDE-SS-M3.pdf	site for consideration (central part)
FR-GUERANDE-SS-M4.pdf	site for consideration (south part)
FR-GUERANDE-SS-M5.pdf	map of equipment
FR-GUERANDE-SS-T1.pdf	diagnosis of the Guide Plan
FR-GUERANDE-SS-T2.pdf	presentation of the Plan Guide
FR-GUERANDE-SS-T3.pdf	plan of actions of the Plan Guide

PROJECT SITE - ARCHITECTURAL SCALE

FR-GUERANDE-PS-AP1.jpg	aerial view (north part)
FR-GUERANDE-PS-AP2.jpg	aerial view (central part)
FR-GUERANDE-PS-AP3.jpg	aerial view (south part)
FR-GUERANDE-PS-AP4.jpg	aerial view
FR-GUERANDE-PS-AP5.jpg	aerial view
FR-GUERANDE-PS-AP6.jpg	aerial view
FR-GUERANDE-PS-AP7.jpg	aerial view
FR-GUERANDE-PS-AP8.jpg	aerial view
FR-GUERANDE-PS-AP9.jpg	aerial view
FR-GUERANDE-PS-AP10.jpg	aerial view
FR-GUERANDE-PS-AP11.jpg	aerial view
FR-GUERANDE-PS-Po.jpg	location map of site photos
FR-GUERANDE-PS-P1.jpg	site photos
à FR-GUERANDE-PS-P52.jpg	
FR-GUERANDE-PS-T1.jpg	presentation of the project on the Athanor sector
FR-GUERANDE-PS-T2.jpg	presentation of the shade house project
FR-GUERANDE-PS-T3.jpg	presentation public meeting about Ilot Saint-Jean

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Social, cultural and economic data	
Environments: human and natural	
SITE FOR CONSIDERATION	p. 27
Description of the site	
Related projects underway	
PROJECT SITES	p. 37
Description of the sites	
Expectations, programme guidelines or Expectations of /and proposals for uses	

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