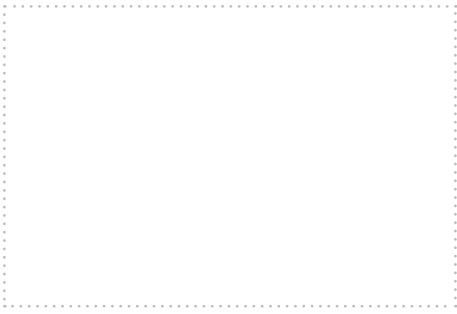


La clé des champs

GUÉRANDE (FR)



Wheat



Reed



Urban grounds



Soil



Wood

FAMILY PORTRAITS

TERRITORIAL STRATEGY 5 lines of actions

1. Extend the scope and identify the communal fringes
2. Imbricate three scales - the communal agricultural park, le « parc des champs libres », le parvis des alchimistes
3. Network actors and places
4. Target sectors - from resources and landscapes to building site
5. Script the land development by its inhabitants

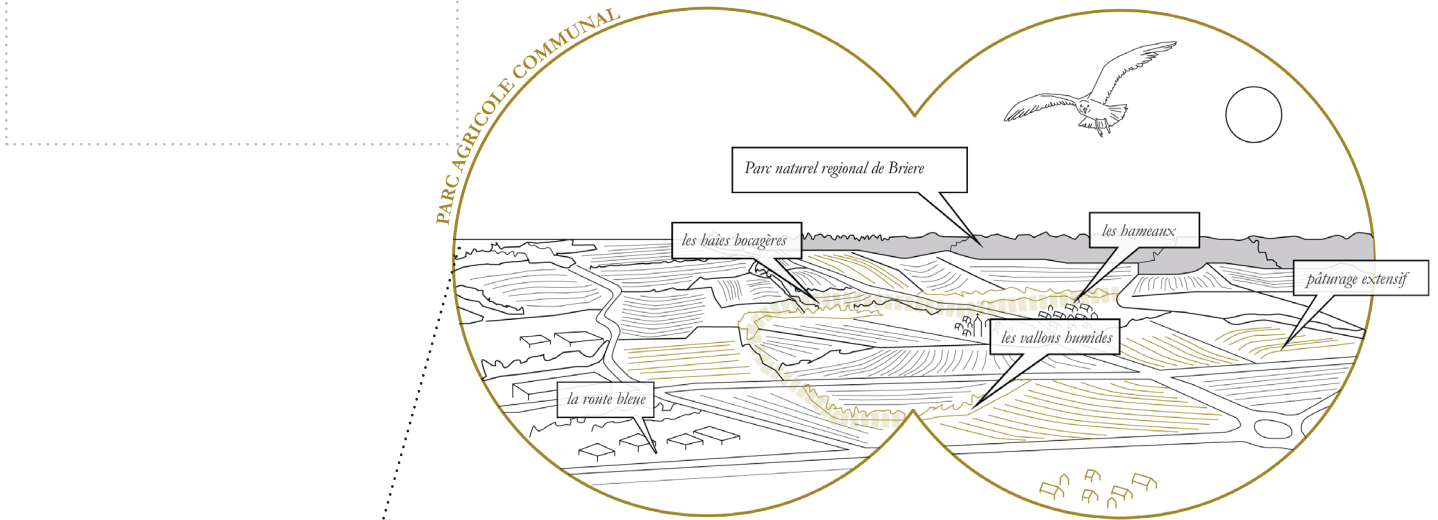
The “Clé des champs” project proposes to reveal the character of the peninsula of the city of Guérande through its **lands and soils, by reconsidering its agricultural character and the link with these cultivated plateaus**. The strategy is based on three scales, which intersect governance systems, activation of sectors, transformations of public spaces and architectural programming at various scales.

The **creation of a municipal agricultural park**, the development of a **network of public spaces** in the peripheral districts, and the establishment of a landscape pattern on the scale of the northern districts - the “**Parc des Champs Libres**” -, linked to the transformation of the **Athanor pole** will restore the town's rural character.

The process of transformation of the territory will grow in three stages : **awareness and experimentation, consolidation, sustainability**, so that the northern districts can become in time a new gateway to the fields.



**The country side, a landscape to reveal
VERSO**



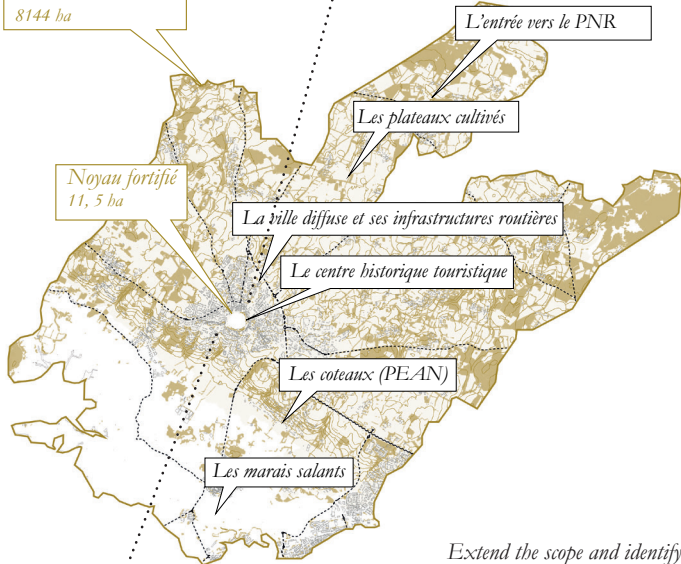
The creation of an Agricultural Park as a new enclosure

Although the 11.5 hectares of fortified enclosure of Guérande constitute the epinal image of the city, the agricultural valleys to the north cover no less than 50% of the 8144 hectares of the commune. On this scale, the conditions for a territorial reconnection are at stake, which replace Guérande as a flagship city, at the junction of the three marshes of Mes, Brière and Le Croisic. Indeed, the agricultural table-lands constitute the fabric of a productive and nourishing landscape that is structuring for the development of the municipality. Fragmented by road infrastructure and urbanisation, and with their soft topography, their presence is little identified : these peri-urban landscapes contrast greatly with the historic village cores, the wet valleys and their ponds, and the vast crops located a few kilometers away.

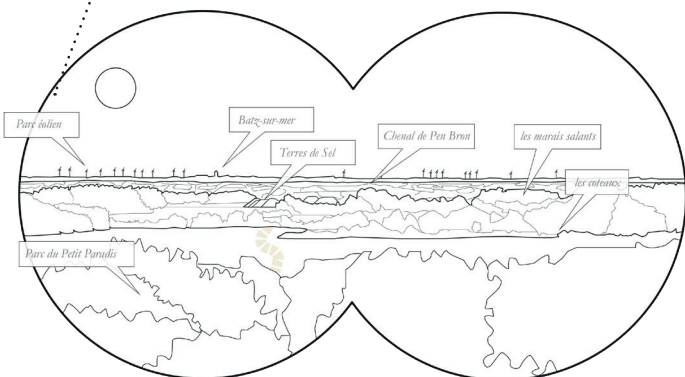
This “mosaic plateau” constitutes the leitmotif of the strategy of “The Key to the Fields” in order to consolidate, reveal and network the plateaus and northern districts of Guérande. The municipal level appears to be essential to strengthen food resilience. It initiates a watch on agricultural land, to optimize local marketing circuits and to centralize good practices. Thus, **the creation of an Agricultural Park** and a municipal agricultural cooperative will facilitate the exchange of information and will consolidate a forward-looking vision on the scale of the plateau. The agricultural park will be able to rely on economic models combining production, education and training, in particular with Guérande schools. Product manufacturing spaces could be pooled and distributed via local marketing channels. In addition, the co-design of a Park Charter, could unite producers and highlight them at the territorial level (elected officials, technical public services, R&D, associations, etc.).

At the same time, this governance and production tool will be accompanied by a landscape strategy which will take into account the diversity of cultivated landscapes within the municipality. The loops of pedestrian routes on small and large scales, as well as the environments and the seasonality of the plateaus, will constitute **a fertile imagination for developing future public spaces in the city center and deploying the territorial strategy at the scale of the “Parc des champs libres”.**

Périmètre communal
8144 ha



Extend the scope and identify the communal fringes



**RECTO
The coast, a well known landscape**

From the discontinuity of soils to the meshing of public spaces

The historic center within the city walls is remarkable but, very invested, it is quickly saturated in summer. In order to rebalance the polarities of the city, the project emphasizes public spaces « outside the walls », enhancing historical links between plateaus, hills and marshes, and relies on its intrinsic landscape qualities.

Narrow alleys and paths accompanied by gardened walls crisscross the municipal fabric : old pastoral paths, interstitial fringes resulting from urbanization, they allow secondary routes where pedestrians are protected from the main roads. **These tree-lined frames and these gardened cross-roads are the starting point of a network of nature spaces and pedestrian paths to be deployed across the city.** In comparison, certain spaces appear to be neglected: vast car parks, lawns poor in biodiversity, mineralized frontages... plant strategies and tillage are to be put in place in order to reinstall forms of cultivated and bocage landscapes. These transformation strategies will be agile and can be mobilized over a short period of time. They call on the know-how of existing actors, inhabitants, as well as new actors.

From defensive heritage to climate and landscape monitoring

In order to establish a visual and educational link at the municipal level, programmed micro-architectures are deployed on the territory and associated with signage and furniture. Belvederes, halls or kiosks: they allow the installation of small pieces of equipment in isolated places or places to be developed. Thus two Observatories of the landscape and natural spaces are located in the “Parc du Petit Paradis” and at the water tower. They act as stations for observing landscapes and seascapes, and for monitoring the climate. The materiality used comes from local know-how and construction cultures: raw earth is used as furniture or as a base for micro-architectures. The wooden framework structures the hall or the kiosks and the thatch covers the buildings.

From a fragmented area to a child-friendly city

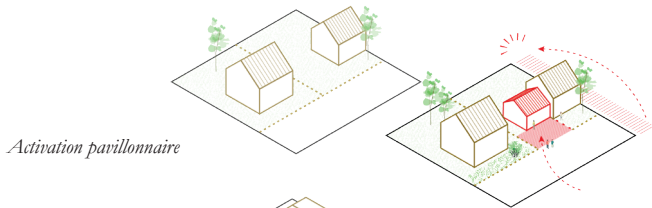
A 5-minute walk from the ramparts, past avenue Anne de Bretagne, the shops disappear and the city within the walls already seems symbolically far away. However, within the suburban fabrics, squares of a certain quality are revealed, which can accommodate common spaces and constitute places of rewilding. The creation of cross roads will make it possible to open them up and connect them to the major public and landscaped spaces of the district.

At the same time, without detracting from the gardened qualities of these spaces, a strategy of densification of the plots could be considered, such as the “Build in my backyard” strategy which encourages the owners of individual houses to densify their plots to build new housing: these extensions of small areas could be used to accommodate students or seasonal workers in the district. Finally, the reception of new generations also involves the transformation of road spaces into public spaces « at the height of children », so that they regain autonomy in their discovery of the city. It is all the more necessary at the district level as a large majority of schools are located in this northern part of the municipality. Adapting the city to climate change is also based on the transformation of a road city into a pedestrian city, a city where the place of children can once again become central.

Transformation tools

1. Housing strategy : densification of the existing plots
2. Landscape strategy : a progressive regaining of soils
3. Architectural strategy : small equipments as signals

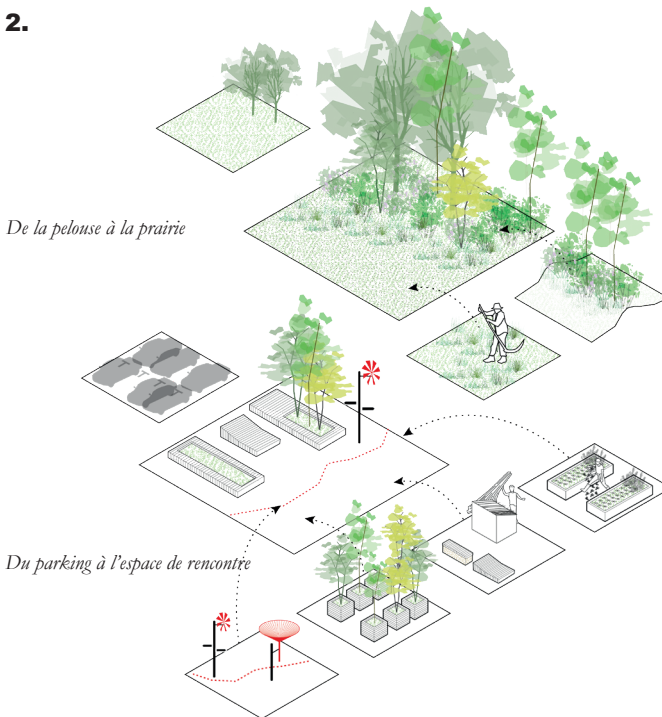
1.



Activation pavillonnaire

Cinéma Presqu'île

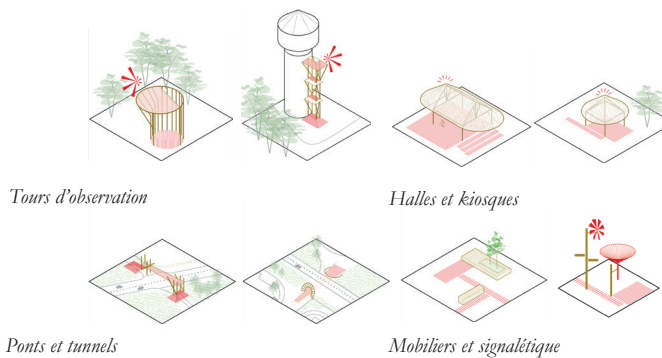
2.



De la pelouse à la prairie

Du parking à l'espace de rencontre

3.



Tours d'observation

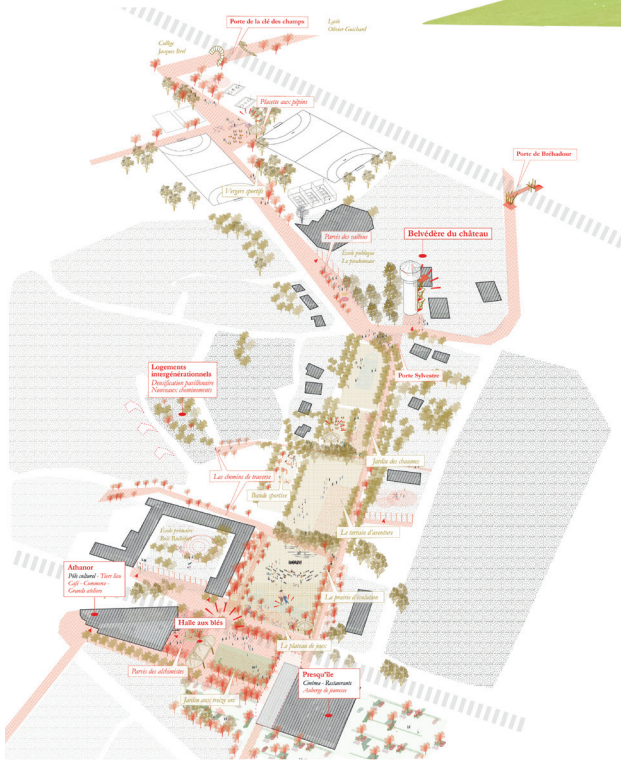
Halles et kiosques

Ponts et tunnels

Mobiliers et signalétique



Install a perennial landscape figure as a gateway to the plateau



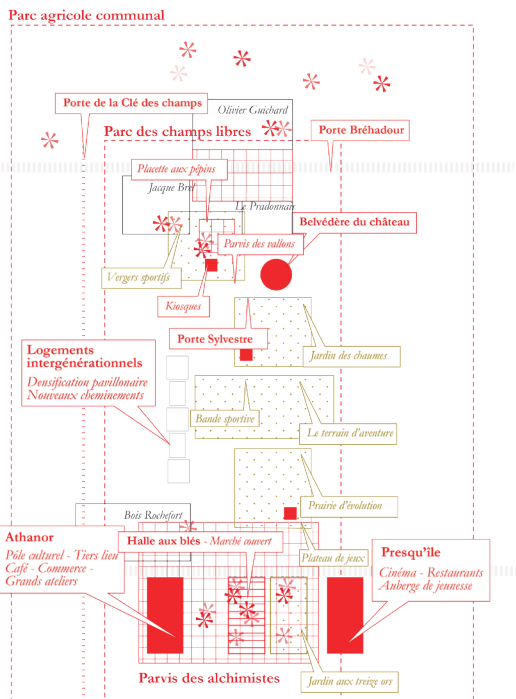
From the green corridor to the « Parc des Champs libres »

Until the 1960s, the current green corridor was a preserved production space. At the end of this field, was the Guérande train station: a point of departure and arrival of the train which carried passengers and goods to other coastal towns. Pursuing its role of service to the territory, “the path of the little train” is today partly a cycle route and the station has disappeared.

This productive and nourishing imagination, as well as this former centrality, constitute the support of a strategy of opening up the sector little connected to the city intra muros, and lacking in equipment as well as domesticity. The challenge is to make this landlocked neighborhood a fertile edge to show the life of the municipal agricultural park on an urban scale and offer a new gateway to the territory, as well as to the city intra muros. Thus, it is a whole neighborhood that will learn to reconnect with the agricultural past of the site.

From the long time of soils to the time of transitional urban planning: transformation processes

The transformation of the Athanor sector and its green corridor will be done through a **three-step project process: awareness and experimentation, consolidation and sustainability**. This approach will make it possible to offer a flexible process that takes place through the seasonalities and dynamics of the territory. flexible and iterative, these transformation tools will allow to regularly re-examine the project and bring out new needs and uses. Over time, the park “Champs libres” will become a new emblematic center for Guérande residents and passing visitors, due to the quality of the new public spaces installed, as well as the dynamism of their programming.



A three steps project process : awareness, consolidation, sustainability