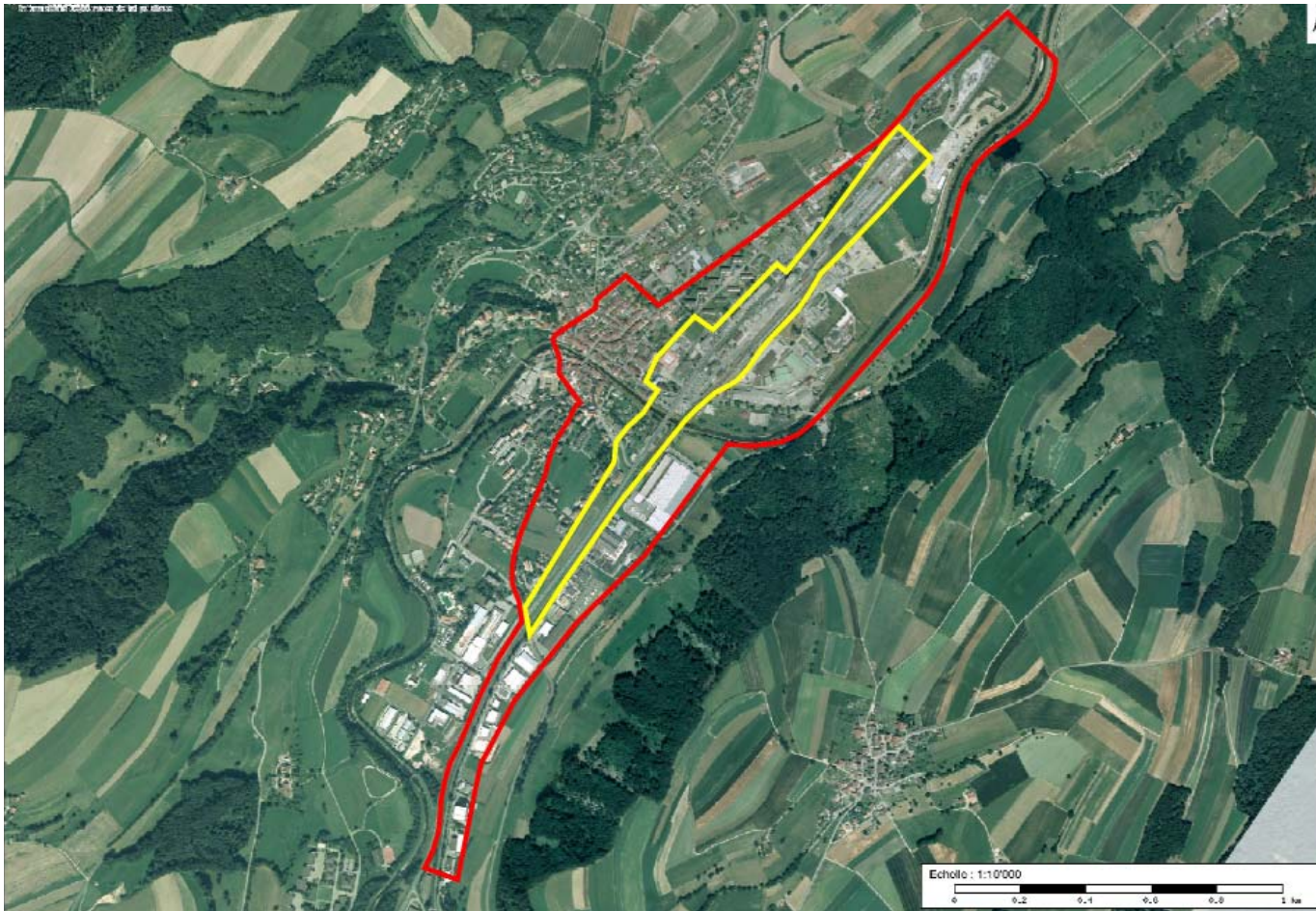




City	Moudon
Location	Entre le Devin et Bronjon
Population	4,400 inhabitants, 2,300 jobs
Study site	108 ha
Site of project	22 ha

TOPIC

Located at the heart of the french-speaking part of Switzerland, straddling both the cantons of Vaud and Freiburg, the Broye region has close to 60,000 inhabitants. It belongs to the Mittelland Area positioned between the Bernese metropolitan areas (Bern, Freiburg) and the Lemanic cities (Lausanne and Geneva). This fast growing region is nested in a beautiful landscape comprising plains, hills, rivers and forests. The natural environment and the quality of the built heritage are the main regional assets and contribute to the economic and social development of the area. The Broye is an easy-access area with a motorway, two railway lines and an airport. An historical city and a milestone on the way to St Jacques de Compostelle, the town of Moudon wants to project a new urban image by upgrading a large strategic development site. The municipal authorities, in partnership with the Canton of Vaud, are awaiting innovative urban proposals that will be part of a sustainable development plan.



TERRITORIAL SCALE : CONURBATION

First, owned by the Kingdom of Burgundy, and after by of the House of Savoy, Moudon, former capital of the Vaud Canton, retains some interesting monuments from its glorious past like the Saint-Etienne church, Gothic masterpieces of XIIIth century and its Citadel City. Currently, Moudon has the resources to become a regional centre and offers more job opportunities than its population can satisfy. However, despite the existence of a development centre with broad ranging activities, the economic attraction of the city is not in line with the expectations of its citizens and suffers from an image problem.

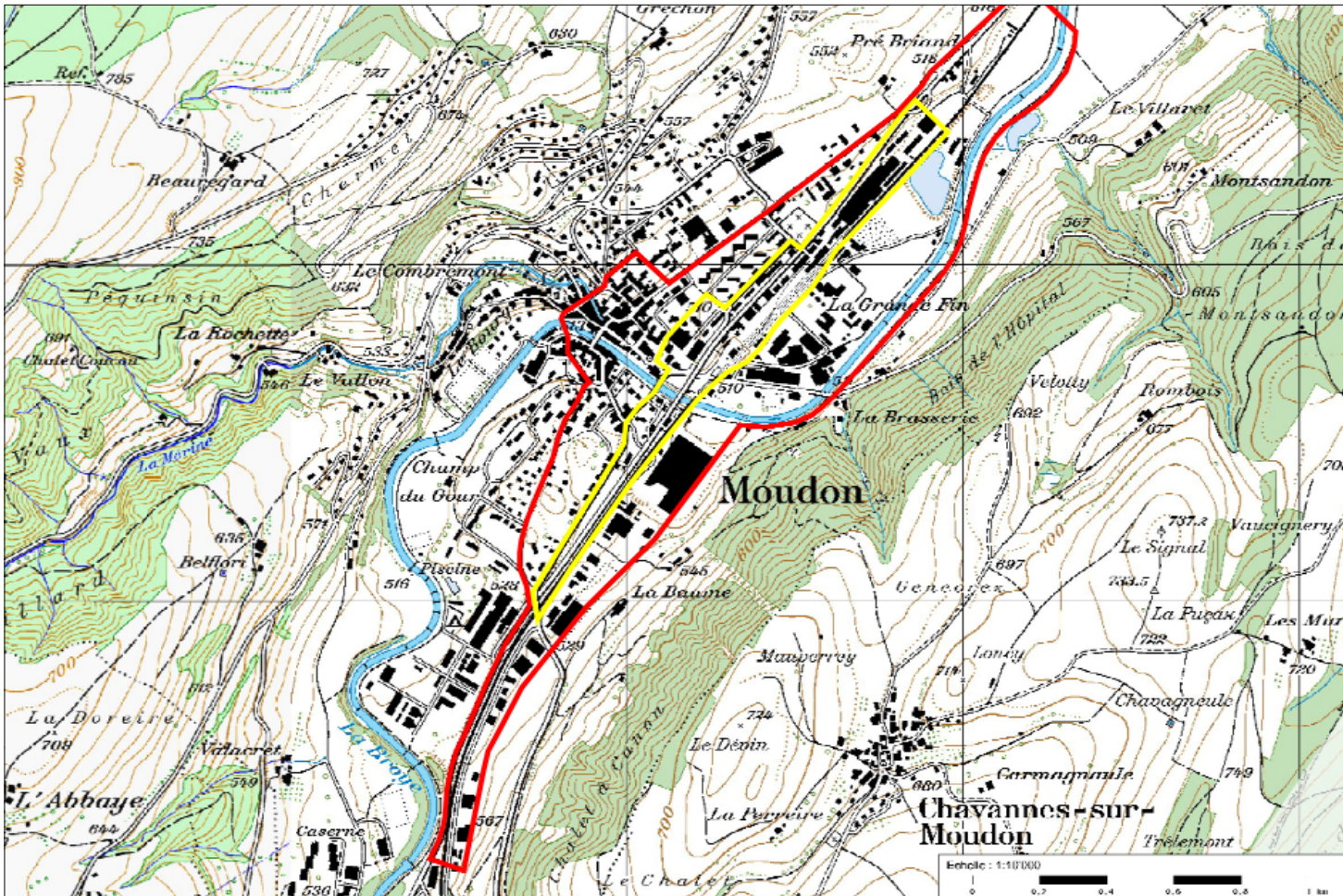


URBAN SCALE : STUDY SITE

Located in a small valley, the town of Moudon is crossed by the Broye and Mérine rivers. These waterways have shaped the topography of the site and set the limits of the current urban districts. The recent development of the city took place mainly to the south-east of the historical centre, along the railway tracks and the cantonal road. These recently urbanized sectors make up most of the study area.

Programmatic intentions:

- To define the city's image by re-qualifying a strategic development site;
- Unleashing the potential of this strategic site and emphasizing its bonds with the historical centre and the city gates and accesses.



PROXIMITY SCALE : SITE OF PROJECT

The site is made of two different sectors:

- The industrial development area, located along the cantonal road, that is made of heterogeneous industrial fabric;
 - The train station area that forms a link between the industrial development area and the historical centre. Crossed by a viaduct, it comprises a cluster of disparate buildings and public areas (railway station (CFF), shopping centres, train station square, P&R, etc.).
- The competitors will enjoy a certain amount of freedom in setting the precise limits of the project site.

Programmatic intentions:

- Redevelopment of the cantonal road as well as built areas and public spaces of the industrial/commercial area;
- Redevelopment of the built areas and public spaces in the railway station area in connection with the historical city;
- Proposal for a conversion of existing buildings or new structuring components, in order to prime the renovation process.



