



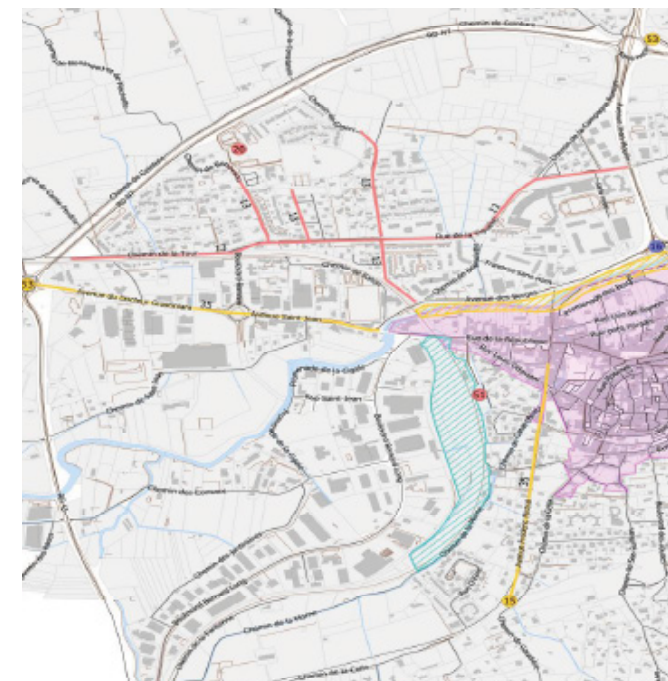
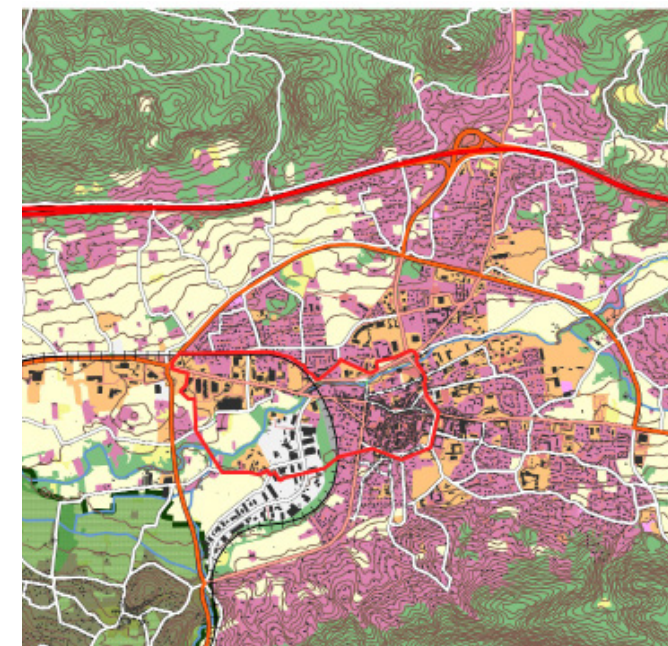
18 Brignoles (FR)

The Western Gateway: Threshold to an Urban Renewal

Scale
XL/L

Team composition: Architect mandatory
 Location: Brignoles (83), Var, Provence-Alpes-Côte d'Azur
 Population: 17,846 inhabitants
 Reflection Site: 109.7 ha
 Project Site: 27.9 ha
 Actors Involved: Ville de Brignoles and Communauté d'Agglomération Provence Verte
 Site Owners: Public and private properties
 Required Expertise Based on Site Challenges and Characteristics: Multidisciplinary team (architecture, urban planning, landscape, economics, sociology, etc.).

Redevelopment of the western gateway to establish a dialogue between the broader landscape and the historic town center.
 Assigned Mission for the Selected Team(s):
 Study and project missions to refine strategic proposals for the redevelopment of Brignoles' western gateway (such as a master plan), feasibility studies for the project site, and architectural, urban, or landscape design and project management tasks.



SITE AND CONTEXT

Brignoles stands at the confluence of several structuring forces shaping the cultural landscape of the Var region. The town has developed at the heart of a historic and dynamic agricultural plain, nestled between the Caramy River and the Sainte-Baume massif. Its strategic position—once a key transit point along international routes since antiquity—situates it at the center of a vast watershed, within a territory punctuated by a now-disused railway network. This site presents a unique opportunity to redefine the relationships between the region's diverse resources.

The second half of the 20th century saw the rise of the automobile, reshaping mobility patterns. Highways, ring roads, and expressways gradually overshadowed the former Nationale 7—once the emblematic holiday route—along with the railway axis linking Brignoles to Paris. The decline of bauxite mining gave way to new industrial zones, established on former market gardening lands surrounding the historic center. Initially dedicated to agricultural cooperatives serving the plain's producers, these zones later diversified their economic activities. The Consacs area and the Saint-Jean commercial district exemplify these transformations. Meanwhile, the Gare district, close to the town center, witnessed the decline of its railway infrastructure, evolving into a low-density residential area. Over time, the region's hydrographic network, increasingly constrained by sprawling urbanization, has struggled to absorb the Mediterranean climate's episodic floods.

The project site brings together several distinct urban entities west of the historic center, which has been designated as a Remarkable Heritage Site. These single-purpose urban fabrics follow one another, characterized by architectural and functional discontinuities. The predominance of the automobile has rendered the city less accessible and inclusive, while extensive mineralized surfaces and unremarkable architectural forms have limited the presence of nature within the urban environment.

The municipality and the wider metropolitan area seek to clarify and enhance the western gateway to Brignoles, reestablishing connections between the peripheral neighborhoods along the former Nationale 7 and the town center, a designated priority district. The redevelopment of Brignoles' architectural heritage, acquired by public authorities, could accommodate new public services, creating urban landmarks and a coherent programmatic dynamic. This transformation would not only enhance the western entrance to the town but also encourage greater engagement with the historic center. Through this approach, Brignoles aspires to reclaim its historical character, highlighting its architectural legacy while reinforcing its identity for both residents and visitors alike.

QUESTIONS FOR THE EUROPEAN TEAMS

What imaginary should the western gateway to Brignoles embody to create a holistic, accessible, and inclusive transition between the historic town and its periphery? How can infrastructure be reimagined to reinforce its urban character? In what ways can the agricultural landscapes of Provence Verte and Brignoles' history as a hub of trade and cultural exchange inform this vision?

Articulate, connect, link. What long-term vision can be proposed for the town's western gateway and its relationship with the former Nationale 7, as well as the surrounding urban, rural, and riverine spaces? How can calmer urban connections and new programs enhance the quality of life, foster inclusion, and strengthen Brignoles' appeal?

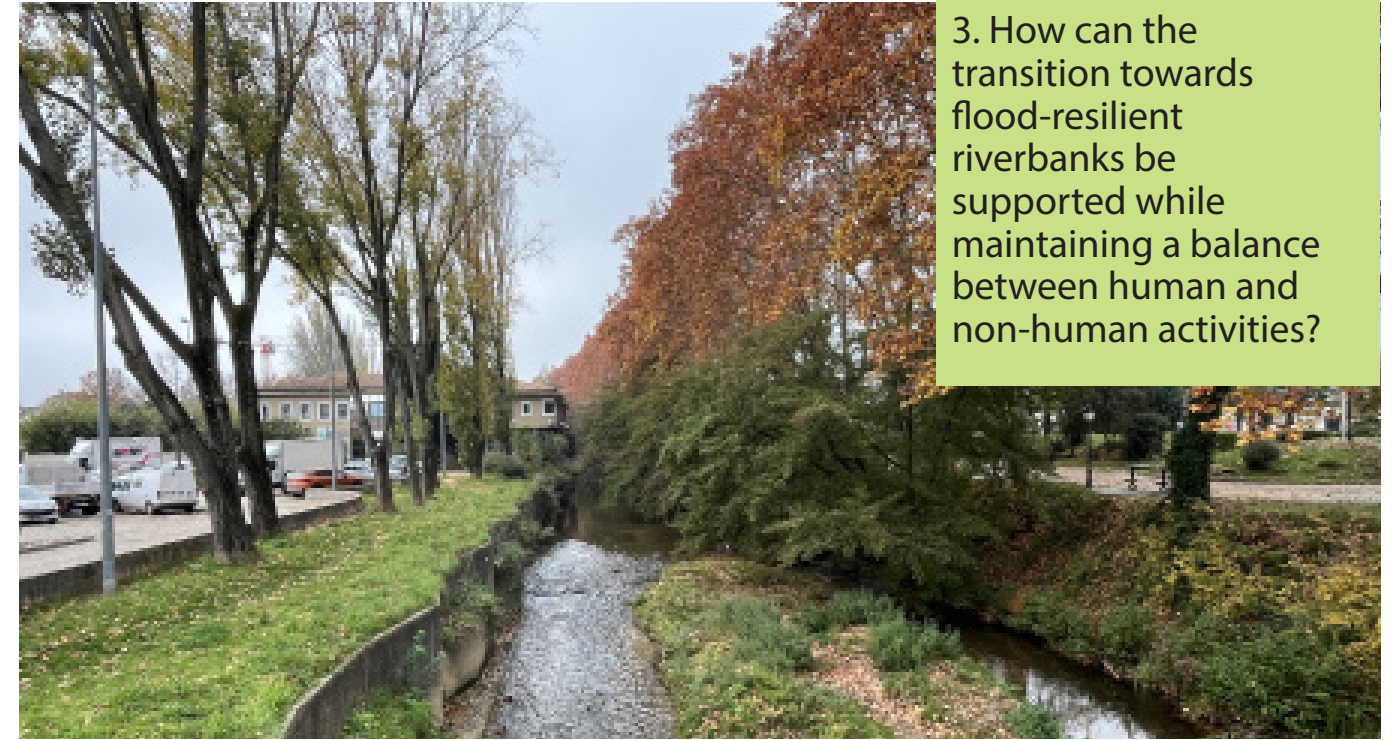
Experiment and transform. How can certain areas be unlocked through the requalification of public space and the introduction of new programs? What thresholds should be created to reinforce connections? How can districts shaped by different historical layers be meaningfully linked? How can urban journeys toward the town center be enriched?

Reuse and enhance. How can landscape resources be integrated into the urban fabric to encourage interaction with residents? What potential for reuse can be envisioned for vacant or obsolete buildings to help structure the town's entrance? What strategies could be implemented to weave agricultural plots into the surrounding urban fabric?

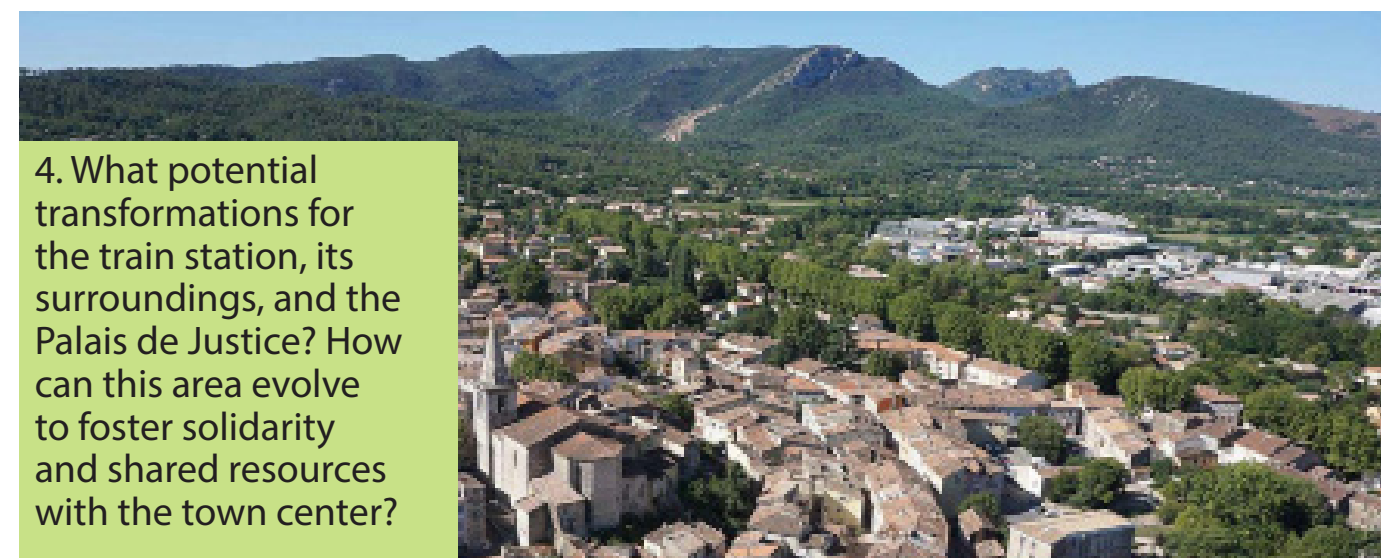
1. Mobility and Landscape Interfaces Around the Former Nationale 7 (N7): How can rediscovering heritage serve as a catalyst to reconnect Brignoles' western gateway with its historic center?



2. Mobility and Biodiversity Connections: What new imaginaries can guide the diversification, requalification, and softening of the Saint-Jean area and the Consacs district?



3. How can the transition towards flood-resilient riverbanks be supported while maintaining a balance between human and non-human activities?



4. What potential transformations for the train station, its surroundings, and the Palais de Justice? How can this area evolve to foster solidarity and shared resources with the town center?