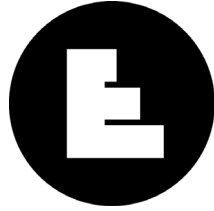


E U R
P A O
N



E18 - Re-sourcing

BRIGNOLES

THE WESTERN ENTRANCE: THRESHOLD OF URBAN RENEWAL

Site Brief

100m



FOREWORD

“What we need to do today is to demonstrate cultural creativity I believe in the poetic state. It is about developing a way of living that is so sensitive, attentive, contemplative and compassionate that we amplify our range of perception and maintain an awareness of everything that is around us.” P. Chamoiseau

The eighteenth edition of the European competition in France opens with the wonderful theme of ‘re-sourcing’.

Having explored themes of the adaptable city, the productive city and the living city, this theme marks a pause for breath. It invites us to consider what has been amassed, what is there to provide for places, for lives, and to repair more efficiently rather than demolishing.

‘Re-sourcing’, a theme that examines existing resources – material and non-material – in order to manage and develop them with respect and sensitivity.

These resources are very diverse in nature, specific to each area.

They form a powerful ecosystem that once formed a system that is now often forgotten; over the last century it has been dislocated, unravelled. The care given to exchange and to links woven between human and non-human life has evaporated, giving way to juxtapositions of fragmented territories. These isolated territories of landscape and habitat are just waiting to be set back into motion to meet the world of tomorrow. There is an urgent need to act, and to act together in a spirit of open dialogue.

All the sites in this 18th edition demonstrate the complexity of a world that is out of breath but that has vast potential for life. A momentum is already gathering; the power of water is evident. Human and non-human life is active, it doesn’t wait, and indeed is already sketching out new approaches and responses.

All the sites, from the most urban and developed (Greater Nancy, Caen, Clermont-Ferrand, Riez, Miramas, Brignoles, Blagnac, Romainville, Nailloux) to the most natural and derelict (the Nive valley, Mayotte, Fumel, Mantes-la-Jolie, Jullouville), contain a legacy to be brought back into the light, waiting to bring their hopes and inner strength to life by means of experimental projects for a promising future.

Residents of these territories of today and tomorrow, European teams – made up of architects, urban designers, landscape designers, anthropologists, philosophers, ecologists or any other thinkers relevant to the project – will embrace these places to define new narratives, new ways of interacting where, with the aim of re-sourcing, life resounds as a constant force.

EUROPAN FRANCE

Note: A book of contributions associated with the theme can be downloaded [here](#).

RE-SOURCER
REPARER
REIMAGINER
REAGIR
REVITALISER
RECYCLER
RESSOURCER

THE THEME : RE-SOURCING

The fragility of the Earth's ecosystem and social crises lead to the imagination of alternative practices to harmful extraction of resources, overconsumption and pollution of living milieus.

Regenerating projects embracing nature and culture are to be thought and implemented. It is about weaving synergies between biogeophysical data with socio-spatial justice and health ones.

Three main directions for designing forms of resilience and resourcing of inhabited milieus make possible to reactivate other forms of dynamics and narratives around the ecologies of living and caring.

1 Re-sourcing in terms of Natural elements / Risks

The natural and vital elements of water, air, earth and fire are today linked to risks and disasters which affect places, and the entire ecosystem of milieus from the moment that are triggered cataclysms, resulting from deleterious developments.

In order to enable a new alliance with inhabited milieus, it is time to rethink these vital elements, by finding logics of adaptation with the built environment, and by combining them together in projects.

2 Re-sourcing in terms of ways of life and of Inclusivity

The reconsideration of living conditions also requires sustained attention to changes in lifestyles in a hyper-connected digital world. Arrangements capable of simultaneously preserving intimacy, commonality and solidarity are at stake, correlated with bioclimatic and permacultural strategies in which humans and non-humans can cooperate.

3 Re-sourcing in terms of materiality

The already built now constituting a phenomenal source of materials, it is important to design devices for transforming existing buildings driven by the strategy of the 3 R's (Reduce, Reuse, Recycle): Reduce new construction. Reuse in the sense of reusing already constructed spaces and materials. Recycle by using bio-geo sourced materials (earth, stone, fiber), anticipating deconstruction and becoming local again (mobilizing know-how and materials present on the sites). This is to promote the preservation of natural resources.

Recommendations for searching sites

The selection of sites will be based on their potential to find these three types of resources – “natural elements, uses, materiality”.

Each site will be presented at two scales:

- The territorial scale known as the “reflection site” (red limit) which will reveal the geographical and ecological elements (topography, geology, natural elements, etc.), the logic of mobility and large-scale lifestyles and which impact the project site today and, potentially, in the future.
- The proximity scale, known as the “project site” (yellow limit), where the existing situation (physical space, nature, lifestyles) and the city’s intentions for its development in the future will be presented in a clear and precise manner.

The complete site folder must both remain compact but provide elements of information with links to maps (geography) allowing to understand natural dynamics (water, land, sea, etc.), and to studies on ways of life allowing to understand current social dynamics and those desired in the future.

The brief must, based on the characteristics of the site, express the intentions of the site representatives at different scales and clearly formulate the questions they wish to ask the competitors regarding the future of their contexts. Some interesting briefs from previous sessions are made available.

Questions for competitors

The challenge for competitors, in their project-processes, will be to converge the three types of resources because it is their intersection which will generate a promising spectrum of resilient projects in the face of the scarcity of resources and the vulnerability of sites.

The questions asked are:

- What are the new ways of designing to adapt to climate change: rising water levels, air pollution, drought, etc.?
- How to introduce into projects the regeneration and sanitation of soils making them more porous and alive, increasing the biodiversity of built spaces, in order to make them more livable?
- How can we imagine new dynamic and productive use scenarios to revitalize communities of humans and non-humans?
- How can we invent a new materiality that can result from bio-materials originating mainly from local resources and falling within the logic of a circular economy?
- How can we hybridize in teams the different skills necessary for these projects which combine the consideration of natural elements, new lifestyles and the use of bio-materials?
- which scales should be crossed to make the proposed answers relevant? Can a project on a proximity site be combined with reflection on the larger scale of the territory? Should an urban project also be available on a proximity scale to illustrate its impact?

GENERAL INFORMATION

SITE REPRESENTATIVE(S):

Communauté d'Agglomération Provence Verte

PARTICIPANT(S):

Brignoles Municipality and Provence Verte Urban Community

TEAM COMPOSITION:

Architect mandatory, urban planner, landscape architect

SKILLS REQUIRED TO TACKLE THE CHALLENGES AND**SITE CHARACTERISTICS:**

urban planner, landscape architect, ecologist, sociologist, economist, historian, project development expert

COMMUNICATION: promoting projects in the postcompetition phase:
publication of a results catalogue and national exhibition

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

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

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

INTERMEDIATE POST-COMPETITION PROCEDURE:

- Meeting of municipalities and teams organised by the European France secretariat in Paris at the beginning of 2025.
- On-site meetings of municipalities and teams organised by local authorities and their partners from March 2025.
- Assistance and advice from European France to local authorities and their partners in implementing the competition's follow-up measures.

ASSIGNMENT GIVEN TO SELECTED TEAM(S):

- Master plan/guiding plan and/or urban and landscape project management mission.
- Architectural feasibility studies for prefiguration and experimentation purposes.
- Architectural or landscape design and project management missions.

PICTURE OF THE CARAMY RIVER, WITH THE PUBLIC FINANCE CENTRE IN THE BACKGROUND
FR-BRIGNOLES-SS-P12



RELATIONSHIP TO THE THEME

SITE ISSUES IN RELATION TO THE THEME

The site features are fully consistent with the “Re-sourcing” theme, as it stands ‘at the confluence of several of the region’s structuring dynamics: urban development in the heart of a high-quality agricultural plain, set between the major landscapes of the Caramy River and the Sainte-Baume massif.

The site’s location, between a town on an international road artery that carries passing traffic, a central point within the catchment area and a disused railway network, makes it an ideal place to consider the relationships between the various resources of the area that converge here.

The project’s location also resonates with the theme of recent “Living Cities” sessions as a cultural landscape: an area through which the river flows, enriching the soil with sedimentary deposits from the Sainte-Baume Massif, transforming the region into a plain shaped by agricultural activity. This farming tradition even extends into the heart of the town, where market gardening plots are still active and well preserved.

The site also gels with the “Productive Cities” theme, in particular through evolving small business and service areas such as the Quartier de Consacs, the cradle of agricultural cooperation, which has now become a business park and is undergoing an uncontrolled transition towards low-quality retail outlets. Similarly, more recent outlying shopping areas, such as the Saint-Jean district, indicate the need to improve the quality and coherence of the entry point to the town.

Three different types of resources can be identified:

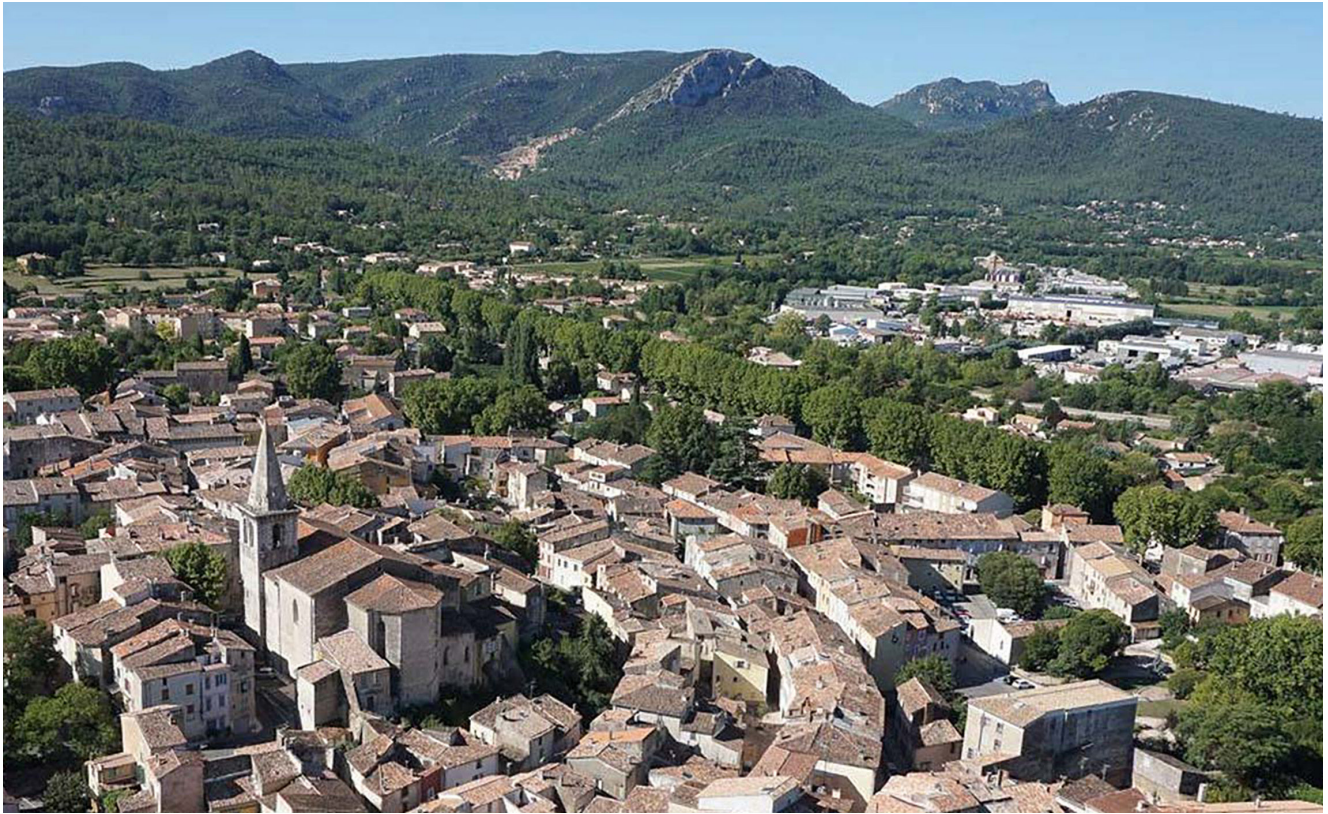
- **The region’s natural resource** is primarily the Caramy River, surrounded by a protected agricultural plain and bordered by the Sainte-Baume massif. Exposed to torrential flooding exacerbated by poorly controlled run-off, this resource offers an opportunity for new thinking about its surroundings in the context of risk prevention plans. This could restore its historic role as a geographical and hydraulic connector, contributing to biodiversity and the urban landscape, as well as offering a pleasant place to stroll and an integral component of local identity. A former boundary that can now form a link between the town centre and the outlying extension.

AERIAL PHOTO OF THE CITY CENTER

FR-BRIGNOLES-SS-AP2-2

PICTURE OF THE RAILWAY WASTELAND

FR-BRIGNOLES-PS-P23



- **A heritage resource:** Brignoles is evolving rapidly, and is seeking to make the most of its rich tangible and intangible heritage while pursuing its urban development. The municipality is taking steps to enhance its living environment, tourist appeal and integration into the wider landscape. Brignoles' historic town centre has been classified as a Noteworthy Heritage Site. Current redevelopment plans include those present in the Action Cœur de Ville 2 concession and participation in the European competition for the western entry to the town. The municipality and the conurbation are exploring possibilities for renovating historic buildings, with a range of potential programmatic options for the development of cultural and tourist facilities. At the same time, the town has engaged in participatory initiatives, such as consultations with voluntary organisations and the private sector, to give residents and users a voice. The historic centre of Brignoles is also a Priority Urban Policy District (QPV).

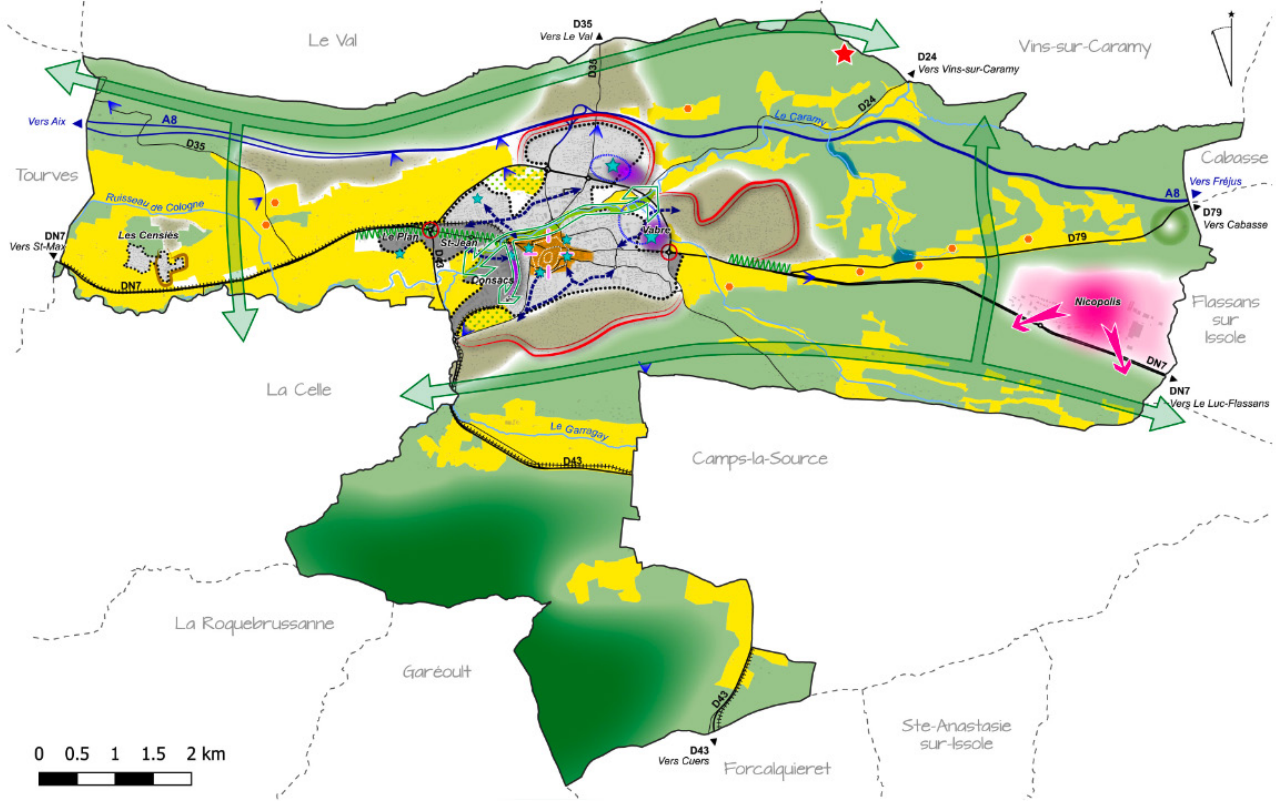
- **Infrastructure resource:** The historic N7 national road, once known as the “holiday road”, lost its character after being diverted. However, it remains a key route linking Brignoles to the A8 motorway and the secondary Provence Verte network. The space around this road, now poorly defined, lacks coherence and accessibility, giving the western entry to the town an ill-defined urban identity. The bypass has helped to calm traffic in the town centre, and new measures are being considered, such as the introduction of paid parking and the creation of a multimodal interchange. It is important to assess their impact on the surrounding area and determine what resources should be allocated. Another latent resource is the former railway line, now abandoned. Having become a green corridor by default, it represents an opportunity for reversible pilot projects linking landscapes, green mobility, residents and visitors.

The objective is to devise a project where these resources interact and interweave. The dichotomy between the city, nature and infrastructure has created urban and social barriers that now need to be addressed. We need to consider what each resource can contribute to the others, and to what extent hybridisation is possible. What needs to be done to bring about a symbiosis that will restore equilibrium and nourish urban, architectural and landscape quality?

GENERAL SYNTHESIS MAP OF THE LOCAL URBAN PLAN (PLU)

FR-BRIGNOLES-T3

Extract from the PADD (Project for the Development and Sustainable Planning)



- Redynamiser la fréquentation commerciale**
- Soutenir les commerces de proximité en valorisant le foncier commercial
 - Réhabiliter les espaces publics commerciaux
- Conforter l'intermodalité**
- P** Réorganiser le stationnement à moins de 5min à pied du centre-ville
 - P** Parking existant **P** Parking à créer ou agrandir
 - Mettre en valeur les entrées de ville
 - Conforter, structurer et sécuriser les liaisons douces
 - Créer de nouvelles liaisons douces
- Offrir des espaces publics de qualité**
- Aménager et connecter les espaces de nature urbaine: les berges du Caramy, trame verte voie ferrée, le jardin de Gaou, ...
 - Valoriser un chemin de l'eau et des fontaines
 - les fontaines
 - Créer ou rénover les espaces publics (parvis, place,...)
 - Rendre attractive la ville médiévale en créant des espaces de convivialité dans le centre ancien
 - Donner à voir la ville inscrite dans son Grand Paysage
- Habiter le centre-ville et ses abords**
- ★ Restructurer les îlots et construire de nouveaux logements
 - ★ Mettre en valeur le patrimoine bâti
 - Requalifier l'avenue des berges comme un véritable boulevard urbain

SPECIFIC EXPECTATIONS OF THE MUNICIPALITY AND ITS PARTNERS

The project site brings together several distinct entities and a variety of types of urban fabric, which developed progressively over the course of the 20th century. These form a succession of entities with different uses and resources, but also sharp divides. The lack of clear transitions between rural and urban space, the omnipresence of the car and low-quality development are responsible for visual pollution, a complete lack of pedestrian access and a deficiency of urban identity.

The municipality and conurbation aim to clarify the public spaces in order to reconnect the outlying districts to the west of the town – around the old N7 – with the town centre. The rehabilitation of Brignoles' architectural heritage, following acquisition by the local authorities, could provide new public services and create landmarks and a programmed dynamic to support the town's incoming western axis, while at the same time encouraging people to visit the town centre. This approach also corresponds with a desire to restore the town's historical dimension by drawing attention to its heritage and reinforcing its identity for residents and visitors alike.

The aim is to create an attractive entry to the town that is accessible to all, where town and nature converge, and where elements of the urban fabric communicate and interact. The studies carried out by the conurbation as part of the Action Cœur de Ville programme cover three sections of the Saint-Jean sector, which ends at the right bank of the Caramy River. European France, in agreement with the conurbation, decided to extend these studies to the continuation of the old N7 (now Rue de la République) as far as Place du Palais de Justice, the last link before the entrance to the old town centre. As a result, the crossing over the Caramy, the entrance to the Consacs district, the crossing over the disused railway line, the Station District and the Palais de Justice are all included in the project, creating a complete sequence along the entry to the town from the Combattants Volontaires roundabout to the historic centre.

So, as part of the overall reflection on the theme of “Re-sourcing”, it is essential to approach the subject by integrating the resources of the wider landscape. This comprises the agricultural mosaic, the footprint of the disused railway line, the Caramy river, as well as the Massif de la Sainte-Baume, whose resources are interconnected and whose flora and fauna spread across the area. More specifically, the creation of systems and facilities to tackle the challenges of flooding, while at the same time enabling the river to be reclaimed as an urban asset – a connector for the local communities and the wider landscape – is a priority for the municipal and district authorities.

AERIAL VIEW OF THE SAINT-JEAN SECTOR

FR-BRIGNOLES-SS-AP2-1

PICTURE FROM THE BRIDGE OF THE OLD N7 ROAD OVER THE CARAMY RIVER

FR-BRIGNOLES-PS-P18



POSSIBLE PROGRAMMING GUIDELINES

Brignoles municipality's vision is to enhance the image and appearance of this entry point to the town through urban development, planting and the development of active travel routes towards the town centre. In addition to the redevelopment of Avenue Saint Jean, the municipal and district authorities have undertaken a number of large-scale green mobility projects, including the construction of a cycle path on Chemin de la Tour to create an intermunicipal trail.

As a complement to the joint mobility initiatives, the conurbation will be undertaking work to create a 54-space car-pooling site. This facility will be part of an inter-municipal programme to create/upgrade a series of car-pooling sites across the district. These mobility facilities include all the features needed to protect the environment and promote ecological transition. A new multimodal interchange is to be built between the centre of Brignoles and the motorway access. Possibilities for acquiring further land are currently under consideration, which could be integrated into the global thinking about the project.

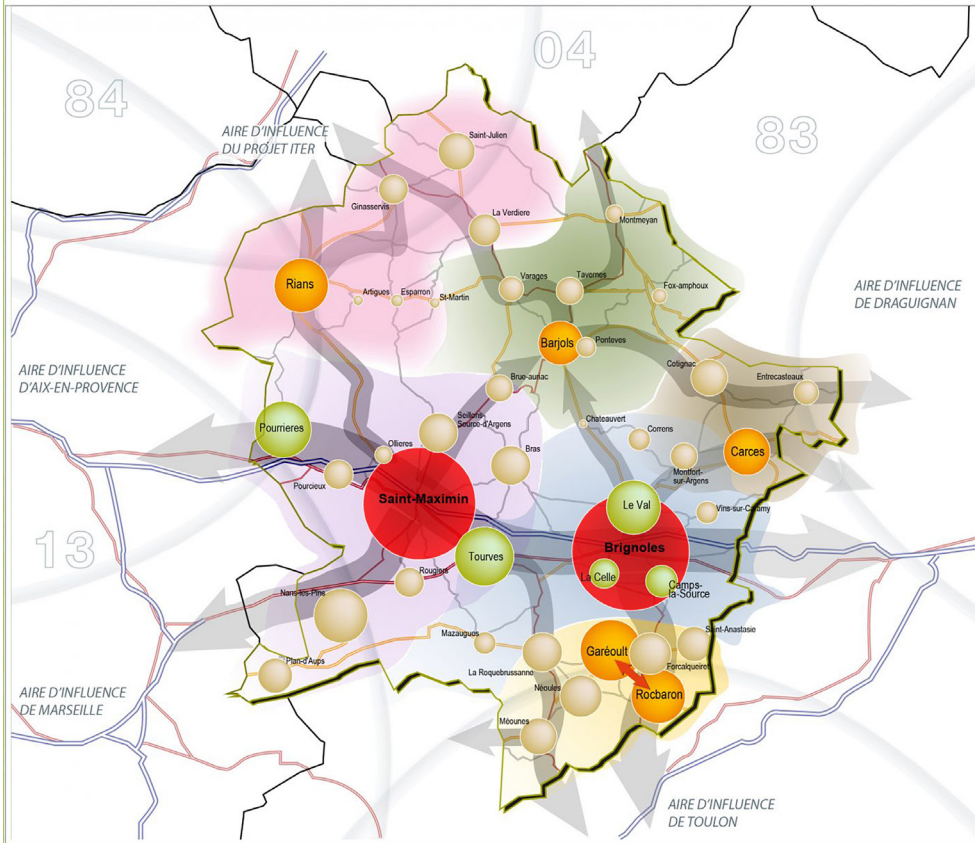
The municipal and conurbation authorities attach great importance to the tangible and intangible heritage of the former Nationale 7 highway. Discussions are currently underway between them to upgrade its primary features and restore a continuity that has currently been lost. More than just a road, the N7 served to highlight various strata of the territory: plane trees for picnics, bistros and adjacent shops, and so on. A project for an interactive, touring museum is under consideration, although its starting point has yet to be set.

The Raoul Delpon municipal stadium, which is currently active but has reached the end of its working life (a new sports complex is being built to the east), represents an exceptional reserve of public land close to the town centre. The municipality wants to preserve this is a high quality site, while opening it up for medium- to long-term programmes. The challenge is to design projects for it that will be transitional or reversible, opening up this urban space and enhancing its surroundings, in particular the roundabout at the entrance to Avenue Saint-Jean and the bridge over the river Caramy.

MAPPING OF THE URBAN FRAMEWORK OF THE SCOT (SCHÉMA DE COHÉRENCE TERRITORIALE)
FR-BRIGNOLES-C-M2-2
Extracts from "SCOT" Provence Verte Verdon 2020-2040

AGRICULTURAL TYPOLOGY OF THE CAPV (COMMUNITY OF AGGLOMERATION OF THE PAYS DE VENÇE) IN 2014
FR-BRIGNOLES-C-M2-6
Extract form the Provence Verte Verdon agglomeration cartography

Armature urbaine du SCoT Provence Verte Verdon 2020-2040



Armature urbaine et liaisons stratégiques

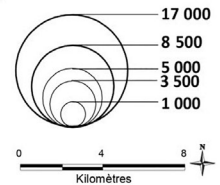
- Polarités**
- Ville-centre
 - Ville-relais
 - Commune d'appui au développement
 - Bourg

- Bassins de vie majeurs**
- de Brignoles
 - de Saint Maximin - La Sainte Baume

- Bassins de vie secondaires**
- de l'Issole
 - de Rians
 - de Barjols
 - de Carces

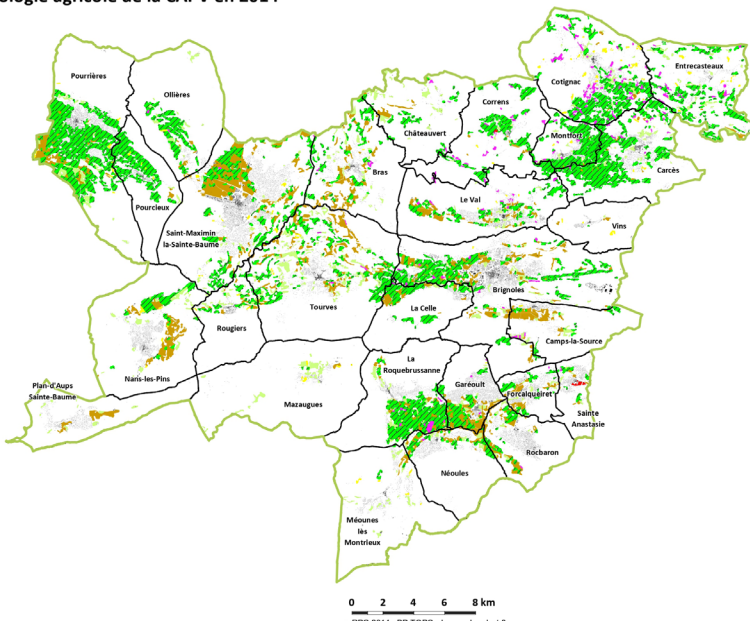
- Liaisons**
- Axes stratégiques primaires
 - ↔ Développement conjoint
 - ↔ Autoroute
 - ↔ Route régionale
 - ↔ Route principale
 - ↔ Route structurante

Population communale projetée en 2020 / Prospective démographique à prolonger sur 2030

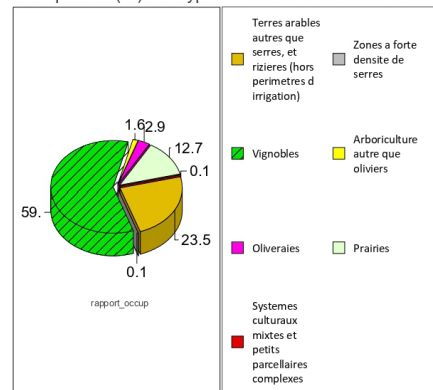


Date : novembre 2017 Auteur : AUJ[dat] reprise SMPPV Sources : BDCARTO du Var, SMPPV, INSEE

Typologie agricole de la CAPV en 2014



Proportion (%) des types de cultures dans la CAPV



Service d'Informations Géographiques CAPV - L.Masselin 2019

Typologie de cultures

- Arboreticulture autre que oliviers
- Oliveraies
- Prairies
- Systemes culturaux mixtes et petits parcelaires complexes
- Terres arables autres que serres, et rizières (hors perimetres d irrigation)
- Vignobles
- Zones a forte densite de serres

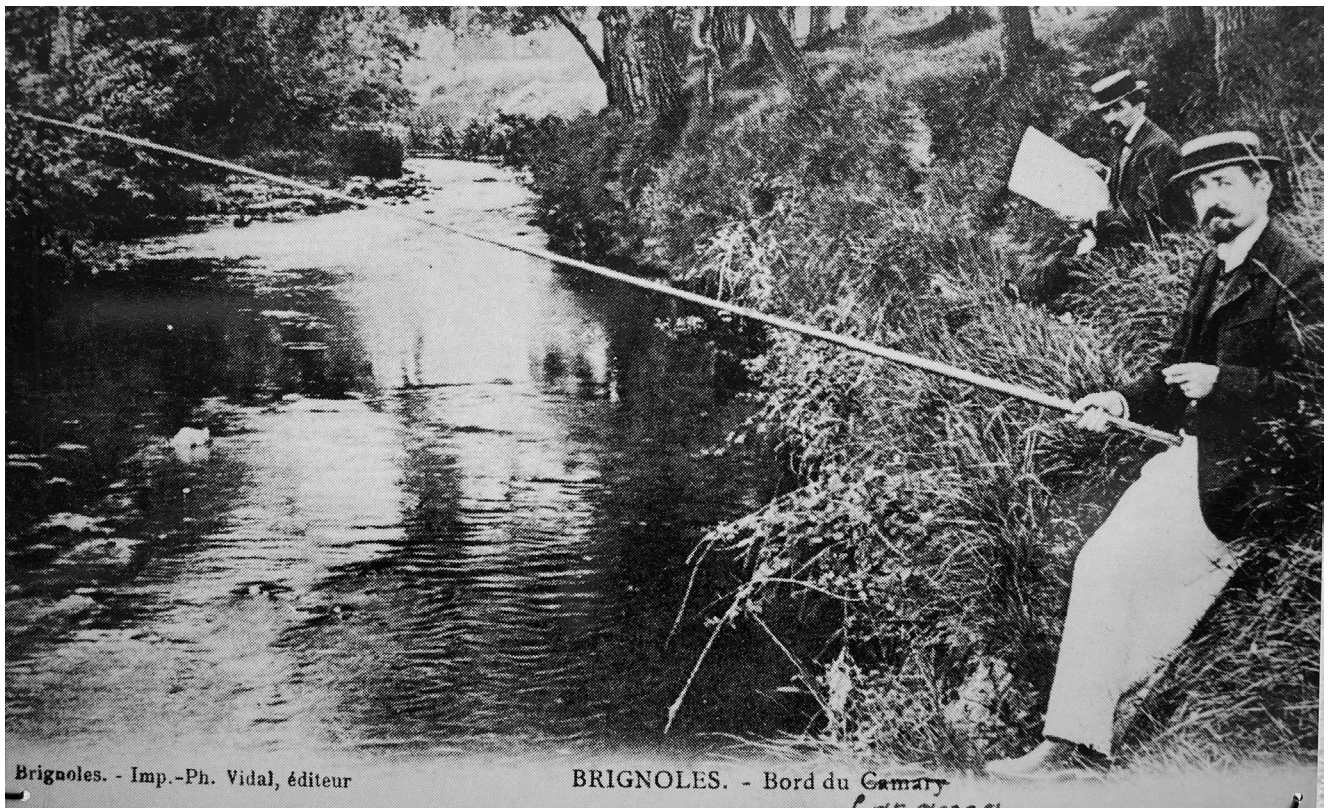
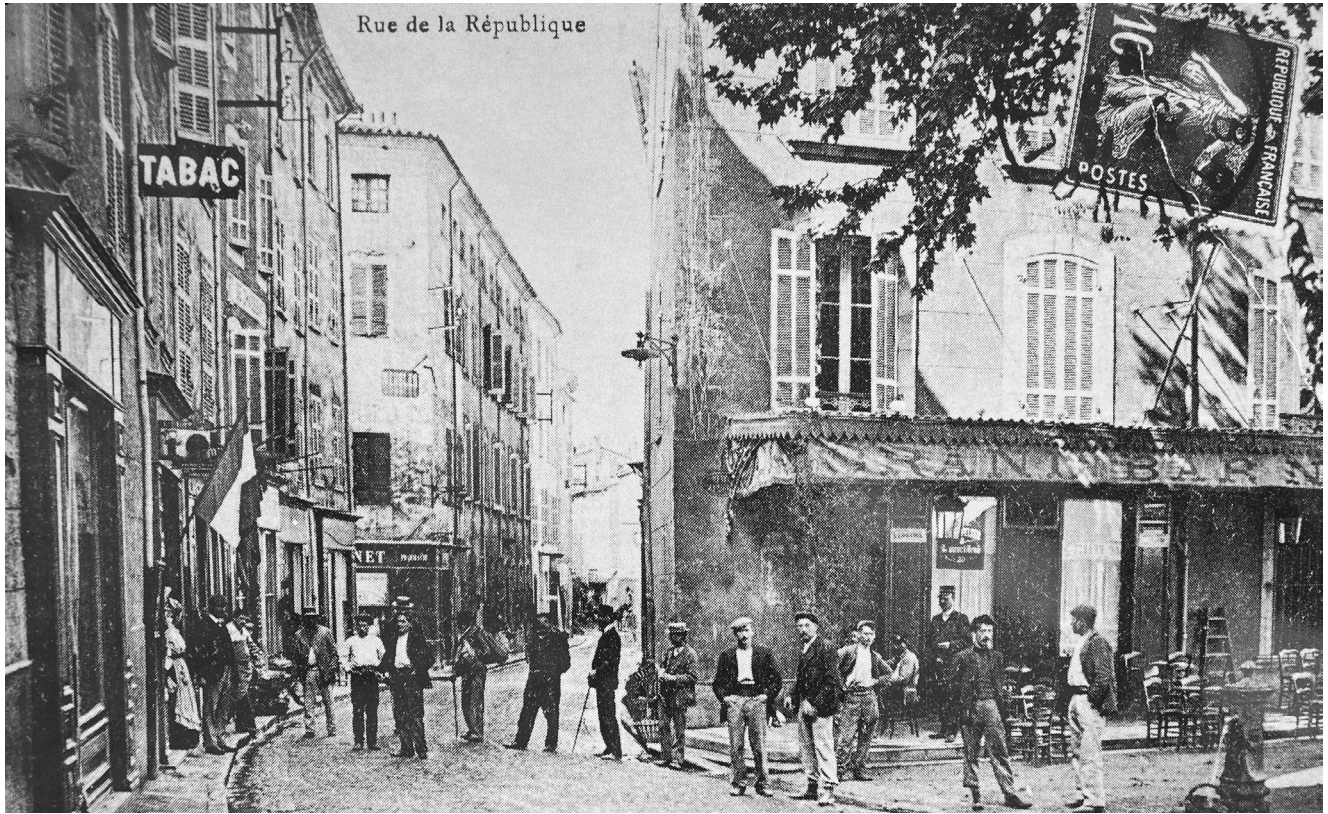
Finally, one of the major challenges facing Brignoles is to foster social diversity by restoring the links between an impoverished town centre and the residents of the surrounding area, who rarely go there. Restoring the appeal of the town centre by promoting a functional and social mix is one of the municipality's flagship projects. How can the accesses to the town be redeveloped to promote this change and attract both residents and visitors to the historic centre?

On a regional scale, the ambition of this municipality, located as it is at the centre of Provence Verte, is to provide cultural, sports and leisure facilities that are open to the surrounding communities and will meet the needs of its residents while reinforcing social links.

All these different components naturally raise the question of life cycles, of the potential interfaces between them and the way that they can mutually reinforce each other. How can the synergies between these resources generate mutual enrichment and help to create an entry point to the city that highlights its attractiveness and vitality while at the same time generating meaning and playing a role alongside the prominent landscape features of the territory of Brignoles?

SITE HISTORICAL PHOTOGRAPHIES

FR-BRIGNOLES-SS-P32-Historique et FR-BRIGNOLES-SS-P33-Historique



Brignoles. - Imp. - Ph. Vidal, éditeur

BRIGNOLES. - Bord du Gamary

BACKGROUND

Since Roman times, Brignoles has enjoyed a tradition of trade. With the Via Aurelia running through it from East to West, the town's rich qualities are based on a history and heritage built up over the centuries by the movement and intermingling of populations.

The town was established in the middle of the plain of the Caramy watershed, equidistant from Aix-en-Provence, Marseille, Toulon and Cannes. This hinterland landscape, initially a marshy and subsequently an agricultural plain, running parallel to the sea, was historically an area where communication routes could easily form. Brignoles is the gateway to Spain and Italy by overland transport.

As a result of this long history, the town has an exceptional heritage, linked to the situation of its old centre, which dominates the agricultural plain and is close to the main trade routes. Its location has made Brignoles a historic commercial crossroads, as is still evident today in the Brignoles trade fair and the significant development of large-scale business, service and retail sectors.

TERRITORY, GEOGRAPHY AND LANDSCAPE

Provence Verte Verdon possesses a varied geomorphology, with mountain ranges such as the Sainte-Baume, the main mountain chain, Sainte-Victoire and other intermediate formations. Agricultural plains, which are few and far between because of the topology, are concentrated in catchment areas. Among these catchments, the Saint-Maximin and Brignoles plain stands out for its high level of urbanisation, a result of the easy access afforded via historic traffic routes. This plain has fertile soil, favourable to active farming, while there is less forest cover than in other areas of the region. The main watershed in Provence Verte Verdon is the Argens, which flows from west to east from Seillons to Fréjus. The Caramy and its main tributary, the Issole, which flows into the Argens, draw water from a large catchment of almost 465 km², which forms the river's largest sub-catchment area.

ACCESSIBILITY MAPPING FROM SCOT

FR-BRIGNOLES-T2

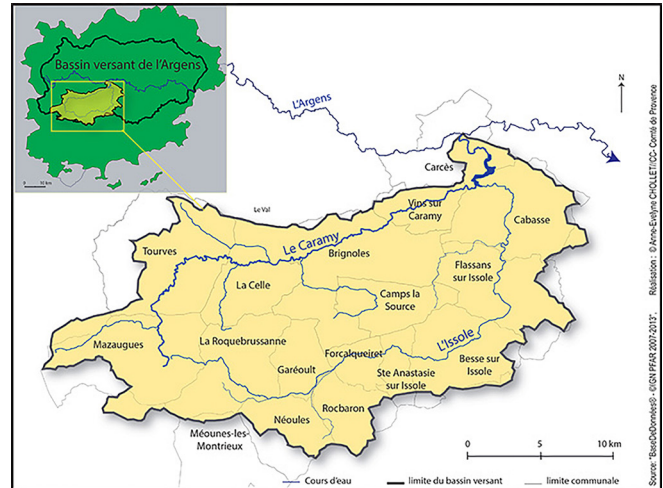
Extract from "SCOT" Provence Verte Verdon 2020-2040



DRAINAGE BASSIN FORM CARAMY AND SOLE RIVER

FR-BRIGNOLES-C-M2-5

Extract of the Syndicat Mixte de l'Argens cartography



DRAINAGE BASSIN FROM ARGENS RIVER

FR-BRIGNOLES-C-M2-4

Extract of the Syndicat Mixte de l'Argens cartography



Brignoles, which has long been a place of transit, developed along the Aurelian Way, transforming its marshy land into large agricultural areas by means of drainage canals, which have now disappeared or been buried. In the 16th century, plum trees were the mainstay of the area's development, but the Wars of Religion led to the destruction of many trees, marking the decline of this trade. Agriculture then turned to winegrowing, notably with the Coteaux Varois in Provence. Today, in response to climate change, the municipality and its conurbation are looking at ways to promote food self-sufficiency and environmental resilience, supporting Protected Agricultural Zones (ZAP) to limit urban sprawl and encourage crop diversification, such as organic wines and exotic fruits. Crop diversity and the maintenance of terraced farmland reinforce this ecological programme.

This zone of transit, historically rich in trade, saw its road system, which runs parallel to the sea, become increasingly important in the 20th century. The succession of increasingly imposing infrastructures, marked by the presence of the A8 motorway and a busy secondary road network, generates a sound landscape characterised by major noise pollution, which affects the quality of life of local residents. Traffic flows increase by 45% in summer, and population growth could exacerbate these problems

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CASSINI CARTOGRAPHY (GÉOPORTAIL)

Extract from the Cassini cartography from Géoportail

OLD AERIAL PICTURE 1950-1965 (GÉOPORTAIL)

FR-BRIGNOLES-SS-AP1-3



ARCHITECTURAL AND URBAN HERITAGE

The old town centre: a mediaeval heritage with tourist potential

In the Middle Ages, a castrum (fort) surrounded by a rampart was established in the 11th century. Under the control of the Counts of Provence from 1222, the town expanded with the construction of a second wall. In 1481, Provence became part of the kingdom of France. Before the Wars of Religion, in the 16th century, plum growing developed and took on a major role in the plain. At the same time, urbanisation progressed, leading to the construction of a third rampart. The development of the suburbs of Brignoles and the gradual disappearance of the mediaeval walls began in the 17th century, particularly after the French Revolution.

Brignoles, with its rich mediaeval heritage, is struggling to develop its tourism because it offers a limited number of accommodation options and does not do enough to promote its products and local history. Despite events such as mediaeval festivals and fairs, which attract large numbers of visitors, much of the region's heritage remains little-known. To make the town more attractive to tourists, it is proposed to create a historical trail highlighting sites such as the former palace of the Counts of Provence, the Joan of Arc school, squares, fountains and ramparts. Beyond the town centre, a project is underway to redevelop the town's notable buildings, in continuity with those in the town centre. To the east, a number of projects have been launched, such as the redevelopment of the areas around the Libert  centre. To the west, on the site proposed for Europan, a number of vacant buildings, including the Palais de Justice (courthouse) and the SNCF railway station, are being considered for redevelopment and integration into the range of amenities and services in the town.

Low-quality town entrances

The town continued to expand in the 19th century with industrialisation, the arrival of the railway and the development of new infrastructure. The economy was boosted by bauxite mining, until the mines closed in 1975. The 1960s brought the emergence of industrial estates, notably the Consacs area, initially dedicated to agricultural cooperatives and now ageing (buildings with asbestos, etc.). The gentle topography of the plain led to the gradual establishment of business parks on agricultural land in all directions, such as the Saint-Jean sector, created in the 1970s mainly for commercial purposes, but of poor quality.

As a result of this lax approach to urban planning, development has been incoherent, producing bland landscapes and damaging the area's appeal as a tourist destination. The entries to the town, characterised by scattered housing estates, industrial buildings and unadopted land, lack clear transitions between rural and urban areas.

OLD PICTURE FROM NATIONALE 7 ROAD AT BRIGNOLES (HOLIDAY ROAD)

FR-BRIGNOLES-SS-P31-Historique

MAP OF THE ENVIRONMENTAL AND LANDSCAPE ASPECT

FR-BRIGNOLES-T4

Extract of the document of the Avenant à la Convention Action Coeur de Ville 2 - Ville de Brignoles



These car-centred developments, with large car parks and few footpaths, compromise urban continuity. Moreover, the juxtaposition of uses and the proliferation of advertising hoardings are detrimental to landscape identity and efforts to enhance the area.

Today, the need to integrate and upgrade these business parks is central in discussions between the municipality of Brignoles and the Provence Verte conurbation, which is responsible for business park development. In addition, it is important to control the spread of shopping developments on the edge of the town centre, as these could compete with efforts to revitalise the retail stock in the centre. On the other hand, retail initiatives that complement the town centre offering would be worth considering.

«Nationale 7», the historic holiday road

The Nationale 7 (N7), created in 1824 as Route Royale 7, linked Paris to the Italian border, passing through 16 towns in the Var, including Brignoles. Following ancient routes and modernised by Napoleon, it became a symbol of the holidays, particularly during the “Trente Glorieuses”, the 30 years of post-war boom, with its traffic jams and convivial moments under the plane trees. With the expansion of motorways such as the A8, which now bypasses Brignoles, the N7 lost its primary role, although it still retains some traces of its heritage, such as plane trees, old service stations and the numerous advertisements painted on the walls. However, some sections, such as the Saint-Jean zone, have been damaged by urbanisation on the outskirts. For a long time, the N7 was the stuff of nostalgic tales, with every bend a promise of escape or a stop-off packed with local flavours. Today, it could be reinvented. Its transformation, within the context of initiatives to develop tourism and preserve local heritage, could breathe new life into these landscapes of collective memory, while improving outlying areas that suffer from a lack of good quality urban amenities.

Le vacant railzay cluster

The Brignoles railway cluster, built in the 19th century on the line linking Paris to the Rhône Valley and the Mediterranean, was opened in 1880. This line ran along the eastern edge of the town and played a major role in economic development, facilitating the transport of local agricultural produce, as well as bauxite, in the early 20th century. Rail traffic stopped in 1939, though the station continued to serve as a SNCF ticket office until 2015. Since then, the station building has remained vacant, with no rail-related function, and is awaiting redevelopment. The site of the disused railway line, which has served as a biodiversity refuge and corridor since 1939, links the agricultural plain to the lower slopes of the Sainte-Baume. However, this industrial wasteland creates a clear divide between the town centre and the station district to the east, and between the Consacs business park and the Caramy river to the west. The railway line was operated as a tourist attraction between Carnoules and Brignoles by the Association du Train Touristique du Centre Var from 2001 until recently.

SCREENSHOT OF THE MUSEUMS WEBSITE AND ART CENTERS, COMMUNAUTÉ D'AGGLOMÉRATION DE LA PROVENCE VERTE

Extract of the website «museesetcentresart.caprovenceverte.fr/»

PICTURE OF THE RENEWED PUBLIC SPACE "COUR LIBÉRÉ" AND THE INTERMUNICIPAL CONSERVATORY OF THE PROVENCE VERTE - «LES URSULINES»

FR-BRIGNOLES-SS-P24



SOCIAL AND CULTURAL FACTORS

Brignoles is experiencing steady demographic growth and is one of Provence Verte's main employers, accounting for 40% of jobs in the Communauté d'Agglomération thanks to its outlying business parks, particularly Nicopolis. While the local economy relies on these dynamic outlying areas, the town centre is characterised by a fabric of ageing and vacant shops. The municipality has undertaken a number of initiatives to revitalise the centre, including a housing improvement scheme. The town remains attractive to young families, thanks to an affordable housing market, but it is facing social vulnerabilities, with a high poverty rate, low median income and significant vacancy rates, particularly in the town centre.

Brignoles offers cultural diversity, combining historic heritage with modern programmes. However, despite this combination it fails to appeal to tourists and there is a lack of coherence between its cultural sectors. A number of initiatives are currently being considered with a view to expanding and connecting them.

The Musée des Comtes de Provence, housed in a former 13th century palace, illustrates local history through its collections, although it is currently closed for renovation. Its location and storage offering are currently under consideration. The town is also home to a Micro-Folie, offering interactive digital access to great artistic masterpieces.

Recently opened, Pôle Liberté is a multifunctional complex comprising a six-screen multiplex cinema, an intermunicipal music and dance conservatory and a multi-purpose hall.

In addition, the intermunicipal conservatory, in renovated buildings, hosts workshops dedicated to the plastic arts, music and dance, which contribute to local cultural life and reflect a desire for diversity and accessibility. The provision of digital spaces and workshops is an instrument for renovating existing buildings and strengthening links between residents.

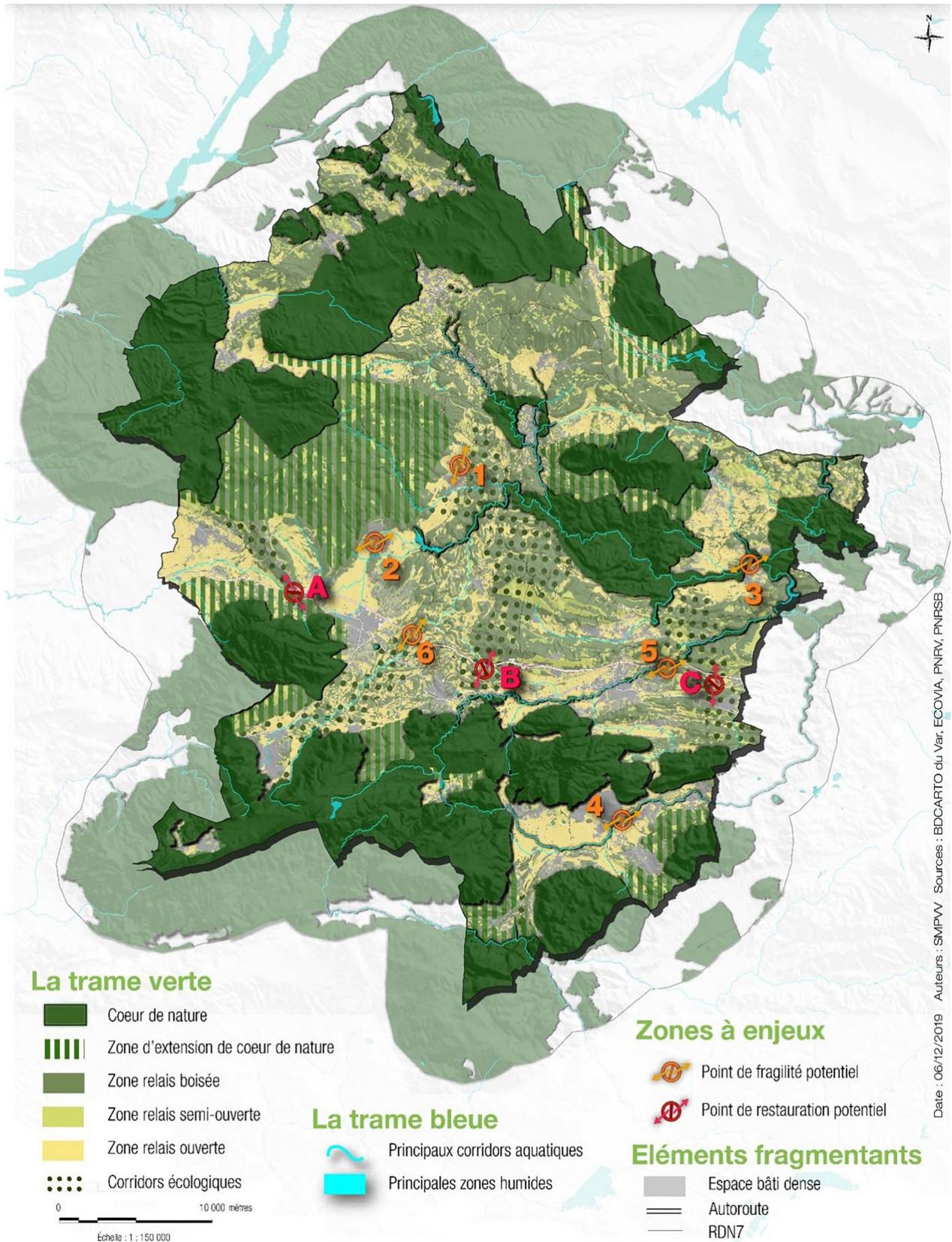
At regional level, the town is working to provide intermunicipal cultural, sports and leisure facilities that meet the needs of local residents and attract visitors.

Located in the north of the Provence Verte conurbation, the Châteauvert contemporary art centre stages exhibitions, a summer festival and artists' residencies, along with meetings and conferences throughout the year. The Conurbation also runs the Musée des Gueules Rouges in Tourves, which provides an introduction to the origins of bauxite, the techniques used to convert the mineral into aluminium and the contemporary uses of this metal.

MAPPING OF THE GREEN AND BLUE INFRASTRUCTURE OF THE SCOT

FR-BRIGNOLES-C-M2-3

Extract from "SCOT" Provence Verte Verdon 2020-2040



MILIEUX. HUMAINS AND NON-HUMAINS

High quality agriculture and run-down business parks: neighbourhood conflicts and the potential for urban renewal

Agriculture contributes to the Green and Blue Grid by providing ecological corridors for species, feeding grounds and a buffer between built-up and natural areas. Agreements with farmers preserve meadows and hedgerows, while practices such as silvopasture and agroforestry and reduced use of pesticides and insecticides encourage biodiversity.

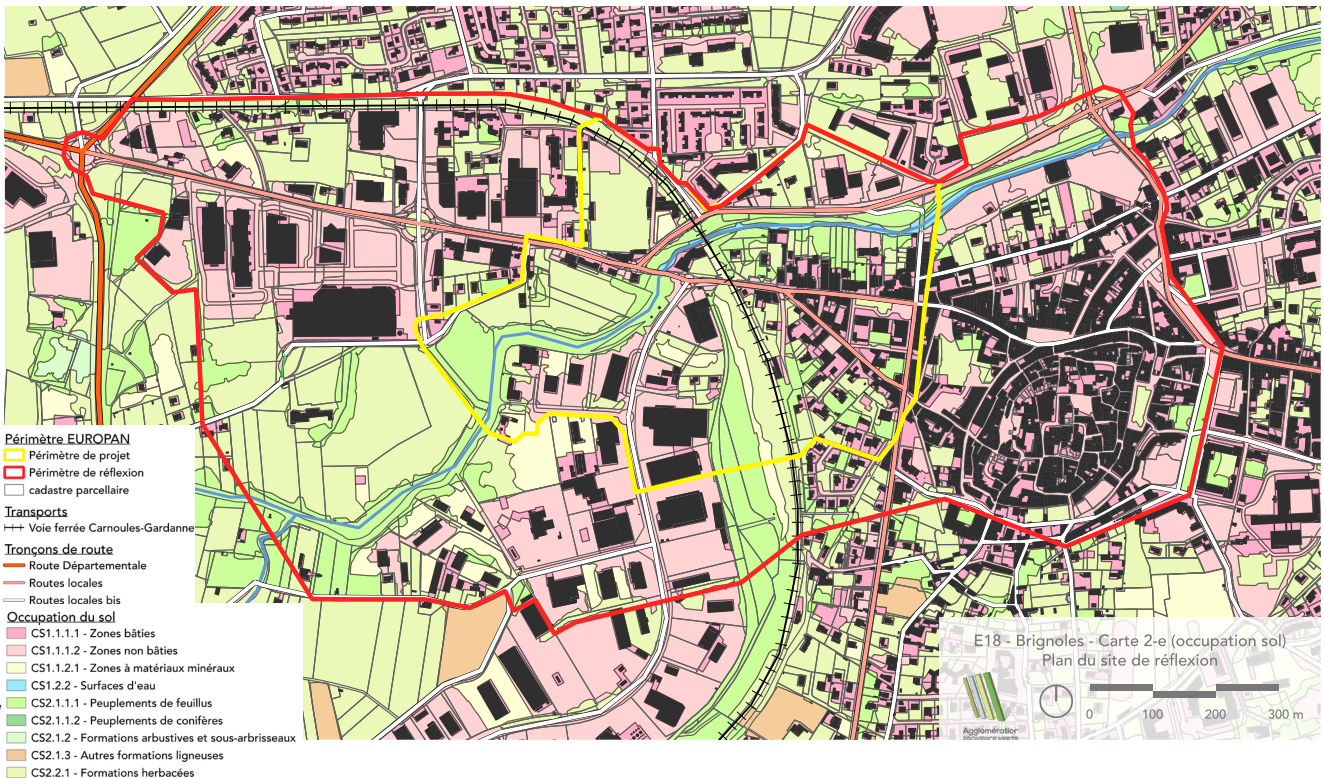
The agricultural and rural identity of Brignoles is therefore one of the assets of the area, and has been preserved, particularly in the remaining market garden areas around the town. However, there is still neighbourhood conflict between agriculture and business parks, particularly to the east, with the Consacs and Saint-Jean zones. To date, no thought has been given on how to create interfaces that will enhance these interstitial areas, soften the landscape and facilitate biodiversity. Achieving these transitions could attract new economic players, while protecting local agriculture and incorporating uses that are more resilient and in harmony with the area.

REFLECTION SITE PERIMETER (RED) AND PROJECT SITE (YELLOW)

FR-BRIGNOLES-C-AP1-3

REFLEXION SITE PERIMETER, LAND USE PLAN

FR-BRIGNOLES-SS-M2-1



REFLECTION SITE

The study site illustrates the need to adopt a global vision of the west of the town, from the first buildings on the DN7 bypass to the town centre. Its outline emphasises the close relationship between the geography of the agricultural plain and the town, which is structured around the Caramy river, which forms a spinal column, now isolated, that has supported urban development and links the major landscape features of Brignoles.

DESCRIPTION OF THE REFLECTION SITE

In the study site at the western entry to the town, there are three sequenced built-up areas to the south of the old N7 (Saint-Jean, Consacs, Quartier de la Gare). These sectors are separated by marginal natural infrastructures (the market garden plots, the Caramy river and the disused railway line).

Saint-Jean commercial zone

This entrance to the town begins with the Saint-Jean sector, which is the furthest out. This is an urban fabric inherited from the commercial urban planning of the 1980s. This very busy road is characterised by a mix of urban functions, with no overall organisation, and three distinct sequences:

- From the RD to the roundabout, with the business park to the south
- Between the two green roundabouts
- Between the 2nd roundabout (Bd Bonnaval / Ch. de St-Jean intersection) and the River Caramy.

In short, this is a major road access to the town, with inconsistent development and interfaces between public and private spaces that are complex to manage.

The last section, which ends on the banks of the Caramy, is the real entry point to the town, with a tightly-packed layout around the road, but with no uniformity, no architectural quality and no thought given to pedestrian access.

The northern part of this sector was built in an eclectic, haphazard fashion around the first agricultural cooperative and then around the Raoul Delpon municipal stadium. It is bounded by the curve of the derelict railway land that runs alongside the DN7 towards Tourves to the west, an area where the local authority is considering the development of an intermunicipal cycle route.

PICTURES OF THE CONSACS INDUSTRIAL AND BUSINESS AREA

FR-BRIGNOLES-PS-P22 et FR-BRIGNOLES-PS-P20



Consacs industrial and business district

Since the 1960s, the Consacs district, bounded by the Caramy River and the old railway line, has stood out as a hub of activity and services in its own right, close to the town centre, representing a historic vitality that is now under threat. Originally, this district consisted of market garden plots surrounding the town of Brignoles. From the 1960s onwards, agricultural cooperatives were set up here, followed by craft activities. In recent years, however, the area has suffered a decline as a result of the construction of new commercial developments of poor quality, which occupy the plots of land formerly used for these activities. The conurbation is keen to reverse this trend by encouraging change, in particular by introducing new amenities and re-establishing links and complementarity with reinforced town centre retail activities. It has been noted that certain buildings and facilities are ageing (presence of asbestos, non-draining land surfaces, etc.). The teams might consider introducing sustainable changes here in order to help improve the urban integration of the area.

For example, competition projects could explore innovative production programmes that take advantage of the historical and landscape assets of the Consacs district. The aim would be to encourage the installation of small business activities, urban agriculture or shared services, to complement the revitalisation of town centre retail activities. These programmes would not only bring a diversity of uses to the area and enhance its appeal, but would also create synergies via short short supply chains and local dynamics, while meeting the requirements for a more sustainable economy that is firmly rooted in the area.

Near Les Consacs and the banks of the River Caramy, historic market gardeners continue to operate in agricultural areas close to the town. The conurbation and Brignoles have set up a ZAP (protected agricultural zone) to preserve existing farmland and promote experimentation, particularly in areas bordering the town. Although these two areas are neighbours, they are not connected in any way. The conurbation would like to consider ways of reconciling agriculture in close proximity to the town in a spirit of mutual sharing and respect.

Opposite Consacs area, the Raoul Delpon municipal stadium and its surroundings seem to embody a fading vitality. It is flanked by a group of motley buildings that struggle to fit in with the town, especially as they are constrained by their connection with the traffic roundabout between Avenue Saint-Jean and Avenue des Berges.

PICTURE OT "BERGES" AVENUE NEXT TO THE NORTHERN CARAMY BANK
FR-BRIGNOLES-PS-P10

PICTURES FROM THE "QUARTIER DE LA GARE", RÉPUBLIQUE STREET
FR-BRIGNOLES-PS-P31 et FR-BRIGNOLES-PS-P32



North bank of the Caramy river

The flow of traffic from Avenue Saint-Jean does not enter the town, but now runs alongside the Caramy along a circular avenue with a very road-like character. On the south side, it isolates the potential uses and influence of the Caramy ecosystem, while on the north side low-quality residential and commercial sectors have grown up in the northern suburbs of the town. Accessibility and the coherence of public spaces are not properly considered. Improving the green mobility links between this arterial road and the River Caramy is key to enhancing the value of the river ecosystem, tackling the problem of flooding and opening up the town centre.

The residential area around the station and railway line

The Brignoles Station district began to develop in the 19th century, with the arrival of the railway in 1880. It developed in connection with the station, with residential areas featuring a variety of urban forms: from detached houses on the edge of the site to apartment housing near the historic centre, as well as along Rue de la République, formerly the N7.

The railway site, owned by SNCF Réseau, was decommissioned nearly 10 years ago. Nonetheless, there are development opportunities in the area on the edge of the town centre, which means that a certain density of built fabric would be desirable. To this end, the Local Urban Plan, currently under revision, aims to introduce a zoning scheme suited to the future use of the site. In addition, the station building has just been acquired by the conurbation, and its use as a multi-purpose public amenity is under consideration.

However, there is no connection between the station and the Consacs zone because of the barrier created by the railway line. It is possible that the conurbation could acquire the right to use the former railway site. If this were to happen, a range of transitional or reversible development options would be available to create links and mend the gaps between the currently isolated neighbourhoods. The conurbation is considering how to redevelop this brownfield site, with its strategic location at the heart of the urban fabric close to the town centre.

In terms of the environment and landscape, the site is part of the green and blue grid of the Brignoles area, which mainly consists of the River Caramy and its surrounds, as well as the green belt bordering the railway line and some surrounding natural areas, such as Avenue Mistral (southern entry to the town). The question is how can these biodiversity corridors be extended into the surrounding neighbourhoods and public spaces?

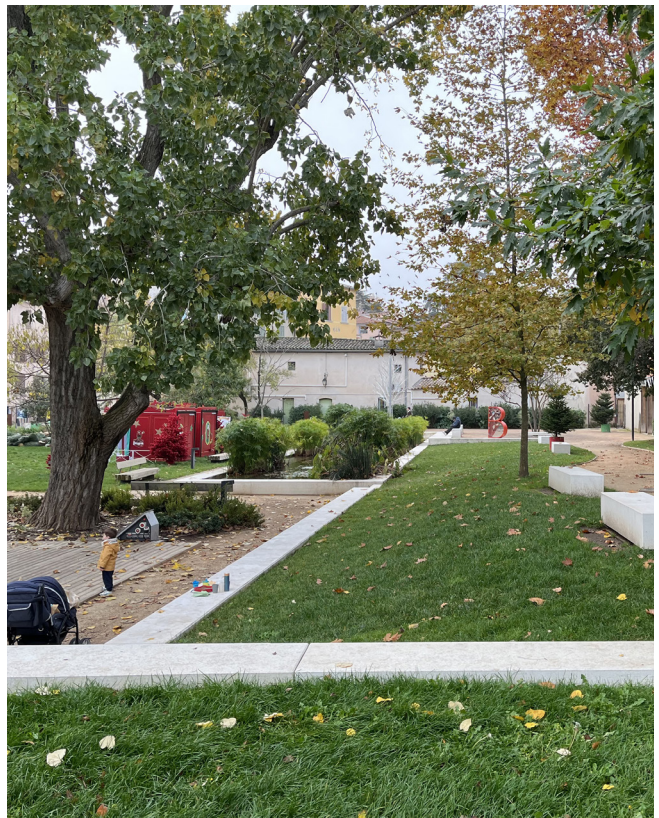
PICTURE OF THE CITY CENTER AT THE CARAMY SQUARE
FR-BRIGNOLES-SS-P1



PICTURE OF THE CITY CENTER, SAINT JOSEPH BLOCK
FR-BRIGNOLES-SS-P8



PICTURE OF THE CITY CENTER, CHARLES GAOU GARDEN
FR-BRIGNOLES-SS-P2



Historic center

The town centre is one of the many options and projects under discussion by the municipal and district authorities. It is essential that it should be included within the scope of the project in order to understand how actions already undertaken or underway can be extended to the outlying districts. Conversely, the project will need to consider how initiatives linked to the outskirts and the entry points to the town can enhance the attractiveness of the town centre and contribute to its revitalisation.

RELATED PROJECTS

Brignoles wants to make its town centre more attractive and improve links with outlying districts by prioritising urban renewal projects within existing districts. The aim of this approach is to preserve and enhance natural spaces in the town, such as the river, squares, natural environments (such as the railway line) and from plots, thereby contributing to quality of life. The overall purpose is to reinforce the green and blue grid, to facilitate access to natural spaces and to create environmentally-friendly leisure facilities.

Finally, the municipality is keen to develop initiatives which enhance social links, encourage people from different neighbourhoods to mix and find places where they can do things together, and which revitalise the town centre.

To this end, the municipal and district authorities are pursuing a number of projects that fall within the competition's study site, including the town contract and the Action Cœur de Ville programme.

Action 45 of the Flood Prevention Action Programme, with the Syndicat Mixte de l'Argens.

And the renovation of the Musée des Comtes de Provence museum and its development into a Musée de la Provence with its Centre d'Interprétation de l'Architecture et du Patrimoine (architecture and heritage interpretation centre).

MAPPING OF ACTIONS WITHIN THE CITY CENTER PERIMETER

FR-BRIGNOLES-T4

Extract of the "Avenant à la Convention Action Coeur de Ville 2" - Brignoles Municipality

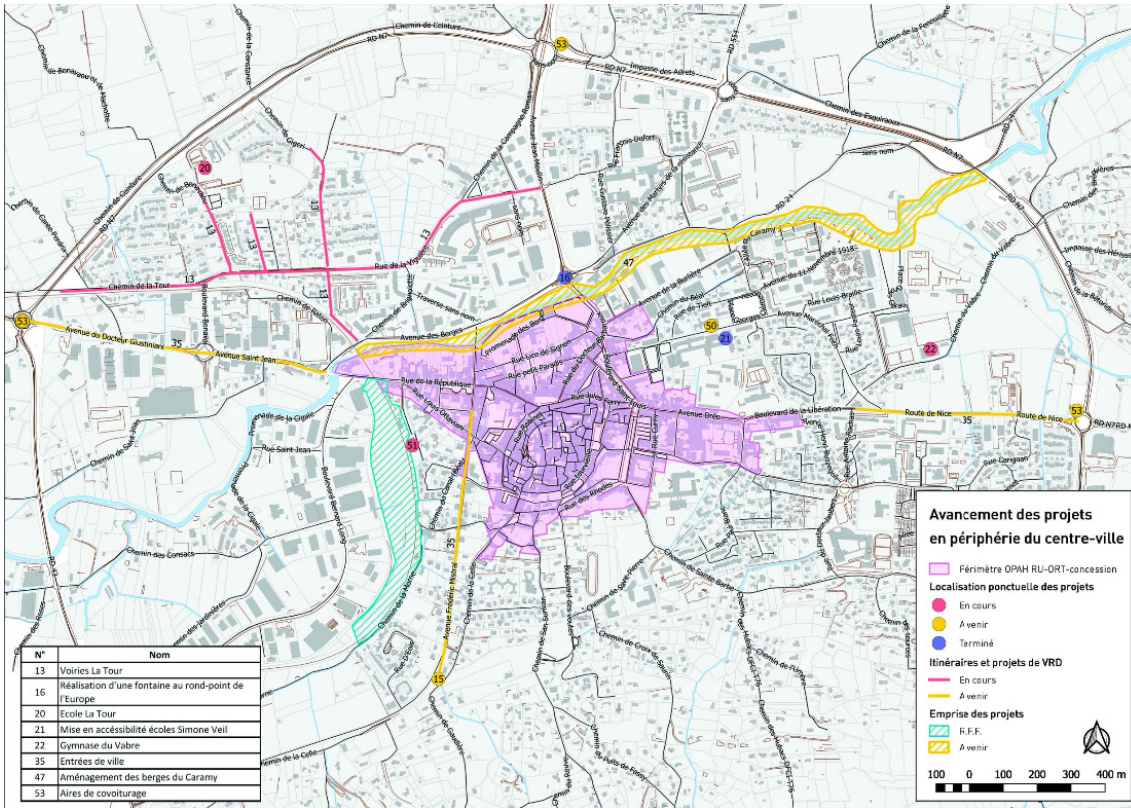


SCHÉMA DE LA FRICHE FERROVIAIRE DU QUARTIER DE LA GARE

FR-BRIGNOLES-T4

Extrait du document de l'Avenant à la Convention Action Coeur de Ville 2 - Ville de Brignoles

Plan key :

Site perimeter

SITE OCCUPATION

- Active railway
- Disused railway
- Station building
- Technical facility
- Station parking
- Railway wasteland
- Vegetated wasteland
- Tree/wooded area
- Housing
- Primary road
- Secondary road
- Soft mobility connections

GREEN ET BLUE NETWORK

- Watercourse
- Riparian forest
- Agricultural/grass-covered area

Action cœur de ville

The development of ideas to improve the entry points to the town forms part of the Action Cœur de Ville (town centre action) studies and projects. However, the aim of the European competition is to introduce complementary perspectives and broaden the scope of the analysis in order to establish global coherence in the western section of the city. The action associated with the “Cœur de Ville” project is targeted on individual sectors, whereas the goal of the European competition is to connect sites and pool the area’s resources, which are currently isolated, in order to reveal new synergies. Given the fragmentation of the western sector, particular attention is being paid to the interstices and the creation of new relationships, both tangible and intangible.

In December 2017, Brignoles was selected as a beneficiary of the national Action Cœur de Ville 2018-2022 programme. The programme will continue from 2023 to 2026, with new measures such as studies for improvements to the entrances to the town. It could provide the foundations needed to pursue the projects and ideas already in progress, particularly those arising from the European competition.

Under the “Action Coeur de Ville” programme, which is supported by the district and municipal authorities, the goal is to coordinate improvements in housing with the rehabilitation of urban space, the revitalisation of ground floor shops and valorisation of the town’s heritage through the development of its cultural and touristic fabric.

Action coeur de ville 1 : 2018-2022

The Action Coeur de Ville programme has supported the implementation of projects in five areas, with practical outcomes.

- Housing and living environment: Jean Moscou cul-de-sac, community centre and facades, redevelopment of the Saint-Joseph block, development of the Pôle Liberté, etc.
- Economic and commercial development: public lighting, creation of a tourist trail, revitalisation of the town centre (Place Carami, Place 8 mai 1945 and Rue Jules-Ferry and Rue Barbaroux), development of town centre shops, etc.
- Mobility, accessibility and connections: Tourmalaute and Cavaillon streets, Lice de Signon car park, La Tour road improvements, Frédéric-Mistral roundabout, etc.
- Urban forms and public spaces – Charles Gaou garden, study for the redevelopment of the banks of the Caramy, renovation of the networks at rue des Rhodes, Plan de Sauve, Cordeliers, etc.
- Public, cultural and leisure facilities: exhibition hall, Simone-Veil school, Véronique-Delfaux school, Vabre sports complex, etc.

PHOTO FROM AVENUE DES BERGES, PEDESTRIAN CROSSING OVER THE CARAMY TOWARDS RUE SADI CARNOT
FR-BRIGNOLES-PS-P8

THE VAR-MATIN ARTICLE ON THE RIVERBANK DEVELOPMENT PROJECT (PAPI)
FR-BRIGNOLES-T5



Brignoles

var-matin
Mardi 6 février 2024

La rivière Caramy va retrouver sa place

Le projet d'aménagement des berges du Caramy, au centre-ville, a enfin été dévoilé à l'occasion du lancement de la phase de concertation publique.

Un projet ambitieux, dont l'objectif premier est la protection des biens et des personnes contre les inondations.

Enfin ! L'action 45 du Programme d'actions de prévention des inondations (Papi) a été dévoilée, jeudi soir, au public, à l'occasion du lancement de la phase de concertation publique. Ça ne vous dit rien ? Et pourtant, c'est le genre de projets qui va faire parler l'action 45 du Papi, c'est le réaménagement des berges du Caramy dans le centre-ville de Brignoles. Rien que ça. Et pour ne pas garder le suspense trop longtemps, le projet est du genre maous. Le Caramy, à Brignoles, c'est une rivière un peu laissée à l'abandon, un trait d'eau quasi-rectiligne qui coule vers Carcès, et dont on entend surtout parler quand les intempéries le mettent en crue. En 2019 pour l'événement marquant le plus récent, mais les crues ne sont pas si rares et les zones inondables qui entourent le lit du Caramy sont légion.

Double ambition : sécurisation et écologie
Plus pour longtemps. L'ambitieux programme de travaux d'aménagements va mettre hors d'eau la ville de Brignoles, au moins pour les crues cinquantennales (celles qui ont une chance sur 50 de se produire chaque année). Porté par le Syndicat mixte de l'Argens (SMA), animateur du Papi sur le bassin-versant du Caramy, à



Au niveau de la passerelle Sadi-Carnot, les travaux concernent, outre les berges, le remplacement et l'agrandissement de ce pont. Le city-stade, lui, sera déconstruit. (Photos Gilbert Broussard)

Davantage de vie et de confort
Annaméger une rivière pour protéger un risque de crue, cela peut se faire de plusieurs manières. À Brignoles, la clé fut le choix de la formule « offensive ». On parle, unilatérale. « C'est un projet assez inédit au niveau départemental, note Quatrième Blanchard, coordinatrice des travaux de l'action 45 du Programme d'actions de prévention des inondations (Papi). Le côté innovant du programme, c'est l'aspect environnemental, avec la volonté d'améliorer la qualité de la rivière. Une volonté qui permet d'allier d'augmenter la protection... »

La mise en pente douce des berges va nécessiter l'élargissement du lit de la rivière de 15 mètres de chaque côté.
Cela se traduit par la volonté de travailler les berges en « pentes douces », qui donne plus d'espace pour la rivière. « Aujourd'hui, le Caramy dans le centre-ville est quasiment... Ce ne permet pas une bonne oxygénation et recharge l'eau. Avec les aménagements prévus, nous allons créer différents écoulements, des zones de ponts pour les poissons, des turbulences pour donner de l'air... »

Les bénéfices attendus par ces travaux sont nombreux. L'absorption des crues s'en verra renforcée, d'abord, mais c'est la durée et la force qui devraient se développer dans de meilleures conditions. Des plantations de végétaux autochtones divers, choisis selon les recommandations du Groupe d'experts sur le climat, sont également prévues, ce qui redonnera certains endroits de la rivière leur rôle d'îlot de fraîcheur de nature à améliorer la qualité de vie des riverains.

Réunion publique : inquiétudes et satisfactions

Si cette première réunion publique avait pour ambition de présenter le projet dans les grandes lignes, sans toutefois s'interdire d'entrer dans les détails, une chose était pourtant sûre : les organisateurs : parler des situations personnelles. Le projet d'aménagement va élargir le Caramy et certains propriétaires savent qu'ils devront céder une partie de leurs terrains, confinés à l'unité publique que représente cette action du Programme d'actions de prévention des inondations (Papi). De quoi provoquer des inquiétudes.

Ce sont eux qui ont alimenté l'essentiel du débat ouvert à l'occasion de ce lancement de la phase de concertation. Certains s'inquiétant, par exemple, des possibilités d'intrusion que pouvait laisser la création de ces pentes douces, d'autres évoquant leurs regrets de voir disparaître certains arbres ou constructions à valeur sentimentale sur bords de berges disparus. « Pour faire plaisir

aux morts, on ne va pas faire payer les vivants », répondait Didier Brémont. **L'intérêt général avant tout**
Le maire de Brignoles et président du Syndicat mixte de l'Argens n'a évité aucune question, laissant-elles défilantes, concédant même souvent le bienfondé des doutes ou des regrets de devoir céder du terrain. Mais la ligne était claire : l'intérêt du plus grand nombre prime. « Si je dois aller en expropriation pour sauver des gens, je le ferai... »

Un n'est pas encore là. D'ailleurs, les terrains de particuliers concernés par le projet d'aménagement sont destinés à être achetés par la communauté d'agglomération. « Au prix des dominions », indiquait-il à la tribune. Restait à évaluer les périmètres concernés. « Cela fera l'objet d'entretiens individuels », répondait Quatrième Blanchard, chargée de projet pour cette action 45 du Papi.

Parmi les autres échanges entendus lors de cette réunion, celui concernant le parcours de pêche, qui intéressait au plus haut point ce membre de la fédération venant vérifier si le parcours « nobilité » de truites fario, prévu dès plus jeunes, n'allait pas être dévié. La vue de synthèse présentée l'avait rassuré, il est mortifié satisfait, dominant son accord - sans doute facilité - à l'exécution des travaux.

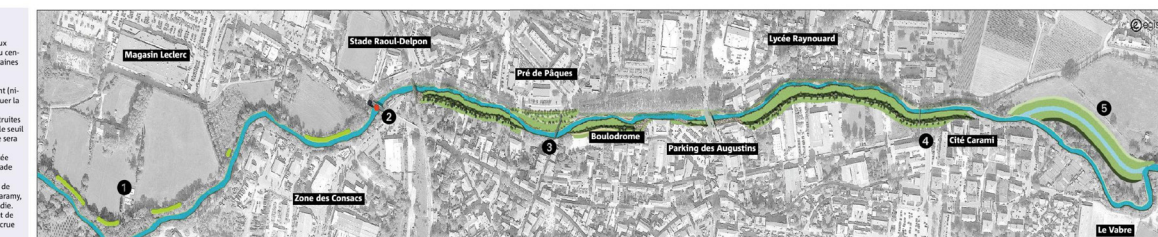
D'autres réunions programmées
D'autres voix se sont fait entendre pour évoquer les solutions alternatives qui auraient pu être envisagées. Trop cher ou pas assez efficaces, c'est avec le souci du détail que les différents intervenants ont répondu aux questions. Au final, malgré des inquiétudes toujours manifestes pour certains, c'est dans une relative sérénité que s'est close la discussion. En attendant la prochaine.



La passerelle située au bout de l'avenue de la Butière, vers les HLM de la cité Caramy, va être déplacée.

Les travaux

- 1 D'ouest en est, d'amont en aval, les travaux d'aménagement des berges du Caramy au centre-ville de Brignoles vont passer par certaines étapes particulières.
- En voici quelques-unes :
- 1 Derrière le centre Leclerc, un arasement (initialement à ras) sera effectué pour diminuer la dynamique de crue.
- 2 Une passe à poissons permettant aux truites et autres espèces aquatiques de franchir le seuil sous le pont de l'avenue de la République sera installée.
- 3 La passerelle Sadi-Carnot sera remodélisée pour une structure plus grande. Le city-stade sera déconstruit.
- 4 La passerelle des Tambourins, au bout de l'avenue de la Butière, vers les HLM du Caramy, sera elle aussi remodélisée pour être agrandie.
- 5 Un peu plus loin, un chenal permettant de faciliter l'écoulement des eaux en cas de crue sera conduit.



Action coeur de ville 2 : 2023-2026

Following this first phase, which focused on the revitalisation of Brignoles town centre, the programme will continue in the areas around the entries to the town and the station area. The latter currently forms an urban wasteland between the Consacs business park and a residential area. Studies will be launched to create an ambitious and environmentally-friendly neighbourhood.

Three town entrances have been identified:

- Southern entrance to the town: avenue Frédéric-Mistral
- Western entrance: Saint-Jean district
- Eastern entrance: le Vabre and avenue Dréo.

The Action Cœur de Ville studies on the western entry to the town focus on the Saint-Jean sector. The smaller perimeter of the European competition extends from Caramy to the town centre, thus completing the study for the western entrance. European emphasises the need to consider the whole of the western sector in order to maintain global coherence. In addition, the competition proposals will take into account the “Re-sourcing” theme and offer a more innovative and open vision for the entire study area.

Flood prevention programme (Papi)

Only Brignoles has a Flood Risk Prevention Plan (PPRI) for the Caramy River. The Syndicat Mixte de l'Argens (SMA) is looking at ways of developing the banks of the river in the town centre to cope with fifty-year floods. The aim of the project is twofold: to make the river safer and to protect the environment. It entails developing certain sections of riverbank with “gentle slopes”, in order to give the river more space.

The aim of the European competition is to draw on this technical and sector-based operation as an instrument for rethinking the nature and use of the River Caramy in the town. In what ways can it be opened up to facilitate the creation of high-quality public spaces on each bank, while encouraging green travel modes and limiting the impact of cars, with the aim of improving the well-being of residents, both human and non-human?

To take this a step further, the conurbation would like to explore the possibility of installing facilities for open-air sports activities and cultural events along the banks of the Caramy. These initiatives would aim to bring life to the area while creating connections and shared uses between suburban and town centre residents. The aim is to develop attractions around the town centre, thereby fostering a shared living dynamic.

PICTURE OF THE PALAIS DES COMTES DE PROVENCE MUSEUM (CITY CENTER)
FR-BRIGNOLES-SS-P7



SCREENSHOT OF THE MUSEES ET CENTRES D'ART WEBSITE : WORKSHOPS AT THE PALAIS DES COMTES DE PROVENCE
Extrait du site «museesetcentresdart.caprovenceverte.fr/»



The banks of the Caramy were once paths that linked the towns on the agricultural plain. Today, they are concealed by industrial estates, notably Consacs. As a result, footbridges across the Caramy exist but are currently marginalised. Upgrading the riverbanks could help to improve movement and connectivity across the town, by developing green mobility between the centre and the suburbs and within the Caramy catchment area.

Musee des Comtes de Provence :
A new architecture and heritage interpretation center (CIAP)

The Musée des Comtes de Provence, currently located to the south of the town centre, is closed for renovation. The building, which is part of the town's heritage, needs work to ensure that it can provide appropriate conditions to house works of art. However, it is possible that its location will change, and this is currently under consideration. The creation of a Centre d'Interprétation de l'Architecture et du Patrimoine (CIAP – architecture and heritage interpretation centre) is a major opportunity for the museum.

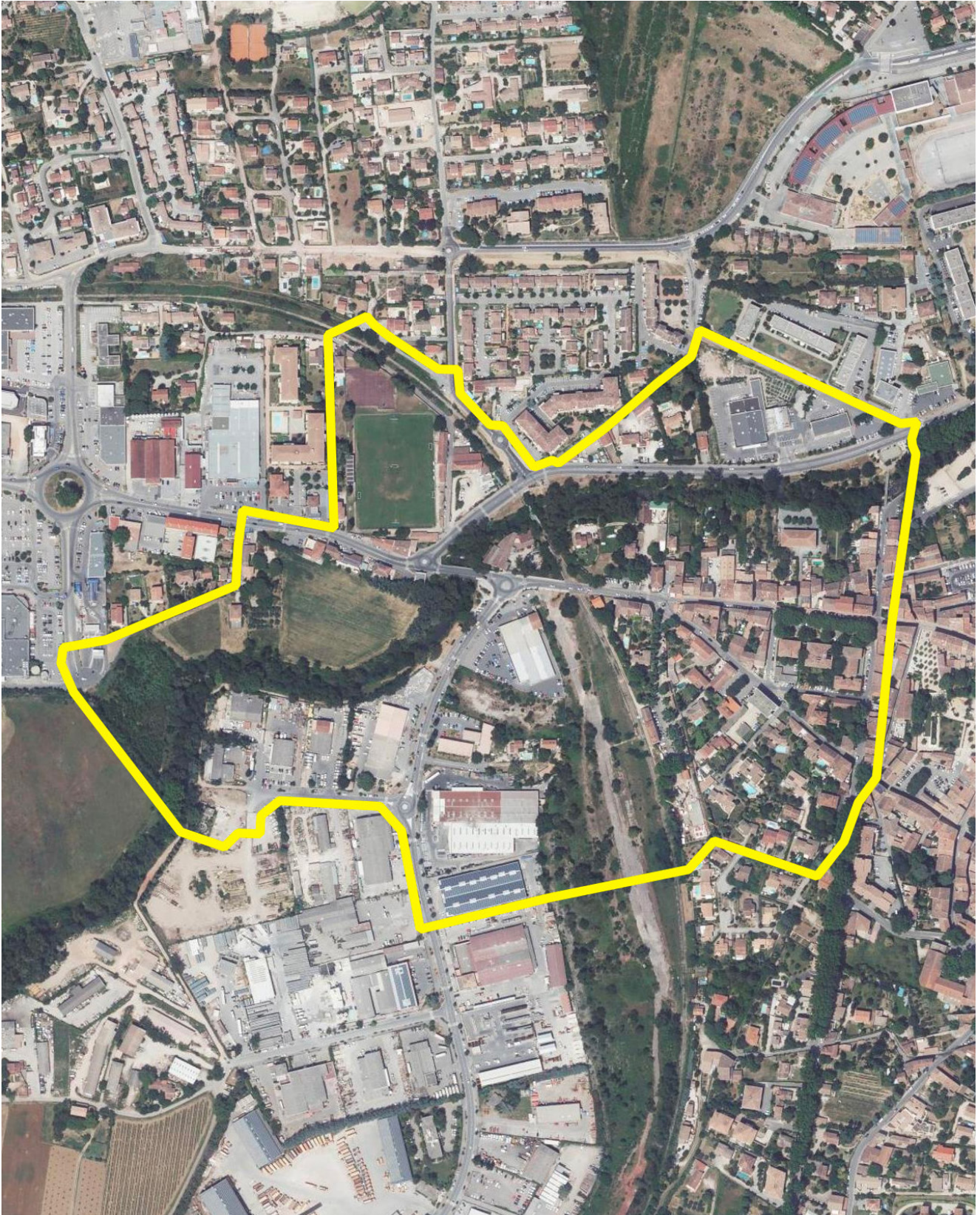
The Agglomération is therefore aiming to create a CIAP, as part of the Pays d'Art et d'Histoire approach, which will serve as an information and meeting place for several populations:

- For the local authority, a space for presenting architectural, urban and landscape issues;
- For local residents, a place to talk about heritage valorisation and current projects;
- For tourists, an information point on the identity of the region;
- For young people, educational support through workshops.

The CIAP will be a local facility with a permanent exhibition on the history of the area and its heritage, accompanied by an original scenographic apparatus. Temporary exhibitions and conferences will be held in conjunction with current events in the area.

Although the future location of the CIAP has yet to be determined, it will not necessarily be adjacent to the Musée des Comtes de Provence. This programme could be one of the case studies in the European competition, allowing teams to explore its urban integration and its role in the cultural influence and identity of Brignoles.

PROJECT SITE PERIMETER (YELLOW)
FR-BRIGNOLES-PS-AP1-2



PROJECT SITE

SITE ISSUES: LINKS, TRANSITION AND PIVOT

The smaller perimeter of the project site corresponds to the last stage of the western entrance to the town, linking the suburbs to the urban centre. It brings together the area's different strata and epochs, acting both as a strategic connection point and a space for experimentation, illustrating several situations present in the conurbation.

On a more local scale, this area plays a key role in linking urban and landscape sectors that are currently cut off from each other. Brignoles municipality is keen to enhance the historical balance of its cultural landscape while supporting its urban development with contemporary programming. Mobility infrastructures and sector-based development have fragmented the area, isolating natural spaces and enclosing the town centre. The challenge is to recreate east-west and north-south connections by pooling resources, conceiving urban development in a holistic way and strategically redeveloping buildings that are vacant or coming to the end of their life cycle.

Initial avenues for action:

- Restore a calmer, high-quality continuity on the access road into the town.
- Rethink the development of business park interfaces.
- Repair divides caused by infrastructure, such as the railway line and Avenue des Berges.
- Regenerate damaged heritage to support future developments.
- Reassess natural features such as the River Caramy and agricultural plots.

Through its role as a strategic connector, the site could act as a key instrument of transformation for the area. Connected to key structural elements, it plays a critical role in the history and future of Brignoles. The town is looking forward to cross-scalar proposals that are consistent with current projects and that will open up new prospects for its development.

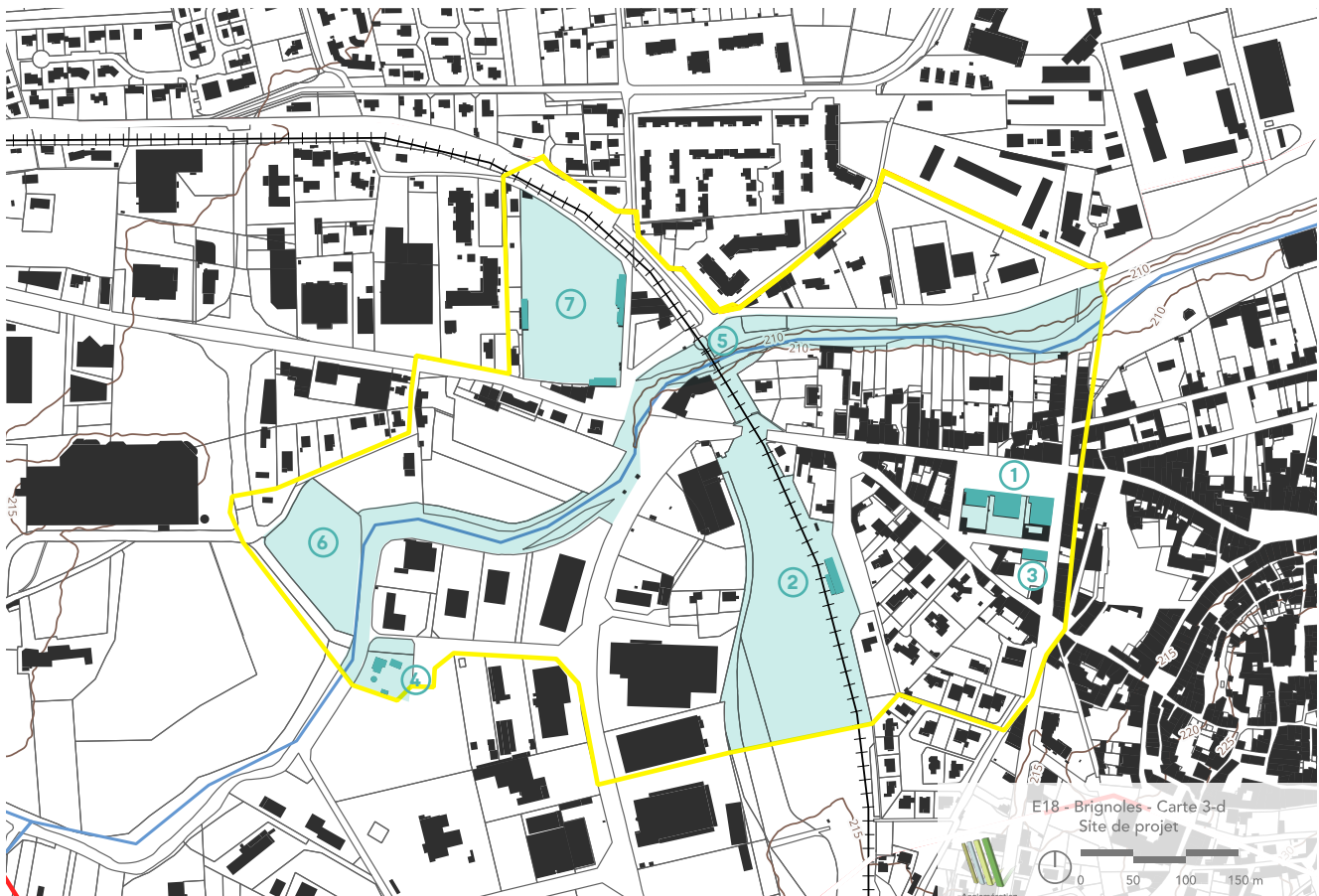
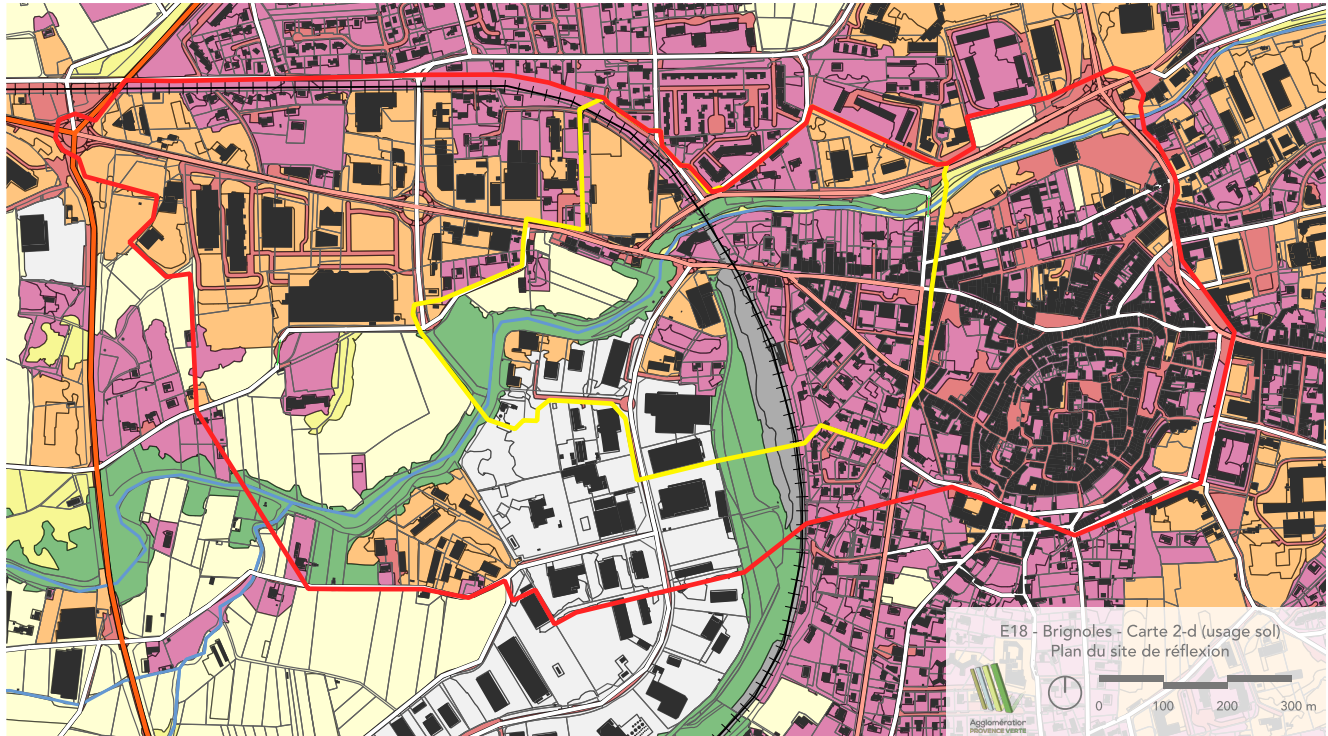
- | | |
|--------------------------------|-----------------------------|
| Périmètre EUROPEAN | Usage du Sol |
| projet | US1.1 - Agriculture |
| Périmètre de réflexion | US1.2 - Sylviculture |
| cadastre parcellaire | US2 - Production secondaire |
| Transports | US3 - Production tertiaire |
| Voie ferrée Carnoules-Gardanne | US4.1.1 - Réseaux routiers |
| Tronçons de route | US4.1.2 - Réseaux ferrés |
| Route Départementale | US5 - Usage résidentiel |
| Routes locales | US6.1 - Zones en transition |
| Routes locales bis | US6.2 - Zones abandonnées |
| Sentes | US6.3 - Sans usage |
| Éléments naturels | |
| Cours d'eau | |

REFLEXION SITE PERIMETER, LAND USE PLAN

FR-BRIGNOLES-SS-M1-1

STUDY SITE PERIMETER, MAP OF THE MAIN IDENTIFIED ELEMENTS

FR-BRIGNOLES-PS-M4-1



SITE DESCRIPTION

Located 450 metres from the church of Saint-Sauveur, the perimeter of the project site adjoins the town's hyper-centre, yet maintains only a distant relationship with it. It is bounded to the west by the Saint-Jean district, to the east by Place du Palais de Justice, to the north by Avenue des Berges and to the south by secondary streets running through agricultural plots, the Consacs sector and the Station District (Quartier de la Gare).

Rue de la République, between the roundabout at the start of Avenue des Berges to the west and the Palais de Justice to the east, runs through the project site. It is the last stretch of the former N7 before it enters the town centre. Lined with a variety of buildings, the road becomes more homogeneous the closer it gets to the centre. These buildings were constructed in response to need and land opportunities, without any real plan. Entirely dedicated to the car, the site has no connection with the agricultural land and the River Caramy, which it crosses, or with other areas, except via the road network.

The various, often monofunctional, types of urban fabric described above are linked to this road artery. Each area offers opportunities for arrangements of land and/or buildings in the public domain that could effect an architectural transformation in these sectors. These opportunities, which are linked to the area and its heritage but little exploited, offer latent resources for the enhancement of Brignoles, thanks to their high redevelopment potential. In addition, the mutual synergies between these links could be exploited to reinforce the coherence of the entrance to the town.

The main elements identified to date are :

- 1. The Palais de Justice (town centre)
- 2. The SNCF station (derelict railway land)
- 3. Lebrun building (Quartier de la Gare)
- 4. Business plots belonging to the conurbation (Consacs business park)
- 5. Les Berges du Caramy (Caramy River banks)
- 6. Forest/Riverside plots (market garden plots)
- 7. Raoul Delpon Municipal Stadium (Avenue des Berges)



VIEWS FROM THE PROJECT SITE PERIMETER

Palais de Justice (courthouse) (FR-BRIGNOLES-PS-P33, et FR-BRIGNOLES-PS-P1)

Brignoles vacant railway station (FR-BRIGNOLES-PS-P29 et FR-BRIGNOLES-PS-P24)

Municipal stadium Raoul Delpon (FR-BRIGNOLES-PS-P14 et extrait Google Street View)

Palais de justice (courthouse)

Consideration needs to be given to the future of the Palais de Justice, which is gradually deteriorating. In terms of architectural renovation, use and impact on the urban fabric, it is a key element linking the town centre to the town's western entrance. Revitalising its adjacent public square, Place du Palais de Justice, would make it one of the few open spaces in the mediaeval hypercentre.

The Palais de Justice is owned by the local authority and is in imminent need of a safety upgrade. At present, the municipality is still considering its plans, which makes it difficult to envisage an operational project. On the other hand, the town is keen to receive programmatic ideas, particularly on mixed use, which could be incorporated into the Action Cœur de Ville development plans.

SNCF station

The former station, which has been vacant since 2015, has just been acquired by the conurbation, which plans to re-purpose it as a mixed-use public space. This redevelopment, coupled with improvements to the surrounding area, will revitalise the northern sector of Quartier de la Gare and improve the quality of a section of the N7 that currently attracts a kind of traffic that is neither desirable nor attractive.

However, as the tracks still belong to the SNCF, it is not possible to open up the west façade, on the quayside. This constraint calls into question the uses and programming of the building. However, negotiations with the SNCF for rail maintenance could change this. Several options and architectural solutions could be explored to arrive at a coherent and impactful programme, capable of influencing wider urban development and forming part of the overall strategy for the entrance to the town, to make it once again an emblematic landmark within the urban fabric of Brignoles.

In addition, to the south of the station, the La Courte Échelle crèche has been rebuilt to replace the former modular facility on a 2,000m² plot. The project comes with a further 2,000 m² of space, including 600 m² outdoors linked to the station forecourt, currently occupied by a car park between the historic plane trees.

Municipal stadium Raoul Delpon

Another architecture and landscape project that could contribute to the area's urban renewal is the opening up of the municipal stadium, which is approaching the end of its life cycle. This could become an instrument of improvement for the accessibility and design of the surrounding public spaces, particularly the roundabout between Avenue Saint-Jean and Avenue des Berges.



VIEWS FROM THE PROJECT SITE PERIMETER

Railway bridge and wasteland (FR-BRIGNOLES-PS-P12 et FR-BRIGNOLES-PS-P26)

Banks of the Caramy river (FR-BRIGNOLES-SS-P15 FR-BRIGNOLES-SS-P18 FR-BRIGNOLES-PS-P9, FR-BRIGNOLES-PS-P15)

The amalgam of buildings in front of and around the stadium and the large surface area of the plot could be exploited for a reversible and/or transitional project, creating a public land reserve close to the centre of Brignoles. This adaptation would offer new urban design opportunities, while meeting future development needs.

The banks of the Caramy and the railway line

These two linear elements, a foundational source of biodiversity, share a similar configuration, as their two sides are completely different and have almost no crossings. These spaces remain discreet, sheltering an abundance of plant life and biodiversity, interspersed with murmurs of invisible habitats, ready to flourish on gentle and benevolent contact with humans and non-humans alike.

The right bank of the Caramy, encircled by low-quality public spaces and the road-like Avenue des Berges, clashes with the southern facade of the Northern District, a patchwork of disconnected programmes. In contrast, the left bank, with its long, private, historic plots, ends in a sculptural motif of retaining walls, containing the meander of the river like a silent frontier.

The derelict railway footprint, a green corridor in the making, limits the suburban expansion of the station area to the east, with fenced gardens, and to the west is punctuated by industrial esplanades.

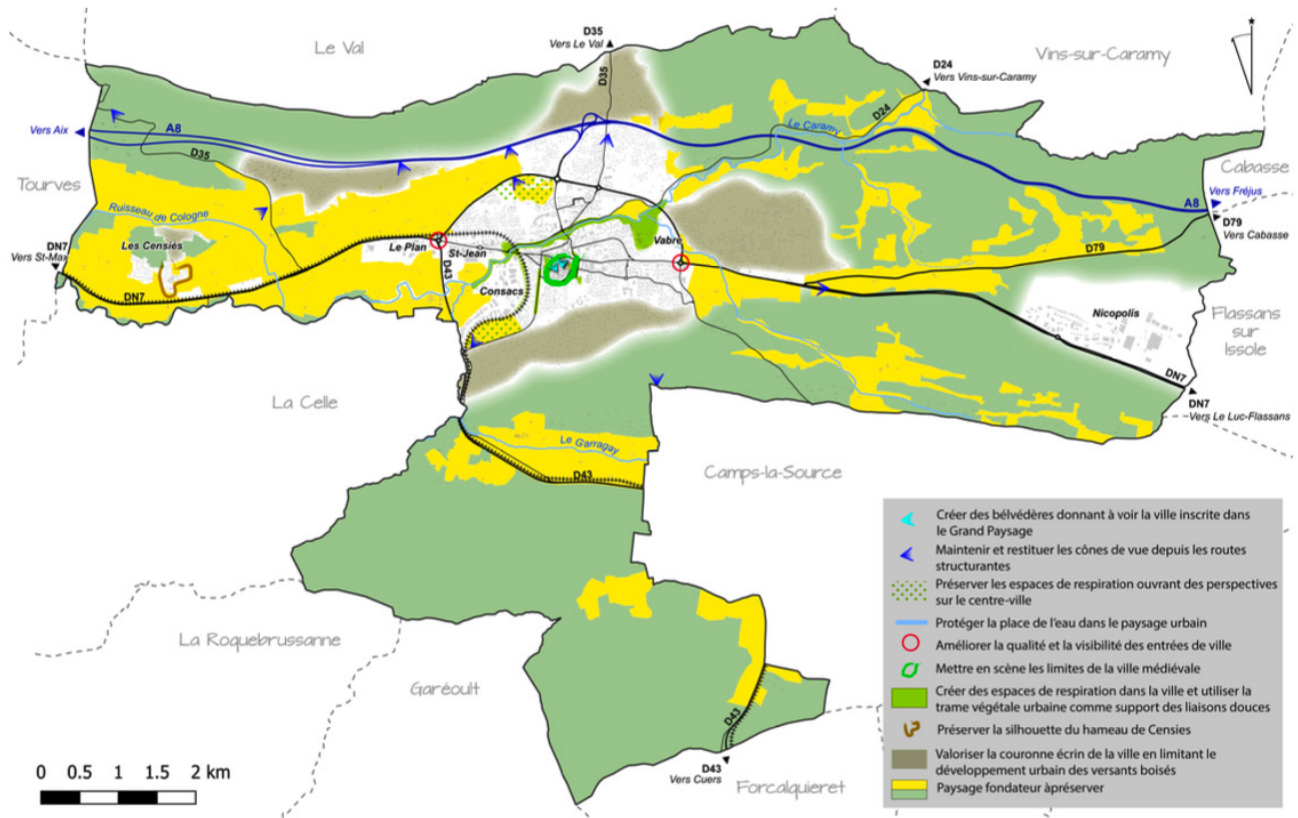
In both cases, passageways or openings in public spaces already exist. However, they require upgrading or temporary development to enable these links to be established. Consequently, new crossings could be envisaged.

Such a vision would allow biodiversity, which is still latent and hidden, to radiate from the surrounding areas and sectors. What can be done to gently extend the green and blue grid? What can be done to make the transition from a linear, traced resource to a diffuse resource, which will allow humans and non-humans to flourish in multiple forms and interactions?

GENERAL SYNTHESIS MAP PLU (LOCAL URBAN PLAN)

FR-BRIGNOLES-T3

Extract form the PADD: "Enhance landscape readability and promote urban nature"



PICTURE OF THE BERGES AVENUE NEXT TO CARAMY NORTHERN BANK

FR-BRIGNOLES-PS-P11



EXPECTATIONS, PROGRAMMING GUIDELINES AND PROPOSALS FOR USE

The conurbation and municipal authorities propose to leave the programme guidelines open to the teams. The aim is to find ways of reactivating unoccupied spaces and creating new synergies between the various sectors within the perimeter, while at the same time - on the larger scale - contributing to the transformation of the entrance to the city and connections between the major landscape and urban features of the conurbation. A number of programmes for public services and facilities are under consideration, but the conurbation aims to promote a functional mix.

Rethinking the western gateway to brignoles

In terms of the town as a whole, the teams should consider the appearance, i.e. the image, of this gateway to Brignoles, which should provide a clear and calm link between the town and the suburbs. The purpose is to rethink the infrastructure and move towards greater urban quality, drawing on the agricultural imaginary, the distant landscapes of Provence Verte and Brignoles' historic role as a crossroads of cultures and trade.

Combine, connect and link

Given that the different parts of the site are isolated from each other, the proposals should restore an appealing and welcoming environment and aim to open up the site while increasing the number of links between these different parts. The teams are invited to define their long-term vision for the entrance to the town and the relationship between the former N7 and the neighbouring urban and natural areas, characterising the types of relationships to be established between these entities, whether by means of extension, complementarity, hierarchy or reciprocity.

Conceiving improved and calmer urban connections will strengthen social links and residents' engagement with the life of the city. A holistic vision that connects the area's resources will foster a multiplicity of neighbourhood uses and open them up in order to improve the living environment. The aim is to revitalise the town by creating coherent and helpful links for residents and visitors alike. The ultimate goal is to combat urban decline, make public services more accessible and boost the town's appeal.



VIEWS OF THE FORMER NATIONAL 7 ROAD

- Saint Jean area (FR-BRIGNOLES-SS-P28 et FR-BRIGNOLES-SS-P30)
- Consacs district (FR-BRIGNOLES-PS-P16 et FR-BRIGNOLES-PS-P18)
- République street (FR-BRIGNOLES-PS-P2)
- Lebrun Building (FR-BRIGNOLES-PS-P30)

Experimenting with the transformation of public space

The former N7 axis plays a central role, linking the heart of the project with the town centre and the suburbs, while crossing the Caramy river and the railway line. Work on this section will need to anticipate and encourage the future redevelopment of adjacent sectors planned by the municipality, in order to reinforce connections, make the town centre more attractive and revitalise the areas bordering the river and the railway sector.

Upgrading the old N7 axis will play an essential role in the proposal. It must generate an intermediary that is capable of:

- Effecting the transition between the suburbs and the town centre
- Bringing site components closer together instead of distancing them
- Reducing traffic speed
- Encouraging crossings
- Contributing to landscape continuity
- Consolidating the urban fabric

This process of transforming the public space will help to create and complete a fluid urban network between the project's focal points. The purpose is to create an urban framework that fulfils its primary function of providing access to the site, while at the same time acting as a link between the project entities.

The banks of the River Caramy, which form another axial component of the urban fabric, could therefore provide an arena for temporary experiments to test programmes that aim to improve the wooded riverbank environment, walking routes connecting with other towns, as well as daily and event-based sporting and cultural activities. What can be done to support the transition towards resilient riverbanks, capable of absorbing occasional flooding while providing a base for human and non-human activities?

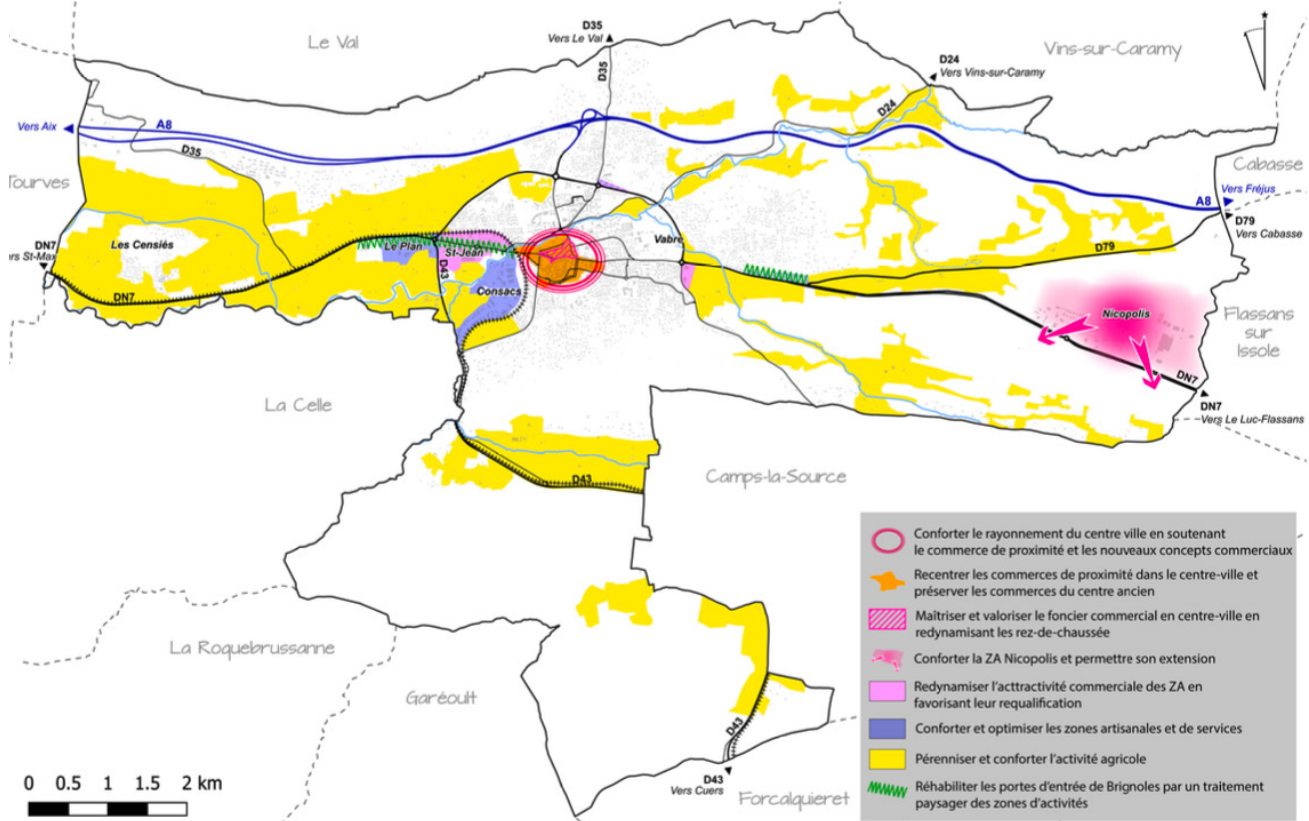
Reuse and recycle

In the case of buildings that are vacant or at the end of their useful life, it is essential to consider their potential for re-use: renovation, conversion, extension, or partial or total demolition. The question remains open. Particular attention must also be paid to the programming of these buildings, given their public nature, their critical mass for the renewal of the sector and their potential for connection with other sectors and buildings. The proposals should include responses to the functions and uses of the open spaces surrounding them, within the context of a vision for the wider scale landscape. They should also address resource management and limiting environmental impact, which are key issues in this project.

GENERAL SYNTHESIS MAP PLU (LOCAL URBAN PLAN)

FR-BRIGNOLES-T3

Extract from the PADD: "Support the economy and strengthen Brignoles' position as the leading employer in the Provence Verte."



PICTURE OF SAINT-JEAN COMEMRCIAL AND BUSINESS AREA

FR-BRIGNOLES-PS-M3



So making the most of natural resources, particularly the Caramy river, is essential to fostering the integration of nature into the town, providing comfortable conditions in summer and encouraging interaction between residents. As far as agricultural land is concerned, the goal is to find ways of creating transition and friendly relations between these areas and the various parts of the outlying urban fabric.

Reoccupy

The teams may wish to think about the programmatic future of monofunctional or neglected areas to the west of Brignoles. How can these areas be transformed into dynamic, mixed-use spaces? The idea could be to reoccupy these areas by reference to the latent resources in the area. By exploring complementary uses that are consistent with the specific local characteristics of the area, the teams should be able to revitalise these areas while respecting the landscape and heritage priorities in the sector.

Prefigure

The derelict railway land, which is currently vacant, represents a strategic site at the interface between different urban fabrics. Although it belongs to the SNCF, the conurbation could submit a request for a management role. With this in mind, a focus on transitional urbanism and reversible changes to this unused space could create new connections between the Consacs and Station districts, strengthening the links between the historic town and the new urban developments. This type of development would make it possible to test temporary solutions at the same time as anticipating longer-term developments.

Innovate

The method used to address these various priorities must be adapted to the unique nature of the site. A redevelopment project for the town centre has been under consideration for a number of years, while initial discussions on the western entrance to Brignoles have just begun. The timetable for transforming the site will have to be consistent with the efforts being made by the town in each of these sectors. The approach to reactivating these areas will have to take into account the specific life cycles of each entity.

In a context marked by crises and an uncertain future, what model of inclusive and sustainable urban planning should we adopt? How can innovative methodologies support the public authorities in bringing projects to fruition within the constraints of available resources? How can we develop an urban strategy that incorporates collaborative dynamics? These approaches must aim to create a resilient and inclusive town, capable of responding to the environmental and social challenges of today.

PROSPECTS FOR THE POSTCOMPETITION PHASE

TOWARDS A PROJECT-PROCESS

The issues facing the local authority and the conurbation are dealt with at two levels: that of the overall study site and that of the specific project sites. With regard to the scale of the red perimeter, the Provence Verte conurbation will develop a strategic vision in response to the challenges around the entry points to the town, in particular the rewilding strategy, the short- and long-term mobility plan, restoring drainability to the land, the introduction of mixed-use development in peripheral monofunctional areas, as well as reflections on intermunicipal amenities and functions. On the scale of the project sites, a number of specific projects could be initiated by the municipal and/or conurbation authorities, such as the renovation of the railway station, the temporary urban development of the railway wasteland and the banks of the Caramy.

The European teams are invited to develop their proposals within this dual dynamic, combining a large-scale approach (major urban and landscape principles for the short, medium and long term, strategic vision) with localised, concrete and feasible projects. Faced with an uncertain future, the question arises as to how to design strategies to guide urban and landscape projects while remaining flexible enough to adjust to new events and elements in the years to come. At the same time, what tactical approach should be adopted to prefigure the qualities that tangible initiatives aim to instil into the targeted spaces? Finally, what architectural considerations could encourage a programmatic renewal of the targeted buildings, by rethinking their use, their integration and their contribution to the revitalisation of the heritage of Brignoles, of its daily life and of its urban space.

INTENDED FOLLOW-UP TO THE COMPETITION

The renewal of the planning concession linked to the Action Cœur de Ville programme could include urban planning processes, in particular the drafting of a masterplan based on the ideas developed in the course of the European competition. This document could feed into the guidelines for the future concession, particularly in the Saint-Jean area.

Discussions on the drafting of this masterplan, possibly in conjunction with an urban and landscaping project, could form part of the actions supported by Action Cœur de Ville.

In two years' time, a refurbishment project is planned for the station. Although the timeframe remains to be set, the conurbation could commission architectural feasibility studies or an operational assignment as part of the follow-up to the European competition. The site is not intended for residential use because of the constraints associated with the right-of-way and the desire to open it to the public. Designed as a cultural and heritage centre, the station would perform a strategic role in connecting the station district, the old town and the new districts.

In the medium term, the conurbation authority may consider transitional and reversible urban projects for the railway line. Despite the many technical and regulatory complexities associated with the site, the possibility of the conurbation recovering track management rights could be explored. This project could also benefit from the support of the government and structures such as a GIP (public interest group).

The Flood Prevention Action Programme (PAPI) could be boosted by projects for the riverbanks, where there has been limited landscape action and the public footpaths lack vitality. The banks of the Caramy, and in particular the path and esplanades on the right bank, offer great potential for improvements in biodiversity along with the development of everyday activities and events, such as exploration of the river environment, sports and health trails and cultural events. Transitional developments could act as a laboratory, enabling sustainable urban interventions to be tested and anticipated, while responding to environmental issues.

SUGGESTIONS FOR THE TEAM COMPOSITION

European France and the stakeholders of the Brignoles territory invite candidates to form multidisciplinary teams, bringing together architects, landscape architects, urban planners, geographers, and sociologists while incorporating, as much as possible, complementary expertise in environmental and sustainable development fields. Legal and economic skills may also be valuable for developing project structuring scenarios. Similarly, expertise in history and heritage could be sought within the framework of the competition and its follow-up. The selected teams may be asked to strengthen their competencies to engage in operational follow-ups.

LIST OF DOWNLOADABLE DOCUMENTS

TERRITORY

FR-BRIGNOLES-C-AP1-1 FR-BRIGNOLES-C-AP1-3
FR-BRIGNOLES-C-M1
FR-BRIGNOLES-C-M2-1 à FR-BRIGNOLES-C-M2-6

REFLEXION SITE

FR-BRIGNOLES-SS-AP1-1 à FR-BRIGNOLES-SS-AP1-3
FR-BRIGNOLES-SS-AP2-1 à FR-BRIGNOLES-SS-AP2-2
FR-BRIGNOLES-SS-P1 à FR-BRIGNOLES-SS-P33-historique
FR-BRIGNOLES-SS-M1-1 à FR-BRIGNOLES-SS-M1-2 & FR-BRIGNOLES-SS-M1-key
FR-BRIGNOLES-SS-M2-1 à FR-BRIGNOLES-SS-M2-3 & FR-BRIGNOLES-SS-M2-key

PROJECT SITE

FR-BRIGNOLES-PS-AP1-1 à FR-BRIGNOLES-PS-AP1-2
FR-BRIGNOLES-PS-P1 à FR-BRIGNOLES-PS-P33
FR-BRIGNOLES-PS-M1
FR-BRIGNOLES-PS-M2
FR-BRIGNOLES-PS-M4-1
FR-BRIGNOLES-PS-M4-2-coupe
FR-BRIGNOLES-PS-M4-2-facade
FR-BRIGNOLES-PS-M4-2-int
FR-BRIGNOLES-PS-M4-2-toit
FR-BRIGNOLES-PS-M4-3-etage
FR-BRIGNOLES-PS-M4-3-facade coupes
FR-BRIGNOLES-PS-M4-3-RDC

TEXT

FR-BRIGNOLES-T1 à FR-BRIGNOLES-T10

WEB SITES

Agglomération Provence Verte : www.caprovenceverte.fr
Musée des Comtes de Provence : <https://museesetcentresdart.caprovenceverte.fr/>
Ville de Brignoles : www.brignoles.fr
Office de Tourisme communautaire : www.la-provence-verte.net
Office de Tourisme du Var : www.visitvar.fr
SCOT Provence Verte Verdon : www.paysprovenceverteverdon.fr
PLU en vigueur de Brignoles : <https://plu.brignoles.fr/#/>
PADD du PLU en révision : <https://www.calameo.com/read/000527870aaebcc7171e7>

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