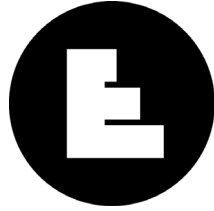


E U R
P A O
N



E18 - RE-sourcing

BLAGNAC

**RECYCLING A TERTIARY SITE INTO A
HYBRID OPEN SPACE AT THE HEART
OF THE AIRPORT PARK**

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:

Municipality of Blagnac

PARTNERS INVOLVED :

Icade, Urbain des Bois, Banque des Territoires

TEAM COMPOSITION : architect mandatory , urban planner

EXPECTED SKILLS REGARDING THE SITE'S ISSUES AND CHARACTERISTICS :

architecture, urbanism, programming, landscape design, ecology, economic development

COMMUNICATION :**JURY – 1ST EVALUATION :**

With the participation of the site representatives.

JURY – PRIZE SELECTION :

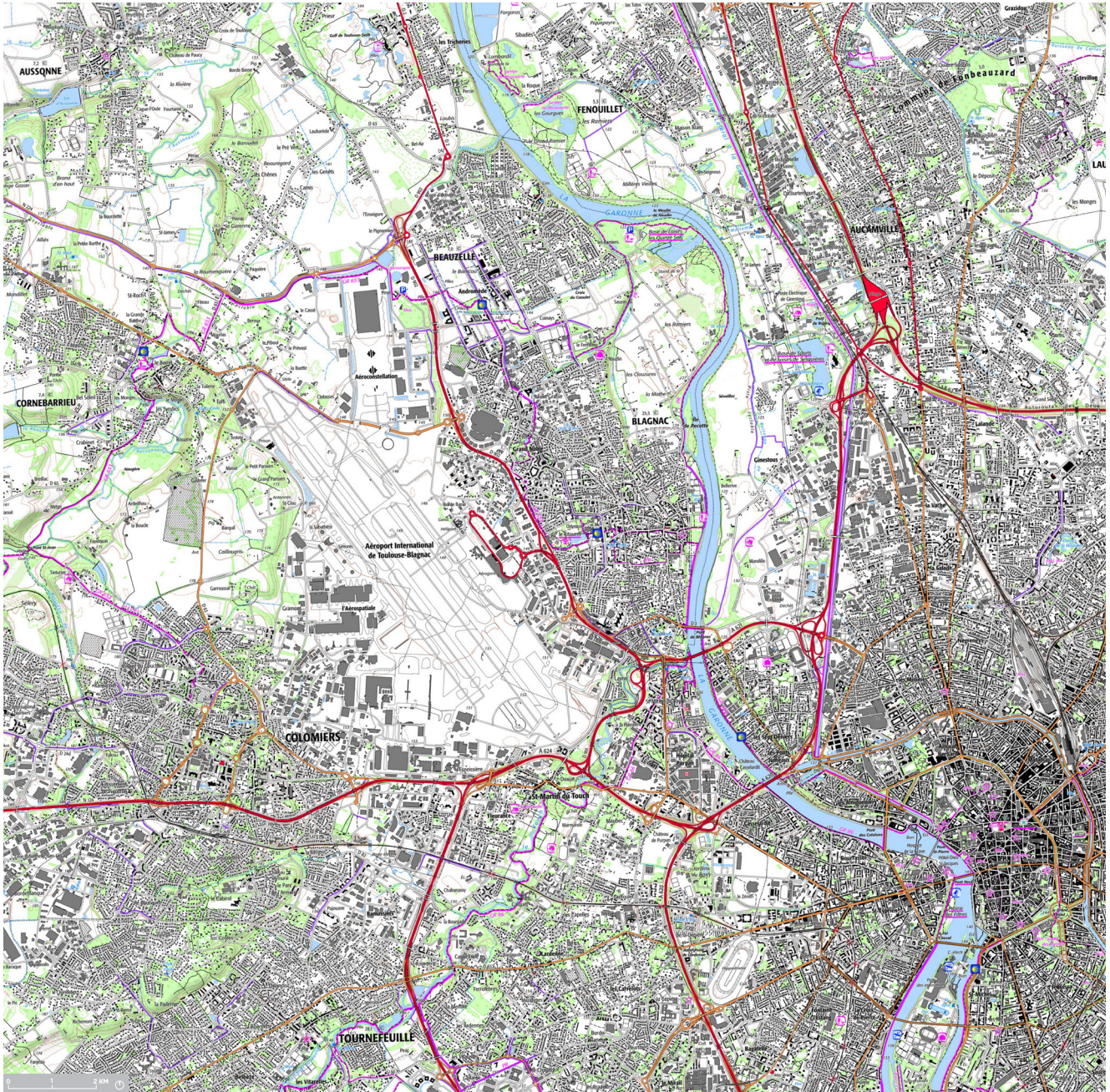
Selection of three projects per site. With the participation of the site representatives
The rewards are granted by the jury independently of the sites :
Winner (12.000€), Runner-up (6.000€) and Special Mention (no reward)

POST-COMPETITION INTERMEDIATE PROCEDURE :

- Meeting with sites representatives and 3 selected teams, organized by European France
- On-site meeting with sites representatives and 3 selected teams organized by cities and partners
- Assistance and consultancy to the cities and partners, also their collaborators, for the implementations processes, by European France and GIP EPAU

MISSION GIVEN TO THE SELECTED TEAM(S) FOR THE IMPLEMENTATION :

Architectural feasibility studies with a view to prefiguration and experimentation
Architectural and landscape design and project management assignments



**CITY OF BLAGNAC, NORTH-
WEST OF THE TOULOUSE
METROPOLITAN AREA**
IGN map (FR-BLAGNAC-C-M2)



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

Aerial photo BD-ORTHO® (FR-
BLAGNAC-SS-AP1)



ORANGE CAMPUS

Aerial view of the Orange campus from Toulouse-Blagnac airport, with Blagnac town center in the background. (©Aéroport Toulouse-Blagnac)

RELATIONSHIP TO THE THEME

THE SITE'S CHALLENGES IN RELATION TO THE "RE-SOURCING" THEME

The Orange campus in Blagnac, an emblematic tertiary complex dating back to the late 1970s and located in the immediate vicinity of Toulouse-Blagnac international airport, is about to embark on a new lease of life, after some forty years of occupancy by the telecommunications company. Initially the headquarters of the National Network Telecommunications Directorate, when it was a ministerial department, the site has evolved with the telecommunications sector, the creation of the national company France Telecom in 1988, privatisation from 2004 until the adoption of the Orange brand name in 2013 and, of course, rapid technological advances. As its office space requirements have evolved, the company plans to move by 2026 to a new site 600 m from the current one in the Aérocampus building currently under construction at 3 rue Dieudonné Costes, and to terminate its lease on the current campus. So what is to be done with these buildings? How can the recycling of this emblematic tertiary site become an emblematic example of how these single-function business sites can evolve? To what extent can this site become a destination, a place of urban intensity for users of the airport business park? What links can be forged with the districts of Blagnac? How can the site be reintegrated into the wider landscape?

The European scientific committee has suggested that the proposal for the Blagnac site should be classified in the category **Re-sourcing from social dynamic and inclusivity** and presented at the Inter-sessions Forum in Madrid alongside other European sites in the "**Inducing a Second Life**" family. What these sites have in common is that they offer the European teams the opportunity to reoccupy a site with a significant built heritage and to explore its capacity to become a resource for wider urban transformation. How then can urban, social and cultural memories be integrated into the geographical and physical rehabilitation of the sites to give them a second life in which their urban energy radiates far beyond their physical boundaries?

The site of the Orange campus in Blagnac provides an opportunity to tackle the theme of "re-sourcing" from three complementary angles: its "material" dimension, its "programmatic" dimension and its "ecological" dimension.

**TOULOUSE-BLAGNAC
INTERNATIONAL AIRPORT IN
1980**

In the background, the
DTRN buildings and the
newly-constructed Blagnac
neighborhoods.
(©Editions CAP-THEOJAC)



**AERIAL VIEW OF THE
NATIONAL NETWORK
TELECOMMUNICATIONS
DIRECTORATE HEADQUARTERS
IN 1980**

At the time of its construction,
this complex designed by architect
Bernard Bachelot was still largely
surrounded by agricultural land.
(©Archives départementales
de la Haute-Garonne, Fond
Bachelot, 1980)



REUSING ARCHITECTURAL AND LANDSCAPE HERITAGE

The Orange campus is a remarkable complex in the airport business park. Designed by architect Bernard Bachelot, a key figure in Toulouse's modernist movement, it comprises 30,000 m² of buildings spread over 5 main buildings, including a particularly important and emblematic 20,000 m² cruciform, tiered building. This tertiary complex, spread over a 9-hectare site, is also characterised by its extensive wooded and landscaped open spaces

Starting with what's already there and looking at the capacity for reuse, transformation and recycling of such heritage is part of an approach based on sobriety and the preservation of resources. How can we find the right balance between interventions? Reveal the potential of what already exists, preserve what can be preserved? Adapting, remodelling, recycling and reusing are just some of the ways in which we can reinvest these tertiary buildings and land and turn them into a source of architectural and urban innovation.

INTENSIFY USES AND RENEW LINKS WITH THE NEIGHBOURHOOD

This largely inward-looking, monofunctional site, located in a mixed-use, predominantly technological business park, is about to lose its historical occupants. So how can it be adapted and transformed to open it up to new practices and ways of life?

This is an opportunity to imagine new scenarios dynamic and productive uses that open up the question of the habitability of these large tertiary sites and their ability to weave links with their environment. What new type of place to transform a business district open to cooperation? How can adapting the site to new, more diverse occupations that are likely to evolve over time play a role in the local ecosystem?

REPAIRING INHABITED AREAS

The airport business park is the product of an urbanisation process that has developed with little or no regard for its geographical setting, its soil, its hydrography... Designed above all as a "technical" object solely for the flow of cars, framed by major infrastructures (Metropolitan Route 902 and the airport runway) the aim today is to undertake a redevelopment that will help to regenerate the artificialized soil and re-establish physical and ecological continuity. This is an opportunity to consider the resilience to climate change of these areas, which are exposed to major pollution (noise and atmospheric). The question is, how to restore the links between the elements so that an alliance can be forged with the inhabited milieus?



THE "ORANGE CAMPUS" SITE

Aerial view of the Orange site at the heart of the airport business park in Blagnac, to the north of the Toulouse conurbation. (©Google Earth)



THE BRUTALIST ARCHITECTURE OF THE «ORANGE CAMPUS»

Entrance to main building (©Poitou Philippe - Inventaire général Région Occitanie)

SPECIFIC EXPECTATIONS OF THE CITY AND ITS PARTNERS

There are several reasons why the municipality has decided to submit this site to the competition:

- The **departure of Orange from the site by 2026** will release and potentially leave vacant a 9-hectare site containing a group of buildings representing around 30,000 m² of floor space. Concerned about leaving such a large space vacant in the immediate vicinity of the airport, and aware of the issues at stake and the potential of the site, Blagnac municipality quickly approached the owner to discuss the prospects for the **re-use** and **conversion of the site** with potential project developers. With the support of the Banque des territoires and the real estate operator Urbain des Bois-ICADE, the town set about looking for ways to redeploy this tertiary sector site and to develop this iconic 1980s complex as soon as Orange leaves.
- On the other hand, the municipality – alongside the Metropolitan authority – is committed to an approach based on **low-carbon development and land recycling**, particularly in the economic sphere of the airport sector, which is destined to become a pilot site for urban renewal with an economic purpose. Driven by an ambition to optimise land use, to diversify uses, to develop active and low-carbon mobility, and to enhance amenities, the Orange Campus site has been identified as a key instrument in this process of transforming and intensifying the business park, a new hub at the heart of a lively district, and a demonstration site for approaches based on circular urban design.

NEW LIVES: RETHINKING THE USES OF A MAJOR TERTIARY SITE

The municipality wants to see a forward-looking vision for the reuse of this major site, both in terms of programmes and the development of the buildings:

- What **uses** can be imagined for this tertiary site in the context of a single-function “economic hub”? What can be done to **diversify and intensify urban functions** geared towards innovation and the pooling of uses (training and education facilities, associated accommodation, productive activities, shared services, etc.)?
- What strategy to adopt for **the reuse and recycling** of buildings? How to go about making the most of the site’s identity and qualities to develop **new ways of adapting the existing fabric**? What degree of reuse, rehabilitation and demolition?

A TREE-LINED SITE CLOSE TO THE AIRPORT

Exterior north-west view of the main building from avenue de Londres



THE C.E.R. BUILDING ON THE SIDE OF THE METROPOLITAN ROAD

View of the Test and Repair Center on the secondary site rue de l'Escadrille Lafayette (FR-BLAGNAC-PS-P35)



NEW TIMES: SHORT, MEDIUM AND LONG-TERM REOCCUPATION TIMEFRAMES

The city is looking for ambitious strategies that anticipate the re-use of the site as soon as Orange leaves (2026) and that consider the timeframes for change :

- How can the site be developed now?
- What are the short, medium and long-term stages of its transformation?
- How can the site continue to evolve over time and remain adaptable to changing needs?
- What new tools can be developed with a view to involving private owners in the transformation?
- What business models can be employed for recycling this type of building?

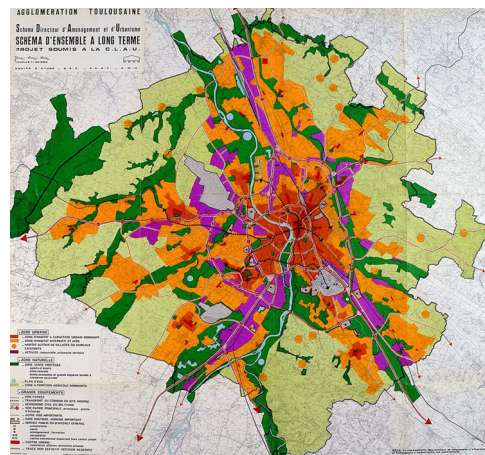
NEW BUSINESS DISTRICT: OPENING UP THE SITE AND REBUILDING CONNECTIONS

The municipality is looking for proposals that make the most of the site's resources to develop new ways of living in more frugal and greener economic zones :

- How can the redevelopment of the Orange site help to reconnect the business park with the surrounding neighborhoods?
- How should the interfaces with the airport and the metropolitan road network be handled?
- What can be done to increase the space for nature, take advantage of the importance of open spaces and restore continuity with the green and blue grid (Riou, Grand Noble Park, Ritouret Park)
- What can be done to foster the development of pedestrian and cycle traffic?

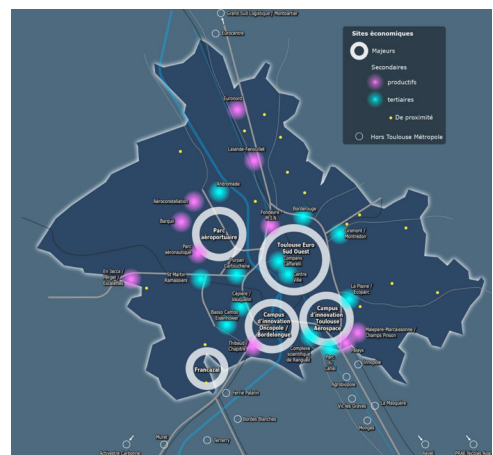
TOULOUSE IN 1980

Schéma Directeur d'Aménagement et d'Urbanisme drawn up in 1975
 (©AUAT)



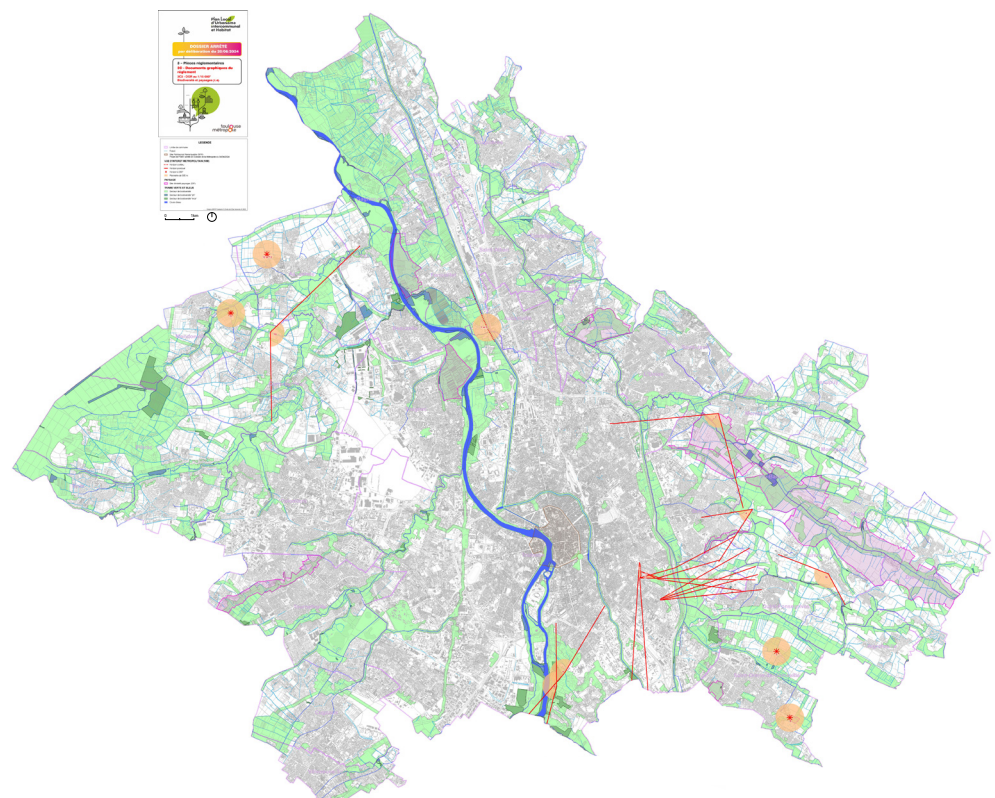
TOULOUSE METROPOLE'S MAIN ECONOMIC HUBS

Territorial economic organization plan (©AUAT, 2017)



BLAGNAC, BETWEEN GARONNE RIVER AND THE AIRPORT PLATEAU

Biodiversity and landscape map from the PLUiH ©Toulouse Métropole (FR-BLAGNAC-C-M4)



CONTEXT

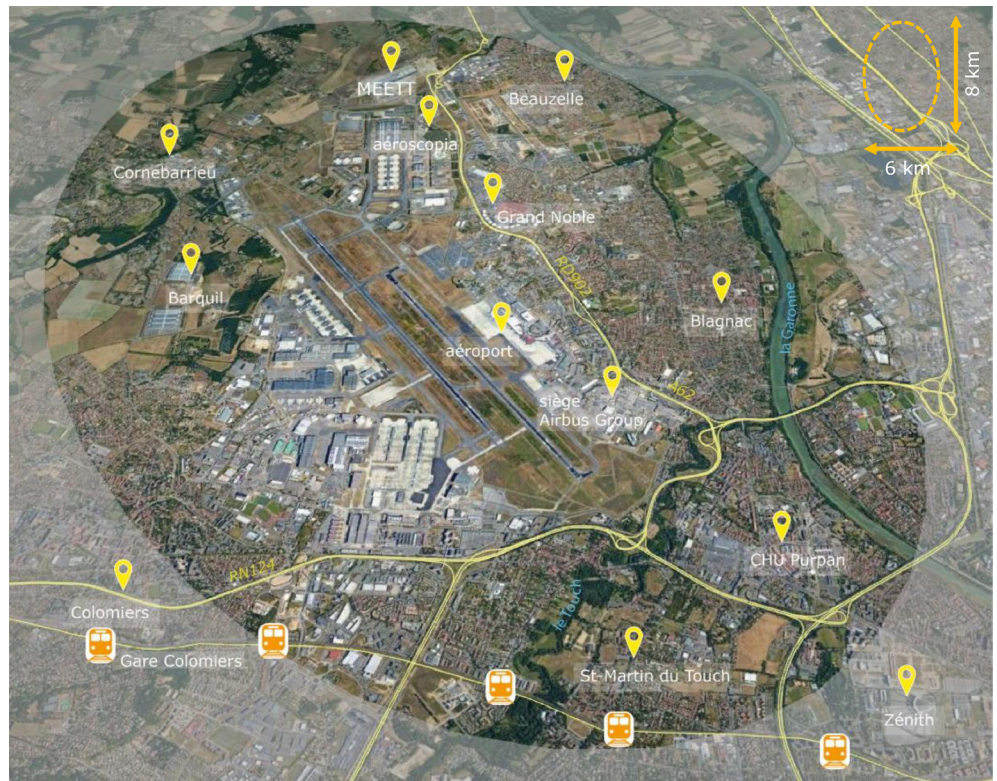
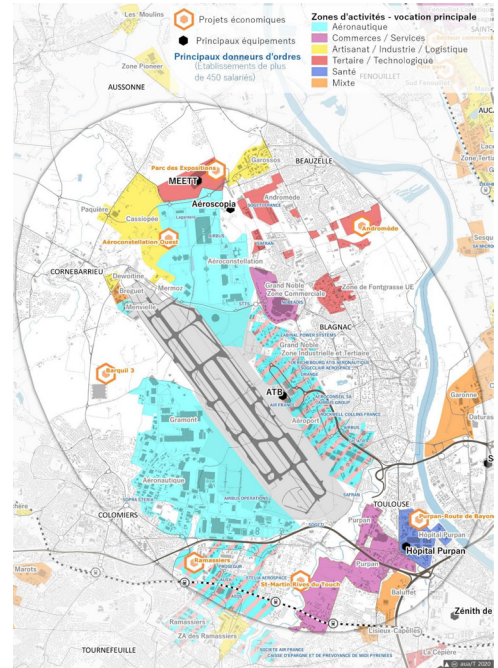
BLAGNAC, A MAJOR URBAN CENTRE IN THE TOULOUSE METROPOLITAN AREA

TOULOUSE MÉTROPOLE

The Toulouse metropolitan area is a dynamic and diversified urban area in south-west France. As the capital of the Occitanie region, it encompasses the city of Toulouse and 36 outlying municipalities, amongst which Blagnac plays a major role. As France's fourth-largest metropolis, the territory of Toulouse covers an area of some 450 km² and hosts a population of 1.3 million. Situated in the Garonne valley, Toulouse enjoys a special position in France's and Europe's geography, halfway between the Atlantic and Mediterranean coasts and 90 minutes from the Pyrenees. Toulouse has developed around key sectors such as **aeronautics and space** (headquarters of Airbus, CNES, etc.), **research and development** (elite schools like INSA, Toulouse III-Paul Sabatier University, research centres, etc.), **health** (specialist cancer centre, biotechnology companies, etc.) and tourism (historical and natural heritage, etc.). The city is well connected both nationally and internationally, with an international airport, a dense motorway network and good rail access, which will be further enhanced by the **high-speed rail link** to Paris via Bordeaux, scheduled to open in 2032. In terms of urban mobility, the city has a well-developed public transport network with 2 **tram lines** (T1, T2, which will become Aéroport Express in 2026), a bus network, 2 **metro** lines and a third line (line C) planned for 2028.

BLAGNAC: FROM MARKET GARDEN TOWN TO MAJOR ECONOMIC HUB

Situated 10 km north-west of the Toulouse conurbation, on the **alluvial plain of the Garonne**, Blagnac plays a key role in the development of Toulouse, due to the presence of Toulouse-Blagnac international airport and as the **nerve centre of the European aeronautics industry** (home to Airbus and numerous subcontractors). This sector has not only shaped the local economy, but has also influenced its urban development, infrastructure and population.



NORTH-WEST AREA, A TERRITORY OF ECONOMIC EXCELLENCE
 Maps taken from the SCoT of the greater Toulouse area
 (©AUAT)

Blagnac's aeronautics history began in the 1920s with the development of the airmail service and the Latécoère factories, but the 1960s marked a turning point in its development when Toulouse was promoted to the status of a "balanced metropolis" by the DATAR (Interministerial Delegation for Land Planning and Regional Attractiveness). The urban area profited from the transfer of activities in cutting-edge sectors, in particular aeronautics, space and electronics. Blagnac, still a small town on the west bank of the Garonne surrounded by farmland and market gardens, grew rapidly, driven by the dynamism of the aeronautics industry. In the 1970s, the Blagnac airport sector was designated a "major economic centre" in the urban masterplan, the first Airbus factory was built and major office building programmes were launched. The town underwent a **major demographic and economic boom**. It is currently home to 45,000 jobs, i.e. 10% of all jobs in the Toulouse metropolitan area.

BLAGNAC, A DUAL TOWN

Blagnac is a dual town. On one side is the "aeronautics" town, developing around the airport and air industry activities, following its own logic of expansion. On the other, there is the town that is developing through major urban development projects to the north and south. In between, the road artery, the Voie Lactée (RN 902) separates the two entities. Geographically, Blagnac is something of an "island" between the Garonne to the east and the airport to the west.

AEROCITY

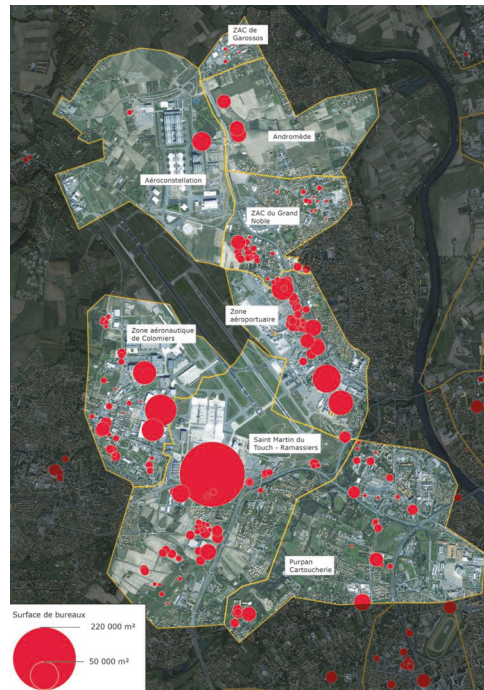
Toulouse Blagnac is France's fourth-largest airport, handling 8 million passengers in 2023. Since 2018, European and international traffic has been slightly higher than domestic traffic; plans to open long-haul flights to North America, the Gulf and Asia should accentuate this trend. The airport sector is home to the headquarters of Airbus and many other companies in the sector (Safran, Sopra Steria, ATR, Dassault, Stelia, Technogis, Aerolia, etc.) as well as numerous subcontractors. This economic ecosystem, formed by the concentration of companies and jobs, encompasses all aspects of the industry: design and research, training, manufacturing, testing, flying and marketing of aircraft

It should be noted that the aeronautics industry located in the region is involved in major research programmes aimed at reducing aviation's carbon footprint. The first of these is the Clean Sky programme, supported by the European Commission, which brings together research into sustainable aviation (lightweight materials, integration of advanced technologies to reduce CO₂ emissions and noise, etc.).

Airbus is a pioneer in the development of "greener" aircraft, with projects such as "Zeroe", which aims to bring a hydrogen-powered aircraft into service by 2035. Toulouse-Blagnac airport also hosts the "Hyport" pilot project, which aims to set up a hydrogen refuelling infrastructure for aircraft. The aim of this project, financed by the French government, the Occitanie region and industry players,

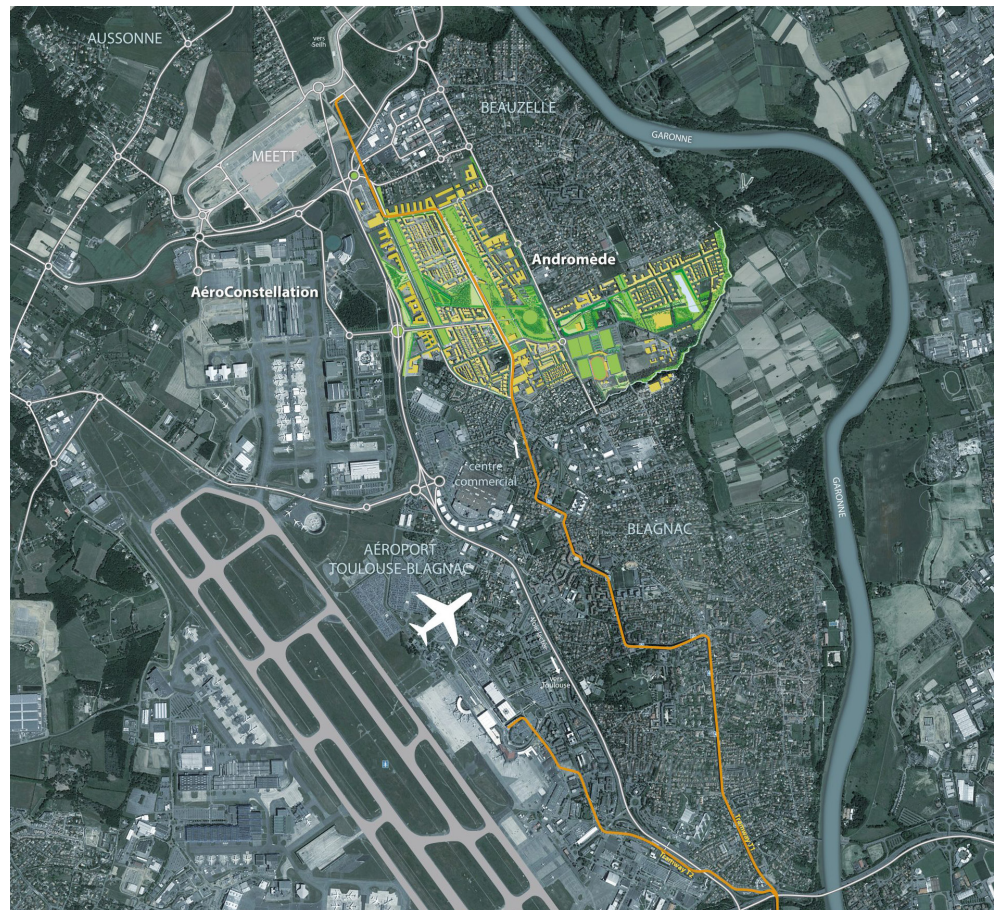
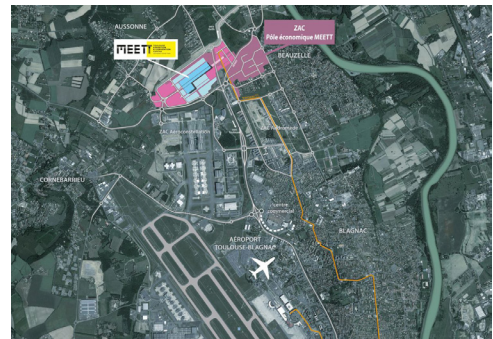
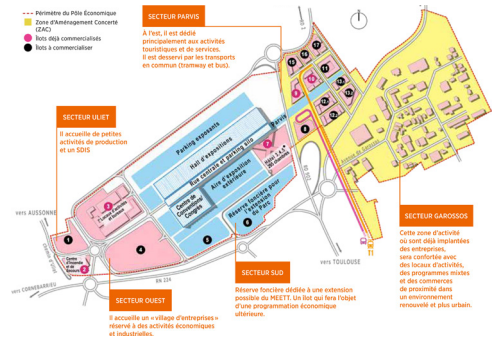
OFFICES IN THE AIRPORT AREA

Location of office programs by surface area in m2
(©AUAT)



MEETT, THE NEW EXHIBITION AND CONVENTION CENTER

A new economic hub develops around MEETT
(©Europolia©Toulouse Métropole)



ZAC ANDROMÈDE

Northward extension of Blagnac
(©Oppidea)

is to demonstrate the feasibility of a complete logistics chain for the production, storage and distribution of hydrogen for aviation.

The sector is also home to a large number of hotels catering for passengers and business tourism, with large, mostly standardised establishments.

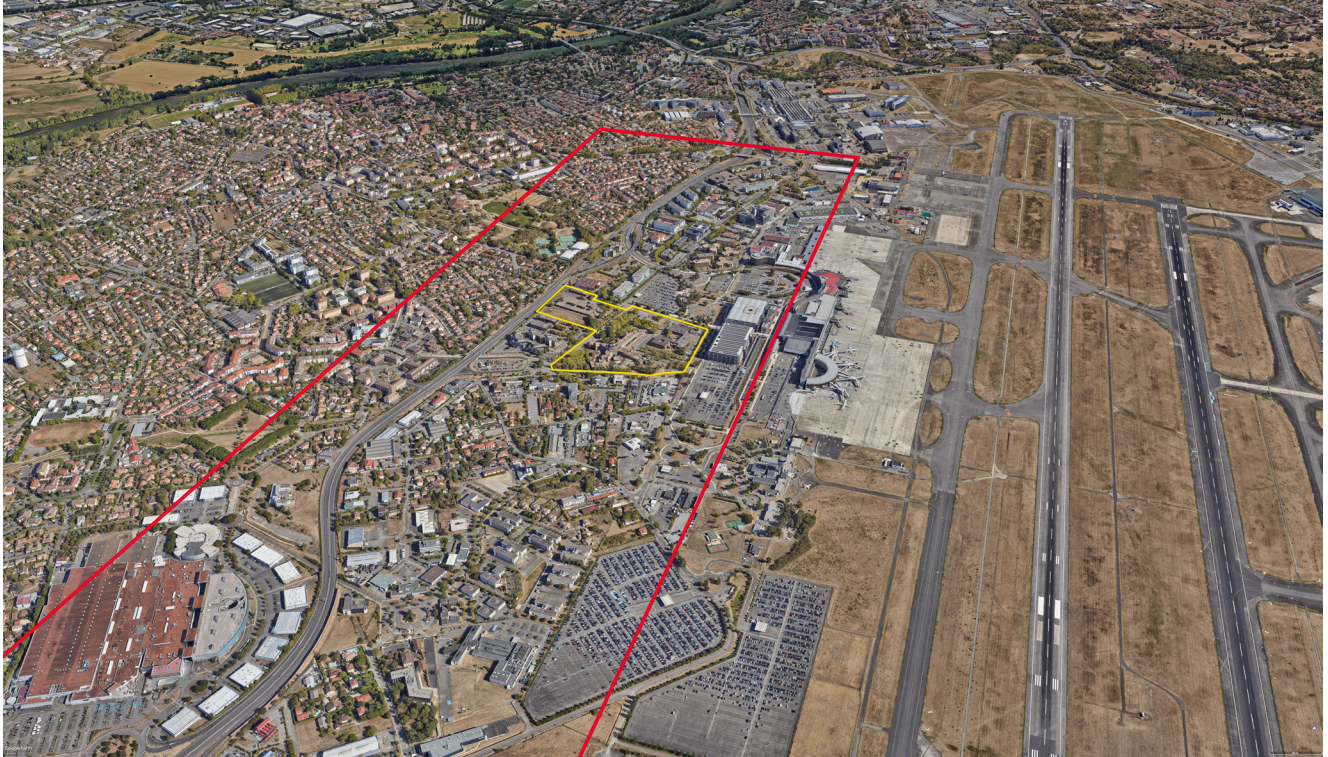
It presents itself as a “town within a town”, an area that is both fragmented and inward-looking, separating residential and economic areas, and congested as a result of its dependence on the car. The airport sector is the city’s main employer, led by Airbus, which on its own accounts for almost 13% of salaried jobs.

THE DISTRICTS OF BLAGNAC

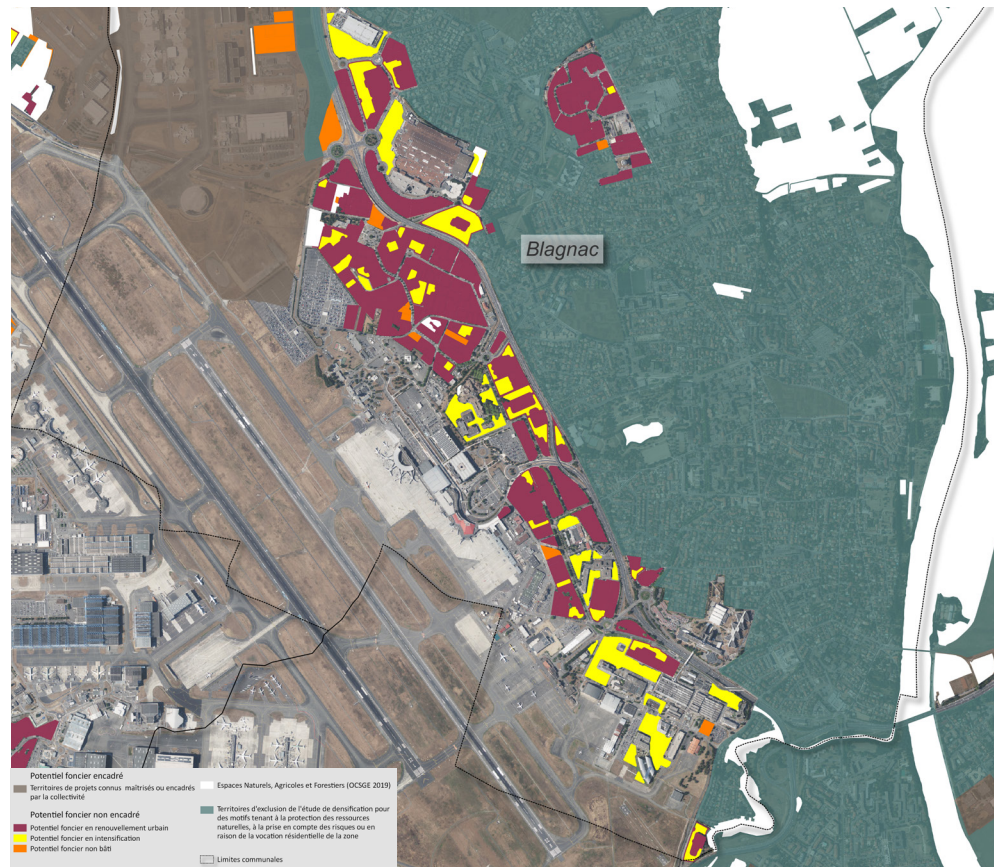
Blagnac currently has a population of 27,000. It has been built by successive major urban projects, with a marked increase in the 2010s. The major ZACs (concerted development zones) of Ritouret, Odysud, Grand Noble and Andromède structure the town’s urban spaces. Blagnac’s growth has come in fits and starts, interspersed with periods of “normal” growth dominated by the construction of estates of detached houses and small apartment blocks, particularly in the South district. The city’s latest major development, the Aero-Constellation ZAC to the north, covers 260 hectares. It was created in 2000 to accommodate the Airbus A380 assembly plant, which brought an influx of 5,000 new residents to the new Andromède eco-district. The urban expansion is nearing completion, with the recent launch of the 3rd and final phase (Andromède 3), covering 52 hectares in the direction of Quinze Sols.

Blagnac boasts an exceptional level of facilities for a town of its size, with numerous schools, 2 collèges (lower secondary schools), 1 lycée (upper secondary school), 6 sports complexes, 3 swimming pools, etc. It also boasts facilities of metropolitan significance, such as Odysud, one of the largest cultural amenities in the Occitanie region, the new 150,000 m² MEET exhibition centre built by the OMA agency, and the Aéroscopia museum, which traces the history of aeronautics in the region. The area also has a very active community life (144 associations, including 54 sports clubs and 44 cultural organisations).

The town’s development has also been accompanied by a major expansion in its transport infrastructure, with the extension of the Voie Lactée (RM 902) to the north and the T1 tramline to the MEET. The T2 tramline, which used to serve the airport from the Palais de Justice station in Toulouse, is currently being overhauled to become the “Aéroport Express” line, a shuttle that will provide a fast link with “Jean Maga” station in Blagnac on the new metro line (line C) scheduled for 2028. This third metro line, which will link Labège to Colomiers via Toulouse Matabiau station, will serve the city’s major job catchments (Aerospace, Enova to the south and the Airbus factories to the west).



**THE AIRPORT BUSINESS PARK,
AN ISLAND BETWEEN THE
RUNWAYS AND THE CITY**
Semi-aerial view of the reflection
site (FR-BLAGNAC-SS-AP2)



A CHANGING BUSINESS PARK
Map of densification potential
for jobs in urbanized areas
(©Toulouse Métropole)

REFLECTION SITE

THE AIRPORT PARK

A BUSINESS PARK BETWEEN THE ROADS AND THE TOWN

The study site encompasses the airport business park. It runs north-south for 2.5 km between the Emile Dewatine roundabout and the Porte du Grand Noble roundabout. It is bounded to the west by the airport and to the east by the Voie Lactée (RM 902). The site under consideration includes the interface with the first residential areas of Blagnac just beyond the RM 902 road (Voie Lactée). Only 5 crossings (including 3 under the Voie Lactée) link the site to the city, making it an area that is largely isolated from its immediate surroundings. Alongside Airbus, the site is home to companies such as Safran, Thalès, IBM, Derichebourg Aeronautics and Hutchison. Just beyond the perimeter, to the north, the site adjoins the Aéroconstellation industrial park (Airbus production) and the large Grand Noble shopping area. To the south, the site touches the Airbus campus.

A HETEROGENEOUS CONTEXT

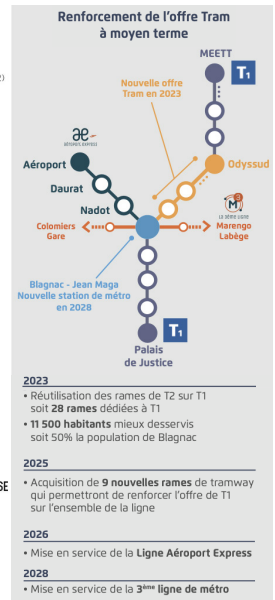
The study site is divided into two parts, with the Orange campus in the middle, facing the airport. To the north, the business park has been built around pre-existing pockets of suburban housing on either side of Rue Bordebasse. These include offices, production facilities, catering services and large car rental sites. In its southern part, the business park is home to a large number of hotels and a majority of offices. Renewal work has begun on part of the site with the construction and renovation of buildings, including the forthcoming Orange premises just below the airport access road.

TOWARDS GREATER CONNECTIVITY: METRO AND TRAM

The future Aéroport Express tramline will link up with metro line C from « Jean Maga » station in Blagnac in just 6 minutes (replacing the old T2 line). More

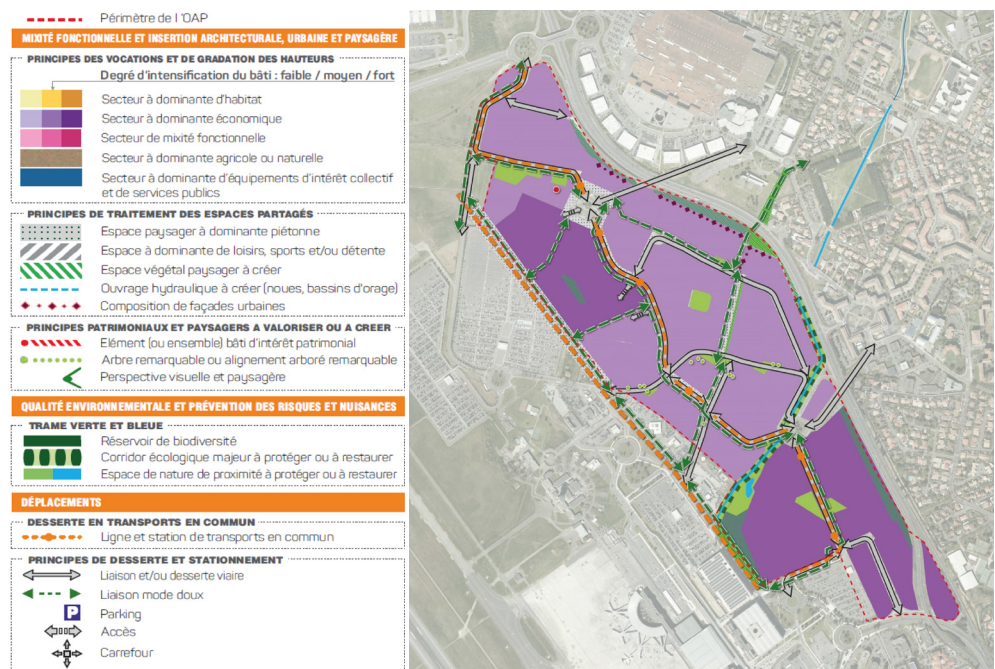
A BETTER-CONNECTED DISTRICT

3rd metro line, from Colomiers to Labège, and the reinforcement of tramway services in the medium term (©Tisséo)



THE CHANGING BORDEBASSE SECTOR

Plan summarizing the development and programming guidelines for the northern part of the airport business park, extracted from the PLUi-H. (©Toulouse Métropole)



frequent service to the airport will also benefit the business park, and in particular the former Orange campus, which is less than a 10-minute walk away. In addition, the recovery in air traffic, with almost 8 million passengers in 2023, will make the business park a hyper-connected area on a European and world scale.

At present, the majority of users in the area travel by car, leading to daily congestion on the roads. It should be noted that car use seems to be encouraged by the very large parking capacities, both public and in particular private, in the area. The issue of mobility appears to be essential.

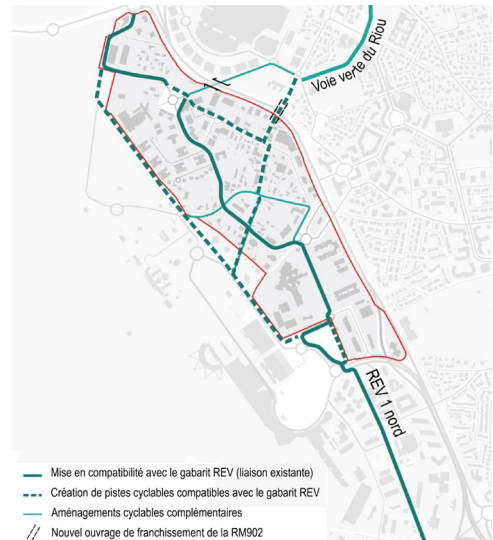
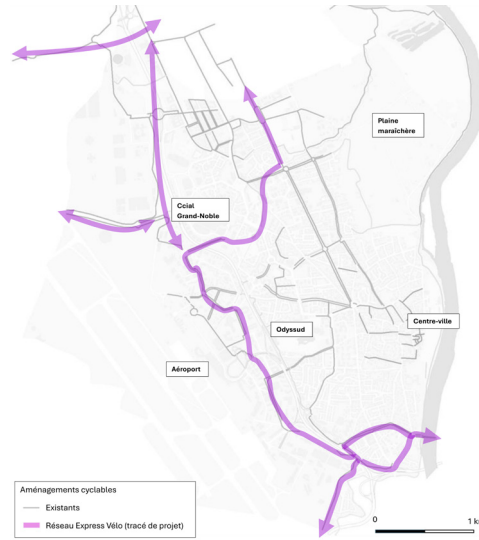
THE BEGINNINGS OF URBAN RENEWAL WITH AN ECONOMIC FOCUS

The Bordebasse sector (the northern part of the airport business park) is the subject of Planning and Development Guidelines (OAP) included in the Toulouse Métropole PLUiH (intermunicipal local urban housing plan), with the aim of making it a pilot site for urban renewal for economic purposes. The aim is to create greater coherence across the sector, in particular by restructuring the land, forming urban sequences to improve user comfort with quieter public spaces, and enhancing amenities to meet the needs of employees and occasional visitors. The Planning and Development Guidelines also propose the rehabilitation of the ageing park and the opening up of new development opportunities to offer a diversity of typologies. These will be destined for industrial, research and training activities, along with business services and training and teaching facilities and associated accommodation. As well as restoring the livability of the business district, they also seek to encourage green mobility in the area and to link up more widely with the city's cycle plan (the REV plan)*.

* See the OAP map below and the map of the Toulouse metropolitan area's Bicycle Express Network next page and in the appendices.

CYCLING LINKS PROJECT
Existing cycling facilities and
planned Bicycle Express Network
(©Ville de Blagnac)

**OAP BORDEBASSE, SOFT
MOBILITY SECTION**
Plan for bicycle facilities and
crossing of the RM902
(©Toulouse Métropole)



A ROAD ENVIRONMENT
Porte de Bordebasse : entrance
to the business park from the RM
902 and gateway to downtown
Blagnac
(FR-BLAGNAC-SS-P18)



**TERTIARY SITES UNDERGOING
TRANSFORMATION IN THE
VICINITY**
Location of land recycling and
residential construction projects
bordering the airport business
park.



RELATED PROJECTS IN PROGRESS

In the vicinity of the airport business park, a number of projects are currently under consideration, marking a land recycling dynamic.

* See map below

- The **Techno Club*** project: this is a housing construction project led by Vinci Immobilier and the social landlord Promologis on land currently occupied by a group of 8 seven storey tertiary blocks, most of which are already unoccupied. Located on the edge of the Avenue de Cornebarrieu and the Passage de l'Ourmette, part of the site has already been converted following the construction in 2022 of a 110-unit residential complex, Le Clos Cassandre. The Techno Club project consists of "199 homes, plus a community centre and a childcare centre, along with 250 underground parking spaces". The site is adjacent to the Cedres urban renewal project.
- The former **A.B.A*** (Air Business Academy) **site**, covering an area of 3.2 hectares between the shopping centre and the expressway, is to be replaced by a mixed-use neighbourhood project comprising 500 homes, retail outlets and offices, including the construction of an iconic fifteen-storey building. The project is being developed by Urbain des Bois - Icade and CDC Habitat on a property owned by Klépierre and Cardif (who also own the Blagnac shopping centre)...
- In addition to this project, and in order to connect the district to the airport sector, a "**green mode**" **foot and cycle bridge** is planned over the dual carriageway, see OAP plan*.
- To the south of the airport concession site, ATB (Aéroport Toulouse-Blagnac) is developing the **Héméra** project on a 9-hectare site at Blagnac 1 (see image), allée Henri Potez. This is an industrial and business park of around 80,000 m², with the first "Sky One" plots being built by the developer EM2C, winner of the "Dessine-Moi Toulouse" call for innovative projects launched by Toulouse Métropole.

The projects mentioned above show that the sector is becoming denser and that urban functions are being brought closer together at the edge of the business park. There are no plans to build any housing or hotel developments in the area.



D.T.R.N DURING THE CONSTRUCTION

Site photos of the main building and the CER building (©Archives départementales de la Haute-Garonne, Fond Bachelot, 1980)

PROJECT SITE

THE ORANGE CAMPUS, AN EMBLEMATIC TERTIARY SITE IN NEED OF REDEVELOPMENT

BACKGROUND TO THE CONSTRUCTION OF THE BUILDING

The buildings on the current Orange campus were designed in the late 1970s, originally to house the services of the National Network Telecommunications Directorate (Direction des Télécommunications du Réseau National - DTRN), the structure responsible for managing, maintaining and modernising the telephone network. The move to Blagnac was part of the decentralisation process introduced by the French government at the time, which was to make a major contribution to the development of the Toulouse conurbation and Blagnac in particular. From the 1960s onwards, the airport area developed around the aeronautics industry, with Airbus and ATR in particular setting up their headquarters. In 1976, work began on departmental road 902 (now the Voie Lactée metropolitan road), linking the centre of Toulouse to the Porte du Grand Noble in Blagnac. In 1978, the new Blagnac 2 airport terminal (now Hall 1) was opened. The DTRN buildings were among the first tertiary sector projects to be built opposite the runways. They were constructed between 1980 and 1989. Some 1,200 employees, most of them from Paris, moved to Blagnac.

A SIGNIFICANT ARCHITECTURAL LEGACY : BERNARD BACHELOT

The competition for the construction of this complex was won in 1979 by the team led by Toulouse architect Bernard Bachelot (1933-2011) in association with architects Francis Balland and Dominique Alet and the Sotec design office. Bernard Bachelot is a leading figure in modern architecture in Toulouse. Born in Constantine, Algeria, in 1933, he studied architecture in Eugène Baudouin's studio at the Beaux-Arts de Paris. Forced to leave Algeria, he settled in Toulouse in the

A SITE WITH LARGE PARKING AREAS

View of the west facade of the main Capitole building (FR-BLAGNAC-PS-P5)



THE ORANGE SITE BORDERED BY THE RENATURALIZED RIOU RIVER (FR-BLAGNAC-PS-P17)



ORANGE CAMPUS
Access map (©Orange)



1960s, where he remained throughout his career. Among his most remarkable projects are the Perry shops, the former Palais des Sports (demolished following the explosion at the AZF factory), the Cap Wilson building, an urban complex in the TOEC district that is representative of the modern architecture of the 1970s, comprising high-rise apartment blocks and a group of villas.

It is distinguished by its rationalist architecture, which attaches great importance to construction techniques and the use of light. These buildings feature contrasting materials and a play of volume that gives them a highly expressive character.

CURRENT OCCUPANCY OF THE SITE AND ACCESS

The Orange Campus site comprises 7 buildings spread over two plots. The main plot, covering around 7 hectares, contains most of the buildings. The main building stands on this plot, a structure with a significant cruciform shape and tiered architecture, which houses most of the services. The entrance is at 6 avenue Albert Durand. Near the access gate is a pavilion housing the guardhouse and a sports hall. In the south-west corner of the site, a group of 3 buildings arranged in a U-shape around a planted outdoor area forms the second group of buildings.

The footprint of these buildings represents 20% of the surface area of the plot, with planted areas accounting for 25%, the remainder being taken up by traffic lanes and parking areas (367 parking spaces).

The secondary site, where construction began in 1985, is located on the other side of avenue Albert Durand on a 2-hectare plot of land alongside the Voie Lactée M902. Access is via 4, rue de l'Escadrille Lafayette. The buildings, which were also designed by Bernard Bachelot's team, were originally occupied by the test and repair centre (CER), but their function has changed as technology has evolved. A large lawn occupies almost half of the plot, and the site has 80 parking spaces.

The low density of the Orange campus and the large areas dedicated to cars represent an opportunity to recycle and intensify the use of land, with free spaces available for filling.

CAMPUS BUILDINGS

All the premises together represent around 30,000m² floor space and have great potential for development and conversion.

The **main building, known as the "Capitole"**, houses most of the services over a surface area of 20,000m² with a tiered seating system developed in the shape of a cross. The ground floor covers an area of 8,400m² and combines a vast core with a wing housing the major operational services and collective functions: a 1,500m² company restaurant with capacity for 900 diners (completely redesigned in 2019), social premises and a 220m² auditorium (140 seats, completely refurbished in 2017). The intermediate levels, organised into four wings, each two bays wide, are occupied by office corridors. The fourth floor, with its smaller surface area, is

INTERIOR OF THE "CAPITOLE" BUILDING

View of the central atrium (FR-BLAGNAC-PS-P46) and view of the courtyard with footbridge leading to the reception room (FR-BLAGNAC-PS-P51)



SITE AVENUE ALBERT DURAND

Aerial view and entrance to the "Ovalie" building (FR-BLAGNAC-PS-P27)



«GARONNE» BUILDING

Entrance to the 'Garonne' building (FR-BLAGNAC-PS-P26) and facade of the technical building (FR-BLAGNAC-PS-P11)



SITE RUE DE L'ESCADRILLE LAFAYETTE (FORMER CER)

Aerial view and ground view of the "Concorde" building (FR-BLAGNAC-PS-P33)



used by the general management and the communications department. The 5th and final floor houses the technical rooms (air processing unit, gas boiler room, etc.). The building is constructed on a concrete frame with a 5.50 m square grid. The façades combine a glazed curtain wall and prefabricated striated concrete elements with a 45° profile to emphasise the tiers. The central hall is 4 storeys high, served by a concrete staircase and a double column of lifts clad in faceted mirror-polished stainless steel, accentuating the monumental effect. The passageways around the void reveal the structure's large diagonal concrete beams. The corridor landings originally opened onto the central atrium, allowing light to penetrate into the heart of the hall, but were later filled in to create workspaces. This central part is nevertheless lit by two patios. The sculptural mass of this large building is punctuated by the octagonal brick towers of the stairwells. The stairwells and auditorium have been entirely stripped of asbestos.

The complex of 3 buildings located to the south-west of the site includes the **Ovalie building**, built on two levels on a square plan (2,442 m²), in concrete and brick, with the flared base of the building echoing the profile of the terraces. The upper level is organised around a central patio. It is connected by a covered walkway to the double-height hall of the **Garonne building**, which has a rectangular floor plan on a single level (1,506 m²) and houses the offices and collaborative spaces of the innovation department. The hall was renovated in 2019, and features a large glass façade with an openwork brick mashrabiya and a monumental suspended spiral staircase. It adjoins the third building, a **technical building** (electrical equipment and boiler room) with a surface area of 1,309 m² and a largely opaque façade.

The buildings on rue de l'Escadrille Lafayette are currently unoccupied.

The Concorde building (4,338 m²) has a rectangular layout around 3 planted courtyards. It incorporates some of the formal features of the main building (oblique walls) and the materials used: bricks and striated concrete elements with a 45° profile.

The Violette building, located in the south-east corner of the plot, is of a more modest size (1,000 m² on two levels), with sheet metal cladding, and was used for offices.

SOIL, TOPOGRAPHY AND TREE COVER

Most of the outdoor areas are used for vehicle parking, though they are planted with trees and shrubs. The most significant landscape features are located in the northern part of the site: a hillock planted with trees and a lake known as "le Lacquet du Riou", accessible from the terrace of the company restaurant, form a sort of screen of vegetation against a highly infrastructural backdrop.

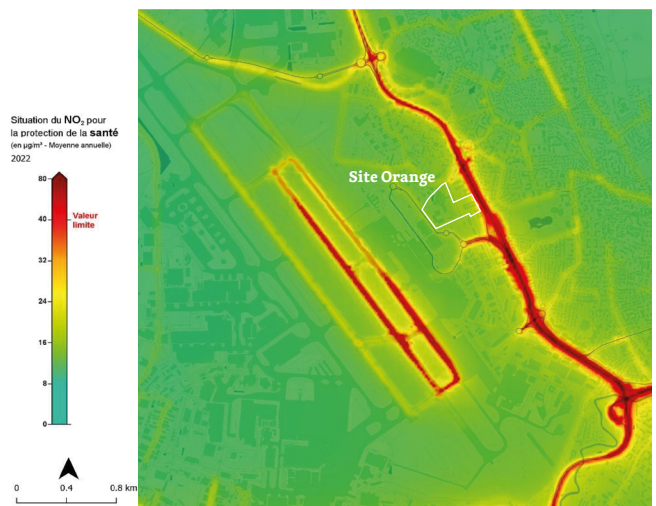
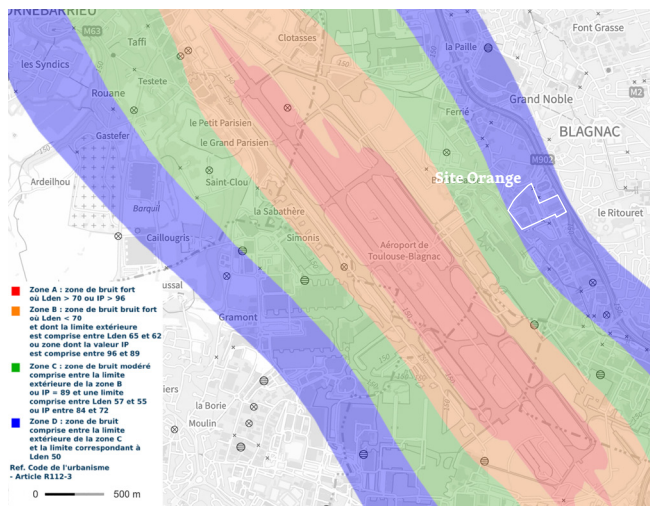
The outdoor spaces have a fairly rich tree stock with a diversity of species. Beautiful trees punctuate the space, creating a rich landscape.

These particular features of the site, the topography, the existing vegetation and the presence of water will be of great importance to the project.



A LANDSCAPED TERTIARY COMPLEX

View from the terrace overlooking the artificial pond to the north of the site (FR-BLAGNAC-PS-P6)



ENVIRONMENTAL RISKS

Airport Noise Exposure Plan updated in 2022 (©Géoportail)
 Map of annual nitrogen dioxide concentrations on the airport platform in 2022 (©Atmo Occitanie)

AIRPORT-RELATED POLLUTION AND THE VOIE LACTÉE METROPOLITAN ROAD

* See opposite the Strategic Noise Map and the map of nitrogen dioxide concentrations on the airport platform.

Although located just a few hundred metres from the runways, the site lies outside the noise cone (see IGN map). Its proximity to the airport and the Metropolitan Road is nevertheless a factor of exposure to the noise and atmospheric pollution* generated by these infrastructures. This must be taken into account and consideration should be given to occupancy patterns that are compatible with these nuisances and risks.

EXPECTATIONS, PROGRAMMING GUIDELINES OR EXPECTATIONS OF PROPOSED USES

Given its position **opposite the airport** and its **central location** within the airport zone, the project should make the former Orange Campus a showcase for the transformation of business districts. It will be a testing ground for the development of an innovative model for urban recycling and for the evolution of sustainable tertiary districts.

The transformation of this site entails making changes to workplaces and living spaces to generate economic, social and environmental value.

The context of the project combined with the European approach offer an opportunity for a departure from the traditional ways in which towns are made and to explore ways of transforming the existing built legacy.

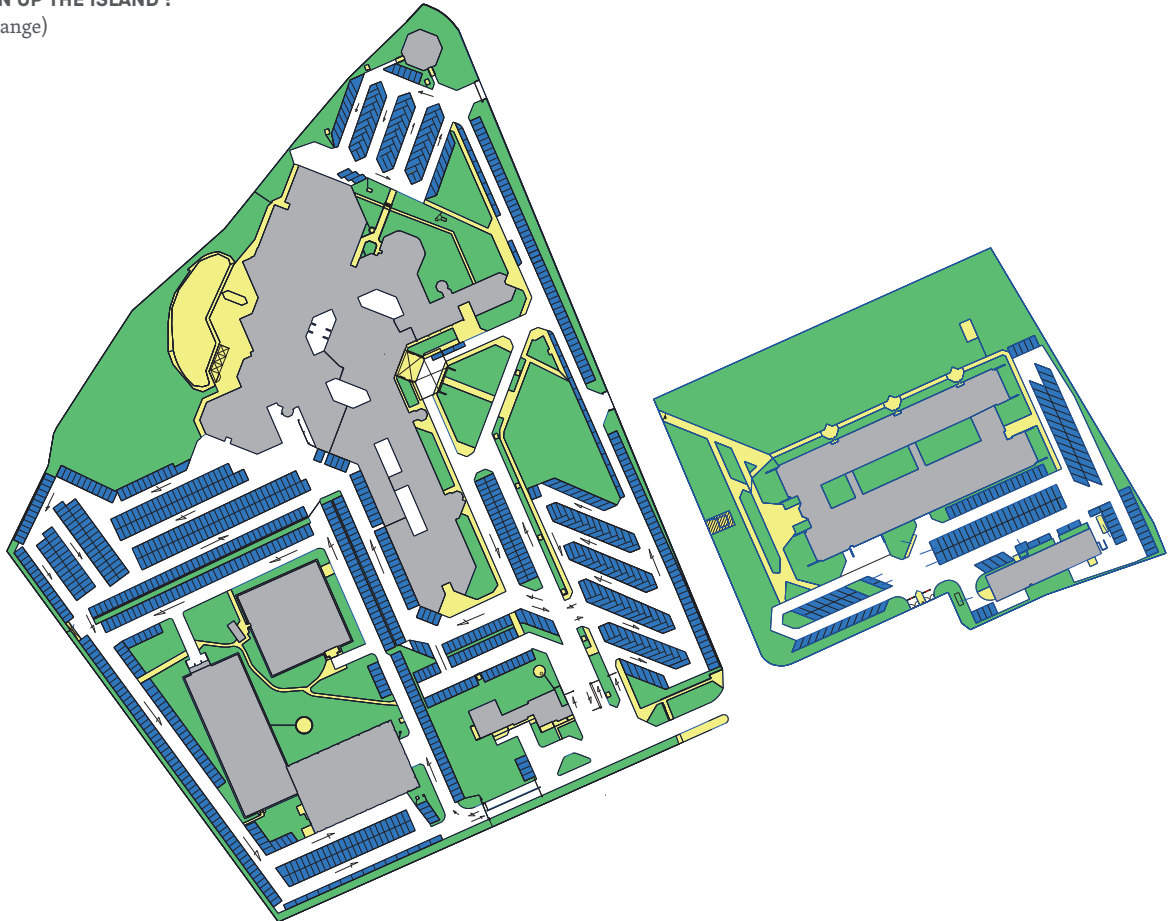
DIVERSIFIED AND INNOVATIVE PROGRAMMING: THE FIRST STEPS

The freeing up of such a large tertiary site is an opportunity to imagine new forms and purposes for workspaces. The proposals will be expected to fit with the economic context of the airport sector and to offer a diversity of uses.

Blagnac municipality and its partners imagine a mixed programme with high educational and economic value. Their idea is to create an international higher education campus designed for teaching, training and research, taking advantage of the technological ecosystem and international dimension of the airport sector. The Toulouse metropolitan area is a major centre for higher education and is keen to enhance its attractiveness to a variety of populations: students, teachers, researchers, economic players involved in innovation and businesses. The site will

HOW TO OPEN UP THE ISLAND ?

Site map (©Orange)



WHAT NEW USES?

View of the Orange site from
avenue de Londres opposite the
airport



fit into this dynamic by offering a new space for teaching and training activities, research, student accommodation, business services, etc.

The mix of uses will raise questions about the pooling of spaces and the timeframes of activities (chronotopia). What activities and economic actors can the site accommodate and in what proportions? How can future users coexist smartly? What is the right balance between these different activities to encourage synergies on several scales?

In addition to the programmatic aspect, teams will be expected to consider the business model associated with this transformation.

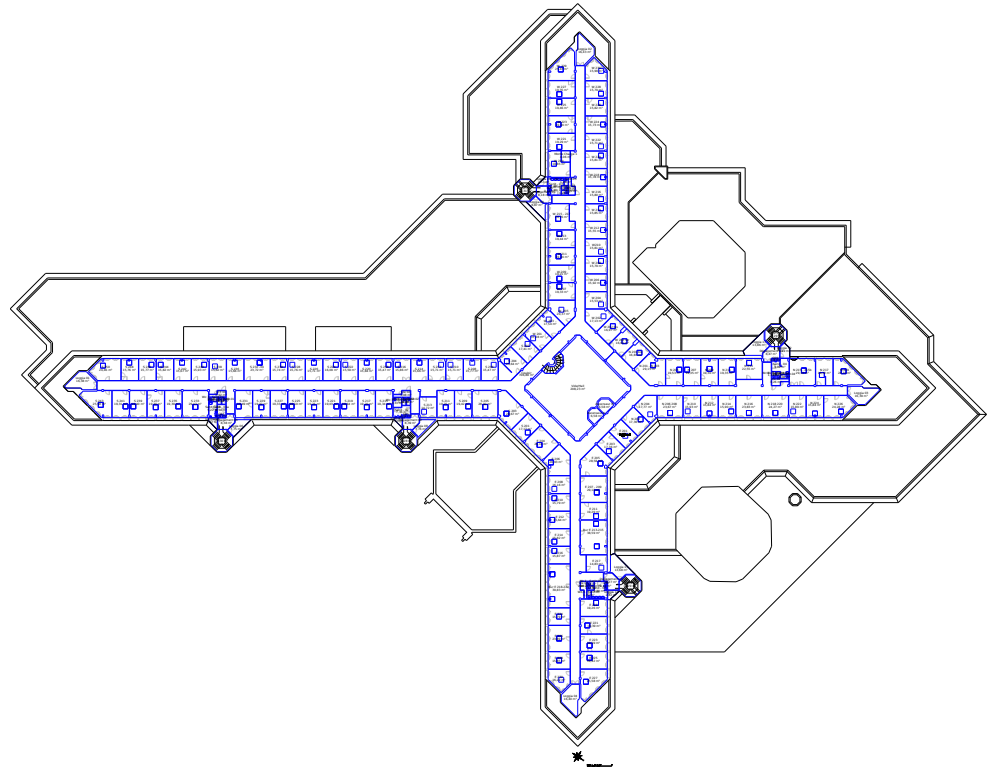
EXISTING ASSETS TO BE DEVELOPED FOR THEIR SPECIFIC SHORT-, MEDIUM-, AND LONG-TERM QUALITIES

Teams will be expected to take a view on the reuse, rehabilitation and demolition of the buildings, based in particular on the legacy, constructional and spatial qualities of each building.

This thinking will need to extend to the non-built heritage and should include land regeneration and the restoration of ecological continuity.

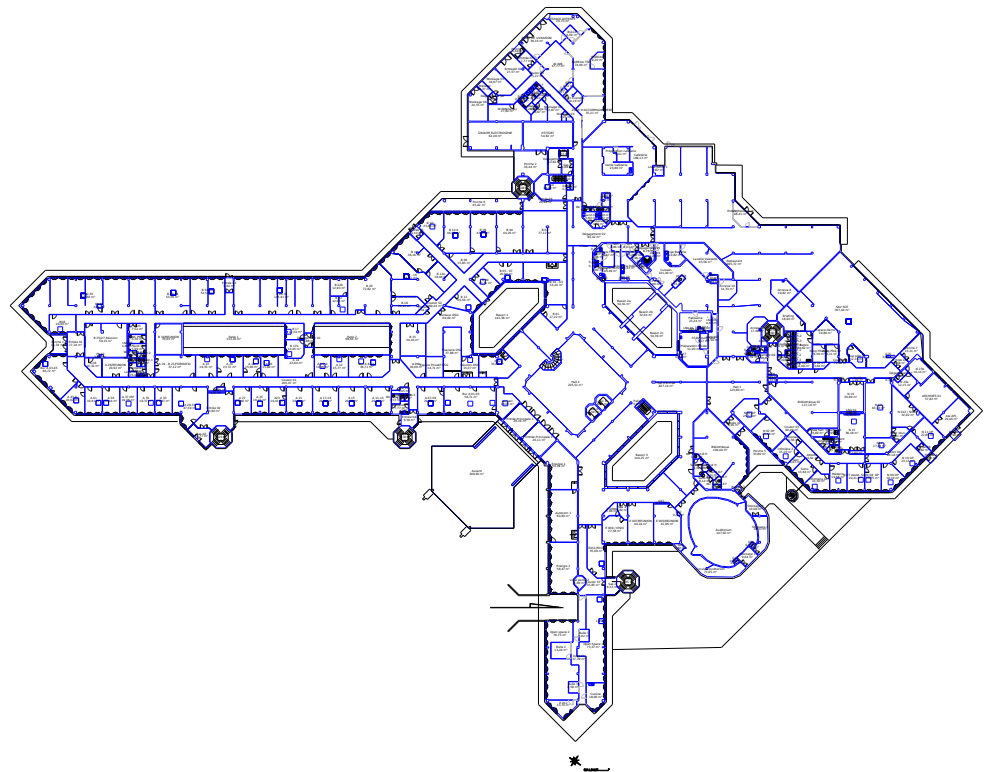
What balance can be struck between frugality in the transformation of the site, preservation of the built environment, land regeneration and greater intensity of land use, and economic viability ?

Applicants will be expected to rethink the transformation over time, both by proposing strategies for the immediate reoccupation of the site as soon as the Orange workforce leaves, but also by keeping the scalability of the site and the buildings open to take account of the constant evolution of the tertiary sector.



2ND FLOOR PLAN

Main building known as "Capitole"
©Orange (FR-BLAGNAC-PS-M4)



GROUND FLOOR PLAN

Main building known as "Capitole"
©Orange (FR-BLAGNAC-PS-M4)

COMPETITION FOLLOW-UP

TASKS LIKELY TO BE ASSIGNED TO EUROPEAN TEAMS

At the end of the competition, the local authority – or the operator acting on its behalf to manage and commission a general project or specific studies – may entrust the teams selected by the European France jury with one or more assignments to examine the urban and architectural feasibility of their proposals in greater depth. Depending on the results of the competition, changes to the urban programme and the way in which the project is implemented, these assignments may include:

- Architectural feasibility studies with a view to prefiguration and experimentation
- Assignments for public space and landscape design and for project management roles

SUGGESTIONS FOR TEAM COMPOSITION

European France and the local authority invite applicants to put together multi-disciplinary teams of architects, landscape architects and urban planners, drawing on complementary environmental and ecological skills wherever possible. Expertise in programming and economic development is also expected. The selected teams may be called upon to integrate additional skills in the follow-up to the competition.

DOCUMENTS LIST FOR DOWNLOAD

CONURBATION - TERRITORIAL SCALE

FR-BLAGNAC-C-AP1	.jpg	Aerial view of the urban area
FR-BLAGNAC-C-M1	.dfx+dwg+pdf	Plot and building plan
FR-BLAGNAC-C-M2	.jpg	IGN map
FR-BLAGNAC-C-M3	.pdf	Green and Blue Frame maps
FR-BLAGNAC-C-M4	.pdf	Biodiversity and landscape map
FR-BLAGNAC-C-M5	.jpg	Hydrology map of Toulouse Métropole
FR-BLAGNAC-C-M6	.pdf	Landscape unit: airport areas
FR-BLAGNAC-C-M7	.pdf	Cycling map of Toulouse Métropole
FR-BLAGNAC-C-M8	.jpg	Réseau Express Vélo map
FR-BLAGNAC-C-M9	.pdf	Transport map Toulouse Métropole
FR-BLAGNAC-C-M10	.pdf	Map of metro line C under construction

RELECTION SITE - URBAN SCALE

FR-BLAGNAC-SS-AP1	.jpg	Aerial view of reflection site
FR-BLAGNAC-SS-AP2 à AP7	.jpg	Semi-aerial pictures of the reflection site
FR-BLAGNAC-SS-AP9	.jpg	1980 airport semi-aerial picture
FR-BLAGNAC-SS-AP10	.jpg	Aerial view 1973
FR-BLAGNAC-SS-AP11	.jpg	Aerial view 1988
FR-BLAGNAC-SS-Po	.pdf	Pictures location
FR-BLAGNAC-SS-P1 à P18	.jpg	Ground pictures of the reflection site
FR-BLAGNAC-SS-M1	.dfx+dwg+pdf	Cadastral map
FR-BLAGNAC-SS-M2	.dfx+dwg	Relief map
FR-BLAGNAC-SS-M3	.jpg+pdf	Cycling facilities map
FR-BLAGNAC-SS-M4	.jpg	Economic vocation map

PROJECT SITE - ARCHITECTURAL SCALE

FR-BLAGNAC-PS-AP1 à AP3	.jpg	Aerial views of project site
FR-BLAGNAC-PS-Po	.pdf	Pictures location
FR-BLAGNAC-PS-P1 à P43	.jpg	Ground pictures of the project site
FR-BLAGNAC-PS-P44 à P56	.jpg	Interior pictures
FR-BLAGNAC-PS-M1	.pdf	Cadastral map
FR-BLAGNAC-PS-M2	.dfx+pdf	Site plan av. Albert Durand
FR-BLAGNAC-PS-M3	.dfx+pdf	Site plan rue Escadrille Lafayette
FR-BLAGNAC-PS-M4	.pdf	Plans of the Capitole building
FR-BLAGNAC-PS-M5	.dfx+pdf	Plans of the Concorde building
FR-BLAGNAC-PS-M6	.pdf	Plans of the Garonne building
FR-BLAGNAC-PS-M7	.pdf	Plans of the Ovalie building

FR-BLAGNAC-PS-M8	.pdf	Guard post plans
FR-BLAGNAC-PS-M9	.pdf	Technical building plans
FR-BLAGNAC-PS-M10	.dfx+pdf	Plans of the Violette building

APPENDICES

FR-BLAGNAC-TA1	.pdf	OAP Blagnac file
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Bernard Bachelot architect digitized archives :

<https://archives.haute-garonne.fr/ark:/44805/vtae8c4049ac305814e/daogrp/o/1>

<https://archives.haute-garonne.fr/ark:/44805/vta2487c97addf14242/daogrp/o/1>

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