

BORDEAUX, PORT OF THE MOON

PROJECT FOR THE COMPLEMENTARY ACTION PLAN
TO THE MANAGEMENT PLAN

WORK IN PROGRESS



ATLAS
World Heritage
Heritage in the
Atlantic Area
Sustainability of the urban
world heritage sites



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Fiche Identité

Carte territoire pleine page (en vis-à-vis)

Bordeaux, Port of the Moon

Reference no°: 1256

Date of inscription: 2007

Criteria: (ii), (iv)

(ii): "exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design"

(iv) "is an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history".

Property: 1,815 ha

Buffer zone 3,715 ha

Location:

France, Nouvelle-Aquitaine, Gironde

West longitude: 0° 32' 09" W - 0° 36' 05" W (GPS)

North latitude: 44° 48' 39" W - 44° 52' 26" W (GPS)

Bordeaux

257,000 inhabitants (INSEE 2018)

18.2 km²

347 historical monuments

3 religious edifices on the World Heritage List under Ways of Saint James

Bordeaux Métropole

28 municipalities

783,100 inhabitants (RGP 2016)

578km²

59% natural, green or agricultural areas and waterways;

41% housing, economic activities, roadways and public spaces;

Introduction

What is the action plan?

In 2006, the City of Bordeaux undertook to pursue the promotion of its heritage by applying for the inscription of Bordeaux, Port of the Moon on the UNESCO World Heritage List.

The World Heritage Committee recognised the Outstanding Universal Value of this major urban site on 28 June 2007.

UNESCO thus considered the site among cultural and natural heritage properties which “are of outstanding interest and that therefore need to be preserved as part of the common heritage of mankind as a whole.”¹ Actions had been taken to ensure the preservation and conservation of properties inscribed on the World Heritage List, in line with the recommendations of the 1972 *Convention concerning the Protection of the World Cultural and Natural Heritage*, which is updated annually by the *Operational Guidelines for the Implementation of the World Heritage Convention*.

This took the form of a draft management plan submitted upon the application of Bordeaux, Port of the Moon. This plan describes in detail the Property, its limits and justification for the status of World Heritage. It is associated with an action plan which forms a strategic and operational framework. The action plan, as a complement to the management plan, summarises the grounds and issues related to inscription on the World Heritage List, the stakeholders, regulations, strategies and operational procedures for the perimeter of the inscribed site, its buffer zone and beyond.² It highlights all procedures enabling the protection, conservation, presentation and transmission of the heritage.

The action plan reflects a global project which meets the challenges of sustainable heritage management. The global project is aimed “not only at protecting the outstanding universal value of the property but also the well-being of present and future generations.”³ The action plan serves as a road map to ensure the coherence of the operations and strategies implemented.

The present document does not replace the integral management document submitted upon application; it updates the action plan which is complementary to the management plan.

It was drafted in the framework of the Atlantic Area Interreg AtlaS-WH European project, which brings together five World Heritage Sites⁴.

The partnership task undertaken in the framework of this programme provided an opportunity to examine the issues raised by heritage in general.

It is the result of a co-building effort with the departments of Bordeaux Métropole and the City of Bordeaux.

The broadening of perspectives on a metropolitan scale, in accordance with the *Recommendation for historic urban landscape*⁽⁵⁾ and the taking into account of all metropolitan stakeholders engaged in the development of this area has led to the re-assessment of heritage as the key product of a transmission dynamic.

The co-building task examined how the actions conducted by Bordeaux City and Métropole contribute positively to the management of world heritage.

Heritage is not only old buildings, it potentially concerns any element attributed a form of value, whether aesthetic, historical, technical, cultural or economic, which can be transmitted.

The result of this collaborative work consists in a mapping reference and a list of actions. Its main attribution is the large-scale mobilisation of departments around an often little-known yet transversal subject.

¹ 1972 Convention: <https://whc.unesco.org/fr/conventiontexte/>

² https://www.icomos.org/fr/2016-11-10-14-47-20/glossaire#Zone_tampon

³ *Policy for the Integration of a Sustainable Development Perspective Into the Processes of the World Heritage Convention, 2015*, paragraph 6.

⁴ The five sites engaged in the programmes are Florence, Santiago de Compostela, Bordeaux and Edinburgh World Heritage under the leadership of Porto

The present document forms a basis for engaging discussion with local, national and international partners, in addition to UNESCO.

Insert

Guide to the action plan

The present action plan complementary to the Bordeaux, Port of the Moon management plan is geared to all audiences and provides an explanation of certain aspects which are familiar *a fortiori* in the jargon of experts but perhaps less outside of this context.

World heritage contextual elements

Outstanding Universal Value (OUV) page XX

Integrity and authenticity page XX

References for sustainable development page XX

UNESCO page XX

The document is organised in two parts. The first part is strategic, the second part operational.

The strategic part explains firstly the grounds for the update and presents the drafting method. It then presents the key aspects for inscription on the World Heritage List, the Outstanding Universal Value, criteria, integrity and authenticity conditions and corresponding limits, and describes Bordeaux, Port of the Moon and its surroundings, specifying aspects of its development since its inscription. This is followed by a presentation of the project, the references and definition on which it is based, the vision of local authorities, Metropolitan strategies for local development and the conservation and presentation tools. Lastly, it describes the system of governance and assessment.

The operational part presents the action plan and provides details of each action. This part forms a separate booklet, to enable a more regular update of the various types of action.

In the framework of the drafting of this action plan, a series of maps illustrating the strategies implemented in the area was produced with the Bordeaux Aquitaine Town-planning Agency. These maps form an integral part of the present document and come in two scales. The first scale focuses on the site inscribed on the World Heritage List, along with its buffer zone, while the second presents the Metropolitan area as a whole. The management of Bordeaux, Port of the Moon, its buffer zone and beyond is illustrated via the combination of these two scales.

Figure : cartographies vierges échelles Bordeaux et Bordeaux Métropole

Why an update of the action plan? (2235)

(Orthophotographies 2004 et 2020).

The enhancement of Bordeaux's landscape, architectural and urban heritage drove the major changes initiated by the 1996 urban project. This vast project oversaw the reconversion of industrial, railway and port brownfield sites, of which some sectors are still undergoing work.

An updated action plan, complementary to the management plan in effect and drafted in 2006, was thus required in order to adapt to the present context.

1. In the 15 years since the drafting of the 2006 action plan, certain actions have been completed, others have evolved and additional actions have emerged. Their aims have not necessarily been reached and certain aims have changed. It is thus necessary to take stock of ongoing actions and plan those for the years to come.

2. With the creation of Bordeaux Métropole in 2015, the pooling of numerous departments of the City of Bordeaux and the Bordeaux Urban Community modified the organisation of human means and the allocation of resources. The change in the structural organisation of departments and directorates responsible for the management of the site required an update in governance.

3. Awareness of the threats linked to climate change and the resulting vulnerability of living environments and heritage has led to the adaptation of public policies and citizens.

In this regard, the 2007 Grenelle Environment Forum (held the same year as the inscription of Port of the Moon on the World Heritage List) set long-term aims for the environment and sustainable development⁵.

4. Finally, following the municipal elections,⁶ a new team took office in July 2020 and is aiming to engage a major change in the management of the region's resources.

The Bordeaux Métropole Council also underwent a change in its governance⁷.

Which method was used for this update?

Like the action plan produced in 2006, this version was co-built on the identification of actions contributing to the management led by the relevant local authorities. It is also the fruit of an extensive task developed in the framework of the AtlaS-WH project, funded by the Interreg Atlantic Area programme.

The AtlaS-WH project of the Interreg Atlantic Area European programme

(Photographies HUB (et ou photographie atlas ouvert dans le HUB) et 5 cartes d'identité présentées place de la Bourse)

⁵ <https://www.assemblee-nationale.fr/13/projets/pl0955.asp>

⁶ <https://www.lemonde.fr/resultats-elections/bordeaux-33063/>

⁷ <https://www.bordeaux-metropole.fr/Espace-presse/Conseil-de-Bordeaux-Metropole-election-du-president-et-des-vice-presidents>

Launched in 2017, the European project AtlaS-WH Interreg brings together five urban World Heritage Sites with the aim of sharing their experience and pooling methods to promote the preservation of their universal and outstanding heritage. The cities involved are Florence, Santiago de Compostela, Bordeaux, and Edinburgh World Heritage, under the leadership of Porto, one of 22 cities twinned with Bordeaux.⁸

Every World Heritage site is unique, but it shares issues for which collective thinking and discussion provide relevant solutions. In this context, these five urban World Heritage Sites set a common aim to meet sustainable development challenges in the updating of their management document.

In this regard, each partner was responsible for organising an aspect of the activities to be led collectively. The Santiago de Compostela team thus produced the surveys and identified the common challenges to be met. The Florence team collected good practices while Edinburgh World Heritage designed a common programme of mediation activities, geared in particular towards children, to be adapted to each city. Porto University put forward a common method for the building of management plans. Bordeaux was responsible for developing a method to assess management plans, in addition to the creation of an atlas of the five urban World Heritage Sites.

The Metropolitan co-building project

(Dessin de co-construction interservices)

The active involvement of departments was a priority for the successful inventory of actions to be included in the plan. This approach enabled the acculturation required for the taking into account of heritage issues in the various public policies implemented on one hand, while ensuring, on the other hand, that issues of contemporary life were not overlooked.

The co-design of the new action plan presented in this document provided an opportunity to transmit the notion that heritage is a concern for everyone and involves all the fields that contribute to the making of the city; it forms part of a sustainable development project.

The transversal tasks between the various and sometimes newly-created departments of Bordeaux Métropole were carried out from March 2020 to May 2021. Despite the lockdown due to the COVID-19 pandemic, workshops and meetings took place via video conference, accompanied by project management support for a collaborative innovation procedure.⁹

⁸ This project, co-funded by the European Union in the framework of the Interreg Atlantic Area programme was initiated by Porto. The budget provides European Commission co-funding of up to 75% of costs, for actions planned within the programme and a part of the labour costs for agents involved. Presented in 2015, the project was initially scheduled from late November 2017 to late November 2020 but ended in May 2021 due to the COVID-19 pandemic.

⁹ Edouard Cazamajour, Aménité

I. Inscription of the Property on the World Heritage List

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Outstanding Universal Value (OUV)

UNESCO uses the terms 'property' to describe heritage inscribed in the World Heritage List, and "Outstanding Universal Value" (OUV), integrity and authenticity to define the heritage interest justifying this inscription. In order to remain on the World Heritage List, the universal and outstanding value and the conditions of integrity and authenticity must be maintained.

OUV implies that the heritage value is recognised not only because of its international worth and interest for all humanity, but also because it is unique.

The statement of Outstanding Universal Value highlights the importance UNESCO gives to the inscribed property.

It is defined according to the criteria in effect at the time of inscription and established on the basis of documents submitted upon application for appraisal and discussion by the World Heritage Committee.

These documents include maps which define the boundaries of the property and those of the buffer zone.

The OUV is based on three cornerstones: inscription criteria, conditions of integrity and authenticity and the Property management system.

On 28 June 2007, in Christchurch, New Zealand, UNESCO inscribed Bordeaux, Port of the Moon on the World Heritage List as a living urban ensemble.

The perimeter of Bordeaux, Port of the Moon is a significantly large area covering more than half of the municipality of Bordeaux. It is associated with a buffer zone of 3,715 hectares.

Photo: The inhabitants of Bordeaux celebrate their city's inscription on the World Heritage List on 28 June 2007
(© Thomas Sanson)

I. 1 What were the criteria chosen for the inscription of Bordeaux, Port of the Moon?

Bordeaux, Port of the Moon was inscribed under the following two criteria:

(figure: encadré Critères ii et iv retenus pour Bordeaux, port de la Lune, <https://whc.unesco.org/fr/criteres/>)

Criterion (ii)

Exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design;

Criterion (iv)

Offer an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history;

The Statement of Outstanding Universal Value (SOUV) established upon inscription specifies why Bordeaux, Port of the Moon meets these two criteria.

- Criterion (ii): Bordeaux, Port of the Moon is an outstanding example of the exchange of human values over more than two thousand years. These exchanges have provided this cosmopolitan town, in the age of Enlightenment, with an unparalleled prosperity that provided for an exceptional urban and architectural

transformation that continued through 19th century up to present time. The different stages of construction and development of the harbour town are legible in its urban plan, especially the big transformations carried out from the early 18th century onwards.

- Criterion (iv): Bordeaux, Port of the Moon, represents an outstanding urban and architectural ensemble, created in the Age of Enlightenment, whose values continued up to the first half of the 20th century. Bordeaux is exceptional in the unity of its urban and architectural classical and neo-classical expression, which has not undergone any stylistic rupture over more than two centuries. Its urban form represents the success of philosophers who wanted to make towns into melting pots of humanism, universality and culture.

The importance of its port in international wine trade for over two thousand years is equalled only by the city's renown as a world wine capital. The city's bold town-planning values, initiated in the Age of Enlightenment, continued up to the 19th century and the unity of its classical and neo-classical architecture endured up to the mid-20th century, accompanied the creation of this exceptional architectural ensemble. Lastly, the emblematic contribution of Bordeaux to the movement of ideas, thanks in particular to the writers Montaigne, Montesquieu and Mauriac, has carved out a special place for the city in the cultural history of France.

View of the port and the Chartrons and Bacalan quays, Pierre Lacour, 1804-1806 (© Bordeaux City Hall)

Insert

Integrity and authenticity

The conditions of integrity and authenticity to be met by Property inscribed on the World Heritage List are defined in the *Operational Guidelines for the Implementation of the World Heritage Convention*.

“Integrity is a measure of the wholeness and intactness of the natural and/or cultural heritage and its attributes.” It is related more to the state of the property and the preservation of its characteristics than the criteria which make it a world heritage. This is a similar notion to completeness. However, all the properties inscribed on the World Heritage List are far from complete, nor have they survived to the present in a state of intactness and perfect integrity, as the potentially negative effects linked to a lack of maintenance or to uncontrolled developments and changes may have altered them. It is for this reason that integrity is defined more as an amount of non-exhaustive material elements necessary for the transmission of the totality of the values the latter represent. Thus: “A significant proportion of the elements necessary to convey the totality of the value conveyed by the property should be included. Relationships and dynamic functions present in cultural landscapes, historic towns or other living properties essential to their distinctive character should also be maintained.”

The Nara Document on Authenticity, drafted in 1994 and stemming from the Venice Charter of 1964 defines the authenticity of a property: “Depending on the nature of the cultural heritage, its cultural context, and its evolution through time, authenticity judgements may be linked to the worth of a great variety of sources of information. Aspects of the sources may include form and design, materials and substance, use and function, traditions and techniques, location and setting, spirit and feeling, and original state and history.”

The conservation of heritage is justified by the values attributed to its material traces. The perception of these values depends on the knowledge and understanding of information sources on the original and subsequent characteristics of the heritage (type, specificities, meaning and history). This perception must take into account the cultural context to which the heritage belongs. The value of authenticity is thus relative and non-absolute

I.2 What integrity and authenticity for Bordeaux, Port of the Moon?

The links between the river and the port were essential factors in the inscription of Bordeaux, Port of the Moon. Physical traces testify to this enduring history. Among the more recent phases of its development, the industrial port which occupied the quays of Bordeaux has been transformed into an urban walkway. River and sea cruisers have replaced transport and trading vessels. Port activity continues to evolve, leading to new transformations. The integrity of Bordeaux, Port of the Moon required the inclusion in the Property perimeter of the Bassins à Flot (wet docks district) which testifies to the expansion of the port in the late 19th century. Authenticity is relative. The preservation of physical traces testifying to the Outstanding Universal Value often requires architectural and urban redevelopment projects which correspond to current uses.

Photographies avant-après place de la Bourse Bourse-aerien_01_2002-09-28 Bourse-aerien_01_2009-09-30 ou Bourse-aerien_04_2002-06-07 Bourse-aerien_04_2008-08-28

I.3 Which boundaries?

Map of the site boundaries and its buffer zone.

The perimeter¹⁰ of Bordeaux, Port of the Moon covers just under a third of the surface area of the municipality of Bordeaux, but includes practically all of the historic city located inside the 19th-century peripheral boulevards on the left bank of the River Garonne. It reaches from the north to the south of the river, from the Bacalan district to Saint-Jean railway station and includes the river up to its right bank. It also comprises the site of the city's foundation in Roman Times, its Medieval extensions, the suburbs and residential or business districts of the 18th and 19th centuries (with the exception of the southern district of the railway station), in addition to certain districts built in the 20th century, such as Grand-Parc or Mériadeck.

Bordeaux, Port of the Moon is accompanied by a buffer zone, also known as heritage or landscape interest zone. It surrounds the Property, includes its immediate environment and constitutes additional regulatory or customary protection. In the same way as the 19th-century boulevards serve as a boundary marker for the inscribed site, the small railway ring on the left bank and the crest line of the right bank hillsides were natural markers.

The outline of the inscribed site forms a crescent moon shape, based on the clearly visible infrastructure and landscape features which are obvious historical and geographical markers: the north to south boulevards on the left bank, the former Eiffel railway bridge, and the right banks of the River Garonne to the east. The perimeter of the buffer zone follows the railway belt to the north, west and south. To the east, it follows the crest line of the Garonne hillsides, which form a geographical belvedere overlooking the site. The buffer zone thus represents a sort of protective cocoon for the central zone. Its outline was traced according to the areas surrounding historical monuments. It was not designed mechanically at an arbitrary distance, however. On the contrary, it follows geographical realities which are better adapted to the true perception of the protected areas.

¹⁰ To ensure the protection of the property characterising the inscribed site: "Boundaries should be drawn to incorporate all the attributes that convey the Outstanding Universal Value and to ensure the integrity and/or authenticity of the property" see *Orientations...*, *op. cit.*, 2019, paragraph 99

While the inscribed site covers the municipality of Bordeaux exclusively, the buffer zone includes several surrounding municipalities of the Métropole, i.e., Le Bouscat, Mérignac, Pessac and Talence on the left bank; Floirac, Cenon and Lormont on the right bank.

This site boundary submitted for inscription illustrates the scope of the heritage values and urban spaces in question. The specific boundaries were established definitively on the examination of the application by ICOMOS International in December 2006 in Bordeaux. Discussions on the definitive boundary lines of the Property and its buffer zone were guided by three aims. The nominated property had to include the attributes of Outstanding Universal Value in addition to an urban regulation ensuring preservation and its legibility on a broad scale.

These two boundary lines, which follow pre-existing geographical or historical limits, were thus adopted by the World Heritage Committee on 28 June 2007.

II. Description of the Property

Carte localisation des quartiers décrits (© aurba)

Bordeaux was founded and developed along a river. This river, the Garonne, brought prosperity to the city and its port, enabling both commercial and intellectual exchanges with the world. Traces of each era in the growth of Bordeaux and their respective prosperity are still visible in the present-day landscape. This urban landscape has evolved to adapt to the circumstances of each era and continues to change. It reflects an outstanding urban and architectural ensemble.

Before examining the project, an inventory of the development of the inscribed site and its buffer zone from 2007 to its current state had to be undertaken. This is by no means an exhaustive presentation, rather an outline of the major changes and strategies which have affected the districts in question.

II. 1 Bordeaux, Port of the Moon, an outstanding urban ensemble

The urban area which corresponds to Bordeaux, Port of the Moon includes the River Garonne, the historic town, its three successive sectors and their contemporary extensions, in addition to new districts built to extend or renew older urban fabrics. It covers not only incorporated fabrics where the scope for future transformation is limited, but also sectors considered to be historically incomplete or whose socio-economic changes have already led to or continue to impose redevelopments. They must be developed so as to consolidate the urban and architectural tradition which characterises the cultural material of Bordeaux.

II. 1.1 The historic centre: constant urbanisation over time

“Bordeaux is a gift which the Garonne has given to France. It is the river, rather than men, which created the city. It was the *raison d’être* of its existence, before becoming the master of its destinies”, wrote Camille Jullian in his famous work *Histoire de Bordeaux [The History of Bordeaux]*, published in 1895¹¹. The predominant role of the river in shaping the crescent of Port of the Moon is indisputable.

Image archive bdx 1899 cf dossier images archives

From the layout of the Roman town to those of the boulevards, the structure of the city has reproduced this iconic river bend like a ripple on the land. The legibility and coherence of layout and urbanisation, designed on the model of the traditional concentric European city, in association with highly consistent stone architecture since the modern era, were recognised as essential aspects of UNESCO’s criterion iv. Since the 16th century, the city has effectively maintained, in particular through its plans and roadway regulations, procedures and technical standards which have helped to harmonise the urban landscape by setting the architectural tone for both private and public developments. The uniform facades which first emerged in the 18th century thus live in harmony with the subtle stonework details that individualised each building up to the end of the Second World War, while ensuring that everything belongs to the same ‘family’ of local architecture.

¹¹ [Histoire de Bordeaux depuis les origines jusqu'en 1895 | 1886 - Collections patrimoniales numérisées de Bordeaux Montaigne \(u-bordeaux-montaigne.fr\)](https://www.montaigne.u-bordeaux-montaigne.fr/)

Porte Dijean, Place Dauphine and Cours Tourny Lithograph by A.Bordes circa 1840, Archives de Bordeaux Métropole, Bordeaux, XI B 84

Classical French architecture is literally rooted in the city and has shaped the urban landscape to the extent that architecture and urbanism have become indissociable.

The recognition of classical monumental heritage: historical monuments in the protected sector

As of the mid-19th century, admiration for the work accomplished by the intendants of Guyenne since the mid-18th century was embodied in the urban space: a new statue of the Intendant Tourny, more monumental than its predecessor, was erected on the square bearing the same name. The Grand Théâtre was redecorated and enhanced with a foyer in the neo-Louis XVI style during the Second Empire, as was the stock exchange. The original low-lying houses on Allées de Tourny were raised to become imposing investment properties, but retained the Rocaille style which was characteristic of the Louis XV era. The last house on Place Gambetta square was completed in 1857 and based on a one-hundred-year-old design by Portier. When the Cours Alsace-Lorraine thoroughfare was created in 1865, the model used to raise the quayside facades was reproduced for the two corner buildings in order to ensure continuity of style. Hôtel Calvet, built in 1860, was an exact replica of the Lisleferme edifice (1781) on Place Bardineau. Lastly, the final plot development planned by the municipality to renovate the landscaping of the Jardin Public gardens emerged as a continuous raise in Louis XVI style along the rear facade of Rue d'Aviau.

Cf dossier Images archives : Tourny plan 1830, Archives de Bordeaux Métropole, Bordeaux, Fi40_B_0608_R or View from the telegraph in 1850, Lithograph by R.Constant, Archives de Bordeaux Métropole, Bordeaux, Fi40_B_0543_B

No public building was too small to merit the inspiration of the Age of Enlightenment. The champions of this architecture and its revival were unquestionably the municipal architect Charles Burguet and his successors. While the smallest local school or presbytery adorned elegant segmental arches, clips and upper floors with balusters, these architects also knew how to work the styles of other eras, unreservedly updating Medieval or 17th-century buildings or illustrating their expertise in cutting-edge metal architecture with the construction of market halls and greenhouses.

Their designs were marks of respect and commemoration for this golden age in the history of the city, even if these works entailed a considerable amount of demolition, including the tollbooths at the entry gates of the city or their wrought-iron structures, or the demolition of the riding school on the site of the present-day swimming pool in Rue Judaïque, the gate of which was subsequently re-erected.

Throughout France, the first buildings to be safeguarded under the title of Historical Monuments were Medieval buildings, in the mid-19th century, while the Age of Enlightenment was enshrined towards the end of the century with the classification of the Grand Théâtre in 1899. A multitude of inscription or classification decrees ensued, during the inter-war period in particular, aimed specifically at the monumental ensembles of the quays, the squares and the city gates on major thoroughfares. This period also saw the first restorations to ground floor bay windows, on Place Gambetta for example, which were at risk of damage by unscrupulous shop-owners.

Not only did the respect for 18th-century architecture remain in the city's genes for the following two centuries, its renown was also perpetuated in new buildings. This can be illustrated by two examples: when the Port authority decided to build modern concrete hangers opposite the facade of the quays, it was required to bury the hangar located opposite Place de la Bourse, and the Bourse Maritime (maritime stock exchange) further

along the quays was built in 1925 as an exact replica of the large pavilion which stood on the former Place Royale, in a district which was predominantly neo-classical in style. While such perpetuation may suggest nostalgia for the 18th century, it did not hamper architectural creativity.¹² This period also boasted a wealth of buildings in the city which were worthy of the finest architectural styles of the 20th century.

Thanks to the concentration of monuments and the architectural and urban wealth of its historic centre, Bordeaux became one of the first and largest protected sectors in France. Created in 1967 by Louis Aubert with the backing of Mayor Jacques Chaban-Delmas, the protected sector was approved in 1988 while the first operations were under way: the creation of a network of squares and pedestrian streets; the building of the first underground car parks; restoration works to dilapidated buildings via the action of property groups, overseen by the French architectural review board (Architecte des Bâtiments de France); the establishment of the first Conservation and Presentation Plan (*Plan de sauvegarde et de mise en valeur* -PSMV) and the activism of the first non-profit groups for heritage protection.

View from the spire of Saint-Michel Bordeaux -- cf dossier images archives source ; Archives de Bordeaux Métropole, Bordeaux, postcard

With the arrival of Mayor Alain Juppé in 1995, the launch of the first urban project the following year focused primarily on the protected sector in an effort to “awaken the Sleeping Beauty”, as it was described in familiar terms. The aim was to restore to the city centre its role as the heart of the conurbation, and the arrival of the tram served as the perfect driver for urban regeneration with the redevelopment of all public spaces along its lines, the illumination and renovation of the city’s lacklustre facades, the restoration and illumination of the city’s major monuments (the cathedral, the Grand Théâtre and Place de la Bourse), in addition to the re-opening of the Garonne with the demolition of the quayside hangars and the conversion of the quays into a planted walkway. These actions confirmed the tourism and heritage vocation of Bordeaux, while the numerous renovation operations to private property, initiated by a vast housing upgrade programme, reached a density target to match the flow of new inhabitants in addition to achieving a desirable level of mixed residential use.¹³

Photographies avant-après Place de la Comédie et ou Pey Berland : Comedie_002_avant2000_Thomas-Sanson
Comedie_02_2011-11-23
Pey-Berland_01a_2002-2004

The extension of heritage recognition from the “City of Stone” to vast landscapes, to ensure a living conservation of the site.

While the 1996 urban project focused on city’s historic and monumental centre, in 2004, the City of Bordeaux undertook a comprehensive inventory of districts in the so-called “City of Stone”, mostly in the suburban and residential areas located on the outskirts of the protected sector, up to the boulevards and even beyond, on both sides of the river. As of 2004, this survey was overseen by a dedicated multi-disciplinary team, which drafted a town-planning regulation in 2007 adapted to each plot, thus providing a framework for development.

¹² COUSTET, Robert, SABOYA, Marc, *Bordeaux La conquête de la modernité Architecture et urbanisme à Bordeaux et dans l’agglomération de 1920 à 2003* [Bordeaux, *The conquest for modernity. Architecture & urbanism in Bordeaux and the conurbation from 1920 to 2003*] Bordeaux, Mollat, 2005, p. 31 sqq.

¹³ In 2002, the City of Bordeaux entrusted the semi-public company InCité with the residential component of the first public development agreement up to 2014, in the framework of the redevelopment of the Bordeaux’s historic centre.

Inherent to the Port of the Moon management plan, this action was a decisive step in the recognition of the site listed in 2007, as it played a key role in the justification of the site's historic urban landscape under criterion iv. The inventory of some 40,000 plots enabled, district by district and as the project progressed, the inclusion of specific protection and development measures for the architecture and landscapes of the ordinary city in the Local Urbanism Plan (PLU in French).¹⁴ This inventory is now complete, and since 2008, its accompanying regulation has been gradually applied to all the districts surveyed.¹⁵ This action has attracted the interest of the municipalities of Bègles and Talence at present, while the pooling of the City of Bordeaux survey office with those of the Métropole in 2015 offers the possibility of much broader actions in the fields of waterway and railway heritage survey for the twenty-seven other municipalities of the conurbation.¹⁶ This action is consolidated by the implementation of archaeo-geographical and anthropological studies prior to the development of the PLUi, the inter-municipal local urban plan covering the Metropolitan area and dealing with specific themes.¹⁷ The aim of these studies is to foster and provide regulatory developments starting on the ground (or underground) level and to designate Metropolitan "regions" which constitute the template for sustainable planning. Here, the taking into account of the history of layouts, infrastructures, plots and ground occupation, in addition to uses and representations (including the image of districts) is fundamental to the long-term future of the inscribed site, its buffer zone and its immediate surroundings which merit special attention.

In parallel to the redevelopment actions in the historic centre described above, the public development agreement with InCité was renewed in 2014 in the form of a development concession agreement and will be reopened to competition in 2022. In 2011, Bordeaux's application to the national programme for the rehabilitation of derelict districts (PNRQAD), rapidly renamed "Recentre(s)", opened up new opportunities for the improvement of housing in addition to local facilities, businesses and public space.¹⁸ An area of 150ha was selected, south of the outstanding heritage site on both sides of the river, and 5ha of new or renovated public spaces were programmed. The target was set at 300 new public social housing units and the rehabilitation of 600 private housing units in an enhanced urban framework, via a master plan linking "nuggets" (sites for potential outstanding heritage projects), and the redevelopment of the radial networks towards the Garonne with soft mode thoroughfares facilitating daily travel parallel to Cours de la Marne.

With regard to the outstanding heritage site, its title since the enactment of the French law for the Freedom of Creation, Architecture and Heritage (known as the LCAP Law of 7 July 2016), the realisation of the need for its revision came relatively late. Undertaken in 2010, the studies required for the revision of the Conservation and Presentation Plan (PSMV) began in 2013 thanks to a trilateral agreement between the State, the City of Bordeaux and Bordeaux Métropole (renewed in a bilateral form in 2017 with the pooling of departments). The survey of some 3000 plots and 7000 buildings, completed in 2018, served to highlight the heritage qualities of the latter and to re-balance their attributes (such as architectural features dating from the second half of the 19th century), some of which were under-protected in the former document. It also provided an opportunity to integrate new measures fostering social and economic diversity, mixed use of ground floor properties, the safeguarding of larger housing units and management of their division, in addition to new energy renovation conditions for old buildings and new measures to develop the rare non-built spaces and create cool islands¹⁹. There is no doubt that these three actions (Heritage PLU, PNRQAD and PSMV) play a large part in the sustainable redevelopment of the inscribed site. Their effectiveness was demonstrated through several exhibitions, events

¹⁴ In zones UP1 and UP2, see [UP 1 Regulation \(bordeaux-metropole.fr\)](http://bordeaux-metropole.fr)

¹⁵ See action sheet "Inventory of Metropolitan architectural and urban heritage" n°5 - Knowledge

¹⁶ See action sheet "Inventory of waterway and railway heritage" n°4 - Knowledge

¹⁷ See action sheet "Anthropological studies" n°1 - Knowledge and "Archaeo-geographical studies" n°2 - Knowledge

¹⁸ See action sheet "Urban project for the historic centre" n°1 - Urban and landscape redevelopment

¹⁹ See action sheet "Cooling of urban spaces" n°3 - Responsible territory

and publications marking the 50th anniversary of the protected sector in 2017 and the completion of the city of stone survey in late 2019.

Cover page of two commemorative publications for the 50th anniversary of the PSMV and landscapes of Bordeaux

And for the future? Emerging sites and upcoming projects

Like every living historic urban site, Bordeaux, Port of the Moon is subject to the constant movements, developments and renewals that keep it alive. In the public space first, while the major rehabilitation works linked to the tram are now complete, redevelopment works to more modest streets and squares continue and are scheduled annually according to the resources obtained. Within the outstanding site, a particular effort is being made to preserve the streets and old paving stones laid on sand, to minimise the water-proofing of ground surfaces. In city spaces with fewer constraints, numerous projects for planting and micro-gardens are under way, in particular at crossroads and abandoned portions of roadway; they form part of a vast planting scheme developed on a Metropolitan-wide scale.²⁰

Other projects of a broader scope are coming to a close or are in preparation. The creation of tram line D led to the renewal of Place Tourny, at the entrance to the outstanding heritage site and the majestic view towards the Grand Théâtre from the avenue of the same name, which may in turn undergo enhancement at a future date. Further south, Place Gambetta, with its new central square which re-opened to the public in March 2021, is undoubtedly the most recent demonstration of the vast developments planned in recent decades. Inversely, the project for the full redevelopment of the major boulevard ring-road, the boundary of the inscribed site on the left bank, is still in the discussion phase. A vast operation comparable to the development of the quays in the 2000s is not on the table. The site is lacking in space and this major roadway presents numerous constraints. Nevertheless, there is an obvious need at present to improve the organisation of traffic modes, calm the public space, change the image of what has become an inner-city motorway and showcase its heritage, residential and economic attributes. Under this project, the *Barrières* (major intersections on the boulevards) and fabric of the districts in the four municipalities concerned (including Bègles, Talence and Le Bouscat in the buffer zone) have a role to play in forging links between each other, reducing the ‘border’ aspect of the boulevards and expanding within their districts the space which is lacking on the boulevard roadway.²¹

Photographies avant-après Places Tourny et Gambetta cf JPG HD 1

The future of Bordeaux, Port of the Moon is also being shaped by redevelopment projects for major urban facilities. The Castéja site, a former 19th-century imperial institution for deaf-mutes, on Rue Abbé-de-l’Epée, is classified as a protected Historical Monument. The aim of this programme is to create a large number of social housing units, which are severely lacking in the Place Gambetta district. There are plans to open a nursery school and a catering school which will ensure the site remains partially accessible to the public. Works on the site, which uncovered an impressive Roman and Mediaeval burial ground, are due for completion in the near future, after numerous setbacks. The city’s museums have not been forgotten either. After lengthy restoration works prior to the re-opening of the natural history museum in March 2019, the rehabilitation of the design and decorative arts museum, which became a classified Historical Monument under the revision of the conservation plan, is unquestionably the most advanced project at present. The project will enable enhanced functionality

²⁰ See action sheet “Preservation and development of the planted infrastructure” n°4 - Responsible territory

²¹ See action sheet “Urban project for the Boulevards and Barrières” n°4 - Urban and landscape redevelopment

and smoother connections between the former prison building located in the garden and used to house temporary exhibitions, and the main building which will continue to house the permanent collections. The Musée d'Aquitaine (history museum),²² has designed a scientific project to become a “World Museum”, thus embodying the values of Port of the Moon. As for the Jean-Moulin Museum, which is soon to merge with the Musée d'Aquitaine, the near and long-term future of this museum building remains uncertain.

This leaves the emerging sites, which have been clearly identified, but their future has yet to be determined. For several years, the church of the Hôpital Saint-Jacques on Rue du Mirail, has been earmarked as a key monument on Saint James' Way. This private property is in an alarming state of disrepair which has resulted in its automatic protection as a Historical Monument. Elsewhere, the Galerie Bordelaise shopping mall underwent partial renovation in 2016, but the problems linked to the management of this large co-owned property have slowed down further phases and a heavy-handed intervention will no doubt be required to enable the restoration of this remarkable architectural ensemble which is in a state of conservation and preservation unworthy of the inscribed site.

On the other hand, the city-owned property on Rue du Loup, Hôtel Ragueneau, which formerly housed the municipal archives, is currently pending an appropriate development operation. In the meantime, this 17th-century mansion located in the heart of the outstanding heritage site is occupied under temporary tenancy agreements, which suggests that it may remain in the public domain for cultural purposes. Last, and by no means least, the immense Saint-André hospital, formerly known as Hôtel Dieu, located opposite the courthouse on Place de la République (a major square which is vastly under-valued), is due to leave its city-centre location in the medium-term, as part of a major re-organisation of the property assets of Bordeaux University Hospital. Feasibility studies are under way, in addition to an application for its protection as a Historical Monument. Forms of renewal and occupation designed for living conservation have yet to be defined for this active monumental historical heritage.

(The natural history museum, before and after renovation) Photographie avant après Museum Histoire Naturelle Jardin-Public_21_2013-01-23 Jardin-Public_21_2021-05-18

II. 1.2 Three particular districts

Within its inscribed site, the Port of the Moon is home to three districts which are remarkable for their industrial and modern architecture.

The Bassins à Flot is without question the most emblematic district of the Industrial Age in Port of the Moon. Built in the late 19th century, at the same time as the final phase of the boulevards circumvented these wet docks, this area marks the development of the port which was forced to encroach on the land to maintain its historical location. Organised around two basins linked to the river via locks and movable bridges, this working district with its distinctive industrial architecture composed of factories and warehouses was soon to be joined by the working-class housing projects of the north Chartrons and Bacalan districts.

The Grand-Parc tower block estate, followed by the raised overground district of Mériadeck were built after the Second World War in response to the growing national housing crisis and the unsanitary state of numerous inner-city areas. Typical of the urbanisation of the post-war years and up to the first oil crisis, they are the legacy of the principles of garden cities and the *Congrès internationaux d'architecture moderne* (CIAM), or International Congresses of Modern Architecture.

These three districts appear to have made a clean break from the uniform urbanisation of the historic centre described previously. Nevertheless, a closer look at the history and topography of these districts shows how they embodied the move to integrate Bordeaux in the modernity of the industrial century and the second half

²² See action sheet “Bordeaux & Aquitaine World Museum” n°6-Mediation

of the 20th century, thus making them fundamental elements of local urban history and topography, and consequently Bordeaux, Port of the Moon.

Bassins à Flot

The early days of the urbanisation of the Bassins à Flot district saw the emergence of pre-industrial establishments, of which only a part of the Navy storehouse, dating from 1786 and located along the bank of the river in present-day Rue Achard, remains. Similar establishments, such as the Teynac Brothers' watermill (1785), disappeared to make way for the famous Veillard ceramics factory and the Mitchell glass factory, both of which have also disappeared, in addition to numerous wine storehouses and warehouses that have survived to the present day. A multitude of ship-builders, oil-mills and sugar refineries completed the industrial aspect of this district, whose circular functions were enhanced by the building of the Gare de Médoc railway station, linking the artificial port to the wine-trading activities of the countryside, and the Compagnie Générale des Transatlantiques shipping company, which opened the city to the world and South America in particular. The Second World War also left its mark on this incongruous landscape with the immense concrete submarine base, an ongoing reminder of another key era in the history of the Bassins à Flot and Bacalan districts, before the industrial and trade activities of these areas and the quays began to decline in the late 1970s.

Left to abandon, the redevelopment of the Bassins à Flot district began in 2006 and represented one of the most strategic sectors of the urban project. The need for a new bridge over the Garonne (the current Chaban-Delmas bridge, which came under criticism in 2008 by the World Heritage Committee for its impact on the OUV, in addition to the demolition of the Pertuis bridge) largely contributed to opening up this brownfield district and raising awareness of the preservation of these tangible heritage elements. The creation of a joint development zone (JDZ) was rejected and replaced by a Comprehensive Development Plan (CDP), the master plan of which was entrusted to the ANMA agency. An inventory of the remnants of port activity identified the historic and heritage elements to showcase via a comprehensive project. More than a hundred workshops were organised with property owners to negotiate the building of macro-plots entrusted to operational architects.

This project is currently entering its final phase. The new districts are built around the two large basins, their architectural design maintains the link between the bygone image of Port of the Moon and its present-day vibrancy. This conquest was accompanied by more than just the mass building of housing and office space. The renewal and development of public spaces (in particular the creation of pedestrian lanes perpendicular to the basins and quaysides along those basins), works to the architectural remnants earmarked for restoration and the emergence of new cultural venues (the Cité du Vin and Submarine Base, to name but the largest) or commercial activities add to the diversity and quality of the large-scale redevelopment of this ensemble.²³

Nevertheless, a close eye must be kept on this vulnerable district. Protection under the Local Urban Plan will be supplemented by the Historical Monument classification for all the remnants of port activity in the Bassins à Flot district (piers, the Garage Moderne site, cranes, lock-keepers' houses and the basins themselves, which are threatened by floating constructions), thus strengthening the means for their preservation and long-term enhancement.

Photographies avant-après BAF cf JPG HD 1

The Grand Parc high-rise estate

In the late 1940s, the areas consisting of meadows, marshes and watercress beds formed a considerable land reserve located within the north belt of the boulevards. In 1947, the municipal authorities acquired 50 hectares

²³ See action sheet "Urban redevelopment of the Bassins à Flot district" n°2 - Urban and landscape redevelopment

in order to launch a vast urbanisation operation aimed specifically at resolving the dual issues of the inner-city housing crisis and the shanty towns occupying the land in question.

Located 800 metres from the city centre, the urbanisation of this sector was entrusted to the town planner Jean Royer, who applied the principles of a vast garden city with housing and associated facilities in the centre of a park, around which motor vehicles had yet to begin their gradual encroachment. He designed the layout of some 4000 housing units to cater for the demand from Algerian repatriates and the re-housing of inhabitants from Mériadeck, which was undergoing redevelopment at the same period.

Presented in 1954, the ground plan of the estate was built between 1959 and 1975. Initially perceived as a new district embodying social progress (along with the Benaugue estate on the right bank), Grand-Parc has never been stigmatised nor subjected to the tribulations experienced by suburban high-rise estates in other large French cities in the 1980s. On the contrary, it remains a sought-after low-income neighbourhood, its first residents continue to live there and the quality of life goes hand in hand with that of its public and local facilities. The arrival of the tram has consolidated the image of this social housing estate as a city-centre district.

Since the inscription of Port of the Moon on the World Heritage List, the Grand-Parc district has seen some commendable redevelopment operations. One such operation involved the enlargement and addition of loggias to the flats of building GHI, thus greatly enhancing the comfort and well-being of its residents, or the redevelopment of the emblematic community hall which has recovered its distinctive architecture and its vocation as a multi-purpose venue.

More recently, the ground floor of the residential buildings on the Boulevard Godard side have been redesigned to remove most of the parking spaces, and a redevelopment project for the district's distinctive community centre, L'Escargot (the "Snail"), is under way. New building works have enabled or are in progress to fill the empty plots of land on the outskirts of the estate, in order to restore links with the adjacent older districts.

Lastly, a major redevelopment project for the park was launched in 2019 and will be executed in phases to restore a high-quality landscape to the heart of this district.²⁴

Photographies avant après GHI_facades_apres_crédit_aquitainis

(pour la fiche action les photographies avant apres peuvent alors être utilisées : Salle-des-fe ||étés_01_2018-10-18 Salle-des-fe ||étés_02_2018-10-18)

Mériadeck

The district of Mériadeck was one of the last radical "urban renovation" operations in France (other similar "slab-based" districts include Lyon Pardieu, Mirail in Toulouse and new Parisian towns). Covering a surface of around 27 hectares in the heart of the rundown district of the same name, its renewal was characterised by the creation of a planted esplanade surrounded by peripheral slabs providing 130,000 m² of housing and the equivalent in office space, in addition to a vast 40,000m² shopping centre.

For several years, this controversial and much-criticised creation has undergone works to ensure its integration and seamlessness with the nearby historic centre. On one hand, the slabs separated pedestrian and vehicle traffic, thus disrupting links between the two levels. On the other hand, the outskirts and edges of this district, presented in the 1970s as "Bordeaux 1980", were completed much later (the building housing the Regional Council in 1988, the municipal library in 1989, the Gironde building in 1991 and the central police station in 2003), to the extent that the Bonnac section, linked to City Hall on the eastern edge of the district, was only completed in 2006.

This district has only very recently acquired its heritage credentials, as has a large portion of European architecture dating from the last three decades of the 20th century. The debate and controversy surrounding

²⁴ See action sheet "Urban redevelopment of Grand-Parc" n°2 - Urban and landscape redevelopment

the building of the Cité Municipale (grouping of municipal services open to the public), inaugurated in 2013 and built on the site of the first crossed-shaped building, which had been demolished, marked a realisation and definition of the urban and architectural values of this unique part of the city. Its architectural originality lies in the composition around the Esplanade Charles-de-Gaulle of an ensemble of buildings with a Greek cross-shaped plan and a cantilevered “wasp waist” profile, which the town planner Jean Willerval openly intended as a reference to Bordeaux classicism. With the exception of the Urban Community headquarters building (now the headquarters of Bordeaux Métropole), built by the former in 1975, the skyline of this new town could not disrupt that of the nearby protected area. Similarly, the composition of the new district adhered to the alignment with the Palais Rohan (City Hall) and the two small mansions preserved on Cours d’Albret.

During the expert workshop organised with ICOMOS International in 2012 on the values of Mériadeck within the inscribed site, the question of the location of the Cité Municipale building was raised. Modifications were made to this project. The former square and its fountain were relocated to the front of the Beaux-Arts gallery. The Local Urban Plan also included provisions adapted to the specificity of this highly-contemporary heritage. Certain buildings, such as the “three towers” by Louis Arretche are thus currently undergoing renovations which are particularly respectful of their authenticity and architectural originality, while the *unicum* of the Caisse d’Epargne building, built in 1980 by Edmond Lay, a disciple of Frank Lloyd Wright, was given protection status as a Historical Monument. Inversely, some of the standard cross-shaped buildings which did not present outstanding architectural qualities underwent inventive renovations, such as the MDPH Departmental Council building in 2016.

As is often the case, the recognition of the heritage values of a little-known district such as Mériadeck was accompanied by an exhaustive and specific inventory, carried out on behalf of Docomomo.²⁵ This knowledge constitutes a decision-making aid for projects in the pipeline for the coming years, beginning very probably with the much-needed redevelopment of the Mériadeck shopping centre or the plausible densification and renovation of the Front-du-Médoc terrace.

A globally positive conclusion can be drawn on the developments of the inscribed site since 2007, but what about its buffer zone?

Photographies Esplanade Charles de Gaulle cf dossier JPG_HD_#2

II. 2 The buffer zone

From the crest line of the hills on the right bank to the railway belt on the left bank, the Port of the Moon buffer zone presents a variety of landscapes and heritage which are remarkable for both their diversity and their geographical and thematic coherence.

From 2016 to 2018, three study days successively analysed the values attributed to the development of the outskirts of Bordeaux, Port of the Moon World Heritage, to the identification and recognition of a heritage which clearly extends beyond the inscribed site and, lastly, to the project means and methods to be implemented in order to ensure that the buffer zone is considered as more than just a secondary world heritage area.

Couvertures des journées d’études (3 carnets) (Booklets produced during the 3 study days)

²⁵ [quartier-meriadeck_2.pdf \(docomomo.fr\)](#)

It is indeed the geographical, historical and human structure of the whole region surrounding the inscribed site which characterises its values and enters into a dialogue through which each area fosters the other. On either side of the river, the structural asymmetry of the site provides a contrasting relief to urban development: “On the right bank, the sustained line of the Entre-Deux-Mers hillside marks the near horizon, while on the left bank, the land rises very gradually, from the floodplains framing the Garonne to the low-lying rump which bears the present-day city, and beyond that the Landes plateau.”

II. 2.1 A natural then industrial right bank: key development projects

The right bank offers a later overview of the development of the alluvial plains of the Queyries area, claimed in 1865 by Bordeaux in the Cenon-La Bastide, Lormont and Floirac municipalities. Its urban integration was linked to the opening of the Stone Bridge in 1822, which brought urban vibrancy to Avenue Thiers (formerly Route de Paris) by channelling traffic from the north or heading to the Avenue. The plain was divided between a traditional residential district to the north-east, similar to those on the left bank, and an industrial-port district to the south-west.

The building of the Gare d’Orléans railway station, followed by the Etat station (1878, later demolished) emphasised the industrial character of this plain, along with its railway and port facilities. Long neglected, La Bastide gradually declined following the departure of the Port Authority’s activities. It wasn’t until the 1980s that the first development plans emerged; at the same time as architect Ricardo Bofill imagined the pale reflection of the left bank from the opposite side (1987), a series of projects with a more global approach to relations between the two banks were developed (Perrault project) and the plan to create a new botanical garden and the joint development zone known as the “Heart of Bastide” came into being as of 2000. For the first time in the city’s history, residents on the left bank began moving to the opposite side of the river.

In 2007, the transformation of this section of the buffer zone was already largely under way and was set to continue at a lively pace. The regeneration of this former marshland from an industrial and railway zone to an urban space provided an opportunity to develop a new method for the heritage identification and enhancement of the area: archaeo-geography. This approach consists in studying the continuities and changes of layouts and ground occupation modes. Djamel Klouche’s study in anticipation of the transformation of the areas of land on the Queyries and Brazza quays was thus inspired by the historic urban landscape revealed by this approach. This was followed by Winy Maas’ project for the Niel garrison and Youssef Tohmé’s for the area looking onto the bridge at Brazza. These operations were soon added to by the Benauge and Garonne-Eiffel sectors with the first buildings to emerge on the Garonne riverside.

Photographie projet Winy Maas depuis la rive gauche Rue Ferrère [cf dossier JPG_HD_#1 \(The Winy Mass project, seen from Rue Ferrère on the left bank\)](#)

All these urban transformations required an alignment of projects. The Atelier Garonne was thus set up to act as an expertise tool for the quality and continuity of the urban landscape works in progress, and brought together town planners, landscapers, architects and heritage experts. It outlined the key principles common to

all these projects in the form of a Garonne charter. The subsequent functional changes also had to be managed; economic activities on the Garonne banks shifted to recreational activities (restaurants, cultural and event venues, pleasure boating, etc.) and technical facilities were required (pumping station, control tower and technical station for the Chaban-Delmas bridge).

The impressive redevelopment of La Bastide, which is still in progress, was only made possible thanks to a considerable amount of work on mobilities, river crossings and the public space. The arrival of the tram in 2003 obviously opened up the whole plain and drew the residents of the hillsides towards the left bank. The opening of the J.Chaban-Delmas bridge in 2013, which had come under much criticism since 2008, finally consolidated the public walkway forming a 16km-loop along both banks of the river, which have also gained in vitality thanks to the installation of new piers.

The arrival of the high-speed trains in Bordeaux was facilitated by the building of a new bridge and the decommissioning of the Eiffel railway bridge. The restoration of this bridge was completed in 2020 and its change of use is currently in progress.

Lastly, the closure of the Stone Bridge to vehicle traffic in 2018, accompanied at present by a major restoration and consolidation²⁶ project for this historic civil engineering structure of Port of the Moon, has helped to calm and completely re-design the relationship between the two banks.

The development of public spaces continues to accompany these major transformations. The partial creation of the Parc aux Angéliques walkway between the Saint-Jean bridge and the Chaban-Delmas bridge has contributed to defining the landscape framework and structural public spaces on the scale of the entire right bank. The walkway is soon to be completed by a new promenade along Quai Deschamps (between the Stone Bridge and Saint-Jean bridges), which will eventually extend to the S.Veil bridge. Further inland, plans to transform the former railway line into a multi-modal public space (Brazzaligne) is still under review.

Photographies Parc aux Angéliques cf dossier [JPG_HD_#2](#)

Photographie Quai de la Souys (construction du pont Simone Veil) cf dossier [JPG_HD_#1](#)

Since the inscription of Bordeaux, Port of the Moon on the World Heritage List in 2007 and the subsequent issues raised with regard to architectural and urban transformations, the perception of the right bank's industrial heritage has changed significantly. The recognition of major emblematic edifices such as the Sainte-Marie de La Bastide church, the Maison Cantonale venue or the Benaige barracks (European 13 competition entry) as Historical Monuments roughly coincides with the heritage enhancement of the Niel barracks in the urban project. Other features have been given protection status under the inter-municipal Local Urbanism Plan (PLU): the Grands Moulins flour mill, the Cornubia chimney, the Descas hangar and the Halle Soferti, for which a new use in the heart of the Brazza project and feasible restoration methods are being examined by numerous expert workshops.

²⁶ See action sheet "Stone Bridge management plan" n°24 - Responsible territory

The Entre-Deux-Mers limestone hill which borders the buffer zone on the right bank is structured firstly by an immense wooded area of 642 hectares, classified as a Natural Zone of Interest for Ecology, Flora and Fauna (ZNIEFF) in 2002.²⁷

Within this ensemble, the Parc des Côteaux forms a sub-ensemble of around 400 hectares which includes several historic parks or former industrial sites, such as the Hermitage quarries in Lormont, transformed into an impressive public park of some 37 hectares. This green backdrop, visible from the city-centre quays, also offers unique views of the inscribed site. Innovative management practices are being developed in this sector. Available 24/7, it offers residents on the right bank of the Métropole: 25 kilometres of walking trails, a variety of natural green spaces (woods, meadows, parks, wet areas, etc.); ten viewpoints with exceptional vistas of Bordeaux; an urban farm, a micro-farm, two horse-riding centres, outdoor sports grounds and sports facilities; cultural venues including the Rocher de Palmer, one of the most popular venues in the Métropole area; leisure centres; fitness, orientation and botanical trails; sound landscapes and refuges allowing visitors to spend a night or more in the Parc des Coteaux. Each edition of the biennial Parc des Coteaux event, panOramas, which combines contemporary creation, digital art and alternative leisure activities, reveals a little more of the hidden treasures of this multi-faceted park and its potential for original, innovative and recreational activities.

The right bank is clearly much more than a second zone of Port of the Moon, with its rich plain bordered by an outstanding natural belt. What about the buffer zone on the left bank?

II. 2.2 The left bank, privileged districts and their “gold nuggets”

The very obvious disparity between the two banks is due to the “recent” tectonic movements of the Quaternary Period. Towards the west of the left bank, on the Landes plateau, an abundance of superficial formations conceal the underlying structure and resemble the gravel clays of the summit of the Entre-Deux-Mers hillsides, but lie some fifteen metres lower than the latter, dropping even further in the vicinity of the inscribed site. The marshes of Bruges and Bordeaux characterise the north sector of the buffer zone, while the marshes of Tartifume in Bègles mark the southern sector. Between the two, to the west, the slopes and terraces of the upper river table dominate the municipalities of Talence and Mérignac, the Bordeaux districts of Saint-Augustin and Caudéran, and the Le Bouscat district. The Ars, Peugue, Ontines, Devèze and Caudéran streams, respectively, wind their way through these areas. These low-lying hills dotted with vineyards, such as the famous Haut-Brion, give way to fine layers of sand and the pine trees that skirt Bordeaux, particularly in the residential estates of Villenave d’Ornon, Pessac and Mérignac.

The building of the conurbation in this landscape dates mainly from the Modern Age. The vast suburb, initially a fiscal region attached to Bordeaux in the Middle Ages, took shape with development and remedial plans dating from the end of the Enlightenment to around 1815, when the onset of profound economic changes would organise this new urban space. As of 1865, a key date in the annexation by Bordeaux of part of its surrounding

²⁷ [INPN, ZNIEFF 720020119 - COTEAUX DE L'AGGLOMERATION BORDELAISE : RIVE DROITE DE LA GARONNE - Description \(mnhn.fr\)](https://www.mnhn.fr/fr/INPN/ZNIEFF/720020119-COTEAUX-DE-L-AGGLOMERATION-BORDELAISE-RIVE-DROITE-DE-LA-GARONNE-Description)

municipalities, and up to 1925, the development of transport infrastructures and economic facilities considerably intensified links between the centre and the outskirts, to the extent that, up to the end of the Second World War, an embryonic and often visionary urbanism served the conurbation and the early days of an inter-municipal policy. The subsequent period up to 1966 was curiously marked by the isolation of the inner city, engaged in a policy of major municipal projects. The Bordeaux Urban Community (CUB), created in 1967, heralded the dramatic rise (and supremacy) of suburban municipalities over the inner city; this was the golden age of the building of an urban and political conurbation. Since 1995, the major urban projects initiated in the city centre had clearly expanded and spilled over into the conurbation of Bordeaux.²⁸

The railway belt was chosen as the boundary to the buffer zone on the left bank in 2007. This railway line built at the turn of the 19th and 20th centuries presently forms the basis of a large-scale review to establish a regional metropolitan network, designed to interlink suburban cities without passing via Bordeaux and to connect this network to the remoter towns on the express regional network (TER) by 2028. This vast project does not focus on the infrastructure in itself; it will, however, most certainly have a positive impact on the enhancement of the regions surrounding the buffer zone.²⁹

Within the buffer zone, the districts adjacent to the boulevards on the Bordeaux side consist of Caudéran on one hand, which was annexed in two phases (partially in 1865 to create the boulevard of the same name, then fully in 1965 to restore the demographic balance at risk in the city centre), and the parish of Saint-Augustin on the other hand, which has always been attached to the municipality of Bordeaux.

In Caudéran, a rich heritage emerged with the development of numerous holiday villas, particularly during the 18th century. These villas dominated the area, when they were not encroached upon by the creation of several, more or less successive, collective housing projects, notably during the inter-war period which saw a relatively massive densification of this district. A “garden city” nevertheless subsists, with an outstanding landscape which is currently subject to specific rules under the inter-municipal Local Urban Plan for reasoned densification. Caudéran remains a privileged residential area of Bordeaux, with, for example, the ensembles that surround the Parc Bordelais public park, or the Primrose district, renowned for its century-old tennis club, and its vicinity to the iconic Cité Administrative building, a monument of modern Bordeaux. There is little to be said about the development projects for the municipality of Le Bouscat, which lies at the edge of Caudéran and boasts a virtually similar urban landscape. The creation of tram line D, which began operating in December 2019 and currently links Bordeaux to the municipality of Eysines, has boosted and enhanced this north-eastern quadrant of the buffer zone.

In Saint-Augustin, from the site of the early 20th-century Lescure bus depot (which had also served as the depot for the first electric trams), currently undergoing restoration, extends an exceptional Art Deco-style district around the monumental stadium built in the 1930s and named Stade Chaban-Delmas at present. Along with the historic village centre of the former parish of Saint-Augustin, the district forms an urban ensemble noted for its urban and architectural qualities, protected under the inter-municipal PLU like the other surveyed districts of the City of Stone. This district is the starting point for the vast Operation of Metropolitan Interest (OMI), Inno Campus, which also includes the Pellegrin university hospital.

²⁸ RATOUIS, Olivier (dir.), *La construction d'une agglomération Bordeaux et ses banlieues [The Building of Bordeaux Conurbation and its Suburbs]*, Geneva, Métispresses, 2013.

²⁹ See action sheet “Development of the public transport network” n°22 - Responsible territory

Photographies potentielles avant-apres Lescure cf dossier JPG_HD_#1

Still in Bordeaux, but to the north and south this time, Ginko and Euratlantique form two major development operations within the buffer zone which have completely renewed the landscape of these former brownfield sites. The Ginko district could be considered as a late extension of the urbanisation planned around the large artificial lake created in 1966 to drain some 2000 hectares of marshland, channels and market gardens to the north of Bordeaux.³⁰ It constitutes a useful land reserve at present, and on the south-east bank of the lake, which forms the boundary of the buffer zone, a joint development zone was created in 2006 and the first buildings emerged in 2010. This project, now complete, consists of around 2,700 housing units spread over 32 hectares, in addition to a vast shopping centre and almost 40% green spaces. It houses around 7000 residents and has led to the creation of 2000 jobs. Served by the extension of tram line C, it has also renewed the image of the adjacent social housing district of Les Aubiers.

With regard to the Euratlantique Operation of National Interest, the impact of this project extends well beyond the area it occupies in the left-bank buffer zone, including south of the Saint-Jean railway station and Rue Amédée Saint-Germain up to the Boulevard Jean-Jacques Bosc. This sector of outstanding industrial heritage, its showpiece formed by the magnificent, recently-restored station roof, served as the starting point for the creation and transformation of four surrounding districts, which is only partially completed to date. Amédée Saint-Germain, Armagnac sud, Belcier and the district of Ars thus form the basis of land reserves set aside for the creation of housing and other activities for this sector in the coming years.³¹

Photographies avant-apres Bastide Sud vers rive gauche cf dossier JPG_HD_#1

Photographies avant-après rue Carle Vernet quartier Armagnac cf dossier JPG_HD_#1

The area of the buffer zone on the left bank thus appears highly preserved compared to that of the right bank. Firstly, it still covers, for the most part, districts of Bordeaux outside the boulevards and a handful of densely built-up districts in Le Bouscat, Mérignac and Talence. Secondly, it boasts a heritage on a par with certain districts of Bordeaux, Port of the Moon. Development dynamics are regulated by the inter-municipal PLU. It plans and identifies the sectors to be developed and rehabilitated. The buffer zone is little impacted by the major projects and public authorities implement operational procedures enabling them to control transformations.

II. 3 And beyond...

Fig. : carte des OAIM (© aurba)

³⁰ COUSTET, Robert, SABOYA, Marc, *op. cit.*, p. 228 *sqq.*

³¹ [Quartiers \(bordeaux-auratlantique.fr\)](http://Quartiers(bordeaux-auratlantique.fr))

The Port of the Moon buffer zone is thus affected primarily by major development operations on the right bank and to the south of the left bank. We need to look further to find the origins of the Metropolitan urban project and understand the transformations both under way and to come.

The Euratlantique project described above thus extends beyond the buffer zone to cover a part of Bouliac and Floirac on the right bank, and Bègles on the left bank. The Bordeaux Inno Campus Operation of Metropolitan Interest (OMI) is one of three priority development sectors for Bordeaux Métropole. Comprising 1,350ha across the municipalities of Bordeaux, Talence, Gradignan, Canéjan, Pessac and Mérignac, it defines major development, economic innovation and facility upgrade operations on the campus and hospital sites. It is led in the framework of a broad partnership with the relevant local authorities and healthcare, research and development stakeholders.³²

Bordeaux Aéroport is the third major ongoing operation for the development of the Metropolitan area. This covers mainly the municipality of Mérignac, but also extends to Le Haillan and Saint-Médard-en-Jalles. Among 400 hectares for development, which represents, in the long-term, the creation of around one million m² of floor surface and 10,000 jobs by 2030, the goal of this project is primarily economic. It aims to enable the growth of major industries already on site and to attract new businesses and provide the facilities required to ensure good working conditions, in addition to planning uses outside of weekday business hours. The goal is to create business districts which are both practical and pleasant for workers, to bring city life to an area which is currently lacking in urban clarity and often criticised for its traffic congestion issues and shortage of urban facilities. While the primary aim is economic development and the creation of employment, it must also preserve and draw on the major ecological and landscape qualities of this sector, which lies at the head of the river basin and on the outskirts of Metropolitan urbanisation.

Spanning the buffer zone and beyond, on the right bank, the Major Project for Cities (MPC) involved the municipalities of Bassens, Lormont, Cenon and Floirac.³³ In addition to the 400ha of the above-mentioned Parc des Coteaux, it constitutes a network of modern facilities, an affordable and varied housing offer and a comprehensive transport infrastructure. Launched in 2002, the MPC for the right bank published an initial report in 2012 and the updated 2018 master plan clearly shows how existing or future sites of metropolitan interest combine with urban renewal projects to the historic social housing ensembles on the hillsides (Carriet, Palmer and Dravemont, etc.), to economic development zones or to significant natural sites, parks and gardens. Mobility has also been taken into account in this master plan which will enable the opening up of the hillsides to link them to the large riverbank plain and, via these major development operations, to the left bank.³⁴

Finally, to characterise the vibrancy of the conurbation outside of its buffer zone, one last development operation of metropolitan interest (DOMI) must be noted: Parc de Jalles constitutes a key action for the enhancement of landscape, natural and agricultural heritage in the Metropolitan area. Nine municipalities are concerned by this complex operation covering 6000 hectares: Blanquefort, Bordeaux, Bruges, Eysines, Le Haillan, Le Taillan-Médoc, Martignas-sur-Jalle, Parempuyre and Saint-Médard-en-Jalle. This park has a unique history, that of the “jalles” or small rivers originating in the wet plains of the Gascogne forest and restructured by Dutch engineers in the 16th century to create a farming valley. Fed by numerous drinking water springs, they

³² [9f1ccdecdb6f070730c01f329107a996.pdf \(bordeaux-metropole.fr\)](#)

³³ [Bordeaux Rive Droite - Bassens, Cenon, Floirac, Lormont \(surlarivedroite.fr\)](#)

³⁴ [PLAN GUIDE 2018 GPV.pdf \(surlarivedroite.fr\)](#)

cross the region from east to west to join the Garonne. There is a wide variety of landscapes, from waterways running through the forest, to a woodland plateau, a market farming valley with its crop rows and greenhouses, gravel quarries in use or undergoing renaturation, wetlands, the Garonne riverbanks and the man-made beach of Bordeaux Lac. The landscape is also dotted with watermills, a farmer's cabin, an old fortress, a romantic park, and *carrelet* fishing huts on the river banks.³⁵ This operation undoubtedly constitutes an outstanding management strategy of the site and well beyond, but which embodies perfectly the notion of an area of influence via the wide-scale enhancement of the region based on the foundations of its landscape.³⁶

Figures : carnet d'images vue drone avant après 2017-2021

³⁵ [Le Parc des Jalles - Bordeaux Métropole \(bordeaux-metropole.fr\)](http://bordeaux-metropole.fr)

³⁶ See action sheet "Development Operation of Metropolitan Interest (DOMI) Parc des Jalles" n°6 - Urban and landscape redevelopment

III. Vision: Ongoing legacy, heritage in motion

Insert

World Heritage, sustainable development

UNESCO normative documents demonstrate the change in the understanding of heritage to which the Bordeaux project for World Heritage preservation belongs.

The transmission of heritage embodies the logic of sustainable development that has gained in significance over time, the premises of which were presented prior to the 1972 World Heritage Convention³⁷.

In 1964, the *Venice Charter*³⁸ stated the need to transmit what is considered as common heritage to future generations. The 1972 Convention introduced the notions of heritage conservation and protection, inherent to its transmission.

The *1987 International Charter for the Conservation of Historic Towns* stated that the preservation of historic towns and districts implied that development and rehabilitation policies be based on existing structures.

The *2002 Budapest Declaration* specifies the need to “ensure an equitable balance between conservation, sustainability and development, so that World Heritage properties can be protected thanks to appropriate activities which contribute to social and economic development and the quality of life of our communities”.³⁹

The *Council of Europe Framework Convention on the Value of Cultural Heritage for Society* (2005 Faro Convention) presents cultural heritage as a resource for human development.⁴⁰

In 2005, the *Vienna Memorandum* integrated contemporary architecture in the dynamics of development. A deep understanding of the history, culture and architecture of the site completes the interpretation of a historic city as a layering and assembly of architectures. The *Memorandum* specified the role of contemporary creation.

The *2011 Recommendation on the Historic Urban Landscape*⁴¹ recognises the dynamic nature of urban sites. It considers that historic urban heritage, “shaped by generations and constituting a key testimony to humankind’s endeavours and aspirations through space and time, [...] is the urban area understood as the result of a historic layering of cultural and natural values and attributes, extending beyond the notion of ‘historic centre’ or ‘ensemble’ to include the broader urban context and its geographical setting”.⁴²

³⁷ The World Heritage Convention, adopted 16 November 1972 by UNESCO inaugurated the notion of world heritage.

³⁸ https://www.icomos.org/charters/venice_f.pdf

³⁹ <http://whc.unesco.org/archive/fr/rapcom02.pdf>

⁴⁰ <https://www.coe.int/fr/web/culture-and-heritage/faro-convention>

⁴¹ Updates the 1976 Recommendation on historic or traditional ensembles

⁴² http://portal.unesco.org/fr/ev.php-URL_ID=48857&URL_DO=DO_TOPIC&URL_SECTION=201.html

In 2011, the *Recommendation on the Historic Urban Landscape* was transposed to the *Operational Guidelines for the Implementation of the World Heritage Convention*.

In its [Policy on the integration of a sustainable development perspective into the processes of the World Heritage Convention](#), UNESCO urged site managers to implement a management system which ensures the “protection of outstanding universal value and the sustainable development goals”.⁴³ It integrates the United Nations sustainable development plan *Transforming our World: the 2030⁴⁴ Agenda for Sustainable Development* in the heritage transmission process. The aim of this policy is to strengthen “the role of heritage property as a guarantee of sustainable development”.

Since 2019, the introduction of the *Operational Guidelines for the Implementation of the World Heritage Convention* states that: “In the current context of demographic and climate change, the rise in inequalities, the decline in resources and growing threats to heritage, it appears necessary to consider the aims of conservation, notably those of the World Heritage Convention, from a wider perspective taking into account values and economic, social and environmental needs together under the notion of sustainable development”.⁴⁵

UNESCO normative documents evoke the search for a balance between conservation and development. The Bordeaux project seeks not to oppose the two notions regardless of the expected level of balance, but rather to pursue local development based on a heritage capital and thus recognising the need for a project to enhance this heritage.

III.1 How do we define heritage in response to management issues?

The urban and architectural ensemble of Bordeaux, Port of the Moon is composed of an occupied and mainly private heritage. It is not a collection of architectural objects, regardless of their intrinsic qualities. It responds to the requirements of its inhabitants and is thus defined as a living urban ensemble.

Illustration

During the 40th anniversary celebrations of the World Heritage Convention at the Agora biennial, “Heritage: Inheritance/Heresy” in 2012, Irina Bokova, Director-General of UNESCO declared:

“We cannot choose between heritage conservation on one hand, and the development of cities on the other. Real protection is that which allows heritage to remain alive, to adapt to the changes of the times so that it may testify to the authenticity of a culture.”

⁴³ 2015, paragraph 9.

⁴⁴ <https://www.un.org/sustainabledevelopment/fr/objectifs-de-developpement-durable/>

⁴⁵ *Operational Guidelines...*, *op. cit.*

Urban conservation is understood as “the management of transformation which enables history to endure”⁴⁶, it is “an inevitable momentum”.⁴⁷ Conservation and change are inherent to regional projects⁴⁸ in which heritage is considered as a resource.

The historic urban landscape approach recognises the momentum of urban sites. It identifies and assesses the gradual changes of different eras as testaments to the history in which the future will take its place.

From this perspective, the heritage enhancement project adopts the principles of inventive conservation introduced by Pierre Donnadieu in *La Mouvance, cinquante mots pour le paysage [Motion, fifty words for the landscape]*.⁴⁹ It prioritises “both the conservation of concrete landscape elements for historical, ecological, economic, symbolic or aesthetic reasons, and the creation of innovative forms which correspond to new or former functions and uses of the area.”

This school of thought embraces the tangible and intangible values, whether historic, aesthetic, ecological or in use, that our society projects onto the architectural and urban ensemble.

Inventive conservation thus recognises the dynamics of places and legitimises change without forsaking the goals of transmission.

Heritage is the result of the transmission of legacies considered to be resource for the future. This transmission is based on processes of identification, interpretation, preservation, presentation and adaptation of existing forms to the needs of use and changes in the environment. In this regard, heritage is a form of capital for a sustainable development project.

Strategic management plan for the transmission of heritage.

As an urban site, Bordeaux, Port of the Moon developed over time and in line with societal and environmental changes. It testifies to a co-evolution between humans and their surroundings.

It shares a common point with the regional approach. The latter puts forwards the notion of regional heritage in which “the region is the result of a co-evolutionary process between a setting and human civilisations”.⁵⁰

⁴⁶ Alexandre Melissinos, *Réflexions méthodologiques*, Centre des Hautes Etudes de Chaillot “Mémoire et projet” Plans de protections [Methodology considerations, Centre des Hautes Etudes de Chaillot, “Memory and project” Protection Plans]

⁴⁷ *Ibid.*

⁴⁸ “The historic urban landscape acquires its exceptional and universal significance from a gradual evolutionary, as well as planned territorial development over a relevant period of time through processes of urbanization, incorporating environmental and topographic conditions and expressing economic and socio-cultural values pertaining to societies.” Vienna Memorandum, paragraph 12 and Decision 29 COM 5D

⁴⁹ Inventive conservation is a school of thought for the development of spatial planning which initially approached the “production of a region through the landscape project” (1999), then as a “project process based on history and geography to invent the future of a place or a region” (2006).

Pierre Donadieu - *La Mouvance, cinquante mots pour le paysage [Motion, fifty words for the landscape]*, publ. by La Villette, collection passage, 1999

Pierre Donadieu 1994a. (1994a) “*For the inventive conservation of landscapes*”, in *Five proposals for a landscape theory*, under the direction of Augustin Berque, Seyssel, Champ Vallon, pp. 53-79.

⁵⁰ MAGNAGHI, Alberto, *La Biorégion urbaine. Petit traité sur le territoire bien commun, [The Bioregion, Treatise on a regional joint property]* Paris: Eterotopia France, 2014. The regional approach advocates a global, indissociable consideration of natural and cultural heritage, forming ensembles which are irreducible to occasional elements.

The management principles adopted for Bordeaux, Port of the Moon consist in developing the knowledge of heritage from an objective perspective⁵¹ of ground occupation and the more subjective perspective⁵² of the uses, practices and imagery they foster. This knowledge is disseminated and reveals the opportunities of the project. Updated knowledge fuels the discussion of heritage and regional planning.

Illustration

Management challenges

The vision of heritage is embodied in the challenges set for the management of Bordeaux, Port of the Moon: Protection of the Outstanding Universal Value (OUV); adaptation to current requirements; knowledge and interpretation; appropriation and engagement; hospitality and openness.

Protection of the Outstanding Universal Value (OUV)

“Real protection is that which allows heritage to remain alive.”

Irina Bokova, Director-General of UNESCO, in a message addressed during the 40th anniversary celebrations of the World Heritage Convention at the Agora biennial, “Heritage: Inheritance/Heresy” in 2012.

In applying for the inscription of Bordeaux, Port of the Moon, the City of Bordeaux undertook to implement all means to ensure the transmission of the architectural and urban ensemble recognised for its Outstanding Universal Value (OUV).

The challenge of protecting the OUV implies compliance with the rules which enable transmission, without ignoring changes.

Adaptation to current needs

“There is no heritage without a project.”

(40th anniversary of the World Heritage Convention)

Bordeaux, Port of the Moon is a living urban site. The inherited city is constantly facing changes which mark eras in its evolution.

Climate change has become the principal factor in the transformation of this urban space.

The challenge of adapting to current needs implies transforming the city through natural and cultural resources without compromising them.

Knowledge and interpretation

“Heritage is that which is available”

(40th anniversary of the World Heritage Convention)

The Outstanding Universal Value of Bordeaux, Port of the Moon is defined by UNESCO under criteria ii: example of the exchange of human values, and iv: representing an outstanding urban and architectural ensemble.

The challenge of knowledge and interpretation implies the development of the identification of tangible and intangible elements which make up the OUV, while accepting the relativity of viewpoints.

⁵¹ See action sheet “Archaeo-geographical studies” n° 2 Knowledge

⁵² See action sheet “Anthropological studies” n° 1 Knowledge

Appropriation and engagement

“There is no heritage without a shared history”
(40th anniversary of the World Heritage Convention)

The knowledge, identification and interpretation of the Outstanding Universal Value must be widely promoted so that everyone can contribute to its preservation.

The challenge of appropriation and engagement implies the recognition of the values of the urban ensemble by all, with a view to its development in line with resources.

Hospitality and openness

“The notion of a metropolitan heritage is meaningless” (Study day, From Ideas to Practice, 2018)

Bordeaux, Port of the Moon is listed as a World Heritage Site. It is the heritage of all mankind.

Testifying to the exchange of values with the world is one of the reasons for this recognition.

The challenge of hospitality and openness implies an adequate form of welcome to make all aspects of social and cultural exchanges possible.

III.2 Looking beyond the perimeters, broadening the perspective

(Carte périmètres et stratégies au-delà)

The urban nature of Bordeaux, Port of the Moon, its scope and management challenges, imply looking beyond the perimeters of the inscribed site and the buffer zone to the regional level where decisions are made. For example, the policy aimed at minimising the place of the car in the city in order to improve the quality of public spaces is a key factor in the enhancement of the historic centre and cannot be envisaged without implementing actions outside of the city limits. The counterpart of this policy, the promotion of alternative means of transport to motorised vehicles, such as the creation of a network of cycle paths, concerns the whole conurbation and enables a significant calming of traffic within the inscribed site.

This form of action beyond the perimeters is recommended by the *Operational Guidelines for the Implementation of the World Heritage Convention*.⁵³

In order to maintain all aspects of the Outstanding Universal Value of the Property, management applies outside of the Property, it includes the buffer zone and its broader physical framework. This broader framework includes the topography, geomorphology, built environment, infrastructures, and natural areas, in addition to spatial organisation, social and cultural practices and economic processes. It extends beyond the physical framework to encompass the tangible and intangible elements of urban sites and their environment.

In 2016, two study days, “Building and developing in the outskirts of a World Heritage city” brought to light certain principles, two of which are particularly relevant at present.

⁵³ Operational Guidelines for the Implementation of the World Heritage Convention, paragraph 112

The first states that the historic centre and its outskirts should maintain reciprocal exchanges of value. The second puts forward the notion of an “area of influence” as a substitute for the buffer zone. The aim of the area of influence is to express the interactions between the historic centre and its outskirts.

This explains why the reworking of the management plan potentially involves the whole Metropolitan region and the strategies at play therein. The broadening of perspective required a co-building process and the engagement of numerous managers involved in the implementation of these strategies.

IV. Metropolitan strategies for local development

IV.1 Vulnerability of the site

The management of a World Heritage Site requires the identification of the risks and factors which could threaten the conservation of the Outstanding Universal Value.

The Metropolitan area is particularly concerned by flooding and the pressures of real estate and tourism.

Measures are taken to reduce the vulnerability of Bordeaux, Port of the Moon and even transform certain threats into opportunities. The management plan considers heritage as a resource for local development and an asset in the face of these risks.

IV.1.1 Floodability

Situated in the upper reaches of the Gironde Estuary between the Landes plateau and the hills of the Entre-Deux-Mers area, the landscape of the Bordeaux conurbation has been shaped by water. The city occupies a site subject to fluvial-marine-type flooding by the Garonne and Dordogne rivers: 13,500ha are situated below the highest levels of the Garonne waters, i.e., more than a third of the area inhabited today by around 40,000 people. The construction of polders, although protected and drained by an efficient drainage system, along with the building of a series of levees, combined with human settlement and the vulnerability that accompanies it, have created a risk that needs to be considered and whose impacts must be limited. To these considerations can be added other factors such as tidal effects in the estuary and/or storm surges. The majority of these floodplain areas which remain in their natural state and have not been surfaced or artificially raised, are wetlands, which play a key role in hydrographic regulation by helping to improve water quality (by acting as purifying filters), regulate rainwater run-off, top up shallow water tables, regulate micro-climates and develop reservoirs of biodiversity.

The oldest human settlements are found at the highest points of the landscape, with flood-prone neighbourhoods usually being occupied most recently and characterised by more humble housing. The architecture still reflects the impact of flooding in a unique way. In the older trading districts or those built with town houses in floodable areas, the ground floors of buildings were never really intended for living. The ground floors of the warehouse homes were primarily reserved for the storage of goods. Many of the facades of one- or multi-storey houses contain raised sub-levels which protect the lived-in levels from high waters.

IV.1.2 Urbanisation and tourism

Bordeaux represents one third of the population of Bordeaux Métropole, and Bordeaux Métropole half of the population of Gironde.⁵⁴

Highly-contrasted, in terms of urban topology and/or architectural typology as well as in housing needs, living and transport modes, the Métropole is a highly attractive area (at 7.7%, the 2nd-highest growth rate for institutional metropolises after Montpellier Méditerranée Métropole (8.8%)). This attractiveness is linked to several combined assets which have lent to the area's renown:

- Its geographical location between the ocean and the mountains
- Its proximity to the Bay of Arcachon, the Dune of Le Pyla and the beaches of Gironde, Médoc and the Landes
- Proximity to the Pyrenees, connected by two motorway networks, the A63 and A65, which place the Métropole at two-and-a half-hours from the first ski resorts and the Spanish border
- The LGV high-speed train links the Métropole to Paris in 2 hours, 5 minutes
- Internationally-renowned wine produce, in addition to local gastronomy
- 293,712 jobs linked to the presence of major employers such as the CHU university hospital, Bordeaux Métropole and the aeronautics sector (Thalès, Dassault, Airbus, etc.)
- The presence of a major university: 250,000 school-goers and students enrolled in schools and universities in 2018. Half of the population movements are down to the 15-30 age group

A region of major urban projects, Bordeaux Métropole represents:

- 790ha of urban free zone
- 4 competitive hubs and 15 clusters
- A catchment area of 3.8 million people
- 4,353 businesses created in 2015
- 1,563,000m² of recent office space

Regional occupation remains spread out, of low density and highly-planted, contrary to the popular misconception of a mineral city, with:

- 59% of the region composed of natural, green and agricultural spaces or waterways
- 41% of the region devoted to housing, business, roadways and public spaces
- 3 million commutes are carried out per day by the inhabitants of the Métropole, of whom only 23% do not own a car

Given its numerous geographical and economic assets, Bordeaux Métropole is faced with rising land and property pressure, and must develop its region.

It must also, like most World Heritage Listed urban sites, deal with a high tourism demand. In Bordeaux Métropole, tourism represented 6 million overnight stays in 2018 (3.13 million in 2016). Tourism is an economic and growth asset. Nevertheless, if badly managed, it could damage the image of the region's heritage, lead to the degradation of natural areas and disrupt the lives of its inhabitants. Since 2015, the accommodation offer for tourists has risen dramatically. This has reduced the housing offer for inhabitants, particularly in the historic centre, despite numerous public investments in this district to promote community life.

⁵⁴ All the following figures sourced from a'urba, *Métroscopie bordelaise, key figures 2019*

The PLU 3.1 (inter-municipal Local Urbanism Plan, equivalent to a Local Housing Plan (PLH) and Urban Travel Plan (PDU)) approved on 16/12/2016, set out the project framework for the Metropolitan area for the coming decade:⁵⁵

- 379,400 households; an average 11,200 new inhabitants per year between 2011 and 2018
- 66,000 housing units to be built in Metropolitan operations by 2030, i.e., one sixth of the total current stock
- 9,000 housing units begun per year from 2014 to 2018, compared to 6,200 from 2007 to 2013
- 13,700 student housing units for 102,000 students
- 23.4% of social rental accommodation in 2018 (20.8% in 2003)
- Housing to be built is located mainly on the right bank of Bordeaux and the municipalities inside the ring road

It is within this context that the need arises to control future developments across the areas of a changing metropolis. The diversity of the sites and landscapes of districts within the 28 municipalities requires a far more detailed approach than this initial data.

Bordeaux Métropole is currently designing a new inter-municipal PLU which will integrate the need to manage natural and energy resources with regard to regional resilience.

Other threats, such as the consequences of climate change are taken into account in the management of Bordeaux, Port of the Moon and its outskirts. Among these threats, the rise in temperature leads to the phenomenon of heat islands, which urban sites are particularly vulnerable to.

Furthermore, the Metropolitan region is affected by environmental and health risks such as the loss of biodiversity, water, air and ground pollution, all of which the World Heritage management strategies help to reduce.

IV.2 Enhancement of resources

Cartographies bâti et végétal crédits a'urba

The current Metropolitan project is based on a set of strategies which respond to the risks identified, reduce the effects of natural, urban and tourist pressure and enable people to live more comfortably in a high-quality urban space.

It considers heritage as an important aspect of local development. All these strategies are incorporated in the action plan which lists, under six major themes, the programmes in effect, proposed or planned.

In order, therefore, to make the most of the region's resources and the qualities that shape its familiar and popular identity, several complementary actions have been engaged to improve and better transmit its knowledge.

All these actions have been brought together under the "Knowledge" and "Mediation" themes of the action plan.

⁵⁵ <https://www.bordeaux-metropole.fr/Vivre-habiter/Construire-et-renover/Plan-local-d-urbanisme-PLU/Consulter-le-PLU-en-vigueur>

The inventories of historical districts and heritage elements linked to waterway and railway networks, documentary studies, calls for participation with residents, and the anthropological or archaeological studies all contribute to the updating of the inter-municipal PLU and reveal opportunities for the promotion plan. Not only do they help to focus on the inhabitant as much as the habitat, they also contribute to the management of tourism, mobility, nature and agriculture.

Flora and the river are a central concern. The phenomenon of urbanisation must henceforth comply with the principles limiting the rise in ground surfacing and conserve a 50/50 balance between urbanised and non-urbanised spaces. A major operation⁵⁶ has been launched to consolidate the planted framework of forest, agricultural and vineyard areas, parks, and public or private gardens. Its specific aims are to map the flora and waterway networks and to plant one million trees in the Metropolitan area.

A master plan for the river environment aims to systematise the installation of riverside facilities to cater for new forms of logistic, tourist or recreational use. This master plan must enable the development of local projects through the new activities it will generate.⁵⁷

Since 2016, the Metropolitan strategy for mobility has been guided by a policy prioritising alternatives to the private vehicle.

The master plan for Metropolitan travel overseeing the organisation of public transport systems and the creation of structural lines (tram, BRT, etc.),⁵⁸ puts forward a coherent parking policy, in line with the municipalities.

Use of public transport, cycling and walking⁵⁹ are on the rise. In the historic centre, the use of private vehicles is declining steadily.

The Metropolitan strategy for mobility is currently under review. New principles are emerging to improve the diversity of uses and the adequacy of travel modes according to types of users, distances covered and journey times.

A new programme of actions, the Walking Plan, is to introduce measures to encourage and prioritise travel on foot.

In accordance with the International Cultural Tourism Charter of 1999,⁶⁰ the aim of the local strategy is to promote responsible tourism and the development of local resources. It supports certain sectors such as wine or river tourism. It targets a balanced cohabitation between tourists and inhabitants by offering shared activities and by regulating the growth of tourist accommodation offers.⁶¹ It focuses in particular on the redistribution of visitor flows throughout the conurbation, via the development of itineraries and discovery trails, in addition to a diversified programme of events.

The implementation of this strategy draws on the development of digital tools to monitor tourism practices.

More generally, all regional development strategies are aimed at promoting regional resources without depleting them. Most of the strategies are in line with the “Responsible territory” theme of the action plan.

⁵⁶ See action sheet “Preservation and development of the planted infrastructure” n°4 - Responsible territory

⁵⁷ The 24/02/2021 steering committee for the co-building of the action plan reiterated the heritage role of the Garonne as a vector of projects and a tool for mobility.

See the action sheet “UNESCO Bordeaux Local Committee” n°10 - Knowledge

⁵⁸ See action sheet “Development of the public transport network” n°22 - Responsible territory

⁵⁹ See the action sheets “3rd Cycle Plan” n°19 and “1st Walking Plan” n°20 - Responsible territories

⁶⁰ Adopted by ICOMOS at the 12th General Assembly in Mexico, October 1999

⁶¹ See action sheet “Regulation of the tourist accommodation offer” n°15 Responsible territory

The implementation of architectural, urban and landscape transformation concerns areas composed of the historic city, industrial brownfields, vast landscapes or the development of public spaces which enable the execution of these strategies.

According to the stakes involved, project design is carried out in-house or entrusted to an external team via the organisation of a project contracting competition or through framework order agreements (the holders of which are appointed and renewed following a call for competition procedure).

Similarly, works can be executed by companies selected further to the project contracting competition or in the framework of existing orders.

The themes “Urban and landscape redevelopment” and “Development of the public space” of the action plan compile the programmes which oversee these projects.

IV.3 Heritage conservation and presentation tools

The protection system in place combines various tools, of local or national scope, and adapts them according to the nature of the identified heritage. It evolves in line with the development of knowledge and is also an indicator of heritage recognition.

The various devices are listed under the theme “Regulatory urbanism” in the action plan.

The protection system includes:

- The protection of historical monuments and their surroundings
- Outstanding heritage sites
- The inter-municipal local urban plan and in particular natural and heritage zoning and specific provisions
- The flood prevention plan

IV.3.1 Inscribed or classified historical monuments and their protection zone

Carte des MH et abords

Classification and inscription under Historical Monuments are respectively a mark of national and regional recognition of the heritage value of a property. The latter is governed by the Heritage Code, which is substantially based on the 31 December 1913 Law on Historical Monuments. It applies to movable or immovable property presenting a historical, artistic, architectural, technical or scientific interest. These properties are included in their context and are not considered as isolated items. The French State provides technical and financial support to their owners in order to ensure their preservation. The Regional Cultural Affairs Department (DRAC) and more specifically the French Architectural Review Board (ABF) oversees all works carried out on historical monuments or their surroundings.

The historic urban landscape of⁶² Bordeaux, Port of the Moon, boasts some 350 edifices classified or inscribed as Historical Monuments. The list of Historical Monuments grows in line with ongoing research and survey

⁶² The Vienna Memorandum on World Heritage and Contemporary Architecture – Managing the Historic Urban Landscape states that “protection and conservation of the historic urban landscape comprises the individual

findings, but also according to social expectations. In fact, any physical or moral person may place a request with the prefecture to examine the possibility of protection for a property under Historical Monuments, without necessarily being the owner of said property.

This list clearly reflects the diversity of architectural typologies and their gradual recognition: the three religious edifices along the Ways of Saint James in France (Property 868); other churches and convents; Roman and Medieval ruins; emblematic Classical and Neo-Classical civil constructions such as the Grand Théâtre and the Théâtre Français; 17th to 20th-century mansions; urban ensembles with uniform facades, e.g. the quays or Place Gambetta; urban features such as city gates; fountains, and more recently industrial and rail heritage, e.g. the Bassins à Flot, Saint-Jean station or the Eiffel bridge; lastly, 20th century architecture such as the Benauges barracks or the Caisse d'Épargne building.

All of these classified or inscribed buildings generate a public easement in their vicinity. This is materialised by a circle with a radius of 500 metres. More detailed studies also enable the definition of protection perimeters adapted to the issues of co-visibility and enhancement of monuments in their immediate or remote environment. In Bordeaux, the implementation of these adapted protection perimeters is currently under review.

IV.3.2 The outstanding heritage site (OHS) and its Conservation and Presentation Plan (PSMV) for the preservation of the historic centre

Carte du périmètre du PSMV

Bordeaux was among the forerunning cities to implement a protected sector in 1967, further to the Malraux Law of 4 August 1962, which added to the legislation for the protection of historic and aesthetic heritage in France by facilitating property restoration. The protected sector of Bordeaux, validated in 1988, was revised and modified several times to adapt to the requirements of the historic centre. Its most recent review began in 2010 and is drawing to a close:⁶³ it consists in a substantial update of this town planning document with regard to the requirements of sustainable development and the adaptation to both climate change and the needs of inhabitants, or changes in the perception of heritage.

The establishment of a property list and the systematic inspection of the 3,500 plots and 7000 properties which now constitute the outstanding heritage site of Bordeaux,⁶⁴ led to a specific task, executed from 2013 to 2018, to assess the level of heritage interest and the capacity for development and adaptation of each built and non-built property. Special attention was given to the preservation of large housing units and to prohibiting their sub-division, to the maintenance or consolidation of the rare open ground spaces and private gardens, and to

monuments to be found in protection registers, as well as ensembles and their significant connections, physical, functional and visual, material and associative, with the historic typologies and morphologies." Vienna Memorandum, paragraph 12 and Decision 29 COM 5D

⁶³ See action sheet "Conservation and Presentation Plan for Bordeaux (PMSV)" n°2 -Regulatory urbanism

⁶⁴ The Law of 16 July 2016 relative to the Freedom of Creation, Architecture and Heritage, (LCAP) supplanted the protected sectors and former heritage, architectural, urban and landscape protection zones (ZPPAUP) or the architectural and heritage enhancement area (AVAP) in outstanding heritage sites. The latter are now governed either by perpetual Conservation and Presentation Plans (PSMV), or by Heritage and Architecture Enhancement Plans (PVAP) for the former titles in question.

the possible development of building courtyards according to needs, instead of previous systematic clearing which was not necessarily justified.

Lastly, new measures were implemented to preserve public spaces and cool islands, in addition to rules to maintain private residential parking, to preserve small retail businesses and trades, to minimise single-function office spaces or bars and restaurants.

All these provisions were executed simultaneously to wide-scale public consultation, which gathered highly favourable reactions to the proposed measures. The new Conservation and Presentation Plan for Bordeaux thus opened up a long-term perspective for a sustainable management of its historic centre in the decades to come.

IV.3.3 The inter-municipal Local Urban Plan (PLUi), a conservation and presentation tool for Metropolitan heritage

Carte du PLU

Apart from the legal provisions for heritage protection under the supervision of the State, French municipalities and regional authorities may avail of other solutions to protect and enhance heritage of interest via their Local Urbanism Plan (PLU).

Article L. 121-1 of the Town-Planning Code defines the PLU as a regulatory framework to determine the conditions for the conservation of urban ensembles and outstanding built heritage. Article L.151-19 states that “the regulation may identify and localise landscape elements and establish the perimeter of districts, plots, buildings, public spaces, monuments, sites and sectors for protection, enhancement or redevelopment on the basis of cultural, historic or architectural grounds, and define, where necessary, directives to ensure their preservation.”

In the denser central historic districts, the Bordeaux Métropole PLUi uses such solutions to establish rules adapted to zones UP1 and UP2.⁶⁵ Protection measures were introduced in 2007 and added to following an inventory of the architectural and urban heritage.⁶⁶ This inventory identified high-quality architecture and urban ensembles for conservation (UP1) and sectors which could be developed within these ensembles (UP2). This PLUi zoning includes a written regulation stating the general rules with a graphic document identifying protected buildings, and specifies buildable sites in addition to authorised heights.

In other districts, the specific provisions relative to the environment and ecological continuities, landscapes and heritage,⁶⁷ apply to the built or non-built heritage elements identified, such as edifices or built elements, natural spaces contributing to ecological and landscape continuity, built and landscape ensembles and landscape areas. The PLUi also protects natural heritage, specifically via the rules which apply to N zoning.

⁶⁵ Zones UP 1 and UP2 are not the only zones with specific heritage provisions, the other zones are listed in the action sheet “Inter-municipal local urban plan (PLUi)” n°1-Regulatory urbanism.

⁶⁶ See action sheet “Inventory of Metropolitan architectural and urban heritage” n°5 - Knowledge

⁶⁷ The provisions relative to the protection of natural heritage are explained in the action sheet “Inter-municipal local urban plan (PLUi)” n°1-Regulatory urbanism

The districts of Mériadeck, Bassins à Flot and Grand-Parc are subject to specific zoning, in particular zones UP 12, UP 14 and UP 15, which identify protected elements and are consolidated in Bassins à Flot and Grand-Parc by development and programming guidelines (OAP).

The PLUi thus translates the general guidelines of the development and sustainable development project (PADD) which specifies the stabilisation of the contour of the urbanised area, in order to preserve the existing balance between natural and/or agricultural spaces and urban spaces (50-50) and the development of plants and water in the city, in addition to the preservation of the region's ecological continuities.

IV.3.4 The protection and development of Metropolitan heritage with regard to natural risks: the PPRI (Flood-risk prevention plan)

Carte du PPRI

The law relative to the organisation of civil safety and major risk prevention of 27 July 1987 introduced the flood-risk prevention plan (PPRI) in order to limit the exposure of people and property to this risk.⁶⁸ The PPRI is governed by the Environmental Code. It is a decentralised management tool which is essential for regional development and the control of urbanisation in flood-prone areas. It is designed on the basis of benchmark events such as high tides or storms.

This mapping and regulatory document forms an annex to the PLUi and PMSV as a public easement. Sectors exposed to risk and threshold levels are set out, in addition to prevention, protection and safe-guarding measures. Specific building rules are put in place. They apply to existing buildings and future developments, under certain conditions.

Two PPRI apply to twenty-one of the Métropole's municipalities, one for the areas within the Bordeaux conurbation, the second for the Ambès peninsula. These plans are currently under review, to take into account the consequences of climate change in particular.⁶⁹

⁶⁸ [Loi n°87-565 du 22 juillet 1987 relative à l'organisation de la sécurité civile, à la protection de la forêt contre l'incendie et à la prévention des risques majeurs. - Légifrance \(legifrance.gouv.fr\)](#)

⁶⁹ See action sheet "Flood risk prevention plan (PPRI) for the Bordeaux conurbation" n°3-Regulatory urbanism

V. System of governance for the proper management of the Property

Figure : Organigramme

Insert

UNESCO

Management of World Heritage is governed by the 1972 UNESCO World Heritage Convention, which was ratified by 194 countries, the State Parties.

The World Heritage Committee is the main implementation body of the Convention.

It is also responsible for the inscription of a site on the World Heritage List, or its withdrawal, and the examination of reports⁷⁰ on the state of conservation of the inscribed sites. It is aided in its decision-making by three international organisations mentioned in the Convention : The International Council on Monuments and Sites (ICOMOS),

The International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM),
The International Union for Conservation of Nature (IUCN).

The World Heritage Committee is composed of 21 State Parties to the Convention, elected by the General Assembly.

The General Assembly of State Parties to the Convention meets during UNESCO General Conference sessions. The coordination of activities relative to world heritage within UNESCO is carried out by the **World Heritage Centre**, which oversees the general management of the Convention. In particular, it is responsible for the organisation of the World Heritage Committee, seminars and technical workshops, or the coordination of report production on the state of sites.

V.1 The State Party, guarantor of the Outstanding Universal Value *vis-à-vis* UNESCO

A signatory of the World Heritage Convention, the French State Party is accountable to UNESCO for the Outstanding Universal Value of Bordeaux, Port of the Moon, in addition to forty-five other Properties. The Ministry for Culture, via the decentralised offices of the Nouvelle-Aquitaine Regional Cultural Affairs Department (DRAC), oversees the supervision of World Heritage cultural property in association with regional authorities under the authority of the regional prefecture.

The DRAC, in close collaboration with the managers of the Property, Bordeaux, Port of the Moon, prepares periodical reports for submission to the World Heritage Centre. These reports enable an assessment of Property management, along with the threats and factors which may impact the Property.

⁷⁰ Periodical reports enable UNESCO to rule on the quality of management, its developments and changes, and to decide if the Property continues to merit its inscription on the World Heritage List. Reports are produced every 5 years.

Within the DRAC, the Regional Conservation of Historical Monuments (CRMH) and the Gironde Departmental Unit for Architecture and Heritage (UDAP) with the French Architectural Review Board (ADBF) monitor the Property, Bordeaux, Port of the Moon.

V.2 Bordeaux Métropole and City departments, Property managers and stakeholders in multiple partnerships

State departments coordinate the protection and development of the Property with the management body composed of Bordeaux Métropole and City of Bordeaux departments.

Monitoring of the inscription of Bordeaux, Port of the Moon has been overseen since 2010 by the architecture and urban heritage project office of the Town-planning Department, a pooled City of Bordeaux / Bordeaux Métropole department since 2015.

In particular, its role consists in monitoring the management of the Property, developing and implementing the management monitoring method, organising and leading *ad hoc* sessions and coordinating the departments involved in this management.

The monitoring of the management of Bordeaux, Port of the Moon represents ongoing supervision of the state of conservation and evolution of the Property. It implies continuous knowledge of the actions and strategies which apply to the Property, in addition to the factors which could impact the latter.

The involvement and collaboration with the majority of Bordeaux Métropole and City of Bordeaux departments, represented by elected members of the Métropole and City of Bordeaux, completes this knowledge. The variety of contributing directorates (regional promotion, cultural affairs, proximity and relations with the public, mobility, high quality of life and regions) testifies to a transversal and vibrant aspect of heritage, enabled by such mobilisation.

V.2.1 Partnerships

The continuous knowledge of actions and strategies for the Property management is also fostered through local, national and international partnerships established with the City of Bordeaux and Bordeaux Métropole.

On a local level, there are multiple potential partners, such as businesses, non-profit groups, inhabitants, universities and the Urban Architecture and Environment Council (CAUE), the Bordeaux Aquitaine town-planning agency (a'urba) or the Chamber of Trades, the French Building Federation, the French Property Development Federation, the Chamber of Commerce & Industry and the Tourist Information Office, etc.

On a national scale, the key partner is the Association of French World Heritage Sites (ABFPM), created in 2007 and which brings together the managers of sites concerned with the aim of improving the quality of protection and promotion of their Properties.

The City of Bordeaux also maintains close links to ICOMOS France.

On an international level, Bordeaux is notably a member of the AtlaS-WH network, which brings together five urban UNESCO World Heritage Sites: Porto, Santiago de Compostela, Edinburgh World Heritage and Florence. It is partially within this framework that the present update document of the action plans for Bordeaux, Port of the Moon has been produced. Since 2017, the AtlaS-WH project has enabled the exchange of good practices on site management and the sharing of common issues. In particular, shared management guidelines for tangible cultural heritage, legal and planning tools, housing and population, tourism, culture, economy and community involvement have been identified.

The City of Bordeaux is also a member of the Organization of World Heritage Cities (OWHC), which brings together 203 cities in which sites of the UNESCO World Heritage list are located. It also takes part in discussions related to heritage issues with the Urban Agenda for the EU.

V.2.2 The Local World Heritage Commission

Local World Heritage commissions, composed of elected representatives and management departments, Ministry for Culture representatives and local partners have been set up for all inscribed sites since 2012. Local commissions for listed World Heritage property are generalised by the Charter for the Management of Properties between the State and the Association of French World Heritage Properties (ABFPM). The charter also specifies the engagements of the site guarantor, coordinator and manager.

The aim of these commissions is to guarantee the application of the management plan for the World Heritage Site. They are also responsible for monitoring actions undertaken and contributing to the drafting of the periodical report.

The World Heritage Commission in Bordeaux was created by decision of the City of Bordeaux municipal council on 30 April 2007. Between 2007 and 2015, it met up to twice a year. A new World Heritage Commission is to take place in 2021, initiated by the presentation of the updated action plan. From 2007 to 2015, it was presided by the Mayor of Bordeaux and composed of deputy mayors delegated to heritage affairs and their departments, representatives of the Ministry for Culture (DRAC, ABF), the President of the Bordeaux Urban Community (CUB) or his representative, associated departments (CUB, Bordeaux-Aquitaine Town-planning Agency, etc.), qualified experts (historians, architects, etc.) and representatives of non-profit groups working in the Bordeaux heritage sector. Other stakeholders were involved in works on a periodical basis.

The World Heritage Commission is not the only local body involved in the management of the inscribed site, it is assisted by the Local UNESCO Bordeaux Committee (CLUB), whose members are invited to the Commission.

V.3 The Local UNESCO Bordeaux Committee, a reflection, advisory and discussion body in support of the Property managers ⁷¹

Under paragraph 172 of the *Operational Guidelines for the Implementation of the World Heritage Convention*, “The [...] Committee invites the States Parties to the Convention to inform the Committee, through the Secretariat, of their intention to undertake or to authorize in an area protected under the Convention major restorations or new constructions which may affect the Outstanding Universal Value of the property. Notice should be given as soon as possible (for instance, before drafting basic documents for specific projects) and before making any decisions that would be difficult to reverse, so that the Committee may assist in seeking appropriate solutions to ensure that the Outstanding Universal Value of the property is fully preserved.”

In response to this obligation to ensure the monitoring of architectural and urban projects with a potential impact on the site, the City of Bordeaux set up the Local UNESCO Bordeaux Committee (CLUB) in 2009, in the framework of discussions with UNESCO on the Jacques Chaban-Delmas bridge.

The CLUB acts as a flexible reflection, advisory and discussion body between project holders and qualified persons. The latter are experts from civil society (historians of art, architecture and urbanism), players involved

⁷¹ See the action sheet “Local UNESCO Bordeaux Committee (CLUB)” n°10 - Knowledge

in associative heritage activities, representatives from heritage, town-planning and architectural institutions (DRAC, CAUE, UDAP, French Order of Architects, etc.) and district representatives with a clear commitment to the urban, architectural and social values of a community. The CLUB generally meets on a monthly basis and its reports are transmitted to representatives of the Ministry for Culture, ICOMOS France and the French delegation to UNESCO.

The role of the CLUB is “to advise on all planning matters that might impact on the Outstanding Universal Value of the Property, and that the State Party considers that this Committee completes the necessary range of instruments for the management of the overall Property” (Extract from the decision of the World Heritage Committee, Brasilia, 2010, 34 COM 7B.86).

Where necessary, the CLUB puts forward preservation or rescue measures, produces additional documentary studies and examines various development options. Its aim is to anticipate possible changes, to examine reconversion solutions and assess the urban potential of sectors presenting heritage issues. It is also responsible for appointing a jury member for architectural and town-planning competitions.

VI. Assessment

VI.1 The Local UNESCO Bordeaux Committee, an assessment body for architectural, urban and landscape transformations

The assessment of architectural, urban and landscape transformation is carried out, as far upstream as possible, by the Local UNESCO Bordeaux Committee.

The CLUB deals with a wide range of numerous matters. Such matters may pertain to projects under review (demolition or building permission) and are thus relatively urgent in nature. These are either structural projects to transform the urban function, or projects of a smaller scale modifying the urban landscape of a street. They may also involve large surface areas occupied by buildings in operation, but for which decommissioning is planned or foreseeable.

The CLUB bases its evaluation on the Outstanding Universal Value of Bordeaux, Port of the Moon (inscription criteria and the notions of site integrity and authenticity).

The CLUB refers to urban continuity, architectural and urban harmony allowing for a certain form of uniqueness, the relation with the river, certain cultural and intangible heritage aspects (symbolic and identifying functions, collective perceptions), environmental factors and the living nature of Bordeaux, Port of the Moon.

The CLUB provides its opinion on the potential impacts of the project in terms of the Outstanding Universal Value.

This opinion is formed on the basis of the following questions:

What risks does the project raise according to the criteria of the Outstanding Universal Value?

- What are the risks to the integrity of urban and architectural continuity?
- What are the risks to the urban landscape?
- What are the risks to port and wine-producing activities?

If the project involves demolition works, what risks are raised by the planned demolition, and in terms of which criteria?

- Are there precedents to such demolition works, within the property or elsewhere?
- Are there numerous, or on the contrary, scarce traces of such?
- What were the consequences of these demolitions or transformations?
- Did these precedents contribute to forging or deteriorating the value of the property?
- How?
- Do these demolitions constitute an irreversible loss or do traces of their value remain?

VI.2 Indicators for statistical, mapping and photographic monitoring

The PLUi and PSMV urban documents, the main instruments for the management of the World Heritage Listed site, integrate monitoring indicators, in accordance with Article R 151-3 of the Town-planning Code, which “6. Defines the criteria, indicators and methods chosen for the analysis of the results of the application of the plan mentioned in Article L.153-27, and where necessary, for the result of the application of provisions relative to housing as provided for in Article L.153-29. In particular, they must enable the monitoring of the effects of the plan on the environment in order to identify, where necessary and at an early stage, the unforeseeable negative impacts and, if required, to envisage adequate measures [...]”

The monitoring of the Local Urbanism Plan (PLU) is carried out using a series of indicators based on six key themes: habitat and demography, ground use and land optimisation, nature and agriculture, environment (risks, harmful effects, resources), mobility, economy and trade. This statistical data concerns the 28 municipalities of Bordeaux Métropole, often with an annual periodicity, but which may extend to between 3 and 10 years.

The monitoring of the PSMV is based on five key themes inspired by the PLUi. The nature and agriculture theme is set aside, and data relative to ground occupation and protected open spaces is placed under the category of “ground use”. Furthermore, the monitoring criteria for the PSMV were adapted to this region and concern only a part of the municipality of Bordeaux for which statistical data cannot always be exported within its strict limits.

While this statistical data constitutes an effective monitoring tool (regulatory implementation of the data is year 0 following the validation of the document, with a 6-year gap for the PLUi and a 10-year gap for the PSMV), other data is nevertheless required to ensure the proper assessment of developments to the site. More specifically, this involves mapping and photographic updates, which are particularly useful for development and project sectors.

Mapping updates are available as open data on the Bordeaux Métropole website, and are completed by national data on sensitive sectors (e.g., flood-risk plans or land register). Periodical orders are also placed for specific requirements; all the maps presented here are the result of a specific order placed with the Bordeaux-Aquitaine Town-planning Agency.

The regular high-definition orthophotography campaigns (often biennial), carried out by the French National Geographic Institute, form a useful tool on a macroscopic scale. However, periodical orders may also be placed for the monitoring of more limited, specific regions. Such was the case in 2010, when an aerial photographic survey, combined with a LIDAR campaign was ordered to monitor the revision of the PSMV. The latter provided very high-definition 3D modelling (1 pixel for 5cm²) of the volume of all buildings in the outstanding heritage site. Another example was the setting-up of the Garonne workshop in 2015, which provided an opportunity to create a panoramic drone image of the landscapes on both sides of the Garonne, from the Chaban-Delmas bridge to the Simone-Veil bridge and beyond, with embedded volumetric dimensions of the districts under development, in particular Bastide on the right bank, and the Bassins à Flot and Euratlantique, next to the train station, on the left bank. These aerial campaigns were accompanied by the systematic monitoring of works in

progress via ground-level shots. The before-during-after photos of project sites form a remarkable collection of archives to understand changes *in situ* and assess the qualitative gains of the works undertaken.

Figures : carnet d'images vue drone avant après 2017-2021

VII. In conclusion: reaching beyond Bordeaux, Port of the Moon to the Metropolitan area

The role and tasks of the CLUB have already been discussed. In 2019, 10 years after its creation, a critical report of its activities was produced. The report provided both a quantitative and qualitative analysis of the subjects examined. The mapping of surveyed sites revealed grey areas or, on the contrary, recurring sectors and districts. The scope of questions raised and the analysis of their level of importance demonstrated the recurrence of certain themes, occasionally to the detriment of others. Lastly, the follow-up of case files, for one or more years, revealed the CLUB's level of efficiency, its successes and failures.

At present, there is no cause to question the expert advice of the CLUB and it continues to exchange well upstream with project holders who approach the body.

Bordeaux does not escape the rule whereby "urban projects" in the last thirty years have ultimately covered only around 7% of the surfaces earmarked for urbanisation; whether through extensive urbanisation, tertiary ensembles or major business sectors. The city is thus taking shape outside of such urban projects and its landscape is gradually shifting.

The outcome of considerations around the tram line corridors (with the 50,000 housing units operation) was disappointing. There is thus a blank which is currently the subject of diffuse reflection only, and more so given that this aspect of the conurbations appears uncontrollable, both reticent and prey to endlessly disruptive initiatives.

Yet it is beyond Bordeaux, Port of the Moon that its heritage lies (wet lands and waterways, and of course, vineyards and châteaux, etc.), in addition to a need for identification which must certainly be taken further, given that, for the first time, mobility is providing this legibility with the basis of a policy that has still to be designed.

What form will this policy take?

There is obviously no question of abandoning all urban projects; these have been concentrated in Bordeaux, whether with the Ginkgo district (with little opening towards the lake, paradoxically), the Bastide-Niel and

Brazza districts (which are regretfully perhaps too close to the river), or in denser areas, well-suited to the vicinity of the train station, but which opted not to follow the quayside walkway.

Nor is there question of ceasing to examine potentialities (as is already the case for the Jallère district or the future of Bordeaux's boulevards).

They all merit attention, shape a landscape and occasionally come up against various heritage issues, but remain, at least for the moment, relatively mute on the much broader-scale impact of a particular problem, or a cure related less to the UNESCO site than that of the 28 municipalities which make up Bordeaux Métropole.

We are therefore at a dead-end. Regardless of the efforts to build the city on the city, densification is negligible and we are a long way from absorbing the need for new buildings. This is a fundamental hurdle to the recent national aims for "zero surfacing", and at the same time a lack for thought for the geography and, ultimately, the "park city" that Bordeaux could be.

Bordeaux should perhaps act on this situation, maintain certain control objectives, but look towards the horizon which will provide electric bicycles and public transport to manage this dispersal around a fully-renewed contract.

- A contract under which public power will focus, more than at present, on landscapes and mobility carried by a policy that, as far as one can tell, has only really been implemented in the airport sector (the only Bordeaux thoroughfare to be truly designed).
- Hence the idea of building a "project space", where the major strategic issues of the coming years (geographic, hydraulic, heritage and mobility) would be identified,
- but whereby each operation would be obliged to follow these same objectives and echo them in hybrid projects for which all the leads currently available (opening of large soft mode infrastructures, open ground coefficients, weighted planted surfaces, urban intelligence of the key appeal factors for heritage sites) would form a condition for the granting of permission to these operations.

The idea therefore would not necessarily be to consider actions as "urban projects" but to associate them with a broader approach, turned towards the diffuse and focused simultaneously on geography, future uses and mobility. It would concern less the areas that are already largely protected (UNESCO, PSMV), in favour of those areas in which the future face of Bordeaux is taking shape. It would probably be beneficial for Bordeaux to dig deeper into a subject which is still "in fallow" and requires mapping, but through its departments, the city has access to tools which are waiting to be used.

There is work to be done and it is perhaps not utopian to hope that a turning point such as this may be welcomed with a certain degree of consensus.

OURS

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- International Relations Department
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- Directorate-General Finance and Public Orders
- Directorate-General Mobility
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- Directorate-General Digital Technology and Information Systems
- Directorate-General High Quality of Life
- Directorate-General Human Resources and General Administration

City of Bordeaux:

- Directorate-General Proximity and Relations with the Population
- Directorate-General Cultural Affairs
- Directorate-General Solidarity and Citizenship

Partners

AtlaS-WH: Florence, Santiago de Compostela, Edinburgh, Porto

Interreg Atlantic Area

Back cover

This document, entitled *Project for the complementary action plan to the management plan* presents the global project for the conservation and presentation of Bordeaux, Port of the Moon, a World Heritage Listed site since 2007.

It is accompanied by the booklet *Action schemes, testaments of transversal heritage transmission*, which compiles a series of 65 actions, either ongoing, planned or proposed, to deal with management issues.

These two self-standing and complementary documents present the challenges, stakeholders, regulations and strategies for the management of the listed site, its buffer zone and beyond.

They were produced in the framework of the AtlaS-WH European network of urban heritage sites, founded via the Interreg Atlantic Area programme in 2017 by Florence, Santiago de Compostela, Bordeaux, Edinburgh World Heritage and Porto.

Action schemes, testaments of transversal heritage transmission

Figure : schéma des enjeux, orientations, thématiques et actions

Introduction

The following booklet compiles all the actions and strategies which contribute directly or indirectly to the management of Bordeaux, Port of the Moon. It was designed to be revised in line with new developments. These actions are the result of an inter-departmental co-building process. They reflect a broadened understanding of heritage, from a spatial and human perspective.

The wide range of actions demonstrates the transversal aspect of World Heritage management. These schemes are based on either general aims for the preservation and development of the site, or on highly-targeted actions.

All the actions and strategies presented in this booklet reflect the vibrant and living nature of heritage and its role in essential sustainable development. It embodies and drives the heritage enhancement project adopted for the management of Bordeaux, Port of the Moon. It recognises the vitality of heritage and the evolving nature of the urban site, by stratification. It considers heritage as the result of the transmission of a legacy which forms a resource for the future.

Illustration

“The present is a very thin film, a cigarette paper, reflecting the fragility of our arbitrations between what we accept and what we refuse of our legacies, between our desire to remember where we come from and our aspiration to change things [...]. Heritage is less about what we receive from the past than what we will leave for future generations.” RONCAYOLO, Marcel, *L'abécédaire. Entretiens avec Isabelle Chesneau*, Gollion, In folio (Archigraphy), 2011, p.22-23.

Challenges

Each action identified is at the very least a response to the various management challenges below:

Protection of the Outstanding Universal Value

Adaptation to current needs

Knowledge and interpretation

Appropriation and engagement

Hospitality and openness

Protection of the Outstanding Universal Value (OUV)

“Real protection is that which allows heritage to remain alive.”

Irina Bokova, Director-General of UNESCO, in a message addressed during the 40th anniversary celebrations of the World Heritage Convention at the Agora biennial, “Heritage: Inheritance/Heresy” in 2012.

In applying for the inscription of Bordeaux, Port of the Moon, the City of Bordeaux undertook to implement all means to ensure the transmission of the architectural and urban ensemble recognised for its Outstanding Universal Value (OUV).

The challenge of protecting the OUV implies compliance with the rules which enable transmission, without ignoring changes.

Adaptation to current needs

“There is no heritage without a project.”

(40th anniversary of the World Heritage Convention)

Bordeaux, Port of the Moon is a living urban site. The inherited city is constantly facing changes which mark eras in its evolution.

Climate change has become the principal factor in the transformation of this urban space.

The challenge of adapting to current needs implies transforming the city through natural and cultural resources without compromising them.

Knowledge and interpretation

“Heritage is that which is available”

(40th anniversary of the World Heritage Convention)

The Outstanding Universal Value of Bordeaux, Port of the Moon is defined by UNESCO under criteria ii: example of the exchange of human values and iv: representing an outstanding urban and architectural ensemble.

The challenge of knowledge and interpretation implies the development of the identification of tangible and intangible elements which make up the OUV, while accepting the relativity of viewpoints.

Appropriation and engagement

“There is no heritage without a common history”

(40th anniversary of the World Heritage Convention)

The knowledge, identification and interpretation of the Outstanding Universal Value must be widely promoted so that everyone can contribute to its preservation.

The challenge of appropriation and engagement implies the recognition of the values of the urban ensemble by all, with a view to its development in line with resources.

Hospitality and openness

“The notion of a metropolitan heritage is meaningless” (Study day - From Ideas to Practice, 2018)

Bordeaux, Port of the Moon is listed as a World Heritage Site. It is the heritage of all mankind.

Testifying to the exchange of values with the world is one of the reasons for this recognition.

The challenge of hospitality and openness implies an adequate form of welcome to make all aspects of social and cultural exchanges possible.

Orientations

Orientations are symbolised by small compasses representing the association, which emerged during the workshops, of each action with the four key words: City, Culture, Nature, Tools.

These key words were chosen because Bordeaux, Port of the Moon is an urban space, inscribed on the World Heritage List as a cultural Property which seeks to reconnect with its natural aspect. In this regard, the proposed action frameworks were designed to serve as management tools.

Themes

The multitude and variety of actions necessitated an organisation by theme to facilitate legibility and the nature of the links they form with heritage management.

The themes, listed below, are presented in detail in the following pages:

Knowledge

Mediation

Responsible territory

Urban and landscape redevelopment

Development of public space

Regulatory urbanism

The six themes encompass actions aimed at achieving common objectives.

Each action is assigned to a single theme. Nevertheless, connections exist between various themes and actions. Some of these links are indicated in the following outline, in addition to each action sheet.

Insert

Guide to the action sheets

The action schemes identified for the management of the Property are formalised by action sheets. Each sheet identifies:

- the location of the action: inscribed site, buffer zone, Bordeaux Métropole or outside Bordeaux Métropole,
- other actions linked to the listed action,
- the type of action: in effect, proposed or planned (the co-building of this action plan also provided an opportunity to envisage new actions to be implemented)
- the aims of the action, and the strategy to which it corresponds,
- the implementation and scheduling aspects
- human and/or financial resources

It also highlights the issues, orientations and themes relevant to the action.

Knowledge

Knowledge encompasses all the actions initiated with the aim of capitalising on and enriching knowledge of the region in all its tangible and intangible facets, of the factors for its development and the way in which it is perceived and assimilated. These studies and actions help to identify more accurately the attributes of the Outstanding Universal Value (OUV) and their ability to evolve.

- 1-Anthropological studies
- 2-Archaeo-geographical studies
- 3-Preventive archaeology
- 4-Inventory of heritage waterway and railway networks
- 5-Inventory of Metropolitan architectural and urban heritage
- 6-Inventory of cultural, urban and historic property of the City of Bordeaux
- 7-Study and maintenance of City of Bordeaux heritage
- 8-Bordeaux Métropole Archives (ABM)
- 9-Network of heritage societies
- 10-Local UNESCO Bordeaux Committee (CLUB)
- 11-Training and engagements for professionals

Mediation

Mediation encompasses actions to promote and transmit the knowledge and values of World Heritage. The aim of these actions is to enhance their complementarity by addressing the widest range of audiences through a diversified offer and improved referencing.

It focuses on the knowledge specific to the site and its buffer zone, as well as the context of World Heritage. In addition to residents and visitors, it also concerns local stakeholders and national or international partners.

- 1-Cultural mediation, Bordeaux, Port of the Moon
- 2-Cultural mediation for school-goers
- 3-Cultural mediation for neglected audiences
- 4-French Towns and Lands of Art and History agreement
- 5-The Architectural and Heritage Interpretation Centre (CIAP)
- 6- Bordeaux-Aquitaine World Museum
- 7-Cultural A-Z of Bordeaux districts
- 8-Metropolitan pedestrian and cycle trails
- 9-Metropolitan Long Hiking Trail

Responsible territory

Responsible territory includes all actions aimed at developing the region in order to ensure that the widest number of inhabitants can live comfortably, trade freely, travel easily and enjoy a healthy life.

The notion of responsible implies a desire to make use of the region's resources without depleting them.

Some actions are geared specifically towards the fields of habitat, energy transition, mobility, strategies for the preservation and development of biodiversity, business and tourism.

These actions include mediation activities and support for individuals and professionals.

- 1-Action plan for adaptation to climate change
- 2-The *BiodiverCité* (Biodiversity) action plan
- 3-Renewal of urban spaces (Habitat/Biodiversity)
- 4-Preservation and development of the planted infrastructure (Habitat/Biodiversity)
- 5-Preservation and use of water resources (Habitat/Biodiversity)
- 6- Waste prevention and management (Habitat)
- 7-Master plan for energy (Energy/Habitat)
- 8- Adaptation of property owned by the City of Bordeaux to climate change (Energy)
- 9-The "Bâtiment frugal" [Frugal Building] certification (Habitat/Energy/Biodiversity)
- 10-Support for energy renovation projects (Habitat/Energy)
- 11-Enhancement of the existing housing offer (Habitat/Energy)
- 12-Enhancement of the new housing offer (Habitat/Energy)
- 13-Support for town-planning permit applications
- 14-Support for local town-planning projects
- 15-Management of the tourist accommodation offer (Habitat/Tourism)
- 16-Hospitality quality programme (Tourism)
- 17-Observatory for tourist activity (Tourism)
- 18-Master plan for river transport
- 19-3rd Metropolitan Cycle Plan (Mobility)
- 20-1st Metropolitan Walking Plan (Mobility)
- 21-Urban transport network operation (Mobility)
- 22-Public transport network development (Mobility)
- 23-Management of free-floating services (Mobility)
- 24- Stone Bridge management plan (Mobility)

Urban and landscape redevelopment

Urban and landscape redevelopment encompasses operations aimed at adapting sites to current needs and managing their development through the setting up of *ad hoc* actions based on the recognition of the heritage qualities of built and non-built properties.

These actions concern the areas which constitute the historic city, brownfield sites and vast landscape areas.

- 1-Urban redevelopment of the historic centre
- 2-Urban redevelopment of the Bassins à Flot district
- 3-Urban redevelopment of the Grand-Parc district
- 4-Metropolitan project for the Boulevards and Barrières
- 5-Parc des Côteaux and parLab
- 6-Parc des Jalles Development Operation of Metropolitan Interest (DOMI)

Development of public space

Development of public space refers to the action frameworks which govern the development of the public space in all its aspects and are aimed at promoting the perception of heritage, the diversity of uses and practices geared towards calming urban life.

They take the form of charters and agreements which can apply to the whole Metropolitan area or a specific site.

- 1-Design guidelines for Metropolitan public spaces (GCEP)
- 2-Bordeaux urban furniture charter
- 3-Wilmotte charter
- 4-Bordeaux terraces charter
- 5-Master plan for lighting equipment (SDAL) in Bordeaux
- 6-Public space funding system
- 7-Terms of occupation of the public domain
- 8-Urban regeneration strategy

Regulatory urbanism

Regulatory urbanism includes regulatory documents aimed at preserving the OUV via rules to manage transformations/development in the region and control risks such as flooding and real estate pressure, in addition to fire prevention rules.

These planning documents (especially the PLUi and PSMV) are enforceable on third parties and, while they serve primarily to issue urban permits, they also act as management tools for habitat, mobility, economic activity and the development of the public space.

- 1-Inter-municipal Local Urbanism Plan (PLUi)
- 2-Bordeaux Conservation and Presentation Plan (PSMV)
- 3-Flood prevention plan (PPRI) for the Bordeaux conurbation
- 4-Prevention plan for the monumental and historic heritage of the City of Bordeaux
- 5-Inter-municipal local advertising regulation (RLPI)

OURS

A publication by Bordeaux Métropole - Directorate-General for Planning - Town-Planning Department - Architecture and urban heritage project office

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Partners

AtlaS-WH: Porto, Santiago de Compostela, Edinburgh World Heritage and Florence.

Interreg Atlantic Area

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Back cover

Action schemes, testaments of transversal heritage transmission compiles a series of 65 ongoing or future actions to meet the challenges of managing Bordeaux, Port of the Moon, a World Heritage Listed site since 2007. It is associated with the *Project for the complementary action plan to the management plan*, which presents a global project for the long-term management of this heritage.

These two self-standing and complementary documents present the challenges, stakeholders, regulations and strategies for the management of the listed site, its buffer zone and beyond.

They were produced in the framework of the AtlaS-WH European network of urban heritage sites, founded via the Interreg Atlantic Area programme in 2017 by Florence, Santiago de Compostela, Bordeaux, Edinburgh World Heritage and Porto.

Design Guidelines for Metropolitan Public Spaces (GCEP)

Public Space Development-ACTION N° 1



Themed booklets for public space design

- Booklet n° 1: Creating a project
- Booklet n° 2: Sources
- Booklet n° 3: Glossary
- Booklet n° 4: Principles
- Booklet n° 5: Making public spaces
- Booklet n° 6: Toolbox
- Booklet n° 7: Nature and water
- Booklet n° 8: Materials
- Booklet n° 9: Layouts

Before photo caption: The Rue Lagrange / Rue Le Chapelier intersection before redevelopment. Credit: Pôle Territorial de Bordeaux [Regional Centre]

After photo caption:

The Rue Lagrange / Rue Le Chapelier intersection, redeveloped in 2016-2017 according to the guidelines. Credit: Olivier Panier des Touches

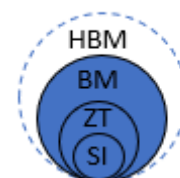
after photo

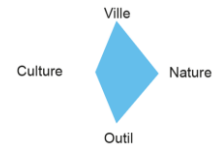
Author(s)

Camille Livry

Related action(s)

Public Space Funding System
Bordeaux Urban Furniture Charter
Terraces Charter
Wilmotte Charter





STATUS OF ACTION: **IN EFFECT** / PLANNED / PROPOSED

In 2009, work to organise and develop projects for all metropolitan public spaces was formalised in Design Guidelines for Metropolitan Public Spaces (GCEP). In 2018, this was updated, in line with Bordeaux Métropole's objective to renew the modalities of public space development.

The guidelines have eight main objectives within the framework of public space design: promoting water and natural resources, freeing up as much space as possible, designing spaces with capabilities to evolve, breaking up public space with break spots, enhancing the network of pedestrian walkways, choosing the most secure planning options, building cost-effectiveness into practices, and encouraging participation and experimentation.

It is a method for everyone rather than a set of rules - these guidelines leave space for the specificities of the project in question, as each is unique.

They are broken up into nine booklets, providing a combination of methodological, programme-based and technical support. They have been created in collaboration with all stakeholders and are based around the importance of feedback. These guidelines are just as much aimed at project owners planning public space as prime contractors designing it, and even future managers of said space.

Implementation - Timeline

2009

1st edition of Design Guidelines for Community Public Spaces published, technical frame of reference

2012

"New modalities for public space development in community consultation" action plan adopted

2018

New edition of the Design Guidelines for Community Public Spaces published

2019 -2020

New Guide to all services and stakeholders launched and distributed, to be implemented in Metropolitan projects



Resources: Stakeholders and *roles*

Public space task force, Directorate-General Territories, Bordeaux Métropole
Steering

Bordeaux Métropole departments (Territorial Department, Directorate-General Mobility, local units, Green Spaces Department, Town-Planning Department, Water Department, etc.) and a-urba
Design and creation

Bordeaux Métropole
Production of guidelines

Bordeaux urban furniture charter

Public Space Development-ACTION N° 2

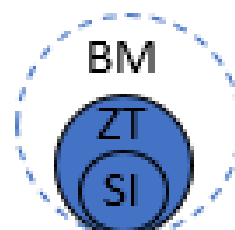
**Olivier Panier des
Touches photo series:
choice of Place Camille
Julian and Place Jean**

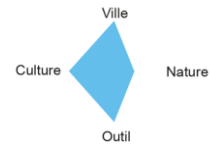
Author(s)

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Related action(s)

Design Guidelines for Metropolitan Public Spaces (GCEP)
Bordeaux Terraces Charter
Wilmotte Charter





STATUS OF ACTION: **IN EFFECT** / PLANNED / PROPOSED

The City of Bordeaux has adopted an urban furniture installation strategy, to ensure consistency between public spaces, parks and gardens, and for better heritage management. In June 2007, this took the form of an urban furniture charter, a typological and aesthetic reference document aimed at public space developers.

This charter needs to be updated following new urban furniture installed in the city as part of new urban projects, and new restrictions and regulations regarding the safety and accessibility of public spaces.

A new inventory of the different kinds and colours of urban furniture has provided improvements and updates to the charter.

The aim of this new charter is for it to be communicated and distributed to the general public and prime contractors working for Bordeaux Métropole, the City of Bordeaux and many developers.

It is broken down in several sections:

- Review of the regulations in force
- A few principles regarding the installation of urban furniture
- Colour palette with reference numbers
- Furniture for waste disposal
- Furniture for rest and leisure
- Furniture for protection and safety
- Furniture to control access
- Furniture to provide information
- Furniture for public illumination
- etc.

Implementation - Timeline

2007

1st urban furniture charter for the City of Bordeaux published

January-June 2020

Survey of new urban furniture installed across all public spaces in the city of Bordeaux (including in parks and gardens)
Creation of specifications brief

July-December 2020

Consultation period to select a supplier and delivery of the new urban furniture charter

Charter updated

Resources: Stakeholders and *roles*

Pôle Territorial de Bordeaux [Regional Centre], Green Spaces Department, Communications Departments, Bâtiments de France architect
Steering

A 2-person team
Project team

Bordeaux Métropole and City of Bordeaux
Institutions in charge

Wilmotte Charter

Public Space Development-ACTION N° 3



caption: Rue de Ruat before-after work (2005). Credit: Jeremie Buchholtz

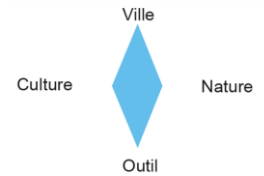
Author(s)

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Related action(s)

Design Guidelines for Metropolitan Public Spaces (GCEP)
Bordeaux Urban Furniture Charter
Bordeaux Terraces Charter
Bordeaux Conservation and Presentation Plan (PSMV)





STATUS OF ACTION: **IN EFFECT** / PLANNED / PROPOSED

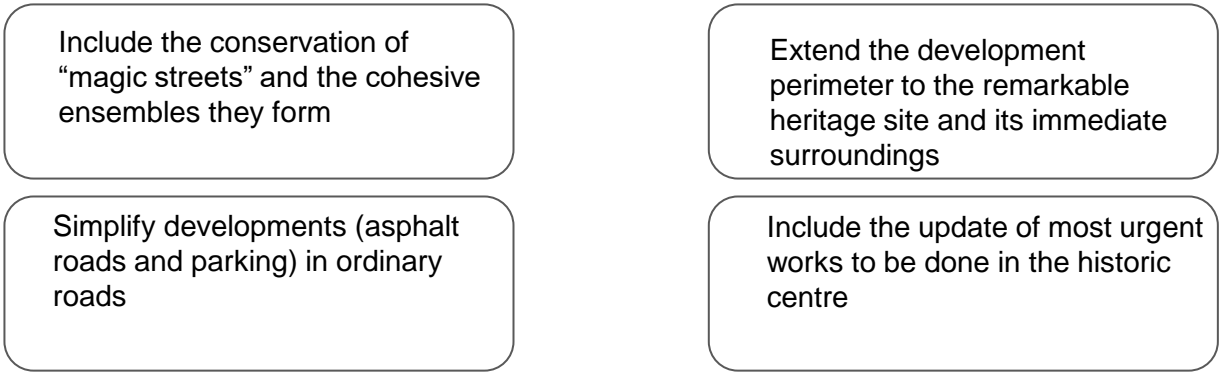
In the late 1990s, architect Jean-Michel Wilmotte created a charter to enhance the streets in the historic centre of Bordeaux. It was used for the first time when Rue Sainte-Catherine was fully renovated.

Subsequently, the charter was implemented across a perimeter covering a significant part in the south of the preserved sector of the city (from Cours Alsace-Lorraine to Cours du Chapeau-Rouge and Cours de l'Intendance), extending to a little west of the Cathedral, to Cours d'Albret.

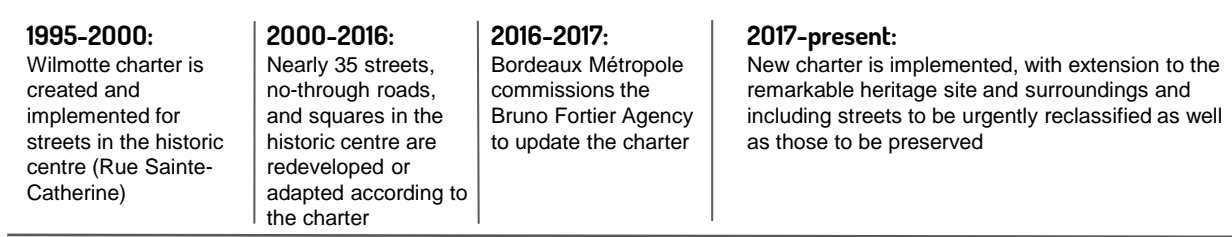
The principles of this charter are simple and alternate between two tones: a range of light-coloured limestone or cobblestones, and a contrasting range of anthracite limestone or granite. It was quickly realised what adaptations needed to be made: firstly, changing the choice of furniture (no more costly bronze planters, wall-mounted lights and wall ties); then, opting for calade-style cobblestones rather than limestone, choosing chequered or diamond patterns, and using paving stones rather than black slabs; and finally, choosing calade cobblestones to fully pave small streets and alleys, or preserving limestone slabs rather than covering them with charming, dented paving stones.

In 2016-2017, Bordeaux Métropole commissioned the Bruno Fortier Agency to update the charter with the following objectives.

Objectives of the charter update



Implementation - Timeline



Resources: Stakeholders and *roles*

Pôle Territorial de Bordeaux
 [Regional Centre]
Project management

In-house (development of ordinary sites)
 and external (development of symbolic sites)
Prime contractors

Budget

Budget adapted according to multi-year investment programmes for redeveloping public spaces.

Bordeaux Terraces Charter

Public Space Development-ACTION N° 4

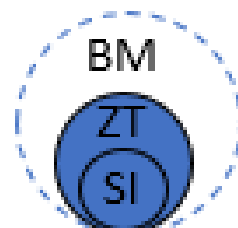
Photo: Place Tourny. Credit: Olivier Panier des Touches

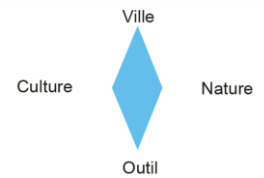
Author(s)

Manon Espinasse
Catherine Gauze-Ducasse
Léonie Paquet
Sylvain Schoonbaert

Related action(s)

Design Guidelines for Metropolitan Public Spaces (GCEP)
Bordeaux Urban Furniture Charter
Wilmotte Charter





STATUS OF ACTION: IN EFFECT / **PLANNED** / PROPOSED

Specific recommendations apply to the terraces of bars and restaurants, so that they can best integrate into the way public space is organised and used.

Administrative police regulations applying to the installation of terraces in Bordeaux has been in force since 2013. For the occasion of the full reclassification works in Place Gambetta, which were completed in 2020 and included full redevelopment of the public space and central garden as well as the required façade restoration, the City of Bordeaux wished to create a charter specific to future terrace developments. This charter was also extended to Place Tourny, at the other end of Cours Georges Clémenceau.

It specifically defines the legally authorised area terraces can occupy in spans of façade, how they should be installed, and the use of 3 m² umbrellas and awnings with 1 m overhang under the lintels. Allowable furniture materials are specified, as is the colour of awnings and umbrellas.

The aim for the charter is for it to set an example and be extended to other monumental and symbolic sites in the historic centre of Bordeaux, where transgressions are sometimes observed.

Implementation - Timeline

December 2019 - September 2020

Charter is created by working group including City of Bordeaux, Bordeaux Métropole, City Council, the Bâtiments de France architect and business representatives.

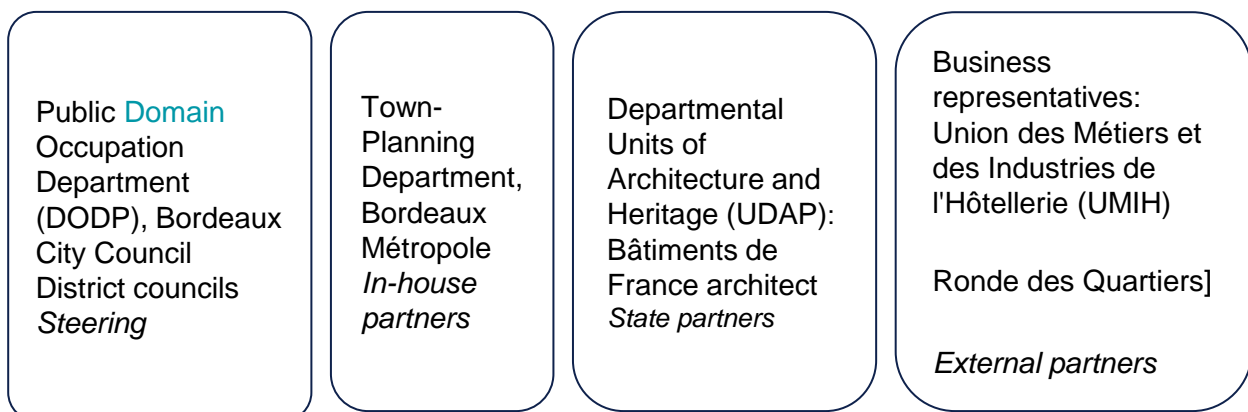
October 2020 - December 2020

Charter presented to elected officials

January 2021

Charter goes into force

Resources: Stakeholders and *roles*



Master Plan for Lighting Equipment (SDAL) in Bordeaux

Public Space Development-ACTION N° 5

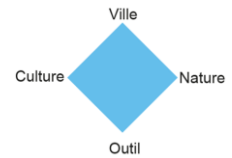
Title 1: SDAL mapping
Credit 1: a'urba and BM

Author(s)

Sylvie Bordes
Manon Espinasse
Anne Laure Moniot

Related action(s)





STATUS OF ACTION: **IN EFFECT** / PLANNED / PROPOSED

In the early 1990s, lighting was explicitly identified as a key part of revitalisation efforts for the city of Bordeaux. In 1996, a Master Plan for Lighting Equipment (SDAL) was implemented to create a new image of the city by night and reveal the architectural and urban heritage. To this day, the SDAL is a reference point for project design, modernising facilities, facility management and lighting development in general. It is based on a place's morphology and gives suggestions for developments, in terms of lighting tones, types and intensities, to ensure that it is cohesive overall across the territory.

The document is used for designing and managing public lighting, which has to take into account the economic, environmental, societal and landscape-related factors. Future evolutions in the master plan include extending the zone of copper lanterns to an area bordering the preserved sector, and developing a specific luminaire for the districts of échoppe houses. The SDAL is part of a broader approach to protect biodiversity and reduce impact on living things, specifically with the 2018 study "Public lighting and biodiversity", which will be strengthened by the future addition of a biodiversity component. One of the main challenges in developing this document and the lighting strategy in general is reducing environmental impact and, in particular, energy consumption, which represents nearly 40% of Bordeaux's electricity spending as a municipality.

Ways to adapt public lighting for environmental issues

- Optimising the choice of materials and settings by doing advanced photometric studies for all projects
- Using a computerised maintenance management system (CMMS) to optimise management performances
- Using operating modes that are adapted to uses (reducing brightness, presence detectors, lighting on demand, etc.)
- Limiting inconveniences by choosing quality materials and product design, which require less frequent upgrades and maintenance (lower fuel consumption, less sound pollution, potential for technological innovations, recycling and waste recovery)
- Research into biodiversity conservation through reducing impact on living things (minimising glare and light pollution, "Public lighting and biodiversity" study, 2018)

Implementation - Timeline

1995:

Project launch: the city of Bordeaux brings together elected officials, representatives from historic monuments, culture, and public lighting, and road development stakeholders

1996:

SDAL is implemented

2015:

Most recent revision of the SDAL

2018:

"Public lighting and biodiversity" study

Resources: Stakeholders

Design centre for lighting, electricity, architecture and networks in the Energy, Ecology and Sustainable Development Department, Bordeaux Métropole

Public Space Funding System

Public Space Development-ACTION N° 6

Photos before-after Place Saint-Michel 2011-2016; credit

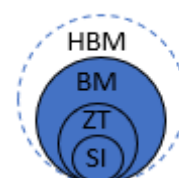
Jeremie Buchholtz

Author(s)

Camille Livry
Lucie Merlin

Related action(s)

Design Guidelines for Metropolitan Public Spaces (GCEP)
Bordeaux Urban Furniture Charter
Terraces Charter
Wilmotte Charter





STATUS OF ACTION: **IN EFFECT** / PLANNED / PROPOSED

There are two stakeholders that operate in the metropolitan area to develop public spaces: the municipality and Bordeaux Métropole. To ensure that Metropolitan and municipal policies are coherent, consistent and connected, there are two complementary funding mechanisms:

<p>Municipal Interest Fund - FIC</p> <p>This fund has a territorially focused objective, acting in close collaboration with the municipalities with:</p> <ul style="list-style-type: none"> • A financial package voted by each municipality (6-year PA); • For projects related to road development, undergrounding the electricity network, urban furniture or green spaces; • 20% of the municipal package to be allocated to qualitative projects (planting, interruptions in cycle paths and walkways, roads in disrepair, rainwater); • Multi-year programme developed in collaboration with the local point of contact and the municipality. 	<p>Co-development contract (CODEV)</p> <p>A tool to combine local initiatives from Bordeaux Métropole and the municipality with reciprocal, negotiated commitments, with:</p> <ul style="list-style-type: none"> • A 3-year contract signed between Bordeaux Métropole and each municipality; • Containing the range of metropolitan projects in the local territory and the Métropole's support for projects initiated by the municipality; • Action sheets at three levels: metropolitan/ inter-municipal/municipal; • Half-yearly monitoring of initiatives undertaken at contract review meeting.
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Implementation - Timeline for co-development contracts (CODEV)

2009	2018-2021	2021	2021-2023
Launch of the co-development mechanism	4 th version of the contract (with operation prolonged to 2021)	Contracts for 2021-2023 negotiated	5 th version of the co-development contract

Resources: Stakeholders and *roles*

<p>Municipality</p> <ul style="list-style-type: none"> - Define development projects to be funded by the FIC, in collaboration with the point of contact; - Negotiate the CODEV according to metropolitan or municipal projects; - Attend contract review meetings. 	<p>Bordeaux Métropole Local point of contact</p> <ul style="list-style-type: none"> - Key point of contact for the municipality regarding the CODEV and FIC; - Handles the preparation, creation and monitoring of the CODEV contract; - Assists the municipality in the FIC multi-year planning and monitors operations. 	<p>Bordeaux Métropole Contracting task force</p> <ul style="list-style-type: none"> - Steers and coordinates the co-development mechanism; - Manages updates to the principles of operation and distribution for the FIC package <p>Territorial Support Department</p> <ul style="list-style-type: none"> - Handles financial monitoring for the FIC
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Terms of Occupation of the Public Domain

Public Space Development-ACTION N° 7

caption: Place du Palais before-after works, Place Fernand Lafargue before-after. Credit: Jeremie Buchholtz

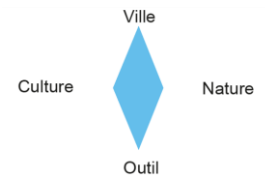
Author(s)

Manon Espinasse
Barbara Lapena
Anne-Laure Moniot

Related action(s)

Framework for Free-floating Vehicle Operators
Terraces Charter





STATUS OF ACTION: **IN EFFECT** / PLANNED / PROPOSED

Certain regulatory measures regarding occupation of the public domain are required to ensure the quality of public space and the comfort of those who use it. These measures are mainly found in Bordeaux municipal administrative police regulations. They may be updated by municipal decree in line with evolutions in practices.

The historic centre is part of a controlled-access sector in order to limit the impact of car traffic on the public space. The controlled-access system uses bollards, which will be modernised with in-built cameras. This sector is being extended.

Nevertheless, the historic centre remains lively and bustling. Deliveries are authorised in the morning from 7am to 11am. As the public space has been reclassified and the historic centre's appeal has increased, many cafes and restaurants have opened up, which wish to install terraces in the public domain. In order to better frame the sharing of public space, a terraces charter is being drawn up.

The objective of calming traffic in the public space is being pursued and extended in consultation with the population.

Firstly, a huge zone with a 20 km/h speed limit could be implemented on a short-term basis.

Secondly, certain car parks could be removed in order to widen footpaths, install bike racks for bike parking or set up planters.

In late 2020, regulations relating to tree protection were added to road development regulations.

Implementation - Timeline

1999

Administrative police municipal regulations

evolutions

Resources: Stakeholders

City of Bordeaux
Public Domain Occupation
Department
Bordeaux Municipal Police
Department
Sworn officers

Urban Regeneration Strategy

Public Space Development- ACTION N° 8

Urban photos/figures from survey; Credits: Survey task force, City of Bordeaux

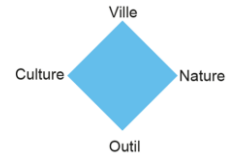
Author(s)

Anne Laure Moniot

Related action(s)

Inter-municipal Local Urbanism Plan (PLUi)





STATUS OF ACTION: IN EFFECT / PLANNED / PROPOSED

The City of Bordeaux wishes to develop an interdisciplinary mapping tool in order to ensure that all architectural and urban evolutions are consistent in Bordeaux, Port of the Moon and districts located outside large development projects. In these districts, urban regeneration takes the form of demanding public or private projects, which have a cumulative impact in terms of their effects and visibility in the medium term. Success requires a wider perspective of existing infrastructure, needs and opportunities, without which these isolated projects cannot be consistent and mutually strengthen their impact.

This tool will complement the very detailed inventory of architectural and urban heritage (1400 ha), which resulted in customised regulations represented graphically on a 1/1000 scale.

Multiple Metropolitan departments have access to the diagnostic information and elements required for their operations and works planning.

The mapping tool should promote a shared knowledge base and the overall perspective necessary for all urban strategies implemented by the authorities and their partners.

It will make project opportunities easier to understand and help evaluate heritage-related challenges more efficiently in advance.

Implementation - Timeline

In progress

Resources: Stakeholders and *roles*
Bordeaux Métropole Departments
Town-Planning Department
Real Estate Department
Nature Department
Green Spaces Department
Development and Planning Department
Steering

a'urba
Partner

Choice of photos in the PDF

Themes

- New public space practices
- Represented and imagined ecosystems (green and waterfront spaces)
- New transport methods and home/work connections
- Perceptions of city centres and polarities
- New practices for a resilient habitat
- The city's cultural perceptions and consumption practices
- New ways of socialising and the intergenerational city

Title 2: Anthropological studies of boulevards, 2018

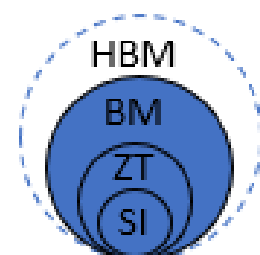
Credit 2: LAA Laboratoire
Architecture Anthropologie
[Architecture Anthropology
Laboratory]

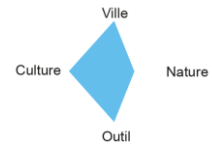
Author(s)

Sylvain Schoonbaert

Related action(s)

Anthropological Studies
Inter-municipal Local Urbanism Plan (PLUi)





STATUS OF ACTION: **IN EFFECT** / PLANNED / PROPOSED

The aim of these anthropological studies is to shed light on dynamics of use, practices and representations, and even how territories and municipalities are imagined in the Bordeaux urban area. They assess urban transformation projects through the lens of sustainable development issues by analysing current and inherited practices, and situate perspectives of urban life in the occupation history of cities and districts in the metropolis.

This action increases local knowledge prior to revising the inter-municipal Local Urbanism Plan (PLUi). These studies should also allow the most comprehensive information possible to be made available, in order to shed light on development and land occupation choices and orientations that appear in the PLUi, and guide ways of inhabiting the city of tomorrow. They are broken down at several levels according to the geographic, sociological and thematic frameworks that Bordeaux Métropole wishes to develop. They may take the form of anthropological surveys based on intensive group workshops, in-depth ethnographic surveys, or co-production and consultation workshops with technicians, elected officials and residents. They will be communicated to various audiences through suitable communication mechanisms.

Implementation - Timeline

<p>2011: First studies for the national programme for the requalification of degraded old neighbourhoods ([Re] Centres)</p>	<p>2018: "Metropolitan traces" workshop #1 How the boulevards contribute to the metropolitan narrative</p>	<p>2019: "Metropolitan traces" workshop #2 Urban transformations in daily life</p>	<p>2019-2020: "Living in Frugès, anthropology of a heritage site" survey</p>	<p>2020: "Metropolitan traces" workshop #3 Water uses and practices</p>	<p>2021-2026: Launch of single-operator framework agreement</p>
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Resources: Stakeholders and *roles*

Bordeaux Métropole
 Municipalities and departments concerned
Project management

- Grouping of skills:
- architecture, urban planning
 - anthropology, ethnology, sociology
 - mapping, photography
- Prime contractors*

Budget: €70K / year for 6 years

Themes:

- soil and sub-soil dynamics
- continuities and interruptions in ecological corridors
- sustainable densification of already urbanised areas
- sustainability of road networks and other networks
- preservation of long-lasting, resilient heritage
- management of polluting economic activities

Title 1: Developing archaeo-geographical studies in the metropolitan territory

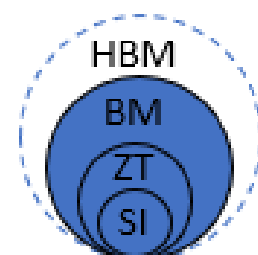
Credit 1: a'urba and Cédric Lavigne

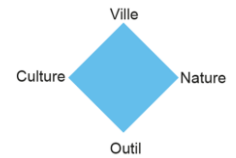
Author(s)

Sylvain Schoonbaert

Related action(s)

Anthropological Studies





STATUS OF ACTION: **IN EFFECT** / PLANNED / PROPOSED

Archaeo-geographical studies contribute information to the continuity or interruptions in long-term urban narratives. They assess urban transformation projects on the basis of landscape dynamics. This action increases local knowledge prior to revising the inter-municipal Local Urbanism Plan (PLUi). Archaeo-geographical studies contribute to a development approach inspired by the *Recommendation on the Historic Urban Landscape* adopted by UNESCO in 2011. They explore the historic, geographic and morphological dynamics of territories and landscapes. These studies are broken down at several levels according to the geographic, historical and thematic frameworks that Bordeaux Métropole wishes to develop. They produce document-based research, through analysis of map collections. In collaboration with elected officials and residents, they suggest conservation or rescue measures that may be submitted to modification or revision by the PLUi. Various mediation actions are undertaken alongside these studies.

Implementation - Timeline

2007-2011:

Multiple experimental studies carried out in the metropolitan territory

2011:

UNESCO adopts the Recommendation on the Historic Urban Landscape

2017-2019:

Two pilot studies carried out on the boulevards and municipality of Mérignac

2021-2026:

Launch of single-operator framework agreement

Resources

Stakeholders and *roles*

Bordeaux Métropole
Municipalities and departments concerned
Project management

Grouping of skills:

- archaeo-geography
- history
- landscape
- regulatory urbanism
- communication

Prime contractors

Budget: €70K / year for 6 years

Preventive Archaeology

Knowledge-ACTION N° 3



Title 4 Pile of industrial waste from Manufacture J. Vieillard & Co (19th C) in the Bacalan district in Bordeaux (© J.-B. Mengès, Bordeaux Métropole)

Title 1: Preventive dig in Rue d'Welles in the Sainte-Croix district in Bordeaux. Merovingian sacophagi (© J. Masson, Bordeaux Métropole)



OPÉRATIONS ARCHÉOLOGIQUES DU CAP DIAGNOSTICS ET FOUILLES PRÉVENTIVES 2013 - 2020

- Légende**
- Fouilles
 - Diagnostics
 - Bordeaux Métropole
 - limite communale
 - Garonne et Dordogne
 - zone boisée



Title 5: Map of archaeological operations 2013-2020

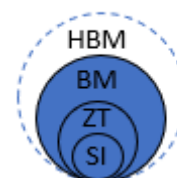


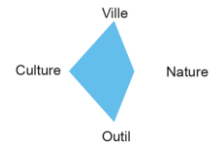
Title 2: Preventive dig in Pl. André Meunier in the Saint Croix district in Bordeaux. Medieval tower (© D. Hourcade, Bordeaux Métropole)

Author(s)

Manon Espinasse
Christophe Sireix

Related action(s)





STATUS OF ACTION: **IN EFFECT** / PLANNED / PROPOSED

Treasures from the past are discovered during large construction projects, like tram line construction or other projects that are sometimes less visible to the general public. Since 2013, preventive archaeological digs (often following diagnostics) have been set up outside the remarkable heritage site and even beyond Bordeaux's zone of archaeological importance, by Bordeaux Métropole's preventive archaeology centre.

The centre operates mainly in town centres surrounding Bordeaux (Villenave-d'Ornon, Gradignan, Blanquefort, Saint-Aubin de Médoc, Bruges, Mérignac, Pessac and Carbon-Blanc).

More than 80 operations have taken place to date.

Reconnaissance surveys also contribute to maintaining archaeological resources when digs are not necessary.

Mediation initiatives, like visits to dig sites, are also organised in the aim of facilitating residents to appropriate the sites.

The objective of the preventive archaeology centre is twofold: monitoring development projects that could damage ancient remains and playing an essential connecting, anticipatory role by transforming "archaeological risk" into potential heritage to be saved and studied.

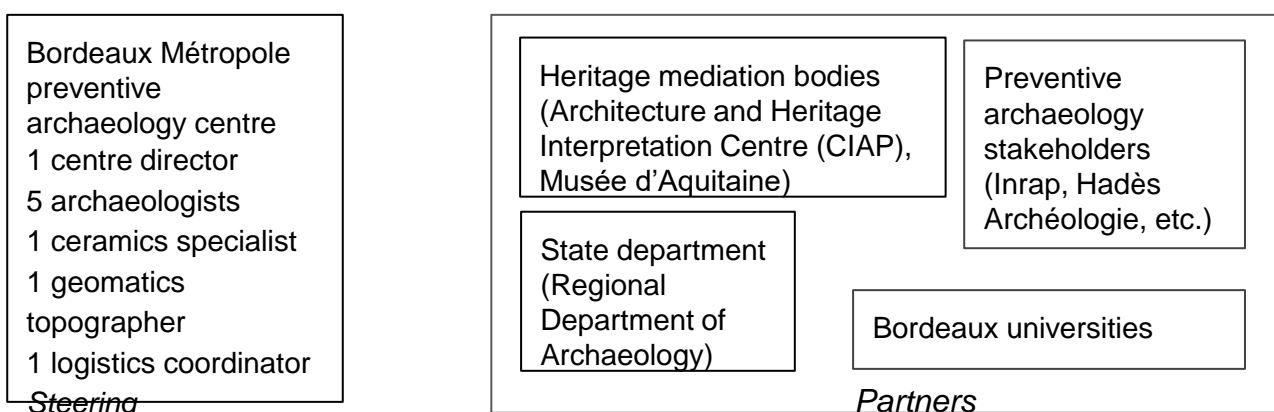
Missions of the preventive archaeology centre

- Undertaking operations under the project management of Bordeaux Métropole
- Archaeological monitoring of the metropolitan territory
- Representing the local authority's image in terms of cultural standing
- Diachronic prospecting, surveys and bibliographic research
- Including archaeological, scientific and heritage issues in building the city of tomorrow

Implementation - Timeline



Resources: Stakeholders and *roles*



Inventory of Waterway and Railway Networks

Knowledge-ACTION N° 4

Title 1: Map of
inventory in
progress
Credit 1: BM, a'urba

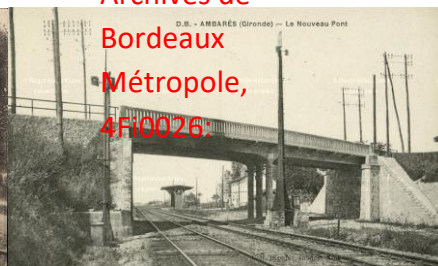
Title 2: Eysines station
© City of Eysines private collection



Title 3: Pessac station
: © Archives de
Bordeaux Métropole,
3Fi0716



Title 4: An
artwork in
Ambarès ©
Archives de
Bordeaux
Métropole,
4Fi0026

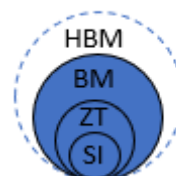


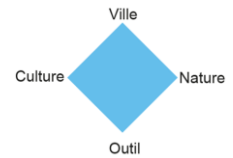
Author(s)

Marie-Florence Pate
Anaïs Tissier

Related action(s)

Inventory of Metropolitan Architectural and Urban Heritage
Inter-municipal Local Urbanism Plan (PLUi)



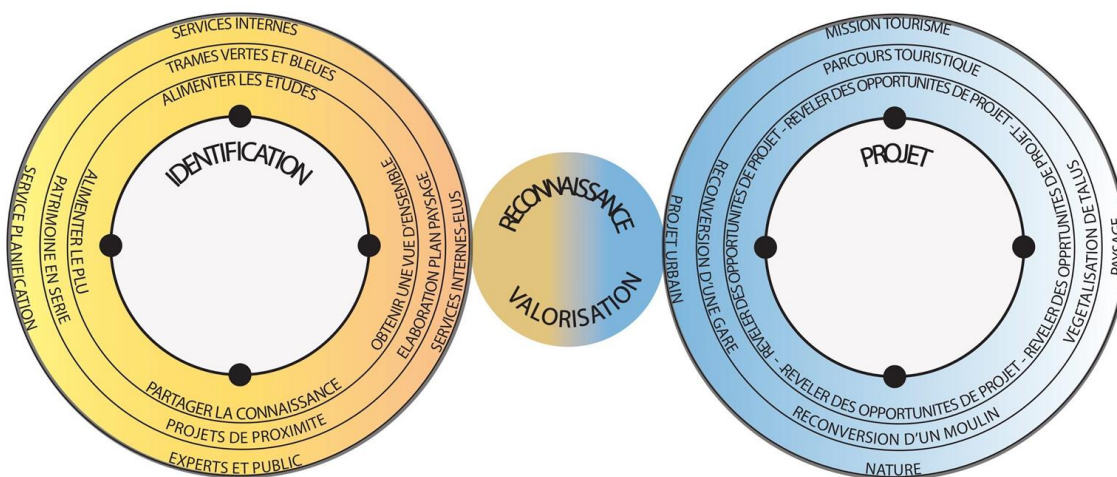


STATUS OF ACTION : **IN EFFECT** / PLANNED / PROPOSED

Waterway and railway networks connect different municipalities, landscapes and a variety of destinations. They extend beyond the borders of the metropolis and encourage people to explore the connections to be made with neighbouring municipalities.

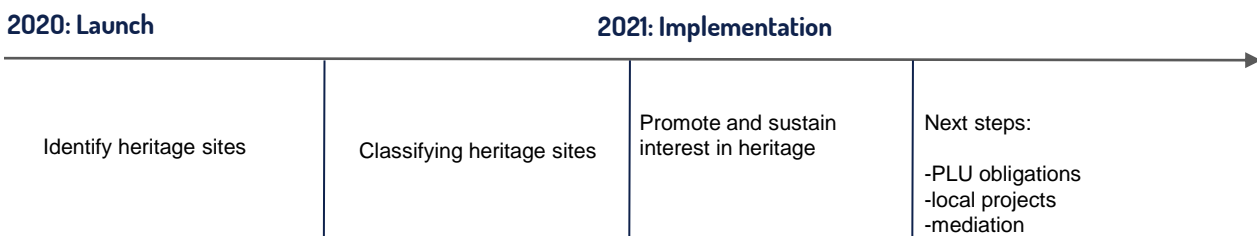
Identifying and enhancing man-made or natural heritage connected to these networks responds to a need for local development oriented towards a more considered use of local resources. Past legacies should be considered as a resource to be identified, enhanced, preserved, interpreted and adapted. For this, it is necessary to have methodical knowledge of what is still in service, what is already enhanced and reconverted and what could present an opportunity for a structural local tourism project.

The inventory project will provide an innovative heritage reference document for the inter-municipal Local Urbanism Plan (PLU), in which heritage is more than a collection of buildings or isolated elements, but forms a series of inter-connected elements, all along a network.



Credit 5: BM

Implementation - Timeline



Resources: Stakeholders and roles

Architecture and Urban Heritage Projects Department, Town-Planning Department, Bordeaux Métropole

Project team

Bordeaux Métropole

- Tourism task force
- Elected officials
- Urban project department
- Planning Department

- Nature department
- Water department

Mobility department **in-house partners**

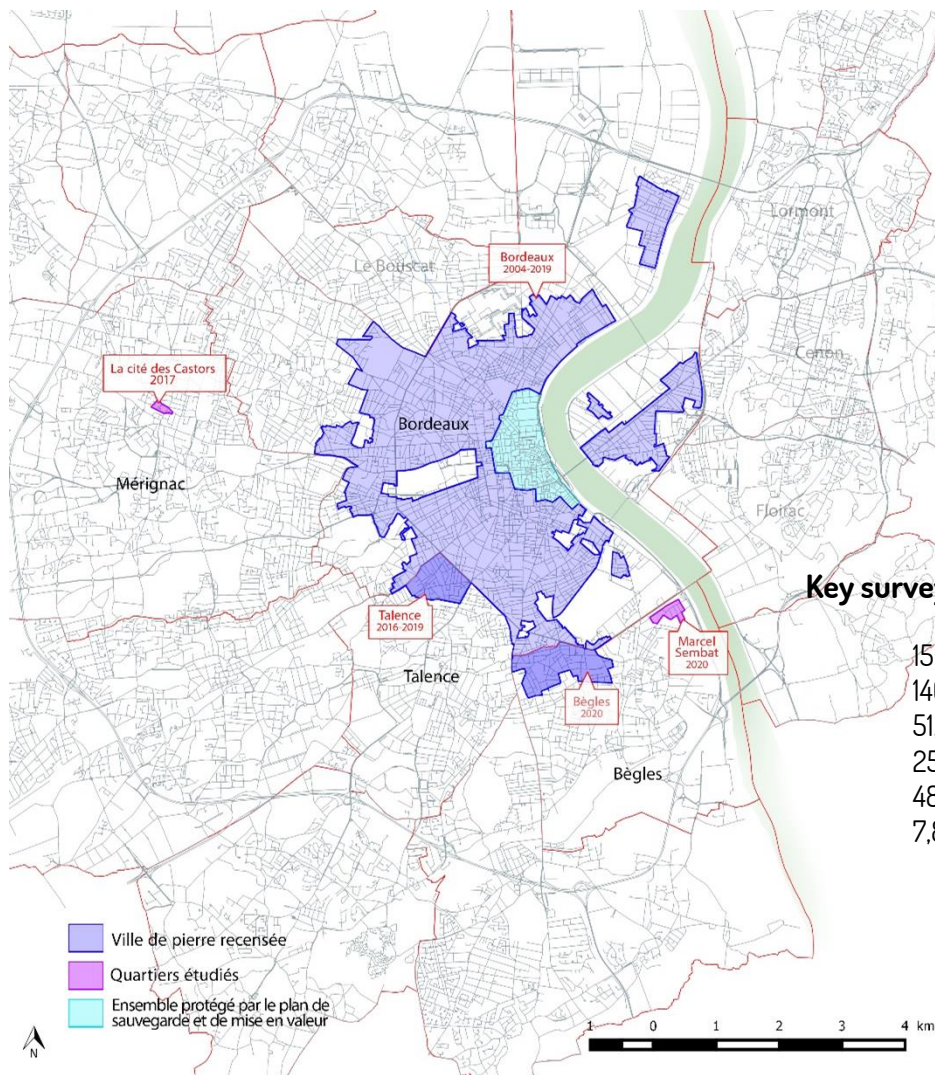
SYSDAU

- Project management assistance
- Archaeo-geographical team
- Societies and associations
- Students
- Specialised stakeholders: SNCF
- Gares et Connexions, AREP,
- Grand Maritime Port of Bordeaux,
- etc.

External partners

Inventory of Metropolitan architectural and urban heritage

Knowledge-ACTION N° 5



Title 1: Map of surveyed areas

Credit: A'urba, BM

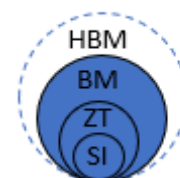
Photo credit: Survey task force, Architecture and Urban Heritage
Projects Department, BM

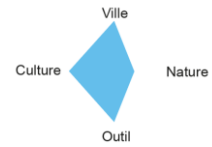
Author(s)

Leïla Cantal-Dupart
Anaïs Peulet

Related action(s)

Inventory Of Waterway And railway networks
Inter-municipal Local Urbanism Plan (PLUi)





STATUS OF ACTION: **IN EFFECT** / PLANNED / PROPOSED

Thanks to inventory efforts, the characteristics of the city's architectural and urban landscape, built up in layers over time, are known and recognised.

In 2004, the City of Bordeaux commissioned an architectural and urban heritage survey in the districts of the City of Stone. The inventory involved identifying, describing and analysing architectures and urban ensembles to be preserved and sectors to be developed. It allowed for the creation of adapted regulatory measures to preserve the characteristics of surveyed heritage. These measures enrich the inter-municipal Local Urbanism Plan (PLUi), which includes a heritage component in line with Article L151-19 in the Town Planning Code. They are particularly beneficial for zones UP1 and UP2 in the PLUi, where the rules are now defined according to the characteristics of the protected architectures and urban ensembles and the morphology of blocks of houses and streets.

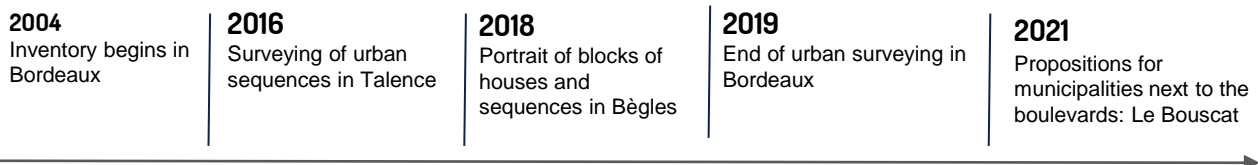
The inventory was undertaken by a multidisciplinary team of professionals from the areas of architecture, urban planning, history, art history and geomatics.

Municipalities located beyond the 19th century boulevards present comparable landscapes and are also very attentive towards preserving their heritage. Since 2016, work has been undertaken to protect these new territories, adapted to the extra-boulevard context.

Objectives of the inventory

- Identify constructions and sectors for development to improve the urban landscape.
- Increase knowledge of the local territory to adapt constructability and heights to the morphology of blocks of houses, their occupancy and street dimensions.
- Describe and evaluate heritage interest of buildings and urban ensembles from the public space.
- Evaluate the technical and conservation status visible from the public space.
- Document buildings or ensembles that have disappeared.
- Extend observation beyond the strict regulatory territory.

Implementation - Timeline



Resources: Stakeholders and *roles*

Architecture and Urban Heritage Projects Department, Town-Planning Department, Bordeaux Métropole

- 1 architect / project manager
- 2 architects / field survey managers
- 2 heritage technicians
- 1 architect / documentation historian
- 1 GIS mapping technician
- 1 administrative assistant

Project team

Aquitaine Regional Department of Cultural Affairs

Regional inventory office
Centre of Architecture and Heritage Interpretation

Partners

Inventory of Cultural, Urban and Historic Property of the City of Bordeaux

Knowledge-ACTION N° 6



Title 1:
Ciborium - Eglise Sainte-
Eulalie - Credit 1: F. Deval,
City of Bordeaux



Title 2:
Sculpture - Basilique Saint-
Seurin - Credit 2: F. Deval,
City of Bordeaux



Title 3:
Clock - Basilique Saint-
Seurin - Credit 3: F. Deval,
City of Bordeaux



Title 4:
Painting - Basilique Saint-
Seurin - Credit 4: F. Deval,
City of Bordeaux

Key figures:

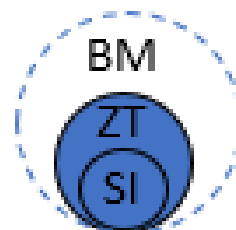
- 15,000 objects of all kinds and forms (paintings, sculptures, statues, furniture, stained-glass windows, liturgical objects, clothes, liturgical linen and decorations, printed works, etc.).
- Approximately 100 works located in the public space, a number of which belong to the collections of Bordeaux museums and some of which are stored by the State.
- Out of this total, 370 objects (mostly paintings, sculptures and organs) are listed and/or classified as Historic Monuments.

Author(s)

Patrick Della Libera

Related action(s)

Study and Maintenance of Municipal Heritage in Bordeaux
Monumental and Historic Heritage Prevention Plan of the City of Bordeaux





STATUS OF ACTION: **IN EFFECT** / PLANNED / PROPOSED

Thousands of works constitute the City of Bordeaux's cultural, urban and historic property. The local authority is undertaking an enormous inventory and assessment project for works of all kinds that it owns and that do not belong to the collections of its museums.

Specifically, all the cultural property transferred with the 19 churches on 9 December 1905, when the law on the Separation of the Churches and the State was passed. Since this occurred, no serious assessment nor comprehensive project had been initiated by the City of Bordeaux to assess and survey these thousands of objects, aside from several restoration projects for objects classified and/or listed as Historic Monuments. This work will allow the City of Bordeaux to know more about the state of these collections, offer protection to certain objects by classifying them as historic monuments, and implement a conservation/restoration programme according to the condition reports made as part of the inventory.

This work extends to statues, steles, commemorative monuments, fountains, and urban furniture located in the public space, as well as furniture kept in certain municipal buildings like the Town Hall, which are rich in testimonies of the past and present a historic interest.

Objectives of the inventory

- Greater knowledge of municipal collections.
- Survey and detailed assessment.
- Photographic campaign of all works.
- Conservation and upkeep.
- Ensuring sustainability and monitoring.
- Creation of a data base on software that will eventually be accessible to the public and researchers.
- Various enhancement initiatives (tours, articles, sheets, leaflets, exhibitions, films, conferences, etc.).
- Raising awareness of conservation amongst those responsible for these items.

Implementation - Timeline

2012:

Project is launched

2020:

Inventory and consolidation of all furniture protected as historic monuments and urban furniture

2030:

All cultural property processed

Resources: Stakeholders and *roles*

City of Bordeaux:
1 heritage conservation role within the City's Directorate-General Cultural Affairs
Steering

Departmental archives, Bordeaux Métropole Archives
The City's museums, the State (Regional Department of Cultural Affairs (DRAC), Curator of Antiquities and Objets d'Art (CAOA)), building directors
Partners

NO PHOTOS

Key figures

-**48 buildings** protected as historic monuments. All eras and all kinds of architecture: religious (churches such as Saint-Michel, Saint-Seurin, Notre-Dame, etc.), domestic (Palais Rohan, Hôtel Ragueneau, Hôtel de Lisleferme, etc.), military (Grosse Cloche, Porte Cailhau), ornamental (Porte d'Aquitaine, Porte de Bourgogne, Porte Dijeaux), cultural (Grand Théâtre, Palais Gallien), and fountains (Saint-Projet, Sainte-Croix, des Graves, etc.).

-2 major cultural buildings are listed on the World Heritage List as part of the Way of St. James in France (Basilique Saint-Michel and Basilique Saint-Seurin).

-**7** buildings or ensembles labelled “Remarkable Contemporary Architecture”.

Thousands of objects, mostly liturgical in nature and not part of museum collections, including **368** that are protected as HM (Ter Brugghen at the Eglise Saint-Ferdinand, a Philippe de Champaigne painting and Bernini family sculptures in Eglise Saint-Bruno, alabaster panels in Saint-Michel and Saint-Seurin, Dom Bédos organs in Eglise Sainte-Croix, cranes in Bassins à Flot, etc.).

Author(s)

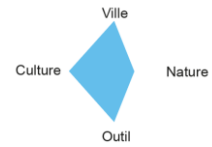
Patrick Della Libera

Related action(s)

Inventory Of Cultural, Urban and Historic Property
of the City of Bordeaux

Monumental and Historic Heritage Prevention Plan of the City of
Bordeaux





STATUS OF ACTION: **IN EFFECT** / PLANNED / PROPOSED

The city of Bordeaux owns remarkable domestic architectural heritage in the urban landscape that must be maintained. The local authority has implemented specific assessment and maintenance processes for this remarkable heritage.

They are based in two major areas:

firstly, increasing knowledge of heritage, particularly concerning its state of condition; secondly, ensuring that each piece of heritage that belongs to the City is in the best conditions for conservation, by securing the budgets implemented through regularly consuming the credits made available for this purpose.

The role of the city of Bordeaux in terms of protecting and preserving heritage must involve an exemplary approach in this limited budget period.

Objectives of the architectural assessment and maintenance project

- Create and update documentation and condition logbook for each heritage building belonging to the City of Bordeaux. Condition logbooks are one of the key monitoring tools created by the department for maintaining municipal heritage. They include where the building is located, an identity sheet, its state of condition, planned developments and past works.
- Creating conservation and restoration strategies for heritage buildings that belong to the City, managed by the CAA, as part of multi-year planning.
- Maintain the compatibility between the building's use and its state of condition.
- Include restoration of property protected as historic monuments in a multi-year programme.

Implementation - Timeline

2012:

Post of monumental and property heritage manager created within the Directorate-general Cultural Affairs

2019:

- Condition logbooks created for all 20 cultural buildings that belong to the City
- Records updated: Basilique Saint-Michel, Église du Sacré-Cœur and Palais Gallien

2020/2021:

- Multi-year investment plan created for the duration of the new municipality's term
- Records updated: Basilique Saint-Seurin, Église Sainte-Eulalie and Chapelle Saint-Joseph

Resources: Stakeholders and roles

City of Bordeaux:
DGCA - monumental and property heritage manager

Steering

Bordeaux Métropole
Property Department
Architecture and Urban
Heritage Projects
Department
Bordeaux Métropole
Archives

In-house partners

Ministry for Culture - Regional
Directorate of Cultural Affairs
(DRAC)

Departmental archives
Regional inventory office

External partners

Bordeaux Métropole Archives (ABM)

Knowledge-ACTION N° 8



Title 1: Bordeaux Métropole Hôtel des Archives,
Bordeaux Bastide

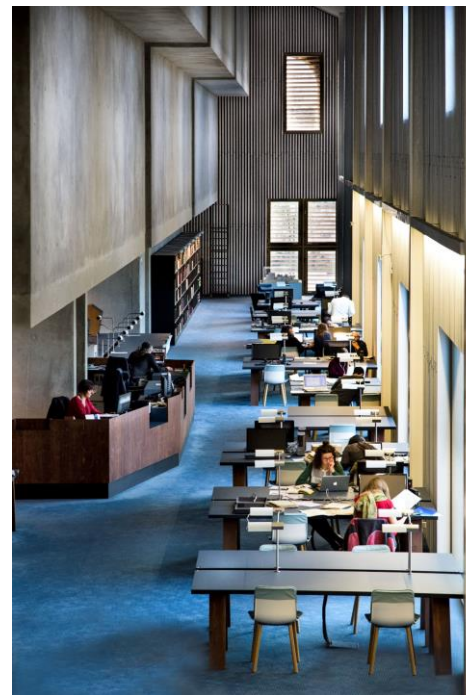
©Archives de Bordeaux Métropole, picture B.
Rakotomanga.

Key figures:

- 18 km of shelves of documents, from the Middle Ages to now
- 150,000 iconographic documents,
- 768,869 images and pages available online on the website
- 18,436 visitors (2019)
- 1,006,141 views on the website <https://archives.bordeaux-metropole.fr>
- 1 toponymic data base in progress, with an in-built mapping system collecting historic and administrative information about municipal roads (origin and evolution of roads, names) planned to be launched for internal and external users in 2022

Title 2: Inside the Hôtel de Bordeaux Métropole,
Bordeaux Bastide

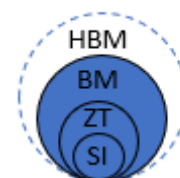
©Archives de Bordeaux Métropole, picture B.
Rakotomanga.

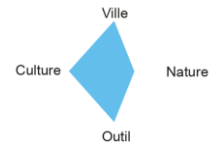


Author(s)

Marie Sylvie Barrère
Frédéric Laux
Jean-Cyril Lopez

Related action(s)





STATUS OF ACTION: **IN EFFECT** / PLANNED / PROPOSED

The Bordeaux Métropole Archives (ABM) Department manages the Bordeaux Métropole municipal archives, a national treasure in a range of formats (paper, audiovisual, photos, native digital data). The ABM Department, created on 1 March 2016, is responsible for the archival activity of municipalities that have opted to share this service (there are 7 of them as of 1 January 2020). It handles the legal and regulatory tasks required by the General Code on Local Authorities and the Heritage Code. The ABM Department operates all along the archival chain, for operational documents and those which must be preserved definitively for historic research documentation. The richness of the documentary collection, particularly the maps and architectural drawings, reflects the evolutions of Bordeaux, Port of the Moon and the diversity of the urban architectures and ensembles. It's an important resource for researchers and the general public to develop their knowledge.

Objectives and tasks of the ABM

Collecting	a variety of sources and formats	Drawing on best documentation practice for methodology (organisation and management of ordinary and intermediary archives) from the Public Authority for Intercommunal Cooperation (EPCI) and the municipalities
Organising	through describing, grading and indexing	
Conservation	both preventive and curative	
Communicating	reading room, exhibitions, mediation, publications, artist residencies, conferences	

Implementation - Timeline

2016: ABM is created (EPCI + 3 municipalities) New Hôtel des Archives is opened Educational department is created	2019: Extended to 3 new municipalities Implementation of electronic archive system "ALBUM"	2020: Extended to 1 new municipality Website redone
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Resources: Stakeholders and *roles*

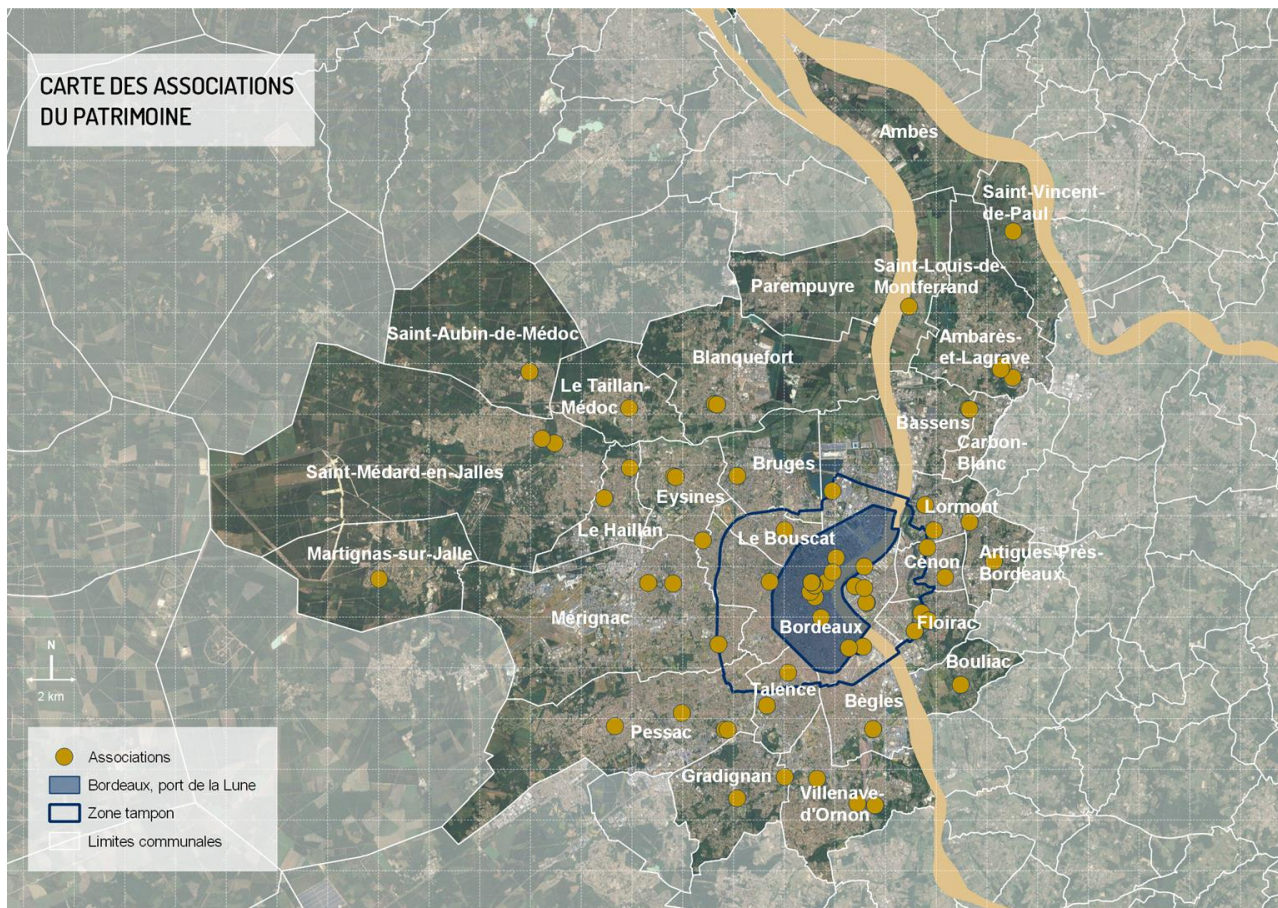
Bordeaux Métropole 39 officers
Steering

Universities, cultural societies, Ministry for National Education, institutions
Partners

Budget: €366,677 (operating) and €274,667 (investment)

Network of Heritage Societies

Knowledge-ACTION N° 9



Title: Map of heritage societies

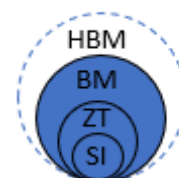
Credit: BM and A'urba

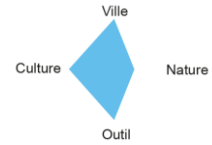
Author(s)

Marie-Florence Pate

Anaïs Tissier

Related action(s)





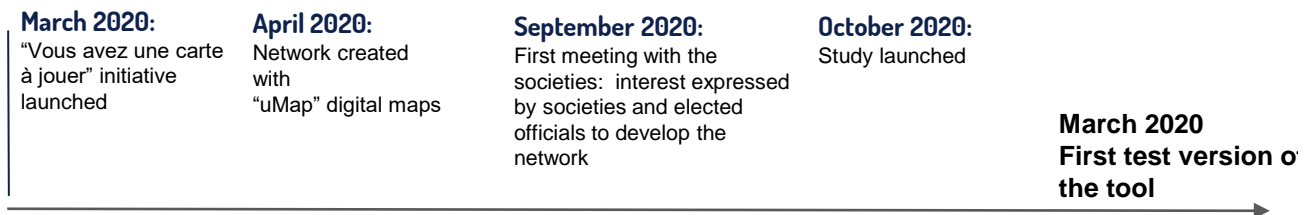
STATUS OF ACTION: IN EFFECT / **PLANNED** / PROPOSED

Citizen participation is at the centre of the considerations of Bordeaux Métropole local authority. Heritage is considered one of the levers for this, specifically through identifying heritage sites and appropriating urban planning rules and the projects they apply to.

The “Vous avez une carte à jouer” [Put it on the map] project, launched in 2020, encouraged heritage societies to contribute to the creation of mapping games featuring metropolitan heritage sites, by identifying and selecting heritage elements. The pandemic meant that the project was transformed, with the creation of an online version of the initiative, and this led to the creation of a network of societies. During the meeting where the games were submitted, local societies expressed their interest for the mapping tool used in the initiative and for a directory to be created. To meet the needs of societies and challenges related to metropolitan heritage, a digital tool is currently being developed.

In the long term, the digital tool will: help citizens participate in the metropolitan narrative, better take citizen experience into account in terms of heritage recognition, make heritage information from this collaborative project available to the public, make metropolitan destinations of interest better known, create a metropolitan community of heritage stakeholders, and increase the competencies of societies and the public in terms of urban (or dynamic) developments and landscape transformations.

Timeline



Resources: Network members and *roles*

Architecture and Urban Heritage Projects Department, Town-planning Department, Bordeaux Métropole
 Elected officials
Steering

Nature Department
 Water Department
 Local units
 Digital and IT Systems Directorate-General
In-house partners

63 metropolitan heritage societies
External partners

Local Bordeaux UNESCO Committee (CLUB)

Knowledge-ACTION N°10

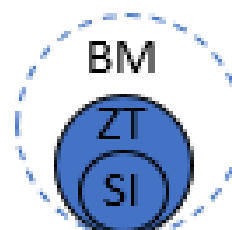
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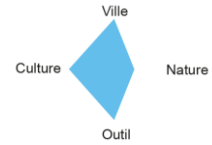
Author(s)

Manon Espinasse
Anne Laure Moniot

Related action(s)

Assistance for urban planning authorisation requests
Assistance for local urban planning





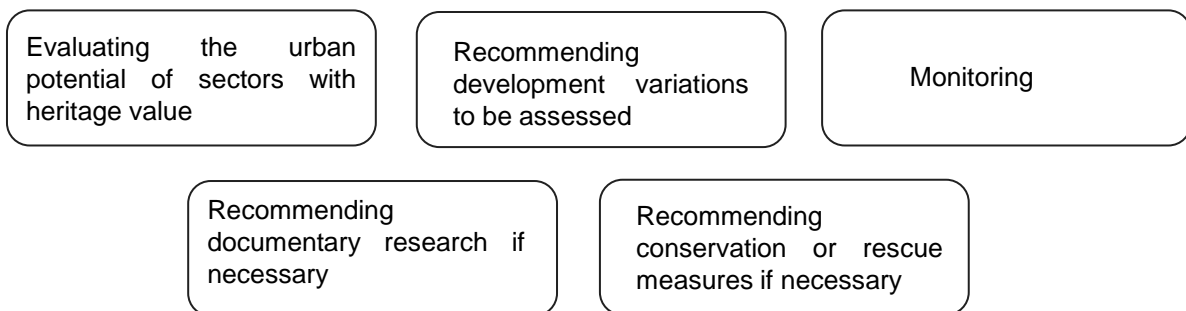
STATUS OF ACTION: **IN EFFECT** / PLANNED / PROPOSED

In 2009, a Local UNESCO Bordeaux Committee (CLUB) was implemented on the request of UNESCO. The CLUB is *to advise on all planning matters that might impact on the Outstanding Universal Value of the property(...) the State Party considers that this Committee completes the necessary range of instruments for the management of the overall property” (Extract from the decision adopted by the World Heritage Committee, Brasilia, 34 COM 7B.86).* The CLUB is a flexible body for reflection, consulting and dialogue between project leaders and qualified individuals.

Subjects at the architectural level (demolition, restoration, or redevelopment projects, new constructions) and at the urban level (infrastructure, redevelopment of districts or wastelands, reclassification of public spaces, etc.) are covered.

The CLUB specifically contributed to defining the modifications to be implemented to Pont Chaban Delmas on UNESCO's request.

Objectives of the CLUB



Implementation - Timeline



Resources: Members of the CLUB

Experts from civil society, art, architecture and urban planning historians Stakeholders from heritage societies	Representatives from institutions involved in heritage, urban planning and architecture (DRAC, Architectural, Urban and Environmental Council (CAUE), Architecture and Heritage Departmental Unit (UDAP), Ordre des Architectes, etc.)	District representatives demonstrating a clear attachment to the urban, architectural and social values of a district	Bordeaux Métropole
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Training and Engagement of Architecture Professionals

Knowledge-ACTION N° 11

Choice of photo series

Key figures:

9 participatory workshops

Approx. 15 participants in each workshop

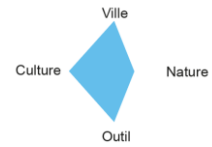
Author(s)

Manon Espinasse

Anne-Laure Moniot

Related action(s)





STATUS OF ACTION: **IN EFFECT / PLANNED** / PROPOSED

Training and engagement of professionals involved in creating the city and its architectures are a key element for it to develop well and to preserve the Outstanding Universal Value of Bordeaux, Port de la Lune. With this objective in mind, participatory workshops were organised by the architectural quality task force, bringing together professionals from a variety of backgrounds (architects, urban planners, engineers, lawyers, construction economists, historians, cultural organisers, etc.) to work to preserve architectural and urban heritage and adapt it to modern needs. Specifically at these workshops, participants were able to share their perspectives and think collectively about questions raised by modern developments in order to build a common, shared culture through exchanging multi-disciplinary knowledge. The workshops took the form of a project tour, then a round-table discussion. The first series of workshops discussed construction in historic centres, the network of detached houses and new districts. The second series accompanied the exhibition “Bordeaux, ville de pierre, un patrimoine à vivre !” [Bordeaux, city of stone, experience the heritage!] and allowed the spotlight to be placed on Bordeaux architectural creation through the prism of different materials: stone, metal and wood. The third series was part of construction or reconstruction projects to adapt to climate change with a focus on the themes of modular construction, natural elements in the landscape and biosourced materials. Other events like “Jeudi, c’est archi” [Architecture Thursday] have provided an opportunity for dialogue between professionals and non-professional participants as well. This moment for sharing is a series of conferences organised with the 308 - Maison de l’Architecture en Nouvelle-Aquitaine, which once a month presents projects from Palmarès Régional d’Architecture en Nouvelle-Aquitaine (PRAd’A) and explores how architecture can take a sustainable and innovative approach that highlights everyday heritage.

Implementation - Timeline

March, June, November 2018
 Series 1 of participative workshops, “Constructions in historic centres”

October, November, December 2018
 Series 2 of participative workshops, “Architectural creation through the prism of different materials”

September, October, November 2018
 Series 3 of participative workshops, “Constructions or reconstructions to adapt to climate change”

Resources: Stakeholders and *roles*

Bordeaux Métropole
 Architectural quality task force, Architecture and Urban Heritage Projects Department

Steering

Architects, urban planners, engineers, lawyers, construction economics, historians, cultural organisers, etc.
Participants

308
 Ordre des Architectes
Partners

Cultural Mediation, Bordeaux, Port of the Moon

Mediation-ACTION N°1



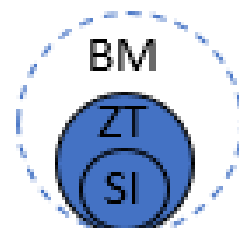
Choice of exhibition and tour photos

Author(s)

Marion Belleville
Manon Espinasse
Anne-Laure Moniot

Related action(s)

Architectural and Heritage Interpretation Centre (CIAP)
Cultural mediation offering for underserved groups
Cultural mediation offering for school groups





STATUS OF ACTION: **IN EFFECT** / **PLANNED** / **PROPOSED**

Exhibitions, guided tours and educational workshops are offered in museums and the city in order to educate people on the Outstanding Universal Value of Bordeaux, Port of the Moon, listed on the UNESCO World Heritage List as an outstanding urban and architectural ensemble since 2007.

The Architectural and Heritage Interpretation Centre (CIAP) is one of the main mediators. Guided tours and workshops are organised there for primary, middle and high schools. National and international events, such as the Week of World Heritage Sites (14 to 20 September 2020), created within the framework of the European network AtlaS.WH, offer an opportunity to refresh the offering dedicated to the site, its history and current transformations.

The CIAP is not the only cultural mediator - various public and private museums supplement OUV cultural content through their collections. They cover the general history of the city and its architecture, as well as the maritime and wine-producing history, and offer mediation in multiple formats: educational packages and booklets, as well as guided tours of exhibitions and the urban historic site.

The Tourist Office, organisations and independent tour guides also provide additional components to the cultural mediation offering in Bordeaux, Port of the Moon.

The multitude of perspectives is rich. It should be better known. That is why the Directorate-General Cultural Affairs has proposed to create a multi-disciplinary project to be used by multiple establishments, both public and private, that's dedicated to Bordeaux, Port of the Moon, for school groups. It could take the form of a booklet or a treasure hunt, for example.

Implementation - Provisional timeline

2007: Bordeaux, Port of the Moon is registered on the World Heritage List	2009: Town of Art and History label > desire to enhance the city's heritage for the public confirmed.	2010s: Several directly connected sites opened: Cité du Vin, Bordeaux World Heritage (CIAP), Musée Mer Marine. Renovation of museums that present Bordeaux and its history (Musée d'Aquitaine, Musée des Beaux Arts)	Since 2012: Seasonal programme "Urban walking trails- UNESCO begins outside your door"	2020: Week of World Heritage Sites Creation of multi-disciplinary tool for schools begins (planned completion: January 2022)
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Resources: Stakeholders

Public establishments

Bordeaux World Heritage (CIAP)
Musée d'Aquitaine
Musée des Beaux-Arts
Musée des Arts Décoratifs et du Design
Centre d'Art Contemporain (CAPC)
Bordeaux Métropole Archives
Tourist Office

Private establishments

Musée de l'Histoire Maritime
Musée du Vin et du Négoce
Musée Mer Marine
Cité du Vin
Musée des Douanes

Independent tour guides

Organisations (Histoire de Voir, Pétronille, Tout Art Faire, Passionnés d'Art, Kairinos, Renaissance des Cités d'Europe, etc.)

Cultural Mediation for School Groups

Mediation-ACTION N° 2



Workshop at the Architectural and Heritage Interpretation Centre © Mairie de Bordeaux, F. Deval

Title: 18th century discovery package © Mairie de Bordeaux, L. Gauthier



Title: Tour with high school students © Mairie de Bordeaux, O. Chatelain

CHOICE OF PHOTO

Key figures

13 stakeholders surveyed

More than 20 activities offered

Author(s)

Marion Belleville

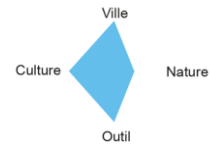
Julie Guiroy

Related action(s)

Town and Land of Art and History Convention

Architectural and Heritage Interpretation Centre (CIAP)





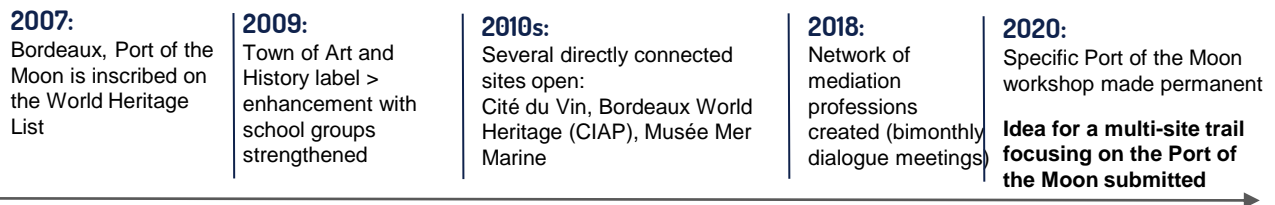
STATUS OF ACTION: **IN EFFECT** / PLANNED / PROPOSED

The mediation offering for school groups has existed for many years in cultural establishments, particularly in the Architectural and Heritage Interpretation Centre, and contributes to raising awareness of the *Bordeaux, Port of the Moon* Property and its Outstanding Universal Value (VUE). The offering is available for nearly all ages, from 6 to 18 years old (6-8 year olds to a lesser extent) and in many forms: guided tours and workshops, projects organised with the Ministry for National Education (Artistic and Cultural Education, EAC) or autonomously (educational packages and dossiers, or discovery booklets). On top of the cultural activities offering, multiple museums have collections that attest to the Outstanding Universal Value of Bordeaux, Port of the Moon. This means that any school visit, even non-guided, raises young people's awareness on the subject. Cultural establishments are spread throughout the Bordeaux region, between the centre, the north of the city and the right bank.

Themes covered relating to Bordeaux, Port of the Moon:

- Architecture: development of the city, the remarkable elements
- The port: topics related to merchandise, trade, urban landscape, etc.
- Wine
- Slavery

Implementation - Timeline



Resources

Stakeholders

Budget

Municipal sites
 Musée des Beaux-Arts
 Bordeaux Métropole Archives
 Musée des Arts Décoratifs et du Design (MADD)
 Centre d'Art Contemporain (CAPC)
 Bordeaux World Heritage
 Musée d'Aquitaine
 Botanic Gardens

Other sites
 Musée des Douanes
 Musée de l'Histoire Maritime
 Musée du Vin & du Négoce
 Musée Mer Marine
 Cité du Vin

Organisations
 Histoire de Voir

Each establishment's operating or HR budget.

Cultural Mediation for Underserved Groups

Mediation-ACTION N° 3

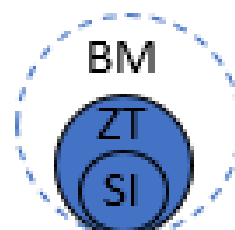
Before-after photos of the Cité du Vin

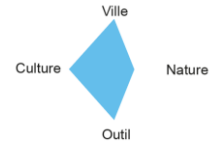
Author(s)

Isabelle Amicel
Marion Belleville
Manon Espinasse
Anne-Laure Moniot

Related action(s)

Cultural mediation, Bordeaux, Port of the Moon





STATUS OF ACTION: **IN EFFECT** / PLANNED / PROPOSED

The cultural offering for underserved groups is based on the accessibility of cultural sites. Accessibility is developed in an general, intersectional way through framework documents such as the Agenda of Planned Accessibility (Ad'AP). It describes the accessibility strategy for municipal buildings and confirms the commitment of departments, organisations and partners to accessibility. Addressing underserved groups involves adapting content for different kinds of disability (auditory, intellectual, visual, physical). The Cité du Vin is fully accessible and serves as a reference.

For visitors with hearing impairments, the Musée d'Aquitaine, Musée des Beaux-Arts, Musée des Arts Décoratifs et du Design (MADD) and Musée d'Art Contemporain (CAPC) offer a monthly tour in French sign language (LSF).

For visitors with vision impairments, Musée d'Aquitaine has created tactile displays (facsimiles, braille signs, thermoformed images) to allow them to visit the collections autonomously.

Several improvement projects are planned:

In Musée d'Aquitaine, a sensory trail is being constructed for completion in 2021, with the expertise of a mediator with a vision impairment.

Sensory options are being investigated at the Musée des Beaux-Arts. This museum also offers access to patients from the Cadillac and Charles Perrens psychiatric hospitals and from the university hospital centre.

The Musée de la Mer et de la Marine has upgraded its digital content, available to all, in the framework of the "Connected cultures 2020 - cultural digital creativity and innovation" call for projects.

The cultural offering for underserved groups also includes access to cultural works housed in libraries. On this note, the Diderot Space in the Mériadeck Library offers audio, braille and digital versions of all the texts by Montaigne, Montesquieu and Mauriac.

Implementation - Timeline

Law of 11 February 2005
on equal rights and opportunity,
participation and citizenship for
people with disabilities

2015:
Agenda of Planned
Accessibility (Ad'AP)

July 2019:
Development plan
supporting people with
disabilities, City of
Bordeaux

Stakeholders

Bordeaux Métropole and City of
Bordeaux:
Directorate General of Cultural Affairs
(museums, libraries)
Directorate-General Solidarity and
Citizenship (Task force for disability and
city accessibility)

Private museums

Organisations:
Oxygène
L'Alternative Urbaine
UNADEV

Towns and Regions of Art and History Convention

Mediation-ACTION N° 4

Choice of photos

Key figures

11 years of holding the label

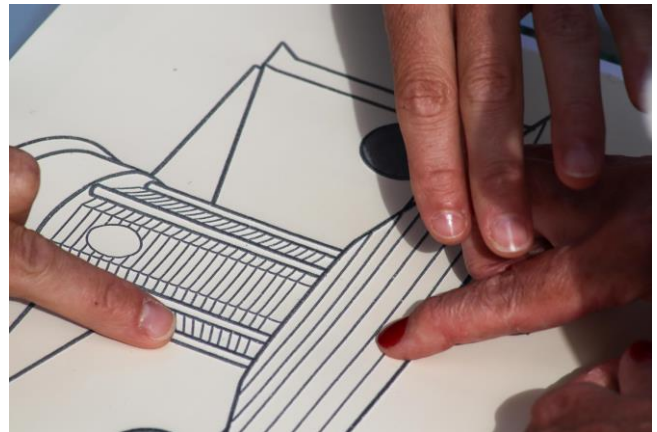
450,000 visitors to the Architectural and Heritage Interpretation Centre (CIAP) since 2012

+10,000 visitors attended an urban walking trail

+1,000,000 attended the Heritage Days



Mériadeck, one of the 15 non-guided trails in *Urban Walking Trails* - Photo L. Gauthier © Mairie de Bordeaux



Tour of Bacalan with vision-impaired visitors
Photo P. Cléron © Unadev



Canoe tour of Bassins à Flot EHD 2018 Kaizoku / Bx Métropole Artistic Procurement Directorate
Photo L. Gauthier © Mairie de Bordeaux



Artistic installation by Delphine Delas for the CIAP
Photo F. Deval © Mairie de Bordeaux

Author(s)

Laure Vallette

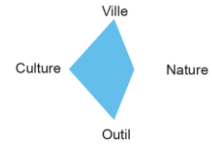
Related action(s)

Architectural and Heritage Interpretation Centre (CIAP)

Cultural mediation offering for school groups

Cultural mediation, Bordeaux, Port de la Lune





STATUS OF ACTION: **IN EFFECT** / PLANNED / PROPOSED

The 2006 action plan connected to managing the *Bordeaux, Port of the Moon* Property involved applying for the Towns and Cities of Art and History label (VPAH). In 2009, the Ministry for Culture awarded this label to Bordeaux, recognising commitment to the mediation and enhancement of heritage and quality of life.

With a large urban part of the region being UNESCO-listed, which gives the City a strong heritage image, the VPAH label process is less of a lever for recognition and communication than a foundational tool to develop a structured mediation project, aimed at broad groups, at the intersection of cultural and tourism sectors and in service of developing an adapted, sustainable region.

When the convention is renewed, the evolution of the CIAP, the examination of levels of regional (Metropolitan) heritage, and considerations around constantly improving the structure of the project and connecting it with different sectors and stakeholders (specifically local stakeholders) should be considered.

Objectives of the VPAH label

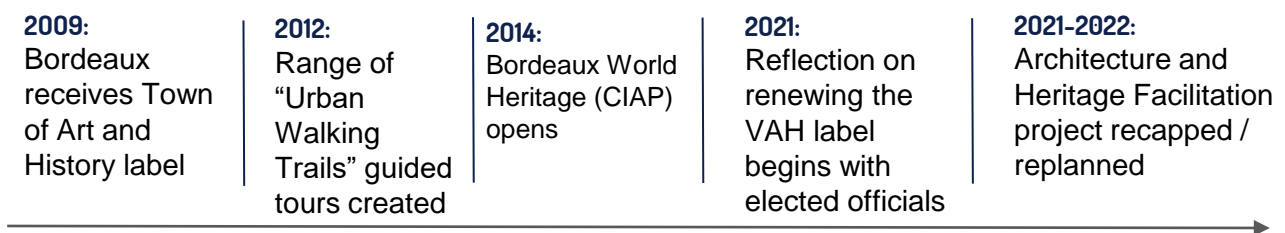
General objectives of the label:

- Active process of educating, conserving, mediating and supporting architectural quality
- Better appropriation of quality of life
- Quality tourism
- Utilising qualified staff (architectural and heritage facilitator, tour guides)

Strong objectives in Bordeaux:

- Support the appropriation of an evolving heritage region, in a shifting Métropole
- Provide heritage education: young groups targeted
- Offer a Heritage Facilitation project in connection and symbiosis with a very rich network of stakeholders

Implementation - Timeline



Resources Stakeholders and *roles*

Architecture and Heritage Facilitation Office, City of Bordeaux
Steering

Budget

Main partners:
 Town-planning Department, Tourist Office, Musée d'Aquitaine

Local enhancement stakeholders:
 independent tour guides; historic societies, cultural mediation organisations; bodies providing mediation training (Université, CNAM, EnsapBx).

€286,000 of State funds as part of the conventic

Architectural and Heritage Interpretation Centre (CIAP)

Mediation-ACTION N°5



© Mairie de Bordeaux, A. Sibelaït



© Mairie de Bordeaux, D.R.

General caption:

The permanent exhibition space at the *Bordeaux World Heritage Interpretation Centre, Place de la Bourse.*

Choice of photos

Key figures

82,000 visitors/year

5000 students visited

2000 residents/year attend planned events



© Mairie de Bordeaux, C. Chiarandini



© Mairie de Bordeaux, L. Gauthier



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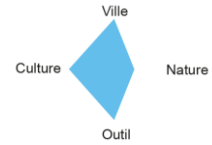
Author(s)

Laure Vallette

Related action(s)

Towns and Regions of Art and History Convention
Cultural mediation offering for school groups





STATUS OF ACTION: **IN EFFECT / PLANNED** / PROPOSED

The Architectural and Heritage Interpretation Centre (CIAP) is at the heart of the Bordeaux architecture and heritage facilitation strategy (VPAH label), as a free exhibition space that opened in the city centre in 2014. The Tourist Office manages the reception (ticket desk, gift shop). In the 250 m² permanent exhibition space, the city's urban history and heritage can be discovered through models, drawings and digital displays. It's one of the starting points for the urban walking trails. At the end of 2022, the CIAP will leave these premises. A review, particularly of the visitor experience, will provide a foundation for planning how to set up the facility again in another site. The option of associating the CIAP with the Musée d'Aquitaine, the museum of the local territory(ies) and particularly the history of the city, is being investigated, in a broader context of creating a museum hub that is more open to the city, stimulating dialogue between the urban space and architecture, and the museum collections. The CIAP project remains at the intersection of cultural mediation, urban planning and tourism.

Objectives of the CIAP

Provide the keys to understanding the "fabric of the city", the balance between heritage preservation and urban development.

Implement an awareness raising project for heritage inside and outside the city limits.

Offer a place/tool resource that's accessible to other local stakeholders (tours guides, architects, etc.).

Contribute to better appropriation of quality of life (> expert residents: stakeholders, ambassadors).

Raise awareness of the Outstanding Universal Value of UNESCO Properties (Bordeaux, Port of the Moon and the Way of St James): strengthen residents' pride and respect for tourism sites.

Implementation - Timeline



Resources

Stakeholders and roles	Architecture and Heritage Facilitation Office, City of Bordeaux <i>Steering</i>	Budget
<i>Main partners:</i> Town-planning Department, Tourist Office, Musée d'Aquitaine	<i>Experts</i> (scientific committee - creation / future evolution of the project)	€800,000 (creation budget for the CIAP) €30,000 (operating budget/year)
	<i>Users</i> (tour guides, architects, organisations, teachers)	

Bordeaux and Aquitaine Museum World

Mediation-ACTION N° 6

Key figures:

1.3 million pieces covering 400,000 years of history

5000 m² of exhibitions

150,000 yearly visitors

29,000 m² building in the former Palais des Facultés

Three sites: Cours Pasteur, Place Jean Moulin, Shinazi/La Palu

Goupil Museum, created in 1991,

Adolphe Goupil collection of 70,000 stamps and photos

National Centre of Resistance, 10,000 items, works and documents



19th century rooms, credit: Lysiane Gauthier



Credit: L. Gauthier



Choice of photos

Musée d'Aquitaine, photo: L. Gauthier

Author(s)

Anne-Laure Moniot

Laurent Védérine

Related action(s)

Cultural mediation, Bordeaux, Port of the Moon

Cultural offering for underserved groups





STATUS OF ACTION: **IN EFFECT** / PLANNED / PROPOSED

400,000 years of Bordeaux and Aquitaine history is collected in the Musée d'Aquitaine.

In the short term, the 2020-2025 scientific and cultural project plans to update the conservation and mediation programme to spotlight many aspects of the history of the city's local districts and its connections with territories near and far. This museum already has multiple collections and the aim is to draw on their richness to create resonance between them. Dialogues with the world provide a common thread for the new curation, enriched with very important recent discoveries and opened up to the outer world.

Objects are placed in context to make them more meaningful. Connections are made with current issues, like climate change or resource management, but also with other sites in the city that are available to visit. Three of these sites, landmarks in Bordeaux's history, are part of a partnership with the Bordeaux Métropole Tourist Office: the Amphithéâtre du Palais Gallien, Cimetière de Saint-Seurin and Porte Cailhau. The museum is aimed just as much at visitors to the city as to residents, all ages included, and has developed adapted tours for people with various disabilities. It draws on the work of the mediation team in the Architectural and Heritage Interpretation Centre (CIAP), with the space presenting the city's history completing its cultural offering.

It covers the history of slavery, from colonisation to decolonisation, and sets up partnerships with other institutions in this context.

Finally, it organises themed exhibitions, presented in the museum or off-site, and hosts exhibitions created by partner institutions. It maintains a network of local, national and international partners.

Timeline

1963 Musée d'Aquitaine is created, based on a scientific programme by Georges-Henri Rivière

1987 Set up in the Palais des Facultés

1998 Goupil Museum and collection absorbed (19th century stamps)

2006 Jean Moulin National Centre of Resistance absorbed

2009 Spaces dedicated to the history of slavery opened

2018 Scientific Committee for the Renewal of the Scientific and Cultural Project set up

November

2020 Scientific and Cultural Project approved by the City Council



Resources

Stakeholders and *roles*

Scientific Committee: around forty members

Musée d'Aquitaine Department
Steering

Partners: Universities, etc.

Cultural Alphabet Book of the Districts of Bordeaux

Mediation-ACTION N°7

Book cover or key illustration from the book?
Photo of a workshop or tour?

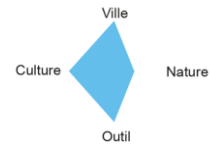
Author(s)

Léa Barthe

Related action(s)

Cultural mediation offering for school groups
Cultural offering for underserved groups





STATUS OF ACTION: **IN EFFECT** / PLANNED / PROPOSED

In the context of the Cultural Orientation Document (DOC), Artistic and Cultural Project in Educational Areas (PACTE) and Plan in Support of Cultural Equity, the City of Bordeaux has commissioned N'A QU'1 ŒIL to create a cultural alphabet book of the districts of Bordeaux, by and for the people who live there.

Workshops to gather input were run with residents that belong to Bordeaux's 8 permanent commissions on cultural issues:

- What is culture in a general sense?
- What are the cultural specificities of your district?
- What unique people and places are found in your district?
- What cultural future do you see for your district?

These workshops took place in the municipal halls and cultural spaces in the 8 districts of Bordeaux. In each district, exceptional tours of cultural spaces were offered and organised by residents, the organisation and the city council. The objective of these workshops and tours was to create a book for each district that represents a nuanced portrait of the area, by the people who live there.

In particular, this project allowed for a culture-focused citizen participation project to be launched, which is being continued with the creation of the Forum de la Culture and the implementation of several workshops and open spaces in districts.

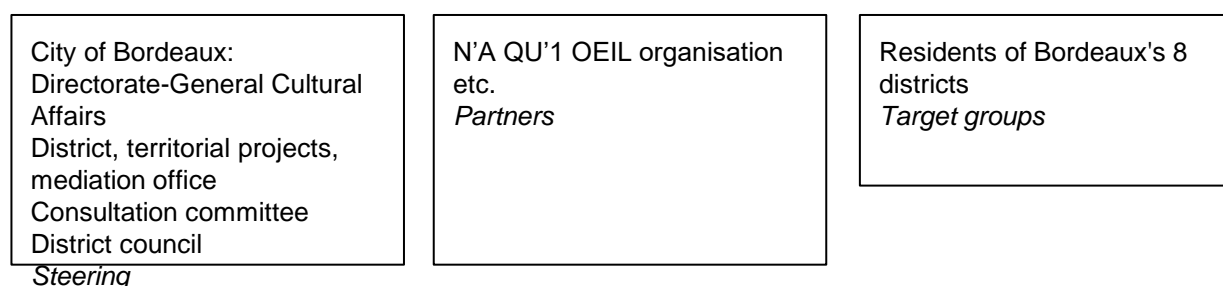
Objectives of the alphabet book

- Enhance and distribute the words and memories of people who live in the districts.
- Create dialogues around what makes culture, share stories and raise the profile of iconic places, personalities and specialities of each district.
- Define what makes culture, particularly in the local territory, together.
- For each person to have access to cultural alphabet books to appropriate and know more about past and present history, heritage and sites with unusual potential, and the cultural specificities of each district.

Implementation - Timeline



Resources: Stakeholders and *roles*



Metropolitan Cultural Trails for Pedestrians and Bikes

Mediation-ACTION N° 8

a'urba map

Discovering the territory by foot and bike is an opportunity to shine a spotlight on the Outstanding Universal Value of Bordeaux, Port of the Moon and the rest of the territory.

Many bike and pedestrian trails exist, designed by various Bordeaux Métropole and City of Bordeaux departments, the Tourist Office, Bordeaux Métropole municipalities and local stakeholders. These multiple perspectives enrich the different options.

Creating interconnections between these trails is a challenge. Building a network across the entire Bordeaux Métropole territory will allow different kinds of discoveries to be made and multiple layers of heritage to be explored. The Tourist Office could be used to spread awareness of the network as a whole.

This dynamic is part of a strategic initiative to develop functional or leisure-based walking trails with the first Metropolitan Walking Plan.

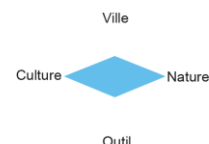
Author(s)

Dominique Busnel
Manon Espinasse

Related action(s)

Metropolitan Long Hiking Trail (GR®)
1st Metropolitan Walking Plan
3rd Cycle Plan

OBM



STATUS OF ACTION: **IN EFFECT / PLANNED** / PROPOSED

Main trail: from the Property to beyond the metropolitan area

-Bordeaux UNESCO:

4 km discovery trail across the Outstanding Universal Value urban and architectural ensemble, non-guided trail with ground markers labelled "Tourisme et Handicap", with map and tours.

-“Tourisme et Handicap” labelled trails

3 trails: Quais de Bordeaux, from the Cité du Vin to the Conservatoire Jacques-Thibaud (currently being certified "Tourisme et Handicap"); Botanic Gardens, from Place Stalingrad to Avenue Thiers; Palais Gallien, from Place Tourny to the Ancienne Pension de Chevaux.

-A day, a night:

Artistic and cultural trail aimed at residents in Bassins à Flot and La Batide districts, planned to be developed in other districts, guided tour, at night-time and staggered times.

-Heritage city trails:

17 discovery trails focusing on the evolution of Bordeaux and its architectural and urban heritage, non-guided trail with maps and walks.

-Urban walking trails:

14 guided trails, with site tours, conferences and educational workshops in the districts of Bordeaux.

-Bike trails:

10 bike trails with markers in Bordeaux Métropole

-Urban excellence bike trails:

3 trails to discover the local territory and highlight its urban and architectural excellence The Right Bank and Vallée de l'Eau Bourde; the north west of the Métropole between Jalles and Médoc; the Presqu'île d'Ambès and its marshlands between two rivers

-Metropolitan Long Hiking Trail (GR®)

161 km route to discover the local territory's natural, cultural and historic heritage, connecting the greater urban area's natural spaces and large parks across 17 municipalities, non-guided georeferenced trail with markers.

-Local loop trails:

Six routes to discover natural, cultural and historic heritage in six municipalities near the Metropolitan Long Hiking Trail, non-guided trail with markers and maps.

-Bordeaux Métropole Supertrails

Routes to discover the local territory's natural, cultural and historic heritage by foot, bike, boat or horse. Several themes on offer: waterside hikes, from town to town, etc. Non-guided trails with maps.

-Bordeaux-Lacanau cycle trail, towards the Vélodyssée:

1200 km bike trail along the Atlantic coast, from Brittany to Basque Country, connecting Bordeaux to Lacanau.

-The Canal des Deux Mers by bike:

750 km from Gironde Estuary, Canal de Garonne and Canal du Midi, from the Atlantic to the Mediterranean Coast.

-The Way of St James:

GR®655 trail, ground markers in Bordeaux.

-The Pilgrims Route or "La Scandibérique", EuroVélo 3:

1700 km of bike trails in France from Norway to Santiago de Compostela

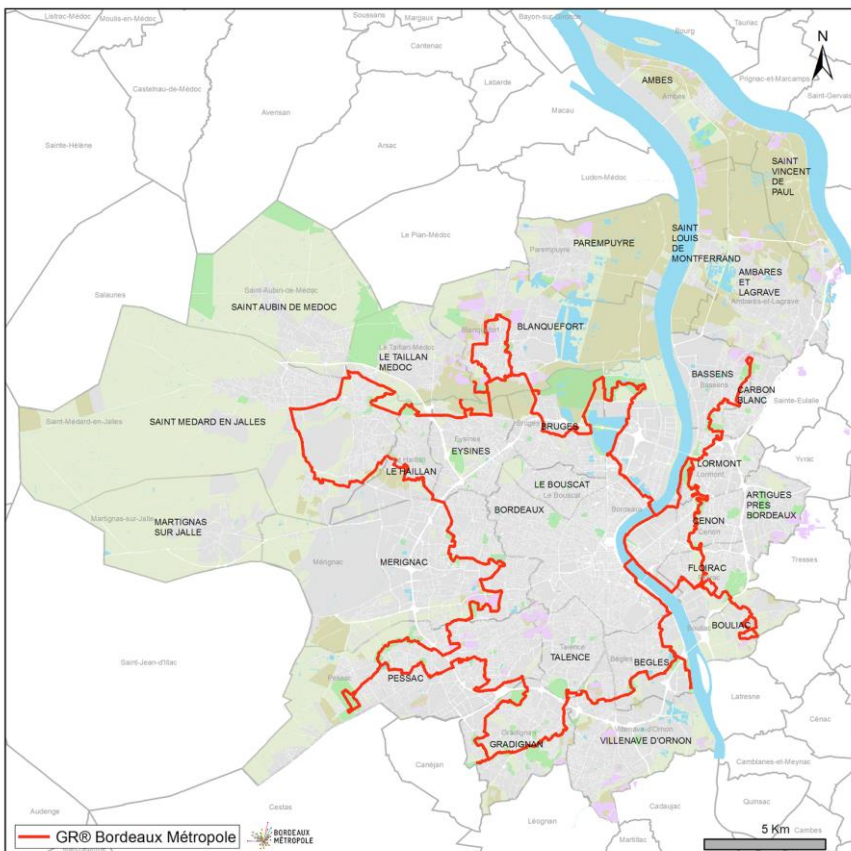
-Forthcoming trails

-Wine-themed pedestrian and bike trail with fixed posts on three levels: in Bordeaux, Bordeaux Métropole and inter-municipalities, outside of Bordeaux Métropole.

-The Chemins des Écoliers in Floirac, paths between public and private spaces that criss-cross and connect central points by foot.

Metropolitan Long Hiking Trail (GR®)

Mediation-ACTION N° 9



Key figures:
17 municipalities
161 km (125 km of
central loop and 36
km in 8 detours)



Photo source: Jean Baptiste Menges

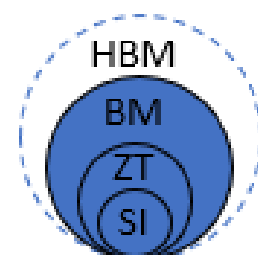
Author(s)

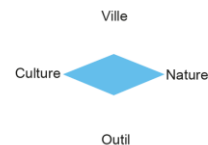
Dominique Busnel

Related action(s)

Visitor reception quality process

Metropolitan pedestrian and cycle trails





STATUS OF ACTION: **IN EFFECT** / PLANNED / PROPOSED

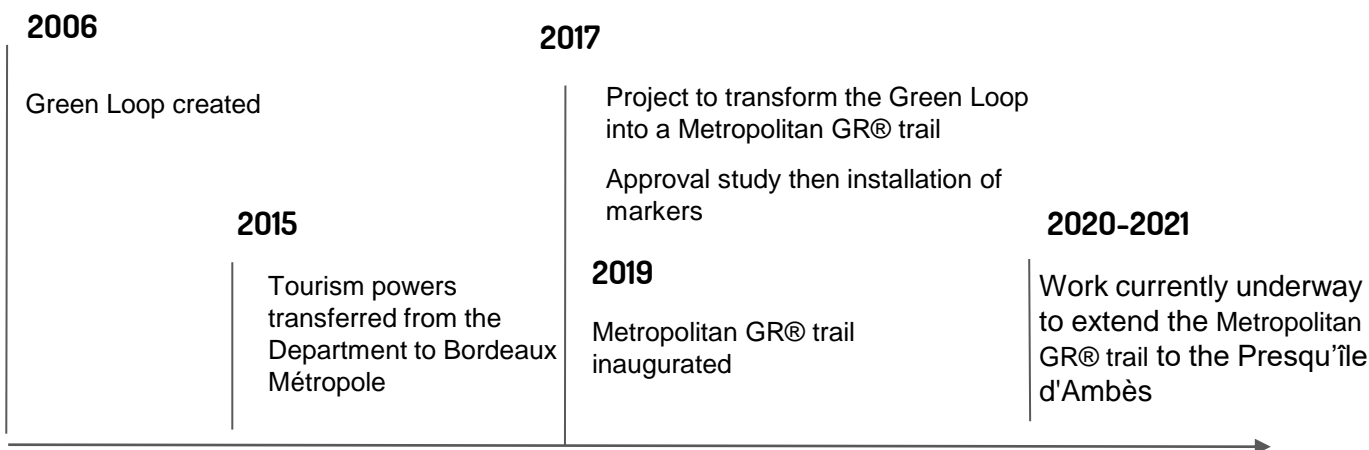
Out of all the discovery trails in the metropolitan region, the Metropolitan Long Hiking Trail (GR®) connects the most routes and places located in the World Heritage-listed site with other routes and places in and outside the metropolis.

In 2006, the Bordeaux Urban Community got involved in creating a discovery trail in the Bordeaux metropolis, called the Green Loop. This route highlights the region's natural, cultural and historic heritage, connecting the greater urban area's natural spaces and large parks. As of 1 January 2015, Bordeaux Métropole has powers in terms of tourism policy and particularly concerning cycle and pedestrian trails.

In order to give the Green Loop more international recognition, the tourism task force launched a partnership with the Fédération Française de Randonnée Pédestre (national hiking federation), which culminated in a joint project to create the first French metropolitan GR® trail, the Federation's new brand.

The Bordeaux Métropole GR®, inaugurated in October 2019, has red and white markers. The route, which is accessible for as many as possible and easily accessibly by public transport, currently stretches across 161 kilometres and crosses 17 municipalities. The Bordeaux Métropole GR® is made up of a 125 kilometre main loop, with 8 detours adding up to 36 kilometres.

Implementation - Timeline



Resources

GR® implementation stakeholders and *roles*

Bordeaux Métropole
 tourism task force
Steering

Bordeaux Métropole territorial units	Métropole municipalities	Fédération Française de Randonnée Pédestre
<i>Partners</i>		

Budget

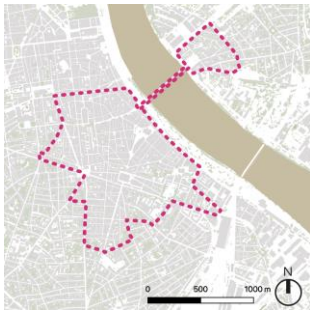
50,000 euros annually

Urban Project in the Old Town Centre

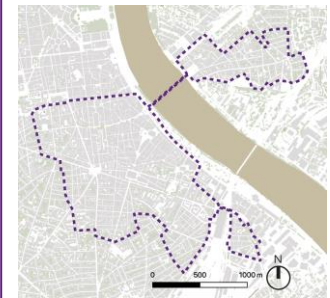
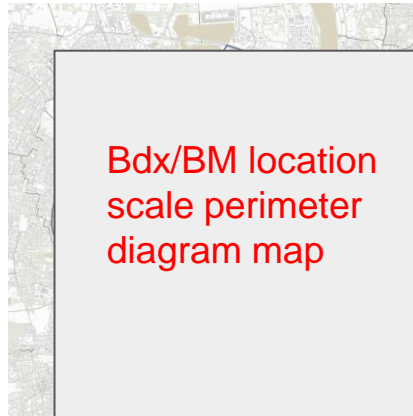
Urban and Landscape Redevelopment- ACTION N°1

Urban project - [Re] Centres

150 hectares
5 hectares of new or renovated public space
8 local facilities created or renovated



Bdx/BM location scale perimeter diagram map



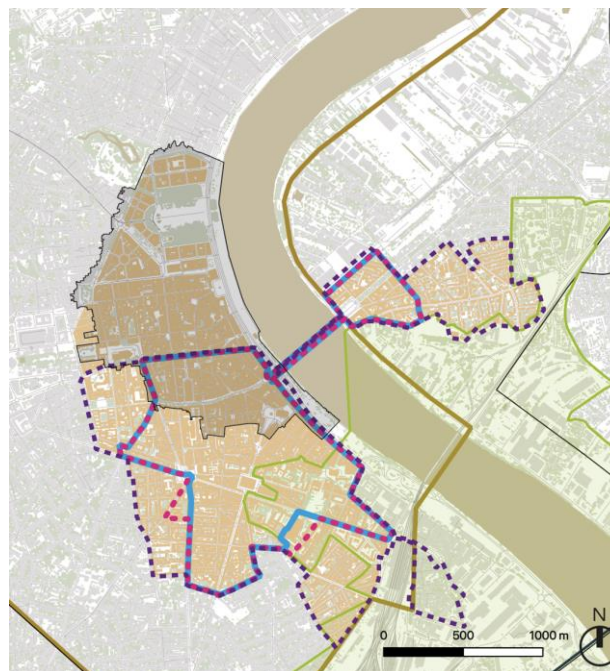
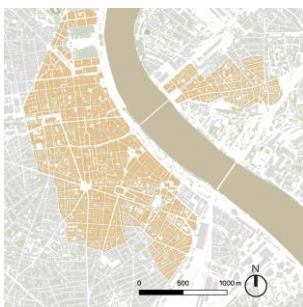
Programmed Operation for the Improvement of the Housing Environment (OPAH)

26,813 main residences concerned

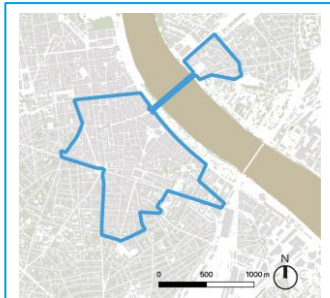
Objectives:
Support 150 homeowners / 250 landlords / 10 degraded joint ownership properties

Development grant for the requalification of the historic centre

344 hectares
41,500 dwellings
Support and monitoring of private projects
Reusing degraded blocks and Creation / rehabilitation of dwellings



- Restricted to Bordeaux, Port of the Moon registered site
- Perimeter of the Bordeaux remarkable heritage site
- Euratlantic Operation of National Interest (OIN)



National Programme for the Requalification of Degraded Old Neighbourhoods (PNRQAD)

Objectives:
300 new public social dwellings
600 private dwellings rehabilitated

Author(s)

Aude Chatenet
Manon Espinasse

Related action(s)





STATUS OF ACTION: **IN EFFECT** / PLANNED / PROPOSED

Redynamising the old town centre is one of the components in the general project initiated in 1995 to recapture the Bordeaux greater urban area's attractiveness, resolve social and economic imbalances and centre its economic, cultural and residential functions.

In the early 2000s, the City of Bordeaux launched the first action plan, which it has been continuing ever since.

It provides for coordinated action to improve housing and urban comfort, and draws on the qualities of the old city to adapt it to current uses and needs.

The action plan coordinates:

- an urban project: [Re] Centres, which responds to urban issues such as developing the city within itself, opening up districts and creating a soft framework by identifying remarkable sites and sectors of intervention to be targeted,
- a co-funding tool: the National Programme for the Requalification of Degraded Old Neighbourhoods (PNRQAD), which is dedicated to producing 300 public social dwellings, rehabilitating 600 private dwellings, developing local public spaces, creating local public facilities and revitalising the commercial network,
- a development grant for operators commissioned to reduce degraded housing, supervise private real estate development, and develop the offering of commercial or shared facilities (bicycle parking, rubbish bin areas) at the foot of buildings,
- a Programmed Operation for the Improvement of the Housing Environment, Urban Renewal - degraded joint ownership properties (OPAH RU Copro) to help landlords and homeowners (in financial need) to undertake rehabilitation work on dwellings and create an offering of private social rental properties.

Implementation - Timeline

Projects and programmes in progress:

- 2002-2014: 1st Public Development Convention
 - 2011-2016: OPAH RU Furnished Properties Hotels
 - Since 2011: [Re] Centres urban project and PNRQAD
 - Since 2014: Development grant
 - Since 2017: OPAH RU Copro
-

Resources

Stakeholders:

- City of Bordeaux / Bordeaux Métropole / Social and Concessionary Lessors (InCité) / State / Region / Department / Caisse d'Allocations Familiales [welfare agency] / etc

Budget:

- total cost of project co-financed under PNRQAD: €42M
-

Urban Redevelopment of Bassins à Flots

Urban and Landscape Redevelopment-ACTION N°2

before-after photos

Key figures:

162 hectares

5,400 dwellings, including 32.5% social housing =442,355 m²

Offices: 95,126 m²

Businesses and services: 57,184 m²

Industrial operations: 81,430 m²

Public facilities programme: €129M

Bdx/BM location
scale perimeter
diagram

Author(s)

Emeline Dumoulin

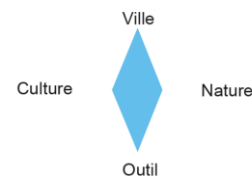
Manon Espinasse

Anne-Laure Moniot

Related action(s)

Assistance for local urban planning





STATUS OF ACTION: **IN EFFECT** / PLANNED / PROPOSED

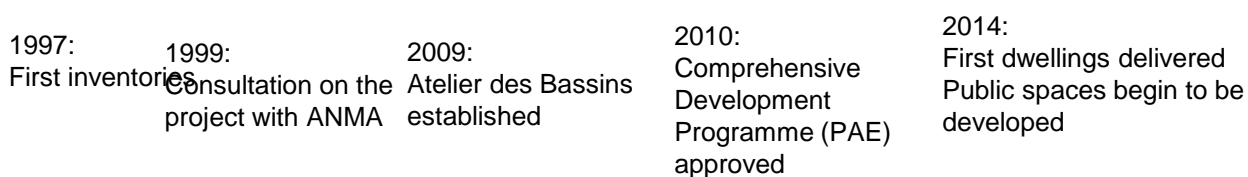
The shift downstream of industrial/port operations has led to the Bassins à Flot urban space being progressively abandoned. This industrial wasteland represents a unique urban landscape, profoundly marked by the traces and vestiges of past activities. Its urban redevelopment is part of an overall project based on understanding and enhancing heritage.

In 2009, the architecture and urban planning agency ANMA (Architects Urban Planners and Nicolas Michelin) formulated a guideline plan based on consultation with local stakeholders. It decided to continue the promenade on the quays around the Bassins and restore urban continuity between the Chartrons district in the south and Bacalan in the north. It drew on the industrial, port and domestic heritage identified by the City of Bordeaux's departments (inventories undertaken since 1997). It supported adapting existing constructions wherever possible, and for new constructions, it opted for industrial-inspired architecture (volumes, silhouettes, materials, roofing, etc.). The urban project and heritage inventory became part of the Local Urbanism Plan (PLU) and supplemented protective measures in legislation on historic monuments.

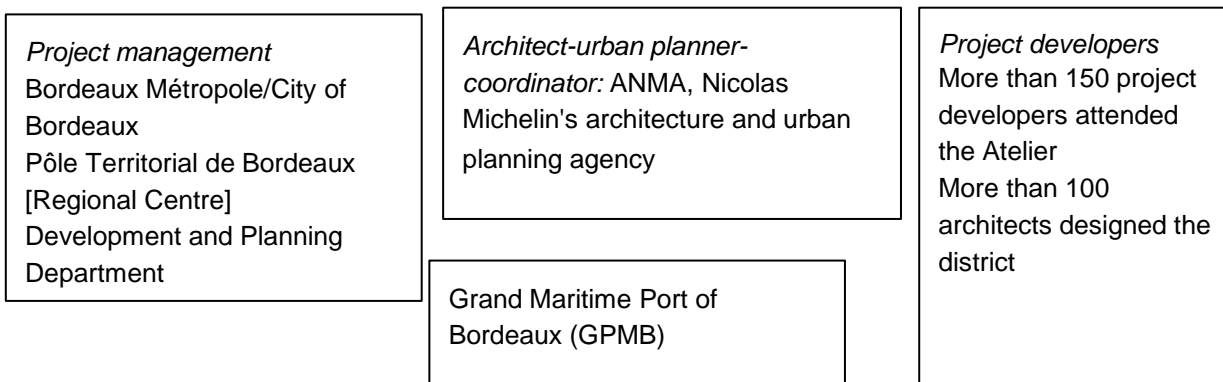
The urban project is progressing under the operational supervision of the Atelier des Bassins, which holds meetings every month with representatives from Bordeaux Métropole, the City of Bordeaux, the Grand Maritime Port of Bordeaux (GPMP) and ANMA to receive project developers. State departments contribute to dialogues concerning sites protected as Historic Monuments, and the Local UNESCO Bordeaux Committee (CLUB) may be consulted.

This project, based on an Comprehensive Development Programme (PAE), served as a methodological testing environment for negotiated urban planning, which is now used for smaller operations on a local scale.

Implementation - Timeline



Resources: Stakeholders and roles



Grand Parc Urban Development

Urban and Landscape Redevelopment-ACTION N°3

Key figures
11,000 residents
61 ha including central
park of 8 ha
4000 dwellings, with 90%
social housing (890
social dwellings have
already been
rehabilitated, others to
come)
400 trees to be planted

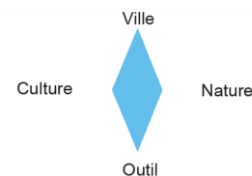
Photos of GHI and reception hall

Map of BM
with Grand
Parc
marked out

Author(s)
Marie Poulain

Related action(s)





STATUS OF ACTION: **IN EFFECT** / PLANNED / PROPOSED

The Grand Parc urban redevelopment project responds to social, cultural, urban, landscape and heritage interests. The Grand Parc is a social housing estate built in the 1950s on land that was not yet urbanised. It is made up of low-rises and towers set up around a large green space. It offers cultural and sporting facilities that meet the needs of the district and greater urban area.

In 2009, the Local UNESCO Bordeaux Committee assessed the challenges for this district's evolution, thanks to the urban diagnostic assessment undertaken by a-urba, and provided orientations for enhancement.

The 2011 urban assessment resulted in the creation of an action plan coordinated between the various stakeholders (Bordeaux Métropole, Aquitanis, InCité, CdC Habitat (formerly SNI) and Polyclinique Bordeaux Nord Aquitaine). This action plan took the form of a guideline plan which was validated in March 2014.

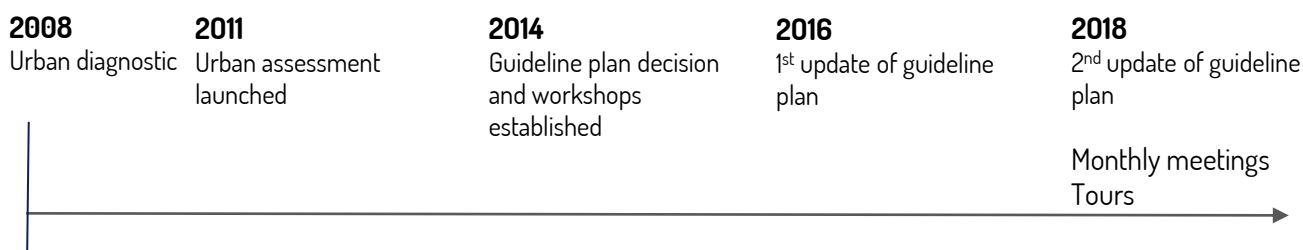
Objectives of the urban development operation:

- Join, connect, link
- Strengthen the attractiveness of the central places and places to meet
- Reinvent the many sides of the (Grand) Parc and promote its appropriation
- Transform residential heritage and introduce new ways to live there

Workshops are regularly organised in the Maison du Projet, in the heart of the district, to evaluate public space rehabilitation, construction or development projects.

These are moments for dialogue between partners, in the presence of the project management assistance team, which ensures that the principles defined by the guideline plan are respected.

Implementation - Timeline



Resources: Stakeholders and *roles*

Permanent members

- Metropolitan departments:
- Housing Department
 - Pôle Territorial de Bordeaux [Regional Centre]
 - Green Spaces Department

- Municipal departments:
- District council
 - Urban Solidarity Department

First project management assistance team (AMO):
 François Leclercq architecture/urban planning agency / BASE landscaping agency / Ingetec technical consulting agency
 Second team (market notified in February 2018): BASE landscaping agency (authorised representative from the group) / GRAU / SCE

Depending on subjects discussed

Project developers
 Project management team
 Other Bordeaux Métropole and City of Bordeaux departments (Real estate, ground occupation permits, etc.)
 Local UNESCO Bordeaux Committee

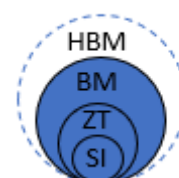
Boulevards and Barrières Metropolitan Project

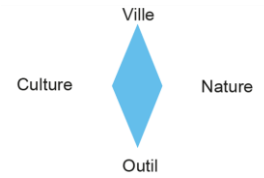
Urban and Landscape Redevelopment-ACTION N°4

Author(s)

Sylvain Schoonbaert

Related action(s)





STATUS OF ACTION: **IN EFFECT** / **PLANNED** / PROPOSED

The ring of boulevards (except Boulevard Jean-Jacques Bosc) marks the limits of the World Heritage-listed site on the Left Bank. In 2015-2016, Bordeaux Aquitaine Urban Planning Agency carried out a series of studies aiming to consider the future of this major infrastructure, which is currently mainly used for car traffic and which has lost a significant portion of its qualities and urban facilities.

As part of reflections around Bordeaux 2050, the boulevards were the subject of an exhibition and two workshops with the Federation of Real Estate Developers and a team of anthropologists in 2018-2019.

In July 2019, Bordeaux Métropole began regulated consultation to consider the future of the boulevards, both on the Left Bank, where they already exist, and on the Right Bank, where connecting Pont Simone Veil to Pont Jacques Chaban-Delmas is still posing a problem.

At the same time, the local authority commissioned complementary studies, both technical and sociological, from the Urban Planning Agency.

These processes aim to launch a consultation process with a prime contracting team by 2021, to plan the redevelopment of the boulevards over the next five years.

The 5 objectives of the consultation:

- Launch a profound transformation of how the boulevards are used, from a road to an urban space;
- Create barrières on the Left Bank, major sites for revitalisation of the boulevards;
- Develop a renovation project allowing for better sharing of the public space between different modes of transport;
- Enhance the boulevards’ architectural, urban and landscape heritage while strengthening their roles in housing, economic activities, employment and leisure;
- Improve the conditions for mobility on the Right Bank quay.

Implementation - Timeline

12 July 2019:

Bordeaux Métropole begins regulated consultation to consider the future of the barrières and boulevards on the Left Bank and, in the longer term, forming a loop on the Right Bank.

2019-2020:

Bordeaux Métropole commissions the Bordeaux Aquitaine Urban Planning Agency to carry out:
 - complementary studies on the Left and Right Banks
 - an intersectional sociological survey on how the boulevards are used
 - a specifications brief for choosing a project management team.

2019-2021:

The second phase of consultation is slowed down by the pandemic. A specifications brief of citizen recommendations must be completed.

2020-2026:

Provisional and tactical developments are implemented and tested in order to determine if they should be maintained with longer term developments.

Resources Stakeholders and roles

Bordeaux Métropole
 Cities of Bordeaux, Bègles, Talence
 Le Bouscat, Bassens, Lormont,
 Cenon, Floirac
Project management

Bordeaux Aquitaine Urban Planning Agency
 Mediation & environment
Prime contractors

Budget: €760K (technical studies)

2019-2020 consultation: €130,000K

Communication : €50,000

Parc des Côteaux, ParcLab

Urban and Landscape Redevelopment - ACTION N°5

Série de photographies au choix
Credits: Bordeaux Métropole

Key figures:
1 Metropolitan park:
10 public parks
4 municipalities

Schéma localisation en bas à droite - ~~BM/BM/BF/IS~~

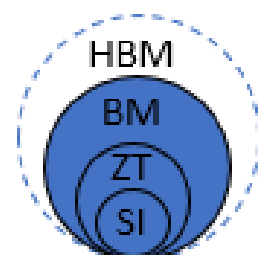
carte
schématique
localisation
périmètre échelle

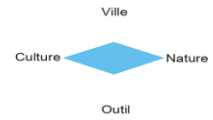
Author(s)

Manon Espinasse
Pascale Wertheimer

Related actions(s)

Metropolitan Long Hiking Trail (GR)





STATUS OF ACTION **IN EFFECT** / PLANNED / PROPOSED

The Parc des Coteaux is an inter-municipal urban natural space overlooking the Garonne (Bassens, Lormont, Cenon, Floirac).

It is composed of ten public parks and private or public natural areas, totalling 400 hectares, of which 240ha are public.

The development plan for the park was designed in 2008, along an inter-municipal pedestrian pathway, the “green line”, around which each municipality steered the installation of a certain number of facilities (refuges, viewpoints, etc.).

In 2011, an inter-municipal management charter was established and led to the creation of a territorial cooperation procedure under the title of the ParcLAB project (the Parc des Coteaux Laboratory).

The aim of the Parc des Coteaux laboratory is to build the city of the future based on the protection and enhancement of the hillside landscape layout and to invent a new form of parkland which is accessible and open to a variety of uses. The ecological and participative management of Parc des Coteaux draws on scientific knowledge, inhabitants’ input and the expertise of municipal gardeners, which led to the implementation in 2015 of the “Gardeners’ Wisdom” management plan, a Master Gardener training course in 2019 and an itinerant eco-grazing initiative.

A certain number of the actions defined in the management plan, such as selective brush clearing, the installation of nesting boxes or reforestation, have been under way since 2018.

The Parc des Coteaux hiking trail, initiated in 2008, now totals 27km of walking and discovery paths and forms part of the Metropolitan GR (long hiking trail).

Aims of the ParcLAB:

- To develop consistency in management and uses on the scale of the park
- To preserve and enhance natural and built heritage
- To foster forms and opportunities for exchange, training and shared activities
- To encourage innovative, experimental and pilot initiatives

Implementation - Timeline

2001 Creation of the Grand Projet des Villes (GPV)	2003 1st development & enhancement study for the park	2008 “Green line” development plan	2011 Inter-municipal management charter	2013 Creation of the ParcLAB	2015-2016 Building of the “Gardeners’ Wisdom” management plan	2017 Publication of the “Gardeners’ Wisdom” management plan
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(Major Project for Cities)
Resources: ParcLAB stakeholders and *roles*

Right bank
 Grand Projet des Villes (GPV)
 Right bank
Steering

Bordeaux Métropole
 Gironde Department
Main partners

Municipalities
 Bassens
 Lormont
 Cenon
 Floirac
 Heads of environment, sport and culture offices, etc.
 Mayors, elected representatives

Partners

Gardeners
 Landscaper/town-planners/architects

Users
 Inhabitants / community groups

Other private and public partners

Parc des Jalles Development Operation of Metropolitan Interest (DOMI)

Urban and Landscape Redevelopment - ACTION N°6

Title:
Location of
Parc du Jalles
Credits: BM
a'urba

Key figures:
6000 hectares
9 municipalities
84% of the park area is protected
400 flora and 600 fauna species



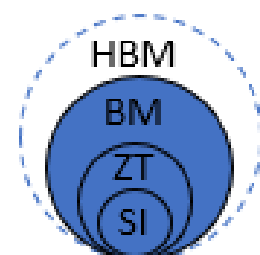
Author(s)

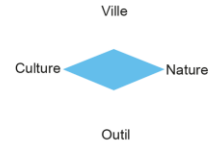
Paul Davodeau
Manon Espinasse

Related actions(s)

Biodiver'Cité action plan
Preservation and development of the planted infrastructure

Location of action





STATUS OF ACTION **IN EFFECT** / PLANNED / PROPOSED

The Parc des Jalles Development Operation of Metropolitan Interest (DOMI), a key priority for the Biodiver’Cité strategy, reflects ecological, landscape and heritage interests. Parc des Jalles is a 6000-hectare natural and agricultural park located in the Jalles valley. This Metropolitan park spans nine municipalities (Blanquefort, Bordeaux, Bruges, Eysines, Le Haillan, Le Taillan-Médoc, Martignas-sur-Jalle, Parempuyre and Saint-Médard-en-Jalles).

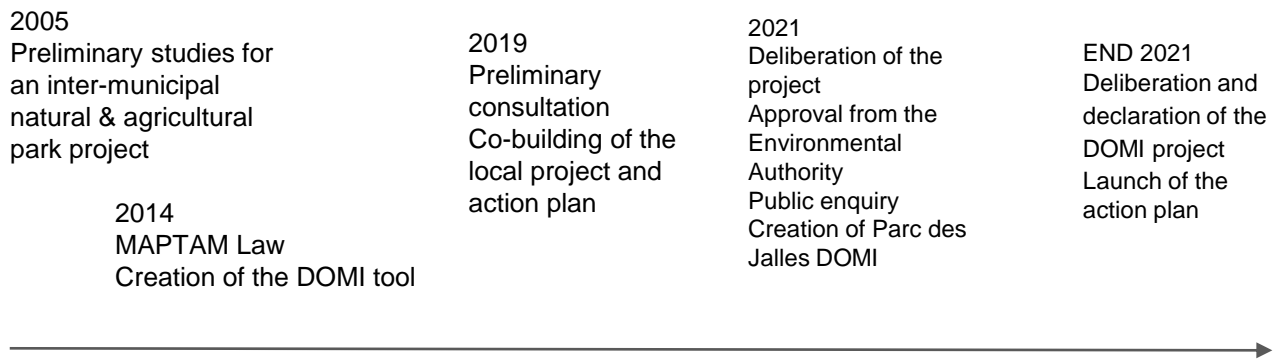
The geographical area of the *jalles*, waterways beginning in the Landes region, was restructured by Dutch engineers in the 16th century to form a farming valley which has subsisted to the present day. It is of strategic importance for the regulation of the water cycle. The park contributes to the cooling of the Metropolitan area.

Aims of the DOMI:

- Guarantee a local identity, coherence in development and uses
- Coordinate various aspects such as: water management, forestry, farming, protection of biodiversity and public use
- Strengthen and enhance the natural and agricultural areas in the north-west of the Métropole
- Implement local, inter-municipal governance geared towards managing the issues of a suburban natural park

This operation is consolidated by series of actions which includes, in particular, the development of facilities such as observatories, trails and information displays to present its natural wealth. Implementation is based on the voluntary commitment of local players.

Implementation - Timeline



Resources: Stakeholders and *roles*

<p><i>Project owner</i> Bordeaux Métropole Blanquefort, Bordeaux, Bruges, Eysines, Le Haillan, Le Taillan-Médoc, Martignas-sur-Jalle, Parempuyre and Saint-Médard-en-Jalles.</p>	<p>Co-funders Nouvelle-Aquitaine Regional Council, Gironde Department, Water Authority, patrons</p>	<p>Urban and citizen ecology, <i>Pre-consultation project management support (PMS)</i></p> <p>Iris Conseil and Naturalia <i>environmental assessment</i> BASE agency <i>Study</i> LS2 & UrbanLiz <i>Action report</i></p>
<p><i>Technical partners</i> Cistude Nature, SEPANSO, Hunting and Fishing Federations, agricultural partners, (Chamber of Agriculture SAFER, ATFL33, FNAB, Terres de Liens, etc.), Grand Port Maritime de Bordeaux (GPMB), quarries, foresters</p>		

Budget: €1.5M per year

Action Plan for Adaptation to Climate Change

Responsible Territory-ACTION N°1

Série de photographies dans le parc
aux Angéliques

Author(s)

Sarah Grégory
Karine Seigneur

Related actions(s)

Renewal of urban spaces

Location of action

Outside
BM

STATUS OF ACTION **IN EFFECT** / PLANNED / PROPOSED

In response to the need to adapt to climate change, Bordeaux Métropole launched the development of a climate change adaptation strategy in 2019. Specifically, the strategy took the shape of this action plan, an integral part of the sustainable development policy for 2050, which was initiated in 2017 with the local plan for sustainability and high quality of life.

The compilation of existing documents and the survey on local vulnerability to climate change were produced in late 2019, leading to the creation of a strategy based on 9 major guidelines in early 2020:

- ✓ 1-Reach a balance between built and planted areas
- ✓ 2-Attain an acceptable level of thermal comfort in buildings and workplaces during the summer period
- ✓ 3-Manage increasingly frequent and intense climatic crises
- ✓ 4-Provide protection from river/sea flooding
- ✓ 5-Implement active measures against the worsening of health risks
- ✓ 6-Ensure balanced management of water resources to secure drinking water supply
- ✓ 7-Promote the adaptation of the Metropolitan food system in response to climate change
- ✓ 8-Strengthen cooperation between local territories for adaptation to climate change
- ✓ 9-Raise awareness among local stakeholders and federate involvement

Twenty operational action sheets set out the practical implementations of this strategy, drawing on numerous forms of Metropolitan and external partners' expertise. The complete programme was to be approved in early 2021, with a view to launching the first actions in the same year. These action sheets deal specifically with the following themes: studies and solutions for urban heat islands, the Biodiver'Cit  programme, air quality, major risks, the global policy for the adaptation of buildings to climate change and the "Building the future" framework, etc. Certain actions are listed in the sheets of this present action plan for Bordeaux, Port of the Moon.

Action plan and strategy aims

Avail of a global overview of the impacts of climate change on the Metropolitan territory, the state of knowledge, climate forecasts and the characterisation of impacts and vulnerabilities.	Define a strategy and action plan for adaptation.	Facilitate the engagement of elected representatives and Metropolitan departments with regard to adaptation (awareness / communication).
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Implementation - Timeline

2017: Sustainable development policy for 2050 HQL action plan	2019: Building of the strategy for adaptation to climate change Overview of existing data and survey of the local territory's "vulnerability" to climate change.	2020: Definition of the strategy and action plan.	2021 and after: Implementation of the action plan. <div style="text-align: right;">Regular meetings</div>
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Resources: Stakeholders and roles

Bordeaux M�tropole: Energy, Ecology and Sustainable Development Steering	<table border="0"> <tr> <td>Bordeaux M�tropole</td> <td>Municipalities of</td> </tr> <tr> <td>Water Department</td> <td>Bordeaux</td> </tr> <tr> <td>Nature Department</td> <td>M�tropole</td> </tr> <tr> <td>Green Spaces Department</td> <td></td> </tr> <tr> <td>Territorial Support Department</td> <td></td> </tr> <tr> <td>Risk Prevention Department</td> <td></td> </tr> <tr> <td>Property Department</td> <td></td> </tr> <tr> <td>Human Resources Department</td> <td></td> </tr> <tr> <td>Local Units</td> <td></td> </tr> <tr> <td>Town-Planning Department</td> <td></td> </tr> <tr> <td>Communication Department</td> <td></td> </tr> </table>	Bordeaux M�tropole	Municipalities of	Water Department	Bordeaux	Nature Department	M�tropole	Green Spaces Department		Territorial Support Department		Risk Prevention Department		Property Department		Human Resources Department		Local Units		Town-Planning Department		Communication Department		Bordeaux Aquitaine Town-Planning Agency, Local Energy and Climate Agency (ALEC), ATMO, Regional Health Agency (ARS) Nouvelle-Aquitaine Regional Health Observatory (ORS-NA) Gironde Department Joint Authority for the study and management of water resources (SMEGREG), European Centre for Flood Risk Prevention (CEPRI), etc. External partners
Bordeaux M�tropole	Municipalities of																							
Water Department	Bordeaux																							
Nature Department	M�tropole																							
Green Spaces Department																								
Territorial Support Department																								
Risk Prevention Department																								
Property Department																								
Human Resources Department																								
Local Units																								
Town-Planning Department																								
Communication Department																								
<i>In-house partners</i>																								

Biodiver'Cité Action Plan

Responsible Territory- (Biodiversity) ACTION N°2

Key figures:

176 farming
operations

551 fauna species

1,285 flora species

Série de
photographies au
choix

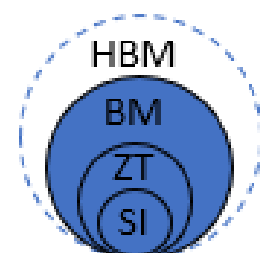
Author(s)

Manon Espinasse
Mathilde Leymarie

Related action(s)

Action plan for adaptation to climate change

Location of action





STATUS OF ACTION **IN EFFECT** / PLANNED / PROPOSED

Numerous measures form part of the strategy for adaptation to climate change. One such measure is the “Biodiver’Cité” action plan. Its aim is to conciliate Metropolitan development and the preservation of natural environments.

It responds to the “Territories engaged for Nature” initiative, launched by the Ministry for Ecological Transition and Solidarity.

The main goals of the “Biodiver’Cité” action plan are:

- Preserve ecosystems and existing corridors
- Guide development towards areas of low or inexistent ecological stakes
- Restore degraded natural environments and strengthen services provided by nature

This action plan, in its first strategic phase from 2017 to 2020, is based on four focus points guiding 50 operational actions for 2021-2026.

Monitor the state of the local territory’s biodiversity

Preserve and restore natural environments

Integrate the city’s nature into the green and blue grid

Raise awareness among the general public, elected representatives and local stakeholders

The initial 2017-2020 phase led to enhanced knowledge (through the mapping of habitats, wet areas, ecosystem services and ecological and fauna corridors), the creation of an observatory for Metropolitan biodiversity and the development of a sustainable development strategy on all levels of the project.

The aim of the second 2021-2026 phase is to put the strategy into action, and in particular to pursue the strengthening of knowledge, to restore degraded environments, re-open waterways, boost nature in the city, develop black grids (free of light pollution) and white grids (free of noise pollution); revise the PLU to focus more on nature, and implement training / awareness / mediation procedures.

Implementation - Timeline

2017 - 2020: 1st phase of the Biodiver’Cité strategy

29 January 2021: the Metropolitan Council voted the 2021-2026 action plan

2021-2026: Roll-out of 50 operational actions in the local territory

Resources: Stakeholders and *roles*

Bordeaux Métropole:
Co-steering by the Nature, Green Spaces, Water, Sustainable Development, Town-Planning and Communication Departments, in addition to local units.
Steering

Consortium of laboratories led by Bordeaux University (BioGeCO, INRAE, Bordeaux Sciences Agro, LabExCOTE)
Bordeaux-Aquitaine Town-Planning Agency
[Conservatoire Botanique National Sud-Atlantique](#) and FAUNA
Design offices, nature groups and the French Fishing Federation

Partners

Budget:

- €1,000,222 incl. tax for the 2017-2021 period, co-funded by the Gironde Departmental Council, the Adour-Garonne Water Authority and ADEME / Ministry (Future Investments Programme)
- €9,200,000 incl. tax for the 2021-2026 period (list of co-funders to come)

Renewal of Urban Spaces

Responsible Territory- (Habitat/Biodiversity) ACTION N°3

Photographies
Square Vinet
avant-après

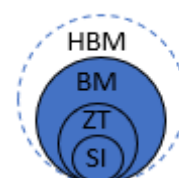
Author(s)

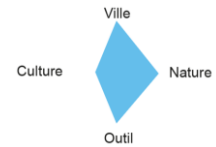
Manon Espinasse
Karine Seigneur

Related action(s)

Action plan for adaptation to climate change

Location of action





STATUS OF ACTION **IN EFFECT** / PLANNED / PROPOSED

In a context of rising temperatures and periods of strong heat, and in the framework of its Agenda 21, Bordeaux Métropole carried out a diagnostic study on urban heat and cool islands (UHI / UCI) across the territory in 2014 and 2015 (UHI and UCI respectively). Linked to the well-being of inhabitants and environmental health, the aim of this study was to identify and characterise these islands in the Metropolitan area and subsequently propose solutions in terms of development. Around thirty proposals were drafted as actions to implement in order to minimise the formation of UHI and to foster UCI. These measures are curative for existing UHI but also play a preventative role in limiting UHI in new developments. They focus on the place of vegetation and water in the city, on developments and architecture, etc.

Further to this, Bordeaux Métropole decided to extend the study by experimenting with the implementation of an UCI in an ongoing joint development zone (JDZ).

An innovative, user-friendly tool (UHI Score) was created to facilitate dialogue and analyse development choices from start-to-end of projects, according to the expected impact in terms of UHI or UCI.

Lastly, over two summers, the Vision project tested various water-based cooling solutions for urban spaces.

At present, the implementation of the action plan is ongoing, as is the follow-up of recommendations and the use of the UHI Score tool. Additional actions are also being developed in the framework of the Bordeaux Métropole strategy for adaptation to climate change.

Aims

Prevent environmental health risks / Foster inhabitants' well-being

Fight and adapt to climate change

Implementation - Timeline

2014-2015:

Diagnostic study and drafting of first action plan

2015-2016:

Experimentation and implementation of an UCI in the Tasta JDZ

2016:

Creation of the 'UHI Score' tool

2019-2020:

Vision project (tests on cooling solutions)

2020 to the present:

Actions for the Bordeaux Métropole strategy for adaptation to climate change.

Resources: Stakeholders and *roles*

Bordeaux Métropole:
 Energy, Ecology and Sustainable Development
Steering

Bordeaux Métropole departments, in particular the Town-Planning, Water, Nature, Green Spaces, IT and Territorial Support Departments, with local centres.

 Municipalities of Bordeaux Métropole
In-house partners

Bordeaux Aquitaine Town-Planning Agency,
 ALEC,
 SUEZ-Le-LyRE,
 E6
 Mid-Garonne and the South-west France Climatology Association (ACMG)
External partners

Preservation and Development of The Planted Infrastructure

Responsible Territory- (Habitat/Biodiversity) ACTION N°4

Key figures:

57,000ha surface area

28.9% tree cover (16,725 ha / 57,745 ha)

37% of natural spaces under a form of protection

150 parks and natural areas



Author(s)

Christophe Dangles

Anne Desurmont

Manon Espinasse

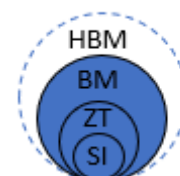
Anne-Laure Moniot:

Related action(s)

BiodiverCité Action Plan

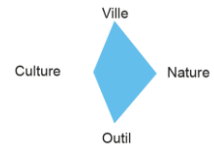
Action Plan for Adaptation to Climate Change

Inter-municipal Local Urbanism Plan (PLUi)



CORRESPONDING ISSUE(S)
 Appropriation and engagement
 Adaptation to current needs
 Hospitality and openness

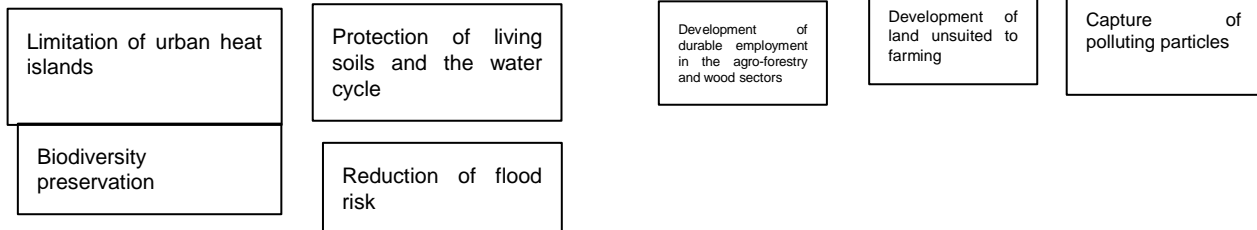
CORRESPONDING ORIENTATION(S)



STATUS OF ACTION **IN EFFECT** / PLANNED / PROPOSED

The planted infrastructure is now officially acknowledged and contributes to reducing the vulnerability of Bordeaux, Port of the Moon to climate change.

A strategy was designed in response to ecological, economic or health issues, and inhabitants' living conditions.



The aim of the Metropolitan planting strategy is to minimise the impact of urbanisation on the existing plant infrastructure and to strengthen its presence. In practical terms, it pursues the Green Plan launched in 2001, with a range of localised actions to foster biodiversity.

Adapted regulatory provisions preserve and reinforce the plant framework via the development of continuities.

Planting actions for ground surfaces, facades and roofs are applied to buildings, alongside street-side actions, such as the planting of urban forests, footpaths and school yards. For example, the 'living footpath' agreement promotes and manages the planting of the public space by residents, through the creation of coring and interstitial sowing on street paths. *Ma Métropole sans pesticide [Pesticide-free city]* is a regulatory measure banning the use of pesticides against weeds in the parks and squares of areas in effect, which will be extended to include cemeteries and sports facilities in 2022.

Finally, the *Permis de végétaliser [Planting Permit]*, specific to Bordeaux, is aimed at replacing a certain number of parking spaces with planted beds.

These actions are funded in the framework of the Metropolitan *1 Million Trees* plan, and for the City of Bordeaux via the *Grandeur Nature de Bordeaux* nature scheme.

Implementation - Timeline

- 2001 Plan vert [Green Plan]
- 2010 Nature des Villes [City Nature] steering committee
- 2013 1st *Planted Footpaths* framework agreement
- 2015 relative to the energy transition for green growth, prohibiting the use for local authorities of pesticides in the public space on 1 January 2017
- 2017 1st *Living Footpaths* framework agreement, followed by *Planted Footpaths / Pesticide-free City*
- 2020 Renewal of the *Planted Footpaths / 1 Million Trees / Grandeur Nature* schemes
- 2021 *Planting Permit*

Resources: Stakeholders and roles

Bordeaux Métropole Nature Department Green Spaces Department Local Units	Bordeaux Aquitaine Town-Planning Agency, Grand Projet de Ville [Major City Project]
Municipalities	Partners Inhabitants
Steering	

Budget:

€10 million for 5 years (1 million trees)
 €8.5 million (Bordeaux micro-forests)

Preservation and Use of Water Resources

Responsible Territory- (Habitat/Biodiversity) -ACTION N°5

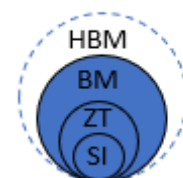
Série de photographies de fontaines restaurées : au choix : crédits Mairie de Bordeaux 'P.Della Libera

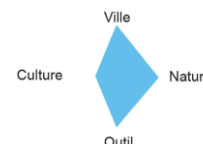
Author(s)

Manon Espinasse

Related action(s)

Biodiver'Cit  Action Plan
Action Plan for Adaptation to Climate Change
Preservation and development of the planted infrastructure
Urban cooling
Flood Prevention Plan (PPRI)





STATUS OF ACTION **IN EFFECT** / PLANNED / PROPOSED

The preservation and use of water, as a shared asset, forms part of the strategies for adaptation to climate change and urban cooling.

It contributes to minimising the phenomena of urban heat islands. In the framework of the Vision project, which aims to develop innovative solutions for urban cooling, tests are being carried out on new types of misters in public spaces, for example. Public fountains have also been restored, new ones created, and further studies should enable the multiplication of these features.

In a context of climate change and a growing population, it is crucial to preserve the drinking water resource while ensuring adequate, high-quality supply. A master plan for water supply has led to the development of supply plans, needs analysis, the identification of sampling points and the roll-out of schemes enabling the lowest consumption possible. Delegated since 1992, the management of drinking water supply will be governed by local public authorities as of 2023, to ensure preservation of the water resource, maintain a reasoned and sustainable management of the deep aquifers in Gironde, control prices and guarantee the transparency of this public service. Communication actions geared towards inhabitants and visitors are being led to promote the preservation of the water resource, such the hiking trails along water treatment and stormwater management facilities.

The preservation and promotion of water also responds to ecological issues.

A series of initiatives aimed at the restoration of the water infrastructure has been defined in the framework of the Biodiver'Cit  action plan. Actions include: the restoration of disrupted aquatic continuities and lagoons, or the renaturation of waterways and the non-artificialisation of new networks.

Implementation - Timeline

2013: Creation of the 'Eau Bordeaux M tropole' brand (Bordeaux M tropole public services for water supply and collective drainage)

2019-2021: Vision project

2020-2025 Biodiver'Cit  action plan

2023: Creation of the local authority 'R gie de L'Eau Bordeaux M tropole' (Bordeaux M tropole public services for water supply, non-collective drainage and industrial water)

Resources: Stakeholders and roles

<p><i>Steering</i> Bordeaux M�tropole Water Department Nature Department</p>
--

<p><i>Partners</i> -Municipalities - Bordeaux Aquitaine Town-Planning Agency -Suez, Soci�t� d'Assainissement de Bordeaux M�tropole -Agence de l'eau Adour Garonne (Water board) -National Research Institute for Environmental and Agricultural Science & Technology (IRSTEA) - Design offices -...</p>

Waste Prevention and Management

Responsible Territory- (Habitat) -ACTION N°6



photographie bornes de tri Gambetta (waste sorting terminal)

source: JB MENGES - Bordeaux Métropole

Key figures:

Collected and treated waste

2019: 427,459 tonnes i.e., 546kg/head (-2% since 2010)

204 community composting sites in the vicinity of residential buildings and public spaces

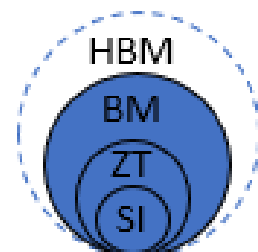
37,000 community composters for residential estates

Author(s)

Elise Jimenez-Rodriguez

Isabelle Mesple-Somps

Related action(s)



STATUS OF ACTION **IN EFFECT** / PLANNED / PROPOSED

Waste prevention and management contributes to the quality of the public space and living conditions.

In Bordeaux Métropole, waste forms the focus of a multi-annual programme of actions: the 2021-2026 Waste Prevention and Management Programme.

Aims of the programme:

- Reduce household and associated waste production via the local actions to raise awareness on the impact of waste
- Raise individual responsibility for waste production among inhabitants, professionals, school-goers, event audiences and public service agents in the workplace, etc., in particular via actions related to bio-waste, the creation of the ZZ festival aimed at building public awareness, re-use and recycling initiatives, etc.
- Public utility collection and treatment adapted to the needs and practices of users
- Increase the level of recycled waste matter (and energy)
- Develop the circular economy

A successful waste policy will require other projects and plans to:

- Fight against food waste
- Integrate compost in food production
- Encourage inhabitants to change their behaviour in favour of a more responsible way of life via their goods consumption and living habits, and their water use.
- Foster acceptance of the space given over to waste and waste facilities (waste transfer stations, recycling centres, etc.) in the public space
- Develop the transport of waste via river and the collection of waste from passenger cruise ships.

Implementation - Timeline

2017-2020
 The Zero Waste, Zero Wastage Region programme (ZDZG)

February 2020
 Adoption of the AGECE Law (Anti-wastage for a circular economy)

2020-2021
 Development of the new waste management strategy: surveys and studies, consultation, citizen participation
 Experimentation of green and organic waste actions, eco-excellence, retail sector waste, eco-points and recycling centres

2021-2026
 Implementation of the new strategy and the Local Plan for the Prevention of Household and Assimilated Waste (PLPDMA) via the Local waste Prevention and Management Plan (PLPGD)

Adopted by the Metropolitan Council

Resources: Stakeholders and *roles*

Bordeaux Métropole:
 Waste Prevention and Management Department
 1 project coordinator (Deputy Director of the Waste Prevention and Management Department)
 8 task officers

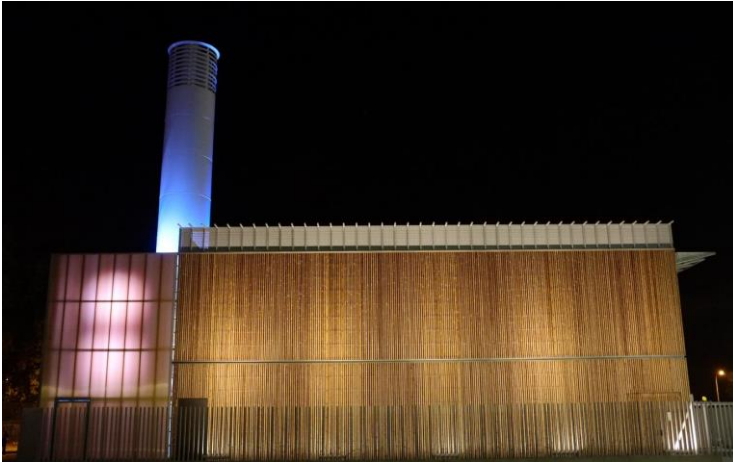
Bordeaux Métropole Departments
 Municipalities
 Nouvelle-Aquitaine Regional Council
 Ademe
Partners

Steering

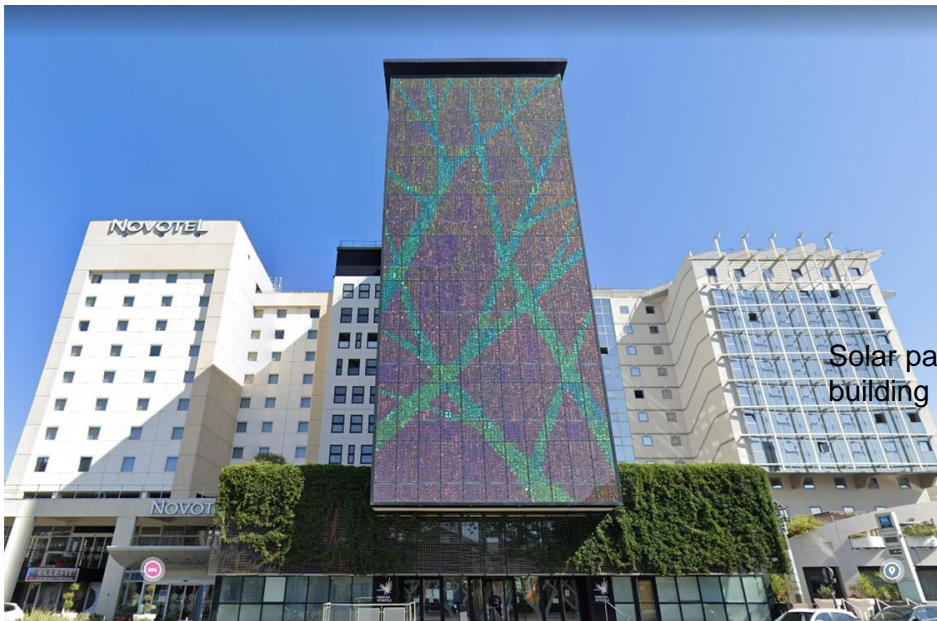
Budget: €400,000 for project support management

Energy Master Plan

Responsible Territory (Energy/Habitat)-ACTION N°7



Saint-Jean Belcier thermal plant
(inscribed site perimeter)



Solar panelled facade of the Laure Gatet
building (inscribed site perimeter)

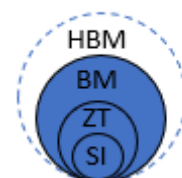
Author(s)

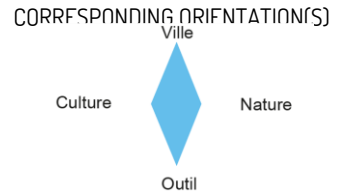
Christian Guillaume

Related action(s)

Action Plan for Adaptation to Climate Change

Location of action





STATUS OF ACTION IN EFFECT / **PLANNED** / PROPOSED

Uncontrolled energy use is no longer an option and Bordeaux Métropole is committed to becoming energy-positive by 2050. All the energy used in this territory will be produced or imported from renewable sources, and several solutions are to be developed.

Heat networks are already in existence or under development to supply the inner districts of Bordeaux: Mériadeck (supplied by geothermal boring), Belcier (supplied by waste incineration), Grand Parc (currently supplied by gas, and wood in the coming years), Bassins à Flot (partially supplied by heat recovery from wastewater) and Bastide (supplied by 2 geothermal borings).

These heat networks are among the actions which could be developed and will contribute to the control of energy use.

A master plan, which is currently being drafted, will form the operational tool specifying all actions to be implemented, by activity sector, energy type and stakeholders, in order to reach the announced target without compromising the outstanding universal value.

The master plan will set out the objectives and actions according to urban typologies. As an example, for dense urban districts, heat networks are adapted to the heat and hot water supply of residential and office buildings. They are not adapted to individual housing or collective housing heated by individual solutions.

The monitoring of the state of play upon implementation of the master plan will include statistical energy indicators on the scale of districts. Data will be obtained from operators and will be continually consolidated and updated.

The scheme will call on the maximum participation of the stakeholders responsible for the local territory's energy use.

Implementation - Timeline

2020
State of play

mid-2021
Definition of aims

Late 2021
Operational action plan:
Master plan

Resources: Stakeholders and roles

Bordeaux Métropole: Energy, Ecology and Sustainable Development Department
Steering

Bordeaux Métropole Departments: Mobility, Habitat, Development, etc.
In-house partners

French State
Nouvelle-Aquitaine Regional Council
Ademe
Local Energy and Climate Agency (ALEC), Bordeaux Aquitaine
Town-Planning Agency
Regional Bank
External partners

Financial means

The allocation of human and financial resources in line with the action plan and one of the programme aims.

Adaptation of Property Owned by the City of Bordeaux to Climate Change

Responsible Territory- (Energy) ACTION N°8

Key figures:

Annual monitoring indicators

-28% reduction in CO2 emissions (2019 compared to 2007)

-38% reduction in energy use (2019 compared to 2007)

100% of green energy acquired (%) in 2020

PAS DE PHOTOGRAPHIES

Author(s)

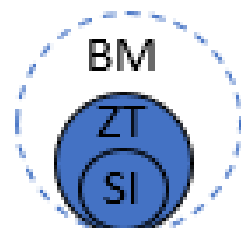
Manon Espinasse

Anne-Laure Moniot:

Rémy Spiewak

Related action(s)

Support for Energy Renovation Projects



STATUS OF ACTION **IN EFFECT** / PLANNED / PROPOSED

The reduction of CO2 emissions for Bordeaux Metropolitan and municipal public heritage (joint departments) is one of many issues related to the adaptation to climate change.

The aim is a 50% reduction in the greenhouse gas emissions of public heritage by 2022 (compared to the 2007 level). The connection of numerous public buildings to heat networks, which is currently under way, will contribute to reaching this ambitious target..

The tertiary decree, implemented in 2019, also provides for a 40% reduction by 2030 in the energy use of tertiary buildings of more than 1000m2.

The evolution of built public heritage draws on energy renovation projects, via the replacement of woodwork, insulation of walls, installation of thermostatic taps, solar panels and the setting-up of centralised technical facility management tools (CTM).

The implementation of the adaptation of public buildings is characterised by several factors:

- a multi-annual programme of energy-efficiency works linked to major maintenance and renovation operations.
- New builds and major rehabilitation operations are to obtain the performance levels of the 'High Energy Efficiency / High Environmental Efficiency' accreditations.
- Support for municipalities via the CODEV contract for the carrying out of surveys and the drafting of action plans for energy transition relative to their heritage
- An annual assessment of greenhouse gases linked to building management (building works, energy use, demolitions, etc.)
- Identification and development of actions aimed at adapting to climate change

Implementation - Timeline

2016: Creation of a steering project relative to environmental issues

2017: Bordeaux Métropole territorial action plan

2019: Tertiary decree (Grenelle Law)

2019: Connection of the Bordeaux Jacques Thibaud Conservatory to the heat network, 1st building to be connected to this network.

Resources: Stakeholders

Bordeaux Métropole Property Department
350 people

Other departments involved: Energy, Ecology and Sustainable Development

Budget:

approx. €2.2 million annually

'Frugal Building' Reference Guide

Responsible Territory- (Habitat/Energy/Biodiversity) -ACTION N°9

Photographies LaRuche, Dauphin Architecture

Author(s)

Anne-Laure Moniot:

Related action(s)



STATUS OF ACTION IN EFFECT / PLANNED / PROPOSED

To accompany energy transition and respond to climate change, the City of Bordeaux is advocating a frugal form of architecture which enables a more economic use of non-renewable resources.

To this end, it has launched an initiative aimed at fostering a shared culture of frugality and transforming the standard of built property in Bordeaux to adapt to climate, energy, environmental, economic and social issues.

It aims to test principles in Bordeaux which would be subsequently generalised for the whole Metropolitan area.

These principles relate both to operations on existing buildings and new development projects. They are described in a reference guide which presents the requirements for each step in the execution of a project.

The reference guide is based on a framework of aims focused on three points:

- Do better with less
- Have a caring approach to the works reception area
- Be adapted to the future context

With regard to architectural and urban transformations, the requirements are adapted to three stakeholder profiles:

Individuals:

Various requirements relative to means

Supported individuals:

Simple-calculation indicators are added, in particular for built property

Professionals:

More complex calculations and more global indicators are required, in addition to the support of a project management team

Implementation - Timeline

November 2020: Launch of the initiative

April 2021: Presentation, transmission and implementation of the reference guide

Late 2021: Assessment of projects



Resources: Stakeholders and *roles*

City of Bordeaux:
Town-Planning Department, architectural task force, ground occupation permit office, pre-project commission, Property Department, etc.
Steering

French architectural review board (ABF)
Tribu

Partners

Support for Energy Renovation Projects

Responsible Territory- (Habitat/Energy) -ACTION N°10

PAS DE PHOTOGRAPHIES

Key figures:

4,500 advisory sessions annually on a Metropolitan scale

8 renovation consultants

2 task officers for the steering of the platform

Author(s)

Cécile Andicoéchéa

Isabelle Ducos

Manon Espinasse

Xavier Latortue

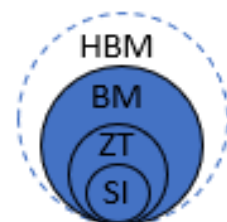
Anne-Laure Moniot:

Valérie Rambaud

Related action(s)

Adaptation of Property Owned by the City of Bordeaux To Climate Change

Enhancement of the existing housing offer



STATUS OF ACTION **IN EFFECT / PLANNED / PROPOSED**

Bordeaux Métropole leads an energy renovation policy which is beneficial to the environment, the local population and the attractiveness of the local territory, through the preservation and enhancement of local heritage. The wide-scale energy renovation of housing is the key factor in the energy transition of buildings. Bordeaux Métropole is making very effort to ensure that the whole of the existing housing stock reaches a mean Low-energy Consumption Building (BBC) level by 2050. This objective entails cross-referencing the energy profiles of habitat typology with the economic and social characteristics of occupants. The heritage nature of Bordeaux’s built property is perceived as an opportunity to execute high-quality renovations. To meet these challenges, Bordeaux Métropole is rolling out substantial means, notably via its energy renovation platform Ma Rénov’ Bordeaux Métropole. The platform, created in 2007, serves to provide support for individuals seeking to upgrade the energy-efficiency of private housing. Adapting the thermal efficiency of an old building without undermining its heritage value requires knowledge of its qualities and thermal behaviour. A collaborative effort between the platform team and architectural quality task officers has been launched to define recommendations and adapt support for individuals and their hired workers, in addition to offering informative tools for the general public.

Implementation - Timeline

2017

Adoption of the *Positive Energy Métropole* objective
 Creation of the Ma Rénov platform
 Publication of the first guidelines associating energy and heritage

2021

Creation of the pooled tool

2022

Creation of tools for the general public

2020

Relaunch of the energy-heritage collaborative task

Resources: Stakeholders and *roles*

Bordeaux Métropole

Housing and tertiary energy renovation office, High Quality of Life Department (8 consultants, 2 task officers)
 Urban architecture and heritage project office, Town-Planning Department (4 architectural quality task officers)

Steering

Private housing improvement office, Habitat Department
In-house partners

Ma Rénov partner organisations
 Ma Rénov partner expert consultants
External partners

Enhancement of the Existing Housing Offer

Responsible Territory- (Habitat) -ACTION N°11

Key figures:

Support for 200 projects per year by
landlords or modest-income
homeowners

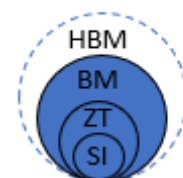
Photographies au choix

Author(s)

Manon Espinasse
Elise Le Guiet
Anne-Laure Moniot:

Related action(s)

Development of the new housing offer
Support for energy renovation projects



STATUS OF ACTION **IN EFFECT** / PLANNED / PROPOSED

The attractiveness of Bordeaux Métropole and the shift in family structures have led to the indispensable development of the existing and new housing offer.

The City of Bordeaux and Bordeaux Métropole have been developing an active incentive policy since 2010 to maintain and improve the comfort of Bordeaux city-centre inhabitants. This policy takes the form of support for the enhancement of built heritage and, on a social level, for the improved comfort of inhabitants.

This support is provided on the ground by the operator InCité. InCité offers its expertise in identifying and supporting each modest-income homeowner or landlord with a project to carry out works or rehabilitate their heritage for rental as social accommodation. The French National Housing Agency (ANAH) is the main provider of funding.

Aims:

- Act against fuel poverty to improve comfort and energy use (in particular via the Ma Rénov platform)
- Adapt housing to elderly or disabled occupants
- Support households in sub-standard accommodation by offering re-housing for the duration of works
- Enable landlords to obtain financial balance when offering private property for social housing.

Other home improvement schemes are available for modest-income households: The Public Interest Programme (PIG), Programmed Operation for the Improvement of the Housing Environment (OPAH), Coup de Pouce de la Ville (Bordeaux City Booster scheme), the Facade Renovation Campaign and the Property Restoration Operation (ORI).

In order to pursue its policy to improve the comfort of low-income households in the centre of Bordeaux, new solutions are to be implemented, such the control of rent costs and rental or sub-division permits.

Implementation - Timeline

<p>1997 Launch of facade renovation campaigns</p> <p>2002 Approval of the historic centre renewal project</p> <p>2007 First deliberation on the strengthening of aid to property owners subject to Declarations of Public Utility</p>	<p>2011 Creation of the Programmed Operation for the Improvement of the Housing Environment (OPAH)</p> <p>2015 Launch of the <i>Coup de Pouce</i> booster scheme by the City of Bordeaux</p>
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Resources: Stakeholders and *roles*

City of Bordeaux:
Steering

- National Housing Agency (ANAH)
- French State
- Municipalities
- Action Logement
- EPA Euratlantique
- Procivis Gironde
- Fondation Abbé Pierre
- Pension and Occupational Health Fund (CARSAT)
- Caisse d'allocations familiales [National family allowance organisation]
- Partners*

Development of the New Housing Offer

Responsible Territory- (Habitat) -ACTION N°12

Key figures:

LUP objectives:

3000 new social rental
housing units per year

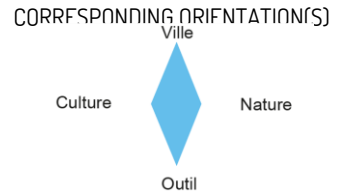
Author(s)

Nicolas Martin

Related action(s)

Support for town-planning permits
Enhancement of the existing housing offer





STATUS OF ACTION IN EFFECT / PLANNED / PROPOSED

The attractiveness of Bordeaux Métropole and the shift in family structures have led to the indispensable development of the existing and new housing offer. Pressure on the property market has created a demand for affordable new housing in all sectors, i.e; rental, ownership and purpose-built accommodation, to facilitate the residential offer. The promotion of more ecological, high-quality-usage housing, which is better integrated in its environment, in addition to new lifestyle trends, also contribute to housing resilience.

The habitat section of the inter-municipal local urban plan (PLUi) provides for the creation of 3000 new social rental units per year, 1500 units for affordable ownership and the development of purpose-built accommodation for young people, students, senior citizens and vulnerable populations. The 2016-2021 property aid allocation agreement, signed between the State and Bordeaux Métropole, grants funding to enable this development and re-balance the housing offer. Bordeaux Métropole intervention regulations enable the granting of aid, property premiums and lending guarantees which act as levers for production. The PLUi also includes provisions obliging the creation of a quota of affordable housing in property developments. Obligations also exist in development operation regulations. In the framework of the Metropolitan Pre-project Commission (CMAP) which examines future projects, special attention is given to the quality of housing for future residents (typologies, surfaces, interior layout, orientation and outdoor areas) and its environmental and landscape integration. There is also the issue of the optimisation of development to reduce ground surfacing, via solutions to compromise density, reclaim brownfield sites or urban wastelands and by converting existing properties into affordable housing units.

Implementation - Timeline

2016-2021

Implementation of the State/ Métropole property aid allocation

2022

Renewal of the 2022 allocation further to assessment

Mid-term assessment of the habitat aspect of the LUP and possible adjustments

Resources: Stakeholders and *roles*

Institutional managers
 Bordeaux Métropole

Human resources
 Affordable social housing centre, Habitat Department

Financial resources

€32 million per year (State/ Métropole) in financial aid for the creation of social rental housing

Support for Town-Planning Permit Applications

Responsible Territory - ACTION N°13

Key figures:

Bordeaux : 1,100 building permits per year

3000 to 3,500 prior notifications (small-scale extensions, 20m², swimming pools, plot division or fencing)

7000 to 8000 simple planning reports (CUa) and alignment decrees

90 application files per week

Metropolitan Pre-project Commission (CMAP): 130 applications per year, i.e., 15% of building permits

2.5% to 3% legal appeals

image : CFA

Author(s)

Manon Espinasse

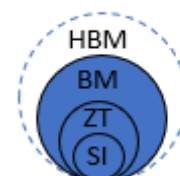
Anne-Laure Moniot:

Jérôme Passicos

Related action(s)

Support for local town-planning projects

Local UNESCO Bordeaux Committee (CLUB)



STATUS OF ACTION **IN EFFECT** / PLANNED / PROPOSED

The examination of town-planning permit applications is the step during which local authorities check and inspect the compliance with urbanism regulations of architectural projects for existing or new buildings. The French architectural review board is consulted for projects within the outstanding heritage site and in areas surrounding historical monuments.

In order to promote the architectural and urban quality of projects, adapted measures have been put in place by Bordeaux Métropole and the City of Bordeaux:

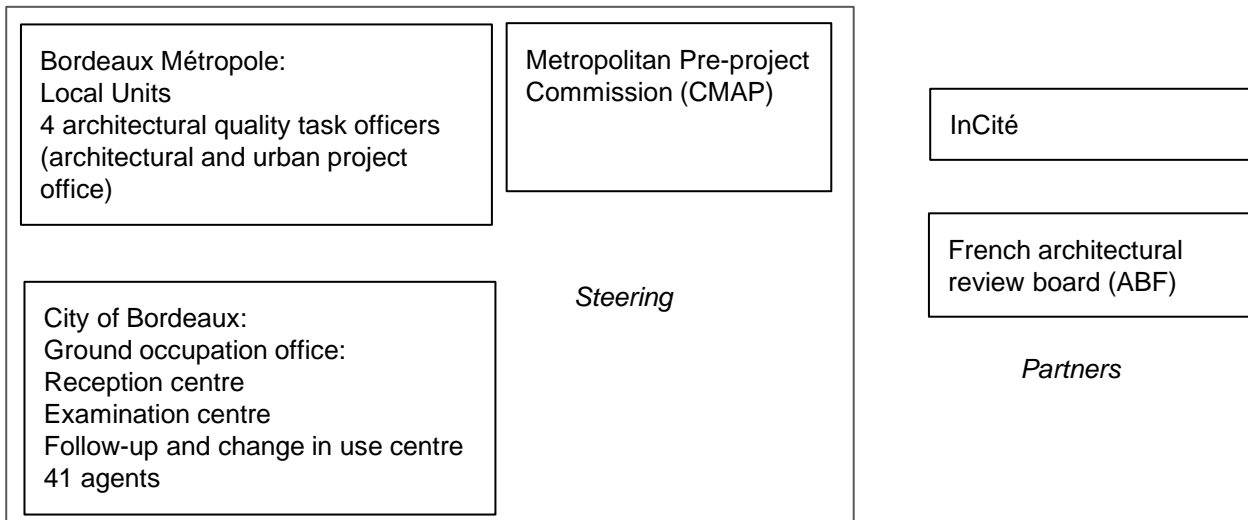
- Regardless of the scale of the project, upstream architectural support is provided to public or private project holders, by one of 4 architectural quality task officers from the Bordeaux Métropole Town-Planning Department.
- For projects exceeding 10 housing units or 1000m², for other operations, a Metropolitan Pre-project Commission (CMAP) takes place. The commission is held prior to the submission of the planning permission application. In the presence of a consulting architect for the City of Bordeaux, discussions are held with project holders on potential regulatory issues, operation schedules, architecture and landscape, etc.
- For housing projects located in the perimeter of the public development concession entrusted to the semi-public company InCité, projects are examined by the programming committee. The latter is composed of representatives from InCité, the ground occupation office, the Habitat Department, the French architectural review board and the architectural quality task officer of the Bordeaux Métropole Town-Planning Department. The quality of the rehabilitated or new housing is examined.

The decisions reached by these bodies enable the creation of a planning permit application which will then be examined by the ground occupation office of the Bordeaux local unit and issued by City Hall, in the majority of cases.

Timeline

2002
 Setting-up of the architectural quality task force and creation of the programming committee
 2007
 Creation of the Metropolitan Pre-project Commission (CMAP) and expansion of the architectural quality task force

Resources: Stakeholders and *roles*



Support for Local Town-Planning Projects

Responsible Territory - ACTION N°14

Examples of project sites concerned by the support scheme

Sources: PT Bordeaux

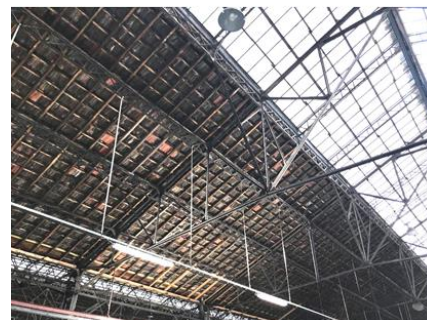


Achard business park

Key figures:
Approx. 40
applications
supported per year



Bouthier hangar



Allée des Pins bus depot

Author(s)

Emeline Dumoulin
Manon Espinasse
Lucie Figura
Anne-Laure Moniot:

Related action(s)

Local UNESCO Bordeaux Committee (CLUB)
Urban redevelopment of the Bassins à Flot district

Location of action



STATUS OF ACTION **IN EFFECT** / PLANNED / PROPOSED

Bordeaux Métropole and the City of Bordeaux are committed to supporting municipal urban and property development projects, whether public or private, that are based on a local urbanism approach. Local authorities may thus intervene upstream in projects to ensure the taking into account of various municipal and Metropolitan public policies. Such projects concern plots of varying sizes, which may be occupied by protected buildings with a potential opportunity for reconversion. Feasibility studies may be carried out (and sometimes funded by local authorities) in order to define the programming, architectural, urban and landscape orientations which are best adapted to the district's urban and heritage character. This procedure is a form of the negotiated urbanism implemented in the framework of development operations.

The advantage for project holders lies in the support provided to facilitate the project and the backing of local authorities.

This process brings together all relevant offices and bodies, including the Local UNESCO Bordeaux Committee, which is consulted in the case of heritage issues.

The task of the Bordeaux local unit in terms of local urbanism includes:

- the collection, analysis and summary of the project holder's intentions, in addition to all useful information relevant to the project site and its context, in order to call on the appropriate expertise and validations
- support in the interpretation of regulations
- coordination and steering of project monitoring

Schedule

<p>Before 2016: Support for municipal interest projects by the City of Bordeaux</p>	<p>2016-2019 Support for projects by the pooled departments of Bordeaux Métropole, case by case by the Town-Planning Department or the Bordeaux local unit</p>	<p>2019: Creation of the Urban Development Centre (CDU) within the Bordeaux local unit, for the structuring of project support</p>
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Resources: Stakeholders and *roles*

Private or public project holders
 (Property developers, companies, architects, land owners, etc.)

Bordeaux local unit: The Urban Development Centre (CDU) of the Bordeaux local unit is composed of a team of 3 permanent agents, 1 apprentice and 1 trainee.
Steering

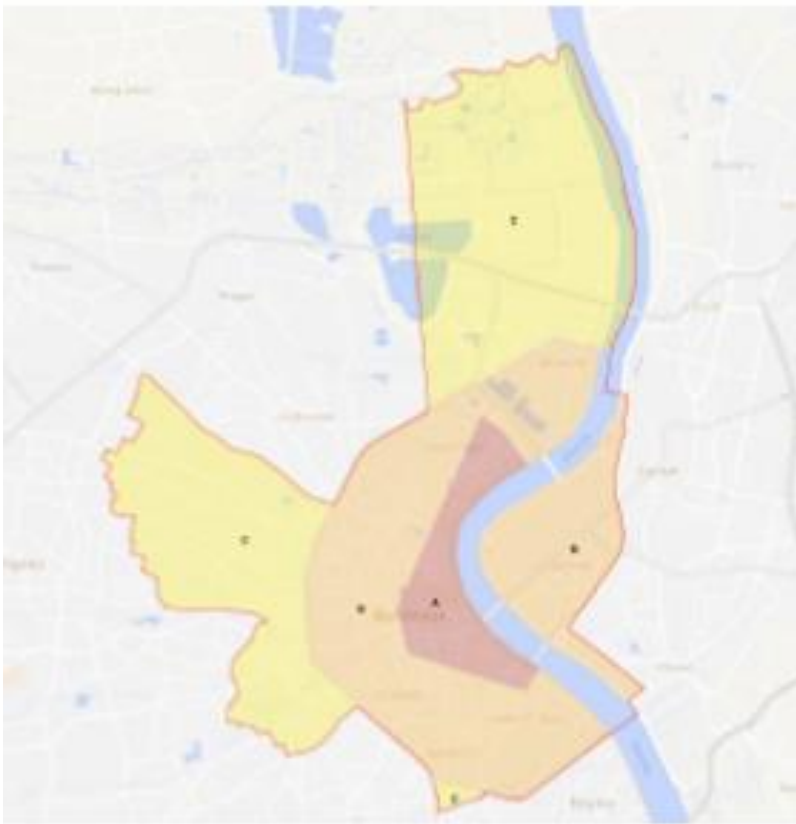
Technical offices / Departments of Bordeaux Métropole and the City of Bordeaux:
 Habitat, Town-Planning, Mobility, etc.

Local UNESCO Bordeaux Committee (GLUB)

Partners

Management of the Tourist Accommodation Offer

Responsible Territory- (Habitat/Tourism) -ACTION N°15



- A. Highly-limited compensation sector
Intra-thoroughfare (excl. right bank):
obligation to create 1 housing unit
to offset 1 tourist accommodation unit,
within the same perimeter
- B. Limited compensation sector
Intra-thoroughfare (excl. right bank) :
obligation to create 1
housing unit to offset 1 tourist
accommodation unit, within
the same perimeter and the intra-
thoroughfare perimeter
- C. Normal compensation sector
Rest of the territory: obligation to
create 1 housing unit to offset 1 tourist
accommodation unit, across the area
of the city

Author(s)

Edouard Bertron-Serindat
Manon Espinasse
Anne-Laure Moniot:

Related action(s)



STATUS OF ACTION **IN EFFECT** / PLANNED / PROPOSED

The attractiveness of Bordeaux city, in particular since 2015, has led to a rise in the offer of tourist accommodation in line with the expansion of tourism thanks to the development of online booking platforms.

Not only does this trend compete with standard tourist accommodation, it has also led to a fall in the housing offer, particularly in the centre of Bordeaux. In 2017, Bordeaux Métropole implemented, for the city of Bordeaux, the control of ‘change in use’ in order to monitor the creation of tourist accommodation and offset its negative impacts. This regulatory tool affirms the notion that the primary vocation of a housing unit is residential and that overnight rental is considered as a hotel accommodation activity. The strategy is designed to ensure improved distribution of visitors across the territory, to control tourist accommodation activity in the historic centre, to preserve the offer of affordable housing for residents and to anticipate and offset the effects of excessive tourism and conflicts of use.

Principles of the regulation:

- All transformations of housing into tourist accommodation are subject to compensatory action (creation of housing with an equivalent surface in the same sector, including parking space)
- A single exception is made for a primary residence, which may be partially sub-let, for an unlimited duration or integrally sub-let up to 120 days per year, without compensatory action.
- Regardless of the situation, all rented tourist accommodation is subject to a tax declaration, via the Bordeaux Métropole tourist tax website. A regulatory registration number is issued instantly and must be quoted on all advertising supports.

Failure to comply is liable for penalties of up to €50,000 in civil fines and €80,000 in penal fines.

In March 2018, when the regulation came into effect, a stabilisation in the number of offers was observed. 3 years later, the number of housing units returned to the standard rental market is estimated at around 2000.

Implementation - Timeline

July 2017:
 Ruling of the Bordeaux Métropole Council
 Adoption of the City of Bordeaux regulation

November 2018: A preliminary question raised with the European Court of Justice (CJEU) in the context of a Parisian case suspends French judicial activity

March 2018: Entry into effect of the City of Bordeaux regulation

September 2020: The CJEU confirms the compatibility of the change of use with European law.

Stakeholders and

roles

Ground occupation rights office of the Bordeaux local unit

Informing of the population and monitoring of compliance with the regulation

Online booking platforms (Booking, AirBnB)
 Withdrawal of advertisements without a tourist tax registration number

Steering

Visitor Reception Quality Process

Responsible Territory (Tourism)-ACTION No.16



various photographs:



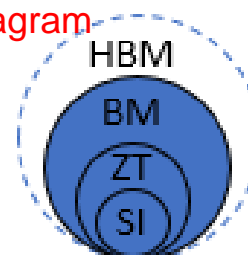
Author(s)

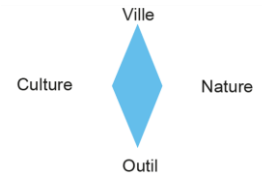
Zineb Reghay

Related actions

Visitor reception quality process

action location
diagram





STATUS OF ACTION: **IN EFFECT** / PLANNED / PROPOSED

The tourism mission of Bordeaux Métropole has developed a quality process aimed at developing sustainable tourism and allowing for a balanced coexistence between tourists and residents. This process is based on actions that are already underway, including redirecting the flow of visitor traffic throughout the area. These actions, which contribute to the quality process, include developing, promoting, and coordinating soft mobility for local residents and target tourist groups (cycling and hiking tourists), and supervising collaborative accommodation platforms. This quality process reflects the commitment of tourism stakeholders to protecting the environment, ensuring accessibility, and water, waste and energy management. The tourism quality process is demonstrated through standards and labels. It specifically relies on compliance with the AFNOR standard for visitor sites, and the Sustainable International Destination approach, through implementation of ISO standard 20121 for sustainable development.

The labels

Destination Pour Tous (accessibility)	Tourisme et Handicap (TH) (accessibility)	Sustainable International Destination ISO 20121	Qualité Tourisme	NF Sites de Visite
Time frame implemented in 2014 (for the City of Bordeaux) renewed in 2019 (for Bordeaux Métropole)	in progress label for individual sites (e.g. Grand Parc swimming pool, Cité du Vin)	in progress for Bordeaux Métropole	in progress Bordeaux Métropole Tourist & Convention Office	in progress label for individual sites
Stakeholders leaders: Tourist Office City of Bordeaux	leaders: Gironde Tourisme	leaders: Tourist Office Bordeaux Métropole	leaders: Tourist Office BM	leaders: Bordeaux Métropole Gironde Tourisme
partner: Gironde Tourisme	partner: BM	partners: Tourism and local stakeholders:		partners: ADEME region
certifying body Ministry for the Economy, Finance and Recovery (STATE)	certifying body: STATE	certifying body France Congrès et Evénements	certifying body State	certifying body AFNOR

Tourism Observatory

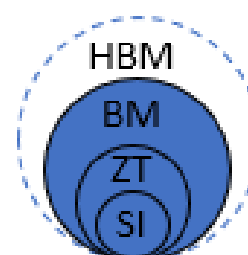
Responsible Territory (Tourism)-ACTION No.17

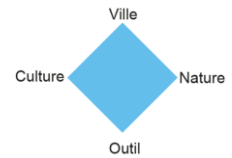
Author(s)

Zineb Reghay

Related actions

Quality visitor reception approach





STATUS OF ACTION: **IN EFFECT** / PLANNED / PROPOSED

Various authorities have implemented tourism monitoring tools for the purpose of developing sustainable tourism, allowing for a balanced coexistence between tourists and residents, and promoting priority sectors (wine tourism, business tourism, heritage and urban tourism, river and cruise tourism, local tourism).

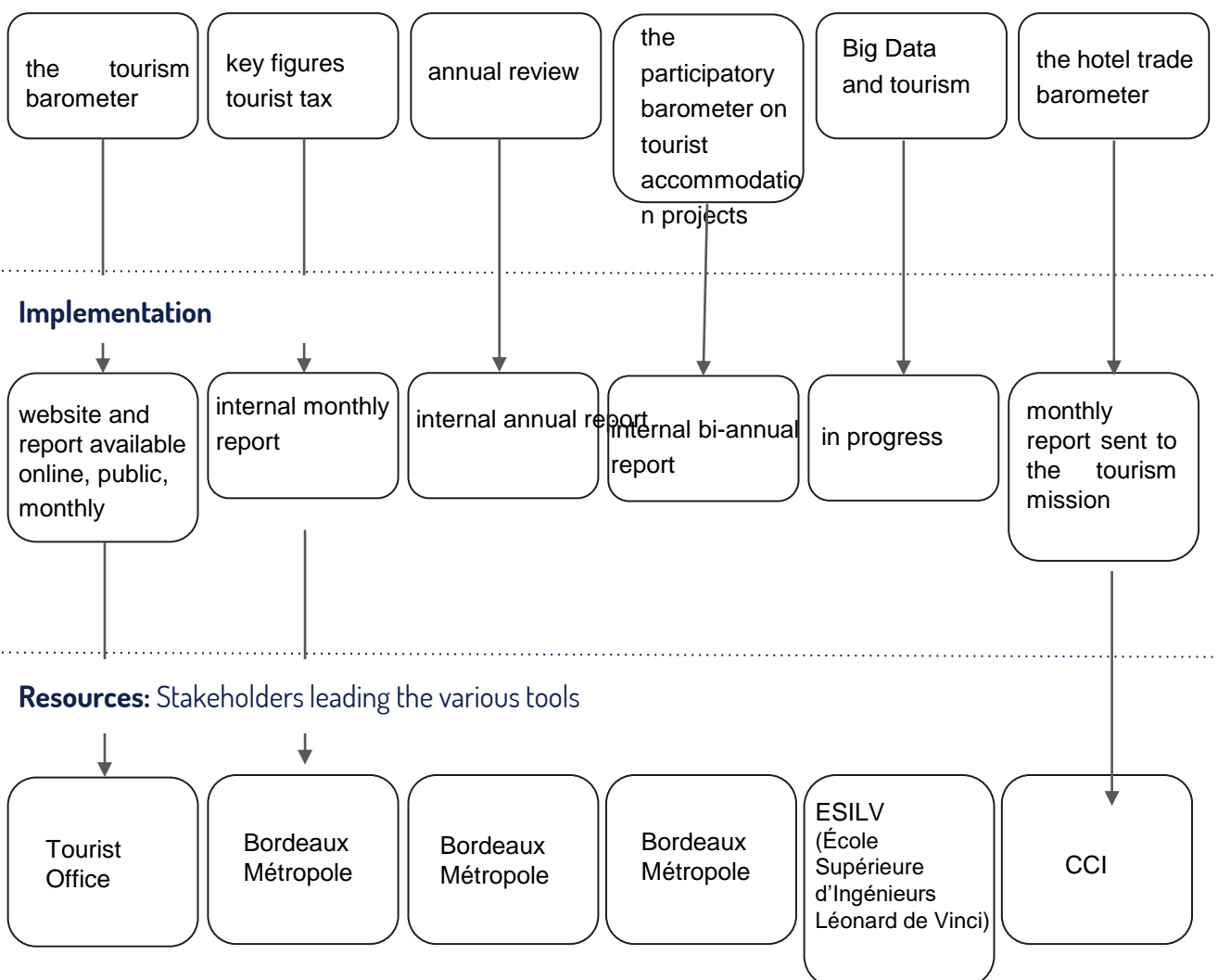
These tools facilitate the development of a comprehensive tourism policy targeting three key issues:

- Maintaining peaceful and sustainable tourism (anticipate peak periods)
- Continue to ensure high-quality tourism
- Support the attractiveness of Bordeaux as a destination

Some tools are sector-specific, while others provide a comprehensive view. Some produce monthly reports, while others are annual. Together, these tools offer a comprehensive view that assists the tourism mission of Bordeaux Métropole in analysing and managing its tourism policy.

One of these tools, the collaborative research and development project on “Big Data and Tourism”, initiated in 2016 with École Supérieure d’Ingénieurs Léonard de Vinci (EESILV), monitors tourism-related impacts using data from social media (including TripAdvisor, Flickr and Instagram). Data from social media provides an alternative and complementary source of information alongside the existing monitoring tools.

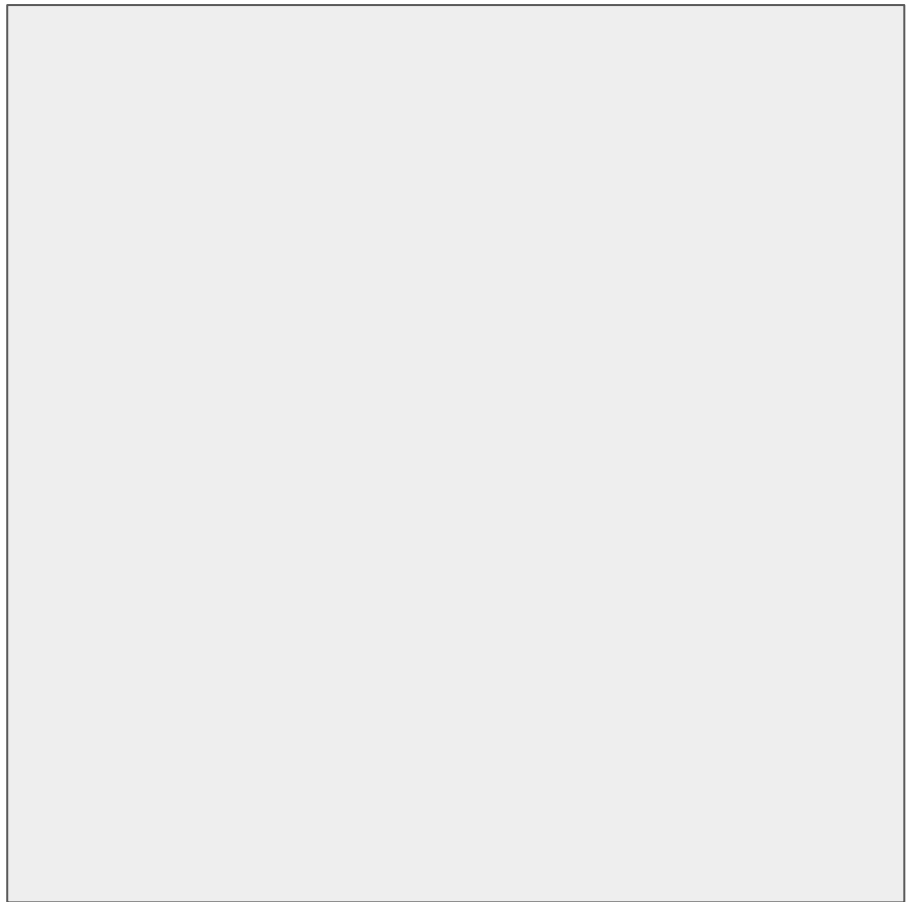
Tourism monitoring tools for a comprehensive view



River Master Plan

Responsible Territory–ACTION No.18

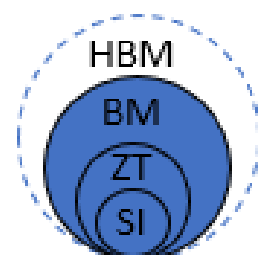
Title 1:
Mapping of river
development
credits 1: BM and a'urba

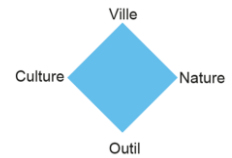


Author(s)

Manon Espinasse
Laurent Nemery

Related actions





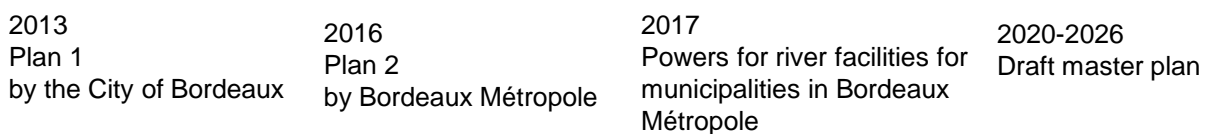
STATUS OF ACTION: IN EFFECT / **PLANNED** / PROPOSED

The 2020-2026 draft master plan for river navigation in the Port of the Moon and the Bordeaux metropolitan area is a monitoring and planning tool for all river facility projects. Forty-five potential projects are included in the plans to develop areas along the Garonne, such as the Brazza and Euratlantique districts. From a broader perspective, the plan coincides with the mayors' desire for the Garonne and Dordogne rivers to be vehicles of development in their territories.

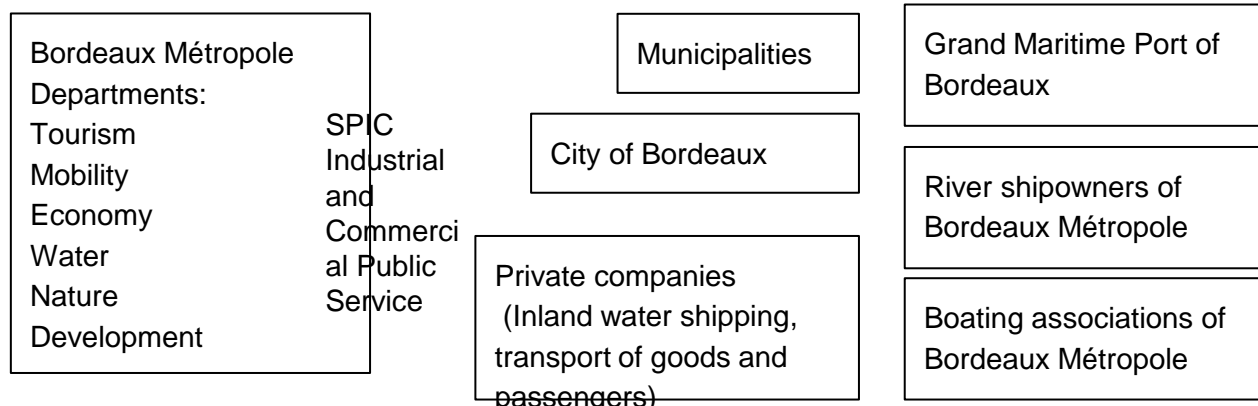
The potential projects focus primarily on river tourism, cruises, boating, mobility, urban river logistics. They draw particular attention to the need for mobility and transport solutions for last mile delivery that provide an alternative to road transport. Nineteen of the potential projects seek to develop the Bat3 network. Others propose to build private and public pontoons, use certain quays for waterway logistics, create a river shuttle service upstream of Pont de Pierre, create facilities for a collection system for wastewater from boats, and signage for pontoons. These projects are part of a move to create a sustainable port, which is already underway with initiatives such as barge waste collection and electric charging points for river cruise liners.

Many different facilities already exist. They are primarily managed by the industrial and commercial public service (SPIC) of Bordeaux Métropole for "river facilities" in charge of developing, managing and operating river facilities in the area. Some are also managed by third party providers. A range of preliminary studies will be carried out prior to the construction of the new facilities, including topographical and bathymetric surveys, and environmental studies.

Implementation - Schedule



Resources: Stakeholders



Budget

€40 million in investment, including €7,250,000 for the Port of the Moon sequence

3rd Metropolitan Cycle Plan

Responsible Territory (Tourism)-ACTION No.19

Caption
Since 2010, cycling facilities in the metropolitan area have more than doubled, increasing from 715 km to 1500 km.

Key figures

% of cycling trips

Bordeaux Métropole

1998: 3%

2017: 8%

Bordeaux

1998: 3%

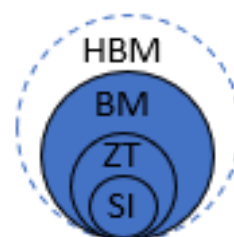
2017: 13%

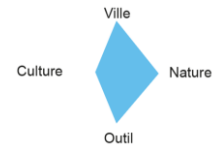
Author(s)

Florent Coignac
Camille Radelet

Related actions

1st Metropolitan Walking Plan
Metropolitan cultural walking and cycling paths





STATUS OF ACTION: **IN EFFECT** / PLANNED / PROPOSED

Cycling is constantly increasing in the metropolitan area, and is booming in Bordeaux. In 2017, it accounted respectively for 8% and 13% of travel, compared with 3% in 1998.

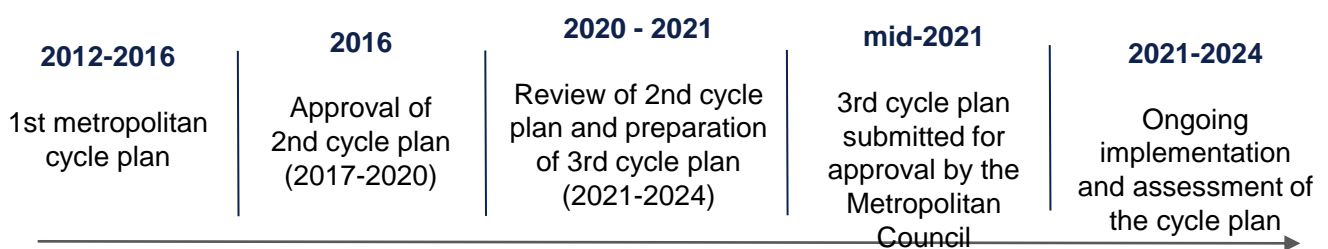
These figures are the result of an ambitious policy led by the City of Bordeaux and Bordeaux Métropole. The 2012 and 2016 cycle plans, improvements to the quality of life, city beautification, and public investment have all greatly encouraged cycling and the development of alternatives to road travel in general.

During a review of its mobility strategy, Bordeaux Métropole developed a third metropolitan cycle plan to build on this momentum. The plan was presented to the Metropolitan Council for approval in July 2021.

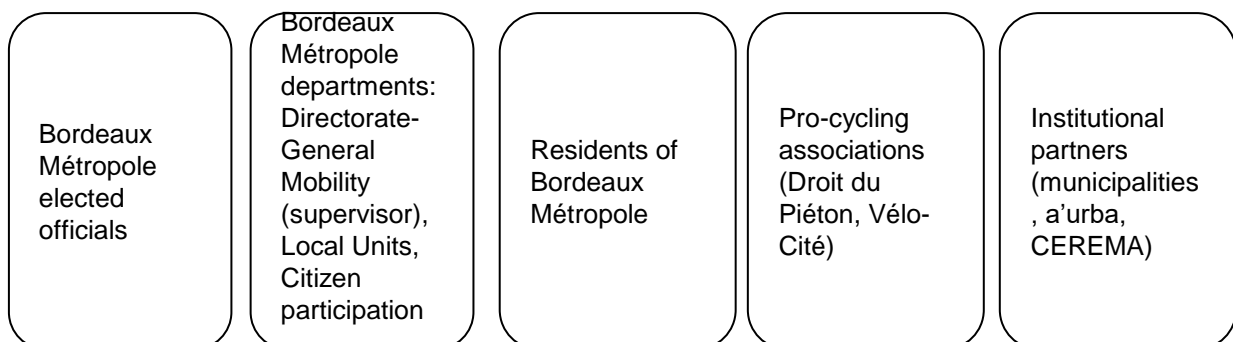
With this plan, Bordeaux Métropole intends to develop new cycling infrastructure, including rapid transit cycle networks, and new services such as maintenance and repair facilities located in public areas. The aim of this plan is twofold: improve the existing cycling network and services and encourage more people to start cycling.

The third metropolitan bike plan was drawn up using a cooperative approach which enriched the reflection process and was more inclusive. The process began in December 2020 with a series of workshops coordinated by the active transport modes mission of Bordeaux Métropole for partners and elected officials.

Implementation - Schedule



Resources: Stakeholders



Selected photographs of pedestrians in a public area

Key figures

% of travel by foot
Bordeaux Métropole
1998: 22%
2017: 29%
Bordeaux
1998: 35%
2017: 41%

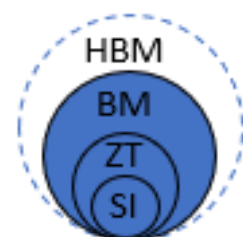
Top means of travel for trips of up to 2 km in Bordeaux Métropole

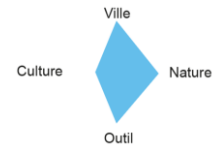
Author(s)

Florent Coignac
Camille Radelet

Related actions

3rd metropolitan cycle plan
Metropolitan cultural walking and cycling paths





STATUS OF ACTION: **IN EFFECT** / PLANNED / PROPOSED

Along with cycling, walking has significantly increased in the metropolitan area, especially in Bordeaux. In 2017, it accounted respectively for 29% and 41% of travel, compared with 22% and 35% in 1998.

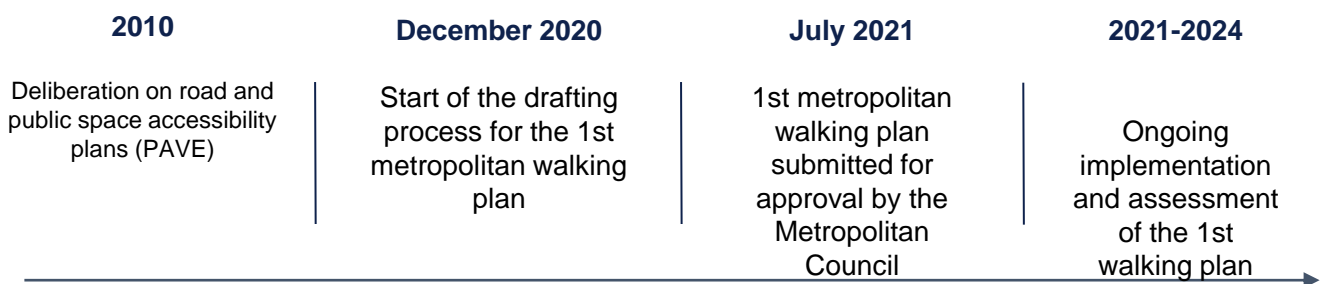
The ambitious policy implemented by the City of Bordeaux and Bordeaux Métropole to improve its quality of life, and the accessibility of the city and public areas promoted the development of cycling and walking.

The development dynamic for active transport modes primarily focused on implementing cycle plans. Now, however, with the review of the metropolitan mobility strategy, it also focusing on implementing a walking plan (presented to the Metropolitan Council for approval in July 2021).

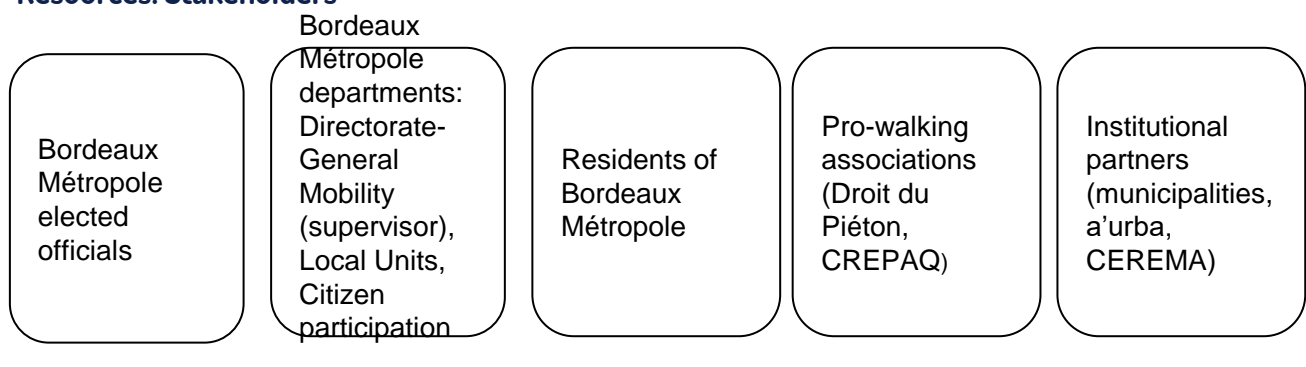
This first metropolitan walking plan aims to create new infrastructure and services. The goal of this plan is twofold: improve walking conditions and encourage residents to start walking.

The first metropolitan walking plan was drawn up using a cooperative approach which enriched the reflection process and was more inclusive. The process began in December 2020 with a series of workshops co-coordinated by the active transport modes mission of Bordeaux Métropole and a'urba for partners and elected officials.

Implementation - Schedule



Resources: Stakeholders



Operation of the Urban Transport Network:

Responsible Territory (Tourism)-ACTION No. 21

Map of urban transport network?

Key figures

2019:

- 101.4 million tram trips
- 67.7 million bus trips
- 0.4 million river shuttle trips
- 1.4 million vehicles at park & ride sites
- 111,779 trips with the Mobibus service
- 1,792,148 V³ rentals, the self-service bike network

Fleet of vehicles:

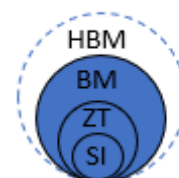
- 130 tram sets
- Nearly 500 clean energy buses and over 100 chartered buses
- 3 river shuttles
- Over 2,000 bicycles and 180 V³ stations

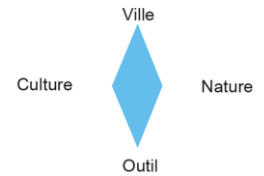
Author(s)

Renaud Lorillard

Related actions

Development of the urban transport network





STATUS OF ACTION: **IN EFFECT** / PLANNED / PROPOSED

The current urban transport network in Bordeaux Métropole is largely the result of the 1997 tram project. Historically, the network has strongly focused on travel towards the centre of Bordeaux, with direct bus lines or bus connections to the tram. The development of local lines in the suburbs (between municipalities or suburbs) has helped to improve coverage in Bordeaux Métropole. The global mobility strategy promotes alternatives to private cars by developing an ambitious policy to optimise car use, implementing a coherent parking policy with the municipalities, developing active transport modes, and creating structural lines. The operation of the network is an integral part of these dynamics.

Bordeaux Métropole acts as the Mobility Organisational Authority. In this role, it delegates the exclusive rights to the operation of public transport services for Bordeaux Métropole: 4 tram lines, 80 bus lines, a demand-responsive transport service for PRM, park & ride, transport hubs, self-service bicycles, and river shuttles.

Hierarchy of the transport network:

- the network is structured by the tramway
- Liane buses complement the tram services with high-frequency services with direct routes to Bordeaux
- the Principales and Citéis lines operate throughout the districts and provide connections to the tram and Liane lines
- Corol buses run between suburban areas

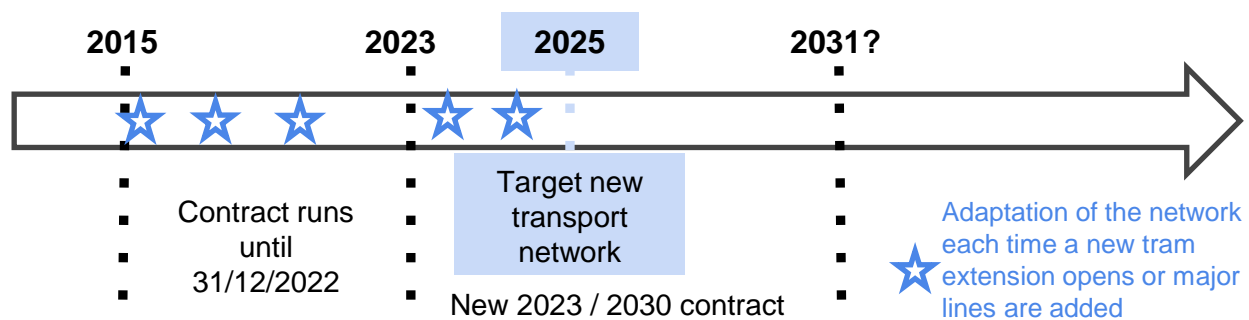
Operating process:

Bordeaux Métropole establishes the fees, ensures that delegates comply with their contractual obligations, undertakes the main investments for the transport services, and is the beneficiary of all revenue generated by the operation of the network.

The delegate operates the network and maintains the property made available by Bordeaux Métropole.

The municipalities, which are consulted during sectoral meetings, share the changes they would like to see

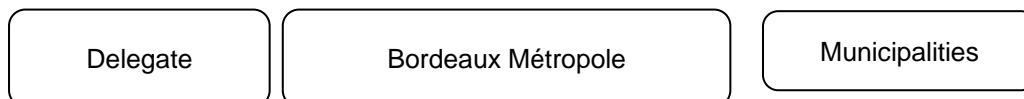
Schedule



Minor adjustments may be made throughout the year at sectoral meetings

Resources

Stakeholders



Budget

Bordeaux Métropole delegates the operation of the network to a delegate for an approximate flat-rate price of €215 million per year.

Development of the Urban Transport Network

Responsible Territory (Mobility)-ACTION No. 22

Map title:

Main development projects for the urban transport network

Key figures

BHNS

21 km and 42 stations

Creation of 2 Park & Ride

Expected level of use: 50,000 passengers / day

Modal shift: – 18,000 trips / day

100% electric rolling stock

Metropolitan RER

Line 1: 82 km and 22 stops

Line 2: 92 km and 19 stops

Line 3: 18 km and 11 stops

Tram A Extension

5 km and 5 stops

Bridget-to-bridge line

15 km between the left and right banks

Expected level of use: 11,000 passengers / day by 2030

Distance between stations: approximately 500 m

Zero-emission target for the rolling stock

Author(s)

Emilie Chadoutaud

Manon Espinasse

Fabrice Limare

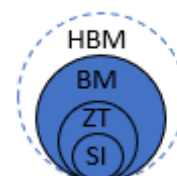
Mickael Mora

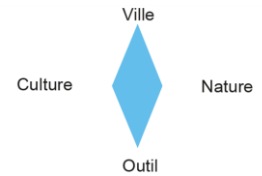
Sylvain Schoonbaert

Related actions

Operation of the urban transport network:

Urban regeneration of boulevards and *barrières* (“gateway” intersections, once used for tolls)





STATUS OF ACTION: **IN EFFECT** / PLANNED / PROPOSED

The development of the urban transport network is an integral part of the overall strategy for mobility and multi-modal options. This includes the creation of structural metropolitan lines such as the bus rapid transit (BRT) line running from Saint-Jean Station to Saint-Aubin-de-Médoc, the metropolitan RER, the extension of Tram A towards the airport, and plans for a bridge-to-bridge bus line.

-BRT (bus rapid transit) from Saint-Jean Station to Saint-Aubin-de-Médoc:

The BRT connects Saint-Jean Station and Saint-Aubin-de-Médoc in one hour. It must provide the same level of service as a tram in terms of speed, frequency, efficiency, comfort, and information. During peak hours, the buses run every 5 minutes.

-Metropolitan RER:

The RER project relies on rail and road components. The rail component will use the three current lines, with the addition of a commuter train that will run every thirty minutes and the creation of two new stops (Talence Médoquine and Le Bouscat Sainte Germaine). The improvements will optimise the railway infrastructure, rolling stock, stations and multi-modal hubs. The road transport component targets areas without rail service. It will create a network of express coaches (rapid transit, high frequency, limited number of stops, connections with the tram, P&R and car-pooling car parks).

-Tram A Extension:

Three tram lines (A,B,C) were created between 2000 and 2004. Between 2004 and 2008, these lines were extended with an additional 20 km of tracks and 36 new stations. Between 2008 and 2020, an additional 30 km was added to the network, including extensions and a new D line. The tram continues to grow with the extension of tram A to the airport. This project is supported by the creation of a Park & Ride near the airport and a BRT connecting the airport and multi-modal hub in Pessac.

- Bridge-to-bridge line:

This line, which will run between Jacques Chaban Delmas bridge au Simone Veil bridge, will create a structural link between the left and right banks.

On the right bank, it is part of a series of major urban projects (Brazza, Bastide Niel, joint development zones Garonne Eiffel and on the docks). This line will take the form of dedicated-area public transport when the urban context allows. The planned frequency is every 10 minutes. Eventually, the line could contribute to forming a loop by connecting to the boulevards.

Schedule

2016: Consultation on SDODM, bridge-to-bridge line filed with pre-operational studies	2021: -Declaration of public utility for BRT -Start of works for BRT
2018: Roadmap for the creation of a Metropolitan RER adopted by Bordeaux Métropole and the Region	2022: -Commissioning of the extension of tram line A
2019: -Declaration of public utility for the extension of Tram A -Start of works for the extension of Tram A	2024: Commissioning of BRT 2025: Commissioning of the bridge-to-bridge line

Resources

Actors by *project*

Bordeaux Métropole

BRT, Bridge-to-bridge line, Tram A, Metropolitan RER Budget

BRT: €154.6 million

Tram A Extension: €90.1 million

Urban project developers

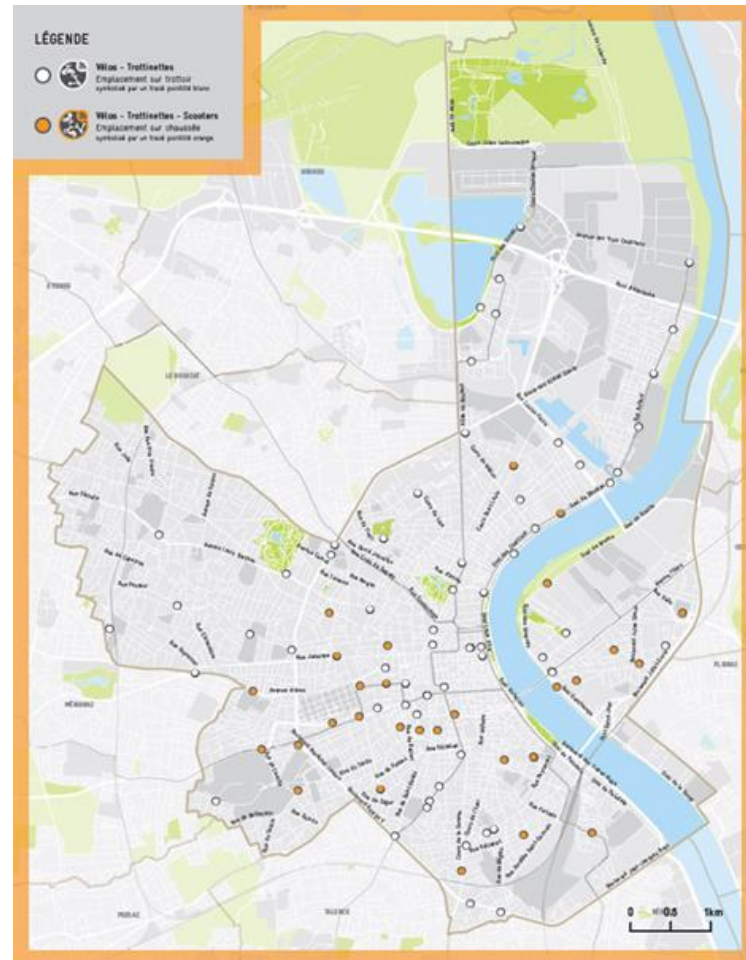
Bridge-to-bridge line

Nouvelle Aquitaine region
Metropolitan RER

Municipalities

Project partners

Parking areas dedicated to free-floating services

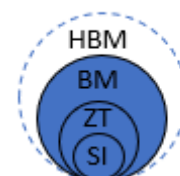


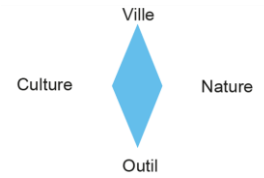
Author(s)

Florent Coignac

Related actions

- 1st metropolitan walking plan
- 3rd metropolitan cycle plan





STATUS OF ACTION: **IN EFFECT** / PLANNED / PROPOSED

Since 2018, new self-service, or free-floating, mobility services have developed around the world, and especially in Bordeaux. These private services make bikes, mopeds, and/or scooters available for users in public areas. They do not apply for subsidies and are deployed without obtaining authorisation.

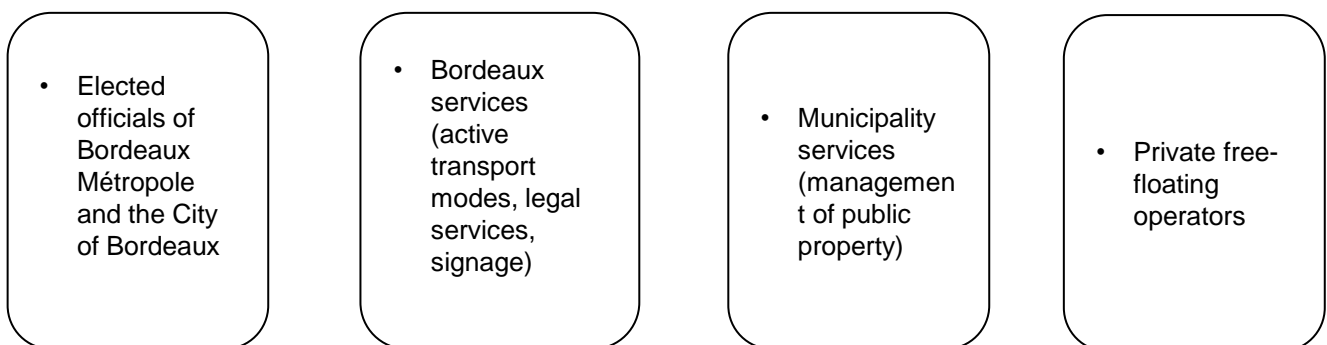
While the development of these services has provided an opportunity for developing alternatives to cars, they can also pose a threat to the preservation of public areas. Elected officials of Bordeaux Métropole therefore approved an Operator Commitment Charter in 2019 based on specific principles: a maximum number of objects provided (600 bikes, 200 mopeds, 100 scooters) per operator, with dedicated parking areas.

Since then, the Framework Law on Mobility (LOM) of 24 December 2019 has further clarified the municipalities' options for regulating these services. A competitive tender for operators in the form of a Metropolitan call for expression of interest, for which the conditions have yet to be determined, will be proposed to elected officials in Bordeaux Métropole for a procedure set to begin in 2021.

Implementation - Schedule



Resources: Stakeholders



Pont de Pierre Management Plan

Responsible Territory (Mobility)-ACTION No. 24

Image: painting

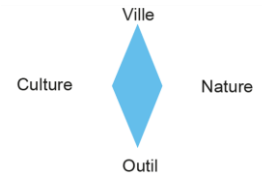
“This bridge will continue to exist as long as engineers endeavour to maintain the rip-rap.” Claude Deschamps, 1822

Author(s)

Manon Espinasse
Sylvain Schoonbaert
François Durquety
Mohamed Mariko

Related actions





STATUS OF ACTION: **IN EFFECT** / PLANNED / PROPOSED

Built between 1810-1822, the Pont de Pierre on the Garonne is a key link between the two banks. The bridge is an essential part of life in Bordeaux and the metropolitan area.

It is the third most used bridge in the Bordeaux metropolitan area, with over 60,000 people crossing it each business day in both directions. The Pont de Pierre is also an important route for emergency vehicles, taxis, TransGironde buses and tourist buses.

Many changes to the transverse profile of the structure have been required over the years to meet the needs of new eras, including work to widen the bridge in 1954 and to accommodate a tram line in 2001.

The Pont de Pierre has several pathologies. These were revealed through continuous monitoring of movement in the bridge's abutments. The protective layer of rip-rap surrounding the foundations ensures their stability. Civil engineer Claude Deschamps, aware of the crucial role of this protective layer, wanted this inscription to be added to one of the stones on the bridge: "This monument will remain standing as long as engineers are careful to ensure maintenance of the rip-rap."

A first works phase between 2017 and 2018 was completed to repair the rip-rap. A second phase was dedicated to completely rehabilitating the structure (reinforcing the foundations, waterproofing the deck, restoring the masonry, adding cladding around the piers).

The current studies and work are supported by a shared digital model of the structure (BIM), which facilitates the restoration, decision and operational processes.

Works: 2023 - 2025

Schedule

1807-1808 Napoleonic decrees for the construction of Pont de Pierre	2017 Bridge closed to automobile traffic	2022 Exhibitions for the bridge's bicentenary (1st May 2022)
1810-1822 Construction of the bridge	2017-2018 Riprap work	
1901 Initial work to strengthen the riprap	2023-2025 Extensive rehabilitation work	

Resources Stakeholders

Bordeaux Métropole
Contracting authority

Inter-Municipal Local Urbanism Plan (PLUi)

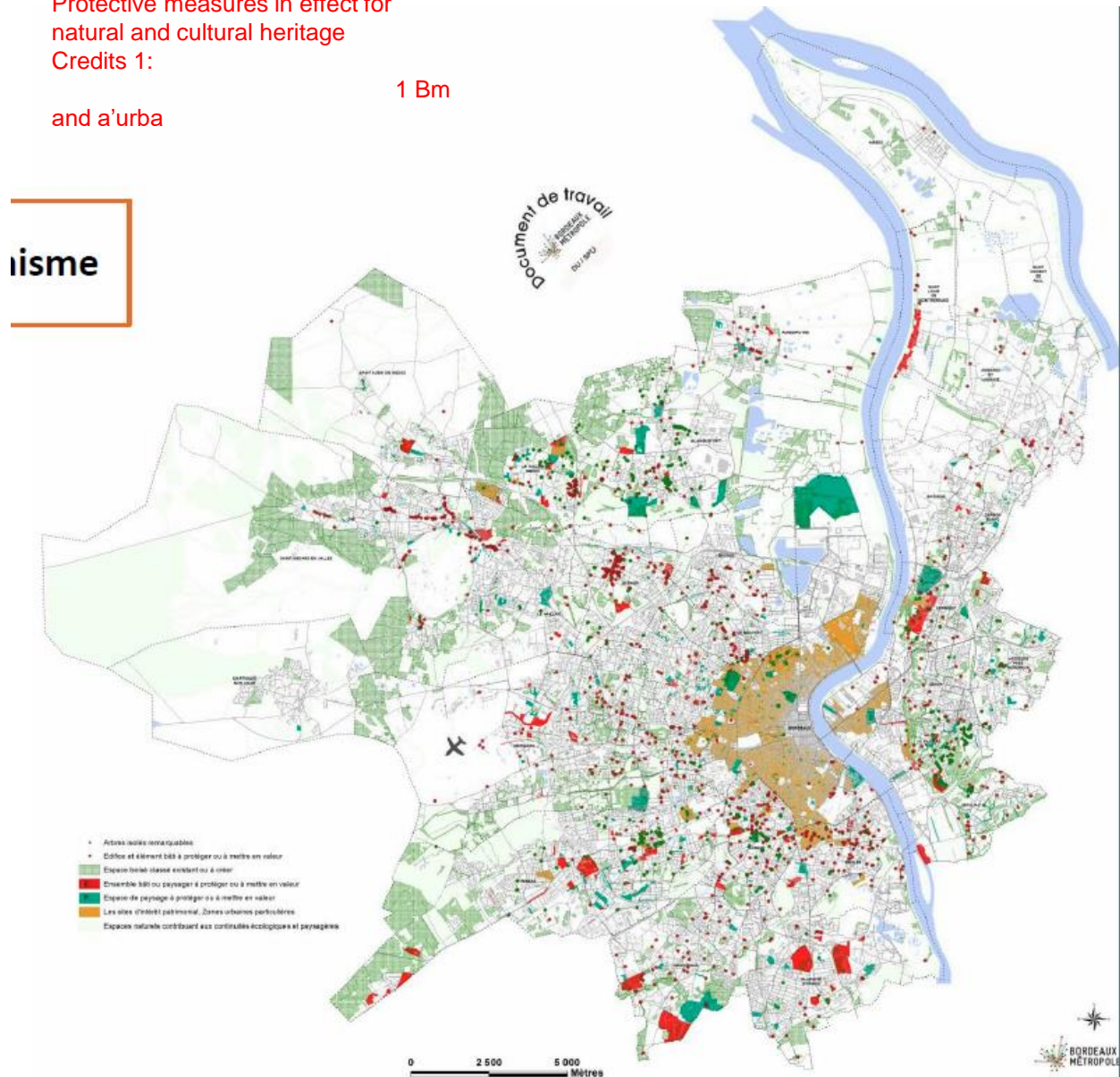
Regulatory Urbanism-ACTION No. 1

Title 1:
Protective measures in effect for
natural and cultural heritage
Credits 1:

and a'urba

1 Bm

isme



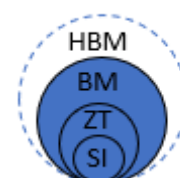
Author(s)

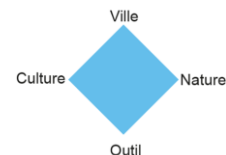
Céline Kardjadj-Dumaître

Related actions

Inventory of metropolitan architectural and urban heritage

action location diagram





STATUS OF ACTION: **IN EFFECT** / PLANNED / PROPOSED

The preservation and enhancement of heritage, built or otherwise, are key sustainable development issues for

Bordeaux Métropole. They are therefore included in the Plan for Sustainable Planning and Development (PADD) of the Local Urbanism Plan (PLU 3.1). Since 2006, the PLU has been identifying and locating elements of built and other heritage in the landscape, districts, blocks, and sectors to be enhanced and protected. Directives aimed at preserving these elements have therefore been defined in the form of written regulations with a visual component. The rich heritage of Bordeaux Métropole is supplemented through amendments to the Local Urbanism Plan (PLU) as new elements come to light.

Protection tools

Built heritage

Specific provisions related to landscapes and heritage:

- building and built element to be protected or enhanced (category B)
- built or landscape unit to be protected or enhanced (category E), with files for each type of heritage identified

Rules for heritage sites (specific urban areas or UP heritage zones):

25 UP heritage zones have been identified and categorised into three themes: remarkable old towns, hamlets and districts; homogenous heritage bearing witness to different eras; and the City of Stone (UP1, UP2, UP37, UP69), including the zones UP1 and UP2, which are inventoried as plots and are therefore subject to more specific regulations.

Natural heritage

Specific provisions relating to the environment and ecological continuities, landscapes and heritage: -landscape area to be protected or enhanced (category P);

-natural areas contributing to ecological landscape continuities (category C).

Remarkable trees presented as an atlas

Specific zones: natural N zones (biodiversity reservoir: NB; generic natural zones: NG; natural forest zones: NF)

Existing or future classified woodland areas.

Amendment procedures

Establishment of the Local Urbanism Plan (PLU) with its heritage component and implementation of various tools

Approval of the metropolitan PLU on 21 July 2006

Incorporation of new sectors to be protected and clarification of existing provisions

- 2nd amendment of the PLU on 18 January 2008
- 3rd amendment of the PLU on 29 May 2009
- 4th amendment of the PLU 27 November 2009
- 5th amendment of the PLU 25 March 2011
- 6th amendment of the PLU on 28 September 2012
- 7th amendment of the PLU on 14 February 2014
- modification of the Saint Jean Belcier sector on 31 March 2014
- 8th amendment of the PLU on 10 July 2015
- 1st review of the PLU on 16 December 2016
- 9th amendment of the PLU on 24 January 2020

Adaptation of existing heritage provisions related to a general interest project

- simplified revision Paul Louis Lande block on 16 December 2011
- simplified revision L. Liard telephone exchange on 16 December 2011
- simplified revision synagogue teaching facilities on 16 December 2011
- simplified revision EHPAD (residential care home) Villa Pia on 16 December 2011
- simplified revision Lentillac block and Remparts block on 31 May 2013
- simplified revision Centre Louis Beaulieu on 14 February 2014
- simplified revision A. Le Grand school on 14 February 2014

Resources: Stakeholders and roles

Bordeaux Métropole

- Urban-Planning Department
- Nature Department
- Green Space Department
- Management*

- Municipalities
- Associations
- Residents
- Partners*

Bordeaux Conservation and Development Plan (PSMV)

Regulatory Urbanism-ACTION No. 2



Author(s)

Sylvain Schoonbaert

Related actions

Design Guidelines for Metropolitan Public Spaces (GCEP)

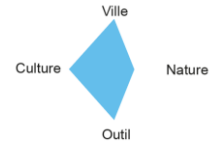
Bordeaux Urban Furniture Charter

Wilmotte Charter

Bordeaux Terraces Charter

action location
diagram





STATUS OF ACTION: **IN EFFECT** / PLANNED / PROPOSED

The Bordeaux protected area (now a remarkable heritage site) was created in 1967 and the related Conservation and Development Plan (PSMV) was approved in 1988. This urban planning document was revised in 2000 with the arrival of the tram in the historic centre and has since been modified several times. A general revision was then needed to update it.

Objectives:

- continue to pursue the protection, reclaiming and enhancement activities that have helped to build the city’s global reputation; confirm the remarkable heritage site’s key role in the urban development scheme for Bordeaux Métropole.
- create a management tool (Geographic Information System) adapted to the historical, architectural, urban and landscape heritage,
- update knowledge about the built and unbuilt heritage, better protect and further enhance it, expand the categories and more clearly establish the regulatory scope,
- view this heritage as intelligence to be used to help the city progress in its respect for its identity,
- use this urban planning document to create a vibrant and attractive city (housing, activities, shops, culture, jobs),
- promote high-quality urban public areas and landscapes, develop and enhance them, protect them if necessary, imagine new ones,
- welcome architectural creativity in the heritage city, with an approach promoting dialogue and continuity with older architecture,
- ensure that the PSMV helps to meet the area’s environmental needs and promote the old city for these sustainable qualities.

Implementation - Schedule

2010-2013:

Initiation of a recruitment process for a research officer under contract with the City and Urban Community of Bordeaux and the State

2013-2018:

Establishment of an inventory method and visits to the 4,000 plots, drafting of PSMV

2018-2019:

Regulatory consultation and public communication on the revision project (exhibitions, colloquia, publications, videos)

2013-2019:

Procedure for adoption of the project by the local commission, municipal and Metropolitan councils, and the National Heritage and Architecture Commission

2020:

Public enquiry for approval

New enforceable PSMV

Resources: Stakeholders and *roles*

DRAC Aquitaine
 City of Bordeaux
 Bordeaux Métropole
Institutional Stakeholders

The architect of the Bâtiments de France
 A study group
 A dedicated inventory team
Project Team

Budget: €2 million (€1M from the State and €1M from Bordeaux Métropole)

Bordeaux Urban Area Flood Risk Prevention Plan (PPRI)

Regulatory Urbanism-ACTION No. 3

key figures:
80 km of dykes
200 km of water courses in Bordeaux
Métropole

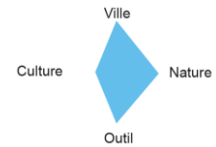
Author(s)

Adelaïde Martin-Herrou

Related actions

action location
diagram

Outside BM



STATUS OF ACTION: **IN EFFECT** / PLANNED / PROPOSED

Flood risk management is a strategic issue for local growth and development. The Flood Risk Prevention Plan (PPRI) is the main framework document for this issue. It defines the constructability rules in areas susceptible to flooding.

In 2010, Cyclone Xynthia led to raised awareness of the hazardous nature of marine submersion and an acceleration in risk prevention and tougher measures.

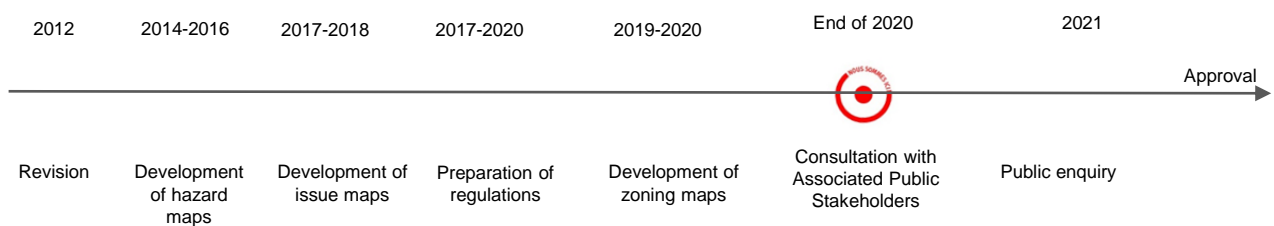
In this context, the PPRI for the Bordeaux urban area and the Ambès peninsula were identified as priority PPRI for revision. Revision of the current PPRI from 2005 was therefore prescribed on 2 March 2021 because they do not take recent climate events into account, such as the major storm in 1999 and global warming. This revision also integrates protective structures, while also addressing risks of submersion or breaches of these structures.

The purpose of this document is to ensure the safety of people and property by managing urban planning in high-risk areas, avoiding population increases in the most dangerous areas, protecting at-risk populations and reducing damage to property.

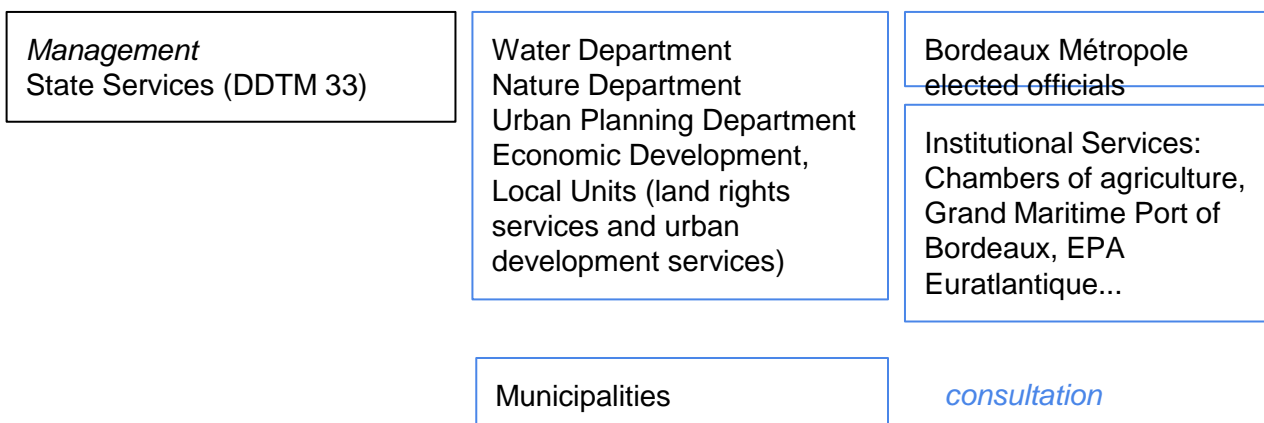
Revision of the PPRI affects 21 municipalities in Bordeaux Métropole.

These revisions are part of Bordeaux Métropole's broader mission of managing aquatic environments and preventing floods (GEMAPI), for which it was granted competence on 1st January 2016. This competence includes the flood risk prevention policy and its overall strategy (coordination of flood risk prevention action programmes (PAPI), local flood risk management strategies (SLGRI), urban projects, communication) and management of water courses and water heritage: studies, monitoring, maintenance, and management.

Implementation - Schedule



Resources: Stakeholders and *roles*



Monumental and Historical Heritage Prevention Plan, Property Owned by the City of Bordeaux

Regulatory Urbanism-ACTION No. 4

Photo of the Natural History Museum, Jardin
Public entrance credits: Olivier Panier des
Touches

Key figures:

- 40 public-access institutions and those receiving cultural property;
- Millions of cultural assets of different types (furniture, works of art, manuscripts, books, archival collections).

Author(s)

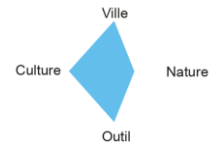
Patrick Della Libera

Related actions

Inventory of the religious, urban and historic furniture belonging to the City of Bordeaux
Study and maintenance of the municipal heritage of Bordeaux

location of action





STATUS OF ACTION: **IN EFFECT** / PLANNED / PROPOSED

Like all buildings, museums, historical monuments, and exhibition halls are exposed to numerous risks, including the risk of fire, which is the most serious risk with the highest likelihood of occurrence. In addition to protecting people in public-access institutions, these buildings also safeguard or present works of art, which are subject to the same risks. For many years now, the City of Bordeaux has followed a policy for controlling and checking all the facilities in accordance with any observations from the safety commissions. It is also committed to establishing preservation plans to rescue the works in these institutions in the event of a disaster. These crucial plans are designed to preserve cultural assets, pursuant to the latest circular issued by the Ministry for the Interior following the Notre Dame de Paris fire.

Objectives

- Limit risks of fires breaking out by paying careful attention to electrical installations and the procedures implemented during work;
- Facilitate the work of firemen by prioritising arrangements that facilitate their access and use of equipment, and by installing extinguishing media adapted to the layout of the facilities and implementing procedures that allow responders to quickly familiarise themselves with the facilities;
- Reduce risks of the start and spread of a disaster by establishing building, technical and organisational systems adapted to the specific characteristics of each building;
- Establish the operating conditions for the various activities to ensure public safety and clarify each stakeholder's responsibilities (dedicated safety officer, main controlling authority, cultural event planners);
- Increase fire safety training among stakeholders
- Limit the consequences of disasters by implementing a cultural asset preservation plan using the established inventories.

Implementation - Schedule

<p>2018: Start of the approach</p>	<p>2020: Establishment of cooperation between emergency services on test cases</p>	<p>2030: Process all relevant public-access buildings</p>
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Resources: Stakeholders and roles

<p>City of Bordeaux: -Safety Officer at the Directorate-General Cultural Affairs (DGAC) -Head of Monumental and Furniture Heritage -Heritage Curator in charge of furniture inventory <i>Management</i></p>	<p>Bordeaux Métropole: Archives Bordeaux Métropole Prevention Department Buildings Department <i>In-house partners</i></p>	<p>SDIS State (DRAC) Heads of institutions and those in charge of the security of cultural institutions (museums, cultural facilities, libraries) Controlling authorities for buildings (diocese, tourist office) <i>External partners</i></p>
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Local Inter-Municipal Advertising Regulation (RLPi)

Regulatory Urbanism-ACTION No. 5

Agency mapping

The area of the site listed as world heritage is subject to specific regulations, which include the following measures:

Zone 2a

Only advertising displayed on urban furniture is authorised, with a maximum format of 2m².

Signs on rooftops and digital signs are prohibited.

Freestanding signs with a maximum format of 2m² are only authorised if the buildings in question cannot accommodate wall signs due to their architectural characteristics.

The number of wall signs per commercial facade is limited to one perpendicular and one parallel sign.

These signs must blend harmoniously with the building

Zone 2b

Only advertising displayed on urban furniture is authorised, with a maximum format of 8m².

Signs on rooftops and digital signs are prohibited.

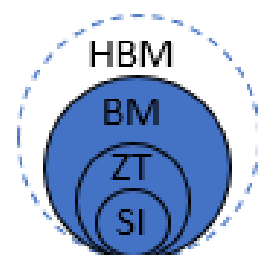
Freestanding signs with a maximum format of 2m² are authorised.

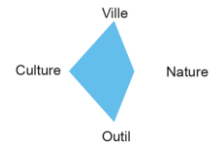
Wall signs are subject to installation rules to ensure they blend harmoniously with the building.

Author(s)

Maylis Bedora

Related actions





STATUS OF ACTION: **IN EFFECT** / PLANNED / PROPOSED

The Local Inter-municipal Advertising Regulation (RLPi) governs the installation of advertising, signs, and indicator signs in order to protect the quality of life and landscapes, while ensuring a balance with the right to expression and dissemination of information and ideas. Since 2018, the RLPi has replaced the previous 22 RLP for Bordeaux Métropole. It primarily contains two regulations: one pertaining to advertisements/indicator signs, and the other to signs. It distinguishes 7 different zone categories. The area listed as world heritage is covered by regulations pertaining to zone 2. Consultation for this project, which lasted from the launch of the initiative in 2013 to the outcome of the consultation in 2016, highlighted the desire of residents to limit advertising, of professionals to have flexible regulations that would not threaten the sustainability of their activities, and of municipalities to have a RLPi that addresses the issues covered in the existing municipal RLPs. The Bordeaux Métropole RLPi took this range of expectations into account and established more demanding rules than the previous local regulations on these issues. The key issue is monitoring compliance with the objectives. No additional instructions were added for the listed area of Bordeaux, Port of the Moon, which corresponds to zones 2a and 2b. However, for one fourth of this sector, advice must be sought from an architect of the Bâtiments de France.

Implementation - Schedule

2010 Urban Community of Bordeaux granted powers for drafting the RLPs	2013-2017 Drafting of RLPi and approval on 22 December 2017	9 February 2018 Enforceability of the new measures	9 February 2020 Enforceability for advertising existing prior to 9 February 2018	9 February 2024 Enforceability for si existing prior to 9 February 2018
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Resources: Stakeholders and roles

