

# The Urban Renewal of Downtown Bordeaux

Assessment, planning, projects, initiatives and action-plan



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# Strengths and weaknesses of a metropolitan center in transformation

- developing labor market
- public works projects
- an exceptional cultural heritage

## **BUT**

- a weakened housing market
  - \* too many vacant or derelict properties
  - \* small housing units (66%) for rent (85%)
  - \* high rate of demographic turnover
- financially insecure population
- lack of diversity
- cultural legacy under threat

**> a question of urban conglomeration**

# Urban renewal project 1996 - 2008

- Address the development inequality between the two banks of the Garonne river
- Create a new North/South development corridor along the river
- Restore vitality to the core of the city-center

## **Major urban development efforts between 1996 - 2008**

- tramway
- planning and design of public spaces
- planning and design of riverside areas
- planning and design of the east bank of the river
- maintenance of cultural legacy and historic city-center

# tramway on the pont de pierre bridge



# riverside gardens



# UNESCO world heritage site



# Urban renewal project 2008-2030

- concerted effort to increase population (+ 100,000 residents):
- construction of 60,000 new housing units along the development corridor
- effort to revitalize the historic city-center

## **Ways and means**

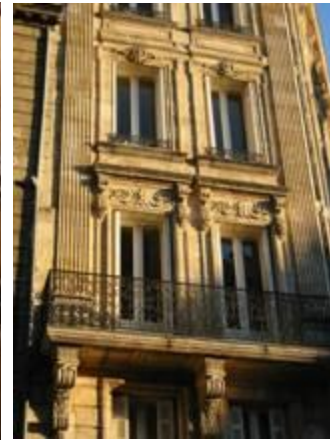
- structured development plan for city-center (National Program for Redevelopment of Neglected Historical Areas, building permits...)
- mass transit loop around area
- 2 new urban hubs (BAF-Brazza, Floirac-Gare Saint-Jean),
- 2 new major infrastructure projects (Bacalan-Bastide and Jean-Jacques Bosc bridges)
- new lakeside neighborhood (Ginko)
- aggressive economic development plan

# Action-plan: revitalization of the historic center since 2002

## **The project :**

- Improve the quality of urban life
- Promote the economic and cultural role of the historic city-center
- Offer modern living in a restored historical setting
- Renew efforts to increase social diversity

# Offer modern living in a preserved and celebrated historical area



**Goal of 2,400 housing units**  
rehabilitated or built between 2002 and 2014:

- 1,645 private housing rental units
  - (480 government-subsidized)
- 250 public housing units
- 400 housing units for sale
- 105 owner occupier

**Completed by end of 2013:**  
**2,220 housing units**

<b>1,612</b>	<b>98%</b>
<b>419</b>	<b>26 %</b>
<b>300</b>	<b>120 %</b>
<b>231</b>	<b>58%</b>
<b>77</b>	<b>73%</b>

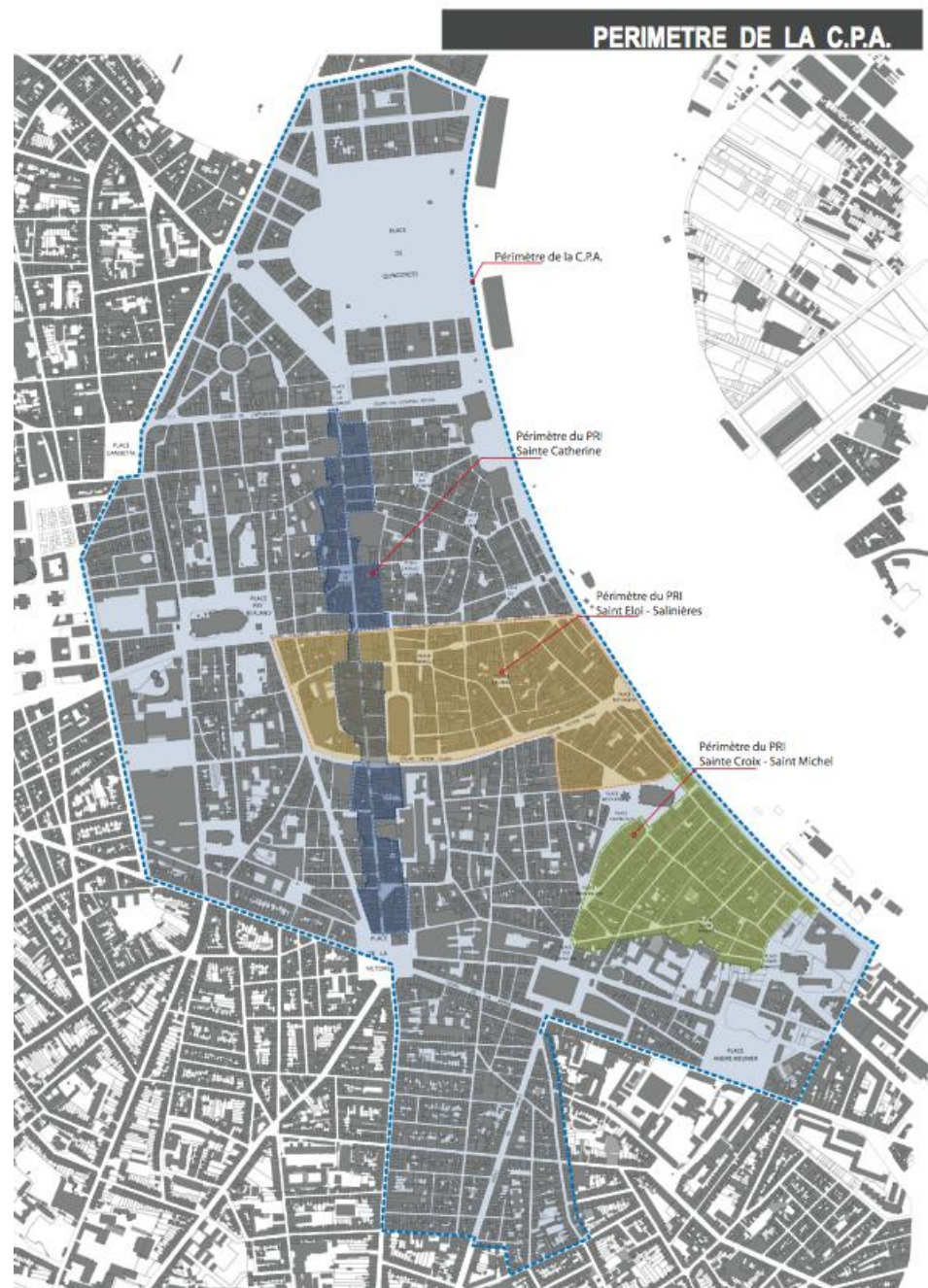


# Development zone

*as defined in 2002 :*  
203 hectares  
23,500 housing units

*extended in 2007:*  
+ 21.5 hectares

**Total = 225 hectares and 24,000  
housing units**



# Housing questions in urban renewal

## 4 major requirements

- ▶ Strategic intervention in specific priority areas while preserving the overall integrity of the project.
- ▶ Diversify housing developments
- ▶ Maintain the level of commitment to housing subsidies
- ▶ Respect and promote elements of cultural heritage

## Operational means:

- ▶ Program of Operations for Habitation Improvement (**OPAH**) in Urban Renewal Projects (**RU**)  
5-year financing-plan: 2003-2008, renewed for 2011-2016
- ▶ **Public concession of urban planning (CPA)** contract awarded by the City of Bordeaux to InCité (SEM) in July, 2002 for a period of 8 years, extended by amendement to 2014.

# OPAH

## Opération Programmée d'Amélioration de l'Habitat (Program of Operations for Habitation Improvement)

**Public subsidies to private entities**

# OPAH « Urban renewal » properties

Financial assistance to owners engaged in renovation and improvement projects

- 2003/2008: **15 M€ in subventions** to renovate **930 housing units**, to create **84 common premises**, and to improve or create **79 parking places**.
- 2011/2016: More than **15 M€ in subventions** for 600 housing units

## **This aid affects:**

- Current or future landlords
- Owners of vacant or derelict properties
- Owner occupiers

## **Works that can be subsidized:**

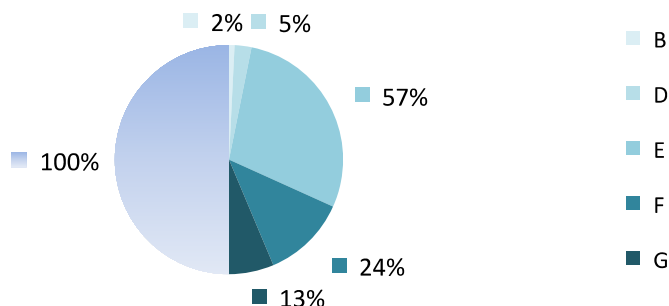
- Improving comfort, security, hygiene, and the overall refurbishing of apartments and housing
- Promoting cultural heritage
- Improving energy efficiency in housing units
- Adapting housing to better suit the elderly or people with limited mobility

# OPAH « Urban renewal » properties since 2011

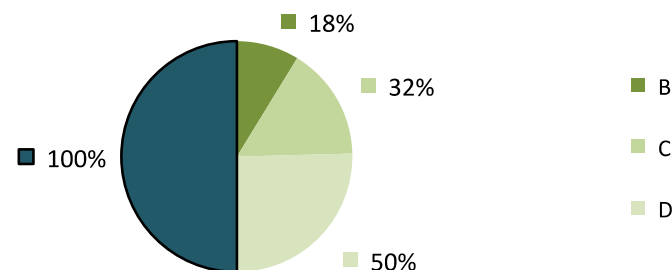
Mean for 88 authorized projects	Work costs before taxes	Living space in m²	Cost per m²	Total subsidies	Percentage of costs subsidized
Improvement projects	47,625 €	53 m²	898 €	13,526 €	37%
Major projects	72,407 €	48 m²	1 541 €	37,196 €	53%
Average housing costs	65,709 €	49 m²	1 341 €	30,799 €	49%

**68% of housing units rated « C » or better, making them eligible for a rebate and guaranteeing affordable utility bills**

Energy efficiency rating before works



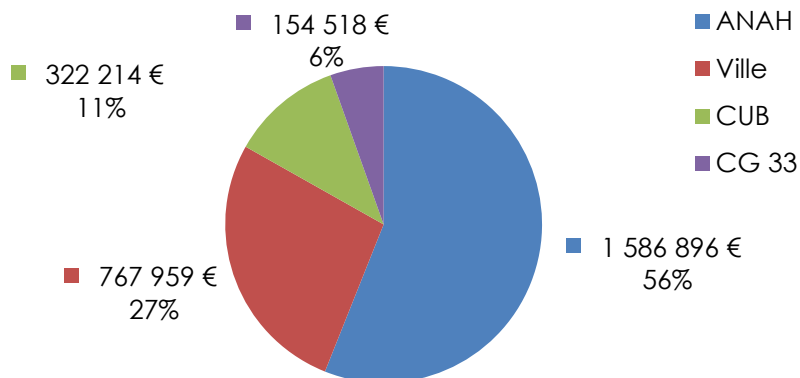
Energy efficiency rating after works



# OPAH « Urban renewal » properties

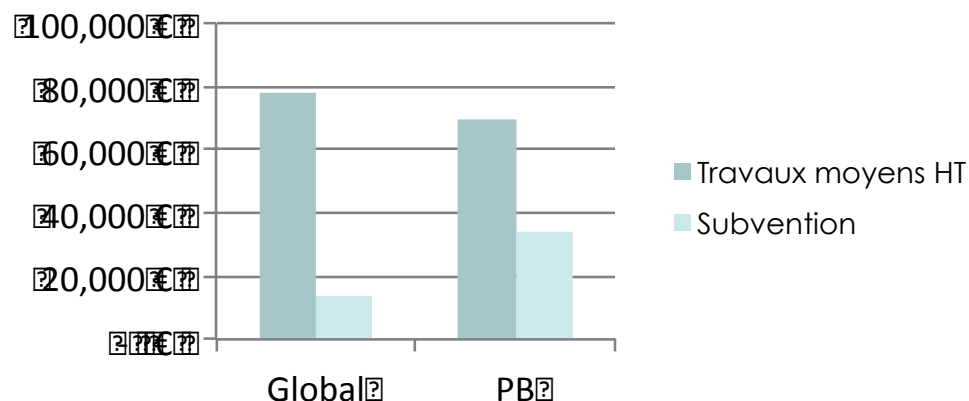
**88 authorized projects**

**6 M€ of works thanks to  
2,8 M€ of subsidies**

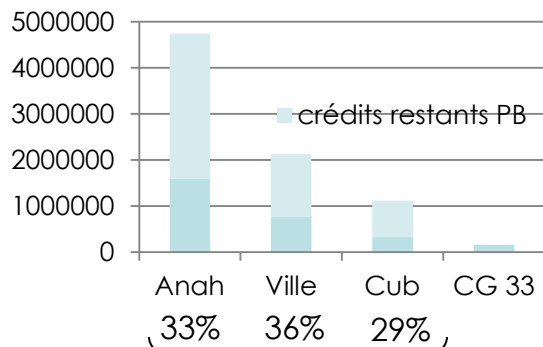


**204 housing units built**

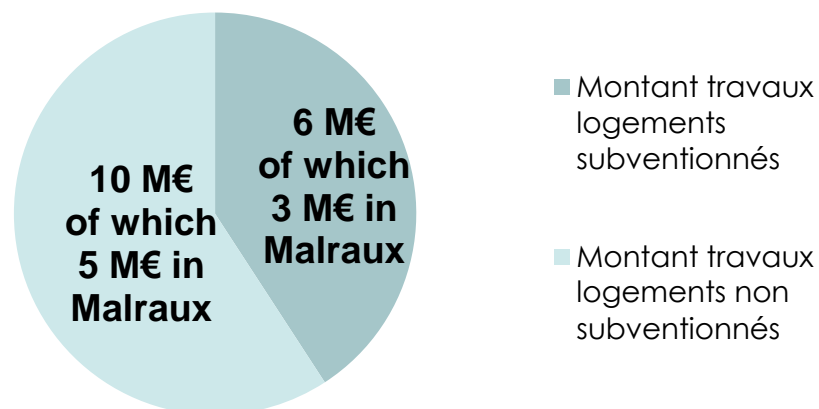
**1€ of subsidies leads to 5,5 € works expenditures**



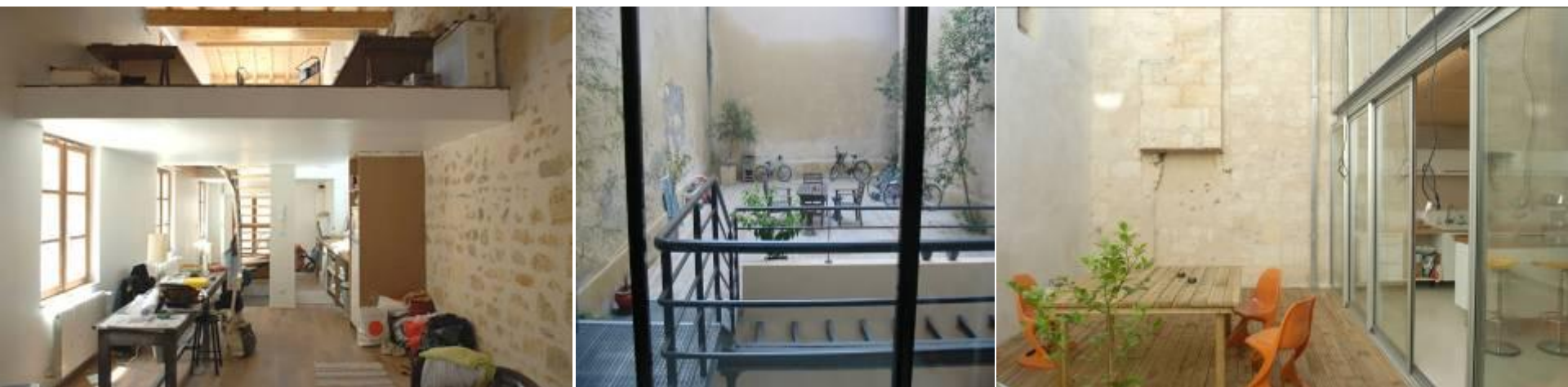
**Advancement of operations in terms of  
credit and housing units as related to  
ultimate goals.**



**16 M€ de works generated by  
OPAH**



# OPAH « Urban renewal » properties



# OPAH « Urban renewal » properties



7 cours Alsace Lorraine ( St Eloi )



16-17, place Lafargue ( St Eloi )



20 cours de la Somme ( Marne/yser )



31 place Meynard ( St Michel )

## Currently under construction



160 cours Victor Hugo ( victoire )



23 rue du Portail ( Ste croix )



52 rue Camille Sauvageau

# Action : exemption from law «Malraux» 4 août 1962 ...

<b>Goal</b>	<ul style="list-style-type: none"><li>- conservation of architectural heritage</li></ul>
<b>Location of assets</b>	<ul style="list-style-type: none"><li>- Among 96 protected zones in France</li><li>- Protection zones for cultural heritage</li><li>- PNRQAD + DUP</li><li>(-Program for Redevelopment of Neglected Historical Areas &amp; Declaration of Public Utility)</li></ul>
<b>Nature of assets</b>	<ul style="list-style-type: none"><li>- housing in historical buildings</li></ul>
<b>Fiscal advantage</b>	<ul style="list-style-type: none"><li>- unlimited investment from total revenues in works projects</li></ul>
<b>Engagement</b>	<ul style="list-style-type: none"><li>- authorization for urban planning and tax exemption</li><li>- 9 year rentals for primary residences</li></ul>

# Public concession of urban planning (CPA)

## 1st phase

### Program guidelines and analysis of administrative authorization

# Initiate and oversee private actions

**followed by authorization for urban redevelopment: commission to InCité Ville SDAP (Departmental Service for Architecture and Cultural Heritage)**

building with two wings and two spans 1680-1730



# Public concession of urban planning (CPA)

## 2<sup>nd</sup> phase

**Establishment of Renewal Zone Order (PRI)  
Declaration of Public Utility Order (DUP)**

# Initiate and supervise private action

## **PRI and DUP**

Certain sectors that still contain uncomfortable and/or unhygienic housing will be targeted by **obligatory works projects** under the framework of the **Establishment of Renewal Zone Order (PRI)**

The PRI is a way to initiate a **movement for restoration of the buildings** and to fight against poor housing conditions. It is designed to require **private property owners to remedy the living conditions** in uncomfortable, dirty, and even unsanitary buildings **by an imposed deadline**.

### ***The first PRI was created in 2002: Saint Eloi-Salinières***

Two Declaration of Public Utility orders were issued in 2004 and 2005, affecting 79 buildings containing 396 housing units, spread over 7 blocks.

Nearly 120 buildings, containing 515 housing units, spread over 2 blocks, « Faures Gensan » et « Fusterie » were the target of a public inquiry in 2009.

### ***2 PRI were created in 2007 :***

- The PRI Sainte Croix , following the same procedure as the first
- The PRI Sainte Catherine, designed to reclaim abandoned housing units in commercial buildings.

# PRI et DUP



## Transform non-renovated and unlivable buildings

**restructure the areas to create a better  
quality of life for all**

- guarantee the quality of the work
- diversify the products and services available
- preserve the cultural integrity

## Procedure for planning: Law -313.4

- public inquiry
- definition of renewal zone limits
- visit by art experts
- establishment of works list and schedule
- public and neighborhood inquiry
- notification of works and deadlines
- expropriation in case of no work done

# Public Concession of Urban Planning (CPA)

## 3rd phase Real Estate actions

# Action on properties

## Direct acquisition of buildings

### Objectives:

- **acquisition of real estate** for resale at lesser value to **government-subsidized lessors**
- **strategic demolitions in the heart of certain crowded areas** to relieve overcrowded living conditions and to create gardens or residential parking.
- action against unhygienic housing, confiscation of **buildings with extremely unhygienic living conditions.**
- **restructuration** in larger housing units **placed back on the private market with the intent to restore.**
- action against **subdivision of buildings** and the creation of unfairly small housing units during the **Declaration of intent to acquire (DIA) phase.**

## Action on properties

**real estate tax , acquisition amiable, claim for urban tax exemption**

### *Exemption claim*

Of more than 12,000 Declarations of Intent to Acquire, **0.54% receive exemption**

### *Building reclamation*

**427 housing units created**

- 94 *affordable housing units*
- 62 *open market units*
- 207 *public housing units*
- 57 *bicycle parking stations*
- 126 *private rental units*

**More than 4 000 m<sup>2</sup> for businesses**

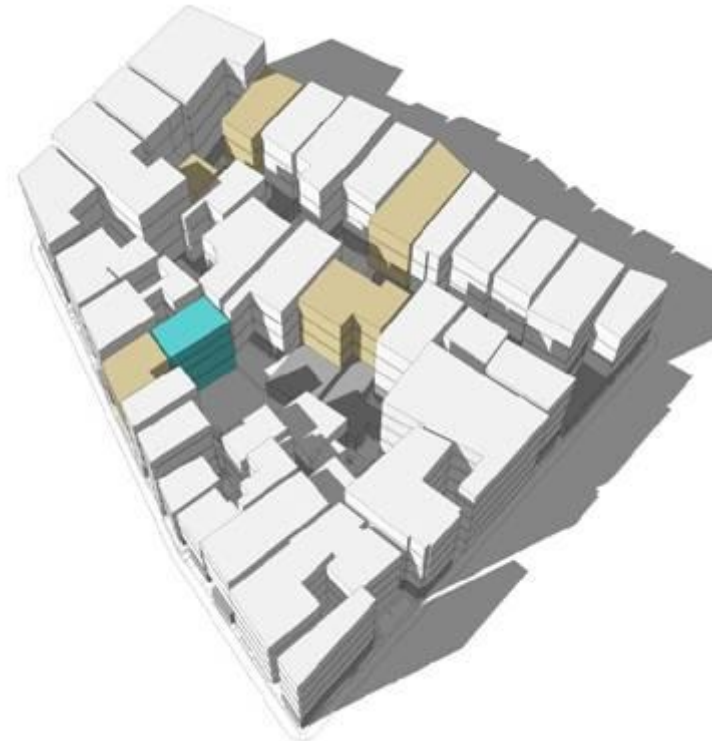
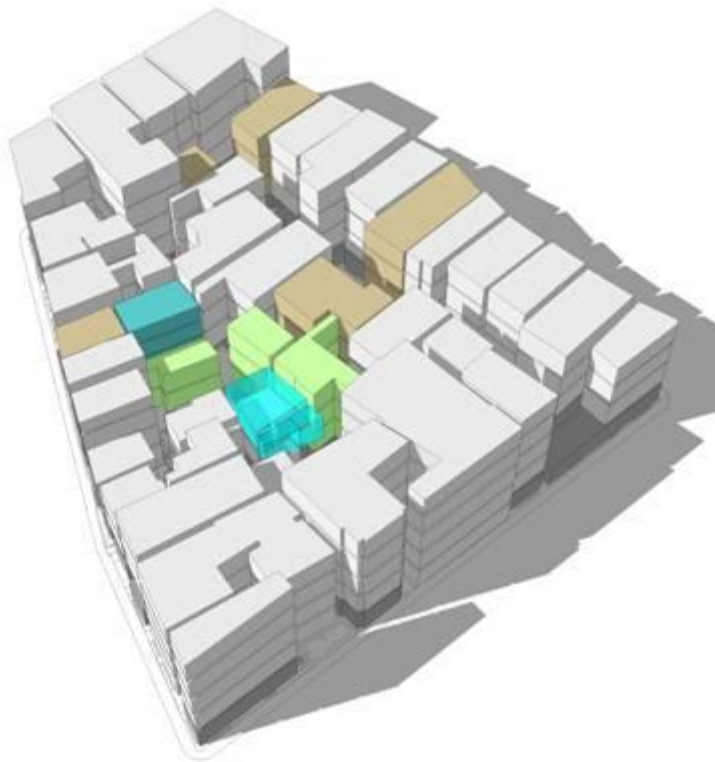


## Action on properties

# Restructuring overcrowded buildings and blocks: works of the PRI DUP

Bouquière area - Sainte Colombe  
new housing opportunities

- demolition of 3<sup>rd</sup> wing
- incorporation of 2<sup>nd</sup> wing
- New name 16, rue Bouquière
- elimination of property-line divider walls



# Public Concession of Urban Planning (CPA)

## 4th phase Relocation

# Relocation

In certain cases, InCité will be required to **relocate tenants on a temporary or permanent basis.**

The goal for each resident will be **to offer adequate housing that meets the needs of relocated tenants** and to **allow those who wish to remain in the historic city-center to do so.**

## **Examples of situations that could require relocation:**

- Building acquired by InCité that requires major renovation efforts.
- Building notified of obligatory works projects that cannot be performed while the building is occupied.
- Building renovated with assistance from OPAH in which the works cannot be performed while the building is still occupied.

# Relocation

Relocation offers can be made:

- In private rental housing in the historic city-center, especially those whose lessors receive benefits from the OPAH.
- In buildings or housing units acquired by InCité
- In properties owned by organizations providing government-subsidized housing.
- In a "**hôtelier**" style structure if the relocation is of a short-term nature

A personalized plan has been put in place for most households, paying special attention to their socio-economic status.

# Public Concession of Urban Planning (CPA)

## 4th phase The balance sheet

## Summary of CPA contract 2002 - 2014

Expenses M€		Revenue M€	
buildings acquisitions	40.3	building sales	34.3
study and planning	1	parking and businesses	8.3
other	3.1	departmental management	3.2
relocation	1.5	other	1
works including demoltion	12.05	Ordinary subsidies	2.0
Operations	9.4	outside contributions	22.2
Interest	365		
<b>TOTAL M€</b>	<b>71</b>		<b>71</b>

Operation supplemented by:  
 - 22.2 M€ in public funding  
 (City of Bordeaux, CUB, ANRU  
 PNRQAD, CUB PNRQAD)  
 equivalent to 31% of total costs.

