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
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

- 1,612 98%
  - 419 26 %
- 300 120 %
- 231 58%
- 77 73%
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)
► 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 amendment 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

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

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

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

322 214 € 11%
154 518 € 6%
767 959 € 27%
1 586 896 € 56%

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

16 M€ de works generated by OPAH

10 M€ of which 5 M€ in Malraux
6 M€ of which 3 M€ in Malraux

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

Travaux moyens HT
Subvention

Montant travaux logements subventionnés
Montant travaux logements non subventionnés
OPAH « Urban renewal » properties
OPAH « Urban renewal » properties

Currently under construction

16-17, place Lafargue (St Eloi)
20 cours de la Somme (Marne/yser)
7 cours Alsace Lorraine (St Eloi)
160 cours Victor Hugo (victoire)
23 rue du Portail (Ste croix)
52 rue Camille Sauvageau

31 place Meynard (St Michel)
<table>
<thead>
<tr>
<th>Goal</th>
<th>- conservation of architectural heritage</th>
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</thead>
<tbody>
<tr>
<td>Location of assets</td>
<td>- Among 96 protected zones in France</td>
</tr>
<tr>
<td></td>
<td>- Protection zones for cultural heritage</td>
</tr>
<tr>
<td></td>
<td>- PNRQAD + DUP</td>
</tr>
<tr>
<td></td>
<td>(-Program for Redevelopment of Neglected Historical Areas &amp; Declaration of Public Utility)</td>
</tr>
<tr>
<td>Nature of assets</td>
<td>- housing in historical buildings</td>
</tr>
<tr>
<td>Fiscal advantage</td>
<td>- unlimited investment from total revenues in works projects</td>
</tr>
<tr>
<td>Engagement</td>
<td>- authorization for urban planning and tax exemption</td>
</tr>
<tr>
<td></td>
<td>- 9 year rentals for primary residences</td>
</tr>
</tbody>
</table>
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)

2nd phase
Establishment of Renewal Zone Order (PRI)
Declaration of Public Utility Order (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.
Initiate and supervise private action
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
• preserver 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 over-crowded 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 reclamations
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 m² for businesses
Action on properties

Restructuring overcrowded buildings and blocks: works of the PRI DUP

Bouquièrere area - Sainte Colombe
new housing opportunities
- demolition of 3rd wing
- incorporation of 2nd wing
- New name 16, rue Bouquièrere
- 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 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

<table>
<thead>
<tr>
<th>Expenses M€</th>
<th>Revenue M€</th>
</tr>
</thead>
<tbody>
<tr>
<td>buildings acquisitions</td>
<td>40.3</td>
</tr>
<tr>
<td>study and planning</td>
<td>1</td>
</tr>
<tr>
<td>other</td>
<td>3.1</td>
</tr>
<tr>
<td>relocation</td>
<td>1.5</td>
</tr>
<tr>
<td>works including demolition</td>
<td>12.05</td>
</tr>
<tr>
<td>Operations</td>
<td>9.4</td>
</tr>
<tr>
<td>Interest</td>
<td>365</td>
</tr>
<tr>
<td><strong>TOTAL M€</strong></td>
<td><strong>71</strong></td>
</tr>
</tbody>
</table>

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