Imagining the town within the future metropolitan area.
Document co-produced by the urban planning department of Pont-de-Claix Municipal Council and the AURG (Grenoble region urban planning agency), the organisation overseeing the Pont-de-Claix Local Urban Development Plan and co-coordinating of the INTA panel.

Design, texts, maps: AURG and Pont-de-Claix Municipal Council
Graphic design: Pont-de-Claix Municipal Council communication department
Photos: Pont-de-Claix Municipal Council, Didier Barbe
Moving towards a new model for urban development in the 21st century.

In 2009, I decided the time had come for us to think broadly about our town’s future. Having lived with the constraints of technological risks for more than 30 years, it had become urgent for us as elected officials to look to the future and consider the potential opportunities for our territory, its inhabitants and the urban area as a whole.

This period of reflection, which has been shared with our town’s inhabitants and taken nearly 3 years, is now nearing completion. I wanted an international panel to assess and take a fresh look at this project, in order to carry on the highly fruitful discussions regarding our town’s future as a member of the new “Métropole” (metropolitan area) of Grenoble.

In these difficult times, I am convinced that we must focus our concerns on those with whom we are “building” the town of tomorrow: inhabitants, community volunteers, elected officials, institutional partners, traders, artisans, economic development stakeholders, etc.

We need to rethink our development model and lifestyles, and strengthen the social bonds in our towns. The ambition of finding a new balance that fosters jobs, accessibility, quality of life, public amenities, public order, energy efficiency, environmental awareness, beauty and imagination is a key issue in the 21st century. Furthermore, this new balance must engender a new way of living day by day within one’s immediate surroundings, with a close-knit community in which every citizen plays his or her part.

I believe in this future for Pont-de-Claix, and in its ability to innovate and draw on its history to build a bright future. Our town must be proud of its working-class roots, which lie at the heart of our close-knit community. It must also be confident in the future – a future we must build together.

A few months ago, the Grenoble urban area authority’s elected officials chose me as president of what will soon become the Grenoble metropolitan area. In this capacity I am also mindful of the importance of developing the broader southern part of our area. Its strong assets make it worthy of special attention and consideration. Pont-de-Claix, which lies at the crossroads between the three south “hubs”, has a decisive role to play.

These are the exceptional issues that now stand before us, and we have a commitment to meet the five challenges set out in this document. I would like to express my deepest gratitude to the INTA for agreeing to contribute its expertise and analytical know-how through its international panellists.

I would also like to thank the Grenoble region urban planning agency and our municipal council’s departments, who have been the kingpins of this panel. I have no doubt that its conclusions will match up to our ambition.

Christophe Ferrari
Mayor of Pont-de-Claix
President of Grenoble-Alpes Métrople
## Part 1

**Pont-de-Claix, a stakeholder in the metropolitan dynamic**

- Rethinking its position
- Travel: anchor projects to back up our development ambitions
- Landscape, environmental and heritage assets that convey an image and interconnect with the surrounding areas
- Housing: the need to boost residential appeal and broaden the social spectrum
- Economy: production-based, looking for synergies and better integration in the metropolitan dynamic
- Shops and facilities: needs and potential in a competitive setting

## Part 2

**The project to build an attractive, active, inventive town**

- Challenge 1 > aim for urban excellence
- Challenge 2 > live differently
- Challenge 3 > simplify the town
- Challenge 4 > develop the economy and open it to the town
- Challenge 5 > choose together the town we want to live in

## Part 3

**From project spaces to living spaces**

Embodying the revival of Pont-de-Claix

- NORTH CENTRE > The emergence of a new centre complementing the historical town centre
- WEST DISTRICT > Issues in creating a new mixed-use district where town and nature meet
- TOWN CENTRE > Create a strong, legible centre for the town and the metropolitan area
- THE PAPETERIES DISTRICT > An area to be conceived

## Conclusion
The scope and responsibilities of Grenoble-Alpes Métropole (the urban area authority) are to be extended, calling into question the relationship between the dense city centre and the suburban areas to the south, in which the town of Pont-de-Claix occupies a strategic position alongside the “South Hub” of the urban area and the cantons of Vif, the Trièves, the Maîtheysine and the Vizille area. Having launched its “town project” four years ago and its Local Urban Development Plan more recently, Pont-de-Claix is conscious of its rich potential to revive, reach out and attract, and of how it fits in with the changes affecting the metropolitan area as a whole.

The town council wished to draw on this observation, consider it in greater depth and share it as widely as possible, in particular by commissioning an appraisal from an international panel of urban planning experts, which has been put together by the INTA (International Urban Development Association, September 2014). This approach revolves around sharing practices and experiences and aims to formalise or complete the strategic long-term decisions made concerning the regeneration of Pont-de-Claix, with a view to affirming its new role as a hub within the metropolitan area.

This document, produced in July 2014, collates the conclusions of the reflection process and the project to date. It gives an initial presentation of the background to the approach, recalling the issues and explaining the political vision centring on five challenges and some initial development orientations. It is intended for the panellists and everyone who will be involved in putting together and rolling out the urban project in the coming months.

It presents the outcome of a participative, grassroots approach undertaken hand-in-hand with inhabitants and numerous stakeholders. Although it is not possible to call everything into question, and the potential and opportunities as well as the strategic project areas have already been clearly identified, the road ahead is still long, given the scale and ambition of the renewal we hope to achieve. The aim for the next few months is to go more deeply into these questions and fine-tune the development options, liaising closely with the parallel reflection process taking place at the metropolitan level.
Pont-de-Claix at a glance.

Pont-de-Claix
11,300 inhabitants
5.6 km² in surface area
2012 inhab. / km²
- 0.3% annual population growth: the population has been decreasing since the 1970s.
21% under the age of 30 (2355)
5000 housing units, of which 84% are apartments
Proportion of social housing 29.2%
6170 jobs
Median income per CU 17,300 euros
Unemployment rate: 12.1%

Grenoble-Alpes Métropole
3 rivers: the Isère, Drac and Romanche
3 mountain ranges: Belledonne, Chartreuse and Vercors. 49 municipalities
433,000 inhabitants
546 km² in surface area
794 inhab. / km²
+ 0.2% annual population growth (mean for Grenoble urban area +0.6%)
44,500 young people and students living in the urban area
58,800 students in total
213,00 housing units
Percentage of social housing 21.2%
218,500 jobs
Medium income: 19,800 euros

<table>
<thead>
<tr>
<th>SPC 2008</th>
<th>Pont-de-Claix</th>
<th>Grenoble</th>
<th>Grenoble Alpes Métropole</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farmers</td>
<td>0 %</td>
<td>0 %</td>
<td>0.1 %</td>
</tr>
<tr>
<td>Artisans, traders, heads of businesses</td>
<td>2.4 %</td>
<td>2.3 %</td>
<td>2.7 %</td>
</tr>
<tr>
<td>Managers and higher intellectual professions</td>
<td>4.6 %</td>
<td>15.6 %</td>
<td>13.3 %</td>
</tr>
<tr>
<td>Intermediate professions</td>
<td>15.9 %</td>
<td>14.9 %</td>
<td>15.6 %</td>
</tr>
<tr>
<td>Employees</td>
<td>20.9 %</td>
<td>14.5 %</td>
<td>15.3 %</td>
</tr>
<tr>
<td>Workers</td>
<td>17.5 %</td>
<td>8.8 %</td>
<td>10.4 %</td>
</tr>
<tr>
<td>Retired</td>
<td>22.5 %</td>
<td>20 %</td>
<td>22.4 %</td>
</tr>
<tr>
<td>Other with no professional occupation</td>
<td>16.3 %</td>
<td>23.9 %</td>
<td>20.2 %</td>
</tr>
</tbody>
</table>

Source: INSEE 2010
PONT DE CLAIX ON THE SOUTHERN EDGE OF THE DENSE CENTRE OF THE GRENOBLE METROPOLITAN AREA

VILLE DE PONT-DE-CLAIX / SEPT. 2014
Introduction

A time of revival for Pont-de-Claix...

Lying at the interface between the dense centre of Grenoble, the southern parts of its urban area (the Vizille area and the canton of Vif) and the south of the Isère department (the Trièves, Oisans and Matheysine), Pont-de-Claix is ideally located to take up the challenges of the enlarged metropolitan area that will come into being on 1 January 2015. Its history as a working-class town, its industrial heritage, its natural resources and its landscape have given it a strong identity and foundation; today they are opening up significant new perspectives and potential for renewal.

Development founded on industry and trade

The requirements of regional trade and a position at the southern gateway to Grenoble form the basis for Pont-de-Claix’s development. Starting with the emblematic construction of Lesdiguières bridge, followed by Cours Saint-André, the “royal roads”, the Paris-Lyon-Mediterranean railway line and the Romanche canal, the town continued to attract industries and welcome blue-collar workers throughout the 20th century. Urban development was concentrated along these routes, placing Pont-de-Claix today at the southern edge of the dense heart of the Grenoble urban area. With the growth of the paper-making industry (in parallel with the hydropower plants on the rivers Drac and Romanche), making the Papeteries site the cradle of the town, followed by the chemical industry in conjunction with the Jarrie site (“chemicals valley”) and the creation of the chemical complex, the extremely close ties between the town and industry played a founding role. These ties have now become looser, placing the town at the start of a new chapter in its history.
Introduction

Urban development hampered by technological risks for many years

In the wake of industrial disasters in Seveso (Italy, 1976) and Toulouse (France, 2001), French legislation governing technological risks became much stricter. Relationships between town and industry were reconsidered to reduce risks for inhabitants, by adapting urban planning regulations and upgrading production processes. The Technological Risk Prevention Plan (TRPP), introduced by a law passed in July 2003, was used to define strategies for managing risks in areas where potentially hazardous industrial activities were carried out.

As a result of these events, urban development in Pont-de-Claix has stood at a standstill for the past twenty years. After attempting to draw up its Local Urban Development Plan in 2004, the municipal council had to give up on its urban project since the TRPP did not provide sufficient insight into the risks involved.

A new TRPP being drawn up, offering a lever for urban transformation

The TRPP for the Pont-de-Claix chemicals complex was decreed on 21 December 2011, and defined a study area that included all the adjacent municipalities. The initial approval deadline for compliance of December 2013 was pushed back in order to enable the manufacturer to schedule the renovation works included in the financial agreement it had signed with the French government and the local authorities. Since the site is in financial difficulty these works have now been called into question, forcing the Government departments to wait for it to announce its industrial strategy and the resulting consequences. Following completion of this procedure, a new risk map freeing the town from most of its current constraints should be applicable as of 2015.

The TRPP document is a vital factor in reviving urban development in Pont-de-Claix. Indeed, the significant potential for developing disused industrial sites is an opportunity for it to rethink its project and its position within the metropolitan area.

TRPP without additional measures to reduce risks at source (all risks taken together)

TRPP after implementation of additional measures to reduce risks at source (all risks taken together)

Provisional map
PONT-DE-CLAIX WITHIN METROPOLITAN, INTER-REGIONAL AND CROSS-BORDER DYNAMICS
The opportunities opened up by the changing institutional context

With Pont-de-Claix Municipal Council making good progress in drawing up its urban project, the wider context presents a range of opportunities to think up and implement a shared, comprehensive development scheme.

> Existing framework documents, such as Grenoble’s Territorial Cohesion Plan.

> Dynamics of metropolitan cooperation on a regional and cross-border scale: “Sillon Alpin” (Alpine Arc), relations with the Lyon metropolitan area.

> Ongoing reflection processes: sector schemes for the urban area its southern part, Chartreuse regional park charter, discussions of “hubs”, sector policies, etc.

> Opportunities to seize in the short term

■ In 2014: extension of the institutional area of the Grenoble urban area authority, which is gradually expanding towards the urban fringes and foothills, especially southwards. It now comprises 49 municipalities and 431,000 inhabitants.

■ In 2015: switch to “metropolitan area” status with changing roles and responsibilities (urban planning and development, economic development, mobility, etc.).

> Planning approaches requiring coordination: inter-municipal Local Urban Development Plan, Local Housing Programme, Urban Transport Plan, economic area development scheme, major strategic urban projects.
Pont-de-Claix, a stakeholder in the metropolitan dynamic

With the metropolitan area soon coming into being, the strategic location of Pont-de-Claix to the south of the Grenoble urban area and the opportunities now opening up to it as risk management regulations change are taking on a new meaning. An urban project as pertinent and ambitious as this one can only be envisaged on this new scale, tying in closely with the metropolitan area project currently taking shape. The question of Pont-de-Claix’s position and contribution to the overall dynamic (through the levers of mobility, housing, the economy, amenities, etc.) plays a fundamental role in the strategic decision-making process.

This first part considers the question of Pont-de-Claix’s future position within the metropolitan area and the levers operating in its favour. It examines each of the key topics that drive its potential capacity to play a strategic role in metropolitan area development.

THE QUESTIONSPOSED

> How can we capitalise on the diverse assets of Pont-de-Claix, within a vision combining the municipal and metropolitan scales, so that the town is recognised by the other public players for making proposals and driving initiatives?

> What are the opportunities and how can programmes tie in with projects being considered at the metropolitan scale?

> What positions should be adopted at this scale?
Rethinking its position

Pont-de-Claix is located south of the dense heart of the Grenoble urban area, which groups together all the municipalities connected to Grenoble that now constitute its suburbs. Until the mid 1970s, most of the urban growth was concentrated within this dense heart. Its development now hinges on renewing and increasing the density of existing buildings. It is highly attractive, accounting for around 60% of the Grenoble region’s jobs and commercial premises and 48% of its inhabitants, as well as a large proportion of its commercial services and almost all of its major amenities. It is structured around four major areas of activity: central Grenoble – the historic heart – and three “hubs” (north west, north east and south) that began developing in the 1960s.

> Some marked features

Most jobs in Pont-de-Claix are in industrial sectors and its population includes a large number of low-income families, thanks to its easily affordable housing market. The local businesses and facilities mainly meet the needs of its inhabitants, who also take advantage of those available within the nearby “south hub” (Comboire and Grand’Place shopping centres, Echirolles town centre, etc.). Moreover, development has remained almost at a standstill for the past 20 years due to technological risk-related constraints, contrary to other nearby southern districts, where numerous urban projects have taken shape (new Echirolles town centre, Vigny-Musset district in Grenoble, regeneration of social housing districts in Grenoble and Echirolles, etc.).

> Redefining its role and place

The loosening of constraints relating to technological risks offers significant opportunities for regeneration in Pont-de-Claix, opening up the possibility of developing a number of high-potential sites, in some cases with reach at the metropolitan area level. This is why the town council is seeking to redefine its role within the dense heart of the urban area, but also its position with respect to the outlying suburban areas further south. The populations of these areas are growing fast, as they are attracting families leaving the dense centre in search of a house in the "leafy suburbs". These areas are hence developing their businesses and services and becoming real "small towns" (Vizille, Vif, Varcès, Pont-Rouge district of Claix, etc.).

Change affecting the major transport infrastructure offers a further opportunity. Up to the mid 1980s, all road traffic heading south had no option but to pass through Pont-de-Claix, since the old trunk roads out of Grenoble followed Cours Saint-André and the town centre marked the crossroads between the road to Vif and Sisteron (RD1075) and the road to Vizille, Briançon and Gap (RN85). Nowadays, urban motorways bypass Pont-de-Claix, so the time has come to consider redeveloping the historic backbone routes linking Pont-de-Claix to Grenoble, Vif and Vizille.

QUESTIONS

> How can the specific geographical location of Pont-de-Claix be exploited, lying both within the dense urban centre and very close to the urban fringes to the south?

> Which are the best levers to extend the reach of Pont-de-Claix over the neighbouring areas? How can the resulting spin-offs be harnessed to boost the local economy?

> How can the image and appeal of Pont-de-Claix be updated, and even revamped?
> View from the water tower, with Borel park and the town hall in the foreground
Travel: anchor projects to back up our development ambitions

> **Assets: good connections with Grenoble**

Pont-de-Claix has good public transport connections to central Grenoble via the Chrono C2 express bus line in conjunction with tram line E, which is likely to be extended southwards in the future. In the short term, Pont-de-Claix will also benefit from a strong link with the urban area’s “South Hub” after tram line A is extended to the transport interchange at Flottibulle, at the heart of the future “north centre” district of Pont-de-Claix, where a halt on the Grenoble-Gap railway line could also be constructed.

> **Weaknesses: insufficient connections with the south urban fringe (Vizille)**

On the other hand, there is substantial scope for improving public transport services between Pont-de-Claix and the south urban fringe. The Express 2 Vizille – Grenoble – Voreppe bus line passes through Pont-de-Claix, but with only a small number of stops. It enables inhabitants of Vizille to reach the city centre in just over 30 minutes, but services are infrequent at off-peak times (every 40 to 50 minutes, compared with every 20 minutes at peak times). The Grenoble – Gap railway line stops at Pont-de-Claix, but here again the service is very infrequent (7 outbound trains, 8 trains inbound trains) and decreasing. The Vif – Varces – Grenoble bus line takes the motorway, bypassing Pont-de-Claix completely.

> **Travel: a key issue for the metropolitan area**

The organisation of travel between the dense city centre and the south urban fringe is an important issue given the volume of traffic (115,000 trips per day according to a 2010 household travel survey) and low take-up of public transport (12%) on these routes, leading to heavy congestion on main routes such as the RN85 trunk road and the A480 motorway. The strategy for developing public transport between the dense city centre and the south urban fringe will be defined in the framework of the Urban Transport Plan currently being studied. This is a crucial issue in considering the future positioning of Pont-de-Claix within the metropolitan area, because Pont-de-Claix might – or might not – become a major gateway to the “South Hub”, depending on the option chosen.

**QUESTIONS**

> How should the various transport options for the south urban fringe be incorporated into the strategy for positioning and developing Pont-de-Claix?

> What urban project should be built around backbone public transport routes? How should development be planned around the Flottibulle transport interchange?
The costs and implementation times of these options vary widely, hence the advantage of introducing them gradually or combining them.

> The “BRT lines” option is probably the least costly and the fastest to roll out, even though works would have to be carried out to give the buses priority in congested sectors.

> The “urban fringe rail services” option would entail works to modernise the infrastructure and increase its capacity. Pont-de-Clai is served by a single-track, unelectrified line and it would be difficult for Grenoble station to accommodate more trains at peak times.

> The “tram-train” option would entail extending tram line E southwards, redeveloping and electrifying the railway line between Pont-de-Clai and Jarrie, rebuilding the railway line between Jarrie and Vizille, and creating an urban tramway to central Vizille.
Landscape, environmental and heritage assets that convey an image and interconnect with the surrounding areas

> A high-quality environment

The landscape of Pont-de-Claix is exceptional, with views over the Vercors, the Rocher de Comboire, the Trièves and Matheysine, and the foothills of the Champagnier plateau (the “green fringe”). The ecological restoration of the “îles du Drac” offers a solid base for bringing nature into the town. Lying at the confluence between the Drac, the Romanche and the Gresse, this large natural area bringing water close to the dense city centre offers great potential for a number of environmental projects such as creating a biodiversity reserve, developing greenways for walking and cycling along the banks of the Drac, and creating a nature reserve visitor centre.

> A diverse range of possibilities

The working-class industrial heritage of Pont-de-Claix is highly unusual within the Grenoble urban area. Sadly this is not widely recognised or easily accessible, and it is marred by a negative image due to the presence of the chemicals complex.

The banks of the Drac also offer real potential but are in need of improvement, as is the cycle path that runs along the embankment and ends at Echirolles. Pont-de-Claix could become a key stopping point for cycle touring (being located on the roads from Grenoble to the Oisans and the South Alps), but the existing on-road cycling facilities are of insufficient quality. Improving conditions for active modes of transport throughout the southern part of the urban area, building links to create a continuous cycle route between the city centre, Vif and Vizille, could be a means of setting our town apart.

QUESTIONS

> How can we rethink the relationship between town and nature around the fringes of the dense urban centre? There is a potentially strategic role for the natural areas and wetlands along the River Drac and at the confluence between the Drac and the Gresse, given the shortage of nearby large outdoor recreation areas and the opportunities available in the southern part of the metropolitan area.

> How can we bring a new perspective to the existing economic activities (chemicals complex) and the working-class industrial heritage of Pont-de-Claix? Industrial tourism?

> How can cycle routes between the urban area and regions to the south be improved?
Lesdiguières bridge, a listed historic monument owing to its fine 40 metres-high stone arch, a formidable technical feat for the period (1608/1611).

The former Richier factory, an imposing building in the emblematic architectural style of its period (1960).

The former paper pulp production shops, built in the 19th century on the Papeteries (paper mills) site, forming a spectacular 300 metres-long complex backing on to the Marceline embankment.

The former paper mill workers’ housing estates (Beau Site and Belledonne).

A few mansions, such as the homes of the Blandin Matignon and Sombardier families.

The Iles du Drac
This area, covering more than 800 ha., is the largest regional nature reserve in the Rhône-Alpes region

The section of the Drac valley alongside Pont-de-Claix is listed on several inventories and has a protected status. It was declared a Regional Nature Reserve on 8 July 2009 for 20 years, due to its natural wealth and ecological interest. This exceptional area, formed by a large, natural alluvial plain with groundwater of a very high quality, constitutes the lower part of the Drac river basin.

This section of the river has a wide channel migration zone and is ecologically remarkable. Although its flows have been modified by hydroelectric dams, its natural heritage remains highly interesting, in terms both of its size and the remarkable wildlife species found there. It is also an important resting place for migrating birds.
Housing: the need to boost residential appeal and broaden the social spectrum

> Pont-de-Claix is losing inhabitants, whereas housing needs are high across the metropolitan area
The population of Pont-de-Claix, which is quite young with a high proportion of families, has been decreasing slowly since 1975, with a net migration loss. Because of the technological risks, property developments have been scarce since the 1990s. The housing stock, which mainly dates back to the 1960s and 70s, is ageing. Of the 4900 current dwellings, nearly a third (28%) consists of social housing, meeting the over-represented needs of unskilled population categories with generally low median incomes. Multi-family housing mainly comprises jointly owned apartment complexes built between 1950 and 1970 and social housing units. In addition to the social housing tenants, 20% of tenants are in private housing, and 50% of residents are homeowners.

> Major issues in renewing the local population as well as attracting new families from the urban area
Pont-de-Claix must both keep its present inhabitants and create the capacity to welcome new ones. But the issue is broader: limiting the departure of families who cannot afford to live in the city centre and are moving out to the urban fringes, contributing to the spread of urbanisation. Boosting demographic growth means offering high-quality housing in attractive surroundings at a cost within the reach of the existing residents. More generally speaking, it is important to enhance the overall appeal of Pont-de-Claix, which has a number of areas in spacious, green surroundings that would be suitable for regeneration.

QUESTIONS

> How can Pont-de-Claix set itself apart on a highly competitive housing market (with numerous developments being built in municipalities close to the city centre and detached housing opportunities in the urban fringes to the south)?

> Beyond merely building homes, what “residential product” and surroundings can we offer to make Pont-de-Claix a more attractive place to live in?

> How should the existing housing stock be factored into the overall urban regeneration strategy?

> How can we make Pont-de-Claix a more attractive place to live in while capitalising on its identity and its specific social and territorial characteristics?
POPULATION AND SUPPLY OF HOUSING

Pont-de-Claix > insufficient housing construction given the population density

Population density

Housing construction by volume and type

- Social housing
- For first-time buyers
- Specific housing types (student halls of residence, nursing homes, etc.)
Economy: production-based, looking for synergies and better integration in the metropolitan dynamic

> Pont-de-Claix, a key economic hub in the dense city centre
With 6200 jobs and a working population of 5000 (i.e. 3% of the total number of jobs in the urban area) and a third of its surface area occupied by sites devoted to specific economic activities, Pont-de-Claix is a leading centre of employment. The town’s distinguishing feature lies in its location on the corridor of industrial activity stretching from Grenoble to Jarrie, along the Grenoble-Gap railway line.

> Economically speaking, away from the urban area’s main innovation hubs
The science par-based development model focusing on technological innovation is mainly being rolled out in the areas to the north-west and east of the urban area and in the Grésivaudan Valley. Isolated from these major growth drivers, the economy of Pont-de-Claix is predominantly production-based. The process of spinning off economic activities throughout the metropolitan area is not benefiting Pont-de-Claix (9% executive-level employees in the town, compared with 15% in the urban area).

> Chemicals: a struggling sector with national importance
The chemicals complex, which covers 120 hectares and accounts for 10% of the town’s jobs (nearly 800 employees within 7 companies), represents two thirds of all jobs in the chemicals sector across the urban area. It generates 3000 indirect jobs and provides a living for 200 subcontractors. A quarter of France’s total chlorine output is produced at this site, which is also France’s sole producer of phosgene (used to make polyurethane foam, paint and varnish). Nevertheless, the sector faces an uncertain future.

> Companies with international renown
The “ZA des îles” industrial estate, in the north-west of the town, provides jobs for nearly 2000 people. It hosts the largest site in France of the medical technology company Becton Dickinson, where it employs 1620 people in production and services. The economic fabric of this industrial estate is highly diversified, ranging from specialist industrial activities (Lambert Jouy, Oxysport) to small building construction firms and commercial and tertiary-sector activities (transport (Qualit’Express), construction plant hire (SMMI), car repairs, etc.).

Alongside the Essarts business park in Echirolles, a few companies are still operating along Avenue Charles de Gaulle. These include Covidien (medical equipment manufacturing). However, some large industrial premises have been abandoned (former Alstom Neyrpic site, Richier). In some cases, their specific features made them suitable for conversion into research and testing laboratories, such as those of Artelia and the CERG, but most of them are unoccupied.

> Project sites to host economic development
- To the south: the former Polimeri site (in Champagnier, but very close to Pont-de-Claix) and the abandoned “Papeteries” paper mill site (closed in 2008), as well as other nearby areas of land that have yet to be built on, offer significant scope for future development.
- To the north: the North Centre project aims to combine the development of commercial and business activities within a mixed-use programme.

QUESTIONS

> How do we face up to the uncertainties of industrial decline and the need to adapt?
> How can we go further to meet the needs of existing economic activities (especially industries) in order to support them?
> What vocation should be sought for the future sites south of Pont-de-Claix (paper mills, Poliméris)? Should they be completely given over to the economy, or should more diverse functions be sought in relation to the issue of bringing nature into the south urban area)? What types of activity should be preferred, with what requirements (quality, urban form, etc.)?
LAYOUT OF ECONOMIC ACTIVITIES

- Project sector/industrial wasteland
- Industrial estate/business park
- Areas with a focus on innovation, research or science
- Chemicals complex
- Commercial areas
- Areas with a focus on tertiary sector activities
Shops and facilities: needs and potential in a competitive setting

> A highly competitive commercial environment
The proximity of large shopping centres drawing people from all over the metropolitan area, such as Grand’Place, Espace Comboire and Echirolles town centre, is hindering commercial development in Pont-de-Claix. In this context, the town’s shops and businesses focus on meeting local needs, and clusters of convenience stores – some with outdated or unsuitable premises – are scattered throughout residential areas. In general, the offering is rather unappealing.

> Providing for most everyday needs
Central Pont-de-Claix has 49 traditional shops and numerous services (banks, a medical analysis laboratory, a nurses’ practice, a private health insurance agency, etc.). There is also an attractive weekly market selling the full range of foodstuffs, clothing and household goods.
There is a wide range of local facilities, especially for cultural and sporting activities. In the case of the latter, there are four sports grounds including two sports complexes; Flottibulle swimming pool (more than 200,000 visitors per year), a bowling pitch and several enclosed sports pitches. Cultural activities are based around the municipal library, a 200-seat theatre (the “Amphithéâtre”) and a highly popular district music school (Jean Wiener) as well as two exhibition venues (Moulins de Villancourt and Saint Stephen's church).
Social activities revolve around two community centres, a child-care and day-care centre, a youth centre (“l’Escale”), the “Maison de l’habitant” and the “Maison des associations”. The town has 12 schools: 7 nursery, 4 primary and one junior secondary. Lastly, administrative services are all located in the town centre: the civil registrar’s office, which issues biometric passports for the south urban area, and the main state employment agency (for the south urban area), as well as the PIMMS (public service information and mediation centre). A number of major facilities are located not far from Pont-de-Claix, such as Pôle Sud ice rink and Alpexpo exhibition centre in Grenoble, and the multiplex cinema and Géo-Charles Museum in Echirolles. In Pont-de-Claix, only Flottibulle swimming pool, the music school and, to a lesser extent, the “Amphithéâtre”, could be considered to have reach extending into the metropolitan area.

> An “in-place economy” to be developed and issues in extending the town’s reach
Whether in terms of shops, culture and leisure, or of the “in-place economy” more generally, the development issues are substantial. One concerns the question of reintegrating shops (need to improve quality, provide a supermarket), into the urban fabric (cf. aims of the Territorial Cohesion Plan aiming to restrict the development of peripheral shopping centres). The municipal council is considering a separate dovetailing policy for its sporting and cultural facilities aiming to promote them across the metropolitan area from a “scientific culture” perspective (the Moulins de Villancourt and future planetarium project), tying in with the “South Hub” of the Grenoble urban area.

QUESTIONS
> What development goals can be pursued to make shops more attractive and bring them more in step with the needs of the resident population (present and future)? What are the perspectives for expanding their reach?
> How can the strategy of developing major facilities be supported in order to capitalise on the spin-offs for the local economy and community?
> What is the best strategy for locating the future shops and major facilities? Should new developments be concentrated in the north? What role should be played by the south in relation to the historic town centre and the new residential districts?
LOCATIONS OF COMMERCIAL AREAS

<table>
<thead>
<tr>
<th>Commercial facilities</th>
<th>Concentration of shops</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metropolitan</td>
<td>Very high density =&gt; Grenoble city centre</td>
</tr>
<tr>
<td>Large shopping centres, existing or planned</td>
<td></td>
</tr>
<tr>
<td>Inter-municipal</td>
<td>Fairly high density =&gt; Wider city centre and Échirolles town centre</td>
</tr>
<tr>
<td>Superstores</td>
<td>Moderate density =&gt; secondary centres and district hubs</td>
</tr>
<tr>
<td>Specialised (personal equipment, household goods, sport, leisure, etc.)</td>
<td></td>
</tr>
<tr>
<td>Local district</td>
<td>Peripheral shopping centres</td>
</tr>
<tr>
<td>Supermarkets (surface area 500 m²)</td>
<td></td>
</tr>
</tbody>
</table>
The project to build an attractive, active, inventive town

Having reached this stage in the reflection process and its project, Pont-de-Claix council already has a clearly defined vision of the future it is considering for its territory and inhabitants, tying in closely with the metropolitan area project, in which it intends to play a key role. The areas now to be considered in depth are clear. They focus on five major challenges, described in this section, which provide a measure of our ambition and a framework for the debate.

Part two reviews the currently available information concerning the political and strategic orientations of the town’s project. The discussions must now focus on how this project will tie in with the metropolitan area issues mentioned in part one. The project is ambitious, and for some aspects there is still a long way to go. The project’s content and intended schedule, as well as the priorities for implementation, must now be set out in more detail.

THE QUESTIONS RAISED

> **What new development model should Pont-de-Claix adopt?**
> How can it invent a development model specific to its territory and inhabitants?
> How can it embrace a new identity and reposition itself within the wider area?
> How do we ensure that its inhabitants share this “new ambition” being driven by their council, and adopt it for themselves?

> **How do we ensure that this “new ambition” means something for the present inhabitants and attracts new ones?**
> How do we open up the territory to new perspectives / new population groups?
> Who are we building the town for (its present inhabitants, but also those of tomorrow)?

> **What resources and methods could Pont-de-Claix consider to implement its strategy:** funds and players to be mobilised, partnerships to be thought up, precautions to be taken in setting up the operations, time scales and phasing, engagement / construction of the project hand-in-hand with the inhabitants? ...
Challenge 1 >
AIM FOR URBAN EXCELLENCE

Accompagner la transition énergétique, capitaliser les atouts ainsi que les spécificités historiques, environnementales et paysagères, pour réinventer la ville et reconquérir son image.

Fundamentals and aims of the reflection process
The urban renewal process upon which Pont-de-Claix has embarked is firmly underpinned by the town’s specific history, environment and landscape. Each construction and development project that contributes to this process will have to help make the town more attractive and appealing, while bolstering urban and social cohesion.
The future town must go further to meet the needs and aspirations of its inhabitants, offering closer proximity and more contact with nature by introducing more vegetation and water in its public and private spaces. It must be capable of encouraging people to walk and cycle regularly, and provide spaces for leisure and relaxation close to residential areas.
To achieve these aims, priority has been placed on four large areas in which to implement the innovative projects that will embody the town’s renewal. Cours Saint-André must act as a backbone, and be the link bringing all the different project areas together.

Four large project areas to drive urban renewal

1. > The North Centre project aims to support the emergence of a new urban community hub in the north of the town, complementing the town centre. This mixed-use urban project will comprise notably the creation of a culture and leisure facility ("Cité des arts and des sciences", Flottibulle swimming pool), a transport interchange connecting with the extension to tram line A, and the new residential district.

2. > The “West District” project aims to revitalise and boost the image of this part of the town, in conjunction with development of the green belt and the constructive reuse of urban wastelands (Becker site).

3. > The “Town Centre” project aims to rejuvenate the historic town centre and revamp its image, in particular by refurbishing its public spaces.

4. > The “Papeteries” site, a disused paper mill, is strategically located at the convergence between the territories of the south metropolitan area. This area has high potential and could be the site for a project yet to be conceived, drawing on its particular legacy as well as its buildings and natural assets.
PROPOSED OVERALL LAYOUT OF THE URBAN PROJECT
Issues in creating a more sustainable, attractive living environment

Making Pont-de-Claix a more pleasant place to live and work in means making efforts to enhance its environmental quality, landscape, heritage and public spaces, but also addressing issues related to the energy transition and risk management.

> Bringing nature into the town and boosting biodiversity in conjunction with the metropolitan network of green corridors

The purpose of creating an "active" landscaped belt is to establish a continuous, interconnected network of green spaces, integrating the urban parks into the metropolitan network of green corridors. In addition to being a pleasant place for recreation, this vast green space could also be used for new purposes and activities. A continuous, accessible greenway acts as a backbone strengthening links between urban entities, while facilitating walking and cycling. Incorporated into the metropolitan network of greenways, these new links must offer easier access to the natural and agricultural areas to the south and to the links between mountain ranges. Nature must permeate the entire town in different ways (tree-lined avenues, allotments, micro green spaces, green roofs and walls, etc.), from its public spaces to the heart of private residential complexes. Increasing the presence of vegetation and water must also aid ecological continuity and make it easier for rainwater to seep into the ground, helping the town adapt to a changing climate by limiting the formation of urban heat islands.

> Enhancing the landscape and heritage

The urban project must contribute to enhancing and promoting the town's historical, architectural and landscape heritage in order to highlight the individual characteristics of each area and, more generally speaking, exploit the geographical features of the town and strengthen the links with its green spaces and the surrounding mountains. New construction projects will have to take these characteristics into consideration and blend in with the urban fabric and landscape, adapting their volumes, heights, boundaries and architectural features accordingly.

> Improving the quality, convenience, safety and sharing of public spaces

Public spaces must serve inhabitants' needs to get around, meet and relax and make the town more attractive. They form the framework of its urban fabric; they must provide links and build social cohesion while enhancing the town's image (with vocabulary, materials and colours chosen to ensure overall coherence). They must be made accessible to all users – pedestrians in particular – by adapting the modal split to each particular context. Principles of continuity, legibility and openness must be applied. Increasing permeability and reducing travel distances reduces congestion and improves accessibility. To make the urban landscape legible and manageable in the long term, the differences between public and private areas must be clear and sections must be easily understandable (the function of squares and crossroads). In the case of Cours Saint-André, for example, public spaces must strengthen the transverse relationships between adjacent communities.

> Accompanying the energy transition

Urban development must abide by the principles of sustainability, sobriety and resilience, for the sake of integrating environmental management across all the projects. Each project must make the best possible use of local resources, with an "energy mix" combining several power sources (optimised district heating networks, development of renewables, etc.). The energy choices made for each project will be optimised within a comprehensive approach, either at the scale of the town or spanning several larger schemes.

> Regenerating the town by preventing and managing nuisance and risks

The town's project must reduce inhabitants' exposure to pollution, noise nuisance and technological risks. Measures aiming to reduce reliance on private cars (especially lone drivers) and develop public spaces are the main levers in this regard. Each project must address these constraints, paying particular attention to contamination related to past industrial activities at some sites.
NATURE IN THE TOWN

- Complexe sportif
- Major municipal parks and recreation areas
- Greenways reserved for active modes
- Main footpaths
- Public green space
- Vegetated backbone public space
- Privately-owned green space
- Predominantly natural area
- Area covered by projects
The project to build an attractive, active, inventive town

Challenge 2 >

LIVE DIFFERENTLY

Meet the aspirations of the highly diverse populations of the metropolitan area and our town, who are looking for new “ways of living and residing”

Fundamentals and aims of the reflection process

Pont-de-Claix is looking to become a more attractive place to live in by setting up the conditions for welcoming new residents. The development model selected will have to take account of its socio-demographic features and its singular history and geographical location, at the transition between the dense urban spaces of the city centre and the south urban fringes.

Efforts will have to focus on continuously improving the living environment by meeting the needs and aspirations of its inhabitants and their various residential histories. If the population is to start increasing once more, the rate at which homes are constructed will have to increase significantly (hypothesis of 100 new housing units per year as of 2017 to be adjusted in line with the property market). This intense new construction must play a key role in regenerating the stock in order to propose diversified, quality, affordable homes, with a gradual upmarket shift.

At the same time, it will be vital to renovate the existing neighbourhoods and buildings in order to avoid risks of older properties losing value, and a resulting risk of impoverishment in certain areas.

This desire to find new ways of living could be put into practice in the following ways.

Issues in finding new “ways of residing in the town”

> Offrir des logements diversifiés et abordables,

> Offering a broad range of affordable housing, suitable for all population groups and corresponding to all types of residential history (forms and types of housing, environmental and social performance, cost management, etc.), while promoting social diversity (keeping the proportion of social housing at its current level of approx. 30%). Modularity and adaptability will be incorporated into the conceptual designs of new housing in order to anticipate population ageing and meet the needs of the disabled.

> Proposing alternatives in terms of quality and price, by building homes that are geared to changing lifestyles (adaptability and modularity, outward extensions, development of annexes, communal areas shared by an apartment building, block, etc.)

> Promoting an audacious, creative, contemporary architectural style offering high-quality, adaptable living spaces (view, sunlight, heating and cooling, use of roofs and façades, energy efficiency, etc).

> Continuing to refurbish the existing housing stock, following the example of the ‘Mur-Mur’ sound and thermal insulation improvement scheme overseen by the urban area authority, in order to limit risks of more recent housing making older properties obsolete.

> Continuing urban regeneration in all districts, in particular through measures to enhance them and make them less isolated in order to boost social cohesion.
Types of urban atmosphere and objectives

> Bringing nature into the town

> Offering a quality urban environment, a range of urban forms, a calmer living environment

> Simplifying access to services and facilities
The project to build an attractive, active, inventive town

Challenge 3 > SIMPLIFY THE TOWN
Adapt the town to make it practical, functional, accessible and more convenient, through its services, shops, facilities and transport system.

Fundamentals and aims of the reflection process
“Community hubs” gather together businesses, facilities and services that contribute to neighbourhood life and liven up the town, thus creating the conditions for a close-knit community. To underpin their development and structural role at the scale of the town, these hubs will have to be made more complementary and more accessible by continuously improving public transport services and public spaces. However, the large number of local shops, some of which stand empty, makes the commercial framework less legible and risks weakening it in the long term. It must be simplified, “critical mass” effects must be ensured, and the urban centres need to be redesigned with a rationale focusing on concentration, balance and complementarity. Improvements in public transport services combined with the predicted population growth over the next few years offer an opportunity to rethink the present urban framework and the reach of its shops, services and facilities. Even though the historical centre of Pont-de-Claix will remain the main community hub, the creation of complementary secondary hubs is currently being considered.

Current community hubs in Pont-de-Claix and their development issues
1. **A main hub, with the historical town centre**, where commercial activity is dense and diverse, notably featuring one of the urban area’s biggest markets, which draws people from outside the town. Ways to build synergies with town centre businesses on market days are currently being sought.

2. **Secondary community hubs**
   - **Iles de Mars / Arc en Ciel**: in the centre of a neighbourhood on the decline, lacking a driving force despite the presence of numerous facilities very close by.
   - **Cours Saint-André**: two hubs facing this major thoroughfare; one is somewhat run down and serves occasional customers, while the other, with shops on the ground floor of residential buildings, is relatively dynamic with a wide range of activities.
   - **Grand Galet**: two small dynamic clusters of shops, close to each other and a number of public amenities.

A new centre emerging to the north of the town
Given the strategic location of the project areas (more than 25 ha of space likely to be repurposed in the long term) on both sides of Cours Saint-André, and the planned sites for the anchor projects, the ambition and programming opportunities as well as the reach of this district must be reviewed at the scale of the metropolitan area. Potential complementarities with the existing urban hubs (especially the historical town centre) and the metropolitan area will be sought.

5. **Programmatic options for this future mixed-use district**
   - A cultural and leisure hub around the Cité des Arts et des Sciences and Flottibulle;
   - A multimodal transport interchange
   - A range of businesses and services near the transport interchange;
   - A housing development (potentially more than 1500 housing units in the long term).
COMMUNITY HUBS AND COMMERCIAL FRAMEWORK

- Community hub
- Key public facilities
- Key public spaces within community hubs
- Existing row of shops
- Row of shops being studied
The project to build an attractive, active, inventive town

Issues in improving travel conditions for all users of the town

This will involve establishing greater coherence between urban planning questions and transport questions. In this context, the town is pursuing the following aims:

> Supporting and assisting public transport development (extension of tram line A, creation of the Flottibulle transport interchange, development of the bus rapid transit line along Cours Saint-André, shifting of the railway station), simplifying access at transport nodes and stops, and anticipating the arrival of the tramway on Cours Saint-André.

> Enhancing the spaces with the best public transport services (in keeping with the density objectives defined in the Territorial Cohesion Plan for the Grenoble region).

> Continuing the policy of encouraging active modes (walking and cycling), notably by creating high-quality public spaces offering a continuous grid of footpaths and cycle lanes and a permeable urban fabric.

> Strengthening the structural role played by Cours Saint-André and encouraging east-west permeability.

> Introducing an incentive-based parking policy to encourage take-up of public transport and active modes.

> Making the future transport interchange a real social hub and simplifying access using all modes of transport.

The North Centre transport interchange
BACKBONE PUBLIC TRANSPORT ROUTES AND FUTURE INTENSIFICATION CORRIDOR

Intensification corridor around public transport stops (application of Territorial Cohesion Plan rules)
The project to build an attractive, active, inventive town

Challenge 4 >
DEVELOP THE ECONOMY AND OPEN IT TO THE TOWN

Optimise the economic model, and examine ways of integrating it and making it contribute to local life

Fundamentals and aims of the reflection process

Given the size of its job pool, Pont-de-Claix is a key economic hub at the south gateway to the urban area. However, its predominantly production-based economic activity and the present economic trends are showing increasing signs of weakness, illustrating the need for a gradual transition to a new economic model.

Issues in strengthening and diversifying the economy

> Strengthening Pont-de-Claix’s position as a key economic hub at the south gateway to the metropolitan area

Strengthening the specific features of the town’s economic model involves sustaining dedicated economic zones that allow production activities incompatible with the presence of housing to develop. These zones will have to meet the same requirements as mixed-use urban areas (multimodal access, enhanced urban features, quality of buildings, landscaping, etc.). Two economic areas are to be maintained:

■ The ZA des Îles industrial estate (employing more than 2000 people), which has good links to the A480 motorway, but is not sufficiently accessible using public transport; active modes must be improved, as must its image (connections to the future transport interchange, quality of public spaces, etc.).

■ The chemicals complex, which is a site of international renown (approx. 120 ha) providing nearly 800 direct jobs and more than 3000 indirect jobs.

The urban regeneration process must not conflict with the support and development of production activities. The feasibility of developing brownfield sites and wasteland will also have to be assessed (areas to the north of the ZA des Îles, near the current station and railway right-of-way, ZA Sud, and Papeteries sites).

> Diversifying the local economic model

The local economic model must be brought more in line with the needs of the town’s present and future inhabitants, users and companies. Dovetailing with the existing activities, this diversification involves developing in-place activities, economic sectors related to the needs of local industry and the growth of convenience stores and services, attracting new backbone facilities, etc. These should preferably be located within mixed-use urban spaces, in the framework of urban regeneration schemes. They will help to clarify the urban framework, notably by fostering the emergence of a new urban centre around the Flottibulle transport interchange, to complement the main town centre area.

> Strengthening links between areas of economic activity and urban centres

Although the dedicated economic areas account for most of the jobs, they currently contribute little to the life and functioning of the town (on-site catering services, private parking areas, direct connections to main roads, etc.). Improving and diversifying the range of businesses and services in the urban centres, and making these dedicated areas more accessible using active modes and public transport, will meet the needs of the people who work there while encouraging them to consume more in the town and get involved in local life.

> Supporting changing working patterns and consumption habits

The current transformation of lifestyles, working patterns and consumption habits as a result of the digital revolution and network development must be incorporated into the urban project, with an improved delivery process and the introduction of detailed logistics. Suitable areas within the sectors best serviced by public transport will be created in order to encourage the new working patterns. Last but not least, the new development schemes will have to be designed with very high-speed internet networks.
KEY ECONOMIC DEVELOPMENT AREAS

- Dedicated industrial estate/business park
- Mixed-use urban area with intense activity
- Areas to be reconsidered
- Existing row of shops
- Row of shops being studied
Challenge 5 >
CHOOSE TOGETHER THE TOWN WE WANT TO LIVE IN

Hold an open debate on the regeneration of Pont-de-Claix and its ambition to contribute actively to the metropolitan dynamic.

Fundamentals and aims of the reflection process

The Pont-de-Claix urban project is pursuing the dual ambition of inventing an attractive “town to live in” for its current and future inhabitants and users and, on a larger scale, of being a stakeholder in the dynamic and influence of the metropolitan area. It is hence important, even vital, for everyone to have their say: what makes a town attractive day to day for a Pontois of today and tomorrow? What services do companies expect to find? What components should be debated with the metropolitan area project players? And so on. For this reason, ever since the start of the process and as the project has advanced, every opportunity has been sought to think broadly and maintain an open dialogue.

A very open project, built on inhabitants’ experiences

The ongoing public debate taking place at the town level is a vital factor in ensuring that the project meets its inhabitants’ needs and expectations. Embarking on a collective process to enable them to discuss and share experiences on practical scales (starting at neighbourhood level) laid the groundwork for a common vision that must continue being shaped and refined.

It involves giving inhabitants and employees of local companies – the main users of public spaces – the information they need to understand the project, take it on board and put forward their own proposals. Citizens who are fully aware of the regulations and the context will be able to draw on their experience of everyday life in the town to make more useful contributions to the discussions.

This collective discussion process ensures that a grassroots approach is adopted to address the social and urban development issues concerning the territory, and that the proposals put forward satisfy as many people as possible and are at the appropriate project scales.

Forms of consultation and participation

> Urban walks as part of the Local Urban Development Plan

The Local Urban Development Plan is the instrument that sets out the main planning and development orientations of public policies, and ties in with this dialogue process. It is discussed at public information meetings explaining the general approach, and then during urban walks around various neighbourhoods, led by urban planners from the town council, the urban planning agency and the Isère Architecture, Urban Planning and Environment Council. Alongside these, sector-based workshops are proposed to give inhabitants the opportunity to participate in a map-based approach to development choices in strategic sectors.

> Public urban workshops to facilitate debate on the projects

These workshops are organised to open up a broader discussion of public spaces (outdoor and residential areas), at the scale of a neighbourhood. Inhabitants, elected officials and specialists come together to discuss a particular topic relating to an urban project, until a consensus emerges around the development scenarios. Sector committees spanning several neighbourhoods and different categories of players – inhabitants, as well as economic players or institutional partners – are also being set up for particular aspects. These adopt a cross-cutting approach to examine all its components and how it will function from the social and urban points of view at the scale of the town or, even, of the metropolitan area (transport, housing, mobility, facilities, economy / commerce, etc.).
Consultation and participation

> Urban walks and public workshops 2013/2014
From project spaces to living spaces

Embodying the revival of Pont-de-Claix.

Part three of this report takes stock of the reflection process and principles laid down for each of the four large strategic sectors of the Pont-de-Claix urban project: North Centre, West District, Town Centre and Papeteries. Some projects have progressed further than others. The Papeteries project has yet to be conceived, in close liaison with the adjacent project areas (Poliméri site, ecological restoration of the River Drac, etc.). For each one, the programming ambition laid down at this state must be put within the context of the metropolitan area project, and links, roles, issues and perspectives must be

THE QUESTIONS RAISED

> **Cours Saint-André**: how can the unifying role of this important corridor be strengthened at the town and urban area scale?

> **North Centre**: what functions and backbone facilities will extend its reach and contribute to achieving its desired position? Is the proposed programme pertinent in view of the competitive setting? Can it be enhanced? How can its value be maximised?

> **West Districts**: what is the best way to perceive the role and integration of Cours Saint-André, dovetailing with the North Centre and the town centre?

> **Town Centre**: in what ways can it complement the North Centre and neighbouring districts (Claix Pont-Rouge)? How can we go beyond the present project, and explore even further the potential for development and extending our reach at metropolitan area level? How can we create and/or enhance the links between the town centre, Borel park, Papeteries district and Isles du Drac area (relationship with nature, heritage, etc.)?

> **Papeteries**: is it appropriate / possible to adopt an inter-municipal or even metropolitan approach to develop this site (relationship with the Poliméri site and the Isles du Drac nature reserve, issues in creating a recreation area to the south of the urban area, relationship with the town centre, etc.)? What role can and should economic activities play in developing these sites?
NORTH CENTRE >

The emergence of a new centre complementing the historical town centre.

Given the excellent public transport connections and visibility from Cours Saint-André of this high-potential area, of which nearly 25 ha could be transformed in the long term, the town council intends to give it a prominent role. It wishes to harness its assets and opportunities to roll out an ambitious development scheme showcasing sustainable urban planning, with some strong features to the gateway to the town. Relocating the Cité des Arts et des Sciences at the historic Moulins de Villancourt site, creating the transport interchange and extending tram line A must foster the emergence of a strong urban hub on the metropolitan area scale. In the long term, the site could be the venue for an ambitious open-ended mixed-use scheme, including commercial activities, services and housing (anticipated capacity of more than 1500 housing units by 2030).

Objectives

> Revamp the town's image and make it more attractive by implementing an ambitious exemplary project blending high-quality urban and public spaces, seamless transport links, environmental integration, etc.

> Create an urban segment with a high impact across the metropolitan area, focusing on the historical Cours Saint-André.

> Enhance the built heritage to give this new centre a strong identity: Grands Moulins de Villancourt; possibility of converting the former Richier building now occupied by the “Histobus” association and the Blandin Matignon mansion.

> Offer a diverse range of urban forms and products throughout the scheme: multi-family housing schemes with a variety of sizes and densities.

> Make the future transport interchange a vibrant community hub, through a mixed-use programme (businesses, service activities, housing, suitable high-quality public spaces), and make it easier to access using all modes of transport.

> Strengthen links and coordinate projects more closely with the town of Echirolles and with the “South Hub” of the urban area more generally, in order to ensure urban continuity, coherence between programmes, etc.

> Open up the Grand Galet sector and anchor it more firmly into its surroundings by redeveloping the public spaces and interlinking them more efficiently.

> Incorporate risks and environmental nuisance in the project design: noise nuisance, ethylene pipeline running along the railway line, high-voltage power line (due to be buried in the medium term), Technological Risk Prevention Plan, measures to reduce noise from the railway line and major roads.
Les Grands Moulins de Villancourt site  
*Cité des Arts et des Sciences*, timescale 2018/19

The town council is promoting the project to create a centre for arts and science at Les Grands Moulins de Villancourt, a former flour mill (building and inner courtyard). This major facility on the metropolitan area scale will include a 120-seat planetarium, exhibition and seminar facilities, a terrace offering panoramic views, an experimental theatre, a conference hall and a restaurant. It is expected to attract more than 50,000 visitors per year.

> Potential programme

- **Housing**: More than 1500 housing units (of which 30% social housing) i.e. approx. 3500 additional inhabitants by 2030
- **Commercial activities**: 5000 m²
- **Tertiary activities**: 1000 m² (medium term)
- **Gay Lussac park**: 20,000 m²
Development orientations

> Create a framework of emblematic backbone public spaces

1. Create an esplanade accentuating the distinctive, historic Moulins de Villancourt building and creating a striking feature on Cours Saint-André.

2. Design a linear garden making a vibrant connection between the transport interchange and the Cité des Arts et des Sciences, to be named the Jardin des Arts et des Sciences.

3. Design a backbone public space connecting the different parts of the transport interchange: tram line A terminus, railway halt/station, park & ride facility, BRT and Trans-Isère bus stop, and bus line 16 terminus.

4. Create a new urban park, to be named parc Gay Lussac, backing on to the green belt and its network of greenways.

> Enhance the geological features and landscape of the site

- Develop the public spaces and optimise the layout of the buildings in order to enhance assets such as the built heritage and the east/west views of the Vercors and Belledonne mountain ranges.

- Support the green belts by including extensive vegetation in the public spaces, introducing vegetated and “fertile” areas in residential blocks, developing green spaces along roads, etc.

> Restructure the road network to improve traffic in the district

- Foresee the impacts of the project to extend tram line A on traffic in the district (in particular, grouping together car access routes from Avenue Charles de Gaulle).

- Extend Rue de la Paix and connect it with Rue Lavoisier (consider its role and status at an inter-municipal scale).

- Create new east/west links to provide alternatives to Avenue Charles de Gaulle, and improve access to the transport interchange and connections between different parts of the district.

> Create a new range of facilities and services

- Make the transport interchange a community hub by attracting new commercial and service activities (with an open-ended programme) near the forecourt of the future railway station and tram line A terminus (55 m easement on either side of the ethylene pipeline to be respected by public buildings with capacities exceeding 100 people). Allocate space for a supermarket on Avenue Charles de Gaulle, and also for service activities.

- Allocate space for commercial activities near Les Moulins de Villancourt, tying in with the anticipated programme for the Cité des Arts et des Sciences (a music store, for instance). N.B. A commercial study is currently in progress and will determine the location and sizes of these spaces at the scale of the district and the town.

> Integrate the Grand Galet district more closely into the town and consolidate its facilities and services

10. Take advantage of the extension of tram line A to redesign the frontage along Avenue Charles de Gaulle by creating a more legible, enhanced entrance to the Grand Galet district: open it up, refurbish the Grand Galet shopping precinct, and develop the public service information and mediation centre (PIMMS) and the community centre.

11. Modify the traffic layout to enable vehicles to pass through the district: extend Rue des Droits de l’Homme to link Rue Docteur Valois and Rue de Chamrousse.

12. Redevelop Place Nelson Mandela by opening it up to the adjacent public spaces.

13. Enhance Parc Jean de la Fontaine by opening it up to the district and rehabilitating the Blandin Matignon mansion, including its wooded grounds (study the potential for developing the sector in the form of an “inhabited” park).
> The reclaimed Cours Saint André

> Vibrant redeveloped public spaces along the tramway

> A network of backbone public spaces (esplanade, Gay Lussac park)

> High-quality housing in a regenerated urban setting
From project spaces to living spaces

THE WEST DISTRICT

> Issues in creating a new mixed-use district where town and nature meet.

A wide variety of urban forms (apartment blocks built in the 1970s, areas of low-rise housing, public facilities, ZA des Iles industrial estate) and a high density of facilities within a relatively small area are the key features of the western sector of Pont-de-Clai. Concealed from Cours Saint-André and relatively enclosed, this sector is currently marred by a poor image and is need of regeneration, which must include revamping its public spaces and making its layout more permeable, legible and convenient. The repurposing of wasteland and derelict properties must also meet this objective, by creating a more attractive living environment.

Objectives

> **Strengthen links** with the town, through its public spaces and by linking up its parks and gardens.

> **Regenerate the town by repurposing wasteland and derelict properties** (in the medium term, the Becker site, Avenue des 120 Toises, “120 Toises” property development project).

> **Anticipate changes affecting certain tenement properties**: AFPA training centre, Iles de Mars school, Saint-André and Arc-en-ciel shopping precincts, north of ZA des Iles.

Development orientations

1. **Redevelop this section of the green belt** by regenerating the canal banks as a multi-purpose, accessible recreation area: promenade and greenway incorporated into the urban area network, allotments, possibility of redeveloping the canal and the bridge to the ZA des Iles.

2. **Enhance Colombe park and open it up** to the town: make it more accessible from the surrounding neighbourhoods, connect it with the green belt and the canal embankment.

3. **Continue redeveloping the public spaces of the Iles de Mars / Olympiades district**: improve pedestrian routes, create places for people to mingle, and enhance the urban environment, notably by managing parking more effectively.

4. **Strengthen the links between Avenue Victor Hugo and Cours Saint-André** with an east/west backbone pedestrian link to help open up the Iles de Mars district.

5. **Strengthen the structural role played by Avenue Victor Hugo** on the scale of the town and the district, by enhancing its urban character: redeveloping the public spaces and creating appropriate steps and ramps in front of public facilities.

6. **Improve east/west connections from Cours Saint-André and make them more legible**: access to the transport interchange and the ZA des Iles in particular. Eventually think up new possibilities for crossing the canal, in conjunction with redeveloping the Becker site.

7. **Improve the urban quality** and redevelop the public spaces at the ZA des Iles.

8. **Take noise nuisance relating to the flyover into account** in developing the Becker site.
The 120 Toises project

First properties handed over in 2017

The project, being developed on a 2 ha site owned by the municipality in the north of the town, consists in creating a bioclimatic district comprising high-quality public spaces (‘green lung’, landscaped swale) in the framework of a mixed-use scheme comprising approx. 150 housing units. A chief urban planning architect and a landscape designer have been appointed to design the overall layout for the scheme.

The Becker site

A new residential district of more than 300 housing units backing on to the green belt

Development orientations

> Create a diverse range of housing with easy access to the outdoors (terraces, small gardens, verandas, etc.)
> Offer an attractive living environment and a new urban landscape capitalising on the presence of the green belt, helping to breathe new life into Avenue Victor Hugo and enhance the district’s appeal.
> Create pathways to open up access to the green belt and encourage the use of active modes (easier access to the transport interchange, connection to the backbone greenways).
> Propose an optimised road layout allowing for the possibility of the tenement property currently occupied by the AFPA training centre eventually becoming available.
From project spaces to living spaces

THE TOWN CENTRE

> Create a strong, legible centre for the town and the metropolitan area.

The project aims to enhance and raise the profile of this sector on the scale of the town and the metropolitan area, in particular by redeveloping its public spaces. This will involve rejuvenating the town centre and its businesses, boosting their appeal and significantly improving its overall image. Improving the links between different modes of transport and managing them efficiently is a key issue for this sector where several routes converge, with a view to providing more generous pedestrianised areas and creating a pleasant place in which to stroll and mingle.

Provisional schedule

2010: Start of programming study concerning the streets and squares of the town centre

2011/2012: Approval of the partial pedestrianisation project, drafting of a charter regarding the town centre furniture, operational studies

2013: Redevelopment of Rue du Dauphiné sector accommodating new facilities (reorganisation of Jules Verne school, relocation of job centre)

2014 / 2015: Redevelopment of Avenue du Maréchal Juin, the south gateway via Lesdiguières bridge

2016/2019: Implementation of works on Place du 8 mai 1945 and its surroundings

Development orientations

> Redevelop the large squares in the town centre to form a more peaceful “heart” that is pedestrian-friendly: pedestrianise the esplanade in front of the town hall (Place du 8 mai 1945) and enhance it with plentiful vegetation.

> Bring nature into the town by redeveloping Borel park, the gateway to the Isles du Drac nature reserve, by consolidating the greenways running along the canals to tie in with the green belt project.

> Accompany the changes taking place around the edge of this area, striving to preserve the existing older buildings and strengthen the bond unifying the inhabitants of the historical town centre, of which Lesdiguières bridge, one of the “seven wonders of the Dauphiné”, is emblematic.

> Coordinate the different transport modes at this meeting point, lying at the crossroads of three major roads serving the south branches of the future metropolitan area.

> Enhance the town’s commercial appeal and anticipate the major changes that could emerge following the improvements to the town centre. The commercial success of the redevelopment project also hinges on renovating many of the existing buildings – both businesses and residential buildings.
Project to develop the public spaces in the town centre

> Current view

> View of the project to pedestrianise Place du 8 mai 1945
The Papeteries District

An area to be conceived

Lying at the transition between the south of the dense urban area and the south of the metropolitan area, the Papeteries sector and its disused paper mills is the cradle of the town's industrial history. It has a high heritage value and embodies the town's identity. The environment and landscape of this atypical area situated close to the town centre and the green belt has high potential for reuse, with large amounts of available land (more than 10 ha). The options for redeploying and redeveloping this area remain open, with scope for introducing new economic activities (mixed-use scheme, new centre, etc.). In the framework of a broader project, it could be feasible to incorporate sites earmarked for redevelopment in adjacent municipalities (in particular the ZAC des Isles and the former Poliméri site).

Objectives

For the Papeteries site and the adjacent areas (four spatial identities designed together)

1. ZA Sud, lying east of Avenue du Maquis de l’Oisans, which has been earmarked as a small business park (project in progress in the northern part).
2. The former paper mills (which closed in 2008), whose purpose has yet to be defined: possible uses include a “Maison de l’eau” (visitor centre) for the Isles du Drac nature reserve? A small business park? Economic activities focusing on specific sectors? Tertiary activities? Housing? What development perspectives should be adopted to ensure overall coherence?
3. The Porte des Isles du Drac, a natural area with scope for enhancement, tying in with the visitor centre project. The qualitative approach stipulated by the town council must be applied to developing this area, drawing on its unique identity and character as a fragile wetland (biodiversity reserve).
4. The EDF site and the recreation area, which is currently privately owned and could be enhanced in the framework of reclaiming the banks of the River Drac.

For the town

The aim here is to exploit the site's strategic location, paying attention to its connections and harnessing the development synergies with the town centre and the other urban hubs and strengthening the links offered via Avenue du Maquis de l’Oisans and the green belt.

At inter-municipal level

The project must be rolled out within a framework of enhanced cooperation with the neighbouring authorities and an ambitious project to redevelop the banks of the rivers Drac and Romanche, with potential for harnessing synergy between the Papeteries site and project areas in neighbouring municipalities (former Poliméri site in particular).

Development orientations

1. Anticipate the redevelopment of the Rue du Maquis de l’Oisans as a thoroughfare leading to the town centre, featuring sections linking with the various project areas.
2. Ensure that each section is legible and that flows along the route remain smooth, by limiting bottlenecks on Avenue du Maquis de l’Oisans and improving building frontages.
3. Anticipate the possible introduction of a segregated-lane public transport service (BRT, tramway, maintenance centre?) in the medium to long term, by marking out the minimal right-of-way required on the roads.
4. Improve access using active modes (link with the town centre, green belt, access to the nature reserve).
5. Anticipate the southward expansion of the “ZA Sud” by guaranteeing long-term links between the various development schemes being considered, through creating an internal route through the business park and avoiding creating new bottlenecks on Avenue du Maquis de l’Oisans.
The project to develop the Poliméri site in Champagnier (ZAC des Isles)

This project, on the site of a former dismantled chemical factory (12 hectare tenement property), aims to create a new activity hub to boost the local chemicals sector and diversify the local economic fabric.

**Main development objectives**

- Enhance the frontage along the RN85 trunk road and its landscape (river Drac, vegetation, views, etc.).
- Reorganise car and HGV access from the RD85 and pedestrian/cycle routes to bus stops and the Pont-de-Claix/Vizille cycle path (bridge over the railway line).
- Strive to achieve environmental and landscaping exemplarity for this future economic area in a highly strategic location at the gateway to the south Grenoble area.
- Restore the wildlife corridor linking the plateau and the Drac (included in the Territorial Cohesion Plan).

**Initial development principles**

- Development principle
  - Medium urban density (low-rise multi-family housing)
  - Major area of vegetation
  - Major public space
  - Papeteries district regeneration project
  - Small business park
  - Backbone urban thoroughfare to be redeveloped in conjunction with improving public transport services
  - Backbone link to be created
  - Backbone greenway, existing or to be created
  - Existing building to be reused
  - Existing bus stop
  - Centre to be created
Conclusion

There is still a long way to go to bring these ambitions to fruition. However, with the support of the town’s players, partners and inhabitants, that distance has shortened over the past few years with the completion of each stage in the discussions, consultations and tasks involved in drawing up the urban project for Pont-de-Claix. The project is taking shape and the vision is gradually being refined, while constantly being adapted to changing contexts and opportunities. The innovative external contribution from the INTA international panel, scheduled to participate in September 2014, is set to be significant.

This review of the reflection process and the questions currently being addressed shows that the project is firmly anchored both in the unique history of the town and in the advent of the metropolitan area, which sets the course for the future. As it lays the groundwork for revival, and prepares to be freed of the technological risks that have hampered its growth, Pont-de-Claix has set itself five broad challenges that embody the ambitious project to build an attractive, active, inventive town, constituting the south gateway to the Grenoble urban area and a new urban centre.

These challenges are being transposed on project sectors (North Centre; West Districts; Town Centre; Papeteries). Each one already has programmatic ambitions which have advanced to varying stages, and which must be open to constant reassessment and further consideration against the yardstick of the metropolitan area project, adopting a comprehensive vision of development and progress for Pont-de-Claix and its inhabitants, now and in the years to come.
Imagining the town within the future metropolitan area.

SEPTEMBER 2014