



Bordeaux Metropole : mobility and territorial revolution

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Framework agreement between Bordeaux Métropole and the State Government of Telangana (2015 - 2020)

Priority themes: urban policy, water and waste management, economical links (aeronautical engineering, wine industry, IT industry), academic, tourism and cultural exchanges

2015 - 2020 agreement:

- Urban mobility: 3 seminars between 2014-2016 on urban mobility (2 in Hyderabad, 1 in Bordeaux) ; workshop on pedestrianization in the Charminar area and tramway project (January 2017)
- Water management: Bordeaux Metropole financed in 2015-2017 a research project led by the Saci Waters consortium which aims to identify good practices in order to lead to a better management of water resources
- Aeronautical engineering: An agreement was signed on 27 January 2017 between Aerocampus Aquitaine and Telangana State
- Long-term academic partnership agreement between EnsapBx and JNAFAU, the Hyderabad School of Public Architecture was signed on 13 October 2017 in Hyderabad
- Bordeaux Métropole, in partnership with the Kalakriti Art Gallery, finances and organizes cross artist residencies

Immediate perspectives:

- Bordeaux Métropole is preparing a convention to support Bhagiratha mission through a training programme
- Since October 2017, initial contacts are established between T-hub and Héméra (accelerator of French start-ups) concerning the possibility of future startup exchanges
- A Bordeaux wine tasting will take place on the occasion of Bonjour India, the festival of France in India, in February 2018, in partnership with the Conseil des Grand Crus Classés 1855

Presence of a representative of Bordeaux Métropole in Hyderabad:

Ms Coline Dehaye until mid-december 2017 (cdehaye@bordeaux-metropole.fr)

then Mr. Etienne Baroth (ebaroth@bordeaux-metropole.fr)



Mobility seminar in Bordeaux during the visit of the mayor of Hyderabad - May 2016



Signature of a three-year project between Aerocampus Aquitaine and the Telangana government on 27 January 2017

General problem:

How Bordeaux Metropole took the opportunity of an infrastructure project to totally reshape the city and give a new attractiveness to it?



The Metropolis, a planning tool for the management of territorial capital

Bordeaux Métropole

- **760,000** inhabitants → **1 million in 2030**
➔ Fifth largest conurbation in France (demographic weight)
- **28** municipalities
- **58,000** hectares
- Growth in the ALPC region (Nouvelle Aquitaine) was higher than the national average between 2007 and 2012
- 20 % of the regional population lives in the metropolitan area of Bordeaux (64 municipalities; 1,172 km²; 1,178,335 inhabitants (2013))
- **40% of the new inhabitants are between 24 and 40 years old**



A metropolis connected to the world

Rail links:

21 trains / day Bordeaux-Paris, Bordeaux at 2-hour distance from Paris since 2nd July 2017

18 million of passengers with the HSR lines

Air links:

6th largest hub in France:(except Paris),

38 regular destinations,

58 charter routes,

40 daily flights to Paris and one terminal dedicated to freight,

5 million of passengers in 2014

Sea links:

To the 5 continents,

300 destinations,

Shipping capacity of 9 million tons



Metropolitan competences

Economy

- Economic development
- International promotion of the territory and its economic activities
- Management of the business parks
- Digital development

Mobility

- Urban transports
- Roads and signalling devices
- Car parks

Housing and Urbanism (planning)

High quality of life

- Environment : nature, waste disposal, ecology and energy transition
- Water and sanitation, heating and cooling networks

Others

- Infrastructures and major equipments, parks and cemeteries
- Promotion of cultural programs on the territory
- Preventive archeology

Governance



President elected among metropolitan councillors :

Embodies the executive power (assembles the Council, decides upon the agenda, responsible for the administration)

Monthly meetings

The metropolitan council:

- 105 councillors extracted from the 28 members' municipality councils

The Bureau :

(President and 20 Vice-Presidents)

- Deliver its opinion
- Prepare the debates for the metropolitan council

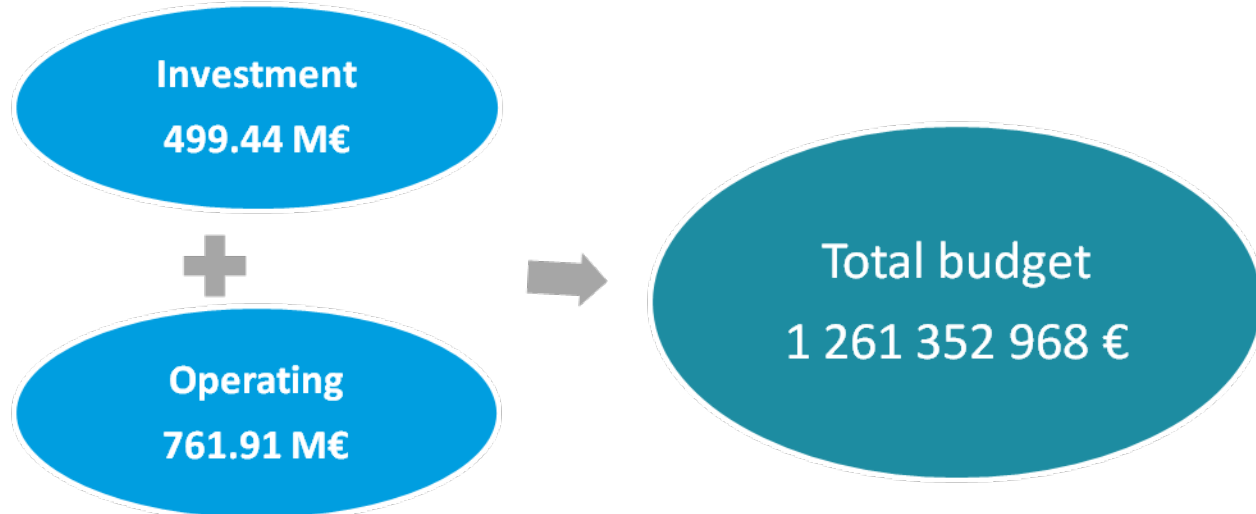
Vice-Présidents representing the President

Each one is in charge of specific services related to the metropolitan competences.

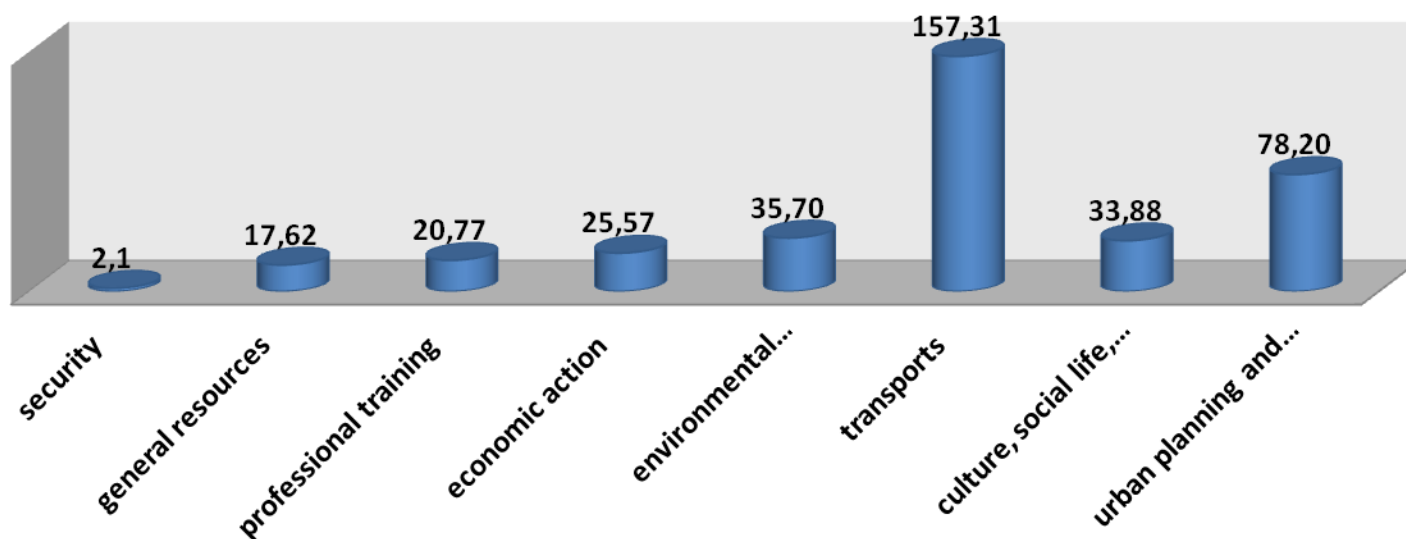
8 Commissions

- Related to Bordeaux Metropole's competences
- Represent every the politic group in the Council
- Monthly meetings to prepare decisions

✓ Original 2016
budget



investment expenditures breakdown (M€)





The balanced development of the territory: a major challenge for the metropolis

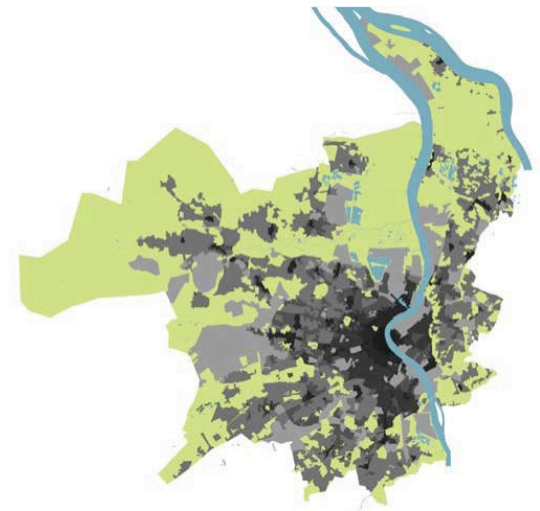
50% NATURE 50 % URBAN



28 300 hectares

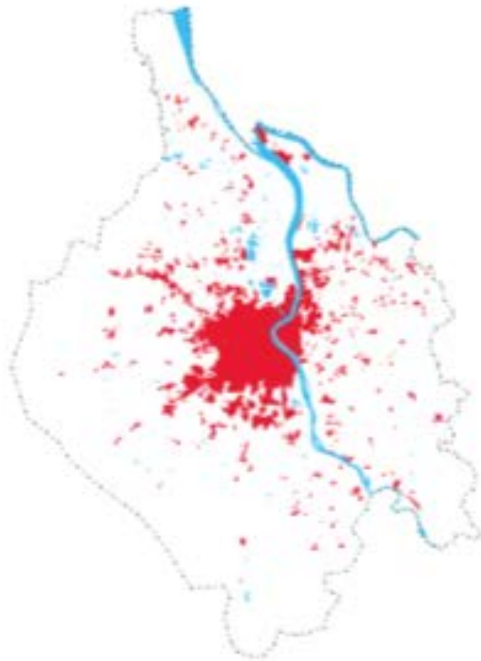


26 800 hectares

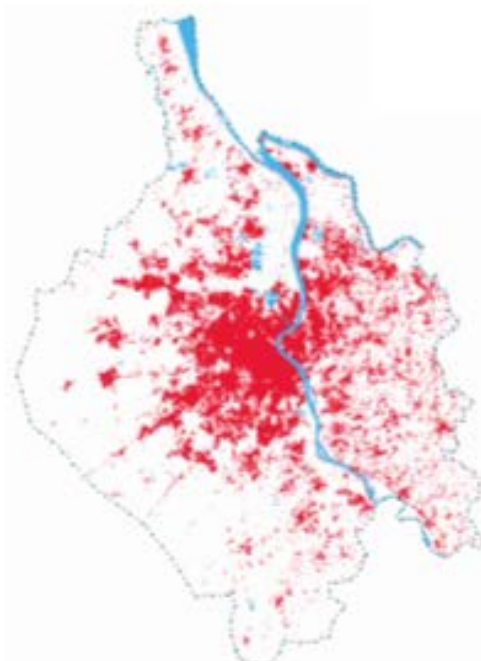


Challenges facing the territory

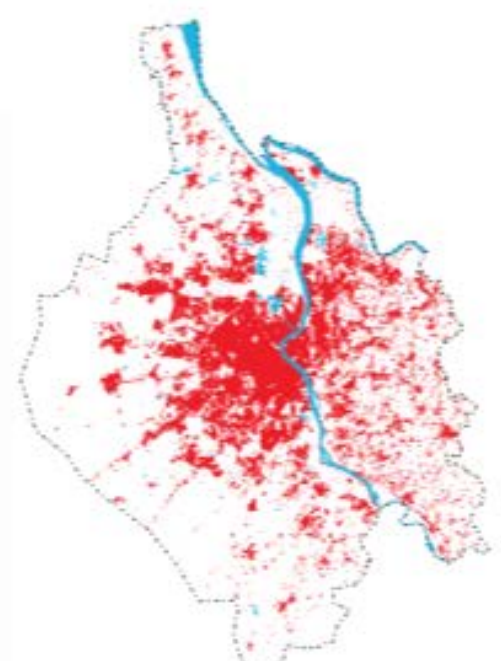
- The growth of the urban stain
- Seek ways to respond to, and prevent, the consequences of population growth and urban sprawl



1973



1994



2004

Challenges facing the territory

- Consolidating our economic basis

62% of the jobs in the Gironde department are in Bordeaux metropolitan area

80% of the employees work in the services sector

Although the economy faces a crisis, the **rate of job creation has increased by 0.9%** in the private sector in en 2008 (national average : -0.6%)

About 25% of the companies in the old Aquitaine region are based in Bordeaux metropolitan area

Unemployment rate : 9.8% in 2013 (corresponds to the national average)

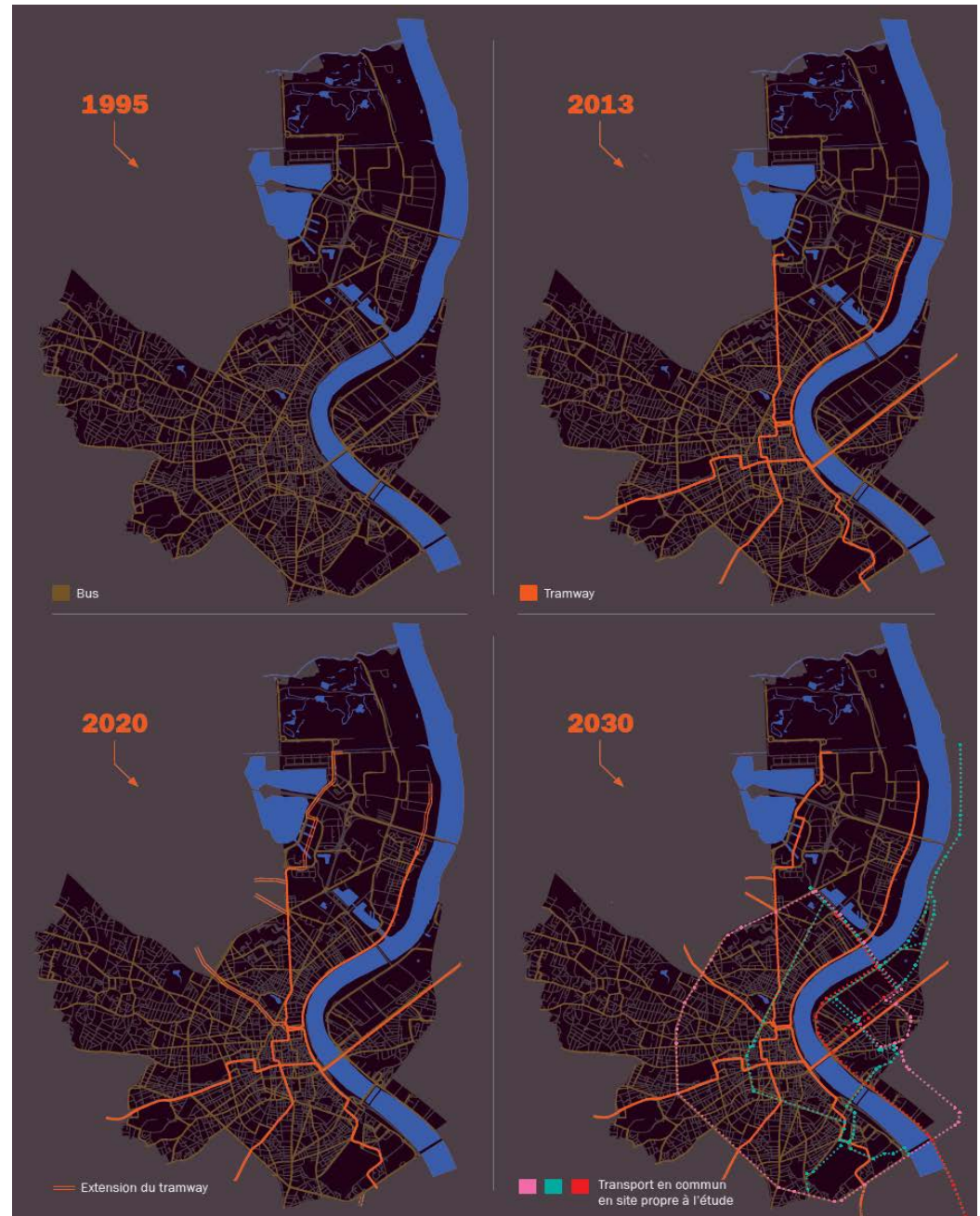
The elderly (50+) in the metropole : 10% of jobs in Bordeaux metropolis (12th French town)

Only 8.7 % of the employees in the metropolis work in the industrial sector (decreasing part since 2011)



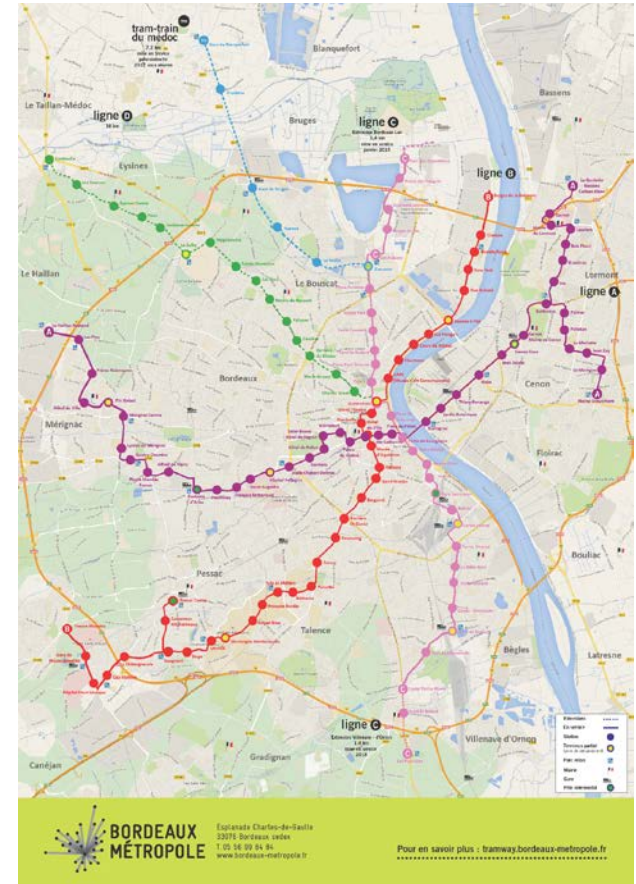
The "secrets" of the Bordeaux territorial revolution

The progressive development of the public transport system



✓ Mobility

- The TBM network (2016) : **137 million journeys**
- Focus on multimodality:
 - **Tram**: 3 tram lines (4th under construction) - 74 trams – 65,5 km of lines - 23 interchange car parks - 5 000 parking spaces
 - **Line C** : creation of a new 7.2 km line around Bordeaux
 - **Bicycle**: VCub rental system - 1 545 bicycles in 174 stations - 650 km of bicycle lanes - 7% of total travels with bicycles - Objective: 18% in 2050
 - **Buses**: 80 dedicated routes - 35 with adapted access for disabled people - 398 buses and 6 electric cars
 - **River bus**: 2 river buses with a capacity of 30/40 seats for 2 transport lines between the two sides of the Garonne (since 2013)
- Gertrude: electronic management of real-time transport regulation - 3 million vehicles per day in 25 cities worldwide

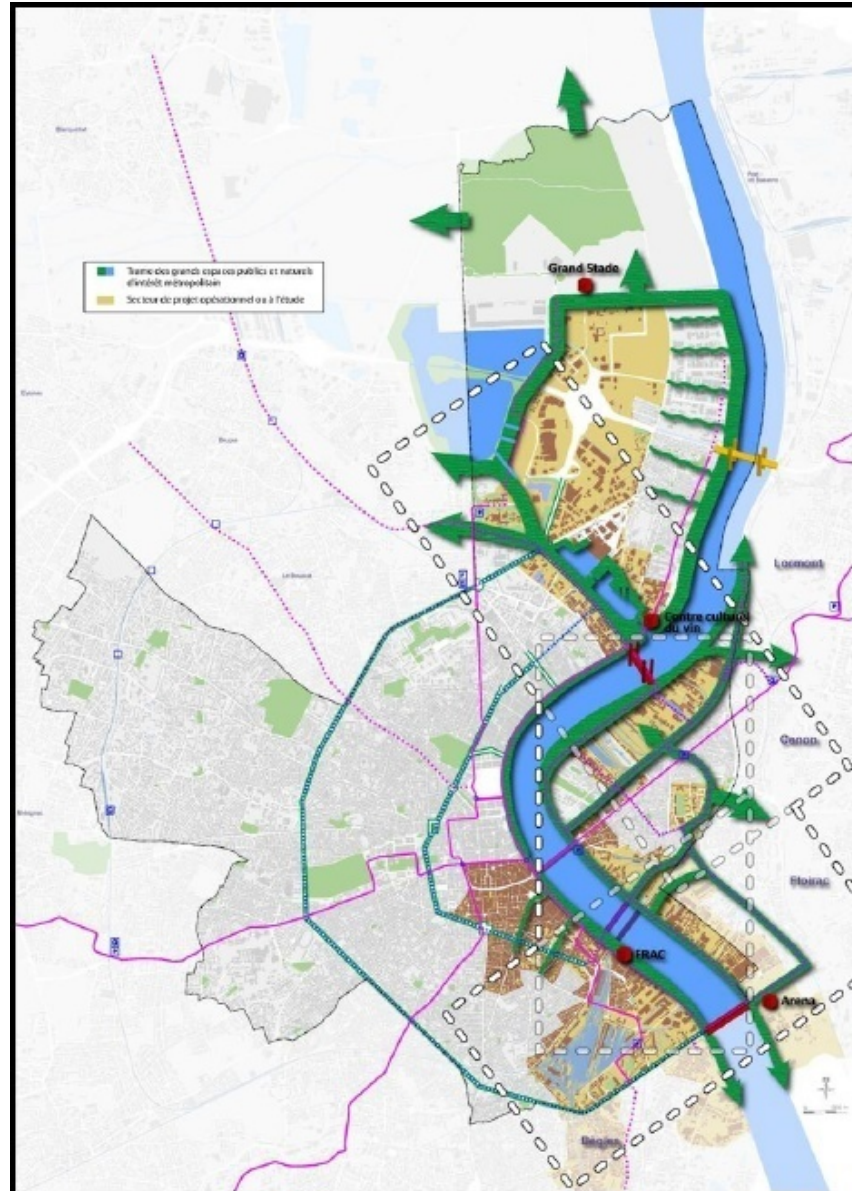








Re-appropriation of the river



The docks



The docks



The docks : new axis North/South



The Simone Veil bridge





→ Large urban projects

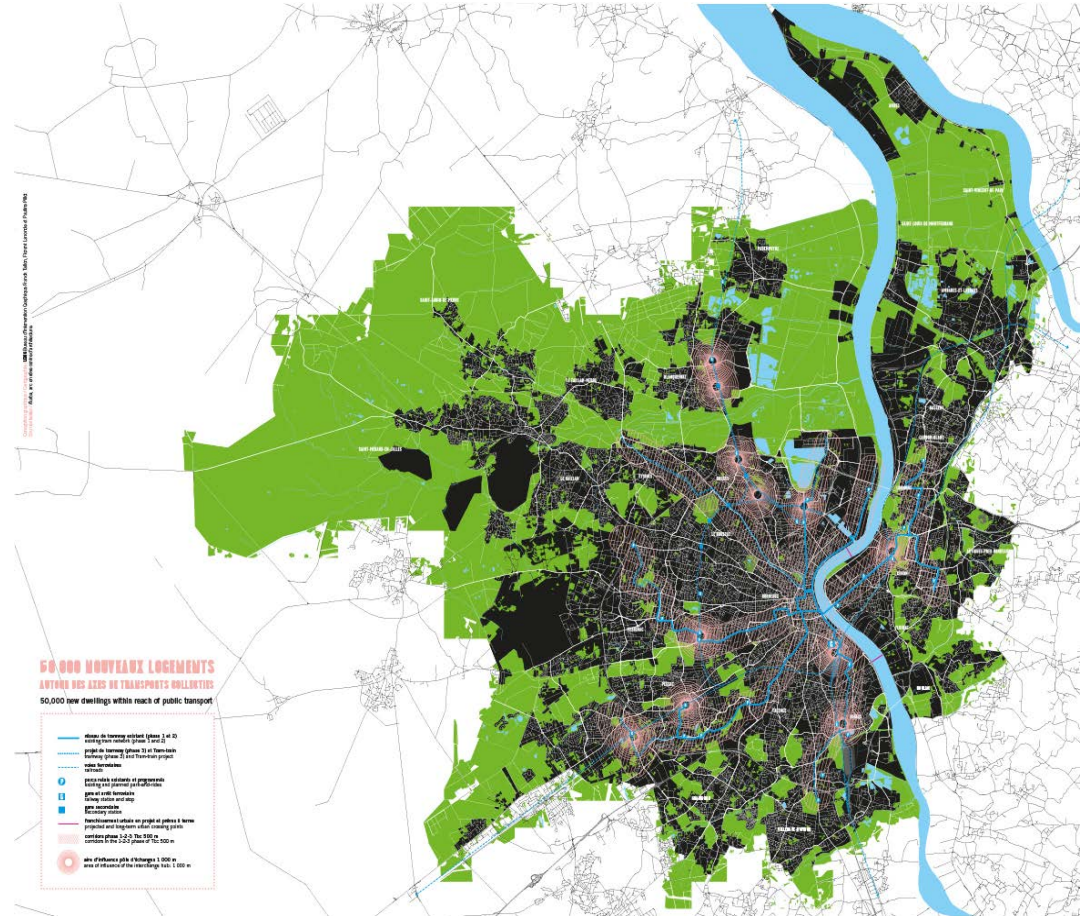
The project 50,000 housing units along transport network

The problem:

- Rapidly build **quality housing with affordable prices** to meet demand (first available in 2017)
- Improve **transport** infrastructure (tramways, intermodal hubs...)
- Develop **new urban development projects and innovative housing**
- Increasing production from 5 000 to **10 000 housing units per year**

The process:

- May 2010-April 2011, establishment of the study group composed of architects (5) and metropolitan councillors (10) and competitive dialogue phase
- 1st semester 2013, presentation of projects and selection of candidates and installation of workshops at the 15 sites for practical training and evaluation



◆ The docks (Bordeaux)



- 80 meters wide
- 4.5 km long
- between the façades of the buildings and the river Garonne

This major urban renewal operation in 2005 has changed Bordeaux's image and the lives of its citizens

Cost: 120 million €



- Leisure areas
- One avenue
- A pedestrian/bike ride
- Shops
- Sports areas

◆ *Jacques Chaban-Delmas Bridge*

- An avant-garde architecture, which unites the two sides of the river and the two communities of the city and closes the outline of Bordeaux. Opened on 16 March 2013
- **433 meters long** (117 meters for the drawbar)
- **Between 32 and 45 meters wide**, shared between vehicles, public transport, bicycles and pedestrians
- **Cost of the work:** 156.8 million €



◆ Simone Veil bridge

The project:

Part of the Euratlantique project, the bridge will cross the river between the cities of Bègles and Floirac, enclosing the circular avenue of Bordeaux. The architectural project is very flat and spacious to allow the circulation of vehicles and public transport on one hand and to offer public spaces and pedestrian areas on the other hand

Characteristics:

A wide corridor of 545 meters long and 44 meters wide. The board shall rest on a metal structure with 9 spans. The area for the 15-meter-long promenade, accesses from each side to large public squares.

- Architect: Rem Koolhaas (OMA)
- Opening: 2018
- Cost: 121 million €
- Financing: territorial authorities and government
- Contractor: Bordeaux Métropole



◆ *Matmut Atlantique Stadium*

It is a privileged place for sport and major entertainment

- **Capacity: 43,000 sites**
- **Budget: 184 million €(value 2015)**
- **Financing**
 - Bordeaux Métropole: 15 million €
 - Government: 28 million €
 - The city of Bordeaux: 17 million €
 - The Aquitaine region: 15 million €
 - The ' Girondins de Bordeaux' foot club and the French TV channel M6: 20 million € as initial contribution + annual income of 3,850 million € for 30 years
- **architects: Herzog de Meuron**
- **Contractor: City of Bordeaux**
- **Construction: groupe Vinci - Fayat**

The stadium opened its doors on May 18, 2015 (for Euro 2016 in France)



◆ *La Cité du Vin (Bordeaux)*

Established in the heart of the historic area ' Bassins à Flots', it has as its objectives:

- The promotion of local heritage and the completion of the existing offer in the wine world
- To offer public space for culture, entertainment, leisure and tourism
- Become a capital place in the life of the Metropolis

Architects: Cabinet X' tu

Opening: 1st June 2016



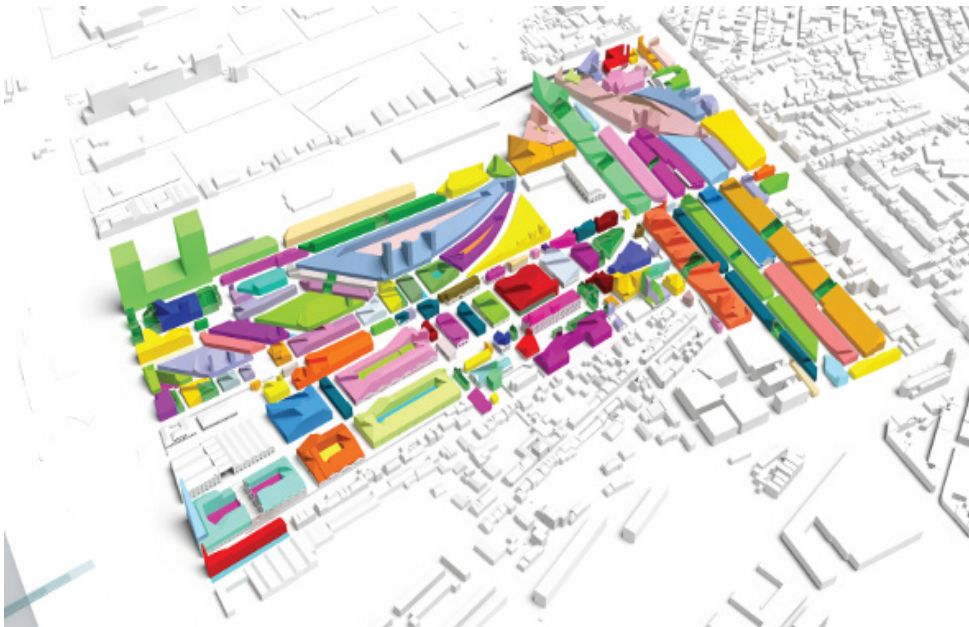
◆ Les “Bassins à flot” (Bordeaux)

- Located in an old industrial area, the project allows the protection of the industrial heritage and the creation of a mixed area with housing, commerce and leisure
- An area of 162 hectares including:
 - 63% housing
 - 21% tertiary sector
 - 12% nautical and industrial activities
 - 4% public infrastructure



◆ *Bastide Niel (Bordeaux)*

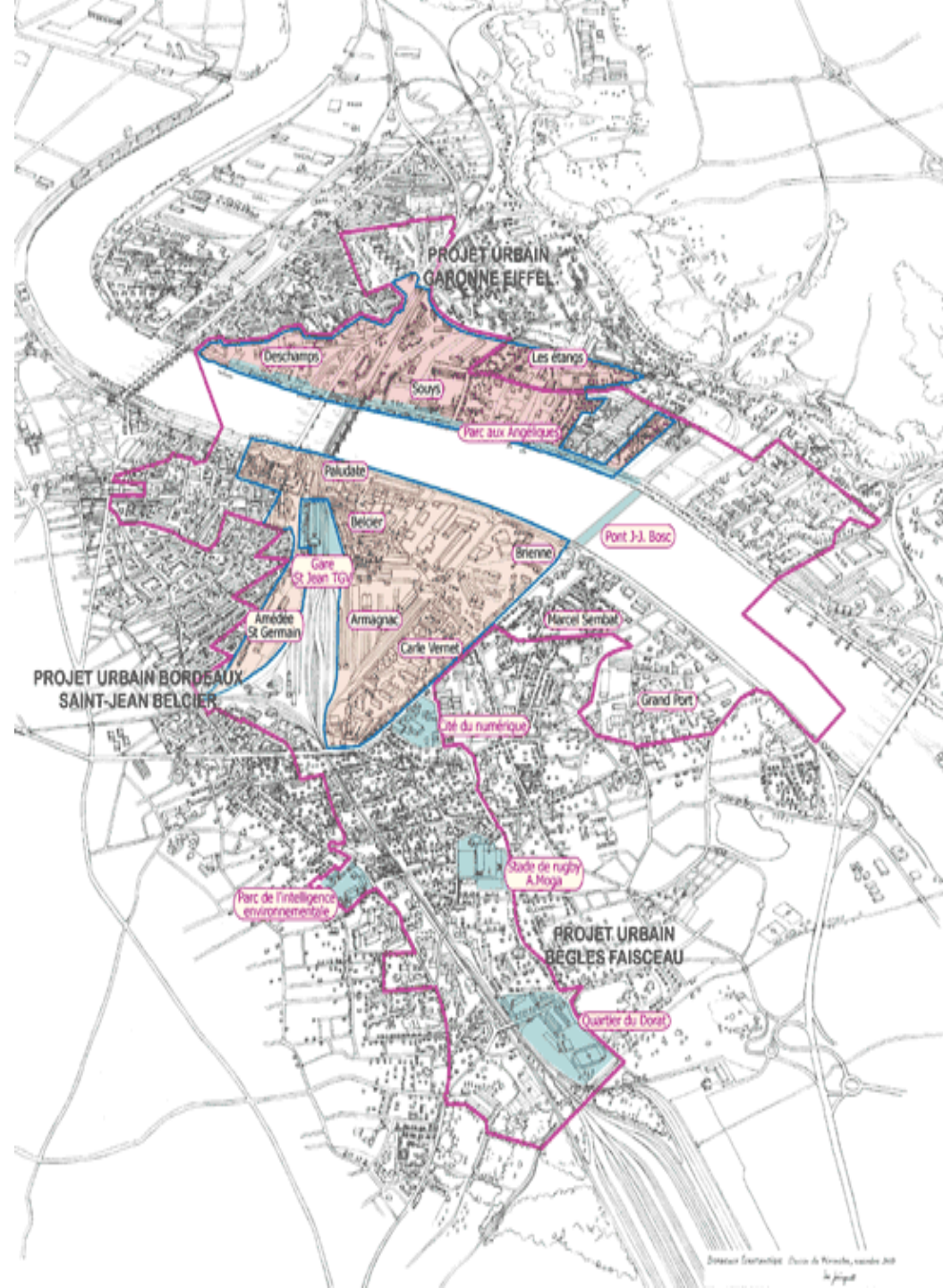
- Work started in 2009 on 30 hectares, it is one of the sustainable neighborhoods of the metropolis
- Accessible with the tramway and the new Jacques Chaban Delmas bridge
- 2,500 homes and 120,000 m² of shops and offices
- At its core is the **Darwin** project. Over 10,000 m², this creative economy system includes a program of services and support, aimed at sustainable and supportive businesses and also cultural and artistic associations



◆ *Euratlantique* (Bordeaux, Floirac, Bègles)

Operation of national interest located
in the south of the agglomeration:

- 738 hectares
- 3 urban projects
- 30,000 new inhabitants
- Numerous financial and commercial centers, hotels and public infrastructure





SE CONSTRUIT LA CITÉ NUMÉRIQUE

www.citenumerique.fr



bordeaux
euratlantique



Credits: Agence Alexandre Chometteff et Associés

◆ *La Cité Numérique (Bègles)*

Located in the heart of the urban project "Euratlantique", the digital center has as its objectives:

- **Encourage relations between the financial, creative and institutional sectors** by grouping services
- **Develop identified sectors with growth potential** such as image technologies, animation, e-marketing, data storage, smart mobilities and green technologies
- **To accompany the creators, providing them with human and material resources**

The Digital Centre must be a **major economic, cultural and social centre** for Bordeaux Métropole

Planned opening in **2018**



Bordeaux

Before / After

Pictures: Jérémy Buchhotz

Place de la Comédie (end of 90s)





Quai Richelieu









Quai des Chartrons





Place de la Bourse (2004)





Saint Jean station





Hangars 15 to 19 (2003)





Quai Richelieu





Place Fernand Lafargue (2005)





Place Pey Berland (2002)





Place Pey Berland (2002)





Place du Palais





Quai de la Monnaie





Rue Vital Carles





