A successful urban regeneration based on an integrated approach

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My city in our Europe / Bucharest 3 Oct 2016
Bordeaux today: a fast-growing city

- Population: 750,000 (88,700 students)
- Over 11,000 researchers
- International airport with 5.2 million passengers (+120% in 6 years for international traffic)
- High speed rail station with 12 million passengers (20 million expected from 2017)
Bordeaux 20 years ago
Bordeaux 20 years ago?

> A city lagging behind
> A dirty place with dark facades
> A city centre choked cars
> A huge wasteland by the river due to the harbour moving downstream
> Not a city to live in…
> «The sleeping beauty»
Something had to be done

> To breathe again!
> To re-unite both banks of the river
> To make the river a link rather than a frontier, the backbone of the city
> To make the city attractive again
> To give a new chance to the historical centre
> To boost the economy and attract talents
The integrated approach

- New Mayor, new team, new strategy
- Taking into account all components
- Based on clear policies:
  - The urban project « Bordeaux 2030 »
  - The social cohesion project
  - Agenda 21 + Climate energy plan
  - Towards a Smarter City: new services, eco-friendly, digital agenda, etc.
Bordeaux’s revival

> Based on 4 pillars
  > The new tram network
  > The quays on the left bank (4.5 km)
  > The revitalisation of the historical centre
  > The right bank: towards a new beginning
1. The new tram network
A sustainable transport network

- Trams (60 km today, 77 km by 2020)
- Dedicated bus lanes (50 km in 2015)
- Free rental bikes – 13 uses/dqy
- River shuttles
- Car-sharing (70 cars, 30 stations)
- Electric vehicles (200 available)
- Fully integrated, one ticket, one operator
2. The quays / left bank
From harbour wasteland...
To popular public space
La place de la Bourse est encombrée par les véhicules (photo de mars 2004).
La place de la Comédie circulée (photo fin des années 90).
La place de la Comédie circulée (photo fin des années 90).
Ideal for festivals and events
3. The revitalisation of the historical centre

> Enhancing quality of life
  > Streets and squares renovated, facelift of buildings, restricted access to the centre, lighting plan...

> Reconciling good living conditions and the protection of our heritage
  > Increase volume and diversity of housing
La place de la Comédie circulée (photo fin des années 90).

Public spaces remodeled
La place de la Comédie circulée (photo fin des années 90).
Au cœur du centre ancien, la place Fernand-Lafargue encombrée par les voitures en stationnement (photo de 2005).
UNESCO World Heritage
Nov 2007

1,800 ha
Bordeaux DNA
Heritage & modernity
The Cité du Vin (2016)
EU financial contribution (1)

> The Urban Pilot Project « Bordeaux les 2 rives » 1997-2000 (22 actions, 3 M€ ERDF)

> The URBAN2 initiative (2000-2006) backing up the revitalisation of the centre with an integrated approach (105 actions, 10 M€ ERDF)

Many projects were supported by these programmes, in urban renovation, economic, social and cultural development, such as:

- New congress centre (23% ERDF)
- Social centre in a deprived district (30%)
- Economic incubator (35%)
- New hall in exhibition centre (17%)
- New botanical gardens (29%)
- Cité du vin (14%)
EU added value

> A strong added value in the process:
  > Do better (innovation, integrated approach) and faster (thanks to financial subsidies)
  > Robust and reliable governance model
  > Rigorous evaluation process (now part of all public policies)
  > Benchmarking
The ingredients of success

- A clear vision
- Comprehensive strategy
- Time for consultation, time for decision making
- Steady delivery
- Political courage: build for next generation, not next election!
Thank you for your attention