

## SAINT-NAZAIRE, FRANCE

BACKGROUND INFORMATION	
<b>PROJECT TITLE</b>	<b>Urban social development in Saint-Nazaire</b> 'Horizon Certé' Urban Renewal Programme
<b>Duration of project</b>	The whole programme started in 2008, to end in 2014. For the specific depollution phase the time line was July 2009 to April 2011 (21 months). The extension and renovation of Trignac sport hall started in June 2008 to close in February 2011 (32 months). The street and walking paths reorganisation in the inner part of the neighbourhood started in March 2010 to end in July 2012 (27 months).
<b>Member State</b>	France Region: Pays de la Loire
<b>Geographic size</b>	Integrated Urban Programme: approx. 500 km <sup>2</sup> Population concerned: 153 596 inhabitants (2010) The Certé neighbourhood covers 10 ha with a population of approx. 2 400. It is part of the municipality of Trignac (7 700 inhabitants in 2010, targeting 10 000 in 2020).
<b>Funding</b>	ERDF Regional Operational Programme Pays de la Loire CCI nr: 2007FR162PO016 Total ERDF commitment under Axis 4 (urban dimension): €54.4 million The Urban Renewal Programme 'Horizon Certé' has an ERDF commitment of €700 000 (June 2012), for three projects : <ul style="list-style-type: none"> <li>a. Depollution phase Certé (Trignac) Total cost €1 250 000 ERDF €375 000</li> <li>b. Extension and renovation of Trignac sports hall Total cost €565 632 ERDF €122 000</li> <li>c. Urban Renewal Programme in Certé: walking paths and school entrance Total cost €1 015 000 ERDF €203 000</li> </ul>
<b>Managing Authority</b>	The managing authority is the <i>Secrétariat Général aux Affaires Régionales (SGAR)</i> within the state's devolved institution, the <i>Préfecture de la Région Pays de la Loire</i> .
<b>Cohesion Policy Objective</b>	Competitiveness and employment
<b>Main reason for Highlighting this case</b>	The Metropolitan Council ( <i>Communauté d'Agglomération</i> ) of Saint-Nazaire includes 10 municipalities <sup>1</sup> covering the southern bank of the Loire estuary up to the Guerande peninsula on the Atlantic. This body is called CARENE ( <i>Communauté d'Agglomération de la Région Nazairienne et de l'Estuaire</i> ) and is formed of elected members of local councils.  The history of Saint-Nazaire and its surroundings has shaped a long tradition of solidarity, nature conservation and urban reconstruction.  World War II destroyed 85% of the city, and the population suffered from a housing crisis for many years after the end of the war. In 1950, the shipyard workers of the harbour area started a self-build cooperative ( <i>coopérative d'autoconstruction</i> ) called Castor, so as to bring together in a purchasing group all the workers and their families who were still living in huts. Because of

<sup>1</sup> Besné, Donges, La Chapelle-des-Marais, Montoir-de-Bretagne, Pornichet, Saint-André-des-Eaux, Saint-Joachim, Saint-Malo-de-Guersac, Saint-Nazaire and Trignac.

	<p>industrial development along the estuary and the presence of several ‘Seveso’ category chemical works and numerous blockhouses and military infrastructures on the coast, the city was rebuilt further inland.</p> <p>In 1990, a ‘global development project’, considered by many to be utopian, was endorsed by the municipality. Its vision was to turn the city back to the sea and its harbour, bring more life to the city centre, diversify the economy and improve the initial training of young people.</p> <p>In 2007, informed by this long tradition of urban social development, the metropolitan council signed an agreement with the government, called the urban social cohesion contract (<i>contrat urbain de cohésion sociale – CUCS</i>) to allow more resources to be spent on housing, social inclusion and local employment initiatives in several priority areas of the city, among which the northern part of the city (Certé). In 2009 the Urban Renewal Programme in this neighbourhood was rewarded a €100 000 prize by the Urban Renewal National Agency.</p>
<p><b>Key Contact person</b></p>	<p>Mrs Michèle Burnet          Director of land planning and urban development          CARENE Metropolitan Council (Communauté d’Agglomération de la Région Nazairienne et de l’Estuaire)</p>



Natural Regional Park of Brière (marshland)

Certé neighbourhood

Industrial shipyard areas

Saint-Nazaire Harbour and City Centre

1. PROJECT DESCRIPTION	
<b>Overall objective / goals</b>	<p>Urban policy in France is organised around formal partnerships called Urban Social Cohesion Contracts (<i>Contrats Urbains de Cohésion Sociale – CUCS</i>), which bind the different stakeholders into a common strategy. Since 2007, ERDF Article 8 has intervened in support of this policy, encapsulated in Integrated Urban Programmes (<i>Programmes Urbains Intégrés – PU</i>) for the current period.</p> <p>The Integrated Urban Programme for the metropolitan area of Saint-Nazaire is designed along two main priorities:</p> <ul style="list-style-type: none"> <li>• Urban Renewal ('solidarity city'): reorganisation of public space, services, leisure and cultural amenities in two areas, one in the western part of the city (Saint-Nazaire Ouest) and the other in the north, (Trignac – area of Certé);</li> <li>• Urban Attractiveness ('attractive city') with major interventions on land use and infrastructures in three areas: (i) Trignac – area of Certé (depollution, demolition and reconstruction of individual and collective social housing); (ii) Ville-Port (Saint-Nazaire inner city) with the creation of a new cultural and touristic pole based on former harbour amenities such as the submarine pens; and (iii) Pornichet – La Baule around the Hippocampe project along the coast.</li> </ul> <p>For the purpose of this study, the focus is put on the northern part of the Saint-Nazaire metropolitan area: Trignac and more precisely the Certé neighbourhood.</p> <p>The Certé neighbourhood is located in a unique natural environment (coast, estuary, marsh) near the harbour of Saint-Nazaire. Its rehabilitation is based on the reconquest of the sea and riverbanks, in compliance with the <u>national plan</u><sup>2</sup> on flood prevention implemented by the Ministry of Sustainable Development, by controlling the relationships (a) between urban development and peri-urban activities (leisure, tourism, nature trails), through the creation of soft amenities (walking, cycling), and (b) between the sea and the nearby Regional Natural Park of La Brière.</p> <p>The challenge is to unlock this part of the metropolitan area by building a mix of individual and collective housing (of which 30% social housing) and improving public amenities, in order to increase the social mix, improve the quality of life and make this part of the city more attractive.</p>
<b>Description of activities</b>	<p>The metropolitan Council (CARENE) is implementing an Integrated Urban Programme through two distinct but interconnected strands: one in the western part of the city, the other in the north, the latter called 'Horizon Certé'.</p> <p>This deprived urban area (<i>zone urbaine sensible – ZUS</i><sup>3</sup>) of Certé had a bad reputation both among its own inhabitants and those of surrounding areas. It has benefitted from an urban rehabilitation programme (<i>projet de rénovation urbaine</i>) tackling social cohesion and urban integration since 1996. But its impact was limited and it did not succeed in opening up the neighbourhood to the rest of the city. In the light of the neighbourhood's persistent difficulties, the municipality decided in the first decade of the millennium to engage in an overall urban renewal at a new scale, with the support of the newly created metropolitan council.</p> <p>The project has several phases:</p> <ul style="list-style-type: none"> <li>• <b>Participative creation of a common vision for the future</b></li> </ul> <p>With the support of street performers enrolled by the municipality in 2006, several events were organised in order to let the local community express its fears and dreams for the future of the place they live in. A CD entitled <i>Enchanté</i></p>

<sup>2</sup> <http://www.developpement-durable.gouv.fr/IMG/referentiellnondation%20-%20texte%20int%C3%A9gral%20-.pdf>

<sup>3</sup> The 1996 Bill [no. 96-1156](#) sets out the 750 deprived urban areas in France (*Zones urbaines sensibles – ZUS*). Additional Bills in 1996 ([nos. 96-1157](#) & [96-1158](#)) set out the 416 urban redynamisation areas (*Zones de redynamisation urbaine – ZRU*) among the 750 ZUSs (396 in mainland France, 20 in overseas territories).

	<p><i>Certé</i> ('Delighted Certé') was produced and presented at a show in December 2007, followed by a 28-minute movie directed by a professional together with the local citizens, called <i>Certé 2037</i>. A series of 10 'urban workshops' were organised after the demolition, collecting the voices of local citizens about footpaths and environmental issues. At present (2012) <i>cafés-chantiers</i> allow planners and citizens to convene and discuss work in progress. All of these activities are financed by the municipality within the CUCS contractual agreement (see details below). These approaches are implemented following a model similar to Local Agenda 21, relying upon local resources and local 'intelligence'.</p> <ul style="list-style-type: none"> <li>• <b>Demolition and depollution (July 2009-April 2011)</b></li> </ul> <p>Several tower blocks built in the 1970s had to be demolished and the soil depolluted over an area of 5 ha before new housing could be built. The technique used for demolition led to the creation of 23 000 m<sup>3</sup> of crushed concrete (<i>béton concassé</i>), of which 13 000 m<sup>3</sup> was kept on site for the making of paving. This measure makes the project compliant with sustainable development and energy efficiency, by limiting the ecological impact of material transport and recycling pre-existing materials.</p> <p>Depollution techniques also aimed to use on-site organic processes. The main contaminants were heavy metals and hydrocarbons. The volume of soil excavated amounted to 3 600m<sup>3</sup> of which 800m<sup>3</sup> was sent for specialised recycling, the remaining 2 200m<sup>3</sup> being recycled on site. The bacteriological treatment was started in January 2010 and lasted for 10 months. During this period, a specialist firm monitored progress regularly. All these checks of the organic treatment were shown to be satisfactory over time and for all materials. The depolluted soil was set aside in October 2010 and is being reused by the development company in charge of creating the green areas.</p> <ul style="list-style-type: none"> <li>• <b>Reorganisation of public services and amenities (2011-2013)</b></li> </ul> <p>Renewal work is based on the notion of centrality, gathering all services into an inner area, fostering social ties and facilitating mobility. Within a radius of 150 metres from one another, facilities for local shops, childcare, education, health, culture, leisure and sport will radically transform neighbourhood life.</p> <ul style="list-style-type: none"> <li>• <b>Creation of a direct bus line to the city centre (BRT)</b></li> </ul> <p>The option of bus rapid transit (<i>bus à haut niveau de service – BHNS</i>) has been chosen in the multimodal scheme to be launched from Saint-Nazaire railway station. Dedicated bus lanes are foreseen, which can be engineered to tighter standards than an open roadway, reducing construction costs while assuring safe operation. The aim is to offer a 15-minute journey from Certé to city centre, and provide the local population with the choice not to take the car.</p>
<p><b>Mainstreaming of gender equality and non-discrimination</b></p>	<p>Many social housing tenants in Certé are living in difficult circumstances, with nearly half of them being lone parents, mostly women.</p> <p>There is no specific gender dimension in this project, although the new functions include the improvement of public amenities for children (kindergarten, schools, playgrounds), which has an indirect impact on gender equality and easier access to employment for women.</p> <p>The anti-discrimination aspect is also highlighted, with a wish to improve the social mix of the area, which has gained a reputation as a deprived neighbourhood.</p>
<p><b>Intended results</b></p>	<p>Saint-Nazaire aims to assert its identity as a maritime city, attractive and influential, dynamic and united, the seaside pole of the Atlantic metropolitan area. This ambition translates into an integration of functional development at all levels, from the neighbourhood to the metropolitan council.</p> <p>In the neighbourhood of Certé, the tangible results are intended to:</p> <ul style="list-style-type: none"> <li>• bring the local population together and create a common vision of the urban transformation;</li> <li>• unlock the neighbourhood by reorganising streets and footpaths, opening</li> </ul>

	<p>it up to the city on one hand and the natural surroundings (regional park) on the other;</p> <ul style="list-style-type: none"> <li>• foster social mix by the variety of the housing supply, including energy efficient social housing;</li> <li>• make the inner part of the neighbourhood denser in terms of public amenities, grouping them in a smaller radius.</li> </ul>
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## 2. POLITICAL AND STRATEGIC CONTEXT

<p>National and regional framework for implementing ERDF funded urban development projects</p>	<p>In 2007, this initiative was a new approach in the Pays de la Loire region and marked, for the first time, the desire to break away from a sector-oriented or one-dimensional approach. The initial intention of the General Secretariat for Regional Affairs (SGAR) and the Regional Council was to reinforce the urban axis, firstly by restricting it to the scope of the geographical sectors of the Urban Contract for Social Cohesion (CUCS) and, secondly, by combining the approach with the urban renovation project supported by the National Urban Renewal Agency (ANRU). This constituted the 'inclusive city' dimension. However, the main cities involved in preparing their urban renewal programmes with ANRU, supported by the Region and the <i>Département</i>, engaged in persistent lobbying, resulting in the creation of an 'attractive city' dimension. This broader understanding of the PUI therefore enabled the eligibility of projects outside the scope of the CUCS, provided the investments contributing to urban regeneration are accessible to fragile or dependent populations. This extension gave the right dimension to the PUI.</p> <p>The Metropolitan Council of Saint-Nazaire – CARENE – manages one of them in two parts of the city: Western Saint-Nazaire and Certé, corresponding to two specific Urban Renewal Programmes (<i>Programmes de Rénovation Urbaine - PRU</i>). The 'Horizon Certé' programme is closely examined here.</p>
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## 3. IMPLEMENTATION

<p><b>3.1. PROJECT DESIGN AND PLANNING</b></p>	<ul style="list-style-type: none"> <li>• <b>From municipal to metropolitan governance</b></li> </ul> <p>The creation in 2001 of the metropolitan area of Saint-Nazaire, managed by CARENE, was the starting point of a major urban development plan. The 10-year renewal strategy was threefold: first, the opening up of Saint-Nazaire TGV station to the north and the creation of a multimodal node connecting the northern parts of the metropolitan area to the centre, the development of a tertiary district with housing and public amenities allowing for a structured project of 'station-city' (<i>'ville-gare'</i>); secondly, the development of a new network of roads to improve access to the centre; and thirdly the integration of neighbourhoods as true elements of the metropolitan area.</p> <p>For the municipality of Trignac, a member of the metropolitan council, these goals translated into the creation of a 'Concerted Planning Area' (<i>Zone d'Aménagement Concerté – ZAC</i>) close to the multimodal node, with a mix of housing and services. The 2003 law allows the urban scheme to benefit from 'urban regeneration area' status if it is supported by the metropolitan council (CARENE) and responds to one of its major strategic milestones of improving residential development.</p> <p>The agreement signed in 2007 between CARENE and ANRU, the National Urban Renewal Agency, covers two major urban renewal programmes: 'Horizon Certé' in Trignac and 'Western City' (<i>Ville-Ouest</i>) in the Saint-Nazaire neighbourhoods of Bouletterie, Chesnaie and Grenapin. They share the goal of urban and residential reconquest, as well as an identity shift (both areas suffer from bad reputations).</p> <p>Overall coordination is in the hands of the metropolitan council. A steering group composed of CARENE elected representatives, government officials, ANRU and the other stakeholders meets once a year to check the general coherence and progress of both integrated urban programmes, with a particular focus on the housing strand. Financial management is centralised at CARENE in close</p>
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	<p>cooperation with the two programme managers. A project team formed by a multi-disciplinary staff of six people (social housing project manager, rehousing officer, legal adviser, road and public amenities technician, urban planner, financial supervisor) convenes a fortnightly meeting of all the technical representatives of Trignac, CARENE and the social landlords. Its goal is to coordinate, monitor and assess progress on all projects. Thematic groups are organised <i>ad hoc</i>, when issues related to economic development, green areas, social inclusion or other matters are further explored.</p> <p>In Trignac, a steering committee formed by local elected representatives from the municipality, CARENE and project stakeholders meets twice a year and at important project milestones. A project manager coordinates all activities at local level.</p> <ul style="list-style-type: none"> <li>• <b>Participative democracy through the arts</b></li> </ul> <p>Since the project's start, citizen involvement and public information is regularly organised at neighbourhood level by the municipality of Trignac, through various channels including the local press and media and public meetings. Since 2005, a team in charge of social development has hired street performers and a film director to encourage participative dynamics among the local community. A CD of poetry and music produced by inhabitants was printed in 5 000 copies and made available for free. A documentary film features local citizens talking about their living place as a village of the past and a town of the future.</p> <p>A dedicated space has been opened as an exhibition room and resource centre in the city hall. At regular intervals (usually every month), a <i>café-chantier</i> is organised on thematic issues such as mobility, social life, inclusion, sports, culture, youth, etc.</p> <ul style="list-style-type: none"> <li>• <b>A method: environmental approach to urban development</b></li> </ul> <p>This urban development also has a sustainable development dimension through the choices made for energy efficiency in construction and housing management, the options taken for mobility (cycle paths etc.), and through the inclusion of all stakeholders, including inhabitants, in the project. The project uses an innovative method called the 'Environmental approach to urban development' (<i>Approche Environnementale de l'Urbanisme – AEU</i>), consisting of taking environmental issues as decisive factors in project design and implementation. AEU considers all aspects influencing our environment: water, waste, energy, transport, noise, landscape, biodiversity and climate. The method follows 4 key steps:</p> <ol style="list-style-type: none"> <li>1. Diagnosis – analysis of environmental challenges</li> </ol> <p>This initial phase consists in the identification of the main challenges at stake through various topics: energy, water, mobility, waste, etc., translated into a diagnosis.</p> <ol style="list-style-type: none"> <li>2. Definition of environmental challenges and planning principles</li> </ol> <p>This phase aims to prioritise the goals in order to define guidelines and planning principles, taking into account the social, economic and technical criteria. At this stage, feasibility studies help to support operational decision-making in terms of energy, transport, etc.</p> <ol style="list-style-type: none"> <li>3. Formulation of proposals</li> </ol> <p>The guidelines deriving from the previous phase are translated into recommendations or clauses, and included in planning documents (Local Urban Plans, etc.) or in contractual documents (industrial districts, estate properties, urban renewal programmes, etc.).</p> <ol style="list-style-type: none"> <li>4. Monitoring the operational phase</li> </ol> <p>This last phase is to monitor work in progress, check its compliance with environmental rules, and ensure that the recommendations meet the local community's expectations. It also can lead to a further step of High Environmental Quality (<i>Haute Qualité Environnementale</i><sup>®</sup>) certification in the building sector.</p>
<b>3.2. MANAGEMENT,</b>	The overall design of the project started with the analysis of the polluted soils in

<b>MONITORING AND EVALUATION SYSTEM</b>	<p>view of social and economic rehabilitation. The environmental agency (ADEME) carried out this analysis in compliance with public management rules, with the goals of avoiding urban sprawl and creating a more compact and energy-efficient 'eco-neighbourhood' (<i>éco-quartier</i>).</p> <p>The economic feasibility study led to the designing of an urban plan by the local office of the National Urban Regeneration Agency (ANRU). The design process included a robust participative process in which the local inhabitants were regularly informed and can make their voices heard in the planning process. The transformation of land from industrial to residential has to obey very strict procedures, for which democratic control by local residents is a guarantee of successful implementation.</p>
<b>3.3. GOVERNANCE: PARTNERSHIP, PARTICIPATION AND EMPOWERMENT</b>	<p>In France, a government administration is in charge of implementing and coordinating urban policy, which is built on three pillars: (i) horizontal governance with inter-ministerial coordination; (ii) vertical governance and partnerships with public authorities at regional and sub-regional levels; and (iii) the provision of common operational resources through the National Urban Renewal Agency (ANRU) and the National Agency for Social Cohesion and Equal Opportunities (ACSE).</p> <p>Since 2003, the legal framework has been strengthened and the main planning tool is called the <i>Opération de Rénovation Urbaine</i> – ORU, which stands for Urban Renewal Project.</p> <p>Aside from this planning tool, a partnership agreement between the various stakeholders (state, region, metropolitan council, social landlords, banks) was signed in 2006, called an Urban Social Cohesion Contract (<i>Contrat Urbain de Cohésion Sociale</i> – CUCS), binding them into a 5-year common strategy for the urban renewal of this deprived neighbourhood.</p> <p>In the case of Saint-Nazaire, an interesting feature should be mentioned here. Several municipalities participate in the decision of both the metropolitan council and the Regional Natural Park of Brière, which is adjacent to Saint-Nazaire's hinterland and is one of the biggest marshlands in France after the Camargue, and one the longest-established parks (it was created in 1970). This dual position in meeting urban and rural challenges is perceived as a unique asset in local governance.</p> <p>Representatives of each municipality sit and vote in both the local and metropolitan councils.</p> <p>The various steps of the urban renewal project are discussed at regular public meetings organised by the metropolitan council, which is formed of elected members of local councils, at which inhabitants are invited to express their opinions on industrial conversion, decontamination and economic development strategies.</p> <p>During the development of the plan, several participatory methodologies and techniques have been tried out. Citizens have been engaged in the Agenda 21 forum; workshops have been organised employing multimedia, participatory video making, visioning exercises based on the tradition of the theatre of oppressed, etc. These diverse approaches succeeded in reaching different ages and groups or people.</p>
<b>4. INNOVATIVE ELEMENTS AND NOVEL APPROACHES</b>	
<b>4.1 INNOVATION</b>	<ul style="list-style-type: none"> <li>• The project aims at a demanding social inclusion target of increasing the social mix in an area that previously had a bad reputation, together with an environmental dimension.</li> <li>• The project uses an innovative method called the 'Environmental approach to urban development' (<i>Approche Environnementale de l'Urbanisme</i> – AEU), consisting of taking environmental issues as decisive factors in project design and implementation. Its practical outputs here are the articulation of building construction around three public green spaces, control of rainwater, reduction of car use in favour of less polluting transport, energy efficient housing, etc.</li> </ul>

	<ul style="list-style-type: none"> <li>• The true innovation of the project is to always consider socially disadvantaged people as priority targets of public spending, and to allow for citizens' participation in public life. This is rooted in the local history of former rural communities earning a living from shipyard work, involved in collective action and solidarity over many generations. This genuine affinity with social development finds its expression in many instances of community action, like the reintroduction of 'commons' owned by the municipality but left at the disposal of any local initiative. This serves as a lever for environmental and economic considerations such as energy efficient consumption, neighbourhood services, etc. In this sense, the Certé area certainly complies with the principles of the Transition Network, as well as Local Agenda 21.</li> <li>• The metropolitan council considers this area and its urban social development project as an 'urban laboratory' for its mainstream policies.</li> </ul>
<b>4.2. KEY IMPLEMENTATION CHALLENGES AND PROBLEM-SOLVING PRACTICES</b>	<ul style="list-style-type: none"> <li>• <b>Conversion of land from industrial to residential use</b> One of the particular features of the 'Horizon Certé' project is the presence of a 10 ha industrial wasteland, which is not included in the ZUS perimeter. It used to generate pollution and conflicted with the nearby residential area. The integrated approach supported by ERDF article 8 includes this space in the project, allowing for the full reclamation of the site, radically transforming the reputation of the area. Without this global approach, the neighbourhood would have remained isolated and facing difficult challenges in terms of sustainable urban development.</li> <li>• <b>Participative planning through the arts</b> During this demolition and depollution phase, several participative actions have been implemented by the municipality, such as the collective production of a CD entitled <i>Enchanté Certé</i>, a 28-minute movie called <i>Certé 2037</i> and the organisation of 10 'urban workshops' in 2007, using a street theatre performance to help citizens express their fears and hopes for the future of where they live.</li> </ul>
<b>4.3. THEMATIC FOCUS</b>	<p>Theme 2: Article 8</p> <p>The methodology used is bottom-up and community-led, although encapsulated in a strict legal framework set at national level.</p> <p>The programme is tackling functional urban areas in an inclusive manner, in partnership with the metropolitan area's planning schemes and its various operations.</p>
<b>5. FUNDING</b>	
	<p>Three projects are being cofinanced by the ERDF:</p> <ol style="list-style-type: none"> <li>1. The demolition and depollution phase had a total cost of €872 617, of which the environmental agency ADEME paid €497 617 from government subsidies, and ERDF €375 000.</li> <li>2. The renovation of the sports hall is included in the Urban Renewal Programme with a total cost of €565 632, partly funded by the regional council and the state (National Centre for the Development of Sport). The ERDF contribution amounts to €122 000.</li> <li>3. The main renewal work in the inner part of the neighbourhood (streets and footpaths) has a total cost of €1 683 644. The eligible costs amount to €1 015 000, cofinanced by the following partners: <ul style="list-style-type: none"> <li>• ERDF: €203 000</li> <li>• Regional Council: €304 507</li> <li>• Département (Conseil Général): €24 478</li> <li>• ANRU: €262 032</li> <li>• Trignac municipality: €220 983</li> </ul> </li> </ol> <p>The cumulated ERDF support to this urban renewal programme amounts to €700 000, and corresponds to 22.4% of the total investment.</p>



<b>6. PROJECT ASSESSMENT</b>	
6.1. FINANCIAL SUSTAINABILITY	<p>The demolition and depollution project allowed the land use to be transformed from industrial to residential.</p> <p>Overall, financial sustainability will be reached after 2014, once the inner area of the neighbourhood has been reorganised, all houses and accommodation rented or sold, the new streets and footpaths completed and the 'quality bus' line to the city centre opened.</p>
6.2. TRANSFERABILITY	<p>CARENE, as the main operator of urban social development at metropolitan level, would very much hope to disseminate its method and approach, as a large-scale transition initiative. It currently feeds internal thinking and decision-making for the next programming period and its Integrated Territorial Investment (ITI) strand. The plan to actively participate to the 2012 Regional Policy Open Days has been mentioned.</p>
6.3 ISSUES AND PROBLEMS	<ul style="list-style-type: none"> <li>• The rehousing scheme is managed with the support of social landlords, with an agreement to cover costs over a two-year period and tapering payment of additional rental costs incurred by the move. A survey showed that nearly half the households wished to stay in Certé, a quarter wished to access housing in the Saint-Nazaire metropolitan area and 13% in an area other than Trignac. The rehousing team of three full-time staff, seconded by the Metropolitan Council, is in charge of coordinating the process. Every six months, an assessment is made in order to make sure none of the families is left in difficulties. However, some dissent was expressed by people in the street, deploring that priority was given to the poorest, to the detriment of lower middle class families for whom access to property was not possible because of the rising prices.</li> <li>• The time distortion between the mandates of local elected representatives (5 years) and the longer time needed for social change in urban renewal to take place sometimes creates frustration in policy-making. One local elected member of the municipality said 'we are managed by technicians'.</li> <li>• Inversely, urban planners find the work plan extremely tight. To build a new neighbourhood of 650 social housing units over a 5-year period is a real challenge. 'Our job is to build trust' said one of the planners.</li> <li>• The urban renewal project could have benefitted from ESF support, but, according to CARENE, the eligibility criteria are not so easy to meet as the regional ESF implementation document is essentially dedicated to employability issues and leaves little space for social inclusion projects not directly related to access to employment, such as housing and mobility.</li> </ul>
6.4 PROJECT RESULTS	<p>The depollution phase allows for the construction of 89 social housing units out of a total of 253 units, creating a new supply of collective and individual housing with 35% of social housing. The purpose is to foster a good social mix and address the needs of the various social categories.</p>
<b>7. CONCLUSIONS: KEY SUCCESS FACTORS AND LESSONS LEARNED</b>	
	<ul style="list-style-type: none"> <li>• There is a genuine integrated approach to urban development, steered by social cohesion goals and environmental concerns.</li> <li>• The participative dimension is deeply rooted in a tradition of community development and a sense of the 'commons'.</li> <li>• The sense of the importance of social ties and the social mix that is at the heart of the urban renewal strategy is a key asset for the future development.</li> <li>• The shift from urban sprawl towards densification requires long-term strategies, and the notion of the inner centrality of neighbourhood services is a key concept of urban planning here.</li> <li>• The use of street performance and other artistic approaches to empower the local community and create a shared vision of the future seems to be successful.</li> </ul>

	<ul style="list-style-type: none"> <li>This urban renewal project could be considered as a transition initiative in the sense that it addresses energy efficiency and environmental challenges, raises awareness of sustainable living and builds local ecological resilience (see <a href="#">Wikipedia</a> for definition).</li> </ul>
<b>8. FURTHER INFORMATION</b>	
Bibliography (French)	<p>Presentation of CARENE <u>Integrated Urban Programme</u>: <a href="http://www.europe-urbain.org/wo/site/public/v_fr/catalogue/categorie_visu.php?_is=2694530&amp;_cs=RV7rRKyGi4n7UDn6MSki&amp;_mpi=%5b4%5d%5b14%5d&amp;_icat=75">http://www.europe-urbain.org/wo/site/public/v_fr/catalogue/categorie_visu.php?_is=2694530&amp;_cs=RV7rRKyGi4n7UDn6MSki&amp;_mpi=%5b4%5d%5b14%5d&amp;_icat=75</a></p> <p>Citizens' Participation to urban planning: <u>the example of Saint-Nazaire</u>: <a href="http://www.anru.fr/jeru09/pdf/villes_industrielles_et_durables.pdf">http://www.anru.fr/jeru09/pdf/villes_industrielles_et_durables.pdf</a></p> <p><u>Horizon Certé</u> on CARENE web page: <a href="http://www.anru.fr/jeru09/pdf/villes_industrielles_et_durables.pdf">http://www.anru.fr/jeru09/pdf/villes_industrielles_et_durables.pdf</a></p> <p>Urban Renewal Plan in Trignac: <u>Horizon Certé (July 2009)</u>: <a href="http://www.pays-de-la-loire.developpement-durable.gouv.fr/IMG/pdf/Atlas-Trignac-Certe-Juillet-2009_cle7db8d1.pdf">http://www.pays-de-la-loire.developpement-durable.gouv.fr/IMG/pdf/Atlas-Trignac-Certe-Juillet-2009_cle7db8d1.pdf</a></p> <p>European Urban Knowledge Network (EUKN): <u>Integrated urban projects (PUI) of CARENE, the Saint-Nazaire agglomeration</u>: <a href="http://www.eukn.org/France/fr_en/E_library/Urban_Environment/Urban_Environment/Integrated_urban_projects_PUI_of_CARENE_the_Saint_Nazaire_agglomeration">http://www.eukn.org/France/fr_en/E_library/Urban_Environment/Urban_Environment/Integrated_urban_projects_PUI_of_CARENE_the_Saint_Nazaire_agglomeration</a></p> <p><u>Implementation document of the ERDF Operational Programme (Axis 4: p. 135)</u>: <a href="http://www.europe-en-paysdelaloire.eu/admin/FCKnew/uploaded/DOMO_01-02-2011_CONSOLIDE%20%20au%2017%2011%202011vf_1.pdf">http://www.europe-en-paysdelaloire.eu/admin/FCKnew/uploaded/DOMO_01-02-2011_CONSOLIDE%20%20au%2017%2011%202011vf_1.pdf</a></p> <p><u>Convention de Rénovation urbaine des Quartiers Saint-Nazaire Ouest – Trignac</u></p> <p><u>Contrat Urbain de Cohésion Sociale de l'agglomération nazairienne 2007/2009</u>: <a href="http://www.resovilles.com/media/downloads/DocumentsRegionaux/cucs_stnaz.pdf">http://www.resovilles.com/media/downloads/DocumentsRegionaux/cucs_stnaz.pdf</a></p>
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