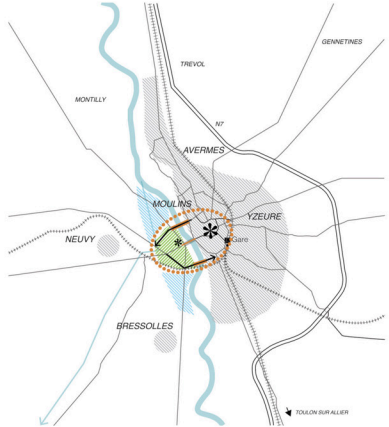


LES ALLIÉS DE MOULINS

The city of Moullins has historically developed on the right bank of the Allier River. The current urban developments tend to displace the gravity center of the urban area towards the east, away from its river. In times when French metropolises are getting more structured and powerful, it's a challenge for the medium size cities to reinforce their attractiveness and their urban policy and programming. The defiance is to transform under-valued areas, to bring forward its residential and tourist qualities, an atmosphere of proximity to nature and to amenities, of calm and solidarity. The strategic site of the contest has multiple potentialities, some of them already identified or to identify. In this context, the project of the new bridge gives an opportunity to question the operation of the whole territory. The new bridge cannot be considered just as a road bypass project; it calls for a new approach on the articulation between mobility, urban planning and long-term development.

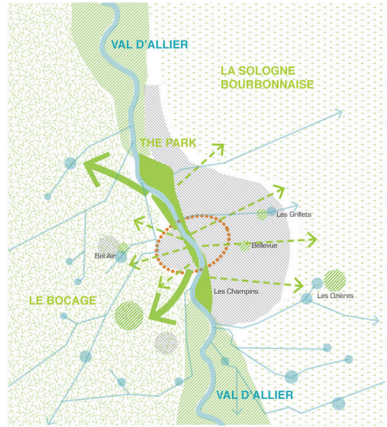
We understand the project of the new bridge as an opportunity to reinvent Moullins from its two banks, and to connect the town and the river. The reflection on the left bank must open new fields, in a cost-efficient way and in a non-competitive manner towards the right bank. Priority must be given to an endogenous growth model, based on Moullins' natural and cultural assets.

URBAN INTENTIONS



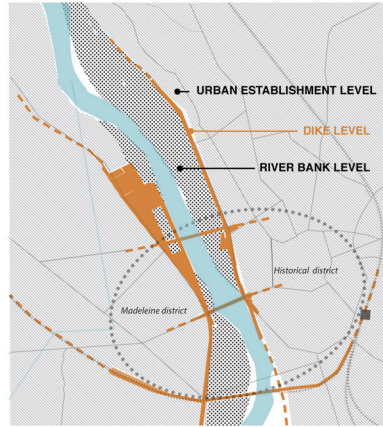
01_A compact urban heart on both sides of Allier River.

In combination with the old Regemortes bridge and the railway bridge (that can be reconverted to non motorized mobility); the new bridge will create a new looped street network, which defines a coherent area on both sides of the river: the "heart" of Moullins and its urban area. The project takes the floods zones (zone 2) as an opportunity to preserve and help to redefine this heart. The project proposes to intensify this core, while respecting the identity of each side of the city.



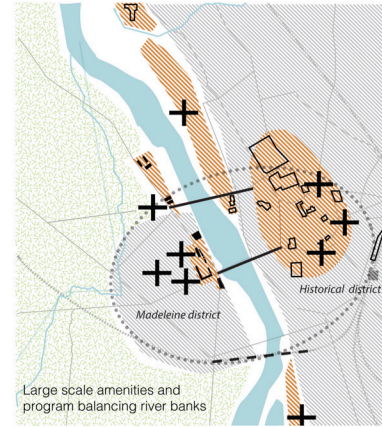
02_The Allier River Park

The territorial anchoring of this urban heart relies on enhancing the waterfront through a 5-km long riverside park on both sides. This Allier River Park affirms the role of the river as the major structuring framework of the territory. This park relies on the wild nature of the sites, while facilitating continuous pathways. It is a support for leisure and sports functions, and it integrates the existing sports facilities to the great landscape. It favors functions that are compatible with the current flood risk prevention plan in a practical way.



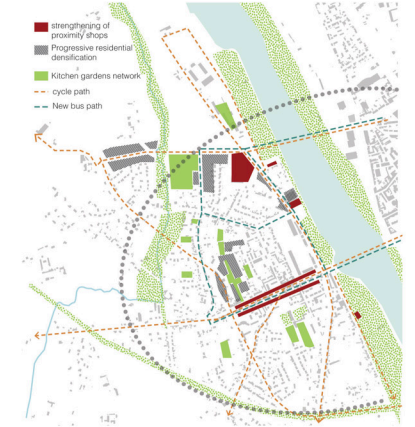
03_ A town to be explored

It is impossible to achieve the connection of the urban heart and the Allier River Park without absorbing the physical limits incurred by the dike. The project proposes to create a network of contact points between the town and the river without giving up the protection of the dike neither engaging in a costly restructuring. These contact points, easy to recognize, will create a network relied by paths that links both sides of the river. The "urban heart" (3-km diameter, a 11-minute bicycle ride from west to east and 5 minutes from north to south) calls for exploration on foot or bike.



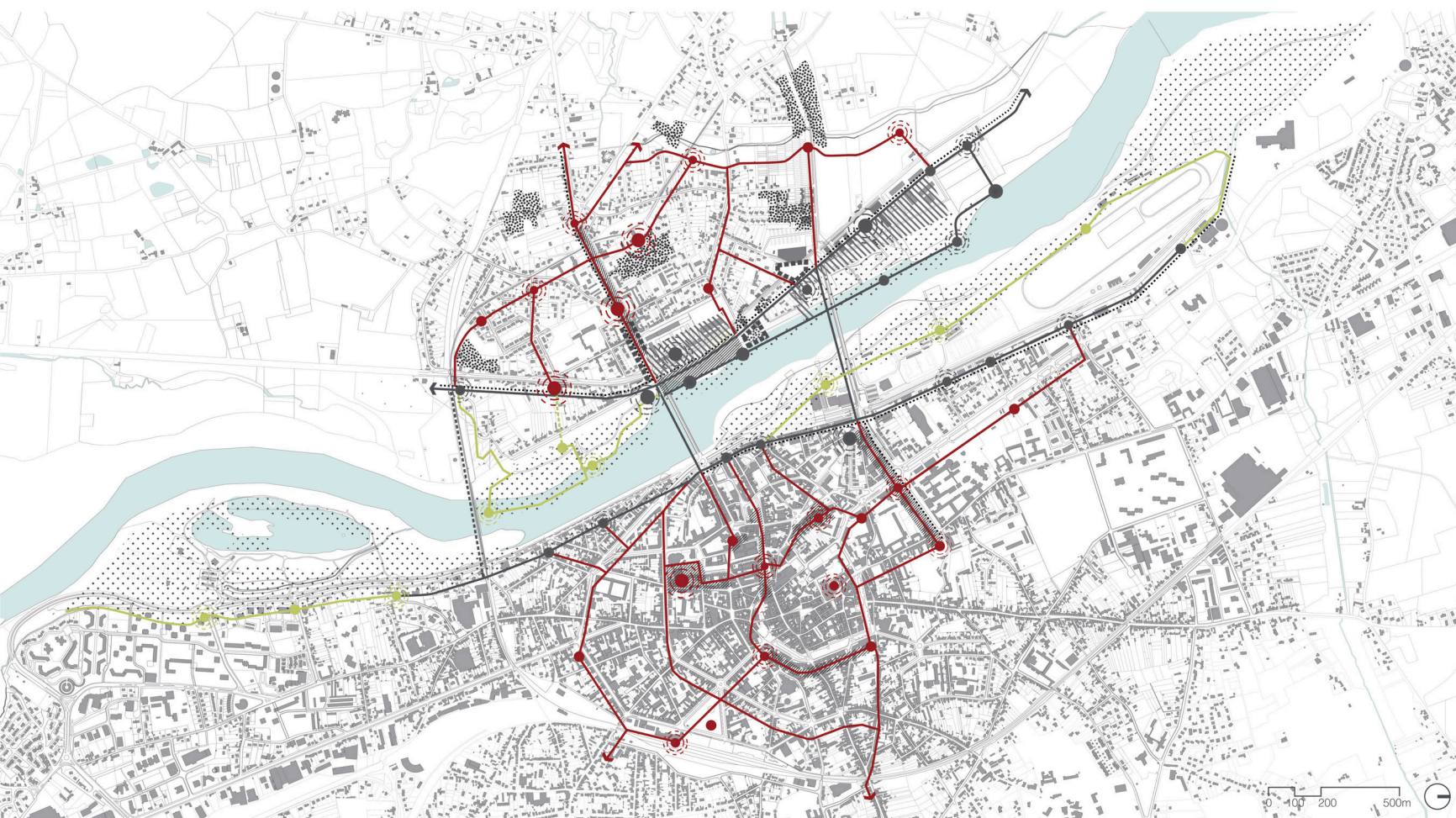
04_The left bank's economic, tourist and leisure reinforcement

The project aims to generate a change in the perception of local territory and to re-establish an endogenous growth model. This includes planning complementary cultural facilities, based on the reinforcement of the CNCS (National Center for Stage Costume) and to enhance development impact regarding economic, cultural, community and educative networks. Also, the left bank relies on the future Allier River Park to promote eco-tourism and reinforce the uses of public space in favor of visitors and inhabitants.



05_The garden-district of La Madeleine

It is not intended to propose some oversized real estate developments on the left bank. On the contrary, the project aims to define the framework for a fair and progressive densification within the perimeter of the "urban heart". The district of La Madeleine provides residential quality and peculiar lifestyle very close to the city center, thanks to its airy outskirts urban fabric in relation to the Bocage. This identity must be preserved. Variations over the model of the "garden-district" allow offering credible alternatives to those households who moves to the periphery.



INTERVENTION STRATEGY

The development of the future bridge over the Allier River and the requalification of the historic center public spaces are strong gestures showing community mobilization (city, department) to revitalize the city and give new life to the entire agglomeration. Based on this ongoing dynamic, the project proposes a methodological framework which is based on six axes of intervention to be led by the public authorities in the long time "the front lines", while crossing them with a principle of immediate ad hoc strategic projects "les alliés de Moullins."

LES ALLIÉS DE MOULINS

- River bank level Allié
- Infrastructure level Allié
- Urban Fabric level Allié
- Significant scale Allié
- Small scale Allié
- Support Allié
- Link path of the Allié.

THE FRONT LINES

- ⋯ Allier River Park
- ⋯ To promote sustainable transport (non motorized)
- ▨ Programming balance in both sides of the river
- ▨ Improvement of major public spaces and paths
- ▨ The densification of La Madeleine
- ▨ The reinforcement of local commerce

LES ALLIÉS DE MOULINS: a flexible network of strategic intervention points

The «Alliés de Moullins» compose a flexible network of strategic locations and ad hoc interventions that refer to one another. They are a tool to settle the ownership and symbolic the regeneration of the urban heart, so as to create a coherent system of urban mutations and a sense of ownership. Thus the project defines a network of strategic locations. For instance, the crossings of the dike are particularly important. They pioneer the reconciliation between the town and the river. A single bench facing the river can trigger a whole process of urban valorization.

The alliés-pioneers are relayed by other short-term light interventions inside the existing urban fabric, which should be highly identifiable as well. They favor the involvement of the citizens in the production of tangible or intangible actions, which tend to change the image of the area or initiate later developments.

Then, this network can densify and consolidate. At the location of each "Allié", greater spatial arrangement can be implemented to support the mutation of the site. Disused areas become community gardens, then change into an eco-neighborhood; a cabin for bird watching changes into the river park's pedagogic pavilion for example.

This progressive process allows improvisation and reversibility. It allows something to happen in the short-term, with great impact. It gives basis and time for the regeneration of the area.

Les Alliés, a panoply of urban acupuncture interventions



THE FRONT LINES: six axes of long term interventions

The Front Lines lead les alliés to achieve the urban intentions. They call for a larger development process that will build up in parallel, depending on the impact of the first interventions as well as on the public or private ability to invest.

We do not pretend to propose that that stage a complete master plan for the regeneration of Moullins. The project focuses on major urban and/or architectural gestures that that should be led to relay the «Alliés» and trigger the major changes in the image of the territory, through six thematic axes for intervention:

- The densification of La Madeleine inside the defined «urban heart» (participative / progressive / moderate)
- The development of the Allier River Park
- To balance the number of places of interest and facilities on both sides of the river
- The reinforcement of local shops - the focus on existing centralities or shopping habits for future development of local businesses
- Improvement of major public spaces and paths
- Promote sustainable transport, especially inside the «urban heart»

The Front Lines lead les alliés to achieve the urban intentions

