

Study Case

The Revitalization Of Marseilles' Historic City Centre

1) Project location

France, Region « Provence Alpes Côte d'Azur », Department « Bouches du Rhône », Marseille

2) Company or institution to be referred to

a) Company address

Marseille Aménagement

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b) Shareholders

The company is a joint stock consortium between public and private shareholders, with public institutions as majority partner.

Ville de Marseille (41,78%)

Marseille Provence Métropole (8,73%)

Caisse d'Épargne (25,51%)

Caisse des Dépôts et Consignations (20,43%)

Dexia - Crédit Local (3,07%)

Chambre de Commerce et d'Industrie Marseille Provence (0,43%)

Marseille Habitat (0,05%)

c) Activities carried out by the Company

Urban development :

In charge of zones of concerted development, Marseille Aménagement develops building sites and commercializes these new urban zones.

Construction :

Marseille Aménagement can also act on behalf of a public or private client of a building and takes care of that the planning, quality and cost of the construction is respected.

Restoration :

Marseille Aménagement works towards the revitalization of historical urban fabric, through all the legislative tools existing in France. Its intervenes currently in Marseilles and in La Ciotat

3) Intervention area

a) Plan

Picture

b) Area dimension

30 ha for the « centre-ville » zone, 11 ha for the old district called Panier and 50 ha altogether in which the joint ownerships are eligible to request grants.

c) Number of buildings

Over 1050 in the « centre-ville » zone, which represents 5280 apartments, and 861 in the Panier district, which represents 3444 apartments

d) Building heritage

Mostly from the XVII^e century in the « centre-ville » zone, mostly from the XVI and XVII centuries in the Panier district

e) Resident population

Around 16.000 in the « centre-ville » zone and 11.000 inhabitants in the Panier district

e) Area's main feature

mostly residential

4) Project Framing

a) The situation before the initiative

Historically high standing residential areas, these historical districts had become pauperized through the last 50 years before the initiative.

The buildings became badly maintained, which brought about unsanitary living conditions and induced a lot of vacant properties (over 30%). The ground premises of the building were also colonized by shops for the "centre ville" zone and the average size of the housing, which got reduced to around 30 m², was not enough to meet the current standard. Most of people living in the area chose it in lack of alternatives and the recently immigrated people were for instance, over presented. Finally, the patrimonial heritage was suffering of not being protected.

b) Identified priorities

- To resume the city centre's attraction towards all the inhabitants of the city
- To use a synergy between the public and private sphere to activate and secure the renovation of the city centre
- To make sure the renovation process is spreading on the determined focus zones - - To rehabilitate the housings and fight against insalubrity and vacancy
- To protect the historical architectural heritage.

c) Intervention methods

The Marseilles city council, run by Jean-Claude Gaudin since 1995, decided to reshape a renovation project initially designed only to incite and to add means of pressure in order to activate a homogenous and comprehensive spreading of this upkeep of the city centre, given the previous results were disappointing.

It led to create a couple of "Périmètre de restauration immobilière" (PRI), a legal procedure with related tools which give Marseille Aménagement, in charge of leading them, the authority to compel the joint owners to renovate their building. Added to the anterior public grant programme, called "Opération Programmée d'Amélioration de l'Habitat" (OPAH), this finally triggered important results which are also expected to spread in the districts around.

A special system of protection of the urban and architectural value of the historical city centre, called "Zone de Protection du Patrimoine Architectural, Urbain, et Paysager" got also launched before the two PRI in order to protect the building heritage.

d) Key dates

The launch of "PRI Panier" :1994

The launch of "PRI Centre-Ville" : 1995

The launch of "OPAH" :1995

e) Achieved outcomes

415 buildings restored or being restored on a total of 742 assigned to do it in «centre ville » zone. 56 % of the renovation works has therefore been achieved.

484 buildings restored or being restored on a total of 667 assigned to do it in the Panier district. 72% the renovation works has therefore been achieved.

An amount of 6,5 millions of public grants to allocate to the owners for renovation, which corresponds to 6.800 per apartment

An estimation of the financial amount of renovation work done : for 1 euro of public investment, 4 euros of private funds.

The historical city centre of Marseilles

