

Press kit

Marseille Quartiers Libres Saint-Charles Belle de Mai

(2016)



Güller Güller

TVK



The perimeter of the project: the scale of the masterplan and the scale of the development plan for the barracks site.

Urban project: “Quartiers Libres – Saint-Charles – Belle de Mai” City of Marseille

The team led by Güller Güller and TVK is the winner of the development project called “Quartiers Libres – Saint-Charles – Belle de Mai”. The city authorities of Marseille set them the task to devise a plan to reconvert the disused barracks of Belle de Mai (7 hectares), as well as the project to redesign the surroundings of Saint-Charles station (140 hectares).

This is about defining a strategic development project bringing together all the interests that surround the renovation and evolution of a new urban centre around the disused barracks and the railway terminal transport hub. This project, which has been called “Quartiers Libres – Saint-Charles – Belle de Mai”, focuses on the one hand on the definition and backup needed for the completion of a conversion project of the Saint-Charles barracks (7 hectares), including the urban project management of the public areas of the site, and on the other hand, it focuses on the development and implementation of an urban reconstruction scheme for the Quartiers Libres, in tandem with the gradual re-development of the Saint-Charles station terminal transport hub.

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The northern terrace of the Muy barracks, accessible and integrated into the Quartiers Libres.



The Muy esplanade seen from rue Belle de Mai: a new mixed residential neighbourhood with amenities for the Quartiers Libres residents.



The Muy terrace, large public space with a wooded area: an area of rest and comfort for the Quartiers Libres residents and the metropolis.



The dual driving force of Marseille.
 What the old harbour was in its time (up until the 18th century), the train station became in the 19th: the driving force of life and the city, attracting facilities key for the period, symbols of the city identity.

Shaping the future of the Quartiers Libres

PROGRAMME
 Urban project management setting out the plan for the area around the future city train station and the Belle-de-Mai barracks, called Quartiers Libres Saint-Charles – Belle de Mai.

LOCATION
 Marseille (13)

SURFACE AREA
 Masterplan: 140 hectares
 Operational Area: 7 hectares

ASSIGNMENT
 2015-2016
 Preliminary Competitive Procedure
 2016-2026
 Urban Project Management

TIMETABLE
 Competition Winner 2016
 Studies Underway

THE FUTURE TGV HIGH SPEED TRAIN STATION IMPETUS AND INSPIRATION

If Marseille’s old port and the train lines gathering at Saint-Charles station have in common their size and the influential impact that they have had on the evolution of the city, the station, its train lines and the area around it, do however remain at the edge of the heart of Marseille. The Quartiers Libres Saint-Charles – Belle de Mai are at the same time close to and distant from the centre. This is due on the one hand to the presence of the railway lines and the lack of crossing points, but also on the other hand to the habits and the make-up of the local population.

In these lively and animated neighbourhoods, there remains an energy unique to Marseille. We can see it, amongst other things, in the number of small squares which are very popular with the local inhabitants. If Marseille is a city of juxtapositions, of layers, of first-hand encounters, this characteristic is above all true in the Quartiers Libres. These neighbourhoods play a fundamental role in the integration of new arrivals. The inhabitants of the Quartiers Libres live on very little – they are above all small tradesmen or craftsmen, improvising,

casual, unregulated. The consultative phase at the beginning of this project allowed their expectations to be drawn out and defined.

In this context, the opening of the Saint Charles barracks to the public, thanks to the acquisition of the land by the city, as well as the future arrival of the underground TGV high speed train station (the timing for which remains unclear), and the growing importance of public transport for metropolitan mobility, demand a rethinking of the Saint-Charles hill area to provide an impulse of fresh energy for the Quartiers Libres, in a coherent, fundamental and immediate way.

The seven-hectare military wasteland of the Saint-Charles barracks offered a concrete opportunity to act quickly and install the new amenities lacking in the Quartiers Libres, thereby refreshing the image of the neighbourhood. At the heart of the plan sits the iconic building, the Muy barracks.

The new Eastern side of the station towards Boulevard National: access to the platforms, from tomorrow an enlarged terrace overlooking the city, the city moves right up to the railway network.

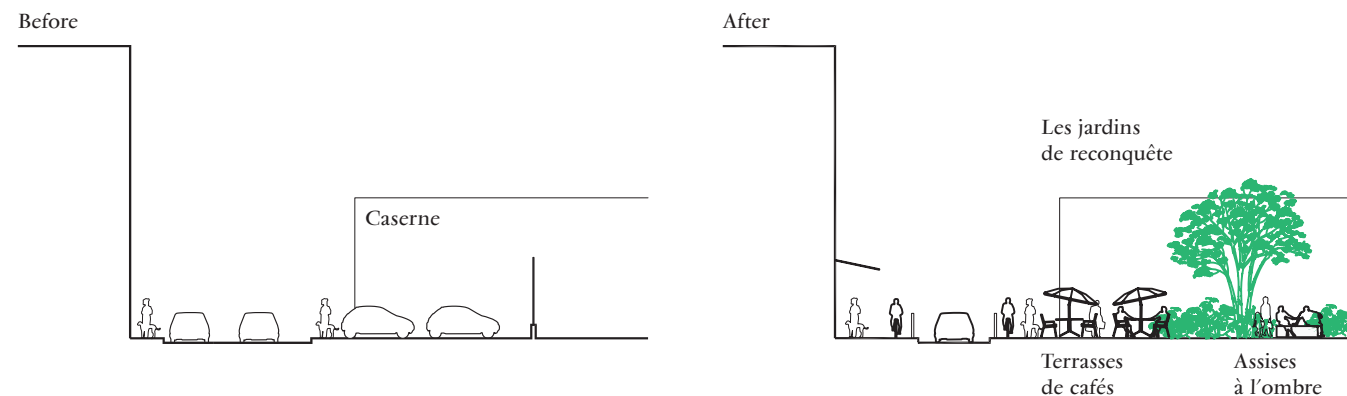




Pocket-sized square: redeveloped Levat-Bernard intersection (play area, theatre, bee hives etc).



Pocket-sized square: opening up the ground floor and the roof of the Belle de Mai wasteland.



Living Space: redevelopment of the rue Belle de Mai for the neighbourhood and for the convenience of people moving around (pedestrians, cyclists).

THREE VIEWPOINTS FOR THE SHAPING OF THE FUTURE OF THE QUARTIERS LIBRES

To break down the complexity of the challenge, the team put forward three complementary viewpoints for the future of the Quartiers Libres. They are made up from the strategic foundations of the overall plan and place the thinking behind the plan in the political and social context. They can be used in the first place independently as strategic guidelines, then in a more systemic way, in the form of a motivational narrative which can then be embodied in the Quartiers Libres project, in particular through the master-plan. The three viewpoints provide guarantees for a development that follows an integrated working practice and is sensitive to a fundamental aspect for the Quartiers Libres, their place within the overall vision for the metropolis of Marseille.

The neighbourhood that assimilates
Historically, the Quartiers Libres is an area influenced by the train station, working class and industrial, situated between the city centre and the harbour, embodying an identity unique in Marseille: welcoming (the new arrivals), assimilating (offering opportunities to the new arrivals), dispersing (the new arrivals start a new journey). Reshaping the future of the neighbourhood is to:

- Increase and boost the opportunities for the inhabitants by

creating synergies between the neighbourhood and the metropolis: [1] amenities (amongst other developments); [2] everyday living areas; [3] access to economic, cultural and educational opportunities beyond the neighbourhood.

- Prepare the neighbourhood for the upcoming energies and opportunities, in order to preserve its character as an assimilating neighbourhood.

The 360 degree train station

The starting point of the thought process for the redevelopment of the Quartiers Libres and the barracks site, was the train station and its links to the neighbourhood. The reputation of the neighbourhood within the metropolis is stimulated and propelled by the train station and its increasing influence. As a “metropolitan station area” the Quartiers Libres must incorporate the following aspects:

- The city is brought right up to the station, with its walkways and the large iconic station esplanade extended 360 degrees around the station network
- Already from today, the station opens up to the Quartiers Libres thanks to the new entrance to the platforms from Boulevard National
- Beyond the pedestrian walkways and cycle paths, the public transport connections between the Quartiers Libres, the station and the city centre will be improved.

Within the station and along the principal routes leading to it, it will be necessary and important to encourage and develop the commercial potential, in order to service the increased flow of passengers. As well, the typical types of station services (train station transport hub - hotels, tourist information offices, information for new arrivals, offices) will be created, as much for the benefit of travellers as for the inhabitants of the Quartiers Libres.

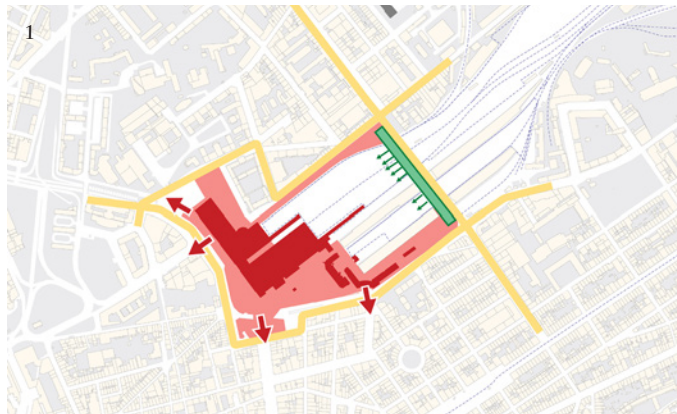
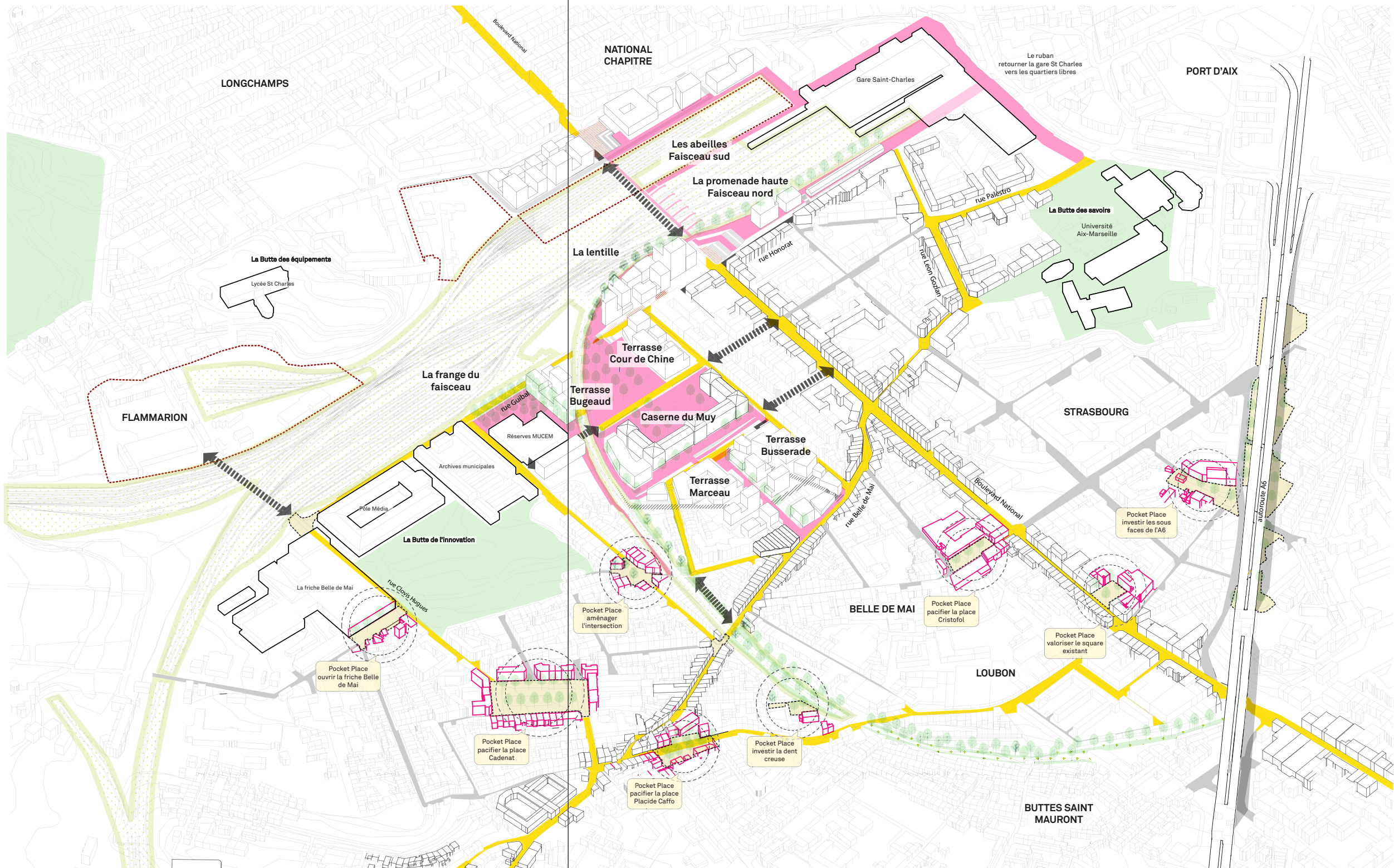
The metropolitan hill area
With the train station, the university, the wasteland, the media centre, the City Hall archives and MUCEM archives, the Quartiers Libres has at its disposal several elements that make up a metropolis. They are all grouped together on a hill that overlooks the city. The future of this hill revolves around two fundamental elements:

- To stimulate the existing energies of influential bodies on the hill, who are currently inward looking and disconnected from the city (for example the Media Centre)
- Secure the major amenities in the Quartiers Libres, by prioritising the spread and expansion of economic and cultural energy in the neighbourhood through the introduction of small businesses, and their supporting services, in the premises available in the existing urban fabric.

THE IMAGINATIVE VISION
FOR THE QUARTIERS LIBRES

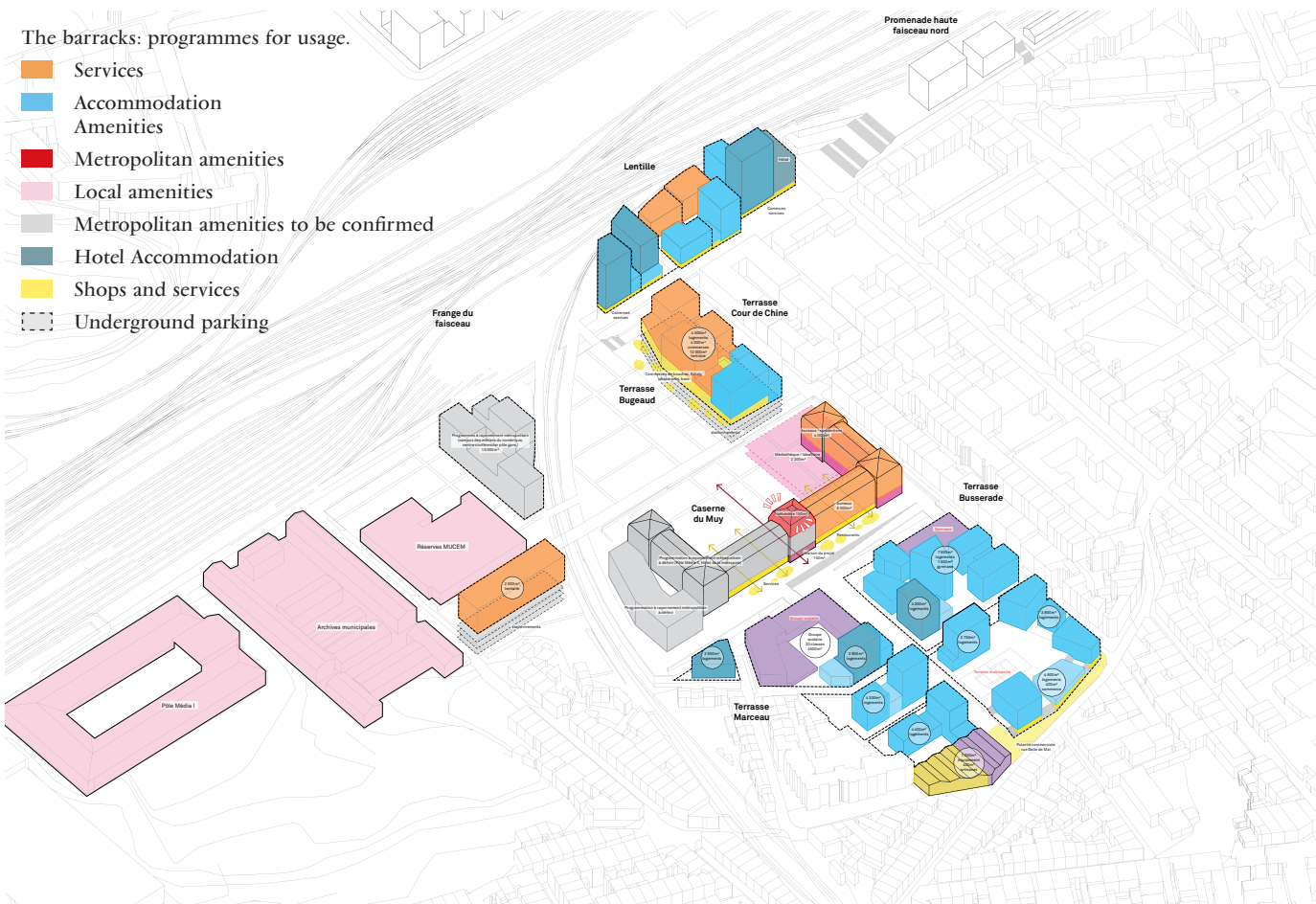
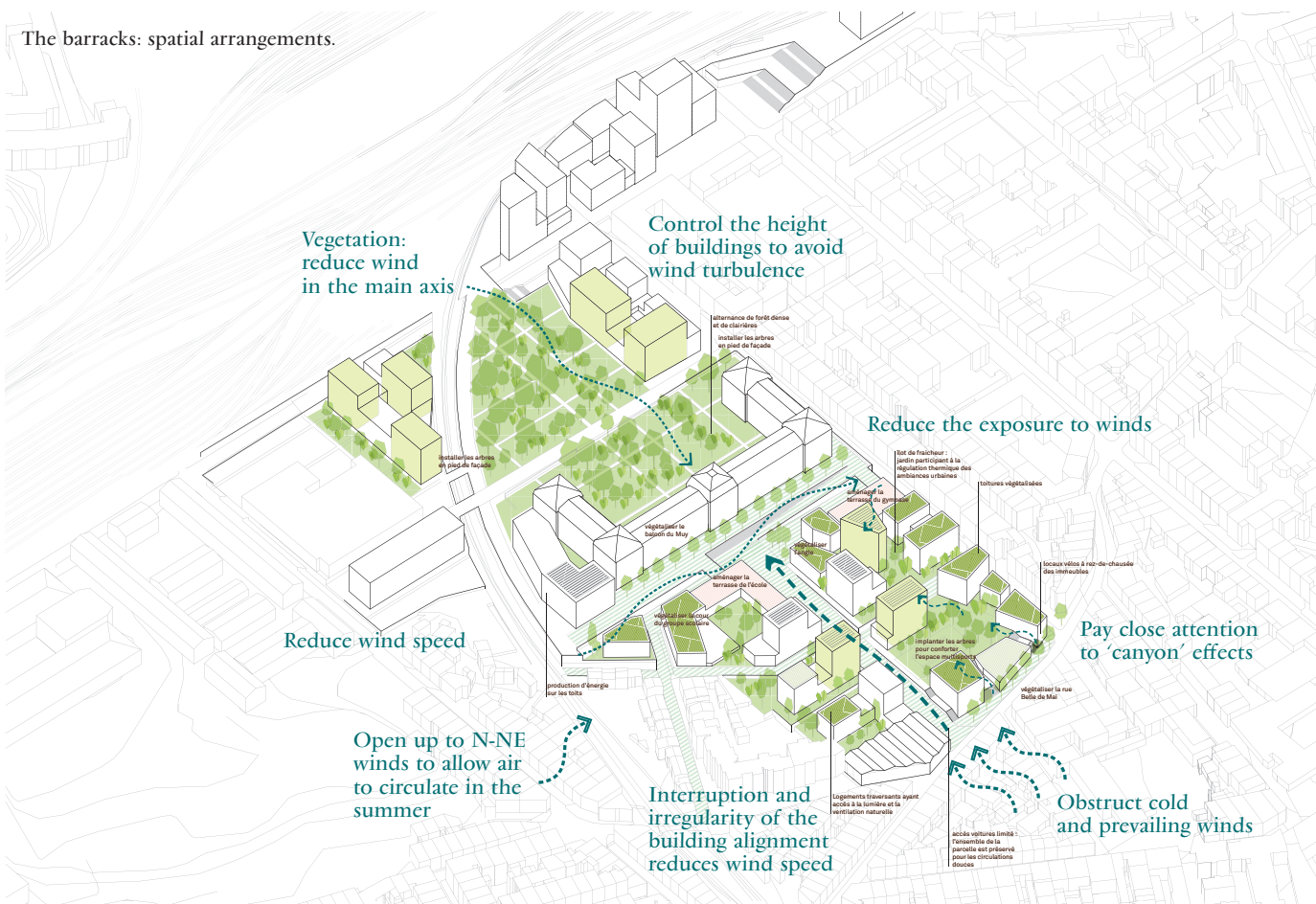
The three viewpoints just described go towards fixing the position of the Quartiers Libres within the imaginative vision for the Marseille metropolitan area. Where they converge, we see specific places within the Quartiers Libres: intersection points at a local and metropolitan level which reassures and reinforces the identity of the area. By emphasising the opportunities to forge links between the city hill and the assimilating neighbourhood, the masterplan therefore aims to stimulate promising projects and new urban energies. This vision is the face of the project, and the key points at the heart of the masterplan are:

- The Quartiers Libres extend right up to the train station esplanade and thus clearly attach themselves to the city centre
- Pathways within the neighbourhood to encourage all types of mobility, improving the quality of public areas, and forging clear links with neighbouring areas
- Meeting places should respect the specifically local nature of the urban dynamic by understanding the mutual contrasts and contributions
- The site of the barracks, in particular the converted area of the Muy barracks, where several different types of activity intermingle (public, private, services, restaurants etc...), will have a wooded area that offers an open and shady space for everyone.



1. Opening up the station towards the Boulevard National
2. The station firmly embedded in the neighbourhood
3. Implementation of the metropolitan hill area: links





Opening up and enhancing the value of the barracks site

THE BARRACKS (7 HECTARES)

The Barracks Site; open area and intersection point

The barracks site has the potential to become a pivotal point between the Quartiers Libres, the train station and the city centre. It's also the last major area on the city hill that the inhabitants of the area will want to and be able to appropriate for themselves. It's therefore a question of opening it up – to the neighbourhood and local people, as a passage between the neighbourhood and the station area or the city centre, as well as to visitors and outside users of the city hill (metropolitan amenities) and the city of Marseille (tourists and other visitors).

The assimilating neighbourhood, the metropolitan hill, and the 360-degree station thus come together and intermingle on this site:

- The north of the site, towards rue Belle de Mai: a programme which demonstrates continuity with the facilities and make-up of the Quartiers Libres (housing accommodation, school complexes, amenities) and the layout (sightlines, small plots, terraces)
- The south west, along rue Cavaignac (including the west wing of the Muey barracks): enhancement of the links from the site towards the station; development of the potential, due to the proximity to the station, to improve and breathe new life into the rue Cavaignac, with a programme of restaurant and shopping development on the east side of the station
- The south east: the “area of great potential”, put together with the potential of the station to become the main crossroads of today's and tomorrow's metropolis, along with the facilities of the met-

ropolitan hill area, and taking into account the rather un-city-like façade of the MUECM storage facility, which should allow the development of a more resplendent and urban programme on the large open terrace of the Muey building.

The wood: permeability, comfort and facilities

The integration of the site into its context, its opening up and its cross pollination between the ‘local’ and the larger city is shown by:

- The large courtyard and terrace of the Muey building open to the public, in the form of a wood, a place of rest and comfort for all the users of and visitors to the site
- The sequence of layered terraces and balconies which extend the train station esplanade far into the neighbourhood, linked together and thus opening up to the pathways to and across the site (a delicately designed and agreeable network), between the Quartiers Libres and the station/city centre
- The facilities which enliven the site, open to use as much for the inhabitants of the Quartiers Libres as for the users of and visitors to the metropolitan hill area.

Following the thinking behind the global approach to the redevelopment of the Quartiers Libres, the site operates like a defined space reserved primarily for active human movement (pedestrians and cyclists) and therefore a place that contains a series of small areas for chance meetings and places to rest. The presence of private cars is limited to a minimum (drop off points), with parking directly accessible from outside the site and arranged primarily underground. Public transport will arrive on the site via rue Bugeaud

and will continue up until rue Clovis Hughes.

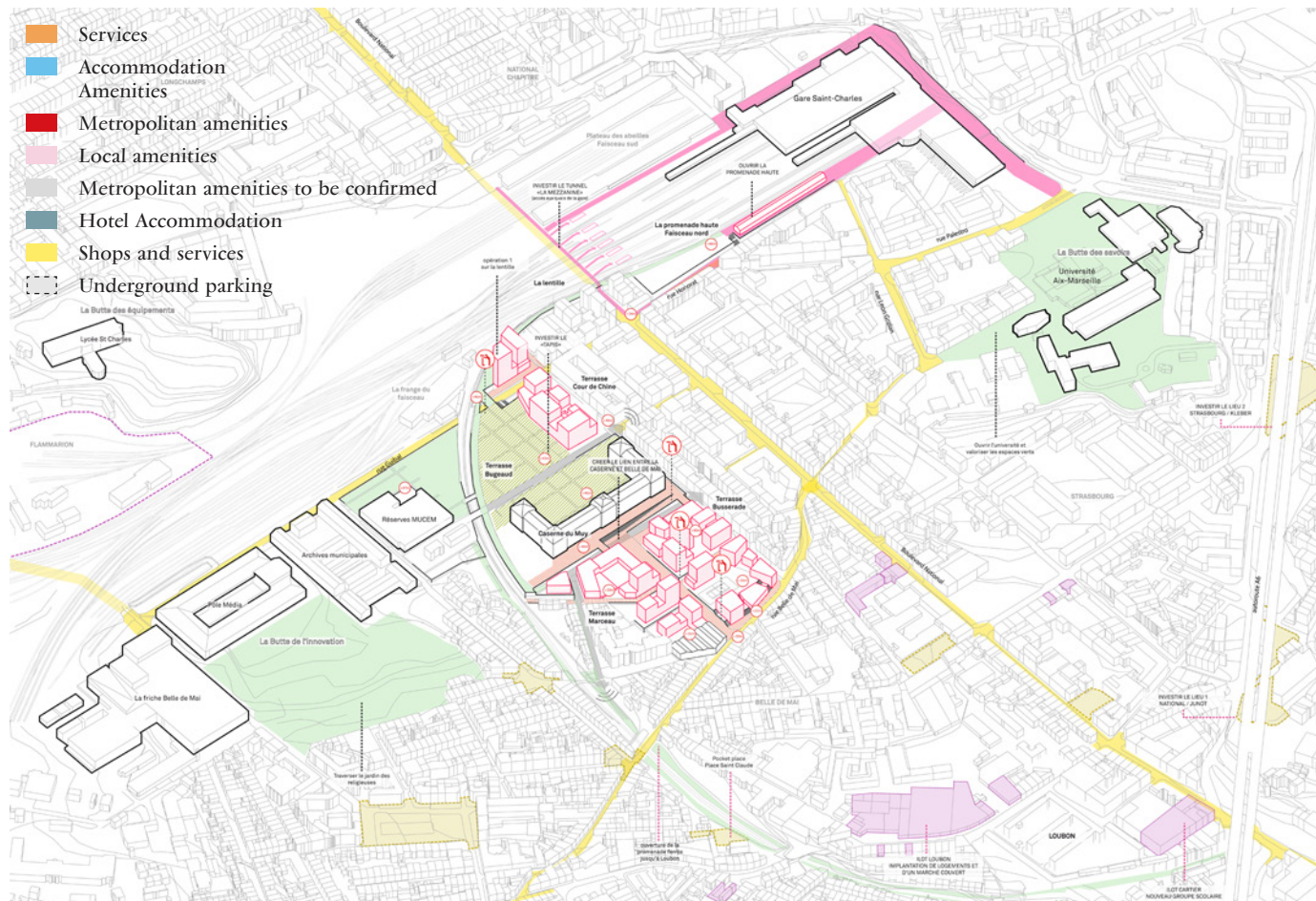
The Muey barracks: icon and pivotal point of the site and the neighbourhood

The Muey barracks was and will always remain the most recognisable building on the site. It therefore requires careful attention.

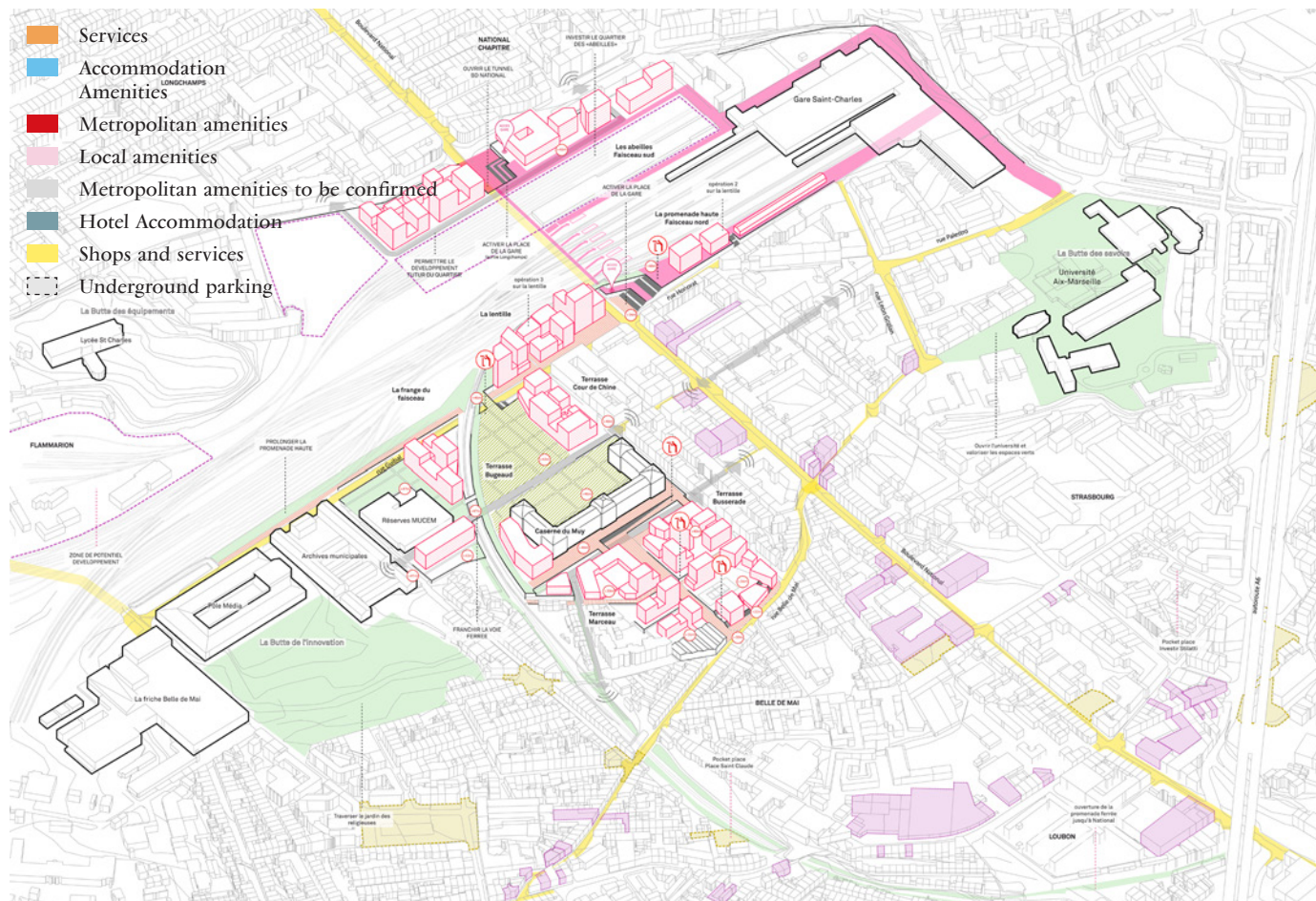
In the thinking behind the masterplan for the Quartiers Libres, it was on the axis between the layout of the metropolitan hill area and the assimilating neighbourhood, and became a key element of the vision for the Quartiers Libres. In the thinking behind the redevelopment plan, it was as much a spatial and architectural icon for the site as it was its actual programmatic epicentre.

- The central section of the Muey barracks housed the project and associations centre. The dome overhead is opened to the public. It offers a magnificent view and a powerful panorama of the surrounding landscape. Access to the top of the dome quickly allows this to become a tourist attraction on the route linking the station to the Quartiers Libres and on to the wasteland of the Belle de Mai.
- The west wing houses the media library, open to the public and used for the training programmes for school groups up to university level
- The east wing houses the Media Centre 2 which runs the media centres of the neighbourhood

The programming is completed with the central section which has the ability to house another complementary programme, yet to be confirmed, which needs proximity to the station and the distinction and status of the Muey building.



General axonometric sequence 2 (▲) and 4 (▼)



Activate and follow up

THE MANAGEMENT PLAN

The masterplan does not look to fix a long-term view for the Quartiers Libres, but proposes to explore their potential in depth, and to identify the key elements of their current and future identity. Its objective is to identify the fundamental points on which to begin and then to construct the necessary renewal.

In this sense the masterplan is a development tool, for follow up and review. It operates essentially project by project and therefore needs an accompanying management tool for its implementation; the studio management plan. We consider the work of the urban project management for the Quartiers Libres and the barracks site like the work of a studio manager: activate and follow up, direct and connect, bring together and facilitate. On 140 hectares and over ten years many things will happen. The studio management plan guarantees the coherence of the work and therefore efficient use of the resources; it allows to unblock and accelerate key steps in the process; it coordinates the aims of the masterplan with other actions already underway in the Quartiers Libres area, and therefore simplifies the implementation of the masterplan.

THE IMPLEMENTATION OF THE MASTERPLAN BY STAGES

To implement the masterplan chronologically, we proposed, in line with the character of the masterplan and its three viewpoints, an approach by “sequences” in the sense of ascending ambitions and complementary actions which follow each other in a hierarchical manner, depending on the key evolutions of the overall context. We therefore don’t talk about an overall plan broken down into time segments, but rather a progressive acceleration of the work in hand.

The sequences of the application of the masterplan and the management are expressed as follows:

Sequence One

Already from today: open up, with what is already there

An area emerges with a more intense sense of Marseille culture. The Quartiers Libres reveal and open up their hidden potential (barracks, pocket-sized squares, cultural events...)

The barracks site is open to the public, the wooded area is planted, the Muy building is being used, the Marceau school complex is built.

Sequence Two

Equip the neighbourhood

The changes are becoming visible. The neighbourhood is better equipped (the urgently required amenities arrive bit by bit, arranged events are refreshing the image of the neighbourhood) and opens up each day a little bit more, haphazardly. The local

life and economy are acting in synergy with the metropolitan amenities at the rate that the programme delivers. The neighbourhood is becoming attached to the railway network through the esplanade, as the station opens through 360 degrees.

The barracks site now provides accommodation and school facilities, and houses the media centre and the media library.... the Muy barracks area is flourishing.

Sequence Three

The day after tomorrow: the ‘local’ and the metropolis intermingled

The Quartiers Libres has become a more vigorous neighbourhood, capable of incorporating all the various opportunities.

The neighbourhood and the metropolitan centre intermingle, in particular on the barracks site.

Sequence Four

Eventually: the arrival of the underground railway station

The Saint-Charles transport hub becomes more important thanks to the construction of the new TGV express train station, and strengthens Marseille’s position in the network of European metropolitan centres. The activity and the life of the station transport hub is strengthened; the public transport network serving the station and going through the Quartiers Libres improve and strengthen.

The barracks site reveals its potential as an area bringing together metropolitan amenities and local people in an interlinked way.

CLIENT
City of Marseille

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GÜLLER GÜLLER
Architecture urbanism
Güller Güller architecture urbanism is a company for urbanism and architecture operating both out of Rotterdam (Netherlands) and Zürich (Switzerland). Since its foundation in 1999, the two partners, Mathis Güller (1968) and Michael Güller (1970) have successfully developed a strategic approach to urban development and architectural realizations. The company understands and conceives every project from multiple perspectives and develops comprehensive and systemic solutions and proposals.
This approach is facilitated by the large range of expertise and experience the company has acquired in the realms of regional development, transport infrastructures, the planning of airport regions and airports, urban design and architecture. The projects of Güller Güller distinguish themselves through their capacity to materialize visions, to bring made-to-measure strategies to life and to translate them into prototypes and projects of compelling architecture and urban space.
Trademarks of the office are its international orientation, its interdisciplinary approach and its broad range of projects. Swiss quality and Dutch innovation: the reputations of the company’s two office locations describe its special qualities best.
In 2009, Güller Güller has received the first Honorary Award of the European Airport Regions Conference ARC for its large, innovative and pragmatic work regarding urban and regional development in airport regions. In 2010, the quality and significance of the company’s work have been recognized with the French Palmarès des Jeunes Urbanistes.
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TVK
Architectes Urbanistes
Founded in Paris in 2003 by Pierre Alain Trévelo and Antoine Viger-Kohler, TVK is an architecture and town-planning agency with a staff of 40. The agency quickly established a national reputation, notably through its success in the prestigious Palmarès des Jeunes Urbanistes (Awards for Young Urbanists) in 2005 and Nouveaux Albums des Jeunes Architectes in 2006. It then found international recognition with the redevelopment of the Place de la République in Paris in 2013, the Parkway in Brussels – transformation of the E40 freeway into an urban thoroughfare – and the redevelopment of the Place de la Gare in Lausanne. TVK is currently a member of the Advisory Council of the Grand Paris International Workshop (AIGP).
Trained in Paris and at Harvard, Pierre Alain Trévelo and Antoine Viger-Kohler work together at the theoretical and practical levels through projects, research and the writing of texts. Also members of the agency are the two founders of TOMATO Architects, the group that produced the book Paris, La Ville du Périphérique (Éditions du Moniteur, 2003). TVK has continued its publishing ventures with No Limit: Étude prospective de l’insertion urbaine du périphérique de Paris (Pavillon de l’Arsenal, 2008) and self-published books including Système Ouvert: Les nouveaux mondes du Grand Paris for AIGP and the TAKE series of monographs.
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