



Rennes case study

9th November 2004

Local objectives to tackle urban sprawl

- 1) To set up an urban model of development that protects green and agricultural spaces
- 2) To promote urban design forms that use less space
- 3) To valorise agricultural activities located around the urban area
- 4) To keep a rhythm of building to limit the increasing of housing prices and social segregation

To set up an urban model of development that protects green and agricultural spaces

PUBLIC POLICIES

- **Elaboration of land use plans (localization of new urbanizations, space uses : economic, housing,...)**
- **Public budget to build land banking (10 M€/year for Rennes)**

PUBLIC PRIVATE PARTNERSHIP

- **The urban planning agency (AUDIAR), an association funded by local authorities, has in charge the elaboration of spatial planning documents and a function of observation**

To promote urban design forms that use less space

PUBLIC POLICIES

- **Regulatory measures included in spatial planning documents about density**
- **Public budget to help innovation in housing projects (alternative urban form between collective and individual housing)**

PUBLIC PRIVATE PARTNERSHIP

- **Conference with elected officials, architects, property developers, to inform about projects implemented in other cities**
- **Negotiation between mayors and project developers to encourage the production of an « economic » urban design (technical advice) : using the context of growth to obtain more from private actors**

To valorise agricultural activities located around the urban area

PUBLIC POLICIES

- **Land banking to propose land exchange in order to keep agricultural activities**
- **Financial help by the *Communauté d'agglomération* for municipalities that would agree to control their residential development**

PUBLIC PRIVATE PARTNERSHIP

- **Cooperation with the *Chambre d'agriculture* in the design of the master plan (institution in charge of the representation of agricultural interests)**

To keep a rythm of building to limit the increase of housing prices and social segregation

PUBLIC POLICIES

- **Programmation of new dwellings by geographical sectors in the *Programme Local de l'Habitat* (25% of social housing in each project, quantitative objective between new buildings in extensions / in urban regeneration spaces)**
- **Public budget to finance social housing building (because of land price)**

PUBLIC PRIVATE PARTNERSHIP

- **Negotiation between elected officials and local property developers to control the building of new dwellings and the several types of housing on the city centre**
- **Negotiation between mayors and local property developers to mix social and private housing**