

## Ginko ecodistrict, Bordeaux

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**Address 1 - street** : 33300 AVENUE MARCEL DASSAULT BORDEAUX, France

**Gross density** : 83.34 logt/ha  
**Number of jobs** : 2 000 emplois  
**Starting year of the project** : 2004  
**Delivery year of the project** : 2020



32.6 ha



97 229 310 €

**Proposed by :**



**Certifications :**



### ID CARD

The Ginko eco-neighborhood, north of the Bordeaux suburbs, is a large project and complex new district, an area of 32.6 ha 2717 combines housing, 25 144 m<sup>2</sup> of public facilities including the school band Berge Lake Joly & Loiret and 70,000 m<sup>2</sup> of tertiary SHON. It is part of the winners of the eco-district contest on the theme of "energy conservation and renewable energy."

The objectives of this development project are available through five themes: the development of the lakeside, the stroll garden and readability of access; the development of a social mix; urban continuities between the housing areas and activities as well as between the business area of the Lake, the neighborhood of Aubiers and wet docks; creating a network of public spaces suitable for all modes of transport and different land uses; constraints in the soil.

The operations in the area are spread over 4 phases:

- Phase 1 (2010-2013): the heart of the area around the square channel: first school complex, versatile home during the tram Reinson Avenue
- Phase 2 South part (2011-2016): garden walk, channel, multi-space, house dance, college, church
- Phase 3 northern part (2012-2017): North Canal, the northern fringe islands
- Phase 4 (2015-2020): new shopping center, second school group

### Programme

- Housing

- Offices
- Businesses and services
- Public facilities and infrastructure
- Public spaces
- Green spaces

## Project progress

- Delivery phase
- Operational phase

## Key points

- Quality of life
- Economic development
- Mobility
- Energy /Climate

## Approaches used

- Agenda 21
- Local charter

## Certifications

- Ecodistrict national label

## More info

<http://www.ecoquartier-ginko.fr/>

## Data reliability

3rd part certified

## TERRITORY

### Type of territory

- Region:
- Department: 33 - GIRONDE
- Common belonging to a large pole (10,000 jobs or more)
- Municipal population of Bordeaux: 235 891 inhabitants (INSEE 2008)

In the early 1950s, the presence of large areas of marsh and heavy floods affecting the north of Bordeaux encourage the municipality to conduct a large public health policy through a major consolidation action. The creation of a retention pond at the center of marshes and rising land area used to generate large land holdings constructibles.L'assainissement land is mainly between 1962 and 1964.

The eco-district is subject to the following planning documents:

- SCoT of the Bordeaux suburbs, PPR, PLU, PDU and PLH
- PLU Urban Community of Bordeaux.
- The operational scope of the EcoQuartier is subject to planning guidelines PLU (under revision)
- The Eco-City is located in a small part ZNIEFF 1 and near a ZNIEFF
- The IRPP indicated that the eco-neighborhood is blue shaded red zone.
- It is also located in the southern part (phase 2) in ZUS.

Ginko is located north of Bordeaux, in the arc of sustainable development enshrined in the urban development strategy of the city, in the heart of metropolitan interest site Bordeaux Maritime, as defined in the territorial coherence scheme in 2011.

### Climate zone

[Cfb] Marine Mild Winter, warm summer, no dry season.

## KEY FIGURES

## Office floor area

Office floor area : 19 664 m<sup>2</sup>

## Commercial floor area

Commercial floor area : 32 464 m<sup>2</sup>

## Public facilities floor area

Public facilities floor area : 18 162 m<sup>2</sup>

## Housing floor area

Housing floor area : 216 652 m<sup>2</sup>

## Number of residential units

Number of residential units : 2 717

## Number of social housing units

Number of social housing units : 905

## Total of subsidies

Total of subsidies : 15 000 € HT

## Detail of subsidies

Bouygues Immobilier (infrastructure): Total cost (€ TTC) Expenses: 97,229,310 - Operating Monitoring studies: 1,993,153 - Land acquisition: 32,011,378 - development expenses, including provisions for updating and revisions: 39 196 857 - Participation in public facilities program (superstructure): 13445000 - Communication expenses: 1,694,222 - Concession Fees: 4676767 - Financial expenses: 3,099,267 - Taxes: 150 000 - VAT collected / donated: 962 666 Revenues: 96,506,460 - Disposals of property: 84880130 - Participation manufacturers: 4982574 - Participation interests equipment made by the developer: 693445 - Community participation under the land: 1.25 million - Communal Participation under the land: 1000000 - Community participation in the work of the ZAC: 45,379 - Communal Participation in the work of the ZAC: 44,119 - Other income 452 485 - Support by the developer: 3143328

## GOVERNANCE

### Project holder

Name : Mayor of Bordeaux and Bordeaux Urban Community

Type : City

#### General description :

The first urban project of Bordeaux, designed in 1996, announced the tram, docks as a new axis of development and heritage as Bordeaux unifying element. The second urban project, devised in 2009, laid the foundations for sustainable metropolis capable of accommodating 2030 100,000 new inhabitants. Since 2009, Habitat construction projects, equipment and new neighborhoods, entering a rapid operational phase, hence the definition of a third urban project: "2030 to the Grand Bordeaux, the crescent moon at the full moon. "

### Project management

#### Description :

- Consultation, ongoing exchanges and mutual trust between the developer and the representatives of the CUB and the City of Bordeaux, as well as with other institutions (Prefecture, home employment, ...)
- Financing: investment carried by the developer with very low community participation. Quarterly financial and programmatic balance sheet; Report annual accounting activity
- Management and project management: multidisciplinary team and experienced project. Steering committee, monitoring committee
- Coordination developer / builder

Communities and the developer have jointly set up a working method that allows to associate reflection and decisions all the services of the CUB and competent City (roads, travel, green areas, water and sanitation, development economic, social and urban development, youth and sport, education, culture, DD ...) including future managers of public space and road and sanitation works. Relations between the developer and community representatives are almost daily given the scale of the project.

In the construction phase, a technician of the CUB representative territorial direction Bordeaux (the future manager service roads) is present weekly site meeting in order to best prepare for the future management structures club and anticipate potential problems and obstacles. It is also associated with the final technical

choice of materials. The technicians of the City of Bordeaux are also regularly involved in decisions during the construction phase for the areas under their jurisdiction (marking of plants, monitoring of green spaces works, public lighting, ...) .A permanent dialogue is thus established between 'developer and communities that is effective for the right project.

## Project stakeholders

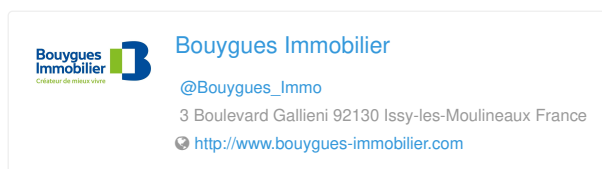
Bouygues Immobilier

Function : Contractor

Project management and development: Bouygues Immobilier as part of a planning grant launched by the Urban Community of Bordeaux (EPCI) Legal Structure: Bouygues Immobilier, private concessionaire developer

Franck Potier, Directeur de l'Aménagement Ginko, Bouygues Immobilier. [f.potier@bouygues-immobilier.com](mailto:f.potier@bouygues-immobilier.com)

[Construction21 company page](#) :



## QUALITY OF LIFE

### Quality of life / density

At the neighborhood level, the large size of the islets, clustering and pooling of car parks and the coexistence of different operations within the same perimeter can release 25 to 35% footprint allocated to outdoor spaces planted, not waterproofed, according to PLU. In addition, 50% of the spaces are not constructed.

Density balance between density of living and quality of life. Three views, épannelages, distances and setbacks for privacy.

40% free space.

### Net density

83.34

### Culture and heritage

Ginko comes continue the project "clearings" incurred by Chaban-Delmas, building on the exceptional landscape qualities of the area around the lake on an existing economic dynamics based on equipment of national or international scope (Parc des Expositions, Palais Congress, new stadium ...) and on the development of public transport.

Finally, the Pavilion Ginko has been identified as a significant work of modern heritage of Bordeaux (ephemeral work today deconstructed) and Lago is the first housing development operation in France of Souto de Moura.

### Social diversity

Social mix (33% Social rental housing, 21% moderate accession and social housing, 46% free units), diversity of public facilities, societal approach to facilitate the appropriation of inhabitants and living together between Ginko and the neighborhood of Aubiers. Shared gardens. Ginko concierge. Entertainment in the area.

Pedagogical approaches and awareness. Public facilities: school complex, versatile house, intergenerational residence, nursing homes with school, social residence.

Status: 33% of social housing; 21% of social access control and 46% of free accession; T2 to T5 typologies with T3 to T5 75%

Intergenerational: Senior Pole, toy library, retirement homes, intergenerational residence

### Social inclusion and safety

#### ***The role of public facilities: a factor of social cohesion***

A key element of the societal pillar of the project, the number, variety and distribution of public facilities Ginko provide favorable conditions for a good social cohesion within the neighborhood and with the nearby neighborhood of Aubiers.

All public facilities (both school groups, the Gymnasium, the House of Dance, House versatile ...) overlook the Courts of Quebec (tram) or the green alley, which, while promoting the Use gentle paths to access, provides opportunities for meetings and exchanges between residents of the neighborhood.

Housing quality, islands, public spaces (generous, planted, attention to detail, quality materials). Work on the views, atmospheres. Presence of Lake and canals. Mixed use and implementation of the City of short distances. Living in a lake while being close to the urban center of Bordeaux and connected by tram. Shops.

## Ambient air quality and health

Zone 30, 50% of road space dedicated to soft modes. Use of low-emission materials in housing.

A pilot initiative was implemented by Bouygues Immobilier in 2012/13 in several housing units delivered to analyze the air quality and its evolution over time according to both customs, behaviors and emissions.

## SOLUTIONS


Conciergerie Ginko

Description :

- This center dedicated to the social economy, located in foot of building one of the first islands delivered on the place Jean Cayrol, offers many local services to residents (dry cleaning, babysitting, cleaning, organic bread , fruit baskets and seasonal vegetables and local production, tutoring, ...). It is easily accessible on foot and hourly amplitude (7h / 23h) promotes use suited to urban lifestyles.
- Ironing, sewing, administrative procedures but also childcare, hairdressing at home through receiving social and solidarity economy, are offered to residents. For the structure, balance sheet after one year is more than positive with over 50% of inhabitants are installed subscribers to the concierge solidarity.
- Co-financed by the developer and the city of Bordeaux.



Company :



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- Proximity services

## ECONOMIC DEVELOPMENT

### Local development

Ginko allows the creation of 2,000 jobs in the area (offices, public facilities, shops) and offers a diverse range of office buildings for local or regional SMEs (5 buildings).

Partnership with the House of employment for 5 years.

Close relationships with local businesses and the socio-economic players in the neighborhood.

The use of local materials also helps to strengthen local economic sectors such as wood (wood of the Landes, the Médoc), ceramic wedges sidewalks (knowledge of a small local factory 40km from Bordeaux), or granite curbs Tarn.

### Functional diversity

Planning Approach ensures the operation within a housing supply, diverse shops and services that meet the social mix objectives and age diversity (33% of social rental, 22% of accession helped moderate and social, 45% of free accession). The program offers a variety of housing typologies: 25% T2, T3 40%, 25% T4, T5 and + 10%. It also offers a variety of ways of living: a nursing home with 75 rooms is under construction (delivery in 2015) and an intergénérationnelle residence in the island Hanami (delivery in 2015).

Neighborhood where you live (residential), working (offices, shops), where one goes shopping (shops), where we practice ,, associative cultural activities, sporting (public and private facilities). Collective housing intermediaries + housing + 10% of homes.

### % of office area

6

### % of commercial area

10

## TRANSPORT

## Mobility strategy

Soft Paths: the Park, the green alley and Place Jean Cayrol are reserved for alternative modes; paths and bike lanes double meaning.

Parking: the principle of complex island includes a base 2 shared parking levels in the heart island surmounted by a roof garden, so that no vehicle parked or is visible from the outside nor from the inside of the block. In addition, within the islets is inaccessible to vehicles, except for relief.

TC: A multimodal center was established during Quebec around the tramway station (tramway dessert Ginko since 1 February 2014): tram, self-service bicycles, car sharing, station electric vehicles.

Highways: 50% of road space dedicated to soft modes and TC.

About 300 parking spaces for bicycles are distributed throughout the area (as many as parking spaces for light vehicles), in a special way close to public facilities.

A VCub Station (conducted by the public service delegated the transit network) was completed on 1 February 2014 facing the tram station. The tram is available to cyclists during peak hours, thus promoting multimodality.

## SOLUTIONS

Station VCub

Description :

La Maison du Vélo which offers free loans of bicycles, network information and best practices cyclists in town, and marking against theft. This House has a machine shop and a car wash.

## SMART CITY

### Smart City strategy

District powered by the high speed broadband (Bordeaux first quarter).

## RESOURCES

### Water management

- Two channels punctuate the neighborhood and draw public spaces.
- In the specifications of the ZAC, are formulated for each macro block of minimum size requirements of the ground and planted area planted surfaces spaces (an topsoil minimum height of 60 cm), as required by PLU. This leads to a waterproofing rate of the order of 40% of the total surface area, with a proportion of 25 to 35% of the surface of the islets treated permeable surface.
- Presence valleys, filter basins before discharge into the lake.

### Soil management

- Several evaluations of the environmental quality of the soil made by offices of specialized studies show no pollution in the horizons of embankments and natural land taken from the site of law.
- A single point of pollution was detected at the site foundations of an unfinished set and the site was cleared.
- The quality of the soils investigated is therefore compatible with the intended use of the site.

### Waste management

- Balance of cut / fill
- Building own in the "Habitat and Environment" certification framework and "NF housing HQE"
- Buried innovative system of selective collection of waste + information and awareness of the inhabitants

## BIODIVERSITY

### Biodiversity and natural areas

The project takes into account the presence of two nearby ZNIEFF (Natural Areas of Ecological Interest Fauna and Flora) and an IBA (Important Area for the Conservation of Birds) bordering Lake, especially in the design of the park and the South channel to accommodate species on Ginko.

- The Bühler Park and the canal are part of the green and blue PLU. The green alley and channel instead Jean Cayrol are strong elements of the neighborhood landscape. Its quality management, its wandering and relaxing spaces, huts, having 150 trees preserved the pre-existing afforestation make it a place where many people come to walk, run, breakfast ... It stretches south of the area on a surface of 4.5 ha, along an axis connecting the Lake Basins afloat.
- Rational management of green spaces for very early with the City of Bordeaux managers services.

## SOLUTIONS

Shared Gardens Park Bühler

### Description :

Shared gardens that extend the park to the Northeast, were created in 2013 in consultation and with the participation of the inhabitants. 30 families have joined the gardeners group including 15 families of the Résidence du Lac (at Aubiers) and 15 families of Ginko.

The creation of shared gardens south of the district can prepare neighborhood life and to meet the people of Ginko, both among themselves but also with those of the district of the Lake nearby the residence. Each of these gardens is a social link support and environmental education. They become pretexts for meetings around the garden, a barbecue, a game of petanque or children's games, and allow the development of small everyday solidarities.

Economically, these spaces are also vectors of self-production, a guarantee of food quality and welfare.

## ENERGY/CLIMATE

### Climate adaptation, resources conservation, GHG emissions

The carbon footprint across the district was created in collaboration with Carbone 4 (Jean Marc and Benoit Lemaignan Jancovici) in a specific innovative methodology to project unique in France. The report highlights the positive impact of technical energy solutions based on planning parties held on sustainable development (heating network, tram, local facilities ...).

### Energy sobriety

- Energy performance label phase 3/4 of housing BBC, 1/4 THPE (very high energy performance)
- The Ginko project is to achieve a gain of about 150-250 kg of carbon emissions per person per year compared to a conventional project
- A monitoring of consumption of accommodation over 2 years was implemented from October 2013 by Bouygues Immobilier and Cofely in the first three islets inhabited housing (self accession, moderate, PLS): Galileo, Jules Verne and Saint Exupéry. A dozen tests housing will assess actual consumption of housing and identify deviations from the forecast.

### Energy mix

#### **A heating network across the area**

- All blocks of the neighborhood (housing, offices, public facilities, commercial center) are connected to a heating network supplied by a central boiler including wood biomass boiler priority 2.5 MW boiler assisted by a mixed vegetable oil / gas 4 5 MW (in winter extra) and a gas boiler (in relief).
- The coverage ratio by the biomass is at least 77% and in terms of 100% by 80% wood and 20% vegetable oil.
- The biomass boiler is fueled in part (51% wood chips) by cutting waste from forests of Aquitaine (framework contract with the CAFSA) promoting the operation and maintenance of the Landes forest. The remaining 49% of the product mix consist of industrial wood chips (sawmill ...)
- Heating network heating network 100% private company Cofely services financed, built and operates the network for 18 years.
- The coverage by the biomass is ultimately (2017) of 100%, 80% by wood and 20% vegetable oil.

In May 2014, the winter rate of coverage is 100% by wood biomass and, on a calendar year, more than 80% by wood biomass (in summer, given the power demand to not yet sufficient day Only preheat the DHW, the wood boiler is relayed by the gas boiler) ..

#### **Solar photovoltaic and thermal energy production**

- Depending on the building orientations, and after completion of studies of sunshine, solar thermal panels were integrated into the design of buildings to cover about 40% of domestic hot water needs and on buildings equipped (Jules Verne).

### Total electricity needs of the project area /year

Total electricity needs of the project area /year : 45,00 kWh

## BUILDINGS

### Buildings

## Ecoconstruction

The developer has required healthy materials, recovered or recycled privileged for housing, and innovative materials for infrastructure and public spaces (eg low temperature application, plant binders, easily recyclable materials). The woods used are certified by the Forest Stewardship Council (FSC) and Pan European Forest Certification (PEFC) certifications which offer guarantees management and sustainable forest exploitation.

Accessibility: All public spaces, all accommodation and facilities are accessible PMR.

Architectural quality: diversity of architectures, writings, architectural competitions. Quality requirements of the city of Bordeaux.

Quality of use: outdoor areas of housing, framing views, quality of public spaces islets, quality of public spaces, plantations

- Habitat and Environment certification / NF Environment HQE for all homes.
- All accommodation provides a THPE approach.
- 70% of homes in the first phase (delivery in 2012) are BBC.

## Contest

### Building candidate in the category



Grand Prix Ville Durable



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