

# Mulhouse Grand Centre A top-down approach

Mulhouse Grand Centre: the success of a program based on strong essentials:

**A transversal approach based on Mulhouse's urban amenities** (public spaces, pedestrian ways, architecture of the historical town center) to differentiate the commercial city center from its suburban counterparts

**A better accessibility** to the city center for every means of transportation, including automobile (cheap parkways at several points near the center, better signalisation)

**A specific management for all commercial aspects**, with a single person in charge to manage the inventory of empty shops, the prospect of new commercial brands, branding of the city...

**Upgrading the residential offer** in the center, with 500 facades renovated, 80 new high standing flats produced

**Highlighting public spaces** to get a common visual identity for the whole city center (2km of renovated streets, 8000m<sup>2</sup> of new pavement, 1 new park, 100 new planted trees)



# Mulhouse Grand Centre A top-down approach



**Outcome:** Even if some expectations are not completely reached (housing attractivity), the town knows a perceptible **change of dimension**, with a restored image, a drop of **commercial vacancy** (-40%), and some **economic new dynamics**

# KMØ and l'Atelier A bottom-up initiative

Based on a **private investment initiative**, strong synergy between investors

Located in derelict factories with a **high architectural value**

**Strong support of the city** of Mulhouse, owner of the building, who sold it at a symbolic price

The goal is to create a **dedicated space for innovative processes** and to generate new activities for a total of 2.500 jobs in a 10.000m<sup>2</sup> space dedicated to digital lifestyle



# KMØ and l'Atelier

## A bottom-up initiative



**Outcome:** both operations instilled new dynamics in those former factory buildings empty for 20 years (Nomad: a new restaurant that attracts middle and upper-classes on the place, Loft Factory: development of high-end housing betting on the architectural value). The projects contribute to renew the residential appeal of the whole neighborhood which has to be renovated in the further urban renewal program

## The main keys to success:

- A multifactorial approach based on simultaneous actions on economy, mobility, urban amenities to initiate a global image change
- A strong political support and the role of a vision for the future
- A transversal management with every actor in its own field of competence working on the same project shared in a same space
- A dedicated budget
- A clear operational schedule

## Mulhouse's own resources as facilitating factors:

**Taking advantage of Mulhouse's strengths:** a revitalization project done by pulling multiple levers of action (commercial attractiveness, mobility, housing, public spaces, etc.).

**Municipal prospective:** the renewal resonates with Mulhouse's long-lasting spirit of initiative in which all participant share a common vision for the city's future.

**A strong bond between municipality and associations:** Mulhouse administration acts as a project facilitator. The city listens to and supports project leaders all along their planning process.

**Local assets:** the territory forms a narrow ecosystem which can rely on a dense associative network. The strong territorial attachment eases dialog and creates a desire to commit.

# Further challenges



A drastic change in Mulhouse image is happening, the city is not perceived as depressing anymore but there is **still work to do to seal a robust and positive image**.

The multiethnic aspect of the city has to be more valorized, and taken as a reel asset

Even though territorial income are 27% higher than the french average, **wealth distribution remains uneven inside Mulhouse urban area**.

Indicators of economic health are mixed:

- **Residential appeal is unequal** due to a fragmented housing market  
(one of the most accessible in France with 1100€/m<sup>2</sup> in average)
- **High housing vacancy** (16%) varying between neighborhoods and housing estates
- **Unemployment rate remains high** (9,3%), newly created service jobs still do not compensate the loss of industries (-10.000 industrial jobs in 15 years)

# Perspectives



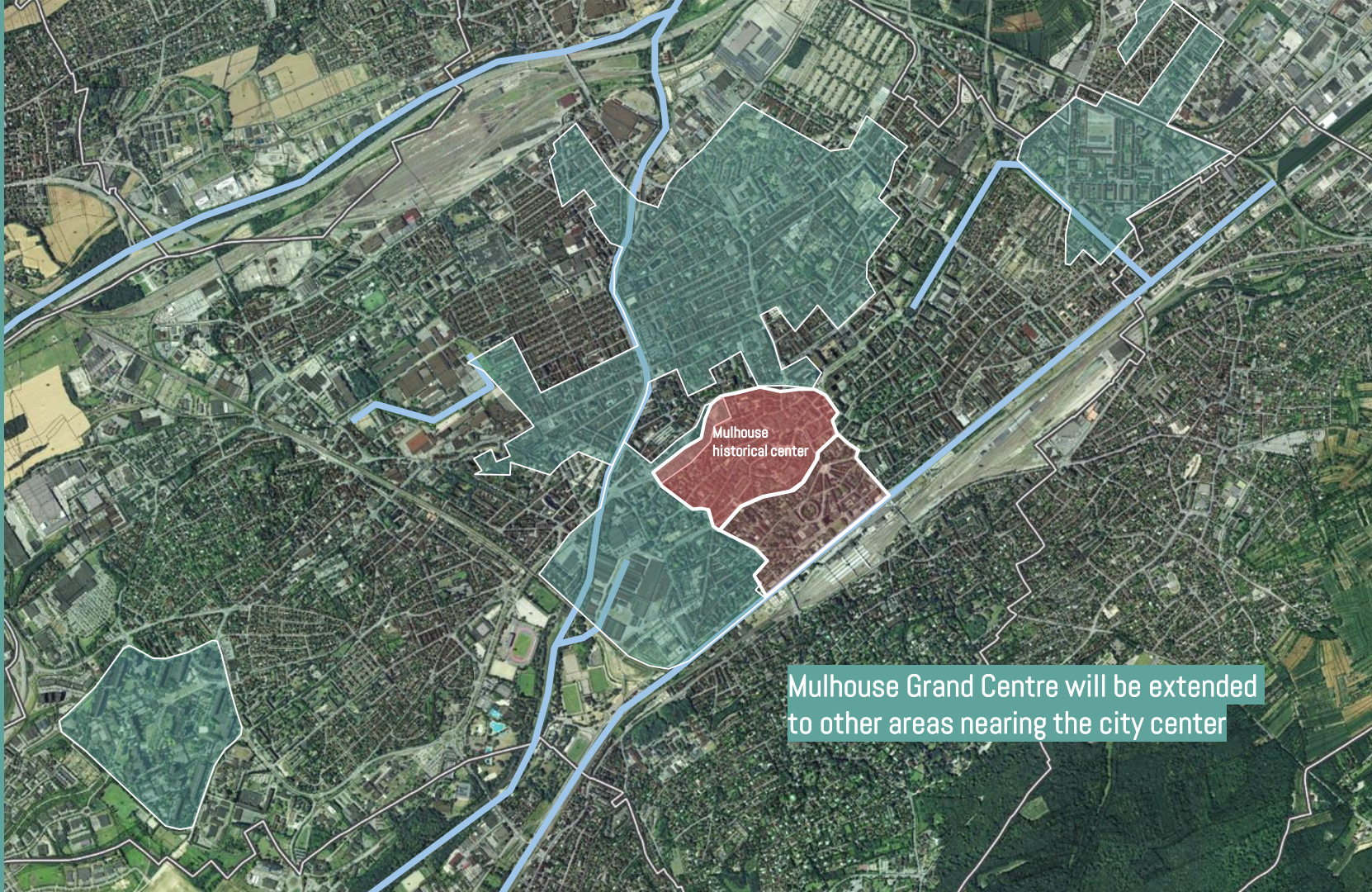
The water in town will be highlighted with the project Mulhouse Diagonales, concerning almost every neighborhood

# Perspectives



An ambitious urban renewal program funded by local and national administrations as well as social housing organisations will impact 40% of municipal population for a total investment of 330 M€.

# Perspectives



Mulhouse  
historical center

Mulhouse Grand Centre will be extended  
to other areas nearing the city center

# Perspectives



Mulhouse climbing center



Alma Leggo



Loft Factory

Mulhouse historical center

Investors are coming back in town with innovative and high-end projects (Loft Factory near KMØ, Alma Leggo next to the city center, Climbing Mulhouse Center in the former DMC factories...)

Thank you

Today Mulhouse is regularly held as an example to follow for its new commercial dynamic.

Even if there are still many challenges, ahead the positive feedback supports future projects.

**DNA MULHOUSE** 19 JUIN 10 MULHOUSE 2017

**COMMERCES** Mulhouse Grand Centre

## Un modèle qui s'impose

Depuis six ans, Mulhouse s'est progressivement métamorphosée avec un centre-ville plus accueillant, des terrasses plus nombreuses. Des locaux vacants ont laissé place à de nouvelles vitrines. Une réussite que va à contrepied de ce que vivent d'autres villes françaises. Le modèle interpelle et est aujourd'hui copié.

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**La baisse des locaux vacants est de -44 %. En septennaire, on dénombre 60 locaux vacants.**

**Mulhouse au rapport...**

**CITE - PERSPECTIVE**

## CENTRE-VILLE LES BONNES IDÉES POUR SAUVER LES RUES MARCHANDES

**LES VILLES DOIVENT ACCEPTER DE CONCÉDER LES LIGNÉES ET DE REVOIR LEUR CERCLE MARCHAND**

Les villes commerçantes de France ne cessent plus d'acquiescer à la dévotion collective. Elles ont compris que pour sauver leurs rues marchandes, elles doivent accepter de concéder certaines de leurs lignes. C'est ce que Mulhouse a fait, et c'est ce que d'autres villes doivent faire.

**ACTIVITÉ PRIMAIRE LE DÉMARRÉ D'UN CENTRE-VILLE**

**L'ALSACE** Mulhouse

19 | ALSDR@ALSAZEMEDIA.fr | MÉRIDIEN 8 NOVEMBRE 2017

**COMMERC**

« Une offre assez incroyable »

# The Guardian

## From bleak to bustling: how one French town beat the high street blues

Mulhouse has turned around its image and now boasts more shops opening than closing, thanks to smart planning, investment and community efforts



Mulhouse has been transformed over the last decade, with a new tram system and improved public spaces. Photograph: Stefan Pingritz/The Guardian

# Example #1

## Fonderie Campus

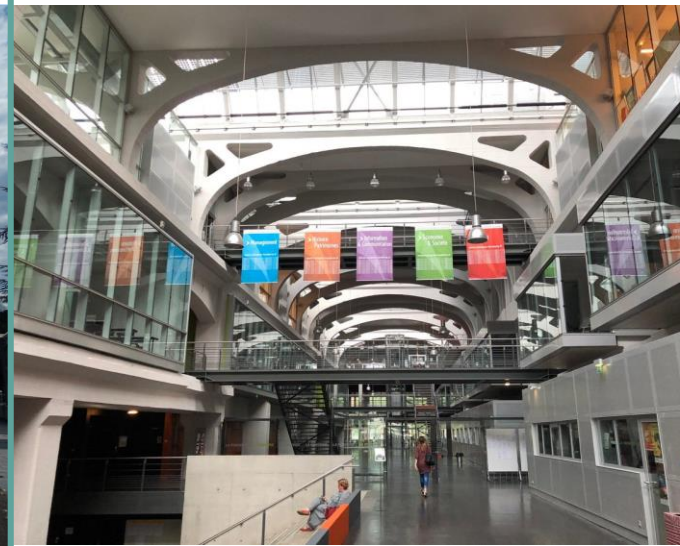
### Fonderie Campus

A derelict foundry kept for its architectural value in 2003



# Example #1

## Fonderie Campus



### Fonderie Campus

Same building after installation  
of the new university  
November 2019

# Example #2

## Porte Jeune

Porte Jeune  
Northern entry to  
Mulhouse center in 2003



# Example #2

## Porte Jeune



Porte Jeune  
Same point of view  
November 2019

# Example #3

## Urban renewal program

First urban renewal program  
Intervention in neighborhoods  
all around the city



## Example #3

### Urban renewal program



First urban renewal program  
Same sites as of today

# Example #4 Mulhouse Grand Centre

2010

Interventions around the  
historical city center



# Example #4 Mulhouse Grand Centre



2019

Same sites as of today