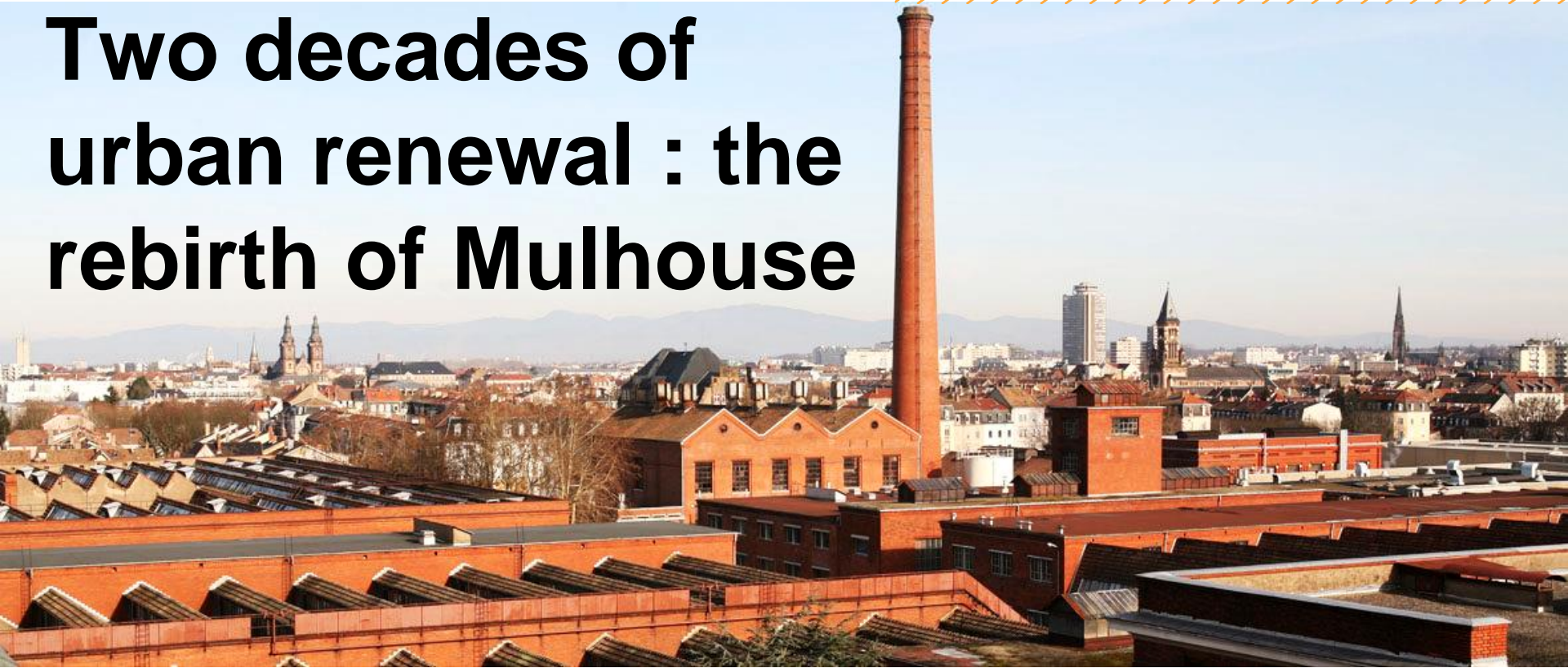




How to rejuvenate a post-industrial city

Two decades of urban renewal : the rebirth of Mulhouse



Mulhouse

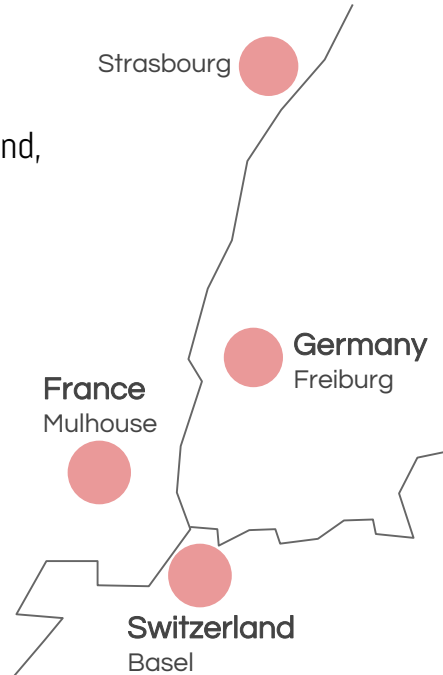
Medium city, singular story

The city has a unique story to tell : from the free republic allied to Switzerland, to the “**French Manchester**” and now a multicultural city which regroups **136 nationalities**.

The town has always had its own way and runs counter to its neighbors by its history, architecture or even its sociology.

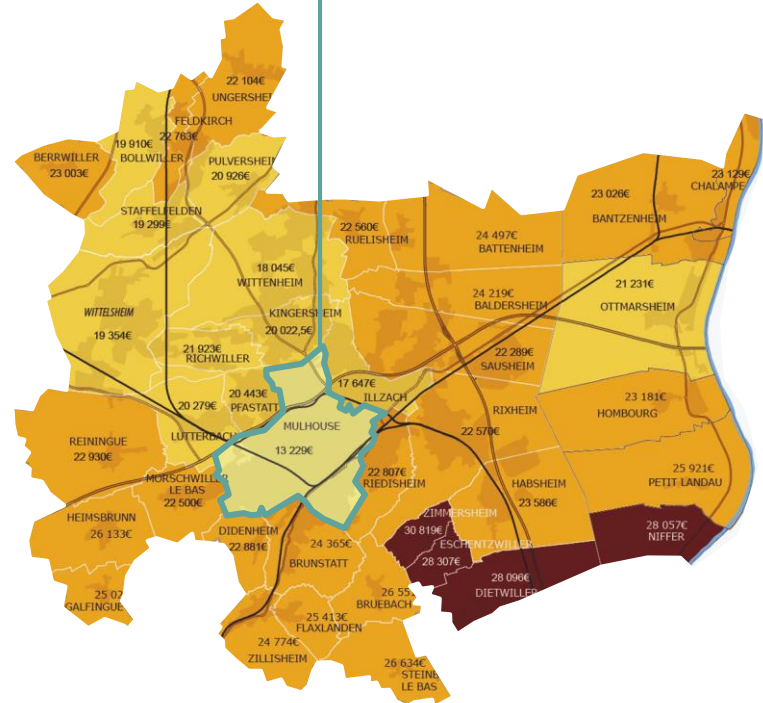
Mulhouse the Protestant grew up in a catholic region and developed its own spirit of discretion. It goes hardly out of the shadow of other radiant cities of the Upper Rhine (Basel, Strasbourg, and Freiburg).

The city doesn't fit in the postcard cliché of Alsace:
a long time weakness, hopefully soon turned into a strength.



Mulhouse In today's reality

The city was built as an “urban patchwork” without proper planning and is made of districts built in the last two centuries for the immediate needs of the factories. It is also to notice that there is **a gap in levels of income and wealth** between side-by-side territories.



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But Mulhouse also hosts:

- A **local ecosystem centered around urban innovation** which has been developed in order to face the city's many crises
- A **habit of collective work** between many partners
- An **ability to reinvent itself** by using its own resources
- A **culture of pragmatism** and discretion as a legacy of its protestant past.

Mulhouse

The early 2000's : a massive decline

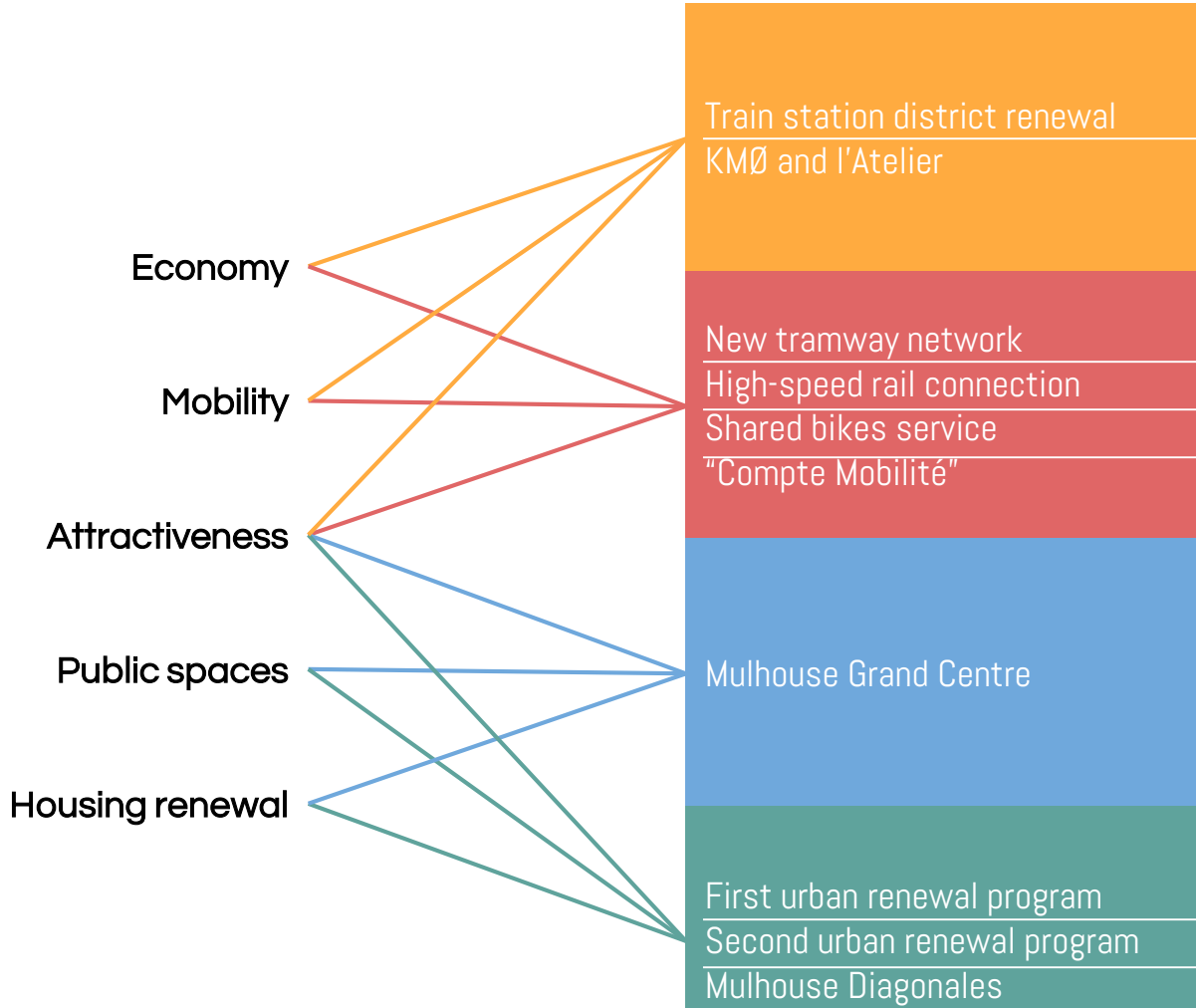
Mulhouse has always relied on economic cycles and the beginning of the 2000's was the end of another:

- **Loss of thousands of industrial jobs**, unemployment and criminality rose to critical levels
- Increase the **middle class flight to the suburbs**.
- Appearance of lots of **industrial wastelands** with polluted grounds and huge empty buildings
- Rise in **commercial vacancy** due to shifting demographics and suburban growth.



The means for a massive intervention

To face economic difficulties and to rejuvenate the city center attractiveness. Strong interconnected actions have been realized since 2003 around five different thematics



Mulhouse

2000-2010: side-to-side initiatives

Construction of Mulhouse's new tramway network:
3 lines (24 km)
and a tram-train line (20 km)



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Mulhouse

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Mulhouse's first urban renewal program:

- Hundreds of houses demolished, reconstructed or renewed
- 10 public spaces redefined
- One of the first French Ecodistrict created (Wagner)
- Renewal and creation of public amenities

Mulhouse

2000-2010: side-to-side initiatives

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Launch of the service of shared bicycles "Velocité" 

Connection to the high-speed rail service (TGV) 

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2008

Housing market crisis

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Mulhouse

2010-2020: success of transversality

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Commercial "Etats Généraux"
organized with all the local actors

Set up of Mulhouse Grand Centre program
Redevelopment of the train station district which will grow to become an
area of activity for Mulhouse urban area.



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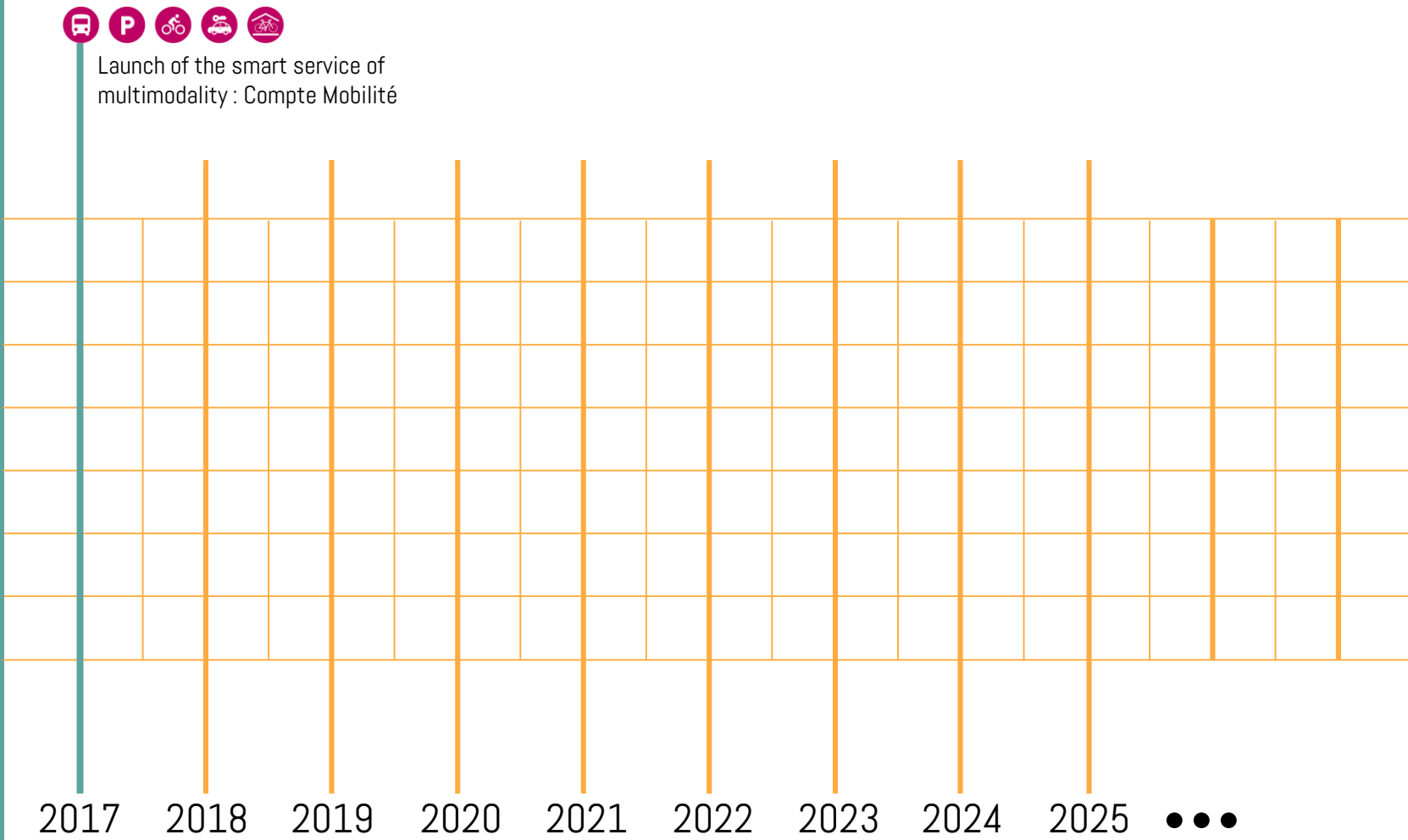
Inauguration of KMØ
Mulhouse own digital
incubator



2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020

Mulhouse

2019-2025: expansion to the whole city



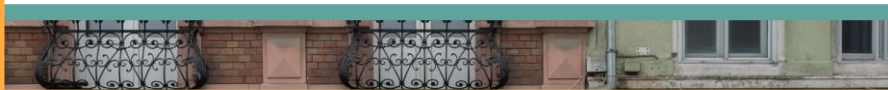
Mulhouse

2019-2025: expansion to the whole city



Launch of the smart service of multimodality : Compte Mobilité

2019 – 2025: Second urban renewal program



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2025



Mulhouse

2019-2025: expansion to the whole city



Launch of the smart service of multimodality : Compte Mobilité

2019 – 2025: Second urban renewal program



2019: Launch of Mulhouse Diagonales program for a "green and blue city"



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Mulhouse

2019-2025: expansion to the whole city

