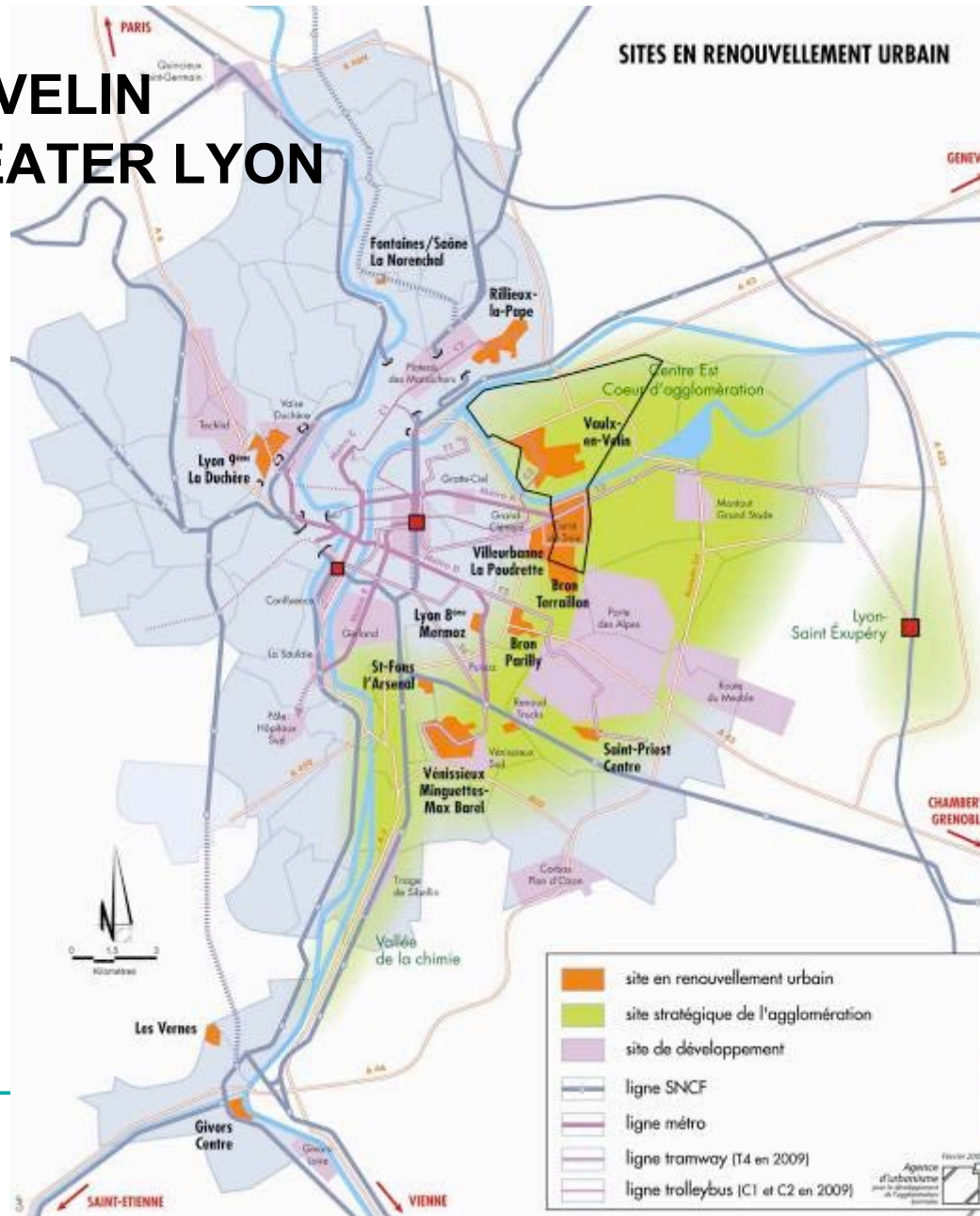


Economic development strategy in integrated urban development projects

Vaulx-en-Velin city Local Action Plan

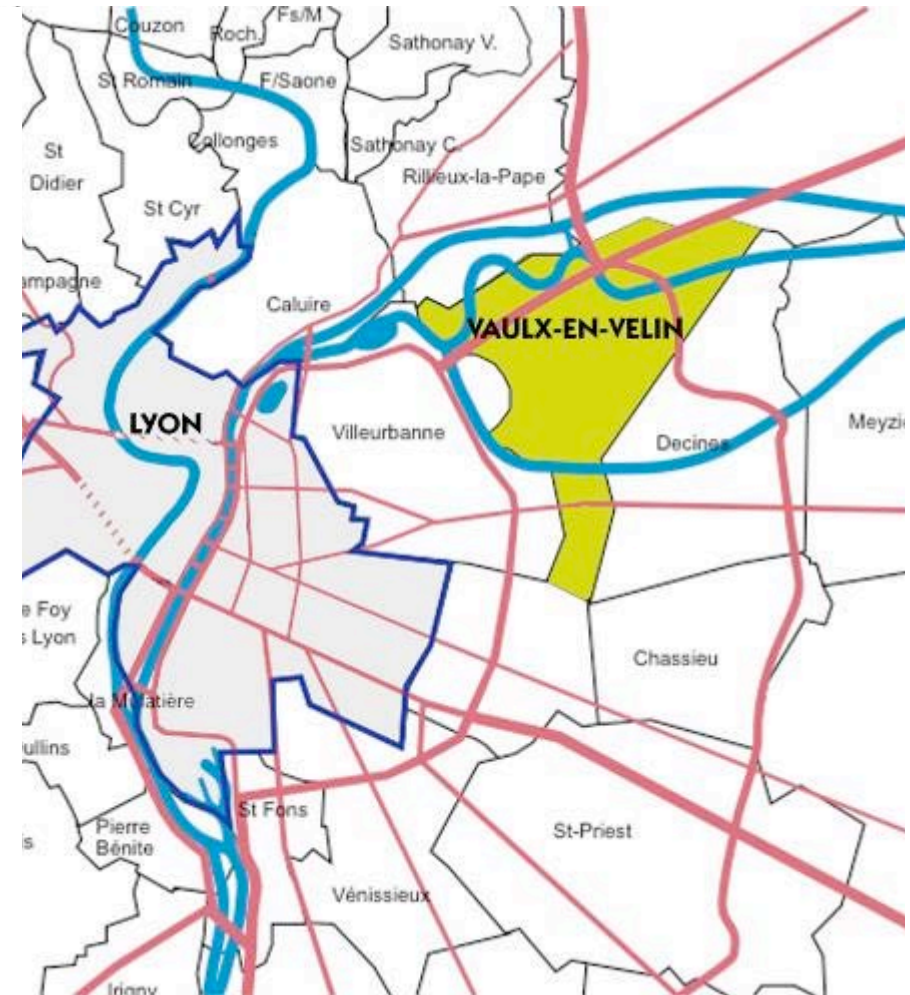


VAULX-EN-VELIN IN THE GREATER LYON



Geographic information

- > **Member of the urban community of Lyon**
Greater Lyon: 57 communities, 1,2 million inhabitants
- > **Places 20 mn from Lyon**
- > **Access by public transportation:** tramway T3, metro A, trolleybus C3, bus
- > **By road:** Orbital road L. Bonnevey, Rocade Est, highways A42 et A46
- > **Surface:** *2094 Ha, among which 57 % of green or protected spaces (Park of Miribel Jonage, Park of Rize)*



Vaulx-en-Velin Key numbers

- > **Population:** 42 000 inhabitants
- > **Surface:** 20,94 km²
- > **Green and Protected spaces:** 1190 ha
- > **Density:** 2000 hab/km²
Lyon: 8680 hab/km²



- > **Number of beneficiaries CAF (SOCIAL OFFICE):** 9240

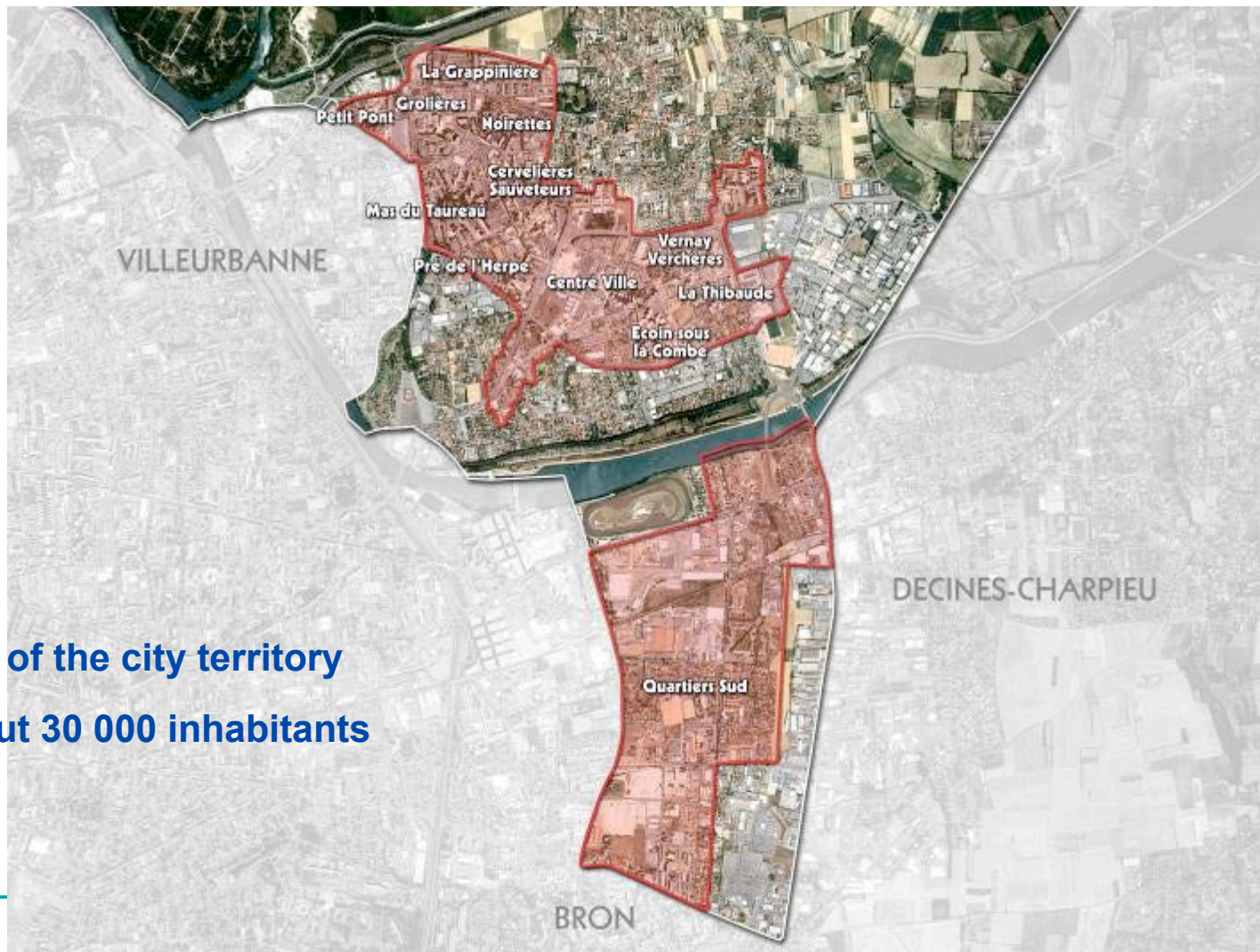


- > **Tax revenues by home:** 10 917 €
Grand Lyon: 21 549 €

- > **Number of companies:** 1600
- > **Number of employments:** 16 000
- > **Unemployment rate:** 23,4%
Lyon: 8,8%



URBAN REGENERATION CITY AREA

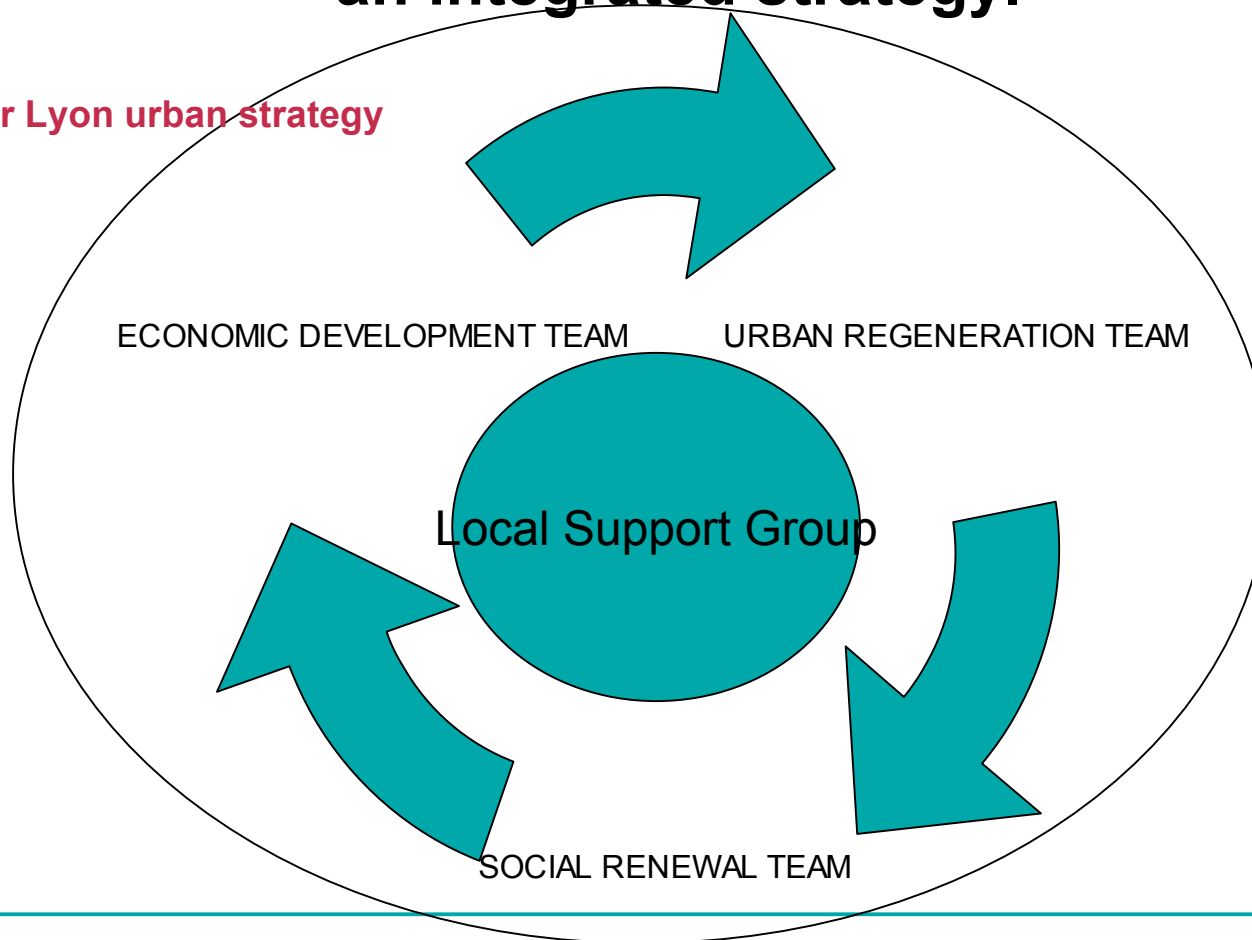


- 80% of the city territory
- About 30 000 inhabitants

URBAN REGENERATION, SOCIAL RENEWAL AND ECONOMIC DEVELOPMENT:

A virtuous partnership with a real public policy for an integrated strategy.

Greater Lyon urban strategy



Economic development and Urban policy

- Economic development was a little axis taken into account by Urban policy
 - Before the creation of the 1st TFZ generation in 1997, City policy considered economic development only through employment.
 - Attract companies and offer advantages to facilitate the economic revitalization of districts in trouble.
 - Activity creation by itself it is not enough to generate economic development.
 - The effects have to be seen in terms of added value and consumption on the territory.
-

PROBLEMATIC

- How do actions of urban and economic development impact the social life of districts?
 - How are economic development and urban projects interrelated?
 - What tools are to be implemented to start and develop this dynamic?
-





The program of urban regeneration by itself is not enough to increase territorial development...

- ...if it is not backed by economic development.
 - These projects have to take into account local characteristics and populations concerns to bring long-lasting solutions.
 - These projects have to take into account local characteristics and populations concerns to bring long-lasting solutions.
 - Combine the strategies to facilitate the relationship between local economy and local employment.
-

THE IMPACT OF THE URBAN REGENERATION ACTIONS IN ECONOMIC LIFE

Development of the real-estate and of the
commercial offer



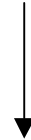
Develop private real estate ownership

Attract and increase the number of companies

Increase the commercial offer to the inhabitants
and the local employees of companies

IMPACT OF URBAN REGENERATION ACTIONS IN URBAN LIFE

**Urban renewal: demolition / reconstruction
and new real-estate programs**



Rehabilitation of housing for the inhabitants

New owners in the city (social cohesion, new
population pyramid)

IMPACT OF URBAN REGENERATION ACTIONS IN SOCIAL LIFE

- Formalization of the underground economy
 - Reduction of the rate unemployment
 - Increase of the living standard
 - Improvement of the creators' social welfare
 - Reduction of the poverty rate
-

INTERRELATIONSHIP BETWEEN ECONOMIC DEVELOPMENT AND THE URBAN REGENERATION PROJECT

- Shops center renewal : new city center, Mas du taureau, Grappinière, Carré de Soie
 - Establishment of new companies : private real-estate
 - Permutation of function : public real-estate
-

Tools that accompany the economic development in the urban project

Tax free zone
Incubator Carco,
Activity development accompaniment plan,
Organization of young entrepreneurs,
Small businesses accompaniment,
Shop of Initiatives
Incubator of social entrepreneurship
Fair trade logistic unit

Which advantages for the area ?

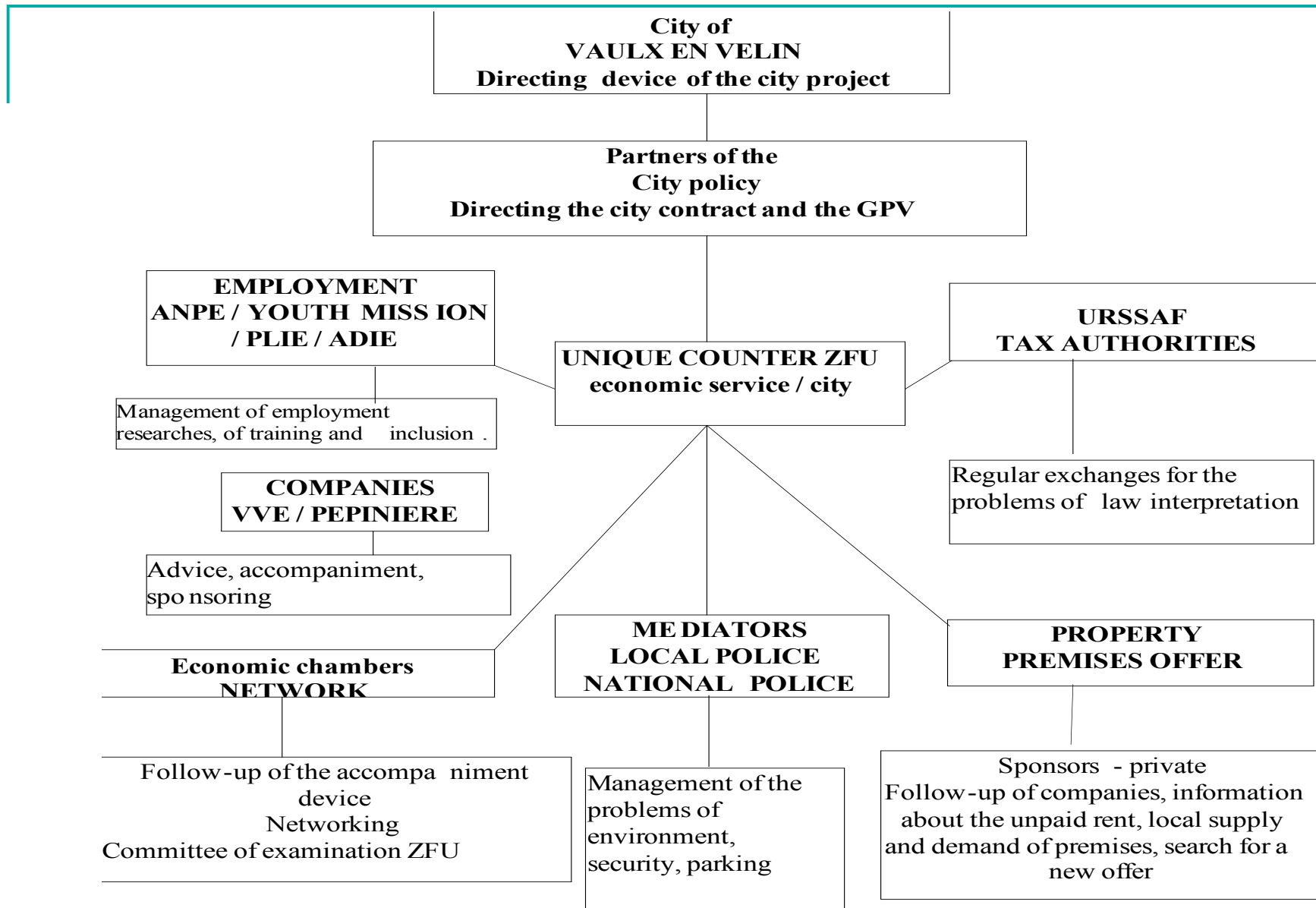
- Companies and employment development
 - Save employments
 - Cooperation between Greater Lyon's cities.
 - Significant urban investment (Urban Regeneration Trophée 2007)
 - Increase the real estate standing
 - Inclusion of deprived areas within the city and the Greater Lyon
 - Brand image
 - Consolidation of convenience stores
-

Objectives of the urban tax free zone

- **1/ Economic regeneration of areas in crisis**
 - **2/ Creation of employment that must benefit local jobs**
-

Some elements of the ZFU of Vaulx

- Surface: 224 hectares (Bordeaux, Marseille: 500 hectares, a good part former industrial sites); approximately 40 % of the commune.
 - 25 000 inhabitants (Total: 45 000)
 - 32% of young people are less than 20 years old.
 - Weak schooling of young people (50% 19-24 y.o.)
 - Weak level of training (15% finish high school and more)
 - 25% unemployment rate
 - 21% of foreigners
 - Degraded image of the districts (exemple Mas du Taureau)
-



ZFU's outcome

- Plenty of new start-ups
 - Which create employment...
 - Of the same nature as somewhere else...
 - Which benefit local employees...
 - Important decrease of companies' mortality rate...
-

Companies and employees... 10 years later !

01/01/1997 Beginning of the ZFU :

1600 employees for 350 companies within the ZFU

January 2007 :

3900 employees for 995 companies within the ZFU

January 2007, Vaulx-en-Velin city : 14 000 employees for 2000 companies

Articulation of the tools in Vaulx-en-Velin

Detection of projects/initiatives within the municipality:

GJC, SAP



Accompaniment of tax-free zone project contractors

Technical and financial accompaniment before the creation and the beginning of the activity: Incubator for general activities, incubator for social economy agents

Post creation accompaniment : TFZ of Greater Lyon

URBAMECO
ECONOMIC DEVELOPMENT OF THE
TERRITORY 2009

Incubator for social economy contractors
Fair trade market logistic unit
Second chance school
