

PRESS RELEASE

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Balancing growth and land use restraint in the Vannes metropolitan region

Set by setec: working toward a successful transition to land use restraint in regional areas

Net Zero Artificialisation presents a challenge for local authorities, particularly in the context of the property crisis and land availability issues, which are especially acute in high-demand areas. The study carried out by Set by Setec, a new subsidiary of the Setec Group, for the Vannes Urban Community in the Gulf of Morbihan, Brittany, highlights the importance of territorial engineering and digital tools to support land use decision-making for the success of policies aimed at achieving Zero Net Land Take.

Like all local authorities, the CA Vannes Golfe du Morbihan Agglomération is concerned by the implementation of the Zero Net Land Take objective defined by the Climate and Resilience Law of 22 August 2021. In this attractive region, land resources, which are particularly coveted, are becoming an eminently strategic issue with multiple challenges: meeting the needs generated by residential and tourist appeal, preserving the population-employment balance in the area by enabling the development of economic activities, particularly industrial activities, in line with the "Territoire d'Industrie", (Industrial Territory), project supported by the region, and preserving the remarkable living environment as well as the Natural Agricultural and Forest Area.

Almost 50 hectares of potential land identified in existing business parks

In this context, the strategy for optimising land use in business parks defined by GMVA (Gulf of Morbihan Vannes Area) with the support of the Set by Setec consultancy is a decisive lever in enabling the region to follow a sustainable path towards zero net development.

"The study identified, verified and prioritised nearly 50 hectares of potential land for densification in existing business parks. This work was carried out in collaboration with the urban area and the municipalities, in particular thanks to Urban Set, our collaborative land intelligence mapping tool, which enabled stakeholders to contribute to and monitor the results of this land survey." Baptiste Baurens, General Director of Set by Setec.

The land intervention strategy in ZAE¹ also made it possible to estimate land and property needs by type of activity (crafts, industry, tertiary sector) and to prioritise interventions according to business parks and land potential. Ultimately, it provides elected officials and technicians with a concrete, regionalised vision of the land potential to be mobilised by 2040 in order to accommodate 12,000 additional jobs in the region and, in doing so, meet the needs of a rapidly growing population. By 2040, SCOT² predicts that more than 30,000 new residents will settle in the region.

¹ Economic Activity Zones

² Territorial Coherence Scheme: urban planning document that determines the development guidelines for a territory

A new approach for the region

The approach made it possible to overcome two main obstacles. The first was to help elected officials understand and identify levers for actions related to the ZAN. Today, they are driving forces in advancing land management and intervention tools. The second was to build a shared vision among the urban area's departments on the eminently multidisciplinary subject of economic land use. Stakeholders emphasise that in order to establish this vision, it was essential to share the diagnosis upstream on the one hand and to revisit the land use planning strategy on the other.

In this regard, Eric Hallereau, Deputy General Director of Planning and Economic Development for the Golfe du Morbihan Vannes Agglomération, states: *"Although the primary objective was economic, the Set by setec study enabled us to examine governance and initiate collaborative work between departments on the overall land use strategy for the region, in relation to housing, facilities, etc."*

Urban Set, a collaborative tool for understanding the region

As part of the study, and at all stages, Set by Setec used the collaborative mapping tool Urban Set, which provides the information needed to manage land strategies, particularly in economic areas.

Eric Hallereau, Deputy General Director of Planning and Economic Development for the Golfe du Morbihan Vannes Agglomération, explains: *"Two aspects were decisive in our choice of this study via Urban Set: the collaborative aspect and the development of the skills of the local teams in using the GIS³ tool. We were able to identify potential land use opportunities and improve the quality of information by classifying these possibilities in terms of regional challenges, constraints (particularly environmental), location, etc., before ranking them in order of priority. This detailed classification and information sharing makes Urban Set a valuable tool for regional memory."*

Following a training session, two agents took charge of the mapping tool. *"The tool is intuitive and has the ability to process information comprehensively, in that it combines the functionalities of several different tools currently used by the local authority,"* explains Nathalie Moriniaux, Development and Planning Research Officer, and Erwan Lepinay, Head of the Business Support Department, Economy, Employment, Training and Innovation Division.

Their work at Urban Set has enabled them to capitalise on their respective knowledge of the region and potential land use opportunities.



Visualisation of land potential from different sources, aggregated and classified in Urban Set by category: vacant land (green), underdeveloped built-up land (yellow), land containing buildings (blue)

³ Geographic Information System

About Setec

Founded in 1957, setec is an independent, multidisciplinary engineering group with a presence in 20 countries, wholly owned by its employees. They design and implement major projects in the fields of buildings, infrastructure, transport, the environment, water management, energy and urban development. They share the ambition of providing sustainable solutions to the challenges and major transitions of today and tomorrow. The group's 4,000 employees are driven by the Engineers and Citizens approach, embodied by four values: "excellence", a prerequisite for accessing stimulating projects; "people first", because working together in small teams is a guarantee of success; "free to dare", because proposing innovation and new methods enables progress; and "committed, honest and responsible" to shape more responsible territories.

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About Set by Setec

Set by setec is a subsidiary of Setec specialising in land and territorial decision-making support. Set by setec provides land use planning professionals with tools and services that help them make informed decisions and guide their strategies.

About Urban Set: a platform for land and territorial decision-making

Set by Setec has developed Urban Set, a land, urban and environmental intelligence platform.

Designed by and for land and spatial planning professionals, supplied ready to use (with the data and features needed for everyday use), URBAN SET provides access to a comprehensive cartographic overview that is both:

Multi-thematic: it allows users to consult land use planning data (urban planning, land, development, housing, economic development, environment, mobility) and cross-reference it with project data to highlight potential impacts, opportunities and risks.

Temporal: it allows to visualise the planning and progress of strategies and projects over time.

Operational: it allows to generate maps, phasing, dashboards and reports to monitor land, development or real estate operations.

Collaborative: it allows key data to be consulted, validated and capitalised on collectively.

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