

The DMC site



The DMC site is the largest disused industrial site in southern Alsace. The challenge of its transformation today concerns 12 hectares and 100,000 m² of built surface area within a site that covers a total of 70 hectares, in the heart of Mulhouse.

It is a heritage complex of major, European-level interest, which represents a formidable development potential for the urban area. The industrial architecture lends itself to numerous changes of use and offers an unparalleled development potential at the scale of the Upper Rhine basin.

Although the site still contains few activities, it was nonetheless the subject of a study by Reichen et Robert in 2012. This study highlighted the value of transforming the site into a mixed-use place, welcoming in particular new forms of economy. The study proposes a master plan built around 4 purposes: a city of arts and creation, a city of enterprise and knowledge, a city of leisure and initiatives, and a city of reuse incorporating residential functions.

From an urban planning standpoint, the principle is to reduce car traffic as much as possible at the center of the site, to facilitate openings onto the city via soft/active transport, and to organize outer loops with parking areas.

Today, the site is attracting interest from project developers, particularly from emerging, solid, job-creating sectors of the economy. The owner has shifted from a conventional development-project approach to a «bottom-up» logic, in which opportunities help shape the project as it goes.

The DMC site is nominated for IBA Basel 2020.

