



'Heritage preservation' Contest Prizegiving ceremony 'Tree avenues'



Contest rules
www.sppef.org/prix/



31rd August 2016





France's officially-recognized **Société pour la Protection des Paysages et de l'Esthétique de la France** (SPPEF) is a national association founded in 1901 that is committed to the protection of the landscape and the environment. It has been recognized to be of public interest since 1936 and has been an approved environmental-protection body since 1978. Attached equally firmly to the landscape and to buildings since its creation, SPPEF has initiated legislative projects such as the first law on environmental protection (1906) and the law against invasive advertising (1910).

SPPEF works in many fields: protection of environmental, landscape, and property assets; compliance with urban planning regulations; preservation of the integrity of public heritage, preservation of secondary public-heritage sites; preservation of 20th-century architecture.

Through an abundantly documented annual review, information bulletins, and publications on its website, SPPEF strives to raise public awareness of current events concerning national heritage and to raise the alarm when necessary. It also gives advice on legal aspects of national heritage and the environment and, through its participation in important public consultative bodies such as France's national heritage list (*Commission Nationale des Monuments Historiques*, *Commission Supérieure des Sites*) and the various regional committees involved, ensures continuous lobbying of public authorities.

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The 'Heritage Preservation' contest was initiated in 1988. The 197 prizes that have already been awarded represent a sum of 450,000 euros, with additional prize money from public and private funds. Wanting to be more specific in its action, SPPEF has now created two new prizes in keeping with its dual field of activity, i.e. the landscape and public heritage: one prize is for tree avenues and one is for finishing work on buildings.

The prize for tree avenues is intended to encourage the preservation, maintenance, and planting of tree avenues. It is open to regional councils at the level of France's *départements*, to towns and cities, conurbations, associations, professionals, and private individuals.

Our prizes, medals, and diplomas are awarded by a juries made up of representatives of the ministries in charge of ecology and culture, together with renowned personalities.

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Tree avenues lining roads, paths, or canals are an important aspect of Europe's cultural heritage. Through its formal garden landscaping, France has played a leading role in their development. In addition to the cultural aspect, studies have shown their positive contribution to the preservation of biodiversity, to the combat against atmospheric pollution, and to road safety. Tree avenues have a strong effect on landscapes, and surveys show that people are very fond of them.

As part of work related to the European Landscape Convention, the issue of tree avenues has been addressed by a report published by the Council of Europe: "Road infrastructures: tree avenues in the landscape". The report looks at best European practice and gives recommendations for ensuring that the asset is safeguarded.

More about tree avenues can be found in issue 222 of the review *Sites & Monuments* (November 2015) published by SPPEF.

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Contest rules

1. Subject

The contest is open to all local actions that contribute to the preservation of tree avenues, i.e. roads, paths, or waterways lined with trees.

It concerns:

- actions associated with ensuring a durable presence of tree avenues (maintenance, restoration, planting, training, scoping studies, research, etc.)
- funding operations and actions for generating economic benefits (tourism, nurseries, etc.)
- actions related to communication and events, and actions for raising the awareness of professionals and the general public
- actions for protecting assets.

The contest will be judged in the light of the report “*Road infrastructures: tree avenues in the landscape*” published by the Council of Europe and its recommendations (the report can be consulted on the SPPEF website: www.sppef.org/prix/).

2. Participation

The contest is open to regional councils at the level of France’s *départements*, to towns and cities, conurbations, associations, professionals, and private individuals who own tree avenues.

3. Entry file

To be a valid entry, the file must be presented by a person representing the entity entitled to enter the contest.

The entry file must comprise the following documents presented in a display book (bound transparent plastic pockets):

- an introductory note describing the action(s) entered into the contest
- a map showing the location of the tree avenue(s) concerned
- captioned colour photos (13 cm x 18 cm format recommended; avoid photocopies)
- wherever possible, a file presenting the history of the avenue(s) concerned
- if applicable, a press kit
- the introduction form presenting the main features of the action(s) entered into the contest; the form can be downloaded from the SPPEF website, www.sppef.org/prix/ (it can be filled in on-screen).

The association may reject incomplete files.

If the entrant wishes the document to be returned after the contest, a sufficiently large stamped addressed envelope with appropriate postage should be included. However, entrants must bear in mind that winning files will be kept by the association.



4. Entry – Closing date

Files must be delivered (by post or by hand) to the following address:

SPPEF
"Concours allées d'arbres"
39, avenue de La Motte-Picquet
75007 Paris
France

The closing date for reception of files is: **April 30, 2016**

5. Jury

The jury will be made up of representatives of the government services and companies providing prize money, renowned personalities, and representatives of the association. It will convene at the SPPEF headquarters.

6. Criteria for attributing prizes

Prizes are attributed in particular for actions that:

- help ensure the sustained presence of existing assets (tree-friendly management procedures, for instance)
- help restore assets through fill planting
- contribute to the planting of new tree avenues under conditions that ensure perception of the link between the road, canal, etc. and the tree alignments, that that enable the rows of trunks to be seen, and that, eventually (except in the case of architectural pruning) form an arch above the road, etc.
- take account of the cultural and environmental value of tree avenues and, at the same time, their contribution to the landscape, to road safety, to well-being, and to the economy
- foster interaction between different skill sets,
- encourage the public to participate and take responsibility
- are designed for the long term
- relate to legal defence.

7. Types of prizes

Prizes may be of different kinds: money, medals, and diplomas.

8. Prizegiving ceremony

Prize winners will receive individual notification of the dates and venues of prizegiving ceremonies.

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Société pour la Protection des Paysages et de l'Esthétique de la France

Dans le cadre de la conférence internationale du réseau Infra Eco Network Europe (IENE) sur le thème « Intégrer les infrastructures de transport dans les territoires vivants »,

Maguelonne Déjeant-Pons, Secrétaire générale de la Convention européenne du paysage,

Pastèle Soleille, Sous-directrice de la qualité du cadre de vie au Ministère de l'Environnement, de l'Energie et de la Mer,

Alexandre Gady, Président de la SPPEF (Sites & Monuments)

ont le plaisir de vous inviter à la remise des prix du premier concours des « Allées d'arbres »



le mercredi 31 août 2016, à 17h30
6, cours Albert-Thomas, Manufacture des Tabacs
(salle D) 69008 Lyon



Les lauréats désignés sont :

- l'association du Gothique Frémissant, pour son projet de valorisation de l'« allée-cathédrale » d'Heudicourt (Eure), en association avec la commune, la communauté de communes, le Pays du Vexin normand, le Département, les offices de tourisme et la Région
- la commune de Beaurecueil (Bouches-du-Rhône), pour son projet de restauration de son allée de mûriers
- l'association de Sauvegarde du patrimoine de Joué-du-Plain, pour son projet de renouvellement de l'allée de Joué-du-Plain (Orne), en association avec la commune, les riverains et les parrains et mécènes
- le conseil départemental de la Haute-Garonne, pour sa politique générale de gestion de ses allées d'arbres
- l'association Pelouse et Environnement, pour son projet de sauvegarde de la « Pelouse » de Montgeron (Essonne), en association avec la commune.

L'inscription, gratuite, est obligatoire pour pouvoir accéder au site et assister à la remise de prix, y compris pour les lauréats. Les organisateurs de la conférence IENE offrent par ailleurs un accès gratuit à la session « 1.7 Tree avenues and biodiversity (iene-conferences.info/index.php/conferences/2016/schedConf/schedule) » qui précède la remise de prix, avec 6 exposés en anglais et français portant spécifiquement sur les allées d'arbres. **Les inscriptions se font exclusivement par mail à l'adresse : iene@sppef.org avant le 15 août, en précisant impérativement le nom et la fonction des participants ainsi que s'ils souhaitent s'inscrire à la « session 1.7 de la conférence ».** (Si vous souhaitez assister à d'autres sessions de la conférence, vous devrez vous charger vous-même de votre inscription, payante, sur le site IENE).

Association fondée en 1901, reconnue d'utilité publique (1936), agréée (1978)
39, avenue de La Motte-Picquet, 75007 Paris - Tél : 01 47 05 37 71

Site : www.sppef.org - Courriel : contact@sppef.org twitter.com/SPPEF - facebook.com/sitesetmonuments
dailymotion.com/SPPEF

Association du Gothique Frémissant

'Cathedral avenue' in Heudicourt (local highway No. 13) - Eure – Double tree avenue – 1.1 km – 571 trees (plane and lime trees)



The initiative under way since 2010 is a 'living' extension of the Heudicourt site's 1948 listing as a place of special interest. It stands out by its originality, putting the emotion induced by aesthetics and artistic creation at the service of preservation of the avenue through promotion, management, and legal protection.

Among the factors appreciated by the jury are the artistic demonstration of the architectural character of the avenues and recognition of the importance of naming as a means of existing.

The jury appreciated the vibrant dynamics of the project, the pronounced integration of tourist appeal (including a wide range of associated actions) into the amenity provided for the local population, and the consideration of aspects related to history, landscape, and biology.

It took special note of the issues arising due to the types of stakeholders: the trees, on private property, lining a busy local road.

It also remarked the highly professional approach of the initiative and was pleased to observe the success of a highly diversified funding drive that included appreciable private-sector contributions: exhibition (€5,000) - 100% Normandy Impressionist Festival; projection mapping video (€105,000) - 38% subscriptions and donations (including wealth tax and crowdfunding), 20% insurer MATMUT, 20% Municipality of Rouen, 5% SNCF, 5% Région Haute-Normandie, 5% Communauté de Communes du Canton d'Étrepagny, 5% tie-in projects, 2% Fondation des Parcs et Jardins de France; pruning (€5,000) - 100% private owner.

The jury applauded the success of the 'Gothique Frémissant' exhibition ('Quivering Gothic' – projection of a video of the tree avenue onto the vault of the nave of a church) and the interest shown in the project by elected representatives at all levels.

Showcasing of the ecological and environmental dimension and the contribution to creation of a European Cultural Route for tree avenues will undeniably underpin the successful endeavours undertaken since 2010.

Beaurecueil (Bouches du Rhône)

Mulberry tree avenue (local highway No. 58) - 935 m - 107 trees



The town's determination to preserve an avenue of mulberry trees, a rare vestige of the raising of silk worms, is a key element in the prize-winning project. Quite apart from this testimony to a bygone economic tradition and a specific pruning method (pollarding, which produces abundant foliage), the avenue is an important support for biodiversity, in addition to its role in a landscape that is appreciated by local residents and tourists alike. Located in the Grand Site de la Sainte Victoire, where it leads to the village and castle of Beaurecueil, it is thus a seedbed for enormous positive synergies.

The jury was conscious of the modest scale of the financial and technical resources available for the project, something that is representative of the situation of many small towns.

Living science—in this case that of trees—is exciting but complex. The technical fact sheets drawn up by CAUE 77 (www.arbres-caue77.org – under 'Conseils') and by the Municipality of Geneva (http://ge.ch/nature/media/nature/files/fichiers/documents/4_travaux_proximite_arbres_29_08_bd.pdf) give important benchmarks for ensuring the proper maintenance of existing trees and the success of new planting. Diagnostic appraisal by a stringent independent ornamental arboriculture expert is vital for assessing the condition of the asset and its viability, and for determining the conditions for renewal.

The jury savoured the idea of sponsorship by schoolchildren. Promoting the existing tree avenue and its maintenance calls for active communication, which will benefit all the more if it is participative.

The prize was awarded to encourage a broad and generous approach to this preservation project.

Association de Sauvegarde du Patrimoine de Joué du Plain

Tree avenue – Local road (Orne) - 1 km – 360 trees (chestnuts, replaced by beeches)



Faced with the risk that the existing trees and/or their branches might fall, and the fear that adjacent landowners might disfigure the avenue, an audacious project was implemented; it involved complete replacement, in one fell swoop, perpetuating the history of the avenue and retaining the same distances and proportions as the original, and also preserving one healthy chestnut tree.

The jury appreciated the fact that this choice was not simply motivated by a desire to avoid complications. A fondness for the existing avenue and the hope of recreating a landscape that will spark the same emotions can be clearly seen.

The jury appreciated the energy deployed to convince the population and adjacent farmers of the merits of the project, despite lack of resources, and the materialization of agreements by means of contracts. It applauded the highly successful initiative undertaken to source funding, in large part obtained from the private sector: the total cost of €64,000 was funded for 53% by donations from private individuals and sponsors, 46% by the sale of the wood, and for 1% by the municipality.

The jury observed the substantial communication campaign that took many forms and addressed different communities, the local economic benefits derived from the project, and its participative and pedagogical dimensions.

It is a tree avenue that deserves to be monitored and documented – its contribution to the landscape will soon be tangible.

Haute Garonne county council

County tree avenues – 1,000 km – 62,000 trees (plane, ash, lime, maple, oak, elm, chestnut, zelkova, etc.)



The jury appreciated the coherence of the project for preserving the tree avenues in the Haute Garonne *département*. It involves applying good tree management practices, taking account of the varying characteristics of different road types, experimenting with audio-tactile edge lines to prevent run-off-road accidents, and strict handling of conflicts with adjacent property owners, who are duly reminded of the advantages that pleasant tree avenues provide.

The jury appreciated the existence of young avenue trees which are vital for ensuring the future of the concept, with different planting distances taking account of local characteristics. It noted with interest that the manager maintained full responsibility, in conjunction with local authorities, and strived to share best practice with contractors and the public (particularly by means of on-line guides and avenue projects with a pedagogical component).

It is expected that the project will continue to be enriched by local integration of the historical aspect of the avenues and their role in terms of biodiversity, and by active communication and promotion initiatives—with a strong focus on tourism—that will garner the involvement of the population and elected representatives.

Association Pelouse et Environnement

“La Pelouse” in Montgeron (Essonne) – two tree avenues lining a grassed space – 1.4 km – 625 trees (lime trees, with some planes and maples)



The jury was alert to the issues surrounding ‘La Pelouse’, relating to the quality of the original scheme, its judicious use for structuring 20th-century urban development, and its contemporary social importance, which is well documented.

It appreciated the duration of the commitment and the diversity of the actions undertaken: monitoring, historical research, site surveys, maintenance, exhibition and commented visits, support for the local authority.

It took special note of the ‘broadened’ vision that governed initiatives, with work on signage and on the manner in which the boundaries of private properties were handled, and of the good sense of some of the solutions proposed (shrubs to prevent graffiti on walls).

The jury also looked favourably on the strategy adopted, involving creation of a common culture shared by volunteers, technicians, and elected representatives, and expression of that common culture in a charter, which is a step towards legal protection of even greater reliability than the current commitments.