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Strategies for localisation of third-places

Heterogeneous logics

Maxime Petitgas, Claudia Ximena Lopez-Rieux, Corinne Siino, Mathieu Vidal
With the participation of Martin Joffrion, Tanguy Kerlau, Romane Serrano

Context

Questioning :

What are the factors and logics driving the establishment of third-places in the territories of Toulouse Métropole, the Sicoval and Pays Portes de Gascogne ?

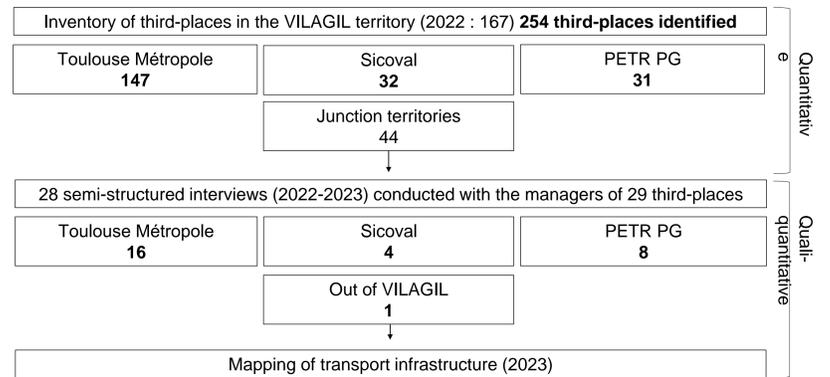
Hypothèse :



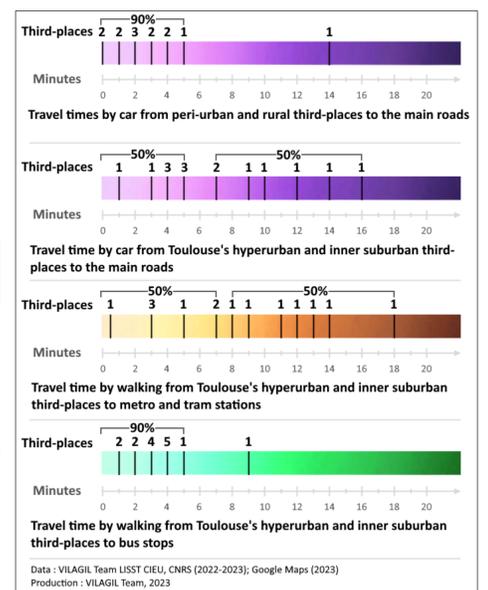
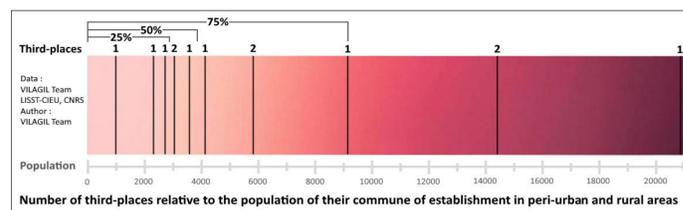
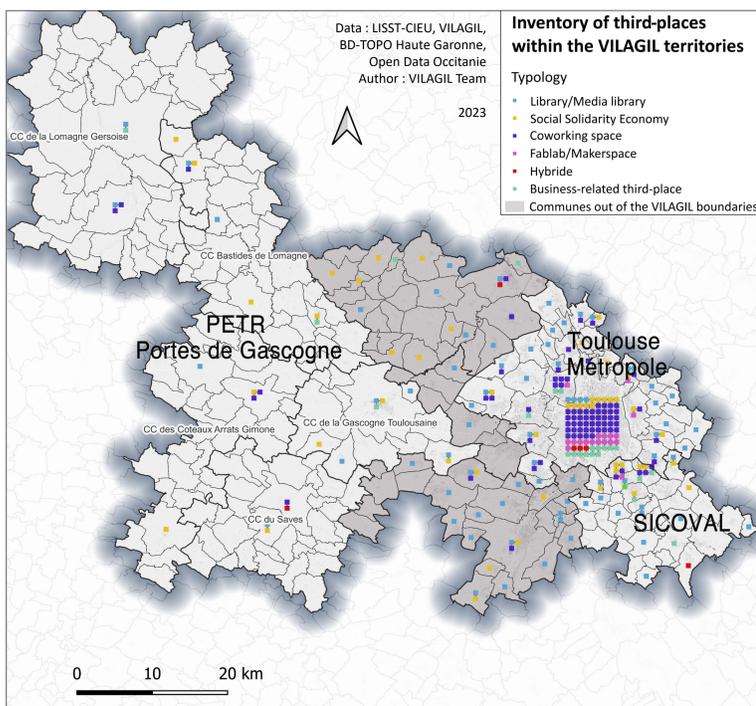
Scientific goals :

- Understanding the distribution of third-places in relation to the diversity of their territories ;
- Identifying the spatial, social and political determinants of the establishment of third-places in Toulouse Métropole, the Sicoval and Pays Portes de Gascogne.

Methodology

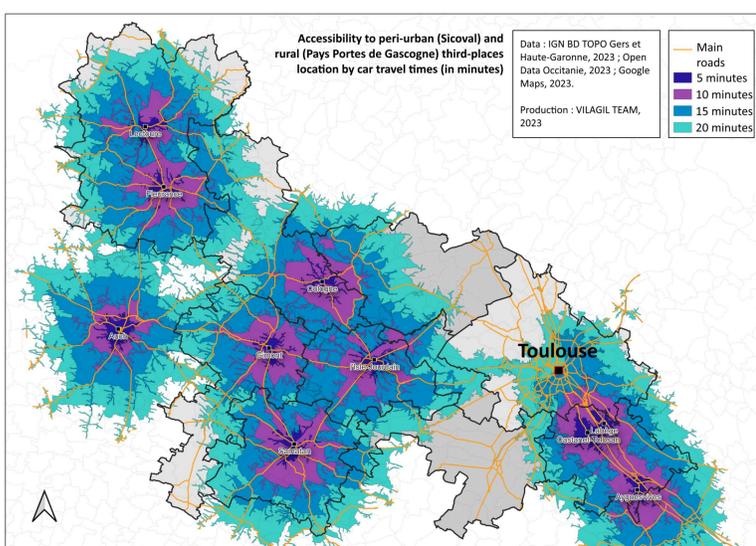


Cartography and transport accessibility



Third places are set up in dense urban units
 True to their origins, most of them are located in the metropolis of Toulouse ;
 From the main roads, accessibility by car and metro/tram is better than by bus
 - the car is unquestionably the most accessible mode of transport
 Within the metropolis, the car remains an efficient mode of transport though travel times greatly increase during rush hour
 On average, half of metropolitan third-places are 7 minutes away from a metro or tram stop
 According to the interviews, these are the most preferred modes of transport along with walking
 There is a bus stop close to almost all third-places (urban, peri-urban and rural)
 Yet in dense urban environments, buses are systematically supplanted by the metro and tram because of long waiting times and/or lack of service
 « People don't want to go far (...). We have to be accessible under 1 kilometer and in less than 5 min. »

Establishment, reallocation and dissolution



Establishment

- Endogenous factors to the project: Ideals, Goals of the project, initiators
- Exogenous factors to the project: Proximity to transports, Real estate market
- Building owners: Real estate opportunity
- Rental, Purchase

Relative to the project at the origin of a third-place, determinants to the final localisation may be endogenous or exogenous
 Localisation systematically comes later in dense urban environments, whereas it came first for 5 peri-urban and rural third-places (out of 13 interviewed, private and public).
 Endogenous factors play a greater role in peri-urban and rural areas than in dense urban environments
 Third-places in dense urban environments are more sensitive to the real estate market

Frequency and causes of third-place reallocation among interviewees
Data : VILAGIL team, 2023

Third-places closed between 2020 and 2023

Relocalisation frequency depends on territorial characteristics
 Dissolutions seem to result from an inadequacy between demand and supply

Conclusion :

Focusing on the geographic environment, (hyper)mobility is one of the primary determinants to the establishment of third-places in dense urban areas, but paradoxically it is no longer a discriminating factor when localisation becomes more precise due to its ubiquity in this environment. In this case, it's more a question of market logic.
 In peri-urban and rural environments, the establishment of third-places is not linked to transport infrastructure – roads are to be found everywhere – but to ideological and/or political determinants, which often mature in conjunction with the prior possession of a building suitable for setting up a third-place.

On the whole, third-places settle where they are able to.

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