Urban sprawl and vineyards: land-use conflicts.
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The recent urban development, the high prices of land and housing in the centres of town, encourage the populations to migrate and to go to live in the peripheral zones, formerly rural villages. The choice of localization of a household and the size of its dwelling place are determined by the residential services offered by the urban area. Compromises are then considered between the cost of housing (ground purchase, lease, tax on land,...), the distance to the centre town, incomes of households, transport costs associated with the commutings residence-work, the accessibility (outdistances some but undoubtedly more and more in time) in the workplace or in the centre town,...

The rural villages concerned have seen their economy changing like their landscapes. In some cases, the agricultural lands become grounds to build or business parks, industrial parks, .... This encroachment on the agricultural lands implies specific problems when perennial cultivations (as the orchards or the vineyards) are concerned. In the case of the vine growing, resistances appear on behalf of the wine circle, with an intensity which depends on quality, reputation and hierarchical level of the products resulting from the vineyards or the category of wines proposed: vines for table grapes, grape for ordinary wine, grape for "vins d'appellation". Resistance also goes through the price of land and its growth rate since projects expansion of residential, commercial, artisanal or industrial zones are suspected.

If the expansion of "central towns" gradually included the villages of first then of second periphery, additional constraints were imposed on all after promulgation of various laws and in particular the SRU law ("Solidarité et Renouvellement Urbains", December 13, 2000) which obliges the municipalities to integrate 20% of social housing in their residential park. Still, for the wine municipalities, the decisions taken to put itself in conformity with the law have different consequences according to the categories of produced wines.

The theoretical references (the models of localization - Alonso, 1964 - as the works of geographical economy and urban economy - Camagni, 2007) are mobilized in order to release from the general behaviors around the ground rent; they constitute a framework for research. In addition, according to Cavaïlhes (2002, 2004) and Fathers (2007), the empirical observation reveals that the profitability released by the arable lands is often lower than the amount of the profits expected by the sale of the lands which can be urbanized. Consequently, only the agricultural activities which could carry out an important benefit could be maintained in peri-urban area. There are generally monetary benefits; but, other dimensions can appear consequently if this concern wine lands for which phenomena of reputation can be higher than the monetary aspects. It remains that the intensity of the land pressure and the existence or not of land reserves increases the land-use conflicts.
However, this "desurbanization" of housing, often space swallow up, is constrained by the recent strategies which want to avoid the wasting; this leads to imagine the urban renewal with a thickening of the cities. Old districts, in limit of healthiness, are destroyed and restructured with buildings in conformity with the standards in terms of energy savings, ecology... Public buildings (barracks, administrative premises...) are rehabilitated and reallocated. After their transfers in the industrial parks, industrial buildings are recovered to become estate program. This possible return towards the city is partly justified by a will (of the households like people in charge of the communities) to limit transfers that product pollution and time wasted during the rush hours in the traffic jam at the entries and exits of city.

Lastly, the existence of protections can disturb economic mechanisms by acting like constraints: it is the case through procedures of public regulation such as POS ("Plan d’Occupation des Solës"), PLU ("Plan Local d’Urbanisme"), SCoT ("Schëma de Cohërence Territoriale"), some aspects of DTR law ("Développement des Territoires Ruraux") or with possibilities of protection of the landscapes through the 1930’s law, the "Chartre de Fontevraud" specific to the wine landscapes, or through a possible inscription on the Unesco World Heritage List.