



Transforming for Intensified Use

Transnational Meeting Oslo
February 1 - 3, 2017

5th issue

Book of Ideas Reinventing the fringe

DOCUMENT FOR SCREEN READING





TRANSFORMING FOR INTENSIFIED USE

INTRODUCTION

PART 1

Inspiration from Oslo

PART 2

How to intensify use? | Article series

PART 3

How to? | Toolkit



INTRODUCTION

Dear reader,

The Book of Ideas' fifth edition sheds light on the many lessons learned during the transnational meeting in Oslo on transformation for intensified use. Intensifying the use of public space, vacant and underused buildings and land, is an important challenge in achieving compact cities. The usage of 20th-century urban fringe areas is often low or monofunctional considering its relative nearness to inner cities. With the Oslo city area's density already under strain and the population's expected significant growth over the next 20 years, this raised the question on **how urban areas can cope with these challenges by transforming existing sites to intensify their use.**

The Oslo's transnational meeting was both informative and inspirational, offering a wide array of tools, visiting exemplary sites and touching on several topics related to intensifying use of existing urban fabric.

It's safe to say all participants took home some ideas from Oslo. We hope you do too by immersing yourself into this Book of Ideas.

Enjoy reading!

A Book of Ideas.

What can you expect from a Book of Ideas? This is not a minute of the Transnational Meeting. It is rather an interpretation of the presentations and conversations, capturing the energy and atmosphere of the meeting. It is not the closing chapter of the meeting, but a starting point. By talking, experimenting and exchanging how-to's on concrete projects, all partners are not only gaining more insight on the topic, but also a set of tools to experiment en implement things in their own cities.

Just get started!

“Normally, it takes years before the fruits of the Oslo Urban Planning department’s labours can be seen in the urban landscape. Since Oslo joined the sub>urban project however, we are able to work in a more hands-on manner, allowing us to create the face of the city together with stakeholders in a continuous way.

Proof of this new way of working can be found in this video of artists dancing at a dizzying height along the walls of an abandoned tower in Hovinbyen. Initially reluctant, the developer and owner of the tower was persuaded to allow this in light of the sub>urban philosophy. This was, to us, re-assuring evidence that the work we put into this project has a positive effect on the city we live in. We would like to thank Eskil Ronningsbakken and Oxer for the video and allowing us to share it.” - Oslo Planning and Building Department



PROGRAMME

LOCATION

WEDNESDAY FEBRUARY 1

08:30 **START BUS TOUR TO HOVINBYEN**
Departure from hotel and bus tour, pick-up by Team Oslo

Kjelsrud site

10:00 **INTRODUCTION TO OSLO**
Presentations by Peter Austin about the growth of Oslo and Silje Hoftun about Hovinbyen

Hasle site

12:00 Bus to Hasle

12:45 Lunch + City Talk Brno

13:30 **LAP UPDATE**
Presentation about Local Action Plan (7 min) by 9 partner cities

15:10 Break + City Talk Vienna

15:30 **LAP WORKSESSIONS**
Work sessions prepared by Team Solin

17:10 Bus to Vulkan

Vulkan site

18:00 **INSPIRATIONAL WALK - VULKAN**
by Sverre Landmark

Walking distance to hotel

19:00 Dinner + City Talk Antwerp

THURSDAY FEBRUARY 2 (PART 2)

12:00 Walk (10 min) + Lunch + City Talk Barcelona Metropolitan Area

13:15 **MEET AND GREET STAKEHOLDERS HOVINBYEN**

14:00 **WORKSHOP WITH STAKEHOLDERS ON PILOT SITES**
Creative session (building models) and presentations
Visit by Vice Mayor Hanne E. Marcussen and Head of Plan and Building Agency Ellen S. de Vibe

18:00 Dinner + City Talk Casoria

19:00 **EXHIBITION + INSPIRATIONAL LECTURES (PUBLIC)**
by Rodeo + 3 dje natur

23:00 Last subway to hotel

FRIDAY FEBRUARY 3

08:30 Departure and checking out from hotel + Walk (5 min), pick-up by Team Oslo

09:00 **MANAGING THE NETWORK**
by Isabelle Verhaert and Isabel Michielsens

09:45 **PROGRESS ON LOCAL LEVEL**
3 groups of 3 cities exchange information on the progress reports on local level

10:30 Break and City Talk Düsseldorf

11:00 **WORKING GRID**
Looking forward on local level

13:00 Farewell lunch + City Talk Baia Mare

14:00 Optional evaluation



AT THE TABLE

Who are the people that make it happen?



Maarten Van Tuijl
Lead Experts



Isabelle Verhaert
Lead Partner



Isabel Michiels
Local coordinator
Antwerp



Paul Grohmann
Vienna



Volkmar Palmer
Vienna



Gilbert Pomaroli
Lower Austria



Mieke Belmans
Antwerp



Valerie Van de Velde
Antwerp



Seda Malef
Antwerp



Salvador Avia
Barcelona
Metropolitan Area



Joan Caba
Barcelona
Metropolitan Area



Daniel Serrano
Barcelona Metro-
politan Area



Hana Humpalikova
Brno



Martina Pacasová
Brno



Elisabeth Bach
Düsseldorf



Leif Von Nethen
Düsseldorf



Andreas Schmitz
Düsseldorf



Anna Attademo
Casoria



**Francesca
Avitabile**
Casoria



**Andrei
Bakk**
Baia Mare



**Izabella M.
Morth**
Baia Mare



**Enrico
Formato**
Casoria



**Horia
Brânzei**
Baia Mare



**Eva
Gregorova**
Brno



Peter Austin
Oslo



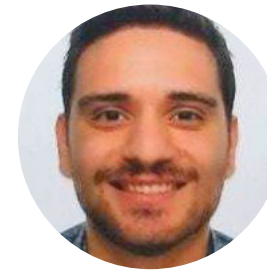
**Betina Holt
Haraldsen**
Oslo



**Jørn Roar
Moe**
Oslo



**Pernille Grimeland
Røsvik**
Oslo



**Pasquale
Volpe**
Casoria



**Kristine Viste
Eriksen**
Oslo



**Cecilia
Carlsson**
Oslo



**Elin Hoff
Johansen**
Oslo



**Marita
Holhjem**
Oslo



**Fredrik Winderen
Owesen**
Oslo



Dana Jdid
Oslo



Dujmo Zizic
Solin



**Silje Gjertrud
Hoftun**
Oslo



**Trine
Bølviken**
Oslo



**Kirsten Marie
Kvam**
Oslo



**Markus Domaas
Lindahl**
Oslo



PART 1 INSPIRATION FROM OSLO

**Curious how different
partner cities see
opportunities for
their fringe?**

[CLICK HERE](#)

Videographer: Eirik Tyrihjel

**The density of the city
area (1.426 inh/km²) is
12 times higher
than the metropolitan
area (118 inh/km²) ●**

FACTS AND FIGURES

OSLO:

= Capital and largest city of Norway.

= City area: 454 km² + 647 670

inhabitants.

= Metropolitan area: 8300 km² + 1 546

706 inhabitants

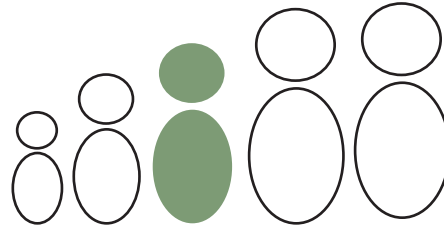
Fringe area: Hovinbyen

= large industrial and retail area

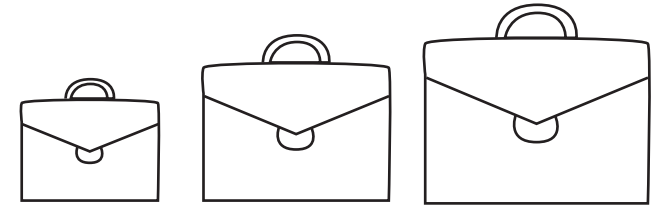
= located at the edge of the
historic city centre

HOVINBYEN: GREAT EXPECTATIONS

What?



increase of 350 000 people over the next 20 years



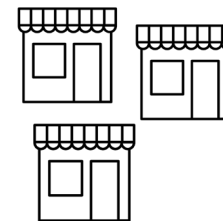
Increase of jobs: 8 000 to 9 000 each year.

Challenge

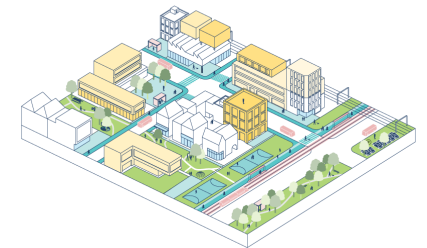
Oslo cannot expand outside the borders, being surrounded by the sea and a large national protected area.

Solution

Hovinbyen



Today: large industrial and retail area.

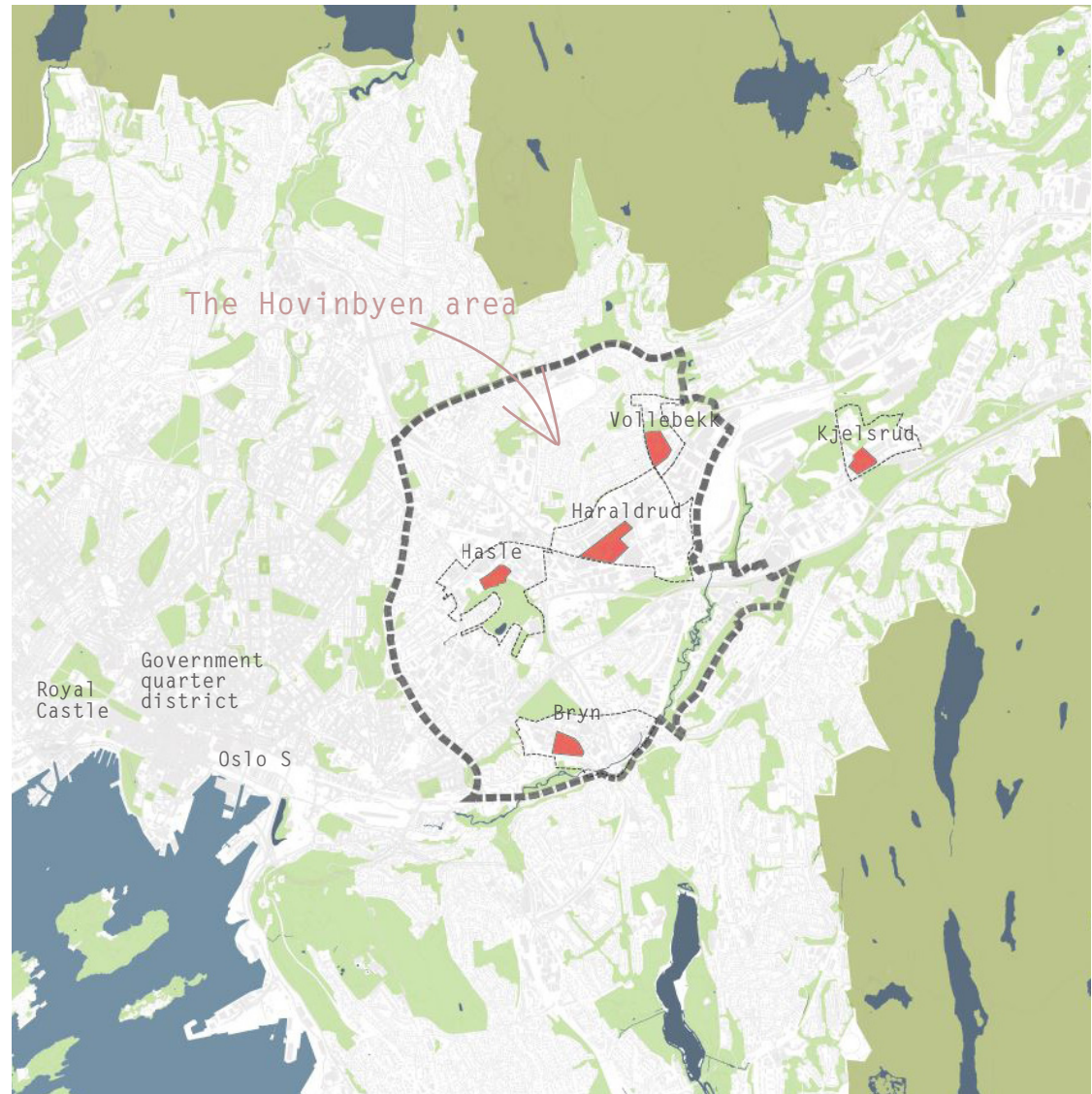


Future: Qualitative mixed urban environment

How?

Oslo has organized **5 pilot sites** that with its **4 overarching goals** aim to spearhead development in Hovinbyen.

- 1 Develop four to five pilot projects that will contribute to urbanization of former monofunctional industrial areas.
- 2 Housing will be a key purpose in each of the pilot projects.
- 3 Use the pilot projects as urban grooming in areas that need a push.
- 4 Advance networks and processes in Hovinbyen through shared practice.



Mixed development oké, but what about the identity?

Bryn

| Norway's 3th largest hub for public transportation



Future

- = part of the transportation hub plan for Oslo.
- = high degree of utilization, ranging from 200-260%.

Identity

Although small in size, there is a large amount of land owners. Thus the challenge is to facilitate a good environment for cooperation between the different actors. The intention of the sub-urban project will be to make a joint regulation plan.

Hasle

| National center for tennis and gymnastics



Future

- = to keep, and if possible, expand all programs and qualities
- = add a layer of housing and create a good housing environment.

Identity

= the national center for tennis, an important gymnastics hall for the Oslo region, as well as a new kindergarten.
= next to Valle Hovin is a large recreational area packed with sports facilities (ice hall, football fields), and is a vital part of the Green Loop in Hovinbyen.

Vollebek

| a centre for logistic and commercial activity



Future

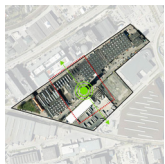
- = use free areas and disposable spaces for temporary activities
- = contribute to create activities in the future Vollebekk square and central axes

Identity

= an area for logistic and commercial activity
= the Vollebekk area is currently a void in the mental map of Oslo.
= to the west of the site there is a typical sub urban villas area
= to the south and east is an infrastructural barrier with the large Østre Aker Road and the subway in open air.
= to the north is a nice area with three to six story residential buildings, a school and a small farm

Haraldrud

| Vital part of the Green Loop



Future

- = expand the programs and qualities of the green loop.
- = add a layer of housing and create good housing environment.

Identity

= next to Valle Hovin is a large recreational area packed with sports facilities (ice hall, football fields)
= a vital part of the Green Loop in Hovinbyen.
= separating the site from subway tracks and a primary school (Teglverket Skole) is a small branch of the Alna River named Hovinbekken, recently reopened to great acclaim.

Kjelsrud

| Intended to be transformed for mixed use



Identity

= a part of a larger commercial and logistic zone established on Groruddalens former agricultural land.
= intended to be transformed into a mixed use area with many dwellings.

Future

= the long term goal is that Kjelsrud will become a vital and attractive urban development built on climate- and ecologically smart principals.
= the authorities and landowners are working on strategies to change current conceptions of the area, boost existing qualities, increase mobility and address the environmental challenges such as poor air quality, noise, infrastructural barriers and lack of public space.

Aim for participation

= define, develop and finance one or more actions that can contribute to placemaking and changing the common conception of the area.
= explore mixed use concepts that can add cultural value to the detailed area zoning plan.

is closest to **realisation** + focused on placemaking and mixed use



sub>urban. TED-TALKS



**When
inspiration
strikes.**

Context.

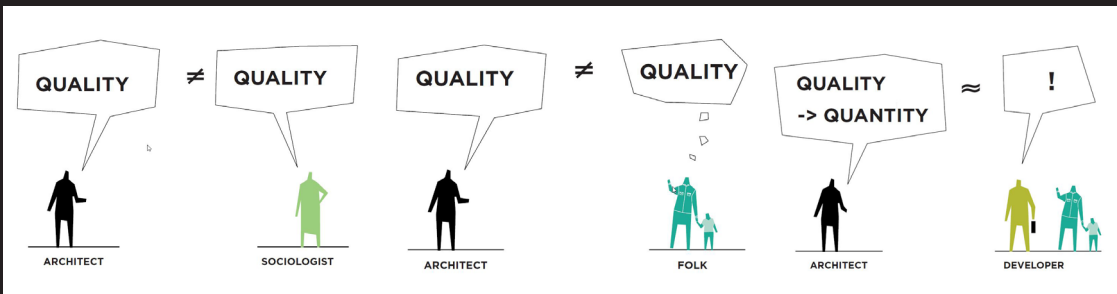
Together with the Oslo Architect Society, the Oslo team organised an event in Hovinbyen inviting two inspirational speakers to talk about the theme: reinventing the fringe.

The value of having both renowned speakers went beyond merely attracting a large audience or showing inspiring projects. The fact that both worked on the topic of the fringe, spending countless hours looking at this peculiar place from different angles, gave shape to an opinion. Starting from the method and philosophy of their firm, they asked critical questions, reflected as outsiders on our network and showed possible solutions in the projects they presented.

New insights, when you map it differently?



How can we make existing 20th century urban tissue attractive and qualitative again?



But, what is quality?

RODEO ARCHITECTS

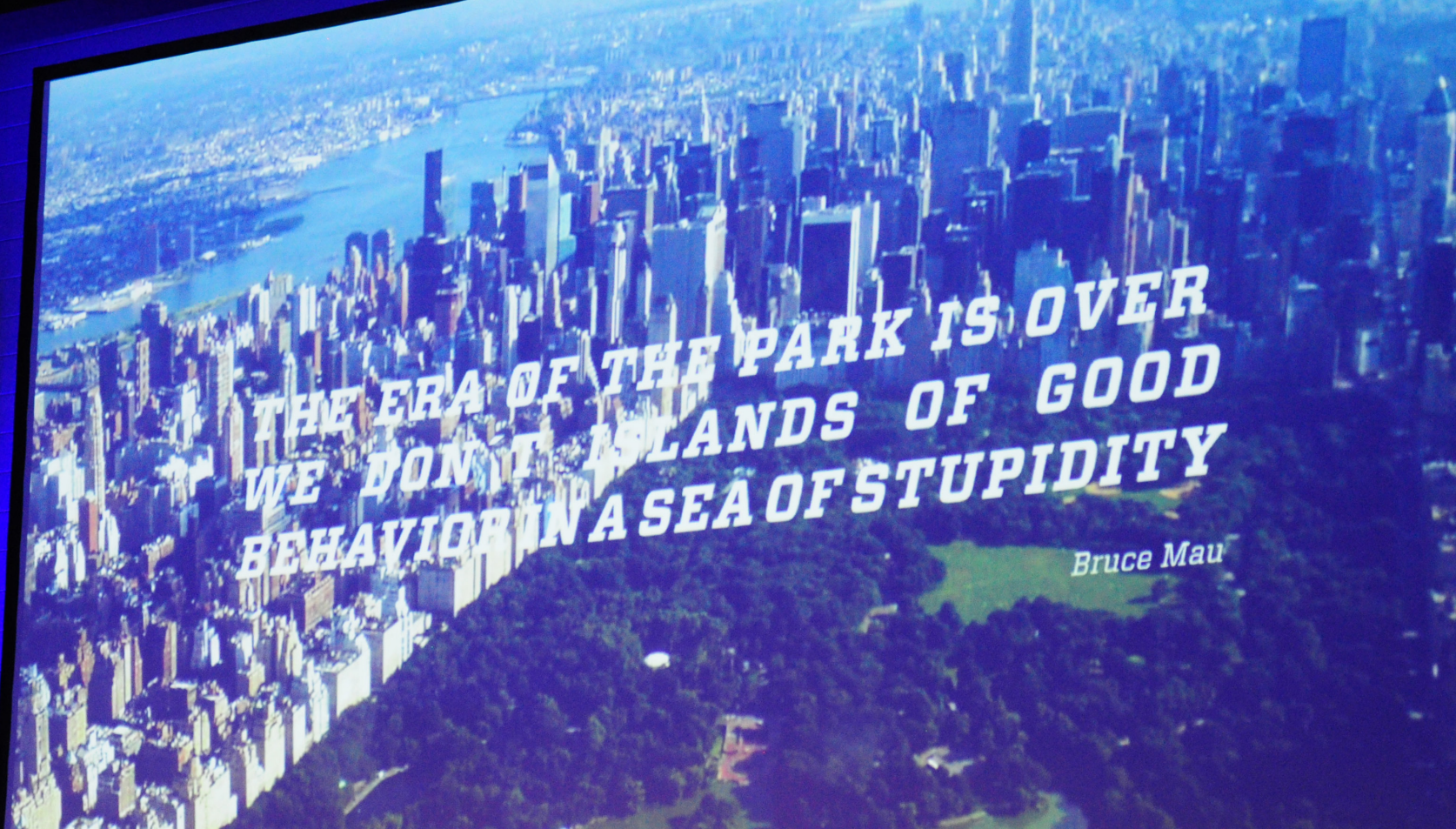
Rodeo Architects is an Oslo based firm working on the edge of architecture, urbanism and social science. Looking at our networks theme: reinventing the fringe, Ivar Lyngner focusses on the following question:

“How can we make the 20th century tissue attractive and qualitative again?” **But qualitative for whom?** For an architect, a sociologist? For a citizen of a developer? Quality is in the eye of the beholder and the answer will differ depending on who you pose the question to. The answer is not always to be found in design, but first in the process.

What Rodeo learned from the many projects in Oslo, Ivar Lyngner: “Oslo is a city with growing pains.” How can we ease those pains? One indication are the fast rising housing prices. We mapped the evolution of the housing prices and placed them on the city map. By comparing the amount of space versus the price per square meter, a new challenge appears: **“How to solve tension between compact neighbourhoods and affordable housing?”**

On the other hand it is easy to set goals, like making the urban tissue attractive and qualitative again. But one has to reflect on the different meanings of quality depending on the position you take.

More info: <http://www.rodeo-arkitekter.no/> or full presentation.



TREDJE NATUR

‘Third Nature’ is a Danish architecture office bridging nature, planning and architecture. Spurred by climate change and expanding urban populations, TREDJE NATUR invests its skills in the development of a new type of hybrid urban nature, one that does not consider building and biology to be in conflict

Ole Schrøder: **“By far the greatest challenges our society faces lay in the existing city.** The goal is to upgrade the city to residents’ expectations of how the city must perform in terms of sustainable, social and health related issues. Our key concepts are driven by the notion that a coherent and natural design creates the most powerful strategy and solution for the city as a whole, but is also comprised of a sensitivity to individual spaces, places, and the people living there.

Our ambition is to turn the fringe into a living, accessible, useful, performative, and recreational

topography. **The aim is to create comprehensive urban developments that will expand our understanding of the elementary everyday life, and promote new urban solutions that seek to demonstrate how the city can be adapted to today’s reality, and not vice versa.** Our projects promote new solutions for developing our cities to be adaptable to climate changes and our aim is to facilitate urban transformation where architecture and cityscapes can merge with natural environments, emphasizing optimized built, blue and green spaces within the city.”

More info: <http://tredjenatur.dk/>



VULKAN

HOVINBYEN

**MEET AND GREET WITH
VICE-MAYOR**

**BUILDING
MODELS**

**PRESS
RELEASES**

**MEETING
EUROCITIES**

On the Road



VULKAN

| A smart mixed use development area

“The overall plan drawn by LPO provided the flexibility to mix functions and to evolve over time. Vulkan today is an attractive place to stay for a diverse group of users – not only double income, no kids, people in their thirties – and that is what makes this area so successful.” <http://www.vulkanoslo.no/en/>

Vision? What?

Vulkan is built upon the idea of **sharing localities, equipment and resources**: the area is virtually self-sufficient in energy for heating and cooling.

A greatly acclaimed project on an old industrial area by the Aker River in Oslo, completed in 2011. The development work was led by property developers Anthon B. Nilsen and Aspelin Ramm, while LPO architects drew the project.

How?

This is made possible by **having a strong ownership** that provided technical infrastructure and rent out space for tenants such as cafés, stores, hotels, offices, municipality, etc. This also goes for parking facilities: they keep most parking spots in their portfolio to organize sharing of cars, and charging stations for electric cars. Another interesting aspect is **the willingness to invest in social tenants and functions**

not necessarily decided by the highest bidder or development that would bring in most money in the short run. An example of this is the food court that in its own right does not bring in any profit, but brings a surplus to Vulkan by attracting people to the area and thus raising the value of the area. Another example is the PS Hotel, which bottom line is to hire people that would normally have a hard time getting work.

“Hovinbyen is now on the map of the city planning department, but if you would ask a taxi driver to take you to Hovinbyen, he would not know where to go.”

This quote by Silje Gjertrud Hoftun says it all. One of the greatest challenges is to make this part of Oslo known and attractive.

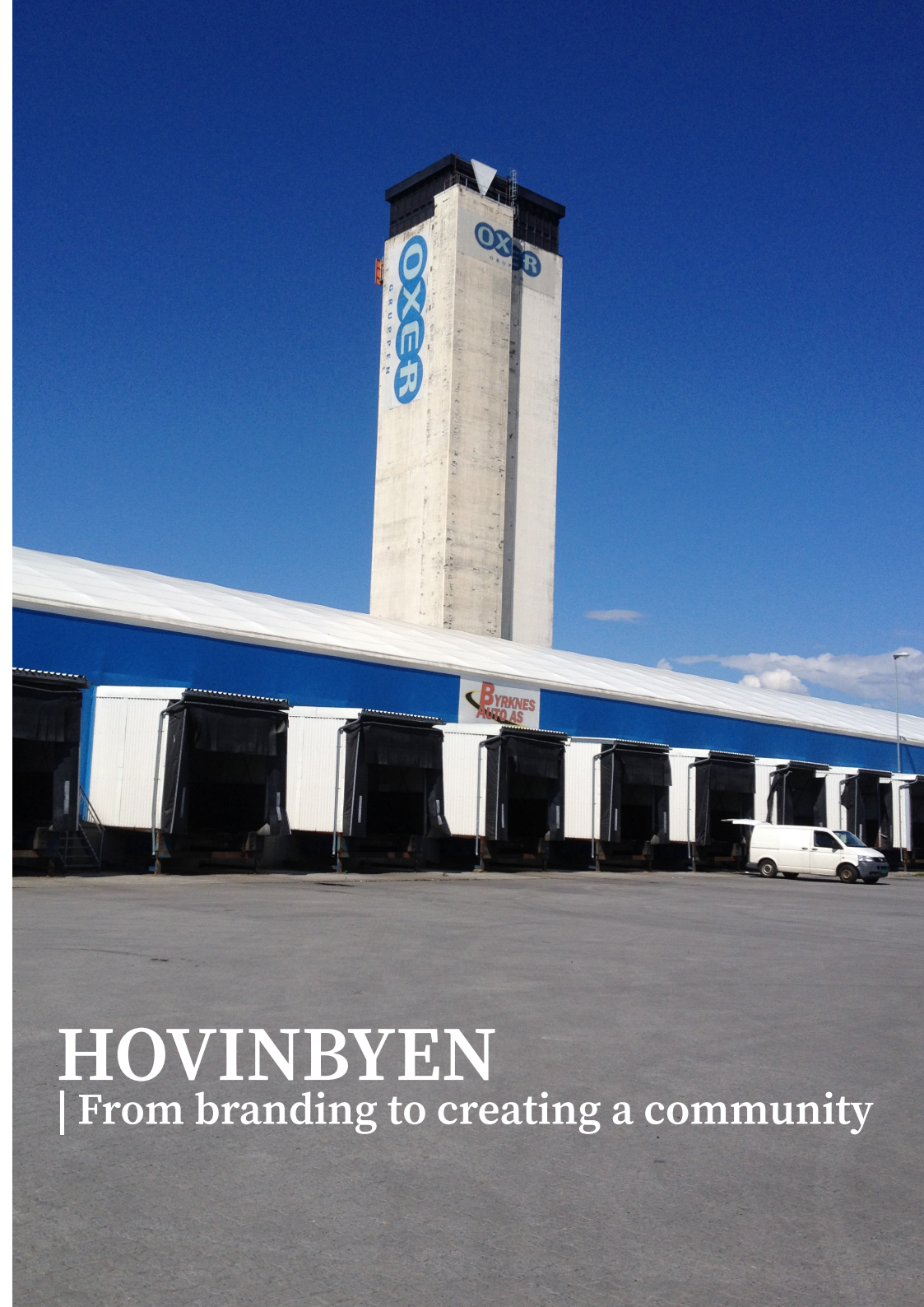
What? Vision? How?

Kabelgata today is an industrial area with large logistical companies. The project developer wants to keep the Oxer tower and turn it into a recreational and cultural centre. **But how does the supply of space matches the demand of the cultural sector?**

More and more urban development projects are not only about buildings, but about creating a new community, designing and imagining future communities, involving them. Especially in mixed projects in the fringe, where there are no present residential communities.

PLACEMAKING

You cannot only design a participatory process together with the existing residents. You also have to involve ‘potentially’ future residents and attract different shops, entrepreneurs etc. into the process.



HOVINBYEN
| From branding to creating a community

BUILDING MODELS

| Making models as participation tool



“In the tradition of finding low-threshold ways of getting people to communicate, Planning for Real is a recognized step towards dialogue and creativity. It can break down barriers, involve different people and help think outside the box.”

by Peter Austin www.planningforreal.uk.com

What?

The Oslo team organised a model-making exercise on the 5 pilot cases. The teams were an interesting mix of local stakeholders, architects, project developers and the sub>urban network. The exercise was preceded by a game of Pictionary, getting to know each other and discussing each other's vocabulary.

After the transnational meeting the Oslo urban planning department reused this method with local stakeholders. The method was even more succesful with real tangible results. Fewer participants and a bigger focus on one specific area, proved to be more succesful.



VICE MAYOR HANNE E. MARCUSSEN

| Talks about the importance of a
participation process and placemaking

It is very important to have a local politician come to your participatory moments. Vice Mayor Hanne E. Marcussen proved this once more in her speech, but more importantly in talking with the participants about the models and the pilot sites. In sharing a conversation she not only gives recognition to the project, but also hears first hand what the different stakeholders are interested in.

Find out more about her speech on www.urbact.eu/sub.urban.

PRESS COVERAGE

| Make sure they are talking
about your project

<http://byplanoslo.no/content/hovinbyen-kan-bli-vart-nye-barcode>



Hovedmålet med prosjektet, som er ledd i EUS program for byutvikling, Urbact, er å utvikle ideer og konkrete eksempler på løsninger til hvordan ytterkanten av byens sentrumsråder (The Fringe) kan utvikles og fortettes.

Hovinbyen kan bli vårt nye Barcode

En «tennisby» på Hasle, parkeringstårn på Kjelsrud eller klatrevegg i Oxer-tårnet på Haraldrud? Det var knapt grenser for hva som kan komme til å skje med Oslos nye, store byutviklingsprosjekt, Hovinbyen, da engasjerte urbanister fra hele Europa møttes til et tre dagers Urbact-seminar for å la ideer og tanker flyte fritt – og få mer håndfast form.

BYPLAN OSLO 23. FEBRUAR 2017 TEKST: JOHNNY GIVNESTAD FOTO: JONAS AARRE SCHMARSTED



– Jo, jeg så tegn til at vi her, nederst i Groruddalen, kan få et nytt Barcode. De idemessige ambisjonene var høye. Så kommer utformingene i neste omgang, når flere brøker er på plass.

Det sier Øystein Gronning, selv erfaren urbanist, som ledet den delen av seminaret der norske og europeiske deltakere fikk bolte seg med seks og lin, papir og byggeklosser. Verketstedet, henlagt til eiendomsselskapet Aspelin Ramms lokaler på Vollebekk, var del av Urbact-prosjektet, som nylig hadde sin første samling her i hovedstaden, etter at Oslo meldte seg på som deltager for alvor i september 2016.

Nye steder i sentrums ytterkant

Kort fortalt er Urbact et europeisk byutviklingsprosjekt, i regi av EU, der nettverk av fagfolk, utbyggere og andre interessenter jobber sammen mot en felles mål. Å bruke sine erfaringer, sine kunnskaper og sin fantasi til å utvikle ideer – ideer som kan omskape det ofte ganske glisse og tungt trafikkerte beløst i ytterkanten av sentrum til attraktive steder både å leve og arbeide i.



– Imponerende – her kunne jeg tenke meg å bo, utbrøt byutviklingsbyråd Hanna E. Marcussen, da hun inspirerte gruppens prestasjoner.

FAKTA OM
URBACT



MEETING EUROCITIES

| When two networks join forces

Behind the scenes.

During the Oslo visit the Department of Planning and Building highlighted that there are a lot of similarities between the sub>urban and EUROCITIES Edge-of-Centres network. Therefore we joined hands and made plans to organise the midterm meeting of sub>urban and the final meeting of EUROCITIES together in Brussels in June.

The gift of mind opening inspiration.

In this new spirit of collaboration sub>urban was invited to the EUROCITIES meeting in April 2017 on the redevelopment of the Hovinbyen area in the Oslo fringe. Two very interesting take-aways for the URBACT network as a whole were given:

1) Private developers branding strategies in Bryn-Helsfyr

The biggest challenge for a city planner when you transform existing areas is the lack of contact point to address different stakeholders of a neighbourhood. In Bryn this is solved by the property owners who united themselves. They all had the same goal, namely to attract more customers. Therefore they selected a branding company. Resulting in a win-win situation: one contact point for the city and a union of all the entrepreneurs with a shared vision.

2) Building flexible for the future


The NCC office building, currently eco-friendly and BREEAM-certified, is constructed in a way that the office spaces are easily converted into housing units and the patio in between can just as easily be turned into a shared garden between the units.

Partners of the EUROCITIES network.

Amsterdam, Stockholm, Nacka, Vienna, Brno and Gothenburg.

Put in to practice: flexible building

For now the NCC office building is used as an office space. But the design allows an easy conversion into housing units. How you ask yourself? Remove the roof and floor and an open courtyard presents itself. The central staircase remains and the offices on the left and right of the picture become housing.



Intensify (verb), become or make more intense.
Use (noun), the value or advantage of something.

source: <https://en.oxforddictionaries.com>, 16 February 2017.

PART 2 How to intensify use? | Article series

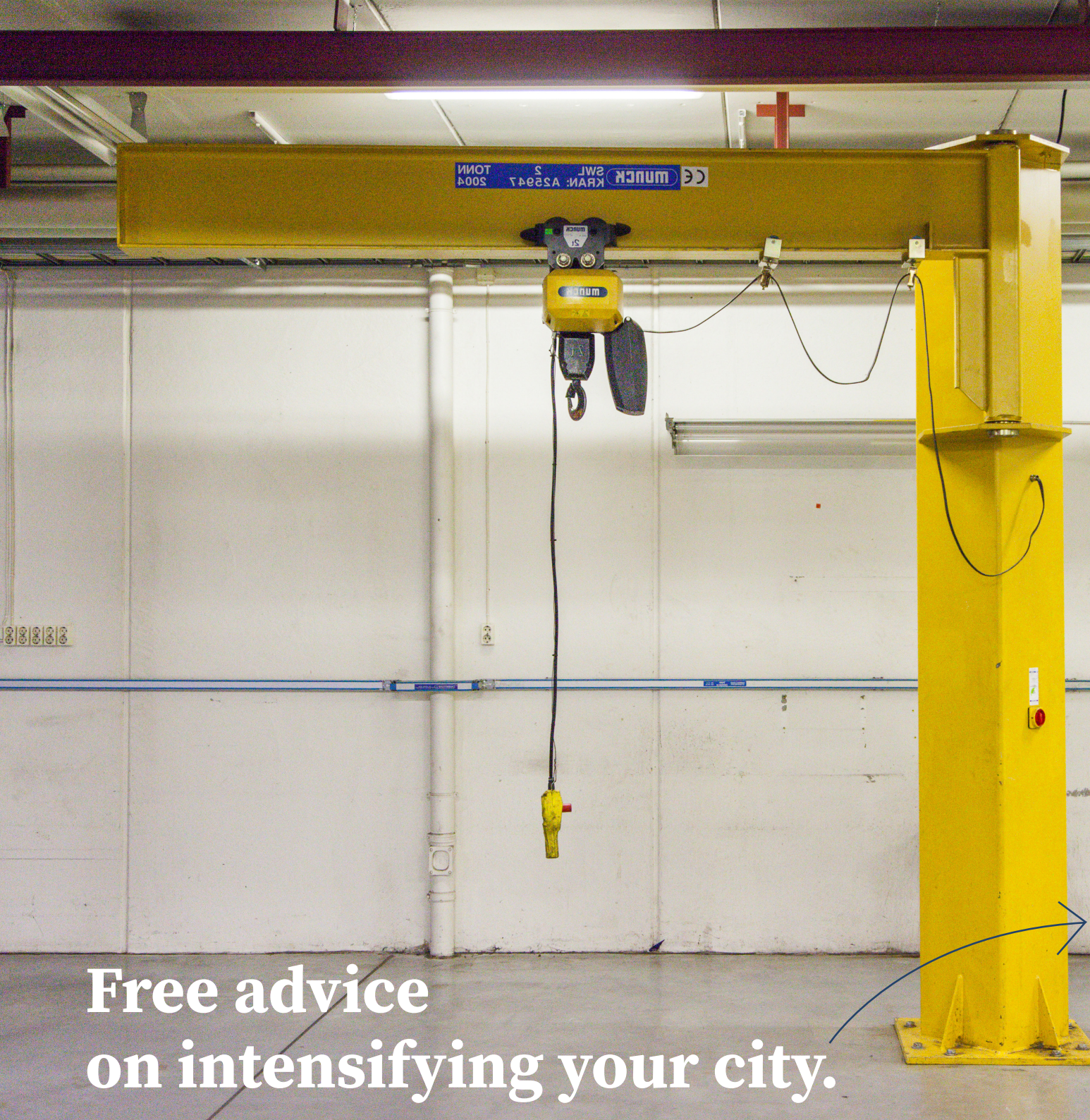
Intro on intensified use.

Intensifying the use of public space, vacant and underused buildings and land, is an important challenge in achieving compact cities. The usage of 20th-century urban fringe areas is often low considering its relative nearness to inner cities. Housing and amenities can therefore better be added and improved in the urban fringe instead of being created anew in the suburbs. During our third Transnational Workshop in Oslo **five different City Partners posted burning questions related to this topic they wanted to get practical tips on from other City Partners in our network.** In this article series we share all of our tips with you.

Intensifying use means inserting more activity in the existing space by:

1. Constructing **more buildings**. This densification is necessary in some of our partner cities, making urban fringes more compact.
2. Creating **mixed environments** by inserting different amenities and workplaces.
3. Multiple use of spaces, which focuses more on **the use and management of spaces**.

Free advice
on intensifying your city.



OPPORTUNITIES FOR UNDERUSED BUILDINGS IN THE FRINGE

by Paul Grohmann [Vienna]

Within the urban fringe, there are often many vacant or underused buildings. In the case of Vienna the LAP site in Vosendorf is characterized by over-sized car parking, single and two story commercial spaces, that are partly vacant. The site is lacking identity and public space, it is more catered towards visitors and their cars than to locals.

However, there are some opportunities:

- (1) The area is well connected both by public and car transport with the region and the city centre.
- (2) The shopping facilities are attractors and most of them are operating successfully.

(3) Some of the empty plots even display a potential for (green) public space.

Given its nearness to the centre of demographically growing Vienna and its present suboptimal use of land, it makes sense to combine the already present functions with much needed housing:

- (1) vacant office buildings can be transformed into housings.
- (2) underused buildings (such as big one story supermarkets) can be redeveloped into multi-purpose buildings that include housing and underground parking facilities. This way, the quality of an area can be improved and the density increased.



A first step in this process would be to transform the public space, making the area more pedestrian friendly and improve the residential quality.

Here are four tips on what can already be done now:

1. Develop a walkability and place-making strategy
Develop a **walkability strategy**, stimulating

safe and pleasant pedestrian routes and recreational spaces in the area and link this to a place-making strategy to help put the place on the map, e.g. temporary events, sculptures, a fountain, a central meeting point.

2. Community involvement
Düsseldorf recommends to mix the facilities and to test

temporary functions and community involvement. A good reference for creating community involvement is **the project “learn to see”** through which people became more aware of their surroundings. The key issue is to attract people to use the place.

3. 24 hour parking space project
Oslo tells us about their 24 hour parking space

project. **People pay for a parking spot but use it as something else, for example a picnic.** The crucial question is how to support the local community to be proud of their neighbourhood. Good examples to activate people: outdoor gym, football field, mobile library, food truck.

4. Create a micro climate

Antwerp created a central meeting point: Luifel Kiel. A ‘micro climate’, **an attractive shelter** from sun or rain that also acts as a meeting point and beautifies the location.

OPPORTUNITIES FOR UNDERUSED OUTDOOR SPACE IN THE FRINGE

by Betina Holt Haraldsen [Oslo]

Underused sites can also be seen as vast green and undefined open spaces. These are typical for modernistic post-war CIAM town planning: sprawling road infrastructure with its extensive network of onramps, bridges, roundabouts and broad roads and unused green transition area.

In the Oslo LAP site neighbourhoods, parks and public facilities are separated by this road infrastructure. This creates a series of disconnected communities, limiting overlapping uses and making it difficult to understand the public outdoor spaces in a simple and coherent manner. **The**

Green Loop is one of the main strategies to make a change.

This is to become a six kilometer path in the heart of Hovinbyen, linking existing and future parks and plazas and cutting through

infrastructural barriers and brownfields. In the future it should facilitate various sports and cultural activities and in general, encourage interaction between different groups of people along the Loop. In that way we can **activate places that are seldomly used, and make better connections.**

Today however, The Green Loop does not

exist as a comprehensive structure and does not exist in the minds of the people. So how can the loop already activate and involve locals?

1. Map the empty and social space

Make the map together with your stakeholders, to get the many layers of information as well as creating interest and engagement.

2. Establish a local coordinator

It can be very challenging for local initiators to find their way in the bureaucratic system and it can be difficult to find the right people to talk to. You need an on site local coordinator. Hands-on guidance and being available means you have a higher chance to start a dialogue and generate ideas with the municipality.

3. Set a good example

Initiate the Green Loop by creating parts together with the locals. If they see the potential, they can join in and feel responsible and engaged.

4. Attracting people to the Green Loop via branding

Getting people curious about the loop is also about storytelling. It is essential to connect through stories, e.g. “adventures of the loop”. Brno had an

example of using gamification like geocaching to attract people. The loop is not finished yet, but people can feel what it can become.

5. Collaboration and co-creation

Collaboration and co-creation with other institutions and stakeholders is also mentioned as an important strategy to initiate activities and involve people. Areas could be developed temporarily (or permanently) as Urban Labs. In collaboration with elementary schools, the cultural department or other educational institutions (for instance the institute of architecture, landscape architecture or Kuben high school situated in the area). We should start with the children as they are the future users of the Loop.



MIXED USE IN THE FRINGE

by Isabelle Verhaert [Antwerp]

Many areas in the urban fringe are mono functional and encourage spatial segregation. They include residential areas, industrial sites, office areas, etc. Adding new programs to these monofunctional areas will make them more mixed, more self-reliable and decreases the need to commute to other areas.

The benefits are clear. So why does it rarely happen?

A lot of contractors and developers are specialised in building one function only. They are either specialised in housing, in industrial buildings or retail buildings. Development projects are relatively

small compared to our neighbouring countries. Most of the intermediate partners and the financial products are tailored to small projects which start from the individual owner. A mixed project is more complex in implementation, construction and maintenance/ management of the project after realisation.

What are possible solutions? We need to look for new actors or find intermediate coaches who can help developers with this extra complexity. More and more we see developers in an advisory role and not in the role of owners. This can be a consultant in complex and mixed project. In

Oslo we have visited the project Vulkan. Here the developers' goal was to create an urban environment with an exhaustive mix of apartments, amenities, offices, bars and restaurants. The project used the non-residential functions to stimulate and promote the project. For example the market hall was in itself not a profitable part of the project but it branded the area and attracted a lot of visitors from the rest of the city. As a result many citizens feel that this development - at the edge of the historic center - is part of the urban core.

The developer used **two clever strategies to maximise the benefit of mixing functions:** (1) Offices and services are not allowed to have their own canteen. This way the bars and restaurants in the area already have regular customers and the li-

veliness of the streets is encouraged at different hours of the day. (2) The developer strategically keeps the ground floors (1th floor in Norway) as well as most of the parking spaces in ownership. This gives the flexibility to place the perfect function on the perfect spot, experimenting and changing over time, avoiding vacancy and flexibly deal with crea-

tive opportunities like the cooking school/restaurant in the market hall. Keeping most of the parking lots in ownership makes it possible to organise sharing systems and maximize common use between the different functions.

Three Practical Tips for Success:

1. Stimulate collective ownership of the ground floor of residential buildings (commitment after realisation, during maintenance).
2. Stimulate mixed use in one building, since this is the most urban.
3. The city should set the example to mix public functions with houses.



INFRASTRUCTURE AS A BARRIER IN THE FRINGE

by Dujmo Zizic [Solin]

Many infrastructural lines - like highways, railroad tracks - cut through the fringe and create huge barriers. This reinforces poor interconnectivity and the segregation of areas. Addressing these problematic edges around the city is an important challenge in improving the use of public space and creating a new future for these areas.

Context

The LAP in Solin focuses on a land strip that includes archeological sites (mostly illegal settlements) brownfields and infrastructural facilities on the seacoast. Roman Salona had a large port and the sea historically is a part of

Solin's identity. Today, Solin is practically landlocked because heavy infrastructural lines cut it off from the sea. Solin has the ambition to reconnect. As part of sub-urban efforts, all relevant infrastructural stakeholders joined the Local Action Group: Croatian railways, State roads and Croatian oil company INA. Regional railroad facilities and the marshalling yard are overcapacitated so Croatian railways are sharing their plans with the city and negotiating partial withdrawal from this area. State roads are not in a position to reduce their capacity, but are willing to participate in an artistic intervention and public event planning on a

passage that leads to the coast. Croatian Oil Company is planning to assemble all storage tanks to one site, implicating that the seashore becomes available again because the pipeline can be removed.

Parallel to involving the big players, a design of public beach was produced and implemented with the local NGO. Because of spatial overlapping, this was done in close cooperation with infrastructural stakeholders and Cemex - Croatia.

Make it happen

For this site our city partners explored **three strategies on how the infrastructural barrier can be turned into a positive urban impulse.**

1. Remove the barrier

Be brave - think the unthinkable. Consider all the benefits that can be gained by removing the

infrastructural barrier. Analyse the potential of newly acquired space and its relation to the surrounding fringe area. Are detected benefits a strong enough argument to help facilitate the relocation or reduction of infrastructure?

2. Transforming the barrier

Change the segments, improve the noise pollution, reduce the speed,

implement the new ways to cross. Consider temporary actions: one-day shut-down, festivals etc. ("Still-Leben Ruhrschnellweg", 2010). What temporary usages can be superimposed with infrastructure that can overcome the rigid traffic, security and technological rules?

3. Keep the barrier

Re-think the programs on both sides and con-

nect them with quality public and/or commercial space (e.g. a market below the rail- and highways in Garath). Can the status of infrastructure and its obligation to the fringe area be renegotiated? If not, can the pressure of public focus be used as an advantage and with what actions or activities?



BROWNFIELD CHALLENGES IN THE FRINGE

by Martina Pacasova [Brno]

There are many industrial sites in the fringe. Some are still used and important as areas of production. Others are not being used any longer and are awaiting a new future. Many of these

unused industrial sites are polluted, have owners that are speculating on increasing land prices in the future or have other issues that are blocking developments at the moment. What can you - as an

urban planner - do to make a change?

Mapping & numbers

The city of Brno is good in analytics, mapping and keeping the statistics about the brownfield sites within the city. For more than 10 years they've been running **an on-line brownfield database so everyone can have a look** where they are located, who the owners

are, which functions are allowed there according to the masterplan etc. Brno also regularly updates the statistical time-lines concerning the number, structure and renovation of brownfield sites. Right now the brownfield sites comprise about 4,2 % of the built-up area of the city (almost 380 ha in more than 120 sites), compared to 6% 10 years ago. The faculty of architecture and its students have an interest in this topic. They created a map of 'mini-brownfields' and suggested many ways of their rehabilitation. They regularly participate in city competitions and various activities gathering ideas focused on brownfield revitalization. The architects and activists are trying to point out the possibilities of temporary use activities in some of them (organizing favorite food markets, fashion

markets, cultural events etc.).

Role of the city

The first and so far last big brownfield revitalization, where the city was more deeply involved in the negotiations with the private investor, finished more than 10 years ago.

Since then the **NGOs and civic activists got more professional, however the municipality 'got stuck'**. The process of brownfield revitalization is led by private sector and is quite selective, mostly focused on small scale revitalization of individual buildings or plots. The municipality deals with revitalization of the sites in its own ownership, focusing mainly on housing stock renewal or sports facilities. You can see some of the success stories in the Brownfields brochure.


The city is neither used to be the initiator or facilitator of larger scale

revitalization projects where the ownership is fragmented, nor does it have any system of benefits for the investors to prefer brownfields to greenfields or for keeping its industrial heritage.

So, how can non-governmental stakeholders be successfully involved in brownfield transformation projects?

1. City as facilitator
2. Faster track for regeneration
3. Financial leverage
4. Temporary use
5. Flagship reconversion project
6. Involvement of media





Toolkit (noun), a set of tools, especially one set in a bag or box and used for particular purpose. A personal set of resources, abilities or skills.

source: <https://en.oxforddictionaries.com>, 16 February 2017.



TOOL 1 | BUS TOUR

Context.

Our 2,5 day meeting started with a bus ride from the city centre to Hovinbyen, the fringe of Oslo. During the bus trip historical information and anecdotes were given about the buildings and quarters that we past. This way we could experience in a more tangible way the growth of the city before we arrived at the first meeting place.

About the tool.

Traditionally, a transnational meeting comes with a lot of context and information at the beginning of the trip, so participants can understand the context of the specific projects and areas you are looking at. If your central topic is the fringe and you want to show this, the number of kilometers you need to cover become real. Next to a bicycle tour, a bus tour is the solution, because you can see a lot in a short amount of time, keep the group together and share information about the growth and history of a city.

Hint.

Do not search for a professional guide, but use the potential and personal angle you have in your city. In Oslo the tour was guided by a team member who provided information about the history of Oslo and Norway that his team members were not aware of, but that was linked to the topic of our network.



TOOL 2 | EVENT

Context.

The Oslo team and the Architectural Association organised an evening with two famous architectural offices. Rodeo Architects and Tredge Natur gave their views on the network theme and the growth of Oslo through examples of their own work. Location for this 'TED-talk' was an empty hangar in the project area in Hovinbyen. They uplifted the lecture to a new level, by making it an event with a food truck, a photo exhibition of the fringes of all cities in sub>urban and a DJ.

About the tool.

Recognise the challenge and turn it into a solution. By attracting more than 200 people for a lecture to the target area with famous speakers and a smart association, guests experience first hand how near Hovinbyen is located. This is not a classical way to involve people in participation but it is a very smart way to involve a specific group: attract people with food, a party or speakers and link it to your message.



TOOL 3 | A PAPER

Context.

How can you involve your partners more in a thematic discussion? Solution: give responsibility back to the participants. How? Ask a selection of participants to prepare a written paper about one subtopic of the meeting. Provide a template to create a similar working frame and let the writers be the moderators of the discussion. Conclusions can be redrafted in the original paper afterwards.

About the tool.

Using a paper as a discussion tool has several advantages:

- A paper encourages to deepen the discussion.
- A paper can be distributed before the meeting to the participants.
- The debate can start without long presentations.
- It is a way to share responsibility with different participants.
- The end result can be used in the reporting, as inspiration, ...

Wat did we learn.

The report of a meeting is often the most challenging part. While all participants feel that a discussion was useful and gave new insights, the ones responsible for reporting often struggle with writing out discussions, catching the right tone or motivating speakers or moderators to contribute. Using a paper as a discussion tool provides immediate and detailed content to work from. This tool was shared with us by the URBACT network Refill.



TOOL 4 | MODEL MAKING

Context.

Model making is a great way of making the conversation about a project area more tangible. You do not only talk, but you act together. The exercise was organised with Norwegian architects, planners, stakeholders and the participants of our URBACT network. In this context the models all showed more theoretical expressions and angles of the different project sites, but the method made a lively and practical discussion possible between such different participants. It also works well between closer stakeholders of a project site, resulting in a more realistic proposal.

About the tool.

Building models within a two hour time frame needs a thorough preparation:

- A clear map of the site, e.g. Google Earth print
- Blocks in different shapes to scale the dimensions
- Block-cut-out in different colours which represent different functions: housing, offices, recreation, ...
- An introduction game to get to know each other and get familiar with certain vocabulary of participants

Result.

Each team presented the models and general visions for the site to the other teams and to the vice-mayor of Oslo.



TOOL 5 | CHALLENGE - PROPOSAL

Context.

How can you gain the necessary information about nine partner cities and have an in-depth problem solving discussion afterwards, without losing track of time or have the discussion derailed into details? Solin came with the solution of very short presentations, groups discussing the topic following a framework and a presentation bringing the conclusions of the topic together.

About the tool.

- 7 ½ minute presentations: the exercise starts with a pecha kucha presentation of each city, showing the progress on local level and ending with a question where the local team is still struggling with.
- 45 minute discussion for solutions: a group of outsiders work to answer the question. The group is given the information of the pecha kucha presentation, a map of the project site and a A3 paper to write down their proposals.
- Presentations: all proposals are presented by the group of outsiders to the city. After that the city replies to the proposals.

Result.

The key to this working method is that partners deliver the question/challenge, but are not taking part in the first discussion towards the solutions. The idea is that results will come from fresh perspective and impartial attitude. In this way the burden of legislative framework and local political issues will be ignored for this session, facilitating the creative open approach without prejudice. This worked really well in the context of our network.



THANK YOU

More info. This Book of Ideas is in its essence a memory aid for inspiring words. If it triggered you to learn more about 'sub>urban. Reinventing the fringe' you can follow us on:



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sub>urban. Reinventing the fringe, URBACT III, February 1-3, 2017

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Graphic design: Isabel Michielsen

September 2017

What URBACT III is all about.

URBACT is a European Territorial Cooperation Programme (ETC), co-financed by ERDF. Its main objective is to promote integrated and sustainable urban development in EU cities. The goal for each network is an action-oriented plan, an integrated approach and a participatory method.