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Seaside Recreation in Oslo: Bringing Bispevika Closer to the City

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Abstract

Oslo is a growing city. Instead of letting the city expand beyond its borders, the municipality wants to use sites by the Oslo fjord for urban growth. The planning agency of Oslo is currently working on redefining the seaside, with the intent of making it more accessible to the public. One of the agency's efforts in providing seaside recreation for Oslo's citizens is called Havnepromenaden, which is to become a 9-kilometer long promenade along the Oslo fjord.

This thesis treats the topic of Havnepromenaden's future place identity, and the site in focus is the Bispevika-segment of Havnepromeanden; located within the larger bay of Bjørvika. This fraction of the promenade is currently being developed, and is adjacent to areas that are known to be lower income, with a multiethnic diversity. In contrast, Havnepromenaden is emerging an area that is showing traits of gentrification. This thesis explores the potential effects that gentrified-, privatized- and commercialized- place identities have on seaside recreation, and how the citizens of Gamle Oslo have the potential to enjoy the Oslo fjord together.

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Chapter 1 – Introduction

1.1 Problem

1.1.1 Central topic

The central topic of this thesis is to explore how place identity is created in a public, pedestrian friendly space.

In this space, two important components contribute to the creation of place identity. Planners and developers make up the first component, being responsible for shaping the built environment. The planners and developers lay the fundament for place identity by physically shaping spaces that are going to be used by the public. The spaces are going to be perceived by the public, which ultimately define the use and purpose of these spaces. The public, the users of the built environment, contribute as the second component necessary to create place identity in pedestrian friendly spaces. They create life, and are responsible for the social elements of place identity. This thesis concerns the dynamics between planners, developers and the public, and how they together have the potential to shape a rich place identity.

1.1.2 Havnepromenaden in the context of Oslo

Currently, a nine-kilometer seaside promenade called *Havnepromenaden* is being built along the Oslo Fjord. The promenade is partially completed, as some segments are still undergoing planning and development. The continuous promenade will stretch from western to eastern parts of Oslo. Locals often speak of east- and west-Oslo, with the river of Akerselva separating the city's affluent west side boroughs from its less affluent east side boroughs (Øidne, 1973)
The completed promenade will stretch through boroughs with differing demographics and place identities.

Along the western parts of Havnepromenaden, one finds sub-boroughs with a more homogeneous ethnic and economic character, with a higher concentration of affluent Norwegians. The promenade's eastern parts run close to sub-boroughs that do not have the same ethnic and economic character. In general, the people of Oslo differ. Regardless of the differences, the municipality intends to create recreational offers for all, crossing the lines of borough divisions and social differences. The planning and development of

Havnepromenaden is one of the municipality's efforts to create a low-threshold recreational offer for all, branding the promenade as "the people's promenade" (Oslo kommune, 2017).

1.1.3 The problematics of the Bispevika-segment of Havnepromenaden

Some architects and urban theorists argue that Oslo's seaside is undergoing gentrification. A new high-class society that has common traits with the city's west side is taking form along the Oslo fjord (Carlsen, 2014). Havnepromenaden itself may not be a driver of gentrification, but one can argue that it will run though areas that are. If the intent with Havnepromenaden is to create a low-threshold recreational offer for all, the diversity of people in Oslo should feel invited to use the promenade recreationally, despite the seaside gentrification.

The gentrification along the Oslo fjord is prominent in the bay of Bjørvika, where the smaller bay Bispevika is located (Pedersen, 2010). Within ten years, the development of Bispevika will be completed, with dwellings and areas for recreation.
The bay belongs to the borough of Gamle Oslo, which is an east side borough with areas that have a multicultural and lower income place identity. The division of economic status and exclusivity within the borough is determined by closeness to the Oslo fjord, where the more adjacent sub-boroughs have a less affluent place identity (chapter 4.2). The residents of Gamle Oslo have the potential to visit Bispevika-segment of Havnepromenaden recreationally. However, the gentrification of Bjørvika and Bispevika could result in the less affluent sub-boroughs Gamle Oslo being drawn away from the borough's seaside, which is a paradox compared the purpose of Havnepromenaden.

I believe there is reason to question how the future place identity of Bispevika facilitated by the municipality and the site's main developer. This thesis questions whether the Bispevika-segment of Havnepromenaden meets the recreational needs of residents in of Gamle Oslo.

The aim of this thesis is to introduce a critical view to how place identity is facilitated by the municipality and developer of the Bispevika-segment of Havnepromenaden.

1.2 Research Question

How is the concept of place identity considered in the planning of the Bispevika-segment of Havnepromenaden, and to what extend does this integrate residents from adjacent sub-boroughs of Gamle Oslo?

1.3 Contributions

Societal:

This thesis explores how the municipality of Oslo and the main developer of Havnepromenaden in Bjørvika are concerned with creating place identity in the Bispevika-segment of Havnepromenaden. One important contribution of the thesis is to challenge the municipality and developer's view on how place identity created in the Bispevika-segment of Havnepromenaden, and how this place identity can benefit the population of Gamle Oslo. In term, this thesis hopes to benefit pedestrians from the borough, providing enjoyable seaside recreation in Bispevika for a broad diversity of users.

Scientific:

This thesis wishes to contribute to scientific debates regarding place identity in the academic field of urban planning. It does so by applying the context in the planning and development of the Bispevika-segment of Havnepromenaden.

Chapter 2 – Theory

This chapter throws light on the terms *walkability* and *place identity* separately. I argue that there is a correlation between the terms, in that they both can be described in physical and social terms. This correlation will contribute to way to understand place identity of a walkable area in a broader sense, and how it may provide social capital.

2.1 Two pedestrian types

The Oxford Dictionaries defines the pedestrian as "a person walking rather than traveling in a vehicle" (Oxford Living Dictionaries, 2017). The American Heritage Dictionary defines the word differently, saying that the pedestrian is "a person who travels by foot or a walker" (American Heritage Dictionary, 2017). Both definitions have the word "travel" in them. This pedestrian is defined as a T-pedestrian, for travel. The definitions imply that a pedestrian has an errand in terms of traveling from one place to another.

The dictionaries are forgetting the recreational pedestrian, the R-pedestrian. The primary goal of this pedestrian is not to walk for the purpose of travel. Rather, this pedestrian's goal is to enjoy the pleasure of walking, without necessarily having a clear destination. The way Lo (2009) sees it, the way an urban planner, developer or anyone with an interest in developing pedestrian space defines walkability is based on the way that one views the pedestrian. When developing walkable space, a discussion that appears is whether the walkable space will be for T-pedestrians, R-pedestrians or both (figure 2.1).
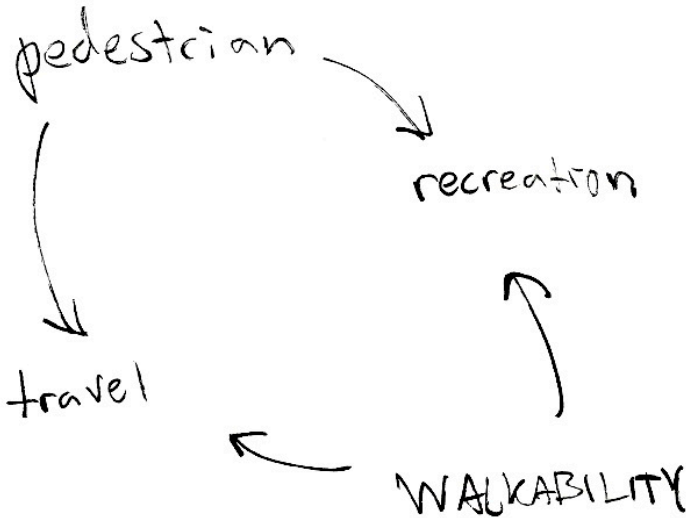
Figure 2.1

To understand walkability, Lo (2009) states that "it is important to consider how pedestrians are defined and [to consider] the discourse that shape the development of pedestrian space" (pg. 145). Lo's article *Walkabilty, what is it* (2009) aims to provide some understanding of the complex dynamics the physical and social aspects of walkability, which compose the definition of the term. In term, the pedestrian has an important function in shaping the urban road environment. According to the American Association of State Highway and Transportation Officials (2004), "pedestrians are a part of every road environment, and attention should be paid to their presence in rural as well as urban areas. The urban pedestrian, being far more prevailed, more often influences roadway design features than the rural pedestrian does" (pg. 96).

2.2 Walkability

2.2.1 Is walkability a movement?

Currently, there is much talk about creating walkable areas and improving walkability. There has been positive development on the topic, where contemporary site design practices have been overhauled to fit pedestrian-oriented design (Frank et. al, 2003).
In the last century, the pedestrian has been somewhat neglected because walking has not been associated with technological innovation (Lo, 2009). However, ideas of walkability are not new.

Traditionally, European cities have had city cores that have been meant for pedestrians. Today, this trend is growing even further in Europe, as city planners are planning for expanded pedestrian areas in downtown areas. Copenhagen, Denmark is an example of a city where the municipality has taken the city center back from cars, and the result has been the pedestrianized *Strøget*. In Copenhagen, there was once 100.000 square meters of parking space, and since the 1960's, the municipality has gradually worked to transform such spaces into pedestrian space (Beatley, 2000). Though not a forerunner in this movement, Oslo is picking up on the movement (chapter 4.4.1).

Transforming urban space, taking it back from cars and giving it to the pedestrians, will demand a whole new analysis of a place. The place's identity will naturally change, and its mean mode of transport, walking, will need to be carefully considered when planning for

street performance dominated by pedestrian activity. In many cases, there is not done any effort in reinterpreting street performance revolving around *pedestrian* function (Lo, 2009).

2.2.2 Walkability is about perception

In a planner and developer's perspective, walkability is to what extent the built environment facilitates for walking. However, there is more to it than merely facilitating for walking through planning a pavement, or a graveled path. Researchers are beginning to realize that there is another dimension to walkability. That dimension is *perception*; how the human senses impact the experience of walking (Ewing & Handy, 2009).

"Physical features individually may not tell us much about the experience of walking down a particular street" - Ewing & Handy (2009, pg. 66)

Being outside walking differs totally from many other forms of travel, where one typically may be isolated by the outer shell of a vehicle. In the case of walking, one is completely exposed to the outer world. To illustrate this, a gust of cold wind may hit a pedestrian, giving them shivers down the neck, causing them to think something in the likes of "I hate walking in this weather".

As a pedestrian, one becomes familiar with a place's visuals, smells, sounds, and other things that affect the senses, which contribute to give the place an identity. The sum of senses, meaning that all senses work in order to give the mind a perception of the experience of walking, may contribute to the shaping of place identity (chapter 2.3) Anyhow, walkability goes even further than how the basic senses are stimulated. For example: humans are social creatures that appreciate the presence of others. If the urge for social contact is satisfied when walking in a public space – that ultimately makes the walking experience better. The pedestrian may feel safer in the presence of others, but he or she may also feel a sense of belonging and unification with others (Ovstedal & Ryeng, 2002).

2.3 Place identity

Place identity can be described in both physical and social terms. The physical aspects of place identity concerns the built environment and non-human things that give places their identity. The social aspects concern humans, and how their activities give places identity.

2.3.1 Who defines place identity in a walkable public space?

Generally, place identity in a walkable space should be labeled as any pedestrian's perception of a public place, residents and non-residents included. Merriam-Webster dictionary defines the word "identity" as a relation that is established by psychological identification (Merriam-Webster Dictionary, 2017). In the context of this thesis, place identity is determined by how pedestrians psychologically identify places.

Photo 2.1

Both physical and social aspects determine the place identity of photo 2.1, which is of Pyrmont Bridge in Sidneye, Australia. Judging by the photograph, the built environment forms the bridge's unique character. However, the presence of pedestrians is important to give the bridge place identity. One can question if the bridge could hold place identity if there were no one there to observe the environment. The pedestrians themselves could also form place identity together, independent of the built environment. Together, they create a peaceful environment and a sensation of togetherness without necessarily interacting with each other.

2.3.2 Reading the environmental image

The Image of the City, Kevin Lynch (1960) presents how visual imagery and the *legibility* of cities are important in urban planning. The word legibility in the context of this thesis means to what extent a pedestrian is able to read and the built environment. An environmental image consists of three components: identity, structure, and meaning (Lynch, 1960), which are provided by the built environment that are facilitated by planners and developers. In the context of this thesis, "structure" should stand alone, because a structure can exist independent of interpretation. Identity and meaning, on the other hand, is something that is interpreted and read by the public.

If the image that the pedestrian sees is to give any meaning, there needs to be physical clarity of in built environment. It needs to be readable, forming an image that the pedestrian understands (Lynch, 1960). In 1976, Christian Nordberg-Schulz published an article about *phenomenology* in the journal *Architectural Association Quarterly.* In an urban planning context, phenomenology is how people perceive physical material about the physical world. Nordberg-Schulz notes that phenomenology, or reading the environmental image is an important element in defining the spirit of a place (Norberg-Schulz, 1976).

How place identity may be created:

Faciliating for place identity	In first term, the planners and developers define the physical aspects of place identity by how they choose to plan and develop the place. They create the built environment, facilitating for further development of place identity.
+	phenomenology (reading the environmental image)
Social aspect of place identity	How pedestrians read the environmental image results in how the pedestrians define and use the place. The pedestrians also studies other pedestrians in this process, and together they form the pedestrian activity. The pedestrian activity becomes the social aspect of place identity, hence the final component in defining place identity.
=	**The pedestrian defines the spirit of a place.**

Table 2.1

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If the purpose is to build cities for the enjoyment of people of widely diverse backgrounds, the developer and municipality could attack the creation of place identity from an alternative angle, by also letting place identity develop without the municipality and developers predefine the place identity (Lynch, 1960).

<div align="right">Photo 2.2</div>

It is not likely that a planner or developer planned for the "4 Gringos" to park their taco truck at Youngstorget in Oslo. Yet, the truck is part in defining the place identity of Youngstorget. By planning squares and open public places, the planner invites the people and mobile elements, like the taco truck in photo 2.2, to have a large part in developing place identity.

Place identity is something that exists in the human mind in how we perceive places. My perception is that planners constantly wish to prove how the built environment and the physical facilitation determine place identity. That is true, but only to some extent; the people, their diversity and mix, the dynamics of their interaction, and their actions in the public sphere are components important in composing what becomes a place's identity.
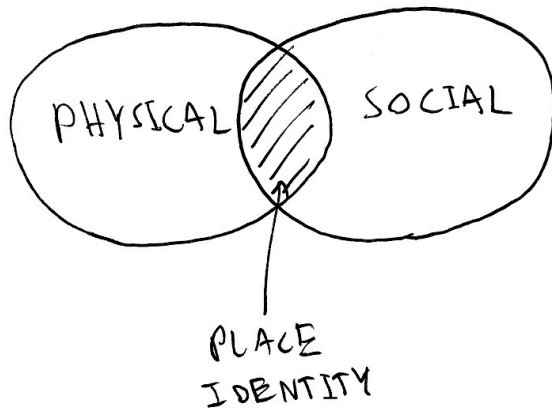
Figure 2.2

Figure 2.2 suggests that place identity is best described by combining physical and social aspects. Built structures in an urban context are vital, because they facilitate for social activities, but alone they do not hold much identity. They need to be read and understood, like Norberg-Schulz (1976) suggests, and be readable according to Lynch (1960).
A description of place identity in an urban context is not complete without the presence of physical and social aspects in the environmental image.

2.4 The relationship between place identity and walkability

A point of interest in this thesis is not to investigate *how* pedestrians choose to walk in a given area, but rather how place identity may play an important role in making pedestrians *want* to walk in an area. Arguing that walkability and place identity are reliant on perception (chapter 2.1 and 2.3), I argue that they are correlated, especially in an urban context.
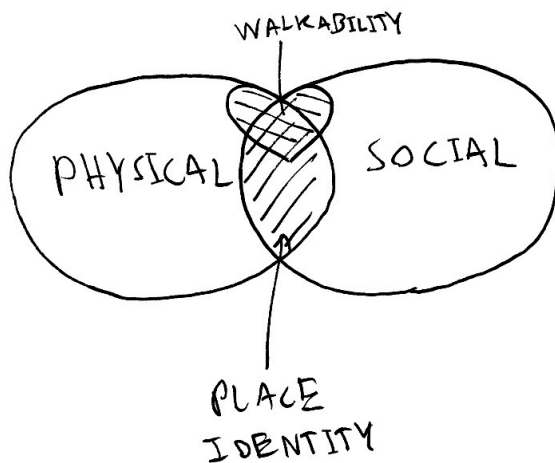
Figure 2.3

Figure 2.3 suggests that walkability, the experience of walking, is an element in how pedestrians perceive a place's identity. As with Pyrmont Bridge in photo 2.1, how the pedestrians perceive the bridge's quality of walking is one of the elements that build up a complete picture of how the they identify the bridge's place identity; as a place with other recreational pedestrians.

Pedestrian 1.
I like walking here. The place is so vibrant and full of people (social identity), and the street design is so readable in this neighborhood (physical identity).

versus.

Pedestrian 2.
I dislike walking here. I am afraid of getting robbed (social identity), and I am afraid I will get lost (physical identity).

For both pedestrians, there are physical and social aspects in the place identity that affect walkability. Pedestrian 1 is secure, and enjoys the place identity, which in term results in a better walking experience. Kevin Lynch suggests "A good environmental image gives it's processor an important sense of emotional security" (Lynch, 1960, pg. 5). Walkability and place identity are facilitated through the built environment by planners and developerse, but the pedestrian's perception of the built environment ultimately results in the the functioning walkability and place identity. and will have no purpose if not used.

Urban theorist Jane Jacobs follows up on human behavior in an urban environment, but from a more social perspective. She is concerned with how people experience other people in the city.

"A city sidewalk by itself is nothing. It is abstraction" – Jane Jacobs (1961, pg. 29)

2.5 Coexisting in the public sphere.

The book *The Life and Death of Great American Cities* by Jane Jacobs is treats with how people coexist on sidewalks in practical, everyday life. She has a somewhat romantic approach to street life, as she describes it as a sidewalk "ballet" (Jacobs, 1961, pg. 59). Her work revolted against a traditional judgmental view where one believed that people using city streets for recreational purposes didn't have decent homes to spend spare time in (Larice & Macdonald, 2013).

There are many levels of human contact. According to Jacobs, a good city neighborhood will provide a balance between people's wishes for different degrees of contact. The people who use urban public spaces for recreation may, unknowingly, desire the contact of others as long as their comfort-zones of intimacy remain intact. Together, pedestrians should build *casual public trust* (Jacobs, 1961).

The casual public trust is a healthy approach to the presence of strangers, formed over time by many little public sidewalk contacts (Jacobs, 1961). This will provide safety for pedestrians, in an environment where people are positive to the idea of approaching strangers because they trust each other. In addition, Jacobs states that this balance is made up of "small, sensitively managed details, practiced and accepted so casually that they are normally taken for granted" (Jacobs, 1961, pg. 59). Within a public space, there should exit public trust. Creating casual public trust is the result of public practice, something that does not change over night.

The people of a neighborhood must enlarge their private lives if there is no sidewalk life in their area. Either, they find togetherness by sharing things with their neighbors, or they must simply settle with the lack of togetherness. If the demand for contact is primarily satisfied by communicating with neighbors, people may become exceedingly picky as to whom their neighbors are. Jacobs do not believe that devoting the need of contact to a chosen clique of people is beneficial in an urban context (Jacobs, 1961). This type of contact is more errand-based, and not casual compared to coexisting with strangers in the public realm of a city street.

Christopher Alexander's illustration (Figure 2.4) of traditional and open societies reflected how coexisting with people in modern urban societies form unstructured bonds between people. Alexander states that "the reality of today's social structure is thick with overlap – the

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systems of friends and acquaintances form a semi lattice, not a tree" (Alexander, 1964, pg. 10).
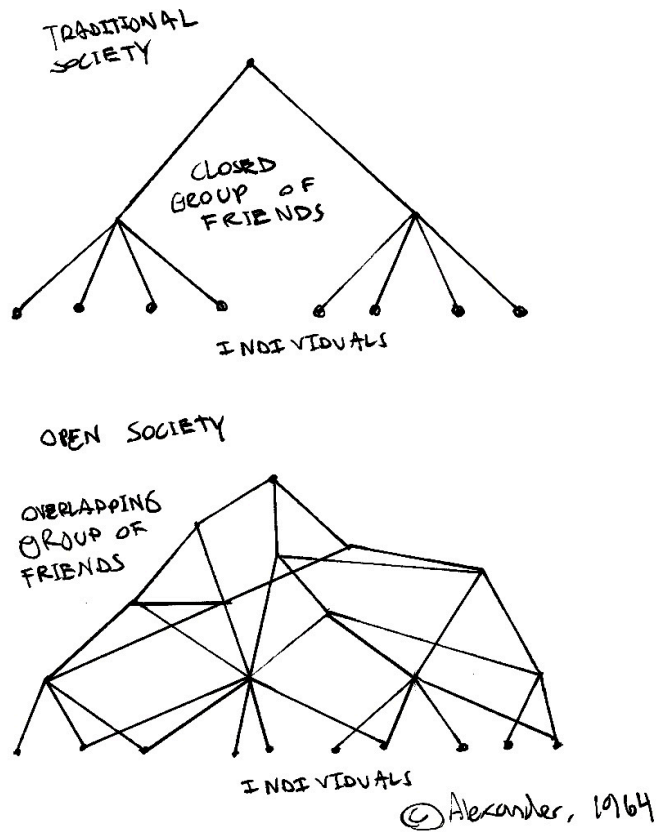
Figure 2.4

Alexander questions why many conceived cities as trees, proposing that the semi lattice-structure is the more natural structure. If planners, developers or urban designers view cities as trees, they create closed societies that do not invite to the randomized contact between strangers. Alexander (1964) suggests that this might be due to habits, shaped by the tradition of societal structures having tree structures.

The overlaps found in open, modern societies can be reflected in Jacobs' understanding of casual public trust on a street level, where randomized and unstructured interactions between people becomes successful when the public mindset is positive to living close to strangers, and forming new bonds. The traditional, closed, society does not promote casual public trust, as people are pickier to whom they socialize with (Jacobs, 1961).

2.5 Social capital

The built environment has an impact in promoting regular physical activity (Benton et. al, 2017). There may be clear health benefits from using the built environment for regular physical activity, but just as importantly, social integration in an urban environment may also promote health. The sensation of being in the presence of others creates *social capital* (Putnam, 2000). Kevin Leyden (2003) defines social capital as the "social networks and interactions that inspire trust and reciprocity among citizens" (pg. 1546). In essence, the creation of social capital is about creating a sense of integration among the public, building on casual public trust (chapter 2.4).

Creating a sensation of being integrated within a community, and thereby boosting it's social capital, can be done in several ways. Leyden's suggests that it can be done by creating neighborhood designs that "enable or encourage social ties or community connections" (pg. 1546). Such a neighborhood design promotes spontaneous or accidental interaction between humans, and is typically pedestrian oriented and has much mixed use (Leyden, 2003). Further, Putnam (2000) states that "the more integrated we are with our community, the less likely we are to experience colds, heart attacks, strokes, cancer, depressions and premature death of all sorts" (pg. 326).

Creating a walkable area that promotes health will have a snowballing effect. By revisiting table 2.1, I suggest a possible edit to the equation that the table proposes. If Alexander's open environment (chapter 2.5) becomes an element in the place identity, the outcome in the equation of table 2.1 may be "= social capital", something that planners and developers should strive for. The way I interpret Leyden and Putnam, is that the planners and developers have responsibilities in creating social capital in walkable areas by how they shape the physical environment. They lay the foundation for how social life, place identity, and social capital may unfold.

Chapter 3 – Research Strategy

3.1 Choice of literature

The literature in Chapter 2 – Theory has been chosen to give the reader a broader understanding of how walkability and place identity can be put into context. In context of this theis, such an understanding is valuable, because the Bispevika-Segment of Havnepromenaden intends to be a walkable area with an attractive place identity.

Lo (2009) reminds us that walkability should be pedestrian related, and Lynch (1960), Nordberg-Shoulz (1976) and Jacobs (1961) gives the reader some indication to how the pedestrian behaves in the built environment. The theory also focuses Leyden (2003) and Putnam's (2000) understanding of social capital, because this arguably something that should be prominent in a public space. Also, the Chapter – 2 theory aims to illustrate that the power of planning may be limited by the freedom of the public, as they ultimately define the built environment by how they intend to use it.

3.2 Answering the research question

To answer the research question, I have divided it into four sub-questions. The following grid of sub-questions (table 2.2) was made to map out the questions lying within the research question, and to systematically present these questions in a consecutive, logical order. Making a grid of sub-questions has functioned as a way of planning my research strategy. The aim is to state the four sub-questions, *how* data should be collected to answer them, and *why* answering a question contributes to answering the following question.

The grid of sub-questions (table 2.2)

Sub-question	Data collection	Logical order
A. How do the demographics of Frogner and Gamle Oslo sub-boroughs located no further than 1 km from the Oslo Fjord differ?	Statistical research from web services providing demographic statistics for Oslo.	Finding statistics on the social situation in the sub-boroughs will put the built environment of Havnepromenaden in a social context.
B. How is the place identity of commercialized Oslo-west segments of Havnepromenaden?	- Physical observations from the sites of Tjuvholmen and Aker brygge. - Written material on the sites.	Observing the place identities of these Havnepromenaden-sites will be reflected in demographics of Frogner. The place identities should contrast the place identity of the Bispevika-segment of Havnepromenaden.
C. What visions do the municipality and developers have for the walkability and place identity in the Bispevika-segment of Havnepromenaden?	Interviews with relevant actors that either work with or have meanings about the development of Bispevika.	This question will provide information about the planning of the Bispevika-segment of Havnepromenaden. This information will contribute to the undersanding of planning documents relevant for sub-question **D**.
D. To what extent does the planning for the Bispevika-segment of Havnepromenaden consider place identity, and to what extent does this include the potential user diversity?	Studying of plans and other documents relevant for the development of the Bispevika-segment of Havnepromenaden.	Sub-question **C** gives a verbal description of the planning goals in Bispevika, but this question aims to see whether there is a mismatch in the answers from question C and the published planning documents.

Table 2.2

3.3 The sub-questions' contribution to the thesis

Sub-Question A (chapter 4.2)

This sub-question aims to give the reader an understanding of the demographics and geography of Gamle Oslo and Frogner sub-boroughs located no further than one kilometer from the Oslo fjord. This is to illustrate that there are social differences between people living in closeness to the Oslo Fjord, within a distance that could provide low-threshold seaside recreation.

Sub-question B (chapter 4.3)

This sub question aims to give the reader an understanding of the place identities of Tjuvholmen and Aker Brygge, two Havnepromenaden-sites in the borough of Frogner. The sites are geographically similar to Bispevika in that they are located by the Oslo fjord and have pedestrian spaces. Observing and analyzing the place identities of the two sites aim to contrast the place identity that should come to exist in the Bispevika-segment of Havnepromenaden.

Sub-question C (chapter 4.4)

This sub question aims to get the opinions of four actors concerned with planning and development in Bispevika through interviews. Regarding the transformation at Bispevika, there are two key actors responsible for shaping the area.

1. Fjordbyenheten – This agency is a sub-group of Oslo's planning agency (Plan- og bygningsetaten) that focuses on bringing the Oslo fjord closer to the city. They aim to reinvent areas in Oslo close to the fjord, making them pedestrian friendly. The agency verifies all plans, meaning that Bjørvika Infrastructure AS' activities in Bispevika need to happen in accordance to the municipality's policies. Havnepromenaden is also one of their projects.

2. Bjørvika Infrastruktur AS – This is the development company that leads the building of streets, public place and parks in Bispevika. The company has a development deal with the Municipality of Oslo, in that the company builds public spaces that the municipality will own and maintain in the future. Currently, this developer is promoting the Bispevika-segment of Havnepromenaden along with the municipality.

Fjordbyenheten and Bjørvika Infrastruktur AS are the actors that co-work on the planning and development of Havnepromenaden in the larger Bjørvika bay, where the Bispevika-segment of Havnepromenaden is a mere fraction of their focus.

In addition to Fjordbyenheten and Bjørvika Infrastruktur AS, two other instances in the municipality of Oslo have been interviewed. These instances have opinions about the future place identity of Bispevika.

3. Helseetaten – The health agency of Oslo are not directly working with planning, but this agency has ideas about place identity and walkability is related to the wellbeing of Oslo's inhabitants.

4. Bydel Gamle Oslo (interviewed 21.04.17) – This is the administrative office of the borough in which Bispevika is located. The office has views on how the Oslo fjord can be brought closer to adjacent areas within the borough.

An analysis of each interview is presented after each interview, in their respective sub-chapters of chapter 4. The interviewee's responds are analyzed from the viewpoint of making the Bispevika-segment of Havnepromenaden an attractive recreational destination for residents in adjacent sub-boroughs of Gamle Oslo.

Interview technicalities:

Fjordbyenheten (chapter 4.4.1) was interviewed on 03.02.17 at Vahls gate 1, 0187 Oslo.
The interview had a loose structure, with questions aiming to find a suitable research question for this thesis.

Bjørvika Infrastruktur AS (chapter 4.4.2) was interviewed on 14.03.17 at Dronning Eufemias gate 16, 0191 Oslo
The interview was structured, with questions relating to the working research question at the time, which revolved around place identity, walkability and the place identity of the Bispevika-segment of Havnepromenaden.

Helseetaten (chapter 4.4.3) was interviewed on 09.03.14 at Storgata 51, 0182 Oslo
The interview was structured, with questions aiming to explore the benefits and challenges of seaside recreation in Oslo in terms of health.

Bydel Gamle Oslo (chapter 4.4.4) was interviewed on 21.04.17 at Platous gate 16, 0135 Oslo.
The interview was structured, with questions aiming to explore how the administrative office of Gamle Oslo views the borough's seaside gentrification and connectivity to the Oslo fjord.

All interviews are partially transcribed, and were conducted in Norwegian. The interviews are presented in a way that intends to give a compilation of responds that are relevant in the context of this thesis.

Sub-question D (chapter 4.5)

This sub-question aims to explore whether the problem that the research question addresses is being implemented in planning documents regarding the Bispevika-segment of Havnepromenaden. Particularly, planning documents will be studied looking for the presence of two criteria:

1. Diverse place identity-creating elements.
2. Potential for user diversity among visiting pedestrians.

This sub-question aims to see whether there are conflicting elements in the planning documents that could result in meeting the two criteria difficult.

The planning documents studied are

- the regulatory plan (trans. reguleringsplan*)* for Bjørvika – Bispevika – Lohavn from 2003
- the plan's regulatory decisions (trans. reguleringsbestemmelser)
- Bjørvika Utvikling AS' background document for the Bispevika-segment of Havnepromenaden.

The regulatory plan and regulatory decisions are legally binding documents.

Excerpts from the three planning documents are analyzed from the viewpoint of making the Bispevika-segment of Havnepromenaden an attractive recreational destination for residents in adjacent sub-boroughs of Gamle Oslo.

Chapter 4 - Method and Analysis

4.1. Bispevika: the bigger picture

The municipality of Oslo's densification goals – using the seaside for what it is worth.

4.1.1 The municipality's visions for the Oslo fjord

The municipality of Oslo's general areal development-plan "Oslo towards 2030" is concerned with the challenge of finding space for sufficient urban growth. The plan also states that the city wishes to manage the growth in a sustainable manner, and that the natural elements, like the coastline of the city, should be preserved. How the city will manage population growth due to a high level of immigration is also something that the plan stresses. In broad terms, Oslo is a growing city that does not want to occupy unoccupied land (Oslo Kommune, 2015)

The municipality's urban growth goal is to let Oslo grow sustainably, and the general development plan describes why densification of a city is the preferred strategy for a city that is growing. In Oslo's case, there is not a shortage of unoccupied land that hinders the urban sprawl, however, the border to the woods surrounding Oslo (markagrensen) legally binds the city to not grow in the direction of the woods surrounding Oslo (Larsen & Malmsten, 2013). The current activities in Bispevika, the northeastern bay in Bjørvika, are an example of urban growth that is happening towards the Oslo Fjord, in the opposite direction of the woods known as "Marka".

Figure 4.1

"Fjordbyen" is a term created by the municipality of Oslo's planning agency. In short terms, the intention of Fjordbyen is to bring the city closer to the fjord (Plan- og bygningsetaten a, 2015). As the map in figure 4.1 shows, the highlighted areas are part of Fjordbyen, where the yellow parts are areas still being developed. All together, these areas consist of different sites, stretching from what is commonly known as the city's west side to the city's east side. Bispevika is the innermost eastern bay of Bjørvika.

The municipality views the Fjordbyen-project as a historic opportunity to shape new parts of the city (Plan- og bygningsetaten , 2015a). In those terms, Fjordbyen is not a restoration-project, as it does not aim to improve the current function of sites. Instead, it is a common name for many transformation projects, bringing out whole new potentials for areas. An

example of this is the Edward Munch-museum being built in inner Bjørvika, close to the prestigious Opera building.

With the plan for Fjordbyen, the planning agency explains that creating Havnepromenaden and facilitating for inviting public spaces, the Oslo fjord will be drawn closer to the neighboring sub-boroughs of Havnepromenaden (Plan og bygningsetaten , 2015b).

Havnepromenaden is a sub-project within the plans for Fjordbyen verified 2008 that is to become a 9 kilometer long seaside walkway that stretches along the Oslo coastline. The municipality informs that the project period is from 2008 to 2030, and that the municipality will be responsible for providing temporary walking paths in the meantime (Plan- og bygningsetaen b, 2015) 2,8 kilometers of Havnepromenaden will lay within the Bjørvika area, which Bispevika is a part of (Bjørvika Utvikling AS, 2017a)

The Havnepromenaden-project

Figure 4.2

The municipality promotes the promenade as an urban hike in Marka, calling it *the people's promenade*. Map of Bjørvika in figure 4.2 gives an indication of the large scale development of Havnepromenaden within this area. The north-eastern smaller bay is where Bispevika is located. Bispevika will demand land-fillings in order to fulfill its planned purpose, meaning that the orange stretch of Havnepromenaden does not yet exist in this area. Therefore, a

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temporary bridge installment connects Sørenga with Operautstikkeren – functioning as a substitute for the missing parts of Havnepromenaden (chapter 4.1.1).

4.1.2 Bispevika: creating a new neighborhood

An acclaimed encyclopedia in Norway has an entry about Bispevika. Bispevika is a bay in the north-eastern part of Oslo's harbor, and the entry clearly states that the bay will go through a transformation, where offices, dwellings and businesses will be opened. Most importantly, the entry states that Bispevika will open up towards the fjord as a recreational area (Store norske leksikon, 2017). In the 90's, the highway of E18 was located along the seaside of Bjørvika, preventing dwellings and recreational areas from flourishing in the area. Today, the highway is submerged in tunnels - which allows Bispevika along with Bjørvika to be transformed.

Figure 4.3

The public information webpage byplanoslo.no by the planning agency posted an article in 2013 called *Bispevika: From chaos to a new neighborhood*. The total newly built areas of Bispevika will together consist of approximately 160 000 square meters. In Bispevika north, roughly 650 apartments will take up close to two thirds of the area, and in Bispevika south, about 780 apartments will take up more than 80% of the area. (Wiik, 2013) Already in 2003,

the areas in inner Bispevika were regulated for the purpose of housing (chapter 4.5.2), meaning that Bispevika has been part of Oslo's seaside densification-plans for roughly 15 years.

Along the seafront of Bispevika, the seaside promenade of Havnepromenaden will provide public spaces meant for pedestrians. The planning agency states that the urban life in the area will be provided by the dwellings, businesses, and both private and public services. Also, the plans for Bispevika North and South exist under a common detail-regulatory plan. The this plan for Bispevika was out for hearing in 2013 (Wiik, 2013)

In 2014, Statens Vegvesen gave Bjørvika Infrastruktur AS further responsibility and for the area of Bispevika (chapter3.5.3), which had been used for depot areas during the building of Dronning Eufemias gate, the road housing the Barcode complex (Bjørvika Utvikling AS, 2014).

4.1.3 Walking around Bispevika

Photo 4.1

Today, Bispevika is an impenetrable construction-site, and a pedestrian is not wanted in the area. Photo 4.1 was taken in January 2017 from the northern part of Sørenga, and the no-man-land of Bispevika is visible in the foreground. A pedestrian walking between Oslo's city center and Sørenga must therefore avoid this construction site. To resolve this, the municipality has provided the pedestrian floating bridge linking Sørenga to Oslo's city center, but the bridge will cease to exist when Havnepromenaden is complete (chapter 4.4.1).

When Havnepromenaden opens along the seaside of Bispevika, the pedestrian connection between Sørenga and the city center will be found in th Bispevika-segment of Havnepromenaden.
In the the municipality states that Oslo is in demand for new small-boat harbors, and inner Bispevika will house a new harbor of this kind, and therefore, the floating bridge in photo 4.2 must cease to exist.

Photo 4.2

Bjørvika Utvikling AS has visions for the public-sphere within Bispevika. They state that the inner parts of Bispevika will be characterized by an area that has great potential for urban life. The segment of Havnepromenaden lying within this area has qualities that may contribute

with an identity-creating role in Bispevika. The mean width of Havnepromenaden in this area shall be 20 meters, but the width may vary to make place for exiting spaces and suitable public functions (Bjørvika Utvikling AS, 2017)

Bjørvika Utvikling AS goes no further in explaining how this highly walkable area should have an identity-creating role. On their information websites, they inform that the physical components of Havnepromenaden, the active facades and the seaside, will contribute in creating the place identity. In this sense, Bjørvika Utvikling ASF is following up on the planning department's ideas for Bispevika. As illustrated in the Chapter 2, place identity is created both physical *and* social aspects. Neither Bjørvika Utvikling AS nor the planning agency informs through their informational web pages how the presence of people will create a place identity in the area, but merely how the physical aspects will

4.1.4 The seaside gentrification.

An article written by architect Jan Carlsen called "Fjordbyen is being conquered by the elite" (*Fjordbyen erobres av eliten)* claims that Oslo is on the verge of getting a third urban sector, supplementing the traditional east-side /west-side division of the city (see 4.2.1). The third sector is called "the south-side" and stretches along the city's seaside. The west-side tendencies, being affluent compared to the east-side, are becoming prominent the area of the south-side (Carlsen, 2014). One can argue that the south-side is an extension of the west-side's exclusive tendencies. Due to Bispevika's location, one can argue that the bay is becoming part of the "south-side"

Gamle Oslo, where Bispevika is located, is a borough where different qualities are prominent in the cityscape. Two of them can be considered the multicultural cityscape (typically found in the adjacent sub-boroughs in Gamle Oslo), and the seaside-cityscape. The seaside cityscape of Bjørvika, where Bispevika is located, is being developed in an exclusive fashion. This indicates that Bispevika, originally an east-side location, might joint the proposed south-side, and Gamle Oslo be divided between the south- and east-side of Oslo.

Much of the prestige in Bjørvika is due to the city's central location. According to the Norwegian research-council (*forskningsrådet),* the development in Gamle Oslo is driven by a belief that the borough cannot take the local considerations one otherwise would take into

account. In those terms, the borough is meant to have a symbolic role for the whole city. The Opera building, and the Edward Munch-museum Lambda are major institutions meant to have an important identity-creating function along the fjord, and to serve the public culturally (Sæther, 2003).

4.2 Demographics and geography

Sub question A: How do the demographics of Frogner and Gamle Oslo sub-boroughs located no further than 1 km from the Oslo Fjord differ?

4.2.1 The boroughs and sub-boroughs of interest
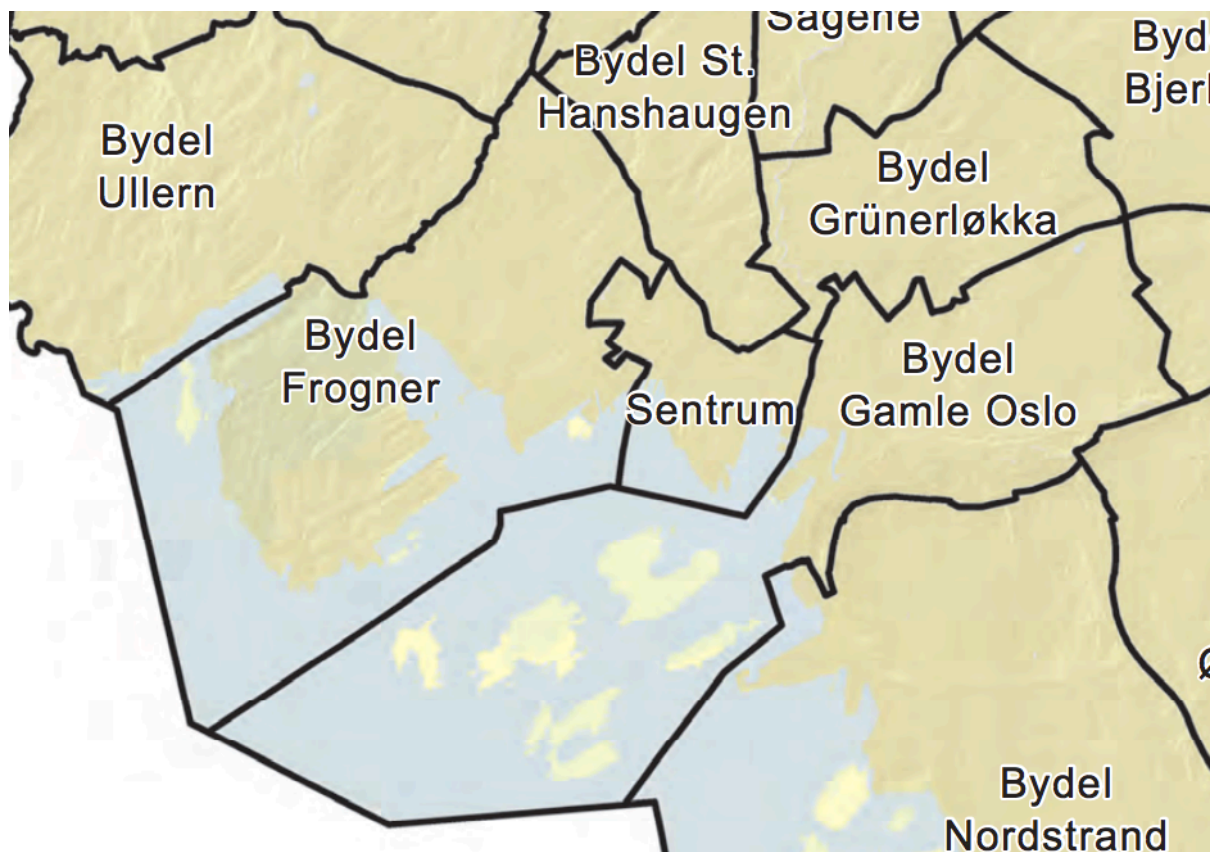
Figure 4.4

The map in figure 4.4 shows that Frogner (Bydel Frogner) is a borough that borders along the western end of Oslo's city center (Sentrum). Havnepromenaden will passes through this borough. If a person residing in Frogner wishes to stroll along Havnepromenaden, it is more likely that they will stroll along a part of Havnepromenaden close to where they live. This will provide them low threshold neighborhood recreation. The same goes for a person living in

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Gamle Oslo (Bydel Gamle Oslo). Therefore, some demographic statistics on people living in the two boroughs east and west of Oslo's city center will indicate what people will use the parts of Havnepromenaden that lay within their boroughs.

The boroughs of Oslo are however divided into several sub-boroughs. The presented statistics are from sub-boroughs within Frogner and Gamle Oslo that are located no further than one kilometer from the coastline. Like in the research of Kaczynski et. al, this thesis uses one kilometer as a threshold-distance, because the sub-boroughs of interest ought to be located close to the Oslo fjord. The reason for this is that people that live outside the threshold-distance are not likely to use Havnepromenaden as much as those that live close to it.

What can be considered a low threshold-distance in terms of walkability? – the question is incredibly relative. The research of Kaczynski et. al (2003) have conducted research where they regard one kilometer as a reasonable threshold-diameter for neighborhood walking between a home and a park. If a park lays within a threshold-diameter for walking, locals are more likely to use the park. If a destination lays too far from where a person dwells, that person may not wish to walk there on a regular basis, and use the place recreationally. Inspired Kaczynski et. al, one kilometer from the Oslo fjord is considered a reasonable low-threshold distance between dwelling and Oslo fjord-recreation.

The relevant sub-boroughs lay within a one-kilometer distance from the Oslo fjord, in either Gamle Oslo or Frogner. They can be considered adjacent of the Oslo fjord.

Frogner:
52 Frogner
53 Frognerparken
57 Uranienborg
58 Skillebekk

Gamle Oslo:
12 Enerhaguen
13 Grønland
11 Lodalen
source: map study of Google maps segment of Oslo.

Statistics provided from the Municipality of Oslo and Statistisk Sentralbyrå gives information about the demographics in the given sub-boroughs.

4.2.2 The mean income in the sub-boroughs
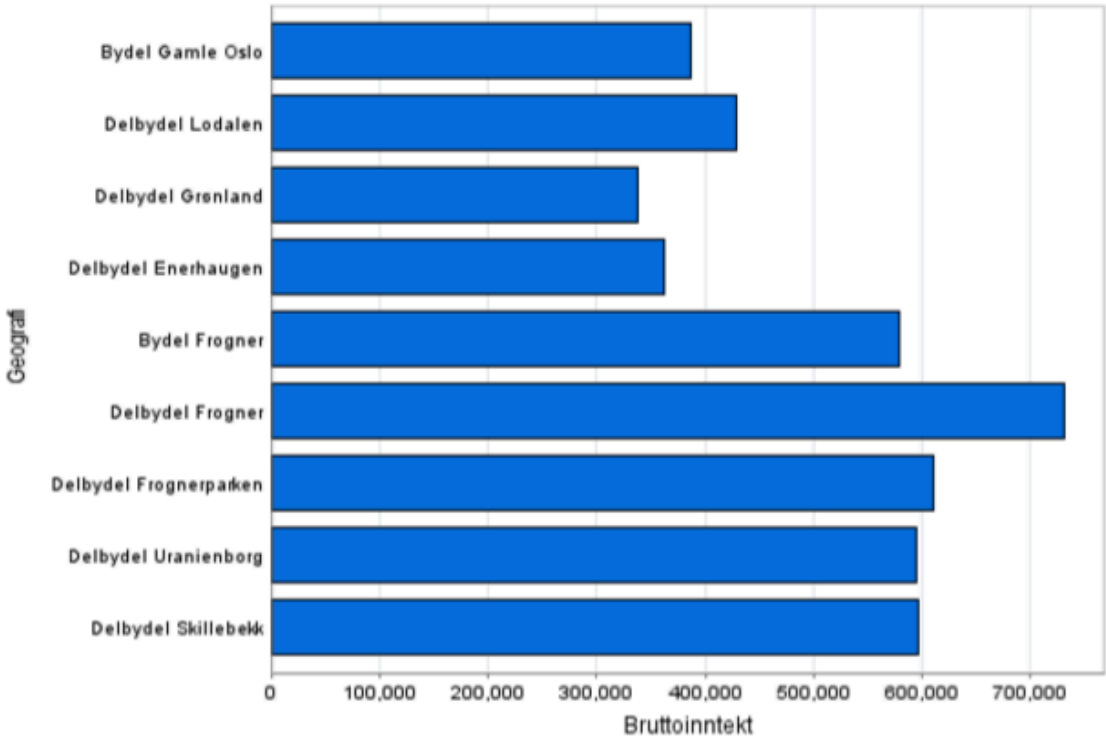
Read "Bydel" as borough, "Delbydel" as sub-borough, and "Bruttontekt" as mean income. The statistics are from 2014, and take every citizen over the age of 16 into account.

The statistics in Chart 4.1 show that the Frogner sub-boroughs are more affluent than the Gamle Oslo sub-boroughs. Taking Frogner and Game Oslo (with chosen sub-boroughs) into consideration, the difference in income was close to 200.000 NOK per year in 2014.

4.2.3 The ethnicity (Norwegian / foreign background) in the sub-boroughs

	Norwegian background	Foreign background
Lodalen	6700	3200
Grønland	4100	5200
Enerhaugen	4000	3500
Frogner	5000	1900
Frognerparken	5000	1800
Uranienborg	5300	2100
Skillebekk	6000	2800

Table 4.2

The statistics are from 2016, and the numbers are round off to the nearest hundred. The foreign background-column consists of immigrants and Norwegian-born people with two immigrant parents.

The statistics in table 4.2 show the sub-boroughs with the highest number of people with foreign background belong to Gamle Oslo. In the sub-borough of Grønland, people with foreign background surpass those with Norwegian background, and this borough is known to be a sub-borough close to Oslo's city center with a high concentration of different ethnicities. These statistics indicate a correlation between ethnicity and income in Frogner and Gamle Oslo.

The Statistic Central Bureau (Statistisk sentralbyrå, abbrv. SSD) provides the public with statistics from their webpages. SSD's article *Immigrants on the Oslo-map* states that Oslo's immigrant population (including those with immigrant-parents) has increased with 112 000 persons from the year 2000 to 2015. The percentage has increased from 19% to 32%.

2000   2015

| 0 |
| 1 - 9 |
| 10 - 24 |
| 25 - 49 |
| 50 - |

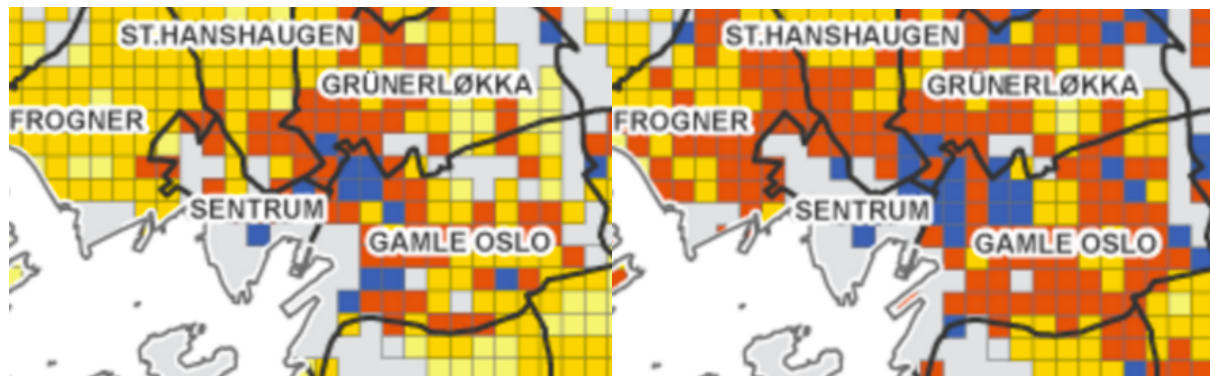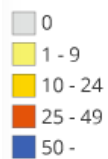Figure 4.5   Figure 4.6

Color-code resemble is of non-Norwegian population in percent. The squares symbolize areas of 250 x 250 meters

The map in figure 4.5 shows the distribution of immigrants in Oslo's city center and neighboring sub-boroughs in the year 2000. The map in figure 4.6 shows how the immigrant distribution has changed in fifteen years. In the year 2015, the distribution of Oslo-dwellers with foreign background has increased in many parts of the city, and a common trait is that the immigrants are drawn closer to the city center. The increase in population with foreign background is seen in Gamle Oslo and Frogner, but the latter still has no areas where more than half of the population is of a non-Norwegian descent. In Gamle Oslo, dark blue areas have existed since the change of the millennium, but a significant change is that the borough has had an increase of roughly 1000 square meters (four squares) of dark blue area. Juging from Figure 4.5 and 4.6, and the statistics presented in chapter 4.2, Gamle Oslo has the higher potential in drawing non-Norwegian local pedestrians to the Oslo fjord.

4.2.4 The pedestrian connection between Bispevika and Grønland

The southernmost part of Grønland is located less than one kilometer away from the Oslo-fjord. More specifically – the closest one can get to the Oslo fjord from Grønland is found in the inner parts of Bispevika and Bjørvika. With the reasonable threshond-distance of one kilometer for everyday recreation between dwelling and neighborhood activity, Bispevika can be considered a low-threshold recreational spot for the dwellers of southern Grønland.

Kaczynski et. al. stress that a threshold-distance may vary depending the geographic of an area. In the case of Grøndland, the sub-borough may seem more distant from the Oslo fjord than it really is, much due to the presence of Oslo Central Station, which lies in between Grønland and Bispevika. However, there exists a pedestrian crossing that connects Grøndland and Dronning Eufemias gate, a road that runs along the innermost shores of Bispevika. The crossing is called *Stasjonsallmenningen*.

Just south of the Barcode complex lays Bispevika. According to Google maps and figure 4.7, the 750 meter walk between the Grønland subway-station and Dronning Eufemias gate takes roughly 10 minutes.

Figure 4.7
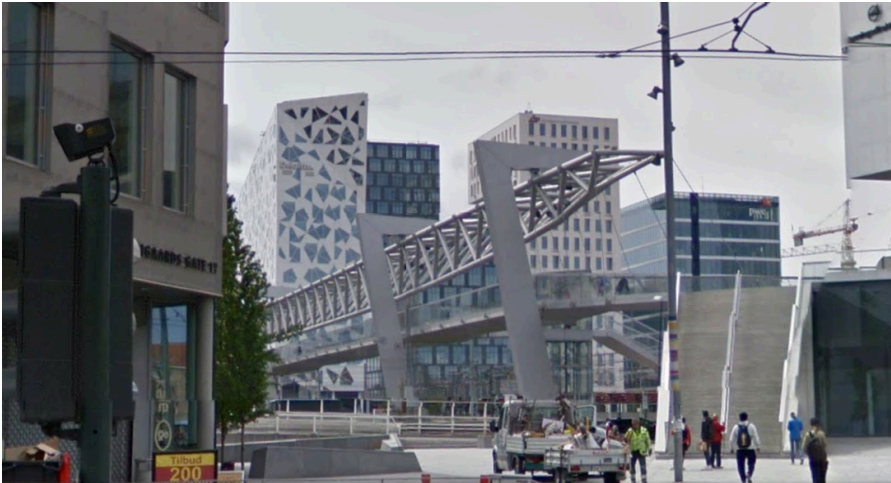
Photo 4.3

Photo 4.3 of Stasjonsallmenningen is taken from an angle where Bispevika is on the other side of the Barcode-complex and Grønland is behind the photographer. If one shall compare this crossing with Pyrmont Bridge (photo 2.1), this crossing does not have a similar place identity, because it is not meant as a recreational spot. It is meant to be a pedestrian connection between Bjørvika and Grønland.

The ethnically diverse composition of people living in Grønland live in closeness to Bispevika. If the Havnepromenaden-segment of Bispevika has a place identity much like Tjuvholmen's (chapter 4.3.1), there is a chance that the working class Grønland-dweller with a foreign background will consider Bispevika as an area outside of their public domain. In other words, there are several things that affect threshold-distance. In this case, the threshold-distance may be affected by the psychologically hinders that may make recreational pedestrians from sub-boroughs of Gamle Oslo uninterested in visiting Bispevika.

Two psychological hinders.

1. The active facades along Bispevika may house stores/outlets/serving places that are pricy, not matching the mean income of many people from Grønland, or other parts of inner Gamle Oslo. (chapter 4.2.2).
2. Due to the correlation between ethnicity and income in the Oslo-boroughs (chapter 4.2.3), Bispevika may become predominantly Norwegian if it gets gentrified to and joins the "south-side" (chapter 4.1.4)

Photo 4.4

Photo 4.4 shows the public sphere just outside Grønland subway station. The place identity this location is at balance, regarding the demographic composition of the area. People of different foreign backgrounds are visible in these public spaces, but the visitor does not feel shunned, as no one seems to claims ownership of these streets. Also, the active facades of the area consist of lower-cost services that Grønland's dwellers can afford, creating a balance in how the built environment addresses the people.

Due to the diversity of people in the public space in photo 4.4, one can argue that this is a multicultural neighborhood with much social capital (chapter 2.5), however, there is criminality present in the area (chapter 4.4.4), which results in less casual public trust (chapter2.4).

4.3 The commercialized place identities of Havnepromenaden

Sub question B: How is the place identity of commercialized Oslo-west segments of Havnepromenaden?

4.3.1 Havnepromenaden in Tjuvholmen

photo 4.5

Tjuvholmen is an example of *privatized urban development.* In 2003, forskning.no published an article where Aase Vallevik Hjukse (of UMB, pre NMBU) explicitly stated that privatized urban development creates "[...] challenges, both in relation to the way the public controls urban growth, how the municipality use their power, and how we, the citizens, are affected by the privatization" (Hjukse, 2003). In the case of Tjuvholmen, an architectural contest was held before the area was regulated. In other words, before municipality-politicians had verified the future use of the area. Vallevik Hjukse's point is that such a trend is not beneficial for the public (Hjukse, 2003). It results in the municipality regulating the area in the interest of privatization, not the public, and this is evident in Tjuvholmen.

Democratic perspectives are diminishing from urban planning, drawing forth Tjuvholmen as an example (Holsen, 2011). Space that could have been public space for pedestrians in Tjuvholmen is privatized, and this is much due to the view that such privatization creates security in the area. Law abiding pedestrians that otherwise could have used Tjuvholmen for recreation, may feel shunned from the area (Holsen, 2011). I argue that Tjuvholmen is an area with a low degree of social capital (chapter 2.6), because the visiting pedestrian is not integrated within this community. When walking along Havnepromenaden in Tjuvholmen, the view in photo 4.5 is common. Private piers and expensive dwelling dominate the built environment. The pedestrian is outside of the public domain in this area, and different rules apply to how people use the walkable areas of this neighborhood. Beggars, money collectors for charity, or any independent street commercialization is prohibited in the area (Bjerkseth & Aspen, 2015), where integration is not a first priority.

Tjuvholmen is an example of how planners and developers facilitate for walkable areas where the outcome does not result in a high degree of social capital. Referring to table 2.1 in chapter 2.3.2, this is how I read the environmental image in Tjuvholmen.

1. The planners and developers have defined the physical place identity, with strong involvement from private interests.

+ (I know 1. beforehand, and this makes me precautious when reading the environmental image)

2. The closely regulated area provides little community connection between establishments in the area and recreational pedestrians. The place has a sterile character, and the social aspect of the place's identity is characterized by little diversity.

= The spirit of Tjuvholmen is that of a closed and regulated community, and a low degree of social capital. The built environment sends signals that this area belongs to a class which am not part of, therefore I feel like an outsider.

"In general, the civil society has a weak presence in Tjuvholmen" (Bjerkseth & Aspen, 2015)

4.3.2 Havnepromenaden in Aker Brygge

Located in the western borough of Frogner, one may perceive Tjuvholmen and Aker Brygge as not gentrified, but that is not the case. Previous generations have memories of the industry located where Aker Brygge is today. The area used to be heavily industrialized until 1982, when the workshop Akers mek. Verksted in photo 4.6 ceased to exist. (Industrimuseum, 2017) Aker Brygge is a typical example of urban development in the 1980's, because it was based on creating commercialized areas. This development has determined what types of pedestrians the area attracts today (Grønning et. al, 2015)

Photo 4.6

| | |
| Photo 4.7 | Photo 4.8 |

Aker Brygge is a populous promenade in Oslo, and is a segment of Havnepromenaden. There are some elements present in Aker Brygge that the planning agency and developers wish to implement in Bispevika's promenade (chapter 4.5.2 and 4.5.4). These elements are particularly found in the commercialization, but also the seaside recreation, facilitated through benches and a walkable promenade seen in photo 4.7.

Aker brygge is heavily commercialized, with serving areas located in most of the active facades of its building structure. The pier activity is very prominent, with boats present along most of the promenade's docks. These boats are meant for private, personal use but also serving. This creates a barrier between the public seaside recreation and the fjord, as seen in photo 4.8. I argue that Aker brygge has a higher degree of social capital than Tjuvholmen, because more pedestrians are found in Aker brygge, however, recreational pedestrians and paying costumers are distinguishable in the area.

4.3.3 Do not implement these place identities in Bispevia

The place identities seen along parts of Havnepromenaden in Frogner should not be implemented in the Bispevika-segment of Havnepromenaden, because this would lead to:

- Gentrification. Expanding the privatized standard found in Tjuvholmen to Bispevika would result in stark contrasts within the Gamle Oslo, contributing to the south-side / east-side distinguishing (chapter 4.1.4). In addition, commercial activities along Aker brygge may not be affordable to many citizens of Gamle Oslo (chapter 4.2.2).

- Distancing the public from the fjord. The immense pier activity seen in photo 4.8 of Aker Brygge, creates a distance between walkable, public spaces and the fjord. This results in a place identity promoting exclusivity towards the Oslo fjord, and not a view that no one can claim ownership of. In those terms, one can argue that the promenade of Aker brygge passes through a neighborhood, not by a neighborhood, where there is commercialization and exclusivity on both sides of the promenade, creating an E-P-E situation. (chapter 4.5.6)

The transformation of Oslo's seaside has arguably made the seaside more livable, where sites like Akers mek. verksted were common and did not invite the public. However, today's gentrification along the seaside is evident in Tjuvholmen and Aker brygge. The commercial institutions in Tjuvholmen and Akerbrygge benefit from economically privileged pedestrians who have the capability to nourish their businesses. As illustrated in chapter 4.2, the boroughs of Gamle Oslo and Frogner have different predispositions in generating economically privileged pedestrians.

4.4 Interviewing actors involved in the development of Bispevika

Sub question C: What visions do the municipality and developers have for the walkability and place identity of the Bispevika-segment of Havnepromenaden?

4.4.1 Fjordbyenheten interview

The interview found place before the current research question was shaped, but the interviewees' input contributed in developing the focus of this thesis. The loose structure of the interview provided information how the planning agency views seaside walkability and place identity in eastern Bjørvika, where Bispevika is located.

A guide to questions asked during the interview:

Q1: How do you facilitate for pedestrians and cyclists in the connection between Sørenga and Oslo's city center (working research question at the time of the interview)

Q2: How do you define walkability?

Q3: What are your visions, and how do you cooperate with developers?

Q4: How do pedestrians walk around the construction sites in Bjørvika?

Q5: Is there a master plan for the walkability of Bjørvika?

Q6: Does the planning agency prioritize walkability between Sørenga and Oslo's city center?

How does Fjordbyenheten view the pedestrian in Oslo?

Fjordbyenheten initially states that the municipality is not researching pedestrian activity to a reasonable extent. Walkability in Oslo has already been researched through projects in Oslo; however, these projects are dedicated to the physical specifications of walking facilities – such as pavement width and pedestrian streams.

The car's needs in the city have been thoroughly researched, but as the municipality intends to make the seaside of Oslo more walkable in the coming years, more research on pedestrian activity may serve as beneficial to the municipality.

What is good walkability?

Fjordbyenheten states that good walkability concerns the pedestrians' experience values, and freedom of choice. As many pedestrians as possible should have their needs satisfied within a walkable area. In a public area, no pedestrians should feel shunned or unwelcome. Good walkability is therefore divided in two: it should promote good recreational qualities, but is should also provide an effective transit function, for the pedestrian on an errand. When planning for walkability, one should raise the question which population the walkability is meant for.

"The well functioning walkable areas are those that you are in because you wish to be there, in contrast to those spaces that draw you into them unwillingly"

How is Havnepromenaden planned for pedestrians?

When planning Havnepromenaden, the municipality is interested in creating comfort for all pedestrians. Some will use the promenade for transit, but others will want to stay for some

while. Benches and other recreational pedestrians will be found along the promenade, as well as pavement suited for pedestrian transit. In the regulatory plan for Bjørvika, the municipality has had focus on drawing pedestrians from adjacent areas of Gamle Oslo to Havnepromenaden, an example of this is Stasjonsallmenningen (photo 4.3).

The specific goal of Stasjonsallmenningen is create a pedestrian connection that brings the fjord closer to the people.

How will the removal of the floating bridge affect walkability in Bjørvika?

The bridge will be removed within eight to ten years, and the permanently established Havnepromenaden will pass though Bispevika. Bispevika will therefore have T-pedestrians coming from both directions, between Sørenga and the rest of Oslo. The municipality expects protesting when the bridge ceases to exist, because the bridge provides a great deal of comfort for pedestrians walking between the city center and Sørenga. However, the municipality hopes that pedestrians will realize that walking distance will not be much different, and using the completed Havnepromenaden will not be a burden in those terms.

What are your views on place identity of the Bispevika-segment of Havnepromenaden?

In Oslo, there are other promenade-sites that are well established. Aker Brygge is an example. Like Aker Brygge, there will be a high concentration of active facades directed towards the public in the Havnepromenaden-segment of Bispevika. A comparative study between the two promenade-sites could benefit Bispevika, meaning that the developers of Bispevika could learn from the success of other places. In essence, the municipality wants the Bispevika-segment of Havnepromenaden to have a place identity that attracts a broad diversity of pedestrians.

How does Fjordbyenheten co-work with developers?

The regulatory plan for Bjørvika has been developed in cooperation with the developers. The cooperation has been successful. The developers propose plans, and the municipality judge whether the plan is valid, and verify the plans. A trend has been that the developers wish for higher dense areas than what is responsible. The municipality maintains a profile that promotes much walkable, open space along the Bispevika-segment of Havnepromenaden. Ultimately, the interest for good public spaces is shared with the large developers. The co-working with Bjørvika Infrastruktur AS has been very fruitful in developing Bispevika.

Analysis and remarks:

The way Fjordbyenheten views the pedestrian is in accordance with chapter 2.2.1, and the area should provide walkability for pedestrians with different errands. Fjordbyenheten also suggests that walkability-research in Oslo should have a more prominent character.

When saying that "the well functioning walkable areas are those that you are in because you wish to be there, in contrast to those spaces that draw you into them unwillingly", they are drawing a link between walkability and place identity. The reason a pedestrian wish to be in an area is not entirely caused by the built environment, but also social elements. In contrast, one can question Fjordbyenheten's understanding of how physical elements and social elements contribute to walkability (chapter 2.4), as they are primarily concerned with the built environment in Bjørvika.

Naturally, the planning agency's job is to create the physical aspects of place identity (table 2.1) through the built environment, however, they must also consider the social aspects of place identity that they facilitate for. Fjordbyenheten suggests that there will be many active commercialized facades in the Bispevika-segment of Havnepromenaden. The active facades are elements in the built environment that will have an impact on the social aspects of place identity. Creating prominent commercialized facades could result in situations found in Tjuvholmen and Aker brygge, which should not be implemented in Bispevika (chapter 4.3.3). Fjordbyenheten did not mention to what extent the Bispevika-segment of Havnepromenaden should be like the promenade of Aker Brygge. If one is to learn from the promenade of Aker Brygge, one should be tactful and avoid creating copies of the promenade along other sites in Oslo.

When the floating bridge is removed, the pedestrian composition in Bispevika will not only consist of P-pedestrians, but also a significant amount of T-pedestrians (chapter 2.1). The T-pedestrians passing through the Bispevika-segment of Havnepromenaden, doing necessary travel between Sørenga and the city center will demand a promenade with an *effective* walkability.

Fjordbyenheten explains how Stasjonsallmenningen provides a pedestrian connection between Havnepromenaden and adjacent sub-boroughs of Gamle Oslo. However, whether recreational pedestrians from these sub-boroughs will use the pedestrian connection to visit

the Oslo fjord recreationally could depend demographic differences within Gamle Oslo (chapter 4.2) and gentrification (chapter 4.1.4). This illustrates that providing walkability through the built environment will only be successful if used, which in this case will be used by pedestrians who feel they are welcome in Bispevika.

4.4.2 Bjørvika Infrastruktur AS interview

I was advised by Fjordbyenheten to contact Bjørvika Infrastruktur AS, the builder of the Bispevika-segment of Havnepromenaden. By this time, the research question of this thesis had begun to take form. Being a developer, the company's views on place identity along the Bispevika promenade supplemented the views of Fjordbyenheten. Notably, the company had more specific views on the commercial aspects of the promenade, and how this will affect the place identity.

A guide to questions asked during the interview:

Q1: What is the place identity that you wish to create in the Bispevika-segment of Havnepromenaden?

Q2: Will this segment of Havnepromenaden suit both T- and P-pedestrians? (chapter 2.1)

Q3: Will the pedestrians of this segment of Havnepromenaden be of a unilateral character?

Q4: Should the recreational areas of Bispevika invite users from all of Gamle Oslo?

Q5: Do you assume that Bispevika will be a popular recreational spot?

How will commercial facades affect the Bispevika-segment of Havnepromenaden?

In Bispevika, Havnepromenaden will be closely tied to what will happen in active facades of buildings by the promenade. When proposing detail-regulatory plans, Bjørvika Infrastruktur AS focuses on creating connections between the activities in Havnepromenaden and the facades.

"We have the responsibility of making sure there will not only be alcohol serving along the active facades. Rather - we want to create diverse facades, not only for commercial purposes. Our focus is also in creating things like benches, bicycle parking spots, things pedestrians can use without drawing their wallets – things that are meant for every visiting pedestrians"

Bjørvika Infrastruktur is tactful in the way the company plans for a fair balance between commercial facades, and non-commercial elements along the promenade. A diverse place identity, with elements that can be enjoyed by a large diversity of people, is something the company strives for.

Is there any group in particular that the place identity should address?

"When developing public places within Bispevika, we do so for the entire city. We want that the promenade to be used by the diverse population of Oslo, not only the residents of Bispevika. We view this as our role"

Bjørvika Infrastructure AS, with the municipality as their main client, intends to realize the Fjordbyen-plans for the municipality of Oslo - bringing the fjord closer to the city. Bjørvika Infrastruktur AS aims prioritize the pedestrian in the promenade, meaning that bicycle-activity will happen on the premises of the pedestrian.

How is Bispevika branded?

"One of our success-stories is the Sørenga sea bath (Sørenga sjøbad), a public seaside bathing place in the southern end of Sørenga. This area may have 30.000 visitors on a summer day, and its immense popularity promotes and brands the place in its own way – without active branding from the municipality" (photo 4.10)

The communication strategy of the Bjørvika Infrastruktur AS, along with Bjørvika Utvikling AS, is to show the public that Bispevika exists – and to inform about the future public spaces. Bjørvika Infrastruktur AS hopes the public will gradually discover Bispevika when the transformation is complete, referring to the success of the Sørenga sea bath. The future branding of Bispevika will not be conducted by the company - it will be conducted by the municipality, the reputation created by the pubic, and future property owners.

"Those who sell apartments and locals for businesses will have some of the responsibility for creating the place identity of this area, and they will have their way of branding Bispevika".

photo 4.9

Could the Havnepromenaden-segment of Bispevika end up having a homogeneous composition of pedestrians?

"Naturally, a newly developed place will need to sink into the consciousness of the public, as the people ultimately define its meant use and function of a place. However, we try to control this through our planning, which hope will contribute in defining the place identity of Havnepromenaden as diverse, not homogeneous."

According to Bjørvika Infrastruktur AS, the regulations of the active facades will function as an important tool. In addition, the company is co-working with the hired landscape architects to make sure that the public activities along the Bispevika-segment of Havnepromenaden fulfill the general purpose of Havnepromenaden – to become a public space that has a place identity meant for all inhabitants of Oslo.

How will the pedestrian connectivity to Bispevika be?

Bjørvika Infrastruktur AS does not object the ideas of removing the floating bridge connection to Sørenga, as the company views the removal of the bridge as stimulating to Bispevika in a positive way.

"The bridge hinders the water in Bispevika to be naturally drained and exchanged, so the water quality will benefit from the removal of this bridge. Also, removing the bridge presses

the development of Bispevika forward, because the Bispevika-segment of Havnepromenaden will take over as pedestrian transit between Sørenga and Oslo's city center".

Bjørvika Infrastruktur AS believes that a primary challenge in drawing visiting pedestrians to the Havnepromenaden-segment of Bispevika is caused by the infrastructure surrounding much of Bjørvika. The company shares this view with the municipality, and both are striving for pedestrian connection between Bjørvika and adjacent parts of Oslo.

Is there something missing form the municipality's plan for Bispevika?
"Bispevika could benefit from a major, non-commercial institution. For example, the municipality does not have any plans for a community-house, youth club, home for elderly or schools."

Bjørvika Infrastruktur AS proposes that the municipality should be encouraged to fit a major public institution within Bispevika. A low-threshold institution that will have an important societal function could contribute to lowering the commercialization of Bispevika, and make the overall place identity of Bispevika more diverse. As of today, there are no so such institutions in the plans.

Analysis and remarks:
Bjørvika Infrastruktur AS suggest that reading the environmental image of the Bispevika-segment of Havnepromenaden will take time as a newly developed place needs time to be understood by its users. The company has ideas of how they wish to facilitate for place identity through the built environment, but they do not focus on letting the public or mobile elements primarily define the place identity (chapter 2.3.2). In general, they devote much attention to the first element of table 2.1 in chapter 2.3.2. In this sense, one can question if they view the people, the future pedestrians of the Bispevika-segment of Havnepromenaden, as responsible for composing the place identity.

When Bispevika is completed, the facades meant for commercial activity would either be for sale or rent. The investors of these facades will have their activity limited and monitored by decisions made by the municipality. If Bjørvika Infrastruktur AS has visions for how the active facades will be used, the visions will only be realized through legally binding decisions verified by the municipality. It is therefore essential that Bjørvika Infrastruktur AS maintain

effective cooperation with the planning agency throughout the transformation of Bispevika, because they facilitate for the place identity that the users ultimately define (chapter 2.3.1).

The company shares the views of commercialization with Fjordbyenhten, but they also present an approach to how the commercialization can be restricted, by proposing how the activities of serving places can be limited. In addition, proposing that a large, non-commercial institution should be built in Bispevika is an effort to strengthen the area's social capital (chapter 2.6). The diversity among the area's users that such an institution may provide, may with time contribute to build a community with a high level of integration.

Removing the floating bridge connection to Sørenga may also strengthen the social capital capital of the Bispevika-segment of Havnepromenaden in that it may become an area with a high density of pedestrians, but it will also demand much casual public trust (chapter 2.5), because comfort-zones of intimacy will be put to the test in a high-density area.

Photo 4.10

Photo 4.10 is the fjord vies from the Bjørvika Infrastruktur AS headquarters in Dronning Eufemias gate 16. Bispevika is visible to the left.

4.4.3 Helseetaten interview

The health agency understands the inhabitants of Oslo from an angle that does not concern planning, or the transformation of seaside locations. The agency does, however, have views on the general wellbeing of Oslo's inhabitants, and its relation to place identity.

A guide to questions asked during the interview:

Q1: How does planning for public spaces affect the health of pedestrians?

Q2: Could Havnepromenaden promote health in Oslo?

Q3: What health effects does gentrification have in Oslo?

Q4: How should the Bispevika-segment of Havnepromenaden address pedestrians?

How does planning affect wellbeing and health?

90 % of the health of the public is created outside of the public sector.

This means that the municipality can facilitate for certain physical activity, walkability and place making that encourages broad use, but this facilitating has no effect if not used. The municipality and developers of Havnepromenaden cannot *force* pedestrians to use their facilities. The public chooses by them selves. The freedom of choice is found in the 90%.

Will Havnepromenaden promote health in Oslo?

Havnepromenaden is recognized as having the potential to promote the public health, as it has been nominated to the Public Health Prize of Oslo. In the process, the availability of Havnepromenaden for the general public was stressed as important for the public health.

"Havnepromenaden could put Oslo on the map"

Havnepromenaden will be located in gentrified areas. Gentrification divides the population economically, which is closely tied to also dividing the population health wise. Better economy has the tendency to improve health.

Is there a specific visiting pedestrian group that the Bispevika-segment of Havnepromenaden should address?

The Bispevika-segment of Havnepromenaden should address residents of sub-boroughs in Gamle Oslo. Many families with children live in the area, and children friendly structures could be implemented along the boroughs seaside. The residents of Gamle Oslo should be active when plans are out for hearing, telling the municipality about their needs.

Norway has something to learn from other cities. Detroit has provided very family friendly areas along their seaside, which addresses a large share of the city's population. In addition, lower-cost businesses can afford to establish themselves in these areas, also addressing those with economic challenges.

Analysis and remarks:

Helseetaten builds on the idea: pedestrians read the environmental image, and acts according to it (chapter 2.3.2). The pedestrians' actions, whether being physical active or contributing to social capital, will have a positive effect on their health and wellbeing (chapter 2.6). In contrast, Fjordbyenheten and Bjørvika Infrastruktur AS' effort to create pedestrian friendly environment in Bispevika has no effect on the health and wellbeing of residents from adjacent sub-boroughs of Gamle Oslo if not used.

If the place identity of the Bispevika-segment of Havnepromenaden has a shunning effect on residents from adjacent sub-boroughs of Gamle Oslo, the promenade may provide walkability for *some*, given that the place identity shuns the *others*. If gentrification and economic status is equivalent to good health, gentrification in Bispevika may result in good walking facilities for those that are predestined to have better health. This illustrates the relativity of table 2.1 as social groups may interpret the built environment differently.

The walkability and place identity of the Bispevika-segment of Havnepromenaden will only benefit the pedestrians who chose to visit the promenade. The planning agency and Bjørvika Infrastruktur AS are planning for highly walkable areas through technicalities, and one can question to what extent they prioritize the experience of walking (chapter 2.2.2). the citizens of Gamle Oslo, or a good interconnected pavements and physical material to walk on, forgetting the citizens.

4.4.4 Bydel Gamle Oslo interview

The administrative office of Gamle Oslo knows their own borough well, and has views on how the borough's population is adapting to different transformation sites in Bjørvika. Gamle Oslo is a complex borough with different urban qualities, and the readability of the borough is something that concerns the administrative office.

A guide to questions asked during the interview:

Q1: Is Bispevika separated from landlocked areas of Gamle Oslo?

Q2: What are your views on drawing the population of these areas to the Oslo fjord for recreation?

Q3: Will the place identity of the Bispevika-segment of Havnepromnaden be inviting to this population?

Q4: Could Havnepromenaden end up not being "the people's promenade"?

Photo 4.11

Is Bispevika separated from landlocked sub-boroughs of Gamle Oslo?

Physically, the heavy infrastructure and buildings along the seaside of Gamle Oslo function as barriers between the fjord and the sub-borough of Grønland. This may create the sensation that Gamle Oslo is further from the Oslo fjord than it really is. The barcode complex brings the city closer to the fjord for the privileged, those that have the economic capacity to dwell and spend money there. The walking links between Gamle Oslo and Bispevika exist, but the physical barriers function as a mental barrier for many, creating an irrational sense of distance from the fjord.

Photo 4.11 illustrates how the Barcode complex blocks the open fjord-view from Grønland at the end of this street. The closeness to the fjord is not readable from this view. This view stands in stark contrast to the view from Barcode, as seen in the photo 4.10 taken from the headquarters of Bjørvika Utvikling AS / Bjørvika Infrastruktur AS.

The gentrification along the Oslo fjord may also result in economically privileged people will be able to dwell in Bispevika, creating a social separation between landlocked sub-boroughs in Gamle Oslo and the seaside.

"There are forces that may wish for an diverse and inviting place identity in Bispevika, but gentrification is still an issue along the seaside"

Can anything be done to bring Gamle Oslo closer to the fjord?

The project Oppdag Nabolaget has gathered health officials working in different administrative offices throughout Oslo. Together, they examine the possibilities of making the populations of their boroughs more physically active, primarily by inviting the public to brainstorm solutions with municipality-officials. In Gamle Oslo, this involves encouraging the public to visit the Oslo fjord recreationally – where Bjørvika is the natural destination of choice because of its location. The physical barriers between Bjørvika and Grønland will not be moved. However, creating a culture of visiting the Oslo fjord recreationally despite the barriers is something that is wished for.

Are there any other benefits in encouraging to fjord-recreation in Gamle Oslo?

There are other benefits of creating a culture for visiting the fjord recreationally in Gamle Oslo. The open areas of Grønland, used by criminals from other places than Grønland, are planned for a renewal. To reduce the pressure that criminal activity puts on the public, the

public domains of Grønland could have a clear and readable connection to the Oslo fjord, which do not have the same level of criminal activity.

Analysis and remarks:

The irrational sense of distance created between the fjord and the sub-borough of Grønland present a negative readability of the environmental image of Gamle Oslo (chapter 2.3.2). Pedestrians may get the sensation that their borough is not interconnected, and this may result in two public spheres with independent characters within the borough. The independent characters may result in tendencies found in the traditional society (figure 2.4), given that the public is not connected in the larger society of Gamle Oslo. The administrative office of Gamle Oslo holds the poor readability of their borough's built environment partially accountable for dividing the public. Like Helseetaten, they also stress that gentrification is an ongoing issue within Gamle Oslo.

When suggesting that the public works together with municipality officials, the administrative office has a reversed approach to table 2.1. In a project like Oppdag Nabolaget, the municipality officials do not assume that they know what the public wants; instead they hear it directly from the public. Regarding the future place identity of the Bispevika-segment of Havnepromenaden, Oppdag Nabolaget may give the planning agency a better indication to how they should plan for an inclusive place identity. This approach may prove to be highly beneficial for citizens of adjacent sub-boroughs of Gamle Oslo with the potential to visit the Bispevika-segment of Havnepromenaden.

The administrative office of Gamle Oslo also suggests that there are problems within casual public trust within the borough (chapter 2.5), particularly in the sub-borough of Grønland. If the citizens of Grønland experience hardship from the criminality-level in their sub-borough, they could benefit from visiting other areas of Oslo recreationally. Havnepromenaden has the potential to ease the stress that one may experience from dwelling in a challenged neighborhood.

4.5 Looking at the plans for the Bispevika-segment of Havnepromenaden

Sub-Question D: To what extent does the planning for the Bispevika-segment of Havnepromenaden consider place identity, and to what extent does this include the potential user diversity?

4.5.1 Brief planning history of Bispevika

The regulatory plan for Bjørvika – Bispevika - Lohavn, was approved by Oslo city council on 27.08.2003. This set the starting point for the transformation of Bispevika, in the quest of turning the bay into the livable site being built today. Behind the plan is the municipality's planning agency, the development- and urban renewal agency, along with government instances and private real estate developers.

However, the site of Bispevika was handed over to developers more than ten years later. In August 2014, the federal road department, Statens Veivesen, handed large areas that had been used as depot areas for the building of Dronning Eufemias gate to Oslo S Utvikling and Bjørvika Infrastruktur AS. There areas are within what we know as Bispevika, and this set the starting mark for the construction work (Bjørvika Utvikling AS, 2014)

The bay of Bjørvika, including the bay of Bispevika, is viewed as the most important expansion of Oslo's city center. High esthetic, cultural, and environmental quality throughout the planning is something that developers should strive for (Haug & Sponheim, 2004)
The bay of Bispevika was one of the first harbor-sites in the city of Oslo. The bay is mentioned in sagas, and one of the grand visions of the planning agency is to reinvent this neglected bay as an important seaside location in Oslo (Byplan Oslo, 2014).

4.5.2 Bispevika in regulatory plan for Bjørvika – Bispevika – Lohavn from 2003

Regulatory plan
Figure 4.7 is an excerpt from the regulatory plan for Bjørvika – Bispevika – Lohavn from 2003, confirmed by the Department of Environmental Affairs in 2004. A regulatory plan is a map with juridical binding zone regulations, and in the plan, the planning agency determined the use of different zones in Bispevika.
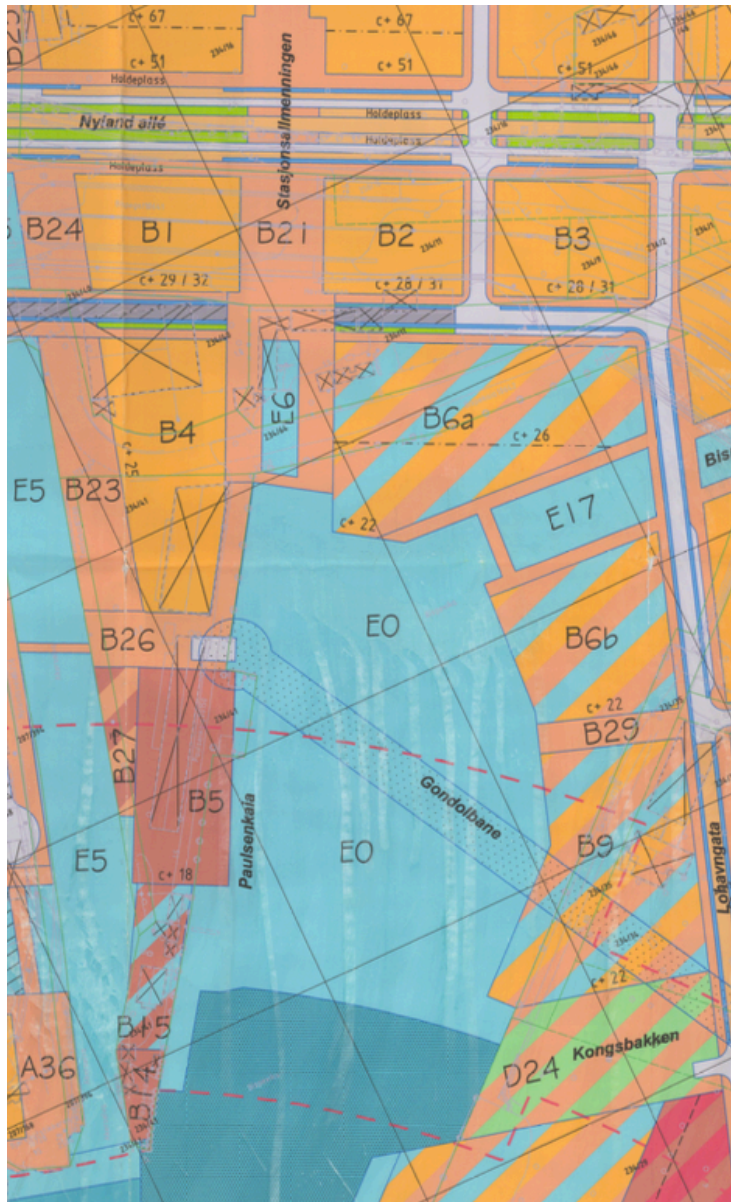
58

Figure 4.7

- **(LIGHT BROWN)**

The strip going northwards in Figure 4.7, Stasjonsallmenningen marked B21, is regulated to pedestrian walking paths. Stasjonsallmenningen was not built in 2003, but this plan shows that the planning agency had a vision for pedestrian connectivity between Bispevika and adjacent parts of Gamle Oslo. Coming from the north, the pedestrian has the choice of walking in the direction of the Edward Munch-museum Lambda, marked in B5, or making a left turn towards the Bispevika-segment of Havnepromenaden.

Bispevika has another pedestrian connection in Bispekilen, marked in E17, providing an eastern connection to the bay. Even though this connection is not directed towards Oslo's city

center or northern parts of Gamle Oslo, it will have a function in drawing pedestrians to the bay

- (**YELLOW, LIGHT BROWN** AND **BLUE**)

The areas by the seaside are regulated for several purposes; dwellings, businesses and public spaces. Ideas for seaside walkability in Bispevika were launched at this stage, but further detailed planning did not yet exist. However, this plan made it evident that the planning agency wanted a multipurpose seaside destination in Bispevika already in 2003.

Regulatory decisions

With the regulatory plan there follows a written document of regulatory decisions (Oslo Kommune, 2003), which explain the purpose of the planning further. Three decisions are drawn out for further analysis.

<div align="center">Commercial facades:</div>

regulatory decision (5.3) "Public functions are important to Bispevika. Along the parts of Havnepromenaden, particularly in inner Bispevika, there is going to be businesses, serving areas and cultural offers."

This implies that there is going to be commercial facades along the promenade, as a supplement to the public facilities in the area. However, the decision is not specific, and does not mention whether commercialization will come to the seaside of the promenade.

<div align="center">Seaside:</div>

regulatory decision (13.1) "The harbor line is to become readable in zones B6a and B6b, to the extent that this is possible."

The pedestrians should be able to understand that they are entering the Bispevika-segment of Havnepromenaden, which lies along the Oslo fjord. Being able to read the environmental image will have an impact on the place identity created in Bispevia (chapter 2.3.2). Making a readable harbor line will strengthen the fjord's part in creating place identity. Though being a natural element not created by the planning agency or developers, they have the power to draw this element closer to Bispevika by creating a built environment that allows this.

regulatory decision (16.4) "In the water area E0 in front of the zones B6a, B6b and B9, boats with food serving and cultural offers can be docked. There has to be a 5 meter gap between the boats, which will have high esthetic value – not blocking the view over Bispevika".

This regulatory decision could result in a coastline like the one found in Aker brygge (chapter 4.3.2), which arguably does not have a readable coastline because of all the docked floating elements. Therefore, this decision is contradictory to regulatory decision (13.1), which has the purpose of creating a readable coastline. Even though the boats are not supposed to block the fjord view, they have the potential to conflict with a clear, readable coastline.

Regulatory decisions provided by Oslo kommune, 2003

4.5.3 The current developers of Bispevika

Property owners within Bjørvika founded the limited liability company Bjørvika Utvikling AS. The liability is shared between the real estate companies Oslo S Utvikling AS and HAV Eiendom AS, where the latter owns two thirds of the shares. Though being the smallest shareholder in Bjørvika Utvikling AS, Oslo S Utvikling has been involved from the beginning, being a part in making the regulatory plan of 2003. The company bought land in inner Bispevika, making it a major landowner in the area compared to other parts of Bjørvika. (E24 a & E24b, 2017)

Primarily, Bjørvika Utvikling AS' task is to coordinate the development at the many sites in Bjørvika, where defining the order of building projects is a main task. Bjørvika Utvikling AS primarily focuses on real estate development. The company has full ownership of the daughter company Bjørvika Infrastruktur AS, which coordinates the building of infrastructure in Bispevika. Due to all the public facilities that Bjørvika Infrastruktur AS builds, the company's main client is the municipality of Oslo. The creation of the company has helped distinguish between public and private interests in the development of Bjørvika and Bispevika (Bjørvika Utvikling AS, 2017b)

The planning and building of Havnepromenaden concerns Bjørvika Infrastruktur AS directly. The promenade is however carefully planned in collaboration with its future owner – the municipality, represented by the planning agency.

4.5.4 Bjørvika Infrastruktur AS' vision for the Bispevika-segment of Havnepromenaden.

Bjørvika Utvikling AS, the mother company of Bjørvika Infrastruktur AS, has a set of background documents for the development of Bjørvika available on their web pages. One of these documents describes the companies' visions for the development of Bispevika, with much focus on Havnepromenaden and seaside recreation. The consultant used for the forming of the background documents from 2006 is Gehl Architects. The background document for Bispevika states that Bispevika has "[...] the potential to attract a good mix of dwellers and visitors from all of Oslo, and this mix is visible through the regulatory plan" (Gehl Architechts, 2006). With the fundament presented in the regulatory plan, Bjørvika Infrastruktur explores the potential for public activity along the Bispevika-segment of Havnepromenaden.

Bjørvika Utvikling AS illustrate how the activities throughout Bispevika's Havnepromenade will be commercialized, meaning that the promenade's pedestrians will have theoptions of spending money along the way. As shown in their activity-map in figures 4.8 (Gehl Architects, 2016), different activities will exist on both sides the Bispevika-segment of Havnepromenaden.
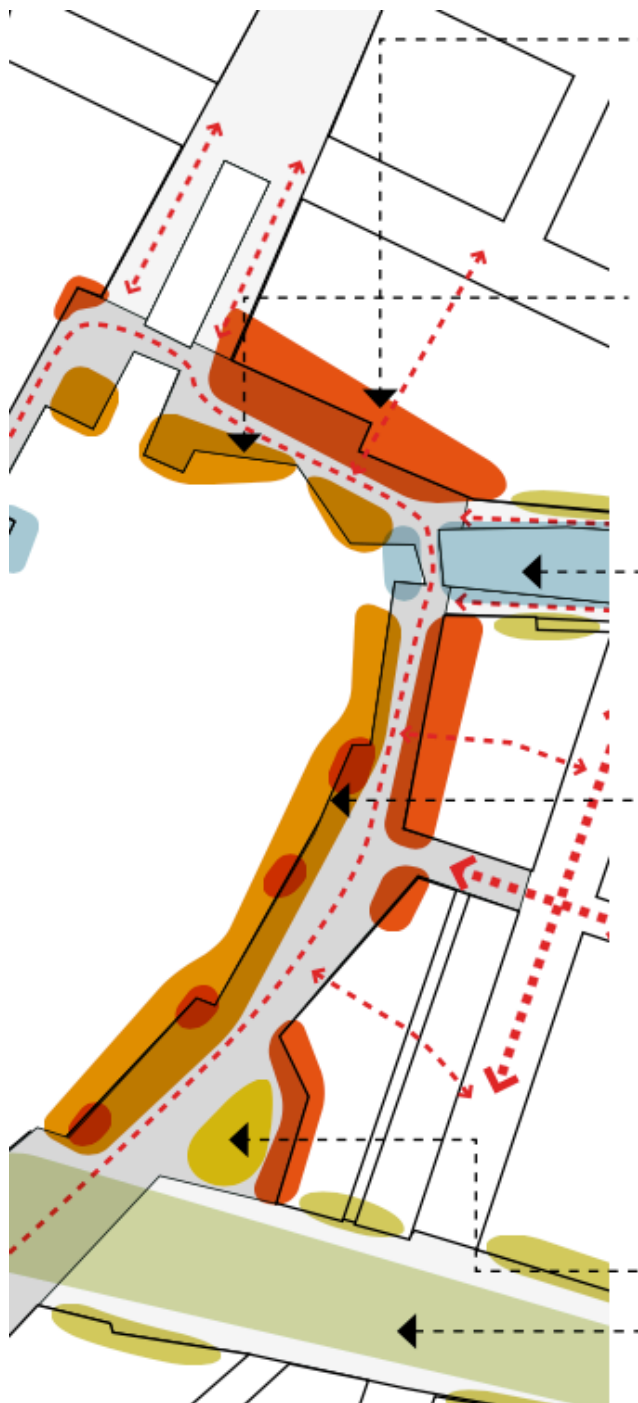
The facades of the buildings by the beginning of the Bispevika-segment of Havnepromenaden will have cafés and restaurants.

The innermost seaside of Bispevika will provide public seaside recreation with benches.

Bispekilen will have swimming areas primarily meant for the dwellers of Bispevika.

Along the main stretch of the Bispevika-segment of Havnepromenaden, serving areas will be mixed with public recreational areas by the seaside.

Smaller businesses and cafés will be located by the bottom end of the main Havnepromenade-stretch of this area.

The end of the Bispevika-segment of Havnepromenaden will be marked by a family friendly park with playgrounds.

multifunctional areas

outdoor serving

recreation

park and family activity

private courtyards

docking for boats

Ther there should be no floating elements by the seaside of Havnepromenaden. Clear and straight lines will strengthen the place identity.

Figures 4.8

The pedestrian approaching Bispevika from the north will be met by seaside recreation as well as commercialized facades. These two features follow most of the promenade in this area. Figure 4.8 suggests that the seaside becomes more commercialized as the pedestrian walks further down the promenade, but the active facades of buildings will be commercialized throughout most of the promenade. According to this plan, the image that the pedestrian reads (2.3.2) will gradually change as the pedestrian proceeds further south. The commercialization may become stronger.

The outdoor serving areas by the promenade's seaside are fragmented to not commercialize the seaside completely. However, figures 4.8 serve merely as a prospect, not giving an accurate description of where these serving areas are to be located. Despite the serving areas, figures 2.8 do however maintain a clear coastline clear coastline.

The two shareholders in Bjørvika Utvikling AS, Oslo S Utvikling AS and HAV Eiendom AS have developed the detail regulatory plan (detaljreguleringsplan) for Bispevika south. The companies, likely to be affected Gehl Architects' wish for no floating elements, made an objection to **reguleringsbestemmelser (16.4)** which justified the docking of serving boats along the Bispevika-segment of Havnepromenaden.

In their plan description for the detailed regulatory plan, Oslo S Utvikling AS and HAV Eiendom AS illustrated how serving-boats along the promenade of Aker Brygge have privatized the seaside, and that this is not a wanted effect in Bispevika. They also propose that not allowing serving-boats will have a positive effect on the promenade, because it will increase the sense of the promenade's closeness to the fjord (Opposition to regulatory plan, 2009). The municipality considered the objection, and found that **reguleringsbestemmelser (16.4)** is no longer valid (Response to opposition, 2012).

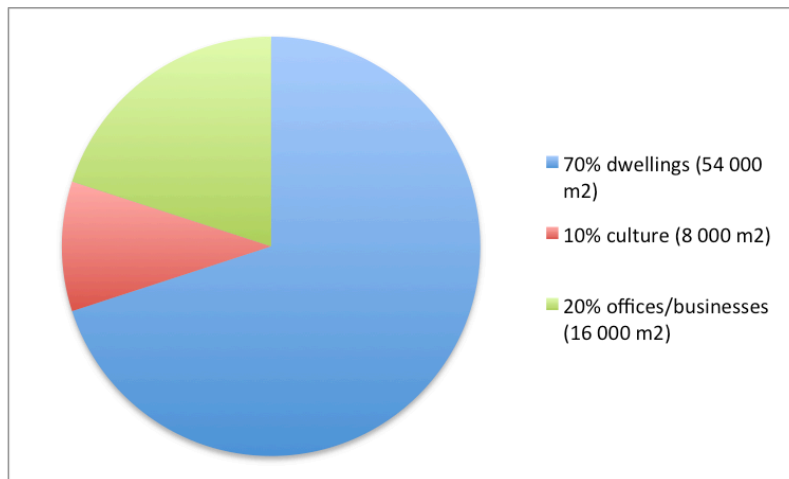**4.5.5 Building purposes along the Bispevika-segment of Havnepromenaden**

Chart 4.3

Chart 4.3 concerns building mass that is in contact with the Havnepromenaden surrounding Bispevika, with facades pointing towards Havnepromenaden (Gehl Architects, 2006). The culture area of 10% is much provided by the Edward Munch-museum Lambda, however, the museum is not located along the stretch of Havnepromenaden that is in focus.

As chart 4.3 shows, most of the building mass surrounding Bispevika will be used for dwelling. When walking the Bispevika-segment of Havnepromenaden, one will pass by buildings that are estimated to house approximately 1000 people. In that sense, one is walking very close to a dwelling-neighborhood when walking the promenade. On the other hand, what is at street level concerns the pedestrians to a much larger degree, as the active facades are meant to address the pedestrians of the promenade. A significant share of the 20% of offices and businesses will point towards the promenade. The mixed use along the promenade that will demand a great deal of casual public trust (chapter 2.3.2), both dwellers and visitors will use this area.

4.5.6 Will the Bispevika-segment of Havnepromenaden pass through a neighborhood, or will it pass by a neighborhood?

Byplan Oslo, the online magazine created by the planning agency, stress the importance of having independent focus on segments of the eastern stretch of Bjørvika's Havnepromenade when planning for neighborhood identity.

"The small, personal things about a neighborhood should be facilitated in the area in terms of living, accessibility and experiencing this urban space" – Byplan Oslo (2014)

Remarkably, the magazine proposes that a solution to the wish stated above could be to incorporate the seaside in the neighborhoods of Bjørvika. Byplan Oslo proposes the neighborhood activity of farming in maritime colony gardens, which are small aquatic farms docked to the coastline of Bispevika. If not made public, the aquatic farms will function as extensions of the privatized domain of the dwellings. The agency suggests that Sørenga becomes a test-location for this in their magazine, however, the activity should remain there if successful (Byplan Oslo, 2014).

Bjørvika Infrastruktur AS proposes that no floating elements should docked to the coastline of Bispevika (chapter 4.5.4), and the objection to **reguleringsbestemmelser (16.4)** was based on not bringing commercialized floating elements into Bispevika. Though not necessarily commercialized, a privatized maritime colony garden will bring privatization into the fjord, not making the fjord a place for all. Proposing further privatization in the Oslo fjord could be contradictory to the detail regulatory plan of Bispevika south.

4.5.7 The environment that the Bispevika-segment of Havnepromenaden will pass through

The interviews with Fjordbyenheten (chapter 4.4.1) and Bjørvika Infrastruktur AS (chapter 4.4.2) and the planning documents studied in this chapter confirm that there will be commercialized active facades along the buildings of the Bispevika-segment of Havnepromenaden. However, the coastline still has the potential to have a low degree of commercialization. The verified objection to regulatory decision (16.4) is an effort to make the fjord-side of the promenade less commercialized, however, the serving areas along the

seaside still have the potential to make give this side of the promenade a commercial character. If Havnepromenaden is to have the place identity of a purely public domain, it should not function as public area locked in-between commercialization.

The pedestrian walking along the Bispevika-segment of Havnepromenaden is in the midst of two spheres. On one side, the pedestrian will find buildings with dwellings and facades with commercial businesses. The dwellings are strictly privatized, but businesses are open to the public. The commercial side of the promenade will only be inviting to the economically capable, discriminating the less economically capable. The facade-side is marked "C" for commercial.

Havnepromenaden, which is owned by the municipality is marked "P" for public. The promenade intends to invite pedestrians of all social statuses.

1. The C-P-C situation: Even though there will not be floating serving areas by the promeande, serving areas may still exist along the seaside, as proposed in the background document of Bjørvika Infrastruktur AS (Gehl Architects, 2016). This makes the seaside commercialized. In the C-P-C situation, **the pedestrian passes *through* commercialization.**

2. The C-P-F situation: In this hypothetical situation, there is nothing but water and recreation by the seaside, making the fjord the primary attraction. This side is marked "F" for fjord, and in contrast to commercialized elements, no one can claim ownership of a fjord view. In the C-P-F situation, the **pedestrian passes *by* commercialization.**

In the C-P-C situation, the pedestrian seeking seaside recreation may feel locked in commercialization. The commercialization on both sides may create an overall place identity that appears shunning to those who do not have the economic capability to be a potential customer.

In the C-P-F situation, there is a natural downgrade in commercialization and exclusivity - as the fjord itself is neutral and cannot hold exclusivity without human activity. Therefore, the C-P-F situation may create more harmony for a diverse composition of pedestrians, where the seaside provides equal recreational possibilities for all.
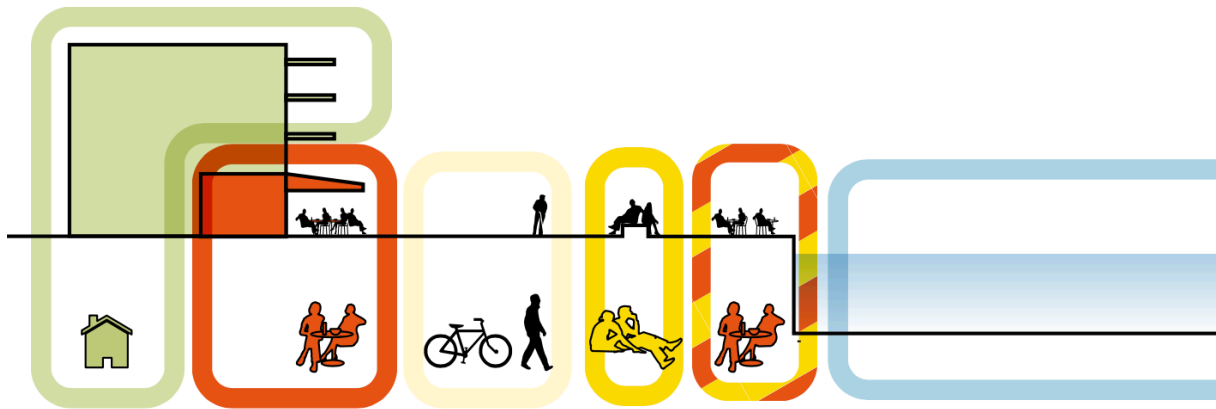
Figure 4.9

Neither the regulatory decisions or Bjørvika Infrastruktur AS' background document propose a pure form of the C-P-F situation throughout the Bispevika-segment of Havnepromenaden. Even though the background document wishes to keep the coastline clear of floating elements, it proposes to bring commercialized elements close to fjord, meaning that the only purely non-commercialized domain along the Bispevika promenade will be the promenade itself. One can argue that figure 4.9 from Bjørvika Infrastruktur AS' background document will result in an C-P-C situation, where the red and partially red elements are commercial. However, this does not look like a heavily commercialized promenade like the one found in Aker brygge (chapter 4.3.2, photo 4.8).

"Bispevika has a large number of dwellings located along the promenade. It is important to establish good places for both the dwellers and visitors, and that work is put in to prevent any conflicts that may occur in an area with mixed functions", is said about the users of Bispevika in the background document of Bjørvika Infrastruktur AS (Gehl Architects, 2006). However, the document goes no further in treating the topic of conflict.

The topic of conflict may be caused by difficulties in reading the environmental image (chapter 2.3.2). In the C-P-C that will come to exist, it is clear that commercialization is wanted along the promenade, however there are also going to be recreational elements present, according to the planning. This will result in a C-P-C/F situation, where pedestrians may experience difficulties in defining the seaside's place identity, and distinguish it from the commercial place identity of the building facades.

Chapter 5 – Concluding discussion

5.1 Concluding discussion

To determine to what extent the research of this thesis answers the research question (chapter 1.2), I divide the question in two parts for further a discussion. The discussion will be based on findings in chapter 4.

Creating place identity

The first part of the research question revolves around creating of place identity in the Bispevika-segment of Havnepromenaden.

How is the concept of place identity considered in the planning of the Bispevika-segment of Havnepromenaden (?) […]

To investigate this part of the research question, both the planning agency and Bjørvika Infrastruktur AS provided useful information. Both actors explained how they plan and vision the qualities of the pedestrian recreation in the Bispevika-segment of Havnepromenaden through interviews (chapter 4.4) and planning documents (chapter 4.5). It is evident that both actors are interested in creating an inviting place identity along the promenade; however, there is reason to question the magnitude of the commercial elements that may appear in the future. Though not appearing in the fjord, the commercial elements may still be a prominent and shunning part of the promenade. It should in no case strive to become a duplicate of Tjuvholmen or Aker brygge (chapter 4.3)

The commercialization may be inviting to investors and those with economic capabilities, and one can speculate, perhaps lobbying has had an effect on shaping the views of the planning agency and Bjørvika Infrastruktur AS. Helseetaten and the administrative office of Gamle Oslo are more skeptical to grand development projects by the Oslo fjord, and were eager to discuss gentrification in the interviews (chapter 4.4).

In any case, universally inviting component is something that should be prioritized and brought to light in the planning. The most universally inviting component of the environmental image of Bispevika is arguably the fjord view. The fjord view deserves a much higher status in the planning of the Bispevika-segment of Havnepromenaden, not only because of it's esthetics, but also because of it's neutrality.

The planning agency and Bjørvika Infrastruktur AS have a sense of compromise in their planning for the Bispevika-segment of Havnepromenaden. They ultimately wish to cerate is a diverse recreational area where the natural view of the fjord and commercial elements play a role. However, the planning agency and Bjørvika Infrastruktur could be challenged to broaden their sense of compromise, by letting the fjord side maintain entirely free from commercial elements. That will mean no serving areas, no place to leave money.
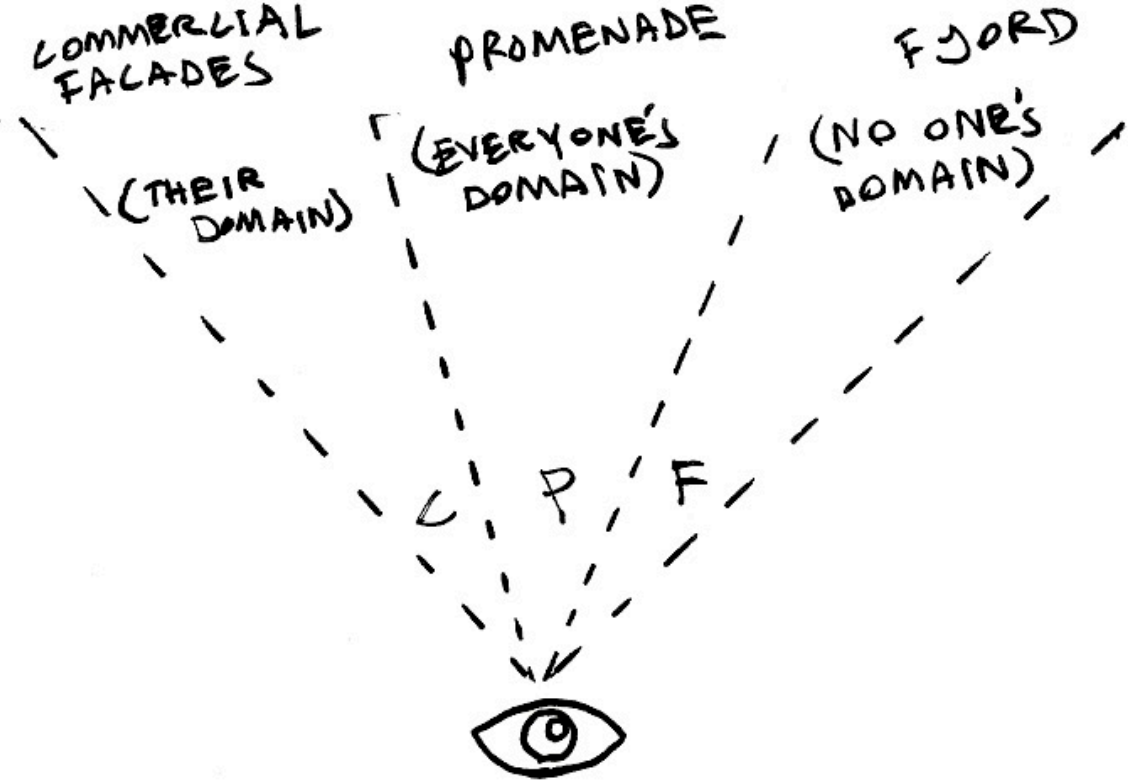
Figure 5.1

I bring up the C-P-F from chapter 4.5.7 again, because I strongly believe a compromise of this sort would benefit the overall place identity of the Bjørvika segment of Havnepromenaden. Figure.10 illustrates how the pedestrian has a choice, the fjord being the cheaper choice that has the potential to attract many pedestrians. Therefore, devoting much focus to the fjord-side of the promenade, keeping it intact with much recreational infrastructure may prove to be beneficial. The C-P-F image is diverse compared to the C-P-C image, and may in term attract a diverse composition of pedestrians.

Drawing the entire public to the seaside for recreation along Havnepromenaden may prove to be a difficult task. Having an understanding of the ongoing gentrification along Oslo's seaside in relation to the demographic differences in the city, one can argue that Oslo is becoming a more divided city. Both the municipality and Bjørvika Infrastruktur AS plan for an attractive promenade, but for *whom* remains to be seen. This is the second part of the research question:

[…] and to what extend does this integrate residents from adjacent sub-boroughs of Gamle Oslo?

I believe making residents from adjacent sub-boroughs of Gamle Oslo visit the Bispevika-segment of Havnepromenaden recreationally may be done in two ways. There can either be a municipal movement to do so actively, or the residents can discover Bispevika by themselves. Walkable facilities between Bispevika and adjacent areas of Gamle Oslo exist, but

The latter will be reliant on a place identity in the promenade that is coherent with the identity of these residents, being diverse and not the most affluent Oslo-citizens (Chapter 4.2.2). The research question of this thesis has a question mark behind it, but at the same time it implies one thing: It implies that Havnepromenaden, its place identity or spirit of a place (table 2.1) has the potential to attract a broad diversity of pedestrians. It starts with planning the built environment, and pedestrians can make up their minds about the built environment later.

5.2 Closing remarks

While writing this thesis, I never asked a resident of an adjacent sub-borough of the Bispevika-segment of Havnepromenaden if he or she would like to visit Bispevika recreationally in the future. I wrote this thesis with the belief that they could benefit from it.

In answering the research question, this thesis partially succeeds.
The topic and its problem are of a character that does not entirely belong to urban planning studies. This thesis tries to draw a correlation between behavior and urban environments, but there are many more sides to behavior than what I am aware of. Sociology will naturally play

a big part in behavioral studies, and there is a possibility that there underlying elements in the development of Fjordbyen and Havnepromenaden that this thesis has not touched.

This thesis contributes to the discussion of creating a high degree of social capital and integration in the public sphere of areas that are undergoing gentrification. As gentrification is a problem in many cities, walkability and pedestrian friendly facilities tend to be a wanted effect. In those terms, the thematic of this thesis has some contemporary relevance.

Visuals

If no source is given, the given visual is an original contribution.

Figure 2.1   The pedestrian types

Figure 2.2   Place identity

Figure 2.3   Relationship between walkability and place identity

Figure 2.4   Society types, derived from Alexander, C. (1964). *A City is Not a Tree*

Figure 4.1   Map of Fjordbyen. Derived from the planning agency's *Plan for Fjordbyen*. Downloadable from https://www.oslo.kommune.no/politikk-og-administrasjon/slik-bygger-vi-oslo/fjordbyen/ on 10.05.17

Figure 4.2   Map of Bjørvika with Havnepromenaden. Derived from http://www.bjorvikautvikling.no/toppmeny/english/water-promenade on 07.04.17

Figure 4.3   Model of Bispevika by Byplan Oslo. Derived from http://byplanoslo.no/content/bispevika-fra-kaos-til-ny-bydel on 27.02.17

Figure 4.4   Map of some central Oslo Boroughs. Derived from https://www.oslo.kommune.no/getfile.php/13206469/Innhold/Politikk%20o g%20administrasjon/Statistikk/Geografiske%20inndelinger/Oslo_Bydelskar t_20170221_A3.pdf on 09.04.17

Figures 4.5 and 4.6   Maps of ethnical distribution by Statistisk sentralbyrå is derived from http://ssb.no/befolkning/artikler-og-publikasjoner/innvandrere-pa-oslo-kartet on 18.04.17

Figure 4.7   Regulatory plan for Bjørvika cropped to fit Bispevika . Full document was handed to me by Fjordbyenheten in February 2017. Downloadable at http://www.bjorvikautvikling.no/ShowFile.ashx?FileInstanceId=d1a0e823-6259-42d2-81ea-4a9e19e13a13

Figures 4.8   All figures are derived from Bjørvika Infrastruktur AS's background document for Bispevika, made by Gehl Architects. Downloadable at: http://www.bjorvikautvikling.no/havnepromenade-og-gater/havnepromenaden (10.05.17)

Figure 4.9   Two dimentional prospect derived from Bjørvika Infrastruktur AS's background document for Bispevika, made by Gehl Architects, 2016 (see Figures 4.8)

Figure 5.1   A compromised promenade experience through a C-P-F view

Tables and Charts

Photographs

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Interviews: the reader is welcome to request recordings of interviews in chapter 4.4 by sending an email to: erlend.kloser-jensen@nmbu.no