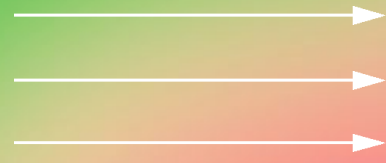




EUROPEAN  
NORWAY

17 LIVING  
CITIES 2

COMPETITION  
BRIEF



ARE

KRØGENES

## COMPETITION FACTS

### Prize money:

- 1st prize: 12 000 EUR
- 2nd prize: 6 000 EUR

### Commission for winners:

- Workshop and urban design commission worth approximately 500 000 NOK
- Possible further contracts with landowners

### Site representative:

- Arendal municipality

### Actors involved:

- Arendal municipality, civic society organisations, local businesses and property developers

### Team representative:

- Architect, urbanist, landscape architect

### Expected skills:

- Multidisciplinary teams with strong skill sets in architecture, urban design, and participatory processes

### Communication:

- Online publication and local exhibition

### Jury

- 1st evaluation with site representatives

### Post competition immediate procedure:

- National workshop with the winners, runners-up and site representatives of Norwegian sites following the award ceremony
- Invited on-site workshop for winners



**Transform a big box shopping and industry area into a vibrant urban district centre.**

[Click here for a virtual tour of KRØGENES](#)

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# European 17 - CARE

*“When you look at someone through rosy glasses, all the red flags just look like flags.”*

- From Netflix show Bojack Horseman

After a long era of technooptimistic industrialization, the rosy glasses have come off and the flags are everywhere. They are not just red, they are on fire.

As we face unprecedented challenges of climate change, social inequality, and ecological degradation, designing cities that are considerate for the entire biosphere has become an urgent necessity.

However, such a task is fraught with dilemmas. How do we prioritize our needs and desires? How do we balance economic sustainability with social and environmental justice?

Enter care: an approach that doesn't shy away from these challenges. Care is about acknowledging the intrinsic value of everything that surrounds us, from humans to non-humans, and recognizing that they all have the right to exist and flourish. It's not just about understanding, it's also about action. That everything is interconnected and that our actions, or inaction, have far-reaching consequences. Under the paradigm of Care, we can't shy away from taking decisions and acting.

In a culture that celebrates creation, speed and growth, maintenance is often overlooked. But without it, nothing can last. Care takes maintenance to the next level, infusing it with creativity and dedication. We actively care for our children, our gardens, our friends, and communities, and do so with the hope of seeing them flourish. When we apply this same level of care to the design of our cities, they too can become healing, evolving, and make positive contributions to the climate.

It's only by caring that architecture can become regenerative. It's about creating processes and places that give back more than they take, that enhance the well-being of all living beings, and that leave a positive legacy for future generations. Within the framework of care, sustainable solutions that are only "less bad than the alternative others," are not good enough.

Behind the five competitions that make up European 17 in Norway, are coalitions of dedicated people that care. Some of the sites ask for solutions that are almost impossible to fully “solve”. It is an acknowledgment of the increasing complexity of urban planning, and that's why they look to European to find new approaches and solutions that lie in the marginal space between what is just, comfortable and safe for humans, and the ceiling of what the ecological and climatic systems of our planet can sustain.

The five Norwegian sites in European 17 have challenges that may be difficult to solve. That is precisely why the five cities choose to ask you, the young architects, landscape architects and urban planners to solve them. They trust that you will dare to care. Dare to take risks, choose to test out new solutions, and see the places as they are for what they can become in the future.

European Norway



# COMPETITION PREMISE

Krøgenes is a car-based district centre in Arendal municipality that has found itself in a strategic position facing an upcoming era of transition. Consisting mainly of big box retailers, warehouse facilities, parking lots as well as industry today, the area sits in the middle of several existing and planned developments. One of the most significant developments is the new battery factory, now under construction just to the north of the site. The factory will create more than 2500 new jobs and attract an estimated 6000 new inhabitants to the immediate area.

With thousands of new inhabitants moving into the Krøgenes area over the next few years the area needs a strategic approach to urban development. The scale of the changes will stretch the capacity of the municipality both in terms of capital, planning resources and care services. The challenge is to ensure sufficiently rapid construction while maintaining social sustainability in planning for the structural social changes that come with so many new inhabitants. The success of the transformation will largely hinge on productive collaboration with local businesses, civil society and inhabitants, a type of co-creation Arendal has developed successfully over the past decade.

By stimulating collaboration between local forces, Arendal aims to trigger local initiatives and new sustainable solutions. What processes and interventions could help imbue Krøgenes with a strong identity, increase well-being and belonging, as well as open possibilities for climate-friendly mobility?

The development of smaller, compact local centres is a key strategy for reducing greenhouse gas emission in the municipality's Regional Spatial and Transport Plan. Krøgenes exemplifies the main challenges Arendal faces in order to realise this strategy. The prevalence of monofunctional car-based trade areas detached from their surroundings, lack of pedestrian and bicycle connections and low housing qualities all provide tangible starting points on the path towards developing a better Krøgenes.

**Arendal has entered European 17 to find ways to develop the Krøgenes area into a vibrant local and well-connected urban centre. Innovative forms of mobility and regenerative typologies of public space, housing and services can all be leveraged in the case of Krøgenes to create value for both the climate and local economy. How can the development be tuned so that it provides the care needed for the existing local community and the even stronger, robust sense of care, community, and accessibility that will make the new inhabitants feel at home?**

## COMPETITION ASSIGNMENT

Make a proposal for a holistic intensification and transformation of Krøgenes into a well-connected, local urban centre that supports the needs of the growing population that comes with the new battery factory and associated industries. Do also take into account the needs of the existing communities of neighbours and local businesses. Show how the proposal would work in the **immediate, medium and long term**.

Arendal municipality wants proposals of urban design and programming that are **visionary** in terms of regenerative capabilities, urban typologies, sustainable building practices, mobility and social sustainability. The municipality also wants **feasible** processes for how to engage local actors, businesses and civil society in the transformation.



*Project site definition.*

- Study site
- Project site

# COMPETITION GUIDELINES

- Plan for an estimated 800 dwellings, as well as services and other programmes to support them. Participants are welcomed to go higher or lower depending on their concept and their assessment of what the area can sustain, as long as it includes urban and rural values.
- Foster regenerative practices and climate resilience. Krøgenes is today almost entirely covered in asphalt. The development must not only seek to improve the inhabitability and intensification of human use, but also to make a regenerative environment that can help heal and recreate some of the area's natural habitats.
- Provide meeting points, recreation, ocean access, culture and shops. Krøgenes is today a popular area for grocery shopping, as it is located where 4 important roads are meeting and has nearby residential areas. We want Krøgenes to continue to be a place where people meet.
- Consider feasibility. The many landowners must be able to see the increased economic value of the transformation and investment in the concept. Proposals that incorporate a sense of economic sustainability are encouraged.



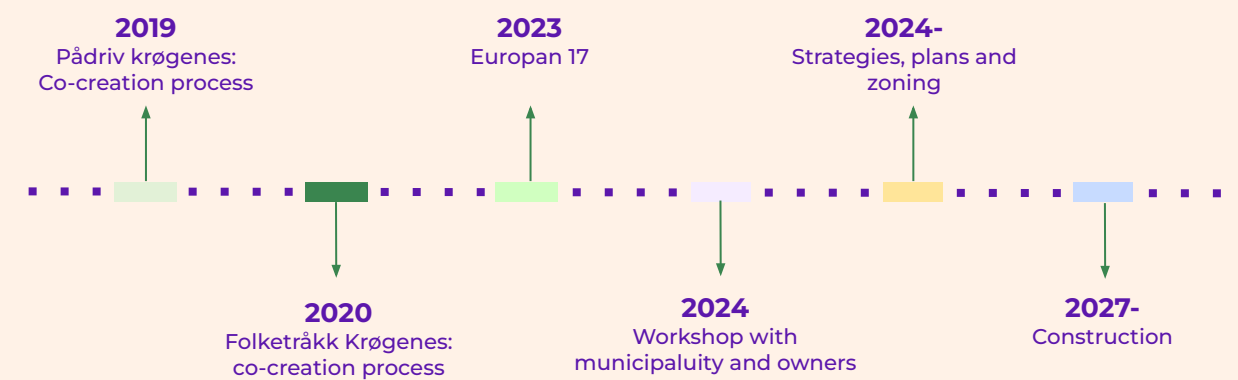


Approaching Krøgenes from the north west. Photo: IKT Norge

# POST COMPETITION PROCESS AND COMMISSION FOR THE WINNER(S)

Europán is part of a longer process of developing Krøgenes. The municipality will continue co-creation processes, both with landowners, businesses and neighbours throughout the entire development of Krøgenes.

## Timeline of development in Krøgenes



The winners will be invited to lead an on-site workshop together with the municipality and stakeholders to evaluate the proposal and look at how to further develop the ideas.

Based on the results of the workshop, Arendal and the winning team will negotiate a timeline and follow up commission valued approximately 250 000 NOK (ex. VAT) in 2024. The commission will pay for further development of the project and a step-by-step process for the area in collaboration with the municipality and/or their consultants.

Later in 2024, a second workshop with a total budget of approximately 250 000 NOK (ex. VAT) will be held to jointly present and develop the plans further with private actors and land owners. The majority of the project site will be developed by local stakeholders. In the second workshop the winning team will have the opportunity to position themselves to negotiate on further commissions with the stakeholders.

### Total commission value

500 000 NOK + possibility of negotiated work from stakeholders.

# 01 Site context

- Arendal
- What's unique about Arendal
- Social sustainability
- European co-creation in Krøgenes
- Arendal Spatial Plan
- Planning in Norway
- The battery coast
- Neighbourhoods around Krøgenes
- Vindholmen / Bryggebyen

## What's at stake?

Arendal municipality has committed to following sustainable development goals. With a growing number of inhabitants in our municipality, **there is only one thing we can do: transform.**

The predicted population increase may be the start of a housing crisis for Arendal if we do not act quickly. The need for smart solutions, mixed use areas, and more volume in already developed spots are necessary. The battery factory will recruit expertise from all over the world; there will therefore be a need to settle migrants who come from various urban and rural facilities in their home countries. Krøgenes needs to be transformed to attract several cultures in one united community.

As the first municipality in the world, Arendal pledged to become climate neutral by joining the United Nations Climate Neutral Now initiative in 2017. The list of pioneering initiatives linked to climate and environment is long. The municipality is therefore working actively to reduce the destruction of wild nature, and is committed to transform areas with greater potential.

Norwegians like to live in separate homes, have a garden, and ideally a separate garage building. However, people need to live more sustainably and share more if we want to achieve our goals for the planet. Krøgenes can start this change and can show how businesses and people can adapt. We want people to take care of each other and need a social dimension in the project. We also need to take care of the planet and nature; we therefore want a new Krøgenes where nature is part of our way of living. We want to be the frontrunner and show the world how to adapt by transforming Krøgenes.

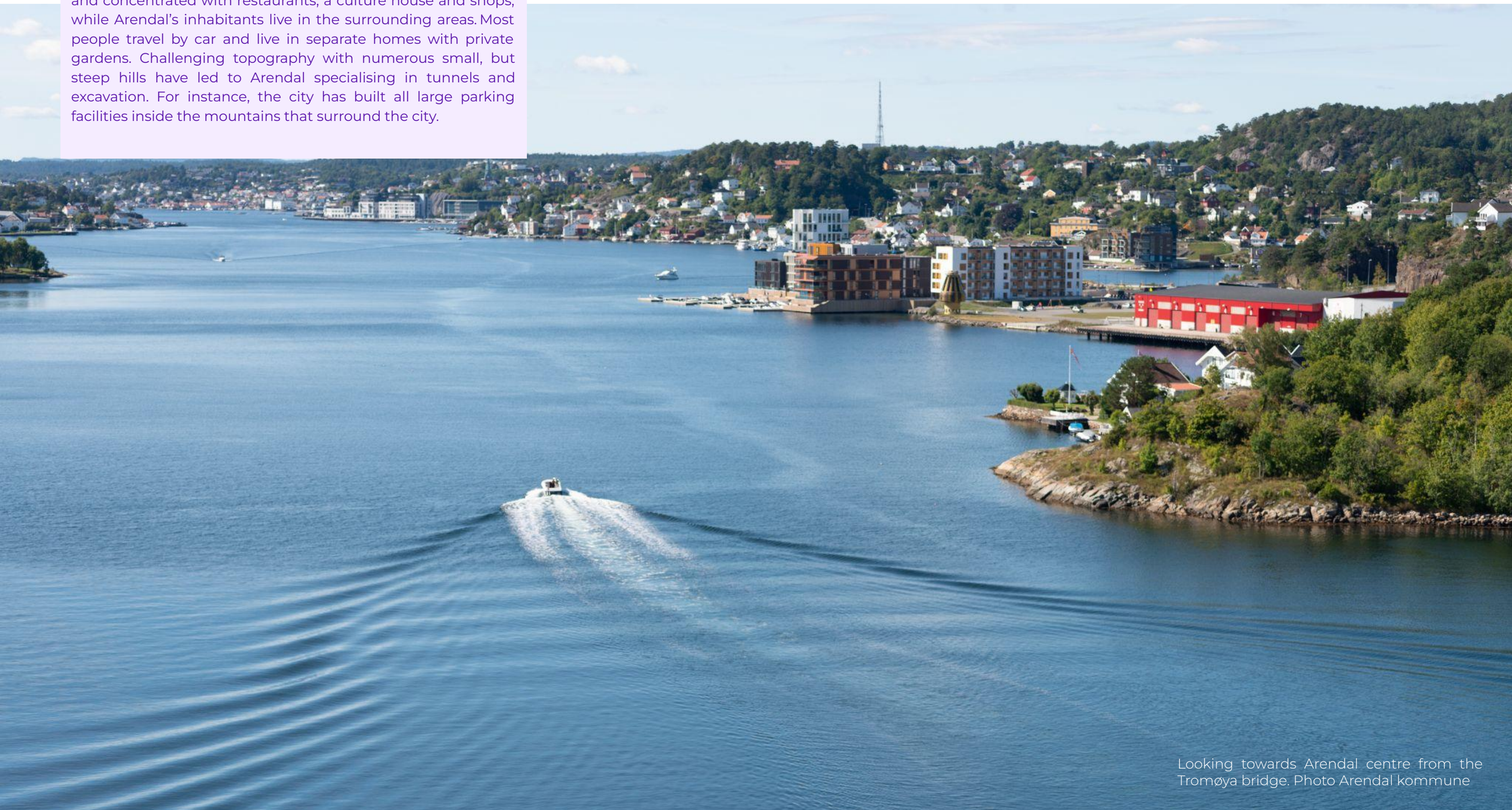
Krøgenes functions as a commercial centre and 16 000 cars pass by the area every day. The traffic is what makes many of the businesses successful, but also challenges the area for positive development. The municipality is working on a strategy to reduce the traffic, but it is certain that Krøgenes will remain a central point in the municipality's infrastructure.

Over the years, Arendal municipality has had multiple co-creation processes with the stakeholders in the area to map out ideas and potential for making Krøgenes a more functional and attractive area. The co-creation process led to closer collaboration between the business owners and stakeholders. The co-creation process and workshops are the reason why Krøgenes is part of European 17. The businesses and neighbours want this competition to make a vision and holistic plan, as a hope for a sustainable transition of the area.

## Arendal

Arendal is the biggest city in the region. It is a rather international city for its size and has some large companies located in the city. With the establishment of the battery factory, approximately 6000 new inhabitants will move to Arendal before 2028.

Arendal is known as a vacation destination in Norway due to its stable weather and beautiful scenery. The city centre is small and concentrated with restaurants, a culture house and shops, while Arendal's inhabitants live in the surrounding areas. Most people travel by car and live in separate homes with private gardens. Challenging topography with numerous small, but steep hills have led to Arendal specialising in tunnels and excavation. For instance, the city has built all large parking facilities inside the mountains that surround the city.



Looking towards Arendal centre from the Tromøya bridge. Photo Arendal kommune



## What's unique about Arendal?



### Raet National Park

Large parts of the coast and ocean outside of Arendal are protected in a marine national park called Raet National Park. During the last ice age 10 000 years ago, the retreat of large glaciers covering all of Norway left moraine with large stones and sediments along the coast of Arendal. Consisting mostly of soil and rock, this material created a landscape of unique geological features hosting rich and diverse nature. The coast includes steep terrain, sandy beaches, large pebbled beaches, and smooth bedrock. The outer coast is sparsely vegetated with small bushes, grass, and heather. Krøgenes is the entry point to Raet National Park by car and bus and is located approximately 6 kilometres from Hove, a larger camping and activity centre in the National Park.

### Arendal and the ocean

Arendal and the people of Arendal have always been connected to the ocean. The city was constructed on 7 small islands, and the main transportation method used to be by boat. In the 1700s Arendal was the biggest ship-building city in Norway, and many of the old luxurious features of the city were built out during that time. The traditions with the ocean are still strong and most families in Arendal own a private boat. In the summers, the local inhabitants boat out to small islands where they can swim, sun-tan and picnic with family and friends. Kayaking, windsurfing, sailing, fishing and other water related activities are also popular.



### TEDxArendal

Since 2013, Arendal has been the host of an international TEDx event. Every year, it gathers 700 guests and approximately 100 volunteers to see TED-talks and share ideas. As the event is in English, many international newcomers participate as volunteers to establish a more comprehensive local network. TEDxArendal has contributed to bringing an international mindset to Arendal.



### Arendalsuka

Arendalsuka is the largest political gathering in Norway. With 1700 events and a variety of exhibitions throughout the city centre, it gathered 150 000 participants in 2022. Participants include national and local politicians, organisations, businesses and public sector representatives. The event's mission is clear: strengthen the belief in political empowerment and democracy through open debate and involvement. Arendalsuka takes place every year in mid-August for 5 days.

## Social sustainability

### In Arendal

Beyond being a well-known holiday destination, Arendal has a culture of co-creation to achieve social sustainability. The city is full of initiatives, events and projects that keep on developing the city with new and forward-thinking social structures.

The focus on social sustainability has led to work revolving largely around participation and co-creation processes. These processes aim to strengthen a sense of security, community participation and interaction between people in Arendal. Social sustainability is also about making the city as inclusive and accessible as possible through ownership, awareness and love for the locality.

Arendal has developed their own Strategy for Co-creation and has a long tradition of mobilizing local creativity and involvement in co-creation processes. An example of this is the network and organization "With a Heart for Arendal", which will be involved in the European 17 post competition process.

With a Heart for Arendal is an umbrella-organisation that collaborates with all the volunteer-organisations in Arendal. This has created an open society with dialogue between organisations and groups of individuals. Examples of activities include café-concepts that facilitate dialogue between local people, refugees and migrants, dinners that connect people from different religions, and the co-creation of new areas in the city.



### Welcome Hub Agder (WHA)

Welcome Hub Agder connects new residents with everything they need to "become a local" in Arendal and Agder. Funded by local businesses, service organisations and local municipalities, WHA is positioned as an integrated part of the community with over 100+ network organisations - together we provide information activities, networking opportunities and support with the Norwegian system to those that need it most.

The network behind WHA understands that moving here impacts the whole family, and this important life transition should be exciting and positive. So let us help you get comfortable. We think you'll be here for a while!



## European and co-creation in Krøgenes

For successful planning, the municipality believes it is important to have collective commitment and responsibility for the site's development in terms of character and community culture. In line with Arendal's work with co-creation, Krøgenes has been one of the focus areas where several participatory and co-creation projects have been conducted.

In the period between 2019 and 2021, a number of participation initiatives were set up with residents, local businesses and other stakeholders in the immediate surrounding area of Krøgenes. "Pådriv Krøgenes" is the overarching project that focused on how to improve Krøgenes and the surrounding area but it also created several initiatives with more specific focus areas:

"Folkestråkk" focused on people's movement in the area by foot and the improvement of existing walking paths and short-cuts. As the area is car-based, this project looked at how to improve green mobility and how to make it easier and more attractive to walk.

"Folkestemme Kystveien" became a separate association when local associations met found a common agenda and vision: strengthen the citizen's opportunities to participate in sustainable living conditions in the residential areas along Kystveien (from Krøgenes to Barbu). The association shall be a driving force around the themes of green mobility, social sustainability and sustainable value creation. The association's vision is "sustainable living conditions along Kystveien".

"Møtepunkt Krøgenes" started as an initiative when all the business actors in Krøgenes met to discuss opportunities and visions for Krøgenes. The business actors and landowners had not had a forum to discuss and collaborate. The group have been part of the European 17 process with two workshops and several meetings in 2022 and 2023. The conclusions from the workshops with the theme "Krøgenes of the Future" are:

- Strong will for transformation and development
- Rethinking outdoor areas as diverse and urban social meeting points
- The need for green mobility
- Desire for innovative logistics and traffic

The co-creation processes in Krøgenes have led to a group of stakeholders that are engaged and eager to participate in the development of Krøgenes.

## Arendal Spatial plan

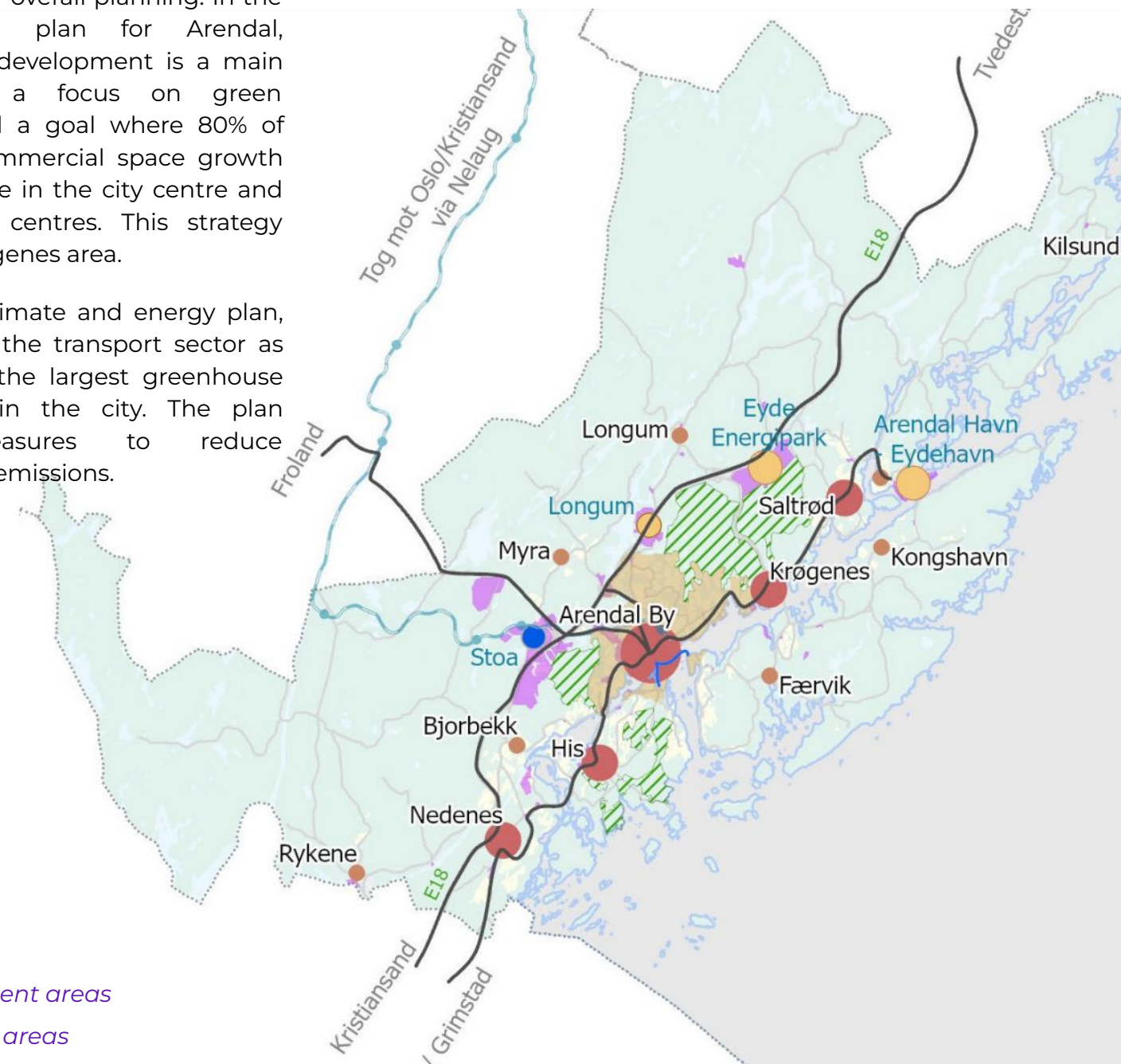
The vision stated in the municipality's spatial plan is **"In Proximity to Everything"**. This means facilitating a development pattern that adapts to people in all phases of life. It is based on principles of coordinated land and transport development, or more specifically, a reduced need for transport, less dependence on cars, environmentally friendly forms of transport and less urban sprawl. Short distances from homes to schools, kindergartens, services, meeting places, recreational areas and workplaces should be provided. At the same time, existing local communities must be given opportunities to develop.

An infrastructure should be developed that is traffic safe, efficient, predictable and environmentally friendly and which further develops the region as a housing and employment market. As the population, workplaces and leisure facilities in society multiply, so does the volume of mobility. We must facilitate the growth in passenger transport with public transport, cycling and walking.



The development of Krøgenes is anchored to overarching plans such as the Area and Transport Plan for the Arendal region. To reduce greenhouse gas emissions, the Area and Transport Plan details the development of high-quality local centres and compact areas as goals for overall planning. In the municipal area plan for Arendal, climate-friendly development is a main strategy, with a focus on green connections and a goal where 80% of housing and commercial space growth should take place in the city centre and prioritised local centres. This strategy includes the Krøgenes area.

Arendal has a climate and energy plan, which identifies the transport sector as contributing to the largest greenhouse gas emissions in the city. The plan promotes measures to reduce greenhouse gas emissions.



## Urban planning in Norway

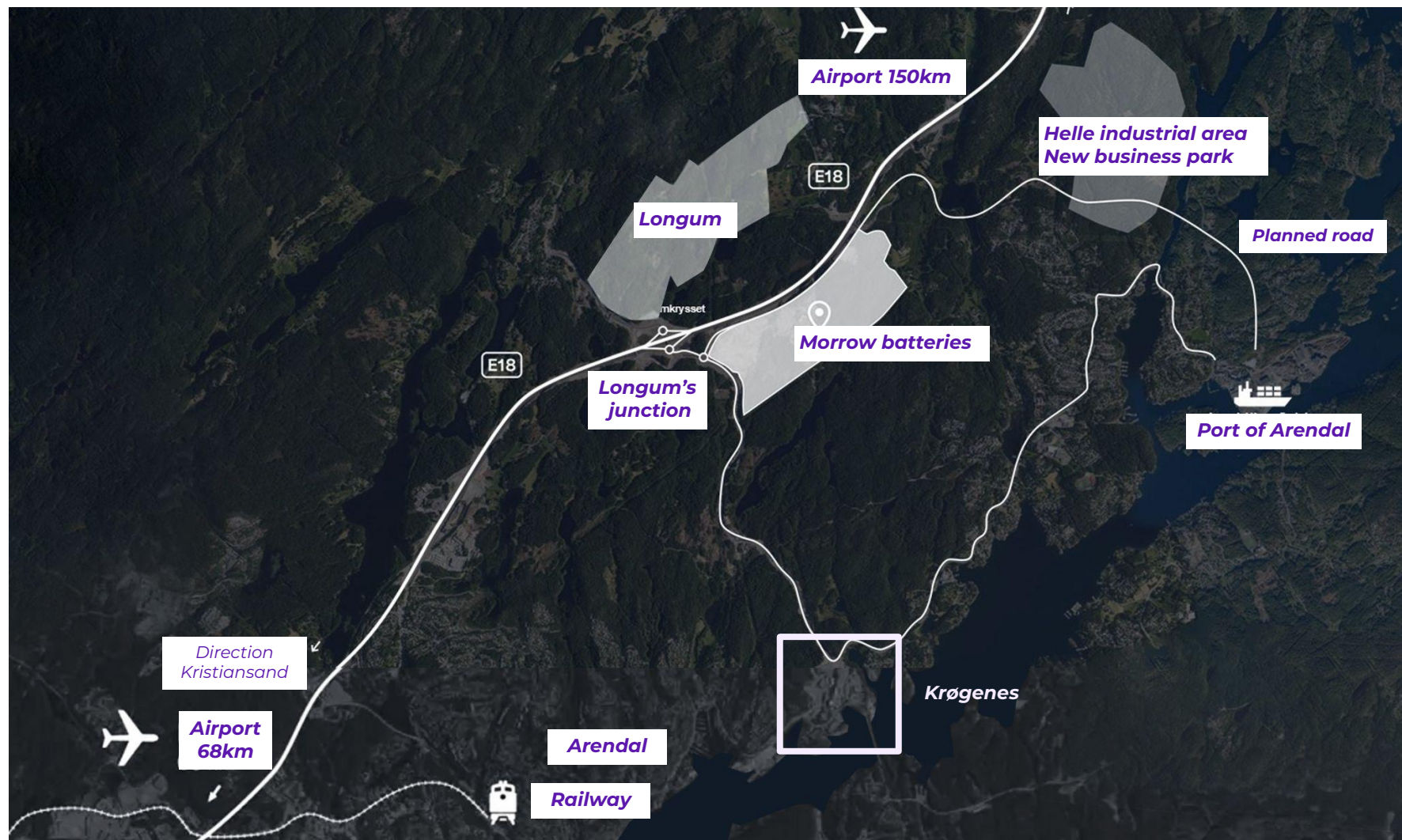
The geography in Norway has helped develop a way of living that is unusual in other parts of the world. High mountains, deep fjords and long distances mean that people live in connection to a network of smaller cities. In addition, a longstanding government policy of making incentives for people to live in rural areas means that the country has a much higher rural population than most other European countries, and that many smaller towns continue to be vital economic places.

The long tradition of local autonomy and powerful rural politics has led to a planning system that differs significantly from most other European countries. Like in most other places, the central government issues guidelines to different regions about how to prioritise spatial development and the regional authorities make strategies and follow up the individual municipalities. Where the system differs however, is that in Norway most area zoning plans are initiated and paid for by the developers that want to realise projects. Municipalities have historically been relegated to a rather passive role, approving or declining plan initiatives by private actors and developing large scale plans for larger areas. Furthermore, local politicians have a lot of power over approving individual projects. The result of these policies is a largely suburbanised and car-based country and Arendal is no exception.

In response to the climate crisis, this development cannot continue. And the role of the municipal governments is pivoting to a more active one in channelling new development to already built areas.



Overview of Eyde Battery Park, as it may look when it is fully developed



## The battery coast: the future of Arendal

For many years, Arendal has worked strategically to attract sustainable businesses to the municipality. In 2020, a large battery company called Morrow Batteries decided to locate their facilities and factories in Arendal. Morrow Batteries quickly became a major topic of discussion and area of focus in Arendal. Southern Norway is close to the European market and is now a prioritised area for the Norwegian government's battery industry. Norway creates electricity by hydropower, which makes the production of these batteries more sustainable.

The battery factory is not only important to Arendal, but also important to the whole coast of Southern Norway where suppliers to the industry are located. Southern Norway is now eager to take a role in the green transition into a circular economy. The municipalities nearby are also supporting this development and are able to see how this green transition can benefit them as well.

The new battery factory will employ 2500 people and the estimations show that Arendal will increase by 6000 inhabitants. Many will be international, as Norway has limited expertise in batteries. Arendal already has an international school and an international community due to existing international companies in the city. Krøgenes is the closest area and meeting point to the factory.

*Along the southern coast of Norway, there is a series of companies that invest in the battery value chain, as well as a unique expertise environment.*



## Neighbourhoods around Krøgenes

A very dominant industrial area in Vindholmen is currently under construction into a neighbourhood of urban apartments. Linking Krøgenes, Vindholmen, and the surrounding neighbourhoods will be important for the development to succeed.

### Enghaven

Enghaven residential area is located on the hill south-west of the project site. Enghaven consists of detached houses with good views over the ocean. This residential area was built between 1995 and 2000. The houses are wooden and relatively traditional in design.

**Population: 410**

### Vindholmen

Vindholmen is an old industrial area located 500 metres south-east of Krøgenes. Vindholmen is currently under development and changing its name to Bryggebyen, with a total of 500 apartments being built here. It has been decided that Arendal's new swimming pool facility and water park will be located here, with the construction starting in 2024. This is an important part of Vindholmen and will attract Arendal's inhabitants and visitors to Krøgenes.

Vindholmen has great ambitions in creating connections and proximity and has regulations in place that guarantee features of high-quality housing such as boat moorings, urban spaces, green natural areas, business facilities, beach and meeting places. These promote a rich urban life that are also beneficial to the surrounding residential areas. Vindholmen is a large development area and there will be major climate benefits from facilitating greener mobility in the locality. Today, there are no structures in place that invite car-free movement or social interaction between the different neighbourhoods. Although the distances between the neighbourhoods are quite short, the main road Kystveien is very congested, not particularly pleasant, and there are few shortcuts or paths.

### Dyviga and Trollnes

Dyviga and Trollnes are located north of Krøgenes and consist of a few residential homes with big properties. In Trollnes, an old industrial plot was transformed into new houses by the waterfront in 2020. The other houses in this area are wooden traditional Norwegian houses sitting on large properties from around 1950s to 1970s. **Population: 144**

### Krøgenes peninsula

South of the project site in Krøgenes is the Krøgenes peninsula, with detached houses along the sea. The earliest houses were built here around 1900 and have been gradually expanded with single family dwellings until the early 2000s. Many of the houses have private shorelines and boat houses. It is today a well-functioning and inviting neighbourhood with wooden houses, small streets and traditional architecture.

**Population: 101**

# Vindholmen



Plans for Arendal swimming pool and water park at Bryggebyen.



Løkholmen recreational area. Made by Bryggebyen/Vindholmen and maintained by Arendal kommune.

# 02

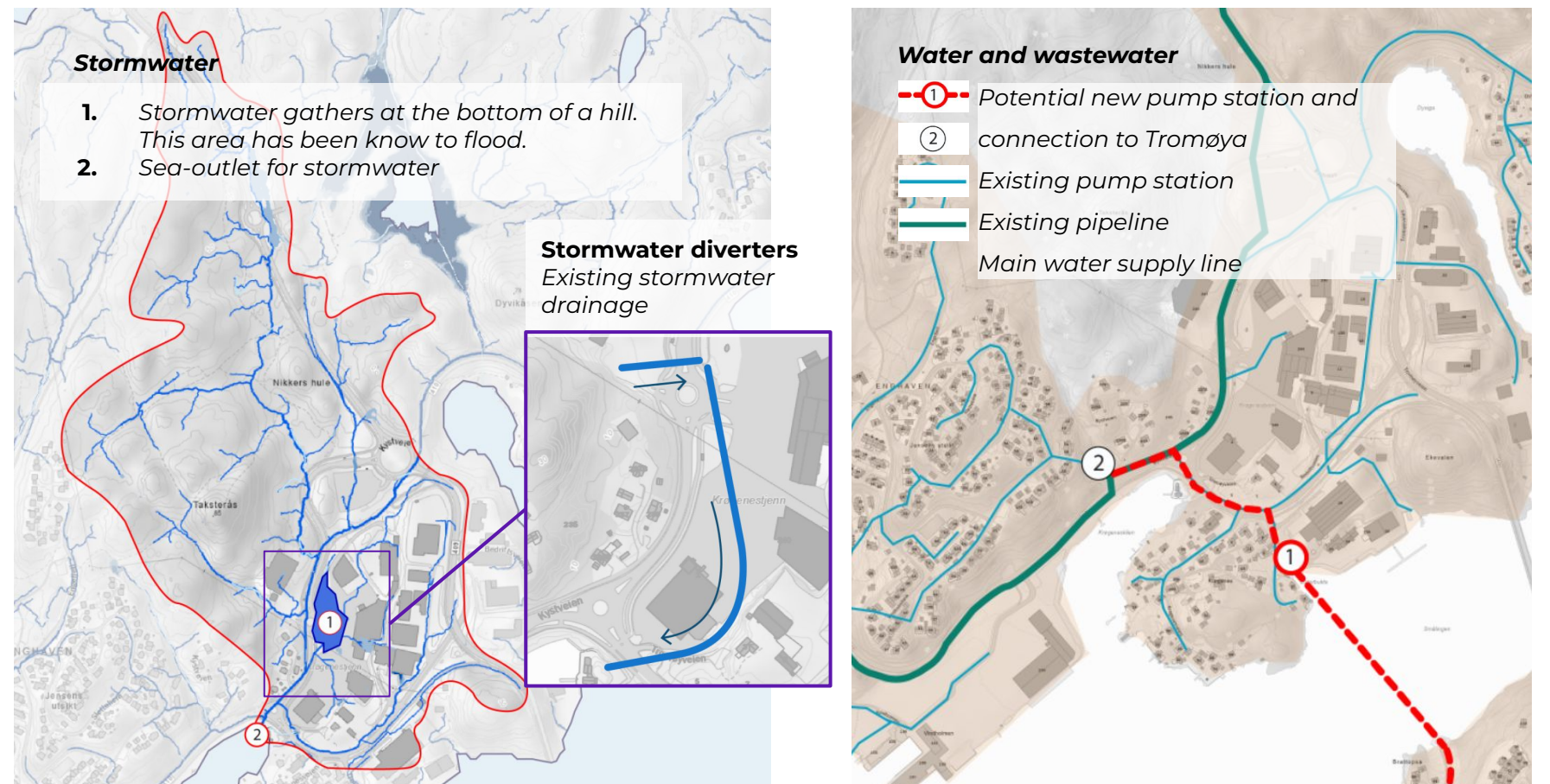
## Project site

- Krøgenes - Context
- Biodiversity
- Buildings
- Business at Krøgenes
- Visions and plans by the landowners
- Key typologies - Industry / Retail
- Key typologies - Housing



## Krøgenes - Context

The project site is located by the ocean in a small valley that previously included a small lake. The surrounding area has varying topography and elevations, forming beautiful scenery with interesting features. Krøgenes is located 4 kilometres from the city centre of Arendal. It is a traffic intersection where 4 important traffic routes meet. The southern route leads you to the city centre, another one to the new highway and battery factory, one to the island Tromøya that also includes a national park, and one goes to coastal villages and the Arendal shipping harbour. Today, Krøgenes consists of 40 companies including warehouses and small businesses. It is a very popular place to buy groceries for the nearby inhabitants. The areas around Krøgenes are popular housing areas.





## Biodiversity

Due to the destruction of the natural ecosystem and development of area-intensive businesses and parking lots, the site does not include valuable biodiversity today. What is left of the nature on Krøgenes is mostly found on the ridge to the west of the bridge.

Additionally, the bay Krøgeneskilen has seagrass meadows, which is of importance to the marine ecosystem. Until the 1990s, a small lake and wetland used to exist where the big parking lots and grocery stores are located today.

While developing the Krøgenes area into an attractive place, it will be crucial to develop better green connections along the sea, to the sea and between existing natural areas. It will be important to include blue-green structures within the project site. The goal is to create connections that can both function as a spreading corridor for biological diversity, but also as an element of well-being and recreation for people.

The map on the previous page shows some natural areas along the ocean as circles and possible areas for recreation as dotted lines. There could be footpaths where the terrain allows it, and otherwise conservation and further development of nature as corridors between larger and smaller natural areas. The potential web of blue-green structure along the sea could further connect with the large natural areas to the north, called Bymarka.



*Krøgenes before*

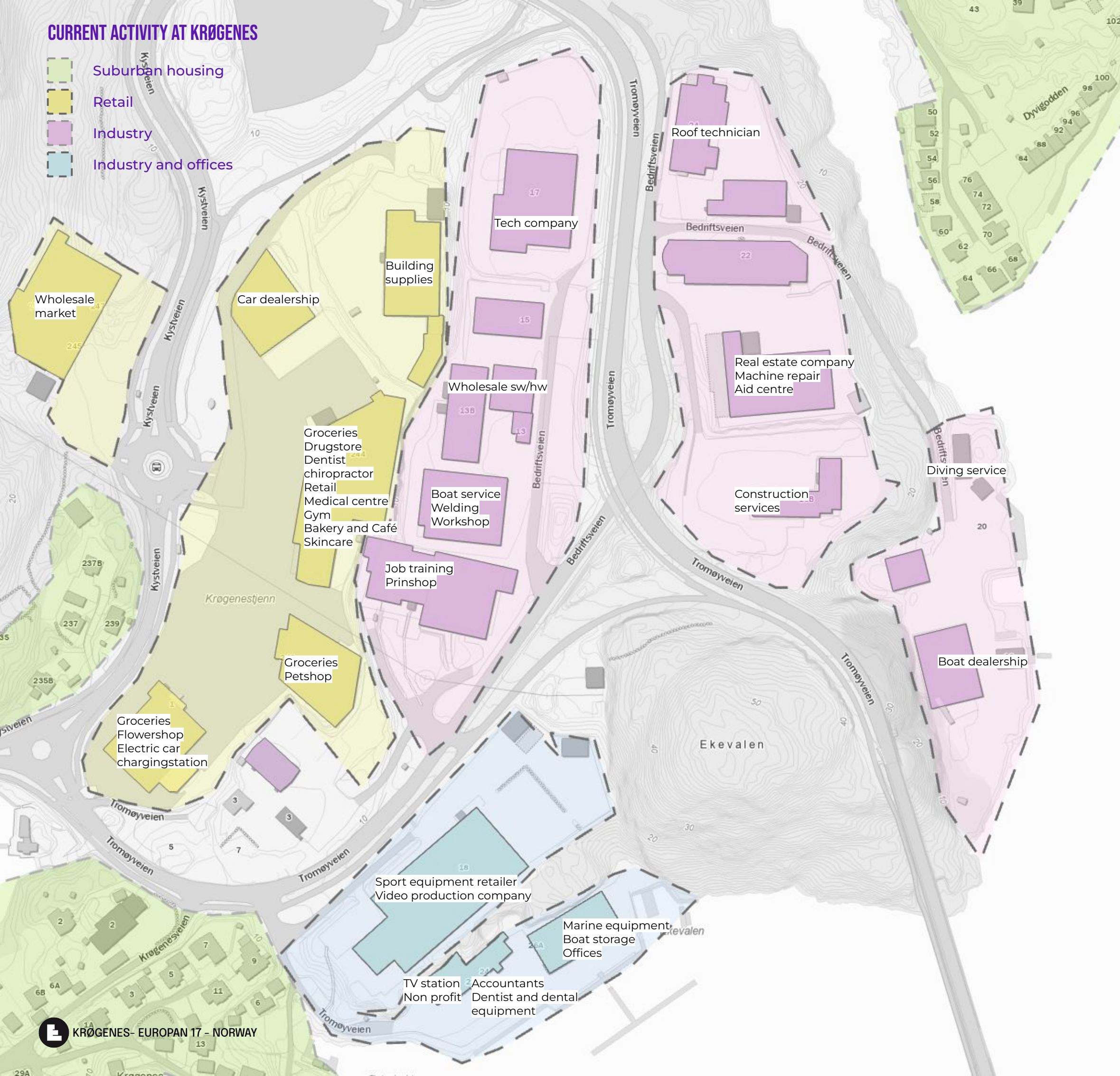


*Krøgenes now*



## CURRENT ACTIVITY AT KRØGENES

- Suburban housing
- Retail
- Industry
- Industry and offices



## Buildings

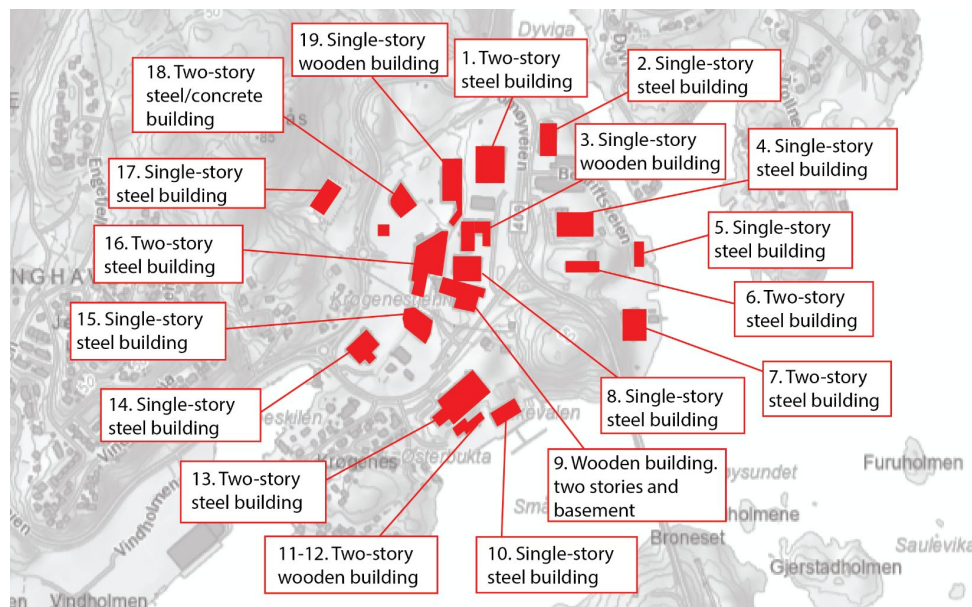
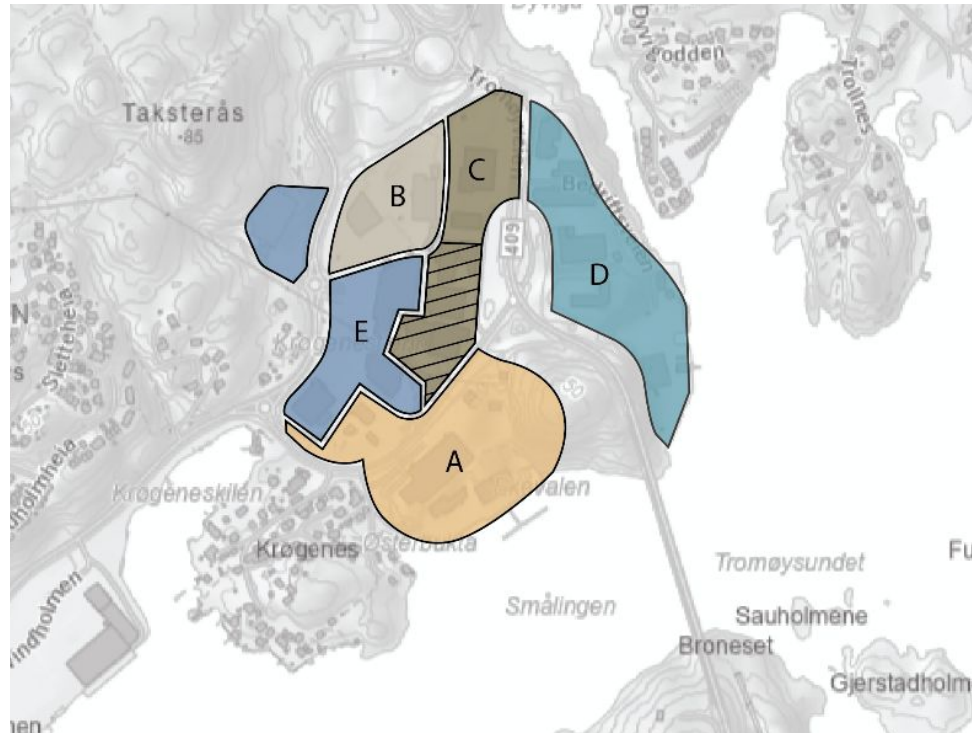
About 40% of the project site area consists of buildings. Krøgenes is characterised as a business area and includes large building volumes with retail, building supplies and industrial warehouses. It does not have a unified urban structure and large areas consist of parking lots. The shops and largest parking lots are on the lowest point topographically, where the small lake used to be, while the more elevated areas consist of industry and some offices. The shops at the lowest level were built around 2010, while the higher level of industrial buildings were built from 1975. Today, Krøgenes only has social meeting places in the shops and café, and partly at the gym. There are no organised public outdoor meeting places, but Tromøysund pier is a popular fishing spot.

## Business at Krøgenes

The competition site today is a popular area for businesses. It attracts the nearby inhabitants and those driving through. Additionally, it is spacious enough for smaller industries to be located here. Krøgenes consists of larger shops, small industries and office buildings well-suited for smaller businesses. Together with the local inhabitants, the business owners see that the area has potential for something greater and are interested in seeing development here. As seen on the map, there are numerous companies, but also large areas with parking lots and empty plots. The buildings are low, mainly 1-2 stories high, with some exceptions.

## Visions and plans by the landowners

The municipality has had workshops with the landowners to see what they envision for the area. The list below includes everything from very concrete wishes to broader concepts. Here is a summary of those workshops. Keep the following points in mind, but feel free to use your own ideas on how the area can become a well-functioning society with both urban and rural qualities.



### Area A

Size: 48 000 m<sup>2</sup>

Owners are very interested to start a transformation. They are already planning an electric boat harbour and improvements on the plot. The owners see the benefit of adding value with new apartments. Plots are ready for new uses.

Seaside and coast:

- Establish a boat harbour for short-term visits, disembarking in Østerbukta.
- Connect Krøgenes and Vindholmen with a seaside promenade.
- Draw a coastal path under Tromøy Bridge to Bedriftsveien.
- Establish an electric ferry terminal for public transport in the harbour.

Buildings:

- Construct housing.
- Build houses and/or apartments towards Ekevalen ridge.
- Face the housing in front towards the harbour and sea.
- Combine harbour with offices and/or businesses further back.
- Look at the combination of business and housing throughout the area.
- Make the area more attractive through green solutions, spaces and plants.
- Design a more friendly road with green mobility and slow driving.
- Situate parking in garages under buildings

### Area B

Size: 21 000 m<sup>2</sup>

Some of the large industries are already planning to move out of Krøgenes and plots will become available.

- Combine housing and business.
- Add green elements.
- Protect from traffic noise.

### Area C

Size: 31 000 m<sup>2</sup>

South:

- Owners looking at potential apartments/housing and offices.
- Transform large, available areas into friendlier environments.
- Add more green areas.
- Transform the numerous buildings sitting on old plots.

North:

- Current industry in new one-story buildings likely to resume.
- Explore channelling heavier traffic to industries in part B by connecting it to the road.

### Area D

Size: 45 000 m<sup>2</sup>

- Buildings by the road could be warehouses and offices.
- Great view on top where big windows can create beautiful views.
- Traffic noise close to the road is a burden.

### Area E

Size: 35 000 m<sup>2</sup>

East:

- Preserve the shopping area as it is today.
- Structure the parking lot better by using green elements.
- Establish better systems for people and cyclists.
- Raise the quality of the area without limiting parking spaces.
- Ground conditions are weak, as the land is filled artificially.
- Connect area A with pleasant sunny areas to the south and maybe provide meeting points.

West:

- Area was recently built and there are no big wishes, but there is an interest to see the plot's potential.
- Stakeholders and municipality see endless possibilities here.



**Typologies**  
*Industry and retail areas*





Typologies  
Housing areas



# About European Norway

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