

FOCUS GROUPS – PRELIMINARY FINDINGS

Since the municipality don't own the land, it is of primary interest to get the landowners to want to invest. The work of the focus group work was initially aimed at creating such a process. However, this failed due to just the lack of such an interest. There was not a consensus whether it would be a good or not investment at the time: the landowners needed more "proof" that the district as a whole was about to change. Searching further for the key in terms of mandate to create change (i.e. to find the spot where the municipality actually owned land and thus could be able to control and create a change), focus changed towards the construction of a new road stretch. This stretch is given a key function in the face lift of this area, but it will also work as a strategic connection between the central Göteborg and the growing Hisingen, where much of the new housing is located in Göteborg. Thus, it is around this strategic road that the work with WP 2.1 has been carried out.

We have had meetings with the land- and property owners that is situated right at the stretch in question, and has worked with the construction of the road and what good and bad it will mean for their businesses. These actors has gotten the opportunity to speak and have concrete suggestions in terms of the design part of the work and at times where uncertainties have aroused, expert knowledge has been brought in to make things clearer (experts in form of traffic planners, knowledge from the public transportation company, the municipality owned developing company NUAB, etc.).

The focus group session are guiding to the to-come planning process and prepares both the planning office and the stakeholders involved for a more efficient planning process. Efficiency in planning is an important questions brought up in last years revision of the Swedish planning- and building legislations.

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VISIONING PROCESSES



ÖSTRA KVILLEBÄCKEN AND BACKAPLAN AREA

Östra Kvillebäcken and Backaplan are centrally located in Göteborg on the island Hisingen. The area has, owing to its waterfront location, historically been the chosen location for industries. However, due to changes in economic conditions and a housing shortage, this area now faces transformation. The area can roughly be divided in three parts; Backaplan, and a southern and a northern part of Östra Kvillebäcken, as showed on the map on the next page.

The original industries in Östra Kvillebäcken have one after one left the area. The buildings that have been left behind have a simple standard and in many cases maintenance has been neglected. Access to cheap offices and workshops once created good conditions for small businesses and clubs to develop, in particular the southern part of the area. Östra Kvillebäcken, are currently seen as a rather unattractive hinterland, poorly maintained, heavily polluted soil and with limited demand of developing in the area under these circumstances. Nevertheless a transformation is demanded from the political system, from people living close by and from shopkeepers.

- The political will is not enough to make it happen. The key issues are therefore two: 1) to make the development happen and 2) to take account of the existing buildings and activities and the small-scale ownership as an important ingredient in the mixed city.
- Backaplan is not included as part of the work package in WCP, but it is intimately connected to the planning and future development in Östra Kvillebäcken for, among other things, necessary infrastructural investments. To meet the challenges in Östra Kvillebäcken, the "power" at Backaplan must be used.



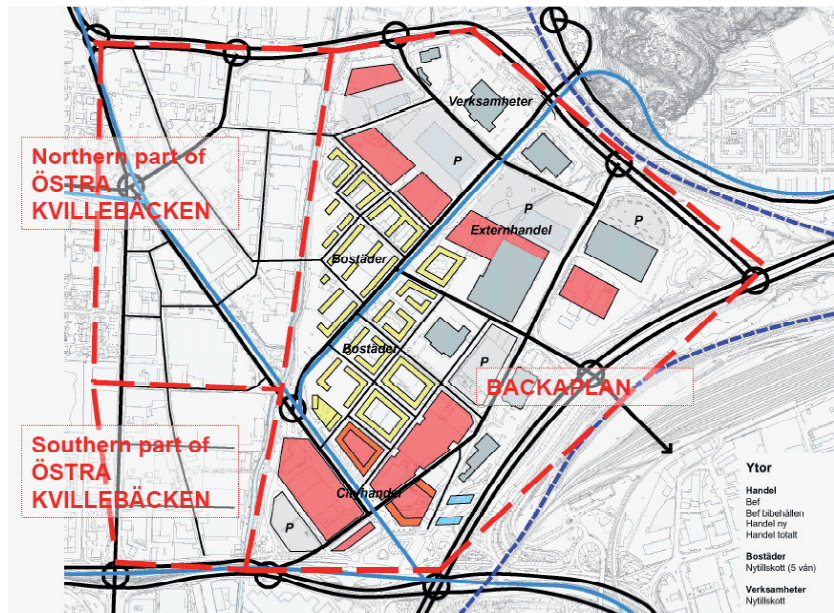
VISIONING PROCESSES IN ÖSTRA KVILLEBÄCKEN

In recent decades, a large number of projects have been discussed. One project proposed urban renewal with offices and retail trade. The intention was basically to build new structures. This was followed by a research project, which had its point of departure in the existing buildings and business operations in the area. None of these projects, however, have led to any greater change in the area. This problem is being dealt with through a network including the Local Authority of Lundby, the Police, the City Planning Authority and more. Although this issue is a key to make the future development successful, it is not an easy solved situation.

- Transnationally the input has been in discussions from Schiedam where they are dealing with the social environment and unsafety issues, and from Malmö, where we went on a study visit.

While the southern parts of Östra Kvillebäcken is in a stage of negotiations with the property owners and sketches are showing possibilities of development, the northern blocks have gradually developed towards an area characterised of low-priced retail trade. The stakeholders in the area, are until now not part of the planning.

- The Waterfront Communities Project is making it possible for the planners to in an innovative manner create a dialogue with these stakeholders in an earlier stage than normally.



For the northern blocks in Östra Kvillebäcken the City Planning Authority is going to test a method called the Visioning Process in implementing the program. We believe that the current housing shortage and demand for retail trade create the conditions for urban renewal of the area. Our intention is to form a working party consisting of members from the local government and local property owners to reach a consensus on a vision for the development of the area. The aim is to have a dialogue in an early stage to examine how the property owners along the planned street "Nya Swedenborgsgatan" together with the retail trade development at Backaplan have the power to implement the program. Also different authorities within the municipality will be part of the dialogue.

What benefits and disadvantage will the new street bring for property owners and shopkeepers in the area concerned? The Visioning Process will include discussing how the area is affected by new businesses and residential in its surroundings. For example, how will the implementation of a proposed link affect the outlined residential buildings in the southern part of Östra Kvillebäcken?

In the Visioning Process we have combined different methodologies, which have been used in other contexts. It is important that the involved parties are aware of the prerequisites of earlier and current urban planning for the area. This will create a point of departure for continued talks.

A vital issue to discuss is how we are going to deal with uncertainties; which steps can be taken without losing sight of the whole, solutions to traffic problems, the development of Backaplan, etc. The partners who take part in the Visioning Process must all have the same vision as a point of departure. The economic issues associated with urban change are another vital issue. The land pollution that was a result of earlier industries must be dealt with. This entails high costs for decontamination. How extensive must exploitation be in order to cover the costs for decontamination? How can new construction be adapted to neighbouring residential buildings?

- Along the way local partners and partner cities, for example Hull, have stated that it is utterly important that the participating in the process are made with consciousness to what influences we admit. There is an imminent risk of making participating local stakeholders believe they have a bigger influence than they actually do.
- There have been a lot of discussions in transnational forum, with example from for example Amsterdam, Schiedam and Edinburgh, about different situations of land owning in waterfront and hinterland areas. It is obvious how this creates different needs / adjustments in the development strategy of the urban planning.
- The project has provided the City Planning Authority with a lot of information and useful contacts in relation to the planning and development of the northern and southern riverbanks.