



CATEGORY: Urban and architectural

SITE FAMILY: How to create positive dynamics from a difficult situation?

TEAM REPRESENTATIVE: architect/ landscape architect/urban planner

LOCATION: Ørsta, Møre og Romsdal, Norway POPULATION: 10.500

STRATEGIC SITE: 99 ha SITE OF PROJECT: 13,5 ha

SITE PROPOSED BY: Ørsta municipality (in collaboration with Møre and Romsdal county)

OWNER OF THE SITE: Ørsta municipality and private site owners

COMMISSION AFTER COMPETITION: Planning commission

HOW CAN THE SITE CONTRIBUTE TO THE ADAPTABLE CITY?

Ørsta, also known as «the white town», lies at the end of Ørstafjorden surrounded by the beautiful Sunnmøre Alps. Though encompassed in beauty, Ørsta suffers from being in the hinterlands of the more prosperous Sunnmøre Coast to the west.

How can Ørsta strengthen its position as an urban centre in the region? As the municipality recently opened up to develop the waterfront adjacent to the town centre, a potential for a new, more urban future at Ørsta has emerged. Now the municipality asks for ideas for how to re-invent its urban center and better connect the central areas and programs in Ørsta.

CITY STRATEGY

Ørsta municipality is the largest on the mainland in the county of Møre og Romsdal. Farming is an important way of life, but there is also a wide variety of industries, mainly furniture, metal and food-processing. The main coastal highway E39 and RV 655 meet in Ørsta. 50 000 people live within an hour drive from this crossing. Ørsta has for long collaborated with its twin town, Volda, located 10 km to the south, and the future holds for a stronger collaboration between these two municipalities. Between them lies Hovden airport with daily flights to Bergen and Oslo. Currently the two municipalities are looking into the possibilities for developing the area around the



airport to a new regional node for big box retail and other businesses.

SITE DEFINITION

The site is comprised of Ørsta's main street (Vikegata), main square (Ørsta Torg) and the waterfront. Two large shopping malls, as well as some shops and cafes along the Vikegata, constitute most of urban life there. Ørsta Torg is mainly comprised by a parking lot serving the Amfi shopping mall.

A new park, Ørsta Hamnepark, is located to the south. 500 meters to the southeast lies Ørsta Cultural centre, some schools, a football stadium and other public buildings. This area is currently detached

from the site, and should be considered part of a new, urban networking strategy for Ørsta.

In the inner corner of the waterfront lies the listed landmark Kyrkjevoren, a former boat landing site for visiting churchgoers. Next to the site lies Svendsengarden, another important landmark in Ørsta.

FUTURE OF THE SITE IN RELATION TO THE SITE FAMILY AND TO ADAPTEBILITY:

A central task is to present a credible strategy for how to improve urban life and make attractive urban spaces that connects the site

to the public functions within the study area. Furthermore a strategy for how to integrate Vikegata with the waterfront development and shopping mall in the south of the site has to be presented. Today mobility is mainly car-based. How can one encourage less car use in Ørsta?

A central premise for success in Ørsta will be to collaborate with local stakeholders that can contribute to the developing and activating of the urban center. Ørsta is both in need of a plan and a process that can transform its relationship to the urban centre.



The local art building is located in the centre of Ørsta together with the shopping mall.



Transitions between land and sea.



The traditional market square, now used for parking.



Potential for development along the fjord.



A quiet pedestrian street.



Svendsengaarden - historical landmark



Sight line from the sea to the mountains.



A glimpse of the fiord



Parking lot at the end of Vikegata



Open space in need of a visionary strategy along the fjord.