



GROWING A COMMUNITY

OVERVIEW

The site of Hjertelia is situated on a sloping hill, surrounded by nature. Hjertelia's surroundings are the only development sites that overlaps with existing farmlands in Hønefoss.

This pilot neighbourhood aims to preserve the Norwegian dream of owning a house on the countryside, yet maintain the necessary density and societal qualities that is required of exurban property development. The proposal is to not only keep the farmlands, but also reinterpret it as an integral part of the neighbourhood.

The trajectory for Hønefoss is still uncertain as our research shows multiple aspects that will inevitably change the status quo for how to live and what to do in Hønefoss. Through the communal spaces, we put great importance in both safeguarding the local culture of the place and welcoming more metropolitan preferences.

THE RESEARCH TOPICS

The recommendations for our Hjertelia pilot neighbourhood (see the response section) is based on a comparative study cities in the 30 min radius to Oslo, with a set of topics. The research has been gathered through the SSB, FAFO, Prognosecenteret, historical documents, key interviews and site visits. The topics are as following:

-  Commuter rates, Hønefoss going from 90 to 30 min city to Oslo.
-  Population growth across 40 years + property speculation.
-  Key findings from the agriculture and farmlands.
-  Home-office, or work preferences after COVID-19.
-  The connection between tech and nature.
-  Employment distribution across 10 years and retail preferences.
-  Housing typology distribution and square meter prices across 10-15 years.
-  The outdoors culture and natural resources in the landscape (see map).
-  The recurring communal values intersecting different topics.

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ARCHITECTURAL AMBITION

We propose a model of housing that embraces the more dramatic topography as a quality and have developed a housing unit that sits in a steeper angle of terrain. This is realized in a kind of terrace house that is accessed from above and nestles in the line of the hill. This in itself is not a new model in Norway – there is precedence of this from the mid 1960's and early 1970's, with the expansion of Norwegian cities outwards, for example the terrace housing model of Selvaag bygg.

The design of the new building's at Hjertelia puts nature first. The site is defined by rolling hills of mixed farming uses, cut across by a steep-sided ravine and creek of water. Conventional development would likely avoid the more dramatic topography of the site, instead constructing on the flatter terrain used by the fields. Early design proposals for the nearby plots indicate such a strategy – flattening of land and the creation of a kind of sub-urban pattern of roads and private housing units and gardens.

THE PILOT

Our neighbourhood pilot uses the local culture (farming, outdoors, tinkering etc.), accessibility and inclusiveness as an integral part of the design. The hybrid of rural and urban living with communal components let both the existing thrive, but also welcomes new residents. The introduction of InterCity poses many scenarios for future Hønefoss, and it will be critical to define what is the local culture of the city and how to continue its current status quo without excluding the new. The four overarching guidelines for our pilot neighbourhood are:

1. **A mix of housing units** based on both rural and urban preferences and different price range.
2. **Inclusive and meaningful communal functions** for all, and incorporating trends of DIY, simple living and outdoors culture. This is so that Hjertelia residents of different price range will by design, be included in the neighbourhood activities.
3. **Design elements that encourages social stability** and set it apart from other 30min cities. The aim is to transform Hjertelia into a formidable alternative to Oslo.
4. **Nuanced work offerings** (home/remote working, meeting room, makerspace and workshop) in the neighbourhood, to counteract outflux (commuters out), and to lessen the possibility of Hønefoss becoming a suburb to Oslo. This also encourages future young talent to settle in Hønefoss with the InterCity network.

SALIMI'S WALLED GARDEN

Salimi's fields will architecturally be formalised with a walled garden surrounded by multiple types of crops and fields. The point of this, is to strengthen Salimi's communal ideals, social inclusiveness and expand upon Hjertelia's existing culture - the actual farmers working the land. Another point, is to set an example for how to overlap housing and agriculture, as it is the only development area to do so in Hønefoss. Our iteration of the walled garden is a blend of traditional and new influences, in line with how it has been reconfigured by multiple cultures spanning centuries. The garden itself and its additional features will be as following:

1. **Garden** containing a selection of the most exotic species from all over the world. It will serve as a space for meditation and contemplation.
2. **Lodge** that can be rented by the neighbours for gatherings and outsiders for bigger events.
3. **Storage + hired personel**, most likely Salimi. Beyond horticulture, it is important to facilitate for casual small talk and knowledge-sharing across neighbours, interests and cultures.
4. **Greenhouse** for the cultivation of more delicate and exotic sub-species.
5. **Workspaces/meeting rooms** as part of the RBD strategy. All these rooms will use the exotic garden as a backdrop, instilling awe and amazement for those participating in the digital meeting. This is also an homage to the tech-nature correlation.
6. **Additional crops** (outside the walled garden). Some more low-key crops and fields that is autonomous from the walled garden and for semi-private and public use.
7. **Additional allotments** (outside the walled garden). Strande's neighbouring land will be repurposed as rentable allotments for the future residents of Hjertelia.

RURAL BUSINESS DEVELOPMENT (RBD)

Vista Analyse's observation of the tech/nature correlation sets the precedence of an emerging RBD strategy that is transferable to many other Norwegian villages or towns, that aspire to attract and retain young talents "out of thin air". This section deals with the housing aspect of the RBD strategy. This is especially important in Hønefoss with its low total workforce growth the last decade and the currently low amount of SN 58-63 tech workers they have. Our RBD strategy is dealt in three-parts, focusing on how to connect the intrinsic outdoors culture to Hjertelia pilot neighbourhood:

1. **Communal functions** that facilitates for a neighbourhood forum and incorporates the outdoors/DIY lifestyle (lodge, workshop, microbrewery, makerspace, maintenance, storage, socialising/mingle space).
2. **Connections or soft infrastructure between Hjertelia and** nearby forests, trails, rivers and nature. In addition to this, implement culture-building interventions nurturing the outdoors culture: walkways near the stream for trail runs, river docks for kayaking, stations for "high-risk" rafting, bikelanes/jogging routes in and out of Hjertelia, general connections to nearby sports facilities and big box retailers (sport equipment) in Hønefoss.
3. **Communications , or PR strategy** that promotes Hjertelia as an outdoors-based living with close ties to the surrounding nature and outdoors amenities. In selling this pilot neighbourhood, the marketing of it should make many direct connections between self-sufficiency, DIY and not least the intrinsic tech/nature correlation. This is also an elaborate scheme of attracting young talent.

DIY AND SIMPLE-LIVING CONSUMERISM

We have to design Hjertelia for a better class of consumers, that are very conscious of their own surroundings. Post-corona tendencies shows a greater appreciation for DIY and simple living. This applies to all walks of life, either it be SN 10-33 material production or the coveted SN 58-63 tech workers. In doing so, we are able to increase the amount of hours spent in Hjertelia either it be working or living in the pilot neighbourhood, but also increase the monetary spendings in the city centre of Hønefoss, focusing firstly on the hospitality industry, and secondly the big-box retailers in Hønefoss. Our methods are as following:

1. **Housing units incorporates crafting and simple living.** This through private gardens, green atriums, garages with workshop and direct connection to the forest.
2. **The Farm-like communal functions** that embodies the appreciation for nature. Examples are Salimi's walled garden, multiple crops, larger orchards, greenhouses.
3. **Nuanced workspace facilities (see paragraph, The Pilot).** Additional description, is that these workspaces will exist in different capacities, some in the private homes, others in Salimi's semi-public walled garden. When not in use, the majority functions as meeting rooms with the exotic garden as their backdrop.

THE HOUSING CONCEPT

Our concept is a housing typology that can maintain the perception of being a A. detached housing area and keep the farmland quality, but also maintain the density and return-of-investment that is enabled through B-D. semi-detached/town/chain houses and apartment blocks.

Based on Ringerikes stale population growth, total workforce and low count on knowledge workers, it is crucial for the Hjertelia neighbourhood to steer the InterCity development in the right direction. How we maintain the duality of perception of A. but the density of B-D, is as following:

1. **Densify on the fringe** of the Hjertelia site to enable usable communal space in the middle of a dense housing scheme.
2. **Maintain the farmlands**, (partly by densifying the fringe) and let it become a natural part of the neighbourhood. Farmlands will be reinterpreted into more accessible types of crops for the residents, children, and animals grazing the land.
3. **Carve into the landscape** for the perception of A., but it also allows for a typology that are in touch with the surrounding ravines and forests.
4. **A mix of housing units** with the possibilities for private gardens and workshops (see paragraph, The Pilot).

To quote to the brief: "one does not necessarily move out to Hønefoss to live in a flat (...), considering how the district is better known for its agriculture and beautiful ravines". Even though all the recent developments in Hønefoss focuses on the denser housing typologies in the outskirts of the city centre (B-D), Hønefoss is still perceived as a detached house suburbs (A).

ARCHITECTURAL AMBITION

We propose instead a model of housing that embraces the more dramatic topography as a quality and have developed a housing unit that sits in a steeper angle of terrain. This is realized in a kind of terrace house that is accessed from above and nestles in the line of the hill. This in itself is not a new model in Norway – there is precedence of this from the mid 1960's and early 1970's, with the expansion of Norwegian cities outwards, for example the terrace housing model of Selvaag bygg.

The design of the new building's at Hjertelia puts nature first. The site is defined by rolling hills of mixed farming uses, cut across by a steep-sided ravine and creek of water. Conventional development would likely avoid the more dramatic topography of the site, instead constructing on the flatter terrain used by the fields. Early design proposals for the nearby plots indicate such a strategy – flattening of land and the creation of a kind of sub-urban pattern of roads and private housing units and gardens. Though this model offers low build density and a seemingly high degree of greenspace, it removes all farming land use and nature from the terrain.

These block types proved to be highly effective at densifying around steep terrain, and afford residents nice views over landscape, outdoor living spaces and a contact to nature. They were however less optimal in some technical aspects, notably water sealed, and in cases rather deep planned, making a large part of the plan dark and unventilated. Both issues we have addressed in a common design addition to our terrace house module;

THE COURTYARD

We propose a walled garden in the heart of the new neighborhood, allowing for the continued presence of the Kurdish migrants and their community garden, as well as create a social core for new residents. A meeting place in an ambient climate that can be used for social gatherings throughout the year. The presence of a Middle Eastern community garden on site

is both a cultural and environmental asset on the site. One which we not only want to retain, but promote. Its presence here is not accidental, the south westerly slopes of Hjertelia, well-watered by natural creeks and sheltered from winds by a ring of mature trees, offers growing conditions in Norway most like Northern Iran and Eastern Turkey. This both global and local condition drew us to examine what that Kurdish growing culture entails, finding a building type specific to enhancing growing conditions - the paradise garden. In the mountainous areas of Northern Persia, a garden type emerged that could exclude the harsh conditions of the landscape, using a sheltered walled garden to create a microclimate. Sheltered from wind, and heated by the thermal mass of the solid walls, a small oasis is created that can nourish cherries, pomegranates and apricots in an otherwise unsuitable climate. Similarly then, a walled garden can help enhance the growing conditions for exotic species here in Hjertelia.

This courtyard element is also carried over into the housing blocks. By incorporating a sunken courtyard into the otherwise deep plan of the terrace house, we create better living conditions of natural air and light within. This also affords each home a micro climate of its own, where fresh produce and herbs may be grown.

GROWING A COMMUNITY

This universal culture, that of growing to sustain oneself and others, is what we want to retain on this site. We recommend a departure from the typical development model that converts in total land use from farming to residential. Is there a model that can sustain both, indeed can the retention of farmland enhance living conditions, and vice versa can the construction of new buildings enhance growing conditions?

We propose a site layout that moves the line of housing and its associated roadways to the perimeter of the site – the edge of the fields today, on land too steep to farm. And on the edge of the forest. Using a module of terrace housing that works with the terrain level change, we create a kind of perimeter wall of reused brick around the edge of the site. This perimeter allows for the retention of farmland where it is today, but enhances its growing conditions by using the mass of the housing walls to exclude harsh winds and raise the ambient temperature within. This can extend the growing season of the fields and the variety of crops it may sustain.

This retention of the fields also allows for a greater generosity of outdoor space to be shared amongst residents, ideal for children's play, outdoor eating and activity. The height of this perimeter massing is also calibrated to allow for best sun conditions for growing. The housing blocks are formed from slender towers that allow for sunlight to pass by them to growing land beyond. Similarly the heights of these blocks steps down to the southern parts of the site where the allotment gardens are presently located. This allows for the allotments to remain in place, and form a new social core for the new neighbourhood.

MATERIALS

The palette of material is carefully selected to provide a balance of good sustainability, growing conditions and sensitive to local context. Plinths of the housing blocks are made from recycled local red clay bricks, sourced from disused factory structures in the Hønefoss valley. This material is low in carbon footprint, but also ideal for creating courtyard gardens and terraces for growing. The materials ability to retain solar gains with its thermal mass creates a more regular micro climate. Finally above ground structures are constructed from locally sourced pine and ash timber members. Again highly sustainable in nature, and locally appropriate in a region defined by timber farm structures.

PHASE ONE

RESIDENTIAL

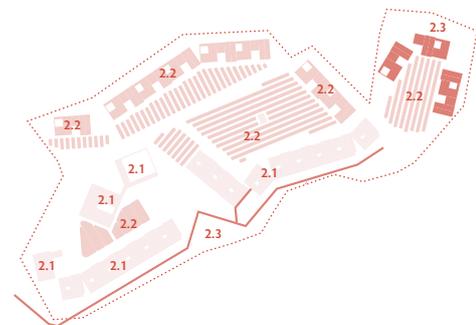
- 1.3 FIRST SETTLERS
secure a diversity in the residents by designing according to different needs, but also for the tendencies in home office.
- 1.2 INITIAL PROSPECT
Create a viable design scheme in accordance with municipality's ambitions and potential investors.
- 1.1 TOUCH BASE
Initiate dialogue with local authorities and sketch out a plan that will lead to the initial prospect and outreach to potential investors.

COMMUNAL

- 1.3 EVENTS/POP-UPS
Temporary use to generate income for landowners and interest among potential residents.
- 1.2 PREP STRANDE'S LAND
An optional service for the future residents. It will be possible to rent a small allotment for private use.
- 1.1 RENEW SALIMI'S LEASE
Capitalise on the existing communal values of the Hjertelia land - which is Salimi's efforts. Cultural capital is note easily replicated, so use the existing one.

BUSINESS

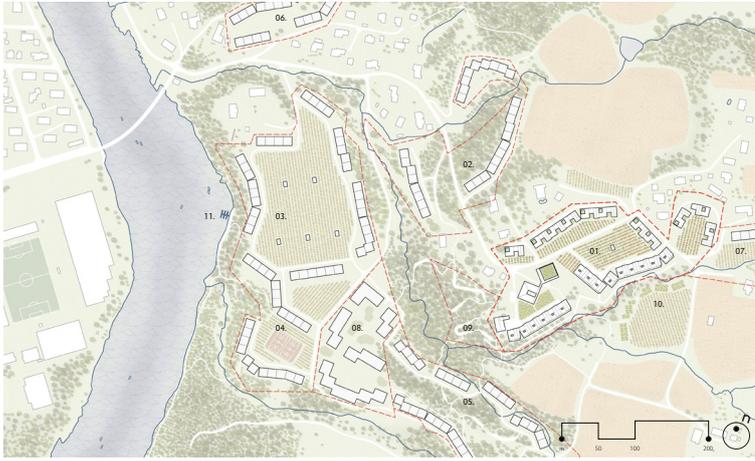
- 1.3 PR ON REMOTE WORKING
Emphasise the exotic relation between the communal garden and how it connects to the workspaces.
- 1.2 PR ON THE OUTDOORS CULTURE
Promote the outdoors culture, high-risk sports, and the landscape in near vicinity of Hjertelia.
- 1.1 INITIATE RBD
Connect tech and nature. Must apply to Hønefoss as a whole, and seen in relation to Sundvøllens's business culture.



1.0 SHORT-TERM MEASURES PLACEMAKING STRATEGIES

This entire phase focuses on the immaterial value to make Hjertelia a reality: design iterations, the financial sounding, the sense of belonging, its intrinsic culture, business development, and dialogue. The aim is to secure success-rate, before construction starts. Concepts through events and pop-ups will be validated on-site, to attract potential buyers and future residents.

2.0 PERMANENT MEASURES DESIGN & CONSTRUCTION



STUDY AREA

PROJECT AREA

Our proposal for the Hjertelia site applies to the rest of the study area: to densify on the fringe (the housing concept), in order to free up the land in the middle and maintain the existing culture on-site(s): the farmlands/agriculture. Additionally, the crops for the farmlands in the housing areas, will be mainly focused on fruit vineyards (apples, peaches, plums etc.). This is because traditional farmlands or crops, usually consist of hay fields, which requires bigger machineries to reharvest and requires to be sealed off by fences. By focusing on tree-based vineyards, this makes the "farmlands" more accessible for residents, children and animals to graze the land. Our proposal for the study area as following:

The project area conveys our proposal for how to maintain the perception of living on a house on the country side keeping the farmland quality, and also how to maintain the required density (GIA 40%) The housing concept shows how the residents almost can walk out of their terrace and pick an apple, as the vineyards stretches as close as two meters away from the houses. The residents facing the stream/ravine are also in close contact with the nature, with trails and walkways leading down to it. Our proposal includes both of the farmers working the land, Salimi and Strande as part of the operational scheme (all parts of the phasing conveys this). The location of the communal and public functions are as following:

1. Housing development - Hjertelia with a set of communal facilities apple vineyards (project area).
2. Housing development where the natural ravines and forestry remains untouched.
3. Housing development with multiple vineyards of different fruits and sizes. The northern part can be densified even further than what is shown on the map.
4. Housing development with a multipurpose space for sports (basketball, ice skating, event etc.).
5. Housing development where the natural ravines and forestry remains untouched. Additionally, this neighbourhood is equipped with a combined walkway and calisthenics areas.
6. Housing development integrated into the detached housing area.
7. Housing development - a continuation of the project area.
8. Services, kindergarten, care facilities, with two sub-divisions and their own public spaces.
9. Calisthenics park in the natural ravine. Our recommendation is not to develop this site for housing, as it is in a dramatic landscape and dense forestry.
10. Strande's field, containing allotments for future residents. Other parts of his field can be repurposed for what ever agricultural community function. Conveyed as a vineyard function at the moment.
11. The docks, for morning or late night swims, kayaks, rafting, etc. There is also trails nearby, leading back to the neighbourhoods.

12. Lodge that can be rented by the neighbours for gatherings and outsiders for bigger events.
13. Workspaces/meeting rooms as part of the RBD strategy. All these rooms will use the exotic garden as a backdrop, instilling awe and amazement for those participating in the digital meeting. This is also an homage to the tech-nature correlation.
14. Walled garden + greenhouses, containing a selection of the most exotic species from all over the world. It will serve as a space for meditation and contemplation.
15. Additional crops. Autonomous from the walled garden and for semi-private and public use. This is in line with what is already there - Salimi's current patches of native herbs and spices and cucumbers.
16. Workshop to tinker on your bike, fix stuff for your home, and other mechanical activities that you might be interested in.
17. Microbrewery + makerspace. The microbrewery is not only for consumption and social culture, but gives valuable lessons for the residents in how to turn your surroundings (hay fields) into alcohol. This will boost the appreciation for the agriculture.
18. Detached hut for recreational purposes in the vineyard.
19. Walkways connecting the different fields with the stream and ravine itself.
20. Additional allotments. Strande's neighbouring land will be repurposed as rentable allotments for the future residents of Hjertelia.

PHASE TWO

PHASE THREE

RESIDENTIAL

COMMUNAL

- 2.3 HOUSING MODULE
The third addition can be tailored according to the success of 2.1 and 2.2, and in close dialogue with the neighbours.
- 2.2 HOUSING MODULE
This northern wing will create optimal conditions for the crops that are being planted.
- 2.1 HOUSING MODULE
The greater half of this scheme can be built by the same contractor, as it is based on the same module, lowering building costs.

- 2.3 NATURAL WALKWAYS
Connecting the site with the surrounding landscape through a walkway. This enables the inhabitants to get closer to the stream.
- 2.2 PLANT THE CROPS
Start the planting process and assign different types of crops according to preferences and diversity.
- 2.1 BUILD THE COMMUNAL FACILITIES
This includes Salimi's walled garden, the workshop, the barn and the house in the fields.

RESIDENTIAL

COMMUNAL

BUSINESS

- 3.3 DEVELOP THE STUDY AREA
Expand and develop the surrounding plots with the same ambition of Hjertelia, based on knowledge from phase 2.
- 3.2 RE-PILOT
Monitor closely each part of phase 2, keep the successes, retool the less successful parts of the scheme. Rinse and repeat.
- 3.1 CULTIVATE THE NEIGHBOURHOOD
The design scheme that encourage the residents live and work in the neighbourhood to the fullest and use it as an alternative to Oslo.

- 3.3 POTENTIAL REVENUES
Literally, the fruits of our labours (surplus of it), can be packaged and sold. This will help promote the Hjertelia brand even further.
- 3.2 MEANINGFUL CONTENT
Horti-agricultural + DIY content that engage the residents. Salimi and Strande will offer vegetables, lessons and festivities throughout the year.
- 3.1 HIRED PERSONEL
To maintain the horticulture, facilitate a neighbourhood culture and cultivate a working environment. Under supervision of Salimi.

- 3.3 EXTERNAL BOOKING
Digital access the lodge - outsiders can rent this space, as a miniature-imitation of Sundvollen's resort-like conference activities.
- 3.2 INTERNAL BOOKING
Digital access to the work/meeting rooms in Salimi's walled garden. Each resident will be assigned points to equally distribute the use of it.
- 3.1 MAINTAIN THE RBD STRATEGY
Promote the professional aspect of this design scheme: the remote working, home office and its overlappings with nature.

This entire phase focuses on the material value of Hjertelia: the built environment, apt. blocks, walkways, and the nature. With any construction site, this phase takes time, and it is important to build the placemaking buildings first, then the return-of-investment volumes later. The aim is to build in accordance with the lessons learned and the rigour from phase 1.

3.0) LONG-TERM MEASURES AFTERMATH & YIELD

This entire phase focuses on how to capitalise and further iterate on the previous phases: expand on the entire study area, maintain the communal ambitions and scale up the RBD strategy beyond the neighbourhood. The aim is to secure the longevity of the immaterial and the immaterial value that is beneficial for Hønefoss in securing well-being, diversity and the talent.

The massing study aims to maintain these three ambitions:

1. the preference of living in a detached house.
2. the required density of current exurban development.
3. the existing farmland activities (one of few sites to overlap this).

Our studies show that Hjertelia can set the precedent for an alternative in Hønefoss. Hjertelia is in fact a just small fraction of Krakstadmarka, a housing development area. The other larger parts are Tanberglia and Tanberghøgda, which already covers a density of 70% GIA. For an equal monetary and social comparison, we make this equation - units/GIA*100. Our calculations are as following:

HJERTELIA

Small, 15.000m ²	113/40*100 = 283 units at GIA 100%.
Medium, 18.500m ²	141/50*100 = 282 units at GIA 100%.
Large, 22.350m ²	156/60*100 = 260 units at GIA 100%.

TANBERGLIA 96/70*100 = 137 units at GIA 100%.

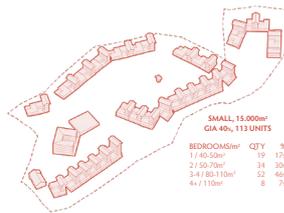
TANBERGHØGDA 208/70*100 = 297 units at GIA 100%.

Our proposal for Hjertelia is the SMALL version (40% GIA). Not which scores high on the unit/GIA equation (283) to the densest of the bunch, Tanberghøgda (297). The bedroom distribution in the SMALL is more in favor for the 2 and 3-4 (76%) and aiming to attract the young couples and established families. The LARGE is more equally distributed among the three. Even though the SMALL has a low GIA, it will be able to maintain that critical mass of social culture (units/GIA).

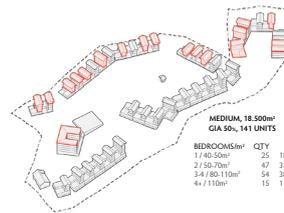
Looking beyond just the GIA, we also add the quantity (QTY) of units for one reason - the neighbourhood culture. It is important to understand density beyond physical mass, but also take the residents from different households into consideration. The more of them, the higher probability of meeting somebody that you can relate to, share knowledge, tinker with, or converse with on a deeper level.



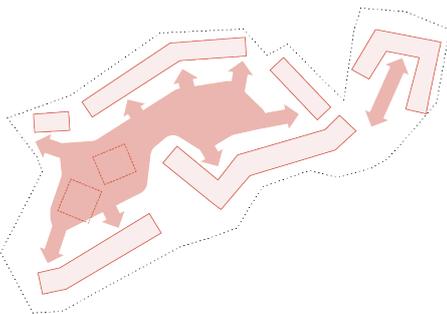
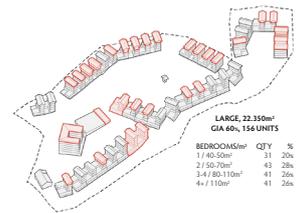
GIA 40%



GIA 50%



GIA 60%



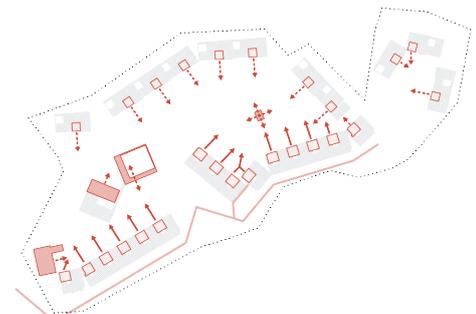
THE PILOT

The housing volumes on the fringe frees up the land in the middle for other purposes, or in this case the apple vineyards and Salmi's walled garden - other crops for herbs and spices. The land in the middle is conceived as one unified whole (as opposed to many divided patches), which increases the efficiency, harvesting and not least, unobstructed daylight.



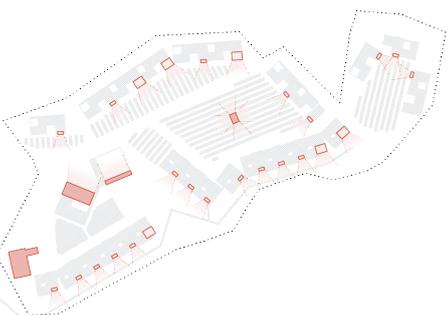
DUAL CONNECTIVITY

The scheme makes great use of the existing road infrastructure, with just a few additions for accessibility by car. Aside from the roads also being accessible for pedestrians, the larger part of the soft mobility scheme is actually separate from the roads. This allows for the residents and locals to enjoy the nature, jog and exercise undisturbed by cars and tractors.



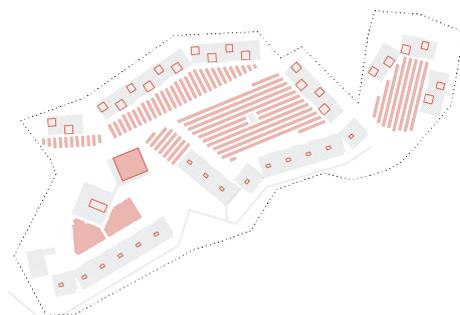
NEIGHBOURHOOD CULTURE

The communal functions are situated in the centre: the walled garden, workshop, brewery, makerspace and the hut. Additionally, the private atriums and garages with tinkering space, are facing the main courtyard. This makes the neighbours visually more accessible when going about their daily lives and hobbies. This allows for the residents/neighbours to small talk over gardening, the kids' education, cars, or even ask for sugar or tools.



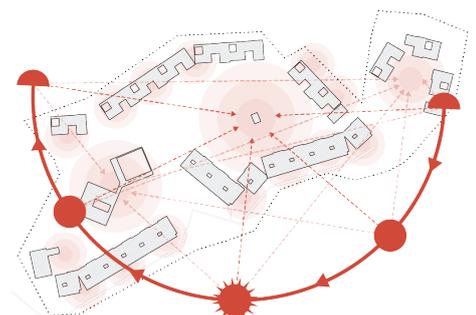
DIFFERENT WORKMODES

The communal workspaces consists of cubicles that can be rented for 1-4 people, common makerspace/coworking, or a separate workshop for all-out tinkering without disturbing the others that are working. The housing units are also equipped with semi-cantilevered glass boxes for work, to mentally separate the resident from their home. All of these workspaces overlook the natural ravines, vineyards or apple gardens, a suitable for backdrop for zoom meetings.



DIFFERENT GARDEN-TYPES

The communal gardens consists of the walled one, apple vineyard and crops for herbs and spices. The apple vineyard was specifically chosen as the space-consuming crop, for its accessible organisation (walkway rows). We identify this as more suitable for residents, kids playing in the 'backyard', and animals grazing the land. In addition to this, different homes will have access to different types of atriums where they can grow their own plants of preference.



SUN CONDITIONS

The low density and spacing between the volumes allows for good sun conditions for the entire neighbourhood. This is crucial for the private atriums and the terraces, and not least, the apple vineyards. The vineyards and the crops requires a lot of undisturbed access to daylight throughout the day. This is in line with how Hjertelia was perceived, big open sunny farmlands.

