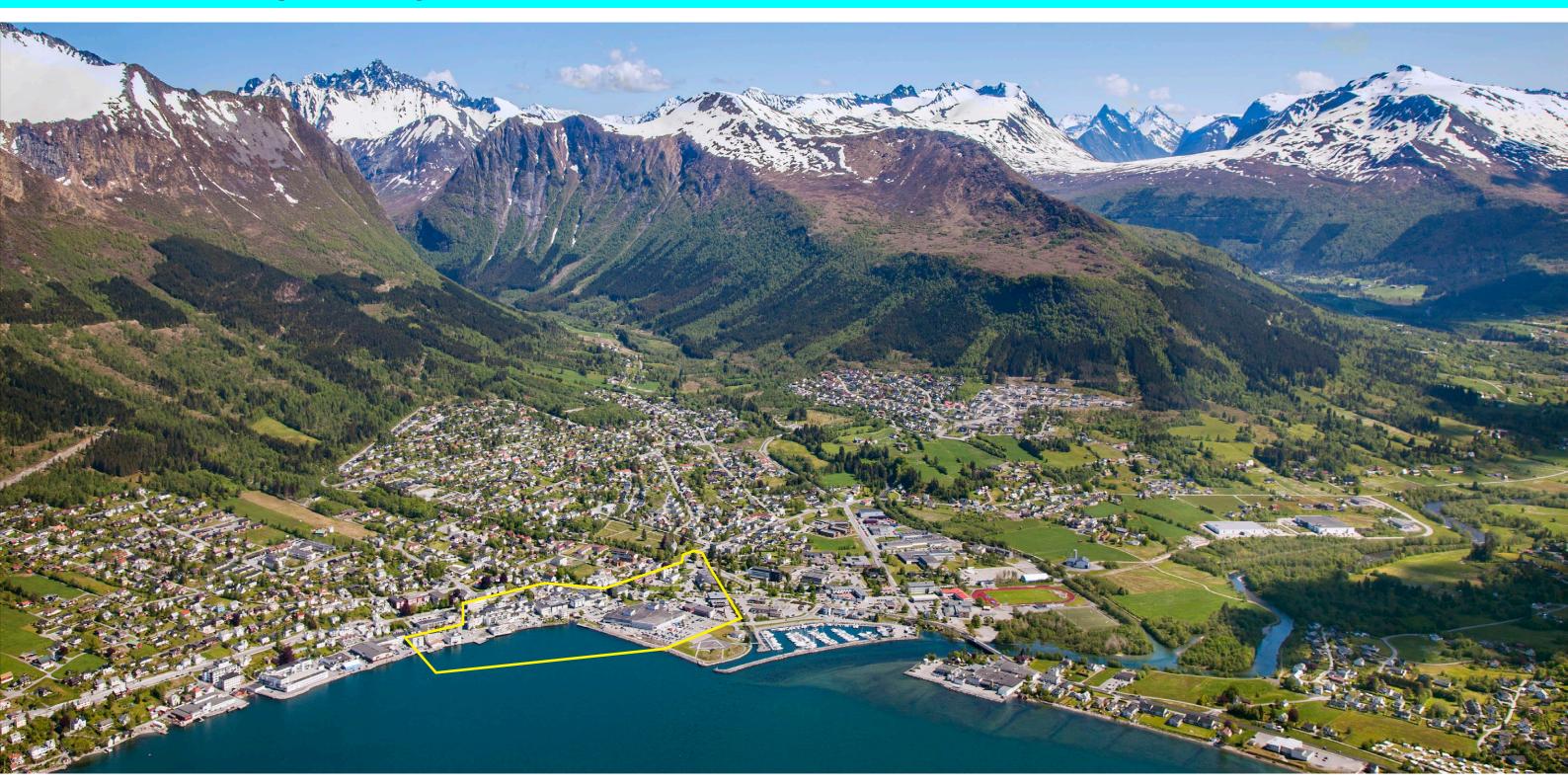
# Ørsta - Norway - Europan 13

### **REDISCOVERING THE CENTRE**



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 SITE OF PROJECT: 13,5 ha STRATEGIC SITE: 99 ha SITE PROPOSED BY: Ørsta municipality (in collaboration with Møre and Romsdal county)

OWNER OF THE SITE: Ørsta municipality and private site owners COMMISION 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.

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 central areas and programs in Ørsta.

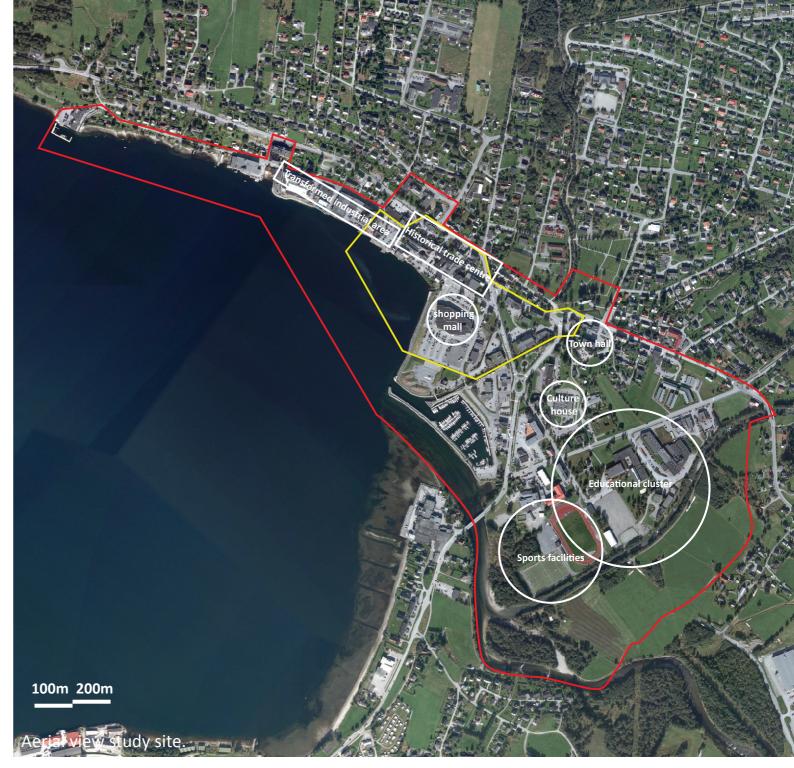
#### **CITY STRATEGY**

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 foodprocessing. The main coastal highway E39 and RV 655 meet in Ørsta. How can Ørsta strengthen its position as an urban centre in the 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 ideas for how to re-invent its urban center and better connect the daily flights to Bergen and Oslo. Currently the two municipalities are looking into the possibilities for developing the area around the

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#### SITE DEFINITION

some shops and cafes along the Vikegata, constitute most of urban in Ørsta. 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 ADAPTEBILITY: stadium and other public buildings. This area is currently detached urban life and make attractive urban spaces that connects the site

airport to a new regional node for big box retail and other businesses. from the site, and should be considered part of a new, urban to the public functions within the study area. Furthermore a strategy networking strategy for Ørsta.

(Ørsta Torg) and the waterfront. Two large shopping malls, as well as Next to the site lies Svendsengarden, another important landmark Ørsta?

to the southeast lies Ørsta Cultural centre, some schools, a football A central task is to present a credible strategy for how to improve can transform its relationship to the urban centre.

for how to integrate Vikegata with the waterfront development and In the inner corner of the waterfront lies the listed landmark shopping mall in the south of the site has to be presented. Today The site is comprised of Ørsta's main street (Vikegata), main square Kyrkjevoren, a former boat landing site for visiting churchgoers. mobility is mainly car-based. How can one encourage less car use in

> A central premise for success in Ørsta will be to collaborate with local FUTURE OF THE SITE IN RELATION TO THE SITE FAMILY AND TO 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

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