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# Stora Södergatan

–communicating a street’s potential through site reading

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Stora Södergatan- communicating a street's potential through site reading  
Stora Södergatan- att kommunicera en gatas potential genom site reading

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## Abstract

In urban planning and design today interventions tend to take place in already existing areas and inevitably effect also surrounding areas. The many parties involved in any change leads to a demand for a shared language around these areas. This thesis aim to, through understanding and communicating a site, Stora Södergatan in Lund Sweden, inspire to a novel way of looking at an urban site preceding design- or planning interventions. Based on a theoretical framework where site is considered as a relational construct, material as well as immaterial, a framework for *site thinking* is constructed. Further, with theory of representation, the communication of the site is emphasized and accounted for as part of the framework. The framework, based on Andrea Kahn´s five site concepts in *Defining Urban Sites* (2005) is created with the purpose to be tested on a specific site. Hence, about 40 site readings are performed on the street Stora Södergatan. The site readings aim to portray an urban site from different points of departure and, through acknowledging this multifaceted view, bring the theory closer to practice. The method is searching and the purpose is to reveal possible site knowledge that otherwise might be overlooked in a design- or planning process. The site readings are represented in various ways, all with the goal to communicate different sides of the street. Based on these findings, three scenarios are constructed that uses the gained knowledge from the site readings to understand if the method is proven successful. The scenarios, different in scale, serve as a reassurance that the site readings are useful in a potential future development. Finally, a discussion bring forth some of the most interesting aspects of the choice of method, the performance of that method, as well as its outcomes.



## Sammandrag

Dagens planering- och design av urbana stadsrum sker främst i redan etablerade områden och varje ingrepp påverkar inte bara en yta utan oundvikligen även omgivningarna. Då det i varje omvandlingsarbete finns många intressenter finns en efterfrågan för ett gemensamt språk kring en plats. Syftet med denna uppsats är att, på ett nytänkande sätt, förstå och kommunicera en urban plats, Stora Södergatan i Lund. Baserat på en teoretisk bakgrund, som betonar att en plats (*site*) är både materiell och immateriell samt ständigt förändras i tid och rum, har ett ramverk för att kartlägga dessa egenskaper utarbetats. Ramverket är främst baserat på Andrea Kahns fem koncept om hur man kan avläsa en plats (*five site concepts*) i *Defining Urban Sites* (Kahn, 2005). Vidare även av teori kring representation, och dess stora betydelse i en design- och planeringsprocess. Ramverket har utarbetats för att testas på Stora Södergatan där de fem olika angreppssätten applicerats med hjälp av omkring 40 olika undersökningar (*site readings*). Målet är att uppmärksamma att det finns många olika uppfattningar om en plats, samt att föra denna teori närmare praktiken. Genom att arbeta på ett undersökande sätt, syftar metoden till att uppmärksamma kunskap som annars blir förbisett i en planerings- eller designprocess. För att kunna förmedla dessa undersökningar, är samtliga undersökningar presenterade som grafiska representationer, vilka förhoppningsvis skulle kunna användas som kommunikationsmedel mellan parter. För att kunna undersöka om den kunskap som genereras genom denna metod är användbar, är tre framtidsscenarier formulerade. Scenarierna, alla olika i skala, visar hur resultaten kan användas i en framtida planering av Lund. Slutligen diskuteras de mest intressanta aspekterna kring valet av metod, utförandet av metoden samt resultaten.



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Last but not least, we thank each other, without the aid from one another this thesis would never have been.

Please, enjoy our work as much as we have done!  
Yours sincerely,

Amanda Berggren & Elouise Le Veau

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# INTRODUCTION

In this introductory chapter the background, objective and, purpose of this thesis will be presented. Additionally, the methodological approach is outlined.

## Background

Dealing with urban environments is something landscape architects and planners are trained to do when graduating in Sweden today. The planning practice, in 2014, revolves around sustainable environments, promoting densification and public transportation, prompting designers and planners alike to think about the urban environments as ecological, economic as well as social systems. The Öresund region, including Copenhagen, Malmö, Helsingborg and Lund, is one of the fastest growing regions in northern Europe and here the pressure on the already urbanized areas to grow sustainably increases continually. Consequently, due to the fact that sustainable solutions often entail densification, these urban areas, have changed the way the planning practice thinks about planning. Opposed to the modernistic planning ideals where a city, ideally, was built from *tabula rasa*, the current ideal strives towards transformation and renewal using the already existing structures and adapting them to the needs of today and the future.

However, there are those who question the way planning deals with these transformations and renewals. Richard Sennett and Thomas Sieverts, to mention a few, are concerned with how the planning practice approaches the future. The dismay of going back to pre-determined planning causes the whole process to stagnate, and inhibits planning to move forward (Sieverts, 2014; Sennett, 2013).

Closely interlinked to those argumentations is the fact that urban planning and design deal with already existing areas. Areas where people already live their lives, where buildings have stood for hundreds of years, and where the sewage systems are about to collapse - a city. A city is dynamic, no day is the like the next. The city is not stable but dynamic, which is something Carol Burns and Andrea Kahn, discuss in their book *Site Matters* (Burns & Kahn, 2005). Here, they challenge the very idea of an urban site being stable and thus urging designers and planners to think about site differently.

Theory, within this particular discourse has in the last couple of decades moved away from practice towards more philosophical discussions and thus

partially lost contact with reality (Burns & Kahn, 2005). The complexity in an urban site, as well as in the planning process, incentivizes any profession involved in a project to communicate and collaborate with each other. In many cases today, the lack of a common language to solve a problem leads to inefficiency. Every party has their own interests and intentions crystal clear to them. This becomes an issue when one presumes others have the same understanding.

Communicating ideas and knowledge is, in this context, crucial in order to achieve good results in developing the urban environment. As landscape architects visual communication is as important as the verbal or written, and it is our strength when communicating. Using representations of a site in a dialogue is a powerful tool and a piece around which discussions can circle. Further, it is an important part in the design or planning process since it is a way of apprehending, emerging, and transforming, site knowledge (Corner, 1999). To understand that representation is a tool in the process and not merely a pretty picture, can aid in the communication of knowledge and decrease the risk of misinterpretations between parties.

The theory has acknowledged the problems and the possibilities with a shared language around site. In this thesis we put these ideas in an actual urban context and combine theory and practice. Through applying the theoretical angle of approach on a, to us, familiar environment, Stora Södergatan in Lund, we can closely examine a site. Furthermore, this happens in a context where planning and design actions are reality, as the city faces new development and infrastructural projects which will change the structure of Lund, material as immaterial.

## Objective & Purpose

The aim is to examine *site theory* and apply it on a site. Through reaching from a spectra between theory and practice the aim, further, is to communicate the gains of knowing the site, and on relying on a theoretical framework before suggesting any interventions.

The purpose is to examine if a *site thinking framework*, adapted and applied to a certain site, can aid in a planning or design-process, and if the represented findings from that framework can be used as a communication tool for actors dealing with that specific site.

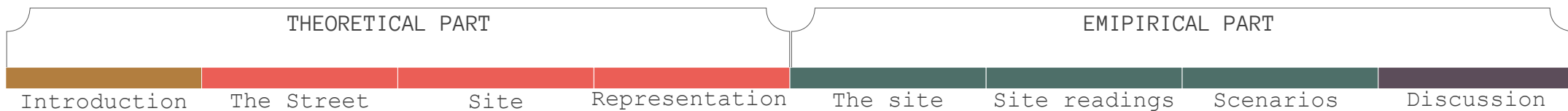
## Research questions

Two research questions are formulated to guide the work and the direction of the thesis.

- Can *site readings* on a specific site be efficiently used as tools to communicate, plan, or design an urban site?
- What is the correlation between the daily life on Stora Södergatan and the plans and expectations of the future?

## Report's Structure

The overall structure of this report consists of four parts; *Background, Theory, The Site* and *Discussion*, all color-coded. The two larger parts, *Theory* and *The Site*, are each split into three chapters, whilst the first and the last part, *Background* and *Discussion*, forms a chapter each, giving a total of eight chapters. The structure enables both a distinction, as well as attending to the correlation, between the theoretical parts and the empirical parts.





## Conceptual explanations

Throughout the thesis definitions and concepts will be further explained, questioned, and discussed. Here follows a short summary of the final definitions of a few crucial concepts and words in order for the reader to follow the reasoning throughout the thesis.

**Site** - a relational construct, material and immaterial (Burns & Kahn, 2005), (Diedrich, 2013, p. 78)

**Representation**- “A picture, model, or other depiction of someone or something” (Oxford University Press, 2014).

**Area of control**- the legal plot, often referred to as the site (Burns & Kahn, 2005)

**Area of influence**- the area that is located outside the *Area of control* that influence the design (Burns & Kahn, 2005)

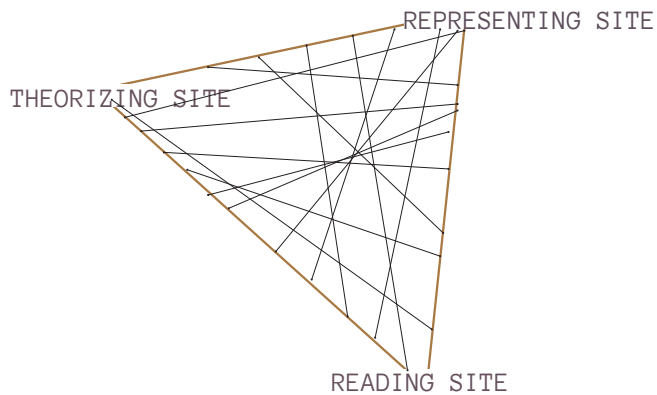
**Area of effect**- the area that is affected by design interventions within the *Area of control* (Burns & Kahn, 2005)

**Site reading**- the act of apprehending a site (Diedrich, 2013, p. 44)

**Site editing**- the transformation of site, imagined or realized (Diedrich, 2013, p. 44)

**Site specificity**- the correlation between *site reading* and *site editing* of a site (Diedrich, 2013, p. 44)

**The five site concepts** - a site thinking exposing how a site can be approached in five various and complementing ways (Kahn, 2005)



*The framework of the thesis is multi-layered. Throughout the working process the framework is reevaluated and added to, in order to keep the open and allowing approach chosen.*

## Process & Methods

This thesis is produced using a very open and allowing approach where the process is part of the result. Important is that the work has its base point in one single word; *site* and in interpretations of that word. Site has therefore had a very central role throughout the working process. The literature study revolving around site has, together with knowledge of a specific site, informed this thesis. Hence, on-site work, experiences, observations and interviews with actors on the site have been an important source of knowledge.

This thesis is produced using a *lateral thinking process*. Thus, the process is approached embracing unconventional ways of thinking (Törnqvist, 2011). Throughout the process, creativity has served as a backbone seeking new patterns not constrained to existing models. According to Törnqvist (2011), creativity through *lateral thinking*, permits the individual to explore new ways of thinking

and simultaneously accept that every step in the process need not to be correct. The process is part of the result and the multiple steps towards the result are not necessarily coherent, until the end. In an academic context, the *creative process* of this thesis is similar to Törkqvist thinking. Since the work process is complicated as it consists of multiple steps and methods, the work has a *reflexive* approach. This entails that the relation between the data and the collector of the data is of great importance and that the researcher is aware of this (Bryman, 2012). The *reflexivity* applies throughout the whole work and in all steps; when choosing what data to collect and how, when obtaining the data, when compiling the data, and when drawing conclusions from the material. Having a reflexive approach also has led this work in the direction of transmitting our own, the authors and researchers behind this thesis, field of departure and steps along the way, which was very helpful when producing the final and reflective parts of this report.

## Line of Work

The thesis is an empirical study where the focus lies on a triangulation between empirical findings, theoretical knowledge and representations of one single site. Using a methodical triangulation allows the theoretical perspective, empirical data and representations of site to complement and influence one another throughout the working process (Patel & Davidsson, 2011). Importantly, even though the work is presented in a given order, the triangulation has allowed the process to move away from a straight line of work.

Based on five concepts for site thinking stated by Andrea Kahn in *Urban Site Thinking* (Kahn, 2005) a framework for *site reading* is formulated. *Site readings* based on the site, Stora Södergatan in Lund, are outlined and performed. The *site readings* are influenced by both professional knowledge from the education to become *Landscape Architects*, from life experience, as well as from the theory concerning site. Evidently, how the individual *site reading* is performed varies, which informs a set of rules to be outlined precedent to the performance of a *site reading*. *The set of rules* consists of defining what *site concept* the *site reading* in question belongs to as well as the execution method. The rules further include where it is to be performed

and what equipment to use. Depending on the nature of the *site reading*, the collected data is represented one way or another.

The combined findings from the *site readings*, then, serve as tools to formulate *three scenarios*. The three scenarios, grounded in proposed visions and expectations in three different scales, outline the strength of the findings put into the context of Lund. Here, the opportunity to understand how the knowledge of Stora Södergatan, gained through reading the site according to the established framework, is tested. The *site readings* are constantly reevaluated and updated throughout the working process.

Finally, in the discussion, the triangular approach allows theory, empiricism and representation, to thoroughly be problematized and discussed.

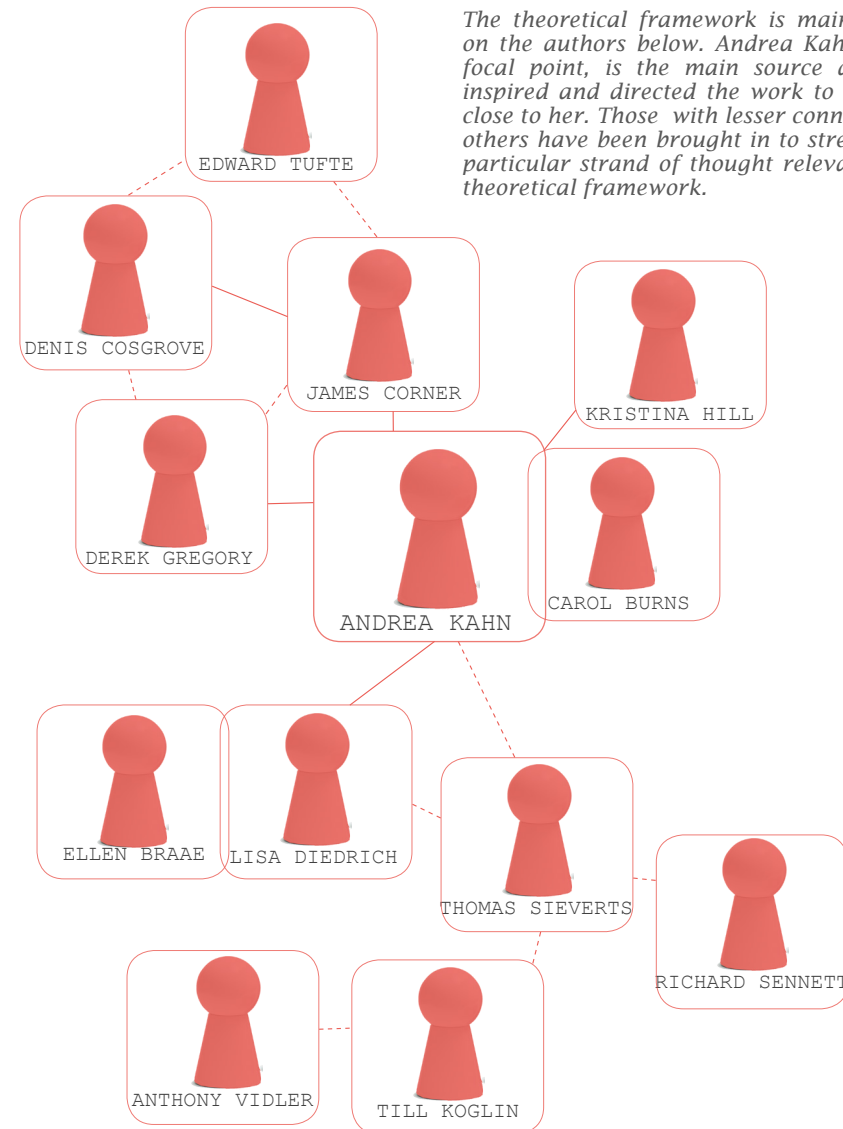
### Literature and Documents

The literature study is of a qualitative sort and is focused on three different main topics; theory about *the street*, *site* and *representation*. Since site is central in this work, Andrea Kahn's chapter *Defining Urban Sites* (Kahn, 2005) in *Site Matters* (Burns & Kahn, Site Matters - Design Concepts, Histories, and Strategies, 2005), is used as the entry to literature concerning and supporting this specific theory. Thus, the three parts of the literature study are coherent in the way that the majority of the work chosen, in one way or another, is connected to the *site theory* discourse which Kahn promotes.

In the first part, *The Street*, researchers such as Anthony Vidler, Richard Sennett, and Thomas Sieverts thoughts about how planning ideals, and a street's function have changed over time, are brought up.

As mentioned, Kahn is a central figure in the discussion of site, space and place in the contemporary urban design and landscape architecture field and has therefore guided the search for other prominent writers within the discourse. In the second part where focus lay on *site theory*, *Site Matters* edited by Carol Burns and Andrea Kahn (Burns & Kahn, Site Matters - Design Concepts, Histories, and Strategies, 2005) has together with other work such as the PhD thesis *Translating harbourscapes. Site-specific design approaches in contemporary European harbour transformation* by Lisa Diedrich (2013), served as point of derivation for further research on site theory.

The third, and last part, of the literature study focus on *representation* and especially representation of site and how it can be used in a *site thinking process*. In this section James Corner, Denis Cosgrove, and Edward Tufte are used as a main sources based on their discussion about mapping, relation between the analytical process and the site itself, and how to present findings in a map or picture.



The theoretical framework is mainly based on the authors below. Andrea Kahn, as the focal point, is the main source and have inspired and directed the work to the other close to her. Those with lesser connections to others have been brought in to strengthen a particular strand of thought relevant to the theoretical framework.

Furthermore, official documents such as planning tools and historical documents is the basis of the more diverse part of the work, introduced when reading the site. Important here is that the material examined in this part is chosen in order to support the research of one specific approach to the site in question. A more profound study on all aspects is therefore not to be expected. The documents used are of varied character, from various sources, including photographs, personal stories and maps.

### Observation

Observations of different kinds are used in the *site reading* chapter in order to support the fact that knowledge can be gained from not only theory of site but also from a specific site.

Simple observations were continually done in the *site reading* phase. The simple observations are an obtrusive form of observation that does not intervene with the scene observed (Bryman, 2012).

A few of the *observations* done in the *site reading* chapter has been *structured observations*. By categorizing the data collected beforehand this is a sort of quantitative data collection concerning actions and behavior (Bryman, 2012). Observing behavior has intrinsic problems since a behavior is individual and hard for an outsider to understand and interpret correctly (Bryman, 2012).

Also *field stimulations* have been used as a type of observation. As a researcher taking a step into the area observed and acting in it is made possible to be a part of the outcome and understand it from a different point of view (Bryman, 2012).

### Interview

Two *semi - structured qualitative interviews* were carried out as a part of understanding the site. Both interviews were done in the same manner and with *key-informants* carefully chosen. Both interviews were also done as a part of a *site reading* and therefore partly prepared in advance. The rules set up for the interviews were hence mutual but the preparations and interviews differed according to the *informant's* specific field of knowledge.

Since it was desirable to gain deep knowledge in the interviews it was crucial to have knowledge in the informant's fields beforehand. Themes of interest were prepared according to this but no exact questions were formulated. This level of preparation can be called an *interview guide* and is specifically useful if certain themes should be covered within a qualitative interview (Bryman, 2012). The interviews proceeded in a conversational and flexible manner. Having the process unstructured opened up for other directions initiated from the informants. Qualitative interviews are known to favor the interviewee's interests and perspectives and accordingly result in an outcome reflecting what the interviewee finds important (Bryman, 2012).

During qualitative interviews it is suggested to record and transcribe the interview (Bryman, 2012) and so was done with the two performed within this thesis. The recording was done on two devices and then listened through two times. The parts found useful was then transcribed while others were left out. The measure of transcribing only selective parts of the information was done in order to save time, since transcribing can be very time consuming (Bryman, 2012).

### Questionnaire

Two different questionnaires were carried out, one *online* and the other *supervised*. The usage of questionnaires is time saving as they are a good alternative to an interview but can generate information about a certain topic if prepared thoroughly, according to Bryman (2012). In these particular cases, a questionnaire proved to be a good alternative due to the fact that the topics wished to be investigated were fairly straight forward. Bryman stresses the importance to plan and structure the questionnaire to get the result one aims at.

Since both questionnaires are part of *site readings*, they were prepared and outlined in the *set of rules* for those specific readings. In the rules the purpose was described and based on those samples were made. The sample, meaning the constellation of the group of people who are addressed, is highly relevant to what kind of answers one get out of a questionnaire. If the group is homogenous, the variation will be smaller than if the sampling is made out of a more mixed group (Bryman, 2012). Important to have in mind is that whatever sampling, the findings cannot be general as they are

limited within that group of people asked. Hence, in these cases, the gained information is merely to be seen as examples of what people think and not as a general truth.

## **Limitations**

This thesis has been developed being restricted within certain limitations applied theoretically, methodically and geographically. Guided by these limitations, the process take form.

Starting with the limitation of the site, *Stora Södergatan*. Stora Södergatan is a 700 meter long street in the middle of Lund, in the south of Sweden. Through stating that site is a relational construct, the borders might vary. Stora Södergatan is, however, the study object and regardless of the choices of methods, where the borders and perspectives may shift, the research will always come back to the street itself in the end. The research of the site will, based on this allowing concept, also include information of the street from past time-periods. However, a focus lay on the present situation and it is the present situation that will be presented, if sometimes with support of what led the site to become what it is today due to past happenings. Also prospects of the future are presented.

The triangulation, the large number of methods within the timeframe of this thesis, and the process as a whole, is a limitation in itself since every *site reading*, not will be described in depth. Instead, the focus is directed towards how the readings collaborate to show a greater picture of a site in general and of Stora Södergatan in particular.

The same applies to the theoretical part of the thesis. The theory used has been based on texts written mainly in a modern context. Though, where found necessary, the background of today's theories is founded in an historical context. The planning history of interest for the themes in this essay can be said reaching back to the 20<sup>th</sup> century and represents how far back the review goes.

The theoretical part based on the research of site theory has its foundation

in the book *Site Matters* (Burns & Kahn, Site Matters - Design Concepts, Histories, and Strategies, 2005) and is a deep study searching additional literature from definitions and sources mainly found in or through the book. The research on site has hence been limited to this particular definition of the concept and does mainly deal with this very definition. Other neighboring concepts such as *space* and *place* are not further discussed.

# THE STREET

In this chapter the street in the city is introduced and reviewed as a site. Historical premises are followed by today's perspectives on planning, and the development of the urban environment.

The contemporary tendencies in society have always played a great role in how a site has been developed, physically and theoretically. Trends and ideals of the time being affect the decision makers and the dialogue going on between the citizens. The fact that most people can detect a sense of a city, its atmosphere, its inner core, has many times been defined and described. Further, the constellation between power knowledge and spatiality is important in order to approach how a city or a site correlates with its context and how it has been portrayed over time (Gregory, 1994). Briefly put; in the mid-20<sup>th</sup> century emphasis was on economics and politics, whereas in the transition between the 19<sup>th</sup> and 20<sup>th</sup> centuries sociology and social theory was in focus. Even earlier, in the 18<sup>th</sup> and 19<sup>th</sup> centuries, focus was on anthropology and cultural studies (Gregory, 1994). How one see the cities and their streets is however not absolute and the view upon them is constantly changing.

Anthony Vidler (2011) describes the corrupted atmosphere of Paris in the 18<sup>th</sup> century and the filthiness of the streets in British towns a hundred years later. A common view on the streets in the cities of Europe has been that they are unhealthy and not suitable for a good life. The street even used to be a symbol for unsanitary conditions (Vidler, 2011). Though, revolutions have been breakpoints for changing the common views, and that too of the cities and the streets. The industrial revolution in England, and the political revolution in France are both examples of how the view on the citizens has resulted in also a change on the view on the cities as a whole (Vidler, 2011). After these occurrences, the cities became more adjusted to all its inhabitants and the plans for the future have been aimed, at least at a higher degree, towards also the less advantaged.

It has been of great interest to discuss who has “the right to the city”. The rhetorical question was formulated by Lefebvre and stressed by David Harvey. It was initially intended to question why authorities instead of individuals should have the right to make and remake the cities (Harvey, 2008). Today the subject is constantly actualized, for example when the different modes of transport demand different types of street layouts. The car has been given a lot of attention and the cities have developed largely according to its interests. The notion of these conflicting interests has

come to be called *space wars* (Koglin, 2013). It is verified that there are power relations intrinsic with the built urban environment. Till Koglin has written about these questions and communicates the injustice built into different street layouts. He further recognizes the social exclusion and the environmental problems the car brought when given a lot of space in urban contexts in Sweden (Koglin, 2013, p. 30). The street is for most people seen as where movement occurs. However, in deciding which mode of transport should be prioritized there are differences of opinions (Koglin, 2013).

Another symbol the street has carried through history is being the arena for democracy. As part of the public realm, the street is a place where strangers meet opposed to as in the private (Sennett, 2013). Being exposed to unfamiliar habits and behavior, according to Sennett, is important for the development in society. But the public realm is not only a physical structure, as Sennett further argues that it can be found elsewhere, for example virtually, on the Internet (Sennett, 2013). Furthermore, he put the public realm in relation to the terms *open-* and *closed systems* (Sennett, 2013). Putting the two in relation to each other, he claims, can be done to better understand how an urban site is handled in consideration to its context. The closed system is where there are distinct boundaries. These boundaries could be described as separating edges where the function of space is distinctively separated from one another, as for example in the modernistic planning. The open system, on the other hand, is defined as having edges but instead of separating they act as membranes where movement occur, in and out, creating a dynamic environment open to change. The open system indicates flexibility whilst the closed indicates the definitive. Sennett relates these thoughts to the planning ideals of the last century up until today.

*“Over-determined pre-planning on this model has become endemic in modern urbanism: the profilation of zoning regulations in the 20th century is, for instance, unprecedented in the history of European urban design” (Sennett, 2013, p. 263)*

Thus, how the street, the public realm and the city as a democratic arena, are valued and discussed in a planning process tends to be a reaction on the

ideals of the past. The question is; what are the planning ideals of today?

The goal is often to create sustainable environments. Though, this is done, according to Sennett, without knowing what sustainability mean (Sennett, 2013). Ecological sustainability as *equilibrium* and *integration* are relatively easily applied on environmental systems, but it is more difficult to apply when it comes systems of social interaction. The risk is that the city planning of today concerned with obtaining this balance, limits the options the policy-makers have. Sennett explains that through emphasizing integration and balance, thus attempting to include everyone in every system, a hindrance to experiment and innovate is created (Sennett, 2013).

There is, and have always been, a need for certainty and facts in order for investment and belief in city planning. In order to achieve an open system and avoid pre-determinism, Sennett brings forth an issue in the planning ideal of today that is of current interest in the planning field. It revolves around whether or not it is possible to plan without specification. Sennett means that what every investor wants, municipal or private, is numbers and certainty. Generally, knowing what something will cost, what to expect and when to expect it, is crucial in order to invest time or capital. Sennett concludes that it is through designing and planning partially un-programmed space and structures, the so called *incomplete form*, we can expect sustainability in these environments in the future (Sennett, 1994). This is also in line with what Thomas Sieverts, discussed in the lecture "*We need Experiments!*" (2014). Sieverts mean that facing the challenges we do today, climate change and large-scale migration between countries for example, the planning process does not have the possibility to continue in the direction it is currently heading. The uncertainty is prominent and Sieverts is very convincing when he declares, "*every complex model will be unstable in no time*" (Sieverts, 2014). He claims that the planning process today is stagnating and that we do need experiments in order to move forward. Nevertheless, there seem to be a change in how planners and designers approach the process and success (Sieverts, 2014). When free to go in different directions he claims that planning can handle the uncertainty in the best way possible. Allowing experiments in the planning process and not to be afraid to try and fail, is the only way to go when dealing with the future (Sieverts, 2014).

Planning the street in the city seems inherent with relating to issues in society. How is the incomplete form and the uncertainty it carries into the planning process, mentioned by Sennett and Sieverts above, to relate to an actual plot of land in a city?



## SITE

In this chapter the theory around site as a relational construct is presented. Starting off with why and how the word site is defined, presenting the thoughts of Burns, Kahn and Diedrich amongst other. Then, moving on to how the thoughts have emerged and why they are important as well as where we are today. Finally, how these thoughts combined can be used in a *site thinking process* and how a *framework for site thinking* could be constructed and applied in *practice*.

## Defining Site

A site is, but a physical construct, also formed by the operations and the programming there (Corner, 1999). Site includes many overlapping truths. This multifaceted definition applies both theoretically as well as when studying a specific site in practice. Put in the words of Burns & Kahn:

*“the word site is actually quite simple; in common parlance, it refers to the ground chosen for something and to the location of some set of activities or practices.”* (Burns & Kahn, p. viii).

The simplicity communicated implies, but does not fully describe, the physical and the conceptual layers of the matter. However, Burns & Kahn continue, defining site and how to understand site and conclude that site is always apprehended from a point of view, and is therefore *“best viewed from points in between”* (Burns & Kahn, p. xxiii).

Therefore, *site specificity* is a crucial concept when identifying different point of views, or perspectives on a site. Lisa Diedrich state, in *Translating Harbour Landscapes*, that the research on *site-specificity* is scarce and therefore it is hard to answer the question about what the widely used word really means (Diedrich, 2013, p. 39). Furthermore, Diedrich, as Burns & Kahn, discuss the lack of knowledge about site both as a theoretical, as well as a practical, issue (Burns & Kahn, 2005). The concept of site, whether undefined or defined differently by different professions, is commonly used. For example, it is a central expression in almost every harbor project according to Diedrich (Diedrich, 2013). However, according to different professions site can be defined differently and emphasis can be put on different aspects (Burns & Kahn, 2005, p. viii). Examples of this can be such as the terrain, the legal plot or the proceeding activities of the site. Consequently, there is a discrepancy between definitions included in different strands of sectorial thinking (Diedrich, 2013). This discrepancy brings various issues in the planning and design process. Hill refers to the distress and inefficiency in a working progress where different disciplines approaches site from different assumptions, all known as the truth according to their various disciplinary trainings (Hill, 2005). Burns & Kahn (2005) bring the parable of seven blind men to describe the phenomena; all

are trying to describe an elephant, but merely touches and are aware of one part each of the elephant’s body. Thus, professionals are hindered by not having a definition applicable between professions.

Further, the opinions of what meaning and qualities a site possesses can differ largely between the broad audience and professional conclusions. Hill means that sites then can *“evoke palpable tension”* (Hill, 2005, p. 133) and be the cause of various disagreements (Hill, 2005). This can partly be described due to the fact that knowledge of site is something we all possess. The knowledge, however, can be possessed as a private person, who might have his or her main knowledge of a site as a dweller, or gained as someone in a working profession. Since we all have different opinions and concerns of site, different things will matter and be important to different fields of professions, but also between each individual connected to a site. This indicates that there is a lot of unarticulated knowledge implicated in site (Burns & Kahn, 2005). Diedrich (2013) further stresses the importance of how the design practices today become increasingly complex and the discourse of site specificity is therefore important;

*“site as both an object of design concern and a subject of theoretical study”* (Diedrich, 2013, p. 43).

Depending on who is in a position to change or develop the site in question, what is prioritized will vary largely. A site is defined by whoever has the power to do so (Burns & Kahn, 2005, p. xii). Thus, defining theory of site is considered crucial. Burns & Kahn discuss this finding in relation to the concept of site thinking; knowing the site as embedded interactions rather than purely its physical construct (Burns & Kahn, 2005, p. xv). Site thinking, for any professional, should therefore be used in order to apprehend a site and to communicate knowledge between professions. If every discipline instead were to define its individual site thinking, the complexity the interdisciplinary context does offer is lost. Hence, knowledge can be lost throughout a project (Burns & Kahn, 2005).

The work Burns & Kahn put into *Site Matters* has been greeted as a an essential contribution, and they as initiators, to the discourse by paying

attention to its need to be cross disciplinary (Diedrich, 2013) In the practical design- and planning- work there has been warnings of, normally due to time limits, losing the apprehension of, and connection to, site. Site thinking, on the contrary, becomes increasingly relevant in the cities of today where planning move towards renewal and transformation and is bound to function interdisciplinary.

Also the borders of a site are problematized in theory. Depending on whether one defines the site as a legal plot, or the area being affected by its form and activities, makes a big difference. Kahn refers to this using three expressions; *The area of control, the area of influence and the area of effect*. *The area of control*, is the site with its physical boundary given to the designer. This site is in its turn connected to *the area of influence*, the area that influences the outcomes on the *area of control*. It is also connected to *the area of effect*, the whole area affected by what is going on in the *area of control*. Thus, how that boundary is defined is crucial when trying to understand the context, both physical and social. Sennett, referring to nature, define a border as; “..the zones in a habitat where organisms become more interactive, due to the meeting of different species or physical conditions” (Sennett, 2013, p. 265). The boundary, however, “is a limit; a territory beyond a particular species does stray” (Sennett, 2013, p. 265) . If one uses these definitions it could be assumed that by looking at the edge of the *area of control* as a border it becomes easier to understand why certain events happen and when they occurred in time. Sennett aim to understand these open systems as being physical structures of the public realm as well as its context- as a process.

## Site in time

It seems inevitable to talk about site without relating site to space and time. Obviously, sites always have been and always will be, but how one look on the phenomena of them has varied. If one would divide the history of site with a fine line it could be expressed as;

*“In design history, the site has been de-natured (engaged as formal surface); mythologized (emptied of meaning); and colonized (subjected to the singular*

*authority of design controls)”* (Burns & Kahn, 2005, p. xx).

Hence, depending on when and where one will look, the view of site has varied largely. This is something expressed differently in Burns text, *High Performance Sites*. She detects three different versions of perspectives of site, introduced at different times but still at today's date, overall, accurate (Burns, 2005). First, before the industrialization, site conditions was of great importance since it was the local site that could provide the site and its inhabitants with building materials, food and such. A site was therefore a sort of reflection on what opportunities it provided. Secondly, with the progress in technology and the industrialization, preconditions changed. Distances, before the industrialization too far to travel, became more affordable and new types of production became possible. One did no longer have to trust the local site to offer the supply. The third strand of thought around the evolution of site is more modern and implies that all is intertwined and that the conditions and development of one site affects another and vice versa (Burns, 2005). Kristina Hill discusses the continuity of a site, it being a constant entity at the same time as constantly changing, as one of the main qualities to be attentive to within the discourse (Hill, 2005, p. 152). As it is possible to follow an actual development, it is possible to gain insight in the changes of a site and further also in the change in discourse of site.

Ellen Braae & Lisa Diedrich writes, in *Site specificity in contemporary large-scale harbor transformations projects* (2012) about how a site was considered during modernism as a tabula rasa “on which the universal design can unfold” (Braae & Diedrich, 2012, p. 22). This pre-determined planning of the modernistic era is critiqued by many for the lack of consideration of local knowledge (Braae & Diedrich, 2012). Braae &Diedrich described that the tabula rasa site thinking did evidently disregard the context. The risk of viewing sites as universal, and leave out the particularity has even been discussed as morally wrong (Hill, 2005) One example; when Burns & Kahn conclude that there has been a “demand for universal ethical principles” (Burns & Kahn, 2005, p. xxiii) but that the moral and ethics are closely interlinked with the individuals connection to the local and to the community. As a response, attempts to, instead, consider site as locally

situated within its context aroused and the designer, as an individual, had to figure out how to solve the issues and control design action. The site, in the end of the last century was, therefore, left to the designer to take care of. As Burns & Kahn explain above, in the quotation; the site became colonized as the authority of design control took over (Burns & Kahn, 2005, p. xx). As for today, Burns & Kahn and Braae & Diedrich amongst others, considered the site thinking, not as a tabula rasa, nor as a plot of land totally in control by one person, but as a relational construct where a common language can lead to a more diverse apprehension of site.

## Frameworks for Site Thinking

According to Andrea Kahn, in *Defining Urban Sites* (2005), the *site thinking* needs to be structured in one way or another. Kahn describe the need of site concepts;

*“without language to discern between different kinds of sites, the ways designers represent and engage with urban sites cannot be situationally derived”* (Kahn, 2005, p. 289)

Moreover, the unarticulated knowledge working with *site*, needs to be critically examined before the knowledge is theorized (Burns & Kahn, 2005, p. xvi). The need of a framework for *site thinking* is, hence, important in order to communicate what *site* is in a multidisciplinary context. Kahn further explains how, with the lack of site thinking concepts within the design field, the tool of structuring the thinking about a site is lost and with it the ability to approach the matter from different angles at once. Site concepts, she argues, does matter in planning and design. However, there are no such concepts available. Additionally, Diedrich (2013) writes that there is a lack of tools to actually detect site specificity in the design and planning field today (Diedrich, 2013). Thus, exclaiming that there is a demand on how a designer can structure their site thinking.

Therefore, Kahn, in her search of a framework for *site thinking* outlines concepts which are relevant to the field of urban design when trying to analyze, describe, and interpret an urban site. The site as a relational

construct serves as the base for these concepts and urges designer and planners to look at *site* differently (Kahn, 2005). This particular process of site thinking offer tools to apprehend site and potentially create a framework of *site thinking* to be used in a design or planning process.

### The five site concepts

Kahn (2005) propose five concepts that together informs a site thinking process; *Mobile Ground*, *Site Reach*, *Site Construction Unbound Sites* and *Urban Constellations*. Every one of the *five site concepts* approaches a site from different perspectives allowing the designer to gain knowledge of site through positioning oneself differently.

The ***Mobile Ground*** concept aim to conceive an urban site as continues to change. How to represent a site largely varies depending on who is looking as every party aim to construct a truth of the site based on their particular interests. When looking at an urban site as a *Mobile Ground* Kahn concludes that the focus should be on examining *urban relations* and *urban processes*.

*“The Mobile Ground describes a space of progression, slippage, and continual revaluation, where diverse realities tip, into, and out of each other.”* (Kahn, 2005, p.290)

Hence, to look at an urban site as a *Mobile Ground* constitutes the designer to approach a site in a flexible way where there are no fixed boundaries. A designer need to acknowledge this concept in order to bring attention to the many players involved in an urban design project and understand that what the designer think about *site* merely is depiction of what the site is or can be.

***Site Reach*** brings forth the issue of scale within an urban design process. The urban site performs in various scales and is part of multiple networks; physical as well as social; simultaneously or in different times. Therefore, how to measure scale becomes important in order to understand the context of site.

*“Site Reach measures the extent, range, and level of interactions between a localized place and its urban surroundings”* (Kahn, 2005, p. 291)

For a designer or planner *Site Reach* provide a different approach in order to rearrange their thinking about scale as something that only has to do with the physical size of a territory. An urban site is situated within multiple complex networks both physical and temporal, and is therefore bound to interact with other places. Through measuring interactions between the site and its surroundings, *Site Reach* emphasizes how changing an urban site always will affect the city as a whole.

The site thinking is initialized with analysis of the site. How a designer approach an urban site preceding design intervention is always structured with imagination of what the site is to become. These prescribed ideas establish a foundation for site thinking throughout the whole design process. **Site Construction** aim to embrace design agendas and through consciously select what to observe urge the designer to move away from their initial designed ideas of site. Through the acknowledgment of design agendas *Site Construction* enables the designer to recognize the complexity of an urban site within, and between, multiple fields.

*“By not oversimplifying site complexity, this method of site study initiates and supports nonreductive urban design actions”* (Kahn, 2005, p. 292)

Through the *Site Construction* process the city is constantly developing and the context in which the site is situated is too.

Since an urban site operates within the city as a whole it is inevitably linked to the public life in the city. The **Unbound Sites** concept *“uncouples the definition of site boundary from notions of ownership and property”* (Kahn, 2005, p. 293). The fact that urban design interventions brings consequences to its surrounding areas, regardless if the site is privately owned or not, show that the site boundaries are open and affected by what happens in other places in the city. *Unbound Sites*, embraces the porosity of borders and the fact that urban sites are connected to its context in time and in space.

*“Urban Constellation blurs the line between context and site by demarcating site interaction across multiple fields of urban operations.”* (Kahn, 2005, p. 294)

The concept of *Urban Constellation* is to be seen as process and a concept at once. The fact that an urban site is part of many contexts at once, in different scales and time is concluded in previous concepts. However, how to define context is not easily done. The *Urban Constellation* aim to question the perception of context as something to be seen as the site being situated in something else. The attempt to move away from the distinction between inside and outside establish the context as more than physically delimited areas. The designer need to understand that *Urban Constellations* are constructed through the integration of local knowledge of site and knowledge about larger networks. Integrating knowledge from different contexts simultaneously form an understanding of the urban site as the relational construct it is.

The *five site concepts* can be used in design and planning to understand site through examining the processes going on there. Kahn aim to show how an urban design site differ from an architectural site and by so doing bring attention to the site as a relational construct (Kahn, 2005). The concepts enable a new way of site thinking which does not attempt to examine site as a something definite. The concepts all embrace scale and boundaries as elastic and flexible, though the approaches slightly differ depending on what concept is applied. Although the concepts are separate, they are to be considered together and not as separate entities. The temporality of site informs a site thinking process that aim to *“define the indefinite”* (Kahn, 2005, p. 295).

A framework for a *Site thinking process* is, hence, to be considered as dynamic and flexible since the urban site is just that. How to apply these concepts in practice complies for a *process of site thinking* to be outlined.

### A common language

If a work method has the purpose to act as a communicative and allowing, it becomes highly relevant to ensure that the process can be used in a multidisciplinary context. Burns & Kahn (2005) express the possibilities for a new vocabulary in a site thinking process, since vocabulary has the power to open up new ways to approach, and hence act towards, site prior to design or planning (Burns & Kahn, 2005). To have a vocabulary to communicate

any creative process can therefore be considered important, especially if the aim of the process is to create a multidisciplinary framework of site thinking.

Diedrich (2013) separate the designer's process of *site thinking* in two parts- ***Site reading*** and ***site editing***. The first being the process of apprehending the site in question. The second, being the designer's "*transformation of the site, imagined or realized*" (Diedrich, 2013, p. 44). Her approach is to examine the design process after intervention, aiming to detect the extent of *site specificity* in a given project through the comparison between the *site reading* and the actual *site editing* (Diedrich, 2013). If these two steps are interlinked and clearly have a connection, the project is considered to be site-specific. Whether or not a *site editing* is considered to be successful, designers always have to communicate their ideas in one way or another. Kahn explain the creative process of representation as how designers attempt to define an urban site (Kahn, 2005). A representation of site, have the ability to serve as a common ground between parties in a process. The act of representing, in itself, could certainly be part of the *site thinking process*, as part of the *site reading*.

# REPRESENTATION

This chapter stresses the need to understand what it means to represent something in a design or planning process in order to communicate an idea or to develop new understandings. Here, different modes of representations are presented as well as how they can be used and technically constructed in order to be part of a site thinking process.



## Exploring representation

In the previous chapter of site theory, it is concluded that a site is construed through representations, which are crucial in the production of site knowledge. The framework of site thinking is defined through making, where representations are operative in the process. When *site reading* is performed the combination between the real and the represented serve as the base of apprehending site as a relational construct and this exchange is what informs site meaning (Kahn, 2005). Thereby, the act of representing is crucial in a site thinking process, if a site is to be apprehended in its complexity. Also in keeping the communicative parts of a design or planning process well-functioning the representations play an important role, as site knowledge can be gained and hence also acknowledged and spread through representations.

There are various ways to describe what representation entails and how the need to represent has been found throughout history. Anything from cave painting to the romantic landscape painters in the 19<sup>th</sup> century serve as proof. Even though the representational modes have changed from paintings to high-tech visualization methods and art experiments, the need is still strong to explore what representation means (Casey, 2002). In the field of landscape architecture and urban design, representation dominate the design process and serve as a common ground on which site can be explained, questioned and discussed. How a designer use the act to represent is important if it is to be incorporated in the site thinking process. Corner (1999) claim that through exploration and creativeness, a representation contributes to a more efficient, complex, and dynamic design process (Corner, 1999). Further, in *Defining Urban Sites*, Kahn explain that how as site is represented is directly linked to how a designer think about site and define site in the process.

*“By bringing different realities into contact and establishing methods for to chart their interplay, the process of site representation works as the staging ground of site thinking.”* (Kahn, 2005, p. 287)

The word representation occupies various meanings depending on what field of study one looks. Here, representation defines as; *“A picture, model,*

*or other depiction of someone or something”* (Oxford University Press, 2014). The broad definition show how open the act of representation is. Kahn (2005) describes the word as a *“word loaded with meaning”* (Kahn, 2005, p. 287), which easily can be misinterpreted since its use varies. Furthermore, Kahn continues, to describe the representational process as where a designer’s knowledge is formed (Kahn, 2005). Therefore, an exploration of what representation can be, how it can be used, as well as, how it technically can be constructed is necessary.

In planning, the map has long been a tool to communicate and describe site as they are or how they will look like in the future. The map as a stable and certain representation is something Denis Cosgrove (2012), James Corner (1999) and Edward Tufte (2002) problematizes as they claim that mapping does not have to portray measured distances or material objects, but should be looked upon as a creative tool in a process. Thus, making a map, means not to repeat what is already known but to construct a way of showing contact with the real. It is needless to repeat the exact same information twice and show the tracing as a new map (Casey, 2002). Corner, additionally, claim that mapping is not merely a technical construct where the world is measured and described, but more importantly; mapping form the world and build it. What a map contains, what it describes, does not only have to be mathematical and technical. A map might equally portray what is imagined or remembered (Cosgrove, 1999). Thus, the process of mapping seems to be more complex and uncertain than at first glance. Seemingly, what is portrayed, does not always have to do with the physical structures of a certain geography. Burns & Kahn (2005) describe geography in relation to temporality where the first is the physical specific space and the latter a constantly changing ground. These factors sought to describe a dimension of geography that is temporal and constantly changing which question a map as a merely technical construct.

As well as Burns&Kahn and Cosgrove, Casey (2002) understands geography as more than a static construct, as he claims that;

*“there is no adequate geography that does not somehow represent the mark of man upon the natural placescapes of the earth”* (Casey, 2002, p. 265)



Thus far, it has become evident that representation is the act of describing and measuring the world as it is or how it will be, static or dynamic. However, a map does not only show information, it seems that a map can be of use in a process too.

## Representation as a Tool

In *The Agency of mapping* (1999), James Corner clearly sees the mapping as part of the design process. As he points out that there is a lack of understanding within the field of urban design, architecture, and landscape architecture, of the map as a tool, he implies the need of a novel way to think about representation. Furthermore, he claim that over the last decades there has been little progress in this particular question and Corner stresses that through advances in mapping as a tool designers can find new, perhaps more efficient, ways to look at a site. He urges planners and designer to explore mapping as a tool to not only understand physical constructs of the site but to be able to read the processes, the temporality of site. Through the agency of mapping it is possible to;

*“... allow designers and planners not only to see certain possibilities in the complexity and contradiction of what already exists but also to actualize that potential.”* (Corner, 1999, p. 214)

Corner claims that a successfully constructed map should involve new dimensions to unfold. The information should be put together in a manner that will let *“new physical worlds emerge”* (Corner, 1999, p. 214). To be able to transform information in this way is the most difficult part. It is important to acknowledge the complexity of what is represented and not oversee the temporality of site. He sees a danger in using digital programs if information becomes categorized and solutions become universal. Efficiency might become a problem and urge designers to reinforce pre-determined planning where the context is overseen. Moreover, Burns & Kahn (2005), describe that depending on what tools are accessible to the designer will form the way designers represent. Not only might there be an issue with efficiency, as Corner claim, but additionally there is a danger in focusing on developing the techniques to represent rather than how to actually represent. Through the *“agency of mapping”*, Corner sees a potential tool

to move away from Master planning and to situationally understand and describe a particular site (Corner, 1999). Mapping can describe what has been and what is and the need to understand mapping as an instrument to discover these layers is stressed;

*“This instrumental function is particularly important in a world where it is becoming increasingly difficult to both imagine and actually create anything outside of the normative”* (Corner, 1999, p. 214)

Furthermore, a map is between what is real and what is virtual, as Casey (2002) claim that the map has little to do with what is real and what is not. When a map strives to look too real, Corner (1999) continues, it becomes more or less unnecessary. He too, emphasizes that it is the relation between what is real and what is envisioned that needs to be cherished (Corner, 1999).

If a map, or a representation of site has little to do with what is real and what is not, as Casey and Corner claim, one might ask oneself what reality is. But Burns & Kahn, through claiming that a site is unstable, also show that reality is constantly changing and so does representation of site too. This brings us back to the fact that representation as a tool, seem to not be following the development in the *site theory* discourse. Even though the theory about site has moved from site as *tabula rasa* towards site as a relational construct (Burns & Kahn, 2005) the exploration of mapping has not been developing as fast (Corner, 1999) Though, Corner continues, young architects and planners, are exploring new ways to move away from the universal planning and it could be concluded that together with the change in *site theory*, mapping as a tool has begun to change as it is obliged to participate in a design process (Corner, 1999).

Kahn (2005) explains, in *Defining a site thinking framework*, that how a designer represent operates as one reality of what the site might be. Since different representational modes will portray site differently, no representation can be truer than the other (Kahn, 2005). In line with Corner, Kahn discusses the fact that representational techniques can be used as a platform from which site knowledge can emerge and transform. If representations are constructed in a way that show one static thing at

a time they will probably not be able to operate as a tool in that process. Instead, representations should be constructed in a way that enables many realities, temporal and physical to be combined (Kahn, 2005).

## The Construction of Representations

How to construct these representations, however, is a different question, and an important one. As Tufte describes it in the introduction of his book *Envisioning information*;

*"the world is complex, dynamic, multidimensional; the paper is static, flat"* (Tufte, 2003, p. 9)

The layering and complexity of a representation should not attempt to be life-like as the representation always is subjective (Gregory, 1994). Gregory believes that, disregarding what is said about representation of landscape, it is possible to use different representational techniques to prove that knowledge about certain geographies can be used as a tool to make a difference (Gregory, 1994). Furthermore, Casey (2002) claims that every representation as an entity is filled with intriguing information worth looking into without having to combine them to others. At the same time, he explains, that through combinatory explorations one representation combined with another enable new findings to emerge (Casey, 2002).

*"There is a vast plurality of representing landscape- as of place generally"* (Casey, 2002, p. 262)

As Casey implies, there is a large variety of representation methods, cognitive art that include, charts, diagrams and tables, paintings and maps and digital visualization methods such as movies and virtual models. Tufte exclaims that even though these modes of representations commonly occur all over the world there is a lack of criticism directed towards them. The methods to represent are becoming increasingly universal, as Corner (1999) earlier on, claimed. Tufte continues;

*"to envision information- and what bright and splendid visions can result- is*

*to work at the intersection of image, word, number, art."* (Tufte, 2003, p. 9)

Hence, it seems to be of great importance, whilst trying to envision something, to not discount the many representational modes available today and instead take advantage of the many tools available to a designer. The tools, however, must be used in dynamic and thought through way;

*"Every opportunity to spread information over an already available dimension must be cherished"* (Tufte, 2003, p. 24)

Essential to successfully envisioning information could be concluded, based on what is presented here, as trying to cope with multiple dimensions of what is to be envisioned. By so doing, the complexity increases and that way the information laid out becomes more important (Tufte, 2003). The layering of information, the overlapping of different scales, read in a representation as one entity or separate entities is what Tufte describes as *"high quality maps"* (Tufte, *Envisioning Information*, 2003, p. 35). These maps have the ability to present information in detail as well as an overview of the information as a whole. However, it takes skill to construct a representation that fulfills these prerequisites. The combination of information density and visually intriguing graphics does not always go hand in hand but should be considered as mandatory in the quest to represent. However, Tufte stresses, there is a difference between the complexities of graphics showing useful information and the graphics unnecessarily complex without adding useful information;

*"clutter and confusion are failures of design, not attributes of information"* (Tufte, 2003, p. 51)

Tufte explains how the complexity of data has nothing to do with how readable the representation is. He compares it to letters, where there was a fashion during the last century that the "cleaner" the letters one used to write a book with, the easier it was to read. According to Tufte this is not true. Letters are never read separately, they form words, and it is the words that describe the sense (Tufte, 2003). The city, for example, is a complex matter, if the representation does not show a deeper understanding of the

city then it becomes flat and boring. As the simplified letters, it is in the details where this complexity is revealed

To summarize; representation is a key factor in the creative process of *site thinking*. The fact that the definition of the word varies and that the role representations have, in the field of landscape architecture and other disciplines, is overlooked calls for them to be reevaluated and extenuated. As Burns & Kahn put it;

*“modes of representation construe sites, and their formative role in the production of site knowledge should be revealed and expressed”* (Burns & Kahn, 2005, p. xv)

Importantly, representation need to be a part of the design and planning process, not only as nice graphic but as an operative tool to apprehend a site. A well-constructed representation should be able to serve as a platform from which different parties can communicate and collaborate their own *site thinking*.



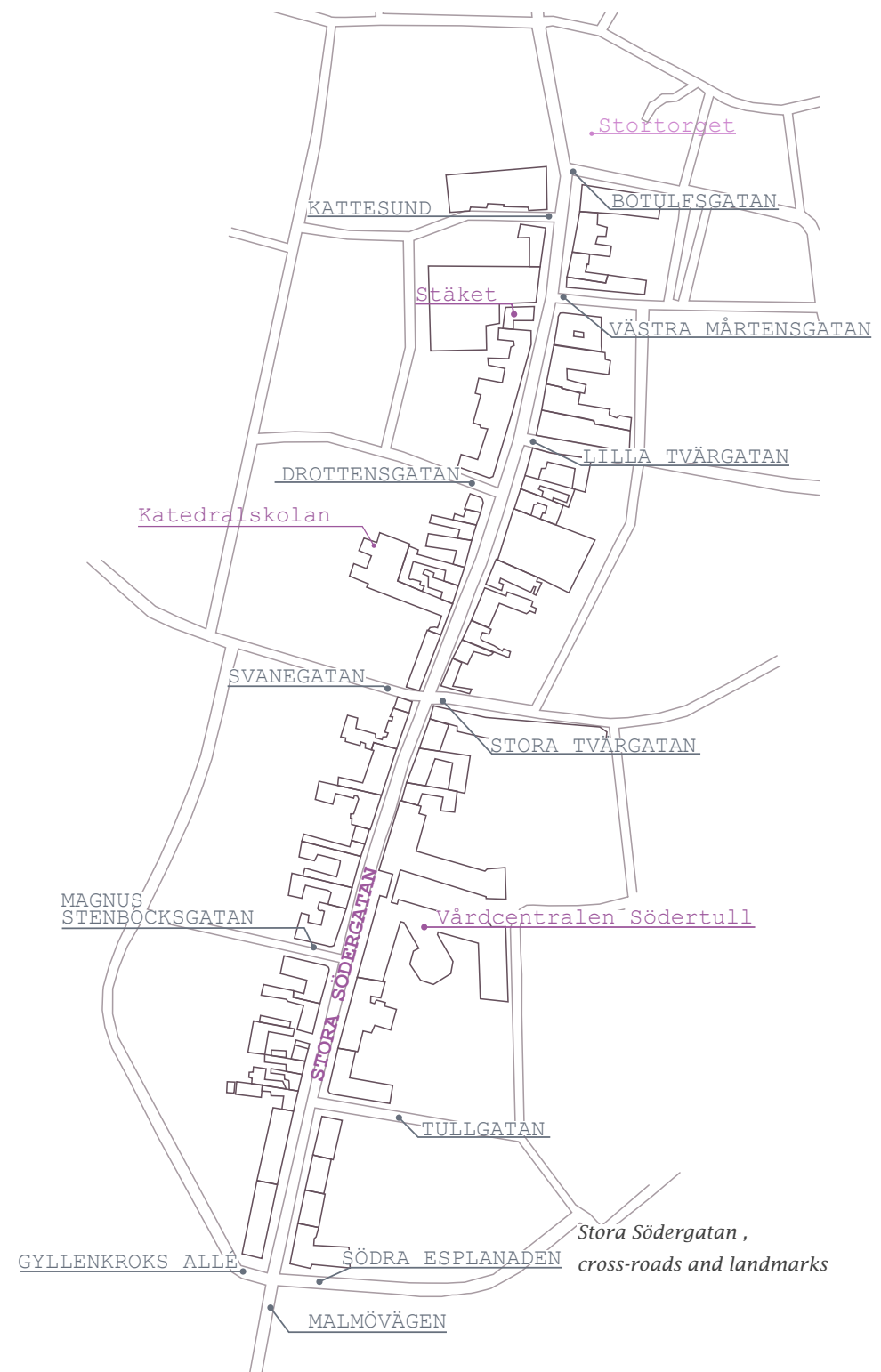
## THE SITE

In the following chapter, the site, Stora Södergatan is introduced. Furthermore, based on theory, our own *Framework for site reading* is explained and an overview on how the *site readings* on Stora Södergatan are organized is additionally presented.

## Stora Södergatan

Stora Södergatan, a 700-meter long street in the core of Lund, can be traced back to the very first settlements of the city. The old city structure often depicted as a small scaled network of whirling streets and alleys, includes Stora Södergatan although its proportions always has been slightly bigger. Serving as the main thoroughfare from Malmö in the south, it is one of the best preserved structures in the city core of Lund. (Bevaringskommittén Lunds kommun, 1986). Although the street might not be primarily thought of as historical, Stora Södergatan has almost the exact same width as it did some centuries ago, its bend as a direct reminder of history. The street is positioned in Central Lund and reaches down towards Southern Lund. The fabric of the street is varied and the character is made out of a mixture of buildings and functions. On, and next to, the street there are a few landmarks well known in Lund; *Stortorget*, *Stäket*, *Katedralskolan*, *Vårdcentralen Södertull*, *Stadsparken* and *Mejeriet* to name a few. This street, obviously, seem to have the complexity sought after in an urban site, suitable to try *our site thinking framework* on. Before we start, though, a short introduction of Stora Södergatan, Lund, and the region is needed.

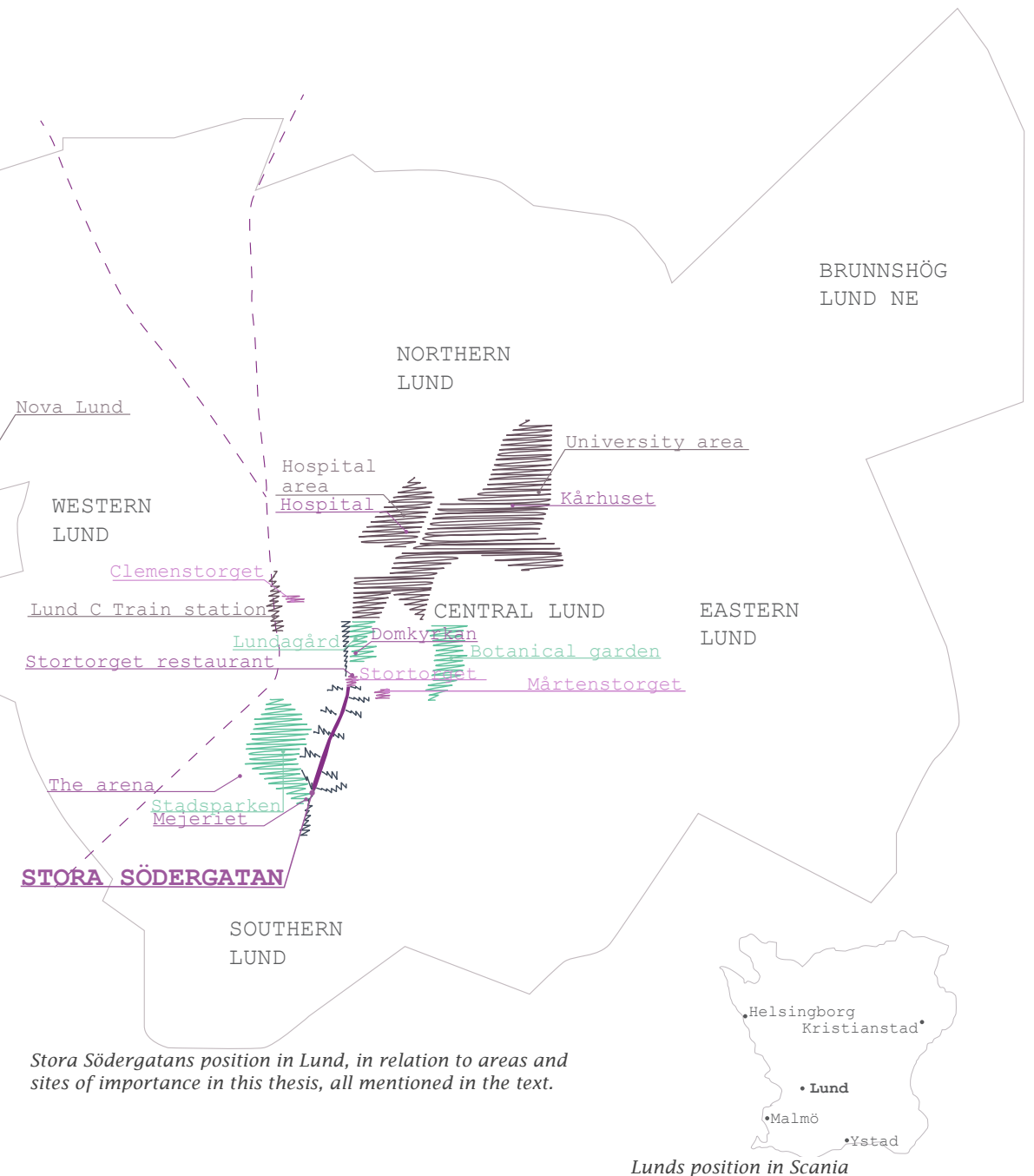
*Stortorget* is one of the main squares in Lund. Positioned north of the street it forms an extension of Stora Södergatan. The square and its triangular shape has various functions and is known for instance for the building in the north housing restaurants and bars. Additionally, the tourist agency and the city hall borders the open square as well as a few stores. Close by is *Stäket*, one of the oldest houses in Lund dated to around the mid-16<sup>th</sup> century (Bevaringskommittén Lunds kommun, 1986), contributing to the impression of the street and the city as an old-established site. Further south, *Katedralskolan*, as well from the 16<sup>th</sup> century does the same, partly aligning the street with the “*Karl XII house*”. The next landmark, *Vårdcentralen Södertull*, is a healthcare institution positioned on a small square in the south part of Stora Södergatan. *Vårdcentralen Södertull* has named the bus stop and is also vernacularly the name of the square that houses as well the Swedish Social Insurance Agency, the Swedish Public Employment Service as the National Board of Student Aid. Thus, this center built in the 1970’s, has many visitors and employees. To the south west of the street lies *Stadsparken*, a park with one of its entrances just



where Stora Södergatan ends or starts. The park is well visited and is emotionally closely tied to the inhabitants', including and displaying various historical and popular parts and functions (Bevaringskommittén Lunds kommun, 1986). *Mejeriet*, today a cultural center, is positioned at the entry to Stadsparken from Stora Södergatan, offering an array of concerts and other events. Surprisingly, it is also the only well-kept industrial building from the 19<sup>th</sup> century in the city of Lund (Bevaringskommittén Lunds kommun, 1986).

Aside from the landmarks described, the street is aligned with apartment buildings dated from a wide range of building years. Many of the buildings, especially in the north part of the street, have ground floor locales housing shops, restaurants and such. City bus lines 1 and 6 traffics part of the street and car traffic is allowed on large parts of the street, up to *Lilla Tvärgatan*. Starting from *Stortorget*, the northern parts of Stora Södergatan are considered, together with other blocks in close proximity, the city center of Lund and the focal point for commerce (Tyréns, 2011).

The commerce in Lund further consists of an external mall, *Nova Lund*, offering a wide range of stores. Beside the commercial centers of Lund there are a few other areas considered central. One example is the *University area*. There are around 47 000 students enrolled in courses at Lund university which is, taking into consideration that it is a city with around 114 000 inhabitants (Lunds Kommun, 2013), a fairly large part of the population. In the city the *Hospital*, which is a regional and educational institution, has an area important for the city. The campuses are big employers in the area and the tradition of innovation is something Lund municipality is proud of (Lunds Kommun, 2013). Also, new areas are under development, most known is *Brunnshög Lund NE*, where MAXIV and ESS, research facilities are under construction (Lunds Kommun, 2013), striving towards innovation and sustainability. The city can be defined as part of a thriving



region; Öresundsregionen, as the southern parts of Sweden together with the capital region of Denmark forms a strong unity in Europe.

With this short background knowledge of the site, the report will now move on to how to find out even more.

## Our Framework for Site Thinking

It has been established that there is a need for structuring the site thinking process (Kahn, 2005). Therefore, *Our framework for Site thinking* is here outlined based on previous theory. The framework will subsequently be applied throughout the coming chapters; *Site readings* and *Scenarios*.

The purpose of *Our framework of Site Thinking* is that it should be of use when approaching a site. This is done in order to find new ways to apprehend the site in question preceding change or renewal, in planning or in design, and tested on Stora Södergatan. The point of departure for the framework is the site as a relational construct, as Burns& Kahn (2005) as well as Diedrich (2013) refer to. The frameworks reviewed above in “*frameworks for site thinking*” under the “*Site Theory*” chapter in this report, encourages alternative courses of action when approaching a site. This is the frame according to which we have structured the approach and apprehended the site.

When establishing the framework it has been of great importance to have a clear structure and to name each step in the process to ensure that what we are doing can be evaluated depending on where in the process we are. The largest step has been, instead of the traditional definition analysis, the *site reading*. This vocabulary, previously used by Diedrich (Diedrich, 2013), suits the working process of this thesis since it relates to the process of apprehending a site and finding *site specific* knowledge. Nevertheless, before reading the site there is a need to figure out how to read the site.

### The process

The process of applying the framework is done in different *steps* throughout the work in the *empirical part* of the thesis. The aim is to follow our

framework and apply and test the *five site concepts*, defined in the chapter *Defining Urban Sites* in *Site Matters* by Andrea Kahn, on a specific site.

**The first step** is done very early on in the process, before reading the site. A set of rules is created in order to perform a *site reading*. When **creating the set of rules** it is of importance to be aware of what kind of information that is desirable to gain from the specific reading. In order to structure the *site reading* it is assigned one of the *five site concepts*; *Mobile Ground*, *Site Reach*, *Site Construction*, *Unbound Sites* and *Urban Constellations*. The set of rules, for each reading, is created in relation to respond to its concept and not in relation to other readings and sets of rules. However, the strive towards the end of this first step is to have a diversity in the list of *site readings*. The sets of rules are all written down in the same manner and contains the same kind of information, throughout the process they serve as the foundation of how the work process proceeds.

**The second step** is **reading the site**. Reading the site is always done according to a set of rules and hence in relation to one of the *five site concepts*. Since a *site reading* always is prepared in advance, it is never performed spontaneously, though the idea of the *site reading*, or the manner in which it is performed, might be.

The reading of the site also includes the next and **third step, representing the reading**. Representing the reading is part of the reading since communicating the findings might also lead to further insights of the result. The representation outlines the most important findings from the *site readings*. It is further a reflection of our view of the site, shaped by the perspective of the chosen *site concept*. Hence, an awareness of the choice of *site concept* and the set of rules behind the *site reading* is important. The representation of readings is an important step as found in the theoretical background, in the Representation chapter, of the thesis. It is there concluded that representations are more valuable if showing the multilayered reality they are intended to reflect. When creating representations it is of importance to represent the findings, differently depending on the nature of the *site reading* rather than using the same representation technique in all of them.



Finally, in order to test the framework the *forth*, and last step, is to *create three scenarios*. The *scenarios* are created based on the findings from the *Site readings*. This *forth* step aim to show that what is found in previous steps is applicable in different scales within the context of Lund. Thus, the three *scenarios* cover three different scales portraying the reading of one urban site. Important is that the *scenarios* merely are examples of what could happen in the future and not an absolute solution.

### Our concepts

The *five site concepts* are central in *our framework* and the key to our *site thinking*. Important is that the concepts which informs the site thinking in this thesis are not to be seen as separate entities, but as together forming this framework in which we are able to structure our readings on Stora Södergatan. The five concepts, by Kahn (Kahn, 2005), earlier presented are not easily described or distinguished. During the construction of the method in this thesis it soon became obvious that a *site thinking framework* cannot be easily constructed. Andrea Kahns concepts, it is found, is an attempt to show the complexity in reading an urban site and to be able to understand that the site as not defined merely through theory, but mainly through practice. Therefore, *our framework for site thinking* includes different ways of making, approaching and communicating the site, which all originates from the concepts; *Mobile Ground*, *Site Reach*, *Site Construction*, *Unbound Sites* and *Urban Constellations*.

*Our framework* is based on interpretations, investigations and observations of Stora Södergatan, all with the intention to be a realization of one of the *five site concepts*. Ultimately, the manner in which the concepts are used is important in structuring our thinking process, but not necessarily the key for successfully reading the site. However, the concepts are used as foundations and inspiration in the search for *site readings* to be performed on site. More importantly, the framework is adapted to, and inspired by theory from different sources and circumstances, both from theory of site and from theory of representation. The *five site concepts* serve as the spine but how the *Site readings* are performed in practice is outlined with help from the *lateral thinking* of the framework in which the creative process has evolved.

Hence, when reading Stora Södergatan, it is of great importance to have a similar understanding of the *five site concepts* and their differences, similarities, advantages and disadvantages. Since the *five site concepts* are applied in practice and not only in theory, it was further wished to discern appropriate courses of action for each of the concepts.

*Mobile Ground* is understood as an opportunity to look at the site through different lenses. By so doing it is possible to see the site as ever-changing, dynamic and complex. Further, through looking at the site as a *Mobile Ground* enables to see Stora Södergatan as a process, with a large number of relations and players. What is going on, on site, and who and what made that happen can be examined. However, also the constant need of reevaluation is in focus when using the *Mobile Ground* concept, to be able to frame the temporality of *site*. This concept allows moving away from roles such as the once of young persons, students and/or inhabitants of Lund, towards understanding that an own perception of the site merely is one of many truths.

*Site Reach* entails being aware of the various scales and the various networks overlapping one another on the site. Through empowering physical and social networks in different scales and their relation to each other it is possible to try to understand the context of a site. Hence, when reconstructing the networks to unfold new interactions between Stora Södergatan and its surroundings, the aim is to become aware of the interactions going on, on the street and towards its surroundings.

The concept of *Site Construction* can be used in order to stay aware of a consciously selective viewing. By layering various interests and staying aware of the pre design process it is possible to move between different matters and fields of interest. Additionally, through applying the concept when reading a site with no intention of change we hope to be able to support the knowledge of the site as complex.

The *Unbound Sites* concept is of help when reading a site and when finding need to define it and its borders. It can be used to realize the inevitable connections to the surroundings and the porosity of its boundaries. Since

the *unbound site* implicates the connection with a context in time and space, it is possible to pay attention to the factors and activities being affected and affecting it in return.

**Urban Constellations** can be used to integrate knowledge from different contexts and understanding a site as the relational construct it is. Hence, it not until knowledge from different scales and perspectives is applied one is able to realize the complex *urban constellation*. Due to the fact that *urban constellation* is both a concept and a process, makes this, the last of the *site five concepts*, to stand out and provides an opportunity to combine findings from one or several of the previous concepts. In this thesis the *urban constellation* concept is used to merge the other four of the *five site concepts*, and show them in relation to each other in order to represent a broader picture.

The essence is that this framework should not be looked upon as a generic way of thinking. As Kahn puts it; “*generic concepts only allows for generic site thinking*” (Kahn, 2005, p. 289).

In order to do so, based on inspiration from theory, previous practice, and personal interests, the *site readings* are to be performed on the site. These *site readings* need to be used in relation to the five concepts; *Mobile Ground, Site Reach, Site Construction, Unbound Sites, and Urban Constellations*, as a reassurance not to forget any aspect when reading the site. Since one of the main incentives is to experiment in the hope to reveal new dimensions and represent the street, it is important in the process to define each and every *site reading* as part one of the five concepts. Importantly though; every site is unique and the readings chosen to be performed here is not necessarily applicable on other urban sites, but may be used as inspiration in other projects.

The *site readings* are the core of the process and impose on the work over and over again. Although categorized according to the interpretation of the *five site concepts*, the readings might take very different forms. As the *urban constellation* is considered an opportunity to merge findings from

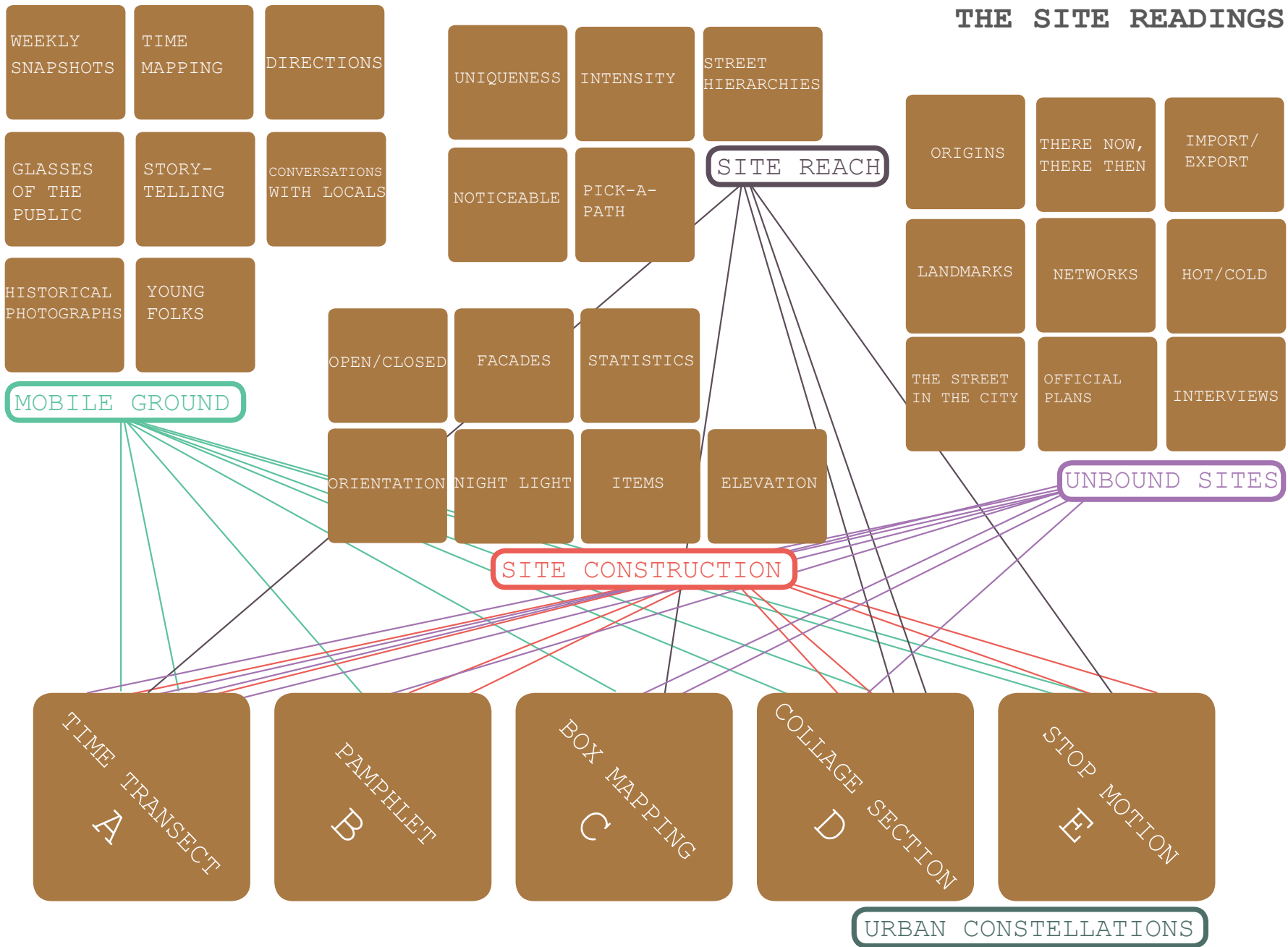
various readings from the other four of the *five site reading concepts*, new constellations are formed. These *urban constellations*, aim to present some of the main findings of the *site readings* and through combining these, reveal new dimensions, or aid to stress findings and be attentive to themes supported by them.

The *Site readings* are operative in our process. As Corner puts it;

*“mapping is neither secondary or representational but doubly operative: digging, finding and exposing on the one hand, and relating, connecting and structuring on the other”* (Corner, 1999, p. 225)

The mapping as a tool in the process, as Corner stresses in *The Agency of Mapping*, follow through the whole process whilst reading Stora Södergatan as the *site readings* are communicative.

*An overview of the site reading on Stora Södergatan, each group representing one of the five site thinking concepts. The **Urban constellations** readings are constructed with combined readings from the other four groups.*



## THE SECTIONS A-E

### A. THE TIME TRANSECT SECTION

TIME TRANSECT- *Urban Constellations*  
FACADES - *Site Construction*  
ORIGINS - *Unbound Sites*  
HISTORICAL PHOTOGRAPHS- *Mobile Ground*  
OFFICIAL PLANS- *Unbound Sites*  
INTERVIEWS- *Unbound Sites*  
THE STREET IN THE CITY- *Unbound Sites*

### B. THE PAMPHLET SECTION

PAMPHLET- *Urban Constellations*  
UNIQUENESS- *Site Reach*  
CONVERSATIONS WITH LOCALS- *Mobile Ground*  
STATISTICS- *Site Construction*  
YOUNG FOLKS- *Mobile Ground*  
ITEMS- *Site Construction*

### C. THE BOX MAPPING SECTION

BOX MAPPING - *Urban Constellations*  
HOT/COLD- *Unbound Sites*  
IMPORT/EXPORT- *Unbound Sites*  
STORYTELLING- *Mobile Ground*  
THERE NOW, THERE THEN- *Unbound Sites*  
STREET HIERARCHIES- *Site Reach*

### D. THE COLLAGE SECTION SECTION

COLLAGE SECTION- *Urban Constellations*  
NETWORKS- *Unbound Sites*  
NOTICEABLE- *Site Reach*  
DIRECTIONS - *Mobile Ground*  
ORIENTATION- *Site Construction*  
LANDMARKS- *Unbound Sites*  
PICK-A-PATH- *Site Reach*  
FIELD SIMULATIONS - *Mobile Ground*  
ELEVATION- *Site Construction*

### E. THE STOP MOTION SECTION

STOP MOTION- *Urban Constellations*  
INTENSITY - *Site Reach*  
WEEKLY SNAPSHOTS - *Mobile Ground*  
TIME MAPPING - *Mobile Ground*  
OPEN / CLOSED - *Site Construction*  
NIGHT LIGHT- *Site Construction*

## Site Thinking on Stora Södergatan

In the following chapter all *site readings* are presented and discussed in a context. The *site readings* are grouped into five sections, A-E, each with one *urban constellation* connecting the *site readings* of the section and displaying a complex understanding of Stora Södergatan.

Every *Site reading* consists of a *representation* paired with *a set of rules* for that specific reading and complementary text, serving as more in-depth explanation and discussion in addition to the graphic material. Each site reading is presented in this same manner to show the strength and/or weakness of an individual *site reading* and simultaneously form an understanding of how each specific *site reading* can take another role when combined with others. The combined findings will later on be put into a context of a scenario, based on the current planning in Lund.

The intention with performing site thinking on Stora Södergatan is to test site theory in practice and further show how different modes of representation can contribute to the site thinking. A representation could be communicative separately but might evolve and show new things if combined with text and put in relation to other graphics. The four out of the *five site concepts*; *Unbound sites*, *Site Reach*, *Site Construction* and *Mobile Ground* differ from the fifth and last concept- *Urban Constellations* in the way that the latter consists of, as the name indicates, multiple readings combined in to one representation.

## SITE READINGS

In this part of the chapter all *site readings* are displayed. The *site readings* are introduced in five sections; A,B,C,D and E. Each section includes one *Urban Constellation*, and several other *site readings* inspired from the other four of the *five site reading concepts*. Each reading is displayed with graphical material - a *representation* of the site, text, and rules of how the *site reading* was performed.

## A. TIME TRANSECT

*Time transect* is a section which involves a wide spectra of *site readings*; *Facades*, *Origins*, *Historical photographs*, *Official plans*, *Interviews*, and *The Street in the City*. They are put together in a *Time transect* with the aim to relate and re-construct the relation between Stora Södergatan and time, hoping to reveal new aspects of the past, present and future. Even though the *site readings* focus on very different scales, the aspect they have in common is that they all revolve around the street's place in the city. What role has Stora Södergatan played throughout history and what will happen in the future?



TRADITIONAL RED BRICKS

Pre 1800's

LARGEST NUMBER OF FACADES



1800-1849



1850-1879

LARGE VARIATION

2,5 STORIES



1880-1899

POMPOUS



1900-1929

HOMOGENOUS



1930-1949

LONG FACADES



1950-1979

ONLY 3 BUILDINGS!



1980-2009



## FACADES

Assigned the *site concept* of *Site construction*, *Facades* attends to one of the most apparent constructions of the site; the facades of the buildings facing the street. Through documenting the appearance of the facades through photographs sorted according to the building years found in *Bevraingsprogrammet*, a few connections and conclusions can be drawn. For example the building styles and, to some extent, the building materials typical for different time periods is visible in the reading. Also how many houses that are kept from the different periods of time can be observed.

It can be concluded that the eldest houses displays the red brick stones traditionally used in the area. One could also argue that the number of older buildings maintained are many, for example are sixteen of the houses from pre mid 19th century still in use. However, the houses listed from the late 19th century are fewer and we can read that many of them are removed in order to leave space for the large complexes of

the modernistic age of the late mid-twentieth century. Further, one can detect the different number of floors particularly built during different periods of time. The buildings from the 20th century, in general, have a larger number of stories, whereas the older buildings tend to have one or two. Also, the facades of the newer houses are longer, something especially visible when looking at the development of the 20th century.

In Lund, the relatively high share of older houses and Lund's heritage has been considered important to protect and in some cases even restore. On Stora Södergatan the share of houses from before 1921 is 62%, compared to 10%, in Lund municipality, as becomes evident from looking at the representation revealing only three houses from the eighties until today's date. This reading was executed early on and has been useful for finding information to perform other readings, and to understand the fabric of the street. These themes were relevant have in mind also in the next reading, *Origins*.

### NAME: FACADES

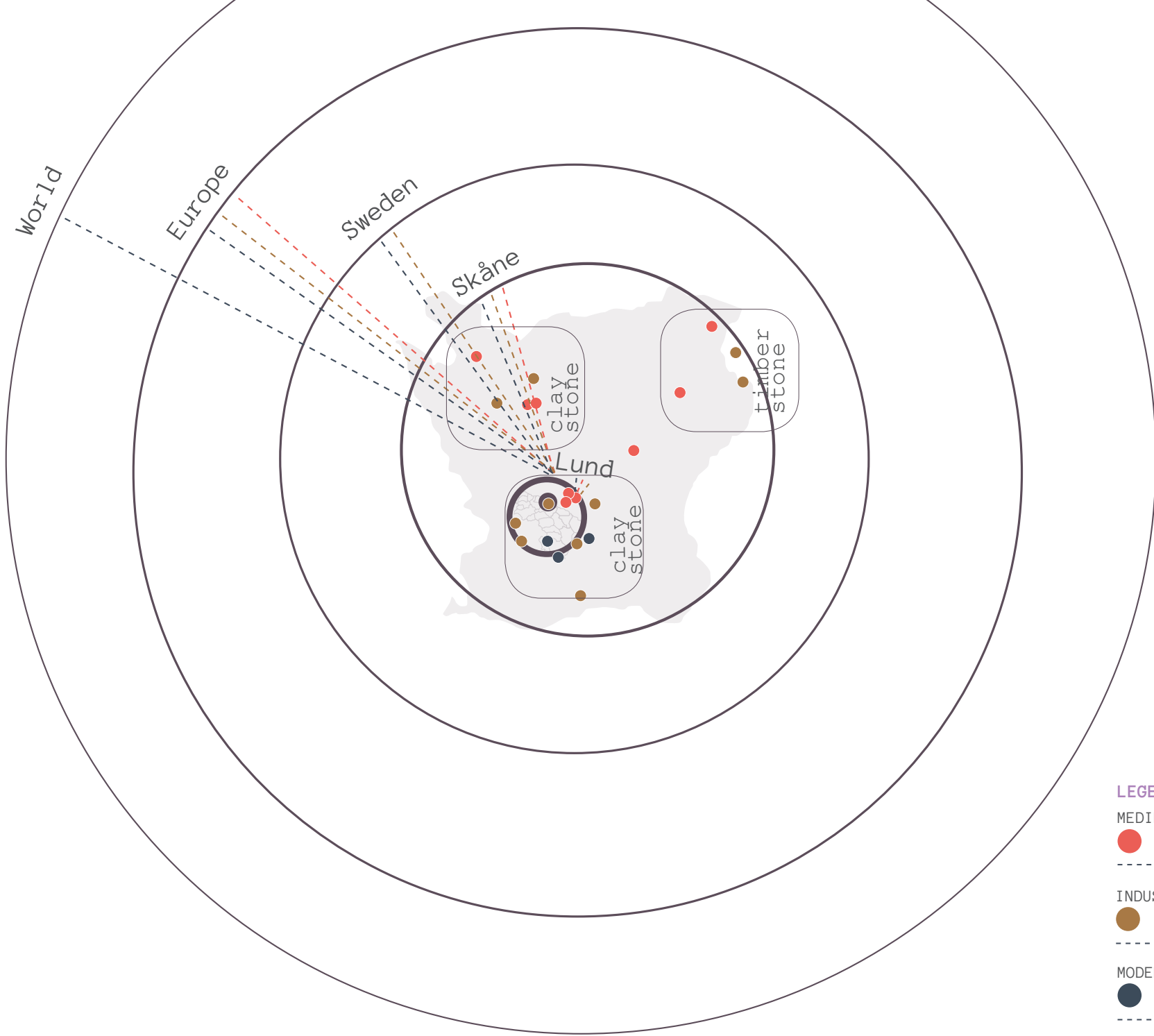
CONCEPT: SITE CONSTRUCTION

EXECUTION: ON SITE

MATERIAL: CAMERA

### RULES:

- Take photographs of every one of the facades facing the street
- Collage them together according to the year they were built
- Compare the appearance within each collage and between the different collages



**LEGEND**

**MEDIEVAL & PRE-INDUSTRIAL**

- production source within Skania
- import extent

**INDUSTRIAL**

- production source within Skania
- import extent

**MODERN**

- production source within Skania
- import extent

NAME: **ORIGINS**

CONCEPT: **UNBOUND SITES**

EXECUTION: OFF SITE

MATERIAL: CAMERA

RULES:

- Find out what kind of building materials there are on site
- Pick the materials which occurs most frequently
- Find out where the materials could have come from
- Mark the possible sources on a map

## ORIGINS

*Origins* aim to map the main building materials found on the street and their origins. As an *unbound site*, it deals with the connection with the surroundings in time. *Origins* became a reading about historical networks of trade. In line with Burns text (Burns, 2005) this particular *site reading* attempt to reveal the site conditions on Stora Södergatan over time. In the mapping process it became evident that some materials, such as clay and later bricks, was frequently used and the supply in the region was high. Other materials, such as wood or glass, had to come from other regions and were transported to Lund from far away.

There are three main areas that have provided Stora Södergatan with material, the main one being the close surroundings in and outside Lund.

This area basically produce clay and stone, and could hence supply with for example bricks and cobble stones. The north west of Scania has, however, as well been known for its clay and stone and has thus been providing larger areas including Lund with material. The third and last main area is the north east of Scania, where the forestry is a large industry.

It is evident that the material that had to be transported furthest, such as the wood, is not quantitatively used in the elder constructions. The newer constructions on Stora Södergatan are not necessarily made of local goods and this shows that the origin has gradually, over time, been of less importance. *Origins* gave an understanding on how the materials of Stora Södergatan have been used, and most importantly, why they have been used.

## A. Facing south from north of Kattesund



## B. Facing north from between Drottensgatan and Svanegatan



## HISTORICAL PHOTOGRAPHS

*Historical photographs* is possibly one of the most classical readings we decided to execute, as finding and re-shooting photographs is an acknowledged method when understanding a site and its changes over time. As a *Mobile Ground*, it was highly relevant to approach an understanding of what the life on the street was compared to what can be observed today. Through comparing now and then, and working actively with re-shooting the photographs, a greater understanding of how the programming and daily life on the street has changed over time was gained. In the array of photographs dated back to the 19th century three photographs was chosen to re-shoot. The three, are of different age and from different spots along Stora Södergatan. one thing one can notice is that the silhouette is not the exact same on

any of the photographs, even though some buildings as well as the street width and the light bend of Stora Södergatan seem to be the same. There are some large changes worth observing, and reasons for the choice made.

To start with, the eldest photograph from the 1890s, contains many similar elements as the one of today from shooting place B. The street is still, in large, paved with setts and most visible buildings are kept. The lighting differs since it is exchanged to electrical and hanging lighting. Further, the trees lining the street on shooting place C in the early 20th century are gone. In the same photograph one can also notice that *Gyllenkroks allé* is not yet there. *Gyllenkroks allé* was built in the early 20th century, and was aligned with houses in the 1940s

### C. Facing north from south of Södra Esplanaden



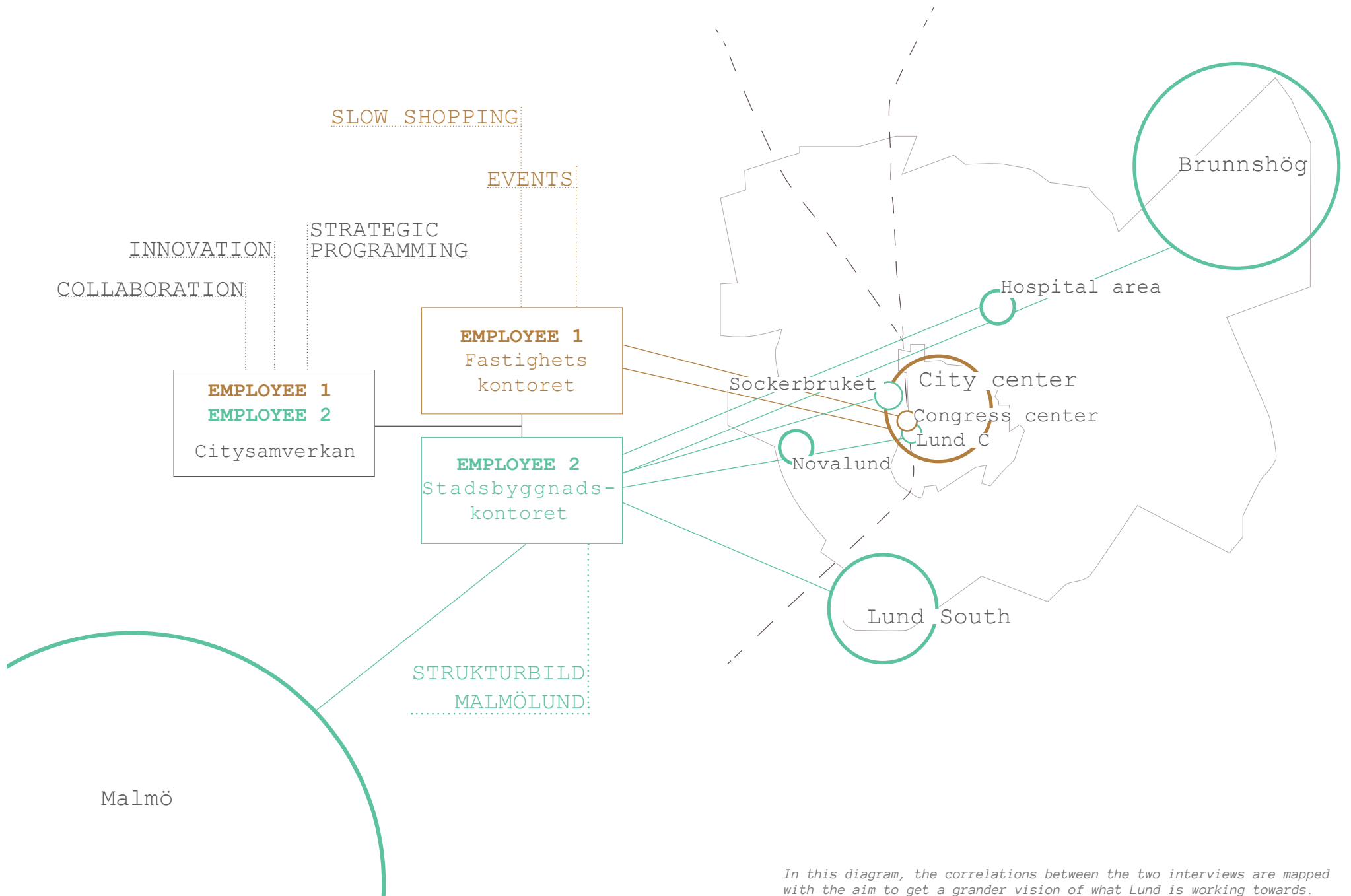
NAME: HISTORICAL PHOTOGRAPHS  
CONCEPT: MOBILE GROUND  
EXECUTION: ON/OFF SITE  
MATERIAL: CAMERA

RULES:  
-Collect photographs from Arkivcentrum Syd, Per Bagges samling and Bevaringsprogram using the search word "Stora Södergatan".  
  
-Re-shoot three photographs and notice the changes of programming, items and activity.  
  
-Use other photographs to collect information useful in other readings

(Bevaringskommittén Lunds kommun, 1986). Consequently, the houses between Stora Södergatan and today's Gyllenkroks allé are not the same as seen on the historical photograph. Also, some of the houses on the photograph dated 1915, from shooting place A in the north part of the street, have been replaced, for example to the Åhlens- and H&M- houses.

Through observing the photographs, from Arkivcentrum Syd, Per Bagges samling and Bevaringsprogrammet, a larger understanding was gained, valuable for other *site readings*. One example being the knowledge of that the facades documented in the previous reading have not always looked as they do today. It can be observed that the eldest of the houses of the street and of Lund, Stäket, has been through a lot of

changes both in construction and material as Stäket was restored in 1955-1957 (Bevaringsprogrammet, 1986). As seen in the older photography on shooting place A the house had extensions and lacked the today traditional silhouette of the roof. When restored to a probable original silhouette this was adjusted. The bricks have previously been covered with plaster but does today display, mainly, the original bricks. Moving from history until today the following *site readings* in this section- *Official plans* and *Interviews*, will cover a more recent and visionary depiction of the site. Where, in both, the focus lay on the intentions in planning and how the current political and economic climate is contributing to these plans.





**NAME: INTERVIEWS**

**CONCEPT: UNBOUND SITES**

**EXECUTION: OFF SITE**

**MATERIAL: -**

**RULES:**

- Prepare topics to discuss in an unstructured interview
- Introduce the project before preceding with the interview
- Record during the talk and transcribe it afterwards
- Find main points and summarize

## INTERVIEWS

Two qualitative, unstructured interviews has been performed. The first with *Employee 1*, at Citysamverkan in Lund, which is a collaboration between the municipality, stakeholders, and property owners in the city center. During the interview it became clear that some of the main incentives of this thesis, such as examining the value of the city center and its programming, is in accordance to what *Citysamverkan* are working towards. Opposed to Interview 1, where the dialogue leaned towards innovation and direct actions in a smaller scale, the second interview gave a more zoomed out perspective. The second interview was with *Employee 2*, at the comprehensive planning department in Lund more concerned with larger visions and regional planning. *Employee 2* brought our attention to the document *Strukturbild Malmö Lund*, a strategic planning document shared with surrounding municipalities. In interview one the main focus was on how Lund could be more innovative and work with new concepts such as “slow shopping” and with new types of events. As an example a congress center was discussed as a possible starting point. It was further concluded that the people in the city responsible of business and such needed to be engaged in order for change to occur. Workshops were seen as a good way to reach that goal and get people engaged in innovation.

The incentive of the interviews was to gain understanding of how Stora Södergatan was included in the planning and what was currently considered important in developing Lund. When preparing the two unstructured interviews, some questions aroused of how much of our line of work should be revealed to the interviewee, not due to keep secrets but rather due to the lack of time we had with each of them. Before this first interview it became clear that this project could be looked upon from multiple angles, with multiple interests and with different glasses. Through determining how to best describe and explain the project to the two interviewees it was crystal clear that it is a project which is versatile and perfectly capable to transform depending on in what context it is portrayed. The two interviews offered a lot of knowledge important for drawing conclusions and discuss scenarios and outcomes in this thesis.







### THE MARKET PLACE

Farmers markets daily, and seasonal markets a couple of weeks a year.

### TORCHES

The main streets were lit by torches.

### THE SHOP

The industrialization created a new demand on goods and the "shop" was born.

The shop venues were mainly established in the houses facing the main streets. The relation between customer and clerk was strictly divided by the "over-the-counter" shopping.

### STREET LIGHTS

Gas street lights were first introduced in Sweden 1846.

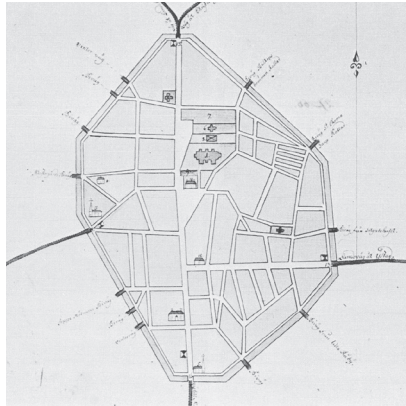
The small 19th-century houses were poorly suited to display merchandise to the customers on the street outside. The windows were too small and most of the shop owners satisfied with signs showing what they sold and often their own name as well.

Driving forces in SWEDEN...

Pre-Industrial

Industrial 1850-1900

...affecting LUND



Stora Södergatan, leading to the main square, was the spine in the medieval Lund.



1890

The railway came to Lund around 1860. A new square, Bantorget, generated a growth in the western parts of the city core.

Plans to build a public park was initiated with the opening of the railway.

### NAME: THE STREET IN THE CITY

CONCEPT: UNBOUND SITES

EXECUTION: OFF SITE

MATERIAL: -

#### RULES:

- Collect information and gather knowledge of the site through time.
- Use three different themes; driving forces, physical attributes, and the local site.
- Display the interrelations as a timeline.

## THE STREET IN THE CITY

*The Street in the City*, is an attempt to describe Stora Södergatan in relation to time. This *site reading* focuses on how the commerce have developed in Sweden, Lund, and where it was possible, on Stora Södergatan. The intention is to portray how the physical elements on the street have developed in correlation to the way people live their daily life. Stora Södergatan has been in the center of commerce ever since Lund was built, as reaching to Stortorget (Bevaringskommittén Lunds kommun, 1986).

This incentivized this reading to be about how larger happenings in history, as the industrial revolution, affected Lund and evidently also Stora Södergatan.

*The Street in the City*, is about connecting the larger picture with what happened on a local scale. Several connections, such as the occurrences around the industrial revolution proved to change Lund as it did most cities in one way or another. In Lund, the railway opened in 1860 and with it a new public square was built.

### SHOP DISPLAYS

The architecture of the turn of the century was better suited to window displays. The shops began to display their merchandise in the windows facing the street.

### ELECTRICITY

Electrical street lights lit the street and the shop windows.

### LARGER DISPLAYS

The functionalistic architecture allowed the window displays to evolve and take over the facades along the main streets.

The displays became so important that various competitions aroused in every other city.

### LOCAL SHOPS

The demand on local produce and eco-friendly shops is increasing.

### CHAINS

In many city centers stores from the same chain opens.

### THE MALL

The increasing car traffic enabled new ways to shop. The mall, outside the city, was more accessible & convenient to the driver than the inner city's shops.

1900-1950

c. 1900



1912- Stadsparken, the city park, opened as the first public park in Lund.

The south part of Stora Södergatan was widened during the 30's-40's.

1950-present



1978

Nova Lund, a mall, outside city center opens.

Mid 1980's- Lilla Fiskaregatan & V. Mårtensgatan were released from car traffic.

1954- AB Turitz established "the EPA-shopping center" on Stora Södergatan. The modernistic architecture was completely novel in the inner city of Lund.

1971, the 22.000 cars driving through the city, north-south bound, were stopped as the parts of the city center became car-free.

Stora Södergatan was heavily trafficked in 1967.

Because of the railway, more people traveled to Lund and that put more pressure on how the shops displayed their goods as it opened up for larger competition. In time, this led to a demand on buildings more suitable for commercial activities and as seen in *Facades*, the buildings from the beginning of the last century are equipped with large windows facing the street. This reading aims to capture one usage of the street throughout history and relate it to what was happening elsewhere in society but also how that usage has made the street as it is today.

# TIME TRANSECT

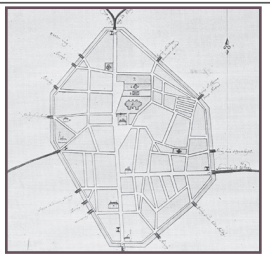
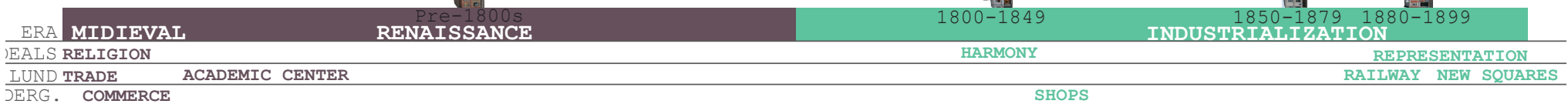
The decision to combine the readings of this section, A, into a *Time transect* was not too hard to make. What they have in common, as mentioned in the introduction, is that they all bring forth information about a street's position in a city. Though some focus on Stora Södergatan in real, others show its position in the context in which it has formed since the Lund first started to exist or how it might look in the future.

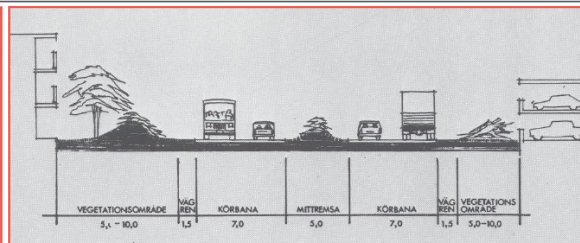
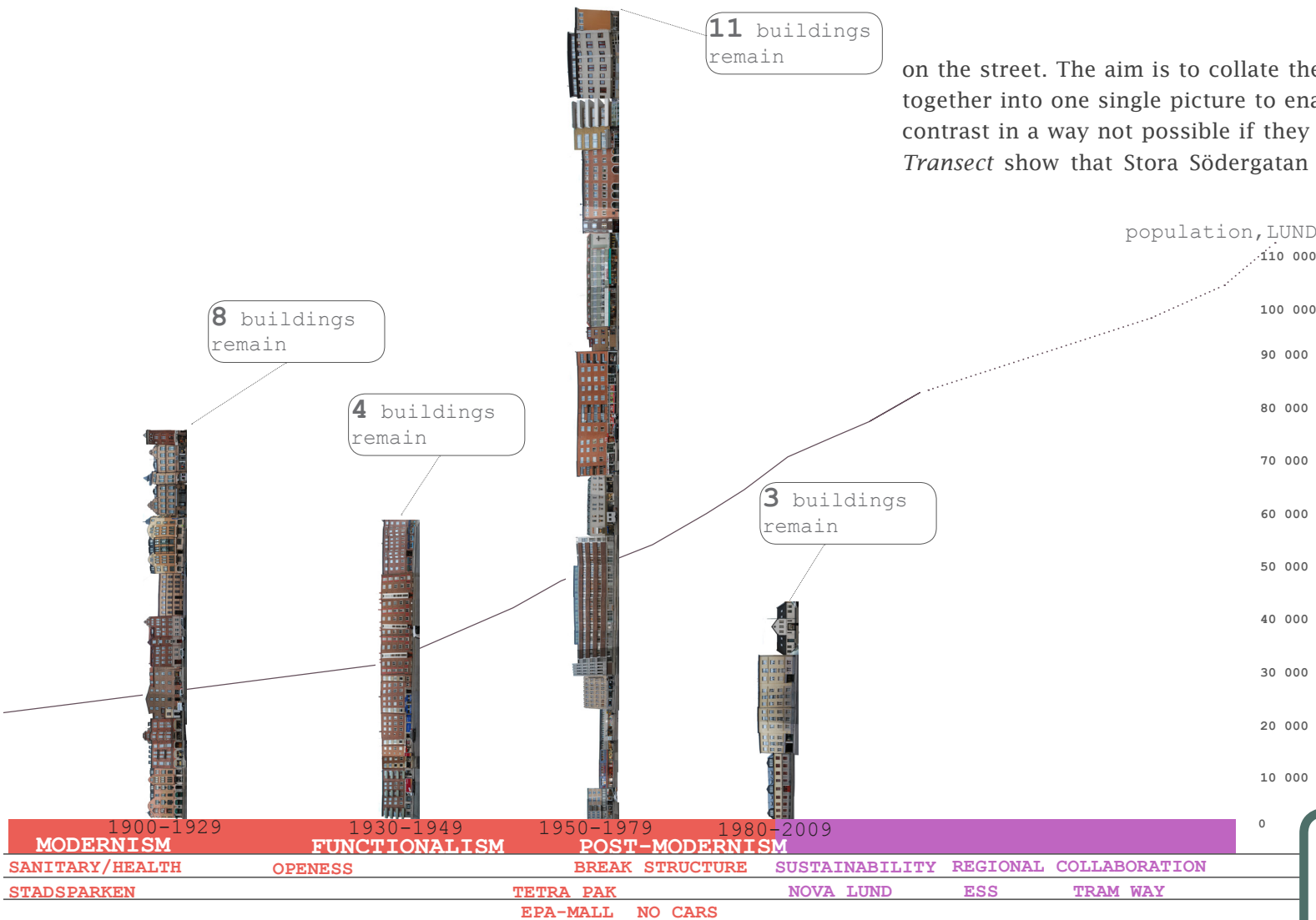
A timeline is not uncommon in the quest to describe history, though it became relevant to add other elements in order to show more than what an ordinary timeline might show in a history book. The *Time transect* is a hybrid between a timeline and a transect allowing the translation to unfold other aspects not obvious at first. In short; a reconstruction of site in time. The *Time transect* outline how Stora Södergatan and Lund have changed throughout time in relation to the planning ideals of different times. The *Time Transect*, reveals several connections between yesterday and today which can aid a future of the street and its part in the rapid development of Lund and the region. Moreover, it clarifies how the ideals of life and city planning have changed over time. In the reading *The Street in the City* it is concluded how these ideals correlates with the life and functions

3 buildings remain

13 buildings remain

10 buildings remain





on the street. The aim is to collate these different ideals and functions together into one single picture to enable the beholder to compare and contrast in a way not possible if they were to stay separated. *The Time Transect* show that Stora Södergatan has survived many changes and still shows signs of those old times if one knows where to look. The future of the site is, however, still under discussion and even though some findings indicate that Stora Södergatan does have a part in the future of Lund, at least in its physical planning visions, it is not as clear what role the street play in the future city center when focus move towards the north east.

**NAME: TIME TRANSECT**  
**CONCEPT: URBAN CONSTELLATIONS**  
**EXECUTION: OFF SITE**  
**MATERIAL: SITE READINGS FINDINGS**

**RULES:**

- Use the findings from all site readings within this section;
  - Facades – Site Construction
  - Origins – Unbound Sites
  - Historical photographs- Mobile Ground
  - Official plans- Unbound Sites
  - Interviews with the municipality- Unbound Sites
  - The Street in the City- Unbound Sites
- Map the important happenings throughout history on site, in Lund and in Sweden.



## B. PAMPHLET

*The Pamphlet* is dedicated to the programming of the city center in general and of Stora Södergatan in particular. The *site readings* of the section are as follows; *Uniqueness, Conversations with locals, Items, Young Folks,* and *Statistics* as well as *Intentional plans, Interviews* and *There now, There then*. Here, the professional knowledge of Stora Södergatan and the city of Lund against the actual knowledge of people using the street on a daily basis, are put in relation to one another. The readings are all related to the current situation on the street as they stress the importance to have knowledge about what current demands are. The expectations from the general public and the official plans are put head to head. The idea is to create a pamphlet that could encourage to a discussion concerning Stora Södergatan and the future of the city center in Lund.



Company name:	Since what year has the company been in these locales?	How long have you worked here?	Do you live on Stora Södergatan?	If no, do you live in Lund?	Do you know what used to be in these locales before?	If yes, what?
Lundbergs handskar & väskor	1928	4 years	NO	YES	NO	
Sjöbloms blomsterhandel Interflora	1938	10 years	NO	NO	YES	Colouring: Borgs färgeri
Lundgrens Trafikskola	1959/ ? *	1 year	NO	YES	NO	
ICA Söderlivs	Around 1965	8 years	NO	YES	YES	Grocery store (since built)
Headline	Mid 1970s/mid 1980s *	22 years	NO	NO	YES	Childrens supply store,
Herrshopen	1982	20 years	NO	NO	YES	Girls school, two locales:
Indiska	Mid 1990s/2014 *	3,5 years	NO	NO	YES	Clothes store, Hemköp
Erikshjälpen	1992	10 years	NO	YES	YES	At least three locales:
Babyproffsen	1997	15 years	NO	YES	YES	Two locales: Sewing -
Bernt i Lund	2002	41 years	NO	NO	YES	Toy store, Radio & Tv-store,
Din Sko	Around 2000	1,5 years	NO	NO	YES	Menswear "Carson"
Kjell & Co	Around 2000	1,5 years	NO	YES	YES	Bank (the vault is kept)
Direktoptik	2006	8 years	NO	NO	YES	Restaurant
SARI SARI	2011	3 years	NO	NO	NO	
Stil Man & Kvinna i Lund	2013	1,5 years	NO	NO	NO	
Asian Hot Wok	2013	0,5 years	NO	NO	YES	Pizzeria

\*On Stora Södergatan / in the same locales

## CONVERSATION WITH LOCALS

This reading target the people working in businesses on the street with the aim to compare the past with the future and gain an understanding who works there. Out of 50 possible businesses, 8 stores, 3 cafés/restaurants and 3 others were approached with a survey containing 6 questions. In general, most of the people approached were positive towards answering the survey and interested in what the thesis aimed at. Not only did their answers give further knowledge about the past, they also, through the conversation in general, gave an understanding of who these people where, some business owners, others employed. From the results of this reading one can observe that not many of the people working on the street seem to live nearby. Out of the sixteen questioned only six lives in Lund and none of them on the street.

Further, many of the businesses have been located on the street for a long time, six of them more then thirty years. From the conversations it was found that these businesses are privately owned and not seldom have been in the same families throughout generations. *Lundbergs handskar och väskor* has been on the street the longest, since 1928. Also, the former

usages of the venues were well known and with the help from this survey it became possible to locate former usages in 12 out of the 16 venues. This knowledge informed other readings such as *There now, there then*, that will be presented in *Section C*.

From the chart it was found that one of the businesses is leaving the site, due to the high rent, and that five out of the sixteen questioned were not positive about the future. One of the main reason seemed to be escalating rents, but also a changing customer basis and competition from similar businesses. The location itself, on the other hand, was not considered an issue. Stora Södergatan´s position in Lund was praised both in writing in the chart and verbally by several of the people questioned.

In this particular case, the actual location of the chosen businesses, was not taken in to consideration during the selection. It seem that the answers received varied largely independent of if the venue was located in the very northern part. Although a slight difference was detected where positive answers were given further north whilst further south the answers seemed to be more negative.

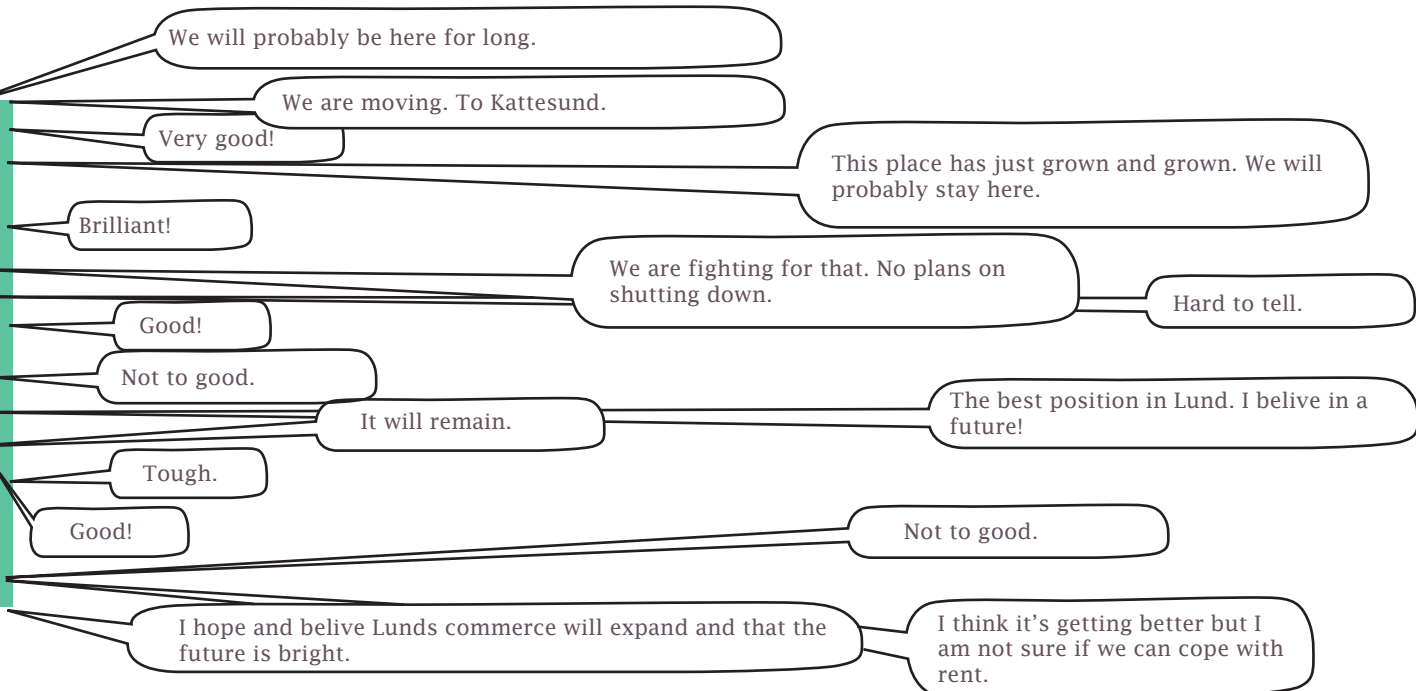


painting, grocery  
 used books, leather tanner, shoemaker  
 clothes store, OnOff, garage  
 machines Huskvarna/Bernia, Frukt&Karameller  
 Borgs färgeri.

From where in the world  
 does your supply originate?

China,India, Germany, Belgium, Sweden, Denmark  
 Sweden, Holland  
 Whole world  
 Germany, California, USA, Israel  
 Europe  
 India  
 Nearby, we also further on to Human bridge- worldwide, second hand- Estland  
 Through subcontractors  
 China  
 China  
 China  
 Holland  
 Asia  
 Denmark, Holland, Italy  
 Göteborg Malmö

What do you think about the future for  
 the company on this street?



**NAME: CONVERSATION WITH LOCALS**  
**CONCEPT: MOBILE GROUND**  
**EXECUTION: ON SITE**  
**MATERIAL: A CHART, PEN, NOTEPAD**

**RULES:**

- Form a chart with six short questions aiming to people working on the site
- Make a representational selection of 30%, out of the 50 businesses on the site, to be questioned
- Presenting the chart at the selected venues, ask if one person can fill it out

**NAME: STATISTICS**

CONCEPT: **SITE CONSTRUCTION**

EXECUTION: OFF SITE

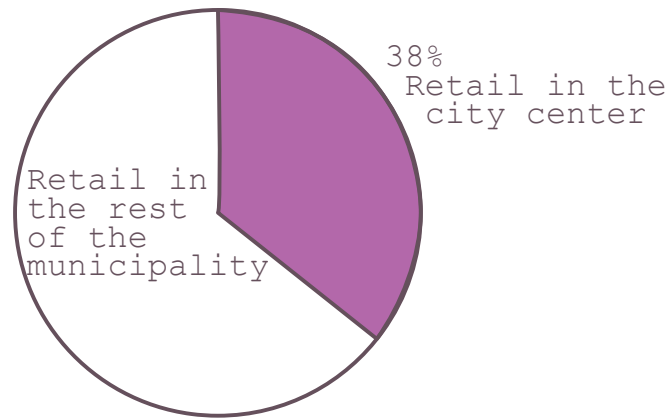
MATERIAL: -

**RULES:**

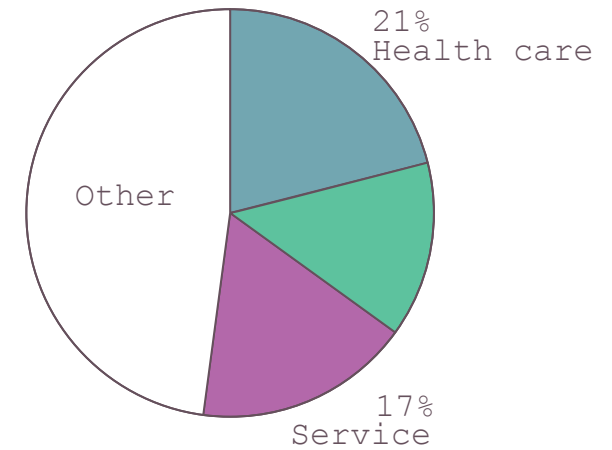
- Find statistics of current situations in Lund

- Summarize the statistics in graphical elements

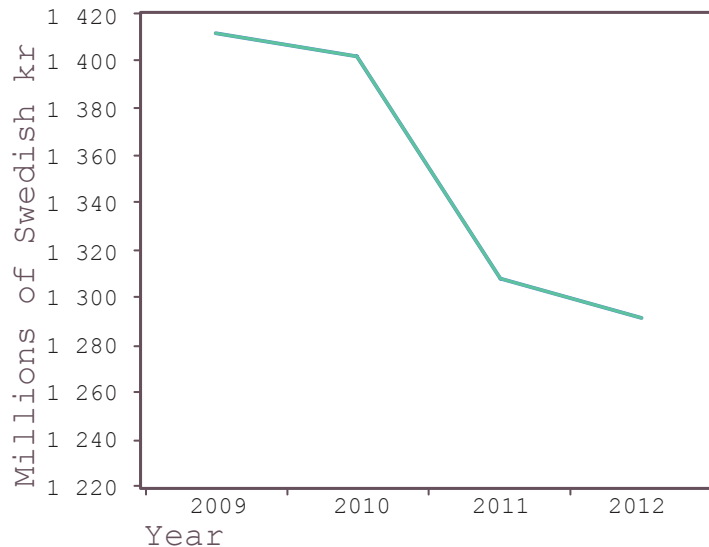
LUNDS SHARE OF THE TOTAL RETAIL IN THE MUNICIPALITY :



MAIN SECTORS OF EMPLOYMENT IN LUND:



TURNOVER OF DURABLE GOODS IN LUND:

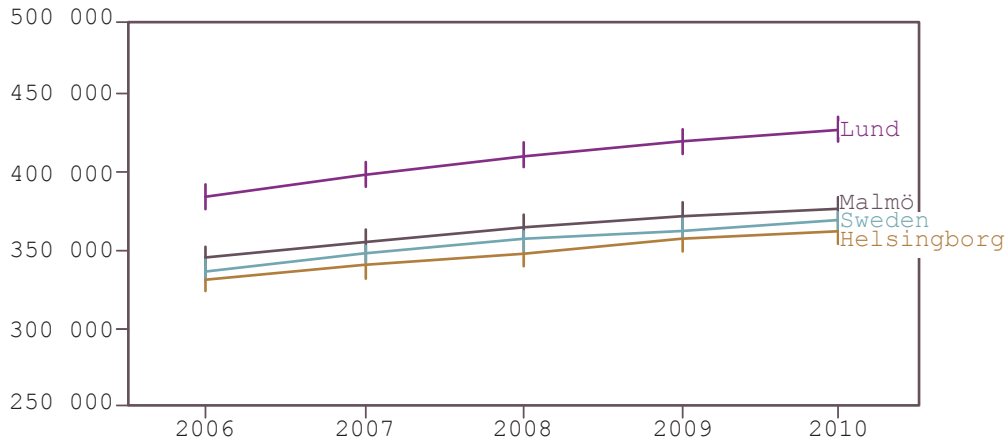


## STATISTICS

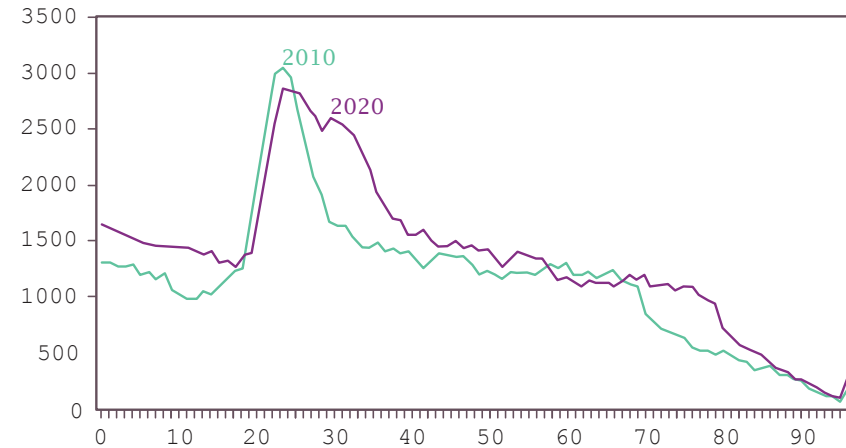
*Statistics* was initially used as an aid for other *site readings* and was never intended to stand on its own. Moving on in the process, however, patterns were established and *Statistics* evolved into its own *site reading* where numerical data about the people in the city center and the businesses there was collected. Numbers can be helpful and simultaneously deceiving but in the right circumstance they definitely can strengthen a standpoint. In *Section B*, the current usage and programming of the city center is in focus and in this context *Statistics* map what kind of people live in Lund and what they do for a living. The reading gives an insight of how they potentially could spend their time and money.

In this reading interesting figures came up about the city center and about the economy people in Lund actually have. The median split income in Lund is actually higher than in the surrounding cities and Sweden in large.

SPLIT-INCOMES:

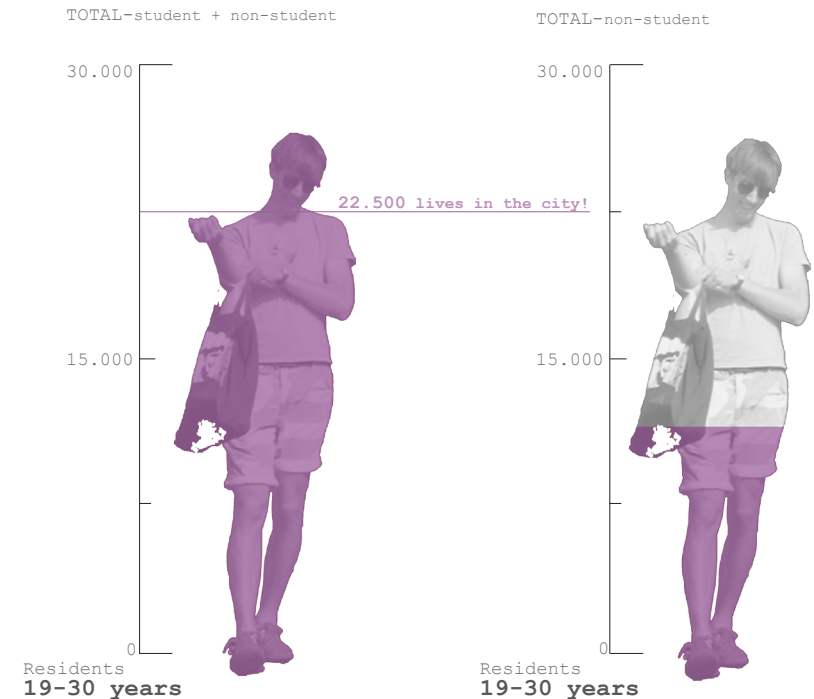


AGE-DISTRIBUTION IN LUND:



At the same time the turnover of durable goods is decreasing, even though the rate, itself, have slowed down a bit in 2012. Comparing these figures it seems that people does not spend their money in the city center of Lund even though 36% of the retail in the municipality is located within the city center and that 85% of all workplaces in the municipality is located within the borders of the city.

Looking at the age distribution one can conclude that the inhabitants of Lund are young. 22 500 people, aged between 19 and 30 live in the city center and about half of them are not students. As mentioned in *Interviews* and *Conversations with locals*, what the city center offers today does not seem to correlate entirely with what the population is demanding. *Statistics* show that there might be a discrepancy between what the city center contains and what the demand is, these presumptions will be tested in the next reading.



**NAME: YOUNG FOLKS****CONCEPT: MOBILE GROUND**

EXECUTION: OFF SITE

MATERIAL: ONLINE SURVEY

**RULES:**

- Create an online survey aimed towards young people in and with connection to Lund

- Using few questions, research supply and demand for a young target group in Lund

- Gather data from the survey

## YOUNG FOLKS

The idea to *Young Folks* arose during the interview with *Employee 1*, where we discussed the issue of the younger part of Lund's population. As shown in *Statistics*, a large part of the population consists of students and teenagers. During our observations of Stora Södergatan, even though one of the largest high schools is found here, there are few businesses which target these groups in the area. As *Employee 1* later confirmed, the students are left out during the planning of the city and its events due to the fact that they are not the ones spending money. Although the students might have a limited economy *Statistics* revealed that at least 30% of the population of 19-30 year-olds are not studying and presumably working. Thus, *Young Folks* investigates what this particular target group think about the city center of Lund and Stora Södergatan. The reading, hence, target people younger than 30 years of age and with a clear connection to Lund, as an inhabitant or a commuting student/worker. An online-survey was constructed and spread on Facebook, targeting people connected to the area. The questions posed were basic questions about where they live, what stores or businesses they most frequently visit in the center of Lund and on Stora Södergatan, the

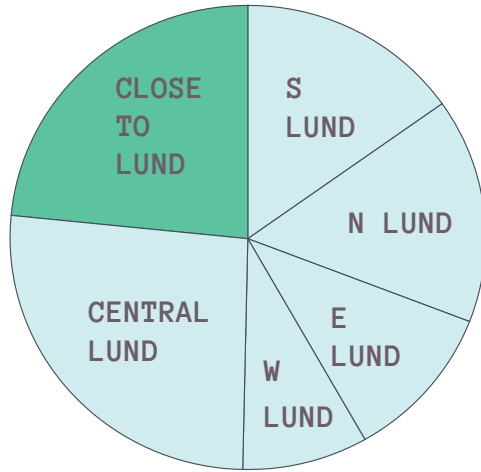
**SURVEY QUESTIONS:**

1. Where do you live?
2. Name three units (stores, restaurants, hairdressers or similar) that you frequently visit in Lund.
3. The following units (stores, restaurants, hairdressers or similar) are located on Stora Södergatan, which of them do you visit?
4. Is there anything you miss in central Lund?

final question was more open and gave the responder opportunity to freely tell us what they thought was missing in the center of Lund.

The picture of the center of Lund from that of a young person turned out to be a mix. Even though a majority chose to write down the same stores on the question about where they most frequently visited, the ideas of what was missing differed a lot. As for Stora Södergatan itself, many stores were not used by the target group. The survey shows how only two units on the street is visited by more than 90% of the young people, and the whole of 25 units are never visited by the respondents. As a conclusion though, it seems that the young population of Lund demand a change in what the city center has to offer. Many suggestions concerned places to eat and drink, in a mid range price class, as well as some particular stores and their opening hours.

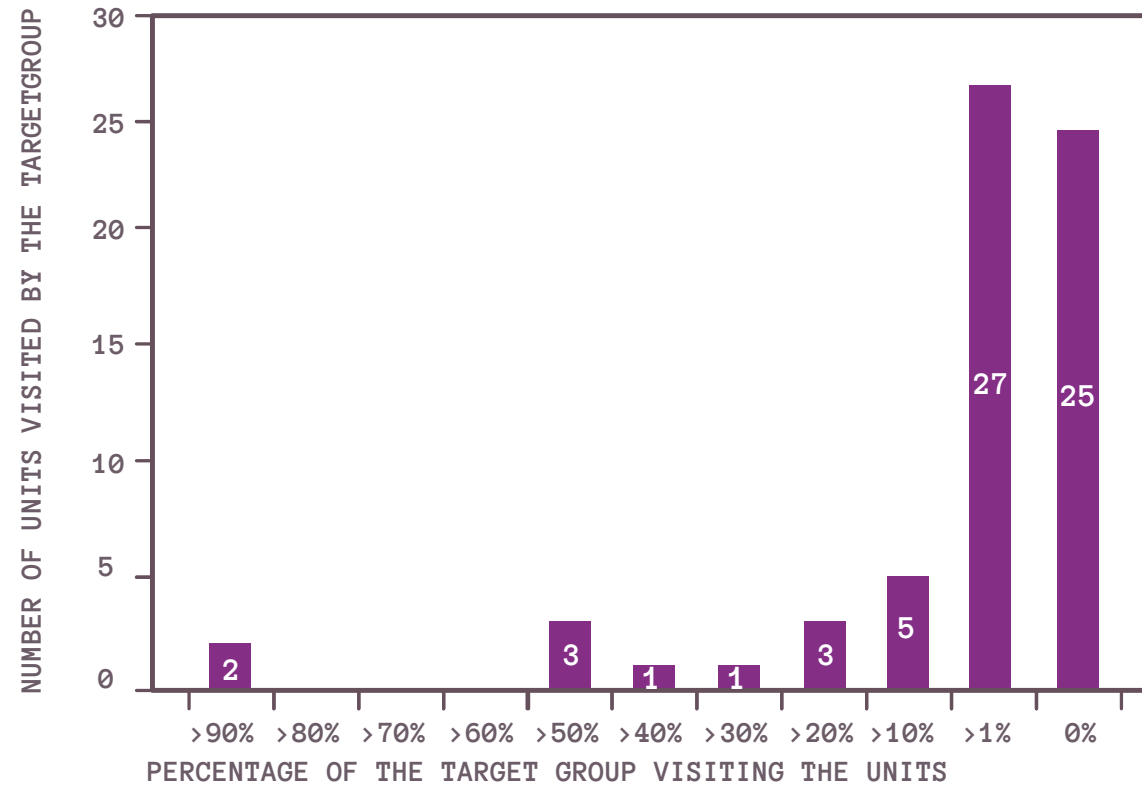
1. GEOGRAPHICAL DISTRIBUTION OF THE YOUNG FOLKS PARTICIPATING IN THE SURVEY



2. THE MOST POPULAR UNITS TO VISIT IN ALL OF LUND, ACCORDING TO THE TARGET GROUP, ARE:

- SYSTEMBOLAGET
- ICA MALMBORGS
- SALUHALLEN
- H&M
- ÅHLENS

3. UNITS ON STORA SÖDERGATAN VISITED BY YOUNG FOLKS



Car traffic exclusion in the city centre and better bicycle paths.

A larger supply of clothing stores, I would like to not need to go to Nova

A place to eat good breakfast. Price class in between Grand hotel and the student unions/nations

A vision for the future. A suggestion is food and drinks. And not only the sports-themed bars

A good interior store, like Miljögården.

A good Asian buffé, like the one on Gustav Adolfs torg in Malmö.

Food places with vegan sortiments. A public room under roof or an indoor square. Somewhere to bring you own food during the cold seson. Monki. Bus-free streets, more well marked out bicycle paths in the city centre. Less pavingstones on the bicycle paths

A lot

Everything

Hardware store

Twilfit

Electric appliance shop

Stores with young people as their target group.

Cubus child store

Better shopping!

Zara clothes

Yes

No

No

Not that I can think of

Cultural happenings, a cultural stage!

More places for sitting down.

I miss the pavingstones that used to be between Drottensgatan & Stora Tvärgatan, and Adelsgatan & Korsgatan. It is not authentic filling out with asphalt. I also miss trees and vegetation along Stora Södergatan.

An ecological clothes store

#### 4. IS THERE ANYTHING YOU MISS IN CENTRAL LUND?

A higher number of unique/ "special-themed" restaurants

More pubs and cafes at Domkyrkoplatsen and Stortorget

Sunday opening hours in restaurants

A good bar, and a great place for going out

a music store, a record store, a higher number of clothing stores, a building material suppliance shop.

Nightclub

Up-to date stores, most here is old fashioned

More greenery

## NAME: UNIQUENESS

CONCEPT: **MOBILE GROUND**

EXECUTION: OFF SITE

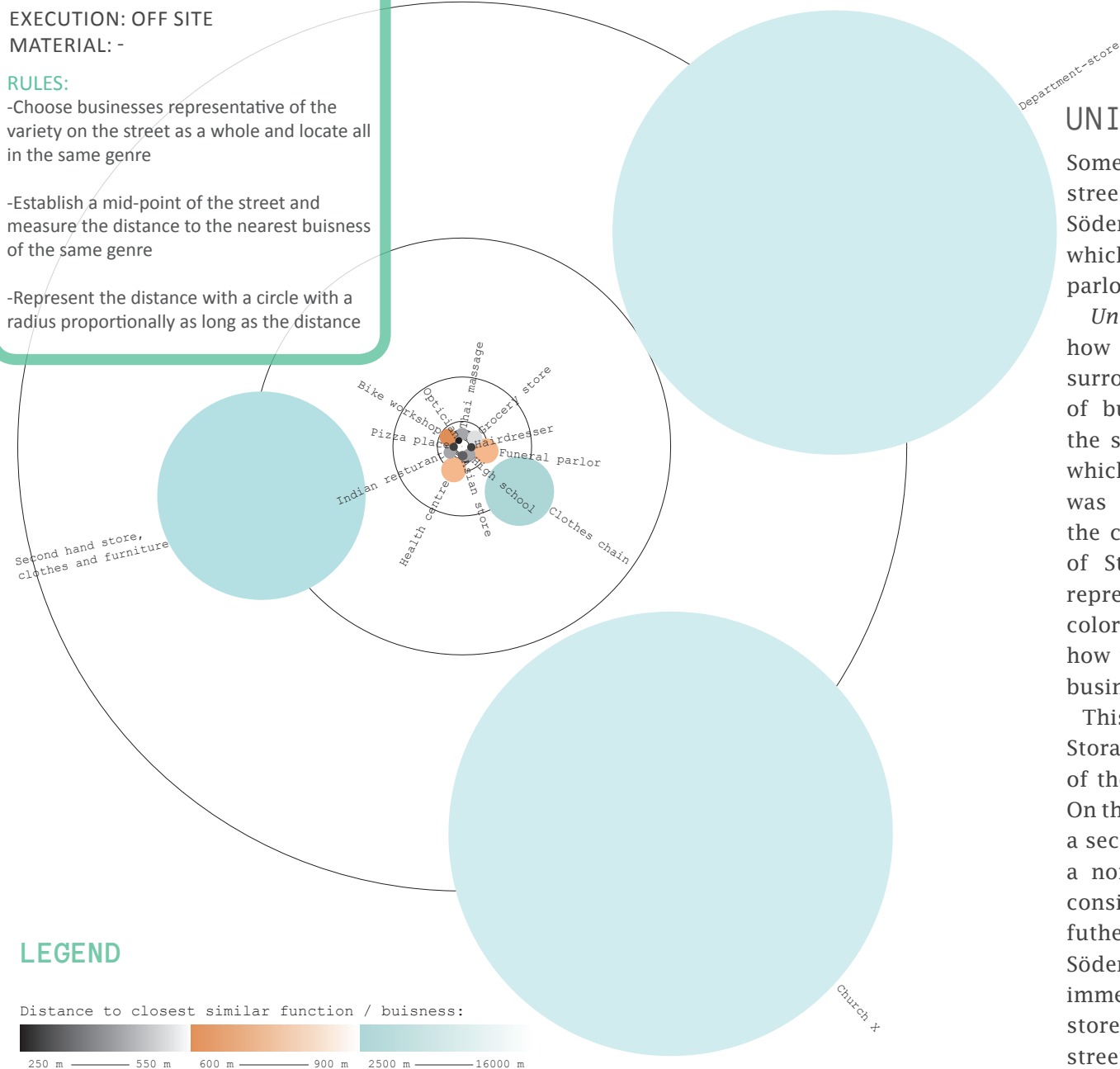
MATERIAL: -

### RULES:

-Choose businesses representative of the variety on the street as a whole and locate all in the same genre

-Establish a mid-point of the street and measure the distance to the nearest business of the same genre

-Represent the distance with a circle with a radius proportionally as long as the distance



## LEGEND

Distance to closest similar function / buisness:



## UNIQUENESS

Something that struck us initially whilst observing the street was the great number of businesses on Stora Södergatan. Does Stora Södergatan have any businesses which are unique? How far away is the closest funeral parlor or how many Asian food stores are there in Lund?

*Uniqueness* became the *site reading* which investigates how the venues on Stora Södergatan are linked to their surroundings- the uniqueness of the site. Different kind of businesses were chosen to show the variation on the street today. Since there are several business types which occur more than once on the street a mid-point was established. From the mid-point the distance to the closest similar business type, outside the boundary of Stora Södergatan, was measured. The distance is represented as the diameter of the circles. The different colors represent the “level” of uniqueness depending on how far one have to go to find the next similar store or business type.

This reading conclude that many of the business type on Stora Södergatan does, indeed, exist in the proximate area of the city center of Lund as hairdressers and opticians. On the other hand, there are some, e.g. a department store, a second hand store with both clothes and furniture, and a nonconformist church with its assembly, which are considered unique as the next one is found only on a futher distance. In fact, the overall picture is that Stora Södergatan does offer things that does not exist in the immediate area and thus, the demand on these particular stores should be considered valuable to the life on the street.





**NAME: ITEMS**

**CONCEPT: SITE CONSTRUCTION**

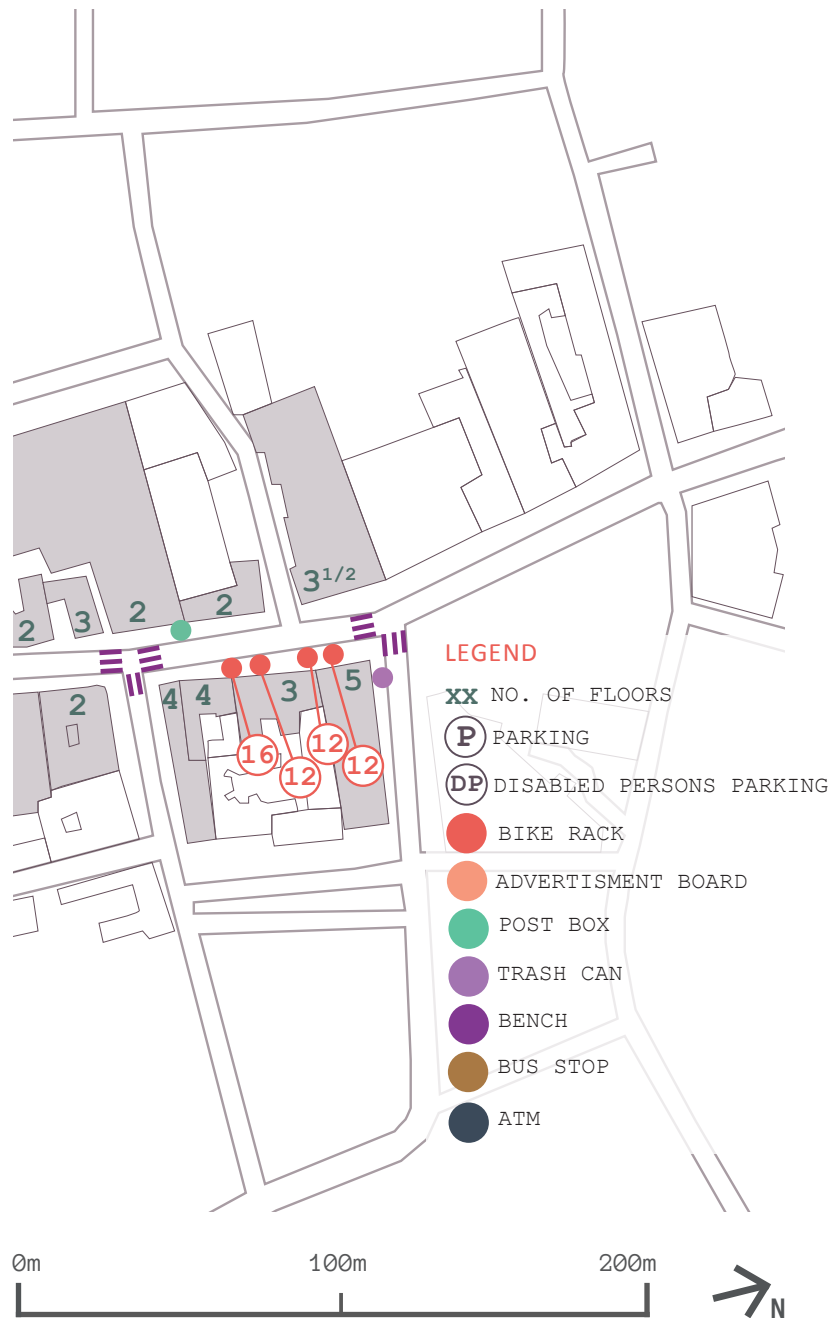
**EXECUTION: ON SITE**

**MATERIAL: MAP ON IPAD**

**RULES:**

- Mark where on site the items below are found; trash cans, crossings, parking, bike racks, advertisement displays, newspaper stands, bus stops, benches

- Additionally, note the number of stores of the buildings with facades facing the street



## ITEMS

The previous *site readings* in this section all concern what the city center have to offer, what businesses there are and so on. *Items* is directed towards mapping physical elements on Stora Södergatan.

Here, physical elements such as; benches, crossings, bike racks, building heights etc. is mapped. *Items* depict an overall view of the site itself and is thus part of the *Site construction* concept. The mapping itself occurred on several occasions but was in the end put on the map in order to relate the different elements to one another.

Firstly, the map show that the street is diverse in the sense that the number of floors largely varies, especially in the northern parts. Furthermore, looking at the sidewalks, some parts of the street are narrow and other over-dimensioned. Studying the street furniture more closely it is clear there are few places to sit down and rest. The only benches there are, are placed in proximity to the bus stops. The bike racks are unevenly placed and most of them are not placed where they seem to be needed most- e.g. outside the grocery store.

*Items* helped to gain an understanding of the current situation on the street in a very physical sense. By making ourselves look at these items we better understood why some business are located in a specific place as well as a new understanding of what works and what did not, design wise.

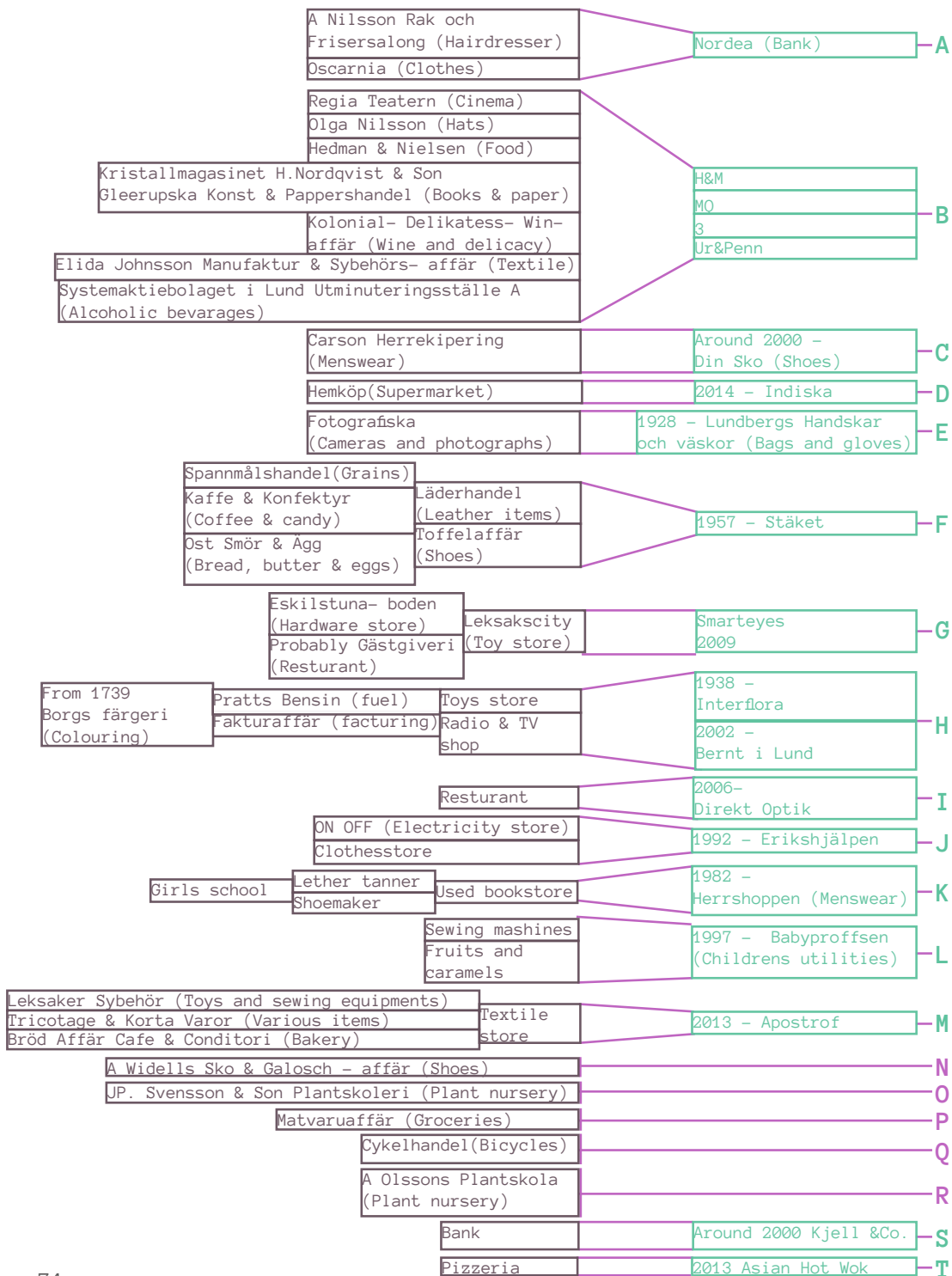






## C. BOX MAPPING

*Box mapping*, the *Urban constellation* of this section, is exactly what is told by its name, a box made out of maps. The idea behind came when trying to resolve the issue of scale, once again. The *site readings* forming *Box Mapping* are as follows; *There now*, *There then*, *Street Hierarchies*, *Storytelling*, *Import/Export* and *Hot&Cold*. These readings vary in scale- from the inner city of Lund to the whole world. What inspired us was however what they have in common. We found something that was not apparent at first, they all describe layers which are hidden from most people. History is one example, networks of trade, infrastructural political decisions, and previous programming are others.



NAME: **THERE NOW, THERE THEN**

CONCEPT: **UNBOUND SITES**

EXECUTION: **ON/OFF SITE**

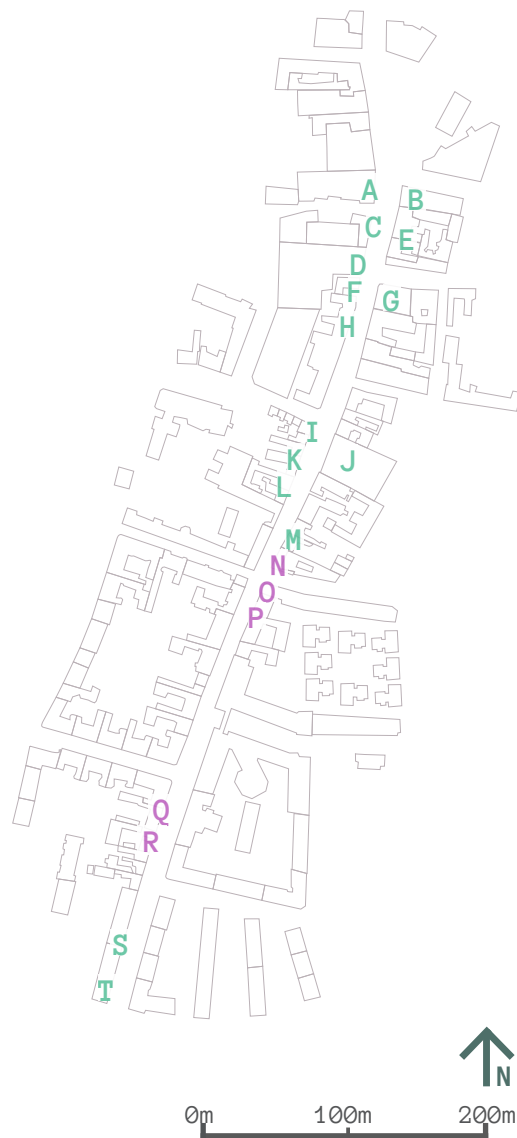
MATERIAL:-

**RULES:**

- Find information on previous usage of the venues on the site

- Mark the reaserched venues on the map and indicate knowledge of current and / or previous usage

- Sort the usage of the venues according to when in time, a box at the left indicating earlier usage and at the right indicating later usage. Boxes placed on top and bottom of each other indicating usage at the same time, hence split venues



## THERE NOW, THERE THEN

*There now, there then* is particularly interesting when looking at the programmatic change over time on Stora Södergatan. Here, it is intended, to map the functions of several buildings and display what usage the site used to have and what usage there is to find today. The research done in order to create this reading was done over a long period of time and built up as information came to knowledge. Mainly the information comes from the reading *Conversation with locals* and from *Historical photographs*. Interesting when viewing the image is for example that there are purple letters, N-R, that are geographically located in the central parts of the street. This indicates that there used to be more businesses spread all over the street before, whilst the locales used today are focused, as the green indicates, in the northern and the southern parts. Another thing that shows in the image is that some of the brown boxes, indicating former usage, are put underneath each other. This is done because the units used to be shared between more than one business. Hence, locales used to be smaller. One can probably further conclude that the businesses of Stora Södergatan generally used to be smaller than in today's context.



**NAME: STREET HIERARCHIES**  
**CONCEPT: SITE REACH**  
**EXECUTION: OFF SITE**  
**MATERIAL: -**

**RULES:**

- Find other sites with something in common with the site
- Compare how this shared matter has developed and effected the sites



## STREET HIERARCHIES

Stora Södergatan is unique in many ways but evidently, it has similarities with other streets and places in Lund. One of these similarities comes from the fact that Stora Södergatan was one of the entrances to Lund. At its southern end it had a gate, *Söderport*. There were four main entrances to Lund and all of them opened up to a road that reached to other villages and towns of interest in the area.

It can be observed that the old main roads are still in large used also in today's context to go to the same places. Another thing these streets share is that all of them, outside the old city gates, are named after their point of destination. None of the streets are longer complete in their old path but has been cut off for different reasons, from what we can tell, such as other

new roads, new intersections and developments. The extensions of these old roads are not necessarily the main entrances to those places any longer, but fractions can be traced back to when they were built. For example, one can tell that Lundavägen in Malmö is part of this old path. Also, in Kävlinge Storgatan, a main road in the center, seems to be the extension of the road from the northern gate of Lund.

As a *Site reach* reading it is very interesting to follow the pattern the site was created to fit into. It is also intriguing to further consider how its former position as an entrance road has stayed, even though the entrances to the city today are so many more.

On popular Stora Södergatan in Lund you have to opportunity to open a shop this coming fall.

Do you want an office right in the middle of Lund?

With walking distance to the city center of Lund you here find a home which gives you a high quality of life on a daily basis.

high quality office hotel in central Lund.

Central business venue in Lund with good display opportunities.

...situated in the southern part of Lund right between Mejeriet and Katedralsskolan. The distance to Stortorget is about 350 m and to Mårtensstorget 500 m. Right behind the buildings you find Stadsparken, the most popular park in Lund, in it the newly built swim- and fitness center, Högevall.

In the city center

In central Lund

Downtown, Lund

City center with views over Lund

City center - the location talks for itself

one of the best locations in Lund

a home close to the city

A few stone throws away awaits Stortorget and the city's busy shopping area. Grocery stores are located only some 100 meters away and buses can take you wherever you need to go. Schools and nurseries are located within the same proximity. The quality of life as it should be!

Here you find a first class home where you easily can walk or bike instead of taking the car.

Communications are very accessible, buses stop right outside the building. Lund have worked with communications with bicycles which makes it easy to commute within Lund.

The property is located in the city center of Lund on Stora Södergatan, approx. 400m south of Stortorget. The area is very popular, good communications by bus to other parts of Lund and Malmö.

STORYTELLING- real estate agencies

**NAME: STORYTELLING**

**CONCEPT: MOBILE GROUND**

EXECUTION: OFF SITE

MATERIAL: -

**RULES:**

- study how the site is portrayed from three different perspectives; the local newspaper, real-estate agencies & a person who used to live in the area (Arne)

- summarize the findings in various ways

## STORYTELLING

Storytelling, as is revealed by the name itself, consists of stories told by different parties. The perception of a site can form without ever actually physically being there. *Storytelling* tells the story of three very different sources; real-estate agencies, the Newspaper- *Sydsvenskan*, and Arne- a former residence in the area. The three are strategically picked for their very different incentives to tell their stories. Based on general assumptions that the first story mainly intends to sell real-estate, the second to communicate only when something interesting for the public and the third to tell stories about a past reality.

The real-estate market can tell you plenty of the area if you look at the right places. Stora Södergatan is a street in the good parts of Lund. Looking at the prices of the apartments on the street it is easy to figure that one out; it is expensive. Not only the prices tell a story, the word used to describe the location of the property in question can show what the area has to offer. This story is produced with the incentive to sell, it is assumable that the stories are positivistic.

	Window smashed on Stora Södergatan
	Fight over cigarette
Traffic kaos on Stora Södergatan	Store manager seized suspected thief
No tramway in Lund if the state does not pay	Sewing machines were stolen after burglary
Bus kaos when road work started	Three arrested after fight
Bus stop personel will solve the traffic problems	Afterparty end with abuse
Tram stop on Clemenstorget can be moved	Man arrested- tried to steal baby
The bus stop under further investigation	Till sought after store robbery
Here are the road works this fall	Way home from party- shaky
Better behavior on the roads is needed	Thirsty thief arrested from DNA sample
We need more bike lanes in the city center	28 year old prosecuted for attempt to murder
These are the most dangerous paths to bike in Lund	"For how long does one have to be frightened?"
Urgent help for bike lanes in Lund	Two arrested after bus accident
Trams- a 100 year old vision	Cyclist to hospital after accident in Lund
Most dangerous traffic conditions in Lund	He was hit by a bus in Lund
	Woman dead- pushed in front of a bus

The second story is made of Newspaper articles in which Stora Södergatan was mentioned. The newspaper Sydsvenskan is a well-known agency in the southern part of Sweden and has been around for a long time. About Lund they write on a daily basis, and it is from their archives, on the website ([www.sydsvenskan.se](http://www.sydsvenskan.se)), this part of Storytelling is built. Interesting was to try and research in what context Stora Södergatan is mentioned and if these stories are written bringing a positive or negative message of Stora Södergatan to the readers. The articles told different stories about Stora Södergatan, most out of negative sort. Through sorting the headlines into different categories an overview of in what contexts the site is mentioned.

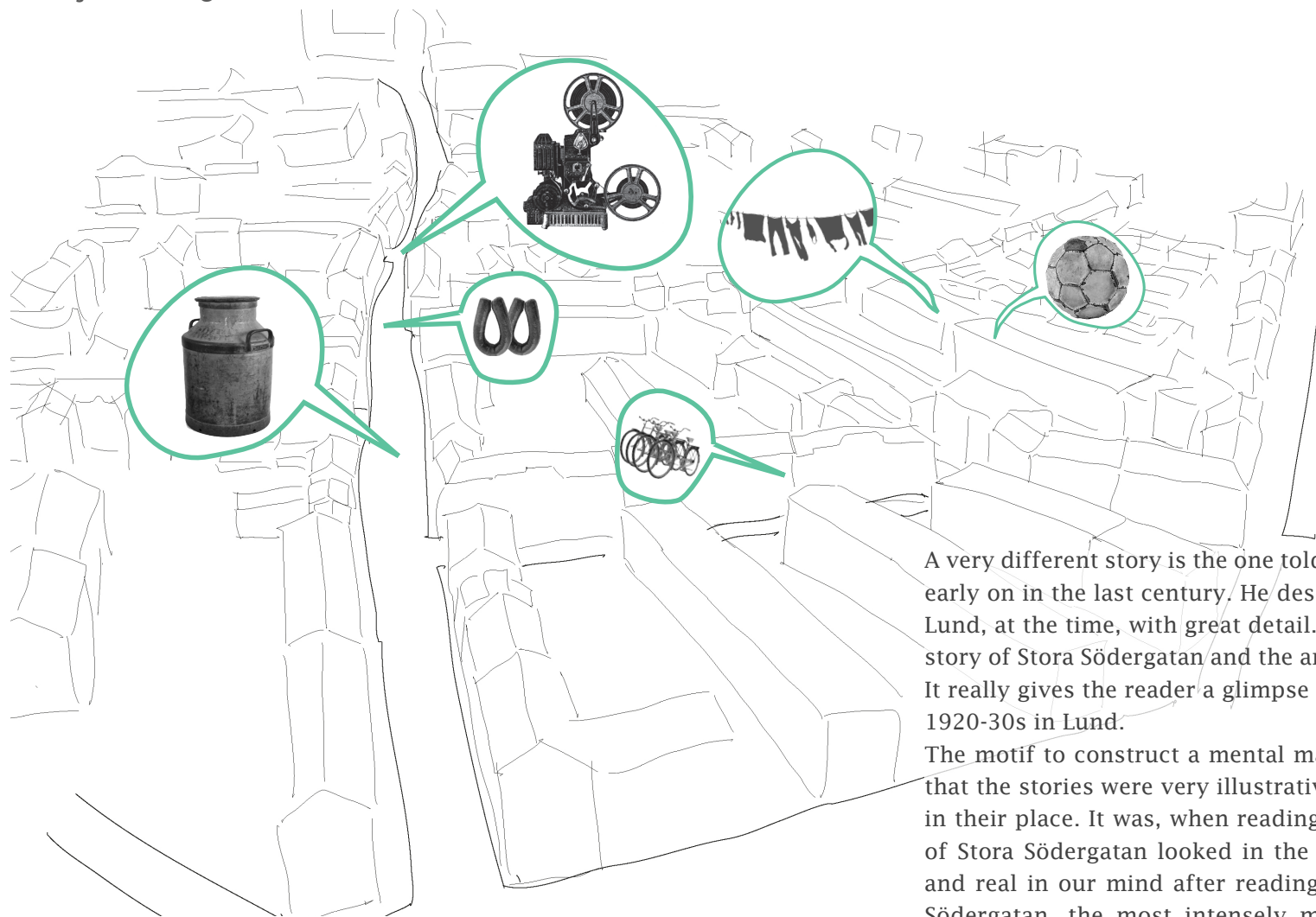
Displayed here is that the CRIME/ACCIDENT column is the largest. However it should be considered that a newspaper often has a majority of their articles about crimes and accidents and that no comparison to other streets are made. Also the TRAFFIC/PUBLIC TRANSPORT column is large, and it can be concluded that also the context of this column often are negative. Only four units are in the ARTS/CULTURE column and six in the COMMERCE, even though it can be assumed that these are important aspects of Stora Södergatan for the inhabitants, business owners and visitors.

### STORYTELLING- Newspaper headlines

Enthusiast combines culture club with gallery	Where to buy vintage in Lund
The sculptor who shaped the culture price	Gym-giants strenhgten their muscles
Culture Club where anything can happen	Tough competition for patients
Your guide to the art of Easter	After 101 years was the last fram nailed
	2027 Botulfplatsen is forgotten
	Full at night

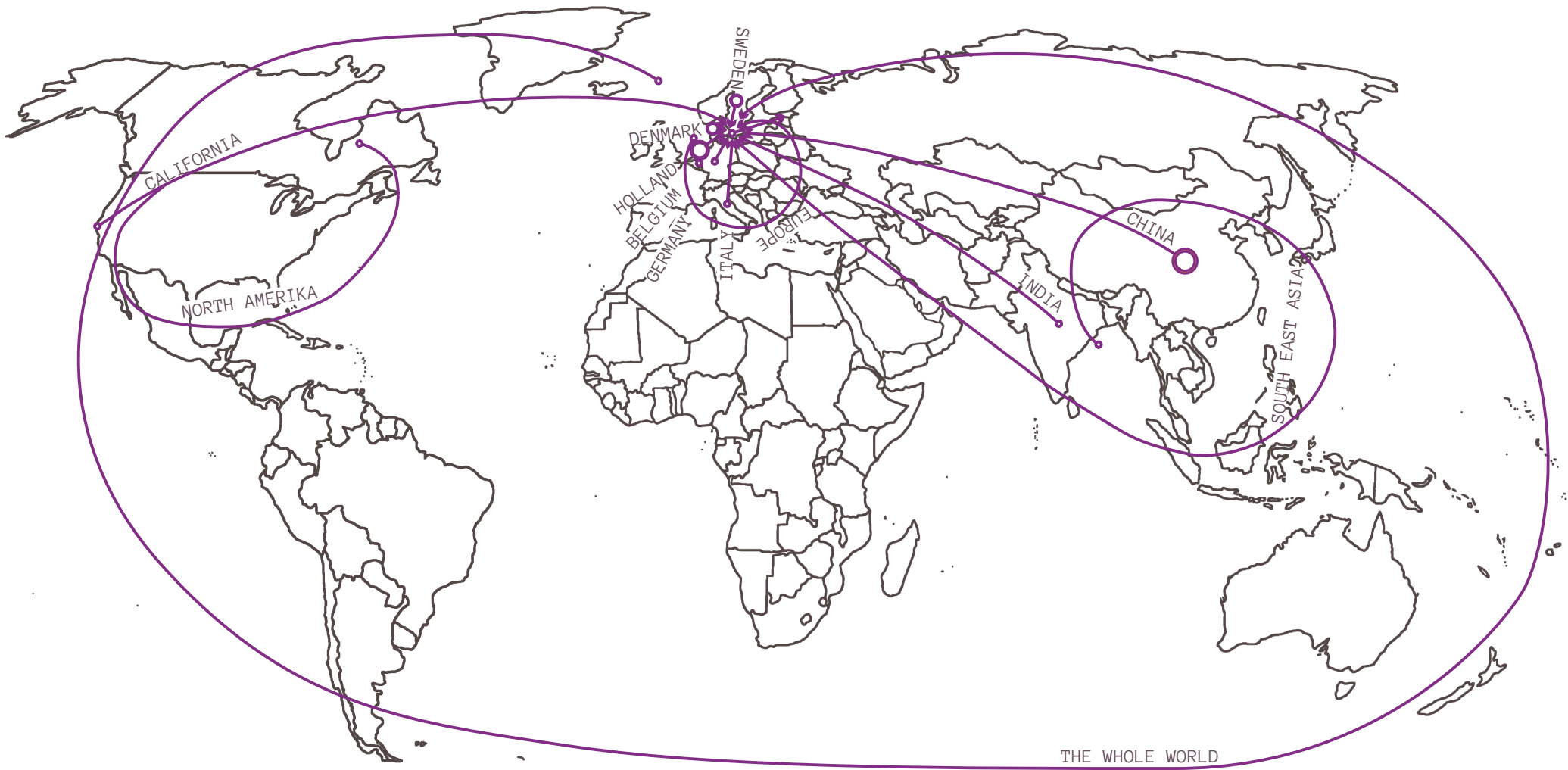
TRAFFIC/PUBLIC TRANSPORT	CRIME/ACCIDENT	ARTS/CULTURE	COMMERCE
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## Storytelling- Arnes stories



A very different story is the one told by Arne, a former residence of the area early on in the last century. He describes his daily life in southern parts of Lund, at the time, with great detail. Arne's story not only shows a personal story of Stora Södergatan and the areas surrounding it, but a historical one. It really gives the reader a glimpse of the daily life on the street during the 1920-30s in Lund.

The motif to construct a mental map of Arne's stories came from the fact that the stories were very illustrative in the written language and localized in their place. It was, when reading, easy to picture how the surroundings of Stora Södergatan looked in the 1930 and hence the images were alive and real in our mind after reading. In the collage you can see how Stora Södergatan, the most intensely marked street, was in Arne's childhood blocks. Stora Södergatan was, according to his stories, a place to go for different purchases in specialized stores such as milk stores and the butcher. It was also the place for entertainment with a cinema. He also talks about streets and courtyards crowded with people; kids playing, old people, working people, errand-boys on bikes. He describes bikes leaned towards the walls and clothes on dry on lines.



LEGEND:

~~X~~ — ~~X~~ = SOURCE OF PRODUCT

● = STORA SÖDERGATAN

➔ = POINTED AT FINAL DESTINATION

## IMPORT/EXPORT

Stora Södergatan as an entity would not function the way it does today without globalization. One thing noticed during observations was the fact that many of the restaurants on the street specialize in Asian cuisine. *Import/Export* aims to map the geographical location of some of the commodities brought in to the businesses on the street and thereby show how globalization enable it to form and program itself.

The information to create this reading was taken from another *site reading- Conversation with Locals* where we talked to the people working in the businesses on Stora Södergatan and asked them to fill out a survey. One of the questions in the survey was about if, and where, they import their

commodities from. In order to summarize the results a world map served as base, since the results showed that the business imported from almost all over the world. The representation can be read in several dimensions simultaneously. Depending on how large the source-dot is, the more businesses on Stora Södergatan have mentioned it as a source of supply. If the source-line creates a circle it has been told that the business brings supply from a larger region, or continent, circled with the line.

As seen on the graph China is the largest supplier to the businesses on Stora Södergatan we have been in contact with. Also our neighboring country, Denmark is a large supplier.

**NAME: IMPORT/EXPORT**

**CONCEPT: UNBOUND SITES**

**EXECUTION: ON SITE**

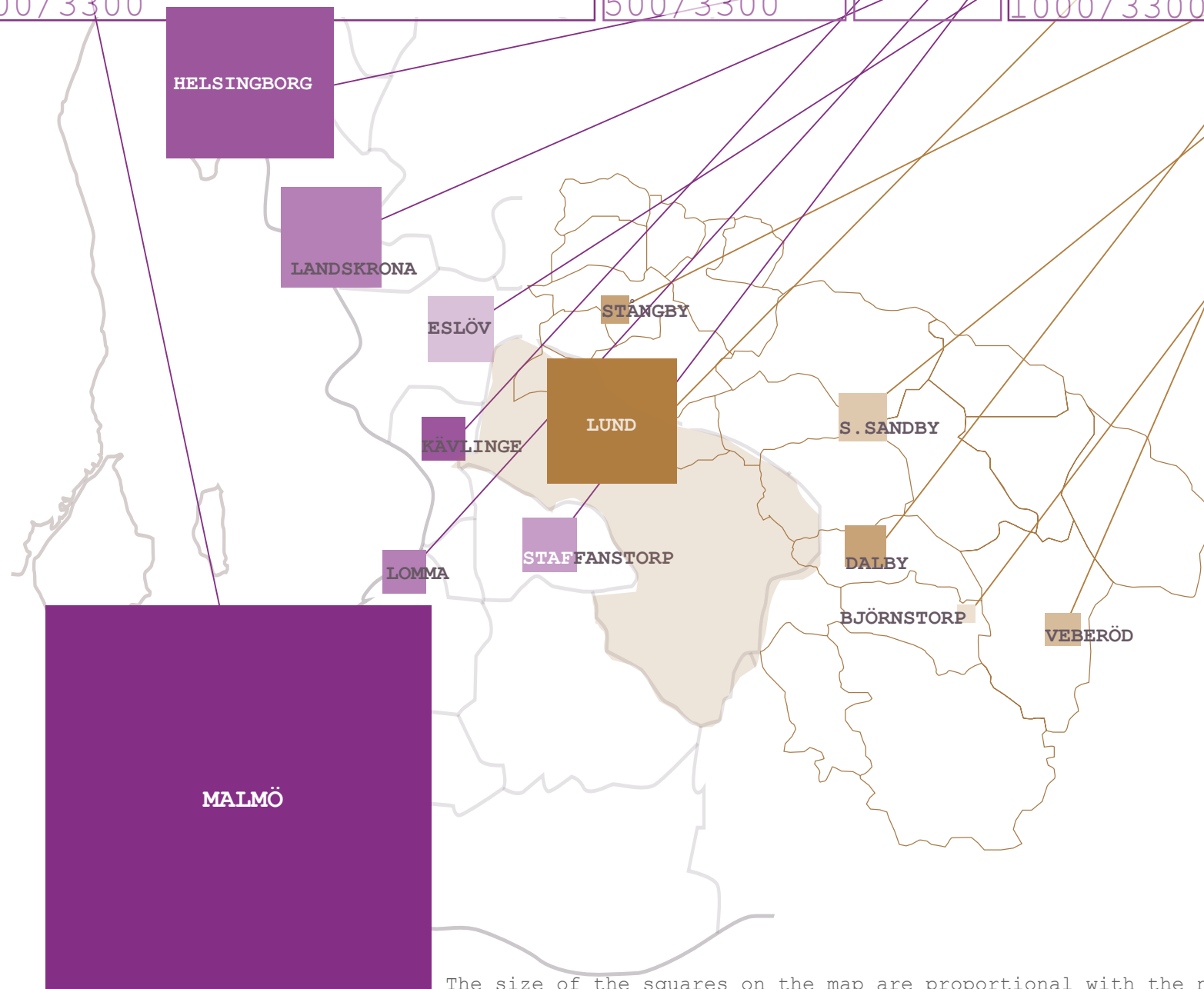
**MATERIAL: -**

**RULES:**

- Based on the reading "conversations with locals", extract results of where in the world the units of the site import their supply from, or export their supply to.

-Generate a map based on the information

POTENTIAL ANNUAL DEVELOPMENT of cities & villages in western Scania in relation to current population

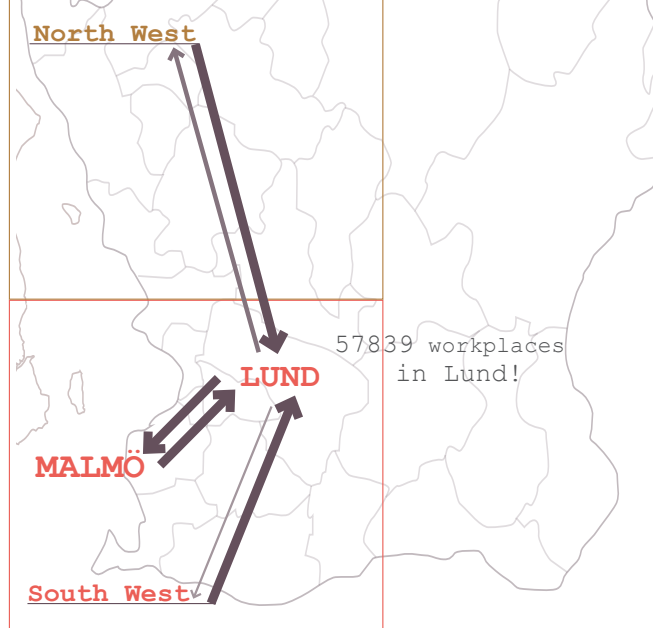


The size of the squares on the map are proportional with the number of inhabitants



## DAILY COMMUTE TO & FROM LUND

-most popular routes



The thickness of the arrows is proportional with the share of commuters

NAME: **HOT&COLD**

CONCEPT: **UNBOUND SITES**

EXECUTION: OFF SITE

MATERIAL: -

RULES:

- Find statistics on commuting and future development rate in the municipality and the region

- Map the results

- Construct graphics with multiple scales simultaneously

## HOT&COLD

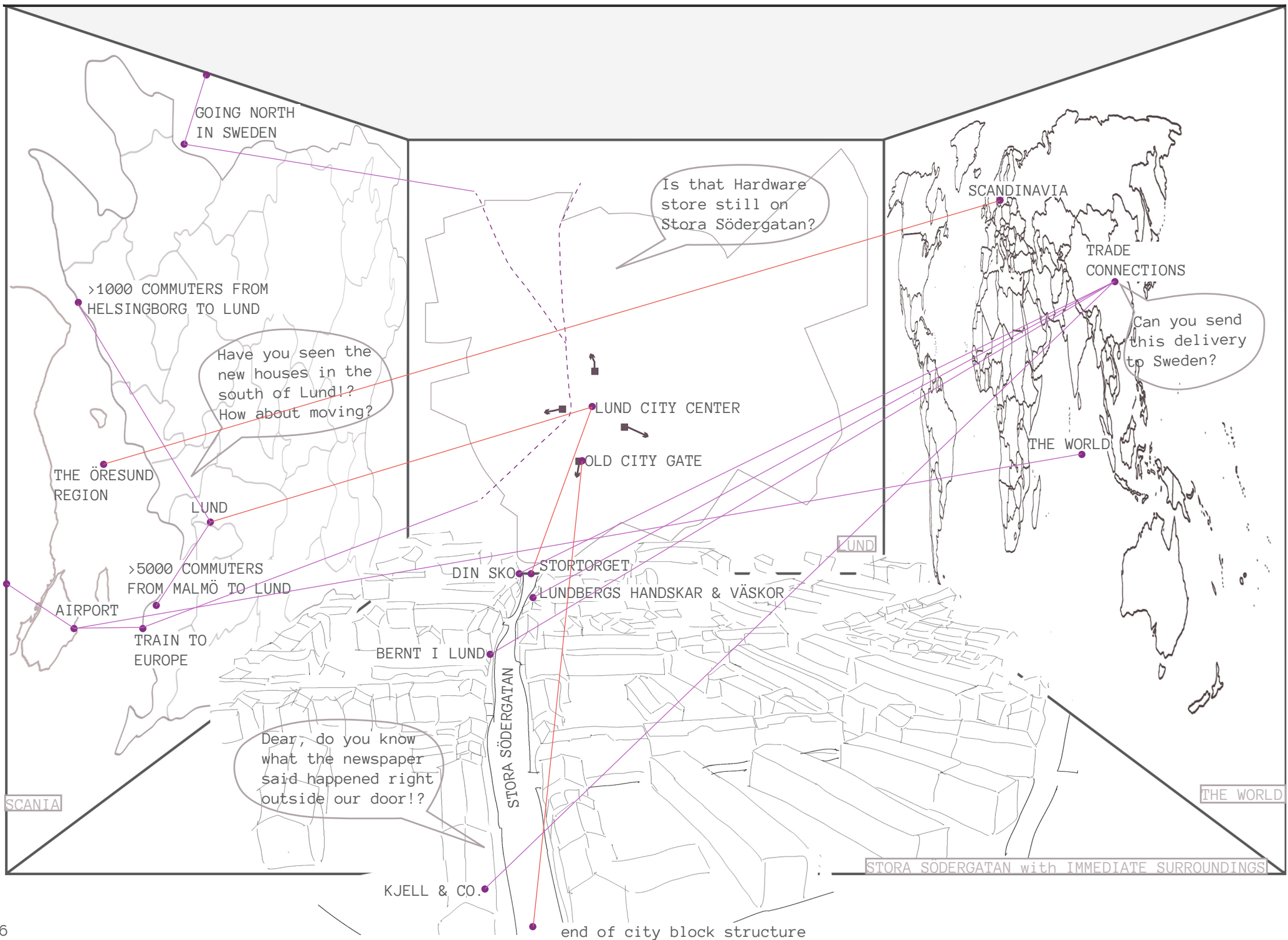
*Hot&Cold* aim to show the relations between Lund and the surrounding cities through envisioning numeric facts combined with geography. Through research of statistics of Lund and the region, this reading gathered information about demographics, commuting, and annual housing development. The outcome of *Hot&Cold* show that Lund is hot, both considering commuting in to and living in.

As seen in the image to the left, almost a third of the building plans in the region, western Scania, are placed in Lund municipality. Within the municipality, the city of Lund has the majority, 52, 7%, of the plans, meaning around 500 new housing units. The development in Lund is high and it is overall within the city center where development will occur and therefore the conclusion is that it is popular to live and study in Lund. The demand

on housing is high, many students need places to live and the population in Lund is fairly young, especially in the city core.

In the western part of Scania, developments mainly occur within the cities that already have the most population. There are a few exceptions, as Kävlinge, where there seem to be a fairly large amount of development even if the city is small.

Even though the commute between Malmö and Lund is quite equal, it is around the double amount commuters to Lund from North West Scania then the other way around, and an even bigger difference from the south west of Scania. One can thereby conclude that Lund is a thriving city within the region.



NAME: **BOX MAPPING**

CONCEPT: **URBAN CONSTELLATION**

EXECUTION: OFF SITE

MATERIAL: SITE READING FINDINGS

RULES:

- Use the findings from all site readings within this section;

Hot/Cold- Unbound Sites

Import/Export- Unbound sites

Storytelling- Mobile Ground

There now, There then- Unbound Sites

Street Hierarchies- Site Reach

- Use the walls of an imagined box to display the results of the readings. Connect dots with imagined strings in order to show how the different scales and matters are interlinked

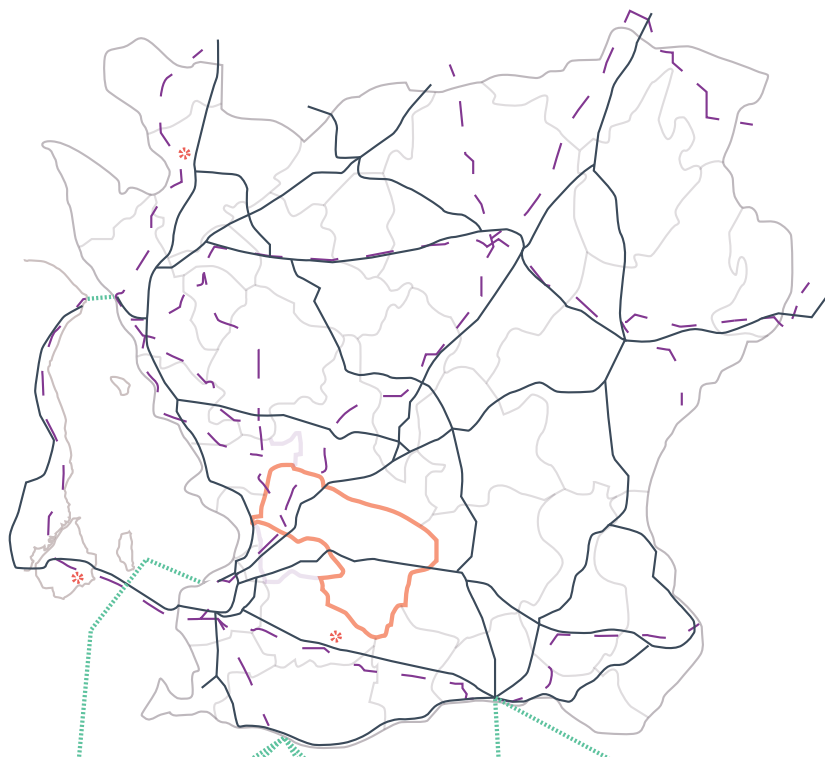
## BOX MAPPING

Constructed from all *site readings* included in *Section C*, *Box mapping* is still more than a combination of them. *Box mapping* is indented to reveal new reasoning when studied closer. When realizing this particular *Section* would do well in the shape of a map, a historically important mode of representing, we wanted to challenge ourselves and make it in a slightly different way. The four different scale levels, one on each wall of the inside of an imagined box, all interact and are in the image interlaced by strings reaching across between the walls of the box, enabling to display how it they touch and connect to each other. The same sites are connected with red strings shedding light on the matter of scale and occasion, when choosing what name to use for a site. The box reveals some of the connections with other parts of the world discovered in this section, using purple string. For example it is possible to see that many of the businesses on Stora Södergatan has trade connections in China. Further, *Box mapping*, can be used to work with as a basis for further inspiration and the connections able to draw are probably infinite.








## D. COLLAGE SECTION

This section consists of a variation of scales and approaches. The *site readings*, all concern the physical construct of the street and how they are linked to the physical surroundings, with such as landmarks and transportation networks. Hence, this section deals with matters visible to the eye and mental images of the site. In *Collage section* we use the opportunity to combine different modes of representation, and this unfolded new ways of using mapping as a part of the process. The *Collage section* consist out of the *site readings Networks, Pick-a-Path, Noticeable, Elevation, Directions, Orientation, Landmarks and Field simulations*.



Provincial networks - Scania





PROVINCIAL SCALE:

-  LUND MUNICIPALITY
-  RAILROAD
-  AIRPORT
-  FERRY LINE
-  MAIN ROAD



Municipal networks - Lund municipality

MUNICIPAL SCALE:

-  LUND CITY
-  RAILROAD
-  REGIONAL BUS LINES
-  MUNICIPAL BICYKLE PATHS



City networks - Lund

CITY SCALE:

- STORA SÖDERGATAN
- - - RAILROAD
- CITY BUSES
- CITY BICYKLE PATHS

**NAME: NETWORKS**  
**CONCEPT: SITE REACH**  
**EXECUTION: OFF SITE**  
**MATERIAL: -**

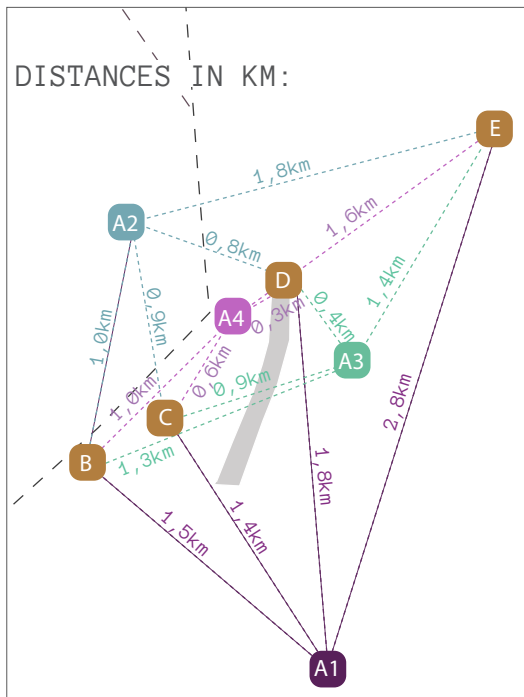
**RULES:**

- Display the different networks available, first hand or through connections, from Stora Södergatan
- Use three different scales and the networks relevant for each level; a provincial level, a municipal level and a city level
- Apply information found on the current situation, do not include future plans or past situations

## NETWORKS

*Networks* is an example of a traditional analysis. It is a mapping of the most probable modes of transport used in three different scale distances; regional, municipal and urban - contexts. The fact that it is such a classical way of reading a site means it might not give very surprising results. Clear is, though, that this way of viewing the site from one perspective only creates a good basis for combining it with other *site readings*. *Networks* is part of the concept *Unbound site* and works together with this concept in proving that the site always is in a clear connection with the rest of the urban, and here even regional, context. The flow of people, the users as the people passing by or as the ones engaging in the activities and businesses on site, are both dependent on the network as is the network a prerequisite for the programming of the site- indirect or direct.

When viewing these images it can be declared that Lund has a very central position in many networks, both provincial and municipal. Thanks to the passing railroad system and the approximate airports and ferry line also a global network can easily be imagined. It can also be said that Lund city has the most well connected spot in the municipality and that most systems derives, or at least passes through the city that works as a central place in the municipality. Stora Södergatan, when moving in the networks, also has a central spot in the city. With city buses on parts of the street and bicycle paths within very close reach, many people can be assumed to be introduced to the site. The railroad is not within immediate distance, but not on an impossible distance and still available through the other modes of transport.

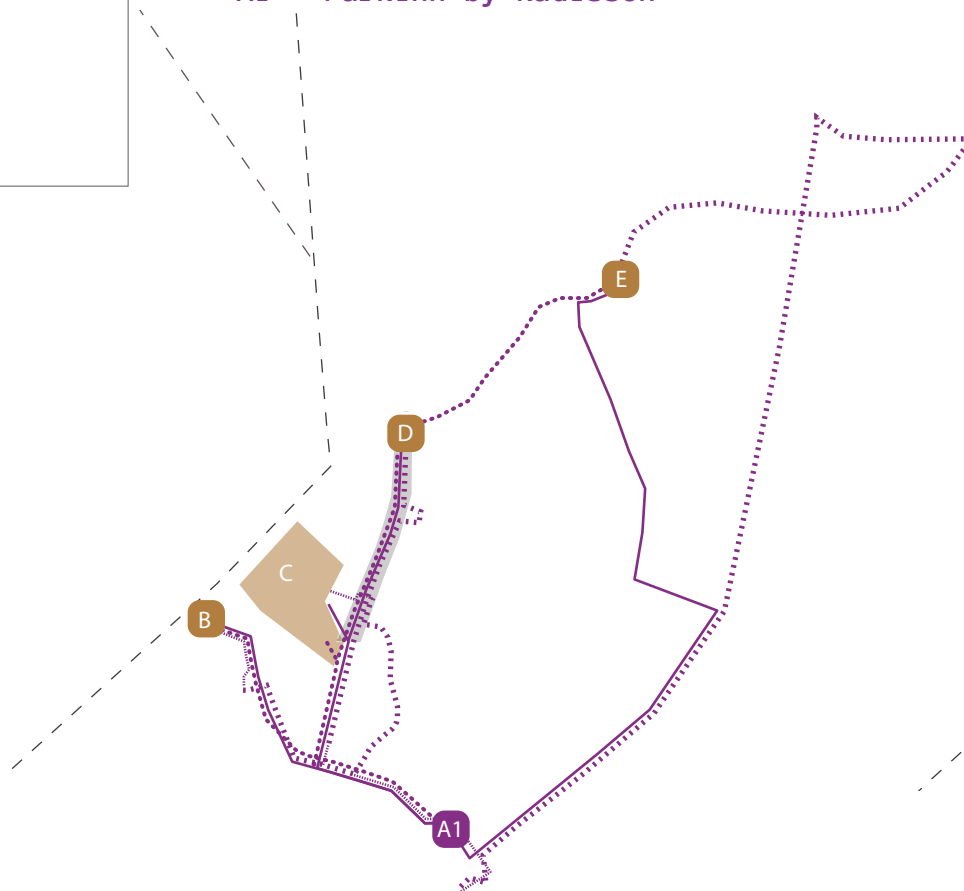


## PICK-A-PATH

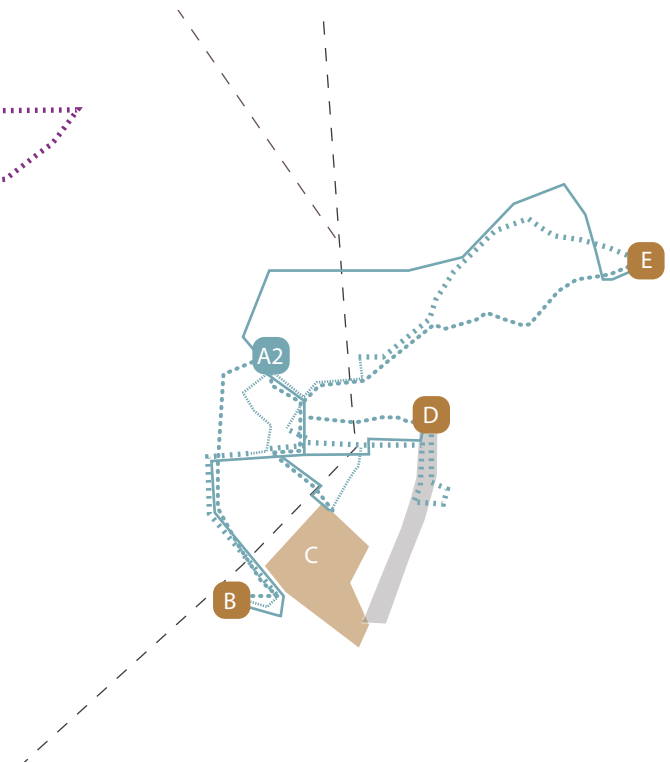
Even though we, in Field simulation (see p. 105), embodied someone else, the target group was that of people using the street on a daily basis. *Pick-a-Path*, though there are similarities, does the exact opposite. Here, the target group is people who possess a limited knowledge of Lund, a visitor. Four hotels, from different parts of the city serve as the base point from which the visitor would start their journey. Secondly, four common points of interests were chosen, serving as the destination point for the visitor.

The four imagined hotel visitors stayed in one of the four hotels (Point A1, A2, A3, A4) and their task was to move from there to the point of interests

A1 – ParkInn by Radisson



A2 – CheckInn Bed&Breakfast





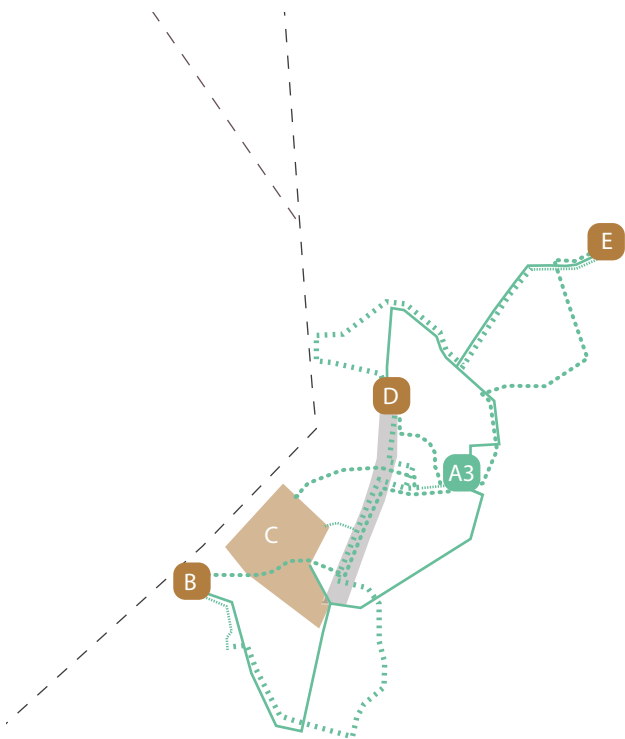
(B, C, D and E) by taxi, by public transportation, and by walking. The aim was to examine whether or not Stora Södergatan, was a part of these paths or not and additionally; what transportation mode would serve as the best option when coming to Lund with a limited knowledge about area.

We are obliged to keep in mind that when we picked the probable paths which these visitors would travel on we used our own knowledge of the city but also online resources such as the travel planner on skanetrafiiken.se and google maps. Thus, the paths shown on the map are all but the only options a visitor has. It soon became evident that the public transportation within the inner parts of Lund did not serve as the best alternative when it most of the time was better to walk than to take the bus. These findings, based

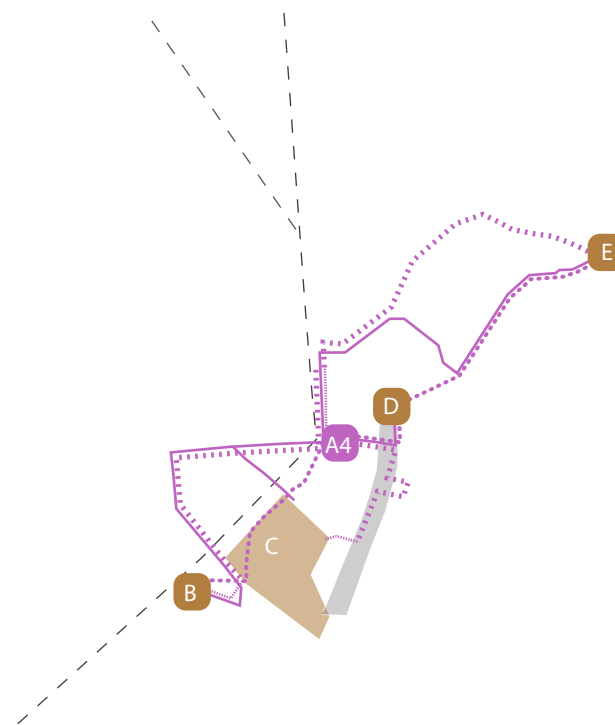
on our own experiences moving around in an unfamiliar environment, however do not conclude that people decide to walk rather than taking the bus or taxi. Moreover, Pick-a-Path concluded that a visitor have the option to choose from several paths which in one sense tells us that the aim of this particular reading is hard to fulfill, and the results shown on the map are subjective.

Stora Södergatan, marked with a grey line, is used partly or fully from all starting points. In most cases the street is used when the bus passes through, but also as a walking path and a road for the taxi ride. When orienting towards a map, the street is easily recognized. Hence it can be assumed that Stora Södergatan is part of the mental picture of many visitors in Lund.

A3 – StayAt



A4 – Grand Hotel



LEGEND:

- B Arenan (The indoor Arena)
- C Stadsparken (The city park)
- D Domkyrkan (The cathedral)
- E Kårhuset (The student union headquarter)
- A1 ParkInn by Radisson
- A2 CheckInn Bead&Breakfast
- A3 StayAt
- A4 Grand Hotel
- Taxi
- ⋯ Bus
- ⋯ Walk to/from bus
- ⋯ Walk

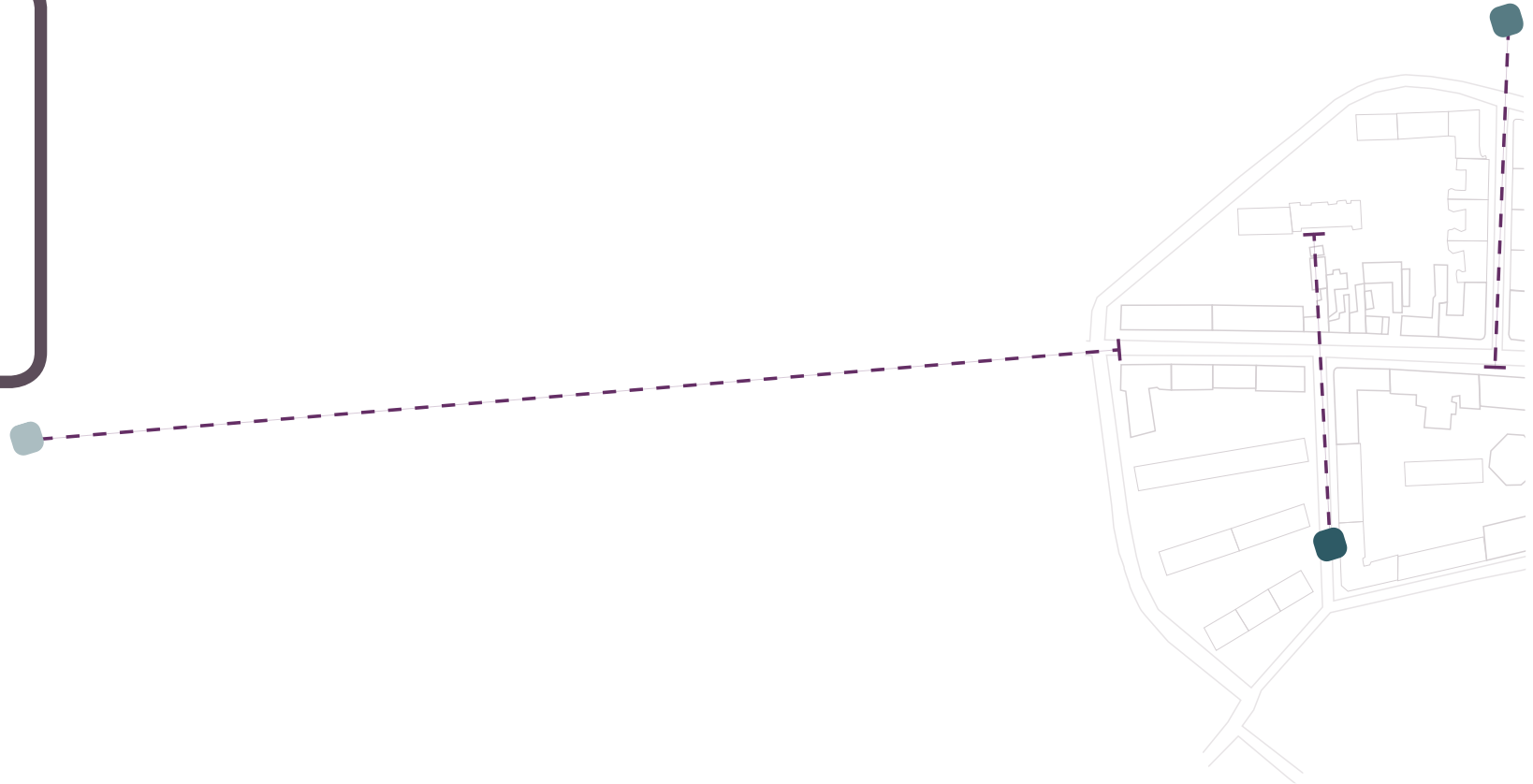
NAME: **PICK-A-PATH**  
 CONCEPT: **SITE REACH**  
 EXECUTION: OFF SITE  
 MATERIAL: -

- RULES:
- Choose 4 hotels in the city and 4 points of interest
  - Calculate how an imaginary visitor might move from their hotel to their destinations by foot, taxi and public transportation
  - Map the routes taken on maps separated by hotel

NAME: **NOTICEABLE**  
CONCEPT: **SITE REACH**  
EXECUTION: ON SITE  
MATERIAL: MAP ON IPAD

**RULES:**

- Use all of the streets directly connected to the site
- Walk every street and note from what spot it still is possible to see the site
- Mark the spots on the map



## NOTICEABLE

*Noticeable*, part of the *Site reach* concept, aim to investigate how far away Stora Södergatan is visible from the adjacent streets. The reading itself was easy and straight forward to execute, but revealed how in some areas one have to be very close in order to notice the street, whereas on others further way. *Noticeable* give an understanding on how the street is seen from the outside, which is important when trying to understand where Stora Södergatan is positioned in the city.

From two streets, firstly the extension south, *Malmövägen*, and secondly from *Västra Mårtensgatan*, a cross-street in the north parts reaching east, Stora Södergatan is visible from far away. The fact that you see Stora Södergatan from far south might allow defining the street itself as an orientation mark at least when familiar with it as leading straight into

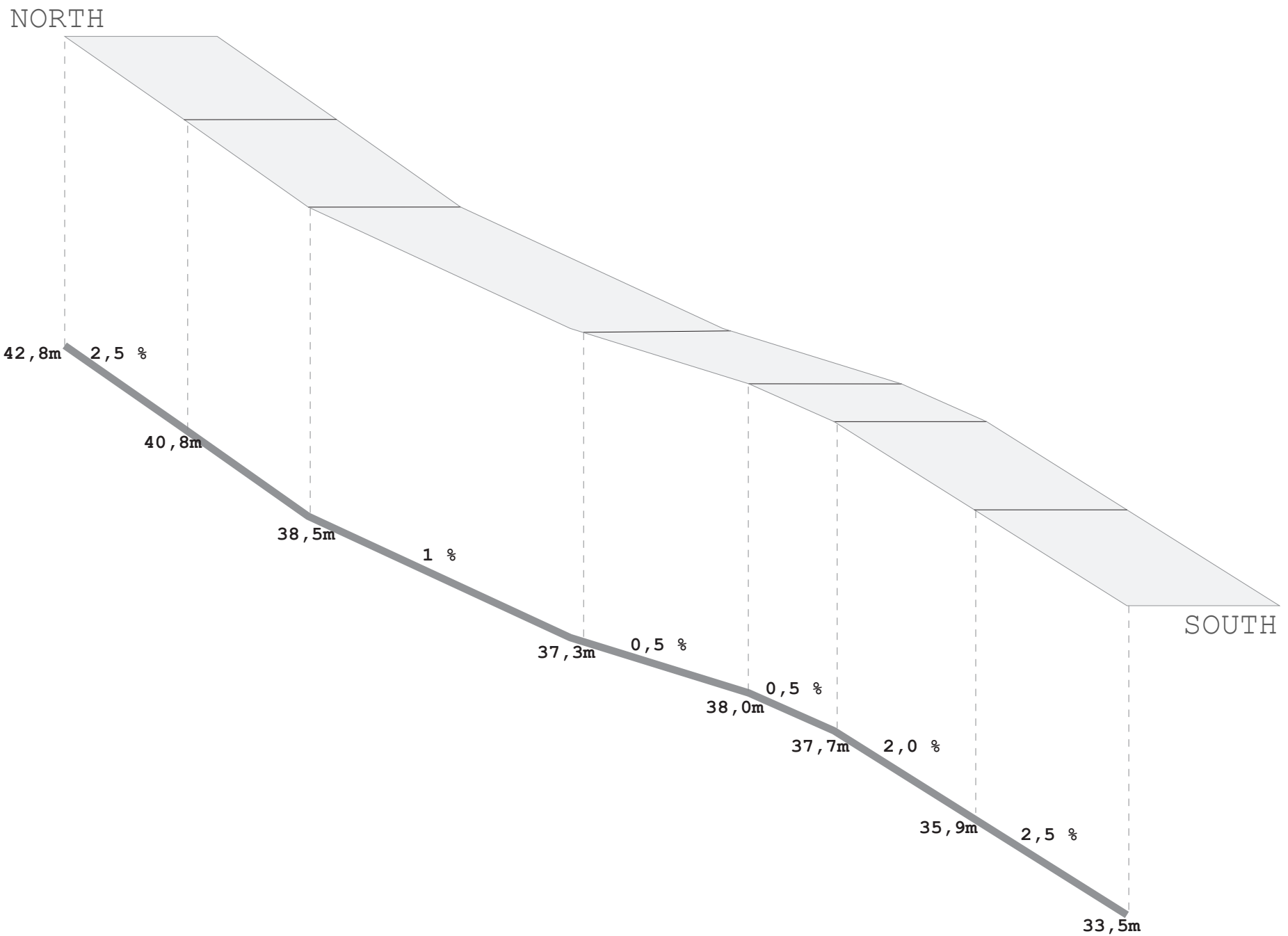
the central parts of Lund. Further, the fact that the view through Västra Mårtensgatan starts on the square Mårtenstorget, also central Lund can be considered as Stora Södergatan being present and noticed by people active on other areas of the central parts of Lund then merely on the streets surface itself.

From several streets Stora Södergatan can only be seen when close. The main reason for this is that the connected streets are bendt or narrow. Another thing worth noticing is that the connected streets views towards Stora Södergatan very often end on the street, when reaching one of its facades. This can partly be explained with that almost all of Stora Södergatan has high facades aligning the street. An exception is seen from Tullgatan in the south where the view can reach above a house and to facades on the other



side of a courtyard. Further it can be explained with that all connected streets, except Södra Esplanaden prolonged into Gyllenkroks Allé, does not have an extension on directly on the opposite side of Stora Södergatan but does all end, or start, there. This reading, as a part of the *Site Reach* concept is, as *Networks*, examining how the outside is connected to the site, and vice versa. Whilst performing *Noticeable* the question of what the street has to offer it's surrounding aroused. The wish to further research what on Stora Södergatan one could orient oneself from gave inspiration

to other readings and whether there are any landmarks on the street or seen from the street is further investigated in *Orientation* and *Landmarks*, later in this section. Even though the street can be seen from its surroundings it does not automatically incline that Stora Södergatan is noticeable per say. It is a matter of who the subject is, and whether he or she recognizes the fabric of Stora Södergatan. Hence, it is a matter of whether or not the local knowledge of Lund exists.



An elevation-section of Stora Södergatan from south to north with a 10x exaggeration in height

**NAME: ELEVATION**

**CONCEPT: SITE CONSTRUCTION**

**EXECUTION: OFF SITE**

**MATERIAL: -**

**RULES:**

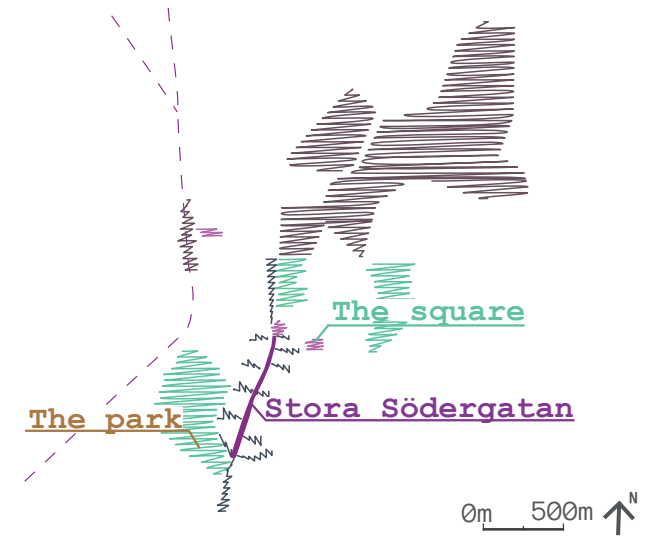
- Use available elevation data and create a section

- Calculate the percentage from one point to another and mark the slope

## ELEVATION

Constructing the *Elevation* image was made from pure data, the elevation data from all crossings on Stora Södergatan. The image displays an exaggeration by x10, in order to give the viewer a direct overview of its slope. It can be observed that the elevation is a slight slope from north to south. At the start and at the end the slope is the most clear averaging a 2,5% angle. In the middle, the slope even goes the other direction, though only with a 0,5% slope from south to north. When this direction meets the 1% slope, also this slight slope can be perceived as a heavy slope.

Names :		Names a direction	Points / Indicates	Gives correct direction	Gives wrong direction	Don't know	Don't know but tries
The square	x Tempo, Åhlens	x		x			
						x	
						x	
						x	
	x Åhlens			x			
		x	x	x			
		x					
		x				x	
	x Åhlens	x					
						x	
The park	x The signal light (Rödljuset)	x		x			
	x Up towards the center. Åhlens, Domkyrkan	x	x	x			
	x Katedralskolan	x	x	x			
		x	x			x	
	x Mejeriet	x	x	x			
		x	x	x			
	x The signal light (Rödljuset)	x	x	x			
	x The signal light (Rödljuset) The long street. Towards town	x	x	x			
	x Mejeriet. Kjell & Co	x	x	x			
	x The signal light (Rödljuset) Malmövägen.	x	x	x			
x The train station	x					x	
x The churches and the squares	x		x				



**NAME: DIRECTIONS****CONCEPT: MOBILE GROUND**

EXECUTION: ON SITE

MATERIAL: CHART &amp; PEN

**RULES:**

- Outline two areas within the same distance from the site
- Ask people passing if they know where the site is located
- After the subject has left, fill in the chart and continue with next subject

## DIRECTIONS

The theme of local knowledge initialized this *Mobile ground* reading. The reading is based on asking people, on a minor distance from Stora Södergatan, for the directions to get there. Since this reading consist of contact with the public it was especially important to create a framework before executing the reading. Defining in advance what kind of data should be collected and how it was to be done qualified this reading as a structured observation. It was thought of as important to be absolutely clear what kind of actions and words that were to be noticed, in order to obtain the purpose and to examine the local knowledge of Stora Södergatan. A simple chart is used where definitions are put into categories. Through observing the persons answer, with possible pointed directions and/or the usage of names of places such as landmarks, for an instance we attempted to gain greater understanding of how the subjects know the street. *Directions* was executed on two different occasions on two different locations with the same distance from Stora Södergatan. Mårtenstorget, one of the central squares, on a Saturday afternoon and Stadsparken, the central park, on a

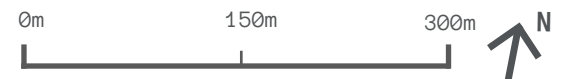
Tuesday afternoon. The hope was to capture two very different crowds by doing so. On a Saturday more people from outside Lund visit the city center, whereas the people using the park on a Tuesday are more likely to live in the neighborhood. For that reason our results were not surprising. All but one subject had knowledge of the location of Stora Södergatan and the ability to give a correct description of how to get there from the park. Out of 12 subjects on Mårtenstorget, though, only about half knew where Stora Södergatan is. Worth noticing was that most of the ones who did not know the direction expressively said that they were not from the area. Regarding the overall knowledge of the street it can be said that, based on these observations, that amongst the inhabitants of Lund the knowledge is high. Though, observing behavior is individual these results are assumptions and further observations are needed if the data was to be used in more a scientific way and not as it is used in this project, as an indicator of general knowledge rather than a “truth” of existing conditions. The result varied but overall is the knowledge of Stora Södergatan seems to be good.



LEGEND:

● VIEW POINT

— END POINT





**NAME: ORIENTATION**

**CONCEPT: SITE CONSTRUCTION**

**EXECUTION: ON SITE**

**MATERIAL: CAMERA**

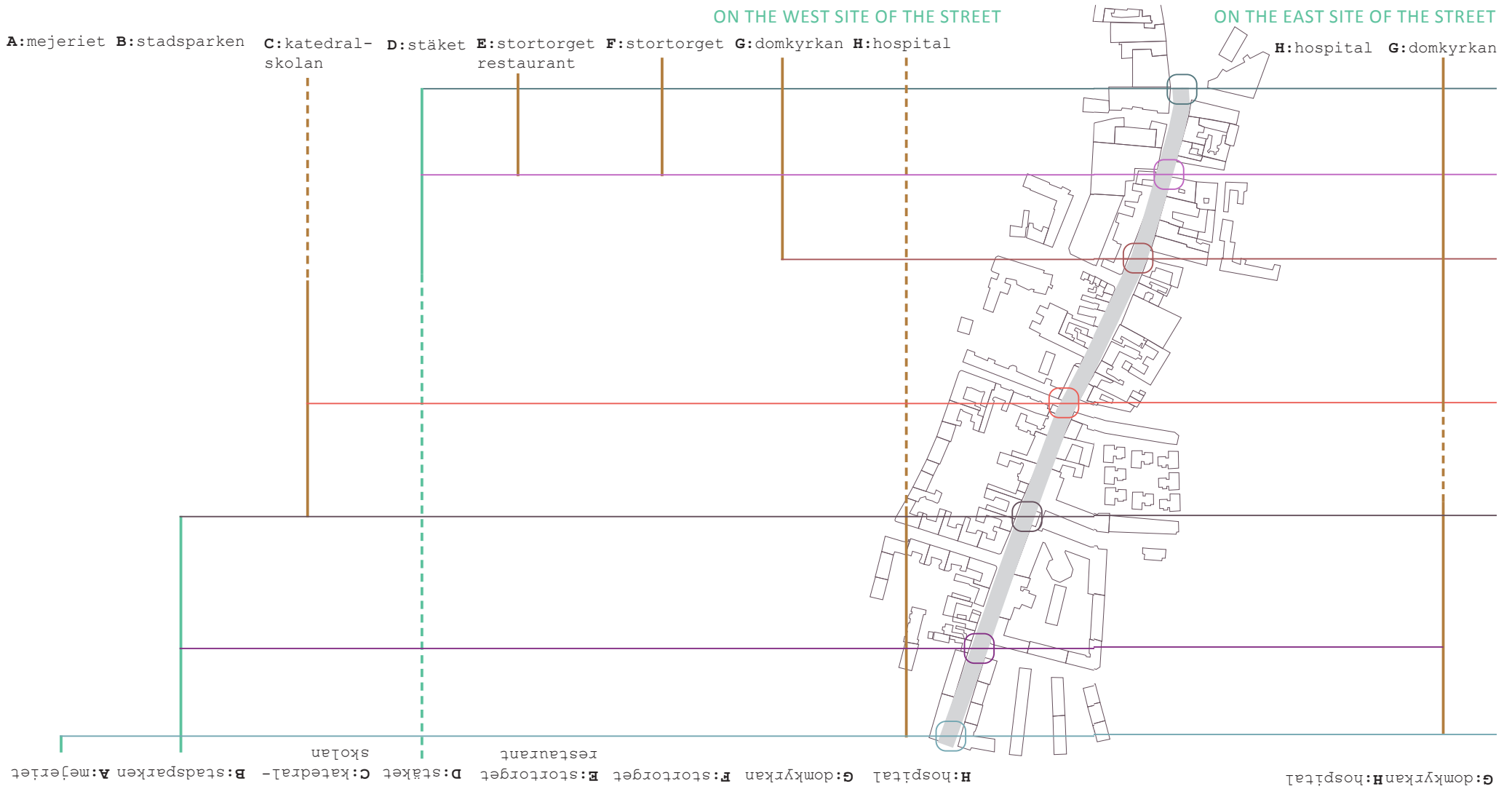
**RULES:**

- Take photographs from every intersection, north & south
- Organize the photographs and take notes of how far one can see towards the south and north
- Mark the viewpoints and the end points in both directions on map

## ORIENTATION

As part of the *Site Construction* concept, *Orientation* aim to examine how the physical form of the street itself interacts with its surroundings regarding the ability to orient oneself on the street. *Orientation* therefore deals with how far one can see standing on a certain point on the street. *Orientation* is a clear example of how important on-site observations actually are. Since sightlines has to do with many aspects it is not fully predictable until on spot. However, it has a lot to do with the elevation and the curve of the street, and the on site observation gets more interesting when put in comparison to other readings such as *Elevation*. Combined with the numeric data it allows the observation to represent a truth that sometimes is important in design or planning of a site.

*Orientation* enabled a greater view of Stora Södergatan. It was surprising how its curve changed the ability to orient oneself, as well as its elevation made it possible to see far up north from the southern parts of the street and not from the northern parts. Since this reading almost became two parts, we allowed ourselves to represent our findings in two different manners- a chart with sight lines and a three dimensional section.

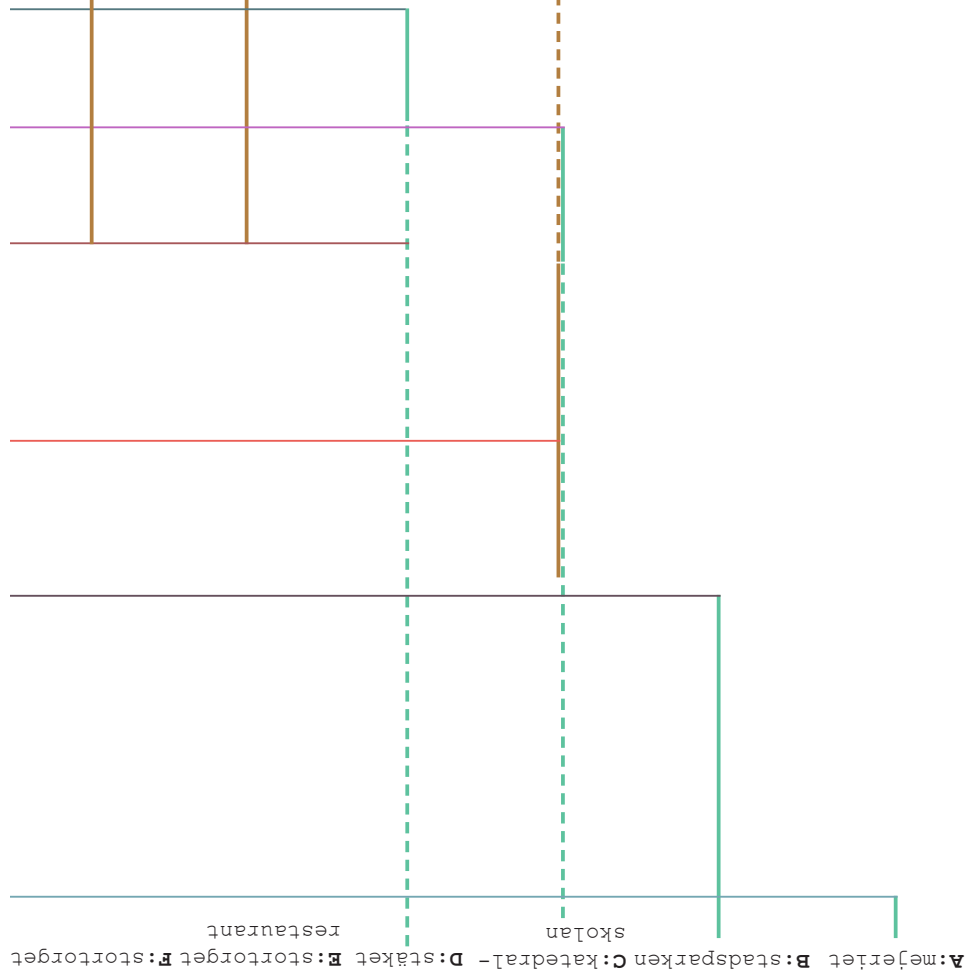


## LANDMARKS

*Landmarks* is a reading that might look more complicated than it is. The image represents the sight, or the lack of sight, from standing in the crossings of the street looking towards the landmarks. The landmarks are buildings and public places well known in Lund and visible from, at least part of, Stora Södergatan. Some of them are on the street and some are far away. What they have in common is their well-known appearance, and

hence the ability to orientate according to them. Domkyrkan is an example of this as the church, which was built in the 12th century has become one of Lunds most legible landmarks, with its large, grey appearance. In the image it is shown how Domkyrkan is within sight almost the whole time when on the east side of the street, it is only from the dark brown marked crossing you do not see it. If on the west side of the street however the church is only

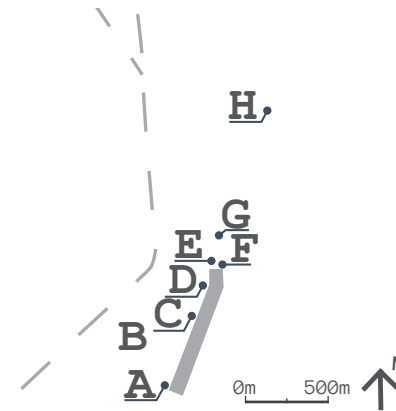
F: stortorget restaurant E: stortorget restaurant D: stäket C: katedral- skolan B: stadsparken A: mejeriet



LEGEND:

- Direct sight line- North
- - - Broken sight line- North
- Direct sight line- South
- - - Broken sight line- South

LANDMARK LOCATIONS:



NAME: LANDMARKS

CONCEPT: UNBOUND SITES

EXECUTION: ON SITE

MATERIAL: CAMERA

RULES:

- Establish landmarks in any way visible from site
- Observe, from every intersection on site if any of the landmarks are visible, looking north or south
- Take photographs and notes to remember

visible from the three most northern crossings of Stora Södergatan. Also the Hospital is visible only from selected spots of the street. The hospital is positioned far up north from the street. Even if that is the case, it is only visible from the two most southern crossings, and only if on the west side of the street. Further, Katedralskolan, a school, is one of the landmarks that is on the street. Even so it is only visible from the most nearby crossings,

only from the east side of the light purple crossing when looking south, and from both sides of the red and the dark brown crossings when looking north. Landmarks can be considered important if wanting to define Stora Södergatan as a site on which you can reach, or have many landmarks in sight. Hence, it is important to be aware of the variations along the 700-meter long street. From some positions the landmarks will be out of site.



NAME: FIELD SIMULATION

CONCEPT: **MOBILE GROUND**

EXECUTION: ON SITE

MATERIAL: PEN, NOTEPAD

**RULES:**

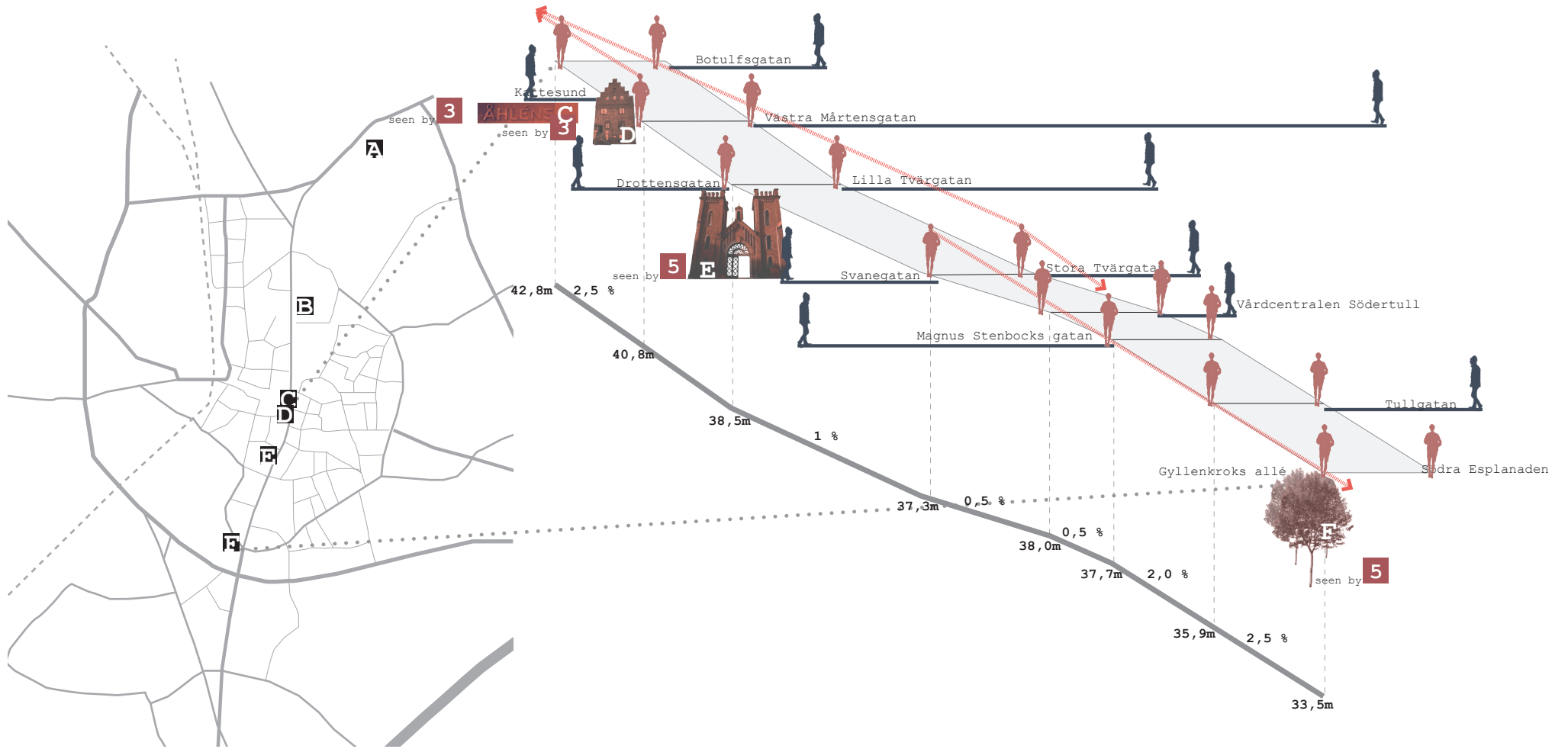
- Choose characters who are using the site in different ways
- Try to embody a character, one at a time
- Each time, walk the street from south to north, sketch what catches your eye when you are acting as another character

## FIELD SIMULATION

Reaching all target groups and users of a site is hard, next to impossible. Having knowledge of different individuals' experience is possibly even harder. Knowing who the common user groups of a site might be and their general strand of thinking and probable point of views is, however, not impossible. By using our site knowledge and unstructured observations we were able to pinpoint ten different characters, possible to be not quite unlike people with regular business on Stora Södergatan.

The different characters were; a car driver, two parents on parental leave, a pensioner, an expecting mum, high school students, a bus driver, a 5-year old, a mailman, a jogger and a student cyclist. Further, these characters were embodied in their movement from south to north on the street. The rules in this specific reading were important to establish beforehand. The ten characters needed to have an errand, which brought them to the street, their end destination did, however, not have to be on the street.

Five characters were assigned to each of us and the rules allowed us to execute them whenever suitable to do so. The task of embodying someone else is definitely subjective. The researcher is obliged to leave their own perceptions and values behind and try to see the street as that specific character would see it. When put like this it must be said that the reason behind this Site reading had to do with the fact that during our years as students the way we look at the environment we are in often change depending on what class we are enrolled in at that moment. For example, after having learned about site engineering the only thing one could think of what the construction of the urban environment, but after having read about densification all the empty plots in the city all of a sudden appeared as the most important of all. This insight was why *Field simulation* were not as alien to us as it might have been to another researcher. We have been trained to change glasses to look at the landscape from different angles.



NAME: **COLLAGE SECTION**

CONCEPT: **URBAN CONSTELLATION**

EXECUTION: OFF SITE

MATERIAL: SITE READING FINDINGS

RULES:

- Use the findings from all site readings within this section;

Networks- Unbound sites

Noticeable- Site Reach

Directions – Mobile Ground

Orientation- Site Construction

Landmarks- Unbound Site

Pick-a-Path- Site Reach

Altered realities – Mobile Ground

Elevation- Site Construction

- With base point on the street as a section, create a knowledge based collaged on the findings.

## COLLAGE SECTION

Based on physical and visible attributes of the site *Collage section* is built to give the viewer an example of a selective view. In center is the street, outlined axonometric according to its elevation, but more visible and in colour are people and buildings. The representational methods combined in *Collage section* are chosen for their ability to show different scales and dimensions separated and combined. The construct served as a base to show the results from *Noticeable* and *Orientation* in relation to the street. The map over the city serve as a base for the other *Site readings*. Even if the exact location of something not always is needed, it was desirable to localize some points in order to show how they relate to the street and the city as a whole. The image is built around what people see when on the street, due to the streets shape and its relation to its surroundings, and further how far on the street one can see. It is for example shown how

you when on the crossing Stora Södergatan and Svanegatan can see all the way down to the end of the street, but if crossing Stora Södergatan and stand in the crossing with Stora Tvärgatan instead the sight is dramatically decreased and reaches only to the next crossing, Magnus Stenbocksgatan.

It is also shown that even though the hospital is on an elevated position it is only seen from two crossings on Stora Södergatan. *Collage section* was created to show the physical construct of the street as a whole. Some data is lost from the other readings included, but new dimensions appear. It shows how it is possible to combine different representational modes and simultaneously gaining knowledge about a site.

## E . STOP MOTION

*Stop Motion* is a representation made out of five *Site readings*; *Intensity*, *Night Light*, *Open / Closed*, *Weekly Snapshots* and *Time Mapping*. Dealing with similar topics, they complement each other well as they all strive towards detecting a somewhat constant rhythm or sequence of the day, week, or year, on Stora Södergatan.



## STOP MOTION

The *site readings* in this section complement each other in a particularly harmonious way. Even though they cover different matters they build on different aspects of the same activities- the daily life on the street. Why does it occur and who is taking part? Since the site borders were the same in all readings in this section the task of creating a representation of the *site readings* seemed easier. The sequential construction of the *site readings* served as guidance in the decision to construct a stop motion movie, with their rhythmical character as the main inspiration. When creating the movie, the preparations, we realized, were the most important. Thus, many of the Site readings had to be assembled carefully beforehand so that the making of the movie could run smoothly. The movie is a quick sequence that quickly passes by, though packed with information on several levels; light and dark, time and day, as well as symbols for people and opened or closed businesses, simply mapping the daily rhythm on Stora Södergatan. However we realize, that the speed



Scan the QR-code, please!

that this information should be taken in is short which make the viewer to create their own perception of how the site works and acts. Though, it is clear that if more detailed information is wanted, the mode of representation has scaled off the *Site readings* layers of information and what remains is a fraction of our findings which will be further explain in this following section. Compared to other representational modes where the observer have time to in depth unfold layer after layer of information, the *Stop Motion* operates differently- in a simplifying manner. On the other hand, simplifying the findings unfold a complex reality otherwise hidden, which works well in this particular setting. The *Stop Motion* show how the daily life on Stora Södergatan looks like and is therefore highly relevant to the future discussions about that particular topic. During afternoons and around lunchtime on a Saturday the life on the street is thriving, these are the few moments when the stores and the businesses are open and the pedestrians have the opportunity to stop and shop and contribute to the overall public life.

**NAME: STOP MOTION**

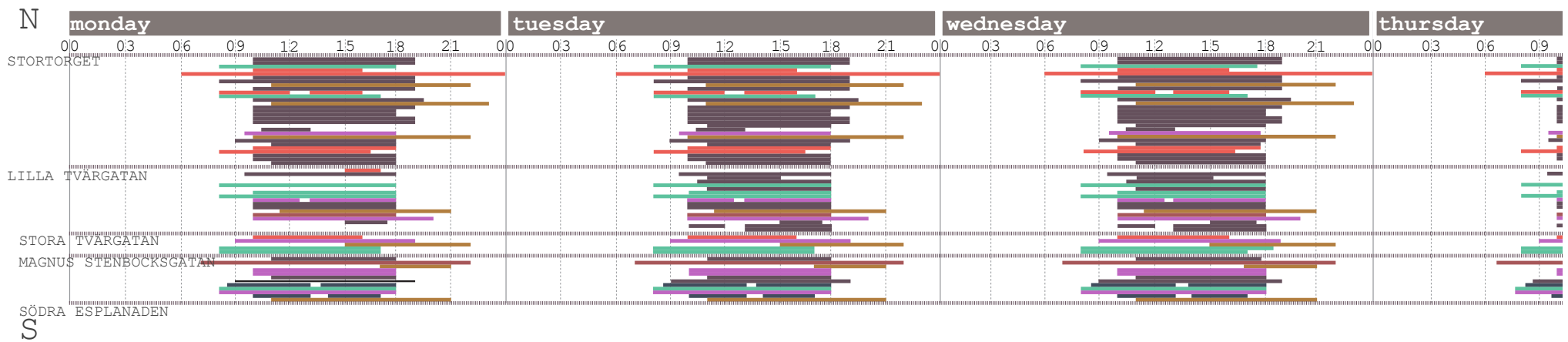
**CONCEPT: URBAN CONSTELLATION**

**EXECUTION: OFF SITE**

**MATERIAL: SITE READING FINDINGS**

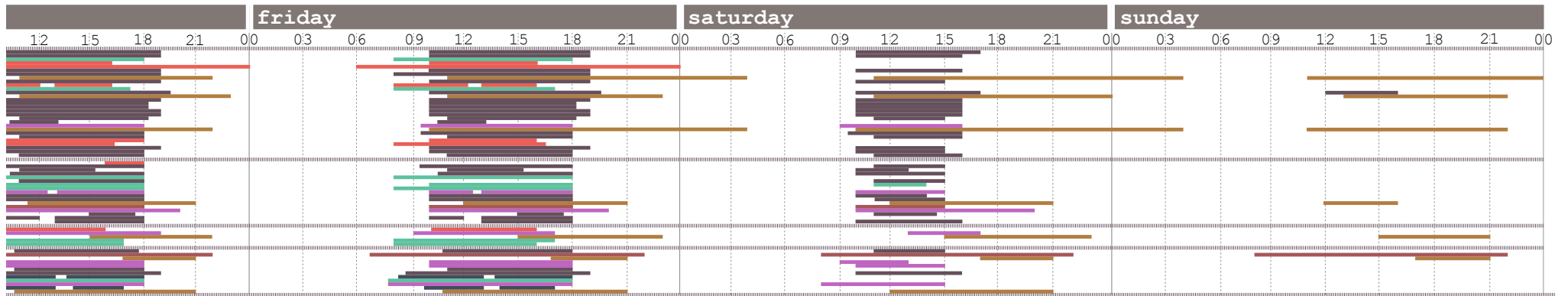
**RULES:**

- Use the findings from all site readings within this section;
  - Intensity – Site Reach
  - Weekly Snapshots – Mobile Ground
  - Time Mapping – Mobile Ground
  - Open / Closed – Site Construction
  - Night Light- Site Construction
- With the idea of a Stop-motion movie as a base, build a model which includes all the site readings above.



## OPEN/CLOSED

This *site reading* is designated the concept of *Site construction* as it depicts a construction both physical and programmatic. *Open / Closed* lists and maps all opening hours and simply displays these hours throughout a week. Different colored lines represent the type of business open. Additionally, the location of each business is mapped in order to understand how they are spread out on the street. Through dividing Stora Södergatan into four equally long sections, about 170 meters each, and map how many businesses are located within each section, the distribution of businesses can be compared. One can then see that there are more businesses in the northern part of the street, most of them stores. Another conclusion of *Open/Closed* is that Stora Södergatan hosts a wide range of businesses- from



healthcare to children's clothing. Even if the range is wide the opening hours are similar on most of them, with few exceptions. The restaurants and the grocery store are the businesses with the latest opening hours and contribute to some opportunities for life after dark even though they are spread out. This method of mapping also allows for several aspects to be compared and contrasted in the same graphic. Only by looking, it is evident that during weekends then otherwise quite consistent, pattern is altered. On Saturdays fewer stores are open but the restaurants are open later than a weekday, not counting Fridays as one. On Sundays, almost nothing is opened, surprisingly not even some of the restaurants.

**NAME: OPEN/CLOSED**  
**CONCEPT: SITE CONSTRUCTION**  
**EXECUTION: ON/OFF SITE**  
**MATERIAL: CAMERA**

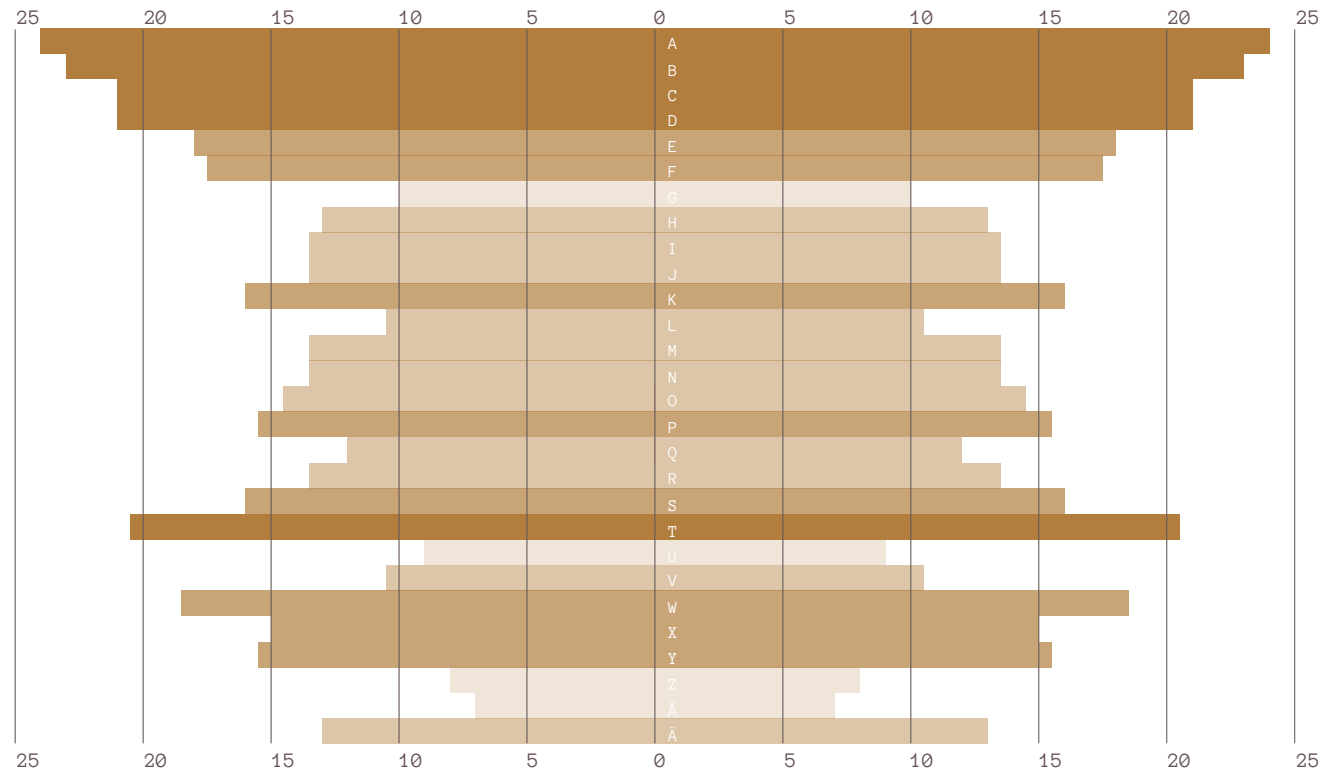
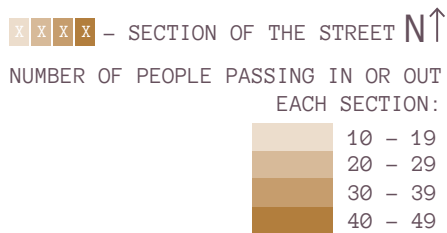
**RULES:**

- Establish the opening hours of every business with the address "Stora Södergatan"
- Categorize the business based on the service provided
- Divide the street in to four sections (170 m/per section)
- Map all businesses in the four sections based on when they are open

NAME: INTENISTY  
 CONCEPT: SITE REACH  
 EXECUTION: ON SITE  
 MATERIAL: NOTEBOOK,PEN,TIMER, 2 PERS.

- RULES:
- Divide the street into 25 meter long, rectangular sections. Team up two people counting and mark the start and end of the section by their standing positions
  - Count every person crossing either of the four edges, including doors and adjacent streets, during one minute
  - If the numbers differ between the two persons counting, an average is calculated

LEGEND:



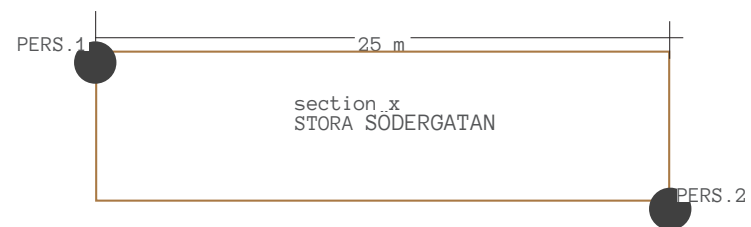
## INTENSITY

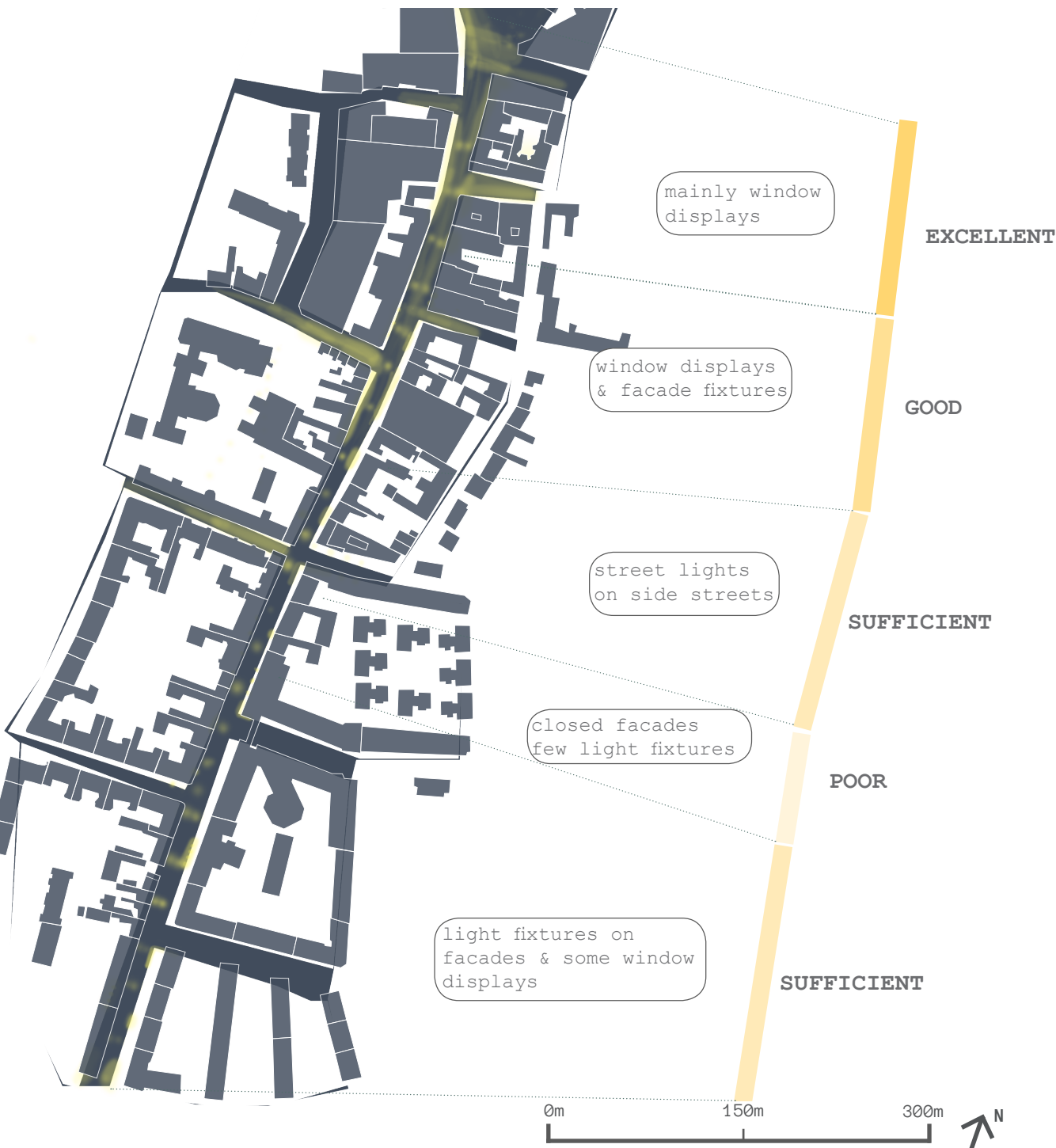
*Intensity* is performed according to the *Site reach* concept. It is defined as a part of this concept since it detects the movement between the direct surroundings and the street. *Intensity* is a simple observation that is quantitative in its results. Through an entirely quantitative approach no emphasis is placed on where the people are moving towards or why, it is simply the movement of people, and how intense that flow of people is, that is traced. Through defining that the *site reading* should be performed continually, on one occasion, the hope was to detect the difference in the number of people moving on different parts of the street.

When performing *Intensity* it was Friday afternoon and sunny weather. The number of people outdoors could be considered generally high. Starting in the north part of Stora Södergatan and proceeding south we counted each individual passing in or out from an 25 meter long strip of the street. By

marking out the section of the street through our own placement the two of us counted during one minute. By being two researchers counting, and calculating a split number when receiving different result, we hope to have a more accurate and trustworthy result.

In the most northern sections the amount of people was surprisingly high and the numbers between varied slightly. Further down south, the amount of people passing through lessened and the derivation was not as big.





**NAME: NIGHT LIGHT**  
**CONCEPT: SITE CONSTRUCTION**  
**EXECUTION: ON SITE**  
**MATERIAL: MAP ON IPAD**

**RULES:**

- Walk along the street after dark
- Take notes of how the amount of light is perceived
- Use the map as a base to note different kind of lighting along the ways; on the facades, from window displays etc.

### NIGHT LIGHT

*Night Light*, also a *Site construction*, was initialized when moving along the street after sun down. This reading was executed during a dark night with the purpose to map the perceptive light condition on the street. Walking from the southern parts towards the city center it soon became evident that some parts of the streets where perceived as darker than other. Even though, the amount of light fixtures provided by the city is evenly placed, the perception of the lighting conditions directly correlated with for example the amount of window displays along the facades.

The importance of *Night Light* became clear during the execution of the reading. When walking the street, making ourselves examine the light conditions it was concluded that Stora Södergatan is a street where one feel rather safe at night. Compared to the alternatives. Stora Södergatan, provide a sense of safety and even though the activity during night is scarce, the street have more activity than other streets in the surrounding areas. This finding is something worth looking in to in a future design work.



NAME: WEEKLY SNAPSHOTS  
 CONCEPT: MOBILE GROUND  
 EXECUTION: ON SITE  
 MATERIAL: NOTEBOOK, PEN, TIMER

RULES:

- Take one photo morning, lunch, afternoon, evening, and night on a weekday, weekly during 6 weeks
- During the lunch session take two photos, one in the north and one in the south
- Repeat during saturday and sunday lunch



NORTH



## WEEKLY SNAPSHOTS

*Weekly Snapshots* is performed as a simple observation, categorized as being part of the concept *Mobile Ground*. The reading is performed simultaneously with *Time Mapping*, in a repetitive manner over six weeks. The fact that *Weekly Snapshots* is part of the concept *Mobile Ground*, and thus deals with trying to understand the complex reality of Stora Södergatan, has led the readings to attempt to seize the unexpected. The simple observation is therefore intended to gather a higher number of data as a basis in which to detect patterns and deviations.

In *Weekly Snapshots*, 10 photos were taken weekly, from two spots, on seven occasions, showing immediate glances from day and night, weekends and weekdays. During the six weeks the *site reading* was performed it acquired continual attendance on the street. The two locations, one in the northern part, and one in the southern part demanded to travel repeatedly along the street. This led to us spending more time on site and opened up possibilities for new unstructured observations and ideas for the continuing work.

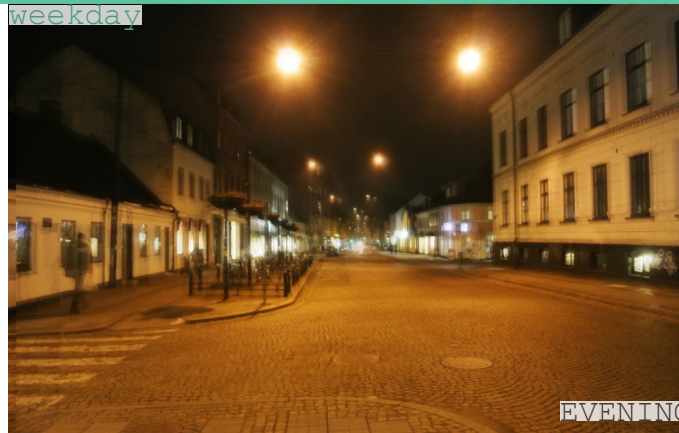


weekday



AFTERNOON

weekday



EVENING

weekday



NIGHT

We both noticed how we became more sensitive towards the action on the street, and were able to write additional things down and noticed when the activity more or less intense than usual. For example, over Sportlovet, a School Break, the flow of people was clearly higher, something that was noted even before the counting begun. Also, how that the weather made a difference in the amount of activity on Stora Södergatan was made clear, when on sunny days the flow was higher and the number of people grew

a little week by week from February to March. When merging the photos from every occasion and comparing them to the data from *Time Mapping* (shown on the next page) it felt like they captured the essence of activity at that time of the day. The activity was generally higher during the lunch and afternoon sessions. There was also a difference in the level of activity comparing the northern and the southern observation spot, where there in the latter was less activity.

weekday



LUNCH

saturday



LUNCH

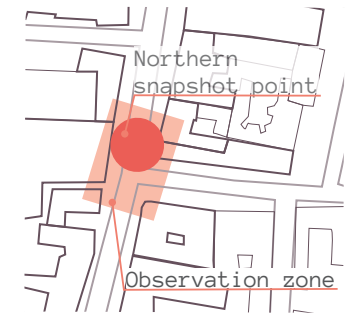
sunday



LUNCH

SOUTH

Mode of transport	Pedestrians		Cyclists		Motorvehicles		Total	Total Southbound	Total Northbound	Highest number
	Southbound	Northbound	Southbound	Northbound	Southbound	Northbound				
<b>Week 1</b>										
Morning	1	2	1	6	2	4	16	4	12	
Lunch	3	6	1	4	0	3	17	4	13	
Afternoon	7	4	3	3	6	2	25	16	9	25
Evening	4	5	1	0	4	1	15	9	6	
Night	2	0	1	0	1	0	4	4	0	
<b>Total:</b>							77	37	40	
<b>Week 2</b>										
Morning	1	3	0	1	2	4	11	3	8	
Lunch	0	11	2	3	1	4	21	3	18	
Afternoon	5	5	6	1	5	8	30	16	14	30
Evening	2	2	1	1	1	0	7	4	3	
Night	0	0	0	0	0	0	0	0	0	
<b>Total:</b>							69	26	43	
Sat	15	7	2	2	2	1	29	19	10	29
Sun	2	4	3	3	4	1	17	9	8	
<b>Total weekend</b>							46			
<b>Total total:</b>							115			
<b>Week 3</b>										
Morning	3	7	0	5	2	3	20	5	15	
Lunch	5	6	2	2	4	4	23	11	12	
Afternoon	5	27	2	4	4	4	46	11	35	46
Evening	0	4	0	0	4	1	9	4	5	
Night	0	0	0	0	0	0	0	0	0	
<b>Total:</b>							98	31	67	
Sat	17	13	3	0	4	7	44	24	20	44
Sun	8	5	1	0	0	2	16	9	7	
<b>Total weekend</b>							60			
<b>Total total:</b>							158			
<b>Week 4</b>										
Morning	2	3	5	4	3	3	20	10	10	
Lunch	8	4	1	0	2	5	20	11	9	
Afternoon	9	11	2	3	2	4	31	13	18	31
Evening	1	3	4	1	4	1	14	9	5	
Night	0	7	0	0	0	0	7	0	7	
<b>Total:</b>							92	43	49	
Sat	26	5	1	3	2	4	41	29	12	41
Sun	5	5	1	0	0	2	13	6	7	
<b>Total weekend</b>							54			
<b>Total total:</b>							146			
<b>Week 5</b>										
Morning	4	5	3	1	2	2	17	9	8	
Lunch	4	11	4	6	0	3	28	8	20	
Afternoon	10	11	6	2	2	0	31	18	13	31
Evening	2	1	3	1	1	1	9	6	3	
Night	3	0	0	0	0	0	3	3	0	
<b>Total:</b>							88	44	44	
Sat	21	10	3	4	3	2	43	27	16	43
Sun	3	3	2	4	1	1	14	6	8	
<b>Total weekend</b>							57			
<b>Total total:</b>							145			
<b>Week 6</b>										
Morning	5	3	0	2	2	3	15	7	8	
Lunch	6	8	0	4	2	3	23	8	15	
Afternoon	12	4	8	5	6	1	36	26	10	36
Evening	3	1	0	0	0	0	4	3	1	
Night	0	0	1	0	0	0	1	1	0	
<b>Total:</b>							79	45	34	
Sat	23	7	3	0	6	13	52	32	20	52
Sun	7	7	0	1	1	2	18	8	10	
<b>Total weekend</b>							70			
<b>Total total:</b>							149			



Occasional strong northbound movement at morning- and lunchtime

Most people in the week of a school break - Sportlovet

High number of pedestrians on the weekends

Afternoons and Saturdays are the most visited



NAME: **TIME MAPPING**  
CONCEPT: **MOBILE GROUND**  
EXECUTION: ON SITE  
MATERIAL: NOTEBOOK, PEN, TIMER

**RULES:**

- Count pedestrians, cyclists and vehicles, northbound and southbound during one minute
- Repeat on the same occasions as the weekly snapshots
- Assemble the data in excel and compare in various ways

## TIME MAPPING

In *Time Mapping* the data maps the number of people passing the northern spot in *Weekly Snapshots*, on foot, bike, or motor vehicle northbound or southbound. The count is done during one minute on every photograph occasion. The statistics of numerical kind, showing modes of transports and directions, as a quantitative study that together with the photographs are a source of knowledge in which there is an ability to compare more in detail.

The data clearly show a pattern of how the number of people on site changes throughout the day and night. It is clear that the least activity is happening during nighttime (00.00-03.00) out of the five occasions. Whereas the afternoons generally have the highest number of people in total during weekdays, on Saturdays the number of people passing seems dominantly greater than any other day. These numbers are no truth but they aided us to understand the street and the daily rhythms. We found fewer people moving south in the mornings, when more people travelled north. In general the amount of cyclists were surprisingly low.

## SCENARIOS

In this chapter three scenarios are presented to portray the role Stora Södergatan may have in the future. Inspired from the various findings from the *site readings*, each of the scenarios are represented in text and graphics.

## Introducing scenarios

In order to examine whether or not the approach chosen, to use *site readings* in order to understand and communicate a site, is successful, it needs to be put into a context in which it belongs - the context of Lund. The three scenarios are an attempt to investigate how the findings from reading Stora Södergatan can be used as tools in the future development of the city and thereby answer the first research question- *Can Site readings on a specific site be efficiently used as tools to communicate, plan, or design an urban site?*

The three scenarios are inspired by the knowledge of the official planning documents and plans of the future, as well as the knowledge of the daily life on the street, all knowledge gained through *site readings*. Different in scale, they aim to investigate if our *site thinking framework* performed on Stora Södergatan has contributed to a broader view on how an urban site can be addressed and engender the second research question- *What is the correlation between the daily life on Stora Södergatan and the plans and expectations of the future?* Every one of the three scenarios are initialized by potential changes in the region or the city which will, if executed, prove to affect Stora Södergatan in one way or another. The reason to use three different scenarios in three different scales is mainly to see if the site knowledge of Stora Södergatan, gained throughout the process of *site reading*, is as trans-scalar as initially intended.

The scenarios are presented with a short story, making the reader get an idea of the situation- what year it is and how it feels to be in the environment which is imagined and so on. Thereafter, the incentive to the scenario in question is described based on findings from the *site readings*. The role of Stora Södergatan will further be addressed through a depiction of how the street potentially could change with the direction the city or region might take in the future. The choice to propose strategies in different scales, through the three scenarios, is made with the purpose to open up a broader discussion. As concluded in the previous chapters, in theory and practice, the qualities an urban site possesses constantly changes depending on how, where, and when one looks. To engage people to interact and use Stora Södergatan in different ways serves as the core in the three scenarios. Hence, the scenarios all include suggestions that allow people to engage

and use the public space in addition to the propositions concerning more physical changes in the landscape.

## “THE NETWORK´S LOCALITIES”

*The year is 2030. Southbound passengers get on the tramline in Brunnshög, NE. The summer heat is here and the fields glow yellow in the distance. A group of passengers are new to Sweden and to the city. As the tram passes through the city center they become aware of the character of the ancient town. The discussion concerns how the streets of the northern parts of the city are cluttered and narrow. The proportions are clearly older than the tramway-structure and they find it daring to fit the tramline between the facades. Further south the picture changes, the street is straight and much broader, with modernistic proportions but still bordered mainly with houses from before the modernistic era. The passengers read out the names of the stops from the signs; Stortorget, Katedralskolan and many of them finally gets off at Söderport. They linger at a sign where they notice a QR code to scan. In the English version they learn how Söderport used to be one of the main entrances to the city and some of their theories of Lund as a medieval town gets confirmed. The tram has already left the stop with the other passengers. Some of them will get off at the next stop, some will stay on for a while, and others will change to a different mode of transport. Communication is easy and from here the networks reaches out to basically anywhere in the world.*

## Background

In *Strukturbild Malmö Lund*, described in *Official plans* and *Time transect*, it is stressed how vital the investment in infrastructure is when developing the region (Malmö Stad, Stadsbyggnadskontoret; Lunds kommun, Stadsbyggnadskontoret, 2013). The report, a shared vision between Malmö, Lund, and the adjacent municipalities, eleven in total, brings forth a preferred vision of the region being supported by a spine. *The spine* is a visionary metaphor supporting the structural idea of multiple cores along a single unified structure. Reaching from Brunnshög in the north to Hyllie in the south the vertebrae of the spine are made out of a dense mixed environment with housing, commercial- and operational functions (Malmö Stad, Stadsbyggnadskontoret; Lunds kommun, Stadsbyggnadskontoret, 2013). Through developing the region with focus on such a structure, the hope is to create a proximity to cores with various functions and thereby create a natural flow within the region. The solution is founded on infrastructural investments such as tramlines within Malmö and Lund, and fast connections between the smaller towns and the bigger ones. Hopefully, these investments will create possibilities to achieve the goals of strengthening the already strong cores and at the same time form new ones along the way, and further increase the accessibility throughout the whole area (Malmö Stad, Stadsbyggnadskontoret; Lunds kommun, Stadsbyggnadskontoret).

The aim to develop Lund as a part of a region instead of as a separate entity is expressed in other documents as well. In *ÖP2010*, as an example, the importance to focus on the region and on long-term planning is stressed (Lunds kommun, 2010). According to *Interviewee 2*, in *Interviews*, the regional work is very important and the connection between Lund and Malmö vital. Concluded in *Networks* and strengthened by the spinal structure in *Strukturbild MalmöLund*, Stora Södergatan is considered to be important today and in the future for the communication. Moreover, *Statistics* and *Hot&Cold* concludes that Lund is growing. There is no doubt that Lund will continue to develop in the coming years. The fact that Brunnshög is developing increases the international interest in the city and as concluded in *Pick-a-Path* many visitors can be expected to move through the city center and visit Stora Södergatan. The ability to orient oneself in a totally

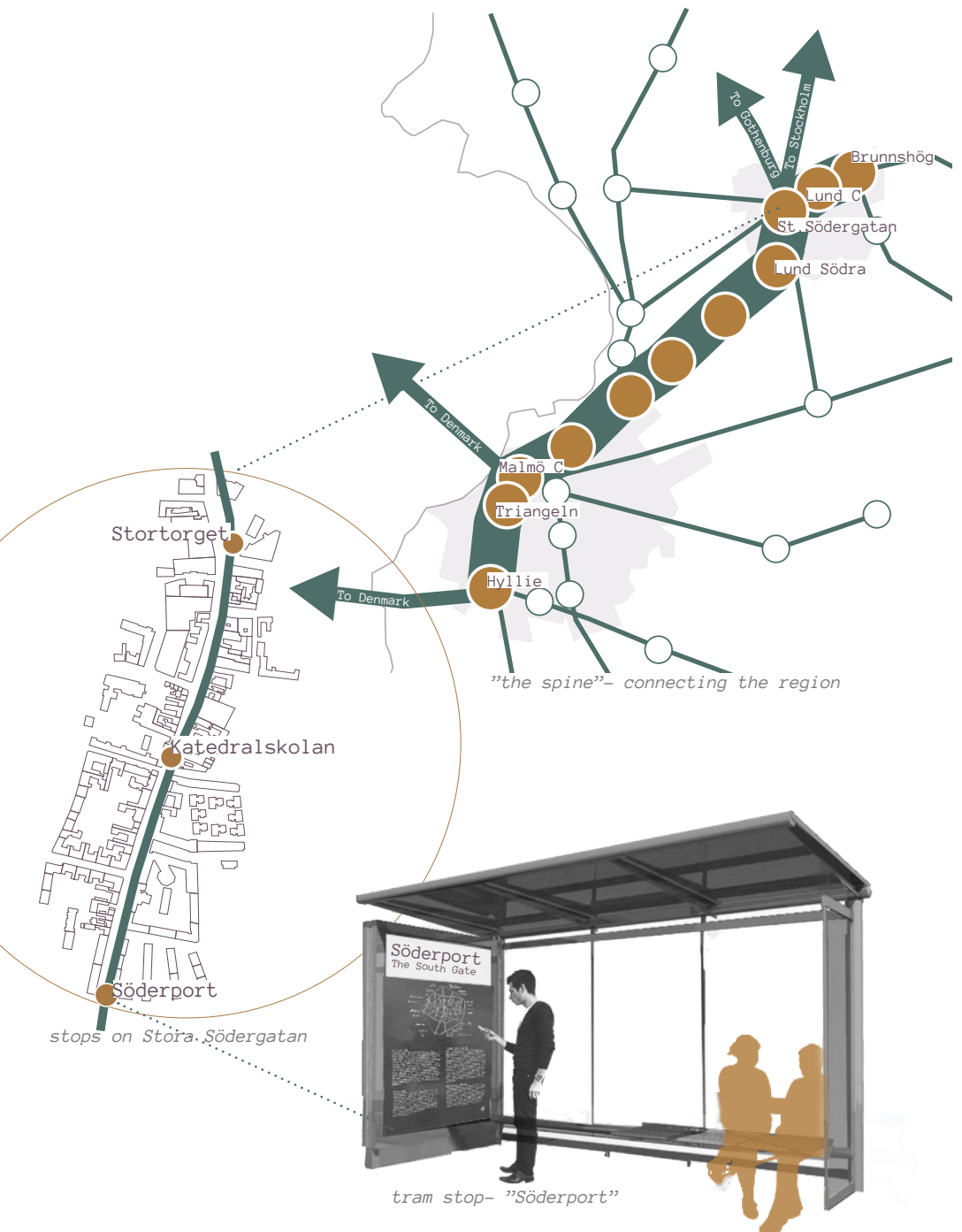
new city is, however, not easy as noted in *Noticeable* and *Orientation*, nor is it, as found in *Directions*, always easy to know your way in your own city. To increase the local knowledge and at the same time make it easier for visitors and inhabitants alike to orient oneself through the city might put Stora Södergatan on the larger map of *The Spine*.

Furthermore, one can conclude, through *Street Hierarchies*, *The Street in the city* and somewhat in *Facades* and *Origins*, that Stora Södergatan has played an important role in the commercial development in Lund. Still today, there are many buildings with a large architectural, historical and cultural value even though it might be unknown to most people.

### Scenario

In *The Network's localities*, the increase in flow of people passing by on the trams and trains in the region is combined with an attempt to make people aware of their surroundings. The idea is that tram stops in Lund, when built, are fitted with digital screens that, instead of showing an advertisement, informs the passenger of the history of the area.

To give an example; the southern tram stop on Stora Södergatan is called *Söderport (the southern gate)* due to the fact that the medieval gate was located at that exact spot. A passenger has the opportunity to read about the gate and through scanning the QR-code get into a digital platform where anecdotes and further information can be found. This additional feature enables a visitor to find several guided tours in the area. These guided tours are programmed to function in symbiosis with the tramlines and bus lines in the whole region. As it works digitally, it is more flexible and can be used in different manners depending on the situation. With digital displays the information could even be updated depending on season or time of day. This system encourages people to interact with their surroundings and gain local knowledge of what has been or what might be. When relating to one's surroundings it will become easier to orient oneself in a new city and for the daily commuter it might be a bit more fun to go to work by bus or tram.



## “CENTERTAINMENT LUND”

*In the year 2017, the October sun is shining in Lund, and even though the harsh autumn wind is blowing from the southwest, the streets in the city center are crammed with people. It is Wednesday and Centertainment Lund is hosting the weekly Slowshopping event in the city center.*

*The Slowshopping events are popular and people from the region come to Lund to see what the businesses have on offer this time. This particular Wednesday is not an exception and since Halloween is approaching the offers in many of the stores are chosen to suit the Halloween spirit. Close to the central station, a natural science congress is held and it adds to the mix of people moving around the city center. Many of the bars and restaurants are open late and some of them even offer a discount on special Slowshopping items. People are enjoying the intimacy of the old city and even though not everyone is there to shop there are always other things to look at.*

## Background

During the interview with *Employee 1*, in *Interviews*, an innovative approach to develop a new kind of city center was brought up. As the online shopping is growing it might be time to try to use the city center as something else. During the interview it soon became clear that *Employee 1* believed that the center of Lund has lots of potential, but that collaborative and versatile efforts are needed in order to achieve the visions of a vital city center in the future. In *Official plans* it is concluded that Stora Södergatan is mentioned in many different scales and circumstances. Not only, as seen in *Networks*, is Stora Södergatan part of the main networks for cyclists, public transportation and pedestrians within Lund, but is also accessible for the rest of the region through train- and bus communications.

The regional planning, even if it enables the region to develop, also increases the competitiveness between the cities and its surrounding areas. Lund, being the academic center in the region, does have that advantage but it is at the same time perceived as “the student city” which can make some people look for other places to settle down. On the other hand, even if, in *Statistics*, Lund is evidently a student city it does not show when looking at what the city has on offer. Not counting the many student associations and clubs, the businesses in the city center are not focused on the young population. According to *Employee 1*, and based on several findings in *Young Folks*, *Statistics*, and *Uniqueness*, this is an issue today. In planning documents there is little to read which emphasizes how these matters potentially could be addressed. However, the fact that there is a *Citysamverkan* show that the city tries to adapt and develop, and many attempts have been made to make the city center more attractive to a larger public. *Employee 1* shows that there are many wishes to collaborate, within the city of Lund, as well on a regional scale. The *Congress center*, which is brought up by *Employee 1* during the interview, is one of those projects that might help boost the city center and attract more people.

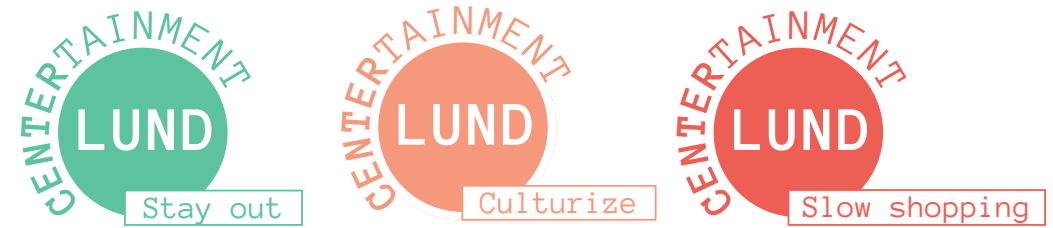
Thus, it seems, that Lund does have collaborations with various stakeholders whom try to programmatically increase the attractiveness in the city center. One example is the opening hours of the shops. In *Open/Closed* it became clear that even though the businesses collaboratively have decided their

opening hours, the hours during which they are open are not necessarily the most convenient for the people in Lund. However, *Time mapping* show that there is, without comparing it to other streets in the area, a flow of people throughout the day and evening. In *Intensity* though, it also becomes clear that more people circle around the parts of the street where more venues are located which might conclude that there is an interest in what these venues have to offer. In *Conversations with locals*, these assumptions are simultaneously strengthened and weakened- some look at the future positively, others are more skeptical. Whilst walking the street and talking to the business owners and their employees, an additional insight was gained in how the location of the shops and restaurants, as well as the number of businesses on the street, have changed over time. *There now, there then* confirm that there are fewer venues in the southern parts of the street today than there were 50 years ago. The trend seem to be that most shops want to be as close to the city center, currently being focused around Stortorget, as possible. Though, many of the business types which were proven least unique in *Uniqueness*, are more spread out along the street.

### Scenario

*Centertainment Lund* is a collaboration initialized by *Citysamverkan* where stakeholders in the city center of Lund have a platform to engage in different ways. The purpose is to activate the city center through strategies, that gathers different stakeholders on different occasions, creating new reasons for visiting Lund's city center. The idea is to make use of the current qualities and make way for collaboration through easy communication within the Centertainment community.

The map show the concept of the *Centertainment Lund* scenario where several businesses have joined the theme they feel most engaged in. The different colors show different themes. Here; *Stay out*, *Slowshopping* and *Culturize* can take place on different occasions, some on a weekly basis and others annually. Through publicating maps for each occasion the visitor in Lund can find offers and happenings that makes the visit in the city center even more worthwhile.



The businesses that are connected to the Centertainment Lund



## “THE BOULEVARD”

*Stora Södergatan with its many seating areas, restaurants and lush greenery, is a vibrant street serving as the link between the city center and St Lars and Arenaparken in the southern parts of Lund. The fact that the bus traffic is long gone, allow children to use the street more freely and elderly to promenade without having to watch out for cyclists and joggers. Stora Södergatan is thriving. Although some car traffic is allowed on the street the space for pedestrians and bikes is more than sufficient.*

*The spring of 2022 is coming and the young trees lining Stora Södergatan are about to burst into lime green and red. The weather in April in Lund is always unpredictable as many of the pedestrians walking along Stora Södergatan this morning, unfortunately and suddenly, experience. Luckily, there are plenty of shelters to hide under along the street and many decide to wait out the rain on the comfortable benches. They do not have to wait long and soon enough most people continue their Sunday morning walk through the city. Even though many still remember the street as it was only a few years back, the memory of the busy trafficked Stora Södergatan slowly fades away as it is being replaced with the memories of a much calmer street. The amount of users increases with the development of the southern areas of the city as it serves as the natural path to the city center for cyclists and pedestrians. Stora Södergatan is no longer merely a transportation path but a street for strolling and playing.*

## Background

There are continuous plans on how to best adapt the increasingly important public transportation infrastructure to fulfill the goals of the future to decrease car traffic as seen in *Official plans*. The fact that the city core of Lund is medieval lay ground for conflicts in the planning of tramways, as we have seen. Presently, several discussions concerning the public transport in Lund circles. Due to the fact that the tramway might take time to develop, some focus has shifted towards the bus traffic. Today, as seen in *Networks*, Line 1 and Line 6 have their trail on Stora Södergatan with stops by *Vårdcentralen Södertull* and *Katedralsskolan* connecting *StLars* and *Klostergården* in the south, to the central station via *Botulfsplatsen*. In fact, the future of Botulfsplatsen is one of the main driving forces to change the bus networks presently active on Stora Södergatan. The suggestion is to have the buses go via *Bankgatan*, further east, instead of on Stora Södergatan and by so doing release *Botulfsplatsen* from the role as the hub of local bus traffic it occupies today. If these plans are carried through, Stora Södergatan will be affected as it no longer will be used as a bus street. This is not something far away in the future, as it is fairly easy to move the bus lines to the east, and if that happens Stora Södergatan has an opportunity to cease. Will the street have to carry large amount of bus and car- traffic, or could it be adapted to a street more welcoming to other modes of traffic?

The physical appearance of the street is examined in several readings, such as *Elevation*, *Facades*, *Noticeable*, *Nightlight* and *Items*. Together they portray the streets assets and disadvantages. In *Items*, the lack of seating along the street as well as the misplaced bike racks are just a few examples of attributes that could be more efficiently used if placed somewhere else. A place to park your bike when going to the grocery store is one of many examples. In *Field simulation* the lack of seating is a hindrance for many users, not only is it unpractical, additionally the lack of places to sit down give people no choice but to move on. In *Historical photographs*, some of the examined photographs show street trees in the southern parts. Today there is not one tree on Stora Södergatan.

In *Collage Section* the elevation and the bend of the street show that the perception of the surroundings, how one orient oneself and what landmarks



one notice, changes depending on what side of the street one walks. However, there are plenty landmarks and facades, as seen in *Facades*, *Landmarks* and *Orientation*, which potentially could be enhanced in the streetscape. Not to forget is how Stora Södergatan seem to be a street where people walk after dark. *Nightlight* conclude that, even though, there are sections of the street that are darker than others, the street as a whole is still perceived as lit. The sections that are perceived as dark are framed with mostly residential buildings. Further, as found in *Storytelling*, Stora Södergatan is a very popular place in Lund to live and the lack of street lights does not seem to be an issue for the residents. On the other hand, the perception of Stora Södergatan definitely proved to differ in *Storytelling*. Not surprisingly, the real-estate agencies all portrayed the area as being the center on earth, whereas when studying the newspaper headlines the picture of Stora Södergatan became something else. The headlines revealed several accidents, especially bicycle accidents, which probably have triggered an ongoing debate about how to change the environment into a safer place to walk and cycle than it is today.

## Scenario

In *The Boulevard*, Stora Södergatan no longer has to be adapted to bus traffic and more space can be given to pedestrians and cyclists. Inspired by the boulevards of late 19th century, this scenario focuses on a design intervention where Stora Södergatan is given a makeover. In general, though the street take on different characters along the way, bike lanes are added on both sides as well as street trees. The sidewalks are broadened where needed and the placement of street furniture is adapted to the need of the users. Since the bus lines are moved, the car lanes are narrowed down to a minimum, still allowing cars and loading trucks through as is currently the case.

*The Boulevard* show that Stora Södergatan has the potential to be a recreational street serving as the link from the city center to Stadsparken, and to the southern parts of the city. The new design also give back some

space to the pedestrians and create a safer environment for the cyclists with separate bike lanes. The greenery will provide a nicer environment for the residents as well as the businesses. And, by moving bike racks to places where they are more useful, for example outside of the grocery store, space can be released to use as outdoor seating for restaurants and cafés. *The Boulevard* creates a Stora Södergatan for people to use, and not only a transportation path on their way to somewhere else.



## DISCUSSION

In this final chapter, a discussion will take form presenting reflections on whether or not the work has been successful in answering the research questions and in being a communicative piece reaching from theory to practice. Further the process and methods are problematized and discussed.



## Reading the site

The structure, important for executing the different parts of the thesis, was also crucial when communicating the results. The method, where *site readings* were combined not only according to the *five site concepts*, but according to different themes shown in *sections A-E*, has not only structured the working process but also this very report.

### The five site concepts

The *five site concepts* all contribute to the final result of this report. To structure what each of the *five site concepts* have offered, they are overviewed in the table below. Which *site readings* that has been part of each concept,

and further what *types of site readings* these are, does affect how the *five site concepts* are apprehended and understood, as they exemplify and concretizes the theory, throughout this report.

To structure the work according to the *five site concepts* is part of the method in order to ensure a plenary *site thinking*. The concepts all have offered something unique, as The *Mobile ground* gave a broader knowledge on how individual perceptions of site differs. And further, the *Site reach* concept shed light on the ongoing interactions of the site, and those interactions reaching from and towards the site. Using the *Site Construction* concept it has been possible to stay aware of the choice of what one see, depends on

Site reading concept:	Site readings:	Type of site readings:	Outcome of site reading concept:	Included in A-E:
MOBILE GROUND	Total of 7: Conversation with Locals, Directions, Field Simulations, Historical Photographs, Weekly Snapshots, Time Mapping, Young Folks	Observing 57% Questioning 43%	Gives a broad understanding of how different individuals apprehends the site.	A x1 B x2 D x2 E x2
SITE REACH	Total of 5: Intensity, Noticeable, Pick-a-path, Street Hierarchies, Uniqueness	Observing 100%	Shows the connections to the surroundings.	B x1 C x1 D x2 E x1
SITE CONSTRUCTION	Total of 7: Elevation, Facades, Items, Nightlight, Open/Closed, Orientation, Statistics	Document studying 28,5% Observing 71,5%	Gives a detailed understanding of a single interest.	A x1 B x2 D x2 E x2
UNBOUND SITES	Total of 9: Hot&Cold, Import/Export, Interviews, Landmarks, Networks, Official plans, Origins, There now There then, The Street in the City	Document studying 44,5% Observing 22% Questioning 33,5%	Offers an insight in how flexible the boundaries of the site are, both in time and space.	A x4 C x3 D x2
URBAN CONSTELLATIONS	Total of 5: Box-mapping, Collage section, Pamphlet, Stop motion, Time Transect	Document studying 21,5% Observing 57% Questioning 21,5%	Emphases how new knowledge can be found when combining various sources and facts.	A x1 B x1 C x1 D x1 E x1

what is consciously selected to view. The *Unbound sites* concept covers the borders of the site and emphasizes its porosity in time and space. Thus, Stora Södergatan can be seen as part of other contexts and networks, both material and immaterial. Finally, the *Urban constellations*, made it possible to merge the knowledge from the findings of the four other site concepts since it integrates the knowledge and puts the pieces in to a context. The *five site concepts*, hence, defines Stora Södergatan differently, and together insure a trans-scalar and multilayered presentation of the site.

### Site readings

There is not an exact pattern to outline when it comes to which one of the *five site concepts* that generate a specific type of *site reading*. All concepts are broad and able to show many different aspects when tested in practice as a *site reading*. However, it is possible to detect tendencies as seen in the table. For example, using an observation technique has proven suitable when constructing a *Site Reach site reading*. Using observations then can clearly show the connections to the surroundings, as for example found when performing *Intensity*, where the most intense movement in and out of the area was traced. Further, it is shown that none of the *site readings* based on *Site construction* are performed by questioning. The reason for this type of site reading to not fit with the concept of *Site construction*, might be due to the fact that the construction of a site, where information only of a specific theme is important, is not something generally found out by an interview or questionnaire. Further, the themes researched within a *Site construction site reading* in this thesis are performed in a manner where the information is to be found easily. The knowledge was found on site or accessible to the public, as for example with the opening hours presented in *Open/Closed*. However, in other subjects, when having a selective viewing key informants could offer a *Site construction site reading* good insights as they may focus on their point of interest. As it is found that most *site readings* complement one another, both in their type and their results, it is the combination of them that together works as a relational construct.

### The sections A-E

The large amount of *site readings* proved to be helpful when finding patterns from reading the site as they cover a variety in scale and type, for example. On the other hand, the plurality prompted the sections. Here, the many *site*

*readings* are combined in a more accessible manner, where the combination aid to understand what type of subject the *site readings* address. If the number would have been lower, the sections would not have been needed to the same extent, though, through combinations more knowledge was obtained.

In the five sections A-E, *site readings* dedicated to different *site concepts* are combined based on what kind of *site knowledge* they represent. When put in relation to each other in this manner, they aim to discuss, or shed light on, specific matters concerning the site. In section A-E a few such subjects are exemplified. Section C, *Box Mapping* for instance, has the opportunity to acknowledge the theme of matters and connections which is not apparent on the site. When acknowledging that the street has connections all over the world in *Import/Export* at the same time as pointing at how the street and its functions have supported people in a historical perspective, in *There now, There then*, the section enhances the *site readings* and prove a point; that not everything that has to do with the site is visible to the eye or to everyone. As the sections A-E include a mixture of the *five site concepts*, and of different types of sources of information, they can create a nuanced knowledge around each theme.

### Making use of site readings

Thus far, it has been concluded that the work process is proven useful in gaining *site knowledge*. Furthermore, patterns within the *site thinking framework*, reveal a diversity and specificity. Therefore, how, when, and why, the *site readings* are to be used in a city transformation process need further investigation.

#### How?

To test the *site thinking framework* the three *scenarios* were constructed. Created from the *site knowledge* deriving from the *site readings*, their aim is to express how the findings can be of use. Through combining the *site readings* to make the *scenarios*, it is concluded that the *site readings* cover a large spectra of *site knowledge* since the *scenarios* present potential solutions that are trans-scalar and multidimensional. Hence, the *site thinking framework* prove to be useful in the making of visions, in a *site*



*specific* manner, as they enable a current vision to be combined with findings which are attentive to the site. One example being, in “*The Network’s localities*”, where an established vision of “the spine” is complemented with a system that aims to make passengers aware of their surroundings as they are travelling. Here, *site knowledge*, such as cultural heritage, the lack of orientation, and the movement of people through Lund, to mention a few, is combined with the regional visions. Simply, the *site readings* contribute to a more multifaceted solution.

All *site readings* informs, at least one of the *scenarios* and, thus, offer *site knowledge* that can be of use in a design or planning process. Their strength being that they all rely on a multilayered *site thinking framework* that seem to acknowledge an urban site in a broader context. Through the varied character and wide spectra of *site readings*, the scenarios proved to be a good knowledge base for forming *scenarios*. The *scenarios* could, furthermore, be detailed in each of their scales, as they are based upon findings of various types and focal points. Probably, it would be with ease to form several more *scenarios* based on the *site readings* of this thesis, whilst a dramatically smaller number of *site readings* would problematize the detailing of *scenarios*. Thus, the large amount of *site readings* seem to enable *scenarios* to be envisioned in a more nuanced manner and with ease.

The *scenarios* exemplifies how the *site readings* can be of use in a work process as they are able to put the *site knowledge* in relation to current plans and visions. However, where the *site readings* could prove useful still is unclear.

#### Where?

The *site readings*, as they cover a large variation of findings, presumably can be useful to different parties when striving towards a goal. The complexity of an urban site, partly has to do with the different interests that has to be considered and discussed before, for example, deciding on a common goal to strive towards. Even if a goal is decided on, opinions on how to best achieve it differs between the parties involved. There is a need for a common language, a platform, where communication can evolve. The *site readings* might serve as such a platform. An example is the one of *Citysamverkan*. Here, a selected group of *site readings* were presented to a group including

different stakeholders connected to the city center of Lund. During the meeting, the *site readings* stood for themselves and triggered reaction. The discussion that followed proved that the selected *site readings* triggered dialogue as they served as a common stand point that all involved could relate to. Although all had different points of interests, since they represent different stakeholders, they contributed and showed interest.

A conclusion from the meeting, which is strengthened by the theory chapter in this thesis, is that graphics can communicate *site knowledge* if constructed thoughtfully. Through representation, it seems that a language can emerge. To be able to use representational modes as part of the process is useful when dealing with multilayered and combined findings. Moreover, representations served as the most efficient communication tool when trying to gain input from others. It is with the graphic material discussions form, as it seems to inspire all kinds of people to engage in a process otherwise hidden to them.

#### When?

In the ongoing transformations of a city, there is always a strive to move forward and find solutions for the future. The fact that there is never only one process, it is hard to place where in such a process the *site readings* should be performed.

The fact that the *site thinking framework* express a wide knowledge of the site in its current situation make valuable to use in early stages of a planning and design process. The *site readings* are efficient to use as an initial attempt to establish and work towards a common goal.

#### Finally

The work of this thesis reflects the wide knowledge base, rather than the detailed knowledge, emphasized at the landscape architect education at SLU, Alnarp. Using the *five site concepts*, reflect how diverse and multifaceted an urban site is, and the variety of issues that might need to be attended in a planning or design process. The outcome of this thesis emphasizes how the matters of how to take on an urban site are important, and that the role

of a landscape architect does not have to be fixed. The challenges of today, implies that the cities and urban situations are renewed and transformed rather than built and seen as *tabula rasa*. Further it is concluded that planning the street seems inherent with relating to issues. This thesis exemplifies the role of the landscape architect other than the form giving. The strength to be able to examine and test a method without having a certain goal to strive towards is something that usually does not occur and should be considered as one of the main reasons why the performances of the *site readings* largely varied and thus informed an array of site knowledge appealing to different recipients. How one approach a process and a site matters, and the efficiency and result will vary accordingly to the different parties involved.

The core in this thesis is a *framework for site thinking* which is adaptable when working with gaining knowledge of a site and its specificity. It is a point of derivation, and not an exact template. Importantly, the thesis stress that sometimes there is a need of collecting information with a purpose other than, merely the one of, future designs. This field of knowledge is one not seldom met in a working profession, and further investigations on frameworks to work in line with, would be needed in order to identify whether this is a good way to reach *site knowledge*. Further, it would be of great interest to investigate whether frameworks even are necessary or useful. This report's systematic structuring has lead to a result possible to overview. Although, it is not certain it is useful for reaching the best possible *site knowledge*. Merely, it has proven to show *site knowledge* based on five different points of derivation. There is, even, an eventuality that the structuring is strenuous as it constrains the line of thoughts to follow specific concepts. Therefore, it would additionally be of interest to encounter further investigations where the *five site concepts* were used only as a line of thought and not as a structured framework.

It is not in theory, but in practice that sites interact: with people, programs, conditions and other sites. Hopefully, this thesis has brought attention to a different perspective, and stress the important lesson learned; *site knowledge* can unexpectedly be found anywhere.

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# APPENDIX

## Frågeformulär

Hej! Om du nu ska fylla i detta formulär med 6 snabba frågor arbetar du på Stora Södergatan. Undersökningen genomförs inom ett masterexamensarbete i Landskapsplanering vid SLU som utgår ifrån Stora Södergatan och dess historia, nutida roll i Lund och framtid. Vi är ytterst glada över dina svar! Tack på förhand!  
/Amanda och Elouise

## Appendix 1/4 (page 1/1) Conversation with locals - Chart / Questionnaire

1. Sedan vilket år har företaget funnits i dessa lokaler?

\_\_\_ \_\_\_ \_\_\_ \_\_\_

2. Hur länge har du arbetat här?

\_\_\_ \_\_\_

3. Bor du på Stora Södergatan? Om nej, bor du i Lund?

JA NEJ

JA NEJ

4. Vet du vad lokalerna användes som innan? Om ja, vad?

JA NEJ

5. Varifrån i världen kommer era varor? Levererar ni vidare varor någon annanstans?

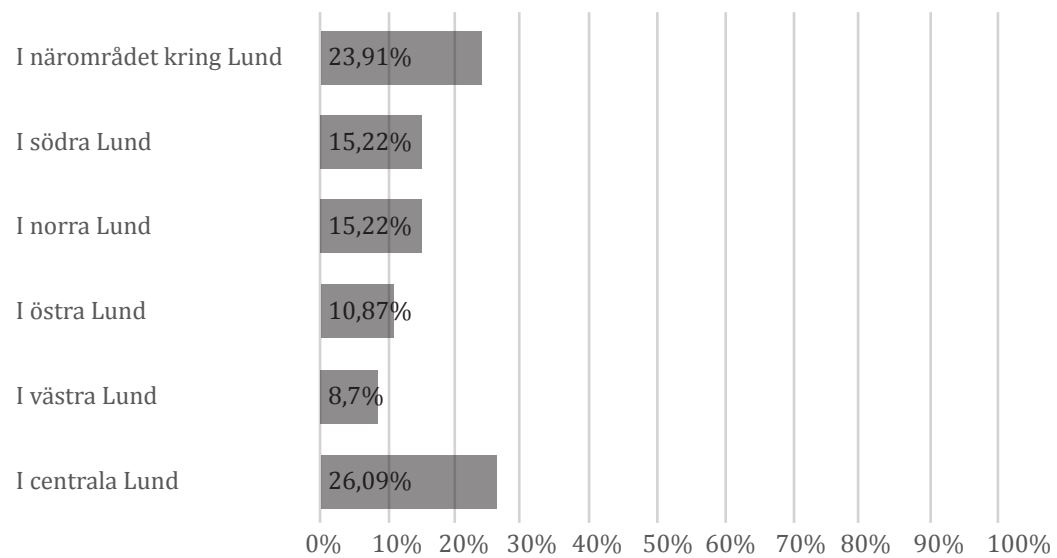
6. Vad tror du om företagets framtid på Stora Södergatan?

Tack för din medverkan!

Appendix 2/4 (page 1/4)  
Young Folks - Online survey.  
Questions and answers

Var bor du?

Svarade: 46 Hoppade över: 0





## Appendix 2 (page 2/4)

### Nämn tre verksamheter (butiker, affärer, restauranger, frisörer eller liknande) du frekvent besöker i Lund

Svarade: 44 Hoppade över: 2

Akademibokhandeln	2	Klostergatans stenugnsbageri	1
Apoteket	2	Klostergårdens pizzeria	1
Applestore	1	Knakeföräljningen	1
Ariman	2	Konsum Mårtenstorget	1
Bengtssons ost	1	köpcentra nova	1
Bibliotek	3	Lundafalafel	1
Bio	4	M.e.a.t.	1
Café Eden	1	ICA Malmborgs	10
Coop	1	Max Hamburgare	1
Coop Mårtenstorget	3	Netto	1
Cykel City	1	Olympia Pizzeria & Café	1
Ebbas skafferi	1	Panduro	1
Erikshjälpen	4	Pölesmannen-vagnen	1
Espresso house	3	Rå epok	1
Felicious (frisör)	1	Salong Hot Cut	1
Fitness 24 seven	2	Salong no. 5	1
frisörsalong ego	1	Saluhallen	7
Gleerups	2	S:t Jakobs stenugnsbageri	3
Godset	1	Scandinavian Sportsmen	1
Graffiti	1	Simhallen	1
Granit, Granit, granot	1	Stadium	1
Grönt & gott, Grönt och Gott	1	Subway	1
H&M	8	Systembolaget Saluhallen	1
Handelsbanken	1	Systembolaget	8
Headline	1	Tegners	1
Hemköp	1	Tehuset Java	2
Herkules/Stortorget	2	TGR (tiger vid botulfsplatsen)	1
Humana Second Hand	1	Udda Tina	1
Ica Satelliten	2	Willys	2
Ica Tuna	3	Åhlens	6
Indiska	1		
Inferno	1		
Italia	3		
Kicks	1		

## Appendix 2/4 (page 3/4)

Följande verksamheter (butiker, affärer, restauranger, frisörer eller liknande) finns på Stora Södergatan i Lund, vilka besöker du?

Svarade: 43 Hoppade över: 3

H&M	93,02%	Direktoptik	2,33%
Åhlens	90,70%	SANDRA	2,33%
Erikshjälpen	58,14%	CSN	2,33%
Lundafalafel	58,14%	Skatteverket	2,33%
Indiska	53,49%	SARI SARI	2,33%
Din Sko	44,19%	Cykelmarkarn	2,33%
Kjell & Co	37,21%	Citytandläkarna i Lund	2,33%
Ica Nära Söderlivs	23,26%	Arbetsförmedlingen	2,33%
MQ	23,26%	Babyproffsen	0%
Lundbergs Handskar och väskor	20,93%	Harmoni Barn	0%
Nordea	18,60%	Herrshoppen	0%
Ur&Penn	16,28%	Billie Smycken	0%
Laurentikliniken	13,95%	Sabai	0%
Sjöbloms blomsterhandel	11,63%	DRIFTWOOD & RUSTIC TIMBER	0%
Handelsbanken	11,63%	Jasmin	0%
Stil	9,30%	STAAF	0%
3	9,30%	Lunda Kitchen	0%
AH ljudteknik	9,30%	HIND Salong	0%
Palladium	9,30%	Marco Polo	0%
Stäket	9,30%	Centerpartiet	0%
Asian Hotwok	6,98%	REKABI	0%
Barnmorskemottagningen Södertull	6,98%	Christi	0%
Bernt i Lund	6,98%	Johanssons Begravningsbyrå	0%
Vintagehouse	6,98%	Vård- och omsorgsförvaltningen	0%
Hotcut	6,98%	Galleri Apostrof	0%
Vårdcentralen Södertull	6,98%	Lundgrens Trafikskola	0%
Tandläkare i centrum	4,65%	Snoozy	0%
Headline	4,65%	Tandläkare Mats Larsson	0%
MIKAI	4,65%	Specialistkliniken	0%
Smarteyes	4,65%	Tandläkare Anna von Freyer	0%
Nati Sport	4,65%	Monokel	0%
Länsförsäkringar Skåne	4,65%	Klippstugan	0%
Appelqvist Ur	4,65%	Klipphörnet	0%
Försäkringskassan	4,65%		

## Appendix 2 (page 4/4)

### Är det någonting du saknar i Lund centrum?

Svarade: 35 Hoppade över: 11

Aktuella affärer, Känns gammelmodigt det mesta här.

Allt

Bilförbud och bättre cykelvägar

BÄTTRE SHOPPING!

Cubus barnkläder

Det skulle vara mer grönska i så fall!

ekologiska klädbutiker

elaffär

En bra asiatisk buffé likt Rosegarden på Gustav i Malmö

En bra inredningsaffär, typ miljögården.

en vision för framtiden. föreslår själv att satsa på mat och dryck då köpcentra tar alla shoppingsugna invånare.

en bra och prisvärd restaurang som ej är sportinriktad är önskvärt!

En Zara klädbutik

Ett ställe där man kan äta god, inte så dyr frukost! Mellanting mellan nationerna och Kulturen/Grand

Fler butiker med utbud för unga

Fler krogar och fik på Domkyrkoplatsen och Stortorget!

Fler platser att sitta på!

Flera "special" inriktade restauranger, fler unika kanske är ett bättre ord att använda.

HiFi klubben? Menar ni inte AH Ljudteknik?

Inte vad jag kan komma på.

ja

Jag saknar smågatstenen som de tog bort mellan Drottensgatan och Stora Tvärgatan i höstas, samt Adelsgatan & Korsgatan förra veckan. Att bara fylla ut med asfalt är inte okej för landskapsbilden. Saknar även vegetation längs St Södergatan.

Järnhandel

Kultur, framför allt musikscen

Matställen med veganskt utbud, ett offentligt rum under tak=inomhustorg=någonstans att fika eget fika typ när det är vinter, Monki, fler bussfria gator, tydligare cykelstråk i centrum gärna ej gatsten idag shared space vilket inte funkar så bra.

musikaffär, skivaffär, fler klädesaffärer, byggvaror

Mycket

Nattklubb

nej

Nej

nej

Nej!

Någon schysst bar/mysigt uteställe

Restauranger som är öppna på söndagar

Större utbud av klädaffärer. Skulle gärna slippa att ta mig till Malmö eller Nova Lund.

twilfit



## CITYSAMVERKAN 12/3

### INTRO

Masterexamensarbete, Lark, landskapsplanering - stadsplanering

Stora Södergatan som ett exempel på hur staden utvecklas, historiskt, nutid, framtid.

Bakgrund till varför vi valde just St. Södergatan;

bor i Lund,

har sett fler och fler skyltfönster/butikslokaler tomma,

bra exempel, blandning av gammalt och nytt, anrik gata.

Vad vi har gjort hittills;

Kartlagt företag på St. Södergatan, dess öppettider

Varit runt med en enkät med korta frågor till företag på gatan. Lett till vidare samtal.

Observerat och läst...

Handelsplan för Lunds stadskärna

## Appendix 4/4 (page 1/2) Interviews - Interview guide

Den gemensamma målbilden

Finns den?

Vad innebär den?

Blir ni starkare eller svagare gentemot externa handelscentrum?

Hur ser konkurrensbilden ut i regionen?

Utbud, varierat kulturliv, restauranger, torghandel, aktiviteter,

Citygalleria?

Specifika detaljer som enar - belysning, entréer till stadskärnan, butiksmixen.

Vad finns överflöd av, vad saknas i butiksmixen?

A, B och C-stråk

Var det en självklarhet var gränserna skulle gå?

Hur resonerades det kring vilka områden som skulle inkluderas eller höjas i hierarkin?

Är alla överens?

Hur ser ni på trafik på handelsstråk? (Det står om Fiskaregatan som gågata)

Tror du personligen att en handelsgata såsom St. Södergatan kan stärkas av att ha bil eller cykeltrafik?

Öka antalet A & B lägen?

Butiksdöden

Privata vs. kommunala hyresvärdar?

Dominoeffekter

Vad kan vända trenden, vad krävs?

Stora Södergatan?

Det står att St. Södergatan har en viktig sammanlänkande roll, och att man vill stärka och utveckla stråket både snabbt och långsiktigt (S&L).

På vilket sätt sammanlänkande?

Är det ett handelsstråk?

Framtid?

Samarbete med privata hyresvärdar?

## STADSBYGGNADSKONTORET 20/3

## INTRO

Masterexamensarbete, Lark, landskapsplanering - stadsplanering

Stora Södergatan som ett exempel på hur staden utvecklas, historiskt, nutid, framtid.

Bakgrund till varför vi valde just St. Södergatan;

bor i Lund,

har sett fler och fler skyltfönster/butikslokaler tomma, bra exempel, blandning av gammalt och nytt, anrik gata.

Intresserade av hur centrum kommer utvecklas när Brunnsberg byggs och utvecklas.

Vad vi har gjort hittills;

Studerat ÖP2010, Värnavinna staden, Bevaringsprogrammet

Varit ute på plats och observerat på olika sätt

Titta på historiska företeelser som påverkat stadens uppbyggnad- järnvägen, bilens intåg, syn på trafik..

Undersökt demografiska skillnader och pendling

Vad vi vill ta upp idag;

Var finns Centrum i planeringen idag?, Handel- flerkärnighet eller enkärnighet?, Trafik och kommunikationer, lite om Bevaringsprogrammet- hjälper eller stjälper det utvecklingen?

Var är centrum?

Hur är centrumkärnan prioriterad i översiktplaneringen?

Vad finns det för medel och verktyg för att motverka att centrum utarmas i Lund?

I allmänhet- hur tror du man ska arbeta med ÖP för att uppnå de mål man satt?

Vad är centrum?

Vilka egenskaper tror du Lunds centrum har som bör bevaras/utvecklas?

Hur ser du på etableringen av stora handelskomplex utanför staden? Är kvoten fylld, eller är efterfrågan stor?

Trafik & kommunikation-

Lund har miljömål- hur hanterar ni dessa i planeringen?

Biltrafik?

Kollektivtrafik?

Cykel?

Gång?

Bevaringsprogram Lund-

Bevaringsprogrammet är ett omfattande och intressant arbete. Vi har tittat närmare på just Stora Södergatan och sett många kulturella aspekter som måste tas tillvara på.

Hur kan man in planeringen förhindra att dessa värden försvinner?

Kan dessa riktlinjer hjälpa eller stjälpa en stadskärna, tror du?

A, B och C-stråk

Var det en självklarhet var gränserna skulle gå?

Hur resonerades det kring vilka områden som skulle inkluderas eller höjas i hierarkin?

Är alla överens?

Hur ser ni på trafik på handelsstråk? (Det står om Fiskaregatan som gågata)

Tror du personligen att en handelsgata såsom St. Södergatan kan stärkas av att ha bil eller cykeltrafik?

Öka antalet A& B lägen?

