

A step towards the city centre of the future

Car-free liveability 2017–2019





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The poster features a colorful abstract graphic on the right side with green, orange, and blue shapes, including a stylized bicycle wheel and a person's silhouette.



Car-free liveability day 15 June on Kirkegata St.

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Oslo has shown that it's possible!

More and more people believe that the cities of the future will be better if they are planned for people rather than cars. The City Government wants to make Oslo a greener and warmer place for all. The Car-Free Liveability Programme was a starting point for the development of Oslo's central streets and city spaces, and the work has begun to garner attention both at home and abroad. Oslo has set itself some ambitious goals to prioritise pedestrians, cyclists and public transport users, and to reduce private vehicle traffic. This will lead to a greener and more pleasant city that is easier to move around in. We are pleased that our efforts have inspired others, but the most important thing is for those who live and work in the city to welcome these new developments.

When we ask people in Oslo what it would take for them to use the centre more, the answers often include more pedestrian streets, green spaces and plants, more benches and playgrounds, better maintenance and quality of streets and squares, cycle lanes and an enticing array of shops and food/drink outlets. Over the course of four years, we have tested a range of measures both big and small, temporary and permanent. We have placed great priority at all times on maintaining a good collaborative relationship with businesses, traders, cultural actors and other stakeholders in the centre in order to find the best possible solutions. These lessons will be of great use as we now ramp up our efforts to create a greener and more pleasant city.

This is a unique and ambitious project both in terms of its scope and its tempo, and it is evident that our work is generating engagement from all directions.

Our goal is naturally for Oslo city centre to be an inclusive and welcoming space for all.

Over the last few years, Dronningens gata has been refurbished to better favour pedestrians. With better pavements, greenery, benches and a cultural quarter, the changes here form the basis for a completely different way to engage with the city street. Fridtjof Nansens plass has undergone extensive change and has been transformed from a carpark and thoroughfare into a fantastic open space that is brimming with urban life. Øvre Slottsgate has become the city's latest pedestrian street, connecting the fjord and the fortress together with Karl Johans gate into a pedestrian network. Cobblestone that is more than 200-years-old has been uncovered and relaid in parts of the street. A whole area full of sculptures and great new outdoor spaces means that the streetscape can now be put to use in exciting new ways.

Over the course of summer 2019, the centre has also welcomed in several new playgrounds for children and young people which have been an immediate success, transforming spaces such as the old carpark outside Østbanehallen.

Oslo has shown that it is possible to introduce changes in a short period of time – changes that are noticed and which inspire other cities both at home and abroad. This is just the beginning – we are not done yet.

We are excited to continue developing Oslo for the benefit of everyone who lives and thrives in our city!



Hanna E. Marcussen
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Vice Mayor for Urban Development

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Working together for a better city life

By Agency Director Siri Gauthun Kielland, Agency for Planning and Building Services, and Agency Director Gerd Robsahm Kjørven, Agency for Urban Environment.

Good urban development demands a lot from us: both the physical design of streets and urban spaces, but also work on social and cultural processes. The continued development of Oslo city centre is going to require a broad approach.

The traditional hierarchy of the road is being turned on its head: pedestrians are becoming top priority while private motorists are now in last place. Spaces previously used for private vehicles and parking are being made available for greenery, trees, play and activity. Important cultural monuments can now be made more visible and our streets can be equipped to deal with the heavy rainfall that our future climate will bring.

More people choose to walk or cycle when they can enjoy the journey and when their urban spaces are welcoming and attractive. Better conditions for pedestrians and cyclists, such as benches and cycle lanes, are also essential. This helps people to make healthy, social and eco-friendly choices when traversing through the city.

Our aim shall always be to facilitate mobility for all, regardless of individual circumstances. Mobility is all about getting the logistics of the city to work for those who live there. That is why we are working to find suitable solutions for activities such as goods deliveries and commercial parking. The traffic pattern has been changed and street parking is being rethought to the benefit of handicap parking, commercial parking and

goods deliveries. With fewer private vehicles on the road, there will be more space for those who really are reliant on their cars.

Increased city life is also about mobilising more groups to use urban spaces in new ways. Our city spaces are important social and cultural arenas. City life draws us to meeting spaces where we can gather and share new experiences, impulses and perhaps even surprises. These meeting places need to be inclusive, so that everyone has the same opportunities to participate and help generate positive city life together.

We are also reinforcing essential city infrastructure: Benches so that people can sit down and relax and water fountains so that they can access drinking water without having to spend a penny. We support art and cultural activities and are investing in power outlets across the entire city centre, making it easier to set up and hold events.

We are working to mobilise businesses, volunteer organisations and cultural actors to get involved in creating city life. We have linked different stakeholders together within their own street associations and we have expanded participation around physical street renovations. We have implemented temporary city life measures to try and get these stakeholders to think creatively about how they can use city spaces that are free from cars and to make the centre more appealing

to its population. Urban development is not a frictionless process. The Car-Free Liveability Programme has worked hard to engage in dialogue and spread information in all of its sub-projects throughout the programme period. Some of these processes have been successful while others have been more challenging. It is important for us to take on board all of the lessons we have learned and to carefully evaluate each measure.

In order to increase city life in an urban metropolis as large as Oslo, it is necessary for a great many sectors and agencies to collaborate both with each other and with the private sector. Throughout the programme period, we have garnered good experiences on how to generate positive dialogue and close collaboration between important city life actors from within the public, private and non-profit realms. Even if the programme has now drawn to a close, we are still only in the early stages of our long-term efforts to increase and improve city life in Oslo.



Agency Directors Siri Gauthun Kielland (Agency for Planning and Building Services) and Gerd Robsahm Kjørven (Agency for Urban Environment).

Our approach, improving Oslo's city centre

Dear reader!

The publication that you are currently holding in your hands is a testament to some of the work that has been done to increase city life in Oslo city centre since 2016. Increased city life will make Oslo city centre more attractive to businesses, locals and visitors alike.

The centre is a common arena where people meet and socialise. Encounters with unknown expressions, people and cultures are a hallmark of a living city culture. The centre must therefore be easily accessible to all people and able to offer a multitude of different functions.

Large parts of today's Oslo city centre were built after the large fire east of Bjørnvika in 1624. The renaissance district of Kvadraturen was built for horses and carriages, while the post-war mindset was placed the car at the heart of everything. The result was a motorway over Rådhusplassen and plans to do the same at Karl Johans gate.

Today we are working from the thesis that city life is better if it provides more space for leisure, activity, pedestrians and cyclists. This work has picked up pace in recent years, but it is not an entirely novel approach: In 1970, Lille Grensen became the city's first fully fledged pedestrian street and Karl Johans gate followed just a few years later. In the 1990s, Torggata was transformed into a pedestrian street and Rådhusplassen was converted into a square and meeting place. The aim of the Car-Free Liveability Programme has been to continue these developments.

Much of the work done around the Car-Free Liveability Programme has been based on the city life survey carried out in 2014. This work identified several challenges pertaining to city life in Oslo city centre: The centre lacks good connections to the fjord and surrounding neighbourhoods. The area south of the centre in particular lacks city life, with traffic posing a barrier to pedestrians and cyclists. Moreover, the survey also reported that many outdoor spaces were of poor quality and that there was a lack of free and comfortable places to sit.

A strategic initiative to solve these problems was set in motion. The Action Plan for Increased City Life in Oslo City Centre (2018) proposes a number of strategies and measures across 13 parts of the city centre. This programme also defines what is meant by city life. The definition encompasses seven factors: urban economics, mobility, architecture, nature, people, innovation and art/culture. All of the measures that we have implemented to increase city life since then have been based on these city-life factors.

The Car-Free Liveability Programme has involved working with physical measures such as benches and traffic patterns, but also on plans, participation, measurements and communication. We have acknowledged that the public sphere cannot generate city life all on its own. Significant resources have been put into getting private actors to take ownership over our city spaces. This publication therefore also contains a number of stories from people on the outside.

Good and close collaboration between agencies has been a crucial factor behind the implementation of all the measures under the Car-Free Liveability Programme. The Programme Secretariat is enormously grateful to all those who have supported and contributed to the implementation of these measures.

We reached an important milestone in June 2019 when the City Government adopted the Area Zoning Plan for Streets and City Spaces in the Centre. This plan establishes legally binding rules for how urban spaces in the centre are to be developed in a manner which contributes towards increased city life.

Both short and long-term plans and measures are based on the same goals and definition of city life so as to ensure that all efforts support a common aim: City life is to be increased. The traditional hierarchy of the road is being turned on its head. Pedestrians and cyclists are being given top priority within a tight and coherent network of the highest quality.

The plans and measures recognise that land in the city is a scarce resource. In addition to eco-friendly mobility, we must also use what precious space we have for trees, vegetation and areas that are adapted for recreation and culture. This results in better air quality, reduces the risk of surface water and has clear public health benefits.

A more attractive city centre frequented by more people is good for local businesses and a more comfortable urban landscape

will provide new opportunities to relax, play and enjoy culture in the city, both for locals and visitors alike. The goal is for the city centre to be equally appealing to eight-year-olds as it is to eighty-year-olds. That is the sign of a city that works for all.

Even if the city centre is now moving in a clear direction towards increased city life, important groups and services must still be taken into account. Our work safeguards people with reduced mobility, the delivery of goods, business owners and the enormous cultural heritage of the area. Continuous participation and close dialogue have been crucial in order to find suitable solutions. This must continue to be the case going forward.

Increasing city life is a continuous process. The city has learned a lot over the programme period about how we can work to increase city life. To guide us going forward, we have an action plan which identifies strategies and proposals for concrete measures to increase city life in the centre leading up to 2027, and an area zoning plan with legally binding rules on how urban spaces in the centre are to be designed. Everything is in place for a redoubled effort to increase city life in Oslo over the coming years.

Happy reading!

Best wishes from the Secretariat for the Car-Free Liveability Programme

New city-centre playground at Christian Frederiks plass just outside Østbanehallen.



Photo: Kevin Dahlman

New urban spaces

Among the key measures in the Car-Free Liveability Programme, selected streets and urban spaces have been extensively renovated in recent years. In the following pages you can read a bit more about some of these changes.



Dronningens gate

- more space for people and experiences

Dronningens gate, from Kirkeristen to Grev Wedels plass, has been upgraded into an exciting public space with more room for people and city life.

A square-like street with room for city life

Plans for the development and renovation of Dronningens gate began back in 2017. The design that Dronningens gate has today is largely based on input provided by businesses on the street through dialogue and ideas workshops. There has been great interest and engagement from many in relation to both the street's physical design as well as its opportunities to create visibility, pride and life.

By summer 2019, the transformation of Dronningens gate was complete along the entire stretch from Kirkeristen in the north to Grev Wedels plass in the south. The road was narrowed, the footpaths were improved and more space was created for pedestrians and city life in the form of terraces and events. Space was also made for street furniture such as benches, trees in planters and gates with effect lighting that make Dronningens gate a more pleasant place to be at leisure than it was before. Two of the blocks have been fitted with special power cabinets for use in events, making it easier to host market days at Karl Johans gate or cultural arrangements at the Cinemateket, for example.

Street association involvement

In parallel with the physical development of the street, work was also undertaken to establish a street association and an annual calendar of different activities and events. The purpose behind the street association was to create a community and foster local engagement in order to help increase city life on the street. Organisations, businesses, cultural institutions and public foundations that are active on Dronningens gate were all invited to participate in this work. The development of an annual calendar resulted in activities and events which made Dronningens gate and its various tenants more widely known to locals and visitors in the centre.

Lessons from this work have provided the city with valuable knowledge on how it can collaborate with local stakeholders in order to increase city life. Both positive experiences and challenges yield important lessons that can be put to good use in continued efforts to increase city life in Oslo.

A place with strong historical character

Dronningens gate is home to many older buildings and has a history that stretches back to the 1630s. In connection with development of the annual calendar, a podcast entitled 'Gatelangs i Dronningens gate' was produced which discusses the street's many historical secrets and architectural highlights. Listeners can quickly become familiar with some of the lesser known sights of the Kvadraturen district.



Photo: Ingar Sørensen

Listen to
the podcast here:
[www.oslohistorier.no/
dronningensgate](http://www.oslohistorier.no/dronningensgate)

More space for people on Dronningens gate.

From carpark to square

The City Hall courtyard has become a quiet square for enjoying lunch in the sun.

Fridtjof Nansens plass was one of the pilot areas for the Car-Free Liveability Programme in 2017. This area was previously open both to private vehicles and tourist buses and had a great many parking spaces. In 2017, the parking spaces were removed so that the area could be put to use in a myriad of new ways.

The freed-up space was populated with chairs and tables that invited passers-by to sit and relax – a change which soon proved to be very popular. The space was also injected with several elements of greenery, such as a lush and verdant gateway designed by Nabolagshager. Furthermore, a former parking area was given a new lease of life as the home to an art project – the word cubes 'Andre si det' by Fredrik Høyer – which immediately caught the attention of passers-by.

In summer 2018, Fridtjof Nansens plass was closed to private traffic. More furniture was brought in and a slackline was introduced as an element of play. The same year also saw the installation of effect lighting which began illuminating the square in exciting patterns both in the evenings and in the darker winter months. In winter 2018, work was begun to repave the square and to remove tripping edges so as to make the area more attractive even for people with reduced mobility. In spring 2019, we continued development of the area by introducing 25 cherry trees in pots along the curbstone that runs around the length of square. At the same time, we also introduced more planters, seats and age-friendly benches into the area. As the slackline had proven to be such a popular addition, we also introduced some balance balls in order to create a larger activity and play area for both adults and children alike. Two power cabinets have also been installed in the area. This makes it easier to host activities such as concerts and other kinds of public events in the square.

Over the course of the last two years, Fridtjof Nansens plass has transformed from being an area where cars had free reign to a space where residents and visitors can play, relax and freely enjoy one of Oslo's many hidden gems.



Photo: Kevin Dahltman

Fridtjof Nansens plass has been transformed into a public square for recreation and play.

Myntgata 2

– A new meeting place

The large green courtyard at Myntgata 2 is an example of an urban space that is opened to the public, and has become an oasis for people of all ages right in the heart of the city centre.

The work was complete in spring 2019, bringing a new and attractive public space to Oslo city centre and the Kvadraturen area. A 40-metre-long swing set equipped with swings for all ages – from the very youngest to the very oldest – has been a particularly popular element.

A green oasis in the heart of the city

There has been a desire for the courtyard to serve as an attraction and a destination in the city centre – a place that people want to visit, but also a place you can discover on your way to or from Akershus Fortress. The courtyard thus also functions as a thoroughfare for

pedestrians heading to and from the fortress area. The large and luscious courtyard is open to the public and has been reinvigorated through the introduction of plantings, furniture elements, play sets, exercise equipment and art installations.

In anticipation of permanent 'residents'

The city's aim for the future development and use of Myntgata 2 is to provide space for necessary municipal needs while also bringing more city life into the Kvadraturen area. The properties are being fitted out for educational, cultural and business purposes. In the interim, the city is temporarily leasing the premises at Myntgata 2 and they are presently occupied by city, state and private enterprises.

A popular place for events

The courtyard is open to all and can be used for different kinds of events which help increase city life. Events which have already been held here include: Festival Uten Navn, Christmas markets, winter festival, the Oslo biennial, Constitution Day celebrations, the Oslo architectural biennial/children's architecture day and the Generation Games. It has also become a stop on many city tours. In just a short period of time, Myntgata 2 has become a tranquil space in the heart of the city for informal gatherings and meetings both inside and out.

Facts about Myntgata 2:

The City of Oslo bought Myntgata 2 from the Norwegian Defence Estates Agency in June 2017.

The almost 13-acre property consists of five buildings which encircle a large central courtyard. The entire property, including the courtyard, is listed for the conservation of its national and cultural heritage.

The buildings were originally used as stabling and barracks for military units affiliated with Akershus Fortress.

Photo: Kevin Dahltman



Myntgata 2 has become a popular meeting place, in part because it is home to the longest multi-generation swing set in Norway

The city's latest pedestrian street

The removal of cars from Øvre Slottsgate has given Oslo a new pedestrian street with trees, cobblestones and sculptures.

According to the city life survey conducted in 2014, there is not enough city life in the streets between Karl Johan gate and the fjord. We are therefore working strategically to bring about a positive change in these north-south axes of the city. More pedestrian streets and better footpaths bring better opportunities to create city life. Øvre Slottsgate has therefore been pedestrianised over the course of 2019.

Art and cobblestones

Removing the asphalt uncovered a layer of tiny cobblestones underneath. These were most likely laid in the middle of the 19th century. The old cobblestones have been reused as a part of the new street flooring in parts of the street.

Another special feature of this street is the so-called sculpture zone. Art in public spaces has been an important

part of the Car-Free Liveability Programme, and the same applies to Øvre Slottsgate. The sculpture zone has been developed in collaboration between the Agency for Cultural Affairs and the Norwegian Sculptors Society. There are plans to replace the current sculptures in spring 2020 with others which have been specially built for the area and which will remain in place for a longer time. Five different artists have been invited to create these sculptures.

Designing in line with local wishes

The street has been designed in accordance with input from local stakeholders both on the street and in the Kvadraturen area which was collected through ideas workshops and several dialogue meetings. One of our goals was to involve users of the street at an early stage as possible and throughout the entire process so as to allow them to take ownership over the new pedestrian street and to actively embrace the change.

Following the wishes of local stakeholders, the street has been designed so that it is possible to erect a stage on it and a power cabinet has also been installed to provide electricity during events. Game tables have also been introduced to the southern part of the block and a variety of different games can be borrowed for free from Sentralen.



The new Øvre Slottsgate: Oslo's newest pedestrian street has been populated with different types of seats, plantings, wooden lampposts, works of art, atmospheric lights and bicycle parking stations.

City life measures

A range of smaller and larger measures have been implemented to help increase city life in the centre. These include both physical measures which make the city more accessible, pleasant and safe, as well as measures which attract people into the centre.



Bright ideas

Street lighting makes the centre safer and more pleasant.

One of our best and most well-received measures has been our efforts to improve lighting in the centre. Good lighting improves safety for pedestrians and cyclists and boosts the aesthetic value of urban spaces.

Streets, parks and public squares are not frequented as much in winter as they are in summer. Increasing city life in the wintertime is a challenging task, but incredibly important and luckily not impossible.

Dark evenings provide an excellent canvas for good lighting design. Many places in the centre have therefore been fitted with new lighting solutions. In winter 2018, temporary lighting was installed in the trees on Kirkegata and Rådhusgata. This is so-called winter lighting, which is seasonal and taken down when the spring comes. The

same measure was repeated and extended to more parts of the city in the 2019–2020 winter season. This year also sees the arrival of new winter lighting in trees on Spikersuppa, Kronprinsesse Märthas Plass, Rådhusgata and Rosenkrantz gate.

So-called effect lighting has also been installed at Fridtjof Nansens plass. Effect lighting on facades and building features can look really beautiful and make it easier to convey a sense of the size and shape of a certain space. Effect lighting is therefore an effective tool for increasing the aesthetic value of an urban space, particularly in the darker months of the year.

As well as installing new lights, we have also been sure to take better care of the lighting we already have. We have upgraded the lighting installations at Christiania torv, Rådhusgata and Egertorget, and over the coming winter period we shall be giving high priority to upgrading the lighting at Grev Wedels plass and Kontraskjæret.

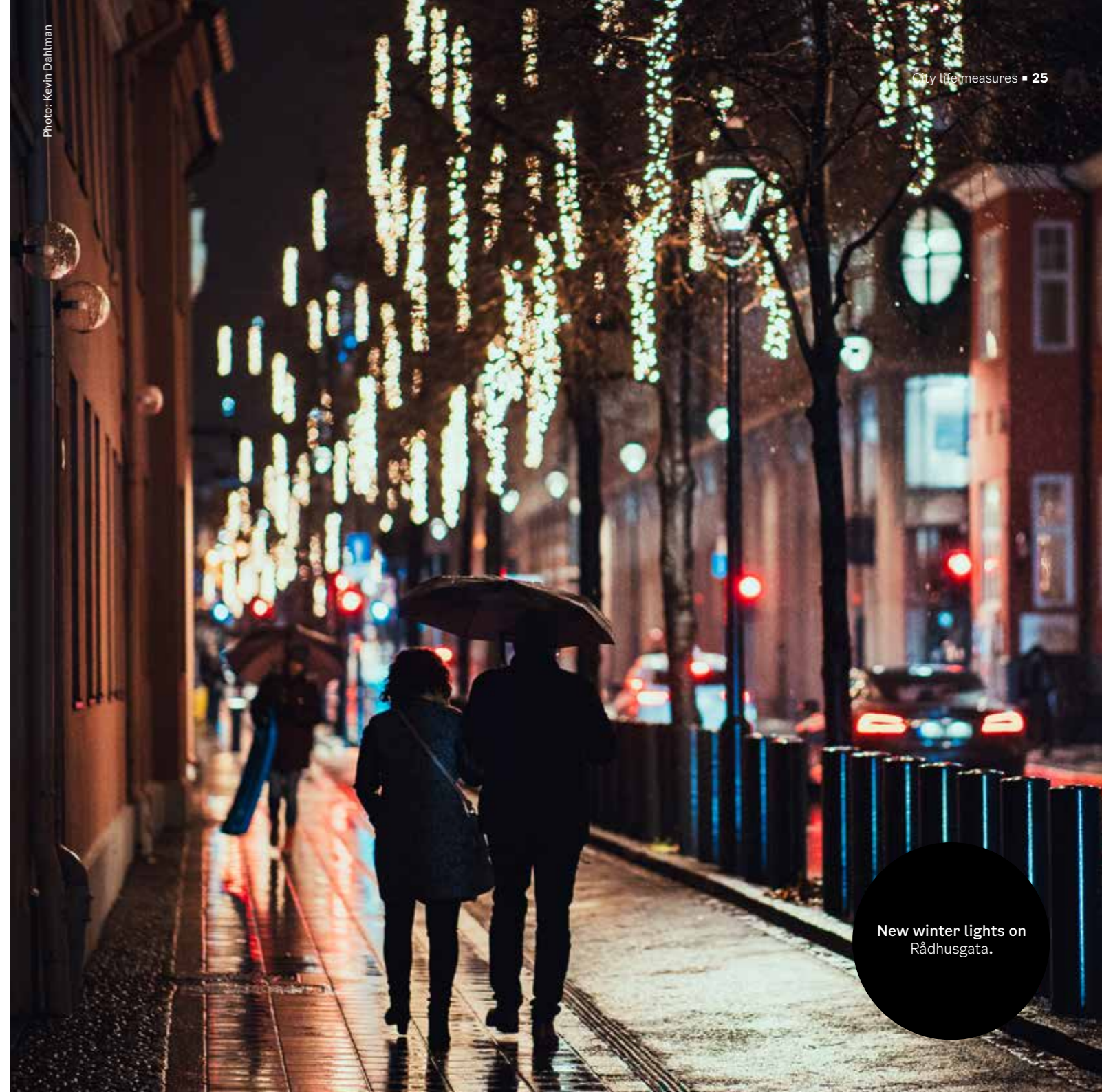


Photo: Kevin Dahltman

New winter lights on Rådhusgata.

Get to know your city

The centre is brimming with incredible stories. This year we have worked to bring these stories to life in new and unconventional ways.

Discover Kvadraturen

Kvadraturen has an exciting and varied history, with buildings and architectural elements dating from the 1620s all the way through until today. Despite this, not many people know the area all that well. With support from the City of Oslo's Cultural Heritage Management Office and their atlas of cultural heritage for the area, we are in the process of developing a new information platform as part of the *Get to Know Your City* initiative. The *Discover Kvadraturen* platform will launch in 2020, acting as an important and permanent initiative to help Oslo residents become more familiar with their city.

Winter walking tours in partnership with Oslo Museum

Oslo Museum held their popular city walking tour programme *Get to Know Your City* in 2019 and in November and December they trialed a number of winter walking tours. This was a pilot test to identify whether these walks could be a viable way to increase city life in the centre. The walking tours were held every Thursday over a period of four weeks from 19 November. They included artistic elements, refreshments and visits to buildings that are normally closed to the public.

'Place Listening' in partnership with the Oslo Architecture Triennale An art project by the name of 'Place Listening'

was held as part of the Oslo Architecture Triennale. This was a walking tour with an audio backdrop where participants wear headphones and become immersed in what the artists refer to as a 'documentary theatre performance in the city's public space'. 'Place Listening' was held in autumn 2019.

Street music festival on Oslo Culture Night

Oslo Culture Night 2019 saw the city's many street musicians all gathered together for the first time at a single street music festival. New artists, established musicians and people who had previously only performed on the street all took part in the programme. In addition to the familiar arena on Karl Johans gate, a large stage was also set up at the newly established Culture Quarter on Dronningens gate. A whole host of different street musicians took to the stage including Ion Cantaraguin Rasturnel, Lawrence Richard Glaister and the Hjerterom Choir and Lars Beckstrøm (deLillos). Coffee was served at the cafeteria in the Cinemateket, =Oslo was on site with their coffee bicycle and there was even an exhibition on the history of street music for attendees to enjoy.

Art in the centre

The public spaces of Oslo city centre are home to both old and newly installed pieces of art. Some are private but many are owned by the city itself and form part of the city's art collection. Through the *Get to Know Your City* initiative, we hope to make these artworks more accessible to the public so that more people can discover our artistic treasures. Walking tours are being put together in order to highlight these wonderful works of art. Both private artworks and city-owned artworks will be included in these walking tours which we eventually hope to integrate into the 'Discover Kvadraturen' project.



Bankplassen is one of the gems of the Kvadraturen area.

A centre for all

We're making it easier to get around and use the city centre, who ever you are.

'The centre has good café seating, but poor benches' – this was one of the findings from our city life survey in 2014, a comprehensive mapping of city life in central Oslo. An important part of our work to increase city life has been to create urban spaces that can be used by the entire population.

Upgrading urban spaces to meet fundamental basic needs – such as being able to sit down, access drinking water and enjoy greener urban spaces – has been an important part of the Car-Free Liveability Programme.

More places to rest your feet

A number of new seating options have been introduced to streets, squares and parks all through the city centre. These new seating spaces consist of different types of

benches, chairs, sun benches and seating areas. A large number of these new benches are specially adapted to the needs of elderly citizens, such as back support and arm rests.

The introduction of new seating options has proven to be a highly popular initiative. The new benches at the Basartaket area on Møllergata were taken into use immediately on what was once a space used exclusively for car parking. The introduction of these seats has created a new space for pause and relaxation in a location that people simply used to hurry on past.

Access to drinking water and toilets

Four new drinking fountains have also been introduced at Kontraskjæret, Grev Wedels plass, Youngstorget and Langkaia. In addition, public toilets have also been installed at Christian Frederiks plass to the south of Oslo Central Station.

The importance of meeting fundamental basic needs is something that can be easily overlooked, which only makes it all the more important. These measures make it easier to walk and use the city centre, which exists to be used by us all.



More water fountains in the centre where people can fill their water bottles.

From car parks to proper parks

The centre has become more colourful, more verdant and has benefited from around 100 new trees.

The removal of parking spaces and roads frees up more space for greenery and trees. Vegetation – and trees in particular – performs a myriad of functions: It contributes towards the attenuation of rainwater and biodiversity while reducing noise and dust and helping encourage people to walk or cycle.

The new *Area Zoning Plan for Streets and City Spaces in the Centre* sets requirements for the planting of trees on all streets and urban spaces. Although there are now requirements in place for trees and vegetation to be planted in the ground going forward, most of the new vegetation introduced so far has been preliminarily contained in planters. This has contributed towards a greener centre over the last two years.

100 new trees

Just under 100 new urban trees have been introduced to the city centre. In addition, damaged trees have also been replaced in several places across the whole city.

Fridtjof Nansens plass at City Hall is one of the places where new trees have been introduced. The presence of trees at Fridtjof Nansens plass is not entirely new and can be seen on the original blueprints for the square dating

back to the 1940s. 25 cherry trees have been introduced in large planters, demonstrating what the area could look like if permanent urban tree plantings were to be introduced to the square in the future.

Europarådets plass has also seen the introduction of new cherry trees. 18 katsura trees have been planted on Dronningens gate while the new pedestrian street Øvre Slottsgate has been adorned with 25 new trees of different varieties including katsura trees, crimson cascade, Manchurian cherry, Amur maple and birch.

Inspiration from woodlands

So-called *parklets* – small modules containing seats and planters which are placed in former parking areas – offer up new spaces for more vegetation and greenery. The woodland areas outside of Oslo have served as a source of inspiration for the new pine trees in the upper part of Nedre Slottsgate. Farther down the street, you can find edible fruits such as apples, cherries, plums, wild strawberries, redcurrants and blackcurrants.

More variety

The centre is already home to a number of seasonal flowers, and more of these same types have now also been planted. In addition, some new plants that have not previously been common in the centre have also been introduced on a trial basis. A number of edible plants, perennials and grasses which are beneficial to bees and insects have also been brought in.

The diversity of vegetation has increased. The plants selected are hardy species which can tolerate the urban environment, thrive in planters and remain attractive all year round.



Photo: Ingar Sørensen

Green touches inspired by the forest, pictured here is a planter on Nedre Slottsgate.

Art and culture are important to city life

Social and cultural expressions is inextricably linked to our urban spaces. Culture brings people together and connects them to places.

An important part of our efforts to increase city life has been to facilitate more art and culture. Around 70 cultural projects have received support through the 'Ongoing Allocation of Grants to Art and Culture Initiatives' scheme. The projects supported are all different and encompass talks, festivals, concerts, walking tours and theatre performances.

Some of the most notable events held have been a film screening for nursery schools at Youngstorget during the *Films from the South* festival and an event at the start of November which saw Rådhusplassen completely transformed into a darkened gallery for light art during the *Fjord Oslo Light Festival*. During the OsloPix Film Festival, Fredrik Høyer took to Olav Vs gate to perform slam poetry as part of his project entitled *Skyskerker. Våthjerte*.

Funding for art projects

A number of temporary art projects were held in the city centre this year (see map). This resulted in large part from the Agency for Cultural Affairs inviting the city's artist-run venues and art halls to send in their own proposals for the centre back in December 2018.

But a lot happened in 2017 as well. An ideas competition from this year gave us the quirky Word Cube by Fredrik Høyer at Fridtjof Nansens plass, the *Diaries from a Distance* wall mural by Shwan Dler Qaradaki and Adnan Hassanpour on Rosenkrantz gate and the interactive, activity-stimulating artwork *Shall We Dance* by Marisa Ferreira on Kongens gate. This latter installation saw an old parking metre painted yellow and converted into a loud speaker for the public to play their own music on.

Pippip Ferner's plastic-based *Plastozilla* amazed both adults and children alike at Europarådets plass. While Myntgata 2 was transformed into an arts quarter, becoming home to both *Fluene* by Berit Soot Kløvig and a painting of the so-called *German barracks* in sprightly street art colours. In 2017, a multi-functional piece of furniture was installed on Øvre Slottsgate before later being moved to Torshovdalen so that the former street could be developed into a pedestrian street in autumn 2019.



Plastozilla at Europarådets plass.

Power outlets for events

In 2019, power outlets specifically intended to supply power at events were installed at nine different locations in the city centre such as Fridtjof Nansens plass, Øvre Slottsgate, Dronningens gate, Europarådets plass and Kongens gate at the Akershus Fortress.

These outlets will make it easier and more practical to use urban spaces for events without the need for diesel generators. The same urban spaces are often used repeatedly for different events in the centre. The aim of placing power outlets in new urban spaces is thus also to encourage urban actors to hold events in these areas and thereby help spread city life over a wider geographic area.

Even more power outlets will be introduced in 2020. The locations of the power outlets were selected on the basis of input from the Agency for Cultural Affairs and from other cultural bodies and actors.

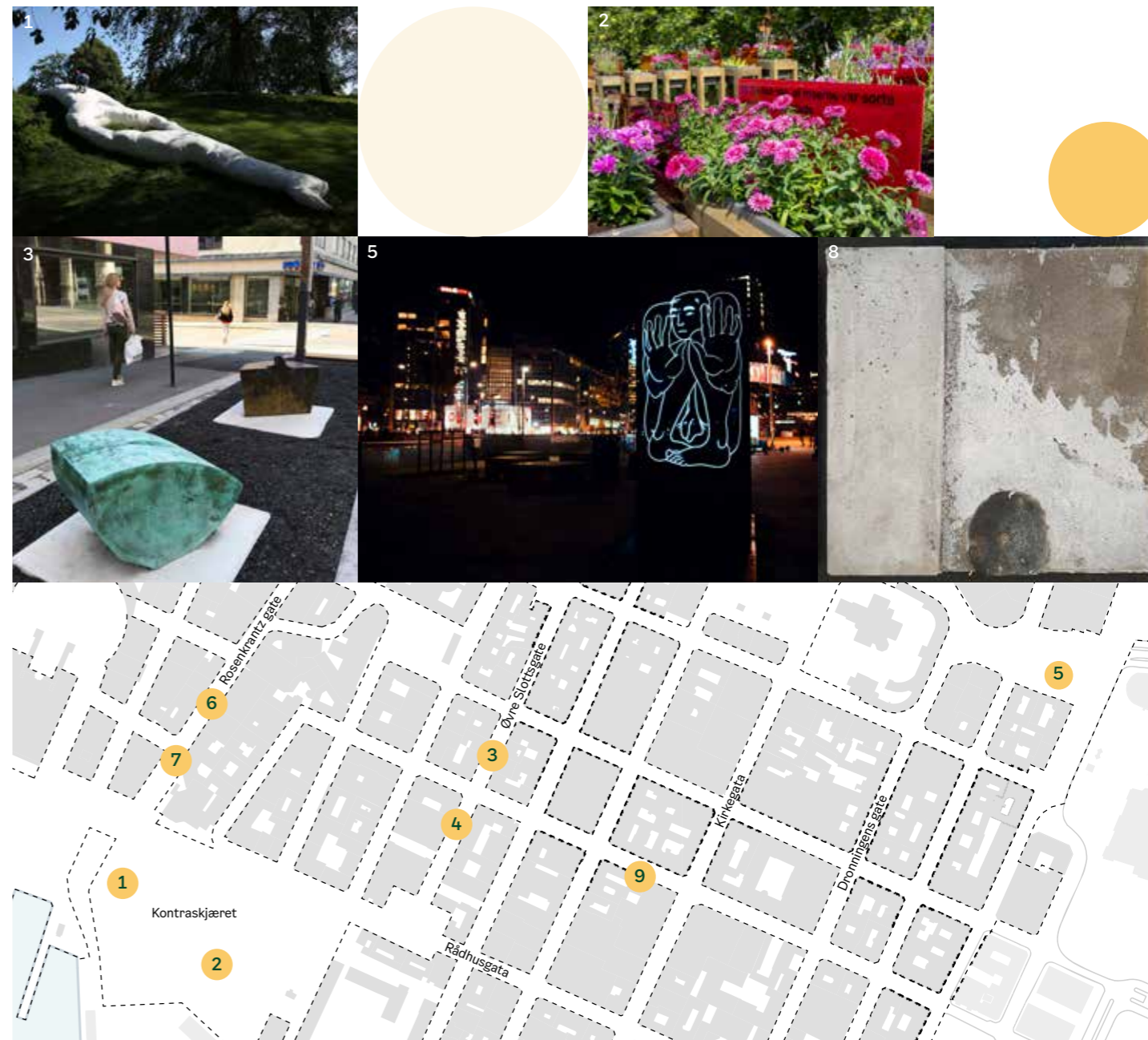


From the street music festival on Dronningens gate.

Temporary art projects

The Agency for Cultural Affairs' call for temporary art projects led to a number of art projects being made available to the public in the summer and autumn last year.

1. *Be Extended* by Anneke von der Fehr and Tona Gulpinars.
2. *Locus Bee Sanctuary – Dagny Juels hage* by Thale Fastvold and Tanja Thorjussens.
3. *The Norwegian Sculptors Society's Sculpture Zone* featuring works by Gunn Harbitz, Gabriel Johan Kvendseth, Mathijs van Geest, Carl Martin Hansen and Wenche Gulbrandsen. The second phase of this project has commissioned sculptures from five new artists for the same street. The selected artists are Bjørn Bjarre, Karin Blomgren, Farhad Kalantary and Linn Lervik, Jone Kvie and Elna Hagemann. (From spring 2020).
4. Visual artwork by Det Elektriske Korps (Øyvind Mellbye and Einar Goksøyr Åsen) and the artists Morten Jensen Vågen, Kim Hankyul and Signe Becker, among others.
5. *Video installation from UKS Young Artists Society* by Osgür Kär.
6. Video zone showing video works by different artists.
7. *Hannah Ryggen Army* by Julie Ebbing and Helene Duckerts.
8. *Potemkinby* by Juan Andrés Milanes Benito (Noplace, Gamlebyen).
9. *Grafikk i Kvadraturen* by Norwegian Printmakers (NG).
10. Street art with art curator James Finucane and four international contemporary artists who travelled to Oslo to create spontaneous artworks in response to the city's present situation and characteristics. **(All over the city)**



Reduced traffic for more city life

Traffic in the centre has been reduced, street parking removed and accessibility improved for pedestrians, cyclists and prioritized groups.

Traffic reduction was not the primary goal of the Car-Free Liveability Programme, but traffic reducing measures have nonetheless played an important role in creating a better urban environment and increasing accessibility for more road users. Measures aimed at reducing traffic in the centre have included the introduction of a new traffic pattern in the centre, measures to reduce tourist bus traffic in central areas and the removal of all ordinary street parking.

New traffic pattern in the city centre

A number of goals were used as a foundation when developing the new traffic pattern, such as a desire to restrict traffic going through the city centre west-east and north-south and to reduce the number of private cars

on public transport routes. Traffic passing through the city should now use the ring road or the tunnel system. Access to private and public multi-storey car parks has been retained and delivery drivers and other service providers have been ensured the same access to streets and squares as before. It is still possible for all to drive in the city centre and to deliver or collect goods or people in places where parking is forbidden, however street parking is now only available to prioritised groups. This new traffic pattern was introduced in June 2018.

Less traffic

Traffic figures from November 2018 point to a reduction of traffic in the centre by eleven percent compared with the figures for November 2016. There are likely a myriad of reasons behind this decline beyond the measures implemented in connection with the Car-Free Liveability Programme.

Conditions for tourist buses

Every tourist season a large number of tourist buses visit the centre of Oslo. It takes a great deal of planning and intervention in order for such a large volume of traffic to operate in a manner which is both safe and positive. We have worked in collaboration with the tourism industry and the tourist bus sector to develop solutions for the adaptation of parking and pick-up/drop-off points

for tourist buses each season. The purpose of this has been to restrict tourist bus traffic in places where pedestrians are to be given priority and to ensure that tourist bus traffic is operated safely and in a way that benefits the city.

Trialing new parking technology

The purpose of removing street parking has partly been to reduce traffic in the city centre, but it has also had the positive side-effect of freeing up former parking spaces for new use in ways that generate increased city life. Many of the former parking spaces have also been converted into disabled parking spaces and commercial spaces for trades people and delivery vans so as to facilitate the prioritisation of certain road users.

In 2019, we trialed a new smart parking system on disabled spaces on Stortingsgata which in the long-term will be able to provide users with information on where available spots can be found at any given time, thus making it easier to navigate the city and bringing down the amount of time that individuals spend driving.



Better conditions for those who need to use their car in the centre.

Increased access for pedestrians and cyclists

Accessibility for pedestrians and cyclists is important for city life. Streets have been upgraded to make them easier, safer and more attractive for pedestrians in the centre, and new cycle lanes have also been added.

The Programme for Car-Free Liveability has increased the pace when it comes to the maintenance of pedestrian priority areas such as footpaths, pedestrian streets and squares in the city centre. Footpaths have been resurfaced and paved pedestrian crossings have been repaired. Loose paving stones and granite on the pedestrian network have been put back in place. Deep gutters on footpaths have been replaced. These are some examples of the small yet important measures which make the centre more accessible, both for those who travel around by foot and for those who need a wheelchair to get around.



Time to get rolling in the city centre

This year saw the launch of Kvadraturen's first continuous east-west bicycle route. A cycle plan for the centre is completed and many delivery companies are trying out new bicycle solutions.

The bicycle is an environmentally friendly, space-efficient and health-promoting transport solution, yet bicycle infrastructure in the city centre has typically been fragmented and inadequate. Compared to other Nordic cities, Oslo is still lagging behind when it comes to its rate of everyday cyclists. This also applies to the centre, which only around seven percent of the population report that they cycle to (city life evaluation, 2018).

Immediate measures

A number of immediate cycling measures were implemented over the course of 2019. The goal was to create a comprehensive east-west and north-south bicycle network. One-way traffic patterns for cars opened up space for new bicycle lanes on Rådhusgata. The network has been temporarily extended over Rådhusplassen and will gradually be made permanent on Dronnings Mauds gate as the work being done on the National Museum progresses.

Measures implemented as part of the Car-Free Liveability Programme have complemented the city's work on

bicycle infrastructure, such as the connection between Universitetsgata and Roald Amundsens gate and a special bicycle lane that runs across C. J. Hambros plass. A number of bicycle parking spaces and pumps have also been introduced to the city centre. Measures planned for Kongens gate had to be postponed in order to develop a solution that does not hinder the passage of diverted tram traffic.

In the long term

These immediate measures were planned before the Area Zoning Plan for Streets and City Spaces in the Centre was adopted. With this new zoning plan in place, all permanent work on streets and urban spaces in the centre will follow a comprehensive plan that will bring coherent bicycle infrastructure in all directions to the city centre.

This bicycle infrastructure will benefit everyone – from the youngest members of our society to the oldest. It is a necessary initiative in order for Oslo to meet its goal of having cyclists account for 25 percent of all traffic by 2025. Square-like streets will make good cycling streets as they have narrow driving lanes and little to no traffic. Cycle lanes will be necessary on certain streets. There is also a need for public bicycle parking stations that can accommodate different types of bicycles.

Private innovation

There are many examples of companies that are placing focus on environmentally friendly and health-promoting forms of mobility. The carpentry firm Lohne & Lauritzen has replaced several of their diesel cars with electric bikes. The company reports that their employees can now get

Photo: Julia Kalvik



around more quickly, that absenteeism due to illness has gone down and that their bicycle initiative has boosted their reputation and helped bring in more work.

The goods delivery sector has also undergone huge changes since efforts to increase city life began. Major companies such as Bring, DHL and Schenker have begun using new loading centres and shipping more and more goods by electric bike all year round.

The proportion of bike traffic in Oslo needs to rise, and better conditions for cyclists in the centre will be key to meeting these goals.



Photo: Ingar Sørensen

The Area Zoning Plan for Streets and City Spaces in the Centre adopted in 2019 establishes that Oslo city centre will receive a comprehensive cycle network that will make it safer and more attractive to cycle for all. The plan will help the City of Oslo to reach its goals to increase bicycle traffic up to 25 percent by 2025.



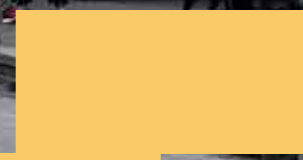
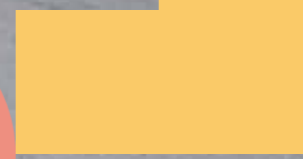


BANG & OLUFSEN

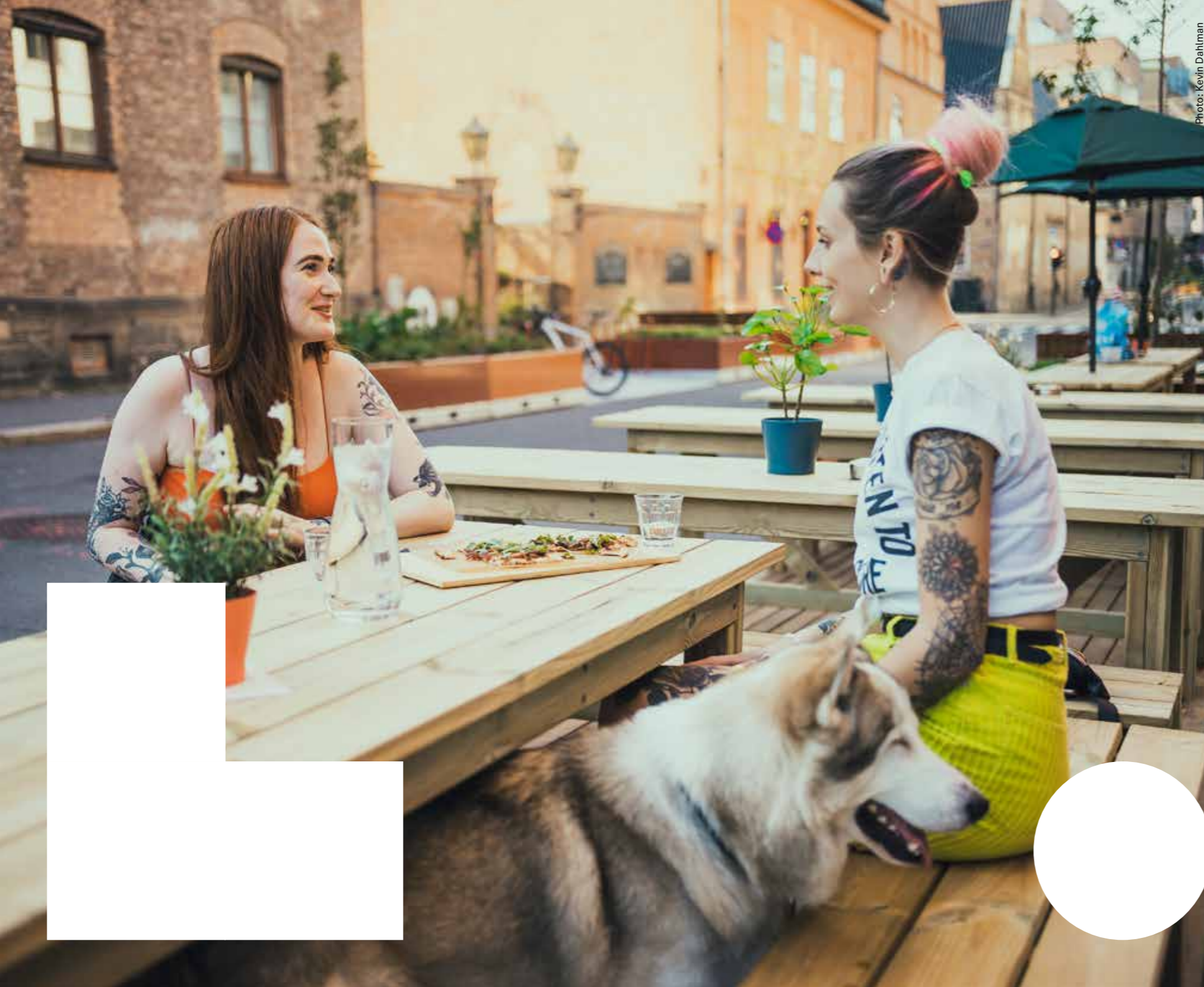
BRYGGERI & SPISERI

TIVANLIDER

Takk for at du sykler!



Cycle lane on Roald Amundsens gate



People

Oslo has shown that it is possible to develop the city centre for people by giving priority to pedestrians, cyclists and public transport users. The city for everyone to enjoy, regardless of age and ability. This contributes to better city life.



Elderly citizens in the centre

The city centre must provide opportunities for active ageing, including services for elderly citizens to enjoy.

The population of Oslo is ageing and we are increasingly in good health after reaching retirement age. This means that we will need to facilitate active ageing in the city centre. Elderly people will increasingly come to want and expect more opportunities for social activity and an ability to enjoy a range of services.

It is therefore important to facilitate accessibility based on active ageing. Making it safe and desirable for elderly people to walk or to cycle is an important public health measure. Moreover, a city adapted to the needs of eighty-year-olds will be equally accessible to eight-year-olds and to everyone else in-between. It is therefore important to make sure the city is inclusive and accessible even to its most elderly residents.

Several elderly citizens have filmed their journeys as they move around in the city centre. This has taught us a great deal about how accessibility can be improved. Through consultations with elderly citizens, we have collected input on how we can make the city better and on what can be done to help elderly residents to live more active lives.

Some direct results of this input have included a greater number of more comfortable benches, better lighting, more public toilets and drinking fountains and the removal of tripping edges from street flooring.

Buying groceries is an important yet difficult task for many elderly people. We understand that being able to sit down and have a glass of water without paying for it is important to elderly people when they are out shopping. The same goes for access to toilets, adequate lighting and reduced noise levels in shops.

We need to strengthen and improve our collaboration with traders to make shops and shopping centres more accessible to elderly citizens. The Oslo Trade Association (OHF) has announced that this winter they will be trialing a so-called bag hotel and better home delivery services in Kvadraturen.

Work is also being done to create meeting places that transcend generational divides. Such a meeting place can be found at Myntgata 2, where a so-called multi-generation swing set has been installed for use by people of all ages. This same location was also the venue for the Generation Games where people of all ages could take part in a number of friendly sport-related games.

The work continues for a city which is physically and socially accessible for everyone, including the city's growing population of elderly residents.

An age-friendly city

The age-friendly city project is an international initiative that the World Health Organisation has set in motion in order to help cities to tackle two important global challenges: an ageing population and an increasing degree of urbanisation.

A global network of age-friendly cities and societies has been established with focus placed on environmental, social and economic factors that have a bearing on the health and well-being of elderly residents.

The Car-Free Liveability Programme and the Age-friendly City Initiative in the City Department for the Elderly, Health and Social Services have been working in collaboration to improve the city centre for elderly people.



Books on wheels

New meeting places and an accessible library. Oslo's cycling library has proved new ways to use the city's public spaces.

Deichman, Oslo's public library, launched a travelling bicycle library in Oslo city centre back in 2018. With an ambition to tell a story about how nature can be used in the city, Deichman's bikes popped up in different places all across the city centre. The cycling library offers a collection of books for adults and children which focuses on the theme of city and nature as well as toys, activities, furniture and equipment for holding small events.

In 2019, the project was expanded through the addition of more bicycles and a presence in the city centre seven days a week. This extended outdoor library was given the name Camp Deichman and began offering a number of different activities and events.

Camp Deichman created breathing space and served as a tranquil place in a bustling city. It became a hugely popular place for people to stop and eat where they could

enjoy a pack lunch or buy some hot food from one of the city's many food trucks. People came to read the paper or borrow a book. It became apparent that Camp Deichman filled a need in the urban environment which many had longed for.

The modern library is a popular event space and Camp Deichman was no exception to this. The library focused on organising activities which were peaceful and intimate. Deichman organised its own events and invited partners to use Camp Deichman as an open stage.

Organisations such as Leser søker bok, Arthedain and Global Music Oslo all took up the offer. In total, Deichman and its partners held around 30 events of varying sizes over the course of summer 2019. Among the highlights were the drag story-time event Pride for de yngste and concerts by the children's group Meg og kammeraten min. Both events attracted around 120 spectators.

Camp Deichman challenged perceptions about how sometimes hectic city spaces can be used. Events held at Stortorvet such as baby dances and gardening courses were popular with participants and a pleasant surprise for passers-by. Camp Deichman on Youngstorget fast became a destination for people who worked in the area while the outdoor library at Vaterlandsparken cultivated new social gatherings and a sense of security in the city.



Photo: Ingar Sørensen

Throughout 2019, Deichman's cycling library has been visible across several parts of the city centre.

New networks create new urban spaces

City life happens when the private, public and independent stakeholders come together.

It has been important for the programme to build networks with and between actors in the centre so that more people can take ownership over the development of our urban spaces. The public sector can help lay the right foundations for increased city life, but it is only the cultural actors, shops and volunteers who use the city centre that can actually bring such life into existence.

Many spaces are being used in new ways. The aim of this is get more and more people to see the opportunities to use existing spaces in new and exciting ways; for example, by playing Pétanque on Grev Wedels plass. Deichman transformed a number of urban spaces into libraries throughout the summer. In December, Olafagangen swapped cars for a winter's day centred around celebrating cultural activities and volunteerism in Greenland.

OsloByliv – car-free Saturdays

The aim was to build a network and show how the streets can become more full of life when space is made available for city life factors such as pedestrianism, culture, heritage, vegetation and trade. Several participants said that they were inspired to take their own initiative in the future and many participants had their eyes opened to new spaces in their city.

Canvassing resulted in more than 30 different actors contributing with content. The Cancer Society held a workshop on making beaded 'fuck cancer' bracelets while

the Nordic Bible Museum used the space to promote their museum in period dress.

More than fifty other important city-life stakeholders also participated. The Norwegian Association of Disabled had a wheelchair testing station and offered valuable help in making preparations. Using VR glasses provided by Tidvis, adults and children got to experience what Kvadraturen was like 400 years ago. OsloByliv took place in summer 2019 on streets that had been identified as lacking in city life in the city life survey from 2014. One such street was Nedre Slottsgate, which was transformed into a festival zone during both Musikkfest Oslo and the Oslo Jazz Festival. These events thus gained experience in holding concerts in new parts of the city.

Autumn activities for all ages at Myntgata 2

The Generation Games and the Children's Architecture Day offered up some fun activities for everyone on autumn break in Oslo. The Generation Games created some fun experiences and activities that stretched across generational divides. Eight partners took part including the Oslo and Omegn Chess IC, the Norwegian Kickboxing Federation and the Norwegian Cricket Federation, which even fielded two national players for the occasion.

The Children's Architecture Day was held by the Oslo Architecture Triennale in collaboration with Bykuben, Deichman, the Architecture Museum and the Car-Free Liveability Programme. Approximately 300–500 attendees both big and small got to learn all about the climate and architecture and participate in activities such as a garbage treasure hunt, audiowalks, storytelling and sandcastle building.



New energy: Even short interventions can make different actors rethink how certain spaces can be used and help build new networks for generating city life. Image is from Musikkfest Oslo 2019 on Nedre Slottsgate.

A child-friendly centre

The city centre has not always been planned for kids. More playgrounds have now been introduced in the city.

The long-term plans for increased city life in the centre identify children and young people as groups that need to be more highly prioritised than before. Surveys into city life from 2013 indicated that children and young people only used the centre to a limited extent. Several places for play and physical activity have now been introduced into the city centre.

Balancing equipment has been installed at Fridtjof Nansens plass and Stortorvet while Olav Vs plass has been fitted with climbing nets. The Myntgata 2 area has been opened to the public and set up for play and physical activity. Øvre Slottsgate, Grev Wedels plass and Møllergata have all seen the introduction of game tables where people can use their own pieces and counters to play various different table games such as chess or draughts.

From cars to play

There are few unused spaces in the centre. We have been able to create spaces for play by using existing spaces in new ways. At Christian Frederiks plass to the

south of Oslo Central Station, a former carpark has been transformed into a playground for children.

The playground has taken inspiration from landscapes and nature, featuring elements such as water, islands, trees and towering mountain tops. Children can climb, slide, balance, jump on the trampoline, swing on the bird's nest swing set and play in small play houses. There are also benches and tables so adults can sit back and relax while their children have fun and play. The playground is temporarily at the moment pending a more permanent redevelopment of the area.

Langkaia is an attractive and popular promenade. The skate park, however, was not very well used and has now been replaced with a playground. The playground was used from the very first day it opened to the public and has become a very popular for families to stop as they walk along the harbour promenade.

Multifunctional art

We invited artists to make a combined art and play installation at Kontraskjæret. The result was a sculpture that people can balance, climb and slide on. The inspiration for the piece was the love we feel for something that has been used a lot, like a textile doll that has been stuffed and repaired countless times. The aim was also to produce a sculpture that brings physical challenges and experiences to its users.



The playgrounds at Christian Frederiks-plass and Langkaia (bottom) were immediate hits with both adults and children alike.



Winter creates its own demands on city life

We have tried to encourage more city life in the centre during winter through both physical and social measures.

Winter measures

We have implemented a range of physical and social measures to try and encourage more activity in winter. Examples include winter lighting which was trialed on Kirkegata and Rådhusgata in 2018 and 2019 and the installation of interactive effect lighting at Fridtjof Nansens plass which plays on the theme of winter. In addition, resources have also been used to reinforce implementation of the lighting plan for the centre, helping to make several spaces safer and more secure. We have also introduced street furniture that invites people to stop and relax even in the winter, and winter walking tours have been launched in order to attract more people into the centre during the colder months.

Inspiring new ways to use urban space

To respond to some of the challenges pertaining to city life in the winter and in order to inspire new ways to use Fridtjof Nansens plass, in December 2018 we held an event by the name of *Julepause* (Christmas Pause). The idea here was to give everyone a little break on the square by offering carols, Christmas stories and food/drink around an open fire. *Julepause* was organised in collaboration with Jobb Ung Løkka and Food Evolution. In order to show off the new urban space at Myntgata 2 to children and young families, in February 2019 we held

the Vinterlek (Winter Play) festival in collaboration with Aktivitetsskolen, the European Green Capital Year and =Oslo. A three-day festival full of play and fun for both kids and adults alike.

What sort of an Oslo do we want in the winter?

The Car-Free Liveability Programme has developed a winter strategy proposal to show how Oslo city centre could develop into a more vibrant and lively city even in winter. Through breakfast meetings, seminars and winter workshops, we have collected input on what kind of changes Oslo residents, city government agencies, neighbourhoods, organisations, businesses and traders would like to see in order to generate more city life in the winter. By studying findings from previous city life surveys, looking at what other winter cities do to promote city life in the winter and by systematising input from participatory processes, we have developed a number of possible strategies for improving city life in the winter. These strategies recognise that the centre should be accessible to all of us no matter the season, and that meeting spaces in the centre need to be fit for use throughout the entire year. Central areas should inspire play and activity at all times of year and function as a destination that people want to visit even in the colder months. The strategy also places great emphasis on the fact that the City of Oslo wants to encourage city life all year round in active partnership with organisations, businesses and traders.

Work on increasing city life in the winter will continue over the years to come, and many of the proposals are also relevant to the rest of Oslo.



Photo: Rolf Sandnes



Photo: Rolf Sandnes

Fun and games at Myntgata 2



Photo: Bo Mathisen

Christmas cosiness and ambient lighting at Fridtjof Nansens plass



Photo: Bo Mathisen

Figures show that there are more people on the streets and at leisure in the city centre.



Monitoring and measurements

Facts and statistics are important in order to identify whether the measures taken have been successful and to learn about how attitudes towards the city and its centre have changed over time.



Oslo city centre is the country's most important shopping area

How are things really going for trade and business in Oslo city centre? The 'city accounts' tool has been used to document the development from 2016 to 2018, with a particular focus on the Car-Free Liveability area.


Oslo is the economic motor of Norwegian business in general and especially when it comes to retail. This is particularly true of the city centre where a large number of highly productive people are based. The centre is the most important commercial and trading area in the whole country, especially for the clothing industry and for speciality shops¹, as well as the food and drink serving sector.

When the comparison is limited only to shopping centres in the Car-Free Liveability area, then this locality has the highest level of growth for all areas analysed in the period.² The conclusion to be drawn is thus the same as what we can conclude from the figures for retail turnover mentioned above.

Shopping centres within the Car-Free Liveability area experienced a negative growth in sales turnover of minus one percent in 2016 and then plus four and six percent respectively in 2017 and 2018. The level of positive development in Oslo is thus unparalleled by any of the reference areas.

A clear shift is underway in relation to the type of trade done in Oslo city centre. While businesses that sell *clothing and shoes* have seen their revenues go down in 2017 and 2018, *speciality shops* experienced strong growth in 2016 and 2017, and more cautious growth in 2018. *Speciality shops* now account for a larger share of all trade (30 percent) than the share attributable to *clothing and shoes* (28 percent).

The *house and home* segment also experienced strong growth during the period, in part thanks to the reopening of the GlasMagasinet department store in 2017. The *food and drink* segment experienced even development, undergoing a slight decline in 2016 and 2017 before then growing again in 2018.



	2016-2017	Jan/Feb	Mar/April	May/June	July/Aug	Sept/Oct	Nov/Dec	2017-2018
Oslo car-free centre	3 %	-1 %	1 %	0 %	-6 %	0 %	-7 %	-2 %
Oslo (excl. car-free area)	2 %	1 %	0 %	0 %	1 %	0 %	2 %	1 %
Trondheim Midtbyen	-4 %	-6 %	-3 %	-7 %	-8 %	-8 %	-6 %	-6 %
Trondheim Rosenborg and Møllenberg	-1 %	3 %	0 %	1 %	0 %	3 %	-2 %	1 %
Bergen City Centre	-3 %	-2 %	3 %	3 %	2 %	0 %	1 %	1 %

Revenue development for total retail trade in 2018 compared with the same period for the year before and with development between 2016 and 2017. Source: Statistics Norway

The clothing and shoes segment generates most of its citywide turnover within the Car-Free Liveability area – the share of turnover generated here surpassed 50 percent in 2018. *Speciality shops* surpassed one third in 2017 while *house and home* has increased from seven to 11 percent. The share for food and drink is nine percent after a slight increase from 2016 to 2018.

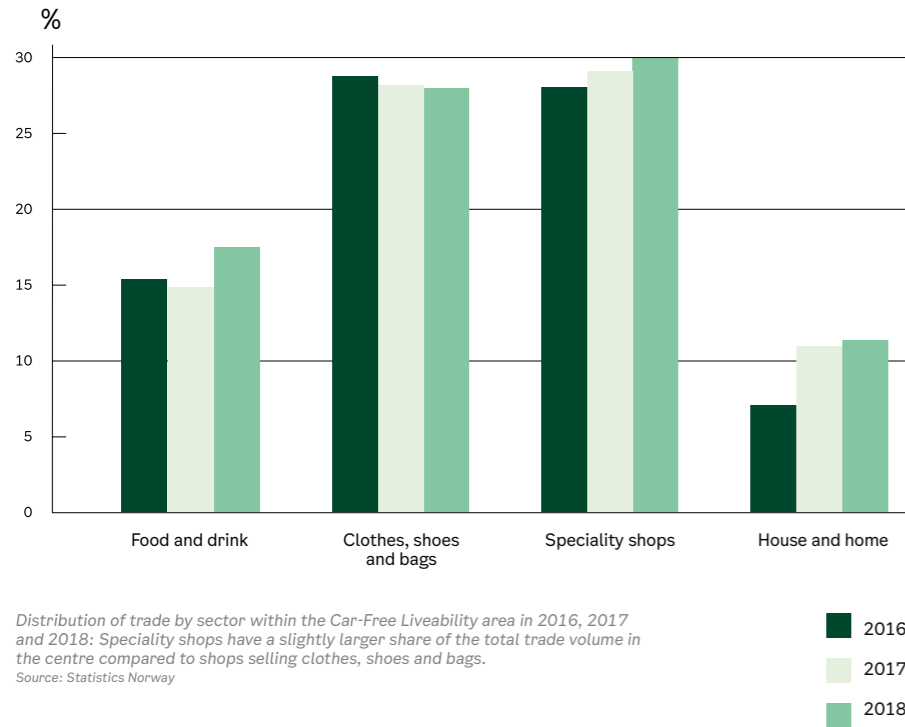
The most important commercial and trading areas are Vaterland and Midtre Karl Johan where more than 20 percent of all sales turnover in Oslo is generated, while Nedre Karl Johan, Youngstorget and Øvre Karl Johan account for between 10 and 15 percent of the total sales turnover generated in the centre. The total share for Vaterland and Midtre Karl Johan declined slightly during the period, while the share for Youngstorget and Øvre Karl Johan went up.

¹ Sporting goods shops, pharmacies, perfumeries, record shops, book shops, paper and office equipment, watchmakers, jewelers, photo services, opticians, goldsmiths, toys, children's equipment, hobby shops, florists, garden centre, pet shops, erotica, antique sellers and second-hand shops.

² Based on shopping centre statistics compiled by Kvarud Analyse.

Facts about Byregnskapet (city accountancy)

Through the Byregnskapet city accountancy programme, Multiconsult has documented the development of trade and business in Oslo over the course of 2016, 2017 and 2018, with a particular focus on the Car-Free Liveability area in Oslo city centre.



Distribution of trade by sector within the Car-Free Liveability area in 2016, 2017 and 2018: Speciality shops have a slightly larger share of the total trade volume in the centre compared to shops selling clothes, shoes and bags. Source: Statistics Norway

Dining is still important in the city centre

Oslo city centre is an important meeting place – something which is reflected in the fact that it is home to 37 percent of all food/drink outlets in the City of Oslo. This share has gone down from 39 percent in 2016, indicating a different trend compared to retail. Turnover from food/drink serving increased by three percent in 2017 but then fell by one percent in 2018 within the Car-Free Liveability area. Within wider Oslo outside of the Car-Free Liveability area, turnover in the food/drink serving sector increased by five percent.

Compared to Trondheim and Bergen, developments within the food/drink serving sector were relatively good in Oslo city centre. Turnover within the food/drink serving sector

declined by 12 percent in the central Midtbyen district of Trondheim in 2018 following a slight decline in 2017 as well. In Bergen, turnover went down by three percent in 2017 and by four percent in 2018. Sales turnover in the food/drink serving sector experienced an overall decline across the bigger Norwegian towns and cities in 2018.

Food/drink serving turnover at shopping centres, on the other hand, increased relatively well. This is particularly evident in Oslo outside of the Car-Free Liveability area, but also within the area as well. The same also applies to shopping centres in different parts of Akershus and Trondheim city centre, but not Bergen city centre. This way be a sign that the food/drink serving sector is currently migrating into shopping centres.

Weak retail growth, but best in the country


Due to the rise of e-commerce and online shopping, 2017 and 2018 were challenging users for bricks-and-mortar retail in Norway. Total growth in the Car-Free Liveability area went down from seven percent in 2016 to three percent in 2017 and minus two percent in 2018, according to statistics provided by Statistics Norway (SSB).

In 2016 and 2017, it was clear that the Car-Free Liveability area was undergoing the strongest level of development within retain in relation to the reference areas, but the same could not be said for 2018. The reference areas include all of Oslo, the central Midtbyen area of Trondheim, Rosenborg and Møllenberg in Trondheim and Bergen city centre.

The Car-Free Liveability area experienced weaker development compared to Bergen within speciality shops and the sale of

alcohol at government-owned alcohol retailer Vinmonopolet. Within food and drink serving, the rest of Oslo performed better and within clothing and shoes development was more or less equal in all of the different areas. Otherwise, the development of sales turnover was stronger in the Car-Free Liveability area than it was in the reference areas. This means that the programme area did best within food and drink and house and home, and that it was second best for food/drink serving and alcohol sales.

Overall, there is good reason to conclude that even if developments within retail and food/drink serving were somewhat weaker in 2018, this was nonetheless yet another good year for Oslo city centre which was the best place to run a business within these sectors – at least in relation to the reference areas.



	2016-2017	Jan/Feb	Mar/April	May/June	July/Aug	Sept/Oct	Nov/Dec	2017-2018
Oslo car-free centre	3 %	-3 %	-1 %	3 %	-2 %	-3 %	0 %	-1 %
Oslo (excl. car-free area)	5 %	3 %	7 %	4 %	4 %	3 %	8 %	5 %
Trondheim Midtbyen	2 %	-6 %	-2 %	-17 %	-23 %	-14 %	-10 %	-12 %
Trondheim Rosenborg and Møllenberg	6 %	8 %	5 %	-5 %	-12 %	-9 %	-1 %	-4 %
Bergen City Centre	-3 %	-5 %	-3 %	-1 %	-1 %	-14 %	3 %	-4 %

Sales turnover in the food/drink serving sector in 2018 compared with the same period for the year before. 2015-kr, including prikke2 data. Source: Statistics Norway

More people are using larger parts of the centre

– City life evaluation 2017–2019

Over the course of the last three years, a so-called city life evaluation has been carried out to study how people use the city centre and how understanding and attitudes towards the measures have changed.

More people on the streets

The results showed that there were 14 percent more people on the streets and 43 percent more people at leisure in urban spaces in 2019 compared with 2017. A good example of this is at Fridtjof Nansens plass where significant changes have been made over the course of the period. Borggården by the City Hall is no longer dominated by cars and traffic. Today, this square is full of tables, chairs, plants and urban furnishings for use in play. This year, the number of people registered as being at leisure in the city increased by 47 percent compared to 2017. For many of the urban spaces that saw an increase in people at leisure, the common denominator has been the introduction of city life measures that invite residents to linger and relax.

Increased awareness of the Car-Free Liveability Programme

Awareness of the Car-Free Liveability measures has increased over the course of the period. In 2017, most

people associated the programme with the removal of street parking. This year, several measures were recognised as part of the programme such as lighting, street furniture and vegetation. At the same time, however, many continue to mention measures that are not a part of the Car-Free Liveability Programme, such as public transport and tolls, when they are asked what measures they associate with the programme.

The level of awareness around the programme's measures is more or less the same across the different groups that have been asked. People on the street and business representatives are more aware than other groups that benches and plantings form a part of the programme.

People are somewhat more satisfied with the atmosphere and activities in the centre in 2019 compared to 2017 while many people believe that accessibility for cars has gotten worse over the last three years.

Attitudes towards programme measures

The proportion of people who feel positively about the Car-Free Liveability Programme has increased. There are huge differences between the groups consulted, however. People interviewed on the street (68 percent) believe that the measures will attract more people to the centre to a greater extent than the business community (32 percent) and the population at large (39 percent). There are also geographical differences. People who live in the inner city (50 percent) believe that the measures will attract people to the centre to a greater extent than those who live in the outer city (34 percent).

Changes in the number of people at leisure from 2017 to 2019. The size of the dot indicates the size of the change: the bigger the dot, the greater/lesser the number of people registered as being at leisure in the area. Changes on Bogstadveien are shown on the map fragment on the top right corner. The biggest changes can be seen on Karl Johans gate (furthest north/west). Here, 25,000 more pedestrians were registered in 2019 than in 2017, which is equivalent to an increase of 50 percent.



Method and data

SWECO's city life evaluation for the Car-Free Liveability Programme consists of pedestrian figures, counts of the number of people at leisure, surveys, media analyses and participant observations.

The pedestrian counts and the studies of people at leisure in the city centre were carried out using the same methodology as in the city life survey from 2014.

► Pedestrian counts: Two days registering pedestrian numbers at intervals of every ten minutes. Conducted on a weekday and a Saturday in June for all three years. Number of counting points: 22 plus a reference area

► People at leisure: Observations were made over two days, a weekday and a Saturday in June at the same 17 places. A count was taken every two hours between 10:00 and 22:00

A survey was conducted among Oslo's population and business community and interviews were conducted with people on the streets at different locations around the centre. A media analysis was also conducted which studied posts published both in traditional media and on social media. Additionally, in 2019 a number of focus group discussions, participant observations and intelligence analyses were also conducted and the results from all of these initiatives were included in the final report.

Key:

At leisure: The process for registering a person as being at leisure in the city centre involves the researcher identifying different activities in the urban environment and recording where they have taken place on a map. Examples of activities include: sitting on a bench, waiting for transport and playing children.

Changes in the number of people at leisure from 2017 to 2019. The size of the dot indicates the size of the change: the bigger the dot, the greater/lesser the number of people registered as being at leisure in the area. The largest increases were recorded at Youngstorget and on Karl Johans gate. The decline at Rådhusplassen can be explained by the fact that parts of the square were closed in 2019 for maintenance work and set-up for the VG-lista music charts event.



The centre is an important meeting place and responsible for 37 percent of all sales turnover from the food and drink serving industry in Oslo. This photo is from Christiania Torv.



Communications and learning

The Car-Free Liveability Programme has received a great deal of attention, both at home and abroad. The initiative has come up against both uncertainty and resistance, but it has also received enormous support from residents. All of this is valuable experience to be taken with us as our work on city life continues.



Strong feelings at play

There has been a high level of engagement with the Car-Free Liveability Programme. Changes provoke strong feelings, and strong feelings need to be heard.

Ever since the term 'car-free' first appeared back in 2016, there have been many different opinions on the initiative. These have included uncertainty, despair, irritation, anger and fear. At the same time there has also been willingness, curiosity, happiness, optimism and anticipation. We have seen many important stakeholders in Oslo's business community compare Car-Free Liveability to the smoking ban fifteen years ago; once the worst of the opposition had settled down, there were very few people who wanted things to go back to the way they were before.

Some criticism justified

If you scroll back to a few older articles and read posts on social media, you might get the impression that traders, property owners and the business community have all been collective opponents of Car-Free Liveability. The real picture is more complex than that, though. There is no doubt that the rapid introduction of car-reducing measures and a new traffic pattern – at the same time as general construction work was being widely carried out in the city centre – has been a challenge to many businesses, delivery companies and trades people. It is important for us to take a humble approach to some of the criticism that has come in from the trading sector and from individual shops in the centre when they tell us they have received little information or been insufficiently involved in the process.

Everyday challenges for individuals

Through our work on Car-Free Liveability, we have seen that some people have limited opportunities to get into and around the city centre. Elderly people and others with reduced mobility face a number of everyday challenges in this regard. These are challenges that the city takes seriously. We are prioritising dialogue and collaborating with others to find new and better solutions to these problems.

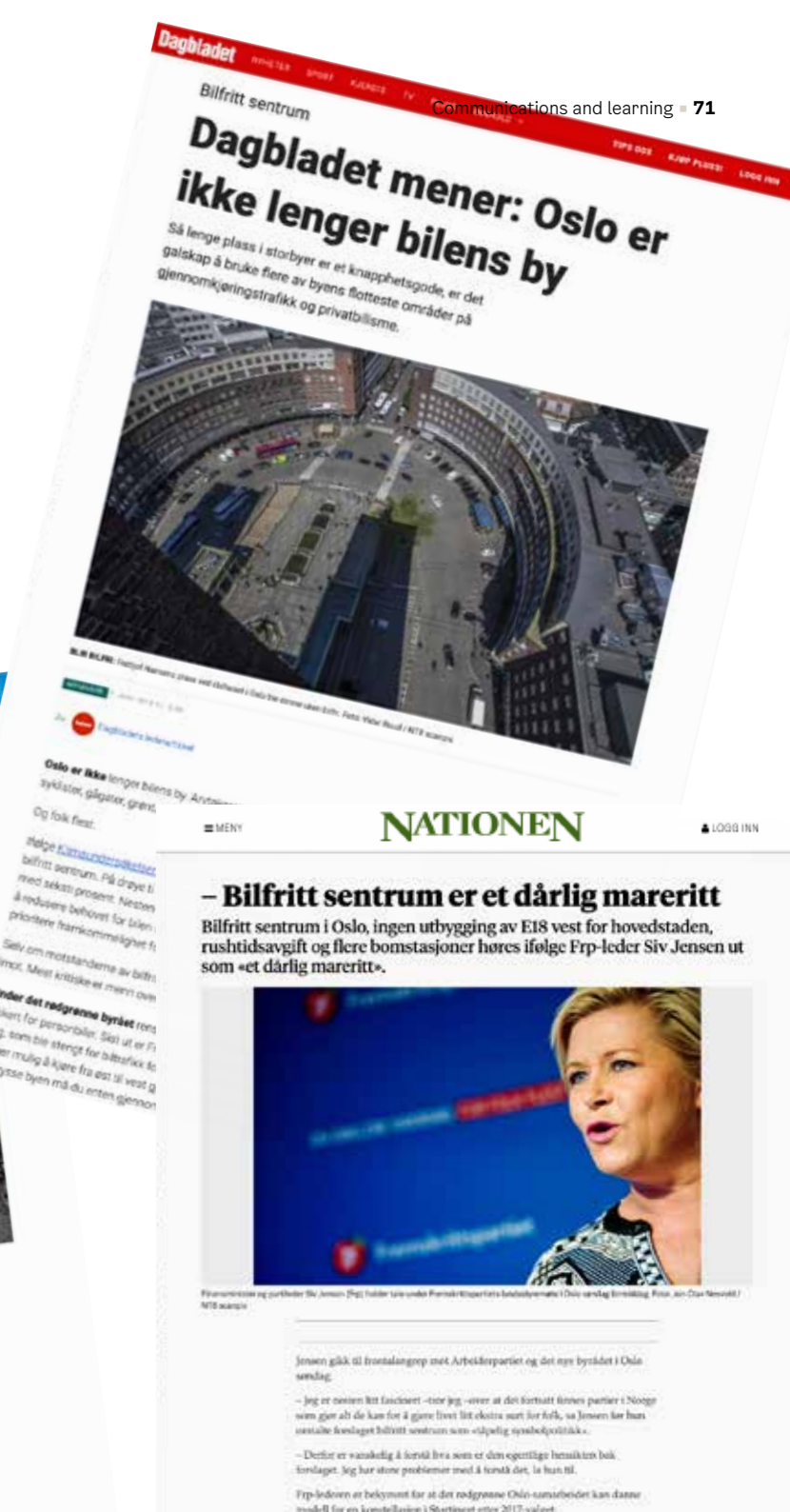
From if to how

Several physical measures have been introduced this year and many have already yielded positive results. For most people the question is no longer whether or not we should have fewer cars in the centre, but how we are going to get this to work.

New initiatives from the business community

In the 1970s, exhaust fumes lay thick over the city and queues of traffic stretched across Rådhusplassen and through all of Kvadraturen. Today, an increasing number of cities both in Norway and abroad are in the process of putting city life and the environment ahead of better accessibility and parking for cars. Yet still, we hear that trade in the centre is suffering as a result of Car-Free Liveability. But we also see examples of the opposite. Life is spreading to new parts of the centre. More and more business owners are optimistic and taking advantage of the changes to offer new experiences and innovative services to their customers. Examples of this include delivery companies and trades people who take up new means of transportation which both save time and yield financial returns. Or when a car dealer opens a new showroom in the heart of one of the city's new pedestrian streets.

Moreover, city development in Oslo is no different from anywhere else in the world. We can see similarities emerging, in different forms and at different speeds, in cities such as Copenhagen, Paris, Amsterdam, London and New York. Resistance and protests come hand in hand with change, but the experience so far has been that few people want to revert green developments that boost city life once they have been implemented.



Arouses much curiosity and attention

Oslo has shown that it is possible to quickly and effectively reduce the number of cars in the centre and to prioritise pedestrians, cyclists and public transport users while also making the city greener. The work done by the City of Oslo has been noticed far beyond the nation's borders.

The Programme for Car-Free Liveability has generated interest and curiosity from all corners, especially since Oslo was appointed European Green Capital in 2019. The City of Oslo launched a hugely ambitious climate strategy with a view to becoming the world's first ever emission-free metropolis. One of the measures is to reduce traffic by a third by 2030 compared with levels in 2015.

There has been a great deal of interest in learning more about what Car-Free Liveability is, what experiences we have gained and what exactly the measures entail. Throughout the entire project period we have regularly held presentations and received media delegations from different countries across the world. Not least, we have organised outdoor inspection visits for groups both from within Norway and from abroad.

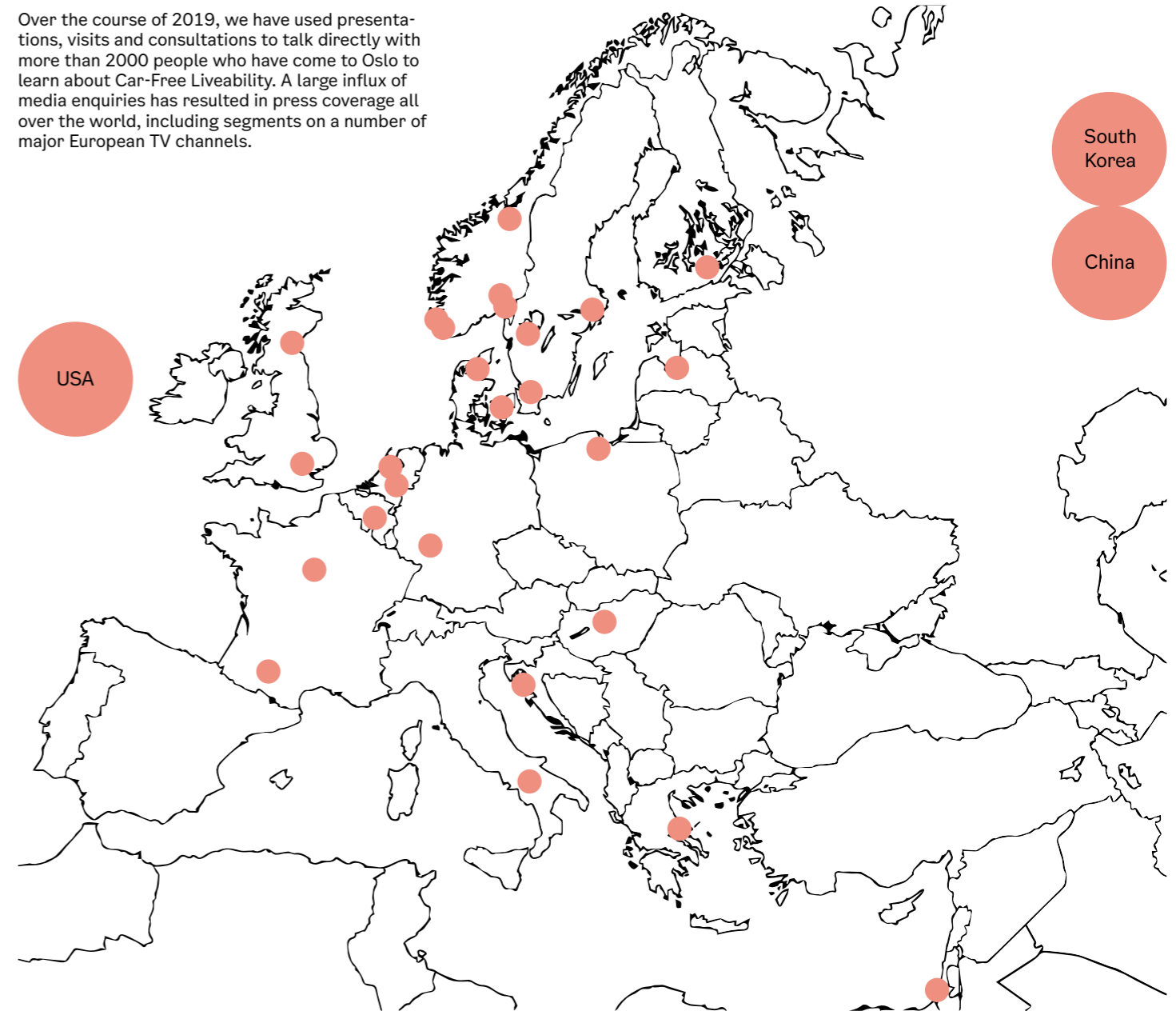
The measures are considered radical by many, not least due to the speed with which they have been implemented and the size of the area being developed in the centre. Many come to us to hear about our climate measures. But even more come because they also see the connection between the spaces laid seize to by cars and what it means for city life when priority is given to a diversity of experiences that are suited to different societal needs.

The English-language magazine Wired wrote the following about Oslo: "These radical restrictions opened the city up to a benefit that is often overlooked in relation to car-reducing measures: more space. While climate change is often a good motivation for reducing car usage, some of the biggest gains come in the form of urban development".

For those of us who have worked with Car-Free Liveability, it is fantastic to see that increased city life is being recognised as an important factor by those who come on study visits to Oslo. It is also inspiring to see how more and more people are coming to prioritise city life and pedestrians over cars and it is enormously enriching to share knowledge from colleagues both at home and abroad.

We have received a large number of inquiries from students in Norway and abroad who want to use the Car-Free Liveability Programme as a case study. This shows us that our work is also having an impact on the younger generation, which is an interesting demographic for those of us who work in urban development. Figures from the Norwegian Public Roads Administration (2019) indicate a 19-percent decrease among persons aged 18–29 in Oslo who apply for a driver's license. We also hear that more and more city dwellers in this age group choose not to own a car. It is only natural to assume that this linked to the considerable changes in how we move and get around – especially in our biggest cities. In other words, better public transportation, new methods of transport and restrictions on the use of private cars are having an impact on how young people think.

Over the course of 2019, we have used presentations, visits and consultations to talk directly with more than 2000 people who have come to Oslo to learn about Car-Free Liveability. A large influx of media enquiries has resulted in press coverage all over the world, including segments on a number of major European TV channels.



Where do we go from here?

The Oslo of the future will be an even greener, warmer and more creative city with space for everyone.

Our efforts to increase city life are still just beginning. *The Action Plan for Increased City Life 2018–2027* and *the Area Zoning Plan for Streets and City Spaces in the Centre* (adopted in June 2019) provide the foundations for considerable change in the years to come.

Platform for City Government Cooperation 2019–2023

The *Platform for City Government Cooperation 2019–2023* also puts forward guidelines for further city life initiatives. Work on increasing city life is expanded to include all of Oslo with a focus on the centre and the districts of Tøyen and Grønland. It will be made easier for citizens themselves to actively create city life through the 'Living Streets' initiative. The City Government Platform will also pave the way for better cooperation around city life based on the engagement and involvement of business owners and volunteers.

A green city

Oslo ranks sixth among the world's greenest cities according to the *Sustainable Cities Index*. Ongoing work

on green urban development will also have an impact on city life initiatives in the coming years. More trees will be planted all over Oslo and more measures will be implemented in order to try and reduce greenhouse gas emissions. Among other things, the City Government Platform proposes the establishment of a pilot green zone within the Car-Free Liveability area over the course of 2020. The idea would be to only allow zero-emission private vehicles in the city centre over the course of 2020 and to only allow zero-emission light vans from 2023.

The way forward

Our work on the Car-Free Liveability Programme has taught us that large-scale efforts to increase city life not only provoke enthusiasm, but also resistance. Some of this resistance is attributable to a sense that the changes are happening too quickly and without enough information or public engagement. This is something we need to take seriously. During the UrbanFuture conference in Oslo in May 2019, the former mayor of Santiago de Chile, Carolina Tohá, shared her experiences. Her message was that this kind of project requires a great deal of humility. As the City of Oslo now prepares to ramp up its efforts for a better, warmer and greener city with more space for city life, it is important to listen to those affected. We must work together so that the good intention to increase city life can work for everyone.

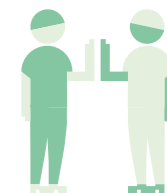


The City Government Platform lays the groundwork for an increased focus on city life in an even larger part of the centre.



Stories

Work on the Car-Free Liveability Programme has been undertaken in collaboration with many different stakeholders both within the city and beyond. We have invited some of the people who have worked together with us, who have been affected by our work and who have been inspired in different ways to share their thoughts on Car-Free Liveability.



Bringing the historic centre to life again

Janne Wilberg,
Cultural Heritage Officer at the City of Oslo

Cultural heritage and cultural history are not perishable products, but rather a source of knowledge and experience that stretches across time and space.

Cultural history is closely tied up with the issues being addressed by the Car-Free Liveability Programme. The Cultural Heritage Management Office has its own responsibility for the implementation of certain measures but is also involved in a great many wider processes. We are keen to help revitalise the historic city centre. We therefore feel positively about experiments focused around temporary furnishings, new ways to configure our streets and squares, more greenery and the better facilitation of activity in the centre.

Making people want to linger and be at leisure in areas that were previously little more than thoroughfares also makes it easier for them to appreciate the architecture in our city

in all of its detail. So it will be interesting to see the results of these measures afterwards. Some of the measures are largely based around an appreciation of individual building environments in Oslo city centre with great heritage value, such as the measures implemented in the courtyard of Myntgata 2. Other urban installations, however, can be perceived as disruptive from a heritage point of view.

Historically, it has not been traditional to have street trees in the city centre as parks have instead fulfilled the role of the city's green lungs. In light of the 'green turn' and an increased demand for a more attractive city centre, the Cultural Heritage Management Office is in favour of making our streets greener, but that is not to say that trees are always the answer. Especially in what we refer to as 'viewing streets' from which you can see the city's green hills and the Akershus Fortress – an element of urban planning dating back to the renaissance – it is important not to block the view with tall or leafy trees. In such places, injections of greenery should come in the form of lowering plantings such as shrubs and flowers. And we are, of course, open to the planting of trees on certain other streets.

Otherwise, there is huge scope to improve the appearance of the many security measures that exist around public buildings. These need to be deployed in an aesthetic manner that contributes towards city life to a greater extent than they do today. An opening up of courtyards and first floor spaces on street level is something that should be fostered in the years to come, and not least the reopening of old gates and doors on corners. This would help make the area more attractive.

The Cultural Heritage Management Office's main contribution to the Car-Free Liveability Programme has been to offer interesting walking tours to a broad public on a range of subjects, including urban development and increased city life. Our digital Kvadraturen Atlas, our Touring Kvadraturen walking map and Kvadraturen for Kids – a walking map and pedagogical programme for children – all contain a great many interesting and fun stories that should be made available to the city's population on an open digital platform. There is a huge opportunity here for positive collaboration between the culture, environment and tourism sectors, and with voluntary organisations and other stakeholders with an interest in telling the stories and history of the city.



Photo: Lars Ludvig Roed

Amsterdam goes car-light

Wiard Kuné,
Senior Policy Advisor, Gemeente Amsterdam

At the beginning of the project in Amsterdam, we got a lot of questions about best practices in other cities, mainly in Europe. Oslo was one of the cities that was mentioned most, because of their successful approach towards reducing car dependency in the city centre.

We therefore asked a group of trainees to conduct research into other cities, with two main questions: (1) what contributed to the success of the measures in those cities and (2) what were the lessons learned when it comes to less successful measures in those cities? The most important lesson we learned was that words matter. 'Car-free' became a slogan of its own, which people began to fill in for themselves.

The downside (losing my car) became apparent, whilst the upside (a livable city) got less attention. The second

lesson learned is that we should not make a car-free city our goal. This has a negative connotation for lots of people. From the beginning, Amsterdam used the Dutch word 'autoluw', which translates roughly as 'car-light'. So, the Amsterdam scheme for reducing the footprint of cars is called 'Amsterdam is Creating Space – An Agenda for a Car-Light City'.

We started by developing a vision of what a future Amsterdam could look like. In this publication, we demonstrate how the Amsterdammer might move around in a livable and accessible city, with all the benefits of enough space to move around and enjoy the public space, but also the benefits of a good public transport system and enough room for using active modes of transport (i.e. walking and cycling). This approach works very well in telling the narrative of a car-light city.



Oslo has given us insights into incremental change

Lesley Macinnes,
Councillor, the City of Edinburgh Council

We were delighted to be invited by the Deputy Mayor of Oslo last year to find out more about their ambitious 'car free livability programme'. Like Edinburgh, Oslo is working towards a transformed, better connected and more liveable city centre, and it was an invaluable experience to find out more about their efforts to achieve this.

I was particularly interested in the city's strategies for sustainable transport, urban development and mobility, which chime with Edinburgh's ambitious goal of becoming carbon neutral by 2030. By exploring Oslo's development of pilots which test ways of increasing connectivity and improving public realm, we were given an insight into how incremental change can be achieved too. And a thoroughly enjoyable visit to both the newly-developed waterfront and historic centre demonstrated just how cities can look to the future while preserving their heritage. Our own plans for Edinburgh's City Centre Transformation will create a people-focused city centre, reducing the

dominance of cars and improving connections for those travelling on foot, bike or by public transport. Through extensive consultation, research and design work, we have established a comprehensive ten-year delivery plan for this vision. This takes into account Edinburgh's unique landscape and cultural reputation. However, it is only through engaging with other cities like Oslo that we will build upon our position as a major European capital.

It is wonderful to share opportunities and ambitions with the beautiful city of Oslo.



'Car-Free Liveability' deserves praise

Christian Rignes,
CEO, Eiendomsspar AS

The Car-Free Liveability Programme is a sensible project that deserves support. If implemented well, it humanise the city. There will be less pollution, more climate friendliness, better aesthetics, more life and greater enjoyability – in sum, a better and more lively city.

That doesn't mean that Rome needs to be built in a day. Cities develop over hundreds of years, and so urban development must also be gradual and well considered. This also applies to the car-free city project.

Even if cars shall and must become subordinate to pedestrians, cyclists and public transport, it is important to ensure accessibility for those who work and shop in the city. My observations on the project can be summarised along the following important axes:

Accessibility to the centre

The geographic scope of the project seems about right, even if it is more ambitious than comparable 'car-free'

city projects. Accessibility is aided by good public transport links in the city, as well as electric bikes and scooters which make it easier to get in and around. The introduction of new bike lanes really deserves credit! A new metro tunnel and a new train tunnel must be prioritised so as to ensure that public transport connections remain up to scratch in the future as well. Taxis and other special needs are well facilitated and that is positive.

Challenges remain for some

Delivery companies and trades people are struggling with the rapid transformation and there is a need to greatly improve their level of accessibility. The removal of street parking for private cars is a major aesthetic victory, but it makes accessing the city by car more difficult for those who need to do so. More centrally located underground carparks should therefore be introduced (at places such as Borggården by City Hall and Youngstorget, for example). Most important of all, though, is that existing public and private carparks, which already play an important role in allowing the city to function, remain accessible.

Retail trade in the city centre is undergoing a challenging period of transition that has seen its profit margins enter into decline, although this is also due to the general rise of e-commerce and out-of-town shopping centres.

Aesthetics and use of road space

Ensuring that freed-up space is redeveloped aesthetically has not always been an easy task, but in the last half of 2019 in particular, a range of important measures have been implemented with streets and footpaths being renovated and more attractive street furniture being deployed. There is still a long way to go, however – aesthetics are important to the well-being of citizens in the city and the real work has only just begun.

Both public and private events help to boost city life and there have been a lot of positive initiatives in this regard.

In summary, I believe that the Car-Free Liveability Programme has been reasonably successful despite a number of teething problems, especially with regards to aesthetics and accessibility. I will be cheering from the sidelines as this project continues forward and am pleased to say that the future of the city shall not belong simply to cars.



Towards an attractive destination

Bente Bøhler,
Chair of the Kvadraturen Association in Oslo

The purpose and mandate of the Kvadraturen Association is, among other things, to promote business interests and cultural value in the Kvadraturen area. We work to ensure increased well-being and positive urban development through projects and measures that promote member interests. The work of the association is therefore well in line with the aim of the Car-Free Liveability Programme to enhance city life in the centre of Oslo.

Kvadraturen has long since been unfairly beset by reputational challenges particularly relating to prostitution and drug dealing. We have therefore worked actively for many years now to help strengthen trade and business in the area. We were quick to express our concern around what we perceived would be a decline in accessibility as a result of the rapid removal of parking spaces in Kvadraturen. Nonetheless, we also wanted to contribute positively towards the new green tide that has been moving in and its increased focus on pedestrians and cyclists. We were therefore careful to participate constructively throughout the entire process, giving clear opinions and input on what specific measures we felt should be given priority.

The road to where we are today has at times been challenging. At a time when Kvadraturen was in need

of investment to generate activity and improve well-being, we were a little skeptical towards the project's initial temporary measures. It was therefore with great pleasure that we saw long-lasting and positive investments being made in Kvadraturen last summer. Today, we have a playground in the beautiful Myntgata 2. We have seen excellent parklets pop up in more and more places, bringing more greenery to the urban landscape. There are art installations and a new street surface on Øvre Slottsgate – and better footpaths and benches on Dronningens gate. We have also got new winter lighting on Kirkegata and Rådhusgata.

The future is now looking quite bright and we are excited to see yet more positive developments in the future. One thing we feel passionately about is more lighting on the cross streets shooting out from Karl Johans gate. These are still much too dark throughout a lot of the year. Many people feel unsafe walking these streets in the evening time. The Kvadraturen Association is keen to work together with the city on any measures that increase security, well-being and city life in this area.

Another thing that we have worked hard on is giving business owners in Kvadraturen better living standards so as to help them further contribute positively to city

life. To this end, we have offered retail and restaurant businesses with premises at street level the opportunity to rent footpath space for outdoor trade and dining at a very low cost. The success that this kind of investment can have in increasing life on the streets is well known from data collected on similar measures in Copenhagen. In 2007, the Danish capital introduced this measure for a trial period of five years. It was a huge success and led to a marked increase in city life as a result. The scheme was therefore made permanent in 2012. It was even covered in the Danish newspaper Politiken. We are now crossing our fingers in the hope that our politicians will also opt to take similar action!

In conclusion, we are very glad to say that we think Kvadraturen has a bright future ahead. We are also keen to take this opportunity to praise all of the positive measures we have seen in recent times. Together we can all help move Kvadraturen in the right direction towards becoming an attractive destination in the heart of our city!



Photo: Ingar Sørensen

Cities should look to Oslo

Jamie Wylie,
MSc graduate focusing research
on opposition to the Car-Free Liveability Programme

Putting people first makes cities work better for everyone. It's not an easy task, but Oslo has shown it's possible.

The Car-Free Liveability Programme (Bilfritt Byliv) is an excellent example of how real change can be delivered in a short space of time to create a liveable, attractive and successful city. Much remains to be studied about car-free city centres, but the case of Oslo offers some excellent learning points for how similar projects could be implemented in the future.

Perhaps most importantly, cooperation and collaboration between different actors is a key factor. Early and

meaningful involvement of a range of stakeholders, including citizens, business owners and civil society groups, is vital in ensuring that reducing car use in cities works for the benefit of everyone.

Clarity in the communication of car-free projects is also essential. Clearly communicating what changes are taking place, when these are happening and crucially why these are happening, is vital in providing people with certainty and predictability for the future. Disagreements and conflicts may occur, but there's a lot of common ground to be found: Everyone wants to live in a happy, healthy, attractive city. Working together is the only way to make that a reality.

Oslo has shown other cities that putting people first in cities is not only possible, but it is preferable for a host of reasons. Other cities should now look to learn from Oslo and create city centres fit for the future.



The city and trading

Jon Anders Henriksen,
Director for Commercial Policy
Oslo Trade Association

There were strong reactions on many fronts when the City Government put forward its proposal for a car-free centre in October 2015. The Oslo Trade Association (OHF) concerns itself with the fundamentally important role that trade plays in urban development and works to ensure that this role is recognised and further developed. During the first few years of the city's car-free project, however, we got the impression that the city was taking trade for granted.

Customers come first – always

The retail and food/drink serving sectors are highly reliant on their customers. So how can we ensure that a steady stream of customers that will keep the city's marketplaces alive and profitable? OHF's method for positive city centre development is to copy shopping centre functions into Oslo city centre.

The City of Oslo has conducted several surveys into what residents think of the measures in the Car-Free Liveability Programme. This is important information, but not sufficient in and of itself from a trade point of view. It is for this reason that the OHF conducted an extensive survey in 2018 which aimed to identify different consumer groups and preferences in relation to how people use the city. In addition to information about turnover and job numbers, we acquired more in-depth knowledge into what

drives the city's development – and not least its market and meeting places.

Within the political discussion around Car-Free Liveability, there is much talk about businesses, public transport, bus and tram stops, bicycles, zoning provisions, financing and public participation. Consumers, on the other hand, are a group that we feel have been sometimes overlooked.

Yesterday's measurement tools

Unfortunately both the business community and the city have failed to get creative and innovate. An example of this is the lack of continuous monitoring when it comes to value creation from city life activities in a way that would allow for knowledge-based planning. In 2018, the Agency for Planning and Building Services began to work on city accountancy following a proposal from OHF. This work is a good example of how the city and the business community can play on the same team and find well-founded answers to shared needs and goals. OHF hopes that the city will work together with the trade and food/drink serving industries to finish this project so that it can be used as an innovative and modern data tool that meets the needs of both the city and business.

The city must listen to businesses

Rarely before has there been so much attention placed on trade and business in the centre as there has been since the City Government launched its idea for a car-free centre in October 2015. Our experience is that OHF members have strengthened the city in many ways both in spite of and not exclusively because of the city's policies alone.

So does OHF have the answer?

The media has taken a great interest in the Car-Free Liveability Programme. The conflicts have been many. There have also been examples of city measures which we believe have not succeeded all that well in increasing city life, such as outdoor offices and road paintings, which were trialed at an early stage of the project.

We would like to emphasise that OHF is not defending cars, but rather accessibility in the centre for all. Some shops have a lot of customers who arrive by car while many others have hardly any. Some will want to become completely independent of cars while others will continue to require a minimum degree of accessibility for different forms of transport. Our report 'The 4th Commandment of Trade' from 2018 shows differences between various consumer groups. If we lose even one of these consumer groups, we lose out on diversity. This is also a matter of city centre politics.

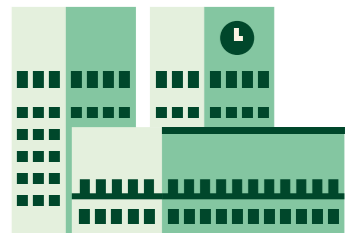


Photo: The Oslo Trade Association (OHF)



Action Plan

In the following pages you will find all of the measures linked to the programme's action plans for 2018 and 2019



The following pages present measures from the revised action plan for 2018 and the action plan for 2019, which were adopted by the City Government alongside the Action Plan for Increased City Life.

A1	Strengthen the progress of work to remove parking spaces that are not regulated by the city. Freed-up space is to be used for city life activities, spending time at leisure in the city, more disabled spaces, room for goods deliveries and commercial parking.	A6	Strengthen efforts to establish cultural infrastructure such as power outlets in more parts of the centre in order to facilitate local events.		north-south and an east-west cycling route through the city centre. This was planned in 2018 and established in 2019 through the introduction of simple measures in collaboration with the cycling project.	A23	Urban agriculture in Vaterlandsparken during the summer of 2018 in collaboration with the districts of Gamle Oslo and Grünerløkka.	B4	A simplified pop-up library was established in 2018. This will become permanent in 2019.	B9	Strengthen work relating to information about Car-Free City Life through the focused promotion of Oslo city centre as a car-free city, with clear information about specific measures and activities carried out. An information platform is to be developed providing readily available information about customer parking, commercial parking, disabled parking and goods deliveries, which also shows where to find various city life initiatives.
A2	Further develop and strengthen the maintenance of pilots from 2017, including Fridtjof Nansens plass, Tordenskioldsgate, Rosenkrantz gate, Nedre Slottsgate and Møllergata.	A7	Increase the scope and quality of new activity and playgrounds in the city centre. Playgrounds have been established at Myntgata 2 and Christian Frederiks plass at the same time as more measures for play and activity have also been introduced elsewhere in the city centre.	A14	Develop Øvre Slottsgate as a pedestrian street to a simple standard.	A24	Establish 'Location Seeking Art': A scheme to invite the creation of new artistic expressions in various places around the city centre.	B5	Strengthen the establishment of the street art programme: Increased scope of the street art programme under the auspices of the Agency for Cultural Affairs, with temporary or permanent measures and activities, including the Street Art Festival in 2019.		
A3	Strengthen the progress of work to develop Dronningens gate as a pedestrian-friendly street that prioritises culture and city life. This measure includes the possibility to establish a culture square with associated infrastructure and events.	A8	Conduct a preliminary project into the permanent design of streets in the city centre for Kirkegata, Olav Vs gate, Akersgata, Universitetsgata and Tordenskiolds gate.	A15	Support city life events and activities in the Car-Free Liveability area in connection with Oslo European Green Capital 2019.	A25	Establish 'Get to Know Your City': One or more arrangements/trail initiatives with information about places and buildings, adapted to different age groups and interests.	B6	Arrange pop-up ideas workshops to provide advice and help for interested city life stakeholders on how to establish activities for increased city life.	B10	Continue and increase cultural and sports activity grants which are administered by the Agency for Cultural Affairs and the Agency for Urban Environment.
A4	Expand and redouble efforts to facilitate increased city life on the streets around Youngstorget, including the introduction of benches and vegetation.	A9	Strengthen work regarding follow-up of the new traffic pattern in the city centre.	A17	Establish more winter activities for increased city life and leisure time in the city centre during the winter season.	A26	Carry out measures to increase pedestrian accessibility, including resetting loose paving stones, improving pedestrian crossings and the resurfacing of pavements.	B7	Area Zoning Plan for Streets and City Spaces in the Centre in order to facilitate permanent use of street space for city life purposes and increased city life in the heart of the city.	C1	Carry out city life evaluation based on the current description from 2017.
A5	Expand the bench and vegetation programme. The purpose is to lay the groundwork for even more places to sit and rest in the centre and to create space for more trees and other kinds of vegetation. This work has been undertaken in collaboration with Age-friendly Cities.	A10	Facilitate good conditions for tourist bus traffic in the 2019 season.	A18	Establish special winter lighting in relevant urban spaces.	A27	Carry out additional efforts relating to the maintenance of temporary measures, necessary repairs, plants and cleaning.	B8	Strengthen efforts to redesign application processes and administrative procedure routines regarding permits for city life measures, so as to streamline and simplify application processes across the sectors of the City of Oslo.	C2	Establish and implement the first 'city accountancy for trade and industry' for the Car-Free Liveability area in cooperation with city stakeholders.
		A12	Establish a pilot for the testing and investigation of needs and opportunities regarding an emission-free form of transport ('stroll-bus') between destination points within the Car-Free Liveability area in 2019. This is in cooperation with Ruter and inspired by 'pink buses' in the district of Nordre Aker.	A19	Establish additional lighting measures in relevant streets in accordance with the Lighting Plan.	A28	Develop information solutions associated with parking facilities in the city centre.			D1	Funds are set aside to strengthen work regarding initiatives and activities for car-free liveability within involved agencies and City Government departments.
		A13	Better facilitation of cycling in the Car-Free Liveability area by establishing a	A20	Establish installations in the suspended canopies of selected streets.	A29	Establish more toilet facilities and water fountains.				
				A21	Establish and promote car-free Saturdays in Oslo city centre in 2019.	B3	Mobilise city stakeholders to plan and conduct their own city life events by establishing a shared events calendar.				
				A22	Establish physical measures to reduce traffic from Akersgata and down Karl Johans gate.						
											The 2017 City Life Guide has been revised accordingly. A new procedure has been established providing reduced rates for street hire.

A huge thanks to all those who have helped to improve Oslo's city life

The Car-Free Liveability Programme is an interagency collaboration across several sectors: Urban Development, Environment and Transport, Business Development & Public Property, Culture, Sports & Volunteering. Stakeholders from across different departments and agencies within the City of Oslo have contributed towards the work for increased city life.

A secretariat has coordinated the programme and taken special responsibility for interagency cooperation and communication in order to succeed in the various measures that are described in the annual action plan for Car-Free Liveability. The Secretariat has also been responsible for the editing and compilation of this publication.

Private stakeholders have been involved via the Levende Oslo collaborative forum while various other stakeholders and industry organisations have also served as important consulting and collaborating partners in work on the Car-Free Liveability Programme.

The Secretariat would like to give a huge and heartfelt thanks to everyone who has contributed to this wide-reaching initiative for the City of Oslo.

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Programme for Car-Free Liveability at the Secretariat. From left: Alex Arnfinsen, Helene Egeland, Sigurd Oland Nedrelid, Kristine Høglund Solgaard, Terje Elvsaas and Marthe Arnesen.





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