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# **Planning for a sustainable community**

*The curious case of Lund Northeast/ Brunnshög*

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## **Preface**

This paper has been written at the department of Human Geography at Lund University. It was done during the spring of 2013 and it's the final step of the BSc Urban and Regional planning.

I would like to address a thank you and express my gratitude to the guidance from my supervisor Guy Baeten, who has been of much value for me during the work in progress with this thesis. I would also like to thank Eva Dalman at Lund municipality for taking her time to meet me for an interview, also for providing me with much needed material surrounding the development and planning process of Lund Northeast/ Brunnshög. I've only been able to scratch on the surface when it comes to the complexity that is urban sustainability, but it has been an 'eye-opening' process.

## Abstract

We're living in a time where more and more evidence of our impact on the environment appears every day. A lot of resource and time have been spent in order to identify and inform about the ecological footprint us humans enlarge day by day. The realization of human impact on the environment introduced large scale research and UN reports on the subject and a definition and goal to strive after was established as late as 1987 in the Brundtland report. Since its introduction the development have gone far and now it's generally understood that the terminology of sustainability should be regarded as a three-way 'sphere' where the concepts of ecological, economic and social sustainability is regarded as unified, coherent and equally important if one want to define sustainability in the 21<sup>st</sup> century. The goal to become 'sustainable' has suddenly developed into a whole franchise with different agents competing for the throne. Several new urban development projects have seen daylight only during the last ten years in Sweden, and all of them are trying to implement different actions in order to showcase their aim for sustainability.

In the southern part of Sweden a new major urban development project is taking shape. The city of Lund mostly known for its University and high concentration of research heavy industry has been selected for location two new research facilities. The area of Brunnshög will not only host the two facilities but also to a vast range of housing and workplaces alongside connected services. One of the main aims presented in the comprehensive plan is to create a world leading community for sustainability. This paper seeks to identify the planning processes that will create a sustainable community and evaluate if they will be a success. The analysis will be based on the comprehensive plan trying to outlining whether or not the plan will incorporate the concept of sustainability according to the sustainability triangle. Planning has and always will be influenced by various ideals (*The creative class, the mixed city concept etc*), the paper will summarize key elements in urban planning and the conflict of interests that may arise. Results points on a 'prioritizing schedule' that promotes some aspects of sustainability over the other ones, is it possible to plan accordingly to current sustainability norm?

KEY WORDS: URBAN DEVELOPMENT PROJECT, SUSTAINABLE DEVELOPMENT, NEO-LIBERAL PLANNING, THE CREATIVE CLASS, INNOVATION, ATTRACTIVE CITIES, TRANSPORTATION

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## 1. Introduction

Twenty-five years ago the most recognized concept of sustainable development was first introduced. In a report from the *United Nations world commission of Environment and Development* (WCED) called *our common future*, but more known as the *Brundtland report* in acknowledgement to the former chair of WCED and prime minister of Norway, *Gro Harlem Bruntland*. Although the report didn't actually invent a completely new concept, it did put some of the biggest challenges on the political agenda. The most commonly known definition from the report puts sustainable development on its toes; “*development that meets the needs of the present without compromising the ability of future generations to meet their own needs*”.<sup>1</sup> Since its first major introduction this kind of development has more or less been top priority amongst planners and in particular within political willpower.

### 1.1. Background

The region of Scania which is located in the most southern part of Sweden has in recent days seen an expansion of new types of development projects. These new urban development projects draw resemblance to the now rather old million house project in the way that they are massive, scalar wise and that they set out to solve a “crisis”. The million house project main aim was to solve the acute housing problem that Sweden was witnessing at that time, and one would argue that it actually did. It provided a lot of people good, cheap housing with welcoming surroundings mainly in the suburbs to the major cities all around Sweden. Even if they today are subject for being worn-out and segregated the project did succeed in providing good housing conditions for a lot of people who wouldn't be able otherwise.<sup>2</sup>

What we're seeing now instead is a new form of urban development projects, and especially around Öresund there's been several in the last decade. Only in Malmö we already have two, Western Harbour and Hyllie which goes along Örestad amongst others in Copenhagen, the capital of Denmark just 20 minutes away across the bridge connecting Sweden and Denmark. In close connection to this, a new massive project is being planned and constructed. In the north eastern parts of the university town of Lund, a new city center is taking shape. At a previously mostly unused and undeveloped area of Lund a completely new community is taking shape. During the next coming 30- 40 years or so the establishment of this new community will take place.<sup>3</sup>

The key mechanism with this urban development project in Lund NE / Brunnshög will be that the two large scale research and science facilities MAX IV and the European Spallation Source (ESS) have been planned to be localized here. The investment that's being put into these two scientific facilities are the largest scientific investments in Swedish history. One would say that

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<sup>1</sup>United Nations, *Our common future- Sustainable development*, P.15

<sup>2</sup>Gösta Blücher- Sveriges arkitekter, *Miljonprogrammet – så här var det*, viewed 130810

both of these two laboratories are conducting similar research, they both study different materials, how they're structured, behave and work, they're in one way complementary to each other. However MAX IV is using Synchrotron radiation technology while ESS is more like a super microscope that will be able to study materials on a molecular level. The development of these facilities is of utter importance and is essential for the project as whole.<sup>4</sup> The time frame is estimated to be within ten years for both of these facilities; MAX IV is intended to be inaugurated and operational by the end of 2015 and ESS by the end of 2019.<sup>5</sup>

In close connection to the area that is now being considered to host the new development you can already find similar high-technology establishments. There's been a clear strategy by the municipality of Lund in order to create a string of science and research intensive institutions, the main influences in this development have been the University hospital and Lund University with its faculty of engineering a stone's throw away. This string that has its base from the central parts of Lund towards the northeastern parts is more commonly spoken about as the "route of knowledge" because of the intensive concentration of research, technology and education institutions. Up until now the focus have been on densifying this area that been inside the 'route of knowledge, but now when these 'massive' investments is taking place new land needs to be subject for development.<sup>6</sup>

If one would compare this project with similar projects its quite clear that they don't play in the same division regarding the vision and goals that's been agreed. The municipality of Lund accepted the progressed comprehensive plan for the area in 2012. Already in the preface one can clearly read about the high ambitions that have been set for Lund NE / Brunnshög. When fully developed it will house and offer work and study place for up to 40 000 people<sup>7</sup>. In addition the city council has set up three main pillars that the project will be based around. These three are the following ones; -The world's leading community for research and technology, - A world leading model for sustainable urban planning and development and the last one is the idea of creating a recreational area where life-quality will flourish, green responsibility is being prioritized and creativeness and exclusiveness is key factors<sup>8</sup>. As many others of these newer urban development projects, project Lund NE / Brunnshög is trying to be a frontrunner for sustainability, innovation, creativeness and an engine for the regional business and industry. Professor Guy Baeten from the department of Human geography at Lund University is describing this slightly new problematic situation in his paper *normalizing neoliberal planning: the case of Malmö, Sweden* where he evaluates the similar case of Hyllie which is a large, posh and new urban development project in the city of Malmö. He describes

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<sup>3</sup> Lunds Kommun –Stadsbyggnadskontoret, *Fördjupning av översiktsplanen för Lund NE/Brunnshög*, P.3

<sup>4</sup> TITA, *Regional mobilisation around ESS and MAX IV- final report short version*, P.2-3

<sup>5</sup> Lunds Kommun- Stadsbyggnadskontoret, *Fördjupning av översiktsplanen för Lund NE/Brunnshög*, P. 9

<sup>6</sup> Ibid. P 11

<sup>7</sup> Ibid. P.3

<sup>8</sup> Lunds Kommun, *Vision och mål Lund NE / Brunnshög Del1*, P.5-6.

the project of Hyllie as a way to institutionalize a modern urban neo-liberalistic planning approach. He argues that Hyllie is just the latest example of an embodiment of the latest set of contradictory urbanities that characterizes much of the current planning that's taking place, mainly in the developed countries in the world. Along with the other similar projects around the Öresund area the master plan of Hyllie focused on impressive architecture, attraction of capital in both people and business and a creation of 'sustainable' green places. Even if some of these investments do indeed work in favor for some of the sustainability goals, they're contradictions to one and each other as the end production is worse in other aspect of the sustainability model. Even if the plans in one way contribute to ease the lack of green spaces within the city, it might add to the already strong segregation that almost every city is witnessing. Most, if not all of these new UDP's is being built for a selective group of people; it generates a new set of previously uncharted sustainability problems. As prof. Beaten argues Hyllie and in extension even Lund NE / Brunnsög will be some of several areas within the Öresund region that he describes as new 'superplaces' or *Öreplaces* which is designed for rich, middle- to upper class people.<sup>9</sup>

Another factor that needs to be taken into consideration when it comes to the development of Lund NE / Brunnsög is the advanced plan of building a tramway that will be connecting Lund central station with this part of the city. The idea of building a tramline has been on the municipal agenda for several years, this is part of the concept in building for a dense urban community but also in order to be able to offer a smooth, attractive and improved public transport system that has the means to support an increasing population. In 2003 a new top-flight public transport route was built and since then the '*Lundalink*' has been highly trafficked by busses and the usage is increasing for every year. When constructed the link was built in a way that would enable it to be used by rail traffic. As of now the *Lundalink* is today stretched between the Lund central station and the corner of the area that's under consideration of development, all in all this route is 5 kilometers in its present form. In a pilot study made by the municipality of Lund the current solution will not be able to sustain the estimated increase in both population and businesses.<sup>10</sup>

## **1.2. Aim, purpose and research questions**

In the latest decade there have been several new urban development projects around the Öresund area. All of them being planned and constructed in similar ways, with the same prospects of being frontrunners for sustainability, especially in an ecological point of view, innovation architecture and a strive for attracting wealth in various forms and creativeness. When going through the master plans for the different areas, the two main topics where a lot of

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<sup>9</sup> Guy Beaten, *Normalising neoliberal planning: the case of Malmö, Sweden*, P.22-23

focus is being highlighted, is on being able to plan for a sustainable future and being as attractive as possible. Almost all of these urban development projects have been left unattested both by media and politicians, a lot of the problems that been surfaced is being brushed away and forgotten, this include issues such as the economic and social perspective of the sustainability triangle. When now the City of Lund is on the verge of launching an in comparison of its own size a massive project one would ask himself, have they learned the lesson from previous UDP's that been developed in their own backyard Malmö and Copenhagen. The aim will thus be to evaluate the plans that have been produced from Lund municipality and its copartners such as Region Skåne, the TITA project and the lobby group Tramlines in Scania. In that perspective the purpose will be to find out if Lund NE / Brunnsög actually have been planned accordingly to all the aspects of the sustainability triangle and its components. The main focus of the report will be based on the proposed plan of building a tramline that runs through the 'route of knowledge connecting Lund central station to Lund NE / Brunnsög.

In order to proper evaluate the process behind the master plan of Lund NE / Brunnsög according to the sustainability triangle there's a need to not just look at the plan in itself but also at those things that will be built around it, such as the transport system. No matter what happens the current state of the transportation system is lacking capacity if the projected development will take place. Therefor the main purpose of this report will be to make a critical assessment of the urban development project that's taking place in Lund NE / Brunnsög based on all the three parts of the sustainability triangle, which is the environmental, economic and social perspective, with a specific focus on the traffic and transportation system.

To concretize this rather ambiguous topic, the main research question this report will try to answer and discuss is the following:

- Does Lund municipality's comprehensive plan for the Lund NE / Brunnsög area take all aspects of the sustainability triangle into consideration?

In order to be able to get to a conclusion on this topic I've formed a couple of additional questions that will touch some of the more major themes I believe will be important to base this work upon.

- Is the proposed plan for a tram system between Lund central station and Lund NE / Brunnsög 'sustainable' apart from being 'ecological viable'? And what will happen to other public transport fields within the region, will they be less and less prioritized and eventually shut down?

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<sup>10</sup> Lunds Kommun, *Förstudie – Spårväg Lund C till Ess*, P.2-3

- Are there any other strategies, apart from the tram system to create ‘sustainable’ traffic routes to Lund NE / Brunnsbög, such as a more developed network of cycling highways which have been very popular in other cities lately?
- Is it realistic to think that Lund NE / Brunnsbög will be different in aspects such as segregation, employment rates and population demographic which are some of the most deliberated and criticized topics when discussing similar projects.
- Can Lund NE / Brunnsbög truly be the growth engine that Lund municipality is striving for, and can these effects spread throughout the region and help the creation of a polycentric Scania region?

### 1.3. Delimitations

This study will as stated before be about the new urban development project that is taking shape in the northeastern parts in the city of Lund. The main aim is to evaluate if the development is going to be sustainable within all three fields of the sustainability triangle model, -environmental- economical- and socially. In addition I will try to explain why we’re seeing so many UDP’s in recent time which is so similar to one another, this will be done by framing the concept of the current metagame that’s present in the planning processes of today, the two concepts of neoliberal planning and the now a days classic theory of the creative class by Richard Florida.

With this said most of the empirical material that will highlight the question of sustainability in the UDP’s of Lund NE / Brunnsbög will be the master plans produces by the municipality of Lund. Along with some of the visionary plans and strategies that also contribute a great deal to the development of this specific area and how I can be incorporated in a bigger, regional perspective. One of these is the TITA project, (growth – innovation – accessibility – attractiveness) this project is funded by all the municipalities of the Scania region along with *Region Skåne*, a couple of different universities and businesses with a specific interest in the development of the two modern research facilities.

There’s a limitation on this study of the comprehensive plan that’s been set in order to build a new sustainable community in Lund NE / Brunnsbög, immense planning and visionary documents that covers more or less everything will lead to a task that’s out of control. That’s why this study will primarily be based around the creation of space and functions that will help the development of a sustainable community. After all the geographical set points is already there. Another aspect that will be taken into consideration is the proposed tram system and how that will affect the city, mostly the ‘Lunda link’ route that was built a couple of years back. A fundamental feature that needs to work for this project to even reach 10 % of the goals and visions that been set is to have a well-functioning transportation system from Lund central station to the site, this transport system also needs to be optimized for an increasing population, so a basic limitation will be just to evaluate if the transport system is and will be sustainable for

present time and future, otherwise the whole project will be left stranded without sufficient needs for people living, working or studying here to actually be able to do so.

#### **1.4. Method**

In order to be able to perform a proper analysis of the development in Lund NE / Brunnshög a suitable way to go is to complete a case study of the area. Doing a case study is quite suitable when one would look for a more deep understanding rather than the general of a problem or phenomenon, and how the specific relations and processes connect to each other within a specific framed area. Usually a case study is carefully picked considering some specific attributes that's characteristic for the selected area along with identified major features that's relevant for the problem formulation and to be able to come to a conclusion. Another important factor for a case study is that most of the times the conclusions and generalization that's being drawn from it can be used and applied at other occasions when discussing the same kind of problem, in this case big urban development projects. One would not need to discover the wheel over and over again every time the type of plans is being drawn.<sup>11</sup> Even if the generalizations and conclusions that can be made out of case studies in many aspects are valued quite high, it goes around and as often as they are being praised they'll face distrust. The distrust often originates from the thought that just a specific case can't be representative enough for it to be useful in other situations and other similar areas. This is one of the flaws with the project of Lund NE / Brunnshög, since the development haven't really taken place yet it's hard to evaluate the consequences yet, it might turn out good or it might turn out in similar ways as previous projects in the Öresund area, with non-existing social, and lackluster economic sustainability outcome. Another benefit with doing a case study is that it opens up and encourages the use to implement a range of different methods and thus making the analysis more 'complete'. Although the method is not all left out of criticism, it is often pointed out by critics that the generalizations and conclusions are non-credible. This is every so often based on the fact that qualitative data is considered 'soft', and that 'case studies' are highlighting processes which is subject to interpretation and not 'hard' fact that can be statistically measured and quantified.<sup>12</sup>

The main analysis in this study will consist of three different parts; it will begin by doing a qualitative literature study that will aim to frame the concept of sustainable development in general and within urban planning particular. It's important to have a minor background on how and why the concept of sustainability has become such a major force within political willpower and the connection with urban planning in later days. After outlining the notion of sustainability and urban planning I will frame that onto the plans for the urban development

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<sup>11</sup> Denscombe, M, *The good research guide – for small scale research projects*, P. 52-55

project of Lund NE / Brunnshög. This will be done by doing a qualitative evaluation of the plans such as master and comprehensive plans issued by the municipality of Lund. In addition to these some of the visionary documents published by various projects such as TITA will be assessed. The main key here is to touch on the problematic conflict between the three different aspects of the sustainability triangle and whether or not some parts is more prioritized than others. Since much of the proposed buildings and infrastructure haven't been built yet it's of immense importance to take as much as possible into consideration in the evaluation process, that's why I'll try to use as many different angles and perspectives as possible. Doing a theoretically qualitative literature study on the concept of sustainability within urban planning will provide tools to perform a proper qualitative analysis of the proposed plan of Lund NE / Brunnshög and whether or not it fulfill the quest for real sustainability. In addition to these two qualitative literature studies I will aim to conduct at least one or two smaller interviews with representatives from Lund municipality that's in charge of different parts of the development for Lund NE / Brunnshög.

This will led to some extent a methodological triangulation, usually the triangulation model consist of three different methods, interviews, written literature and observations. In this case naturally the observation will have a slightly backseat position due to the circumstance that not much have been built in the Lund NE / Brunnshög area yet. However the interview and literature studies will give enough insight to provide a more secure accuracy and complete picture of the development thus limiting the chance for critique.<sup>13</sup>

Another concern to keep in mind is that much of the literature that will be used in the qualitative evaluation study is material from the municipality, Region Skåne and other stakeholders that's pro this type of development that will be taking place. Since the development is still in its starting blocks not much negative critique have been written so far, so an important part is to critically assess the sources and material that is the fundamental core of this paper. When one would produce its own material and information it's more of a rule than exception that it's biased and therefor risky to use.

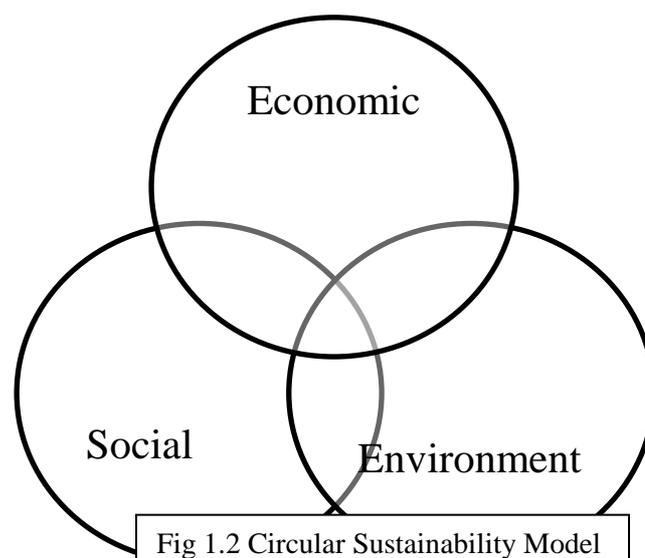
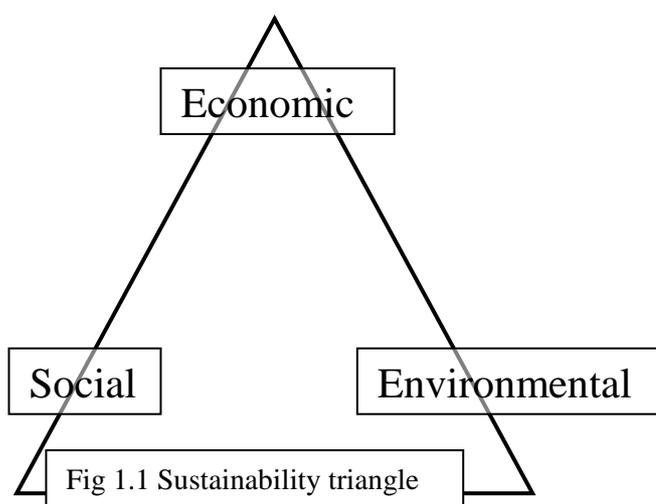
The interview I conducted was with head of projects for the Lund NE/ Brunnshög project, Eva Dalman. It was a semi structured interview which opened for more open minded discussion regarding the project. The interview was performed at her office 22<sup>nd</sup> of May 2013, and was recorded and afterwards written down and quote checked with the informant before published in the paper. The interview may be found in its whole at the addendum section.

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<sup>12</sup> Ibid. P. 69-72

### 1.5. Theoretical background

The proposed urban development project that is taking place in the northeastern parts of Lund in the area called Brunnsög is in many ways nothing unique in this area of Sweden and in extent Denmark. Similar projects have been taken place on both sides of the strait the separates the two countries. Most notably, renowned and discussed projects include the western harbour and Hyllie in Malmö. Both of them have faced heavy criticism among scholars and authors. For example Hyllie which have been developed in connection to a station of the new railway line that connects the Öresundbridge and Malmö central station, despite the enormous potential to plan a community that's less and less dependent on the car, a couple of thousand parking slots was constructed. Another point that been under a lot of criticism in the development of Hyllie has been its location, and the built in segregation and the physical barriers that came with it, excluding the areas of Holma and Kroksbäck which are areas with a lot of unemployment, social injustice and people who feel that they've been left out of society. The development has been fraught with contradictions. Examples like this is common, the development of Western Harbour was in some cases more successful with the construction of Bo01 which was a significant revelation within the urban planning community and hailed as a truly environmental sustainable community, however Western Harbour faced a lot of problems also, from the start it was clearly under dimensioned. The municipality sought to lure a specific kind of people, wealthy well-educated people without small children. What happened was that a lot of families with small children moved in and services like childcare and schools couldn't fit everyone. Claiming to be sustainable the projects have failed in many of the aspects that's included in the sustainable development concept.<sup>14</sup>



Sustainable development is often visualized in a 'triangular' shape, this is done to demonstrate the connections between the three dimensions, but also to envision the equal importance and

<sup>13</sup> Ibid. P. 189

dependency they have to each other if one would be to obtain a truly sustainable system where all aspects is mutually considered. This way of conceptualizing the framework of sustainable development with the three dimensions; economic – environment – social and how they should be viewed together as a whole is more or less considered as the mainstream way.<sup>15</sup> Even if the model may differentiate in various situations the core is still that all three dimensions needs to be well-functioning, equal important and implemented with each other, however this is not always the case. The model may also be looked at in a way that separates the given prerequisites from each other, i.e. implying that an order of priority is agreed upon distinct from the unity one would argue is needed. This autonomy is regularly characterized when different interests clash with each other forcing policy makers and decision makers to make a stand on what they deem to be of the most value, usually resulting in pro-economic solutions having the upper hand.<sup>16</sup>

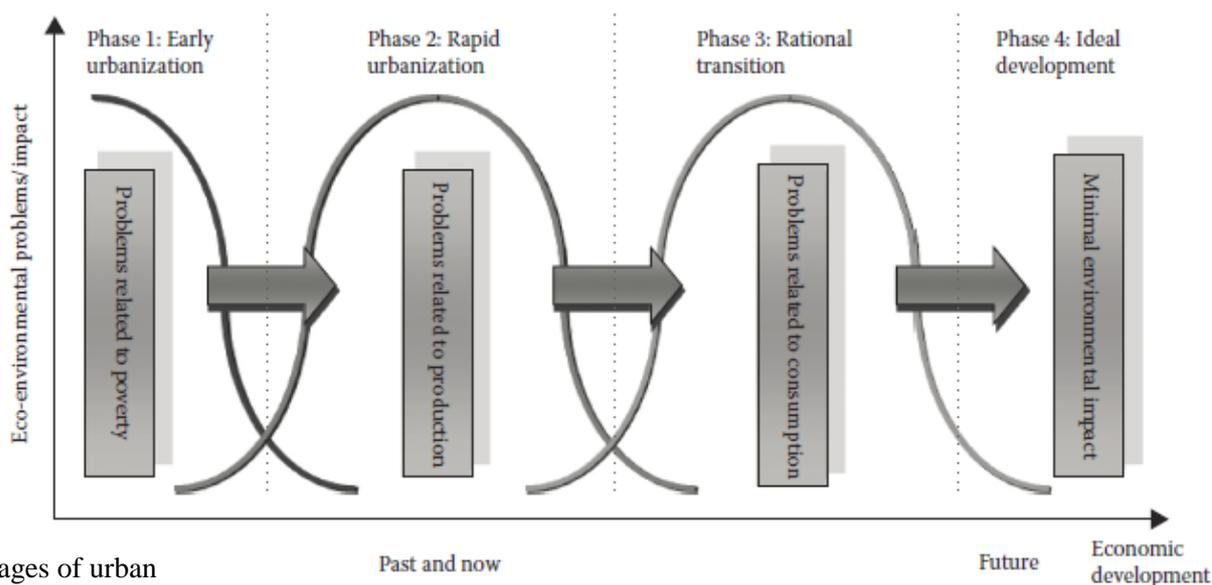


Figure 2.1 Stages of urban development

### 1.5.1. Environmental Sustainability

With the route the world has embarked upon swiftly after the dawn of the industrial revolution and recent strings of globalization more and more of the human impact on the environment have become visible in much greater extent. Our activities are leaving ‘footprints’ and impacts that’s noticeable on all levels, both on a global and local scale. One clear trend though, is that we face a great disparity of these ‘changes’ that’s happening to our environment. It’s more recently that these issues was started to be dealt with and researched about, before that it was more of a discovery phase when most of the issues surfaced under our scope. A conclusion

<sup>14</sup> Guy Beaten, *Normalising neoliberal planning: the case of Malmö, Sweden*, P.21-22

<sup>15</sup> Chang, Ting Chiung, *The disappearing sustainability triangle: community level considerations*, P.227-228

<sup>16</sup> Giddings, B., Hopwood, B., O’Brien, G., *Environment, Economy and Society, fitting them together into Sustainable development*, P.187-190

regarding the recent string of awareness concerning environmental sustainability topics is that this issues in mainly manmade and also in large degree those being victims of the effects of them.<sup>17</sup> In general sustainable development has been equated with environmental sustainability due to it being the dimension that is most obvious, easiest to understand and put in context.<sup>18</sup>

The issues regarding the environmental topic are in close connection to what we perceive as a sustainable development of human life in urban environments. Terms and promotion like ‘*Eco-cities*’ and ‘*Green cities*’ have become very popular within the planning sphere. Changes to the environment such as smog, ozone depletion, the greenhouse effect, acid rain etcetera have all contributed to the rise of awareness and understanding of the challenges urban life pose.<sup>19</sup> Traditionally nature has been seen as something fierce and inhospitable that should be vanquished from urban life, and in many cases throughout history this has been the result. But then again a new planning dichotomy has been established with the aim to once again incorporate and preserve ‘nature’ within the urban life and form. This have been done by building big parks, canals, various open green spaces, preservation of urban wildlife and more recently the introduction of urban farming. It’s no longer a battle of resource and space between man and nature, its man and nature working together trying to incorporate nature with urban human life in the best possible way.<sup>20</sup>

Eco-environmental issues and challenged connected to urban development is of more concern than just implementing nature into the city. In his book *Eco-Cities: A planning guide* author Zhifeng Yang categorizes them into three groups, which are problems related poverty, production and consumption. He’s basing them on different stages that all urban development needs to pass through. (Fig 2.1.) This model shows the close connection between environmental issues and the other two dimensions of sustainability, social progress and economic growth.<sup>21</sup>

The concept of cities that’s environmental sustainable can be concluded as following by Wang: (2001) *Eco-city construction includes a high-quality environmental protection system, efficient operation system, high-level management system, good greenbelt system, and high social civilization and eco-environmental consciousness*<sup>22</sup>.

Much focus in recent planning and policymaking have been focused around integrating ‘nature’ as such into the urban life, the following scheme is a technical flowchart on how planners in Chongqing city, China organized the different stages of their work in order to build accordingly to sustainable environmental measures. This model would one argue could work as a good tool guide for future planning processes involving sustainable development.

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<sup>17</sup> Raghbendra, Jha., Murthy, KV Bhanu, *Environmental Sustainability – A consumption approach*, P.17-19

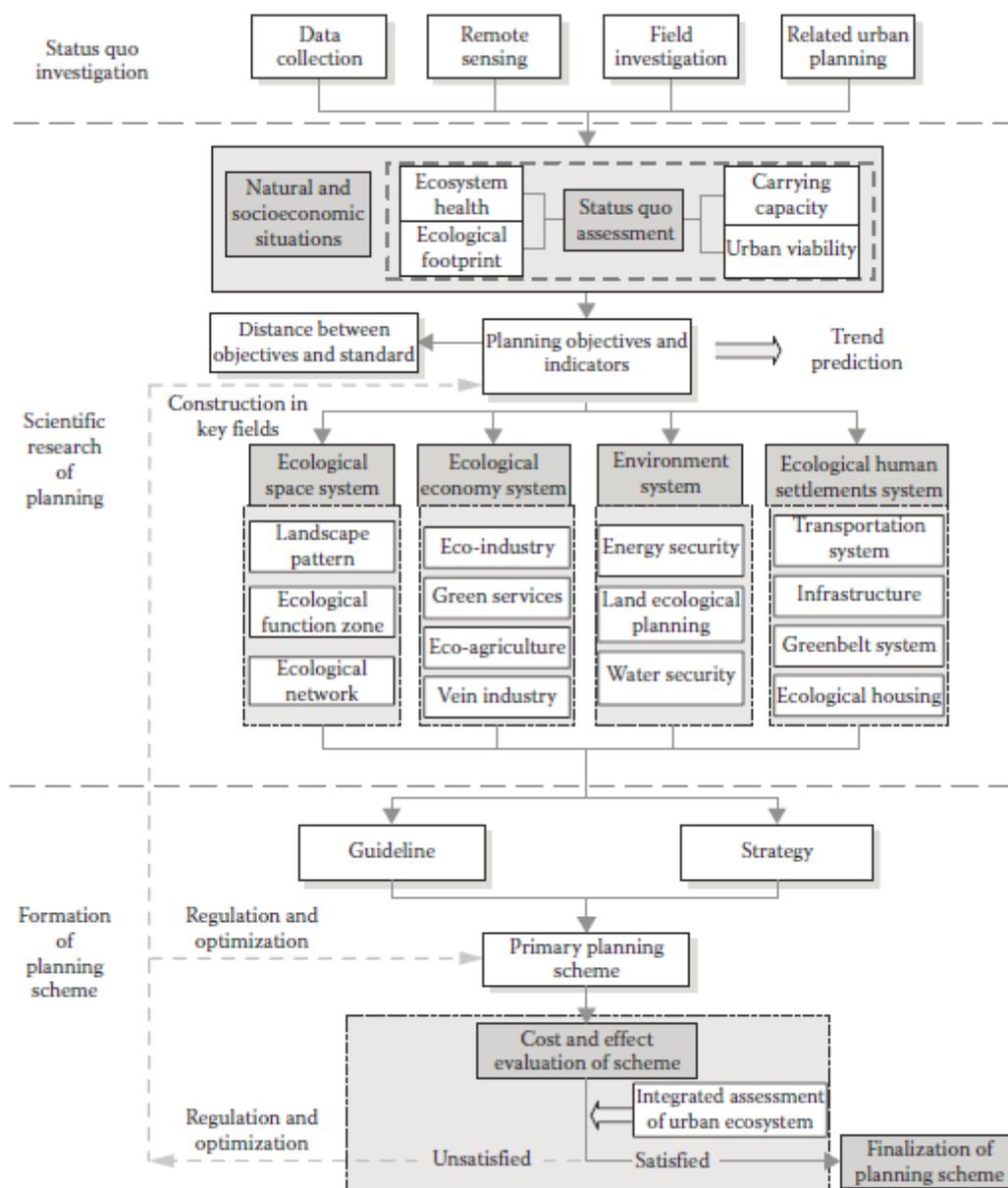
<sup>18</sup> Roseland, M, *Toward sustainable communities*, P. 5

<sup>19</sup> Jorgensen, S., *Eco-cities a planning guide*, P. Preface VII

<sup>20</sup> Campbell S, *Green cities, growing cities, just cities*, Reading in Planning theory,, P. 413-415

<sup>21</sup> Yang, Z., *Eco-cities, a planning guide*, P. 3-4

<sup>22</sup> Ibid. P.5



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Figure 2.2 General technical route of eco-city planning

### 1.5.2. Economic Sustainability

In a range of various aspects the economic sustainability feature of the sustainability triangle is regarded as the most complex and difficult to try and define. Furthermore it's also in many ways viewed as the feature that in extent is most contradictory to the other parts of the triangular model of sustainability. Economic systems are largely dependent and affected by both human activity and behavior but also in some degree even presumptions of nature. This means that our economic systems is altered in both positive and negative depending on population, growth, resources such as food, raw material and water etcetera and each and one's availability for us humans to extract and use, changes in climate and the ecosystems, but also

<sup>23</sup> Ibid. P. 12

the classic notion of ‘supply & demand’ among others. All of these aspects pay their own separate roles when human agents take decisions to either, invest, buy, alter taxes and prices, print new money, increase its manufacturing and much more that can impact both personal and or state-wide economic conditions and principles. Our economic system is dependent on consumers, investors and venture capitalist and their willing to spend and invest their money in goods and various projects.<sup>24</sup> In many spheres economic growth is considered as the most important factor in order for a thriving community with the possibility for the people have a well-functioning and pleasant life where they can develop themselves. However this is usually in direct contradiction to the other aspects of sustainability. Such as inflation, projects with negative impact on the natural habitat, increasing emissions of greenhouse gases as more and more people gain access to and needs to use the personal car, forest depletion in order to free up space for cropping and live stocking, the expansion of mining, production and usage environmental hazardous materials etcetera. All of these factors is often viewed as elements needed to achieve better life quality, but they all contribute in worsening both the ecological environment and in some degree the social aspects of sustainability because of its limited area of usage, often only the wealthy people of the ‘world’ is able to take full advantage of the benefits.<sup>25</sup>

Since economic sustainability is a human man-made phenomenon, the easiest way to try and frame it needs to take origin in how it affects humans. A more traditional stand point in this perspective would be to describe it as a sustained economic ‘growth’, i.e that business, industries, the government and even down to individuals can delivery and keep an increase in their own profits and personal economy. Often this goes simultaneously hand in hand with an overall increased human welfare. To achieve long-term prosperity and secure a resilient business habitat that also can guarantee that the two other aspects of sustainability, social and ecological pillars don’t suffer too much it’s needed to identify the potential risks with too much focus on just having an increased economic growth. As our technical capacity has sky-rocketed during the last decades and even century, we have created a lot of new ecological issues along with fabricated social issues connected to sustainability. This is all from increased CO<sup>2</sup> emissions originated from usage and dependency of cars, combustion of coal, deforestation, decreasing biodiversity, world health situation on decline for the poor while the rich keep getting ‘healthier’, bigger gaps in income, segregation and social exclusion etcetera, this list can go on and on. A lot of focus and resources have in recent time been spent in order to create awareness of the ‘unsustainable’ route mankind currently have, however even if more and more people find themselves aware of the conflicting ways we have of living and consuming not much progress is seen. This is due to the fact that we have a continued technical and economic

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<sup>24</sup> Northrop, B Robert., Connor N Anne, *Ecological sustainability – understanding complex issues*, P.331-332

<sup>25</sup> *Ibid.* P.355-356

evolution that enables a continuous growth of consumers that will be able to make use of processes, products, and various other innovations that in a large extent is opposed to what we understand as a sustainable development in the fields of eco- and social development.<sup>26</sup> In addition to this one also need to remember that the current economic structure is fragile, much recently witnessed by several financial crises and downturns that struck the world. This brings along effects such as unemployment, inflation, increased food, living and housing prices all contribute to lower living standards and also a decrease in GDP, and with that follows lower tax income for the state which in turn puts a big drain on state funded activities for example healthcare, the general welfare system and education institutions. To sustain these essential activities governments either loan more money or cut down on its spending in sectors like the social where welfare, healthcare etc. is included, but also in the R&D area where many potential solutions to environmental issues are based. A downturn spiral is created with worsening conditions escalating continuously.<sup>27</sup>

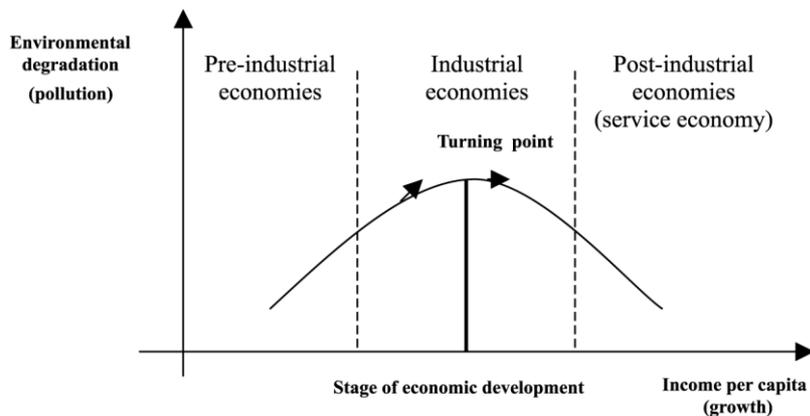
#### 1.5.2.1. The Kuznets curve

The Kuznets curve is a graphical exemplification based on the theory presented by economist Simon Kuznets. By some viewed as a useful tool, by others also heavy criticized for being too general and too much based on traditional perspectives not taking into account the technology change that we've seen since the start of the industrial revolution. The Kuznets curve can be used both in a more straightforward economic standpoint; in addition it can also be used as a way of framing the interaction between economic growth and sustainable environmental development. The original scope that the 'curve' illustrated was the uneven economic development that would occur when a country or more namely its economy would see a progressive growth. The increased income per capita would at a start only affect the rich who would earn more and the poor would still be on the same level, thus snowballing the economic inequality between different groups in society. The shift would happen when the economy cease to be based around 'production factors' and instead human capital, which enables more and more people to fill a function in the society, to get educated and contribute to the development, the resource allocation becomes more and more even. The conclusion here would be that after a certain point, economic growth will contribute in much larger extent to the socioeconomic development of the economy and the community.

Since the beginning of the 1990's the *Kuznets curve* have also been subject for trying to explain the relationship between economic growth and environmental impact. Now called the *Environmental Kuznets curve* (EKC) it's displaying the worsening situation for the environment as the economy is still in a starting phase and as in progresses, just like the normal *Kuznets curve* it reaches a point where it instead starts to decrease again, and the impact on

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<sup>26</sup> Hardisty, E Paul., *Environmental and economic sustainability*, P.6-8



Source: Panayotou (1993)

therefor also made aware of the issues and how they ‘function’, the other cause is that when the community as a whole tend to have more money they can also afford to spend it on issues like this related to the well-being of the ‘whole system’ they live in and not just focused on securing the means of their own survival in that sense. What the *Kuznets curve* also points out is when an economy is starting to see this development, this economy is shifted from being a more rural based to see a swift increased urbanized movement.

Some conclusions that can be drawn from the theories that the *Kuznets curve* is mainly built around is that almost every country which we can find in the post-industrial section have gone through this development, and that countries and economies will need to go through this process in the future in order to find their way to this state where both environmental issues and socioeconomic injustice will start to diminish. Although the debate have moved towards the fact that with recent technology changes this gap can be downsized and in some cases even be skipped, making it possible to have a upcoming economy and from the beginning have less impact on the environment and also the socioeconomic injustice.<sup>28</sup>

### 1.5.3. Social Sustainability

Since the introduction of sustainable development as a multidimensional concept there’s been a lack of attention in literature and research that brings forth the third parameter of the sustainability triangle, namely the social aspect. In the recent ten years or so more and more scholars and academics have been trying to come to a conclusion regarding a more generally accepted definition that works both in an academic perspective and a policy oriented perspective. Even though there’s been an increase of studies conducted to frame ‘social sustainability’ there is still much uncertainty regarding an actual definition, and what and which criteria and measurements that should be used when applying a critical evaluation of documents, systems and methods. The development of the concept surrounding ‘social sustainability’ has moved from being more of an assisting tool when trying to explaining and frame the other two pillars of sustainable development, the ecological and economical

<sup>27</sup> Northrop, B Robert., Connor N Anne, *Ecological sustainability – understanding complex*, P.358-359

environmental quality is degrading. This is according to the theory base of the curve done by more and more resources can and will be focused on this kind of issues, because with higher income and living standards, far more people will get educated and

perspectives. This led to a devaluing of the social aspect and it was left out from much of the debates about urban sustainability. But eventually it was recognized that social aspect had a vital role in achieving sustainable development, this time it was detached from the previous 'support' role and it turned into the third pillar and to be considered as a concrete objective of sustainable development.<sup>29</sup>

Since there is no common consensus yet in place among scholars and authors about a general definition of 'social sustainability' there is instead different angles on how to frame it. One of these angles focus on sustainability as a condition, prolific authors such as Yiftachel and Hedgcock defined it in one way that it should be a lasting and continued ability for an urban area to provide viable setting for human interaction, communication and cultural development. Other authors like Polese and Stren are instead using referring to a continued reduction of social exclusion in various ways when trying to come to conclusion in their definition. Making more people feel like they belong to the community, make them have access to public services and the opportunity to have a job is key parts for them.<sup>30</sup>

Another feature that's also utilized when trying to define the concept of social sustainability is the option to measure different dimensions and indicators, these measurement options can swing both ways, either positive or negative. Categories used in this kind of definition process can be rate of poverty, literacy, access to healthcare, whether or not the population is 'happy', a sense of belonging and so on. This is in line with what Bramley and Power back in 2009 emphasized as 'social equity' and 'sustainability for the community' which highlighted access to community based services, facilities and other opportunities within the civic area. An important factor in defining social urban sustainability is the idea of a 'just society', a society where policies and institutions ensure harmonious social relations, enhanced living conditions and a chance to be a valued member of one's community.<sup>31</sup>

Another model that's used in this context is the concept of social quality, which is more focused on evaluating to which extent the population is able to participate in the economic, social and cultural way of life their communities can provide in order to improve their well-being. Embedded in this concept one will find a couple of factors that set the guidelines, these are personal security (socio-economic security that will protect them from a 'lack' of resources, it also concerns the access to education, health care and various other public services), social recognition (concerning the inclusion for the population in key institutions such as the labor market), social responsiveness (in regards to the ability to live in a community with good

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<sup>28</sup> Levinson, A, *The Ups and downs of the environmental Kuznets curve*, P. 1-10

<sup>29</sup> A,Ghahramanpouri et al, *Urban Social Sustainability Trends in Research Literature*, P.185-186

<sup>30</sup> Ibid. P.187

<sup>31</sup> Ibid P.187-188.

cohesion among its residents) and personal capacity (refers to the capability for the people to be sovereign and in control of their own life development).<sup>32</sup>

#### **1.5.4. Neoliberal planning**

For over three decades the concept of a neoliberal planning methodology has been familiar and in some aspects also vital within the planning and mainly political sphere. Overall it has mostly been used in an economic standpoint, where it has been coined as way ‘to reconstruct the present’ which describes the continuing alteration of scale and spatial fields on all levels. The introduction and widespread circulation of the concept was on track by famous writers and professionals such Friedrich Hayek and Milton Friedman. Although the most prolific frontrunners were politicians, especially the prime ministers in the United Kingdom, Margaret Thatcher and the President of the U.S, Ronald Reagan among others. It was at this time when the theory of neoliberal planning started to have impact on everyday life among the urban communities. It was framed as the ideological principle for the ‘free market’ perspective, which is a structure where the ‘market’ is mainly unrestricted by regulation from governmental influence and control. Since the introduction and the increasing theory implementation of neoliberalism the concept has seen some shifts in definition and usage, and authors such as *Nick Brenner, Jamie Peck* and *Nik Theodore* calls it a “*rascal concept – promiscuously pervasive, yet inconsistently defined, empirically imprecise and frequently contested*”.<sup>33</sup> They rather much frame it as such that it still is a very important theory which is needed in order to fully understand and explaining the regulatory reforms that’s taking place. Others would argue that the concept of Neoliberalism is no longer something that is actively implemented into current meta-theme of planning, but it still plays a vital role even if it’s faded away from its old use as a direct ‘state planned’ interference in regards to ‘create’ something viewed as the final solution for the urban problems and complications. The neoliberal planning approach has been seen in various shapes recently but one important thing to keep in mind is the contradiction it imposes. ‘Urban planning’ is in many ways the opposite of ‘neoliberalism’, when planning always should be regarded as a kind of state involvement which aims to enhance the urban environment is every way possible. Neoliberalism on the other hand is looking to reduce the impact state intervention might have on market mechanisms when shaping the ‘urbanity’, but it gladly accepts assistance if it can benefit the implementation of these mechanisms.<sup>34</sup>

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<sup>32</sup> A Walker, *Social quality and welfare system sustainability*, P.2-4

<sup>33</sup> Brenner, N., Peck, J., & Theodore, N. (2010a). *Variegated neoliberalisation: Geographies, modalities, pathways*. P.183-184

### 1.5.5. The concept of the creative class

The concept of the creative class, how to define it, its impact on the world economy and development and whether or not it has a big importance to play in the world and its development is widely discussed by professionals, debaters and politicians. Still it has not been determined if this new 'creative ethos' that author, economist and professor at the university of Toronto, Richard Florida established in his works, *The Rise of the Creative Class (2002)*, *Cities and the Creative Class (2005)*, and *The Flight of the Creative Class (2008)*<sup>35</sup> is something that really does play a major role in today's society? A lot of the critique that's been surfaced around the introduction of Floridas idea about the 'creative class' concerns the usage of statistics and the calculations he use in relation to one and another. In extension prof. Florida is arguing that cities and urban areas have to change its ways of functioning and develop a society that strives to become creative or they will fade away and be forgotten, this is done by attracting the so-called 'creative class' that was coined by Florida when he explored the new structure society have developed. Despite being widely challenged and questioned among fellow professionals and other critics the notion of creativity as the single most important skill for increasing the urban fortunes have gained a foothold amongst many public-policy makers, politicians, civic leaders, urban planners and developers.<sup>36</sup>

The concept and how to frame the settings of the so-called 'creative class' is rather tricky, a basic definition that Richard Florida is using is that it's based on an economic viewpoint, just as other classes that structure the society into different groups have been previously throughout history. It's built around the notion that those that belong with the 'creative class' is the driving force in order to be able to sustain, develop and have an increased economic growth just because creativeness is the main factor behind this progression. This have made this new class the most dominant and influential force in society according to R. Florida. One thing one would need to keep in mind is that members of this 'class' doesn't see themselves as one coherent group as have been the case with the now old fashioned class structure of old.<sup>37</sup>

This change in the hierarchal class structure has originated from major changed in society, one would say that 'we', mainly the developed world is living in an information and knowledge based society. What Florida argues about is that the most important competitive advantage today is the ability to be creative, the skill to create context. In almost every business the winners are those who have the ability to constantly adapt, invent, improve and change products and processes to something different and new. The change is however based on the fact that 'creativeness' is not something you simply can buy or turn on as was the case before,

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<sup>34</sup> Baeten, G. SGEL26 – Contradictions of Neoliberal planning -*Neoliberal planning: Does it really exist*, P.26-27

<sup>35</sup> Rotman school of management – University of Toronto, *Richard Florida director*, last viewed 2013-05-13

<sup>36</sup> J. Peck, *Struggling with the creative class*, P.740

<sup>37</sup> R. Florida, *Rise of the creative class*, P.25

when you could buy a new machine or hire more workers in order to increase production. What one would need now a day is instead the ‘creativity’- which usually means being well educated, being independent and having skills at problem solving. They’re holders of a very rich human capital which makes them prized ‘objects’. And this is what binds this group together, even though ‘they’ come from various places, have mixed backgrounds and different education and principles ‘they’ all share a collective ethos, one that values ‘creativity’, ‘diversity’, ‘individuality’ and ‘competence’. What needs to be remembered is that this ‘class’ is unaware of its own existence.<sup>38</sup>

An underlying factor in understanding the success of the ‘creative class’ and the new scale of geography that it has created lies with the idea that economic development needs the three T’s, which is *technology, talent & tolerance*.<sup>39</sup> With that Richard Florida presents his theory of the ‘creative class’ and why cities that are characterized and influenced with this concept are succeeding in having a positive economic development and while those cities who have not been able to provide a variety of economic opportunities in addition to stimulating, attractive and comforting housing and recreational areas which the members of the ‘creative class’ are looking for and demanding.<sup>40</sup> Combined have all of this created a new type of economy and geography, the economy and geography of creativity. The development has led to that the most important resource in achieving positive economic results is knowledge, with creativity as the single most contributing attribute to it. This development has of course not gone unnoticed, and more and more resources in the shape of money, time and manpower have been put into particular research and development (RnD) heavy businesses. With the increase of resources that have been put into this kind of businesses there have also been a shift in some others, Richard Florida is careful to point out that the ‘creative class’ doesn’t only consist of engineers, scientists and other high-end education people. The expansion within the technology area has made it possible for such skills as artists, musicians and other ‘creative’ minded to flourish and in a much higher extent contribute to the economy. A new economic infrastructure has been established.<sup>41</sup> Parallel to this development a new ‘creative’ geography and social infrastructure has emerged. This is what Richard Florida would call ‘*creative centers*’, an easy description would be that these areas are environments where people’s creative mindset can thrive. The characteristics about these centers are that they promote diversity, tolerance, the usage of various recreational areas and the interaction between people in the same ‘interest’ group, one would say that they ‘shelter’ themselves from people who don’t fit the frame. The ‘creative centers’ that R. Florida is arguing about have moved away from the traditional scope that has made some places thrive. It’s not necessary to have access to big transportation routes, nor the

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<sup>38</sup> Ibid. P.35

<sup>39</sup> R. Florida, *Cities and the creative class*, P.37

<sup>40</sup> R. Florida, *Rise of the creative class*, P.38

<sup>41</sup> Ibid P. 74-75

need to have plentiful of natural resources close by. The 'creative class' settle down where they want to and where they feel that their needs can be fulfilled, needs such as opportunities to high-quality experiences and stimulation in work, social and recreational life, an openness to diversity and the prospect of endorsing their role as 'creative' human beings.<sup>42</sup> This idea is in line with the theory about 'social capital' that was presented by Robert Putnam, his model was based on that regional economic growth was strongly related to communities in which the population and business had strong ties to one and another, and more importantly that they should be quite homogenous and have a shared view of how their life's should be structured.<sup>43</sup> All together the concept that Richard Florida introduced a couple of years ago has had significant impact in much planning and policy making. The main thesis that he is presenting in his work is that urban fortunes and future development is dependent on cities ability to attract and sustain the 'creative class', this idea has over the course since the introduction of the concept been highly seductive for civic leaders and practitioners. They see their chance to compete on the global market for the 'new' wonder potion that will help them maintain and increase their economic power. With this said the search for attracting this new 'solution' has led most governing authorities to fight for the so-called 'creative class' by developing the kind of communities that they value. The city and its urban areas needs to turn itself into being attractive, hip and dynamic otherwise they'll fall out into a void of crisis. A thing to remember is that the concept mainly focus on a specific 'kind' of people with specific needs which in many cases makes policymakers and planners forget other sub 'classes' that's not as valued.<sup>44</sup>

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<sup>42</sup> R. Florida, *Cities and the creative class*, P.37

<sup>43</sup> Ibid. P.30

<sup>44</sup> J.Peck, *Struggling with the creative class*, P.741

## 2. The Plans

The following chapters will solely be based on planning and visionary documents regarding the development of the Lund NE / Brunnskög projects, such as the establishment of the tram system and development of housing. It will feature parts from the extended comprehensive plan which is regulated by the Swedish plan-‘*Plan- & building law*’ (PBL), the major aspect one have to keep in mind regarding a municipal comprehensive plan is that they in no means are juridical binding but it should present how, in what way and when all aspects of planning and development will take shape within its boundaries. This can be everything from environmental goals connected to physical planning and a continuation of a prospering rural society.<sup>45</sup> Imbedded with the comprehensive plan this chapter will also feature information from the visionary and goal oriented document that been produced by the project team for this major urban development project. In May 2012 the political willpower decided that this document should be valued as the core source for all continued planning concerning the development of Lund NE / Brunnskög. Even if both of these two key documents can’t be hold accountable towards and jurisdiction in that sense they’ll provide a much valuable tool in order to evaluate the coming progress and in which ways it will take.<sup>46</sup>

A major challenge that this project is facing both measured in capacity issues and in sustainability questions is the creation of a rational transport system that will connect the slightly remote site of the UDP and the central parts of Lund city. One section will because of that be based around the proposed plan of building a tram system connection these two areas, which will also be based the key concept of sustainability.

Other key publications regarding this subject is the TITA-project (growth – innovation – accessibility – attractiveness) which is a cooperation between *Region Skåne*, all municipalities in the Scania region, four different universities, various actors from the trade and industry etc. Together they have published nine different part-projects with different focus, but consensus is that they all work together in order to establish how all different actors can take advantage and maximize on the benefits and spin-off effects that will originate from the development of MAX IV, ESS and all the surrounding establishments. The key is to work together from the beginning.<sup>47</sup>

Found in the appendix section, a ~25 minute long interview with leader of the project for Lund NE / Brunnskög, Eva Dalman.

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<sup>45</sup> Boverket, *Översiktsplanens innehåll*, viewed 130805

<sup>46</sup> Projektkontoret Lund NE /Brunnskög, *Vision och mål*, Lund Municipality, 2012

<sup>47</sup> TITA, *Regional mobilisering kring ESS och Max IV*, P.13

## 2.1. Lund NE / Brunnsbög

'*The world's leading research- and innovation environment*'- This is conclusion of the visionary goals that have been set for the development of Lund NE/ Brunnsbög. This aim has also been concretized into three main pillars which will characterize this area when fully developed. The three pillars connecting the project are;

- *The world's leading research facilities*
- *A European raw model when it comes to sustainable urban planning*
- *A regional excursion domain for science, culture and recreation*

The goal is to tie these three pillars together, elite scientist and students ought to target to come here and conduct research at the two main facilities. It can provide a good 'foundation' for transboundary meetings and valuable exchange between scientists, the industry and the academic world. The urban environment will be built with the 'mixed city' in mind and provide quality housing, good service opportunities and keep a close connection with nature, large parks, green areas and belts of water will create a sense of well-being and comfort. The trademark sign will be the creation of a truly sustainable society that beats its current European competitors. The best living standards will be combined with the best possibilities to an encouraging work, a society for / with / together with science is taking shape. One stage of this is the objective to engender a visiting point of interest for the public so that they also can be integrated into the *science society* of Lund NE /Brunnsbög. Besides this, a vast green landscape is being planned where innovatory park architecture will fulfill the regions needs for calm integrated nature close by.<sup>48</sup> All together these three pillars will contribute to the city's attractiveness, the growing economy with more job opportunities in all different levels (service, trade & industry, R&D etc) and also provide the city with an increased population, i.e. larger tax income etc.<sup>49</sup>

The plan of Lund NE/ Brunnsbög wants to be prolific when it comes to building for an urban sustainable society, one of the major goals they're working towards is one collected from the municipality climate goals from 2010, and these instruct the city to cut emissions of CO<sub>2</sub> by 100% of today's level by 2050, i.e. making the city and the community nondependent of activities that produce greenhouse gases, the timeframe of 2050 is deemed to be corresponding to the timeframe of when Lund NE/ Brunnsbög sees its expansion as complete. A point one need to keep in mind here is that this community probably will have to generate and produce more 'green' energy than it consumes in order to compensate other parts of the city that will lack capacity to do this on their own. Even if much focus in the current discourse regarding sustainable development is dedicated to an environmental perspective, more publications and research is being deployed in the other two fields. This norm is also witnessed in the planning

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<sup>48</sup> Projektkontoret Lund NE /Brunnsbög, *Vision och mål*, Lund Municipality, P.5

<sup>49</sup> Lunds Kommun- Stadsbyggnadskontoret, *Fördjupning av översiktsplanen för Lund NE/ Brunnsbög*, P.11

of UDP Lund NE/ Brunnsög, with a larger attention being taken to touch the issues regarding environmental concern. The planning department of Lund municipality is no stranger to adapting to current trends and especially in times of these when sustainable development is seen as the key to solve our 'future', the development of the Lund NE / Brunnsög community *will and has to be* environmental, economic, social and culturally sustainable. One would argue that there is no big distinction between social and cultural sustainability, but instead that cultural sustainability is very much imbedded in to the social sustainability dimension and in most ways when they're combined in the publications regarding the development.<sup>50</sup> Instead of just throwing the concept of sustainability into the texts, it has been understood that it has to be defined in order to have any real impact on the planning process. This has been done by selecting three profile areas which will aim to minimize, balance and maximize. The concept of minimizing will be applicable on the environmental impact that the total development will have. This can and will be done by producing and using renewable energy sources while reducing the dependency within the community. Related is by all means the need for an alternative to the car which stands for much of the bad effects that's associated with worsening environment. Lund NE/ Brunnsög are striving for a sustainable mobility with good communications available for people in different phases of life, with minimal impact on the environment. The concept of balance is referred the usage of the fruitful farmland that is taken by the development, it's important to compensate for the loss of this valuable resource. The final concept of maximization is supporting an increased effort in order to provide opportunities for people with different backgrounds and skills to meet and exchange experiences and thoughts. It's also taking in to consideration the need to offer places that can enhance the inhabitant's personal life, living standards and stimuli. An important factor in order to create a community where all people feel that they belong and no one is left outside. Key points such as sense of security, general well-being and a climate that encourage personal creativity is highly rated.<sup>51</sup>

The core concept of city planning that's being used is a mix of the more traditional interpretation of a *neighborhood city* which consists of a layout where one could find most services and functions in a smaller scale. The other ideal of city planning is the *functionalistic city* which instead splits the different functions of the urban life into various 'own' districts, such as housing districts and districts solely based on recreation and shopping to name some examples. In Lund NE/ Brunnsög these two ideals will be merged together instead, this is done in order connect the rural, green structure of the area with the new modern urbanity that will take place. Different forms of housing will be mixed together with shops, restaurants and coffee shops. Alongside this structure it is of much importance that the blue and green belts of the city should never be far away from the urban life. The goal is that this will lead to more

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<sup>50</sup> Ibid. P. 17

awareness by the public concerning the environment, a greater social inclusion and economic spin-off effects to neighborhoods situated close by Lund NE / Brunnsög.<sup>52</sup> The continued development of Lund NE / Brunnsög will be based on the following urban planning ideals;

- The creation of a dense, green, blue and living urban environment with exceptional conditions for good housing, service and various job activities.
- The creation of an attractive tram system, with equally attractive stops located along the road which leaves great opportunities for the establishment of minor hubs in connection to these close by.
- The creation of an urban structure which invites to various random places of meet and greet that is weaved together with the green structure.
- A distinct and clear physical connection with spatial close-by areas of the city, both urban and rural.<sup>53</sup>

The central idea that this will lead to is the creation of a 'mixed city', where functions such as housing, trade, entertainment and offices is not spatial separated. This concept is also taking a social and esthetic mixture into consideration. People with different backgrounds (age, gender, ethnicity, socioeconomic and cultural belonging) should all have the opportunity to life and prosper here. The esthetic mixture is referring to the variation of buildings mainly, which can be everything from height to architectural wise. A major ingredient in this concept is to have the city populated during most hours of the day in order to create a lively neighborhood.<sup>54</sup>

### **2.1.1. The Environmental dimension**

Environmental questions regarding sustainability is the most publicly renowned and well-studied dimension of the three ones that's usually included in the sustainability triangular model. Due to its nature of being easy to 'spot' and recognize it's in today's debate climate also the most talked about, there's no difference when it comes to the planning of Lund NE/ Brunnsög, even here it receives the most attention alongside the two others. In the extended comprehensive plan the municipality states that all future sustainability realizations will be based on achieving the climate goals set during 2010, which is roughly concentrated to dramatically reduce the emissions of greenhouse gases and other hazardous toxins. This derives new systems within the community that needs to be climate adapted, these systems is going to be developed as such range that it will enable synergy effects on all levels within the heating, cooling, energy and transport sector. And in addition create openings to promote the two other dimensions, thinking and doing something about the environmental issues will open up

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<sup>51</sup> Projektkontoret Lund NE /Brunnsög, *Vision och mål*, Lund Municipality, P.17

<sup>52</sup> Lunds Kommun- Stadsbyggnadskontoret, *Fördjupning av översiktsplanen för Lund NE/ Brunnsög*, P.25, 2012

<sup>53</sup> Ibid. P.27

<sup>54</sup> Ibid. P.31

possibilities to introduce a ‘*two birds with one stone*’ situation. Where all dimensions will draw benefits from the environmental one.<sup>55</sup>

Often issues related to the environment can be identified by using our senses, and therefore it’s also easy to please a concerned public by showing things they also easily can identify themselves with. The urban planning ideal of Lund NE/ Brunnskög is to weave together the urban with nature and the rural society, the identity of this area should be marked by greenery as well as aqueous and be present throughout the urban environment. The circuit of nature needs to be adapted in the planning ideal. In Lund NE/ Brunnskög several different parks and recreational areas are being planned, the various green areas are placed in a hierarchic order, with a clear structure on how they are ordered throughout the area. Depending on the category, all from small 0,2-1ha should always be within 200m from housing, with escalating size and distance up to 3ha and 500m to closes housing for the bigger ‘neighborhood parks’. Further east a much bigger recreational area coined as ‘Lund World Park’ will take shape and offer visitor a vast green area where a mix of different activities will be offered. Here and also in the more urban areas there will be the possibility to have a small lot where people could grow their own vegetables, fruit and more. Urban farming have been very expansive as of lately and gathered a lot of interest and publicity. A way to keep the tradition of farming that characterized the area before, with the new modern urban area.<sup>56</sup> Various schemes and systems to retain rainwater for usage in different areas is likewise being looked at. But also it’s important in order to create the ‘attractive’ community that one wants to live in. Promoting a healthy living with prolific solutions that’s showing on good understanding for a ‘sustainable community’ is believed to attract people with just values.<sup>57</sup>

Lund is located in an area of Sweden where very fertile land for agriculture can be found; already lot of the urban expansion in Scania has been conducted on this soil that on a national level is valued extremely high. In the comprehensive plan from 2010 the preset condition for development on this fertile land is to be made, it would also need to be followed by very dense development of buildings and access to high-quality public transport is needed. This conflict of interest is much visible during the development of the project. Traditionally much of the expansion of Lund has taken place on similar areas with good soil, but Lund NE/ Brunnskög plays in a different division, especially when it comes to scale and the amount of space it ‘consumes’. The planned development which the science centers will take the lead in is deemed to give more in return especially when it comes to synergy- and spinoff effects to the economy. And with the idea of compensating loss of ‘natural’ farmland, forest and wildlife with canals,

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<sup>55</sup> Projektkontoret Lund NE /Brunnskög, *Vision och mål*, Lund Municipality, 2012, P.18

<sup>56</sup> Lunds Kommun- Stadsbyggnadskontoret, *Fördjupning av översiktsplanen för Lund NE/ Brunnskög*, P.40

<sup>57</sup> Projektkontoret Lund NE /Brunnskög, *Vision och mål*, Lund Municipality, P.40

parks and urban farming grounds the municipality argues it's more than motivated to engross this piece of land for future development.<sup>58</sup>

The final and most important piece of puzzle when it comes to establish and conclude that this project will go in the right direction when it comes to environmental sustainability is the transport systems. In the proposed plan the spine of the neighborhood will be a tram system that is planned to go from Lund central station Brunnsbögh with a few stops along the 'string of science'. Perceived as an instrument that will solve the issues regarding the environment and mobility, it will in addition open up possibilities for more streets that are purely constructed for walking and cycling. A more in depth analysis of the transport situation to follow in chapter 2.2.<sup>59</sup>

### **2.1.2. The Economic dimension**

Both local and regional business and industry is expected to be able to draw benefits and reach a greater market following the establishments of the two international top-class research facilities. In extent the whole Öresund region is likely to strengthen its attractiveness and consolidate its position as one of the world's leading area for science and innovation.<sup>60</sup> The region has been subject during quite some time to a structural transformation of its business environment. Once a region with great docks and shipbuilding yards and various other industries, it's lately been known for its strong growth in knowledge-intensive business and services. This development has pioneered positive outputs for example the transport, housing, service and various other sectors related to business involved with research. Due to its relative good connection to communications, with a 'well' expanded railway system and its location close by the major airport of Copenhagen airport the region of Öresund has several locational advantages. It's believed that the development of MAX IV and ESS will accelerate the progress and add to those spin-off effects already visible, in several of the smaller localities in the region one can witness the development of smaller clusters with business and industries focused on specific products.<sup>61</sup>

One of the effects that follow after an increase and growth within the labour market is that the region receives more attention for being a suitable area to find work in. With the addition of top qualified workforce that move here to conduct research etc. a larger population and people with sufficient economic prerequisite will move in to those areas the developers and municipality is trying to 'sell' as attractive, pleasant and exclusive, since developers almost always is looking for an income in return the development of more expensive housing is deemed as a 'natural'

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<sup>58</sup> Lunds Kommun- Stadsbyggnadskontoret, *Fördjupning av översiktsplanen för Lund NE/ Brunnsbögh*, P.42

<sup>59</sup> Projektkontoret Lund NE /Brunnsbögh, *Vision och mål*, Lund Municipality, 2012, P.36

<sup>60</sup> Lunds Kommun- Stadsbyggnadskontoret, *Fördjupning av översiktsplanen för Lund NE/ Brunnsbögh*, P.11

<sup>61</sup> Ibid. P. 68

evolution. With bigger and wealthier population, the bigger the tax base for the municipality. Another effect of this kind of investment is that when housing prices rises alongside an increase population more people need to find affordable housing, which in return forces them to look a bit further away, outside the city in neighboring smaller cities. This leads to that the spin-off effects talk about previously in the chapter grabs a foothold and the economic growth in the whole region will follow, the concentration of skilled workers is of very high importance when businesses is looking for places to locate.<sup>62</sup>

In the community of Lund NE/ Brunnsbög a major part in order to reduce unnecessarily load on the economic section is the initiative to become much more energy effective. As mentioned in the environmental chapter Lund NE/ Brunnsbög will need to produce more energy that it consumes before 2050. Resources will be put into renewable sources such a wind- and solar energy. Both ESS and MAX IV is going to need large quantity of energy e.g. for heating and cooling of the systems, and if done properly large amount of waste heat from the facilities may be used when heating houses etc. Other proposals to secure the maintaining of energy include rooftops and other locations with greenery (so called *cool islands*) that will detain rainwater, reduce wind and offer shade i.e. creating both a cooling effect and shelter when colder condition struck also. Supplementary to this also new ways of waste disposal where digestion of garden- and household waste can be turned into biogas which is used in cars, busses and much more.<sup>63</sup>

One proposal that's more or less already has been approved by municipal council is the scheme to build a tram system that will be connect Lund central station with Lund NE / Brunnsbög and include nine stops along the ~6 kilometer long line. The '*Lundalink*' that today is running car and bus traffic along the '*route of science*' were prepared when constructed to handle rails, therefor the costs of the installation is a little less than expected but still numbers from ~700 to 900 million Swedish kroner is likely to be the sum for building the tramline.<sup>64</sup> Project manager Eva Dalman mentions in an interview on May 22<sup>nd</sup> that only half of the total capital needed for the investment can be provided from the municipality and that they anticipate the government will provide the other half. Provided the tramline will be supported by buses that will cover routes with a sufficient base of travelers. This of course might as well lead to a conflict of interest and resource regarding prioritization on whom shall receive well-functioning transportation.<sup>65</sup>

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<sup>62</sup> Ibid. P. 69

<sup>63</sup> Projektkontoret Lund NE /Brunnsbög, *Vision och mål*, Lund Municipality, P.21

<sup>64</sup> Tekniska förvaltningen- Lunds kommun, *Projeketet i korthet*, viewed 130808,

<sup>65</sup> Lunds Kommun- Stadsbyggnadskontoret, *Fördjupning av översiktsplanen för Lund NE/ Brunnsbög*, P.35

### 2.1.3. The Social dimension

The aim for Lund NE/ Brunnsbög is to create something extraordinary, something that will stand out from the rest of the city of Lund, it will convey a new and fresh feeling. Together with much of the implementations that originates from what is labeled ‘the environmental dimensions’ with much of the spontaneous greenery the area have set out to be community that will make one feel at home, be creative and curious, it needs to be attractive. It’s important that the population which will live here feel that their ‘home’ environment responds of ones needs with sufficient surfaces that can be used for games, activities, tranquility and meetings. The concept and design is formed in such way that it will generate a sense of security and promote the users creativeness and innovation. Trying to encourage the ‘meet and greet’ between a different set of people, in different phase in life by offering a variation of tenures, architecture, design and activities is in line to be as diverse as possible.<sup>66</sup> With the aim of creating a ‘mixed city’ in Lund NE/ Brunnsbög and also open up a greater chance for a diverse community. The municipality has limited options regarding the formation of tenures, the ambition is to push the building contractors and developers to form a strategy of the expansion where different forms of housing are prioritized. With a mix of condominiums and tenancies, different architecture and surroundings the following occupancy will be diverse with different groups of inhabitants (age, ethnicity, sociocultural and socioeconomic). The main precondition to achieve a mix of people is to offer different housing options with a range of pricing.<sup>67</sup> Another precondition that needs to be well functioning is the possibility for parents to put their children into daycare and schools that’s situated in connection with where they either live or work. In Lund NE/ Brunnsbög the plan is to build sufficiently to cover the needs of people moving in, but also to cover the deficit of schools in the rest of Lund.<sup>68</sup>

The project team of Lund NE/ Brunnsbög has identified that just by offering the possibility to social participation and belonging is often not enough, people needs some sort of ‘push’ before they’re willing to include themselves in social gatherings. In the community several projects is being planned to promote and improve the possibility for social inclusion. One of the proposed plans to encourage active social participation is to offer the chance to take care of a community lot or a small park area where people mainly live in flats.<sup>69</sup>

Another requirement that needs to be applied if one would be to achieve a diverse neighborhood in Lund NE/ Brunnsbög is to have a transport scheme that will enable everyone’s usage. Lund is already regarded as one of the best cities in Sweden for cycling, which is both friendly for the personal economy and the environment. And plans is to further develop this by building ‘top-class’ networks dedicated for cyclists. But the spine is ought to be the tramline,

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<sup>66</sup> Projektkontoret Lund NE /Brunnsbög, *Vision och mål*, Lund Municipality, P.25

<sup>67</sup> Lunds Kommun- Stadsbyggnadskontoret, *Fördjupning av översiktsplanen för Lund NE/ Brunnsbög*, P.31

<sup>68</sup> Ibid. P30.

which for the normal user is a much more viable option than the car when it comes to pricing. The accessibility to affordable and convenient transportation is key for many groups if they are to move a new area.<sup>70</sup>

During the planning process of Lund NE/ Brunnskög some new exciting ways of civic dialogue will be tested, but also dialogue and discussion with business, developers and the university will be recurrent. This is way to include the future population of the community to be a part of the formation of their new home, to draw influence from the public is one way to get their acceptance and in return they feel involved and included.<sup>71</sup>

## 2.2. The transport systems

The foundation for all coming traffic- and transport related planning regarding the development in the northeastern parts of Lund a specific strategy has been produced. The strategy puts forward a quite unconventional and ‘fresh’ look on the subject with the future of the car. A balanced usage of the car will be sought, the personal car will not be the norm when planning the traffic- and transport system in Lund NE/ Brunnskög. Instead the norm and goal will be to have equally amounts of travels to, from and within the area divided by the car, public transport and cycling & walking. One ideas that’s being used is the implementation of ‘*mobility management*’, something that municipality have been using for more than 10 years already. The purpose is more to influence behavior and routines, so called ‘soft measurements’. The collaboration is mainly done together with various businesses and even individuals at some points. The goal is to reach a ‘win-win’ situation with solutions where both the community as a whole, the local businesses and inhabitants profit from them. With less and less usage of the car, emissions, investment in roads, parking lots, maintenance and congestion will reduce heavily. This goes hand in hand with the increased attention and promotion on cycling and walking, which already is strong influential in Lund. A scheme similar to ‘cycling super highways’ that can be found around larger cities around the world e.g. Copenhagen. Very much needed if it is to contest the position that the car have as of now.<sup>72</sup> More focus will be put into dialogue with citizens and to information campaigns, but it would be in vain if it doesn’t fit with reality. The more physical design will give the cyclist priority over cars. Additional resources will be put in lightning on roads to spread a higher sense of security, signposting to enable easier orientation and a continuous high standard within the network of cycling routes.<sup>73</sup>

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<sup>69</sup> Projektkontoret Lund NE /Brunnskög, *Vision och mål*, Lund Municipality, P.25

<sup>70</sup> Ibid. P.34

<sup>71</sup> Ibid. P.63

<sup>72</sup> Lunds Kommun- Stadsbyggnadskontoret, *Fördjupning av översiktsplanen för Lund NE/ Brunnskög*, P.34-35

<sup>73</sup> Tekniska förvaltningen- Lunds kommun, *Policy för gång- och cykeltrafik i Lunds Kommun*, P.6

### 2.2.1. The tram scheme

After concluding the capital investment regarding the localization of MAX IV and ESS the second most important factor that's been outlined is the need and establishment of a transport system that will provide the neighborhood of Lund NE/ Brunnshög and nearby areas with a modern, comfortable, dependable but also one that will be viable in both capacity and environmentally. The future success and further development of much of what is planned for Lund NE/ Brunnshög is dependent on securing the public acceptance and the capital needed for such a big investment.<sup>74</sup> And as Eva Dalman mentioned in the end of May during an interview, the process has so far progresses relatively smooth and the big obstacles ahead is whether the funding will be secured with assistance from the government and if there's a public appeal against the scheme.<sup>75</sup>

Parts of the design and how the track will connect with areas along the '*Lunda link*' which runs through the 'string of science' have been presented in the previously chapters. Much focus have been put into the idea of creating attractive stops with circumjacent services and places where people will gather for social 'profit', further development potential is much critical for the whole project.<sup>76</sup>

As stated earlier the '*Lunda link*' is already prepared for a smooth transition to manage rail traffic. The scheme has been thought about for a long time in Lund and since 2003 also in the comprehensive plan. During the last decades Lund has been subject of positive growth regarding the economy, population and employment. Identified as one of the more important factors to continue this development is a 'landmark' solution that will contribute to the sustainability goals set by the municipality.<sup>77</sup>

### 2.3. Conclusions of the TITA project

The TITA project which stands for *Growth and Innovation* (TI), and *Accessibility and Attractiveness* (TA). The projected was a collaboration with over 40 different sponsors, among them Lund university, Region Skåne and the municipalities in Scania. The study has been co-financed through an EU-project and it aims to identify opportunities in connection to the localization of ESS and MAX IV. The studies put forward strategies on how the region can maximize on the societal effects, and how to capitalize and promote spin-off effects to the regional industry.<sup>78</sup> There's no doubt that the development of ESS and MAX IV will be the main drivers for future investments within the region. But actions need to be taken if the full potential is to be achieved. A wide range of sectors and actors will be concerned. The key areas will be for the municipalities, universities and related research industry to together work for a

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<sup>74</sup> Lunds Kommun- Stadsbyggnadskontoret, *Fördjupning av översiktsplanen för Lund NE/ Brunnshög*, P.35

<sup>75</sup> Eva Dalman, Interview 22nd may, Appendix 1

<sup>76</sup> Projektkontoret Lund NE /Brunnshög, *Vision och mål*, Lund Municipality, P.36

‘competence and educational’ infrastructure, that enables children from an early stage to develop an interest for this kind of activity. Relevant education will be key to prolonging the ‘research mantra’ of Scania. Other main drivers for the development identified by TITA are the following:

- Supporting structure to strengthen and promote regional suppliers and services that will help the establishment of an international research cluster
- Increased focus on flexible housing, including short-time living, tenancies, hotels and student housing. All areas subject to housing development needs to be situated close to good communications.
- Improved ‘sustainable’ infrastructure that will help increase the attractiveness of the region, especially it will be needed on the route Lund C- Lund NE/ Brunnsög. Future prioritizing on improving the current regional setup. Smooth, comfort and high frequency and capacity are the motto to strive towards.<sup>79</sup>

Overall the effects are intended to have positive impact direct and indirect on the labour market, the regions ‘human capital’ to be improved, increased externalities that will ‘spill over’ to third part users (spin-off effects). Together it will help form the image of the Scania region as an attractive one in various aspects. But a prerequisite is to integrate the society with the educational institutions and the industry.<sup>80</sup>

### 3. Analysis

An ingoing evaluation on how the comprehensive planning is relating to the concept of sustainable urban development and the triangular presented in this paper is a task, at least in this stage of the project quite challenging. Due to the projects still very early stage it’s more or less impossible to compare to how the planning turns out in reality, instead one have to believe that the propositions and intentions is being incorporated. Another factor that complicates the situation even worse is linked to the fact that this type of general planning documents is not binding, but instead only a generic overview of the planning process.

With that said one would start arguing that the comprehensive planning for this project is well structured after awareness that sustainability is a useful buzzword, especially when it comes to cases that has this enormous impact on the city. It needs to be public and also political accepted in order to function and fulfill its proposed expansion. Generally speaking the public is

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<sup>77</sup> Lunds Kommun, *Förstudie Spårväg Lund C till ESS*, 110502, P. 3

<sup>78</sup> TITA, *Regional mobilization around ESS and MAX IV – A unique project*, P.2

<sup>79</sup> TITA, *Samhällsplanering och transportinfrastruktur*, P. 21-22, 27

<sup>80</sup> TITA, *Regional mobilisering kring ESS och MAX IV*, P.70

becoming much more aware of the impact we're having when it comes to environmental issues. In many aspects the quest for sustainability stops there, 'as long as it's good for the environment we're on the right track' is probably not far from reality, at least from personal experience. In this sense the triangular model of sustainability will play a vital role in establishing a wide spread acknowledgement of the connections between the different dimensions and how they relate to one another. Professionals are not slow to react to what the public 'demands' and with the planning of Lund NE/ Brunnshög it's obvious that a lot of effort have been put into promoting the environmental dimension of sustainability ahead of the other two.

The characterization of the project is much dependent on view of Lund NE/ Brunnshög becoming the top sustainable community it set out to be. With a leading planning ideal that's striving for the creation of '*a dense, green and blue urban environment*' one would say that the concept of 'eco-cities' is present in the planning process. Much of what Wang (2001) concluded to be necessary are existing in the current planning. Integrating 'nature' into the urban form is key for success in the political and public sphere, identifying changes and objects with one's senses is central if one would familiar itself with it. In Lund NE/ Brunnshög it's obvious that this is central in planning process. Decisive ideas to be implemented in the area are systems that will control the flow of rain- and day water, a vast urban structure with alleyways edged by bushes and trees and a scheme of parks in various size and form always easy accessible. A well-developed scheme of urban farming and green areas that will be taken care of by the public raises the 'awareness' of the public and well include them in creating and preserving the green structure and increase the public involvement. The prospect of weaving the rural and urban environment together is looking promising and might be the springboard that's needed for the overall development of the sustainable Lund NE/ Brunnshög. These proposals core task is to create an 'image' which aims to promote the community as eco-friendly. Instead the most important features that actually will contribute to embark upon route to sustainability are the transportation scheme that's set to decrease the usage of the car, and the initiative to become more energy efficient along with a larger usage of renewable energy sources. These plans will in a concrete way reduce the impact the community of Lund NE/ Brunnshög eventually will have, although it will most likely take several years before any of them will contribute in a satisfactory level, but they will be de decisive factor whether or not the quest for sustainability will be a success. Reducing the demand for energy has a lot of positive effects, not only will it reduce the consumption of energy i.e. decrease environmental impact; it will also encourage the public to foster self-reliant energy and contribute to economic diversification. Making it easier for customers to reduce and operate their own energy consumption is also more profitable than increasing the supply<sup>81</sup>. Strategies like this are one

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<sup>81</sup>Roseland, M, *Toward sustainable communities*, P.88

area with large potential for further development in this area due to its putative outcome of well-educated people and large amount of waste heat from MAX IV and ESS. Another feature that will help out with energy management is the '*cool islands*' that will reduce temperature during summer season but also the cold during winter period. This kind of features easily saves the community a lot of money in energy costs in addition to strengthen the element of nature.<sup>82</sup>

Much of the more design-related proposals that are placed in the environmental dimension play a vital role in the establishment of sustainability within the social sphere. The direction the planning of Lund NE/ Brunnshög has taken is primary been to establish a special 'feeling'. This route that they've taken is one way encouraging and in another disturbing, because it's deemed contradictory. With the wide array of inviting places and green spaces and with a focus on implementing the 'mixed city' concept, the pre-conditions of a diverse community are in place. But I recognize that too much effort is simultaneously put into the branding of an attractive community that breathes innovation, creativity, modern architecture, knowledge and wealth. This of course bare remembrance to the concept of the 'creative class' by author R. Florida and one would say that these two doesn't really work together in favor of diversity amongst the users. It's a hard task for the municipality to control this kind of situations, the market have too much of an influence. With no capacity to build housing, offices and invest in similar activities they're forced to outsource it to developers. Oddly enough developers have their own agenda, which in many cases is quite separated from the planning ideal the municipality is looking for, it's necessary for them to make a profit. Basically what developers aim to do is to build for people with money because that's where the profit is located. Some would argue that this trend is influenced by the neo-liberal 'agenda', and I'm not in a position to disagree. But municipalities are left with not much of an option; they can try to collaborate but are often left in the void with not much of an impact. With market mechanisms steering the development in many aspects the diversity won't be present. But with the proposed development of Lund NE/ Brunnshög one would argue that it's not something that should be regarded as 'bad' per definition. After all as R. Florida declares in his book, our economy has seen a shift to be more dependent on knowledge and technology skill within its user base.<sup>83</sup> After all the economy and industry that will have to flourish, at least in the early stages of this urban development project, are located in the research and development sector. With a socio-economic environment that is in dire need of a human capital that can provide the necessary needs to development, maybe it's safe to say that this early development towards a homogenous population will lay the foundation for future development and should be regarded in a slight optimistic point of view. Because of the length for this project I believe that a natural development regarding diversity will take place. With a continued work in progress on the subject of social inclusion and the ambition to create a mix of tenures Lund NE/ Brunnshög

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<sup>82</sup>Ibid. P.89

have to possibility achieve the likelihood of a mixed community, but as of now that chance is marginal and not something they should be aiming for.

When it comes to the quest for economic sustainability, it's mostly connected to having a small continuous growth within the economic sector. With the localization of ESS and MAX IV a foundation for future economic prosperity both locally and regionally have been established, and it needs to be carefully be taken care of if its full potential would be harvested. As head of projects for the development, Eva Dalman mentioned in the interview the solution for cities will most likely always be growth to some extent. The labor market in Lund have a strong tradition of being suitable for knowledge bases business and this will improve even more following the development of Lund NE/ Brunnshög. The potential lies within this sector of the economy, but the supporting functions need to be in place in order to reach a level of contentment. This area does need more attention, and additional strategies should be outlined over the course of the expansion. Even if ideas on how the collaboration between the affluent population and businesses eventually turns out, there is still ways to facilitate their collaboration. In the planning the main strategies is to develop the area close by the tram stops, this is a good starting point but I feel that more could be done to make it easier for investments. With the acquisition on the two large-scale research facilities a big opportunity for the regional industry comes along. Maintenance and supporting function is of great need and the regional industries have one key advantage, their low lead time in procurement, transportation and production is not something to overlook. With that said the regional municipalities need to open up for the possibility to fully use this advantage. One condition for this is good connectivity, with the large investment that is the tram scheme not only do I fear that the main purpose is to have something that can boast the project and create a feeling of attractiveness and luxury, much similar to *Turning torso* in Western Harbour. Splashing out on a project in that scale will have implications elsewhere and as stated in the extended comprehensive plan only places with sufficient population base can expect a secured public transport scheme.

What is prominent with the planning for Lund NE/ Brunnshög in concern of sustainability is not the have missed out on concrete options to reach their goals. What is lacking is instead a cohesive strategy to bond the three different dimensions together, to see the coherence and the impact and influence one may have on the others will be the difference.

If regarding sustainability as an entity where all three dimensions should take equal amount of space it also requires an equal amount of attention and opportunity to use that space, otherwise the idea of trinity is a flaw. This notion is not really the situation when studying the plans for Lund NE/ Brunnshög. The general feeling when going through the planning documents is that a lot more attention is given to promoting what implementations and the deference that will be

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<sup>83</sup> R. Florida, *Rise of the creative class*, P.73

present surrounding the environmental dimension. This is due to various set of reasons, foremost a lot more research and resources have been put into identifying and defining the drivers of this what environmental issues and sustainability really is. This have led to the other two trailing behind a little bit. It's more or less a natural development that something that gets more attention in both the media and political sphere is brought up more in this kind of situations. Planning for sustainability is much of pleasing the public and in what better way is that done, than by pointing out things that one can associate itself with. It's a way to justify the project and as long as most people are satisfied, why change and tackle the more challenging questions and issues. Still in the very early stages of the development process Lund NE/ Brunnsbög have all the chances to fulfill its aim to become a European raw model in sustainable urban development, but more effort will be needed to be put into reforming the valuation process of sustainability questions. The projects is at least facing a development process that will take thirty years, and it's probably quite safe to say that both the academic and public sphere will sway and evolve in questions regarding sustainability. If the professionals forced with the task of leading the development of Lund NE/ Brunnsbög can be committed to continuous transformation, the project have its chances to fulfill the high standards its aiming towards. One who points out this change in prioritization is Gunder (2006); *'For many, the urban crisis appears to be that our cities are not sustainable. What has happened to planning's traditional concerns about fairness, equity, and social justice? Under this hegemonic crisis of unsustainability, issues such as homelessness, racism, or inequality appear no longer to be burning urban issues. Yet, they have not gone away. Exploitation still occurs: it is just no considered an urban problem of major institutional concern, especially in relation to the importance of reducing our ecological footprint! Is this obscuring of injustice by some who claim to act in the name of sustainability not ideology at its most insidious?'*<sup>84</sup> This quote is rather telling for the planning process of Lund NE/ Brunnsbög also I feel. The influential power that originates from popular terminology and conceptual frameworks such as the *'creative class'* and *'neo-liberal'* planning possesses is remarkable and it affects the planning, mainly by putting a value on different aspects which eventually puts them to face off against each other. This often results in the one that can yield the most profit as the frontrunner.

As mentioned earlier the nature of this kind of evaluation will always have limitations of various degrees. The most prominent faced during this process have been the early stages of the project. Together with the fact that mainly nothing has been constructed yet, consequently leading to a dubious attempt of evaluating documents that in no practice are binding, which lead me to the question 'what if?' What if the necessary funding for ESS is absence? What if the funding for the tram scheme is not supported by the Swedish government? Major and

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<sup>84</sup> Gunder, M. (2006). Sustainability: Planning\_s saving grace or road to perdition? P. 208–221.

critical investments that need to be in place are not yet fully finalized and it can have big consequences for the whole project. ‘What if’ a sudden change of political willpower struck Lund which in turn leads to new objectives, new focus and financial restructuring of the project? It can also be downsized alterations such as relocating a park or a street. There’s still much uncertainty regarding this project and in combination to its time of expansion this assessment faces the probable cause of soon being ‘outdated’. What also would be of much value is to take the detailed plans into consideration; it would give the paper a much greater and more in depth scope. The detailed planning is in addition to this also a legally binding agreement between the municipality and the developers tasked with building on that particular piece of land which the plan concerns.<sup>85</sup> Nevertheless it’s important to highlight the conflict of interest that will be present in the development process and start the discussion before it’s too late and it can’t be reverted. This project will have serious impact and change the city of Lund in a remarkable way.

### **3.1. Winners and losers**

To conclude a possible outcome on whom that will draw the most from this process one will need to keep it mind that a lot of proactive efforts is required if the full potential will be utilized. Initially I would argue that the concept of sustainability as a whole, especially if viewed as a unit of trinity face a decrease in importance. The planning is more focused towards ‘soft solutions’ that more aims to please the public rather than tackle the hard issues. In general there’s an overconfidence by professionals that the urban development project Lund NE/ Brunshög will solve the ‘urban crisis’ and deliver Lund as the solution for future urban sustainability problems. In the wake of the economic crisis and restructuring of the economy and businesses there’s been an eager to discover something new that will release the region into a new era of prosper. This is believed to be headed by the development of Lund NE/ Brunshög. The spin-off effects is thought to be many and happen overnight almost, but it’s probably not that easy and one have to keep in mind that this region and Lund in particular is fairly small and might not be ready for what’s required with supporting functions and attractiveness compared to large urban areas in Europe that can compete on a different level. Even if the tram scheme might open up for new and further investment it will probably be regarded as a bad investment within a decade or less. The biggest problem is the limited population base that won’t be able to sufficiently support it. The losers in this case will be those who are not affected by this investment in infrastructure and are unfortunate enough to live in an area of Scania with not sufficient population base, i.e. where buses will be withdrawn. The overreliance and conviction of all the positive aspects the tram scheme will bring along overshadows the rest and no space is left to consider alternatives. Even though at this early

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stage of the development I believe that the project would benefit much by adding some necessary place branding and promotion, the development is still rather unknown outside the planning sphere. This study has also pointed out great possibilities, but there are a lot of mechanisms that still needs to be put into motion.

#### **4. Conclusions**

This paper has shown that there still is plenty of space for further research of the sustainability concept. The uncertainty remains among scholars, professionals and the public on a proper definition that everyone can identify themselves with. The planning of Lund NE/ Brunshög is pointing at and incorporating the three dimensions of the sustainability triangle at a 'fairly' satisfactory level. Potential risk areas have been identified and evaluated in order to perform necessary methods and possible 'solutions' have been outlined. Being influenced by popular theories like for example the 'creative class' and 'neo-liberal' planning have put its mark in the current planning of the area. With some aspects and areas of sustainability being 'prioritized' one would argue that they still have a work to do, before they can coin themselves a European raw model in urban sustainability. What the planning mostly lack is a kind of way of thinking consequently and how certain actions will have impacts and implications elsewhere. This is not something visible for the public, but needs to be put to attention by extended research and reviewing the current planning of Lund Northeast / Brunshög.

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<sup>85</sup> Boverket, *Vad är en detaljplan*, viewed 130819

## 5. Appendix 1 - Interview with head of projects Lund NE/ Brunnshög, Eva Dalman

May 22<sup>nd</sup>, Project office Lund NE / Brunnshög. Lund.

ED: Eva Dalman; MK: Martin Klingberg

MK: As head of the project, what would you say is the most challenging with this urban development project?

ED: Hands down the size and time scope that is linked with this project, the city of Lund have never faced anything even close when it comes to this project. And if you look even further and compare to similar projects in the region, the development of *Western Harbour* which is a landmark project of Malmö is small in comparison to Lund NE/ Brunnshög. This includes the size of the project as such, the amount of housing and buildings that will be built and also when it comes to the economic perspective.

MK: When reading the comprehensive plans and visionary documents the concept of having a 'mixed city' is mentioned quite a lot of times. The model of the 'mixed city' concept has its reference point in the triangular sustainability model which links together social, environmental and economic sustainability. If one would compare with similar projects, such as the *Western Harbour* and *Hyllie* in Malmö and *Hammarby sjöstad* in Stockholm where the result turns out not to be as first planned but instead the areas is largely 'homogeneous' with a composition of middle-aged wealthy people. Is this regarded as an issue important to counter in this project?

ED: There's a unrealistic view that 'we', the professionals in urban planning have answers and solutions to all some kind of issues and simply can push a button to create an idyllic community where everything is peace and joy. Unfortunately this is not the case, instead one could compare it to a game of chess where you'll find various stakeholders with different intentions and goals which they're trying to implement. In situations that for example concerns housing projects, it's the developer who takes the economic risk and of course in those situations they're pursuing the means to reach their goal. This goal is more often than seldom an economic profit in return, and that means that they design their development by outlining it to match what they've identified as the group that will give the most in return. These kinds of situations often led us into a conflict of interest as we of course want to build as diverse as possible, but we don't really have the authority to dictate everything top to toe. Instead we're trying to have continuous discussions and collaboration with the developers so we can form a community that will be suitable for people in different phases of life. One will need to put pros and cons against each other all the time in this type of work. An example could be senior citizens who prefer a variety of adjacent services, lots of green areas and overall an easy access to the community but on the other side of the coin you have younger people who instead prefer exciting architecture and nightlife. It's a constant struggle for balance if one wants to please all. We're trying to influence variation into the developers, preferably we would like to have an integrated community that's not being split up i.e. separating people. But of course we're well

aware that when building new, there won't a possibility for everyone to move here and this depends on their economic situation. New modern housing do average a higher cost, you can't get away from that. But within the municipality we have a goal of at least 30% for all newly built housing to be tenancies.

MK: How much of the area that will be exploited is own by the municipality?

ED: 'We' own virtually all of it, we lease the area to MAX IV and together with Lund University and Region Skåne we own the company called *Science village Scandinavia AB* that will administer parts, such as the upcoming 'science village'. Apart from that there are no additional plans to sell off any other parts.

MK: If you would look on this UDP in a broader perspective with the whole municipality in focus, do you think that there is any risk that other areas will be less and less prioritized?

ED: The natural development when building new is that the total base of public spaces such as parks, streets, curbs and the maintenance that comes along is growing. And with a growing base, the costs for is also growing. But you also have to keep in mind that when a city is expanding additional municipal services is also demanded and they do also burden the budget. But the alternative is of course not to 'shrink' but to grow, because of all the other positive effects that come with it. A continuous development is to prefer.

MK: The quest to create attractive areas and places is a consistent theme in the planning documents. It feels that the concept of the 'creative class' introduced by Richard Florida has been much influential. How much do you think that ideas like his do influent in this kind of projects?

ED: I would think that it has quite a large effect, there is a debate within the Swedish planning profession where one point is that too much of the planning today is focusing too much around the concept of the 'creative class'. Which lead to that people that is not concerned by this concept is more and more overlooked. In the project of Lund NE/ Brunnshög we're trying to move away from this ideal, for instance we've incorporated urban farming. A lot of people with high educations will keep the close connection with nature but still live in the city, we believe that this can be reasonable alternative.

MK: The tram scheme, with the big economic investment that is needed along with the projected quite low range of usage is it really a good way to go? Or is it just something to brag with?

ED: The proposal has already passed in the municipal council, and as of right now we're only waiting on additional funding from the government. The important thing here is that it will create better opportunity to further good urban development. The obvious is that the rail will be placed here for a very long time once they're in the ground apart from busses etc. that always subject for route changes. This is positive for investors and businesses, it enables them to take secure decisions when localization themselves. Besides from that, new modern trams are both elegant and 'slides' through the city without squeaking and shaking.

Good infrastructure attracts private investments, and the tram is very important if Lund wants a continued development and keeps its position as a satisfactory and attractive place to live and work in. It's a way to create an image that signaling that the city is moving in the right direction. Lund needs to be in the forefront in an ever increasing competitive world.

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