

ABSTRACT

Increasingly, local governments develop their industrial port areas to urban districts. This influences the multiple identities of these areas. As a consequence, cities think about ways to 'brand' these new urban districts. In doing this, it is both important and challenging to develop a place brand that is inclusive and representative. Hereby the place identities, the perceptions and ideas, of the new residents need to be taken into account.

This article focuses on how to collect and assess these place identities, using a newly developed area of Stockholm as a case study. We will show that residents mainly define their place identities on spatial qualities, which indicates a discrepancy with Stockholm municipality who mainly focuses on the sustainability aspect of the area in their branding strategies.



Place Identities of Transforming Port-City Areas. The Case of the Stockholm Royal Seaport

Anouk HAAMANS¹, Karin PETERS²

¹ Project Manager. TU Delft and Wageningen University Alumna. Stockholm, Sweden.

² Assistant Professor, Wageningen University, Cultural Geography Group, Wageningen, Netherlands.

KEYWORDS

European port cities; Maritime cultural quarters; Maritime heritage; Place identity; Place branding; Transforming port-city areas

Place Identities of Transforming Port-City Areas. The Case of the Stockholm Royal Seaport

Introduction

More and more cities are developing their former industrial port areas into urban districts to meet the growing needs of the city (Puylaert & Werksma, 2011). These industrial port areas have strong defining elements such as water, vessels, wharves, and piers and even though some old harbour cranes or industrial heritage will remain and remind us of a different past, the original, rugged, industrial character will slowly fade away which will affect the identity of the place. These changes will influence the ways people look and perceive these places. Spatial planners and urban designers play an important role in this as one of their key purposes is to “create, reproduce or mould the identities of places through manipulation of the activities, feelings, meanings, and fabric that combine into place identity” (Hague & Jenkins, 2005, p. 8). Spatial planners are used as a conduit to promote the ideas of place identities of politicians, yet at the same time, they must engage with residents for whom the place identities may be very different (Grenni et al., 2020). In this article we explore the place identities as perceived by the municipality of Stockholm and the residents of the Stockholm Royal Seaport and the extent to which these are shared or different. These insights can help in the further development of this area and can facilitate a more inclusive and representative place branding strategy.

Many cities use place branding to encourage people to try the place, e.g. for new residents – to move, for tourists – to visit and for investors – to invest (Kerr & Oliver, 2015). Grenni et al. (2020, p.1355) explain that place branding “refers to the creation of value in space by reinforcing and representing place assets in a cohesive manner.” Preferably, place branding builds on local knowledge and represents the perceived images that people have of a place. The image that place branding portrays is a “marketing construct based on various purposely chosen values, representations, ideas, and impressions relevant to a city” (Potts et al., 2011, p. 2). The challenge, however, is to develop a place brand that communicates the place identity that is representative to all relevant stakeholders.

The concept of place identity was first introduced by Proshansky (1978), who defined it as “those dimensions of self that define the individual’s personal identity in relation to the physical environment by means of a complex pattern of conscious and unconscious ideas, feelings, values, goals, preferences, skills, and behavioural tendencies relevant to a specific environment” (p. 155). The concept has a duality in its meaning: the place identity of a place and people’s place identity (Kaymaz, 2013; Lewicka, 2008; Peng et al., 2020). These two meanings overlap, but they are not the same. “As the interaction between people and a place is a mutual, dynamic, and eternal process, the creating and fostering of place identity is also a mutual, dynamic, and circular process” (Peng et al., 2020, p. 14). Generally, place identity refers to the uniqueness of a place and the elements that distinguishes a place from others. Peng et al. (2020) concluded that “place identity can be anything that makes a place identifiable within the spatial system” (Peng et al., 2020, p. 4). It is a subjective social construct, and something that is based on a physical settings, i.e. urban design (Peng et al., 2020). According to Amundsen (2001), the following four elements are typically present in place identity: (1) Spatial qualities that distinguish the place from others; (2) Characteristics or qualities of the inhabitants that distinguish them from inhabitants of other places; (3) Social conditions and social relations between the inhabitants; (4) Culture and/or history which is the unifying element. These four elements are used in this study to better understand the various elements of place identity of Stockholm Royal Seaport. Before explaining

the methodology and discussing the results, we will first describe the case of Stockholm Royal Seaport.

The Stockholm Royal Seaport

The municipality of Stockholm is currently working on one of Stockholm's most extensive and complex urban areas: The Stockholm Royal Seaport (*Norra Djurgårdsstaden*). The city started planning the urban development project to fulfil the city's growing needs as they are expecting to reach a population of 1.2 million (40% growth compared to 2012) (Lennartsson & Salmhofer, 2017). Currently, there are 984 700 people living in Stockholm. The project is an example on how an old industrial port area is being transformed to a modern city district for both residents and businesses (Stockholms Stad, 2021b). It is one of the largest sustainable urban development projects of Europe and an example of how former industrial land is being transformed to a city district (Stockholms Stad, 2021b). The municipality of Stockholm desires to be the leader in the implementation of the Sustainable Development Goals (SDGs) and the vision for the Stockholm Royal Seaport has been defined by the municipality of Stockholm's overarching steering documents of Agenda 2030 that are based on these SDG's. This led to five goals: (1) the vibrant city, (2) accessibility and proximity, (3) resource efficiency and reduced climate impact, (4) let nature do the work, and (5) participation and learning (City of Stockholm, 2022). Each goal consists of urban planning principles and sustainability targets and were developed to help guide the spatial planners and urban planners in a more structured way.



Figure 1. The Stockholm Royal Seaport. (Source: <https://vaxer.stockholm/omraden/norra-djurgardsstaden/>).

Planning began in the early 2000s and soon areas previously closed off and used for gas production, ports and other industrial activities, opened up. In 2009, the Stockholm Royal Seaport was designated by the municipality of Stockholm as a sustainability-profiled area. This entails testing and developing new solutions and processes for a more sustainable future where also other cities and neighbourhoods can learn from (Stockholms Stad, 2021b). Due to the central location of the area - in the north-east region of Stockholm, adjacent to Östermalm - the

municipality saw potential to transform the former industrial buildings to around 12.000 apartments and 35.000 workplaces by approximately 2030 (City of Stockholm, 2022). To date, approximately 6.970 residents have moved into 3.160 new homes (Stockholms Stad, 2022). The Stockholm Royal Seaport consists of four subareas: Hjorthagen, Värtahamnen, Frihamnen and Louden. In addition, Energihamnen is also located in the area, but here the industrial activities will continue (City of Stockholm, 2022). In the northern part (Hjorthagen) most buildings have been realised and there are already people living in the area since 2012. The other areas are still in the planning and construction phase. Moreover, the area is enclosed by a blue-green infrastructure, with on the right side the eight kilometres coastline of Lilla Värtan, and on the northern and southern parts, the area is directly adjacent to the Royal National City Park.



Figure 2. Norra Djurgårdsstaden. (Photo: Jansin & Hammarling; Source provided by the Authors: <https://www.flickr.com/photos/norradjurgardsstaden/51737542489/>).



Figure 3. Norra Djurgårdstaden. 2021. (Photo: Lennart Johansson/Stockholms stad; Source provided by the Authors: <https://www.flickr.com/photos/norradjurgardsstaden/51193990349/>).

Methods

To get a better understanding of the place identities of the Stockholm Royal Seaport, primary and secondary data collection were used. In order to get a better insight on the aims and policies of the municipality of Stockholm regarding the development of the Stockholm Royal Seaport different policy documents were analysed. These documents include three Sustainable Urban Development Programme reports written by the City Planning Administration (Stockholm Stad, 2010, 2017 and 2021), annual sustainability reports (2014 to 2020) and the website www.norradjurgardsstaden2030.se. Furthermore, semi-structured interviews were held with five people working for the municipality and various informal talks were held (see Table 1).

Table 1. Overview of the interviewees that work for the municipality of Stockholm.

Interviewee	Expertise
1	Head of the Stockholm Royal Seaport development
2	Information Officer for the Study visits
3	Sustainability Strategist for Stockholm City Development
4	Team leader of the architects and urban planners of the Stockholm Royal Seaport
5	Communication Manager of the Stockholm Royal Seaport

Semi-structured interviews were held with twelve residents living in the Stockholm Royal Seaport (Table 2). Residents were approached on different days, times, and weather circumstances. As the socioeconomic level in the area is very high, income was not a requirement in the selection of the residents (Institute för kvalitetsindikatorer & Stockholms Stad, 2019). The same applies for the educational background of people. The interview consisted out of 16 questions, and the final question involved drawing a mental map of the area. Thirteen interviews were recorded and transcribed, three interviews were not recorded but extensive notes were made.

Table 2. Overview of the interviewees that live in the Stockholm Royal Seaport.

	Gender	Age	Living in SRS	Household
1	Female	39	6 months	Alone
2	Female	26	7 months	Housemate
3	Female	87	3 years	Husband
4	Male	42	1 year	Partner and daughter
5	Male	40	8 years	Wife and daughter
6	Male	33	5 years	Wife and 2 kids
7	Male	53	6 years	Wife (son and daughter moved out)
8	Female	27	6 months	Alone
9	Female	70	30 years	Husband (kids moved out)
10	Female	68	5 years	Husband
11	Female	31	4 years	Partner and son
12	Female	44	5 years	Alone

Data analysis was driven by a theoretical thematic analysis, based upon the four elements of Amundsen (2001), (1) spatial qualities, (2) characteristic inhabitants, (3) social conditions and relations, (4) culture, and history, that define and influence place identities. A thematic analysis is a step-by-step process aimed at presenting the data in a “concise, coherent, logical, non-repetitive and interesting account of the story the data tells within and across themes” (Braun & Clarke, 2006, p. 93). “A theme captures something important about the data in relation to the research question and represents some level of patterned response or meaning within the data set” (Braun

& Clarke, 2006, p. 82). After transcribing and re-reading the interviews, the data was loaded in the coding program Atlas.ti. Next step was to generate initial codes, in this case this resulted in 26 initial codes. In phases 3 and 4, these were sorted into the four elements. Phase 5 was executed to identify the essence of each of the themes and what aspect captures the theme (Braun & Clarke, 2006). Finally, the last phase creates an overview of the findings which are presented below.

As a final question, the interviewees were asked to draw a quick map of the Stockholm Royal Seaport. It was explained that this did not need to be accurate – just a rough sketch as if they were making a rapid description of the neighbourhood to a stranger, covering all the main features. This method is called ‘mental mapping’. This approach “reveals a person’s point of view and perception of an area of interaction” (Harteveld, 2021, p. 66). Even though these mental maps are unique, Lynch (1960) identified five types of elements that are found in these individual images. These are: paths, edges, districts, nodes, and landmarks (Lynch, 1960). The nine mental maps that were drawn by the residents in the Stockholm Royal Seaport were analysed according to these five elements of Lynch (1960).

Results

Both the place identities of the municipality and of the residents generally refer to physical elements that distinguish the place from other places. As Peng et al. (2020) stated that the place identity is based on objective physical settings, it was expected that most residents would indeed relate to physical elements. Interviewees appreciate e.g., the many parks, the two old gasholders, and the waste grinder system, but they are unaware of the sustainable thoughts behind them. Furthermore, surveys have shown that the residents of the Stockholm Royal Seaport do not move to the area for its sustainability, even though the area is planned on sustainable principles and the municipality of Stockholm is branding the area as such (Institute för kvalitetsindikatorer & Stockholms Stad, 2019). Results show that the current place branding activities of the municipality of Stockholm are grounded in the SDGs, but these SDGs are not that clearly present in the place identities of the interviewed residents. This contrasts with the study visits offered by the municipality, that mostly attract tourists, experts, and other municipalities that specifically come to visit the area in order to learn from the sustainable solutions and processes in the area (interviewee 2).

The analysis of the elements of Amundsen (2001) shows that the residents and municipality do not always relate to the same physical elements. Below results on the four elements are further explained.

Spatial Qualities of the Area

The municipality distinguishes “six unique elements of the area” that give the area its own clear identity and distinctive from other development projects of former industrial harbour areas. The municipality considers the old Hjorthagen (built between 1897-1965), the industry and infrastructure, the combination of the port and city, the Gasverket, the waterfront, and the Royal National City Park as characteristic for the area. The municipality and the residents have a different understanding of these six unique elements, as the residents only mention the last three. The results of the place identities of the resident referring to the ‘spatial qualities’, mainly relate to the green spaces in the area and the combination of living close to the city and nature. As one interviewee said: “I would say what is significant for this area, is the closeness to the city but also the countryside feeling. I would describe it as a mix of city life, but also having the other amenities that the city would not have”. The results furthermore indicate that living so close to the inner city is appreciated by the residents, as this was highlighted by all of them. Many of the interviewees think that this is what distinguishes the area to the rest of Stockholm. One interviewee said that it

is impossible to describe this area, “because it is city centre and also a forest. I don’t have direct neighbours, as I’m surrounded by kindergartens, so here I am in the city centre, I don’t have neighbours and I do have a forest, so it’s impossible”. Despite the fact that the municipality knows that residents value the combination of the city and nature as a characteristic element of the area, it is not as present in their place branding.



Figure 4. Norra Djurgårdsstaden, 2021. (Photo: Lennart Johansson/Stockholms stad; Source provided by the Authors: <https://www.flickr.com/photos/norradjurgardsstaden/51193433498/>).

It was expected that the mental maps that were drawn by the residents (see examples below) would have stronger references to the waterfront, the industrial sites, and the port, as the municipality considers them as unique qualities of the area. An explanation why these elements were not highlighted by the residents could be because the area is still developing. The two subareas Värtahamnen and Frihamnen will be developed next to the port operations and the municipality expects that this will strengthen the port-city relations (City of Stockholm, 2022). Hartevelde (2021) found that the limited amount of information on the mental maps, could also be explained by the limited access people have to certain industrial areas. He explained that because the public spaces in such port areas are rare and the sites are often private areas that are fenced off, residents know little about the space and thus draw little (Hartevelde, 2021). As the further development of the area might bring more attention to the waterfront and port by adding public spaces, there is potential that they get more present in the place identity of the residents when the development of Värtahamnen and Frihamnen is finished.

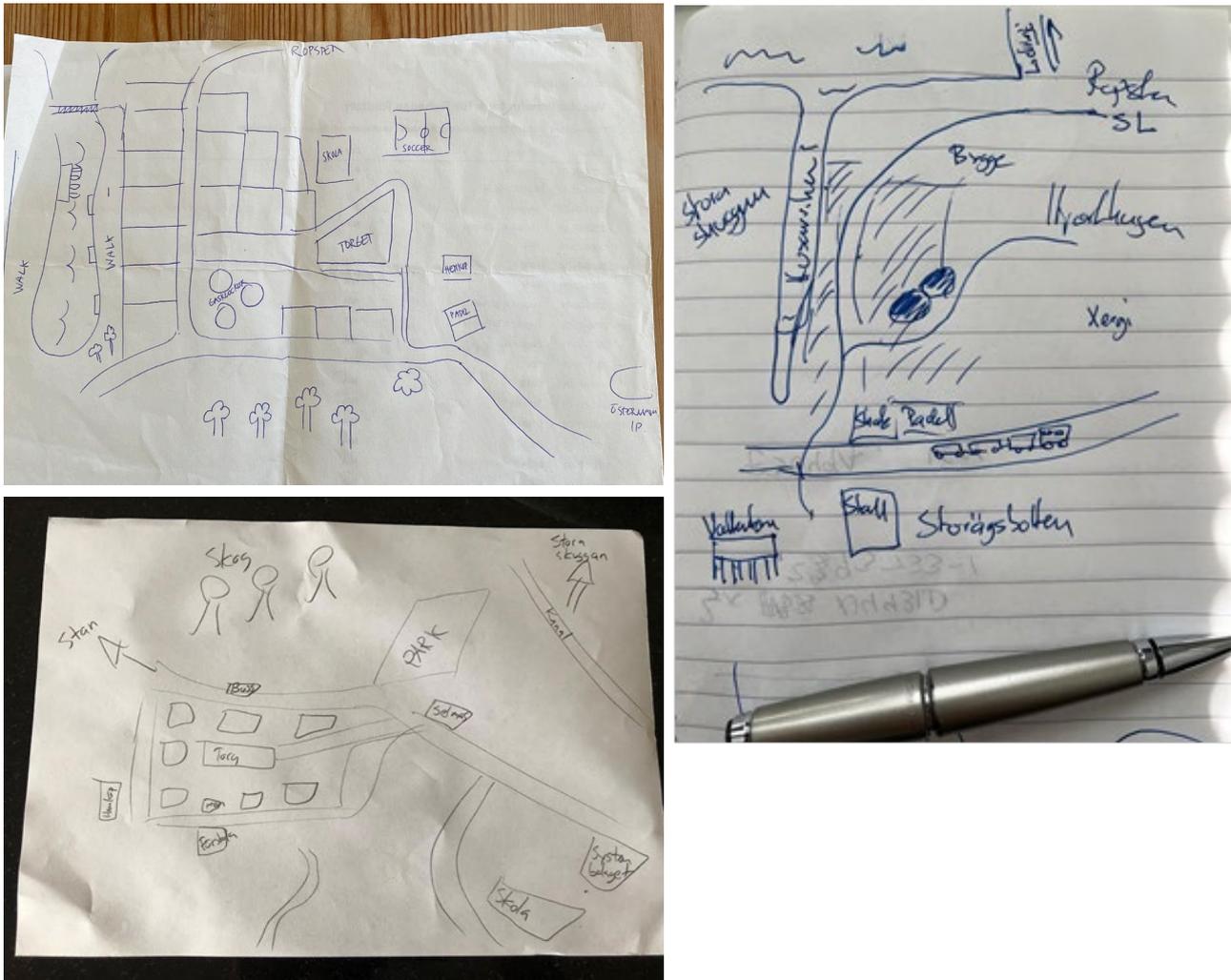


Figure 5. Some mental maps that were drawn by the residents in the Stockholm Royal Seaport. (Research based on the 'mental mapping' method described by Maurice Hartevelde, 2021).

Characteristics Inhabitants

Because the Stockholm Royal Seaport has a lot to offer for young families, interviewed residents with children tend to be more satisfied with the activities that the area has to offer. The calmness of the area was brought to attention several times. Interviewee 6 compared the Stockholm Royal Seaport to the Astrid Lindgren story of *The Six Bullerby Children*. "It is a story about a small village in Sweden where it is very calm, all the kids are playing with each other and there is nothing dangerous and everyone is polite to each other. This - meaning the Stockholm Royal Seaport - is like a small village in the big city of Stockholm. It is very different from the rest of the city". In general, the interviewees liked that the people in the area seem to be calm. However, the development of the Gasverket area might change this sense of calmness. The intended aim of the municipality is that the Gasverket area will function as a cultural destination for the whole city of Stockholm. The results of the interviewees show that most of them are excited about this development, as they assume that this will lead to more restaurants and other activities that a city brings. Some assume it will make the area more known, as now many Stockholmers have not heard about the Stockholm Royal Seaport. While some of the interviewees are patiently waiting for pubs, breweries, and concerts, others consider moving out of the area as they are afraid that the area will get too crowded and busy. They think it might appeal a certain group of people that will disturb the calmness of the area. One might argue that the municipality has always been

transparent about creating a vibrant city, but as one of the aspects of that goal is inclusivity, it raises the question for who this part of the city is.

The results furthermore show that people consider moving out of the area because of the rising housing prices. As mentioned by one interviewee: “In a world where we would have all the money we need, we would stay here. So, the only reason to maybe move to other places is that it is cheaper.” Even though the municipality is working on more diversity in the area, the socio-economic status remains high, and residents do not consider the Stockholm Royal Seaport an inclusive and diverse area. Both the municipality and residents expect that the opening of the Gasverket area can attract a different group as more restaurants and other activities that a city brings will be introduced. This will however not necessarily lead to a more diverse and inclusive area.

One reason why the area is so expensive to live in could be because living sustainably is still something that only the privileged class can afford (Tielbeke, 2017). Similar urban development projects, like HafenCity in Hamburg, also get the stigmatization of being a district of the rich (Bruns-Berentelg, 2014). The overheated housing market can also have a role in this. The issue was also brought up by interviewee 4 who said that the urban planners and architects are working on planning for more diversity in the area, but that it is the politicians and the market that decide. This brings up a different debate whether there is a need for social housing in Sweden. In Sweden, the organisation Allmännyttig ensures public housing, which is ensured by municipal housing companies (Sveriges Allmännyttiga, n.d.). These housing companies operate on business principles, but the objective is to provide housing in their municipality (Housing Europe, 2010). The organisation Allmännyttig does acknowledge on their website that there are challenges amongst this: ‘The Million Homes Programme is now facing the need of extensive improvement work. Exclusion exists in many residential areas and needs to be combated. There is a shortage of housing and at the same time it is more difficult than ever to build at a cost that ordinary people can afford. Meanwhile, legislation means that the public housing companies have to combine their social responsibility with a business-like approach’ (Sveriges Allmännyttiga, n.d.). The results of this research indicate similar challenges in the Stockholm Royal Seaport.

Social Conditions and Relations

Both the municipality and residents referred to the social conditions met by public spaces when talking about social conditions and social relations. Results show that interviewed residents are satisfied with the many public spaces present in the area. The data does not tell what, according to the residents, is making the public spaces good. However, the data does give insights on the social sustainability of the area and that the current situation is satisfying for the residents. Gehl (2010) stresses that a part of what makes public spaces good places, is “to give various groups in society equal opportunities for accessing common city space” (p. 109). Here, the priority of social sustainability is to meet “others” in public spaces. Most of the interviewees mention that they got in touch with other residents at the playground. As interviewee 6 said: “by being outside and being in the parks for big parts of the day, you get to know other parents, especially dads for me”. Even though the residents living in the Stockholm Royal Seaport have good access to public spaces, results also show that the area is defined by a high socio-economic group and mainly young families. The inclusivity of the area can therefore be questioned.

The area does not seem attract people that are not living there. One of the interviewees mentions that she meets her friends or family in town because of the unfamiliarity with the area: “I grew up in Stockholm and a lot of my friends don’t know what this place is. Or where it is even [...] Of course they come to visit me, but we would not meet up at one of the coffee shops [...] There is nothing that draws you to this area and it is kind of its own island that is isolated from the other city areas that are all sort of connected with each other”. She is not the only one to mention the

unfamiliarity of the area. Others also pointed out that their friends do not really know the Stockholm Royal Seaport. However, all mentioned that they like to invite friends and family to show them the area. Interviewee 12 said that she especially likes to meet with friends with kids, even though she does not have kids herself. This way she can show them what the area has to provide for kids, especially the playgrounds. The results imply that this unfamiliarity relates to the fact that there is not so much to do in the area. As residents that are living in the area go to the city to have drinks, it explains why people from outside of the area do not have the incentive to go to the Stockholm Royal Seaport either.

Culture and History

Scholars argue that the cultural and historic context of an area is important in facilitating a sustainable development (Hein et al., 2021; Oorschot & Mensink, 2020). Results show, however, that culture, in general, is underrepresented in the place identities of the residents. Only two interviewees mentioned something relating to the cultural and historical buildings of the area. One of them said that she appreciates that the city is taking care of the old buildings. This is an important insight to consider, as scholars argue that the cultural and historic context is important in sustainable development (Hein et al., 2021; Oorschot & Mensink, 2020). Both the municipality and residents expect that the Gasverket has the potential to fulfill the lack of places to go to for a drink, restaurants with higher food quality, or shops. Even though the cultural scene has not opened yet, five of the nine mental maps show the gasholders. This implies that the gasholders are defining the area and have the potential to be a meeting place for knowledge and culture.

Discussion

The challenge in place branding is to develop a place brand that communicates the place identity that is representative to all segments of the target area (Campelo, 2015). With place branding, the municipality aims to evoke and reinforce the perceived image of the city. The aim of place branding with residents as a target group, is to encourage them to move and remain in the area. Results show that different target groups ask for different place branding strategies (Kerr & Oliver, 2015). To do this successfully, the identity of a place should be the base of a place branding strategy (Campelo, 2015; Grenni et al., 2020; Kerr & Oliver, 2015; van Assche & Lo, 2011). Therefore, insights in the place identities of the residents of the Stockholm Royal Seaport can also gain insights for place branding strategies of the municipality of Stockholm, overcoming the conflicting stakeholder positions.

The biggest difference between the place identities of the municipality and the residents, is the role that sustainability has in them. The municipality brands the area as one of the largest sustainable urban development projects of Europe, whereas there are some doubts about this among interviewees. Only half of the interviewed residents think that the Stockholm Royal Seaport is a sustainable area. The others either thought it was not sustainable or they were not sure about it. One interviewee responded with “no, I come from the countryside where there is a more regenerative way of looking at things, this is the greenwashed city version”. Another thinks the city likes to promote itself that way. She hopes the municipality is doing its job well, but she is not sure. The image that the municipality wants to portray is very different from what is representative for the residents. It is not the question whether the area is sustainable or not, but rather if the municipality want to put the emphasize on this or the tangible elements and spatial qualities that speak more towards the residents.

A clarification for this discrepancy could be that the residents have a different perception of ‘sustainability’. The municipality wants to set an example for holistic sustainable urban development and therefore social, environmental, and economic aspects are all taken into

account. Whereas when interviewed residents talk about the sustainability of the area, many only mention waste separation and recycling, despite mentioning other aspects that scholars, urban planners and politicians would see as part of holistic sustainable urban development. In other words, the way interviewed residents define place identities do relate to the sustainable decisions and choices that were made by the municipality, but the residents are either unaware that these are sustainable or mainly appreciate the conveniences they offer. Therefore, as stated by Hanss and Böhm (2011) it is important to find out how people understand the concept of sustainability. Although the results do not provide insight into whether residents are interested in the sustainability of the area, it became clear that branding the Stockholm Royal Seaport as sustainable mainly reaches visitors who are already interested in the topic.

This debate on sustainability also shows that more clarity is needed on the relationship between sustainability, culture and place identities. The AIVP (Association Internationale Villes et Ports) adapted the SDGs for the specific context of city port relations (AIVP, 2020). This led to 10 assisting goals, of which the 6th goal states to “promote and capitalise the specific culture and identity of port cities, to allow residents to develop a sense of pride and flourish as part of a city port community of interest” (AIVP, 2021, October 19). Besides culture and identity being seen as two different elements, while in this study culture is seen as part of place identity, the 6th goal of the AIVP is focused on promoting culture and identity. This raises the question of what distinguishes Stockholm Royal Seaport from other port city areas, such as HafenCity in Hamburg or the Rotterdam Maker District. The strategies and aims of Rotterdam seem similar to the aims of the Stockholm Royal Seaport, namely to be socially inclusive, connect the city to the port, and create a lively mixed-use area (Kermani et al., 2020). Bruns-Berentelg (2014) raises the question of how the identity of HafenCity can be brought to residents, jobs and culture, despite the international importance of HafenCity and its tourism function. He continues that the identity will “hopefully hold out for a century or more, leave a positive imprint on Hamburg, and provide it with a unique design” (Bruns-Berentelg, 2014, p. 8). His research finds a similar challenge, namely, preventing that this newly built transformative port-city area will turn out like any other global urban development project. He poses that the “various HafenCity localities are not only specific atmospheres and cultures, but also distinct forms that are unique to Hamburg”, and can prevent this from happening (Bruns-Berentelg, 2014, p. 10). Similarly, Hein et al., (2021) emphasize that local culture is a driving force not only for the uniqueness of a port-city area in a globalised context, but also for future developments. According to Warsewa (2017), tangible and intangible elements of local culture should be depicted and used as indicators of regeneration strategies and image campaigns. The insights into the place identities of Stockholm Royal Seaport residents can help the municipality select and design place branding strategies that are more representative of them. This includes more clarity on the relationship between culture, sustainability, and place identities, as there are different understandings of what these concepts imply.

Conclusions and Recommendations

When local governments are increasingly developing their industrial port areas to urban districts, it is important and challenging to develop a place brand that is inclusive and representative. This research not only shows that different place identities exist in an area, but it also emphasizes the different perspectives and conflicting interests. Thus perceptions of residents and urban planners should be taken into account in the further designing process and branding of the port-city area.

With more and more waterfront development projects, local elements should be the driver of place branding strategies of the municipality. The six unique qualities of the Stockholm Royal Seaport are not only unique to the area, but they are also part of the cultural heritage of this area. As residents mainly refer to the spatial qualities of the area when defining their place identity, the recommendation is to emphasize the six unique qualities more. Moreover, more attention could be

paid to the fact that the area offers a unique combination of living close to the city and nature, as this seems to define the area according to the residents. Therefore it is recommended to promote what makes living in the Stockholm Royal Seaport unique. Try to avoid making assumptions about personal feelings, e.g., inclusive and safe, and focus on spatial qualities. With place branding you want residents to move in and stay in the area. Suggested is to create a slogan that captures the opportunity to live close to both the city and nature, whilst living in a transforming port-city area.

Moreover insights into the elements of place identities as perceived by the municipality of Stockholm and residents of the Stockholm Royal Seaport showed that cultural and historical elements are underrepresented. As local culture is a driving force behind the uniqueness of a port-city area in a globalised context, more attention needs to be given to this. Further development of the area could change this, but for now it remains unclear what this will do to the place identity of the area. It also implies that this research should be done again when the subareas of Värtahamnen, Frihamnen, and Loudden are also ready.

To enrich these insights, it would be valuable to have more interviews with people living in the old Hjorthagen. Additionally, dialogues with people living outside of the area will also be insightful to understand what their perspective on the Stockholm Royal Seaport is. The key research question for this: Do these people really think that the Stockholm Royal Seaport is the next Östermalm or Hammarby Sjöstad 2.0? It can also help understand why people are unfamiliar with the area and if there is an interest to go to the area. This is valuable to know as the intended aim of the municipality is that the Gasverket will function as a cultural destination for the whole city of Stockholm.

As the resident define their place identities mainly on the basis of spatial qualities, there is a discrepancy with the municipality which focuses mainly on the sustainability aspect of the area in its branding strategies. Because the municipality of Stockholm wants to set an example on holistic sustainable urban development, they want to brand themselves as such. Therefore, it is necessary to know to which extent the residents are interested in learning more about the sustainability of the area. As this holistic sustainable development approach is something the municipality values, the recommendation is to clearly state if and why interventions relate to the social, environmental, or economic sustainability in the communicated place brand. Two key-research question for this are: (1) Why does the municipality necessarily want residents to identify the area as sustainable? (2) Do the residents have an interest in learning more about the sustainability of the area? In other words, it needs to be questioned whether this is a strategy target to residents or rather visitors.

Besides, the municipality should also consider what being a sustainability-profiled area means for residents. The results imply that some residents think that the municipality only likes to promote itself as sustainable, especially as this branding mainly has (international) visitors as a target group. More research should be done to understand what these 500 groups per year do to the place identity of the Stockholm Royal Seaport. This place brand can serve as a basis for developing policy that will enhance economic development, but it should not be forgotten that it also needs to provide a conduit to let residents identify with their neighbourhood. Moreover, the municipality also needs to consider that sustainable urban development has to become the standard if cities want to achieve the Agenda 2030, as such it will most likely not make the area distinctive anymore.

By taking the place identities as perceived by the municipality of Stockholm and the residents of the Stockholm Royal Seaport serious, synergies can be created in the further development of the transforming area. Including different perceptions in the place branding strategy, will allow to develop a more inclusive and representative place brand.

References

- Amundsen, A.B. (2001) *Articulations of Identity: A Methodological Essay and a Report on Askim and Tidaholm*, NoordXXI Report no. 19. Available online at <http://www.noordxxi.nl/>.
- AIVP. (2020). *AIVP 2030 Agenda*.
- AIVP. AIVP. (2021, October 19). Port culture and identity. Retrieved 29 June 2022, from <https://www.aivp.org/en/commitment/port-culture-and-identity/>.
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77-101. <https://doi.org/10.1191/1478088706qp063oa/>.
- Bruns-Berentelg, J. (2014). Hafencity Hamburg-identity, sustainability and urbanity. *Hafencity Discuss. Pap*, 3, 1-34.
- Campelo, A. (2015). Rethinking Sense of Place: Sense of One and Sense of Many. In M. Kavaratzis, G. Warnaby, & G. Ashworth (Eds.), *Rethinking Place Branding* (pp. 51-60). Springer.
- City of Stockholm. (2022). *Sustainable Urban Development Programme*.
- Grenni, S., Horlings, L. G., & Soini, K. (2020). Linking spatial planning and place branding strategies through cultural narratives in places. *European Planning Studies*, 28(7), 1355-1374. <https://doi.org/10.1080/09654313.2019.1701292/>.
- Hague, C., & Jenkins, P. (2005). *Place identity, participation and planning*. Routledge.
- Hanss, D. and Böhm, G. (2011), Sustainability seen from the perspective of consumers. *International Journal of Consumer Studies*, 36: 678-687. <https://doi.org/10.1111/j.1470-6431.2011.01045.x/>.
- Harteveld, M. (2021). In the Minds of People. Port-City Perspectives, the Case of Rotterdam. *European Journal of Creative Practices in Cities and Landscapes*, 3(2), 60-81. <https://doi.org/10.6092/issn.2612-0496/12380/>.
- Hein, C. M., Luning, S., & Van de Laar, P. (Eds.) (2021). Port City Cultures, Values, or Maritime Mindsets: Part 2: Studying and Shaping Cultures in Port City Territories. *European Journal of Creative Practices in Cities and Landscapes (CPCL)*, 4(2), 186. <https://doi.org/10.6092/issn.2612-0496/v4-n2-2021/>.
- Housing Europe. (2010, March 27). *Social Housing in Europe*. *Housing Europe*. Retrieved 29 June 2022, from <https://www.housingeurope.eu/resource-125/social-housing-in-europe/>.
- Institute för kvalitetsindikatorer & Stockholms Stad. (2019). *Norra Djurgårdsstaden. Kännedom och attityder bland nyinflyttade i Norra Djurgårdsstaden och boende i Hjorthagen och Gärdet 2019* [Dataset].
- Gehl, J. (2010). *Cities for people*. Island Express.
- Kaymaz, I. (2013). Urban Landscapes and Identity. In *Advances in Landscape Architecture*. InTech. <https://doi.org/10.5772/55754/>.
- Kermani, A. A., van der Toorn Vrijthoff, W., & Salek, A. (2020). The impact of planning reform on water-related heritage values and on recalling collective maritime identity of port cities: The case of Rotterdam. In C. Hein (Ed.), *Adaptive strategies for water heritage* (pp. 344-361). Springer. https://doi.org/10.1007/978-3-030-00268-8_18/.
- Kerr, G., & Oliver, J. (2015). Rethinking Place Identities. In M. Kavaratzis, G. Warnaby, & G. Ashworth (Eds.), *Rethinking Place Branding* (pp. 61-72). Springer.
- Lennartsson, M., & Salmhofer, C. (2017). *Stockholm Royal Seaport Road Map The Journey Has Begun*.
- Lewicka, M. (2008). Place attachment, place identity, and place memory: Restoring the forgotten city past. *Journal of Environmental Psychology*, 28(3), 209-231. <https://doi.org/10.1016/j.jenvp.2008.02.001/>.
- Lynch, K. (1960). *The image of the city* (Vol. 20).

- Oorschot, L., & Mensink, J. (2020). *Doe de tienkamp: gebiedshistorie en identiteit bij duurzame gebiedsontwikkeling*. Retrieved April 15, 2022, from <https://www.gebiedsontwikkeling.nu/artikelen/doe-de-tienkamp-gebiedshistorie-enidentiteit-bij-duurzame-gebiedsontwikkeling/>.
- Peng, J., Strijker, D., & Wu, Q. (2020). Place Identity: How Far Have We Come in Exploring Its Meanings? In *Frontiers in Psychology* (Vol. 11). Frontiers Media S.A. <https://doi.org/10.3389/fpsyg.2020.00294/>.
- Potts, R., Dedekorkut-Howes, A., & Bosman, C. (2011). Battle of the Brands: The Gold Coast Identity Crisis. *State of the Australian Cities Conference*, 1-14. <https://www.researchgate.net/publication/268448712/>.
- Proshansky, H. M. (1978). The city and self-identity. *Environment and Behaviour*, 10(2), 147-169.
- Puylaert, H., & Werksma, H. (2011). *Duurzame gebiedsontwikkeling: doe de tienkamp!*
- Stockholm Stad. (2014). *5 years with a sustainability profile. Stockholm Royal Seaport Sustainability Report 2014*.
- Stockholm Stad. (2017). *Sustainable Urban Development Programme*.
- Stockholm Stad. (2021a, August 25). *Unique qualities and opportunities*.
- Stockholm Stad. (2021b, October 13). *Stockholm Royal Seaport's contribution to Agenda 2030*.
- Stockholm Stad. (2022, 9 June). *Stockholm Royal Seaport's sustainability journey*. Norradjurgardsstaden2030. Retrieved June 15, 2022, from <https://norradjurgardsstaden2030.se/map/>.
- Sveriges Allmännyttta. (n.d.). *Public housing in Sweden*. Retrieved 29 June 2022, from <https://www.sverigesallmannytta.se/in-english/public-housing-in-sweden/>
- Tielbeke, J. (2017, 8 november). *Duurzaam leven is een privilege. De Groene Amsterdammer*, 45(46). Retrieved June 27, 2022, from <https://www.groene.nl/artikel/duurzaam-leven-is-een-privilege/>.
- van Assche, K., & Lo, M. C. (2011). Planning, preservation and place branding: A tale of sharing assets and narratives. *Place Branding and Public Diplomacy*, 7(2), 116-126. <https://doi.org/10.1057/pb.2011.11/>.

REFERENCES FOR CITATION

HAAMANS, Anouk and Karin PETERS. 2023. Place Identities of Transforming Port-City Areas. The Case of the Stockholm Royal Seaport. *PORTUSplus* 15 (December). <https://portusplus.org/index.php/pp/article/view/288>

COPYRIGHT and LICENSE

Copyright © 2023 The Authors

First Published || PORTUSplus Journal, RETE Publisher | Venice, December 2023.

Publisher Policy || Licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License | <https://creativecommons.org/licenses/by-nc-nd/4.0/>.