

HIGH STREET TRÄDLYCKEVÄGEN

For us, the design research goes beyond Trädlyckevägen. The question in its essence is what kind of future we want for Varberg and cities alike. Is it car based or human based? And if we choose the latter, how do we go about transforming the groundwork that has been laid for car centered

urban planning to accommodate people again? With our proposal of High Street Trädlyckevägen we present a strategy with building blocks derived from thorough analysis and research and from a belief that smart density can increase livability and wellness.

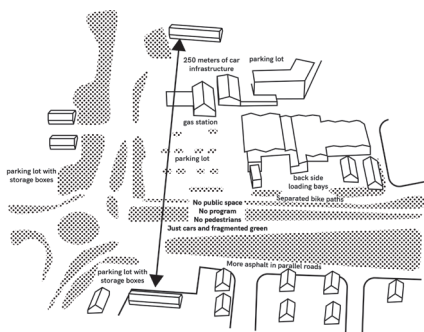
The current situation

On the panels we mostly discuss solutions, and how they are implemented on the site. In this document we allow ourselves to divert a bit and show the back story of our strategic proposal. It all starts with the analysis of the current situation (see image below). Varberg is made up of different suburban islands in a net of infrastructure. Some parts of this infrastructure is really overweight, reaching from 80 meters to 250 meters in width. This means that every four meters of length, 1000 square meters is used up for infrastructure, mostly dedicated to cars. It must be said that there is also some green, but this is just makeup. The green areas are fragmented, mostly inaccessible, without any program and therefore completely uninteresting as a public space. Alongside Trädlyckevägen we find even more asphalt in the shape of parking places, parallel roads and separate bike paths, but

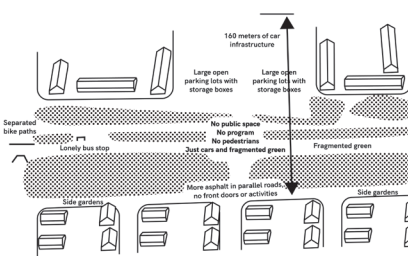
also storage boxes, side facades and gardens, loading bays, sound barriers and sad solitary bus stops. All of this is a heritage of modernism. The car was sacred, but it unfortunately took multiple decades to realize we cannot go on building and planning like this. Heavy traffic, airpollution, traffic injuries and fatalities, and now climate change makes us realize that both fossil fuels and private transport should be reconsidered.

Our team chose the Varberg site because during our studies and travels we have found many similar cases in the world that could benefit from the knowledge of this European site. On the next page is a very incomplete collection of similar infrastructural spaces, surrounded by similar suburban tapestries.

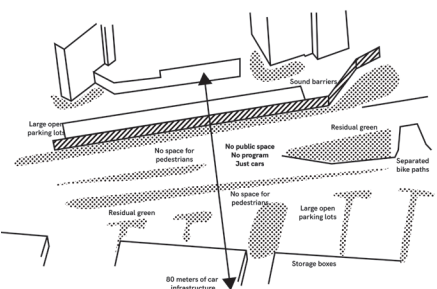
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Hästens torg, the local hub that should be upgraded. 250 meters of car infrastructure



Crossing of Skånegatan and Trädlyckevägen. 160 meters of car infrastructure



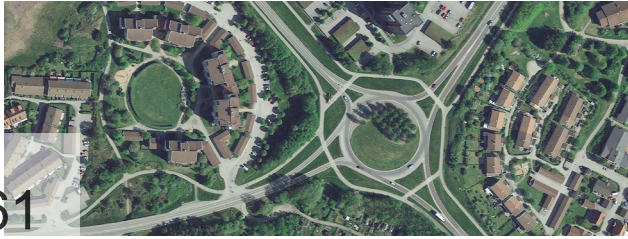
Crossing of Skånegatan and Trädlyckevägen. 80 meters of car infrastructure



Trädlyckevägen - Varberg - Sweden



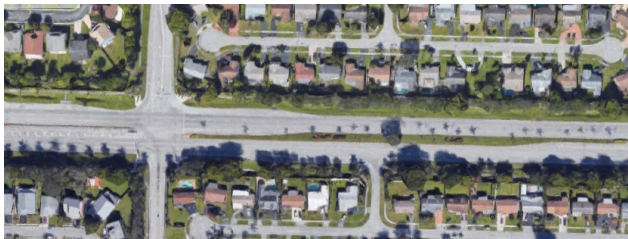
Västkustvägen - Varberg - Sweden



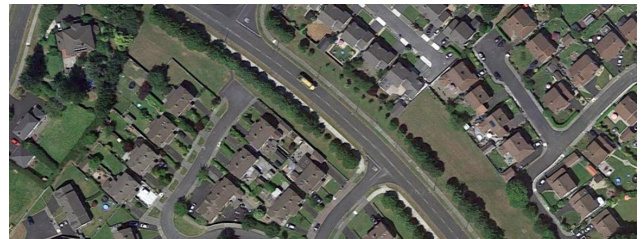
Södra Vägen - Varberg - Sweden



Bd de l'Oise - Cergy - France



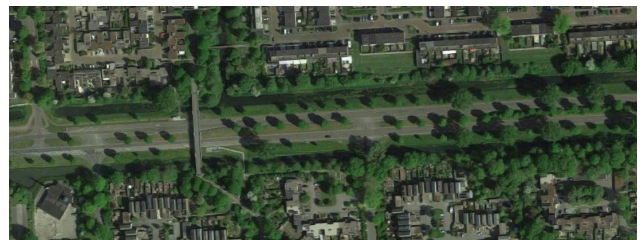
West Parkland Boulevard - Miami - USA



Ballycasey More - Shannon - Ireland



Eastfield Rd - Glasgow - Scotland



Kustendreef - Lelystad - Netherlands



Sörgårdsvägen - Vällingby - Sweden



Templeogue - Dublin - Ireland



V8 Marlborough St - Milton Keynes - England



McIntyre Rd - Modbury Heights - Australia

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As stated on the panels, Trädlyckevägen is not a standalone case. Above is a wide range of similar situations from all over the world, where sometimes the resemblance is uncanny, for example Eastfield road, Scotland. Most of the examples share the same type of problems as Trädlyckevägen: a focus on cars; large unde-

finned green spaces caught between infrastructure; backyards facing the road; a suburban setting that lacks density for high quality public transport and a lack of forward thinking in general. Varberg can become a testcase, solving a worldwide problem, caused by modernism and its love for the car.

The car around Trädlyckevägen

In our design process we've made a variety of analysis maps for us to grapple with the city and the site. One of the most shocking maps was the analysis of the surface that's been taken by the car (see map below). The surface that the car takes being parked, doing nothing, is enormous. Bear in mind that roads are not taken into

account in this map. This analysis shows us that the question of Trädlyckevägen is bigger than just a road. The problem is also the city fabric that allows for everybody to have a car and to park the car close to home on spacious slabs of asphalt. But it is so convenient, so why would you ever not take the car?



Sketched analysis map showing the surface of built (red) and collective, mostly open parking spaces (orange)

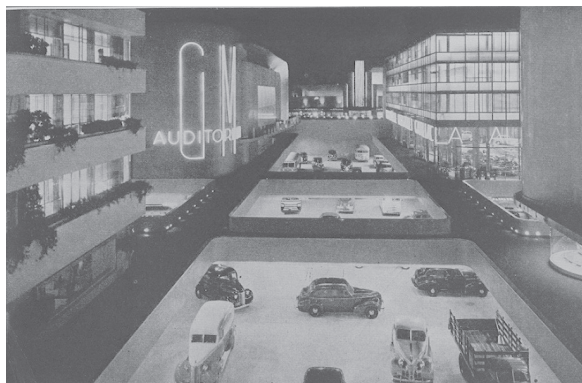
How did we get here?

We should not forget that car dominance was part of an intense lobby by car manufacturers. In 1939 General Motors (GM) presented an exhibition titled Futurama at the New York World's Fair. It was a sensational hit that had people waiting for hours to get in. Inside was a huge scale model of what General Motors thought America would look like in 20 years, in 1960. Visitors to Futurama were presented with an airy, decentralized urban landscape. One could marvel at huge skyscrapers between green parks that were connected by an orderly network of elegant highways. It was a modernist cartopia.

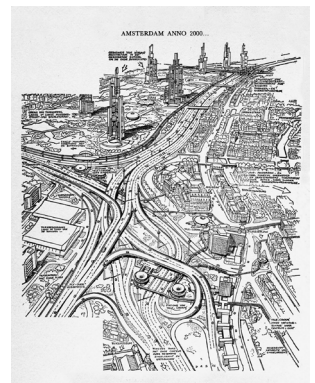
The exhibition also showed a full-scale model of an ideal, futuristic intersection. Futurama also showed a world where, one day not far in the future, according to GM, the car would no longer have a driver. Futurama had a huge impact on the American and Western imagination. It was the start of suburban development. It had such dramatic impact on urban planning, that whole cities were planned to be invaded by large motorways. Plan Jokinen, partly funded by the car lobby group Stichting Weg (the road foundation) planned large highways all across Amsterdam. It never materialized due to heavy protests.



Futurama at New York World's Fair



Full scale model of the futuristic intersection



Plan Jokinen for Amsterdam 1967

The green goods

Another analysis shows the qualitative green and park-like areas in and around Varberg. What we can see is a jagged green edge where nature and built area intertwine. Inside Varberg there are not too many large parks, which shows in contrast that most of Varberg is actually used for city functions. We believe that with this notion of already built up space we should densify the existing areas, especially car based areas, and make sure we don't occupy more green space than is necessary.



Sketched analysis map of the current green structures and their barriers.

What can we do?

The most important thing to realize is that, as shown in this document, that car dominance has been pushed on us by big corporations with big, powerful and costly lobbying. It is now up to us to change this around. But there is no (obvious)

financial gain with walking and cycling, so there are no equally armed lobby groups defending the needs of the people and the city on this matter. That's up to us, as city planners, urban designers, landscape architects and architects.

Where should we go?

Our proposal is a healthy High Street, based on the model of the famous British High Streets. Britain has around 5.300 streets called High Street, or a variation on the name. The vast majority of High Streets are the main commercial or shopping thoroughfares. The name has emerged in the 12th century, when the word "high" was used to indicate that this street is of more importance than the other streets. High

Streets were long neglected, but their importance has been recognized in recent years, equal to the importance of the cyclist, pedestrian and public transport. The High street is typically a mixed use street where you find anything you would want or need, from shopping, to leisure, housing and offices. It's a vibrant cityscape that connects neighborhoods with all sorts of city life condensed together in one street.



High Street - Greenwich - London



Rotunda Marnixplaats - Antwerp - Belgium



High Street - Camden Market - London - by panoramastreetline.com