

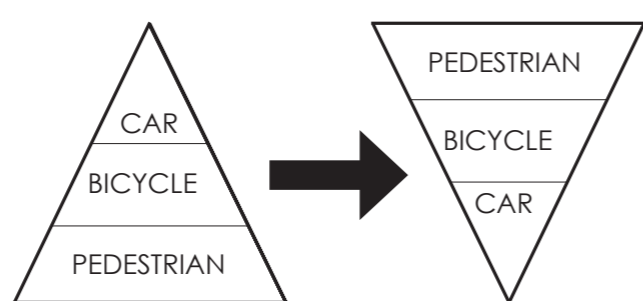


THE WAY FROM ROAD TO STREET

Varberg is a medium sized city in the south-west of Sweden, and as part of the city's growth into a climate-conscious creative hub of the west coast, Trädlyckevägen is transformed from a large car-dominated road into a living, bustling city street. Creating a link between the future development in the east and the city centre, and tying together the neighbourhoods to its north and south.

CONCEPT

- Encourage sustainable modes of transport by inverting the hierarchy of space.
- Provide more homes, commercial services and recreational opportunities.
- Extend the continuity of the urban fabric towards the eastern development area.
- Increase green-space quality with regards to biodiversity, ecosystem services and social and physical well being.

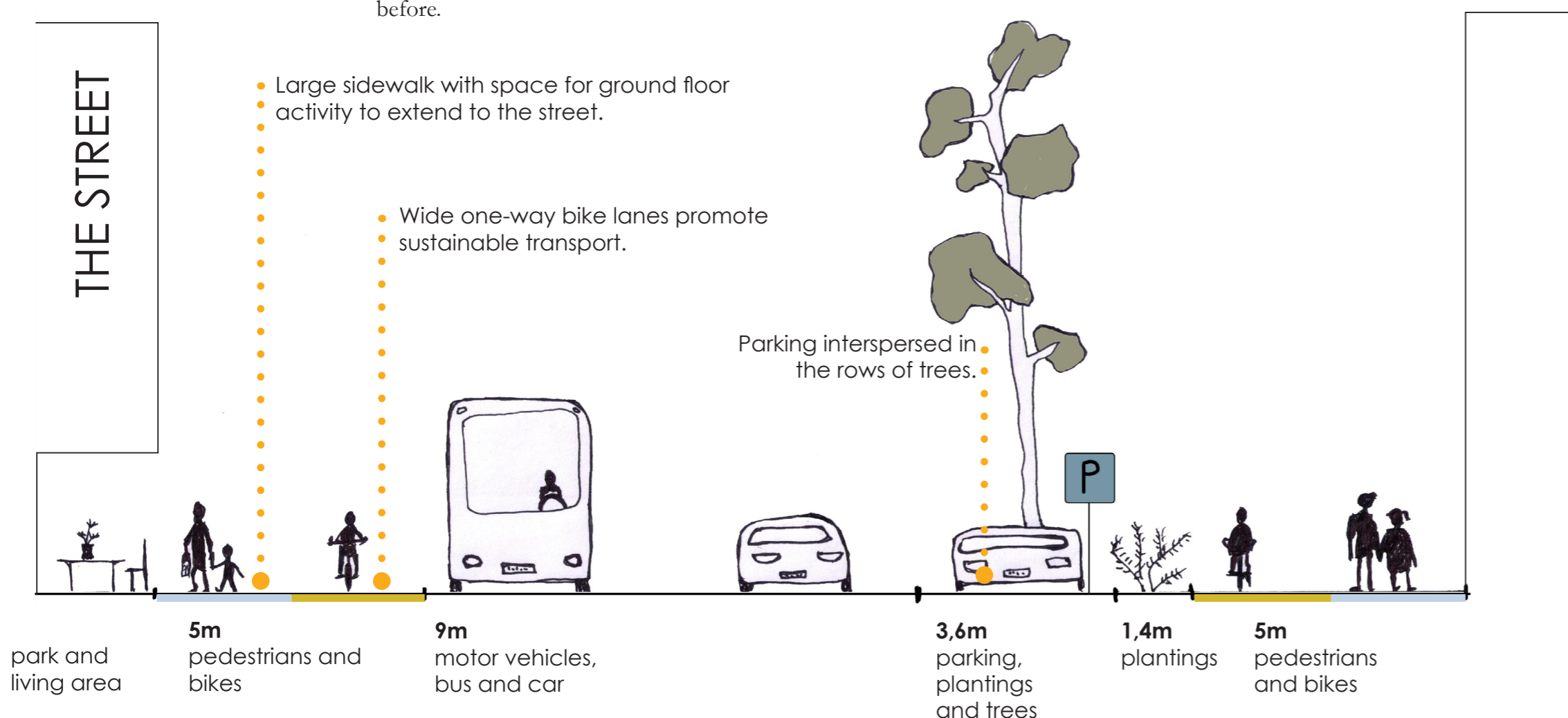


STRATEGY

- Addition**
add new building structure for increased density of activity and people
- Concentration**
consolidate traffic and green areas for higher quality
- Diversification**
diversifying building function and audience

TRAFFIC

The new traffic strategy is focused on giving the cyclists and the pedestrians more space. A dutch roundabout that prioritizes the cyclists and the new streetscape that gives the cars less space and makes the traffic slower and more quiet than before.



MOBILITY AND LAND USE



- Park**
Large park areas with various activities close to each other.
- Square/meeting places**
Focused to the most dense building areas and to spots where different transports and people pass by.
- Bus stop**
ca 300 meters distance. The main bus stop is remade to be more safe and attractive.
- Bike lane**
clearly marked with yellow pavement, on both sides of Trädlyckevägen where space allows.

BUILDING FUNCTIONS



- Residential**
Focused towards the park and the rear of the buildings.
- Commercial**
Focused around Hästens Torg and Trädlyckevägen, ground floors containing restaurants and shops.
- Offices**
Centered around Hästens Torg, with connections to public transport and restaurants.
- Social services**
Spread out and close to bus stops, to provide easy access to elders and minors.