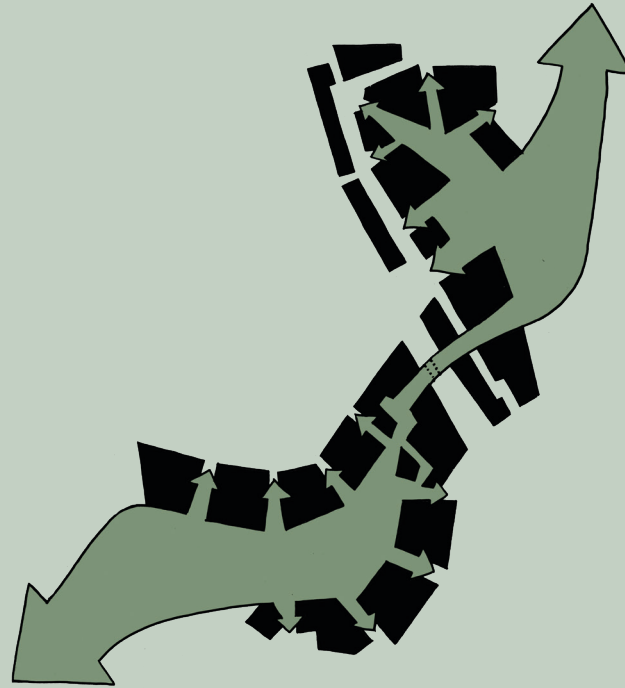


# KELDUR

DEVELOPMENT AREA, REYKJAVÍK



**“THE GREEN RIVER”**

INSPIRED BY THE ICELANDIC ROOTS

1931724

# VISION

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The vision for “The Green River” is to develop a vibrant neighborhood with soul and character. With The Green River, we want to introduce a new type of urban quarter that oozes local quality and invites everyone to actively and intuitively participate in the neighborhood’s diverse public spaces and urban communities. In the future, Keldur will buzz with community events, family gatherings, school trips, business visits, public transport, and cyclists. Keldur is for everyone - for everyday life and for celebrations!

Our vision is to create a strong and robust concept for the future urban development of Keldur. To achieve this, it is crucial to consider societal changes and to create community, greater flexibility in everyday life, minimize transportation time, and increase sustainability standards.

With this strategy, we propose 13 dogmas that will form the framework for the future urban development of housing and business. These 13 principles will ensure a strong community for residents and ensure unique, inclusive, and market-relevant housing.

13 dogmas for urban development of Keldur:

1. Unfold the potential qualities of the site
2. Think spatial variation
3. Create flexibility
4. Think social harmony
5. Gather rather than spread
6. Think carparking smart
7. People before cars
8. Life between buildings
9. Create green & community orientated future
10. Creating healthy everyday life
11. Respect nature
12. Robust masterplan
13. Think in synergies and be ambitious

# CONCEPT

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Our concept is to create an area that is in symbiosis with nature and inspires new encounters and communities across generations. The Green River provides an opportunity to live an active city life in close and connection to nature.

The new urban development is designed to bring people together in both small and large communities. This creates engagement, activity, security, and increases quality of life.

With precise architectural and functional interventions, our goal is to create an extremely attractive urban area with high spatial variation and a strong individuality for the benefit and enjoyment of the new residents as well as visitors to the area.

At The Green River, there will always be something happening - either in the green central of the development, at the town square, or at the small local public spaces. Active and outward-facing functions are strategically placed around the large and small public spaces to ensure synergy and activity.

Our focus is to learn from Icelandic roots and build upon Reykjavik's DNA. We respect nature, and our buildings are related to the scale and history that Iceland has had for many years. We aim to incorporate architectural concepts that provide a human scale and a close connection to nature.



"From a disjointed and fragmented city designed around cars..."



"To a green, well connected and vibrant city!"

### “The Green River”

Keldur’s main urban structure organizes new buildings around a large and unifying landscape space - the so-called Green River. The Green River creates a green corridor between Ósmelur and Úlfarsá.

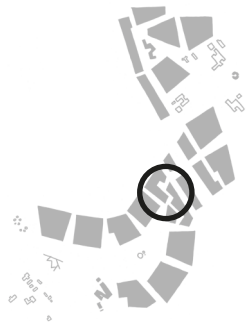
The Green River changes character from urban to an interwoven agricultural landscape. The landscape appears wild and untouched in places, and managed green spaces in the more urban areas. The Green River is a green, recreational, and publicly accessible piece of urban nature that invites everyone to play, stay, move, walk dogs, and have spontaneous meetings. This area is for the districts residents as well as visitors, and the broader local area. The Green River inspires participation and social interaction, and it is here that the community flourishes.

Along The Green River, we have placed clusters of building plots that we call neighborhoods. Each neighborhood is organized around one to two smaller local urban spaces where local city life unfolds. It is here that the neighborhood’s children play and exchange stories.

*“Our concept is to create an area that is in symbiosis with nature and inspires new encounters and communities across generations. The Green River provides an opportunity to live an active city life in close and connection to nature.”*



1:10.000



*In Keldur's city center, people can gather in the spacious covered food court, enjoying both indoor and outdoor seating. Public ground floors designed with setbacks for shelter and accessibility. The urban space has strong identity, where the landscape is prominent and integrated into the urban space.*

*"As the rain ceases, people emerge from the food court, ready to engage in some shopping."*



## DOGMA 1.

# UNFOLD THE POTENTIAL QUALITIES OF THE SITE

### 01. LAND VALUE AND QUALITY

The vision is a strategic masterplan that can be developed in stages, separately or together. Therefore, the plan contains a robust “backbone” that gathers the city’s energy and movement around an axis where it provides the greatest value to get people to meet and move. When the “backbone” is strong, cohesive, and flexible, then complex ownership structures, fluctuating economic conditions, and staged development can be accommodated.

We believe it is important to anchor the community and co-ownership before the district is built. Therefore, we suggest developing a temporary strategy that can help brand and start up a new narrative about the neighborhood as early as possible. As part of the temporality strategy, we propose that the existing buildings be used as a catalyst for urban life. In other words, we suggest that one of the existing buildings become the first community center, where the first community gardens can be launched, and first events initiated.



The Green River is a new destination just 15 min away from downtown Reykjavik



COMMUNITY GARDEN



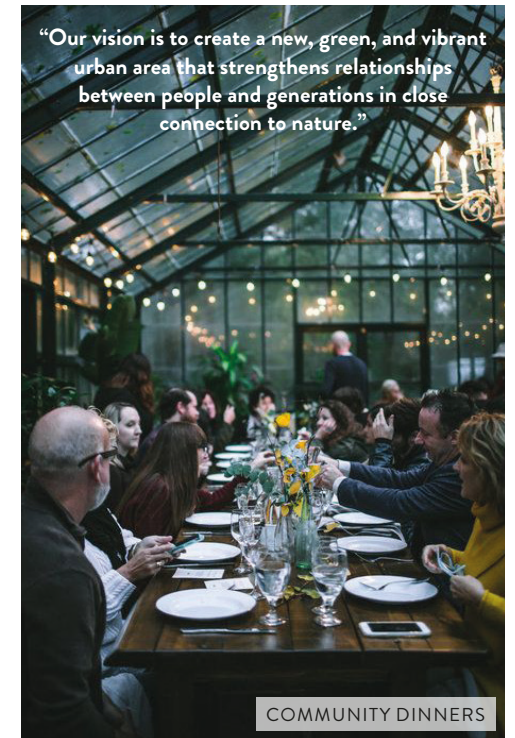
ANIMALS



ACTIVE LIFESTYLE



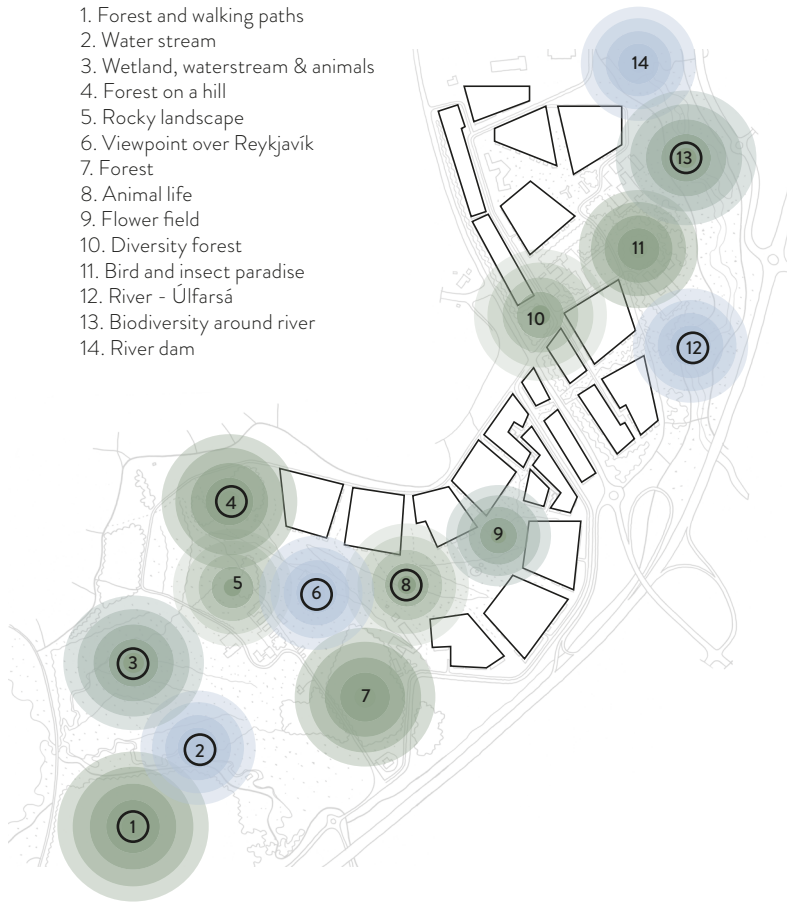
NATURE EXPLORING



COMMUNITY DINNERS

“Our vision is to create a new, green, and vibrant urban area that strengthens relationships between people and generations in close connection to nature.”

1. Forest and walking paths
2. Water stream
3. Wetland, waterstream & animals
4. Forest on a hill
5. Rocky landscape
6. Viewpoint over Reykjavik
7. Forest
8. Animal life
9. Flower field
10. Diversity forest
11. Bird and insect paradise
12. River - Úlfarsá
13. Biodiversity around river
14. River dam



### Respect the existing nature

To create a successful city, it is important to start with the qualities of the place and enhance these qualities in the future urban development. Today, Keldur is a diverse green landscape space that is well used as a recreational area. Our vision is to invite the landscape qualities into the city and create a green, cohesive place where you live in close contact with nature.



1. FOREST



2. WATER STREAM



3. WETLAND



4. ROCKS & FOREST



6. ANIMAL LIFE



8. VIEWPOINT



12. RIVER



13. BIODIVERSITY



A. 10.000 inhabitants and 5.000 workplaces



B. 15.000 inhabitants and 7.500 workplaces  
 Alternativ density scenario without compromising  
 the concept of The Green River

1:10.000





# THINK SPATIAL VARIATION

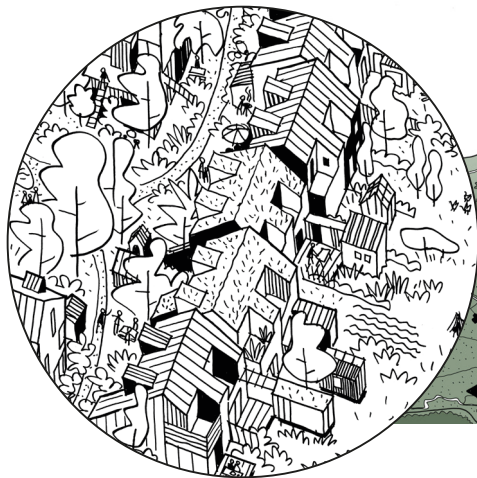
## 02. DENSITY DISTRIBUTION AND FORM

### Spatial variation!

The Green River will be a mixed and varied district, where there is room for everyone. Each neighborhood has different building typologies and densities. We suggest that the district is densest at the center, where there is the highest concentration of life, and it fragments towards the north and south. In the center, there is the possibility of higher buildings in certain places, although generally, we see the district as 2-5 stories. The most dense part is in the city center, where building are 4-5 floors. Residential areas are 2-4 floors.



Children's community



"Nature in the backyard."



"Lively dense city center."



**GENERAL OVERVIEW:**

**KELDUR** ≈ +

Squaremeter in total **ca. 485.000 m<sup>2</sup>**      Housing **ca. 4.000**      Workplaces **ca. 5.000**

4000 inhabitants

> Average flat size: **90 m<sup>2</sup>**

Diverse heights and densities

125 000 m<sup>2</sup> of commercial area

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**TOTAL PARKING:**

+      **Total parking: 2900**

ca. 0,75 park per residence      1 park per 100 m<sup>2</sup>

3000 housing parking      1250 commercial parking

**30% double utilization & shared parking**

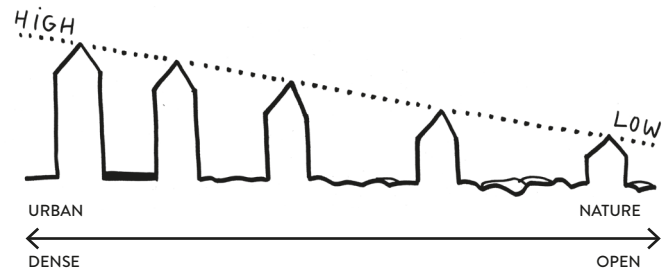
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**PARKING DISTRIBUTION:**

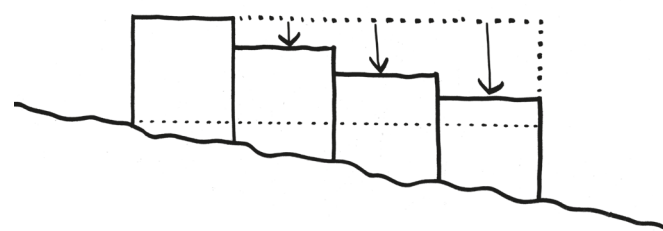
Road parking: 300

Mobility Hub: 800

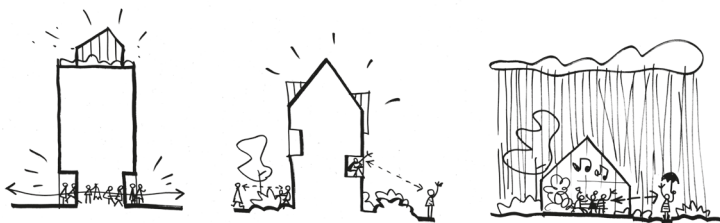
Basement parking: 1800



Hight of buildings and density gradually decrease towards nature



Broken down volumes for adaptation to topography



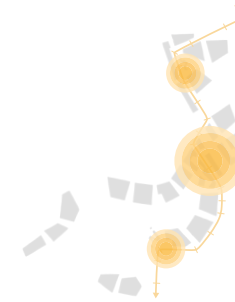
Multiple gestures on the volumes in groundfloor and roof, and materiality for encouraging visibility, socialisation, safety and character



*In Keldur, your life is intertwined with the landscape. The presence of the Green River bestows the city with remarkable verdant characteristics, seamlessly integrating the weaving terrain into the compact neighborhoods.*

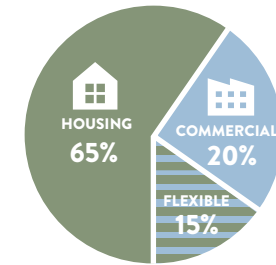


Creating diversity in a city involves fostering a broad range of social, cultural, economic, and environmental elements that reflect the unique identities and needs of its inhabitants.



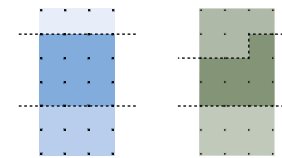
### Synergy between public transport and the commercial districts

The business areas are linked closely with the Borgarlína, which gives workers easy access by public transport and ensures synergy and urban life for the benefit of retail and cultural functions.



### A flexible functional distribution

Each sub-area is designed with flexibility so that selected building plots have the opportunity to switch between residential and commercial use.



### Flexible building structures

Flexible building structures ensure a variety of commercial sizes, and that the layout and function of the building can be changed over time.



### Typology and diversity

Variation in typologies, housing forms and tenancies ensures a diversity that can accommodate the different family forms and support the companies in their different phases of development.

## DOGMA 4.

# THINK SOCIAL HARMONY

### 04. SOCIAL MIXING

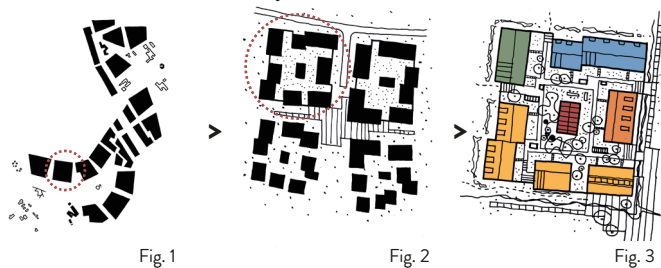


Fig. 1 - Masterplan  
Fig. 2 - Buildingplots  
Fig. 3 - Different ownership

Owner Co-living  
Rent Social  
Community

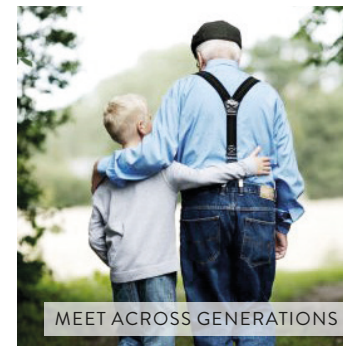
### Neighborhoods!

Along the green river, the city's neighborhoods are each organized around one to two smaller local public spaces. This is where we see the neighborhood unfolding, where children play, and residents meet. We aim for neighborhoods with mixed ownership structures that offer different types of housing to attract a variety of people to create a mixed sustainable city.

We go to great lengths to ensure social sustainability in our projects. We want to offer compact housing in combination with a wealth of shared facilities available to everyone. Optimized floor plans, extensive shared facilities, and outdoor spaces will provide plenty of room for play and for functions that are not used regularly every day.



Local public spaces in neighborhood



MEET ACROSS GENERATIONS

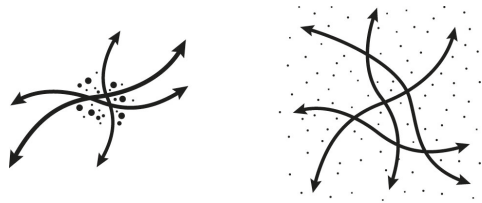


SOCIAL MEETING

DOGMA 5.

# GATHER RATHER THAN SPREAD

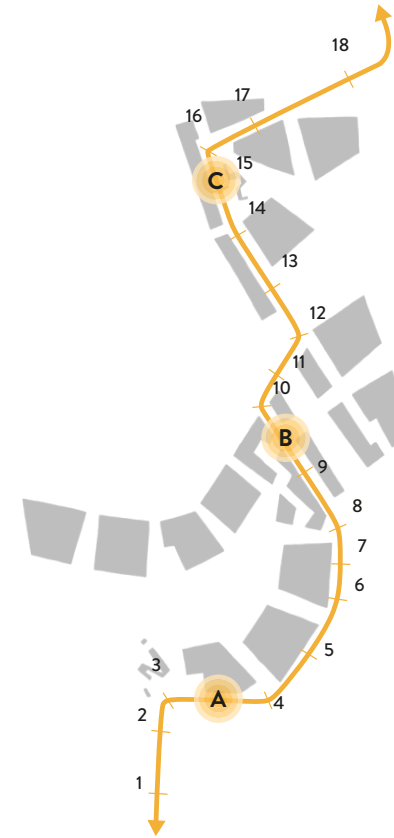
## 05. BORGARLÍNA AND BUS ROUTES



### Gather rather than spread

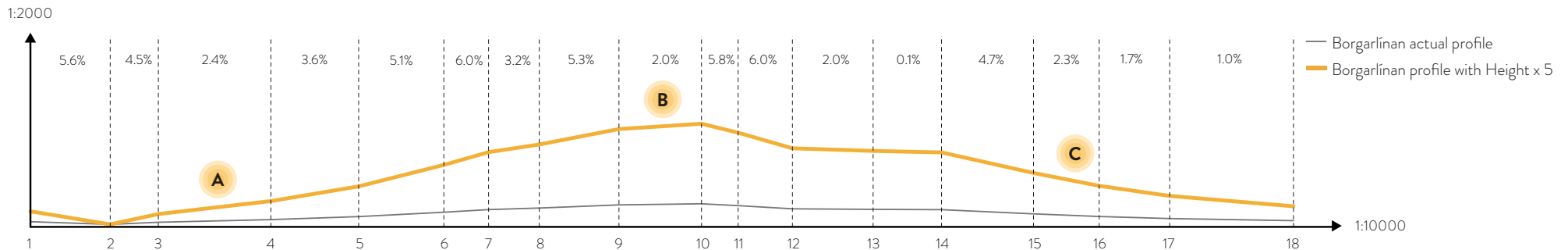
Our vision is to unite rather than to spread out, which is why we focus on creating a city where people gather. Our desire is to minimize sprawl, preserve natural areas, and reduce environmental impacts.

Borgarlína's bus stops are line magnets that attract activity. This are the hotspots for gathering and enabling sustainable transportation.



### Borgarlína and busstops

- A. Keldur South - located in the south next to the future school.
- B. Keldur Center - located in the middle where there is the highest density.
- C. Keldur North - located in the north next to the daycare center.



Lengthwise section along Borgarlína



*The Borgalínan bus stops will be simple, beautiful, and aesthetically landmarks, supporting the story of Keldur becoming a new destination”*

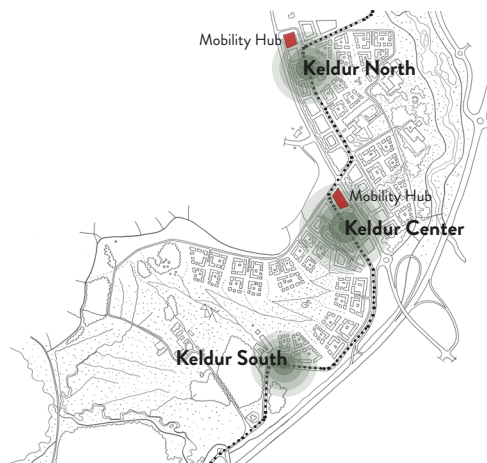
### Borgarlínan - road profile.

“Borgarlínan should be easily accessible and located in close proximity to the city’s service functions and everyday purposes. Our vision is to create a recognizable landmark for the city, which you have access to from all corners of the city. The bus stops are not just bus stops, but small houses you can step into and be sheltered from the weather.

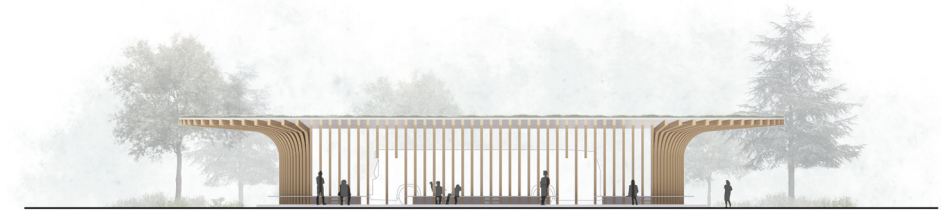
Our vision is that residents will mainly use Borgarlínan, therefore we see it as crucial that the bus has its own lane to get fast from A to B. Public transport and shared transport should be an easy and accessible solution, which is why we propose placing two Mobility Hubs near Borgarlínan. One in the city center and the other in the north.

### Mobility Hub

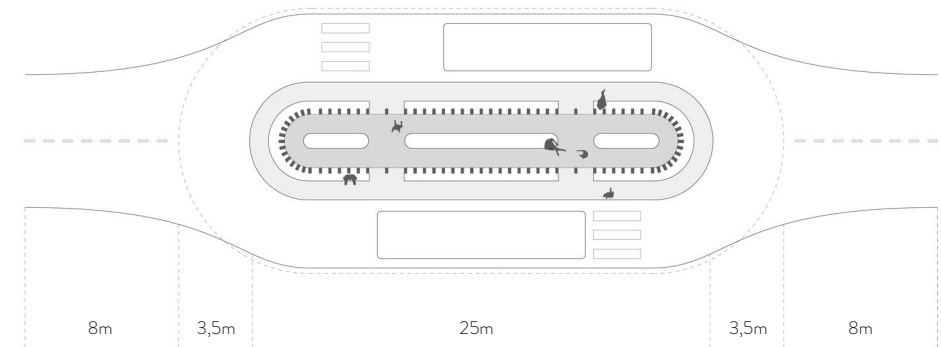
A “mobility hub” is a central location where different transportation options like buses, trains, bikes, and walking paths connect. The goal is to make getting around a city easier and more eco-friendly by reducing car use, congestion, and pollution. These hubs offer services like ticketing, bike sharing, and waiting areas, promoting public transport and sustainable travel.



Location of the three Borgarlínan stations and Mobility Hub



Keldur bus stops are like landmarks in the city, they are easily recognizable and blend well with the landscape and urban context.



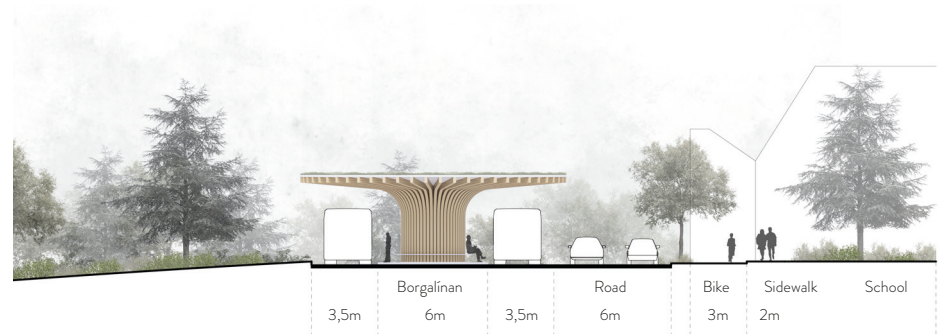
Plan of the bus stop showing the relationship between outdoor and indoor spaces, ensuring you can always stand sheltered from the weather







Example of a Mobility Hub placed near stations and established in connection with shared parking garages.



Section AA: Borgalína station - **Keldur South** - the first station in the area



Section CC: Borgalína station - **Keldur North** - the third station in the area



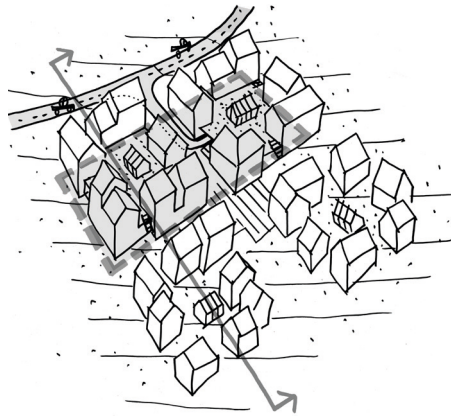
Section BB: Borgalína station - **Keldur Center** - the second station in the area



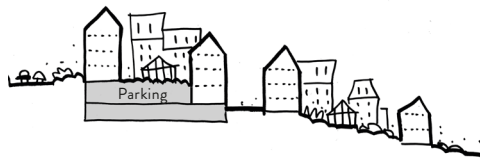
DOGMA 6.

# THINK CARPARKING SMART

## 06. PARKING



Shared underground parking in the neighborhoods where the terrain is utilized for establishing a basement.



The terraced landscape seamlessly integrates the underground parking, along with buildings stepping down.

### “Sharing is caring” - Innovative Parking Approach

Our proposal for Keldur’s primary parking solution revolves around underground garages, minimizing their number for economic and logistical efficiency. We envision a system where residents and employees purchase parking licenses granting access to these garages. Entry would be facilitated through license plate recognition barriers.

- ☑ Mobility Hub
- ☐ Parking basement



Parking principle

Initial calculations, based on current parking standards, indicate a need for approximately 2800 residential and 630 workplace parking spaces. We endorse a sharing strategy, including both parking spots and car-sharing, as a means to reduce this need. If workplaces are in proximity to residences, designated workplace parking can be reduced, leveraging available daytime residential parking.

Emphasizing proximity, each neighborhood will feature its own parking facilities. Our strategy extends to an electric car-sharing initiative that benefits the entire area. Research suggests one shared car can replace 5-10 private vehicles, encouraging a reduction in personal car ownership.”

## DOGMA 7.

# PEOPLE BEFORE CARS

## 07. STREETS, PATHS AND CONNECTIONS

With the development of Keldur, we want to take the lead. Therefore, we have prioritized soft modes of transportation and created neighborhoods where it is easy to use public transport, bike, and walk. An expanded network of bike and pedestrian paths with good accessibility in all directions will support our vision of a greener future. The pedestrian and bike path network is a hierarchy of interconnected paths ranging from high-traffic volume bike paths to experiential walking paths.

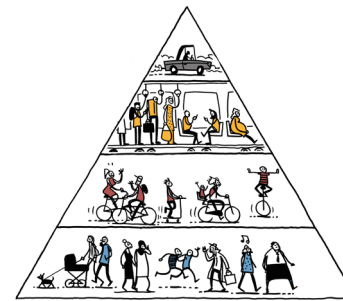
### Road solution

We propose an internal road network of two-lane roads in Keldur, connecting all the housing units, commercial units and parking spaces with the external road network in Reykjavík.

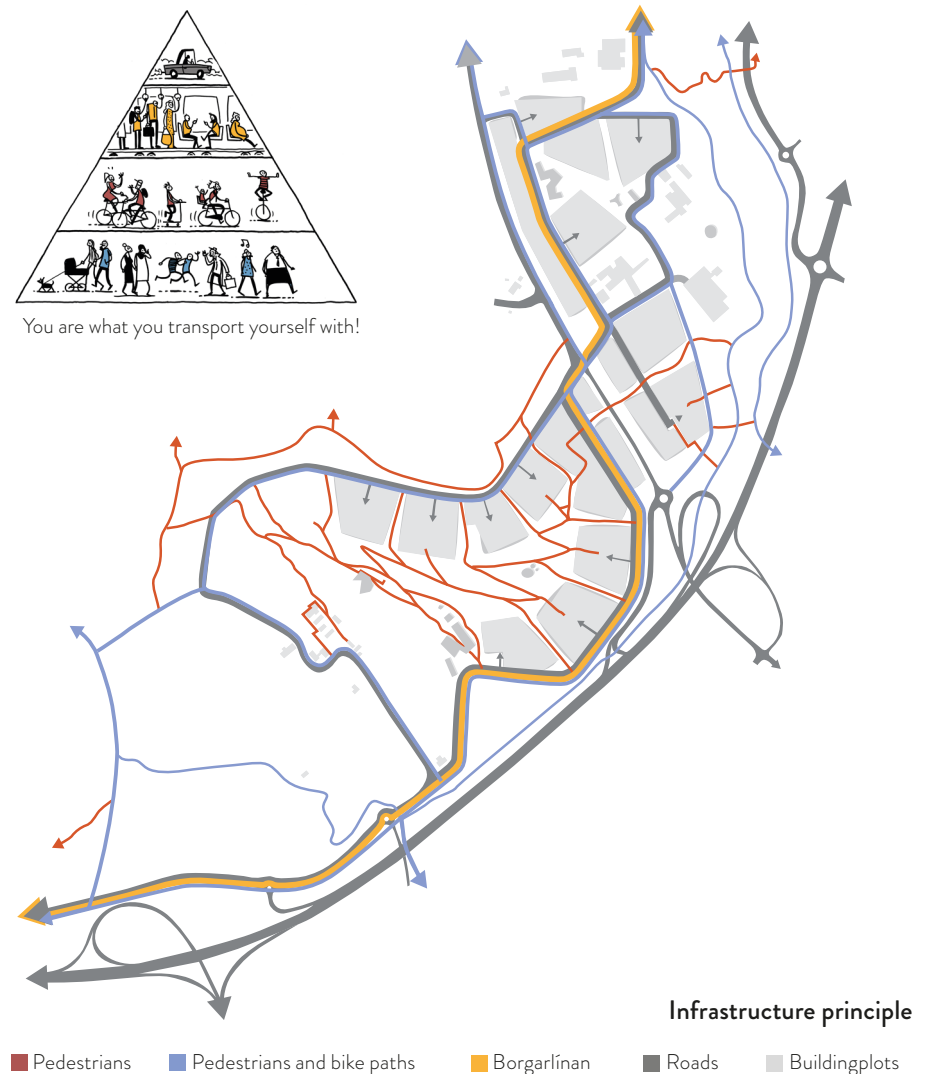
### Borgarlínan

The most important road connection point will be a new 4-legs road crossing with Víkurvegur located between the two existing crossings with Gagnvegur and Vesturlandsvegur. This will give the new Keldur an easy access to Vesturlandsvegur. Furthermore, we want to keep the existing road connection against Reykjavík City via Stórhöfði.

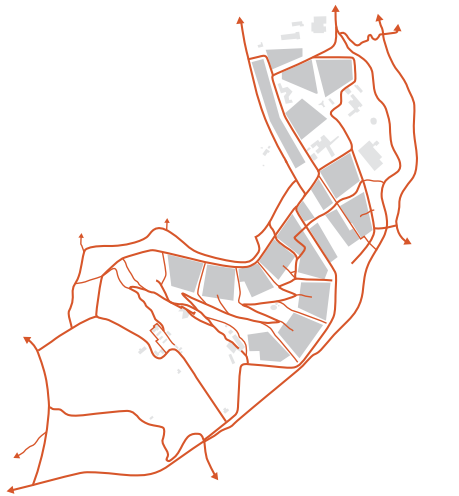
We propose a signal regulated road crossing with Víkurvegur, which is assumed to give a better traffic flow than e.g. a roundabout and will allow the Borgarlínan to pass Víkurvegur in a special phase of the signal, so there will be no waiting time passing Víkurvegur. In the time to come we will have to check the signal solution by evaluating the future traffic through the crossing and hereby determine the exact layout.



You are what you transport yourself with!



**Pedestrians**



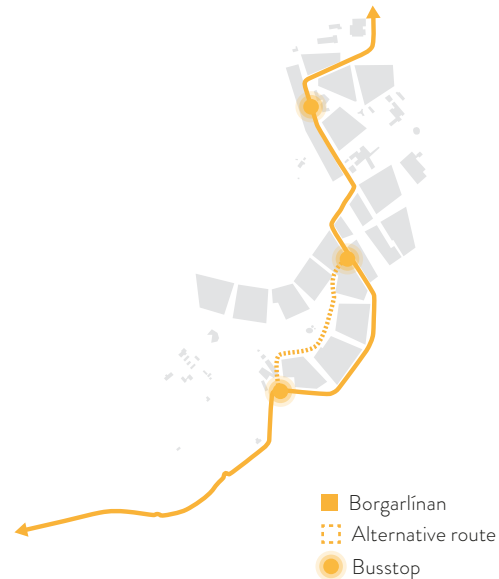
■ Pedestrians

**Bike paths and pedestrians**



■ Pedestrians and bike paths

**Public transport**



■ Borgarlína  
 ■ Alternative route  
 ● Busstop

**Traffic**



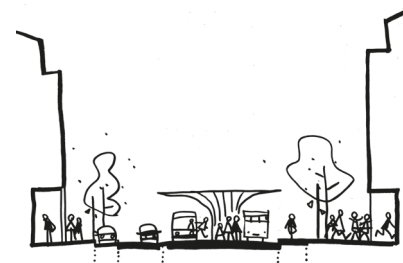
■ Roads



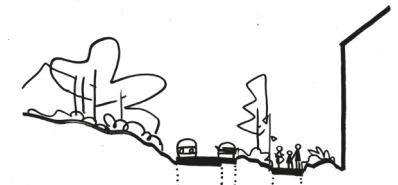
Pedestrians have an easy, safe, and experiential network that moves through nature and connects different areas with each other.



It should be easy to take a bike, with a network of excellent bike paths that connect you through the area as well as out to the surrounding area



The Borgarlína is a direct line that operates on its own track, allowing it to connect you quickly to Reykjavik



Taking the car should be inconvenient, and the road emphasizes slow driving

## DOGMA 8.

# LIFE BETWEEN BUILDINGS

## 8. Public space and open areas

### Living in the middle of nature

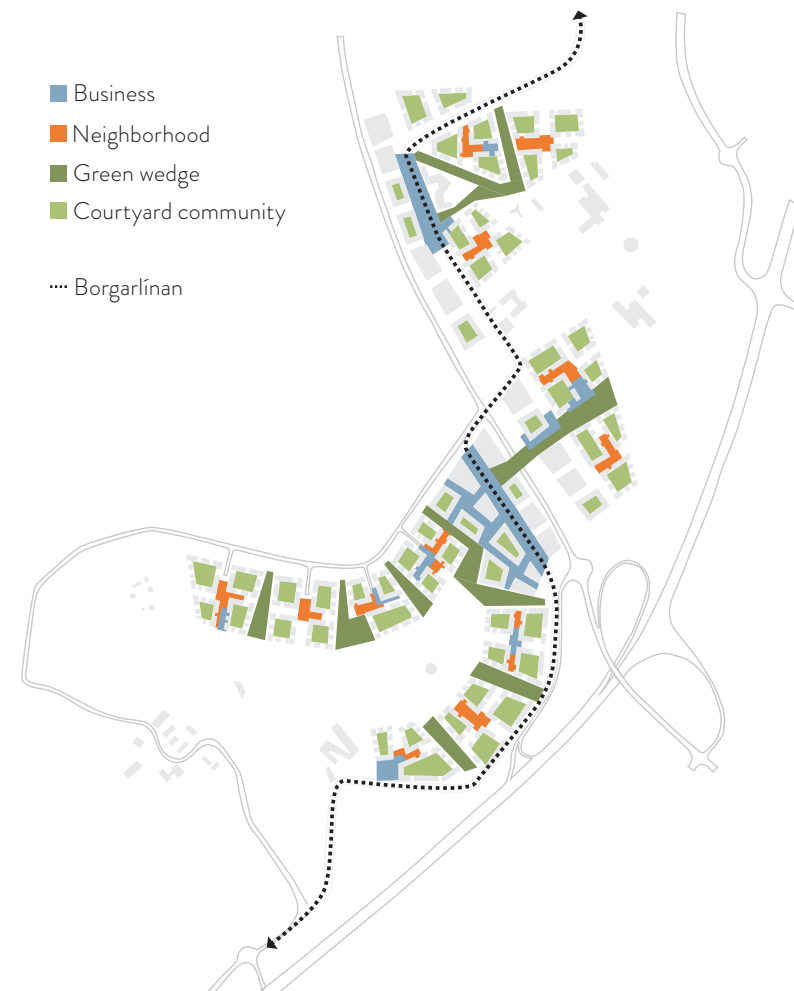
The larger landscape is visible and accessible throughout the area. At the local squares, small green wedges of nature reach in and provide direct access and views to the surrounding green areas. The private or shared courtyard spaces are designed to be as lush as possible, with bushes, trees, and passages with shortcuts out to the common areas.

Around all building plots, green rainwater trenches give the streets a rich and landscape-like expression and a high experiential value for residents. The network of local squares supports local connectivity. The layering of semi-public, and semi-private zones is crucial for the residents to be able to connect with each other.



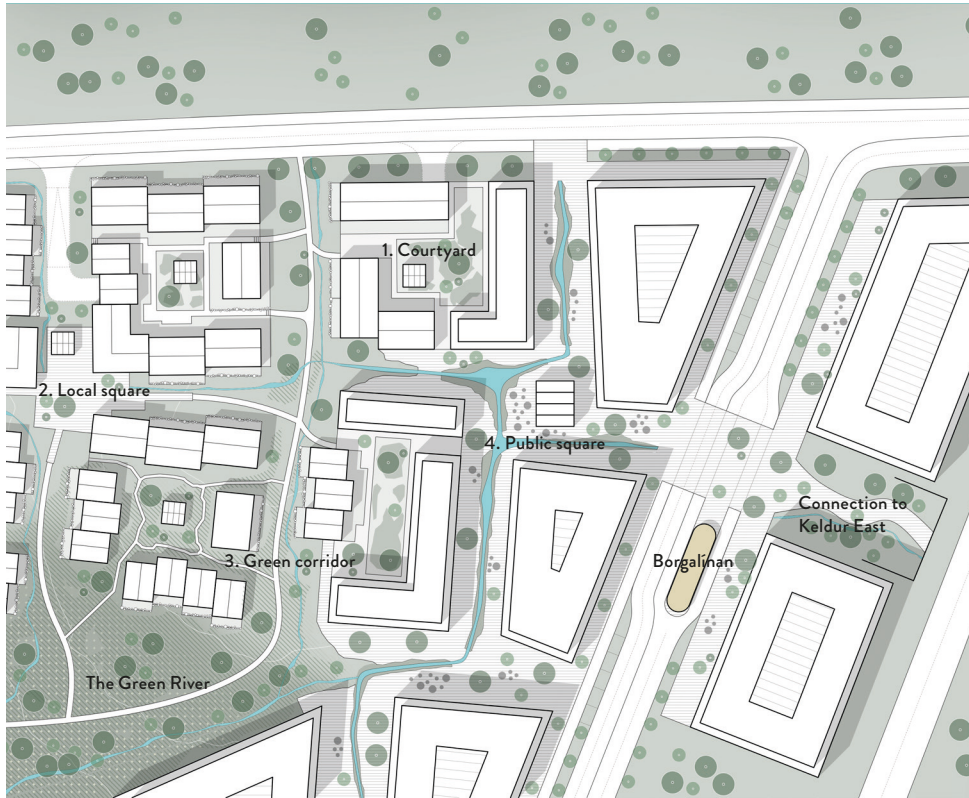
### Lively and artistic urban spaces.

We propose an integrated art strategy where local artists can be part of forming the city from the start and can contribute to community engagement.



### Life between buildings

The Green River's urban network creates inclusive, vibrant, and sustainable public spaces that promote social interaction, community engagement, and quality of life for everyone.



The character of the different public spaces vary depending on their situation, offering an array of different scales and moods:

In the housing courtyards (1), gardens and the greenhouses provide a space for gathering with the closest neighbours.

In the heart of the neighbourhoods (2) is where the local squares appear, connecting common social functions with the near landscape.

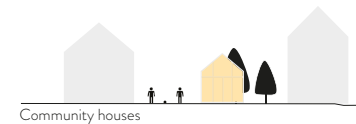
The green corridors (3) connect the open landscape with neighbouring nature.

In the central area, bigger public spaces (4) connect to the active functions and meeting areas, while water and vegetation still gets through and defines the character of the area.



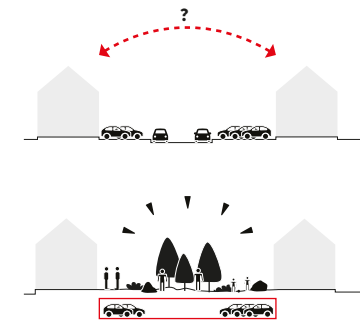
### Art route

Art installations and storytelling must be part of all major urban spaces. We propose that all works of art be registered and connected in an art route that locals and visitors can explore.



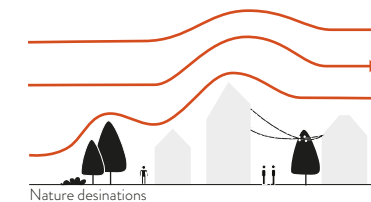
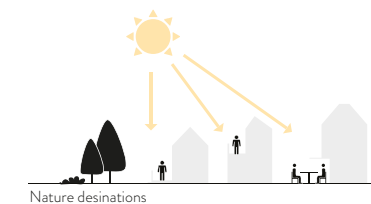
### Sheltered spaces

Each local neighborhood has a common covered outdoor space. In the same way, the urban squares have a covered outdoor space where you can enjoy your food or seek shelter from the rain. In the open nature, shelters are established where you can make fire, watch birds, eat a lunch box or have classes.



### Continuation of natural vegetation and habitats

The existing nature types and fauna will form the basis for the design of green areas and urban spaces. The unique characteristics of the various areas will be enhanced and provide a diverse experience throughout the neighbourhoods.



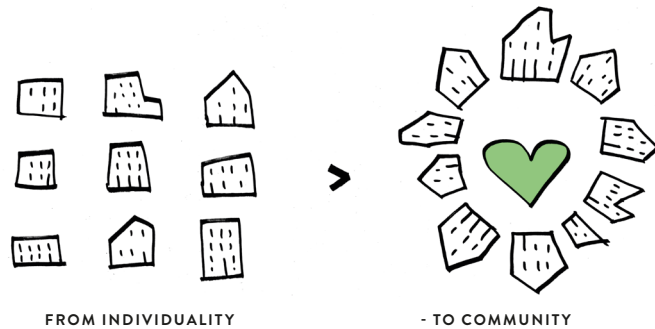
### A green and blue city

Water and vegetation are in focus in all urban spaces and common areas. The existing nature is supported and drawn into the residential areas. There will be green road profiles and pocket parks, as well as common areas in the courtyards.

## DOGMA 9.

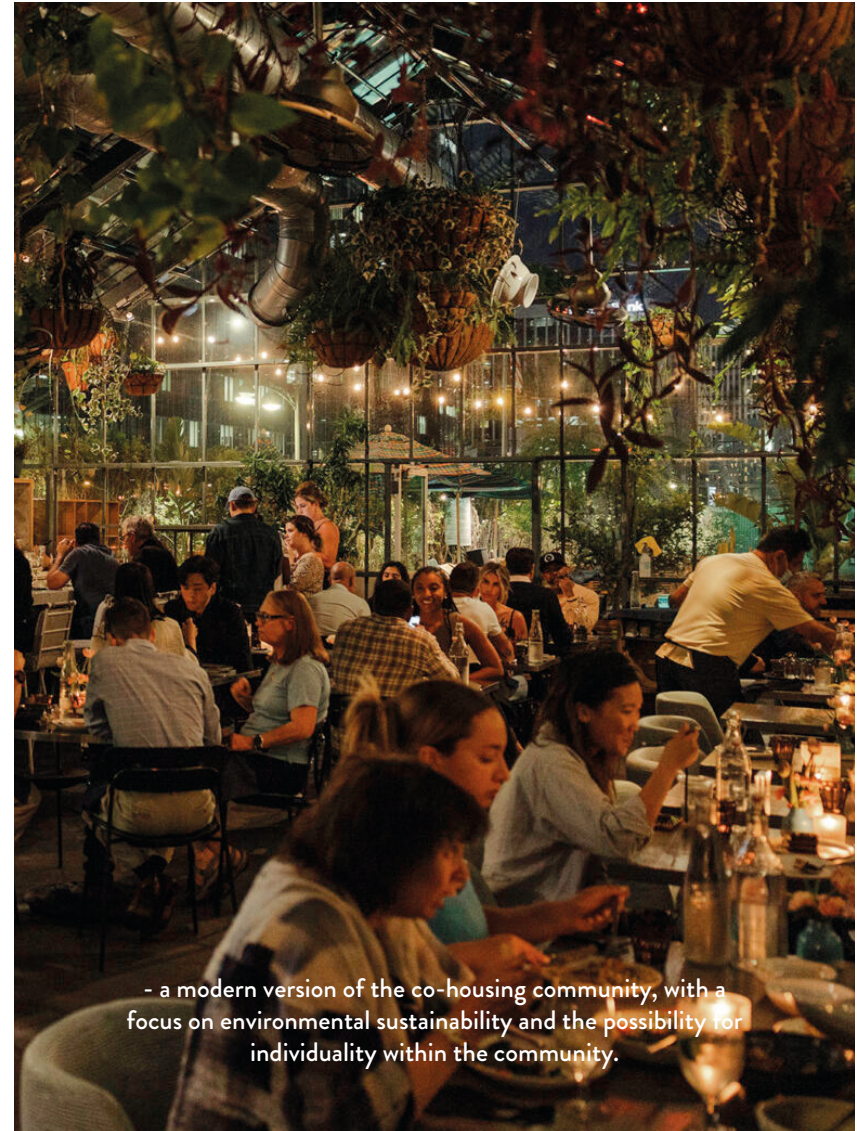
# CREATE A GREEN & COMMUNITY ORIENTATED FUTURE

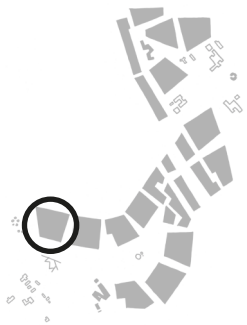
### 9. Sense of place and place branding



We believe in community engagement as a response to many challenges in our society, especially in big cities. Community engagement can help to counteract loneliness, stress, nurture challenged children, and connect people after divorce. Our vision for Keldur is that the community always comes first, we create places where people meet and get to know each other.

The buildings we create are flexible and can accommodate urban activity for families, seniors, older people, families with shared custody, single parents, or singles. Therefore, we do not just build homes with a master bedroom, walk-in wardrobe, and two children's rooms, because society looks different today, especially in larger cities. 50% of the population no longer live together as traditional nuclear families, but in a myriad of diverse family forms, as well as an increasing proportion of the population that is aging.





*In the neighborhoods, building are adapting to the landscape and oriented around the local community house, which can be used year-round, bringing life to the courtyard and making it easy to encourage residents to meet.*

*The neighborhoods draw inspiration from Icelandic turf houses, where building have a human scale where it is pleasant to be. Materials take inspiration from sustainable icelandic materials like wood, corrugated iron, stones and grass roofs.*





	Activity	Local	Nature
L			
M			
S			



**Fig. 1:** Small local communities in the buildingplots and bigger communities around the center and a long The Green River.



**A new destination**

The green river is the strong identity that binds the area together and creates a unique and recognizable destination.



**Life around the clock**

Art installations and storytelling must be part of all major urban spaces. We propose that all works of art be registered and connected in an art route that locals and visitors can explore.



**A diverse city for everyone**

Art installations and storytelling must be part of all major urban spaces. We propose that all works of art be registered and connected in an art route that locals and visitors can explore.



**Living in nature -  
in an urban neighborhood**

Art installations and storytelling must be part of all major urban spaces. We propose that all works of art be registered and connected in an art route that locals and visitors can explore.

DOGMA 10.

# CREATING HEALTHY EVERYDAY LIFE

## 10. Location of schools and other services



Physical health



Balance and well-being



Mental health

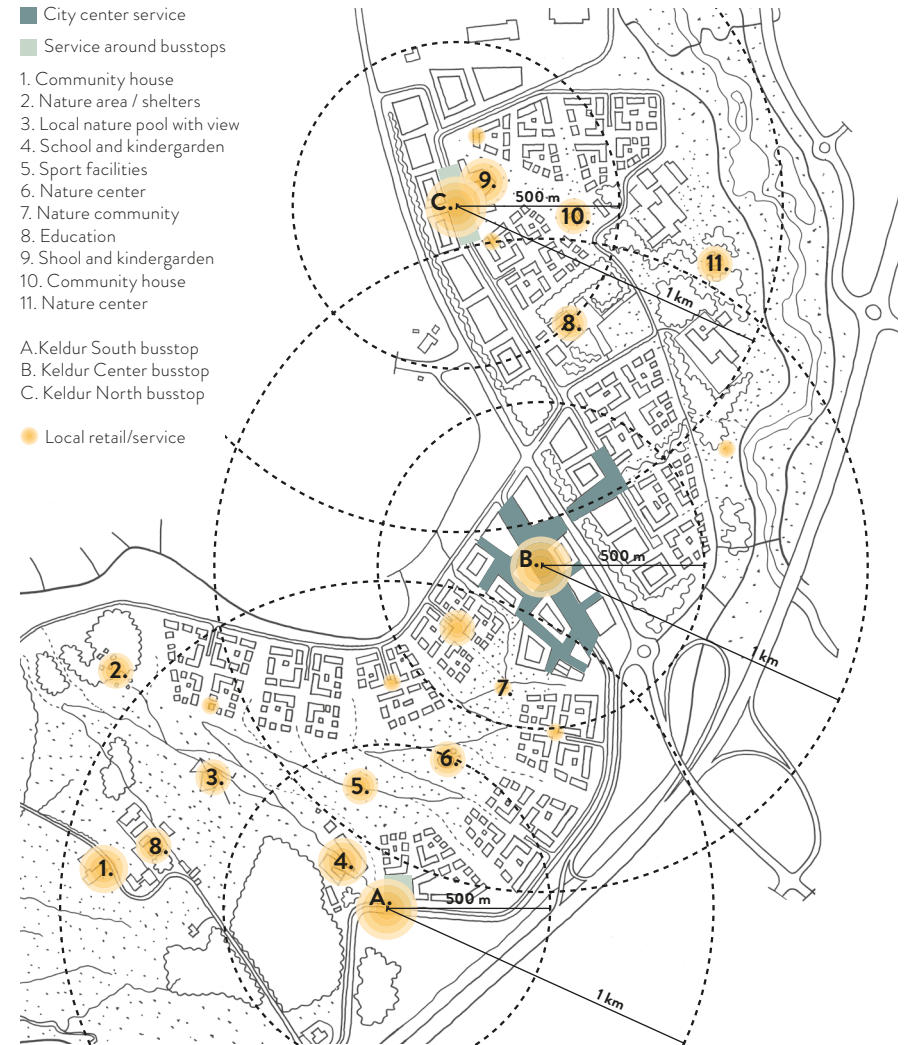


Climate and sustainability

In Keldur, we aim to create urban development that promotes a healthy lifestyle and a long life. In order to live a better life, where there is room for more activities and it's easy to cultivate a healthy lifestyle, it should be possible to do it all within your local community. Your everyday life should be convenient, and public transportation is right there, allowing you to quickly reach Reykjavik's city center.

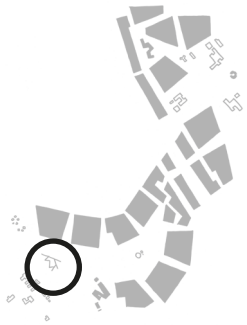
In the new area, there will be space for everyone as well as the opportunity to walk to everything, eliminating the need to drive to the next area. Everything can be done in the city!

We aspire to create a balanced city, and that's why we focus on 4 points that contribute to a healthier population and a longer life: Physical health, mental health, balance and well-being, and climate and sustainability.



**“A city where you can walk to everything - to pick up your child, buy your milk, meet friends for a drink - everything is within a short distance.”**





*The Green River, is more than just a green space. Here, you can run, cycle, ride, explore, and more. It's a place where you can be active or completely calm.*

*The natural pool is an attraction where you can enjoy the unique view of Reykjavík and relax in the warm water.*



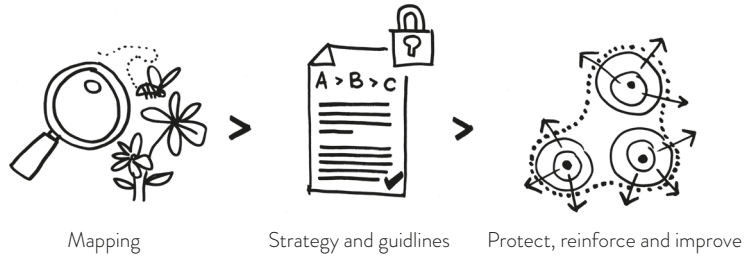
## DOGMA 11.

# RESPECT NATURE

### 11. Natural and urban context

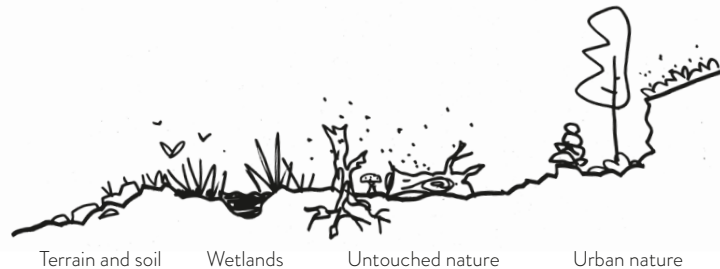
#### Blue-green strategy

It is essential to map the existing species, fauna and habitats, as well as potentials for improvement. Through this, important areas will be protected, integrated and supported in future development.

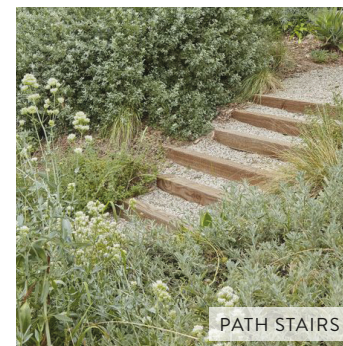


#### Biodiversity strategy

The area must support and protect a rich biodiversity. Therefore, varied soil and terrain conditions must be ensured. Habitats will be connected through fauna passage and the water management will be established so that the existing receptors are protected. Likewise, areas will be preserved untouched, and biodiversity and sustainability will be implemented in the built solutions and urban nature.



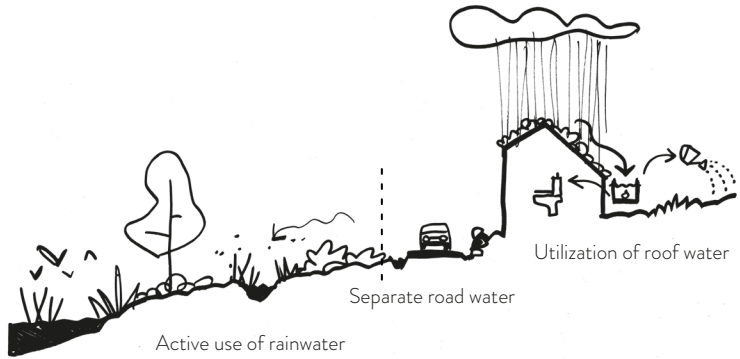
Nature is green and will always help bring life to one's path. By making space for nature to take over and grow on its' own terms whilst keeping the implementations of paths for pedestrians at the minimum and subtle.



### Water strategy

The project focuses on using the recreational potential of the rain water through streams, sound and natural elements to enhance the atmosphere that different seasons bring to Iceland.

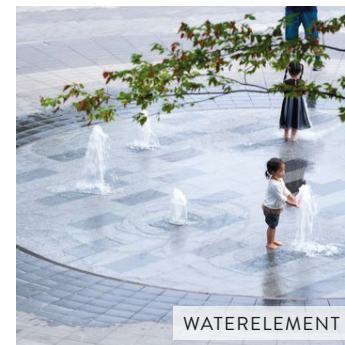
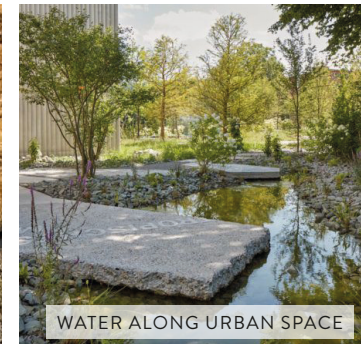
The Green River protects the natural receptors while inviting the inhabitants to interact with, and live by water.



Protect receptors



Rainwater is collected and directed through a network of open green trenches to create varied experiences of the city as the weather changes. Biodiversity can flourish and community can gather around water.



# ROBUST MASTERPLAN

## 12. Phasing

The principle for the development phase in the Keldur area will eventually be a district with around 4000 residences and 5000 workplaces. There will be 2 schools, 2-3 daycare institutions, a community center, and more. The expansion of the new district is expected to take place over the next several years.

Due to the long time frame from the initial development preparation to the fully developed district, the urban plan is flexible and robust to accommodate changes in society and demand.

The Green River is constructed in stages along with the development phases and provides urban quality from the beginning.

A prerequisite for urban development is the establishment of a biking and pedestrian underpass at Víkurvegur. The underpass will be established no later than after the first residential expansion.

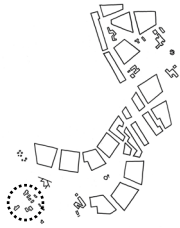


Flexible masterplan for adapting to changing condition



*“A series of temporary and permanent social activities will engage the citizens to meet, from the first day and through all phases, contributing to robustness with identity and community”*

### From day 1



We suggest developing a temporary strategy that can help brand and start up a new narrative about the neighborhood as early as possible. As part of the temporality strategy, we propose that the existing buildings be used as a catalyst for urban life. In other words, we suggest that one of the existing buildings become the first community center is.

### Phase 1

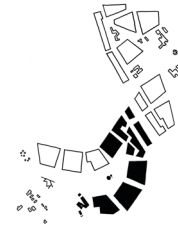


The city center will be established as a mix of commercial and residential buildings, where ground floors will eventually be active and outward-facing. Borgalínan's second bus stop will be located here.

#### Functions:

- Keldur Center busstop
- Commercial area
- Mixed commercial and housing
- housing area
- Nature community

### Phase 2

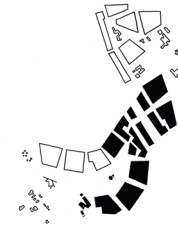


The neighborhoods along Borgalínan are established to create life along the 'back-bone' of the city. The first Borgalínan station will be located next to the school, kindergarden and other service

#### Functions:

- Keldur South busstop
- School and kindergarden
- Small retail around busstop area
- Natur center

### Phase 3

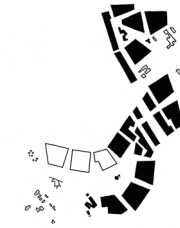


The central area on the east side of Víkurvegur will be established, and an underpass for pedestrians and cyclists will be built to create better connectivity between the east and west.

#### Functions:

- Commercial area
- Housing area
- Mix comercial and residential
- Underground between south and west

### Phase 4

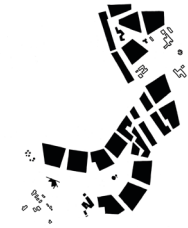


The northern area will be established where the final Borgalínan bus stop will be located, thus creating buildings along the entire Borgalínan.

#### Functions:

- Keldur North busstop
- School and kindergarden
- business
- Student housing

### Phase 5-6



The last part of Keldur West is established. These residential will have a uniq view over Reykjavik.

#### Functions:

- Residential
- small retail
- Nature bath
- Shelther and natur spots



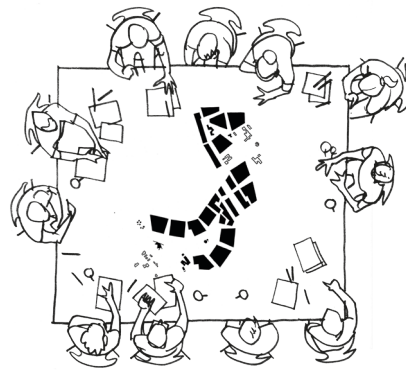
# THINK IN SYNERGIES AND BE AMBITIOUS

13. Overall integration



## Think and cultivate the synergies

Keldur must play a central and integral role in the Reykjavik of the future. It is therefore important to think in terms of synergies, but also contrasts that can compliment existing offers. Keldur will be a new hot spot and a catalyst for the entire eastern side.



## Development in collaboration

Developing an urban area is a process that requires time, and for us, it is important to create the city together and dare to be ambitious! It is important to involve all the relevant stakeholders from the beginning so all good ideas and challenges are continuously integrated. The Green River master plan has been developed so that it contains a great deal of flexibility and can adopt to future changes and ensure both unique solutions and a healthy economy.



## Keldur as a front runner

We strongly believe that “The green river” will be a model project that will inspire future city development! With the master plan, it is possible to develop an extraordinary urban area, where the existing nature, biodiversity and sustainability are integrated. A city where health, people and community are considered in all aspects of life and where functions are intertwined and can change over time. A dens and urban district, but where nature is right outside your doorstep together with public transport and green connections.

### Nature's heritage

The 'Green River' of Keldur holds untapped potential for biodiversity and lush vegetation. Amplifying nature, landscapes blend with the built environment, creating a harmonious human-nature foundation. Elevating Iceland's landscape through biodiversity bolsters sustainability, and water management becomes intrinsic to future-oriented adaptation.



Biodiversity



Water management



Man & nature living together

### Sense of belonging

Inclusive embrace means valuing individuality across a diverse demographic spectrum. Achieving this demands an equitable neighborhood with diverse living options. Through a people-centric typology, a sociocultural hub can emerge, fostering mutual benefit and a profound sense of belonging.



Safety first



Architecture that embrace meetings



Social & diverse neighbors

### Multiscalar initiative

To transcends boundaries, assuming a global responsibility by curbing CO2 emissions. By prioritizing soft traffic and efficient public transport, sustainability in travel thrives. The architecture's eco-friendly materials reduce its global footprint, while a versatile core enables adaptive master planning, meeting evolving societal needs.



Minimise CO<sub>2</sub> print



Well-connected infrastructure



Flexible but strong concept



#### UN's sustainable development goals:

- 6. Clean water and sanitation
- 10. Gender equality
- 11. Sustainable cities and communities
- 12. Responsible consumption and production
- 13. Climate action
- 15. Life on land