

Vogar

A Mixed Use Development at Elliða River Park

The project takes on, the possibility of redeveloping an existing industrial estate and making it into a much needed mixed use development with a special focus on apartment housing. The area is quickly becoming a geographical center to the Reykjavík cosmopolitan area and has all the needed transport- and service infrastructure in place.

There is also an older settled neighborhood adjacent to the site with access to schools.

Two Urban Design Concept Schemes are shown as the basis of starting a conversation with the City Government about how to take on this major alteration in use. It was the clients wish to have this work as the basis of a collaboration with the City Planning Authority.

The project presented a 164.500ft² Development, with a floor area ratio of 1,9 for the Site.

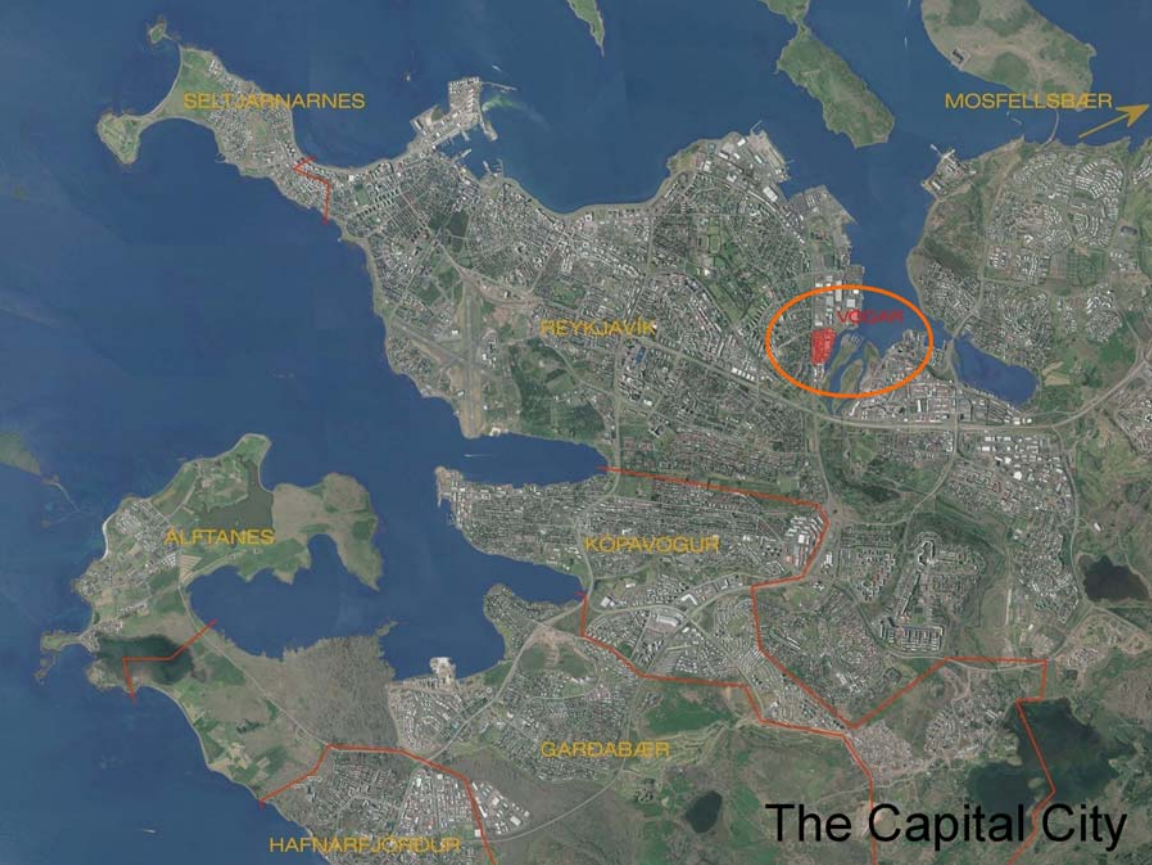
This would allow for up to 950 apartments, in addition to 8.000ft² Retail- and 470.000ft² Office space.

The schemes show the idea of incorporating the new site with the older neighborhood and at the same time connecting both to the adjacent City Park of Elliðaár.

VOGAR

VOGAR

Mixed use development by Elliðaár



SELTJARNARNES

MOSFELLSBÆR

REYKJAVÍK

VÖGSAN

ALFTANES

KÖPAVOGUR

GARDABÆR

HAFNARFJÖRÐUR

The Capital City

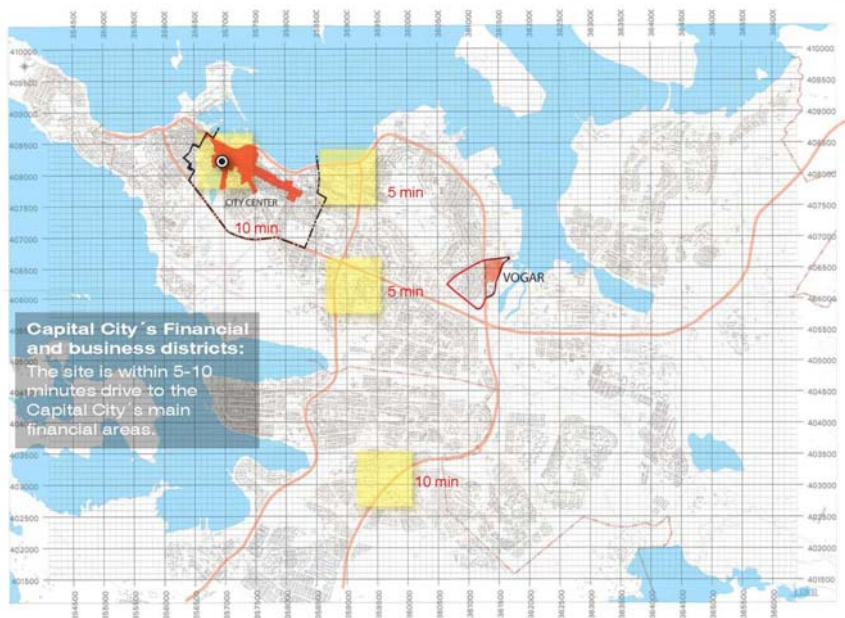


Environment Context – the extended site

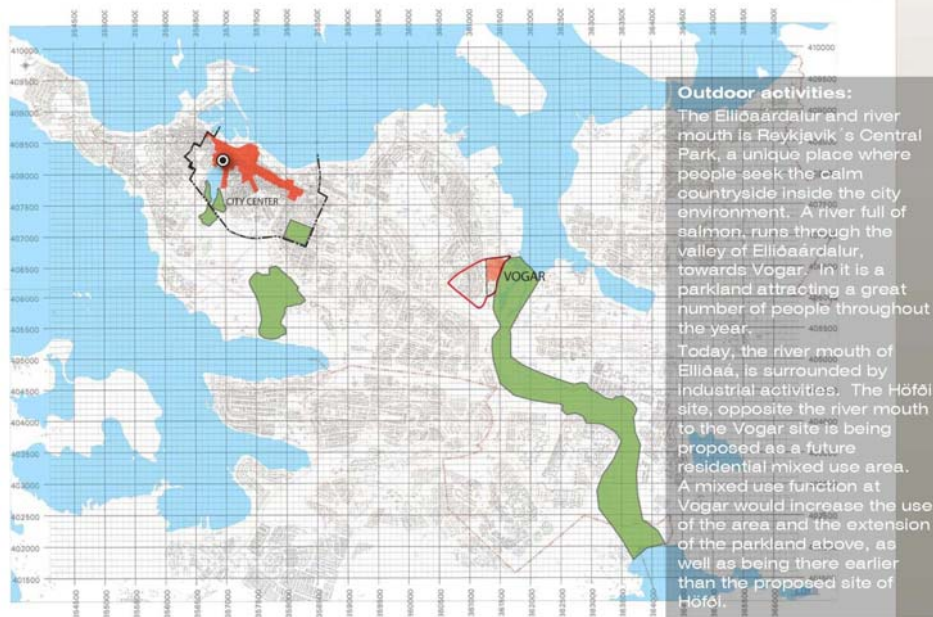
the HEKTAR lot is aprox. 24.000m^2 and the contextual site is = 85.000m^2

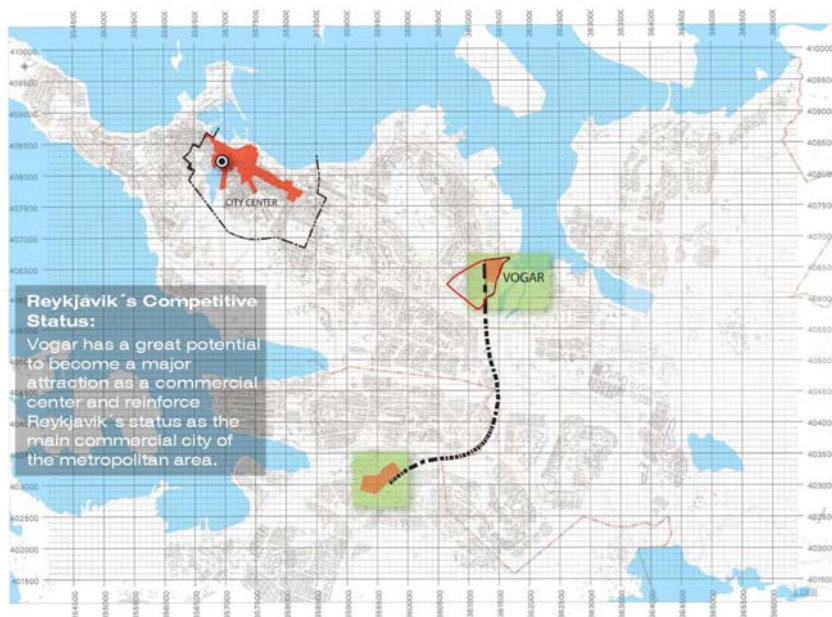


The Elliðaár Park and it's context









**Services:**

The Vogar district is an established residential area that already includes primary schools, elementary schools and a high school, that can serve the addition of the new Vogar neighborhood. Shopping is found in a nearby area of Skeifan, but none can be found within the larger area of Vogar, north or south.

**Highway underpass:**

By lowering the highpoint of Sæbraut into an underpass, the new and old Vogar neighborhoods will be joint by open green space. Free and appealing interaction between the two parts that should strengthen each other and the whole





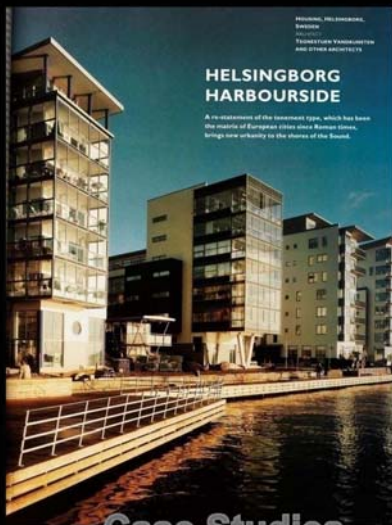
The Concept



TILLER

Scheme I





Case Studies



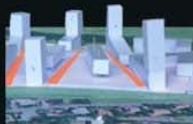


Waterfront Green



Case Studies

TILLAGA II STRUCTURE



URBAN AXIS



GATES



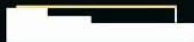
TILLAGA II PLATEAU



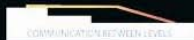
URBAN AXIS



FLUID SPACE



MOORE STREET FACADE



COMMUNICATION BETWEEN LEVELS



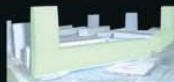
TILLAGA II FUNCTIONS



HOUSING



RETAIL



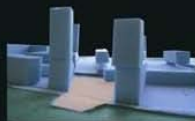
OFFICE



TILLAGA II PUBLIC SPACES



PROMENADE



SQUARE



SEMI-PUBLIC SPACES



TILLAGA II PUBLIC SPACES AND CONNECTIONS



MAIN TRANSVERSAL CONNECTION



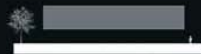
MAIN TRANSVERSAL CONNECTION



PARK



ADAPTING TO DIFFERENT SCALES



ELEVATED BUILDINGS
- CONTINUOUS PARK



NEIGHBOURHOOD
UNITS

Scheme II





Waterfront Social



Case Studies

Prêt-à-Cité

By Thomas King

FEATURES

Back in the 1970s, there was a lot of talk about how shopping malls had become the new downtowns. Civic life, from which Americans had spent decades trying to escape, was blossoming anew, it was said, amid the plastic plants and the shoe stores.

Even at the time, the argument was a bit ridiculous, as anyone who tried to distribute a pamphlet or advocate a position soon discovered: retail developers suppressed the substance of public life as relentlessly as they removed old chewing gum. As for aesthetics, anyone could see that putting a fountain in front of J.C. Penney didn't make it into the Piazza Navona.

Nomads, many people are harboring some of the same idealistic—or nostalgic—hopes for the latest-growing retail format of the moment, the lifestyle center. This is a sort of hybrid of a strip center and a mall, with Main Street overtones. It is outdoors, with varied, yet carefully regulated, building practices, materials, and signage that are intended to evoke a sense of organic growth over time. Parking is abundant, but usually tucked

Hydrilla Garden opened in 2004, giving Florida's Fortumungu Club, an elite golf course, a new look. The course is designed by a famous architect, and it's a great place to play. The course is a great place to play, and it's a great place to play.

Thomas Olivo is the author of *I Want That! How We All Become Shoppers and The Rise and Fall of the American Teenager*, among other books. He was executive editor for *The Philadelphia Inquirer* from 1973 to 1996.

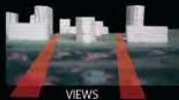
Can the Main Street looks of a lifestyle center produce an instant community?



Case Studies



Sound and View Protection Barriers

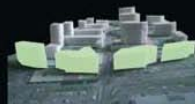




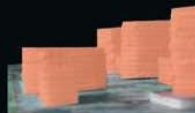
FUNCTIONS



RETAIL



OFFICE



HOUSING



PUBLIC SPACES



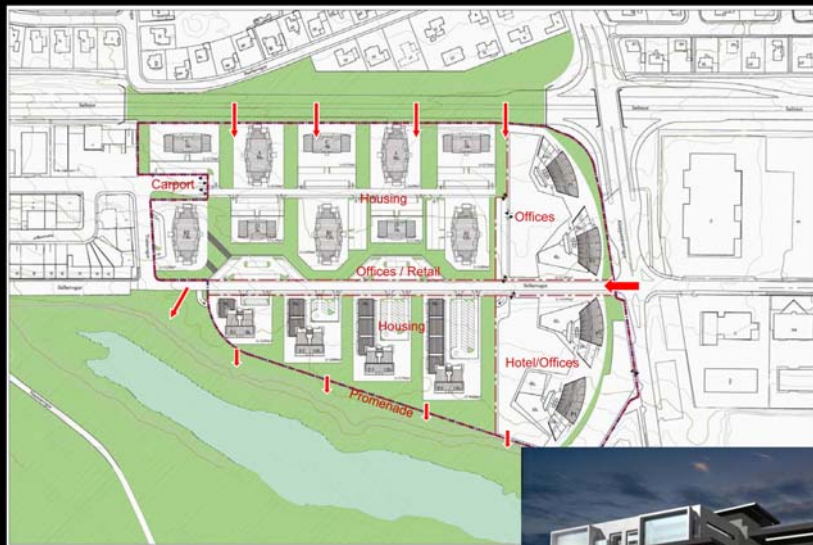
PROMENADE



PARK



WALKABLE CONNECTIONS



Up to 950 apartm.: = 100.000 m²

Office space = 44.000 m²

Retail space : = 8.000 m²

TOTAL: 152.600 m²

Plot: 85.410 m² => utilization= 1,9

