

# Ártún, Malarhöfði, 110 Reykjavík

Ártúnshöfði, Reykjavík Iceland

Reinventing  
Cities

Ártún, a 9000 sq. m. plot currently unused and unbuilt, is the gateway into the new neighbourhood of Ártúnshöfði, a brownfield ready to be redeveloped. Development of such brownfield sites, for residential and mixed uses, will be top priority in next decades according to the Reykjavík Masterplan 20-30.

The current Redevelopment plan for this site includes a future station of the new high quality transportation system, of Borgarlína – City line. The site is also already well connected to the biking infrastructure of the city and is easy to access by bus.

The site enjoys an ideal situation near a green recreational park that has a salmon-fishing river running through it, creating a lovely mix of urbanity and nature. It is a perfect location to showcase how a natural area can flow into an urban project taking advantage of the closeness to the green area and the river and ocean.

Bidders are expected to take into account the city's ambitious requirements regarding green infrastructures and to showcase decarbonized and greener landmark urban development.



### Expected program:

Residential and mixed uses. The programme should be addressing Borgarlína – City line stop in some way.

The program should also take into account the current Redevelopment plan of transformation in the area, to create a liveable, friendly and diverse area.

The requirements for the specific site is that the program utilizes and activates the proposed city line stop, making it a hub of communication and life in the area.

Owner: The site is owned by the city of Reykjavík

### Plot area:

Approximately 9000 sq. m.

### Type of property transfer intended:

Land lease agreements in Reykjavík are for 50 years.

Note that in general, all land lease agreements are renewed after the duration of 50 years. If they are not renewed, there has to be a great need for changes in land use, for example, from industrial to residential. In such cases the owner is reimbursed for the buildings on the land according to a valuation of an independent real estate company.



## Presentation of the site and expectations for its redevelopment

The site proposed is the gateway into the new neighbourhood of Ártúnshöfði, a brownfield ready to be redeveloped. It also has the benefit of the Borgarlína-City line that has a proposed stop next to the site. Nearby is Elliðaárdalur, a green recreational park that has a salmon-fishing river running through it, creating a lovely mix of urbanity and nature.

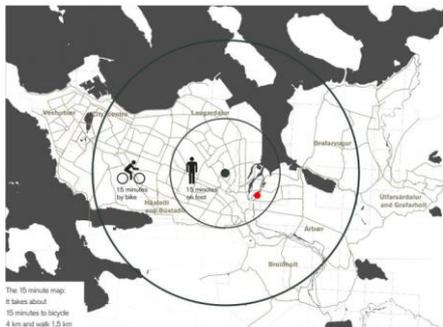
Ártúnshöfði is an industrial area centrally located within the city of Reykjavík. Ártúnshöfði will become in the next 10 years one of the biggest redevelopment zones Reykjavík has taken on.

The proposed site is northfacing and is approximately 9000 sq. m. on relatively flat land.

The site is currently unbuilt and used as storage for gravel. The area is owned by the city or subsidiaries of the city. The plot can be released for redevelopment when a new area plan has been confirmed which can take from three up to six months. Bidders can be provided with the framework plan that is being used as a base for the planning work that is in process.

Development of brownfield sites such as this one, for residential and mixed uses, will be top priority in next decades according to the Reykjavík Masterplan 20-30. It is expected, that 85-90% of all new dwellings will be built on brownfields and/or as infill. The site proposed is located at the edge of this zone.

Travelling distances by foot or bike in Reykjavík. Location marked with red dot.



Currently the site is well connected by all means of transportation. A major bus stop is located in the vicinity and it is in a key location for bike paths. Reykjavík has an ever

extending bike path network which is constantly under development.

According to the current Re-development plan for this site, it is a key spot in the planned Borgarlína - City Line that will run through and stop onsite. This is the biggest transportation issue in the whole capital region and all the municipalities are aiming to take part in the project.

Borgarlína – City Line will be a gold standard bus rapid transit system. It will travel in dedicated lanes and have signalized priority between high-quality stations, with a 7 minutes frequency during the day. All stations will have a raised platform for level boarding, real time arrival/departure information, off-board fare payment equipment and quality bicycle storage to encourage first/last mile biking.

All Borgarlína vehicles will run on electricity and offer multi-door access. The current bus network will be optimized and adapted to the high-quality system, creating a two-layer coherent public transport network with seamless connections for the whole area.

Borgarlína – the future of transportation in Reykjavík, site marked with red dot



Main Cycling paths- location marked with red dot





## Specific planning rules and regulations regarding the development of the site

The Municipal Plan proposes a policy for the development of the city towards the distant future.

The Municipal Plan sets out where residential areas of the future and industrial areas are intended to be, where new roads and pathways should lie and which areas will be set aside as recreational areas.

Reykjavík is a young city and has grown considerably in the past decades. The main emphasis of the Municipal Plan in the past years has been to create suitable conditions for its continuous growth; to ensure that the city is ready to meet the demands of anticipated growth in population and industry. The project for the next decades is to fully develop the city on the peninsula. Over 90% of all new residential units until 2030 will rise within the current urban area if the Municipal Plan's proposals are implemented.

The objective is to create a coherent urban area with a city-oriented street system where environmentally friendly travel modes are a priority. Dense and mixed urban neighbourhoods on a human scale will rise at developing areas, located within the current urban area. In such areas, residential units and offices as well as commercial and service activities will intertwine within the same street plots.

### **Less use of new land and less land reclamation.**

A policy on denser urban areas entails that the size of developable areas for mixed urban areas will be reduced by nearly 200 ha. Large land reclamation projects intended for mixed urban areas will be cancelled. Around 80% of areas where residential density is to be increased are areas that have already been disrupted (brownfields) and less than 5% of density areas are areas that are considered to have potential recreational value. As well as increasing land utilisation for residential development, the use of new land intended for industrial activities in the outskirts will be reduced by about 150 ha.

### **More environmentally friendly transport systems.**

New connections over Elliðaárvogur and Fossvogur are planned which are solely intended for environmentally friendly transportation. The Municipal Plan proposes a concise policy on parking that will encourage a change in travel habits. The policy aims at minimising distances needed for travel, the need for travel and full utilisation of current road infrastructure. A plan to re-design traffic veins as urban streets is proposed.

### **A more concise conservation of open green areas.**

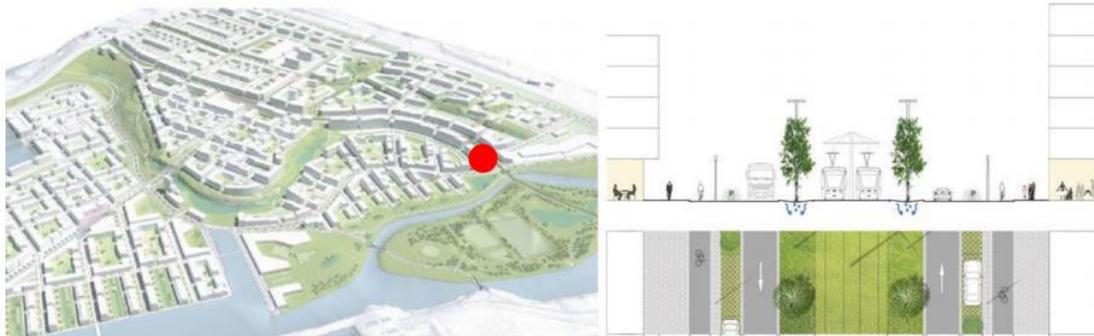
The plan proposes a sharp division of recreational areas and dense urban areas. The goal is that over 90% of the city's residents will remain as they are now, within 300m walking distance from recreational areas.

In the masterplan of Reykjavík 2010-2030 the site is categorised as M4a intended for large scale retail, storage facilities, offices and light industries. However, the city is now in the process of regenerating and revitalizing the whole proposed area for residential development and mixed-use. The goals of densification in Reykjavík is to diversify housing stock by defining new housing opportunities, promote efficient use of current infrastructure, improve the green spaces, improve services and retail within neighbourhoods. To create a versatile, liveable, sustainable and loveable urban area.

The site has no legally binding site plan.

Concerning specific local purchasing/bidding requirement, we have developed a method in order to ensure that valuable plots of land does not always go to the highest bidder. In this case, the site needs to be offered for purchase in an open manner to make sure that all interested parties can make a bid. With an advertisement in the paper we will require bidders to undergo a strict criteria of sustainability, green building materials not to mention the highest quality of urban design and architecture. These factors will be central concerning the Ártún plot.

The development plan for the area, site marked with red dot. A section of the City line streetspace



## Specific climate or environmental issues regarding the development of the site

The site is north facing and that can be a challenging aspect in terms of weather in Iceland. The site is also a former industrial site so soil pollution might be a factor.

Elliðaá river runs adjacent to the site and in the river is wild salmon which is unique to have on city scale. The banks of the river is also a habitat for many bird species. Because of that, special considerations must be made to lower the impact of all runoff and possible contamination running from the site to the river.

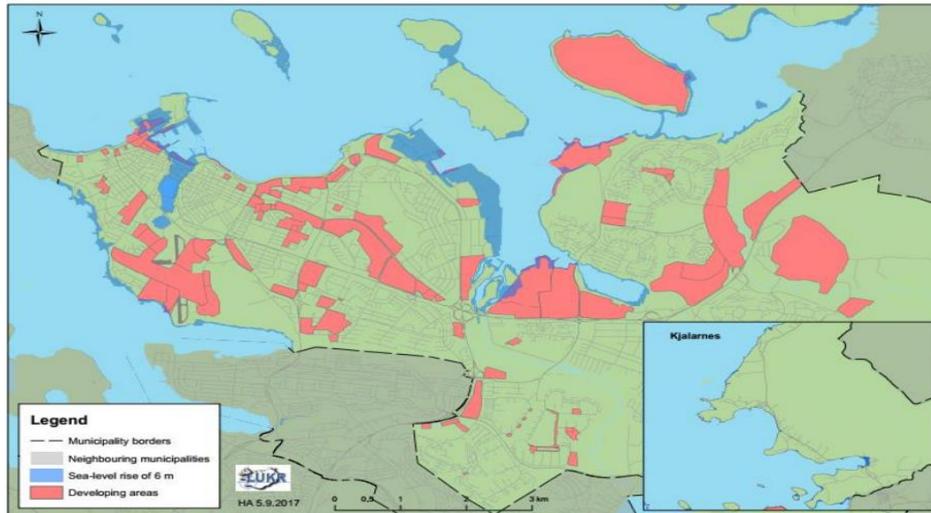
The area will be de-sealed to large extent, since there are ambitious requirements regarding green infrastructure; green roofs (up to 80%), blue-green drainage solutions for the whole area, large green public spaces, connections to the bay and to Elliðárdalur-urban park, and provisions on green space within private lots and the streets space..

The biggest challenge facing the site is possible contamination from the local industry.

Green recreation areas and city line with stops



Vulnerable areas in the City of Reykjavik due to estimated 6 meters flooding in 100 year return time



Cycling bridge over Elliðaárdalur river



The proposed site in Ártún, Borgarlína in orange

