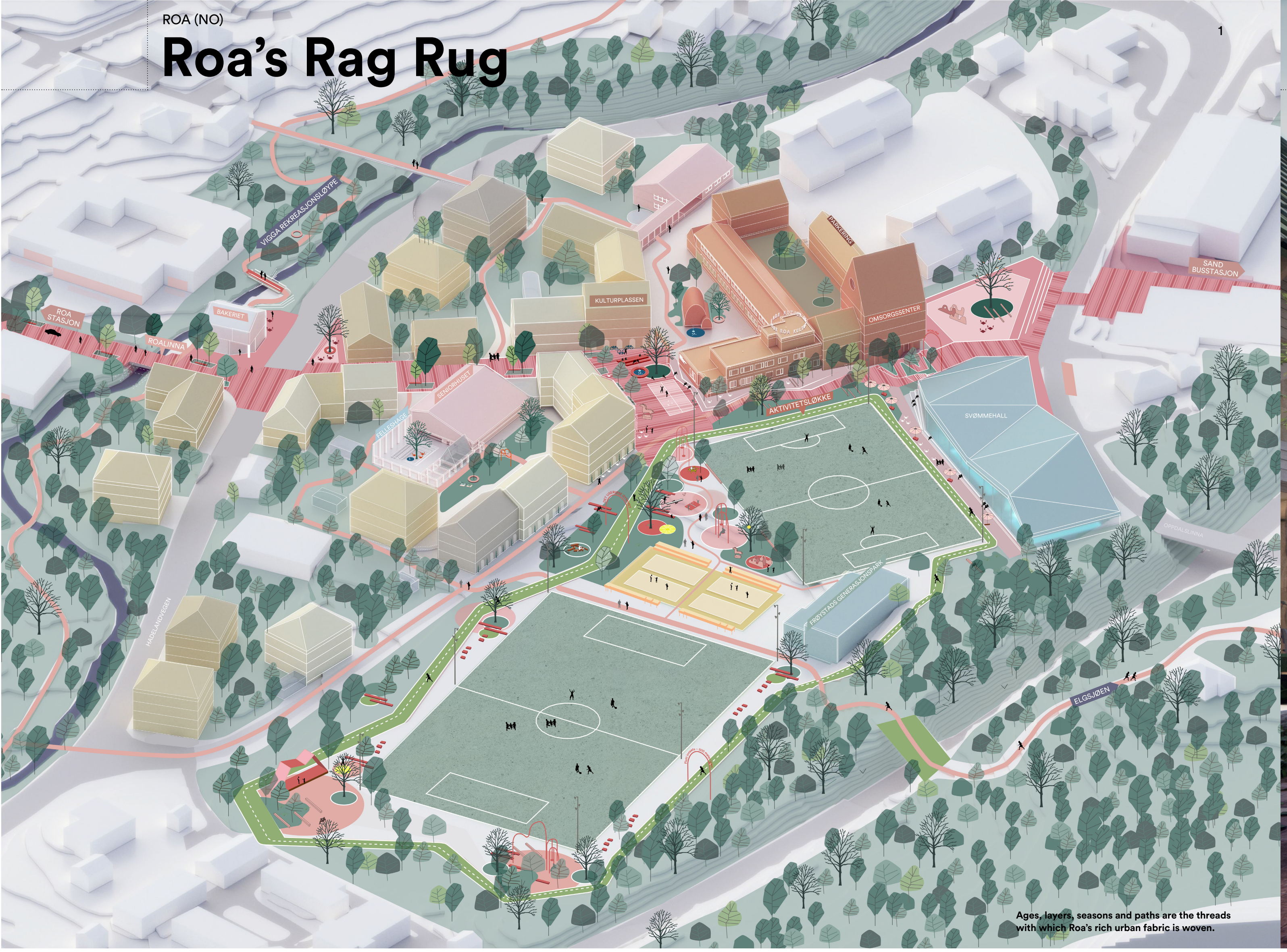
ROA (NO)

Roa’s Rag Rug


VIGGA REKREASJONSLØYPE
ROA STASJON
BAKERIET
ROALINNA
KULTURPLASSEN
SENIORHUSET
FELLESHAGE
PARKERING
OMSORGSSENTER
SAND BUSSTASJON
AKTIVITETSLØKKE
SVØMMEHALL
OPPDALSLINNA
FRØYSTADS GENERASJONSPARK
HADELANDVEGEN
ELGSJØEN

Ages, layers, seasons and paths are the threads with which Roa’s rich urban fabric is woven.

ROA (NO)

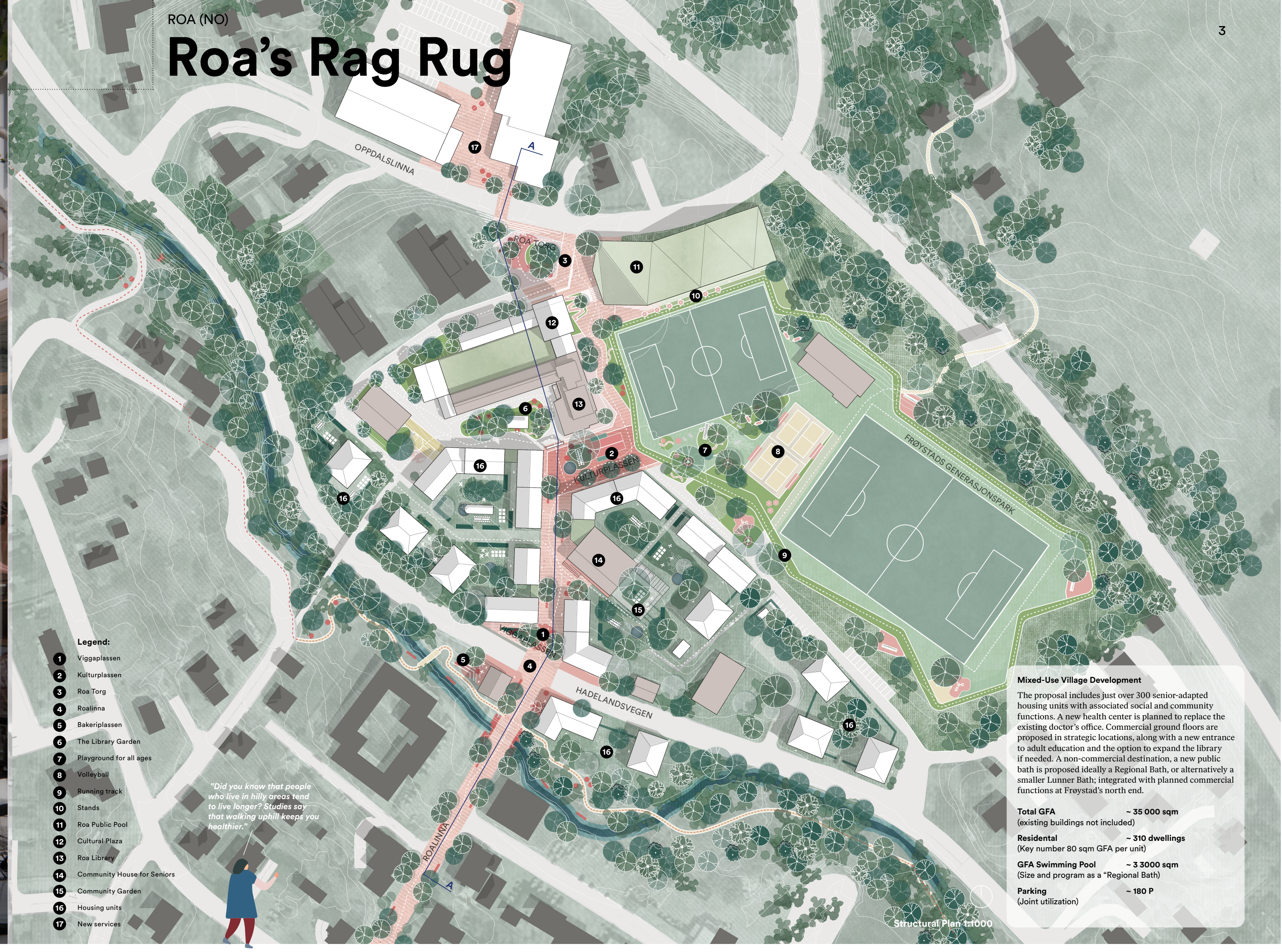
Roa’s Rag Rug

BUTIKK
ROA KULTUR
SENIORHUSET
VERKSTED

The revitalized and extended Roalinna offers a concentrated and varied experience of life – an interplay of functions, local plant life, preserved buildings and new blocks with houses that develop local themes and underscore the flow of the landscape. The rug paving becomes a unifying element, incorporating Norwegian stone and reused elements from the site.

ROA (NO)

Roa’s Rag Rug


OPPDALSLINNA
A
ROA TORG
KULTURPLASSEN
FRØYSTADS GENERASJONSPARK
VIGGAPLASSEN
HADELANDSVEGEN
ROALINNA
A

Legend:
1 Viggaplassen
2 Kulturplassen
3 Roa Torg
4 Roalinna
5 Bakeriplassen
6 The Library Garden
7 Playground for all ages
8 Volleyball
9 Running track
10 Stands
11 Roa Public Pool
12 Cultural Plaza
13 Roa Library
14 Community House for Seniors
15 Community Garden
16 Housing units
17 New services

”Did you know that people who live in hilly areas tend to live longer? Studies say that walking uphill keeps you healthier.”

Mixed-Use Village Development

The proposal includes just over 300 senior-adapted housing units with associated social and community functions. A new health center is planned to replace the existing doctor’s office. Commercial ground floors are proposed in strategic locations, along with a new entrance to adult education and the option to expand the library if needed. A non-commercial destination, a new public bath is proposed ideally a Regional Bath, or alternatively a smaller Lunner Bath; integrated with planned commercial functions at Frøystad’s north end.

Total GFA (existing buildings not included)	~ 35 000 sqm
Residental (Key number 80 sqm GFA per unit)	~ 310 dwellings
GFA Swimming Pool (Size and program as a “Regional Bath)	~ 3 3000 sqm
Parking (Joint utilization)	~ 180 P

Structural Plan 1:1000

Tight-Knit & Welcoming

A revitalized Roalinna is extended through Frøystad, woven from old and new elements like a *fillerye* (a rag rug - carpet woven from scraps). The new streetscape, in dialogue with a green embroidery extending through Roa, spur the development of a village more oriented toward shared life and experiences.

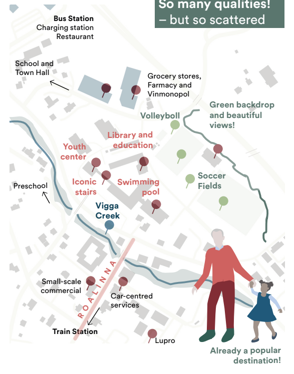
Frøystad’s structure concentrates shared life at certain points, and allows for the natural, unplanned and more private at others. Within a concentrated area, there’s great variety; public and intimate, old and new, blue and green, fast and slow. With Frøystad’s transformation, this richness is made accessible to everyone. By assembling and layering the structure to favor multiple uses and interaction between groups and functions, a legible and appealing streetscape can grow; making movement through Frøystad both attractive and meaningful.

Roalinna follows a desire path from the bus station to the train station, but also responds to the built environment. Existing buildings are fully engaged, with interventions spanning from minor additions to full transformation of use and structure. For local identity, sensitive preservation and evolving affordances can be as significant as large urban interventions.

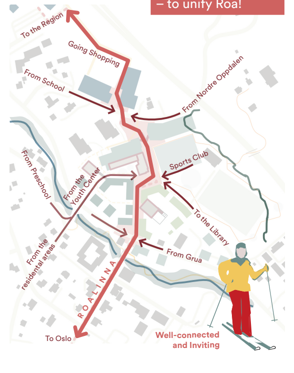
The new blocks energize Roa with a sequence of programmeable outdoor and indoor spaces; shaping a village center suited to exploring new ways to inhabit and imagine togetherness.

Existing built elements, communal spaces and connective green structure become three points of departure for a Roa that embraces and develops its own distinct identity through long-term and collaborative growth and transformation.

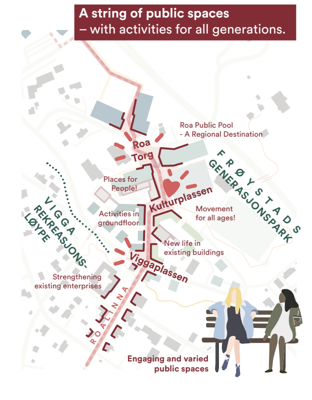
Today:
So many qualities!
– but so scattered


Bus Station
Charging station
Restaurant
School and Town Hall
Grocery stores, Farmacy and Vinmonopol
Green backdrop and beautiful views!
Volleyboll
Youth center
Library and education
Preschool
Iconic stairs
Swimming pool
Soccer Fields
Vigga Creek
Small-scale commercial
ROALINNA
Car-centred services
Train Station
Lupro
Already a popular destination!

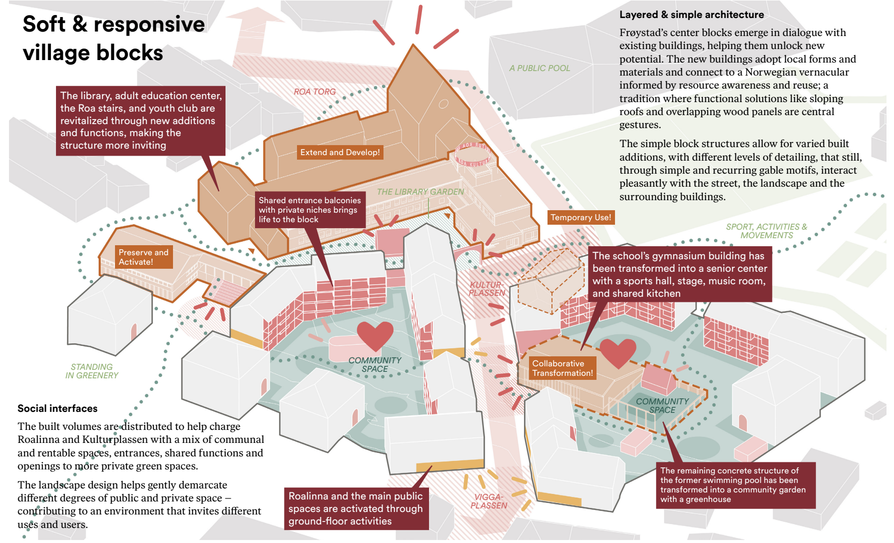
Extending Roalinna
– to unify Roa!


To the Region
Going Shopping
From School
From Nordre Oppdalen
Sports Club
From Preschool
From the Youth Center
To the Library
From the residental areas
From Grua
ROALINNA
To Oslo
Well-connected and Inviting

A string of public spaces
– with activities for all generations.


Roa Public Pool
- A Regional Destination
Roa Torg
Places for People!
FRØYSTADS GENERASJONSPARK
Kulturplassen
Activities in groundfloor
Movement for all ages!
VIGGA REKREASJONS-LØYPE
New life in existing buildings
Viggaplassen
Strengthening existing enterprises
ROALINNA
Engaging and varied public spaces

Soft & responsive village blocks


The library, adult education center, the Roa stairs, and youth club are revitalized through new additions and functions, making the structure more inviting
ROA TORG
A PUBLIC POOL
Extend and Develop!
THE LIBRARY GARDEN
Shared entrance balconies with private niches brings life to the block
Temporary Use!
Preserve and Activate!
SPORT, ACTIVITIES & MOVEMENTS
KULTUR-PLASSEN
The school’s gymnasium building has been transformed into a senior center with a sports hall, stage, music room, and shared kitchen
COMMUNITY SPACE
Collaborative Transformation!
STANDING IN GREENERY
COMMUNITY SPACE
VIGGA-PLASSEN
Roalinna and the main public spaces are activated through ground-floor activities
The remaining concrete structure of the former swimming pool has been transformed into a community garden with a greenhouse

Layered & simple architecture

Frøystad’s center blocks emerge in dialogue with existing buildings, helping them unlock new potential. The new buildings adopt local forms and materials and connect to a Norwegian vernacular informed by resource awareness and reuse; a tradition where functional solutions like sloping roofs and overlapping wood panels are central gestures.

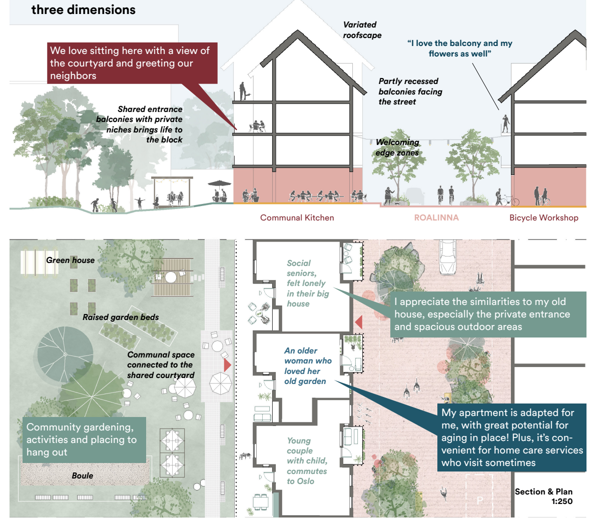
The simple block structures allow for varied built additions, with different levels of detailing, that still, through simple and recurring gable motifs, interact pleasantly with the street, the landscape and the surrounding buildings.

Social interfaces

The built volumes are distributed to help charge Roalinna and Kulturplassen with a mix of communal and rentable spaces, entrances, shared functions and openings to more private green spaces.

The landscape design helps gently demarcate different degrees of public and private space – contributing to an environment that invites different uses and users.

Village life in three dimensions


Variated roofscape
“I love the balcony and my flowers as well”
We love sitting here with a view of the courtyard and greeting our neighbors
Partly recessed balconies facing the street
Shared entrance balconies with private niches brings life to the block
Welcoming edge zones
Communal Kitchen
ROALINNA
Bicycle Workshop
Green house
Raised garden beds
Communal space connected to the shared courtyard
Community gardening, activities and placing to hang out
Boule
Social seniors, felt lonely in their big house
An older woman who loved her old garden
Young couple with child, commutes to Oslo
I appreciate the similarities to my old house, especially the private entrance and spacious outdoor areas
My apartment is adapted for me, with great potential for aging in place! Plus, it’s convenient for home care services who visit sometimes

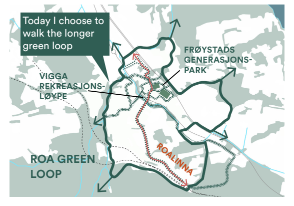
Section & Plan 1:250

Recreation & Identity

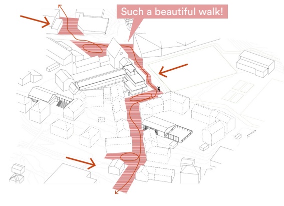
Frøystad’s development makes nature and public space more legible, democratic and accessible in everyday life.

Hadeland’s varied topography, from open valleys to rugged terrain, shapes a unique patchwork of farmland, forests, meadows, wetlands, and settlements, all closely connected. With steep and green boundaries enclosing a fairly compact space, Frøystad is very much a part of this story. Small interventions and defined paths strengthen a sense and experience of nature being both near and accessible.

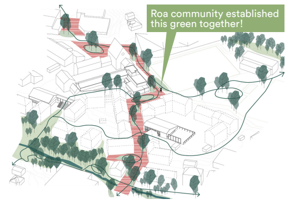
The extended Roalinna, crossing Frøystad’s topography, connects to existing, new, and re-threaded paths. A green embroidery of local species intersects and interacts with the path system – connecting it to surrounding green structures. Through a development process where local needs are acknowledged, Frøystad can develop a green structure that is not only of high quality and usefulness, but that contributes to a legible streetscape and anchors the site in nature.


Today I choose to walk the longer green loop
FRØYSTADS GENERASJONS-PARK
VIGGA REKREASJONS-LØYPE
ROA GREEN LOOP
ROALINNA

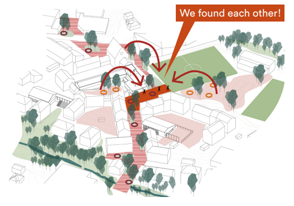
Tying Frøystad to nature
By linking Roa’s internal green structure to the surrounding landscape, we unlock potential: opening green corridors and creating inclusive, accessible routes for all users, from children and the elderly to athletes and people with disabilities, while also supporting local flora and fauna.


Such a beautiful walk!

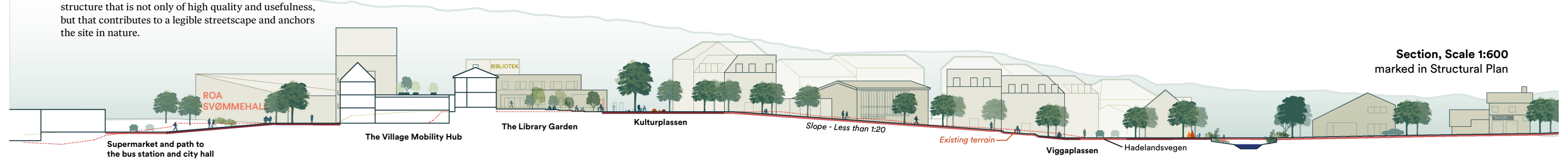
Weaving Continuity
Like a woven carpet, the village of Roa is given a beautifully integrated central pathway that brings clarity and cohesion, offering shared spaces to gather, stroll, and connect across ages, backgrounds, and abilities. As the transformation of Roa progresses, new fill materials are gradually added to this carpet, functioning like a rag rug, crafted from leftover materials within a framework of local red granite, taking the past into the present.


Roa community established this green together!

Crafting the Green Embroidery
A new green structure defines the main road and public spaces, connecting Frøystad with its green surroundings and creating hierarchy through tree planting. This green embroidery guides movement and shapes the experience of the village. Planting takes place in phases, together with Roa’s residents.


We found each other!

From Experiment to Identity
After a start with living labs and temporary placemaking, using groundcover and pavings, movable furniture, and informal seating, more permanent built structures are gradually introduced (in which temporary elements are incorporated or reused).


ROA SVØMMEHALL
BIBLIOTEK
Supermarket and path to the bus station and city hall
The Village Mobility Hub
The Library Garden
Kulturplassen
Slope - Less than 1:20
Existing terrain
Viggaplassen
Hadelandsvegen

Section, Scale 1:600
marked in Structural Plan

Mobility that moves people

Roa has strong potential to shift from car-dependence to people-centered, sustainable mobility. By investing in safe and attractive walking and cycling routes, integrating public transport with active modes, and promoting shared mobility and micromobility, Roa can reduce car reliance and parking demand – especially in the center and near senior housing.

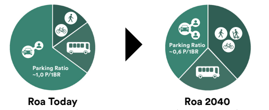
A compact, connected village center – linking key destinations like schools, shops, the library, and a proposed public swimming facility – can support everyday life, foster community, and make active travel the natural choice. Less space for cars frees space for the other parts of life.

By making it easier and more natural for people to meet, move, and share public space, sustainable mobility also helps reduce social isolation – particularly among the elderly and those without access to cars.

For car parking, joint use of the large-scale parking lots near the highway is proposed, along with a village mobility hub and, to a smaller extent, private parking within the blocks, that can be integrated in the terrain.

The benefits are clear: lower infrastructure costs, improved health, a stronger local economy, less loneliness, and lower emissions. Sustainable mobility is not just a climate solution, but also a smarter way to build a thriving, connected, and future-ready Roa.

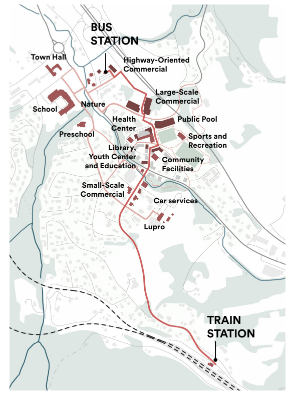
It’s easy to walk and bike to everything in Roa!
Micromobility makes it accessible to everyone



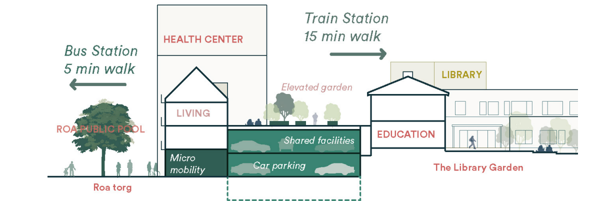
Roa Today
(estimation)

Roa 2040
(realistic goal)

A Sustainable Modal Split
Improved infrastructure and local services are expected to increase walking, cycling, micromobility, and public transport use. Private car use will decline but remain necessary for some trips. Electric vehicles, carpooling, and shared cars will become more common. While commercial car-sharing might not yet be viable, a local model involving entrepreneurs could meet village needs.


BUS STATION
Town Hall
Highway-Oriented Commercial
Large-Scale Commercial
School
Nature
Public Pool
Preschool
Health Center
Sports and Recreation
Library, Youth Center and Education
Community Facilities
Small-Scale Commercial
Car services
Lupro
TRAIN STATION

Linking Roa’s existing, new, and planned destinations in a cohesive public space network. All destinations are within a five minute bike-ride from Frøystad.


Bus Station 5 min walk
HEALTH CENTER
Train Station 15 min walk
ROA PUBLIC POOL
LIVING
Elevated garden
LIBRARY
Shared facilities
EDUCATION
Micro mobility
Car parking
Roa torg
The Library Garden

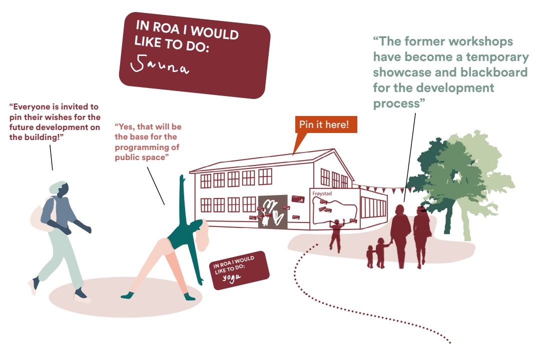
The Village Mobility Hub brings together shared bikes, scooters, cars, and public transport—supported by smart infrastructure, secure bicycle parking, and repair stations.

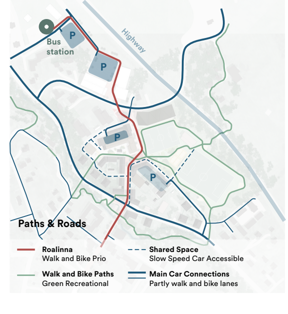
Have you seen the new exhibition at Hadeland Folkemuseum? It’s easy to reach by bus!
It’s great to have access to a car when needed – without the hassle of changing tires! Especially when you get older.
Less space for cars means more space for people!

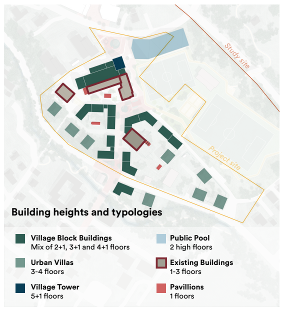
Paths Forward

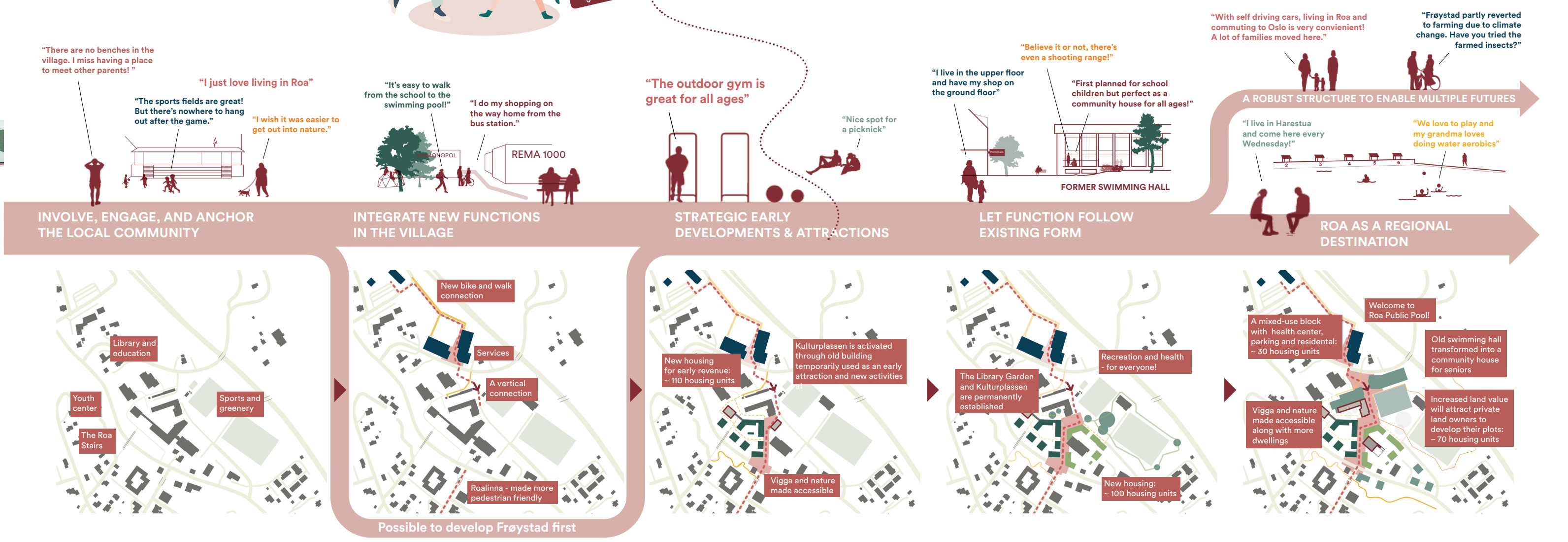
A permissive structure is developed in phases. Each phase offers the opportunity to invite Roa’s inhabitants to help further articulate the site’s specific and developing potential.

A key consideration is to find a balance between strategic investment in public space and the financial viability of the project. Each phase is designed to be self-sufficient, allowing for a slower development pace and enabling multiple futures to emerge from a robust structure.


IN ROA I WOULD LIKE TO DO:
Sauna
“Everyone is invited to pin their wishes for the future development on the building!”
“Yes, that will be the base for the programming of public space”
Pin it here!
“The former workshops have become a temporary showcase and blackboard for the development process”
Frøystad
IN ROA I WOULD LIKE TO DO:
yoga


Bus station
Highway
P
Paths & Roads
Roalinna
Walk and Bike Prio
Shared Space
Slow Speed Car Accessible
Walk and Bike Paths
Green Recreational
Main Car Connections
Partly walk and bike lanes


Study site
Project site
Building heights and typologies
Village Block Buildings
Mix of 2+1, 3+1 and 4+1 floors
Urban Villas
3-4 floors
Village Tower
5+1 floors
Public Pool
2 high floors
Existing Buildings
1-3 floors
Pavillions
1 floors


“There are no benches in the village. I miss having a place to meet other parents! ”
“I just love living in Roa”
“The sports fields are great! But there’s nowhere to hang out after the game.”
“I wish it was easier to get out into nature.”
“It’s easy to walk from the school to the swimming pool!”
“I do my shopping on the way home from the bus station.”
MONOPOL
REMA 1000
“The outdoor gym is great for all ages”
“Nice spot for a picknick”
“Believe it or not, there’s even a shooting range!”
“I live in the upper floor and have my shop on the ground floor”
“First planned for school children but perfect as a community house for all ages!”
FORMER SWIMMING HALL
“With self driving cars, living in Roa and commuting to Oslo is very convienient! A lot of families moved here.”
“Frøystad partly reverted to farming due to climate change. Have you tried the farmed insects?”
A ROBUST STRUCTURE TO ENABLE MULTIPLE FUTURES
“I live in Harestua and come here every Wednesday!”
“We love to play and my grandma loves doing water aerobics”
INVOLVE, ENGAGE, AND ANCHOR THE LOCAL COMMUNITY
INTEGRATE NEW FUNCTIONS IN THE VILLAGE
STRATEGIC EARLY DEVELOPMENTS & ATTRACTIONS
LET FUNCTION FOLLOW EXISTING FORM
ROA AS A REGIONAL DESTINATION
Library and education
Youth center
Sports and greenery
The Roa Stairs
New bike and walk connection
Services
A vertical connection
Roalinna - made more pedestrian friendly
Possible to develop Frøystad first
New housing for early revenue: ~ 110 housing units
Kulturplassen is activated through old building temporarily used as an early attraction and new activities
Vigga and nature made accessible
The Library Garden and Kulturplassen are permanently established
Recreation and health - for everyone!
New housing: ~ 100 housing units
A mixed-use block with health center, parking and residental: ~ 30 housing units
Welcome to Roa Public Pool!
Old swimming hall transformed into a community house for seniors
Vigga and nature made accessible along with more dwellings
Increased land value will attract private land owners to develop their plots: ~ 70 housing units

Roa’s qualities today
Roa’s development should be rooted in local knowledge and values. Early, genuine involvement of residents and other stakeholders can establish trust, a shared direction and lasting support. There are cultural and historical layers at all scales: Frøystad, Roa and the Hadeland region, which should form the foundation for Frøystad’s future development.

In the near future
The new services planned north of Frøystad have great potential to invigorate Roa if planned so that they interact appropriately with Frøystad. For an accessible village center, such key services should make an effort to welcome visitors by foot and bicycle, not just by car. Although not indispensable, a early and attractive connection from Frøystad to the new services and bus station north of the site can be a boost to future development.

In the first phase
Strategic early investments in public space will signal commitment and build momentum. The proposal is to begin with housing to generate revenue and support efficient service delivery. This phase is designed to be functional and attractive as a stand-alone proposal. It also includes a temporary new use of an existing building to invite the people of Roa and strengthen community pride and identity.

In the second phase
Additional housing is built to ensure the project’s continous financial viability, alongside the permanent establishment of the main public spaces. The existing swimming hall can remain in use as long as it is functional. The Frøystad generasjonspark will be developed with inviting activities for everyone, including both residents and visitors of all ages.

In the third phase...
Roa has the potential to become a regional hub, supported by targeted investments in a new Regional Bathhouse. The swimming facility could serve as a year-round anchor, enhancing both social life and the local economy. This phase also includes new housing, and the increased land value is expected to encourage private landowners to develop their plots.