

LIVING ROA - Collective Identities

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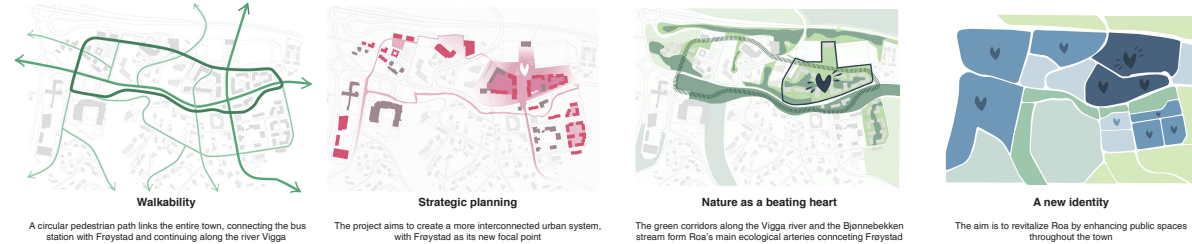
LIVING ROA - Collective Identities

A new connected center
From fragmented to a walkable town

Roa currently suffers from fragmented planning and car-centric development, lacking a clear center and quality public spaces. However, improved connectivity, new public services, and Frøystad redevelopment have the potential to create a more cohesive, people and nature focused town.

We believe Roa should adopt a strategic vision for its development, enhancing connectivity, fostering social interaction, and unlocking the full potential of its rich natural surroundings.

The project develops an interconnected and safe town for all, with Frøystad becoming its vibrant heart. The first step of the masterplan is to establish a coherent and accessible network of municipal services, as current functions in Roa are scattered across the area. The new highway creates an opportunity to redevelop the bus stop area with improved services, strengthening the overall structure of the settlement. The town hall area meets all the requirements to accommodate the new regional swimming facility and commercial spaces, while the Lupro area is set to expand with new residential communities.

**Project development**

Step by step process of implementing the proposal over time

Frøystad is structured around two courtyards, surrounded by a park. Several scenarios have been considered to ensure the project's resilience in case it cannot be completed in its entirety, securing the sustainability of each phase even in the event of changes in the development plan.

The area has been conceived to allow subdivision into smaller plots that can be independently developed by different contractors. The library courtyard could be realized by the municipality in collaboration with external investors, while the residential courtyard, including the elderly housing and Lupro, could be entirely managed by private developers.

One of the key questions in the transformation of Frøystad is whether the area can accommodate a new swimming pool, or whether it can still function as the public heart of Roa without it.

We believe that Frøystad can serve as a vibrant and central hub even without a pool, by reducing the need for parking, maintaining a human scale, attracting new residents, and offering a more pleasant and coherent settlement structure. If the municipality does take the decision to build a pool, the area near the town hall could meet the spatial requirements and benefit from revitalization. Alternatively, it could be located next to the library, reinforcing the public and civic identity of the courtyard.

PHASE 1: Upcycling - Demolition - Park

The first step will be the creation of the park, to immediately provide Frøystad with a public space accessible to everyone. Afterwards, once the recyclable materials have been salvaged, the planned demolition of the abandoned school and the residences near the swimming pool will proceed.

PHASE 2: First Court

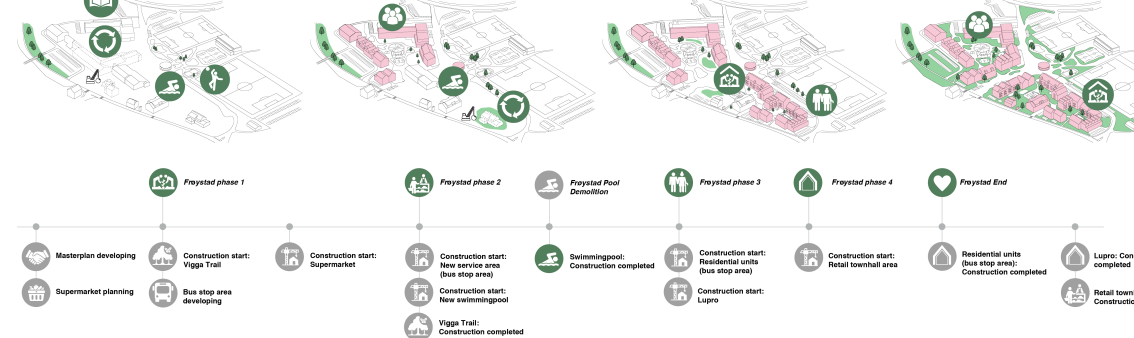
The recovery of materials and demolition will continue in the second area. Meanwhile, work will begin on shaping the public courtyard, which will include a cafe, a doctor's office, and residential units. During this phase, the swimming pool will be preserved to allow for potential work related to the future development of the municipal area.

PHASE 3: Second Court

At this stage, the elderly housing and its courtyard will be developed, and construction of the new swimming pool will begin. The swimming pool, having reached the end of its lifespan, will then be dismantled. By this point, Frøystad will already host a substantial portion of its planned public functions.

PHASE 4: The Spine

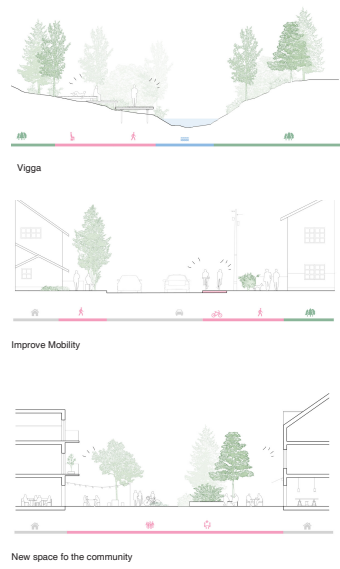
The final stage will involve the construction of residential buildings with commercial ground floors, developed along the central spine. At this point, the entire project will be fully accessible and operational across all its components. Phase 5 will focus on the long-term maintenance.

**Improved mobility and accessibility**

New destinations for life

Roa had a dispersed layout and weak internal connections, walking was often discouraged due to infrastructure primarily designed for cars and a lack of engaging elements along pedestrian routes.

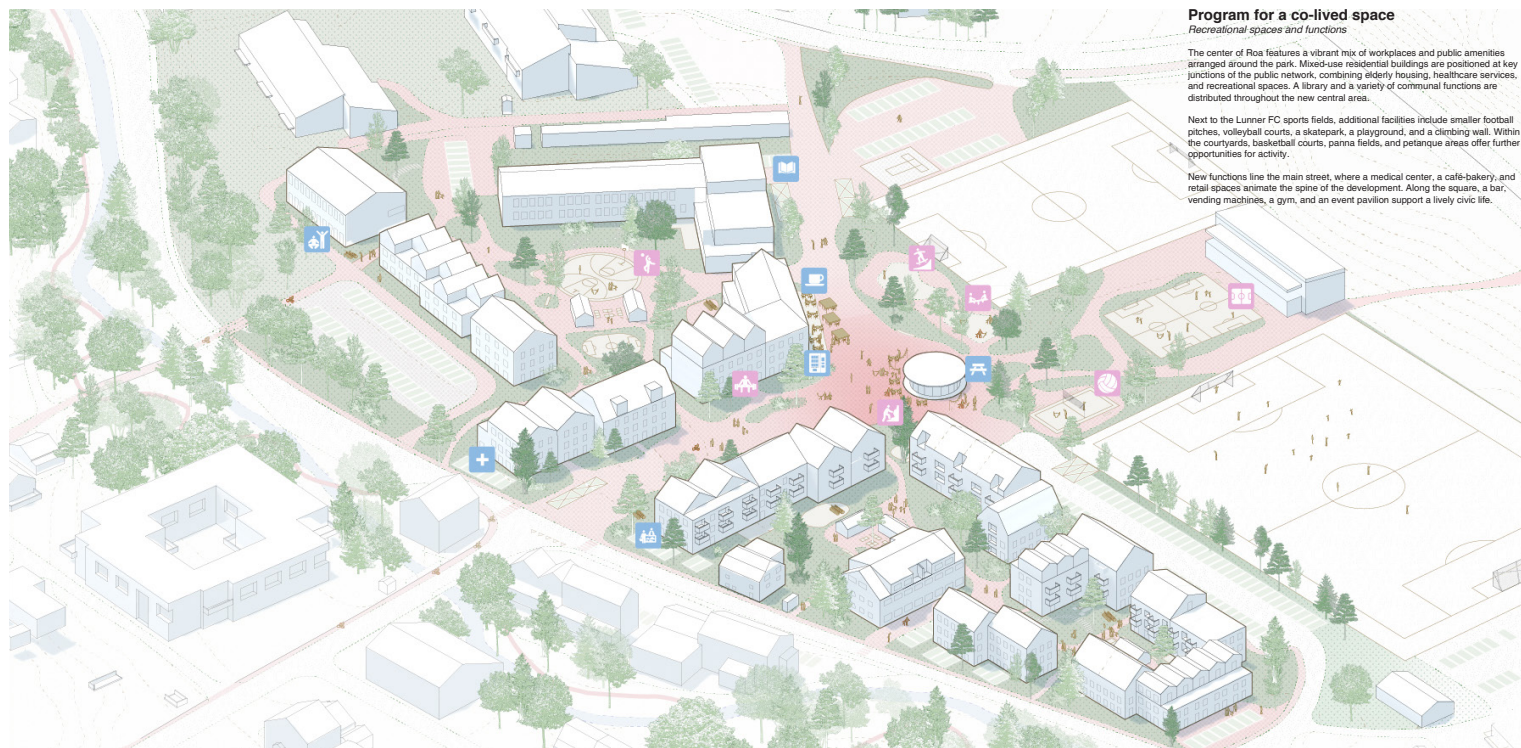
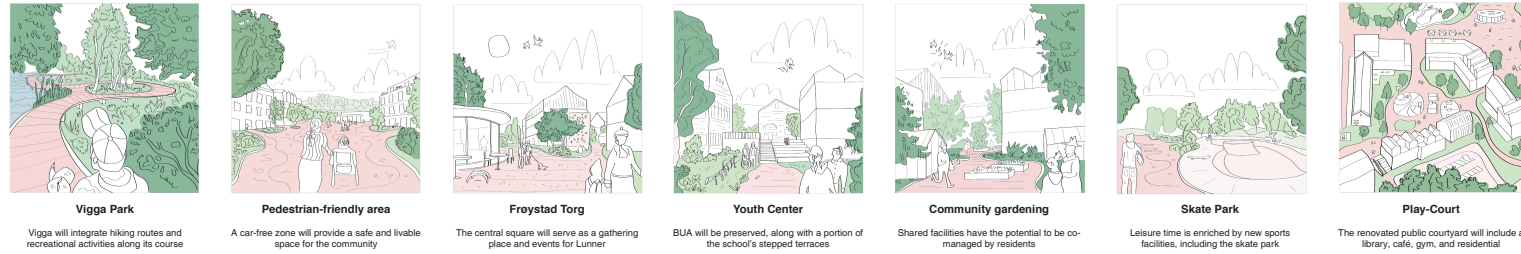
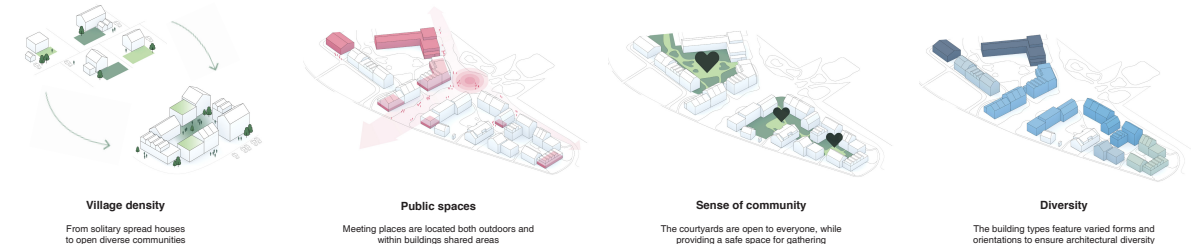
The current approach focuses on introducing a coherent and attractive network of pedestrian and bike connections. These links connect important nodes such as the bus station, the new supermarket, the developing urban cluster at Frøystad, and the historic center around Roa. By enhancing walkability and integrating public spaces into the movement network, encouraging sustainable mobility and fostering stronger ties between previously disconnected areas.

**The Village**

Roa's beating heart

Frøystad transformation is much more than a housing development. It is a place that is designed to host and grow an active community, connect it to existing communities and by working together and with the services and facilities provided, support well-being and more environmentally sustainable ways of living as the natural lifestyle of choice. The concept aims to transition from isolated single-family houses to open, diverse communities, increasing building density in harmony with nature.

The architecture incorporates elements that reflect Roa's local heritage, with a focus on timber construction, upcycled materials, pitched roofs, and traditional regional colors. Public spaces play a crucial role in fostering a strong sense of community in Frøystad. The courtyards are open and accessible to all, yet they create safe and welcoming environments where people can gather comfortably. Architectural diversity is also prioritized, with building types featuring varied forms and orientations to enrich the visual landscape and reflect the community's dynamic character. Together, these elements create vibrant, inclusive spaces that support social connection and diversity.

**Frøystad for all**

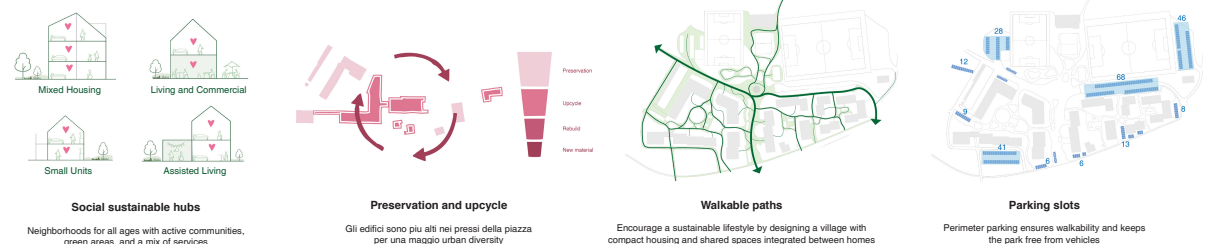
Mixed-community and sharing

Promoting health in cities and residential life starts by creating neighborhoods that support all stages of life. By fostering strong communities within residential areas featuring outdoor spaces and thoughtfully planned common areas, we create new relationships and a strong sense of belonging.

Neighborhoods that welcome people of all ages, combining active communities, abundant green spaces, and a balanced mix of services, become healthy and inviting places where residents feel at home throughout their lives.

Integrating mixed-age housing in Roa transformation increases housing diversity, mobility, and flexibility, allowing people to adapt their living arrangements as their needs change.

Central to this vision is a compact development model enhanced by diverse shared spaces situated among the homes. Frøystad is planned as a pedestrian-friendly and age-inclusive neighborhood, providing numerous opportunities for social connection and community engagement.

**Designing for an ageing population**

Residential types and elderly housing

By offering a variety of housing options such as senior residences, cohousing communities, multigenerational homes, and assisted living, combined with other types of housing, we can create vibrant villages that support active, connected living for people of all ages.

Design for healthy and sustainable institutions by using friendly materials with low impact on planet by awareness on people, building communities, offering variety in function and spaces and balancing stimulation and relaxation and by effective work-environments. The design is an example of healthy architecture and is focused on improving quality of life for a group of people that are going through major life changes.

We believe circularity is the key by prioritizing reuse and upcycling wherever possible and only creating new materials when necessary, the project minimizes waste, reduces landfill accumulation, and conserve virgin resources through the careful harvesting of materials on site.

