



View 2 Wiskaniapromenaden where recreation and urban productive activities co-exist

milieu that encourages meetings between different people and activities. The idea of the productive mixed-use city is integral to the urban strategy for the area because it forms the livelihood of the neighbourhood. The concept of urban manufacturing is gaining traction within the discourse of urban planning. Where in the past, industry was pushed out of the city and often also out of the country, advances in technology as well as an emerging new and more flexible organisation of the labour market mean that cities are once again becoming hubs of productive activity. Technical knowledge and industrial innovation are central to success, and these can be encouraged in dense urban milieus where people meet and exchange ideas.

Building on Borås' existing strengths in the textile industry, Gåsslösa can become a hub of not only the new businesses in that industry, but a hub of entrepreneurship and productivity as a whole. Existing key buildings in the

area are retrofitted to become clusters of small businesses. These functionally anchor the area as a productive milieu, while also being a major contributor to the overall feel of the area; the old industrial buildings exist side by side with the newly constructed buildings.

The intermixing of activities and functions within the area encourage participation and creativity and ensure that the urban area is infused with different ideas, people and daily routines. This is also part of a larger resilience strategy, as productive and adaptable neighbourhoods can better accommodate fluctuations in both labour and housing markets.

DEVELOPMENT STRATEGY: PUBLIC SPACE AS A BACKBONE

The development of the area is projected to occur in phases. The mixed-use nature of the area as well as its incremental development over time are seen as assets of an adaptable and changing city. The urban fabric rang-

es from open court yard blocks to the field of objects typical of industrial areas. Here, though, density is increased and streetscapes are more clearly defined through buildings thereby creating a stronger sense of urbanity, even in the more production oriented areas. In the south and east, areas of smaller scale housing ensure that there's a variety of housing types to be found in the area.

To anchor the incremental development over time, a series of central public squares are established as important points in the area. These high quality central gathering spaces ensure a hierarchy in the urban fabric and are especially important in the mixed use city for fostering meetings and exchanges between people.

The public space strategy also ensures that, especially in the later phase 4, the plan is not dependent on a specific mix of commercial to industrial and residential, because as long as the development is anchored around a high

quality urban gathering space, the plan is highly adaptable to changes in planning and needs.

The promenade stretch along Viskan is established first, as it is important for the coherence and identity of the new Gåsslösa. The rest of the area is developed in phases that allow for incremental implementation of the plan while existing activities can remain in areas not yet ready for development.

SUSTAINABILITY

Gåsslösa is envisioned as a sustainable new neighbourhood in Borås both in terms of ecological sustainability, but also in terms of social and economic sustainability. The urban planning of the area makes it easy to make sustainable choices in everyday life especially in regards to mobility choices and having urban amenities closeby. At a strategic level, sustainability is ensured through planning. Several existing buildings are kept and renovat-

ed, thereby lowering the footprint for new construction. Since the construction industry is a huge contributor of carbon emissions, all new construction must strive for a low or zero-emission construction for example by using sustainable materials, eg. CLT instead of concrete.

At the social and economic level, the mixed housing types and the room for and encouragement of different kinds of businesses and startups ensure that the area is inclusive multi-faceted.

A MODEL FOR FUTURE DEVELOPMENT

The new Gåsslösa is a dense mixed-use productive neighbourhood in Borås. In terms of redevelopment of industrial areas, it is a model for how such areas can be developed from mono-functional into diverse areas with housing and commercial while still retaining productive activities and even encouraging entrepreneurship in these sectors.

The strategic focus on high-quality public space as the backbone for development of the urban area can be used across Borås. In fact, the more this strategy is employed, the more successful it becomes: coupled with a strong network of soft mobility connections throughout the city, a series of high quality public squares and spaces integrated with the blue and green qualities of the city can lift the entire public realm of Borås.

The new Gåsslösa is a green neighbourhood where sustainability permeates at every level. It is a distinctive neighbourhood in Borås with its own identity built around the existing Gåsslösa infused with new people and activities and integrated into Borås' blue and green networks.



Section A 1:500



Section B 1:500