“The common goal is that Varvsstadens should be an attractive area with a clear identity in sustainable and innovative urban development.”
VALUE-BASED PLANNING

VALUE-BASED IS SUSTAINABLE
The planning program for Varvsstaden has been developed in accordance with a value-based urban development model. This form of value planning is about developing a long-term structure based on value rather than physical structure. Until now, physical structures intended to function over a long period have tended to be too fixed and not allow room for flexibility. This risks losing the overall vision for the area and compromising key qualities over time.

VALUE PLAN ENABLES FLEXIBLE CONTENT
The planning program for Varvsstaden contains a “value plan” in which the City of Malmö specifies a general structure and prioritised values, such as an emphasis on quality and sustainability. The value plan enables a flexible content, which can vary over time as needs and prerequisites change. A number of strategies are linked to this plan, which have a complementary function and enable follow-up in the local plan phase. This method of working opens up the possibility of dialogue around common values, feedback on sustainability and a continuous urban development process.

MODEL FOR VALUE-BASED URBAN DEVELOPMENT

Values
The ring outside the vision contains the guiding values for the work the vision. These are the planning program main priorities and should drive both the direction and intentions of the work towards the vision. These values are linked to the physical structure’s three building blocks: the routes, the places and the development. The structure’s main features are summarized in a value plan.

Strategies
The next ring in the model contains the strategies laid down in the planning programme for creating the qualities and the character described in the vision and the values. These strategies are tools that help to prioritise in the continued planning and development of the built environment.

Strategic projects and tools
The outermost ring contains strategic projects and tools for planning, quality and design. These strategic projects require an extra focus and are crucial for achieving the vision. The tools are the documents needed for the planning process, such as local plans, localisation studies and quality programmes.
In the 1870s Kockums Mekaniska Verkstad AB began building ships in what is today the northeastern part of the program area. Shipbuilding closed down in 1986, but the buildings and structures left behind remain and tell the story of this important period in Malmö’s development.

The shipyard basin and the shipyard channel form a unique enclosed stretch of water in Malmö. The large scale of the shipyard basin and the quay perimeters are a major asset as they are sheltered from the west wind. The open views towards Varvsstaden from Universitetsholmen and the south quay mean that Varvsstaden’s development gives character to the surrounding urban spaces, although the area is today closed to the public.

Malmö’s development in recent years with the transformation of Västra Hamnen, the dock, Universitetsholmen and the City Tunnel has given the program area a central place in the city. The city centre, parks and the shore are within walking distance of the programme area. The development of Västra Hamnen has been in progress for around ten years and the major part of the programme area’s surroundings are under development with new homes, workplaces, retail, meeting places, infrastructure and service.

In its time Kockums shipyard represented innovation, courage, far-sightedness and social responsibility. Kockums was a prominent shipyard in an international perspective and became an important part of the city’s identity in a local perspective. Without Kockums, Malmö would probably never have developed into a city of its present size and importance. Kockums was a strong economic engine in the city and contributed to Malmö becoming the international, multicultural city it is today, thanks to the extensive influx of foreign labour. A progressive personnel policy, which offered a well-functioning work environment, exercise facilities, dental and healthcare and training for employees, made Kockums shipyard a modern and attractive workplace with a considerable social commitment.
It is the contrasts that make Varvsstad den so unique. These contrasts are found in both the physical environment and the people populating this district and its identity arises in the field of tension between these contrasts. Varvsstad en’s unique structure also contrasts with the rest of Malmö and Västra Hamnen. Its new venues for the arts, recreation and other attractions provide a contrast to and complement the city’s existing offering.

The vision is made concrete through comprehensive values that specify intentions and attitudes to the physical structure’s three building blocks – routes, places and development:
THE VISION AND VALUES together create Varvsstaden’s identity. The vision is made concrete through values that specify intentions for and attitudes towards the physical structure’s three building blocks – routes, places and development. To create an urban environment that can live up to this vision, all three building blocks must inter-act with each other. Varvsstaden’s unique structure arises when they are intertwined and support each other.

*1
Networked and inviting routes
Varvsstaden breaks down existing barriers and is linked to existing networks in the city so that a flow is created through and within Varvsstaden. The district is a contiguous continuation of its surroundings and reflects their character and routes. The area’s routes are multifunctional and prioritise pedestrians.

*2
Curious and challenging places
The public spaces create Varvsstaden’s urban life and contribute to social viability by offering places where people can stop, meet and be together in a safe, interesting and accessible environment. Varvsstaden’s places form a network of attractive meeting places with urban, green spaces offering contrast-rich meetings between old and new elements. These meeting places will be Varvsstaden’s lifeblood and human-centred design is being applied.

*3
Historic and innovative development
Varvsstaden’s structure is being developed with high ambitions regarding both design and sustainability. It builds further on the atmosphere of innovation and enterprise that has characterised the area throughout its history. Existing buildings are being reused and adapted to new functions and form the basis of the unique structure of Varvsstaden. Both new and old buildings open onto and support the public spaces and house a mix of functions, which contributes to creating a contrast-rich Varvsstaden.
Value plan
Varvsstaden

The value plan provides the basis of Varvsstaden’s structure. Main routes and places form the framework for the development, which fills the district with a robust and mixed content. The overall structure is laid down in the value plan, while the city blocks between the routes and places can be flexible over time.

Varvsstaden’s three building blocks – the routes, the places and the development – interact and create a unique, characterful and contrast-rich structure. The building blocks obtain their character from their context. They form a web of different functions and characters and together create a unique whole with an exciting content. It has been established that the routes, places and functions stated in the value plan are to be located in Varvsstaden, but the exact location of the majority of the building blocks is flexible.

DEVELOPMENT FACTS
• Development ratio minimum 1.5
• Mixed urban: housing, businesses, service, retail, multi-storey car park, public attraction
• At least 50% housing
• Around 1,500 homes
• Around 5,000 workplaces
• A school (preschool–year 9)
• Two preschools
• Occupation 2014

VARVSSTADEN WILL BECOME AN IMPORTANT LINK IN MALMÖ
Varvsstaden is located on the former Kockums site in Västra Hamnen and is a key urban development area in Malmö. A total of 1,500 new homes and 5,000 new workplaces are planned, which are to be combined with a school, preschools and retail. A large public space in one of the existing ship construction buildings, Varvshallen, will be Varvsstaden’s signature. Varvsstaden has good opportunities for becoming a lively and attractive district by acting as a link between Västra Hamnen and Malmö city centre.

TIMELINE
Varvsstaden will be developed over a 20-year period. The first transformation has started with the remodelling of the historically interesting buildings that are now SVT’s new premises. Media Evolution City, a meeting place for media companies, is set for completion in 2012. The next stage is a local plan for housing and businesses in the area around Maskinverkstaden, where first occupation is scheduled for 2014.
STRATEGIES

STRATEGIES FOR ACHIEVING the values have been developed to provide guidelines for the physical design. These strategies deal with the character and function of the three building blocks – routes, places and development. They are described in words, illustrations showing principles and reference images to provide guidance and ensure qualities for the continued work together with the value plan.

VARVSSTADEN’S THREE BUILDING BLOCKS

1. ROUTES are links to, from and through the district. These routes populate and contribute to the active city.

2. PLACES are the public spaces that contribute to meetings in the city and form the basis of urban life. These places exist for everyone.

3. DEVELOPMENT is both building and function. The development encloses and contributes to activity in routes and places.

STRATEGIC PROJECTS AND TOOLS

THE STRATEGIC PROJECTS require an extra focus early in the process and are crucial for the integration of Varvsstaden with its surroundings, as well as providing the necessary conditions for achieving the vision. The strategic projects are: Varvshallen, Public Transport, Bridges and the Quay Route.

THE TOOLS consist of further studies that must be carried out for the area as a whole, such as density and urban greening studies, and formal planning tools, such as local plans, planning permission and quality plans.
The planning programme has been developed in collaboration between the City of Malmö and the landowner Peab Sverige AB. The participants are Tegnestuen Vandkunsten and White Arkitekter AB. Illustrations developed by White Arkitekter AB.

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