

Travbyen

A sustainable
neighbourhood in
the Capital of Children

Values Programme
March 2022





A sustainable neighbourhood in the Capital of Children

KIRKBI wishes to contribute to the development of Billund as a city and as the Capital of Children. For that reason, we have decided to invest in Billund Trotting Track and to develop the area into a new sustainable neighbourhood through the coming years.

It is our ambition that the new neighbourhood will help increase Billund's cohesiveness by developing infrastructure for children, pedestrians and cyclists and new playful urban spaces, in which citizens of Billund can gather. The new neighbourhood should also attract more citizens and support the growth of companies in Billund.

The new neighbourhood will be built at a time where sustainability is the essential for building a good future for everyone. That is why we want to create a neighbourhood where we take responsibility for the climate, for nature and for each other. Because being the Capital of Children also means committing to being the capital of our grandchildren. It is our common responsibility to ensure the future generations' ability to play, learn and live, when we develop our city.

The new neighbourhood

- Built from 2022
- Developed by KIRKBI in collaboration with citizens and stakeholders
- Certified DGNB Gold
- 400-600 housing units
- Primarily car free neighbourhood with central parking garages
- Large biodiverse public park
- Small stores and creative workspaces
- Playful urban spaces
- Play Campus
- Community house and facilities for sharing
- Day care institution

Building on values

First life, then spaces and finally houses. That is how Gehl Architects describe the approach to urban development that we have chosen to follow in the development of the new neighbourhood on the Trotting Track. In order to do that we have developed this values programme.

The values programme describes the values and targets which will help ensure that the new neighbourhood will have a positive impact on both future residents, Billund and the world. The values programme also describes the first concrete initiatives; urban spaces, buildings and approaches to urban development that we will prioritise to bring our values to life.

The values programme is developed by combining KIRKBI's purpose of investing in Billund with the needs and wishes of city stakeholders, citizens and future residents.

During 2021 we have interviewed city stakeholders, met with citizen groups, hosted an open Vision Day at the tracks and completed an online survey among citizens and employees from companies in Billund.

The values programme is not intended to be a manual or a recipe but rather a common starting point for the development of the new neighbourhood in an open collaboration between children, teenagers and adults in Billund and a diverse group of creative and innovative professionals.



The values programme and the masterplan are the two main programmes that combined will guide the overall development of the neighbourhood.

The two programmes will guide the development of the coming programmes for sustainability, play and quality and later the specific building programmes.

Values

Travbyen will be realised by working with four core values. The values describe the main targets for the neighbourhood development and how we hope to make a positive impact for the residents, the city and the world.

The values will be used for developing and designing the urban spaces, buildings, housing, institutions, common facilities etc. The values will not define, what buildings or urban spaces should look like or how big they should be, but rather what effect we hope to achieve. The programme is developed to be a starting point for dialogue and co-creation about how to bring the values to life.

On the following pages, we will describe the main elements and initiatives we plan to prioritise in the first phases of development to help values come to life. We hope the coming process will lead to many more ideas.

Play is for everyone

We want to create a neighbourhood where play enhances your quality of life no matter your age.

A balanced everyday life

We want to create a neighbourhood where people, nature and city are in balance and where living a sustainable life is easy.

Communities for you

We want to create a diverse neighbourhood with a strong community, where people interact and it is easy to contribute.

We'll meet in Billund

We want to develop the neighbourhood together with Billund, strengthen existing connections and invite the world to explore the Capital of Children.



Play is for everyone

We want to create a neighbourhood where play enhances your quality of life no matter your age. To play means to move, be creative, find your passion or just having fun together. To play is a way to learn and grow throughout life – and we want to create every opportunity for that in Travbyen.

For the residents

We want to enhance the well-being and personal development of the residents by incorporating play in housing, urban spaces, shops, common facilities etc.

We want to create a playful architecture with distinctive houses that interact with each other and stand out with each their expression.

For the city

We want to create more possibilities for play in its broadest sense for children, teenagers and adults in Billund.

We want to make it easy to experiment and start something new, whether it be a business, a creative workshop, a cultural event or a social initiative.

For the world

We want to create a Play Campus, where children, teenagers and adults in Billund as well as the city's visitors can gather around play.

We want to bring together companies and organisations working with play and learning and create an international knowledge and innovation centre.



Play is for everyone – initiatives

To help the values come to life, we will prioritise these main elements and initiatives in the first phases:

Playline

Playline will be an urban space with countless possibilities for play. In collaboration with Billund Municipality, the entire Playline will be upgraded to make it easier and more fun to move through the city by foot or bike and to connect the new neighbourhood with the rest of Billund.

PLAY Campus

Play Campus will be a new meeting place in the Capital of Children with experiences, exhibitions, workshops and conferences about play. CoC Playful Minds will move in and we will invite other companies and organisations specialised in play and learning to be part of creating a new experience and knowledge centre for play.

PLAY Campus will be both a professional innovation environment and an open and inviting place where children, teenagers and adults can gather around new play experiences. A place where you can co-create new products and approaches for incorporating play in everyday life and together test these in the streets and squares of Travbyen.



Play as a design driver

Travbyen will be developed based on knowledge about learning through play. Besides the usual building programmes that describe what will be built and how, we will develop a programme for play that will describe how to integrate play in housing, urban spaces, stores etc. Not just for children but for all ages. Children and teenagers will be involved as co-designers, invited to participate in the neighbourhood development alongside architects, engineers, entrepreneurs, craftsmen and all other professionals that are required for the development. Combined with the programme for play, the co-creative process will help ensure that Travbyen will be a place where play, creativity and curiosity bring quality to everyone's everyday life.



The city's movement

Travbyen will make room for new urban types of sports and physical experiences that are not currently available in Billund. It could be skate boarding, climbing, yoga, dancing, disc golf, cross fit or something entirely different. The city's movement could unfold next to and around Playline or maybe take over the roof or facades of one of the neighbourhood's parking garages.

A balanced everyday life

We want to create a neighbourhood where people, nature and city are in balance and living a sustainable life is easy. We want to help lead the sustainable transition by building with a low carbon footprint, strengthening the area's biodiversity and supporting a sustainable everyday life.

For the residents

We want to make the sustainable choice the most attractive choice by providing optimal conditions for biking, establishing sharing solutions and sharing knowledge about sustainability.

We want to create facilities for urban farming and for keeping animals. We want to support residents' activities and businesses which are promoting recycling, repair, leasing etc.

For the city

We want to give nature space to thrive in a large part of the area, strengthen biodiversity and incorporate nature on facades, roofs and in urban spaces.

We want to contribute to Billund Municipality's ambition to become climate neutral in 2050 by minimising the neighbourhood's need for supplies and utilities.

For the world

We want to minimise the neighbourhood's climate footprint by choosing materials with a low carbon footprint, designing energy efficient buildings, choosing circular solutions so that buildings can be disassembled and reused and by supporting a sustainable behaviour among the residents.

We want to optimise the use of square metres so that buildings become multi-functional, and to promote sharing solutions instead of individual use.



A balanced everyday life – initiatives

To help the values come to life, we will prioritise these main elements and initiatives in the first phases:

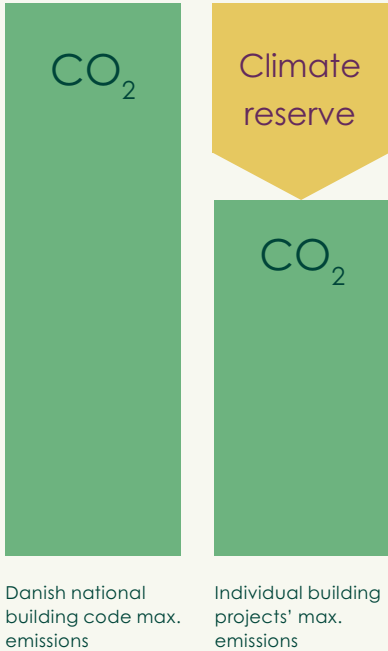
The green heart

Travbyen will have a large, green heart where nature can thrive. The green heart will make up about half of the area and will grow in between the buildings that are arranged around smaller green courtyards. The green heart will strengthen the biodiversity in the area and give the residents the opportunity to live an everyday life in close contact with nature. The green heart can have campfire sites, shelters, community gardens with small farm animals and facilities for educating in sustainability, biodiversity and ecosystems in the middle of nature.

Climate targets and climate reserve

Travbyen will have a climate footprint significantly below the targets set in the Danish national building regulations. We will ensure this by building in natural and recycled materials and by designing buildings for disassembly, so that parts and materials can be reused. We want to set an ambitious target for both the carbon footprint per built square metre and per resident/user so that we can focus on reducing the carbon emissions from materials, processes and maintenance of the construction and at the same time on optimising the use of the square metres we build.

A designated climate reserve will ensure that the individual building projects in Travbyen can choose solutions that result in a low carbon footprint even if they have a larger cost up front. The climate reserve can also support the implementation of new, innovative sustainable solutions that have not yet been tested and realised in a large scale, but are believed to have great potential to influence the future building industry in Denmark.



A sustainable lifestyle

Travbyen will make it easy, natural and fun to live a sustainable life. We want to create access to knowledge and tips about leading a sustainable lifestyle e.g. waste sorting, energy consumption or climate friendly shopping alternatives. The neighbourhood will be designed for bikes and pedestrians with common parking facilities for electric cars and car sharing. The residents will be supported in facilitating sharing options for food and everyday consumption and we will establish smart community solutions for sharing guest rooms, flexible work spaces etc. so that you can minimise your individual square metre use and the carbon footprint associated with it.

Communities for you

We want to create a diverse neighbourhood with a strong community, where people interact and it is easy to contribute. Billund is a global village with more than 15% international citizens. Travbyen will have a diverse resident profile reflecting Billund's diversity, a variety in housing options and resident driven meeting places that promote communities that bridge generations and nationalities.

For the residents

We want to create a resident-driven neighbourhood with inclusive meeting places that give people opportunities to express themselves, create something and meet across traditional borders.

We want to create new community-oriented housing options that are not available in Billund today.

For the city

We want to reflect Billund's diversity by promoting a community of all ages and different social, cultural and economical backgrounds.

We want to create the framework for new informal and community-based sports and cultural activities that can supplement the existing options in Billund.

For the world

We want to create an equally accessible and cultural diverse neighbourhood where people from all over the world feel at home and have the possibility to contribute to the neighbourhood community.



Communities for you – initiatives

To help the values come to life, we will prioritise these main elements and initiatives in the first phases:

Small, medium and large communities

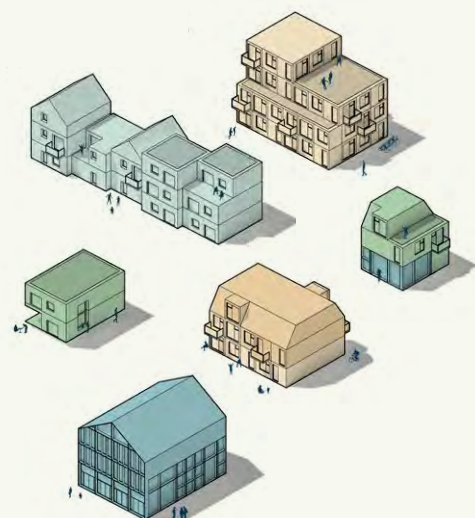
Travbyen is designed as communities in different scales. Each housing cluster has its own courtyard where neighbours can interact. The clusters are arranged around cozy car free streets and squares, where children can play and residents meet. Travbyen's residents, the citizens of Billund and the city's visitors will meet and interact in the larger urban spaces, on Playline and in the green heart.

Community house

The community house will be the corner stone of the local community. This is where social activities will take place, like community dinners and cultural events or smaller activities like craft workshops and creative productions. The community house will be placed at ground floor on Playline and by the urban spaces to make it easy to move outside. The spaces will be flexible and could also host residents working from home, creative projects or business meetings.

A variety in housing

The neighbourhood will have a variety of housing designed for different types of residents – seniors, singles, young couples, families with children or different family constellations. The neighbourhood will have housing options that are not available in Billund currently. It could be urban villas, co-housing for seniors and families, housing combined with business spaces for freelancers and new types of DIY buildings, offering creatives the opportunity to create something truly special. The clusters will consist of a variety of housing types making it easy and natural for the residents to mix and interact in their everyday lives.



Residents association and community reserve

The community in Travbyen should be developed, grown and managed by the people who live there. That is why we will establish a residents association so that the residents will have a substantial influence on the development of urban spaces, activities and common facilities.

We want to establish a community reserve managed by the residents association. The reserve will support initiatives and temporary activities that can bring the neighbourhood values to life, strengthen the community and support a sustainable lifestyle. It could be anything from a neighbourhood picnic to a flea market or maybe starting up a brewery, a repair café or a communal garden. The reserve will engage the residents and users and help them grow a strong and inclusive sustainable community from the beginning.

We'll meet in Billund

We want to develop the neighbourhood together with Billund, strengthen existing connections and invite the world to explore the Capital of Children. Travbyen will help generate new connections and meeting places in Billund and will be developed in an open and interdisciplinary process where children, teenagers and adults develop ideas and solutions in collaboration with professionals from all over the world. In this way, Travbyen can become a signature project in the Capital of Children.

For the residents

We want to develop the neighbourhood in collaboration with the citizens of Billund and the future residents and users.

We will develop flexible urban spaces and buildings that can adapt to new ideas and activities that the residents want to try or experiment with.

For the city

We want to strengthen Billund's connections for children specifically and for pedestrians and bicyclists in general.

We want to create a mixed neighbourhood with housing, offices, businesses, institutions and a local environment with shops and cafés that supplement the city centre.

We will aspire to grow new partnerships with local learning institutions, public stakeholders and companies.

For the world

We want to create a signature project in the Capital of Children where the city's visitors can experience an entire neighbourhood based on knowledge about learning and play.



We'll meet in Billund – initiatives

To help the values come to life, we will prioritise these main elements and initiatives in the first phases:

A mixed neighbourhood

Travbyen will be a mixed neighbourhood with housing, cultural initiatives, urban spaces and businesses that strenghten Billund's profile. The upgraded Playline will make it easy, safe and fun for children, pedestrians and bicyclists to get around the neighbourhood and all of Billund. Businesses, culture and open functions will be placed on Playline so that the urban life is concentrated there. The neighbourhood shops will be small, local and specialised so that they supplement – and do not compete with – the shops and experiences in the city centre and so that Travbyen will develop its own identity as a new meeting place in the Capital of Children.



The free floor

The ground floor towards Playline will be designed as an open, free and flexible floor so that the creativity and energy of the neighbourhood can flow out into the streets and generate an atmosphere of creativity, play and transparency.

This is where people visiting or living in Billund will meet the residents of Travbyen. It could be in the community house, in a gallery or a start-up company, the local farm selling local organic products or the cozy local café.

Dialogue and co-creation

Travbyen will be developed in dialogue with the citizens of Billund and the future residents. We will invite everyone to join an open process, where citizens and professionals find the right solutions together. Already before and while the neighbourhood is built, we will co-create, design and build temporary versions of Playline and the green heart with the city's children, teenagers and adults. In that way we can test ideas and solutions and find out if they are creative wild shots or have the potential to become permanent assets in the neighbourhood and in Billund. The temporary activities will be developed in local collaborations with experts and engaged citizens who want to make a difference.





By Andel and Gehl for KIRKBI.
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