



# Crafting Keldur

- Where Art, Science and Recreation Unite

# Growth Strategy

Developing Reykjavík, a rapidly growing city focusing on sustainability, quality of life and international competitiveness.

Emphasizing urban mixed-use corridors and installation of Borgarlína, a high-quality Bus Rapid Transit system, the spine in a carbon neutral city and backbone of urban development.



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# Keldur Development Area in Reykjavík

Development of the Keldur Area is a major step in creating a contiguous urban fabric on a part of the main development corridor in Reykjavík.

Aiming for an exciting, modern urban quarter for approx. 13,000 residents and 8,000 workplaces, focusing on eco-friendly transportation and land-use around three transit stations.



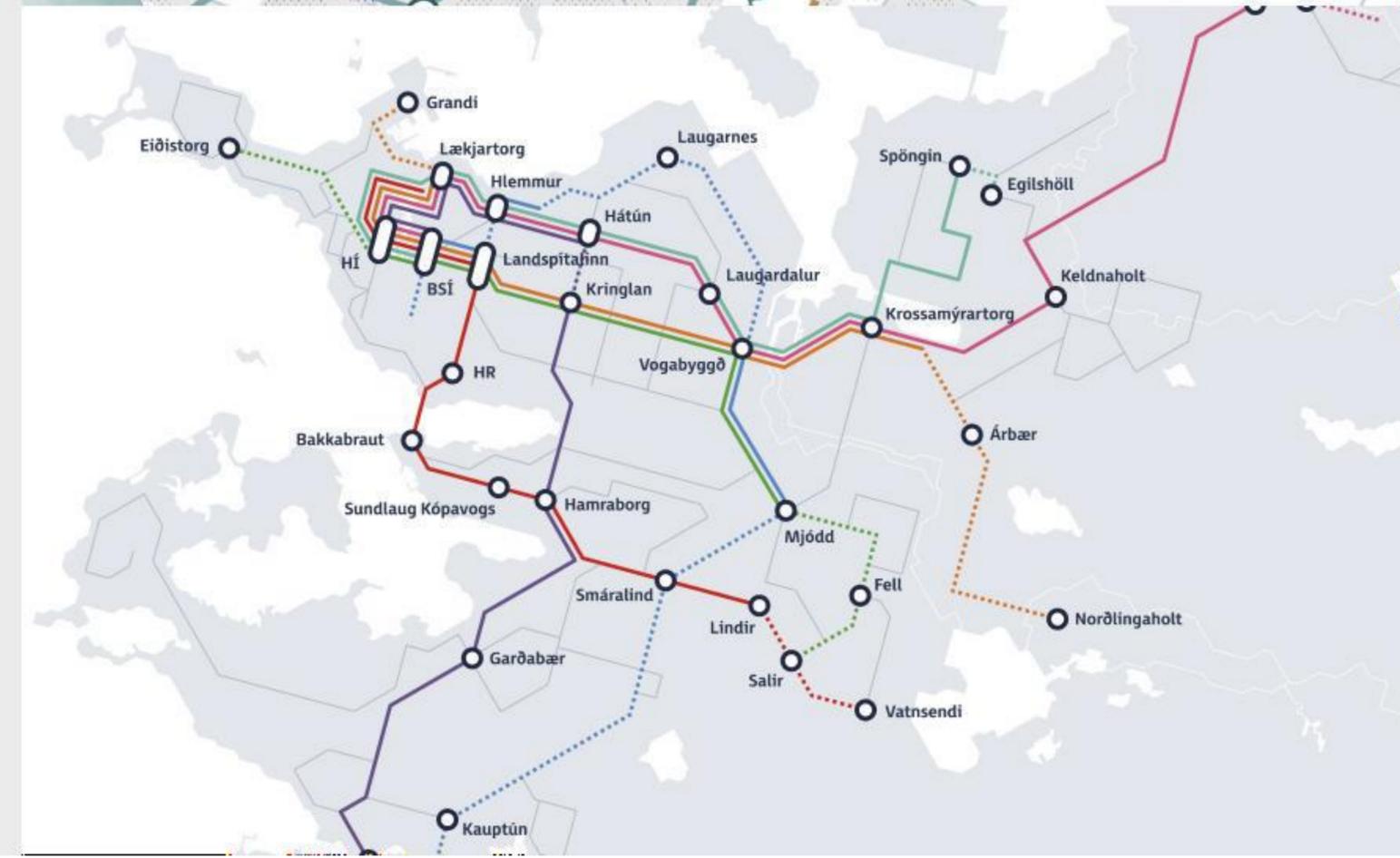
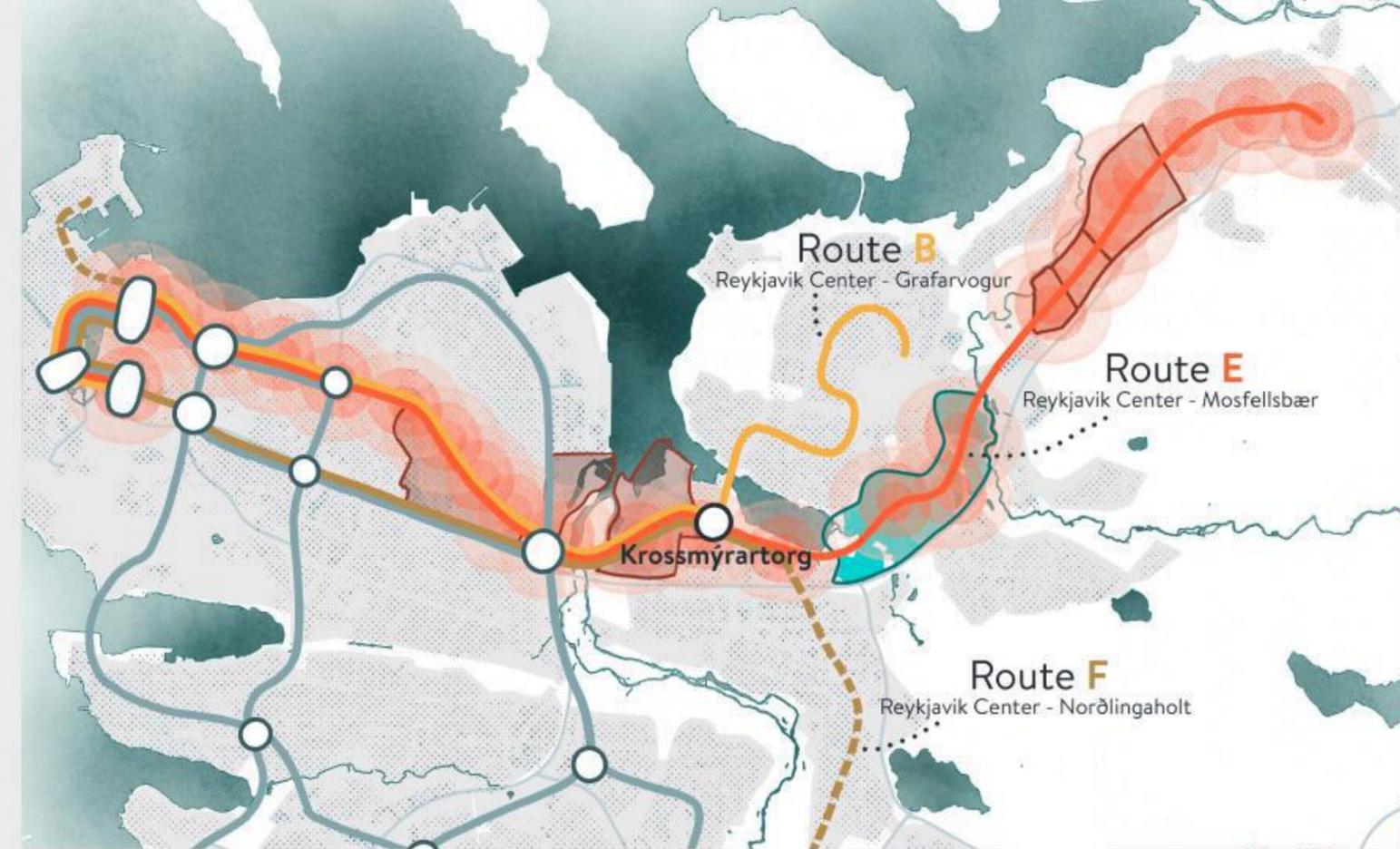
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# Borgarlína Main Route

Served by Borgarlína BRTs main route, from the city center and the main commercial areas of Reykjavík through Keldur continuing to the eastern part of the capital area.

With a frequency of 7–10 minutes, travel time with Borgarlína between Keldur and the old city center will be 20 minutes.



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# Long Term Commitment

Transport for the Capital Area, owner of Keldur Area, is a public company incorporated to invest in major transport infrastructure projects in accordance with the Capital Area Transport Pact, a long-term investment plan and strategy.



The development and sale of the Keldur Area is a part of financing the infrastructure investment.

All profits from the development will go entirely to funding a portfolio of transport infrastructure projects in the capital area, including the BRT system running through Keldur.

# International Competition

Strategic Urban Plan for Keldur – International competition held by TfCA and the City of Reykjavík in 2023.

Jury of international experts selected five proposals out of 36 to continue to the second step.



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# The Site





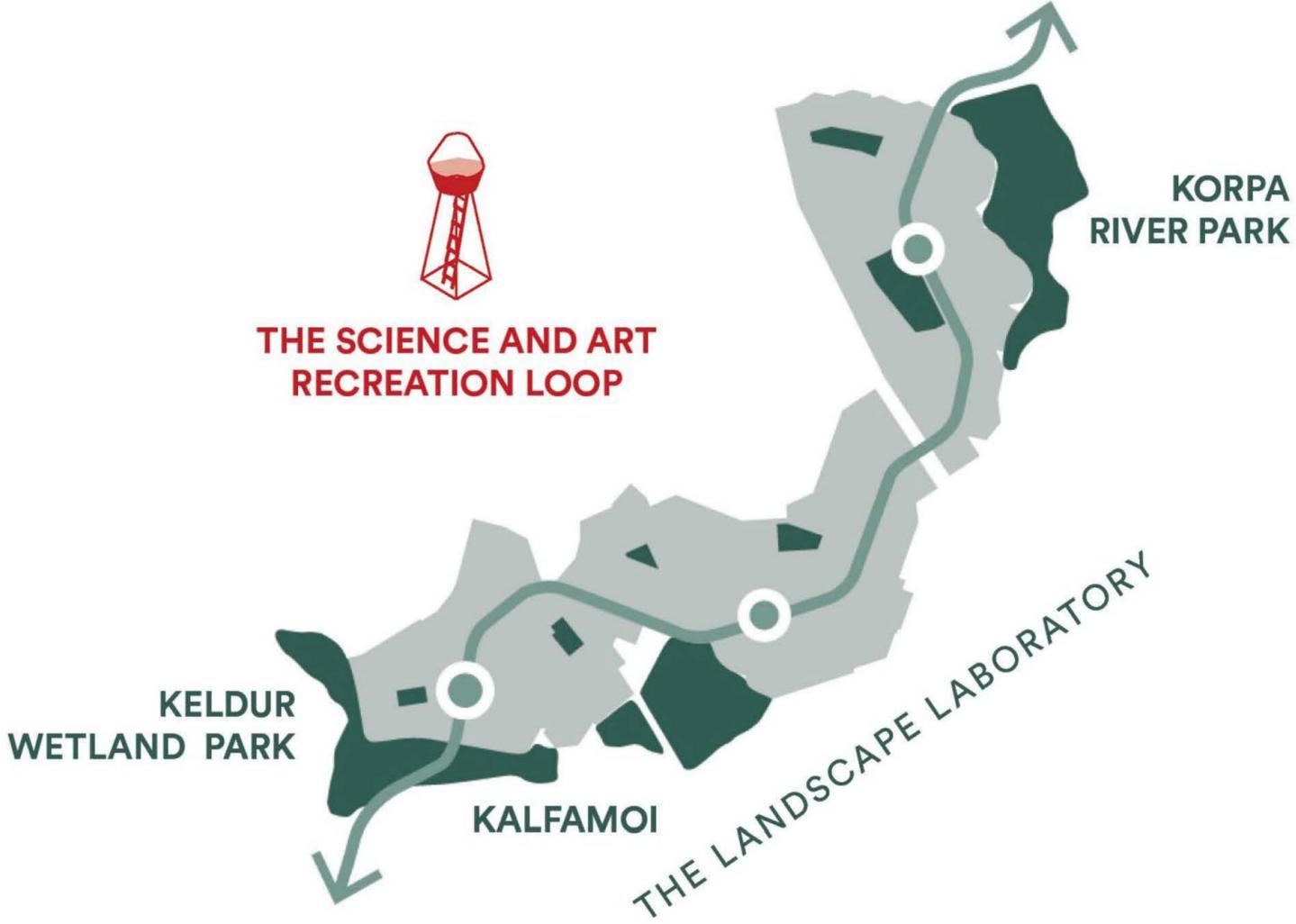


# **A Creative & Vibrant District Close to Nature**

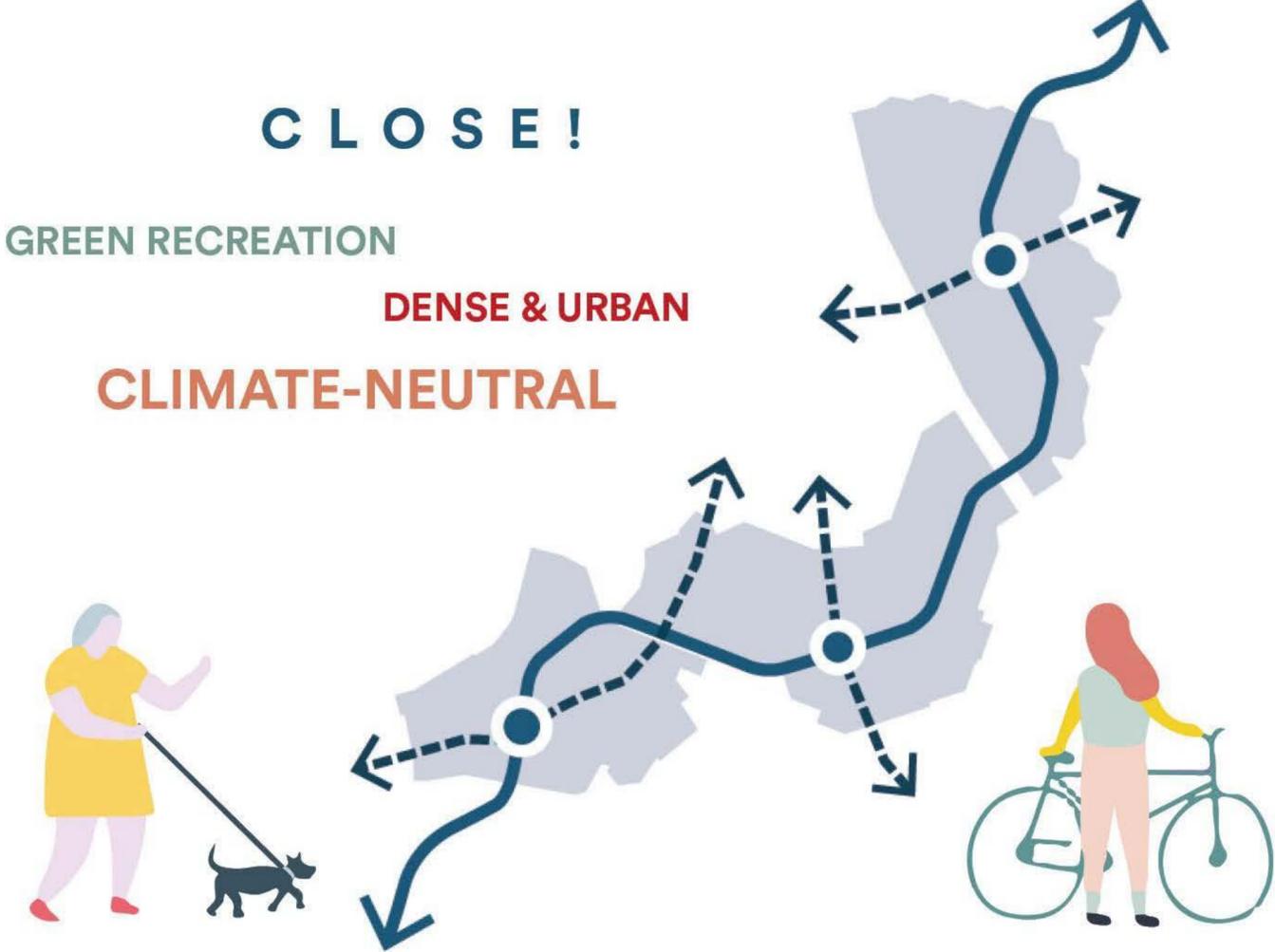
# Dense Clusters along Borgarlína - the Connecting Spine



# Close Attractive Green-Blue Structure



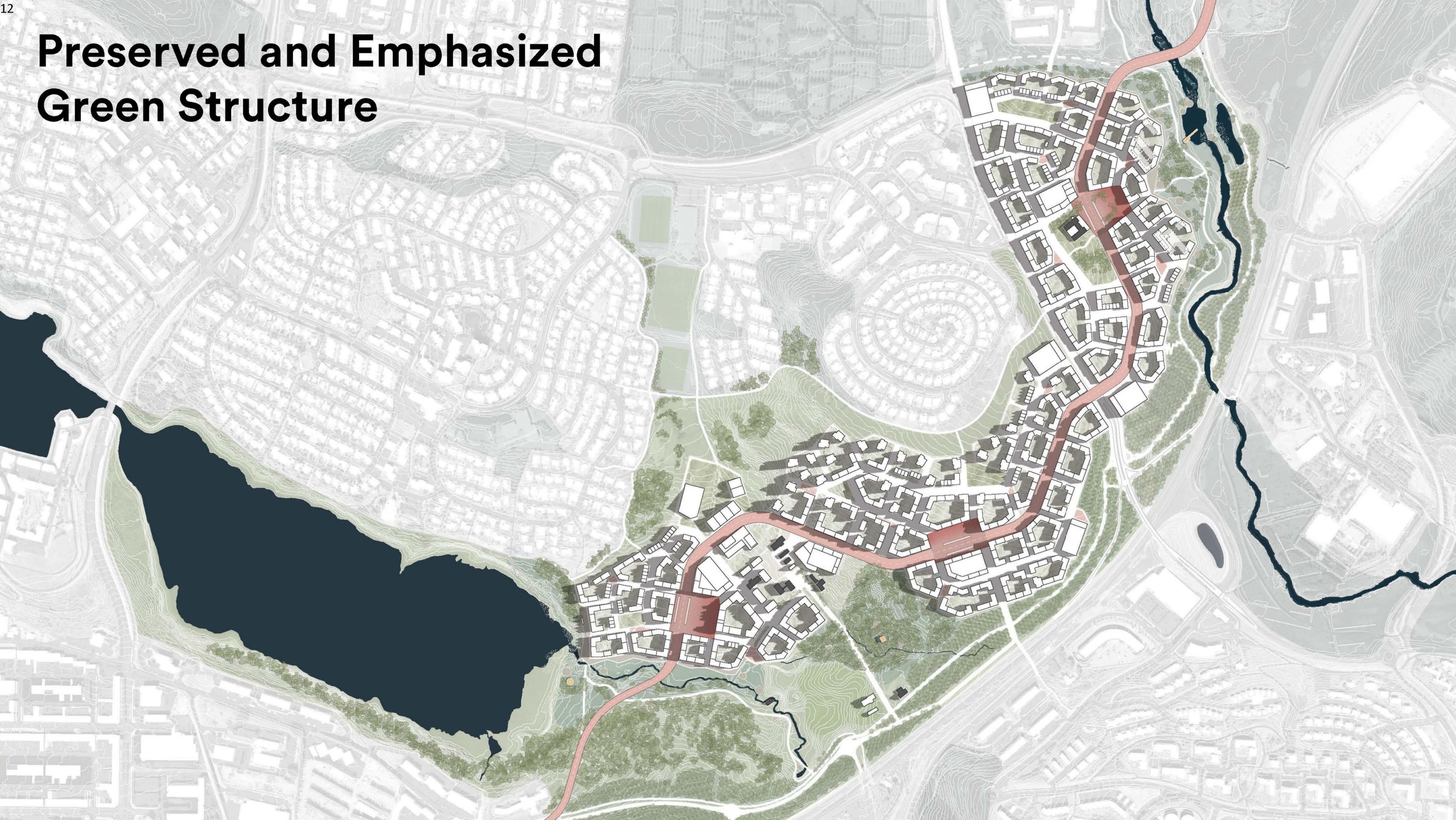
# Sustainable Everyday Life with Zero CO<sub>2</sub> Footprint





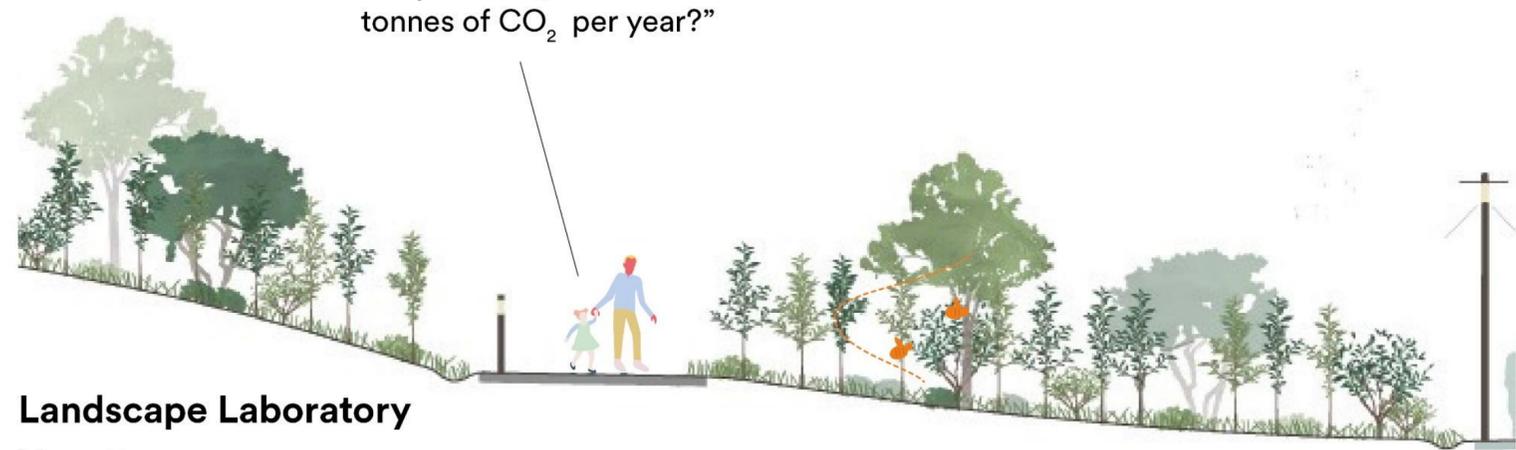
# **Site Specific Urban Adaption to the Landscape**

# Preserved and Emphasized Green Structure



# Increased Biodiversity

"Did you know that The Landscape Laboratory of Keldur has a great biodiversity and sequesters almost 100 tonnes of CO<sub>2</sub> per year?"



**Landscape Laboratory  
Year 5**

"I remember planting this 50 years ago!"



**Landscape Laboratory  
Year 50**

# Developing Green Structure



Keldur Wetland Park



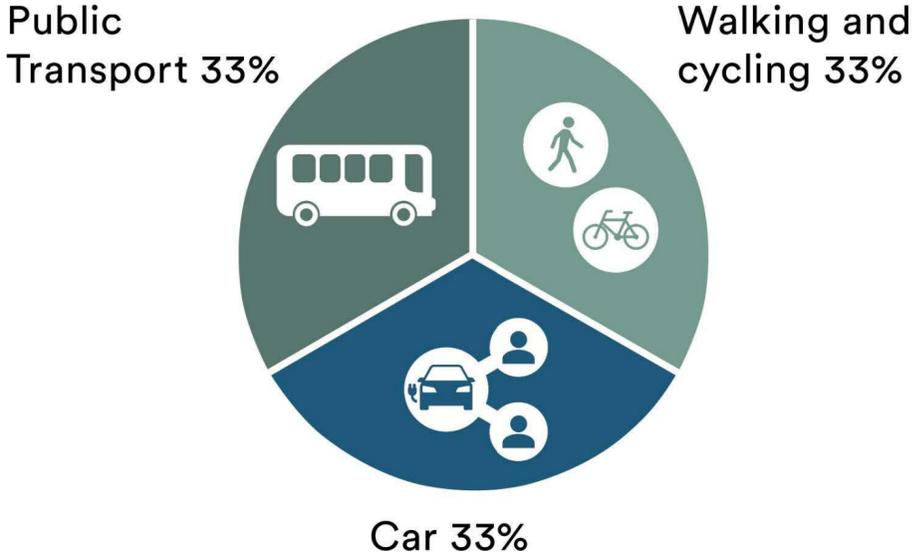
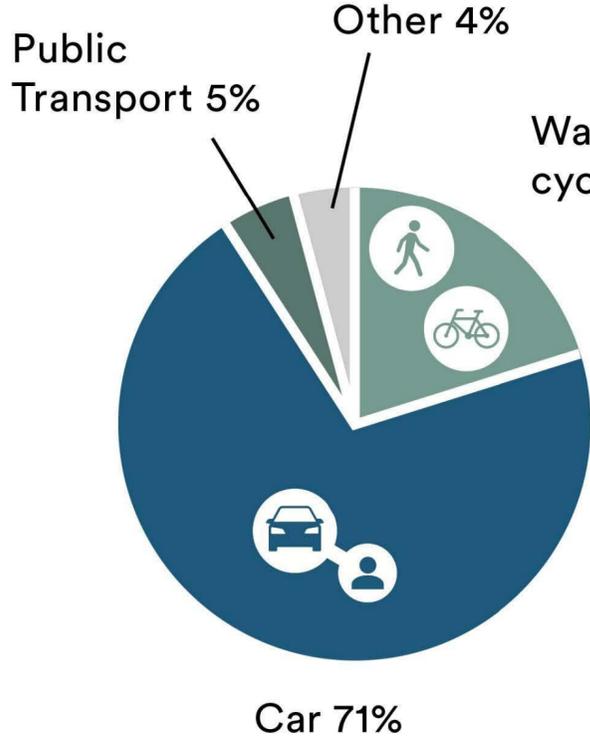
Kalfamoí Borgagarden



Korpa River Park

**Sustainable Everyday Life  
with a zero CO<sub>2</sub> Footprint**

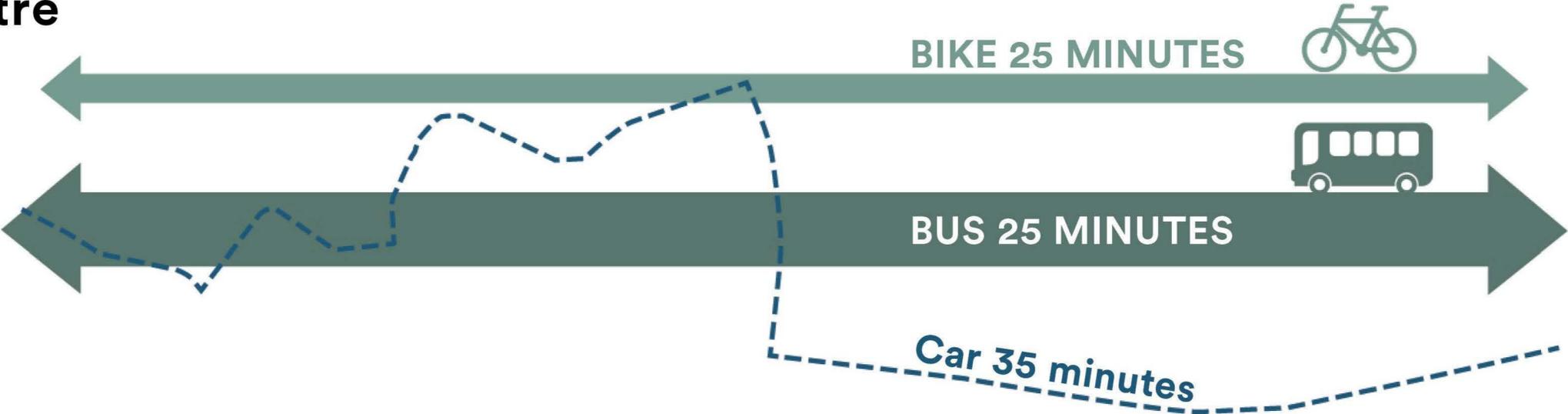
# A Shift to Sustainable Mobility



# Competitive Sustainable Transportation

Reykjavik  
City centre

KELDUR



BIKE 25 MINUTES

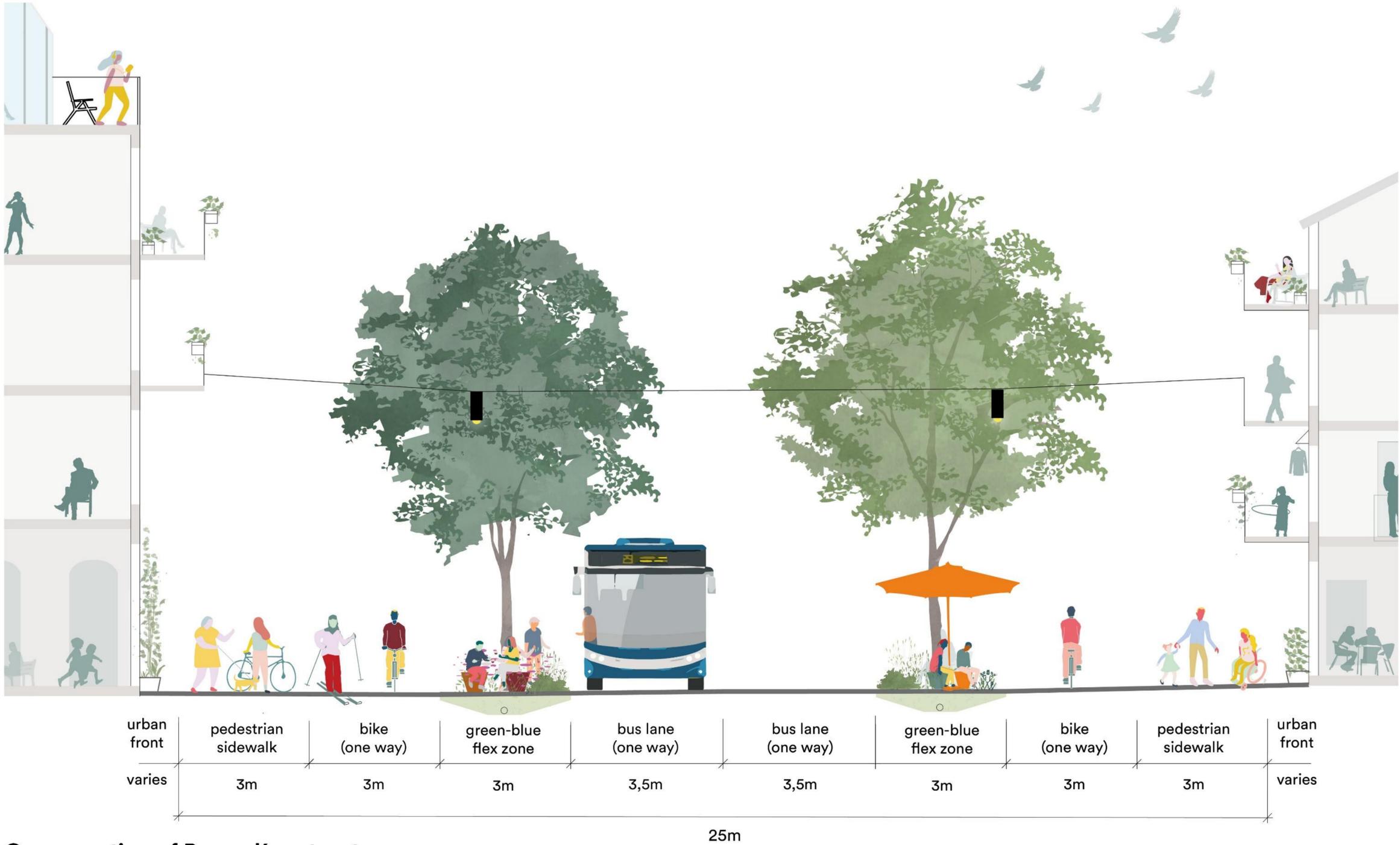


BUS 25 MINUTES



Car 35 minutes

# Prioritizing Cycling, Walking and Bus Travel

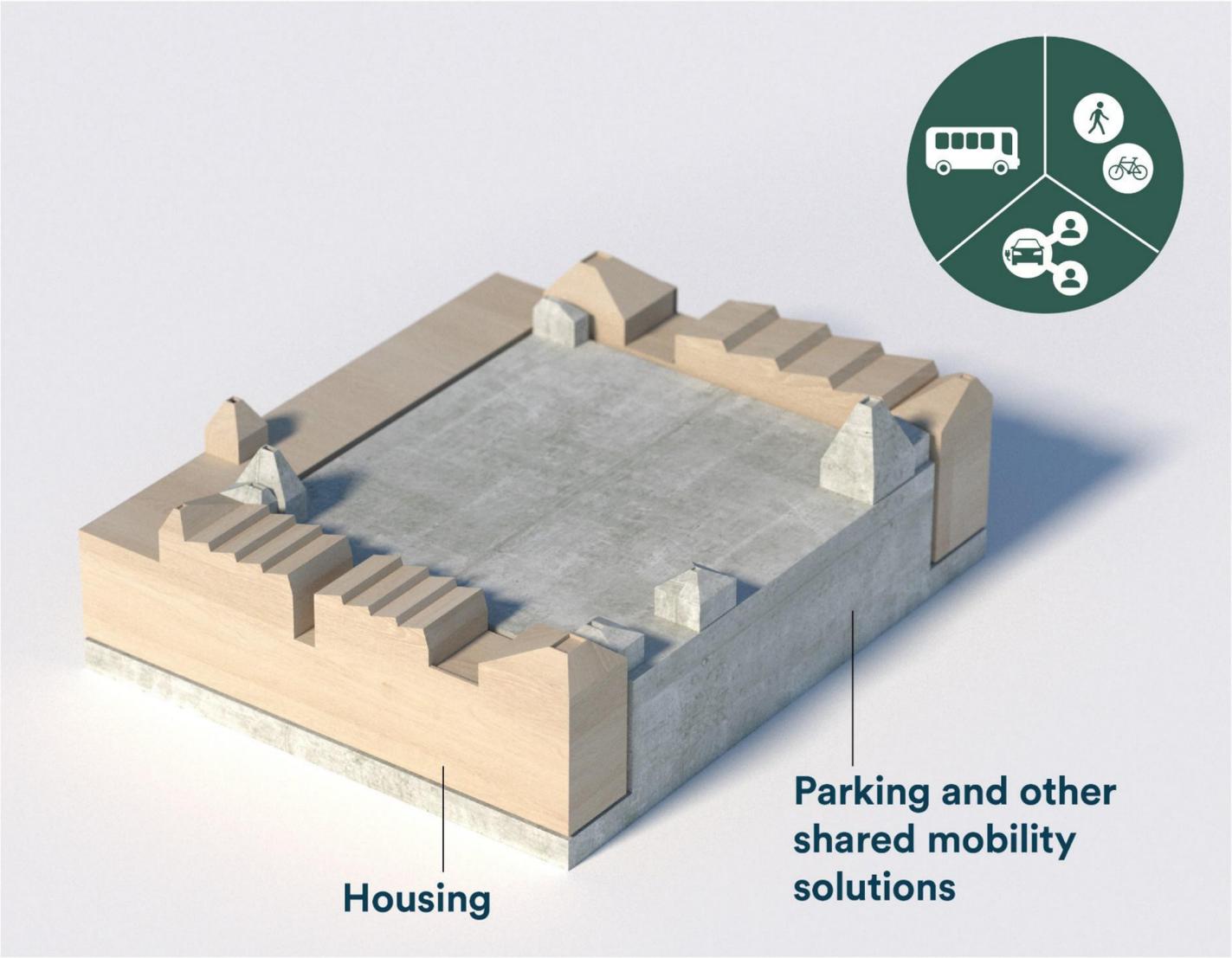


Cross-section of Borgarlína street

# Future-Proof Mobility Solutions



Example of well-integrated Mobility Hubs.



# Public Transport as the City Life Generator

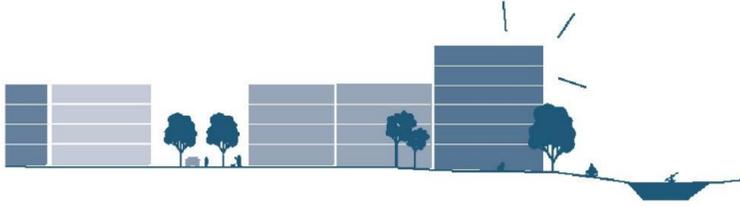
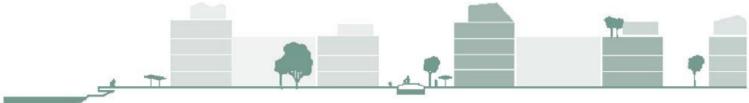
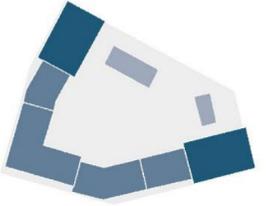
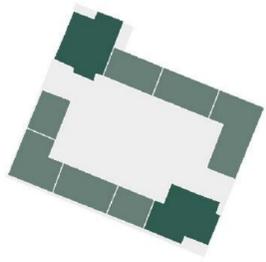
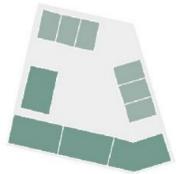


**Dense in a Sustainable  
& Inviting Way**

# Human in its Scale



# Three Unique Characteristics



The Canal Quarters

The Hilltop Neighbourhood

The River District

# The First Borgarlina Station



# The Road Ahead

Coordinated process with  
the City of Reykjavík.



## 2023

- Strategic Urban Development Plan
- International Competition

## 2024–2026

- Further development of proposal
- Formal Planning Process
- Local masterplan and first detail plans
- Pre-market engagement

## 2027+

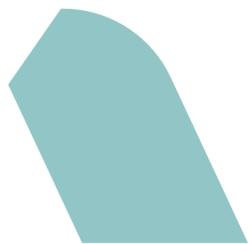
- Infrastructure construction
- Borgarlína BRT street and stations, other main streets and utilities
- Call for individual project delivery proposals for the first phases

## 2029–2035+

- Residential and Commercial Real Estate construction, approx. 800,000 m<sup>2</sup>
- Call for individual project delivery proposals for the next phases



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# Market Engagement

A strong and accumulated demand for housing in Reykjavik should make a large-scale project like Keldur attractive to both Icelandic and International investors/developers.

TfCA is preparing an informal market engagement to test interest to see if experienced , committed investors, developers and other key partners are engaged and interested in Keldur.

A formal stage of project delivery, likely progressed through specific requests for formal proposals for individual development opportunities on building plots of various sizes and scales.

Expecting to start seeking formal proposals in late 2026, for the first phase of Keldur, from teams of investors, designers and construction companies via the OJEU.



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# **Welcome to Keldur**

**Betri Samgongur – City of Reykjavik – Fojab architects**