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URRIDAHOLT BUSINESS PARK MASTER PLAN WINS BSA URBAN DESIGN AWARD

For Immediate Release

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Arrowstreet is pleased to announce that the Urridaholt Business Park Master Plan is the recipient of the 2007 Citation from the Urban Design Committee of the Boston Society of Architects (BSA). This award honors work that reflects a high level of urban design excellence.

Urridaholt is envisioned as a gateway between the seaside community of Garðabær, Iceland and the island's vast inland nature preserve. The development is organized around civic and family-oriented recreational uses on a hilltop. The hillside will have its own "Green Scarf" leading through the landscape to Lake Urridavatn. At a more intimate scale, a network of sidewalks and paths knit neighborhoods together. The design team emphasized the creation of a walkable community with pedestrian friendly streets and sustainable drainage systems to protect the environmental quality of the lake's watershed.

Development pressures in Iceland are similar to those in the US in the later half of the 20th century. As the current population embraces the automobile, suburban sprawl is expanding throughout the greater capital area. Urridaholt presents an opportunity to reverse this trend. The new plan will recall the walkable character of the central core of downtown Reykjavík. Increased residential density and mixed uses will be integrated with sustainable urban design strategies.

Arrowstreet is a multidisciplinary design firm based in Somerville, MA. Since 1961, the firm's designs have been based on a unique approach: look beyond traditional architectural and planning concerns into the underlying political, economic, and social issues which affect the success of a project.

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