

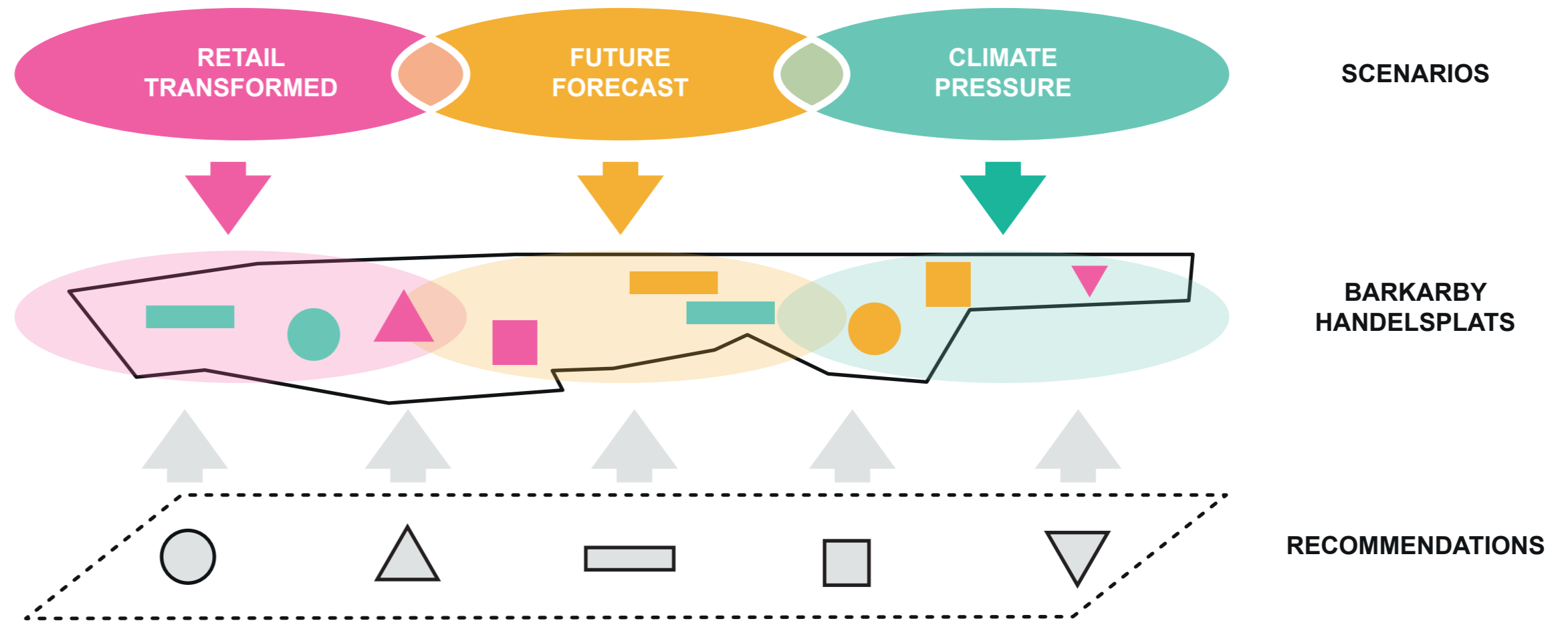
Navigating the Development of Barkarby Handelsplats

INTRODUCTION

PROJECT DESCRIPTION

Barkarby Handelsplats is one of Järfälla municipality's most famous attributes and draws thousands of visitors each year. Despite Barkarby Handelsplats' prosperity, it can not remain in its present form and function forever. Global trends and external changes will put inevitable pressure for development and the car dependent consumption hub does not resonate well with the municipality's sustainability goals. Therefore this report will look into possible future developments for the area by creating three separate future scenarios for 2050. The scenarios are based on current global trends,

with one forecasting scenario and two "what if" scenarios exploring large scale retail and climate transformations. The aim of this project is to investigate these potential futures and evaluate their consequences on Järfälla. The scenarios are therefore analysed in relation to Barkarby Handelsplats, looking into their respective opportunities and challenges. From this, it is explored how Järfälla municipality can navigate the future, responding effectively to potential risks and embracing emerging opportunities.



FUTURE FORECAST

In this scenario, the global growth imperative has remained stable, and the focus on generating economic growth continues to be the determining factor of urban development. Sustainable transportation and logistics sees progress alongside increased second-hand shopping and eco-friendly products due to a moderate shift in consumer behavior. Despite

this, big box stores persist, upholding car-dependent retail structures. Climate change has caused some changes to the weather patterns, biodiversity decline, and a 1.5°C global temperature increase. Additionally, automation and AI has lead to some changes in the job market, with less need for in-store service.

RETAIL TRANSFORMED

In this scenario, society has experienced significant changes in consumption patterns and consumer behaviour. E-commerce is now completely dominating the retail sector. Spurred by individualization, experiential shopping with showrooming and show production is the norm to make brands tangible and interactive. Thereby, the role of the physical store

has shifted from primarily being the sales point of goods, to now being a point for the experience and exhibition of goods. Due to the prominence of e-commerce, the need for logistics services has surged, requiring an extensive network of pick-up points. Pick-up points have emerged as hubs and convenient meeting places for urban dwellers.

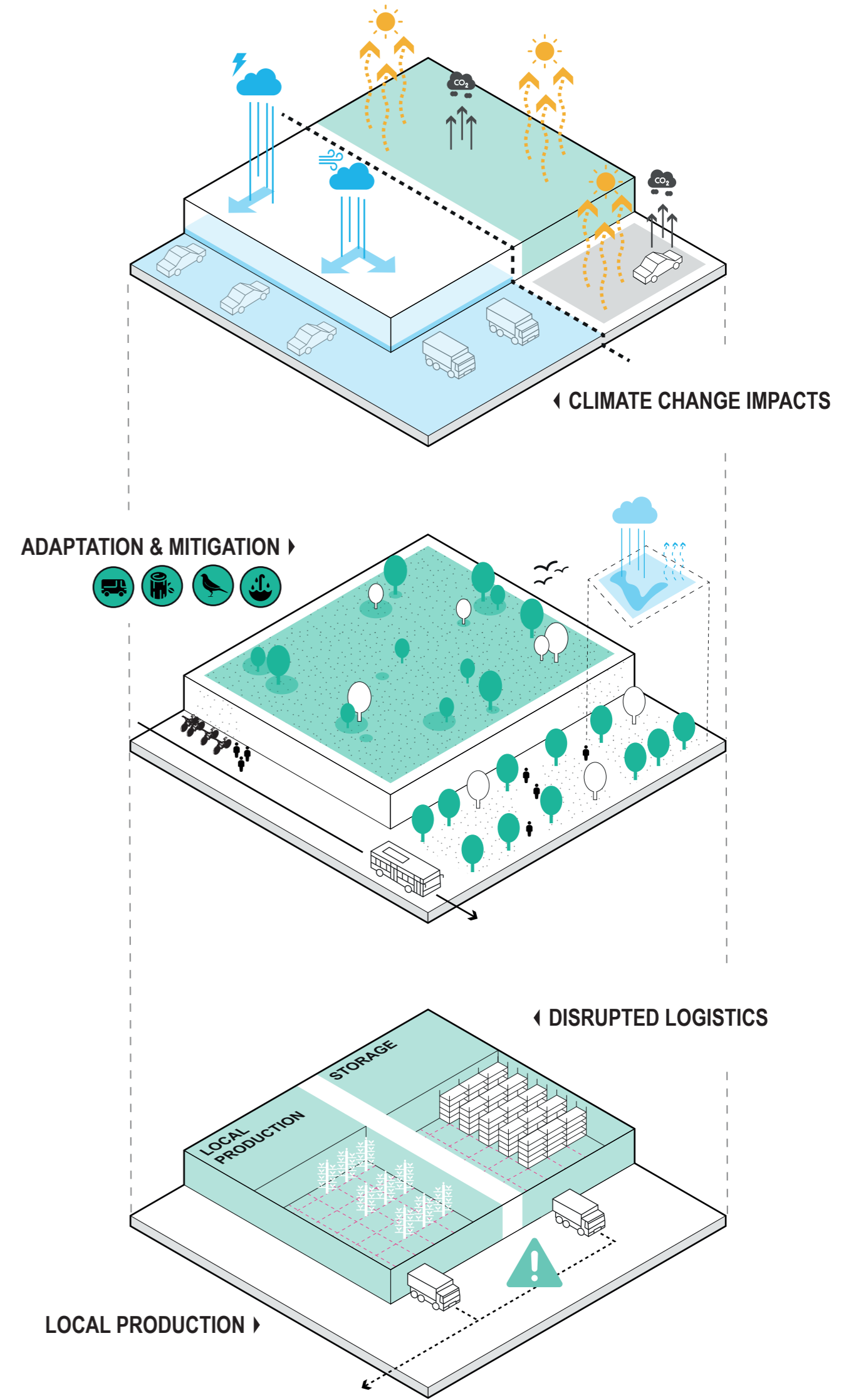
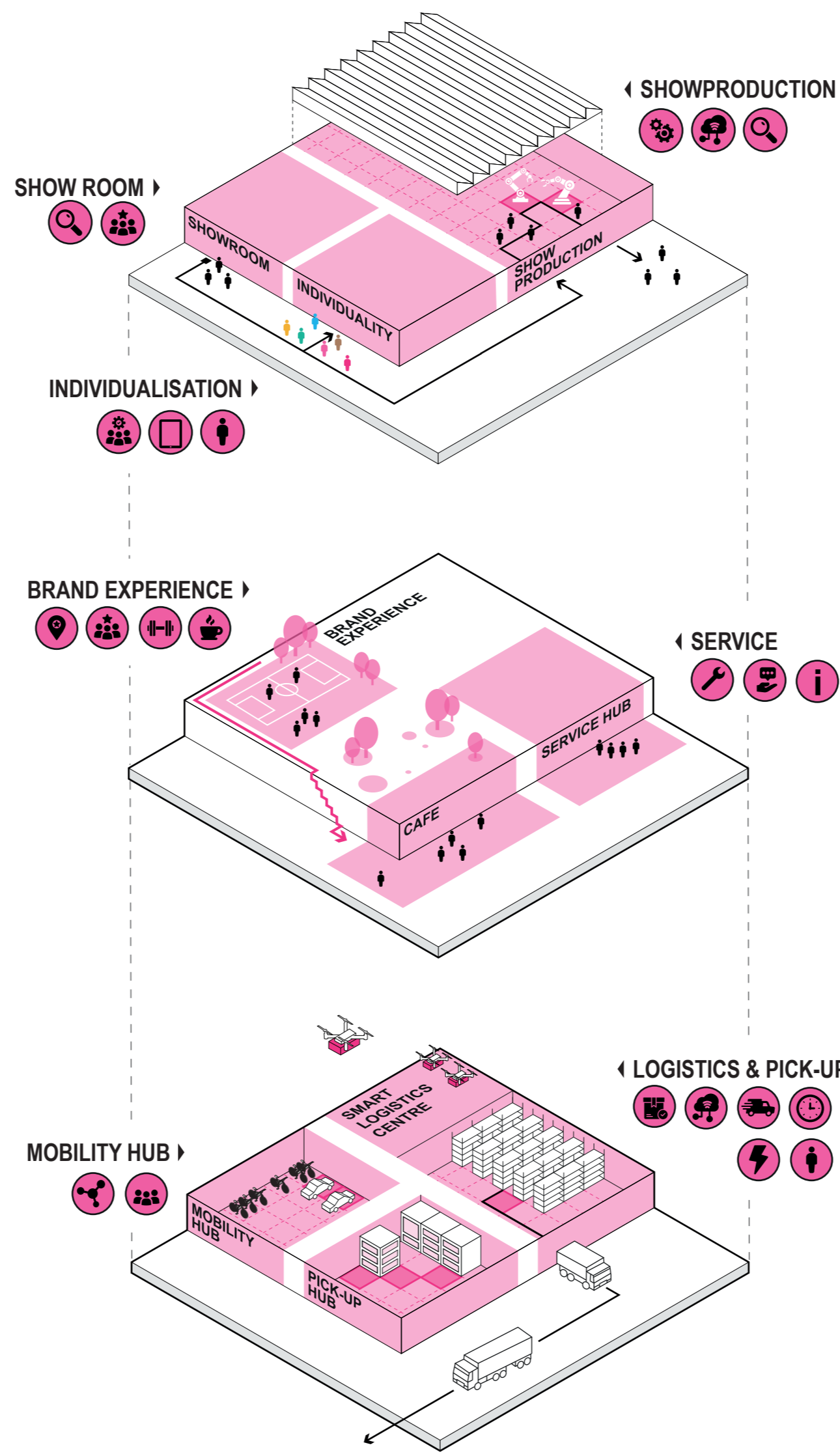
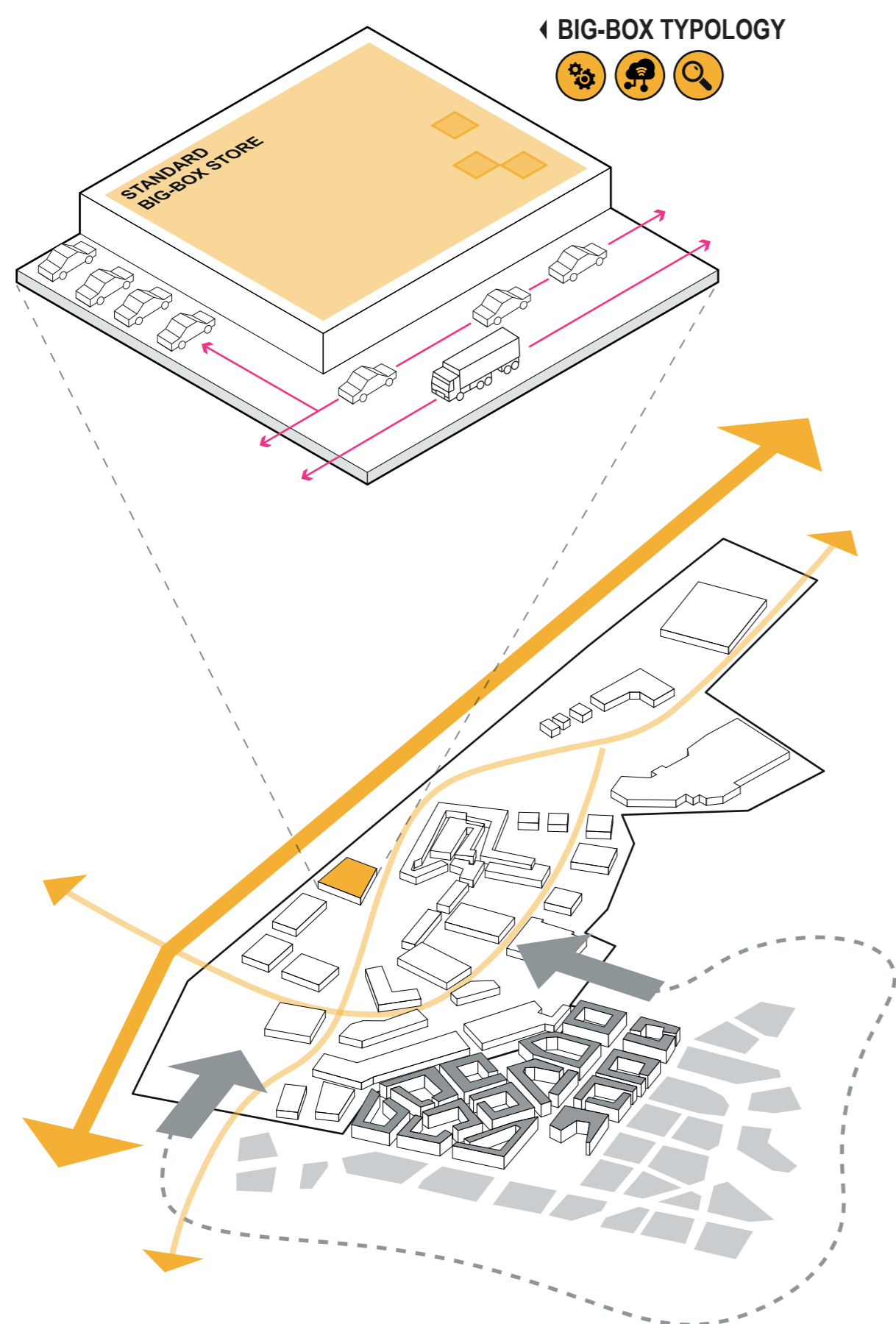
CLIMATE PRESSURE

In a world facing extreme temperature rise due to climate change, robust political will drives stringent policies. Environmental taxes fund extensive mitigation efforts, with a shift to a circular economy and consumption-based carbon footprint calculations. Extreme climate impacts reshape society, emphasizing sustainable transport, local production, and

community support. Consumers prioritize environmentally friendly products, boosting second-hand shopping and the sharing economy. A heightened awareness of climate issues transforms habits, challenging traditional consumption patterns and fostering a resilient, sustainability-focused society with a well-developed circular infrastructure.

SCENARIOS

SPATIAL REPRESENTATION OF THE SCENARIOS IN A BIG BOX TYPOLOGY



THEMES

MEDIATE THE CHANGE

As Barkarby handelsplats will experience major transformation over time, it is of high importance to initiate dialogue between different actors and stakeholders. Through consultancy, round table talks and exchange of knowledge, we argue that a proactive and resilient approach towards dealing with future challenges can be created. Collaboration paves the way to empower a diverse set of actors and to create a common understanding of how to navigate upcoming changes.

URBAN TRANSFORMATION STRATEGIES

To enable necessary development in Barkarby Handelsplats we recommend the municipality to take forward strategies for urban transformation. More efficient land use with higher density and multifunctionality should be promoted. Furthermore, green infrastructure and nature based solutions should be implemented to create an attractive, liveable and sustainable area.

PROMOTE SUSTAINABLE TRANSPORT

The transport sector will continue to contribute to large emissions, and a shift to more sustainable transport will therefore be necessary. Even though the transport infrastructure differs in the three scenarios, it is still of great importance to promote a greener society. Additionally, as local customers increase, the demand for sustainable transport solutions will also intensify, as these visitors are in less need of a long car ride.

DETAILS

- Incorporate Barkarby Handelsplats more in municipal goals and planning
- Offer municipal climate adaptation consultancy for land owners
- Set up round table forum for actor-stakeholder cooperation
- Strategy for multifunctional parking spaces and long-term reduction of parking spaces
- Develop a strategy for the integration of Järvafältet and BH
- Promote the possibility of incorporating new uses within the big-box buildings
- Provide support for development of logistics infrastructure and new delivery solutions
- Implement Nature based solutions
- Bridge BH with Barkarbystaden through active mobility
- Reconfigure urban form and intermodal connections to prioritize sustainable individual mobility

RECOMMENDATIONS