

Welcome to Varberg

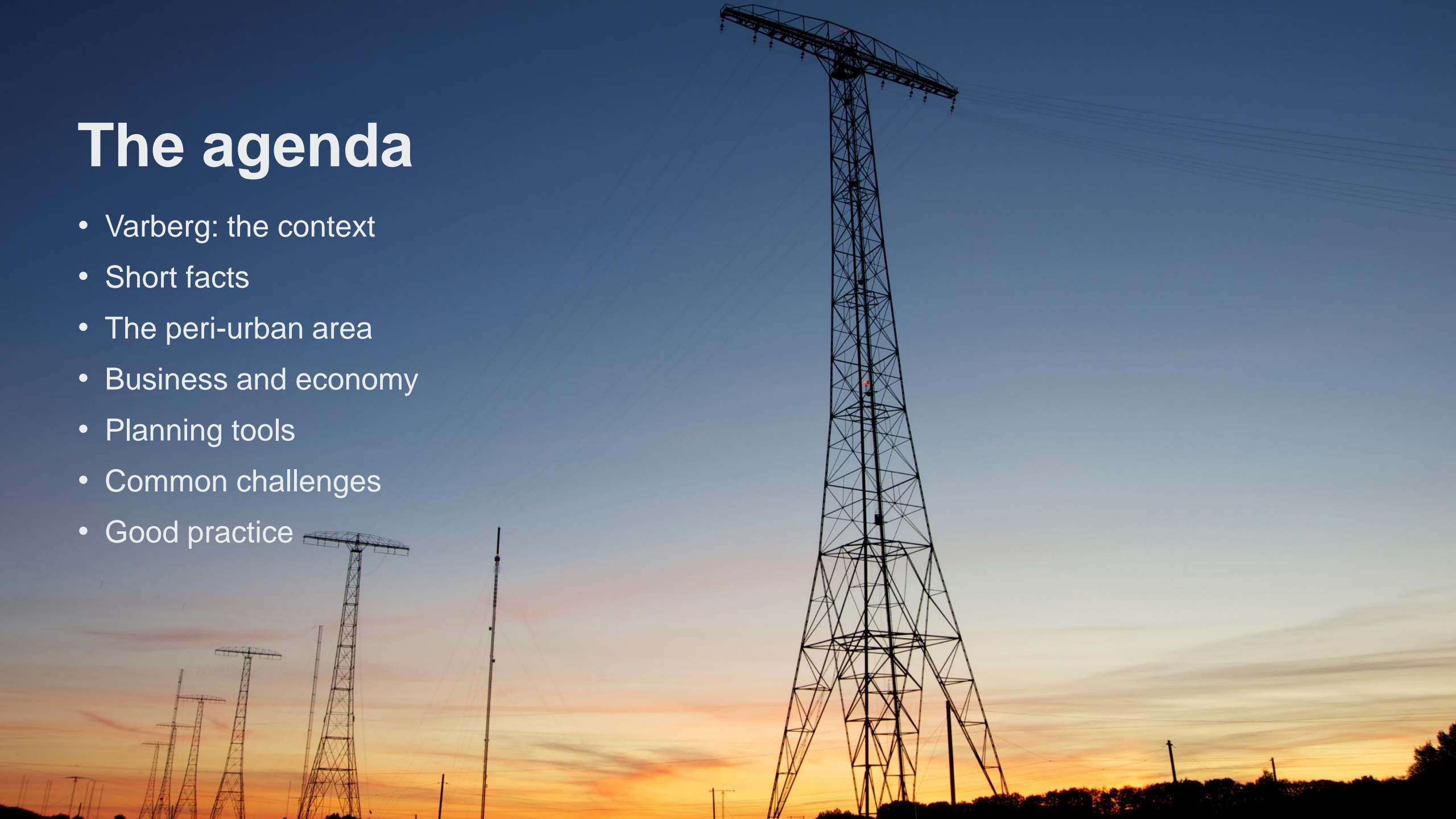
Ulrika Rylin, rural development strategist
Frida Eriksson, urban planning strategist



**VARBERGS
KOMMUN**

The agenda

- Varberg: the context
- Short facts
- The peri-urban area
- Business and economy
- Planning tools
- Common challenges
- Good practice



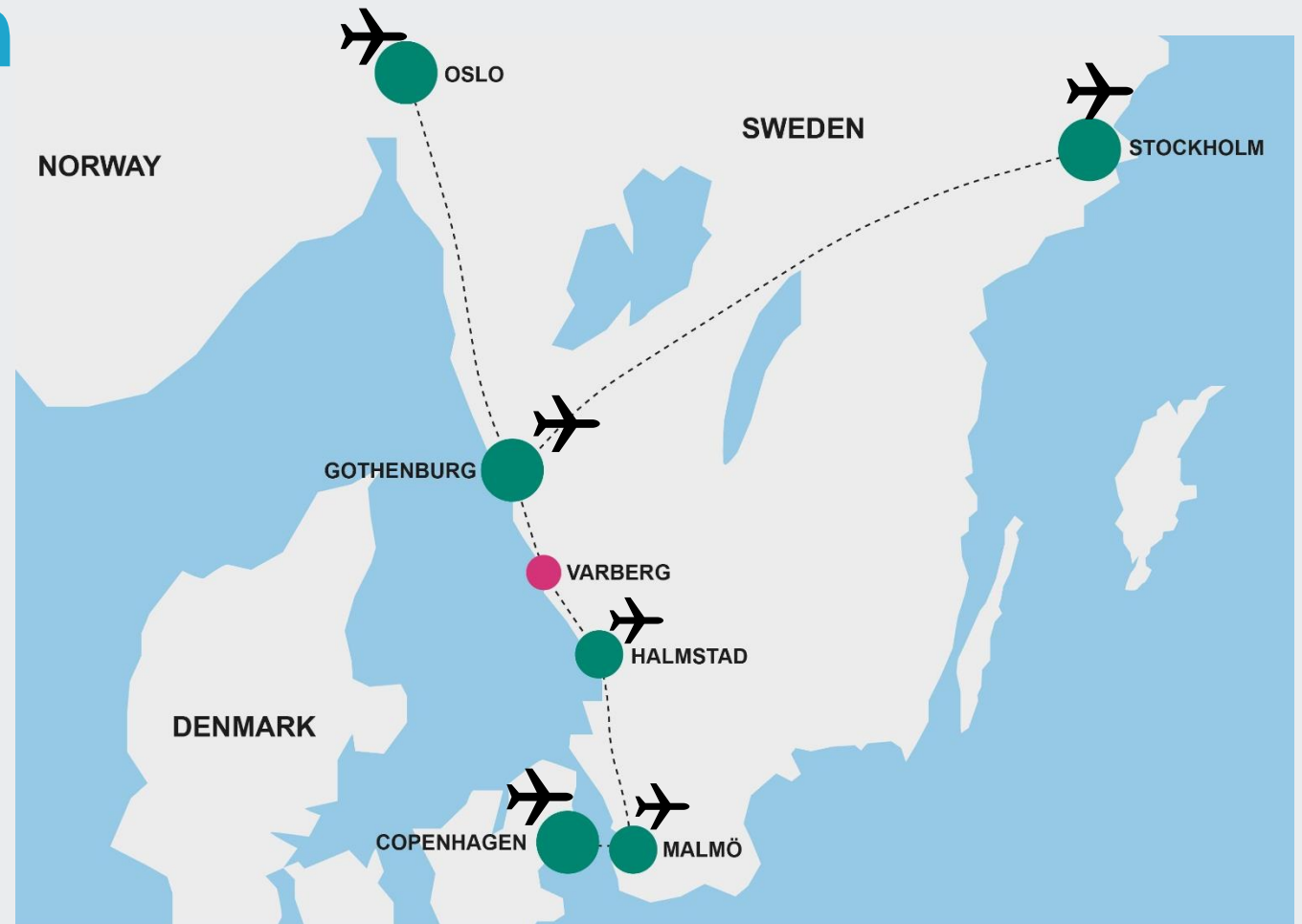
Varberg in Sweden

Varberg is located in southwestern Sweden

Distance to major cities:

- 60 km to Halmstad
- 80 km to Gothenburg
- 200 km to Malmö
- 240 km to Copenhagen

A part of the "Greater Copenhagen"



Varberg in Halland

Varberg in the region

- Varberg is located in the region of Halland
- Region of Halland: 330 000 inhabitants
- Halmstad is the regional capital of Halland
- Varberg is strongly connected to Gothenburg's labor market region and “Greater Copenhagen”
- Growing population, mainly from surrounding cities and municipalities
- Strong commuting, mainly in the direction of Gothenburg



Short facts

- **Municipality of Varberg:** 66 000 inhabitants
- **City of Varberg:** 35 000 inhabitants
- Approx. 50 % of the population live in the main urban area
- Approx. 50 % of the population live in the countryside

- **Population growth:** 800 inhabitants/year (1-1,5 %)
- **35th** largest city i Sweden



The inhabitants of Varberg

Population density: 75 inhabitants/km² (municipality of Varberg)
1464 inhabitants/km² (city of Varberg)

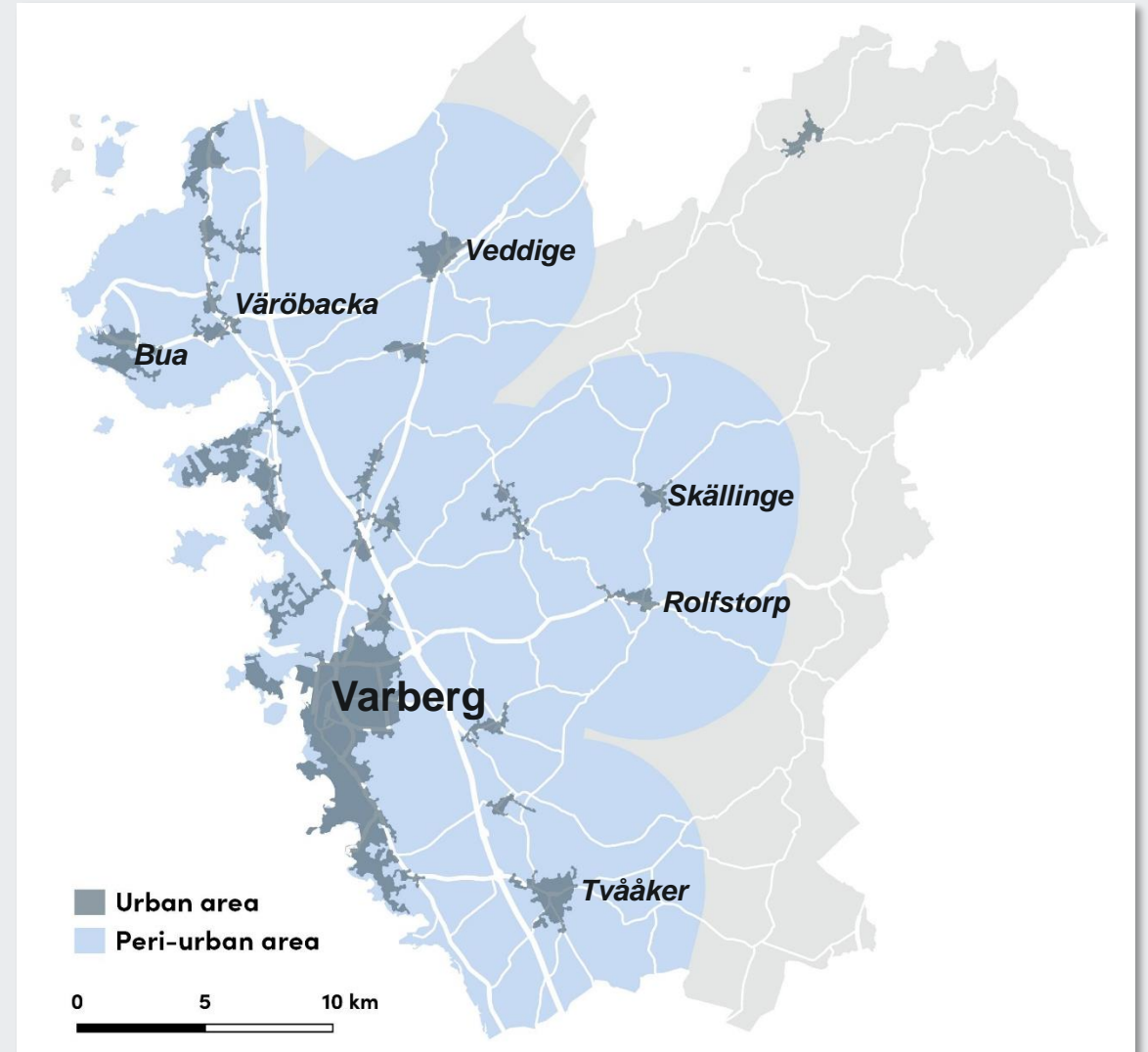
Average age: 43 years

- The inhabitants of Varberg live longer than other Swedes and are among the healthiest people in the country
- The average level of income in the region is high, compared to other regions of Sweden
- A rising level of education



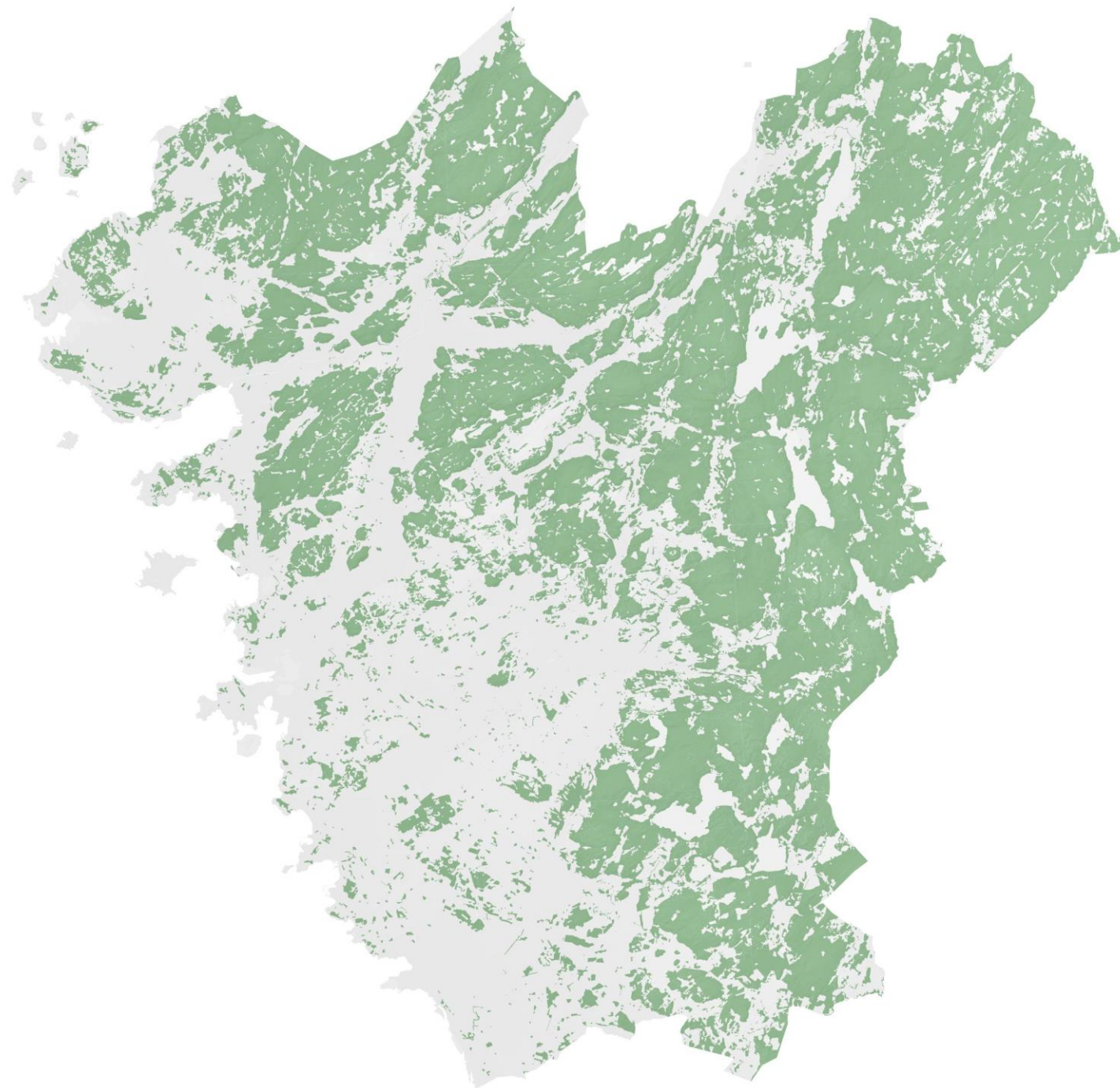
The peri-urban area

- The municipality have a **large city**, **six larger villages** with high public service, and **several smaller villages**
- A large part of the municipality is rural
- The peri-urban area in Varberg is defined as the area within **5 km** from the city center and the larger villages
- About **90%** of the population in the municipality live in the peri-urban areas



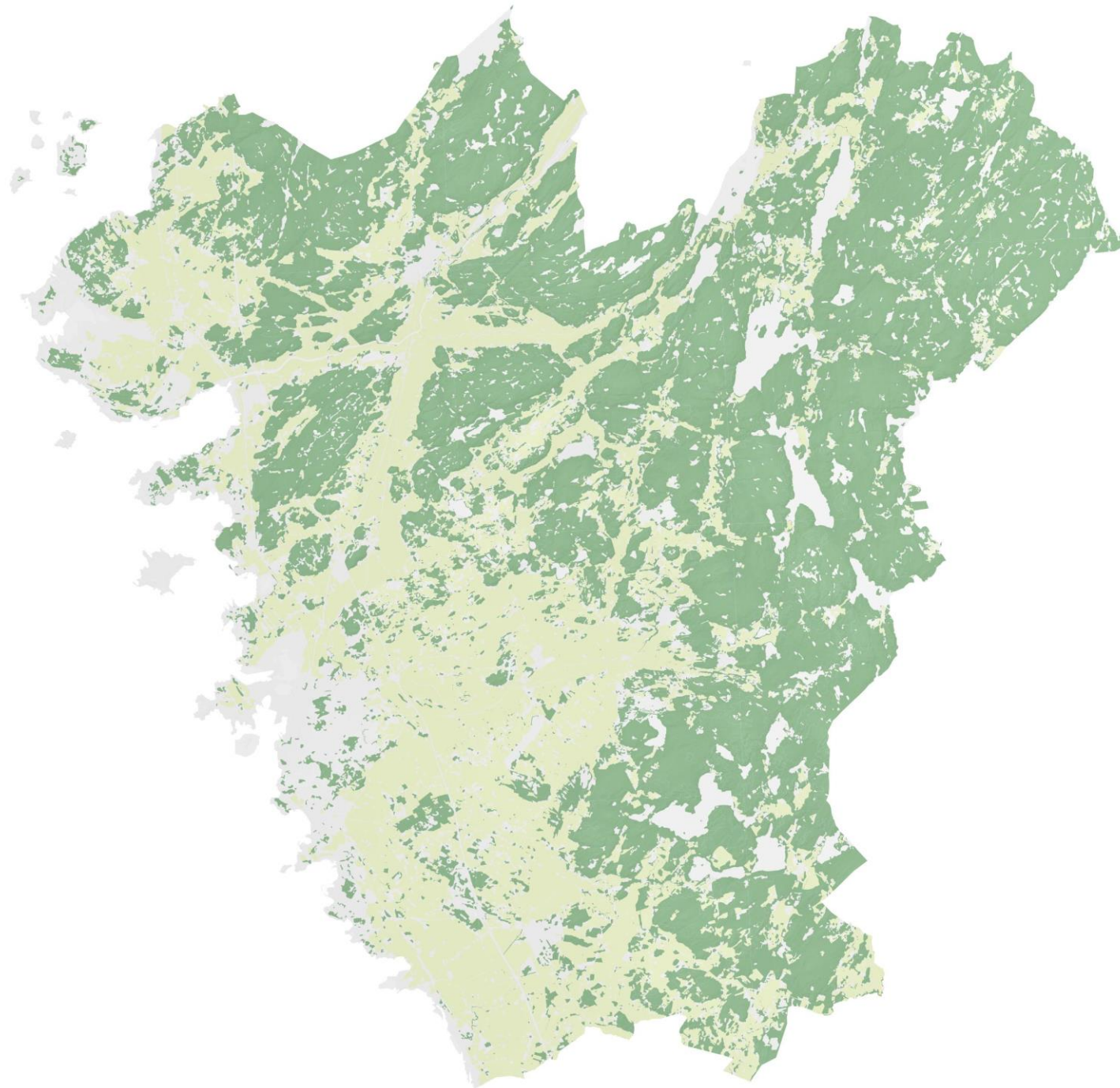
Land use






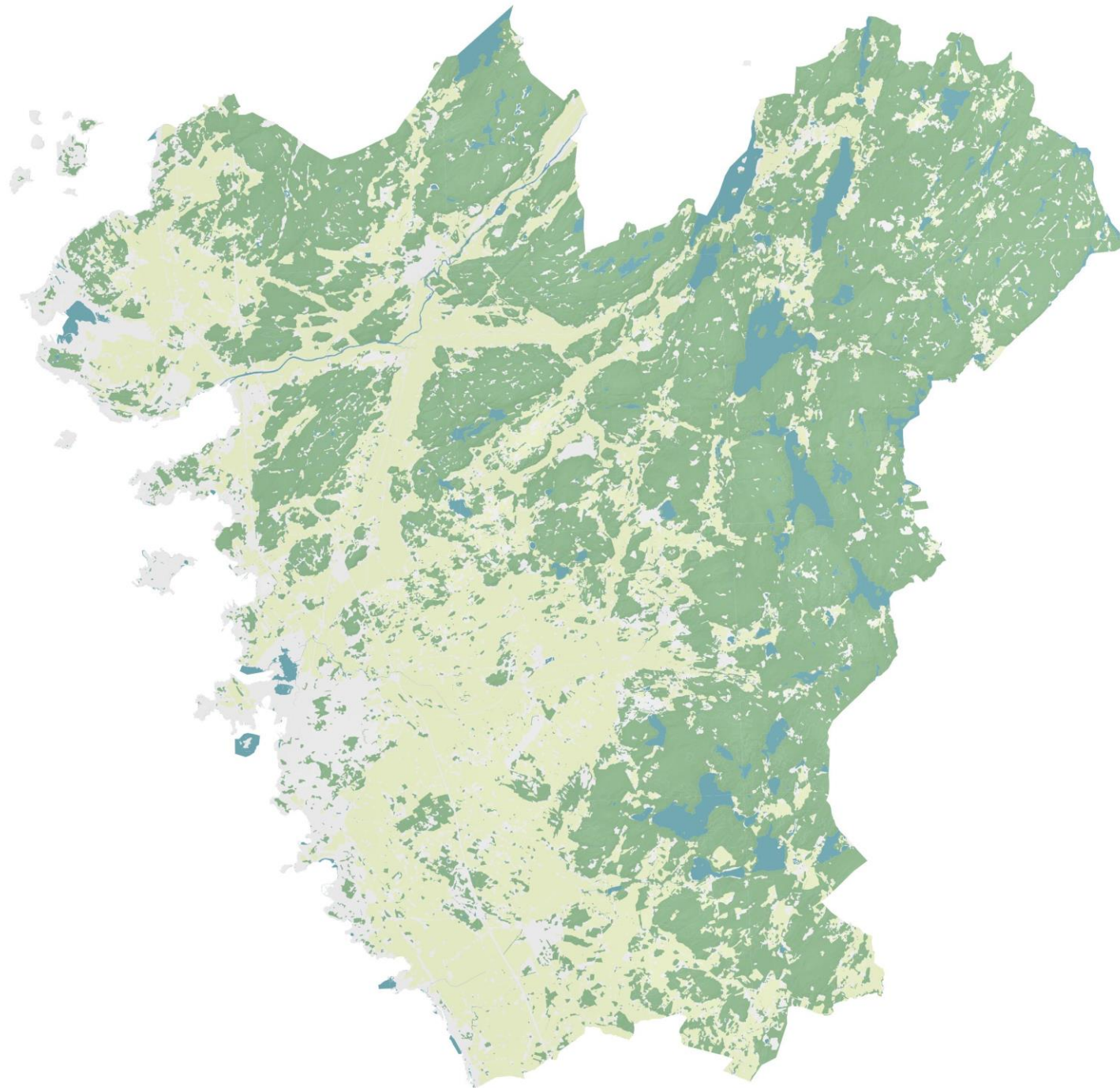
Land use

 **Woodland:** 45%




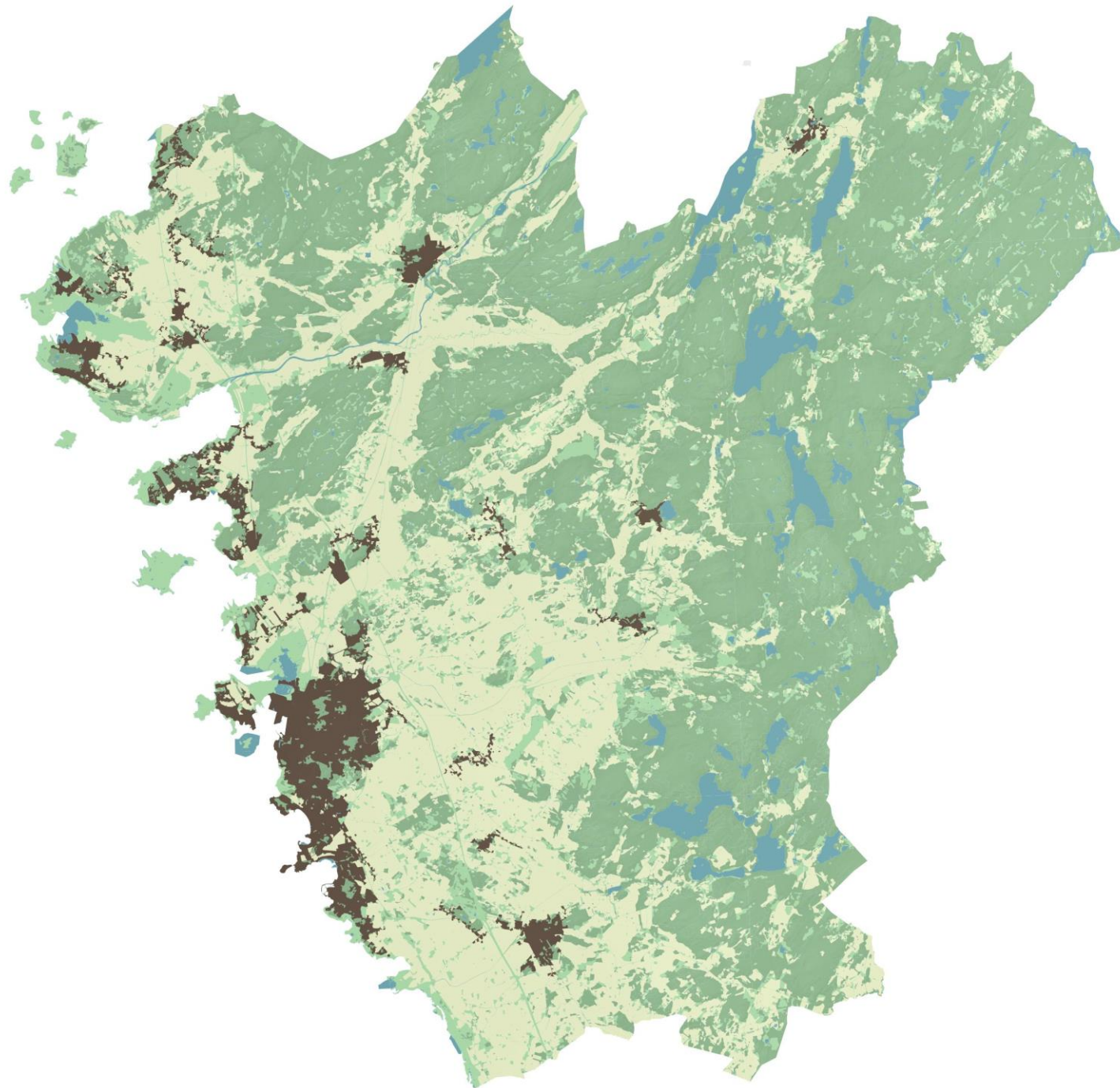
Land use

	Woodland:	45%
	Farmland:	32%







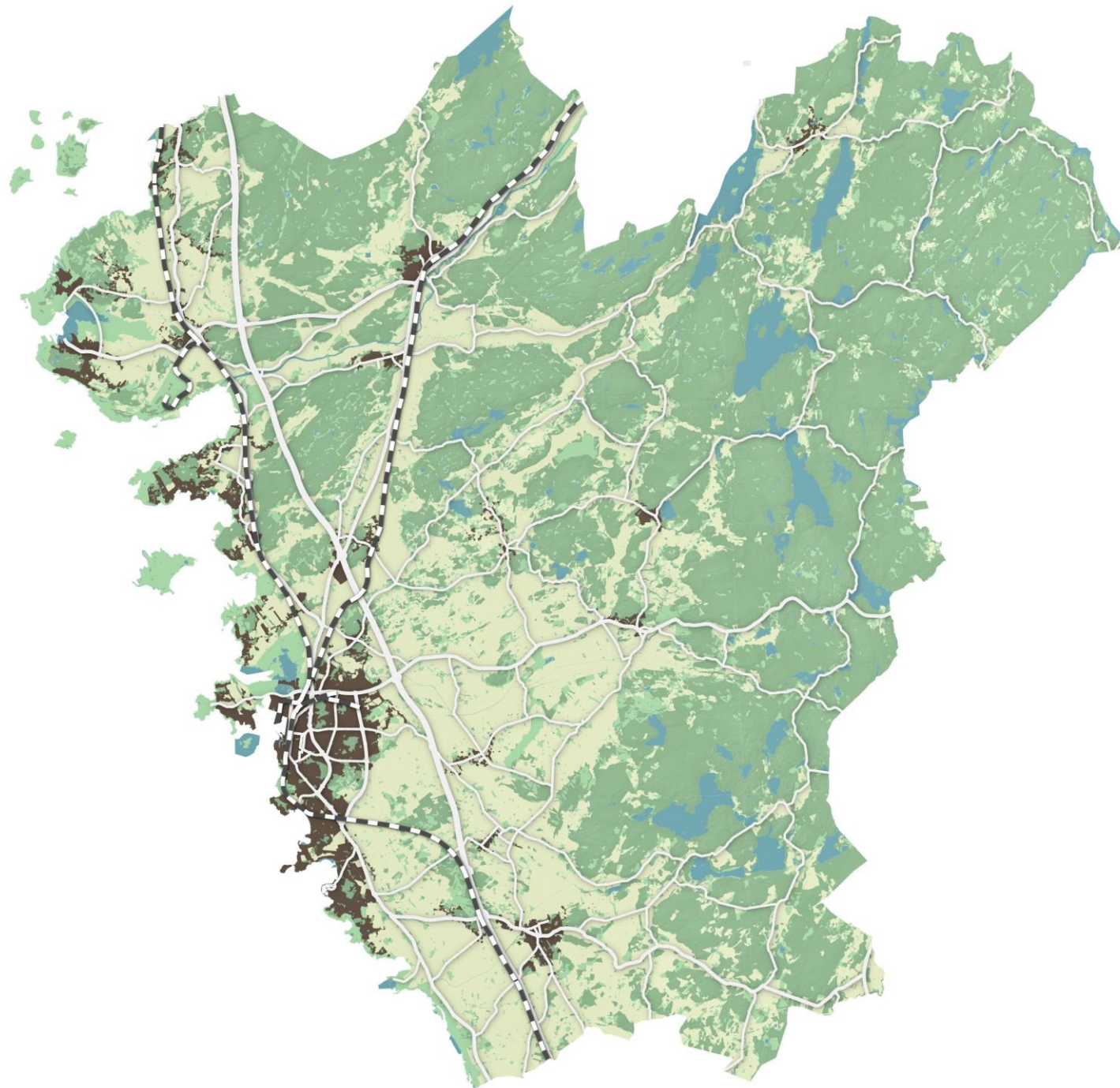
Land use

	Woodland:	45%
	Farmland:	32%
	Water:	5%






Land use

	Woodland:	45%
	Farmland:	32%
	Water:	5%
	Built land:	8%



Land use

	Woodland:	45%
	Farmland:	32%
	Water:	5%
	Built land:	8%
	Other:	10%





BIKES



SHOES



WOOD

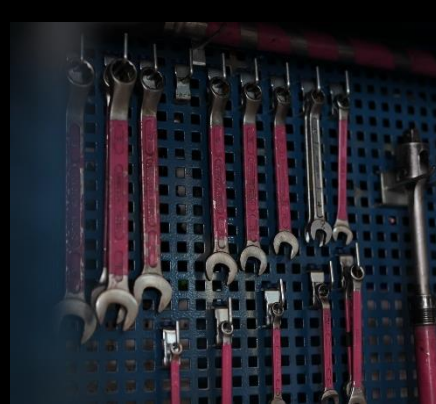


TOURISM

Business life in Varberg



- 6 800 businesses
- Ca 20 000 jobs
- Large number of industries, mainly SME.
- High level of employment
- Work commuting 6 000



Planning tools



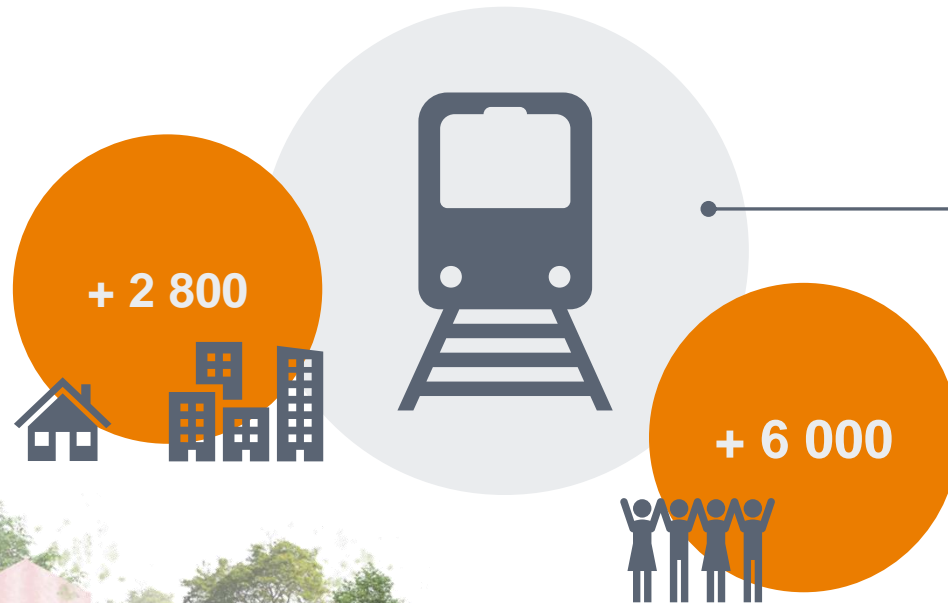
TUNNEL

STATIONEN



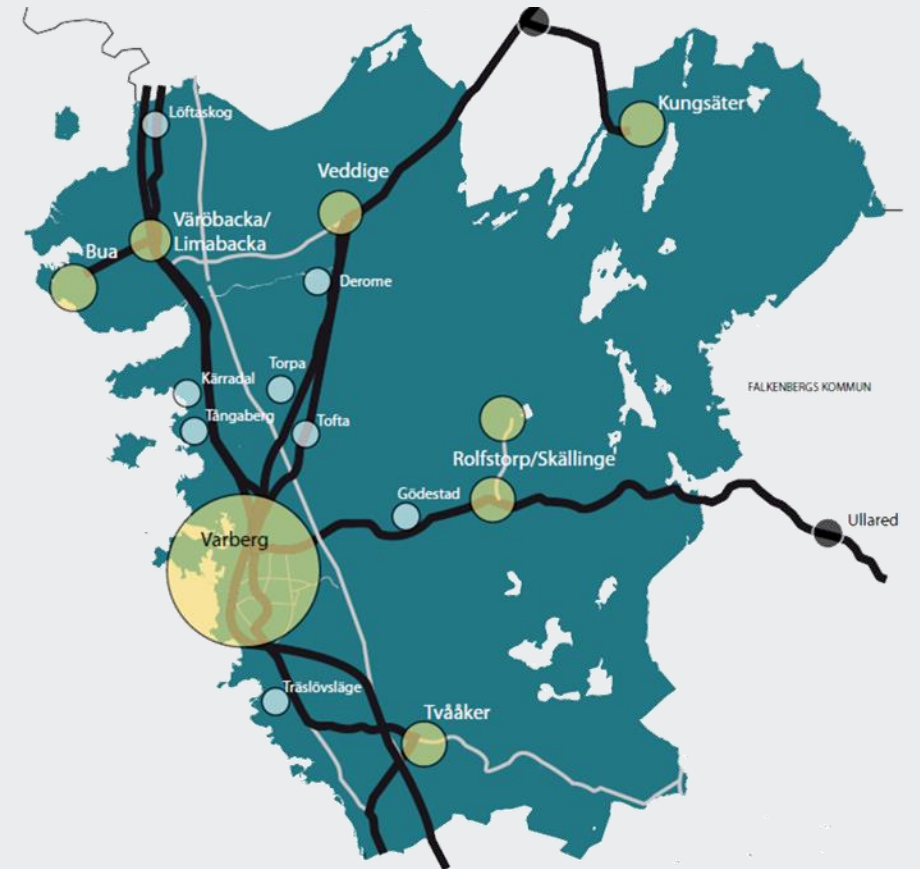


Väröbacka is growing!

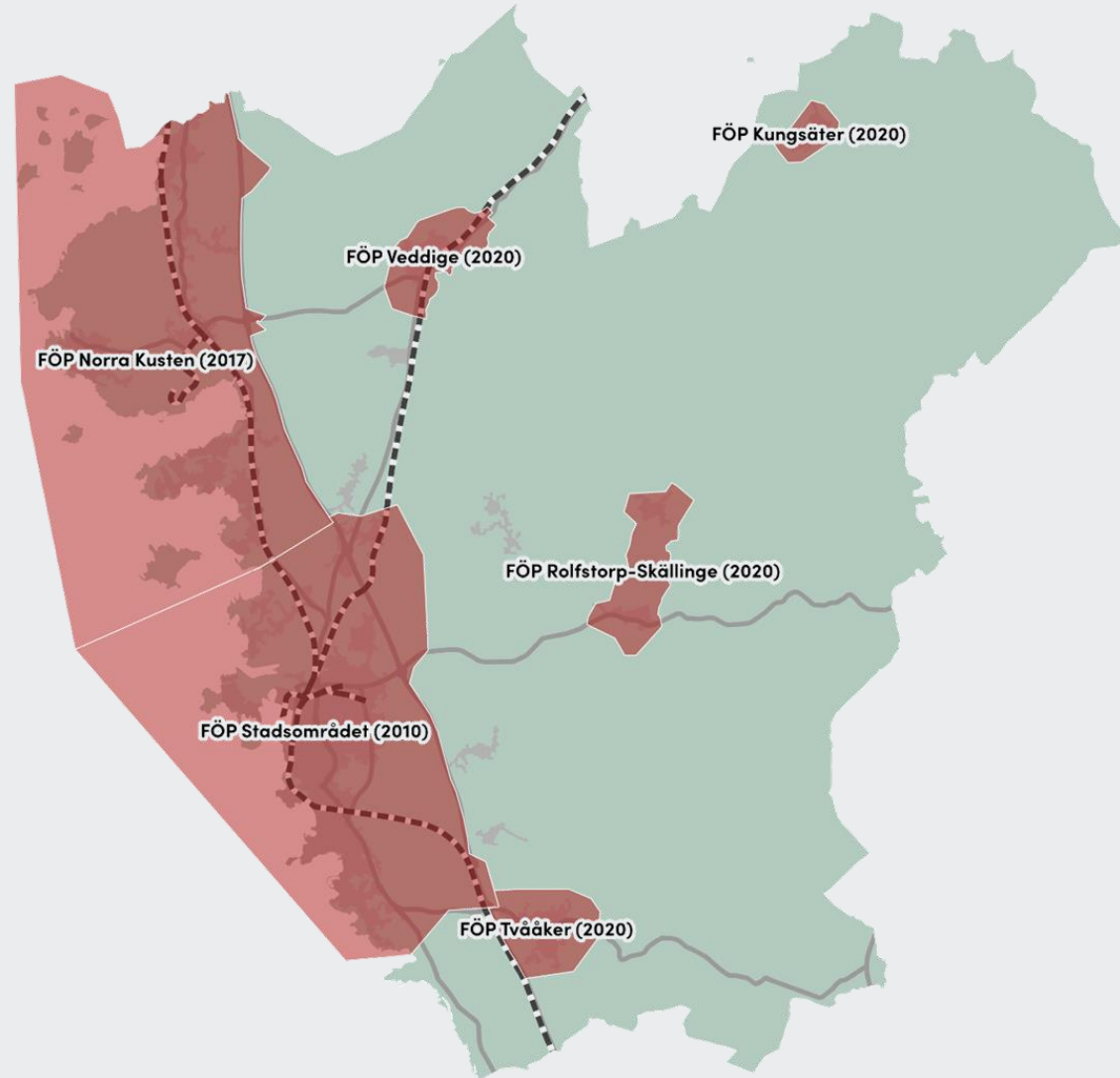


Strategies for development

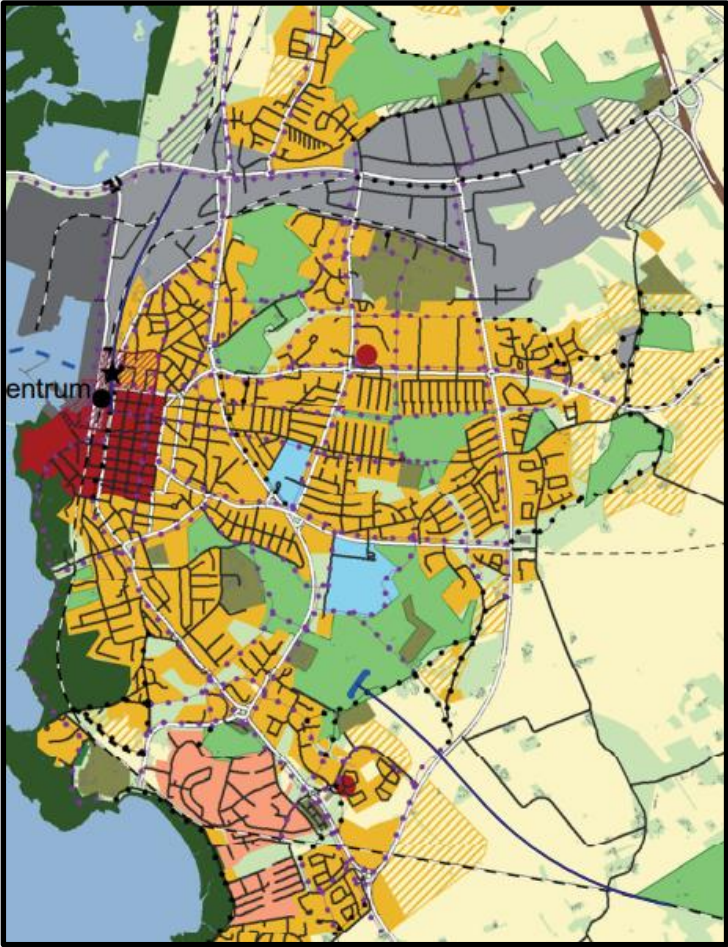
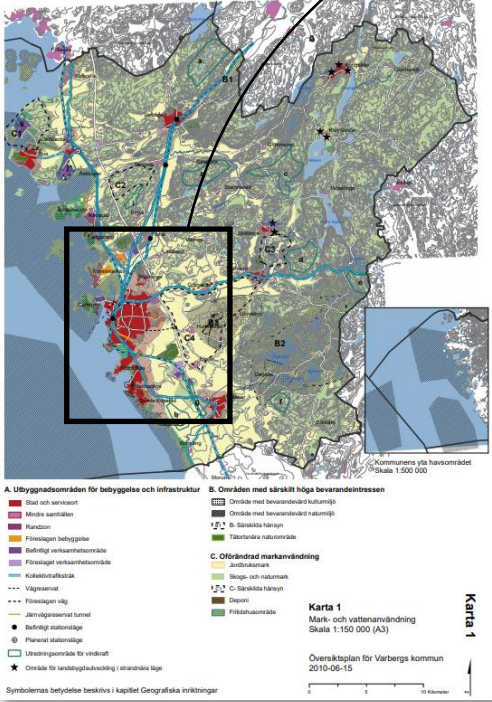
- The strategy for development in the municipality is to build on the existing structure, with a **strong city, viable urban areas and a vibrant countryside**
- The strategy is also to concentrate new buildings in already existing urban areas and villages located along major **public transport routes**
- The ambition is to offer a **varied living environment, close to different kind of service functions** and with good conditions for sustainable transport



Land use plans



Land use plan

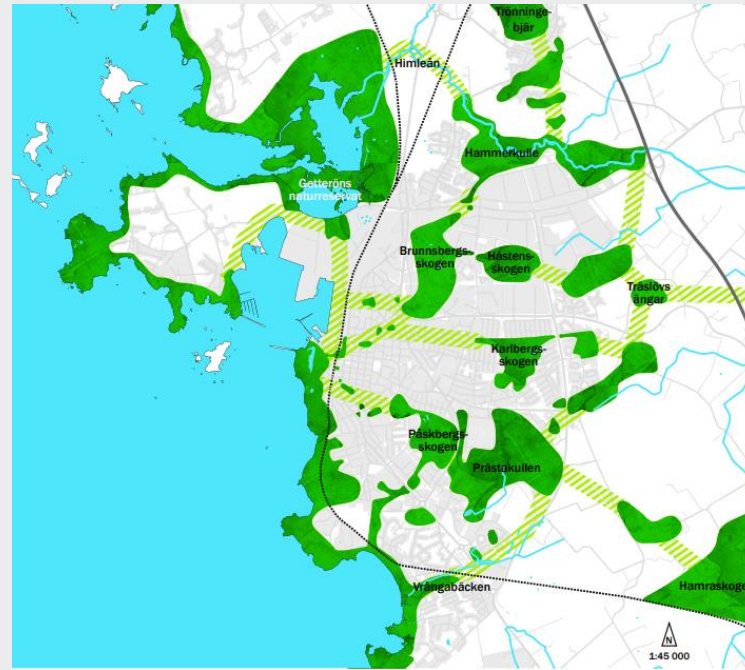


Thematic strategies for development

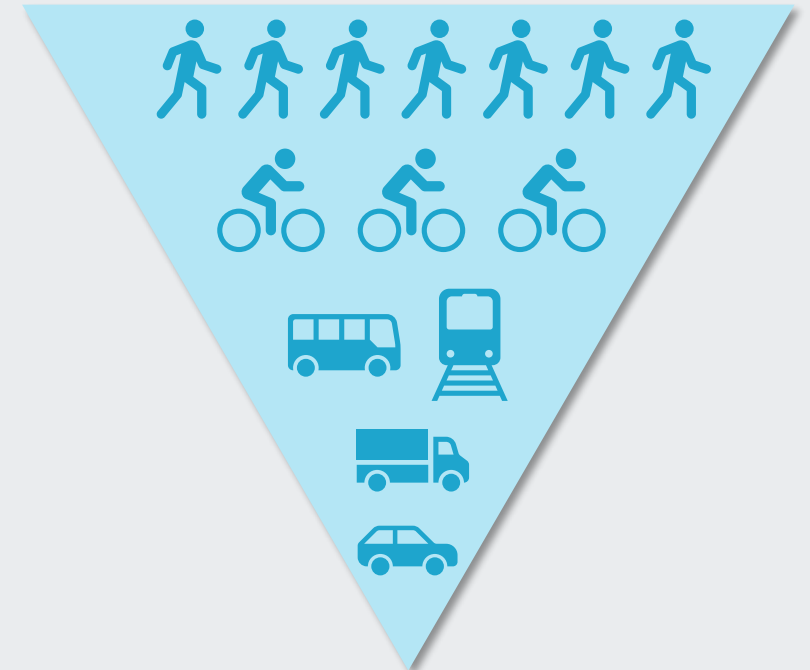
Strategy for densification



Strategy for green areas



Priority modes of transport



Local action groups



Challenges identified

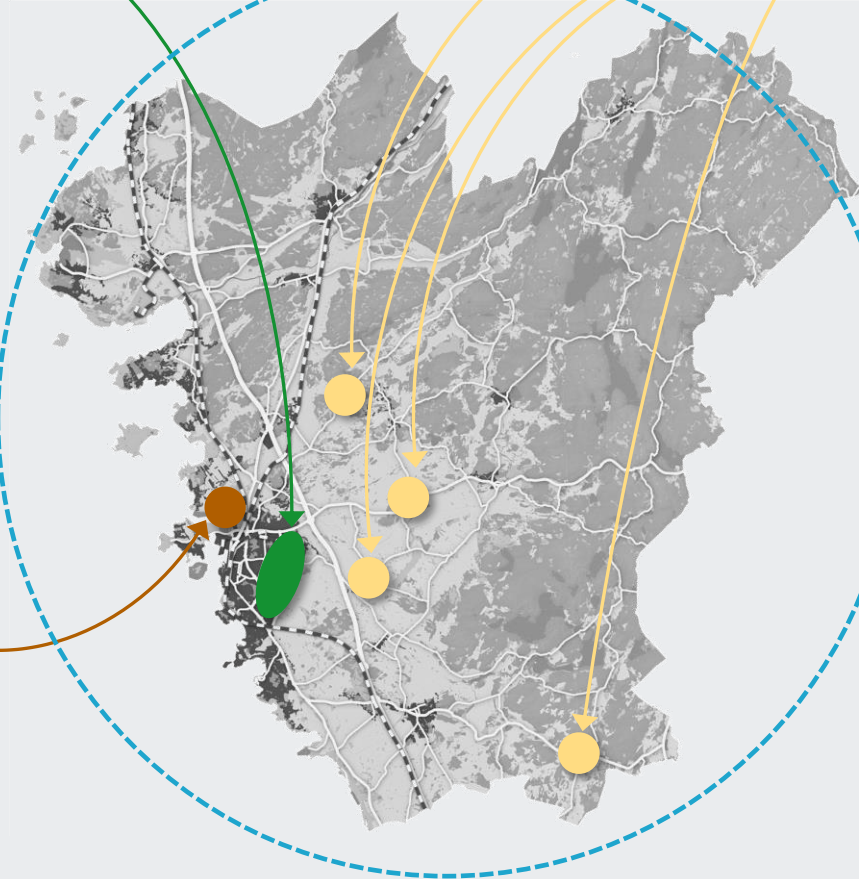
- Affordability and sufficient supply of housing
- Sustainable development in all areas
- Working towards circularity
- Connecting peri-urban areas to the city – promoting sustainable mobility
- Preserve valuable agricultural land
- To care for an increasing and elderly population
- Provide competence for the future



1. Grasslands



2. Lassabacka landfill



3. Rural village development strategy



4. EMC and ARENA

