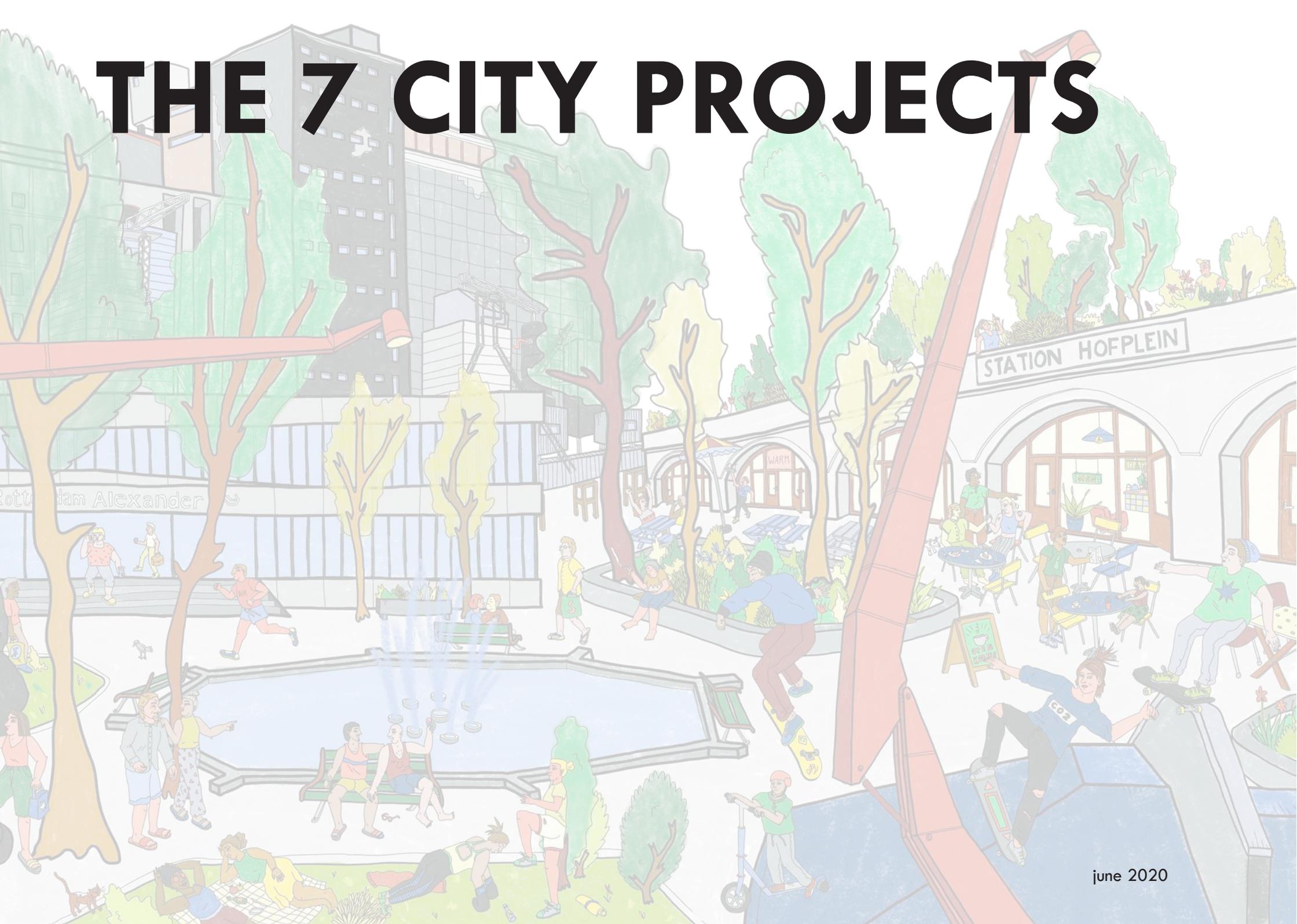


THE 7 CITY PROJECTS



IMPACT ON THE CITY

Corona has given us an added sense of how important an attractive and green outdoor space is for all Rotterdammers. The next seven city projects will involve us introducing more green lungs to the city of Rotterdam. Attractive public places where residents and visitors can meet, exercise and spend their leisure time. And at the same time, offer solutions for other important challenges facing the city.

In this time of corona, we want to help Rotterdam get back on its feet. We're doing this by looking to the future and coming up with solutions to the challenges that are essential to the well being of our city. Reducing heat stress, absorbing heavy rainfall and building homes in places where, up to now, it has been either difficult or impossible due to noise or air pollution. But also more space for spending time, taking strolls and enjoying leisure activities. In addition, the seven city projects will generate more employment, an attractive business climate for entrepreneurs and more space for festivals and, of course, tourism.

Integral score

The perspectives derived from the environmental vision have been used as a compass for the seven city projects in order to provide insight into the integral approach of the project. This allows us to give direction and make choices regarding the most important themes of the city.

STARTING PRINCIPLES OF THE 7 CITY PROJECTS:

- **THE 7 CITY PROJECTS ARE EXISTING PLACES, WHICH ARE IMPORTANT FOR THE CITY;**
- **THE 7 CITY PROJECTS ARE ICONIC PROJECTS;**
- **THE 7 CITY PROJECTS WILL BE TACKLED INTEGRALLY;**
- **THE 7 CITY PROJECTS ARE PLACES THAT WILL SERVE AS CATALYSTS FOR THE SURROUNDING AREA;**
- **TOGETHER, THE 7 CITY PROJECTS WILL BE MORE THAN THE SUM OF THEIR PARTS.**

ALEXANDERPLEIN

The Alexander Hub is an urban junction. It is an important public transport hub in the Rotterdam system with Intercity status, a direct connection to motorways and a place with city centre facilities. The water- and green structures are, however, highly disjointed. Too many pragmatic solutions have been chosen in the past, with the result that 64% of the space is dedicated to vehicle infrastructure.

The recreational quality also leaves much to be desired. At the moment, the Alexander Hub is mainly a place to work or shop, and the area also fulfils a regional function in this respect. However, there are hardly any programmatic and spatial connections to the Rotterdam Oost districts. Apart from the already mentioned shopping, there are no other urban functions, such as pleasant, attractive terraces. The potential to become a more multifunctional urban centre is enormous. The Alexander Hub is a place where it is possible to live (on a large scale). Where you don't just want to pass through, but actually want to stay. An important condition for this is a healthy and attractive living environment that is brought about through a resilient new urban programme. This will create a heart for the eastern part of Rotterdam with a multifunctional urban working and living environment. Starting at Alexanderplein.

The main opportunities

The large amount of outdoor space now allocated to infrastructure offers opportunities to increase the recreational quality at strategic locations in the short term. In addition, various stakeholders are investing in the area (e.g. NS, Ret, ProRail, MRDH and Klépierre). If we want to turn Alexanderplein into a fully-fledged

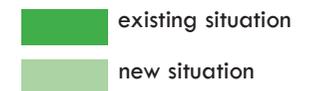
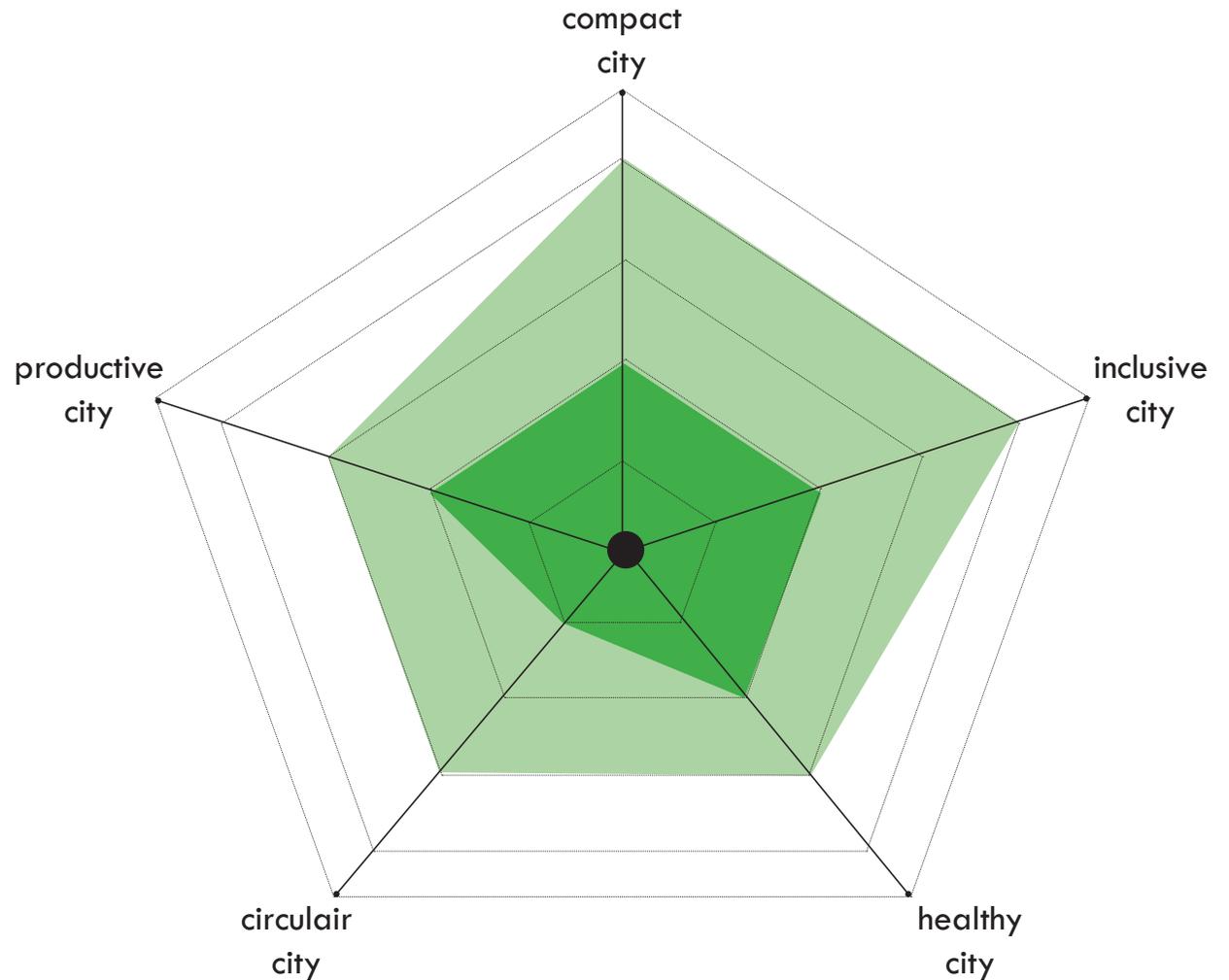
central urban area, it will in a large part depend on the way in which densification, infrastructure, outdoor space, real estate development and the use of the various functions reinforce each other.

The station area, in combination with Prins Alexanderplein, forms a strategic location within the Alexander Hub. The investments made by third parties are already clearly visible here through the renovation of Rotterdam Alexander station. By making a quality intervention in the outdoor space at this location and programming it over a long period of time, the Municipality recognises that this area has the potential to become a high-quality central area. This will set a tone that can be achieved in the short term. The outdoor space can thus act as a catalyst for other developments and become an attractive place for visitors to the area.

Consider the undeniable qualities of Alexanderplein as a super-hub; the metro lines, intercity station, proximity to motorways, all the amenities, its proximity to attractive greenery and its connection to the region. It is these qualities that can give this part of Rotterdam its own identity as a new central urban hub. By combining this with a good intertwining with adjoining districts, the residents of Prince Alexander will see this area as their "city centre". An attractive (urban) outdoor space should connect local residents, travellers and regional visitors.



- **NEW DESTINATION FOR ROTTERDAM OOST**
- **SPACE FOR RECREATION AND MEETING UP**
- **MAKING ALEXANDER HUB MORE CIRCULAR**
- **MORE ATTRACTIVE ENVIRONMENT FOR WORKERS**
- **ENHANCE GREEN- AND WATER STRUCTURES**
- **MORE SPACE FOR CYCLISTS**
- **BETTER CONNECTIONS FOR PEDESTRIANS**
- **AMBITION FOR FURTHER DENSIFICATION AND OPPORTUNITIES FOR AN ATTRACTIVE LIVING ENVIRONMENT**



COMPACT CITY

The designation of the Alexander Hub as one of the new multifunctional urban hubs in Rotterdam is an enormous opportunity to realise a more diverse programme. More housing, social and cultural facilities in addition to the retail and offices that the area already has.

Much of the space in the Alexander Hub is earmarked for mobility and undeniably adds value to the location, but a different programme requires a different layout. In addition to more programmes, more greenery, more space for meeting up, enjoying oneself and experiencing things. The Alexanderplein as a City Lounge. Or a new heart for East.

HEALTHY CITY

The focus is first and foremost on air quality, external safety and noise pollution. Due to the large amount of different infrastructure in the area, it is not appropriate at the moment to add large and diverse programmes. The domination of the area by vehicles will also have to change in order to give pedestrians and cyclists more space of greater quality. Things that suit a mix of programmes.

CIRCULAR CITY

With the transformation of the Alexander Hub, there is an opportunity to turn it into a circularity cluster. The 'Green Business Club' in the area has a large number of partners who want to actively work on this.

INCLUSIVE CITY

By adding another programme, a mix of programmes can be created that is not only interesting at certain times, but can give a longer and more lasting effect. A programme that is also inviting if you live in the surrounding districts and naturally means that you go to the Alexander Hub for more than just shopping.

PRODUCTIVE CITY

Education, retail and work. A lot is already happening in the Alexander Hub. Another programme will make this mix more interesting. More interesting for visitors, but also for people living in the immediate vicinity. Its accessibility and location in Rotterdam are undeniably the most important drivers for the productive city. The impact of the first phase of the square's development can already make a big difference in terms of recreational quality, restaurants at ground level and the culture programme. It will also create a more attractive working environment on the Marten Meesweg. It will then invite chance encounters, quiet lunch spots or other things that contribute to a productive urban hub. The accessibility of the area is important for a diverse programme. However, the current situation leaves something to be desired for all employees. These ask different things of the area. More places to walk, sit, etc. Office prices are currently low and are likely to rise in the event of a more attractive location.

GREEN LUNG: HOFPLEIN

The history of Hofplein

Hofplein, with its fountain is an iconographic place in Rotterdam, part of the collective memory of many a city visitor. Before the Second World War, it was a recognisable place with a mixed use of fast and slow traffic with a reasonably good recreational quality. However, the current design of the Hofplein dates from the 1950s and is a result of the modernist reconstruction plan which gives too much space to the car. The square currently consists of little more than the iconic fountain and some residual space on its edge, strongly partitioned by almost uncrossable wide zones of car and tram traffic. Moreover, the shape of the square is completely aligned with the traffic and has little to do with the basic urban design of the square.

More balanced traffic model

The new plan for the square focuses on a more balanced traffic model with a shift in dominance from the car to the pedestrian and cyclist. This trend has already started on the Coolsingel. Limiting the traffic flow from the other sides of the square also creates a more relaxed situation for car traffic that is very similar to the situation on Kruisplein/Stationsplein. In the proposal, car traffic will follow the urban form of the buildings, transforming the central area with its fountain into a large, green recreational square. Comfortable wide pavements along the facades will intensify the flow of foot traffic along the facades and create a logical connection to the surrounding area around all the edges of the square.

Spectacular Park Square

A spectacular large recreational area will thus be unlocked in the middle. It will be furnished with a combination of grassed areas, perennials, square-like spaces and a sea of trees.

The current iconic fountain will be the central “focal point” of the new Hofplein, as the prominent heart and icon of the plan. On the new square, the fountain will be surrounded by areas that are attractively accessible to pedestrians. Smart height differences will be employed to limit and clarify the tram crossings. These height differences will also be used to create

benches so that you can sit and contemplate the beautiful water creatures that encircle the fountain. The square in the middle will be accessible by 6 wide zebra crossings that connect all corners of the square. The plinths of the square, adjacent to the buildings, are wide enough for a two-way cycle path, greenery and even terraces. This will make the Hofplein a pleasant and green place for Rotterdammers and visitors to linger: a place to have lunch, rest, recharge your batteries or of course take a picture with the iconic buildings of Rotterdam in the background. This will result in a reduction of 60 to 70% in car traffic on Hofplein.

Reconnecting Rotterdam North to the city centre

An important achievement of the new layout is the enhancement of the connection between the city centre (Coolsingel, Lijnbaan, Pompenburg Zuid etc.), and the north of Rotterdam (Oude Noorden, Schieblok, Central Station). Following the bombardment in the 2nd World War and the new modern layout of the city centre, this has always been a point in the city where it has been difficult to walk from one to the other. Due to the enlarged space in the middle, lower traffic intensity, broad plinths and large zebra crossings, the square will soon be easy to cross diagonally. This will allow the natural routes between the Lijnbaan and the Oude Noorden and between Pompenburg Zuid and the Schieblok to be further strengthened. The plan thus reinforces the ambitions of the renewal of the old Hofplein station/ Hofbogen and of the Schieblok and its surroundings.

Stakeholders

Initial discussions with RET, MO/Festivals, Direction Veilig and owners such as Hilton and developers around Hofplein revealed their pleasant surprise and enthusiasm. They could all see opportunities to contribute to this vision.



GREEN LUNG: WESTBLAAK

Proposal

The Westblaak is part of the boulevard structure of the city centre. Reducing the number of lanes for cars to 2x1 creates a lot of space for cyclists, pedestrians, other forms of mobility and recreation. By positioning most of the newly freed space on the north side of the boulevard, optimum use can be made of the sunny aspect of the space.

Health

The average sound levels on the walls along the boulevards is now more than 70dB. This means that additional measures have to be taken for new projects (e.g. sealed facades on apartments) and environmentally sensitive functions are not allowed to be located along the boulevards.

The proposed profile creates opportunities for new buildings that cannot be realised at present. More programmes with a quality that does not now exist in the city centre along the boulevards (reduction by 10dB!).

Think of living spaces in the apartments situated on the Green Lung, with roof terraces and balconies with French doors or even the possibility of situating functions such as schools, with a playground, on the boulevard. The reduction in the number of car lanes also means fewer traffic movements.

Climate

With a greener Westblaak, there will also be more shade and cooler spots. Initial calculations show a reduction of 7°C if a quarter of the space is soft landscaped and 25% more trees are introduced. This will be a real improvement for the city centre as a whole (now on average 10°C warmer than the rest of the city). Not only for the Westblaak, but also for the surrounding areas as a cooling zone in the city (there are hardly any now!). As far as the lack of rainfall in the city centre is concerned, there are plenty of opportunities for rain collection on roofs around the Westblaak and the possibility of water storage in and under the boulevard. If water features are reintroduced to the Westblaak it could contribute to the entire water system (less overflow on the Westersingel).

Further densification

Without too much densification, approximately 200,000 m² of extra programmes could be developed along the Westblaak, where the possibilities will be far greater than in the old situation. For example, it will now be possible to have environmentally sensitive

functions on the Westblaak. The direct cause of raising the energy label (from 2022 onwards, offices with label C or lower may no longer be let) is a major task in the city centre and certainly along the boulevards, (West) Blaak in particular. This also offers opportunities for a rapid transformation

More space for cycling, pedestrians and new mobility

Part of the transformable space can be used to facilitate the increase in the number of cyclists. In concrete terms this means space for wider cycle paths (and wider footpaths). Also new forms of mobility (e-step, e-bike, e-delivery services, etc.) that go faster than a bicycle, but slower than a car, can be given their own place on the boulevard. This would favour a subdivision according to speed. This is also the place which emergency services could make use of when necessary.

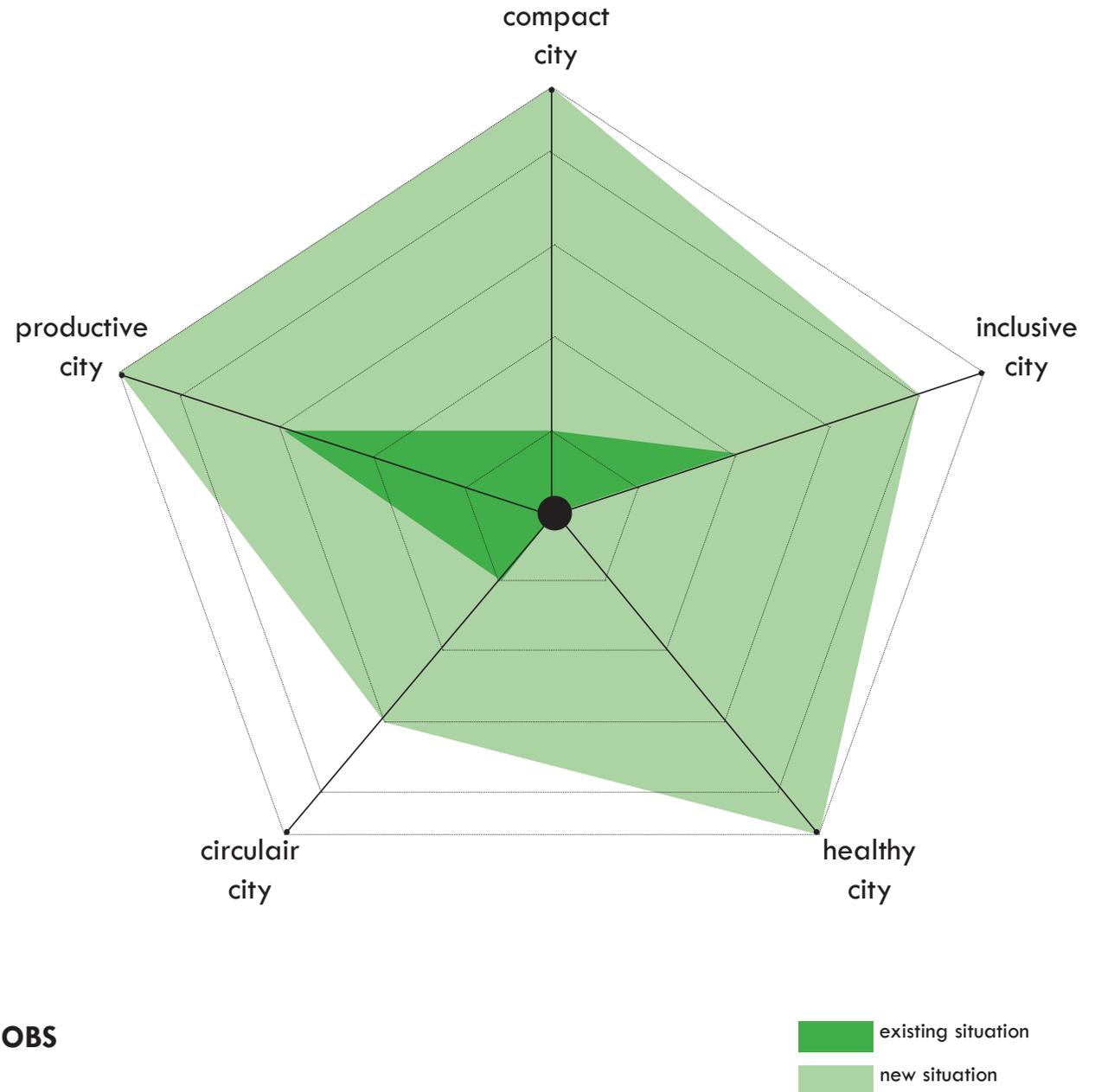
More space for playing, meeting up and spending time

The new principle for the Westblaak gives (much) more space for things that also need to have a place in a busier city centre. The boulevard is now experienced as a busy, car-dominated space. With the freed up space, there will be an opportunity to turn it into a place where residents in the area have an outdoor space, employees can take a stroll and children have a place to play.



GREEN LUNG

- SPACE FOR SOCIAL FACILITIES
- SPACE FOR SPORTS AND GAMES
- ROOM FOR NEW HOUSING TYPOLOGIES
- MORE SPACE FOR CYCLISTS, PEDESTRIANS AND NEW FORMS OF MOBILITY
- SOUND LEVELS REDUCED BY MORE THAN 10DB
- AIR QUALITY ABOVE WHO STANDARDS
- REDUCTION OF HEAT STRESS BY APPROX. 7°C ON BOULEVARDS
- TOO LITTLE RAINFALL IN THE INNER CITY IS LARGELY RESOLVED
- POSSIBILITY OF ADDING INTERCONNECTED GREENERY
- NECESSARY FOR FURTHER DENSIFICATION OF THE INNER CITY
- DENSIFICATION LEADS TO APPROX. 30,000 NEW JOBS



COMPACT CITY

The space freed up in the boulevard structure can be used for sports, playing, meeting up and spending time. There is already a shortage of this space in the City Centre and this space is also linked to the largest addition of housing in Rotterdam in the coming period. This is an appropriate response to the principles of the City Lounge. In addition, the boulevard typology is a consequence of the modern layout of the City Centre. Parts of this can be used to emphasise the rawness of modernism and dynamism of the City Centre. This is certainly due to the fact that the new buildings and transformed boulevards will enhance its character as an architectural city. The need for additional greenery is already great due to the densification of the City Centre and will only increase with more inhabitants, more employees and more tourists.

HEALTHY CITY

Sports, green amenities and social functions can all be accommodated on and around the boulevards. The transition of the boulevards will result in (much) cleaner air and (much) less noise. This also makes it possible to accommodate environmentally sensitive functions along the boulevards. In addition, interconnected green corridors will invite people to move around more and by adding more greenery, more trees, less hard surfacing and possibly water features the heat stress will be reduced, there will be enough storage capacity and water quality in the catchment area may even increase. By adapting the boulevards, there are opportunities to significantly reduce noise levels in order to also have areas of peace and quiet in the immediate vicinity of a lively City Centre.

CIRCULAR CITY

Many of the buildings along the boulevards are from post-war reconstruction period and have an energy label lower than C. Measures must be taken before 2022 to ensure these buildings can be let in the future. This will lead to new investments in real estate. In addition, many experiments are already being used in the City Centre to test interventions (physical and programmatic). For the transformation of the boulevard structure, this seems a good way of testing interventions (not making things immediately irreversible).

INCLUSIVE CITY

The layout of the green lung/boulevards should be tailored to the different needs of different users and thus increase the chances of satisfying those needs. Enhancing the experience and quality of life on the boulevards will create greater bonding between neighbourhoods.

PRODUCTIVE CITY

High quality designed areas along the most important work locations of the City Centre will increase their appeal to (new) companies. Even the largest group of workers (Freelancers) in the City Centre use the City Centre every day in different ways, at different locations and move around more and more. The transformation of the boulevards into places to hang out and meet up creates new opportunities for working in the City Centre. It should be noted that TNO has calculated that the overall densification of the City Centre will lead to around 30,000 extra jobs (2040). There have been investments in recent years that have yielded excellent returns in terms of employment and the economy, and have even turned the economy around. Further investment will contribute more to this.

HOFBOGENPARK

The Hofbogen is situated between the city centre and the A20/SFG. The former railway viaduct is also a listed monument and crosses several densely populated city districts. The Hofbogen Park will create a new two-kilometre-long city park in the north of Rotterdam.

Rotterdamers, neighbourhood residents, tenants of the arches: they have all been dreaming of a park on the Hofbogen for years. A new icon for the city, that is green and alive and that is there for all Rotterdamers to visit and experience. With the construction of the Hofbogen Park, Rotterdam North will have a new park that provides an integral response to various urgent issues. On an urban scale, the park will connect the city (centre) with the surrounding countryside. The Hofbogen Park is moreover a nature-inclusive part of the city with a high ecological value. With its smart and circular water system, the Hofbogen Park will contribute to Rotterdam's ambitions in the field of climate adaptation. The new park also provides a solution to local issues: a green place to spend time, which encourages active use and exercise for the residents of the Noord district which suffers from a severe lack of green spaces.

The sale to Dudok will give the transformation of the Hofbogen a new impulse. In addition, the municipality has acquired the right to create a park on the roof. With this, the Hofbogen sits on the cusp of a new and promising future! There is now an opportunity to transform the Hofbogen from a stand-alone physical object into an integral connecting part of the environment. The development of the Hofbogen is being used as a catalyst for a greater improvement in the quality of North Rotterdam's urban districts.

Opportunities

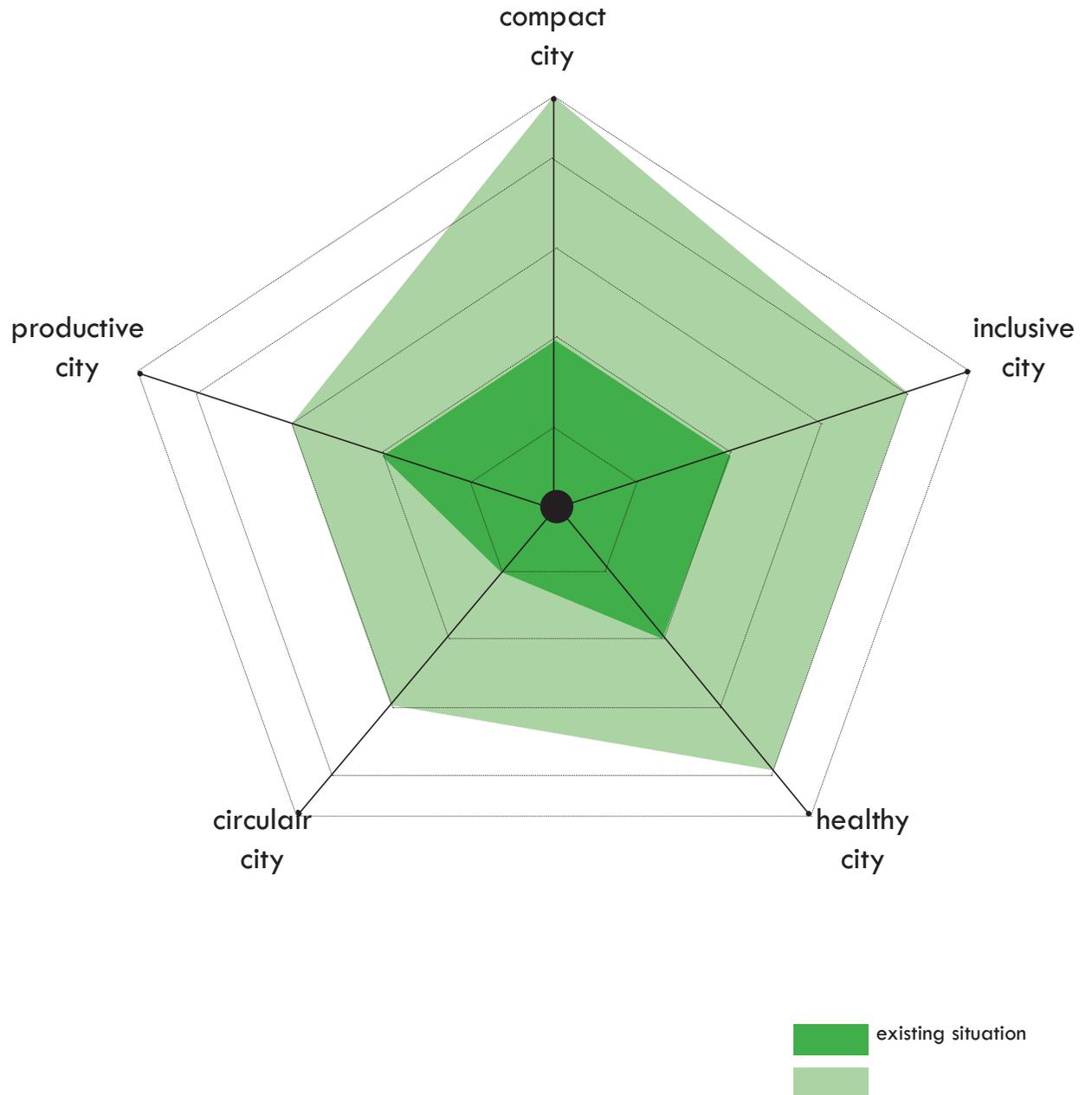
The Hofbogen park offers the possibility to make connections between urban places. For example, the connection to Pompenburg and the Schiekadeblok creates a unique obstacle-free walking route from the northern districts of the city to Central Station and the city centre. The transformation of the Hofbogen will cash in on the proximity of Rotterdam Noord to the city centre. On the north side, a connection across the A20 motorway offers interesting opportunities for employees and visitors to the Sint Franciscus Gasthuis and Schiebroek. At a local level, the Hofbogen will be transformed from a barrier into a connection between and with the adjacent districts. The realisation of the Hofbogen park offers opportunities to improve the living environment. Not only for the people living on or next to the Hofbogen, but also for the neighbourhoods around it and for the city as a whole. Themes such as rest, greenery, exercise, climate adaptation and ecology are important starting principles here.

Stakeholders

The Hofbogen park has very broad public support. Many can hardly wait until it is completed. Dudok has been the owner of the Hofbogen since the summer. The Municipality has the right to build on the roof. The district councils and residents of Rotterdam Noord are closely following the development of the Hofbogen and are advising Dudok and the Municipality. There is a great deal of enthusiasm for the project from all the parties mentioned above. The District council and residents participate very actively in the process and the collaboration to date has been excellent. There is, however, some concern about possible nuisance for those living in the immediate vicinity. The tenants of the Hofbogen are also highly engaged stakeholders. The stakeholders group of owners/developers of the development areas located next to and along the Hofbogen are overwhelmingly enthusiastic about the realisation of the Hofbogen Park.



- **2 KILOMETRES OF PARK;
FROM FACADE TO FACADE**
- **NEW RECREATIONAL ROUTE**
- **SPACE FOR GAMES, SPORTS**
- **GREEN PROVIDES MORE
WATER STORAGE
(+100 FEWER BLUE LABEL BUILDINGS)**
- **NEW ROUTES TO CONCENTRATIONS
OF WORK LOCATIONS (ARCHES, SFG,
CITY CENTRE)**
- **REINFORCES THE GREEN-BLUE
STRUCTURE OF THE CITY**
- **INCREASING BIODIVERSITY**
- **HOFBOGENPARK SOFTENS AND
COOLS**
- **CREATES A QUIET GREEN SPOT IN
A BUSY, HARD LANDSCAPED
ENVIRONMENT**



COMPACT CITY

The Hofbogen Park is a high-quality green area within walking and cycling distance of a large number of Rotterdam residents. The park adds high-quality places to meet up and spend time, especially in a part of the city where there is a real shortage of such places. It builds on the unique character of Rotterdam: raw and dynamic. Drawing attention to the listed monument and Rotterdam as a city of architecture. The Hofbogen Park means that densification of the surrounding area and greening can go hand in hand. These include the area developments of Zomerhofkwartier and Pompenburg, but also numerous smaller projects. In addition, Dudok is currently investigating new developments in the immediate vicinity of the Hofbogen. The starting principle here is to strengthen the connection between the Hofbogen Park and the city/surrounding districts.

HEALTHY CITY

Adding a great deal of greenery (both at roof- and ground level) to an environment which lacks green spaces is one of the important pillars of the healthy city. The green-blue infrastructure of the Hofbogen Park stimulates movement and relaxation and thus contributes to the physical and mental health of the people of Rotterdam. There is more space for active mobility (walking and cycling) in the adjacent streets. The Hofbogen Park also contributes to reducing noise pollution and improving air quality. This directly benefits health. The roof of De Hofbogen also offers visitors some peace and quiet in an environment with a lot of commotion.

CIRCULAR CITY

A second lease of life for the existing railway viaduct shows a circular approach. In addition, any railway material that may still be available (sleepers, rails) will be used in the design of the roof park. Water will also be used as a circular raw material. Rainwater is collected and purified on the roof and can be used for irrigation, cooling and to keep wooden pile heads wet. The abundance of extra greenery improves the CO₂ balance. The organic waste (leaves, pruning waste) will be used again at the Hofbogen Park after composting. Residents may be given a role in the management of the greenery.

INCLUSIVE CITY

Everyone has a chance to participate on and in the Hofbogen. There is plenty of room to spend time and to meet each other. The Hofbogen Park brings people together in a voluntary way (e.g. for green maintenance and activities in the park). This promotes social cohesion in a number of mixed districts. The Hofbogen Park is wheelchair accessible and can be used by young and old (thanks to sufficient access points, among other things). Moreover, the Hofbogen contributes to the identity of the surrounding district. This will allow a collective pride to emerge.

PRODUCTIVE CITY

The activities in the Hofbogen already make a limited contribution to a competitive and innovative business climate. This will be reinforced in the event of further development. In addition, the Hofbogen and Hofbogen Park offer increasingly inspiring places for meeting up, exchanging knowledge, creativity and entrepreneurship. The Hofbogen will contribute to companies' pride in their location. They will then want to show this to the rest of the world.

PARK MAASHAVEN

Park Maashaven combines the feel of the port and the dynamics of the river with the experience of a modern large park for the surrounding city districts. Park Maashaven is a park for Rotterdam-Zuid in general and for all residents of the surrounding city districts and the port in particular. It is the best place to meet each other, where you are encouraged to be active and where you can enjoy the fantastic view of the Maashaven. The park is seven hectares in size: a format that really adds something new to the existing park structure of Rotterdam-Zuid. The park is a lively meeting place and enables the combination of rest and activity with functions in and around the park which attract the public. Park Maashaven consists of 3 parts: the park, the square between metro station Maashaven and Maassilo and the boulevard of the Maashaven-Oostzijde.

The park

The park area consists of lots of greenery, large trees, lawns, seating areas and is crossed by walking and cycling routes. Park Maashaven encourages you to exercise, play and relax. The park has various spaces and is multifunctional in use. You can stroll, sunbathe, play and there is room for small-scale activities. The park has many height differences. First of all, the two small hills that challenge you to climb them and where you can enjoy fantastic views over the Maashaven towards the Nieuwe Maas and Rotterdam-Zuid. In addition, the transition from the park to the water consists of a gradual, beautifully designed border of different types of natural plants that make the tide visible twice a day.

Metro stations

The square between the Maashaven metro station and Maassilo will be an attractive arrival and recreation square. The Maashaven metro station links up well with the Brielselaan, Dordstelaan, Putselaan and Maashaven-Oostzijde: there is a good pedestrian crossing and the public space is designed in such a way that is focused on pedestrians and invites them to walk into the park from the city districts or from the metro.

Or perhaps a first glimpse of the park and harbour from a height when you arrive by metro: this is also possible from an elevated vantage point.

The park and the Maassilo

Eventually, you will be able to go through or around the Maassilo in various ways. On the Park Maashaven side of the Maassilo you will arrive at a water- and inland waterway square. Here, fountains will spray mist into the air and children will be playing in an old barge under the watchful eye of parents enjoying a drink. Given the layout of this square and its location by the Maassilo, this would be the perfect place for urban events. This place has already become a major tourist attraction. One potential special element is that underneath the park there could be an underground space for special urban, cultural facilities, making the park even more interesting for cultural and tourist activities.

Surrounding districts

The park will be directly adjacent to Tarwewijk, Hillesluis and Bloemhof. The Maashaven-Oostzijde has become an attractive city boulevard.

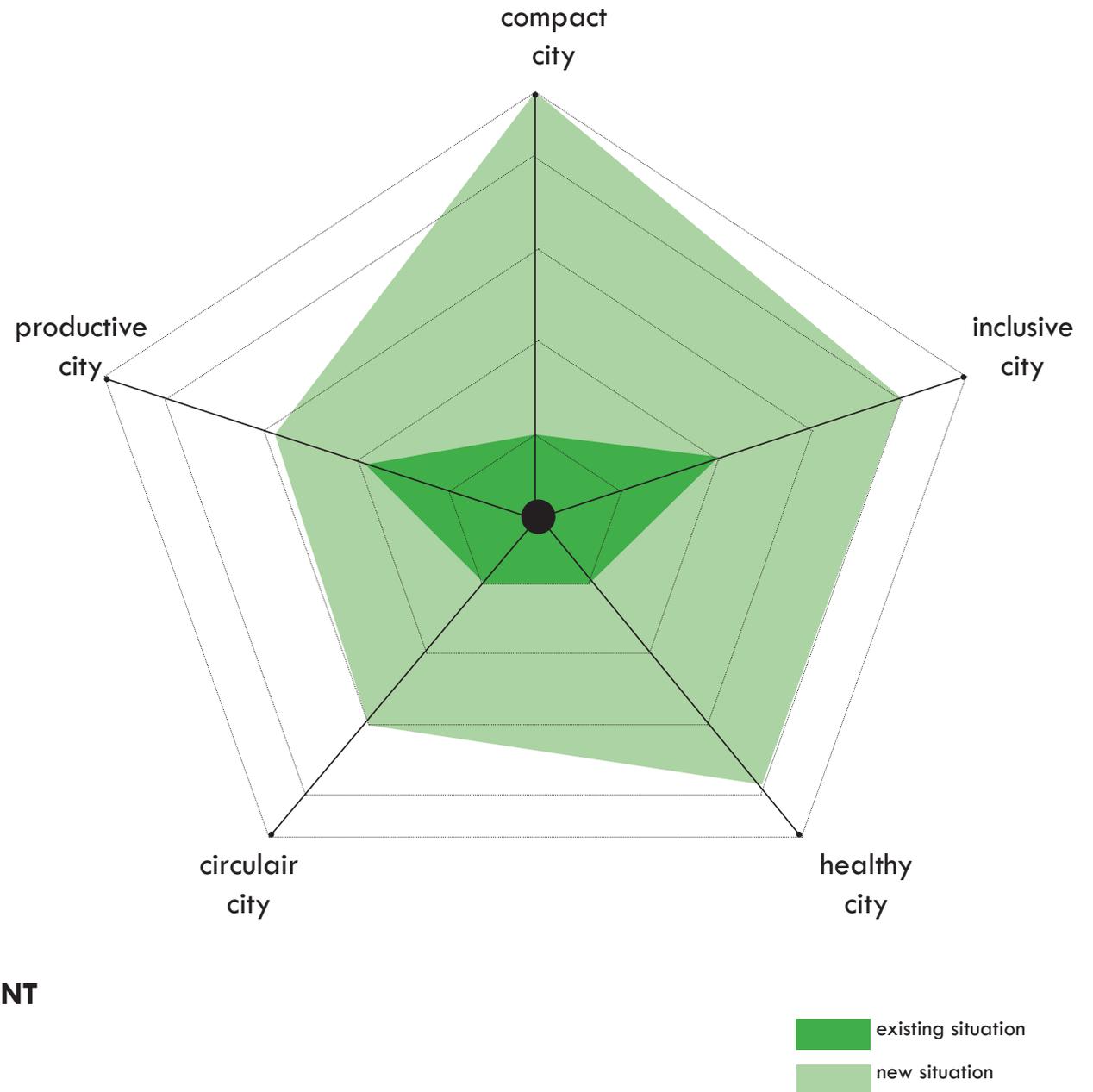
This boulevard is part of the city axis that connects the redeveloped Coolsingel, via the Posthumalaan, with Hart van Zuid. The number of car lanes on the Maashaven-Oostzijde will revert back from two to one. This will create space between the metro track and this narrower profile for an attractively designed promenade with several rows of trees, seating and play areas and a two-way cycle path. This urban boulevard will already create a park feeling on the border of the buildings on the Maashaven-Oostzijde.

Stakeholders

Discussions about the Maashaven were held at an earlier stage with the port authority and the inland shipping companies. It will continue, in part, to be a working port with berths for inland shipping. In addition, there have already been information evenings held where many people have been questioned about a possible park in the Maashaven.



- **A NEW CITY PARK OF APPROX. 7 HECTARES OF GREENERY**
- **LOWERING OF HEAT ISLAND AROUND CITY DISTRICTS**
- **PLACE TO MEET, SPEND TIME, PLAY SPORTS AND GAMES**
- **PLACE FOR ART, CULTURE, EDUCATION AND FESTIVALS**
- **INTERCONNECTION WITH SURROUNDING NEIGHBOURHOODS AND PARK MAASHAVEN**
- **SHOWCASE FOR BUILDING PARKS IN THE DELTA**
- **SCOPE FOR SLOW TRAFFIC**
- **NATURAL DYNAMICS OF WATER BECOMES VISIBLE**
- **CONDITION FOR SETTING UP A MORE MIXED LIVING AND WORKING ENVIRONMENT**
- **REINFORCEMENT OF MAASSILO PROGRAMME**



COMPACT CITY

Park Maashaven adds a substantial amount of new public space (approx. 7 ha) in the immediate vicinity of densely populated city districts. There is currently a shortage of greenery and public space here which is also being felt by the residents. At the same time, Feijenoord is the fastest growing area after the city centre in terms of the number of new homes. As a result, the need for good public space is only increasing. Park Maashaven strengthens the raw character of the port city by emphasising iconic buildings such as the Maassilo.

HEALTHY CITY

Approximately 7 hectares of greenery will be added by Park Maashaven for exercise, sports and games. The environmental quality will be improved: nature-friendly riverbanks will improve water quality and increase biodiversity. Adding a substantial acreage of greenery will improve air quality. Rotterdam will become more climate-resilient as a result of the construction of Park Maashaven: the surrounding districts will warm up less quickly as a result of the creation of greenery and more shade (it is precisely these old city districts in Rotterdam that suffer a lot from heat stress). And the construction of the park in front of the main water barrier is helping to strengthen the main water barrier. Making the natural dynamics of the water visible again.

CIRCULAR CITY

Park Maashaven makes an important contribution to the principle of 'residual materials as raw materials' by reusing sand from the deepening of the Nieuwe Waterweg. The first phase of the park to be carried out, the underwater phase, will involve removing dirty silt and replacing it with clean sand from the

Nieuwe Waterweg. Building such a large-scale park in the Maashaven, in a dynamic environment with two daily tides, the possibility of extreme high water and taking into account the existing characteristics of the Maashaven (e.g. the quays, the metro, the existing buildings), demands an experimental design. Park Maashaven will be a showcase project for innovative (park) construction in the delta.

INCLUSIVE CITY

Park Maashaven will be the place where people from all walks of life and of all ages can participate and meet each other. Park Maashaven will be there for the local residents, for inland shipping crews, for Rotterdammers, for those working in and around Maashaven and for visitors. It will be the place where people from the various surrounding neighbourhoods meet: it will strengthen the bond with each other and with the various neighbourhoods.

PRODUCTIVE CITY

With the redevelopment of the 120 berths for inland shipping vessels and the use of the port around the basin and the construction of the Park Maashaven, Maashaven symbolises the port city of the future. Park Maashaven is an inspiring **place for interaction, meeting and exchanging knowledge between the companies around the park, in which the Maassilo plays a special role. Park Maashaven will contribute to an attractive business climate for economic activities of which Rotterdam companies are proud: made in Rotterdam.**

SCHOUWBURGPLEIN

The Schouwburgplein was redesigned 21 years ago as Rotterdam's square. References to modernity and the port were dominant. The design received mainly positive responses from the architectural world. However, many Rotterdammers found the square slippery and bare and there was often nothing to experience.

Ten years ago, the Vereniging Verenigd Schouwburgplein (VVS) started organising more lively events on the square. The cultural institutions ensured that the plinths were more open. And then the Municipality carried out modifications that made the square a more pleasant place to be: more trees all around, more places to walk on the square, chairs, benches and, last but not least, the Flying Grass Carpet. The collaboration, programming and modifications to the square were successful: the square has become a destination where people sit in the sunshine and children play. There are approximately 80 events a year, ranging from free yoga classes and dance battles to Circusstad and Rotterdam Pride. The Schouwburgplein has really become a square of and for the whole city!

Nevertheless, there is now every reason to make a new plan for the Schouwburgplein. The first reason is that the roof of the car park underneath is leaking and needs to be repaired. As the top of the square will first have to be removed, this is the time to think about a new layout. The second reason is that the successful Flying Grass Carpet cannot be left lying on wood, as this poses the threat of wood rot over time. The third reason is that the ventilation of the car park needs to be replaced. This offers time to consider whether it would be desirable to put back the three ventilation towers in the same way. The fourth reason is that the municipal council has called for space in municipal car parks to be reserved for bicycle parking. Finally, renewed agreements are needed between the VVS and the Municipality of Rotterdam on the subject of collaboration and financing.

Their collaboration, up to now, has been too incidental and implicit, which is not a good basis for future-proof square management. Meanwhile, 7 Square Endeavour has developed plans to make the square and surrounding

buildings more sustainable. So now is the time to ensure that the square is embraced by all Rotterdammers and provides an opportunity to make it a real destination.

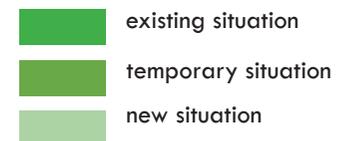
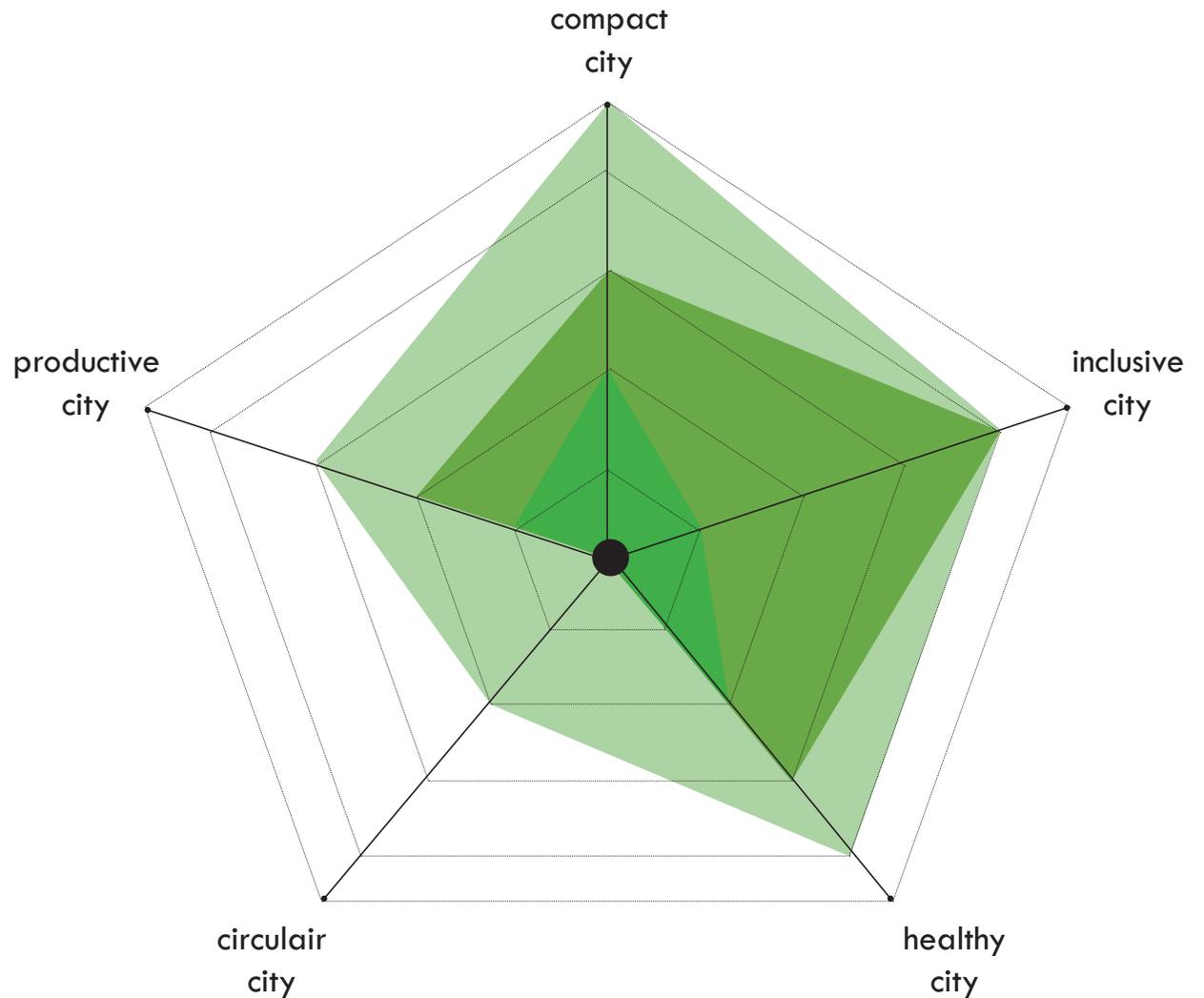
Stakeholders

This plan is the result of a year of intensive collaboration between the Municipality (official), Vereniging Verenigd Schouwburgplein and 7 Square Endeavour. This new collaboration started at the beginning of 2019 during a breakfast in which Vice Mayors Wijbenga and Bokhove challenged the parties to come up with an ambitious plan for Schouwburgplein.

The Vereniging Verenigd Schouwburgplein (VVS) unites all the parties around the square. The aim of the VVS is to strengthen and improve Schouwburgplein as a cultural square for all Rotterdammers. It contributes by providing programming for the square. It also contributes to management of the square, among other things. It is the link between the Municipality and all the individual parties on the square. 7 Square Endeavour (7SqE) unites cultural institutions, property owners, authorities and the business community with the aim of creating a climate-neutral Schouwburgplein by 2030. The square must become an international showcase. Think in terms of green roofs, water storage, and heat/cold exchange systems between the buildings.



- THE CITY'S STAGE
- A PLACE TO SPEND TIME
- A SUSTAINABLE EVENT VENUE
- NEW BICYCLE PARKING
- GREEN ROOFS ON SURROUNDING BUILDINGS
- OF AND FOR ALL ROTTERDAMMERS
- FROM FACADE TO FACADE
- CAR-FREE DESIGN OF STREETS AROUND THE SQUARE
- MORE ROOM FOR RESTAURANTS AND CAFÉS
- BETTER INVOLVEMENT OF HARTSUYKERFLAT AND THEATRE IN THE SQUARE
- MORE GREENERY



COMPACT CITY

The new layout of the square will enable it to be used as well and as flexibly as possible: there will be space for events, but also for recreation, sports and games, and culture. New bicycle parking also makes it attractive to come by bike. In addition to just parking your bike, ancillary facilities will also be added. The square already has great architectural and cultural-historical value. The image-defining elements of this will be retained. The redevelopment offers a fitting sequel to the City Lounge, while safeguarding the raw and dynamic character of Rotterdam. In view of the densification of the city centre, extra greenery will be added to the square.

HEALTHY CITY

The new layout increases the attractiveness in terms of experiencing greenery and water, experiencing culture, spending time and meeting others, and exercising. Connected pedestrian routes (no longer interrupted by streets near De Doelen/Schouwburg/bicycle path & restaurant KD) will encourage people to stroll through the city centre. By creating more greenery, reducing car use and encouraging cycling and walking, air quality will be improved. A sharp reduction in car use in the area will also benefit the quality of the water. Through water storage, permeable surfacing and the addition of greenery we will make the square climate-resistant: there will be enough storage capacity and heat stress can be reduced.

CIRCULAR CITY

Rainwater will no longer enter the sewage system, but will be collected separately so that it can also be reused to water green roofs, for example. The square lends itself very well to testing system changes. Any materials that are no longer needed as a result of the changes will be reused in the square or elsewhere in the city.

INCLUSIVE CITY

The design of the public space is tailored to the different needs of many target groups (from 0 to 100, for example) and different (flexible) uses. In this way, the square brings together residents from all over the city and visitors from outside the city, but above all, residents from socio-economically very different neighbourhoods in the immediate vicinity of the square. This increases the space for interaction which is reflected in the programming of the square. This is for a broad public, bringing together high culture as well as street culture and both small- and large-scale events. The square will be designed in such a way that small-scale culture will also have its place on the square. This is an accessible way for everyone in the city to get in touch with culture.

PRODUCTIVE CITY

The references to Rotterdam Port City are retained in the new design. The institutions and facilities around the square will be better involved in the new design. This connection between outside and inside will make the square an inspiring place to interact.

By designing the square in such a way that small cultural productions can also present themselves, creativity is given room to grow. The increased presence of the large cultural institutions on the square can contribute even more to this. The cultural institutions are proud of their location and actively promote it. They also do this by using the square as a stage for the city. Due to the facade-to-facade concept, all the surrounding businesses can be expected to benefit from the new design. This applies in particular to De Doelen as a conference centre, with which Rotterdam can contribute more to knowledge sharing internationally.

RIJNHAVENPARK

In, on and along the 'old' Rijnhaven with its historic quays, industrial monuments and beautiful views, a new part of the city centre will be reimagined and realised. High-rise buildings will border on a city park occupying a large part of the current harbour basin. A park that will partially float in the harbour with a permanent city beach. Where the water can be experienced in many different ways. A piece of city along the important route from Zuidplein to Hofplein. Easily accessible by public transport and bicycle and with pleasant amenities for workers, businesses and recreation. But also including a variety of housing options and typologies. In short: an extension of Rotterdam's city centre on the south bank.

Stakeholders

The plans for the Rijnhaven are not new. They fit in within the previously established developments of Kop van Zuid, Wilhelminapier and Katendrecht. In 2018 and 2019, the Municipality discussed the Rijnhaven Ambition Document with residents and business owners. This gave rise to many ideas and insights that have been translated into this urban project.

Unique position

The Rijnhaven has a special position in Rotterdam's port history. It is still an exceptional place due to its central location, considerable size and two public transport stations right in the heart of Rotterdam. And thanks to the shape of the basin and buildings on the surrounding quays, the harbour feels sheltered, almost like a square.

The characteristic pentagonal shape makes the Rijnhaven unique. The many views over the open water continue to surprise and delight. These are all qualities that make the further development of the Kop van Zuid and the expansion of the city centre on the south bank a viable proposition.

High and lively

Construction will soon take place between the Posthumalaan and the water of the Rijnhaven. This will provide space for the park and approx. 2,500 homes.

Around one-third of the water surface will be filled in for this purpose. On this new piece of land, beautifully formed buildings with high towers will be erected for living and working.

With functions and amenities.

The Rijnhaven Ring

The layout of the Rijnhaven is highly innovative, with a partially floating park (riser park) and a public beach in the middle of the city. The park, beach and several transitions along the quays will provide a unique experience along, on and in the water. The construction of the Rijnhaven Bridge has already created a popular walking circuit. This will now be fully completed between Wilhelminapier and Katendrecht via the Posthumalaan and the routes through the park:

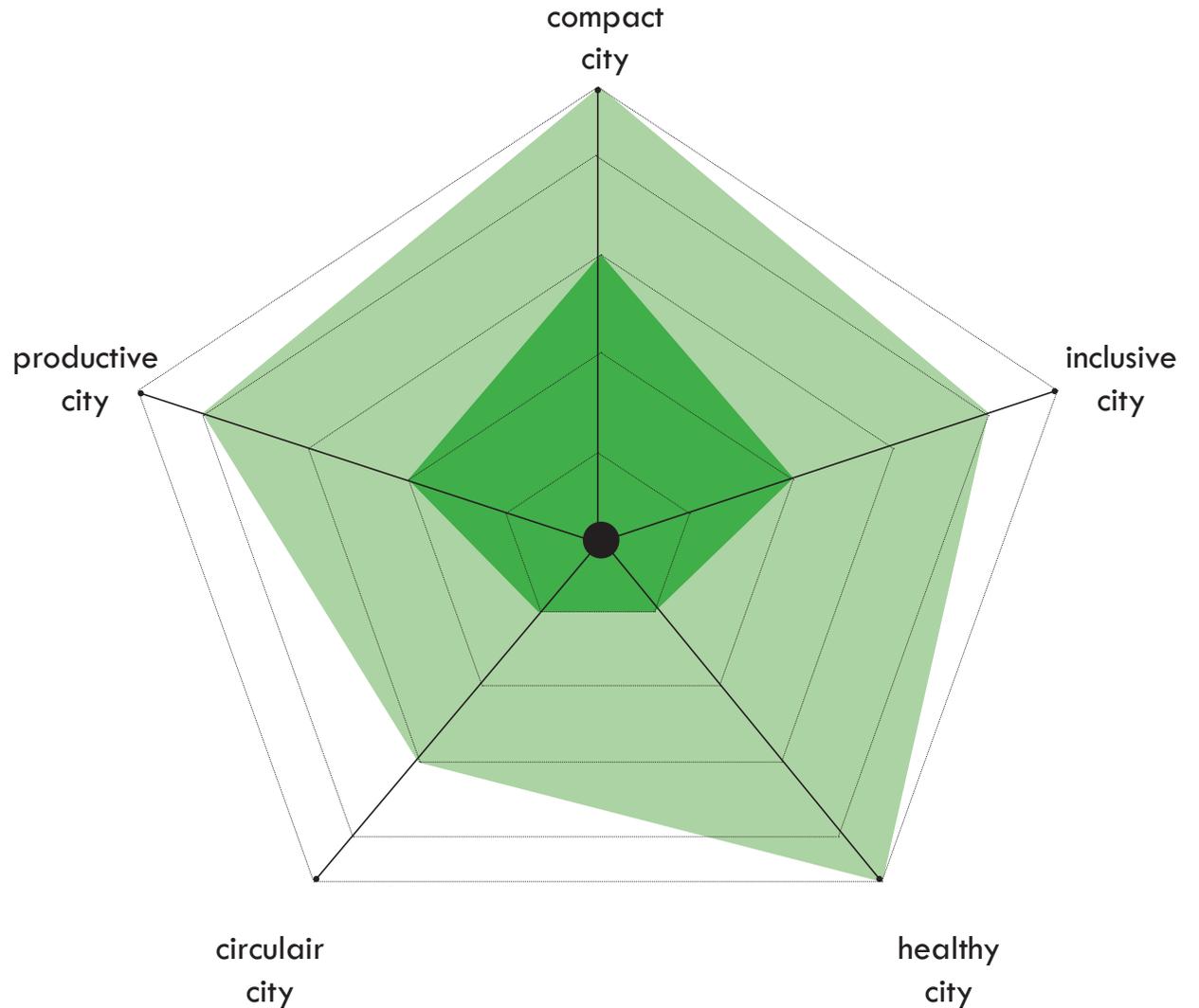
The Rijnhaven Ring.

New centre on the south side

This part of the city centre, with its new buildings and the city park with beach, offers a new destination for the city and especially for residents of the surrounding districts. It is also an area where pedestrians and cyclists will be given priority. And where public transport and other new forms of transport (over water or via sharing and borrowing) are obvious choices. The two public transport stations ensure that the new Rijnhaven can be easily accessed by metro from both sides. It is also a new venue for events and festivals in the city.



- **NEW CITY PARK**
- **2500 NEW HOMES**
- **CITY LOUNGE ON THE SOUTH**
- **8 HECTARES OF GREEN**
- **FUNCTIONAL MIX; ROOM FOR NEW AFFORDABLE BUSINESS ACTIVITY AND OFFICES**
- **TRANQUILLITY AND ACTIVITY**
- **METRO STATIONS WILL BECOME MOBILITY HUBS**



COMPACT CITY

The 21-hectare harbour basin will be redeveloped into a compact, urbanised part of the city including 2500 homes and an 8-hectare city park. With improved and extra connections, the addition of supplementary programmes and recreational space, new facilities will be accessible within walking and cycling distance from the centre, in close proximity to many people. The realisation of the Rijnhaven development will definitively shape the inner city on 2 banks: a central urban environment, with a wealth of culture, meeting places and recreation where slow traffic prevails: City Lounge on the South. The Rijnhaven development builds on the cultural history and the unique raw and dynamic character of the Rijnhaven, where Rotterdam can be experienced in all its facets: harbour (history), river and tide, high-rise buildings, architecture, the large scale, the contrast, and so on. The metro stations will be upgraded to mobility hubs and will be given a very prominent place in the area due to the location of two large entrance plazas.

HEALTHY CITY

The Rijnhaven area development with its city park is centrally located in the city and in the immediate vicinity of people (both in the city centre and in the Kop van Zuid) who have a great scarcity of accessible and high-quality green recreational space. The city park will provide approximately 8 hectares of green space for exercise, sports and games. Deepening the water will improve water quality and the creation of nature-friendly banks will enhance underwater wildlife and biodiversity. The Rijnhaven area development also scores well in terms of climate resistance. The greenery on the reclaimed land and the floating parts of the park will help prevent heat stress. In the busy inner city and densely built-up city districts of Rotterdam-Zuid, the Rijnhaven area development will provide both significant densification and a large recreational city park where both tranquillity and activity can be found.

CIRCULAR CITY

The park and recreational facilities are excellent with bicycle, foot and public transport. The new buildings must meet the BENG requirements. And the construction of a city park will make it significantly greener. All this contributes to the ambition to make Rotterdam CO₂ neutral. The Rijnhaven develop-

ment is also not afraid of experimentation. The city park will partly consist of floating park sections which will be able to accommodate daily tides and extreme high tides. Because of the scale of the building blocks, it will be possible to experiment with circularity in, for example, waste flows and closing cycles. In land reclamation, too, the principle of using residual materials as raw materials can be applied by reusing sand from the deepening of the Nieuwe Waterweg and/or other dredging mud.

INCLUSIVE CITY

A mixed neighbourhood is being developed in the Rijnhaven, where there is housing for various target groups and in all price ranges as well as a commercial and social programme with a highly urbanised mix of functions. The Rijnhaven will be a place for residents, neighbouring residents, the Rotterdammer and visitors to the city. It is therefore both a place where people from the various surrounding districts of Wilhelminapier, Katendrecht, Kop van Zuid and Afrikaanderwijk can meet each other (in the park, at the catering establishments or mobility hubs), thus strengthening the bond with each other and with the various neighbourhoods. Accessibility will be improved in many ways: there will be more and better connections between the surrounding districts by reducing the barrier work on the city axis, new connections on the reclaimed land and on the water.

PRODUCTIVE CITY

With its multifunctional urbanised living and working environment where businesses and residents can find their place, and its special recreational city park with a central role for the harbour basin, Rijnhaven contributes in several ways to strengthening Rotterdam's competitive and innovative business climate. The city park does this too, with its floating park sections, for example. The Rijnhaven area development stimulates innovation by creating interaction environments, with an urban park, a mixed urban programme, and a range of affordable commercial/office space where creativity and entrepreneurship are given room to grow and flourish. Rijnhaven will be an inspiring Rotterdam location for interaction, encounters and, around the harbour basin, there will of course also be room to showcase and celebrate the successes of 'made in Rotterdam' with special events from the maritime sector, among others.

TIDAL PARK FEYENOORD

Context Feyenoord City

The soon to be developed Feyenoord City will be one of the new hubs in Rotterdam. In addition to a new football stadium and railway station, there will be more housing, restaurants, offices and a social programme. There will also be considerable greening. The bare, asphalted car parks will disappear and attractive public spaces will be created in the form of green squares and parks. In the outer bend of the Nieuwe Maas, from the Brienenoord Island to the Mallegatpark, a unique tidal park of approximately 3 hectares will be created with tidal wildlife and recreational facilities. Residents of the Veranda, Feyenoord City, but also the densely populated city districts of Zuid will soon have nature around the corner.

In Rotterdam-Zuid, the Nieuwe Maas will play a major role in creating new ecological and recreational qualities along the banks of the river. Parks and sports grounds in the Zuid district already form a network of more cultivated greenery called the Emerald Belt. In the Emerald Belt, the Zuiderpark and park of 2 Heuvels are important large structures. Feyenoord City, together with the Brienenoord Island, adds a third large green, ecological structure: a tidal park from Mallegat to the Brienenoord Island, which in itself is an ecological connection with high natural value for intertidal flora and fauna. It offers current and new residents of Feyenoord City the opportunity to experience for themselves the river habitat that will soon be on their front doorstep. Sheltered spaces will be created to allow nature to thrive. The buildings will also contribute to the ecological quality of the area.

The tidal park

A tidal park is about making the river more natural, experiential and attractive in relation to the urban environment. Viewed from the river, a tidal park strengthens the relationship between water and land and between nature and the city. The tidal park seeks to generate various added values for the city in terms of ecology and recreation, social and economic value, experience of natural dynamics and a laboratory for knowledge development, while at the same time keeping the river as a safe shipping route.

Feyenoord Tidal Park

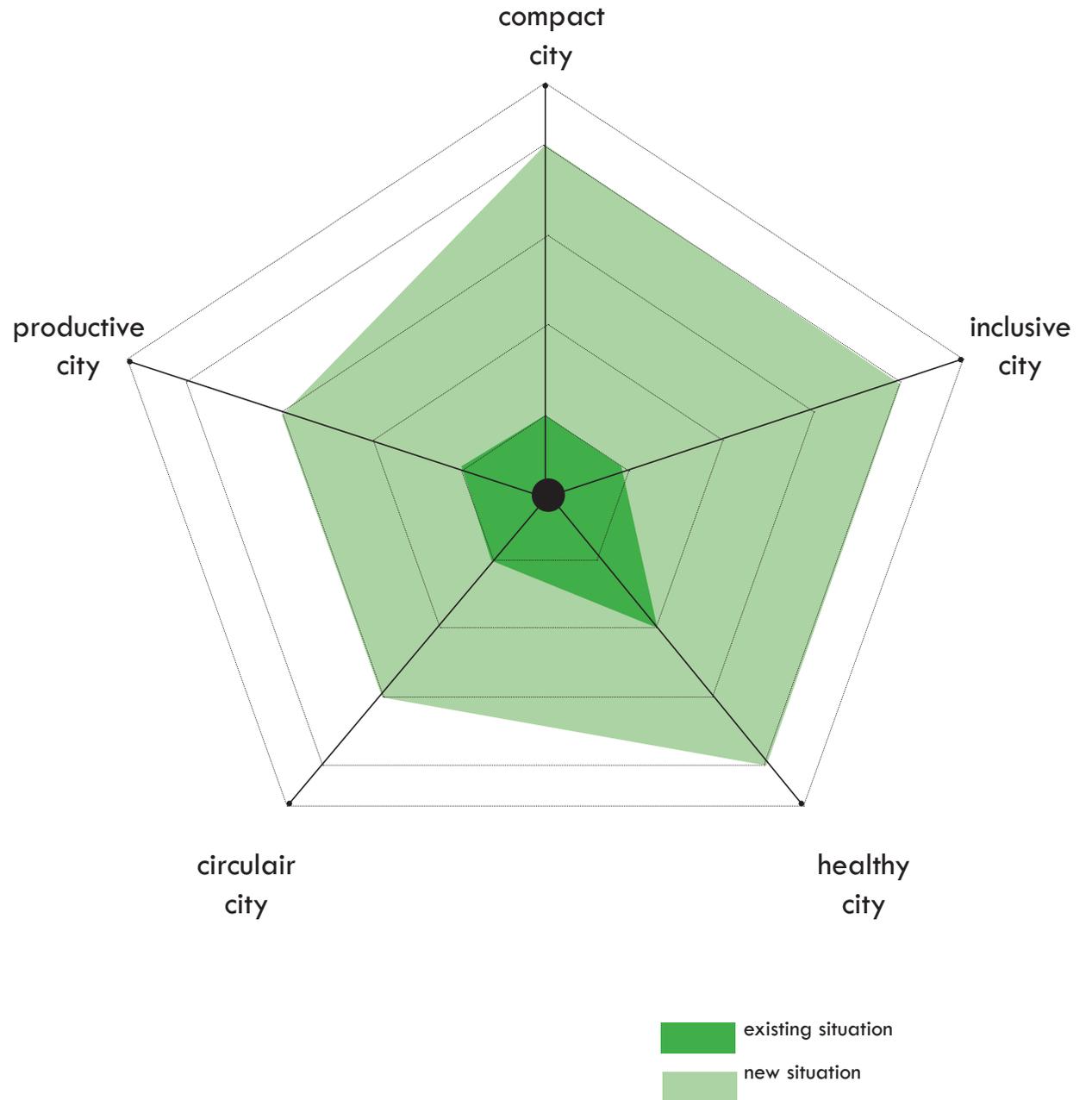
A number of things are important within the design of the Feyenoord Tidal Park. In the first instance, the tidal park offers the opportunity to bring city and nature closer together. A new slow traffic network makes it possible to move near, in and through the park with greater ease. In addition, park usage will be stimulated by incorporating various activities to make it a destination for the surrounding neighbourhoods (and Rotterdam). The tidal park will also be characterised by different types of landscapes along the river. From urban parts to more natural parts. It is important in the design to create a continuous ecological network that connects to other sections along the river. Finally, the design safeguards accessibility for shipping.

Stakeholders

The discussion about a possible tidal park at this location is not new. The Water Authority, the Ministry of Infrastructure and Water Management, the port authority up to the WWF are (have been) involved in the planning. The plans for Feyenoord City will follow this up. These plans have already been the subject of several discussions with various stakeholders.



- **NEW HUB IN ROTTERDAM**
- **UNIQUE TIDAL PARK**
- **A NEW ICONIC STADIUM**
- **GOOD CONNECTION TO THE SURROUNDING DISTRICTS**
- **TRANQUILLITY AND ACTIVITY**



COMPACT CITY

Feyenoord City is being developed as one of the new hubs in the city of Rotterdam. Around a new NS railway station and new football stadium, a large and diverse programme is being implemented: housing, hospitality, leisure, offices and a social programme. In addition to densification, the area is also being made greener. The many asphalted car parks that characterise the current area will disappear and be replaced by an attractive green public space consisting of various squares and parks. In the outer bend of the Nieuwe Maas, from the Brienenoord Island to the Mallegatpark, a unique riverbank park will be realised with a tidal habitat and all kinds of recreational facilities. The riverbank park will give the Veranda and Feyenoord City, but also the densely populated city districts in the south, a large and exceptionally green area close by. The new stadium with the tidal park on the Nieuwe Maas will introduce a new icon to the architectural city of Rotterdam.

HEALTHY CITY

The tidal park Stadionpark adds nature, greenery and recreational opportunities to the Nieuwe Maas, making the river a destination for the nearby districts to exercise, meet and relax. Where both activity and tranquillity can be found: the bustle of the concourse around the new stadium, the peace and quiet of the landscape in the tidal park. This tidal nature will also improve water quality, increase biodiversity and help prevent heat stress. The tidal park makes the tides in the river visible and experiential, thus also contributing to raising awareness of the issues of climate resilience and water safety.

CIRCULAR CITY

The tidal park Stadionpark contributes to the Rotterdam CO2 neutral objective by creating nature and greenery in the existing city within cycling and walking distance. There are many opportunities for circularity in its construction, for example through the reuse of sand required for the construction of the new stadium, from the deepening of the Nieuwe Waterweg and/or other dredging mud. All kinds of natural cycles will develop in the landscaped park. There are also opportunities here in the management of the park. The tidal park also offers all kinds of possibilities for experiments with new developmental materials, such as e-concrete.

INCLUSIVE CITY

The tidal park Stadionpark makes the Nieuwe Maas accessible and experiential. It will be a place where everyone can experience nature, river dynamics and tranquillity. Where Rotterdammers can meet and enjoy their city together in this special place: on the banks of the river Maas with a view of the skyline. The tidal park Stadionpark will give the adjacent Zuid districts an easily accessible and special public space. This will add extra quality to their immediate living environment, which will increase their connection with the district and the city.

PRODUCTIVE CITY

The realisation of the tidal park Stadionpark, with its tidal nature and recreational possibilities in the arterial shipping route of the port of Rotterdam, fits in perfectly with vision of the port city of the future. Where sustainability, ecology, encounters and experiences have a place in and along the Nieuwe Maas, in addition to transport and transshipment. And where special public spaces and residential environments in Stadionpark can contribute to a competitive and innovative Rotterdam business climate. The tidal park offers Rotterdam businesses and organisations the chance and opportunity to show that they are proud of their city. The pace of development is also important in Feyenoord City. Give the economy time to move with the direction the city is taking. In the (medium) long term, Feyenoord City has the potential to develop as a popular economic hotspot for companies and offices

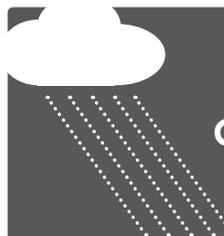
BENEFIT SHEET 7 CITY PROJECTS

HEAT STRESS REDUCTION

OF UP TO 7°C IN SOME PLACES



CA. 100.000M2 GROEN =



APPROX. 4,400M3 OF WATER STORAGE

INCREASE IN GREEN ROOFS BY APPROX. 10,000M2



+25.000

NEW HOUSING IN AND AROUND PROJECTS

BICYCLE PARKING APPROX. 1,700 SPACES

MORE SPACE FOR EVENTS AND CULTURE



LOWERED



NOISE LEVELS AND IMPROVING AIR QUALITY

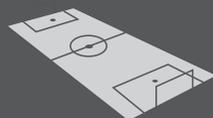
CA. 17.000



BOMEN



+700



X20



INCREASE IN EMPLOYMENT. IT OFFERS OPPORTUNITIES FOR WORK DIVERSIFICATION.



CO2 REDUCTION 1 TREE = 30KG = 21,000 KG

NEW HOUSEHOLDS WITHIN 200 METRES OF GREEN SPACE

+15%

WOZ PROPERTY VALUES IN IMMEDIATE SURROUNDINGS



A +€600 MILLION WOZ VALUE INCREASE FOR ALL PROJECTS



NEW PLACES FOR INNOVATION WILL EMERGE IN THE CITY



MORE JOBS IN THE SERVICE SECTOR WITH MORE INHABITANTS



GREEN SPACE LESS THAN 1 KM FROM HOME LEADS TO LESS OBESITY, DEPRESSION AND ANXIETY DISORDERS AND THEREFORE LOWER HEALTHCARE COSTS.

