

STADS- VISIE ROTTER DAM*

SPATIAL DEVELOPMENT STRATEGY 2030

SUMMARY

DRAFT

* ROTTERDAM URBAN VISION



Gemeente Rotterdam

ROTTERDAM URBAN VISION

SPATIAL DEVELOPMENT STRATEGY 2030 / DRAFT

ROTTERDAM IS CONSTANTLY CHANGING; THE CITY IS PERMANENTLY WORKING AT ITS FUTURE. AFTER THE SUCCESSFUL PERIOD OF THE POST-WAR RECONSTRUCTION, ROTTERDAM CONTINUED ENHANCING ITS STATUS AS AN INTERNATIONAL CITY ON THE RIVER.

Its centre witnessed the appearance of the Erasmus Bridge and the Kop van Zuid. Since then, the city has been boasting a skyline unique in the Netherlands. On the edges of the city beautiful residential districts have been built, like Prinsenland and Nesselande. New entertainment venues, restaurants and festivals have turned Rotterdam into a place with a young, trendsetting image.

The coming 25 years the city will grow further. More than that, the development of the city must accelerate in order to strengthen its competitive position. This is the objective: at a rapid pace Rotterdam will pursue the course to become even more attractive to residents, companies and visitors.

Information and consultation

The Urban Vision has been adopted by the Municipal Executive and released for consultation. The aim of the current phase is to assess the support base for the Urban Vision. Therefore, in February and March all parties concerned in and outside Rotterdam will be informed through various channels about the course the local authorities intend to follow. This phase is not only about providing information, but also about consultation and involvement. For this reason, the Municipal Executive is inviting all those who are willing to contribute their ideas and invest in the future of Rotterdam to react. If you are interested, please consult the website www.rotterdam.nl/stadsvisie or send your reaction to: Gemeente Rotterdam, College van B&W, Postbus 6699, 3002 AR Rotterdam.



An aerial photograph of Rotterdam, showing a dense urban landscape with various buildings, a canal, and a boat in the water. The image is partially obscured by a red vertical bar on the left side of the page.

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URGENCY

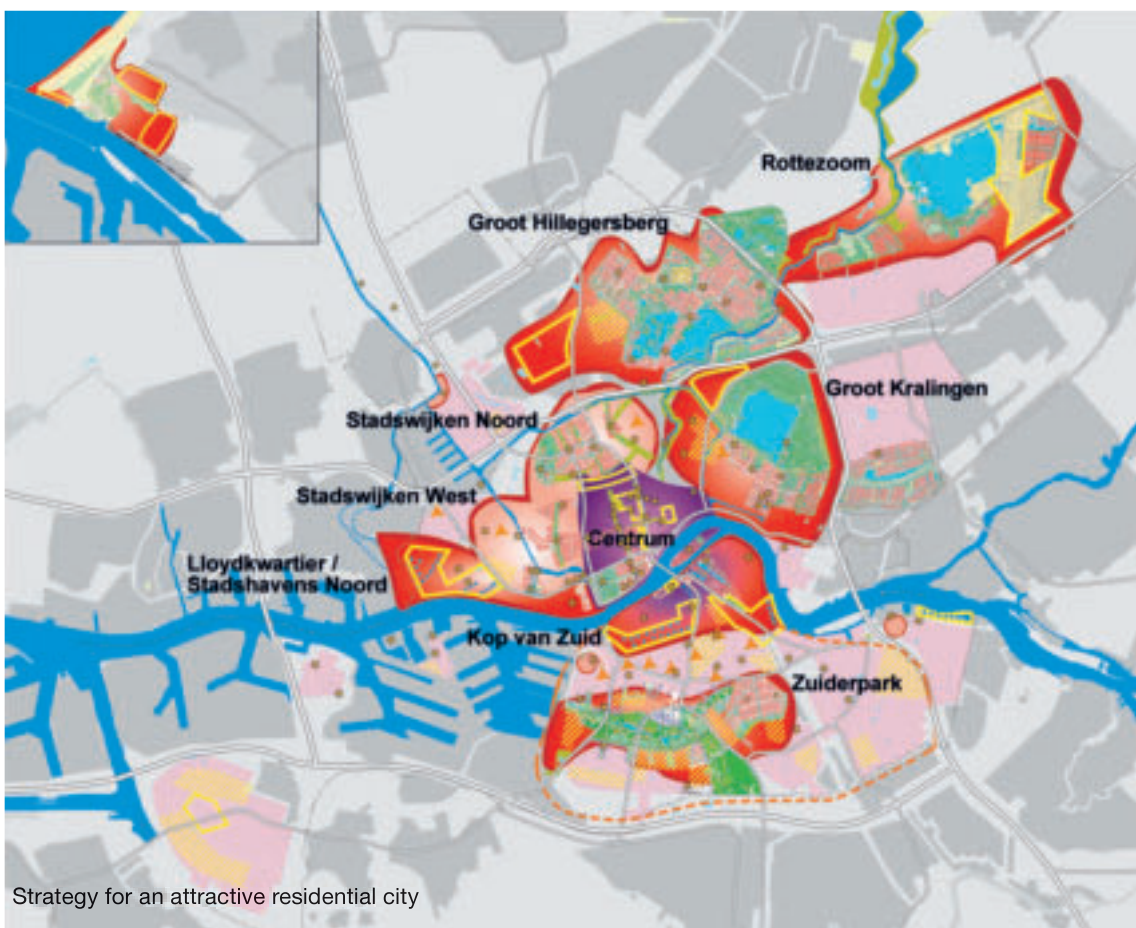
As a mainport, Rotterdam is a city of international importance and interests. The tremendous growth of the economies in Asia and Eastern Europe has put pressure on the international competition among urban regions. From this perspective, the position of the Randstad region is crucial to Rotterdam. Already for some time, various partners active in the Randstad have been working together at future plans for the improvement of its economic and spatial structure. For the time being, however, the position of the south wing of the Randstad is weaker because the knowledge economy is less developed here than in the north wing. To remain sufficiently attractive to companies and their employees, Rotterdam will have to close the gap and give the modernisation of economy a powerful impetus. This also requires counteracting selective migration: the large numbers of graduates currently leaving the city are not compensated by the inflow of promising young people and starters. The reason for that is the fact that the available dwellings and residential environments insufficiently meet the demand. Therefore, in the coming years Rotterdam will make every effort to improve the physical conditions and transform the city into a strong, bustling heart of the region again.

MISSION

To keep playing a significant role in the international competition among urban regions, Rotterdam will have to employ a strategy that not only aims at the development of the knowledge and services economy but can also guarantee an appealing residential and social climate capable of attracting more graduates and creative workers. The urgency is great, because the time span during which it will still be possible to take advantage of the growth of the (working) population and the accompanying demand for housing is short: about 15 years from now on.

THE MISSION OF THE CITY COUNCIL IS: 'WORK AT A STRONG ECONOMY AND AN ATTRACTIVE RESIDENTIAL CITY'.

Strategy for a strong economy



Strategy for an attractive residential city

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THE MISSION IS BASED ON TWO KEYSTONES:

1. STRONG ECONOMY: MORE EMPLOYMENT OPPORTUNITIES

2. ATTRACTIVE RESIDENTIAL CITY: BALANCED COMPOSITION OF THE POPULATION

Both objectives are inextricably linked; to be able to live in the city there must be good housing and suitable employment. Employment, in turn, thrives only when the city can offer favourable conditions for business development, quality housing including the accompanying facilities and public space: in other words, complete residential environments that meet the demands of housing consumers.

Building within the existing city

If a favourable work and residential climate is considered an indispensable condition for a strong(er) city, the realisation of it within the existing urban area will offer maximum benefits and will lead to the efficient use of the scarce space. Furthermore, in this way an optimum advantage will be taken of the existing facilities and the outskirts will be spared. The potential already present in the city has to be unlocked first: the port, the promising economic growth sectors, popular residential districts and the modern city centre on the river. These strong urban elements form the basis for the strategy with 'the oil slick effect' that Rotterdam intends to deploy: what is strong will generate strength, what is weak(er) will derive support from what is strong.

Strong economy

Creating a strong economy concentrates on the transition from an industrial economy to a knowledge and services economy, based on the further development of the medical and creative sectors. In the port area, besides the construction of Maasvlakte 2, the emphasis will be on innovation in the field of energy consumption and energy production as well as the reduction of the emission of carbon dioxide. The leisure sector – the third economic factor – will be developed further and extended on the locations that have already proved successful: the city centre, Stadionpark and the Zuidplein with the Ahoy exhibition, congress and event centre. On the whole, in the near future an extra focus will be on the heart of the urban economy: the SME (small and medium-sized enterprises).

Attractive residential city

Good housing alone is not enough for an attractive residential city. Therefore, Rotterdam wagers on fully-fledged, quality residential environments by devoting a great deal of attention to public space and the indispensable facilities (education, child care, medical/social, sports and games, et cetera). In order to attract more families with children and high and medium income groups, the residential environments of strong districts like Kralingen and Hilleegersberg will be extended. Top priorities in weaker districts are the restructuring and the tackling of the existing housing stock.

In practice, building within the existing city means that Rotterdam has set a target for itself to increase the density of housing stock by 56,000 dwellings at inner urban sites.

Preconditions

Besides a healthy economy and good housing, high-standard public space is an important condition for creating attractive and popular residential environments, like the ones with a green character, quiet character or a metropolitan character. This will require extra investment. Unique architecture and the redevelopment of heritage buildings can play a catalytic role in the process. Geared to the kind of the existing and envisaged public facilities, new plans are being developed for water management, which requires adaptations as a result of the climate change, and for the improvement of the general quality of the environment.



ROTTERDAM URBAN VISION

SPATIAL DEVELOPMENT STRATEGY 2030 / DRAFT

INTERNATIONAL CITY ON THE RIVER

The development of the areas along the river focuses on three elements: the excellent port, the gradual transformation of port areas into urban areas, an attractive and fully-fledged city centre. The development of Maasvlakte 2 will offer space to new port activities and bring about the relocation of companies. As part of the container transshipment will disappear from the Stadshavens, new business locations will become available to companies active in port-related growth sectors. Furthermore, the relocation will enable improving the conditions for international business activity, the development of new forms of knowledge intensive activity in the creative and services sectors, and the creation of unique living/working environments by the water's edge.

The strategy towards the city centre comprises four steps: increasing the general standard of public space and slow traffic routes, strengthening the quality of life and the identity of various districts in the city centre, phased transformation of a limited number of prime locations – Wilhelminapier, Stationskwartier/Lijnbaan, Erasmus Medical Centre, De Boompjes – into great crowd-pullers, and securing the permanent accessibility of the city.

TWOFOLD STRATEGY FOR ROTTERDAM SOUTH

The Rotterdam South Pact will enable Rotterdam South to catch up by tackling socio-economic and physical problems in a comprehensive way. The intention is to utilise the chance cards of economic activity (Zuidplein, Stadionpark, Rotterdam South Medical Centre (MCRZ), the A15 zone, 'eat and meet') and to transform districts occupying a weak position on the housing market into attractive ones.

The Zuiderpark and the Kop van Zuid form cores in Rotterdam South that can give rise to new, appealing residential environments in the surroundings rich in water. The strategy in Oud Zuid involves a pro-active private

housing improvement and, if necessary, an intensive ‘hot spot’ approach to problem areas. The restructuring of the Garden Cities – already successfully launched in Hoogvliet – will result in the upgrading of residential environments, increasing the attachment of residents to their neighbourhoods. Target groups include, in particular, ‘social climbers’, the elderly and families. Another important element of this programme is the modernisation of the facilities on offer.

TAKING ADVANTAGE OF THE QUALITIES OF ROTTERDAM NORTH

The approach to Rotterdam North is based on making better use of and enhancing the existing qualities: the hubs of economic activity and the attractive residential environments. Under the name ‘Science Port Holland’ a high-standard science and business park will be located in the Schieveen polder. Besides this park, the development of a series of ‘Brain Parks’ will be continued in the form of differentiated office sites along the A16, Alexander and Rotterdam Airport.

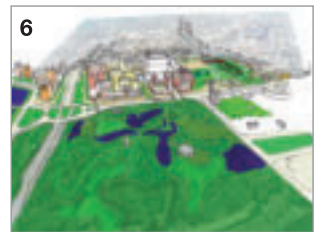
The districts Hillegersberg, Kralingen, Rottezoom and Hoek van Holland have strong identity, inducing the extension of the popular quiet urban and green urban residential environments in their vicinity. The districts surrounding the centre (Delfshaven, Noord and Blijdorp) have the potential to evolve into mixed, urban living/working environments. Gentrification, the forging of conditions favourable to the creative economy, and the further conversion of Rotterdam into a student city will simultaneously take shape in these areas.

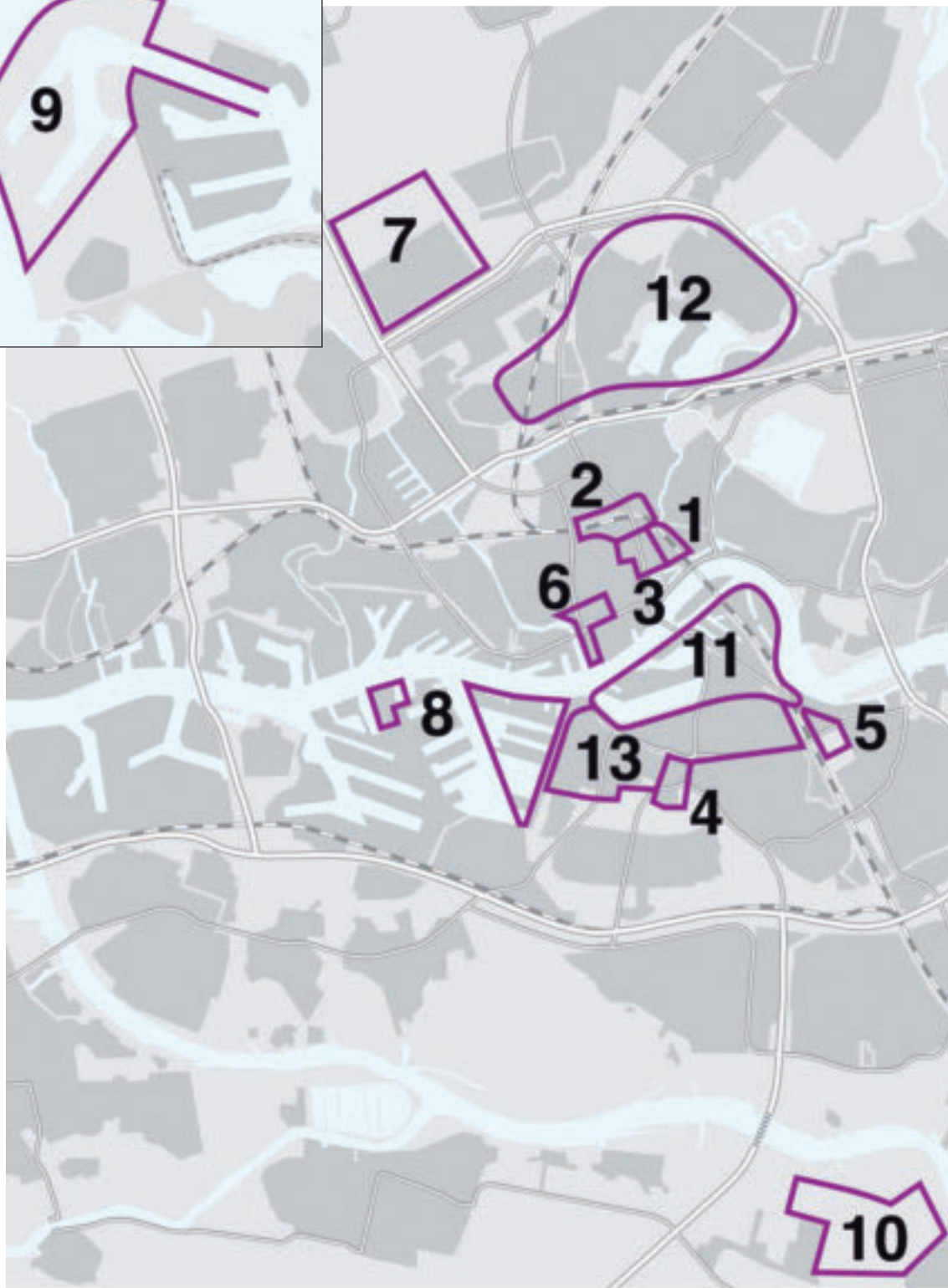
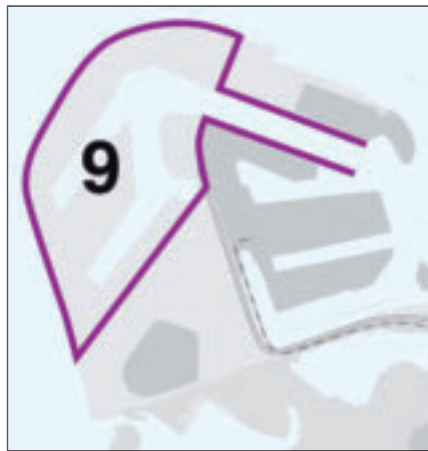


VIP MAP

On the basis of an effectiveness assessment, thirteen area developments have been designated that are crucial to achieving the objectives: 'strong economy' and 'attractive residential city', the so-called Very Important Projects, or VIP Projects:

1. Laurenskwartier
2. Stationskwartier
3. Coolsingel / Lijnbaan
4. Ahoy / Zuidplein / Pleinweg
5. Stadionpark / new football stadium 'De Kuip'
6. Erasmus Medical Centre – Hoboken
7. Science and Business Park Schieveen / Wegen Noordrand
8. Stadshavens: RDM shipyard, Waalhaven-Oost, Rijn-Maashaven
9. Maasvlakte 2
10. Hoeksche Waard
11. Kop van Zuid residential environment: Rijn-Maashaven, Parkstad, Afrikaanderwijk
12. Groot Hillegersberg residential environment: Laag Zestienhoven and Schiebroek Zuid
13. Oud Zuid: tackling the existing housing stock





THE DEVELOPMENT OF ROTTERDAM MUST ACCELERATE IN ORDER TO STRENGTHEN ITS POSITION NATIONALLY AND INTERNATIONALLY. AT A RAPID PACE ROTTERDAM WILL BE PURSUING THE COURSE TO BECOME EVEN MORE ATTRACTIVE TO RESIDENTS, COMPANIES AND VISITORS.

IN 2006 THE CITY COUNCIL ADOPTED THE CONCISE VISION: '**ROTTERDAM, GATEWAY TO EUROPE**'. IT SKETCHES THE BROAD LINES FOR THE SPATIAL AND ECONOMIC DEVELOPMENT OF THE CITY TILL 2030. IT IS BASED ON TWO MAJOR OBJECTIVES: STRONG ECONOMY AND ATTRACTIVE RESIDENTIAL CITY.

THE SPATIAL TRANSLATION OF '**ROTTERDAM, GATEWAY TO EUROPE**' HAS BEEN ELABORATED FURTHER IN THE '**ROTTERDAM URBAN VISION**'. ON 30 JANUARY 2007 THE MUNICIPAL EXECUTIVE ADOPTED THIS SPATIAL DEVELOPMENT STRATEGY AND RELEASED IT FOR CONSULTATION. IT CONTAINS A SURVEY OF CONCRETE PLANS THE LOCAL AUTHORITIES INTEND TO CARRY OUT. THE SPATIAL DEVELOPMENT STRATEGY DOVETAILS WITH THE SOCIAL PROGRAMME AND THE ECONOMIC VISION, AND VISUALISES THEIR SPATIAL EFFECTS.

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