

# Transforming the Productive City

**From  
Monofunctional  
Business Area  
to Innovative  
Urban District**





Dear European competitors,

European NL, Rotterdam Architecture Institute (AIR) and the municipality of Rotterdam are proud to propose five locations for European 15. All five have been designated ‘high priority’ development sites by the municipality.

**This is the site brief of Brainpark I. In short, the challenge is to develop a cross section of Brainpark I, presenting a densification strategy that unlocks the productive potential of the site, setting the transformation in motion from a monofunctional business area along the motorway to a healthy, vital and interactive work-and-live milieu that is well-connected to the nearby university campus and public transport hub Kralingse Zoom.**

**In Search of ‘Good Growth’**

Rotterdam is growing. The city aims to build 50,000 new homes in the next decade and to vigorously enhance the quality and energy performance of the existing

**Colophon**

**European 15 Rotterdam**

Initiated by Stichting European NL  
In full-partnership with Rotterdam Architecture Institute  
[www.airrotterdam.eu](http://www.airrotterdam.eu)

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built environment. In short, Rotterdam is looking for 'good growth': building a compact, circular, productive, healthy and inclusive city with equal opportunities and high quality of living for everyone. It aims to be a vibrant and welcoming place for people of all walks of life, ages and beliefs. Citizens of Rotterdam should be able to live productive lives by working, learning, caring or in any other way contributing to the development of the city and its narratives. Therefore, it is important to remove barriers, to increase connectivity, to collaborate on 'making city' and to move forward on the rich Rotterdam tradition in architectural experiment and innovation.

#### **Radical Renewal of Spatial Policy**

For European 15, five sites have been selected within the city of Rotterdam that could catalyse opportunities on multiple levels. Places that could enhance the city's social resiliency and contribute to 'good growth'. These five sites will be a testing ground for the new Rotterdam vision and regulatory framework on spatial and socioeconomic developments, called the *Omgevingsvisie* (Environmental Strategy). This framework is currently being drafted by the municipality. Because of its holistic approach, it should accelerate innovative spatial solutions and sustainable socioeconomic developments. It is supported by an extensive participatory process and an action research program. The European 15 sites have been selected to implement this process, through research by design and its aim of implementing

exemplary projects. The five assignments are in line with the theme of European 15 and the central themes of the *Omgevingsvisie*: Productive, Inclusive, Circular, Healthy and Compact City.

#### **Public Learning Programme**

In addition to the European 15 competition process, there is an extensive public learning programme, including public events, workshops, masterclasses and a storytelling campaign. European 15 is initiated by European NL, Rotterdam Architecture Institute, the municipality of Rotterdam and aims to connect a strong network of committed and innovative private parties.

This period is a crucial moment in the urban development of Rotterdam. For the municipality, the possibility of acquiring diverse new ideas, testing the scope of the *Omgevingsvisie*, and at the same time providing opportunities to young talent, is the main reason for the cooperation with European 15.

Enter the European 15 competition and join the Rotterdam search for good growth and the urban work-and-live environments of the future.

Best regards,

European NL,  
Rotterdam Architecture Institute  
&  
Municipality of Rotterdam



**BRAINPARK I**



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# Rotterdam x European 15

**The fifteenth edition of European centres on the productive city as a design and development challenge. European NL and the Architecture Institute Rotterdam have set up a partnership for European 15 and decided to work together with the municipality to focus on five Rotterdam locations that are each exemplary for the current challenges the city faces. Through the international platform of European Europe, young design teams are challenged to work on these questions. The express ambition of the competition is to award the five winning teams a follow-up contract in line with their design proposals.**

To Rotterdam, its participation in European 15 also presents an opportunity to field-test the *Concept Omgevingsvisie* (Concept Environmental Strategy Rotterdam). The pursuit of a densified city (a) with resilient residential environments requires reciprocal considerations between the need for productivity (b), health (c), inclusiveness (d), and a sustainable, circular living environment (e). The recently drafted *Concept Omgevingsvisie* (also see text in box) puts these five perspectives on the city on the agenda in mutual coherence. A design competition aimed at innovation must take this ongoing thinking and development process into account and ideally also inform it. Taking productivity as a starting point, the European 15 challenges will therefore also address the other cornerstones of the *Concept Omgevingsvisie*. European 15 is partly aimed at acquiring knowledge about the biggest post-war change in the field of spatial planning in the Netherlands.

## Radical Renewal Spatial Policy in the Netherlands

### ENVIRONMENTAL ACT

The Omgevingswet (Environmental Act) is a Dutch act that will enter into force in 2021. The Environmental Act is about the physical living environment, in other words: about everything we need to live, work, study and recreate, such as water, air, soil, nature, roads, energy and buildings. At this time there are many separate rules and regulations that concern our physical living environment. When the new act is in force, all those different rules and regulations will have been combined into a single, coherent act. The Environmental Act not only ensures that there are fewer rules, but also that these rules are clearer and more accessible. In addition, it will be easier for residents and entrepreneurs to start initiatives together. The municipality monitors and advises what possibilities there are.

### ENVIRONMENTAL STRATEGY NL

The Environmental Act requires that all municipalities and provinces draft a local environmental strategy that reflects how each municipality or province will deal with developments in

the physical living environment now and in the future. Central government also draws up an environmental strategy. An environmental strategy is a story, image or website by which the municipality shows how it wants to organize its physical living environment.

### ENVIRONMENTAL STRATEGY ROTTERDAM

Rotterdam takes developments that affect the use of space, such as climate change and population ageing, as well as the growth of the city, into account. Today, the city houses about 644,000 people. This number is growing and every day, in addition, thousands of people come here to work, study, spend leisure time or because they have to go to hospital. That is a lot of space users. However, the space is limited. That is why it is important to think about which activities go where. The green and the water need space, for example, as do new homes, solar energy, waste collection as well as everyday facilities within walking and cycling distance.

Rotterdam's Environmental Strategy is not only about the city or the centre of Rotterdam, but also about the port area and about Hoogvliet, Rozenburg, Pernis, Heijplaat and Hoek van Holland. Very different areas that are all part of Greater Rotterdam. Different things are important in different areas. But whatever the area, we always look at the whole. Are there enough dwellings, is there proper public transport, outside public space, greenery, schools and care facilities within walking and cycling distance and are the air and water clean? Rotterdam has developed a *Concept Omgevingsvisie* in which it summarized the above in five perspectives:



**Compact City** Rotterdam develops into a densified, attractive city by the river



**Healthy City** Rotterdam makes healthy urban living possible



**Inclusive City** Rotterdam offers space for encounter and participation



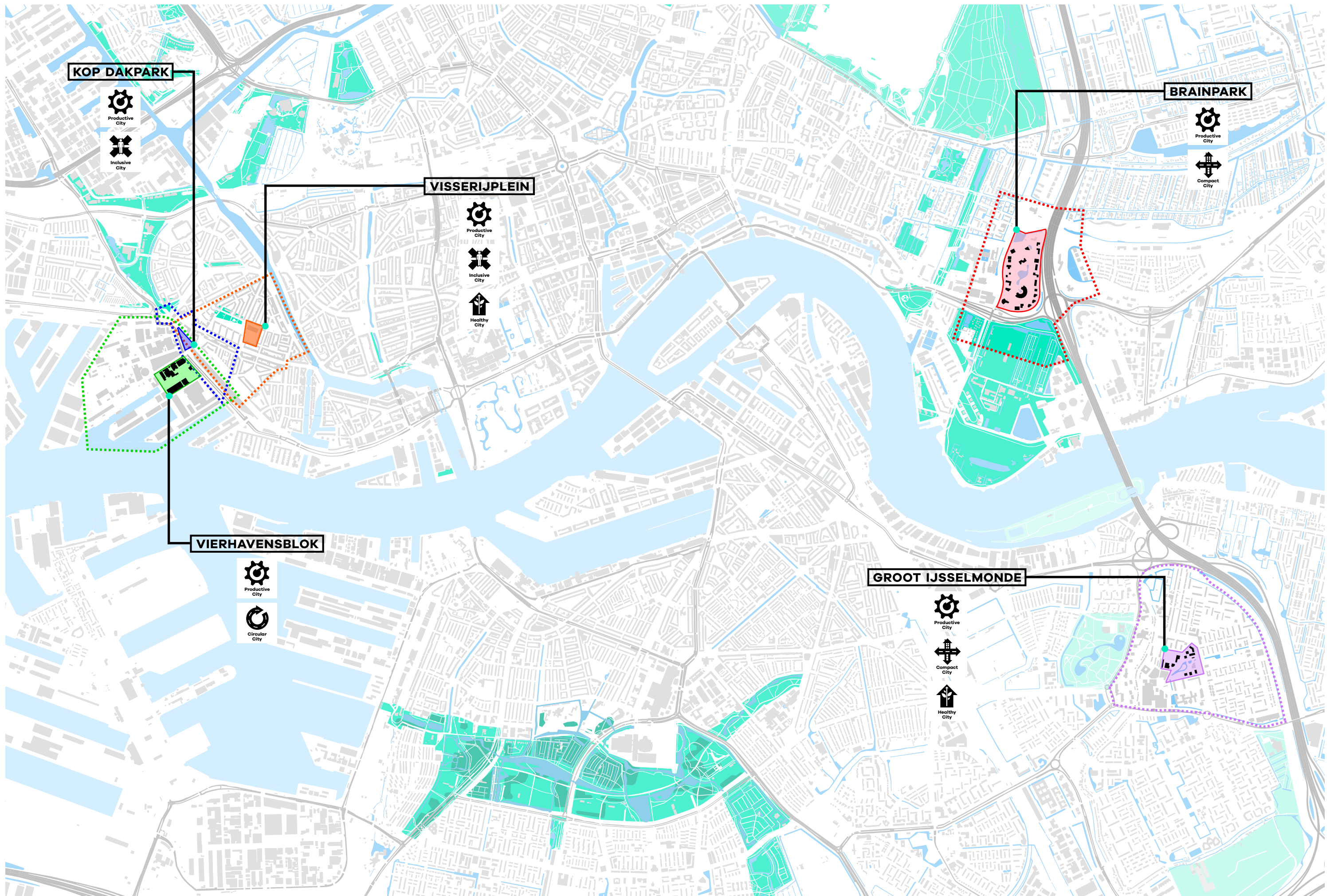
**Circular City** Rotterdam offers space for sustainable energy and recycling



**Productive City** Rotterdam makes room for The New Economy

The definitive *Omgevingsvisie Rotterdam* (Environmental Strategy Rotterdam) will be published in 2020.





## URBAN CONTEXT

Quality of Rotterdam-Noord  
 Densification around Public Transport Hubs  
 From Peripheral Location to Urban Area  
 Economic Engine of the Next Economy

The City of Rotterdam seeks opportunities in the combination of accommodating its growth and boosting the next economy with vibrant places of interaction among all kinds of economic activities and among citizens with widely varying backgrounds. In the case of Brainpark I, there is a twofold spatial strategy. On the one hand, densifying the area with innovative workhome housing typologies, using the potential of the public transport hub and dealing with the challenging environmental issues on site (such as car noise and highway emissions). On the other, strengthening interaction milieus by creating high-quality public space and places to work and live, and more importantly by creating the right mix of functions. A strong asset is the nearby Erasmus University; embedding this economic engine in the interaction milieus on site adds mass and unique components to the mix.



## Quality of Rotterdam-Noord

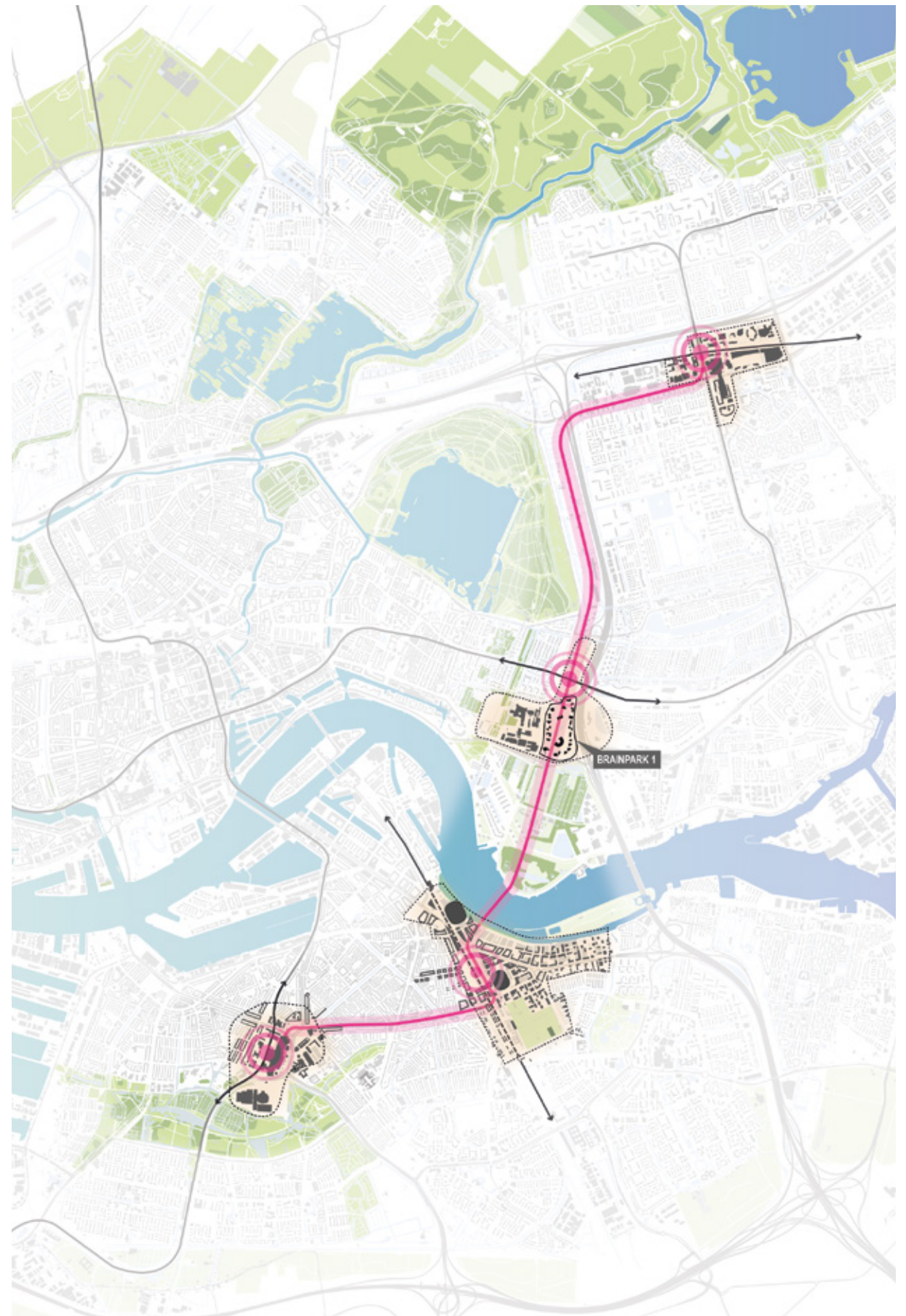
In order to play a more significant role in the international competition among urban regions, Rotterdam is following a strategy focused on the development of the knowledge and services economy, as well as fostering an attractive housing and living environment for well-educated and creative workers. In the past several years, therefore, an effort has been underway on the north bank of the river to reinforce and utilize existing strengths, including high-quality greenery in public space, institutions and amenities with (inter) national appeal and a strategic location in relation to mobility hubs.

## Densification around Public Transport Hubs

Rotterdam firmly links the urbanization challenge to mobility. This is inspired by the increasing pressure on the space in Rotterdam on the one hand and the importance of sustainable, accessible and fast mobility options on the other. Especially around high-quality public transport hubs outside the city centre, function mixing and densification are promising options to meet the urban challenges facing Rotterdam, such as the substantial need for extra housing in the existing city (rather than in green areas) and the demand for attractive working environments for companies in the next economy. Also, in mixed areas the connections of high-quality public transport hubs are used more intensively than in monofunctional areas as there are more potential passengers. Existing and new high-quality public transport hubs are therefore important starting points for new developments. Viewed with these ambitions in mind, Brainpark I has many underutilized qualities. Its location between the Kralingse Zoom metro station and the university makes the area particularly suitable for densification.

## From Peripheral Location to Urban Area

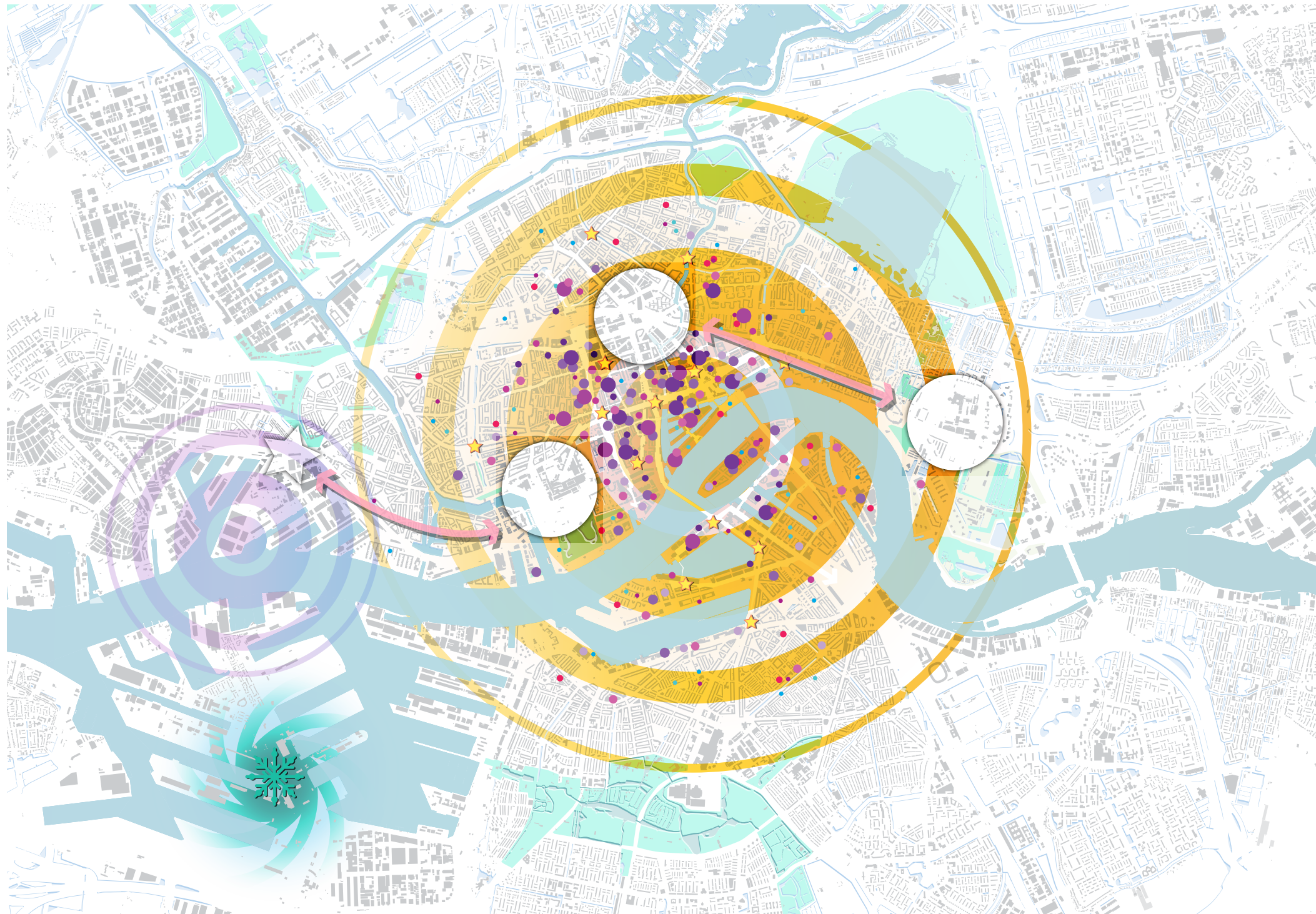
In the future, in addition to the Erasmus Bridge and the Maas Tunnel, Rotterdam may acquire a third (multimodal) river crossing for automobiles, public transport and cyclists. This crossing may have a landing in De Esch. This eastern river crossing will connect a string of urban focal points on the east side of Rotterdam. A new urban axis will be created, from Feyenoord City to Brainpark and Kralingse Zoom and Rotterdam Alexander (in the continuation of the axis). The Kralingse Zoom public transport hub and the commercial estates of Brainpark and Rivium will naturally benefit from the new river crossing. This will no longer be a peripheral location.



**A new river crossing will connect a string of urban focal points on the east side of Rotterdam**

Source: Gemeente Rotterdam





**The four economic engines of Rotterdam in the next economy**

Source: 'Kaart van de Stad'

## Economic Engine of the Next Economy

In the meantime, the Erasmus University Rotterdam (EUR) Campus (next to Brainpark I), along with the Rotterdam Central District, Erasmus MC and the Merwe-Vierhavens area, will qualify as one of the four economic engines of Rotterdam. The EUR Campus stands on its own, but it could represent a major contribution to the greater whole. The reinforcement of interaction environments is one of the most significant challenges within the next economy. Internationally operating corporations and local businesses,

located side by side, influence one another, generate 'local buzz' and 'global pipelines'. This is not merely a question of a pleasant atmosphere for the public space, workplaces and buildings, but also of creating the right mix of functions and combining this with housing. An optimally functioning economic sector consists of a large number of elements; it is not only the businesses that are relevant: the knowledge institutions, research & development parties, places of social interaction and exchange, clients, physical and virtual accessibility, etcetera, all matter as well. This demands a different way of looking at the city. Not just what a business needs to function optimally, but also how the economic ecosystem, of which that business is a part, operates.



## STUDY AREA

Housing and Work in Greenery  
 Innovative Interaction Environments  
 Connectivity  
 Icons  
 From Monofunctional to Multifunctional  
 Improved Sustainability  
 Densification



### 18th century

- a. Slot Honingen
- b. Village Kralingen
- c. 'S-Gravenweg
- d. Schielands Hoge Zeedijk
- e. Hoflaan
- f. Oude Plantage
- g. Groene Wetering



### 19th century

- a. Railway connection
- b. Avenue Concordia
- c. Voorschoterlaan
- d. Kralingen annexed by Rotterdam



### 20th century

- a. Construction of Maasboulevard
- b. Burgemeester Oudlaan
- c. Construction of A16 motorway
- d. Kralingse Zoom
- e. EUR
- f. Brainpark I

## Historical development of Kralingen Oost

Source: Visie Kralingen Oost /  
Gemeente Rotterdam

# Housing and Work in Greenery

The high-quality atmosphere of the city district of Kralingen-Oost, situated to the east of the city centre, is a strong identifier for Rotterdam-Noord. It is characterized by a quiet urban and green housing environment, dominated by a historical atmosphere. In the past, the district formed the transition from the city to the 'green countryside'. Several remnants of this former structure are still prominent, such as the Trompenburg Gardens and Arboretum (a garden of trees and plants spanning 8 hectares), Park Rozenburg (a 3-hectare city park), the Oude Plantage (Rotterdam's first city park, established in the eighteenth century) and Woudesteyn (an eighteenth-century country estate of the Woudesteyn family). The historical landscape structure, on the other hand, is far less discernible. This is related to a number of large-scale interventions in the twentieth century, such as the construction of national infrastructure, as well as the raising of the landscape for the purposes of large-scale, solitary developments such as EUR Campus and Brainpark and the Kralingse Zoom metro station. These have ended up as separate islands in the city district.

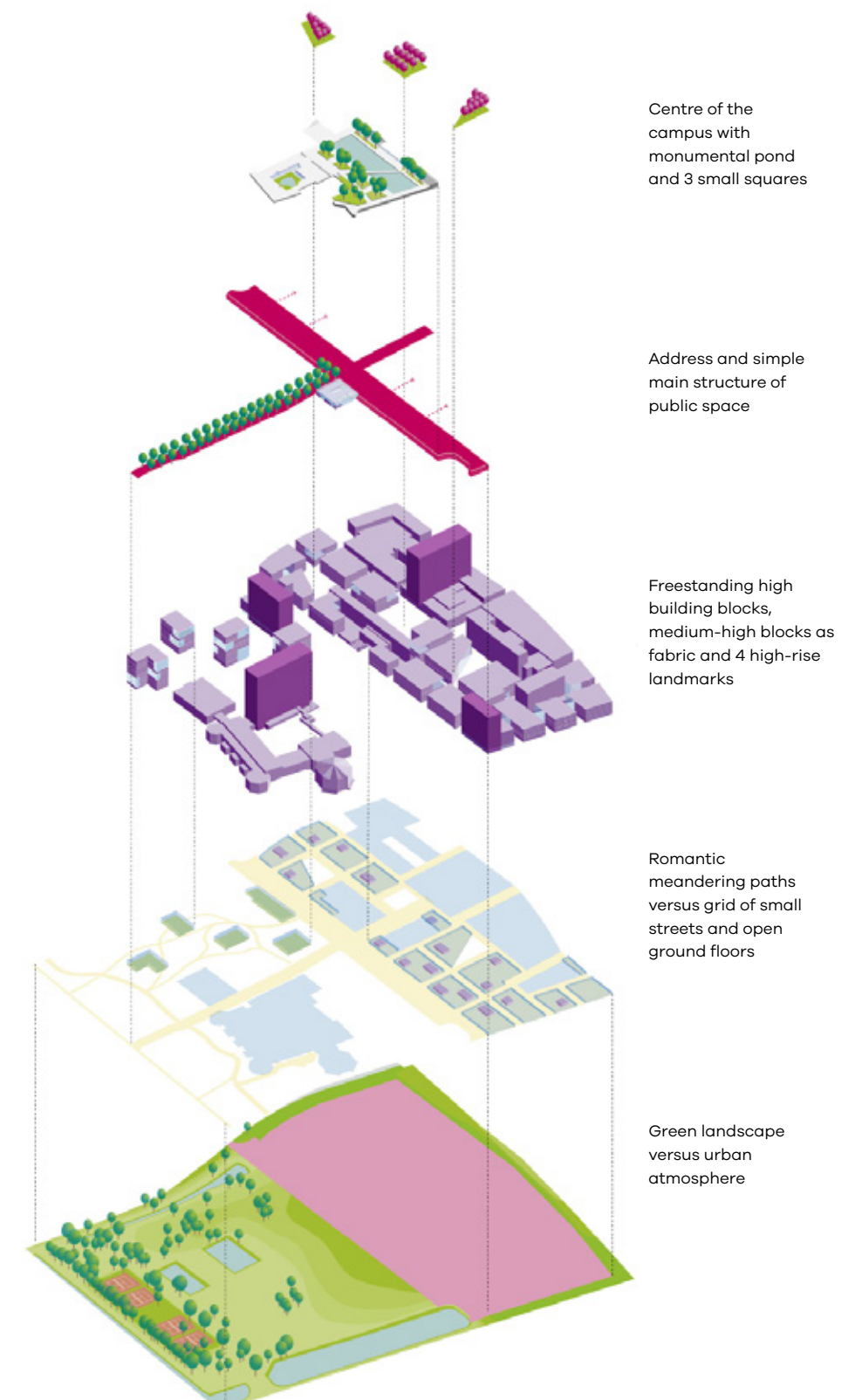


**EUR Campus Woudestein**

Photo: Chris Gorzeman

## Innovative Interaction Environments

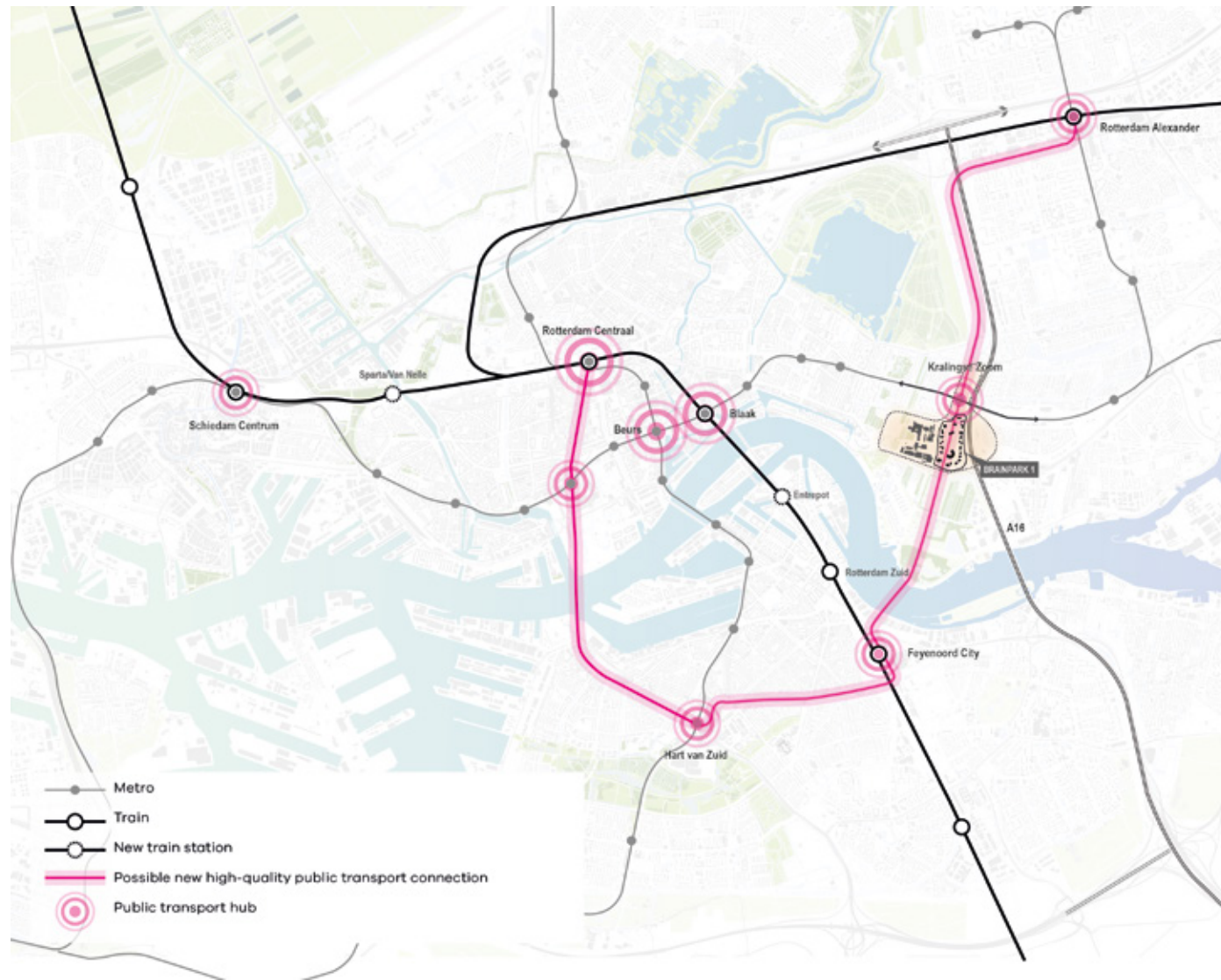
In addition to housing and recreation, the area also includes space for employment in Brainpark, wedged between the city district of Kralingen-Oost and the A16 motorway. Brainpark is made up of the sections Brainpark I, II, III as well as the Kralingse Zoom regional transport junction. Brainpark was built around 1990, to accommodate start-ups close to the university. It was inspired by comparable parks near American universities like the Massachusetts Institute of Technology (MIT) in Cambridge. With these ambitions for Brainpark, however, Rotterdam proved too far ahead of its time, and these spin-outs (spin-offs) of the university never materialized. Its current users have virtually nothing to do with the university. The current inhabitants (about 8,100) and users of Kralingen-Oost and its environs are generally well-educated, self-sufficient high earners. The presence of the educational institutions also makes for a sizable student population in the district. In addition, Erasmus University Rotterdam has focused in the last several years on breathing new life into its own Campus Woudestein, independently of Brainpark. The university grounds have evolved into a place that caters not only for education but also for sports and dining and drinking establishments. Student housing has also been added to the university grounds. In addition to all of this, on the other side of the motorway, in Capelle aan den IJssel, the Rivium commercial estate is also being transformed into a more mixed area through the introduction of housing, initially for students and young professionals. These developments and target audiences form a solid foundation for a renewed effort to realize the ambitions for and philosophy about the next economy.



**Masterplan EUR Campus Woudestein**

Source: CULD Complex Urban Landscape Design





### Connectivity of Brainpark I

Source: Gemeente Rotterdam

## Connectivity

Office sites on the northern side of the city, like Brainpark, do benefit from their strategic location along the motorway and within the Randstad conurbation. The Kralingse Zoom public transport hub is a major transfer junction for metro, park shuttle and bus, directly located along the A16 national motorway. The metro station is situated above ground and is served by the metro lines A, B and C. The station is also flanked by a large P+R (park and ride) car park with a capacity of 1,700 parking spaces. Commuters can leave their cars here and then reach the city centre with the metro in eight minutes. In addition, this station is the departure point for the Park Shuttle people mover to the Rivium commercial estate and the Fascinatio housing estate in Capelle aan den IJssel. Immediately next to the station hall is a bus platform serving various bus lines, including to Utrecht and south to Dordrecht and Keizerswaard. This makes the site primarily a commuter transfer hub rather than a rapid-transit public transport junction with space to spend time and meet others.

## Icons

Kralingen-Oost hosts, among other things, the stadium of the Excelsior football club, the Trompenburg Gardens & Arboretum, the EUR campus and the Rotterdam University of Applied Sciences. The adjacent Kralingse Bos is Rotterdam's largest city park, visited each year by many people from Rotterdam and beyond. The sphere of influence of these places transcends the district. They are icons for the city.

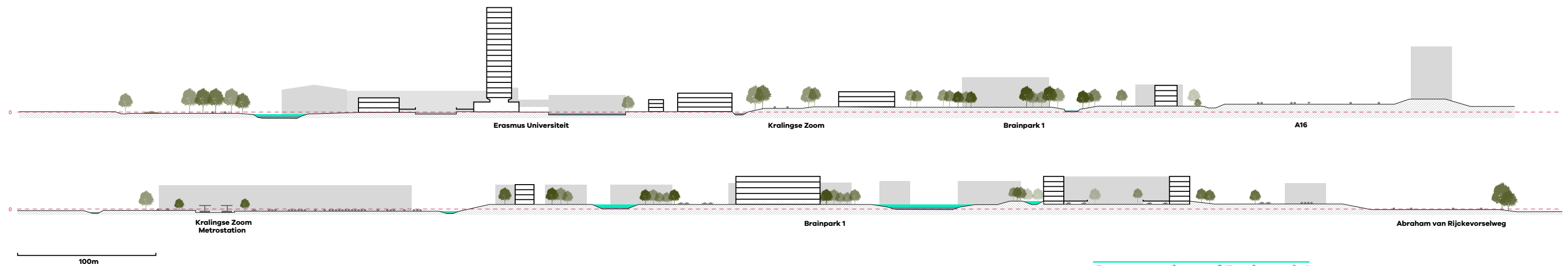
## From Monofunctional to Multifunctional

At the moment, Brainpark is a monofunctional office site with a uniform building stock primarily based on business services. This type of monofunctional office programme on the periphery of the city is increasingly under threat. The high vacancy rate in Brainpark at the time of the financial crisis made this very clear. More and more often, users look for multifunctional office sites that are easily accessible by rapid-transit public transport. Due in part to Brainpark's strategic location (in terms of mobility as well as the proximity of the university), the city-wide densification challenge facing Rotterdam as well as the growing demand for attractive, mixed work environments, investors are now showing interest in the area's office buildings. Its good accessibility, in combination with the innovative character of the neighbouring university, present an ideal opportunity to offer new, international and talented entrepreneurs a place in the area. They derive particular benefit from attractive interaction environments. Good accessibility, space to spend time and meet others, knowledge-sharing opportunities, visibility, lively bustle and flexible opportunities for growth. Rotterdam considers room to grow vital to stimulating entrepreneurship. All the ingredients for a successful mix are present in Brainpark and its environs, but it still lacks cohesion, collaboration, spatial connections and meeting places. For instance, while Brainpark is considered part of the EUR Campus, interactions between the two are currently confined to a (temporary) branch of the University of Applied Sciences on the Brainpark grounds. Erasmus University Rotterdam and the buildings in the park also face away from each other. The aim is to develop the area into a cohesive housing, employment and knowledge cluster in which the knowledge economy can flourish. This represents a significant challenge.

## Improved Sustainability

The building stock is very uniform: virtually all the buildings were built between 1988 and 1991. The size of the buildings ranges mainly between 1,000 and 5,000 m<sup>2</sup>. Supply in this segment in Rotterdam has been significantly higher than in other segments for a number of years. It remains to be seen whether the existing supply of offices can meet future demand. There is a risk of a mismatch, in particular, for starters and

(large-scale) top corporations, who seek, respectively, smaller or larger spaces. In addition, a significant proportion of the stock needs to be transformed or redeveloped in order to meet ever-stricter regulations in terms of sustainability. Redevelopment and demolition/new construction can contribute to the intended improved sustainability of real estate and will also be necessary to meet the needs of the new economy. The latter also requires improved sustainability of the setting. This will be achieved, among other things, by stimulating the use of public transport and cycling, as well as concentrating new construction, as much as possible, around high-quality public transport (rapid-transit hubs). In addition, given its location alongside the A16 motorway, smart ecological solutions will be required in order to create a healthy living environment.



### Cross sections of Brainpark I

Source: Gemeente Rotterdam

## Densification

The mixing of different functions in one area can also contribute to the creation of interesting office environments and increase the sense of safety and security. Beyond the spatial and economic advantages of function mixing, the combination of different functions within a single area can also contribute to the sustainability challenge facing Rotterdam: the combining of functions creates, for example, opportunities for transferring residual heating between businesses and housing. Physical proximity is often a crucial factor in this. Different users of an area can also share amenities, leading to a more efficient use of the space. A simple example is the sharing of parking facilities (during the day for employees of businesses, at night for local residents).





### Infrastructure next to Brainpark I

Photo: Frank Hanswijk



### Busy bus stop with many connections next to Brainpark I

Photo: Frank Hanswijk



### View on the EUR campus from Brainpark I

Photo: Frank Hanswijk



### Kralingse Bos with the skyline of the inner-city in the background

Photo: Iris van den Broek



PROJECT SITE AND ASSIGNMENT

- Facts & Themes
- Characteristics
- Competition Assignment

Facts

Site representative

Municipality of Rotterdam

Actor(s) involved

Municipality of Rotterdam, Erasmus University, owners and users of the office buildings on site

Team representative

architect and/or urban planner

Expected skills with regards to the site’s issues and characteristics

Architectural, Urban Design

Communication

Anonymous publication online after the 1st jury round  
Publication in book and potential exhibition after the competition

Jury - 1st evaluation

With the participation of the site representative

Jury - prize selection

Ranked selection: with Winner (€12,000), Runner-up (€6,000) and Special Mention (no financial reward)

Post-competition intermediate procedure

Meeting to present the rewarded teams to the site representatives. Possible workshop on site with the rewarded teams – winner(s), runner(s)-up, special mention(s)

Commission given to the selected team(s) for the implementation

Follow up design (or research by design) assignment on implementation at the project site (or a site with similar characteristics) commissioned by the municipality of Rotterdam and/or private partners



## Themes



### BRAINPARK I x PRODUCTIVE CITY

Certain districts are not in prime locations, but considering their unique characteristics and exceptional connectivity they do have the potential to become one. A new compelling story and strategic design interventions could push future developments towards a higher level of ambition. In the case of Brainpark I, a new mix of functions based on strategic partnerships on site – for example the Erasmus University in collaboration with research-orientated private firms and small-scale innovative businesses – could be the catalyst to the development of a futureproof, compact, mixed-use work-and-live area.

In addition, Rotterdam is experiencing growth not only in population but also in employment. Space to accommodate this growth is becoming increasingly scarce, in part because the shift towards a services economy is leading to an increase in office-based employment as a proportion of employment as a whole. In the last several years, the available supply of office space in Rotterdam, due to a successful transformation policy and increasing demand, has been almost halved.



### BRAINPARK I x COMPACT CITY

Rotterdam is undergoing a period of strong growth. The city is popular with businesses, residents, visitors and investors. The population is set to rise from about 644,000 in 2019 to over 694,000 in 2035. We see the housing construction challenge as a vital engine for a healthy growth of the city. More housing also means that more social amenities, good accessibility, space for education, high-quality greenery, sports facilities and sufficient work opportunities will be needed. All of these facilities and ancillary conditions will in turn require space. A tall order in a city where every square metre already has an assigned function. Smart use of space is therefore a must in the future transformation of Brainpark I into a mixed-use work-and-live area.

## BRAINPARK

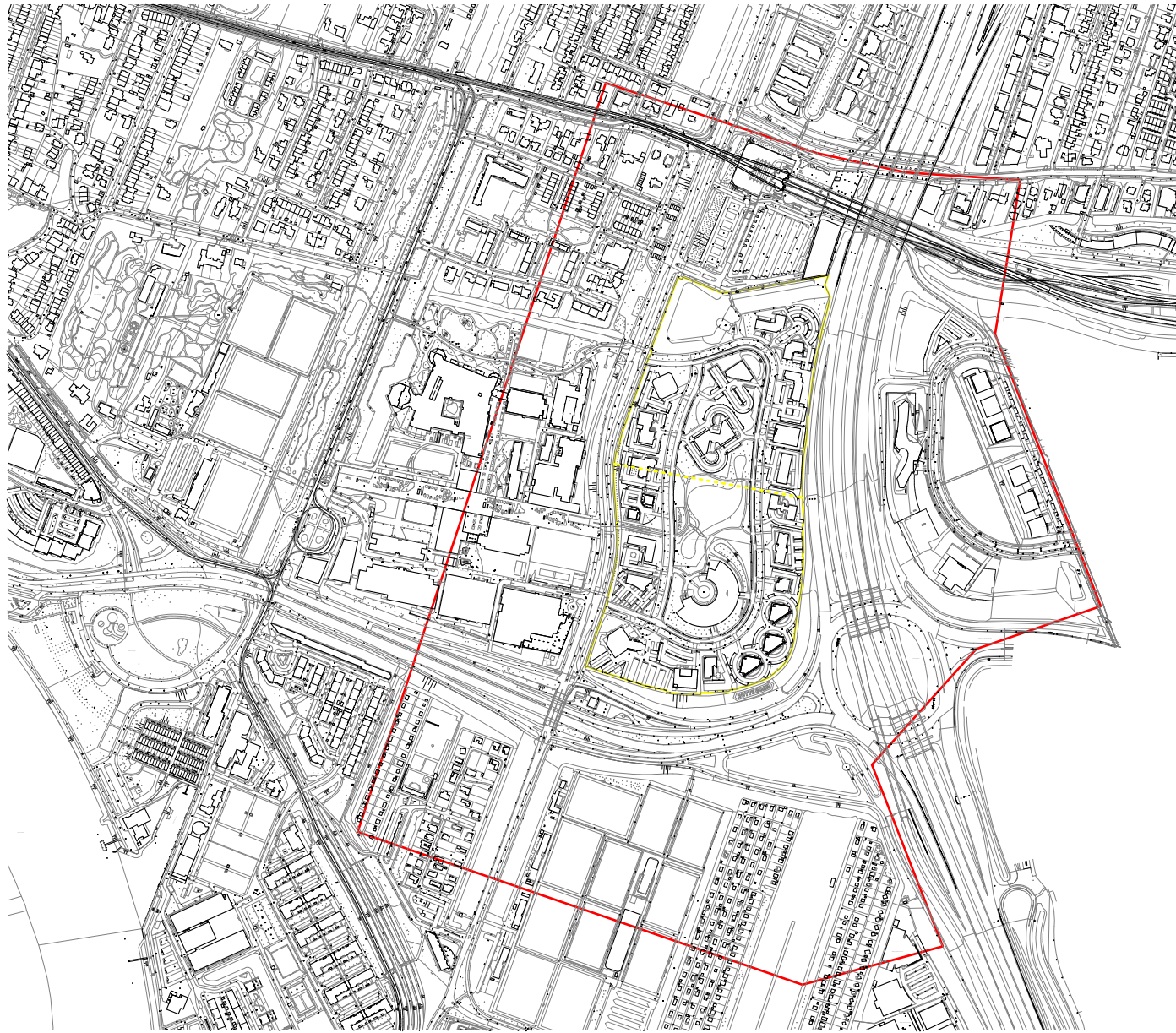


Productive City



Compact City





**European 15 assignment Brainpark I: study area (red)  
and project site (yellow)**

Source: Gemeente Rotterdam

**Site Family** creating proximities –  
interfaces and short cycles

**Location** Rotterdam, Brainpark I

**Population** 644,000 inhabitants  
(Rotterdam)

**Strategic Site** 101.6 ha

**Project Site** 17.9 ha

**Scale** L

**Owner(s) of the Site** mix of public  
and private ownership



**Brainpark I: project site (yellow)**

Photo: Frank Hanswijk





Photo: Frank Hanswijk



# Characteristics

## BRAINPARK I

Brainpark I is an isolated office area in eastern Rotterdam, bordering EUR Campus Woudestein (west side). It was built around the 1990s to accommodate spinouts of the university, inspired by 'productive parks' like MIT in Cambridge. Situated between the A16 motorway (east/south side) and Kralingse Zoom (north side), an important regional public transport hub, it is easily accessible. It is in the vicinity of remarkably green public areas and powerful institutions and attractive neighbourhoods. In other words, Brainpark I clearly has a high-potential profile. Nevertheless, it is currently characterized by rather traditional businesses with no link to the knowledge infrastructure, relatively small and some vacant buildings, and public space that lacks activity.

The project site, Brainpark I, consists of archetypal offices built in the late 1980s and early 1990s. The building stock at Brainpark I now totals about 153,000 m<sup>2</sup>. The area is monofunctional and not very diverse at all, with business services and ICT as the main activity. Along with mostly large office buildings, the area also houses the Novotel hotel, several health care facilities and a temporary branch of the Rotterdam University of Applied Sciences. Brainpark I is also characterized by a park-like structure, with a large water feature with several small bridges and meandering paths in the centre of the area.

Brainpark I has hardly any amenities. In addition, a common complaint among owners and users is that the commercial estate empties out between 5 and 6 p.m. In the evenings and weekends, the offices as well as the neighbouring university campus are mostly deserted – although the campus is rapidly changing.



**Typical architecture in Brainpark I**

Photo: Frank Hanswijk



**Many people use public transport to go to/  
from Brainpark I and the EUR campus**

Photo: Frank Hanswijk



**Brainpark I inbetween highway A16 and business park 'Rivium' in the  
municipality of Capelle aan den IJssel (above) and the EUR campus (below)**

Photo: Frank Hanswijk





**Brainpark I: typical office architecture from the 1980s-1990s and large high-quality green public spaces**

Photo: Frank Hanswijk





**Public transport hub 'Kralingse Zoom' next to Brainpark I**

Photo: Frank Hanswijk

### ACTORS ON SITE

In contrast to the monotonous programme and uniform real estate, the ownership of Brainpark I is quite diverse, from national and international investors to local parties. Ownership is usually long-term, although the proportion of real estate transactions has been increasing over the last several years. The owners are organized into an owners' association that maintains the exterior space.

-  Owned by third parties other than the municipality
-  Leasehold (erfpacht) issued



**Real estate is mainly owned by (international) investors**

Source: Gemeente Rotterdam





### Infrastructure inbetween Brainpark I and the campus of the Erasmus University

Photo: Frank Hanswijk



### Park inbetween Brainpark I and public transport hub Kralingse Zoom

Photo: Frank Hanswijk



### Brainpark I and Erasmus University, with skyline of the inner-city in the background

Photo: Frank Hanswijk



### View on Brainpark I from the EUR campus

Photo: Frank Hanswijk



## Competition Assignment

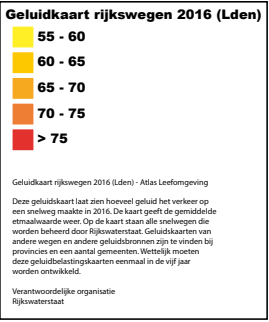
**The challenge is to develop a cross section of Brainpark I, presenting a densification strategy that unlocks the productive potential of the site, setting the transformation in motion from a monofunctional business area along the motorway to a healthy, vital and interactive work-and-live milieu that is well-connected to the nearby university campus and public transport hub Kralingse Zoom.**

The design teams are asked to:

- Propose a transformation and densification strategy at the level of the urban context of Brainpark I.
- Elaborate this strategy through strategic architectural interventions in a cross section of the area, which together will give an initial, powerful impulse and direction to the spatial and programmatic transformation of Brainpark I. (The yellow dotted line on the map shows only the direction of the cross section. The exact location of the cross section is to be determined by the design teams.)

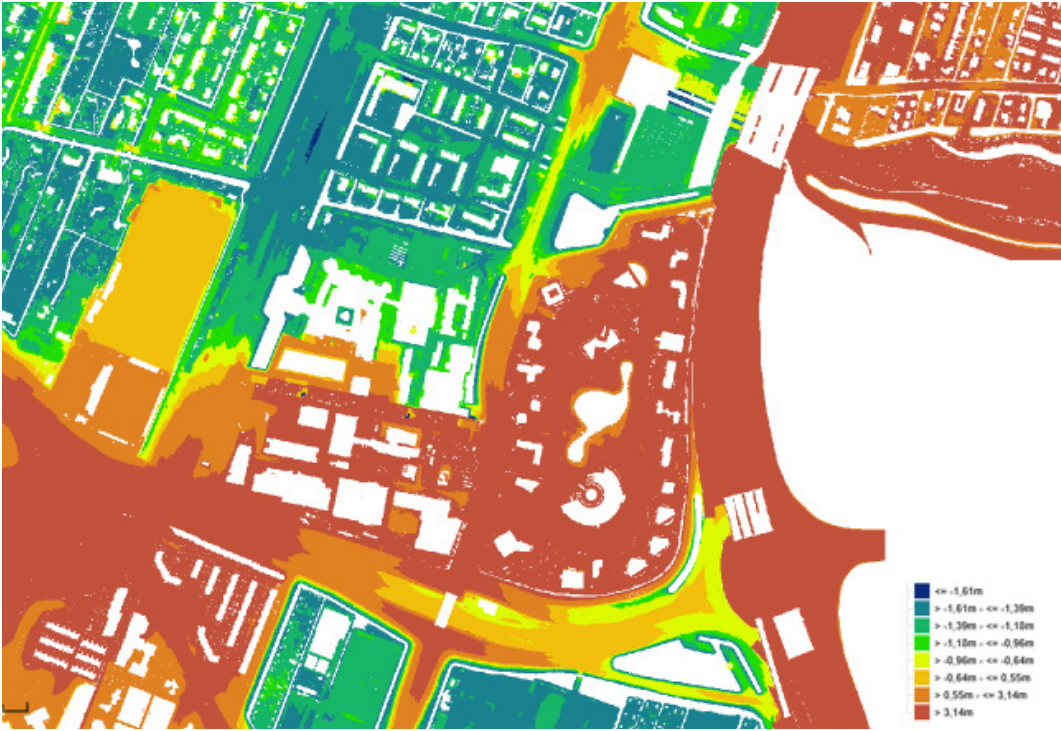
This cross section represents a vision of a phased transformation and densification of Brainpark I into an innovative and compact work-and-live area, respecting the following elements:

- Favourable conditions (spatial and programmatic) for the emergence of innovation environments.
- A vision on smart and clean mobility for the area.
- The potential construction of a metro line in the long term.
- The diverse ownership constructs.
- Quality of housing and work in relation to environmental and noise norms. The presence of the A16 motorway and its associated noise nuisance represent a definite obstacle, so that the addition of sensitive uses like housing is not possible everywhere in the current situation.
- The potential of the existing high-quality green public space for social interaction.
- The area is outside the high-rise zone, which means a maximum building height of 70 metres.



Noise contours of A16 motorway  
next to project site

Source: Rijkswaterstaat



Height differences and relief on  
project site and surroundings

Source: Rijkswaterstaat



## THE JURY

### Jury

**Jacob van Rijs** (chairman)

Architect, MVRDV (Rotterdam, NL)

[www.mvrdv.nl](http://www.mvrdv.nl)

**Johan Anrys**

Architect, 51n4e (Brussels, BE)

[www.51n4e.com](http://www.51n4e.com)

**Marc Glaudemans**

Director Province of Noord-Brabant (NL)

**Joost Beunderman (NL)**

Urban geographer and director of 00:/ (London, UK)

[www.architecture00.net](http://www.architecture00.net)

**Marieke Kums**

Architect, Studio MAKs (Rotterdam, NL)

[www.studiomaks.nl](http://www.studiomaks.nl)

**Beatriz Ramo** (ESP)

Architect, STAR (Rotterdam, NL)

[www.st-ar.nl](http://www.st-ar.nl)

**Tina Saaby**

Former Chief City Architect of Copenhagen (DK)

<https://dk.linkedin.com/in/tina-saaby-3786763>

### Jury substitutes

**Mariet Schoenmakers**

Independent urban designer and planner (NL)

**Like Bijlsma**

Architect, SUBoffice (Rotterdam, NL)

[www.suboffice.nl](http://www.suboffice.nl)

### Technical committee

Is tasked to advise the jury on the contextual sensitivity and the feasibility of the competition proposals. After judging the technical committee will select from its body an implementation committee that will advise on the successful implementation of European 15 proposals in Rotterdam.

The technical committee is composed of: two European NL board members; two launching partner representatives; a private partner representative for each committed party; one site specific stakeholder representative per site; both jury substitutes (unless tasked to act



## ORGANIZATION

### Project coordination

#### **Martine Zoeteman**

Secretary to European NL / E15 Project leader

#### **André Kempe**

Secretary of the European NL Board

#### **Olof van de Wal**

President of the European NL Board

#### **Barbara Luns**

Director AIR, Rotterdam Architecture Institute

#### **Bas van der Pol**

Director AIR, Rotterdam Architecture Institute

#### **Mattijs van Ruijven**

Head urbanist, department of urban development, City of Rotterdam

#### **Esther Heemskerk**

Senior urbanist, department of urban development, City of Rotterdam

### Pre-competition working group

Jeroen Bleijjs, Jeroen de Bok, Paulien Campagne, Agnes Galama, Martijn van der Mark, Ingrid Michielsen, Kjeld Postma, Kim Schotting, Michelle Sleenbos, Sabina van der Spek, Marleen ter Vergert, Walter de Vries (City of Rotterdam); Peter Kleintunte (ASN Bank); Robbert de Vrieze (Delfshaven Cooperation); Lisa ten Brug, Lisa Lambert (AIR).

### European NL Board

#### **André Kempe**

Architect / Urban Designer

Co-founder / Director at Atelier Kempe Thill

#### **Jonathan Woodroffe**

Architect / Urban Designer

Co-founder / Director at S333 Architecture + Urbanism

#### **Madir Shah**

Architect / Urban Designer

Founder / Owner at URBANOFFICE Architects

#### **Olof van de Wal**

Director at SKAR - stichting kunstaccommodaties Rotterdam

Owner Leef de stad



RECOMMENDED READS

Rotterdam in Facts & Figures

[www.rotterdam.incijfers.nl](http://www.rotterdam.incijfers.nl)

In this database you can compile statistics related to several policy domains on the scale of the city, a district or a neighbourhood.

[www.wijkprofiel.rotterdam.nl](http://www.wijkprofiel.rotterdam.nl)

The Wijkprofiel (Neighbourhood Profile) shows how the 14 areas and 71 districts are doing socially, physically and in terms of security. The scores are based on measurable facts and figures and the experience of the citizens of Rotterdam: their vote counts for 50 percent.

Relevant policy documents

URBAN PLANNING

Omgevingsvisie Rotterdam (Environmental Strategy)

An introduction on the radical renewal of spatial policy in the Netherlands and how the City of Rotterdam is developing its own Omgevingsvisie (Environmental Strategy) according to this new Omgevingswet (Environmental Act). Note: The first version of this Omgevingsvisie is not public yet.

Kaart van de Stad (Map of the City)

A future exploration of (new) spatial development opportunities of the City of Rotterdam. (PDF, published 2016)

Stadsvisie 2030 (Urban Vision 2030)

Spatial development strategy of the City of Rotterdam. (PDF, published 2007)

HOUSING

Woonvisie 2030 (Housing Vision)

Housing development strategy of the City of Rotterdam. (PDF, published 2016)

ECONOMY

Voortgangsrapportage 2017 Havenvisie 2030 (Progress Report 2017 Port Vision 2030)

Update of the Havenvisie 2030, published in 2011. (PDF, published 2017)

Roadmap Next Economy Metropoolregio Rotterdam-Den Haag

Shared ambition of 23 municipalities in the metropolitan region Rotterdam-The Hague to improve the next economy. (PDF, published 2016)

MOBILITY

Meerjarenprogramma Infrastructuur, Ruimte en Transport (MIRT, Long-range Programme Infrastructure, Space and Transport)

Annual update of the national mobility strategy. (PDF, Dutch only, published 2019)

Stedelijk verkeersplan Rotterdam 2030 (Urban Traffic Plan Rotterdam 2030)

Mobility strategy of the City of Rotterdam. (PDF, Dutch only, published 2017)

OTHER RELEVANT INFORMATION

Het Verhaal van de Stad (The Story of the City)

What will the future of Rotterdam and its inhabitants look like in 2037? The answers of 9,000 Rotterdammers to this question are published online and in a downloadable PDF.

Ruimte voor een Stad in Balans (Space for a City in Balance)

An exploratory report mapping knowledge about participation and encounter in the Rotterdam neighbourhoods and identifying prospects for action in the physical domain that can contribute to participating and encounter.

Read more about European 15

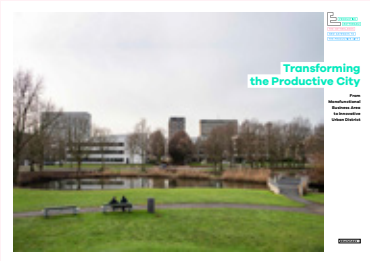
- [Online platform](#) with more information about the five sites in Rotterdam (NL) and weekly updates providing insight information
- [Competition Rules European 15](#)



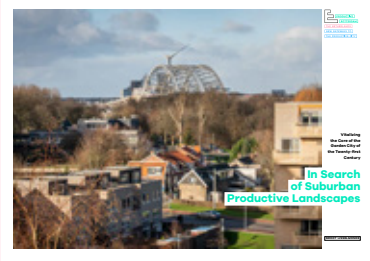
**European 15 Sites in Rotterdam (NL)**

European NL, Rotterdam Architecture Institute (AIR) and the municipality of Rotterdam are proud to propose five locations for European 15. All five have been designated 'high priority' development sites by the municipality.

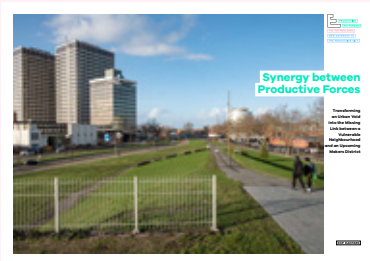
**BRAINPARK I**



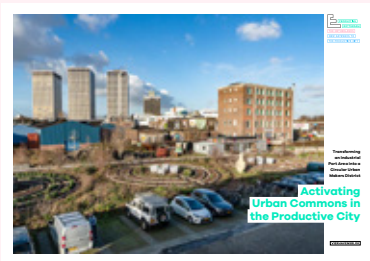
**GROOT IJSSELMONDE**



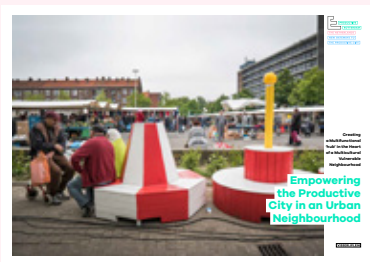
**KOP DAKPARK**



**VIERHAVENSBLOK**



**VISSERIJPLEIN**



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