



**Vitalizing  
the Core of the  
Garden City of  
the Twenty-first  
Century**

# **In Search of Suburban Productive Landscapes**



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 Groot IJsselmonde. In short, the challenge is to develop a spatial strategy implementing a new mix of functions on site to revitalize the local economy, while rethinking the role of a suburban landscape, communal facilities in the centre area, and other characteristics of the post-war neighbourhood philosophy in the perspective of the twenty-first century.**

#### **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 built environment. In short, Rotterdam is looking for

#### **Colophon**

##### **European 15 Rotterdam**

Initiated by Stichting European NL

In full-partnership with Rotterdam Architecture Institute

[www.airrotterdam.eu](http://www.airrotterdam.eu)

Launching partner

**City of Rotterdam, department of urban development**

Editor

**Martine Zoeteman**

Translation & copy editing

**D’Laine Camp, In Other Words**

Graphic design

**Loes Sikkes**

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

Site and aerial photography of project sites

**Frank Hanswijk**

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

With financial support of the City of Rotterdam  
and Creative Industries Fund NL

Stichting European NL

Van Nelleweg 8065

3044 BC Rotterdam

The Netherlands

**Contact European 15 NL**

E15@european.nl

[www.e15rotterdam.nl](http://www.e15rotterdam.nl)

‘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



GROOT IJSSELMONDE



CONTENTS

INTRODUCTION

Rotterdam in a Nutshell  
History in a Nutshell  
Trends and Transitions  
Urban Strategy  
Hub in an International Network  
Productive Rotterdam  
**Rotterdam x European 15**  
**Radical Renewal Spatial Policy in the Netherlands**

8

12

URBAN CONTEXT

From Function Segregation to Function Mixing  
Room for Next Generations  
Air, Light and Space  
Densification around Public Transport Hubs

16

STUDY AREA

Anthroposophical Garden Suburb  
Ambitions on Paper versus Realization  
Beating Heart of the District?  
Garden Suburb of the Twenty-first Century

26

PROJECT SITE AND ASSIGNMENT

Facts & Themes  
Characteristics  
Competition Assignment

COMPETITION RULES

42

THE JURY

44

ORGANIZATION

46

RECOMMENDED READS



# 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



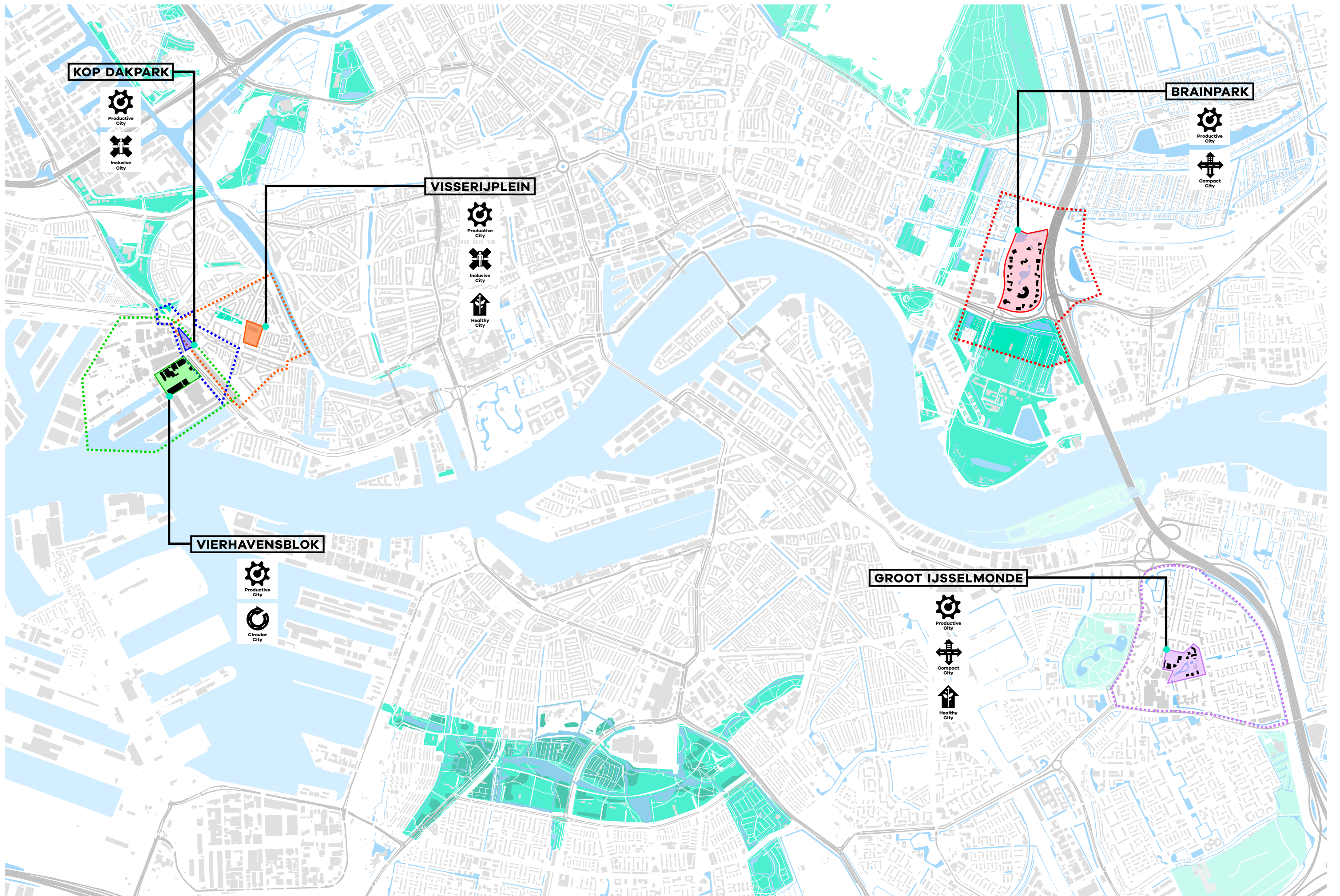
**Circular City** Rotterdam offers space for sustainable energy and recycling



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

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







**URBAN CONTEXT**

From Function Segregation to Function Mixing  
 Room for Next Generations  
 Air, Light and Space  
 Densification around Public Transport Hubs

**The City of Rotterdam seeks opportunities in the combination of accommodating its growth and reactivating urban life in peripheral post-war neighbourhoods. The aim is to attract and retain residents, in particular young generations, to improve the socioeconomic status, to diversify the composition of population and to stimulate healthy and productive suburban living. Densification is part of the city's strategy, but to make city districts like Groot IJsselmonde twenty-first century proof a new mix of functions is crucial to spark productive interaction milieus and to create social anchors for the next economy. The City of Rotterdam believes that the resurgence of the central area in such districts is key to setting this transition in motion.**



## From Function Segregation to Function Mixing

Contrary to modernist ideas about the segregation of functions, current thinking in Rotterdam is that function mixing is essential to living and working in a sustainable and attractive city. At a basic level, the spacious and green design of peripheral post-war garden suburbs, including Groot IJsselmonde, presents favourable starting points for the densification challenge facing Rotterdam. The original concept of the garden suburb, however, included the segregation of functions. There was a deliberate choice to programme business activity elsewhere. But Rotterdam aims to achieve a compact city whose residents live in the vicinity of work, shops, public transport and other facilities. In addition, an attractive mix of functions in neighbourhood and city-district centres is vital to a lively city (sub)centre. The transformation into a healthy and future-proof city district therefore requires bidding farewell to these modernist foundations and making function mixing a leading principle.

## Room for Next Generations

The garden suburbs were designed according to the principle of the *wijk*, or city district. In order to achieve a human scale, the city was laid out as an assemblage of families, neighbourhoods (*buurten*), city districts (*wijken*) and boroughs (*stadsdelen*). Each neighbourhood, city district and borough had its own level of facilities. Many of the residents who moved in at the beginning still live there today. This aging population makes it difficult to transition in new residents, and in combination with a falling number of residents per home (occupancy dilution), this diminishes the basis of support for social facilities. In response, the city aims to attract more solvent and younger residents to these districts. Due to its image, however, this city district is of limited appeal to young families from Rotterdam, in contrast to the period of its construction, when people moved in with great enthusiasm and pride. Along with the upgrading and expansion of the housing stock, a unique mixing of functions will need to be achieved, one that attracts younger generations in particular to settle here.

## Air, Light and Space

Rotterdam envisions a healthy city where young and old are inspired to lead active outdoor lives. The proximity of high-quality and green public space is essential to this. The aim is to give every resident access to greenery, education, sports and health care (organized and unorganized) in his or her immediate vicinity. This ambition fits in seamlessly with the foundational principle of garden suburbs like Groot IJsselmonde. The concept of the garden suburb originated in the first half of the twentieth century as a healthy counterpart to the dark working-class districts plagued by inadequate hygiene



**Rotterdam Zuid incorporates four post-war garden suburbs. Groot IJsselmonde was the last to be completed and, with its 27,000 inhabitants, is by far the largest**

Source: *Van Pendrecht tot Ommoord*, uitgeverij THOTH Bussum, 2005, J. Ruitenbeek e.a.

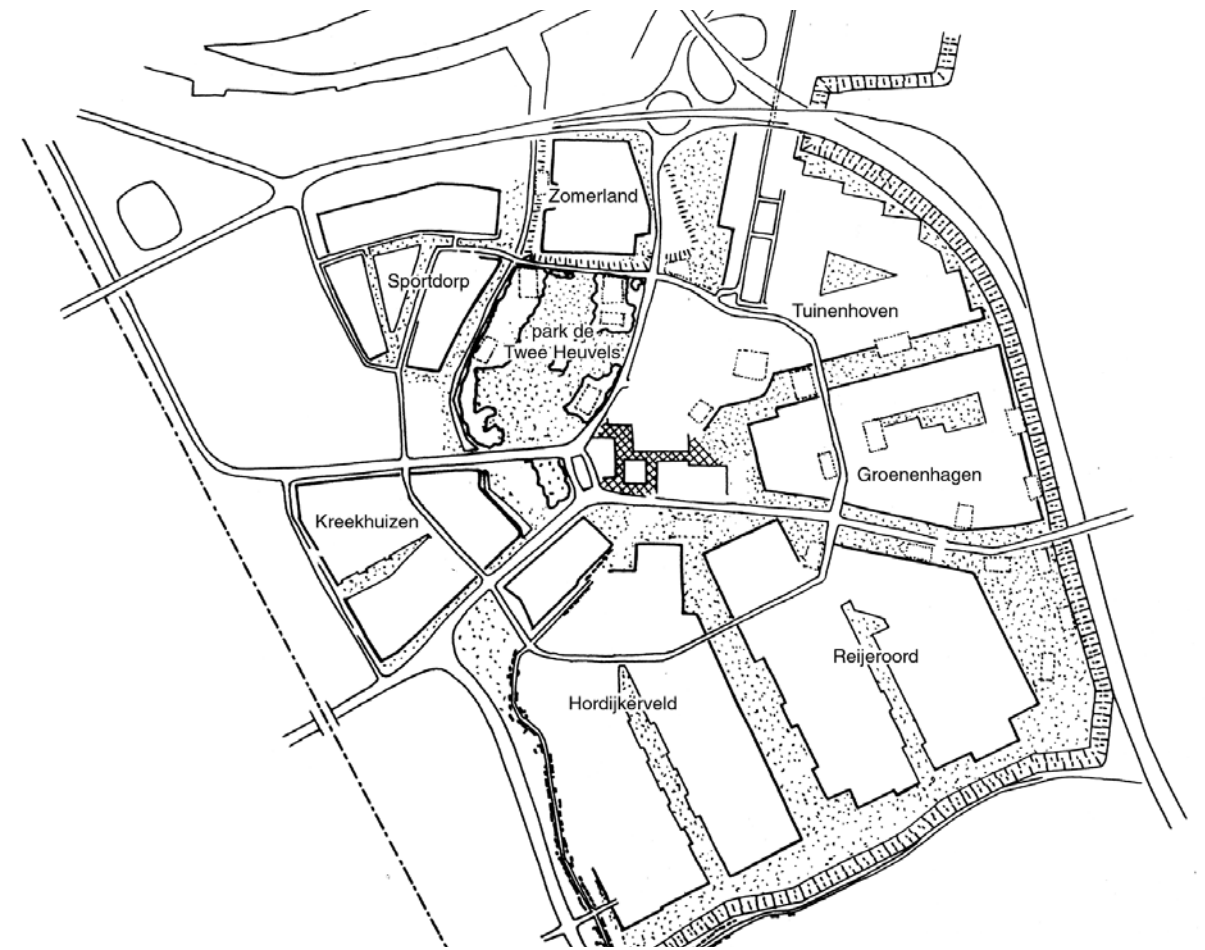
that had mushroomed at a rapid pace due to exponential population growth at the time of the Industrial Revolution. 'Air, light and space' was the motto of this new type of housing environment in the periphery of the city, expressed among other things by a profusion of greenery between the housing blocks. It is precisely these greenbelts that now present an opportunity for attractive facilities for sports, games and other activities for which there is insufficient or inexistent space in the compact inner city. In addition, the greenery can play a crucial role in the realization of a climate-proof city, prepared for more intense precipitation and heatwaves.

## 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. The centre of Groot IJsselmonde may lack a metro connection, but there are good tram and bus connections with the city centre. In addition, the Lombardijen train station is located about 1.5 km from the district centre. The district was originally designed mainly for port workers, with good accessibility by car. Employment, however, is shifting steadily toward the services sector in the city centre. This increases the importance of the public transport hub, in terms of the productive city.

**STUDY AREA**

Anthroposophical Garden Suburb  
 Ambitions on Paper versus Realization  
 Beating Heart of the District?  
 Garden Suburb of the Twenty-first Century



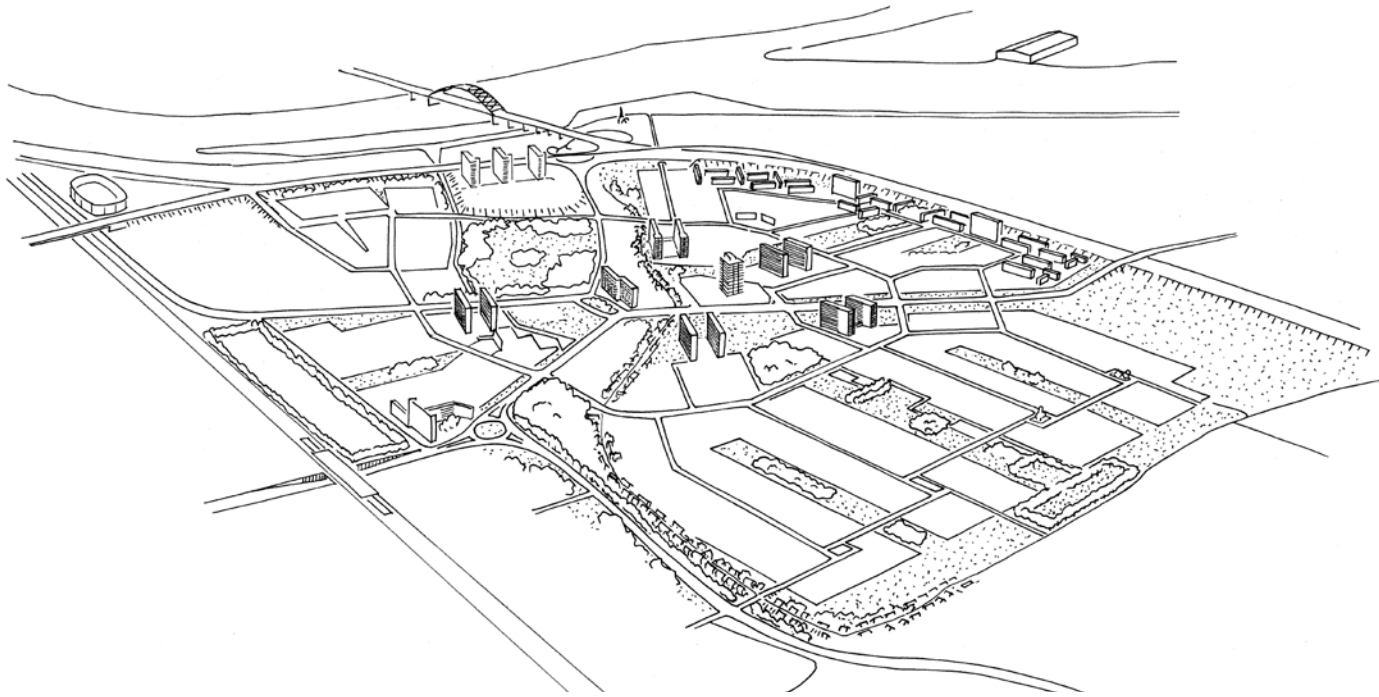
**Urban design principle of the garden suburb: the neighbourhoods are arranged like a wreath around the centre**

Source: *Van Pendrecht tot Ommoord*, uitgeverij THOTH Bussum, 2005, J. Ruitenbeek e.a.

## Anthroposophical Garden Suburb

The urban plan for Groot IJsselmonde was designed in the late 1950s by Peter van Drimmelen, and construction began in the early 1960s. Van Drimmelen saw the Garden Suburb as a setting where residents could relax after their hard workdays and where growing children could develop and prepare for life outside the district. He saw the garden suburb philosophy as an anthroposophical conception of man and society. The district was a 'social training territory' in which residents learned to interact and coexist in a relaxed and spontaneous way at meeting points in the district. The development of the child was an essential focus; different types of greenery served different ages, gradually introducing children into society: communal gardens in the middle of clusters of four-storey apartment buildings for the youngest, a large, quiet neighbourhood garden for children up to about 10 years of age in the middle of every neighbourhood, accessible only by footpaths, and neighbourhood-dividing greenery as 'natural spaces' with a wild character for children up to about 15 years of age, accommodating activities such as kite-flying, tracking and ball sports. The neighbourhood-dividing green structures were laid out in a radiating pattern and met in the heart of the district.

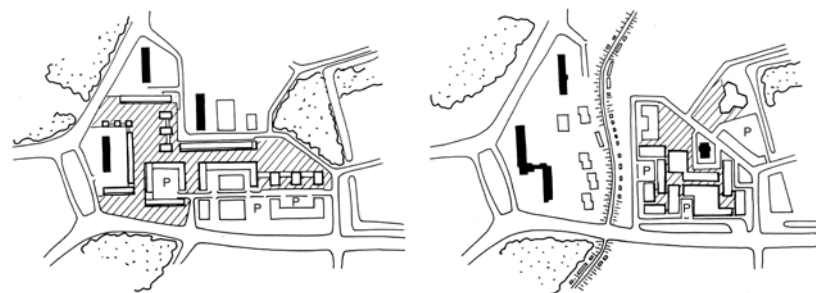




**Urban-development principle of the garden suburb:  
height accents mark the neighbourhoods**

Source: *Van Pendrecht tot Ommoord*, uitgeverij THOTH Bussum, 2005, J. Ruitenbeek e.a.

Clearly visible on the map is the 'flower-petal structure' Van Drimmelen had in mind for the new southern garden suburb. A centre with central facilities and a surrounding centre park serve as the heart of the flower, the seven residential districts – each with its own, small facilities centre – around it as its petals. Groot IJsselmonde was conceived as a more or less autonomous city district, and this originally included eliminating the old landscape structures, including the 'dike ribbons'. Because the old 'dike ribbon' was ultimately retained, the centre was given a much more compact design and kept spatially separate from the park. The centre can still be seen as the most city-like section of the district, not like in the city centre, but in garden-suburb terms, with a relaxed green-city character whereby residents share the exterior space and use it to interact with each other. It is precisely this idea of coexistence that has attracted renewed attention within the philosophy of the sharing economy, in which the emphasis lies not so much on property or accumulation of capital, but on the sharing of products and services.



**Original design (left) and the design built in the 1960s,  
retaining the old 'dike ribbon'**

Source: *Van Pendrecht tot Ommoord*, uitgeverij THOTH Bussum, 2005, J. Ruitenbeek e.a.

## Ambitions on Paper versus Realization

About 27,000 people currently live in Groot IJsselmonde. The district consists of the neighbourhoods of Groenenhagen-Tuinenhoven, Zomerland, Sportdorp, Kreekhuisen, Hordijkerveld, Reyerroord and De Veranda. The central road structure in the district is the centre ring, which is connected to the surrounding urban fabric by two exit roads that cross the centre ring. The two roads merge at a large double roundabout near the centre. The centre ring was not emphatically designed into the road profiles, so it is almost imperceptible as a central organizational principle. The exit roads, however, are clearly identifiable by their broad park-avenue profile. This makes these roads much more determinant to the structure than the centre ring. As a result, the centre ring traverses the neighbourhoods, which extend past this centre ring into the heart of the district. This has undermined the cohesion between the neighbourhoods and the area within the centre ring. In short: the structure of the area is unclear, and it is difficult to orient yourself and find your way. The powerful, tall tower blocks at the tip of each neighbourhood in the centre area are also barely perceptible as an organizational principle. The tower blocks stand among a multitude of seemingly randomly placed buildings. A centre area of greater size, identifiable as such due to its higher density, presents opportunities to reinforce the recognizability of the centre and improve orientation in the district by making the centre identifiable from multiple directions.

## Beating Heart of the District?

The centre area of Groot IJsselmonde is the second-largest shopping area of Rotterdam Zuid. Yet it is relatively small in size in relation to the district as a whole, so it is not identifiable as such in the urban structure of Groot IJsselmonde. In part because the shopping centre was covered with a roof in the 1980s, a predominantly inner-oriented centre area emerged, with hardly any connection from the shopping centre to the district. A transformation of the centre area was therefore launched in 2004, in order to turn it into a more fully fledged district centre. A central plaza was created, ringed by new urban buildings, which house such facilities as a library, a community theatre and a new district community centre. This plaza also features a new public transport hub, with trams and buses providing rapid connections to the city centre. Investments have also been made in striking architecture: a tall apartment building forms a landmark that makes the centre area visible from afar, and the 'Plussenburgh' residential complex for senior citizens is a prize-winning design by Arons & Gelauff.

The shopping area is doing reasonably well, but the cultural facilities and the weekly market (on Thursdays) are having a hard time in spite of the revitalization of this facilities hub that is already underway. In addition, the redevelopment launched in 2004 has not been fully implemented, for a number of reasons. Several building accents to the



shopping centre and a wall on the plaza, for example, were not built. As a result, the ambitious integration of the covered shopping centre with the public facilities has not been achieved. The plaza and the area itself are of limited appeal as places to spend time. This demands a renewed approach. The municipality of Rotterdam wants to take concrete steps toward the creation of a new beating heart for Groot IJsselmonde, with a significant opportunity envisaged in the project site, the area immediately northeast of the central facilities area.

## Garden Suburb of the Twenty-first Century

A considerable number of people in Rotterdam, and its agglomeration, live in a garden suburb. Among the more than 60,000 inhabitants of the IJsselmonde area, including Groot IJsselmonde, they represent the vast majority. At the same time, a somewhat boring image is associated with living in these spaciouly designed, quiet, green residential districts, which feature little in the way of lively urban atmosphere. How can we bring these post-war garden suburbs to maturity and give them a new impetus for a younger generation? And how can its easily accessible central facilities area, in the middle of the different neighbourhoods and districts, gain in functionality? How can work opportunities be introduced along with new forms of housing? In other words, how can a contribution be made, in the garden suburb of the twenty-first century, to the densification challenge facing Rotterdam, in a productive, compact and healthy way?



**The original situation of the centre area of Groot IJsselmonde (left) and the new main structure built in 2004 (right)**

Source: Masterplan Hart IJsselmonde, gemeente Rotterdam, 2003



- |                                            |                           |                                                 |
|--------------------------------------------|---------------------------|-------------------------------------------------|
| Strip in the city                          | Stadium park              | Primary water barrier                           |
| Ribbon in the city                         | City entrance             | Singel                                          |
| Living next to the green / along the canal | Sports grounds            | Main access                                     |
| Living on the green edge of the district   | Natural park              | Inter-neighbourhood connection for slow traffic |
| Garden city living                         | Neighbourhood green       | Possible location of new city bridge            |
| Living in neighbourhoods                   | District park             | Tram                                            |
| River houses                               | Water                     | Railway                                         |
| Strip in the city                          | Facilities in the suburbs |                                                 |
| Heart of IJsselmonde                       | District centre           |                                                 |
| Maasstad hospital                          | Historical centre         |                                                 |
|                                            | Opportunity/anchor point  |                                                 |

## Urban development analysis of the Groot IJsselmonde centre area

Source: NPRZ, Handlingsperspectief wijk Groot IJsselmonde, gemeente Rotterdam, 2015





**Next to shopping centre: public transport hub (tram and bus), post-war and award-winning architecture**

Photo: Frank Hanswijk



**The heart of Groot IJsselmonde, including shopping centre Keizerswaard**

Photo: Frank Hanswijk



**Groot IJsselmonde with the skyline of the city centre of Rotterdam in the background**

Photo: Frank Hanswijk





Typical closed ground floor of shopping centre Keizerswaard



Shopping centre Keizerswaard



Entrance to the parking of shopping centre Keizerswaard



The square inbetween shopping centre Keizerswaard and the project site



New iconic architecture to mark the heart of Groot IJsselmonde



Public transport hub (tram and bus) next to shopping centre Keizerswaard



PROJECT SITE AND ASSIGNMENT

Facts & Themes  
Characteristics  
Competition Assignment

Facts

Site representative

Municipality of Rotterdam

Actor(s) involved

Municipality of Rotterdam

Team representative

architect, urban planner, landscaper

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



### GROOT IJSSELMONDE x PRODUCTIVE CITY

Urban dynamics in peripheral post-war districts are often relatively low due to their monofunctional setup and the lack of new spatial developments. Support for communal services is under pressure because of the ageing population and the decrease in the number of inhabitants per house. However, these common places could become a strong asset to making them twenty-first century proof. In the original set up, Groot IJsselmonde had to provide a quiet counterbalance to the modern, complex society, allowing a growing child to gradually find its way in life and the workers to find peace and quietness after long days at work. The dominant green landscape formed an important backbone of these social intentions. Building on this anthroposophical view on spatial planning, the aim is to transform the central area into an easily accessible healthy work-learn-and-live environment, attracting and fostering young generations as drivers of new economic activities.



### GROOT IJSSELMONDE x COMPACT CITY

In a compact city you live in the vicinity of work, shops, public transport and other facilities. This is only possible with sufficient density. Only when enough people live in a place is there a sufficient basis of support for facilities and does it become an attractive location for businesses. The densification challenge of the city can be seen as a chance to make this area more liveable. The original concept of the garden suburb included the segregation of functions. There was a deliberate decision to programme business activities elsewhere. How do we deal with this in a garden suburb of the twenty-first century? In the heart of IJsselmonde there is still not a sufficient basis of support for facilities, and as a result the centre is flagging; it has proven difficult to maintain an attractive selection of amenities. An attractive mix of functions in neighbourhood and district centres is vital for a lively city (sub) centre. These subcentres, in addition, often serve as the district's living room, where people interact with one another and come for their everyday needs, health care and education.



### GROOT IJSSELMONDE x HEALTHY CITY

Rotterdam offers not only urban bustle but also room for peace and quiet. There is a balance between tranquillity and excitement. Groot IJsselmonde was developed according to the philosophy of a garden suburb, meant primarily as a place to find peace and quiet. The centre area can use an extra impulse to bring extra excitement to the area, whereby the mix of functions is emphatically intended to connect with the profusion of green space. It is precisely these greenbelts that now present an opportunity for attractive facilities for sports, games and other activities for which there is insufficient or inexistent space in the compact inner city. In addition, the greenery can play a crucial role in the realization of a climate-proof city, prepared for more intense precipitation and heatwaves.

## GROOT IJSSELMONDE



Productive City

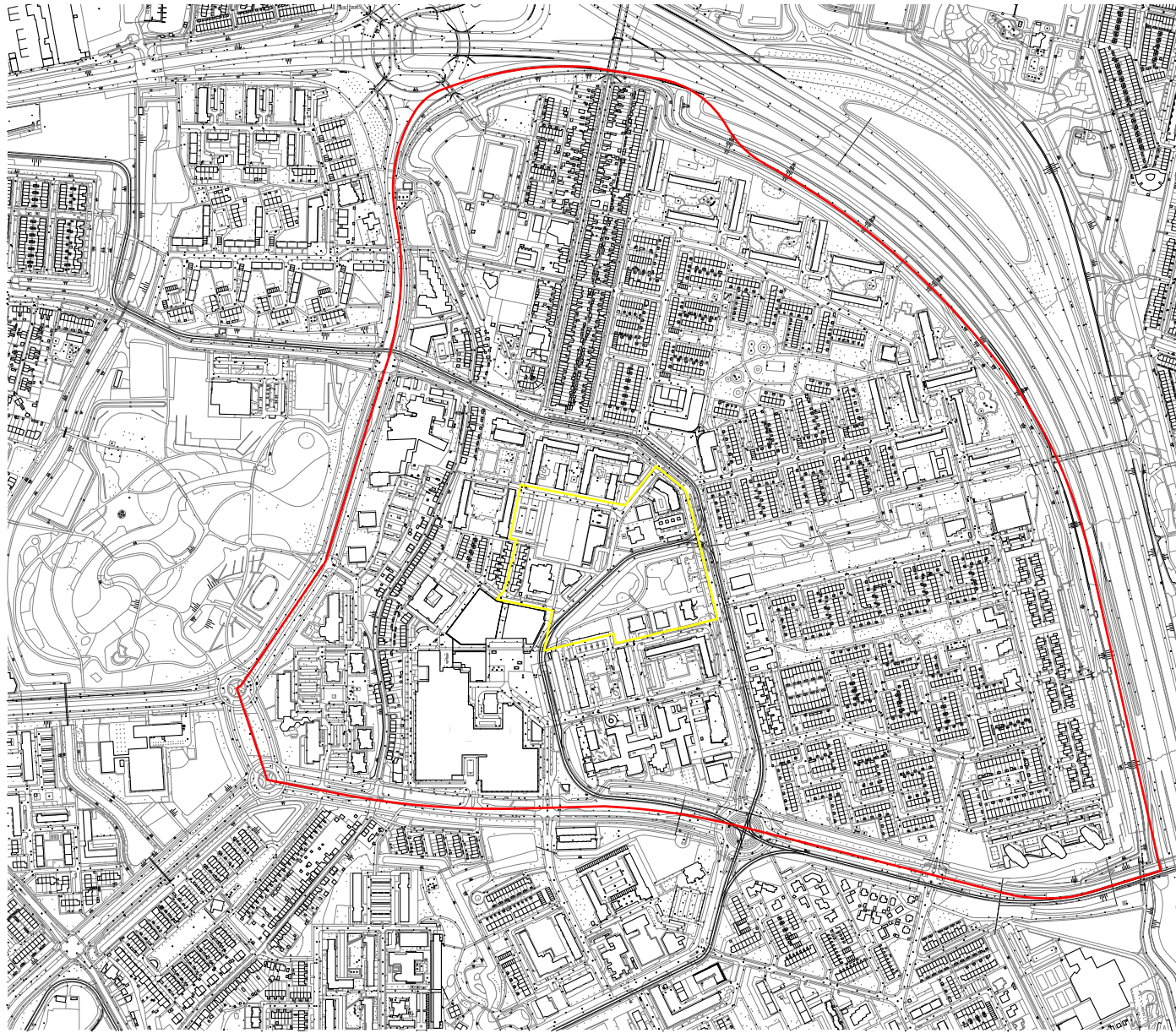


Compact City



Healthy City





**European 15 assignment in Groot IJsselmonde:  
study area (red) and project site (yellow)**

Source: Gemeente Rotterdam

**Site Family** implanting – productive uses

**Location** Rotterdam, Groot IJsselmonde

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

**Strategic Site** 125 ha

**Project Site** 6.7 ha

**Scale** L

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



**Groot IJsselmonde: project site (yellow)**

Photo: Frank Hanswijk





Photo: Frank Hanswijk



# Characteristics

Groot IJsselmonde in the south of Rotterdam is an archetype of a post-war district built in the early 1960s. It is bordered by the A16 motorway, the A15 motorway/Zevenbergsedijkje road, the Rotterdam-Dordrecht railway line and the Nieuwe Maas river. It is green, watery, spacious and easily accessible by car and public transport. The central area is typical in its paradoxical combination of low vitality, rather outdated communal services, and the presence of a well-connected but currently underused public transport hub. The project site is next to, and could become part of, the central area and consists of a large open green space and a couple of small-scale building blocks.

The project site lies northeast of the facilities area. It is an area of very low density in spite of the fact that it is situated within the centre ring road. The building stock consists of low-rise structures primarily accommodating schools and business services. It is framed on the south and west side by a number of tall blocks of flats. These are the blocks that were intended to mark the 'tips' of the neighbourhoods of the district but are not perceived as such. Access to the facilities area with the tower block is located on the south side. On the north side, the area is bordered by apartment buildings that have recently been renovated. It is very centrally situated, but has never fully come into its own, certainly not as part of the centre area. In spite of excellent public transport links with the rest of the city and accessibility for pedestrians, cyclists and motorists, as well as the proximity of facilities and retail in the shopping centre, this place lacks any attractive urban dynamic. The green-blue structure (greenery and water) of the area, however, is of significant value. It forms the spatial link from the neighbourhoods to the centre. This structure in fact extends past the centre ring. The functionality of the greenery, however, demands renewed consideration. The open space affords an uninterrupted vista to the centre area and the tower block, making them visible from afar.

On the project site, as a result of the replacement and relocation of schools in Rotterdam Zuid, a number of locations seem to have become available, and the question is which new forms of work can contribute to a next-generation centre function. This area requires a green-city approach, including housing, work, education, leisure and sports. This must give the existing facilities of the shopping centre and community centre a new impulse without adding a lot of new square footage. (Additional shops are not desired.) The aim is to create a mixed urban area with a strong dynamic. The new building stock will have to be introduced in a way that reinforces the existing green/blue structure, perhaps even becoming the core of the new development. It is also crucial that the links to the centre area and surroundings be designed clearly and their introduction connect in a logical way with the existing urban fabric. And above all: give the area a new impetus, so that it can be a flywheel for the district as a whole.



**Perspective from the project site (left border)  
towards the central area of the district**

Photo: Frank Hanswijk



**Perspective from the project site (right border)  
towards the central area of the district**

Photo: Frank Hanswijk







## Competition Assignment

**The challenge is to develop a spatial strategy implementing a new mix of functions on site to revitalize the local economy, while rethinking the role of a suburban landscape, communal facilities in the centre area, and other characteristics of the post-war neighbourhood philosophy in the perspective of the twenty-first century.**











The design teams are asked to develop a vision of the future-proof garden suburb of the twenty-first century. The proposal should reflect:

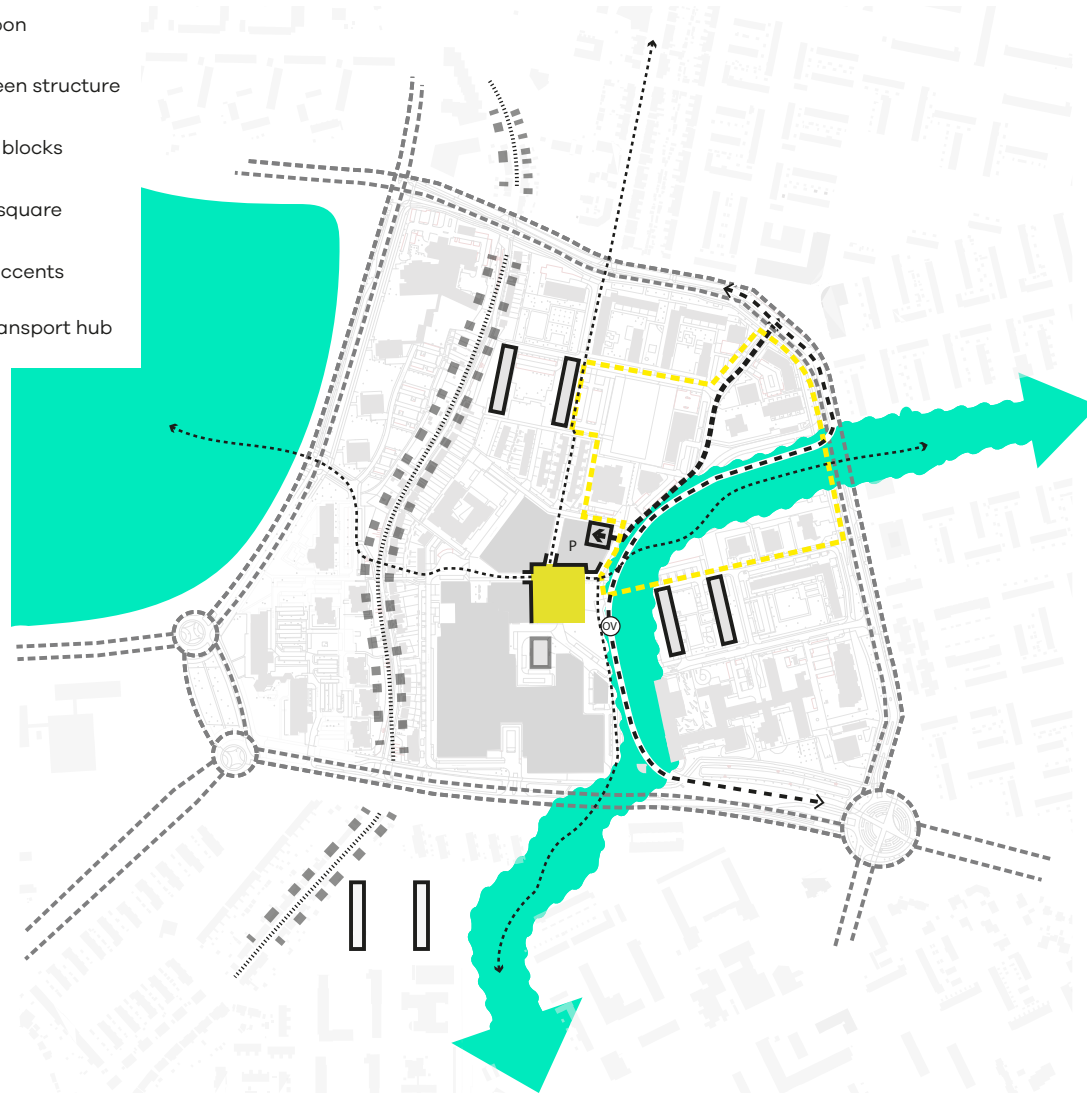
- An urban development strategy elaborated on the scale of the project site.
- An architectural elaboration that can provide a powerful impulse to the desired urban dynamic in the centre area.

Important focal points for this assignment are:

- Conceptualizing and redesigning a garden suburb in which a strong green character (on landscape and architectural level) is combined with a high urban density. What kind of attractive and innovative housing typologies might result from this?
- Creating a centre area that lends identity and recognizability to the district. Which characteristic elements are used to lend the post-war garden suburb a new, appealing image and appearance?
- Mixing instead of segregating functions. How does work take place in an area like this and how are facilities introduced?
- Introducing new economic programmes complementary to the existing communal shopping centre Keizerswaard, supporting a healthy suburban lifestyle and providing opportunities for young people to grow their talents.
- Creating a dynamically cohesive centre area where the dynamic is not oriented solely inward, but where public life takes place outdoors instead.
- Redesigning and reprogramming an attractive, productive and healthy green landscape that holds slow traffic lanes to connect public life in the surrounding neighbourhoods. The blue/green zone should be an integral part of the plan, providing high-quality public space with opportunities for outdoor activities and solutions for climate adaptation.
- Giving new meaning to the concept of 'air, light and space'.
- Giving meaning to 'preparing young people for life outside the district' in a contemporary manner.
- Bringing together the life of the elderly and young people in the area. How are current social issues such as an inclusive society addressed?
- Good integration of automobile access to the parking garage of the shopping area.



-  Required access to the car park
-  Project site
-  Car infrastructure
-  Slow traffic infrastructure
-  Dike ribbon
-  Main green structure
-  Building blocks
-  Central square
-  Height accents
-  Public transport hub



### Guidelines for the assignment in Groot IJsselmonde

Source: Gemeente Rotterdam



## 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 as an active jury member).

## 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

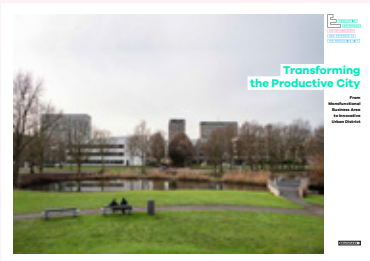
- [Online platform](#) with more information about the five sites in Rotterdam (NL) and weekly updates providing insight information
- [Competition Rules European 15](#)



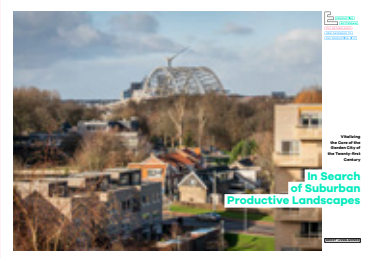
**European 15 Sites in Rotterdam (NL)**

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.

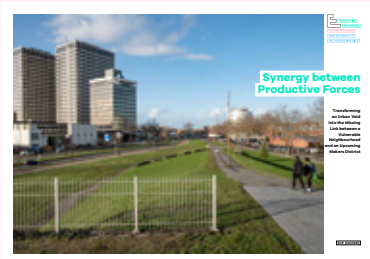
**BRAINPARK I**



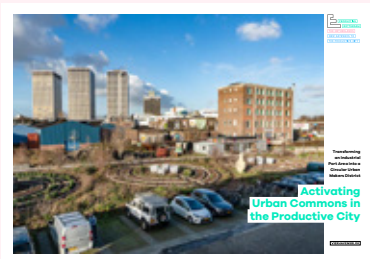
**GROOT IJSSELMONDE**



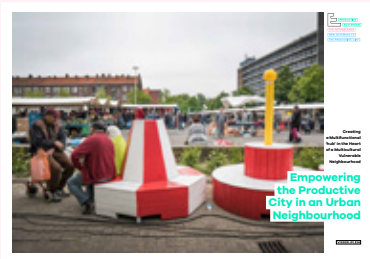
**KOP DAKPARK**



**VIERHAVENSBLOK**



**VISSERIJPLEIN**



*Published in The Netherlands*  
**March 2019**

We have made every effort to secure permission to reproduce the listed material, illustrations and photographs. We apologise for any inadvertent error or omissions. Parties who nevertheless believe they can claim specific legal rights are invited to contact European NL.