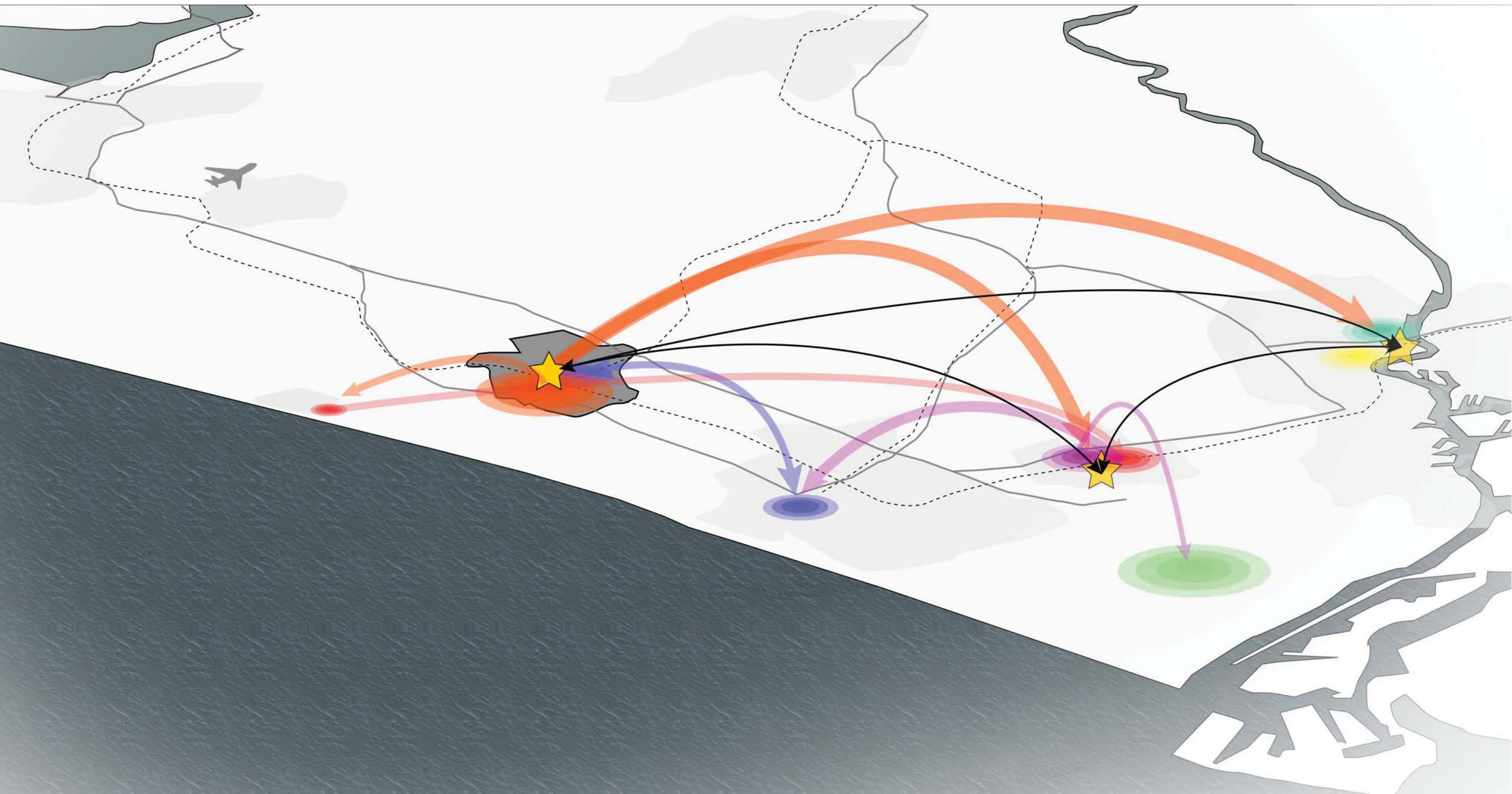


# Leiden, pearl of the knowledge axis

Developing a masterplan for the Bio Science Park in Leiden  
to strengthen the knowledge axis in the south wing

Maurice Giliams  
1516051  
26-06-2015





# Zuidvleugel

## Economische Agenda 2010-2020

### POSITIE ZUIDVLEUGEL 2007

<b>TOP-REGIO'S</b>	Londen Parijs Kopenhagen Hamburg Stockholm München e.o. Parijs Zürich
<b>SUB-TOP</b>	Stuttgart Noord-Holland Antwerpen <b>Zuidvleugel</b> Barcelona ....
<b>MIDDEN-MOOT</b>	EU27



### Economische Agenda 2010-2020

- Herijking van de strategische agenda na de economische crisis en in het licht van maatschappelijke opgaven
- Invulling, afstemming en stroomlijning van de uitvoeringsagenda's
- Breed gedragen door overheden, kennis- en onderwijs instellingen en bedrijfsleven

### AMBITIE ZUIDVLEUGEL 2020

<b>TOP-REGIO'S</b>	Londen Parijs Kopenhagen Hamburg Stockholm München e.o. Parijs Zürich <b>Zuidvleugel</b>
<b>SUB-TOP</b>	Stuttgart Noord-Holland Antwerpen Barcelona ....
<b>MIDDEN-MOOT</b>	EU27



# Knowledge axis



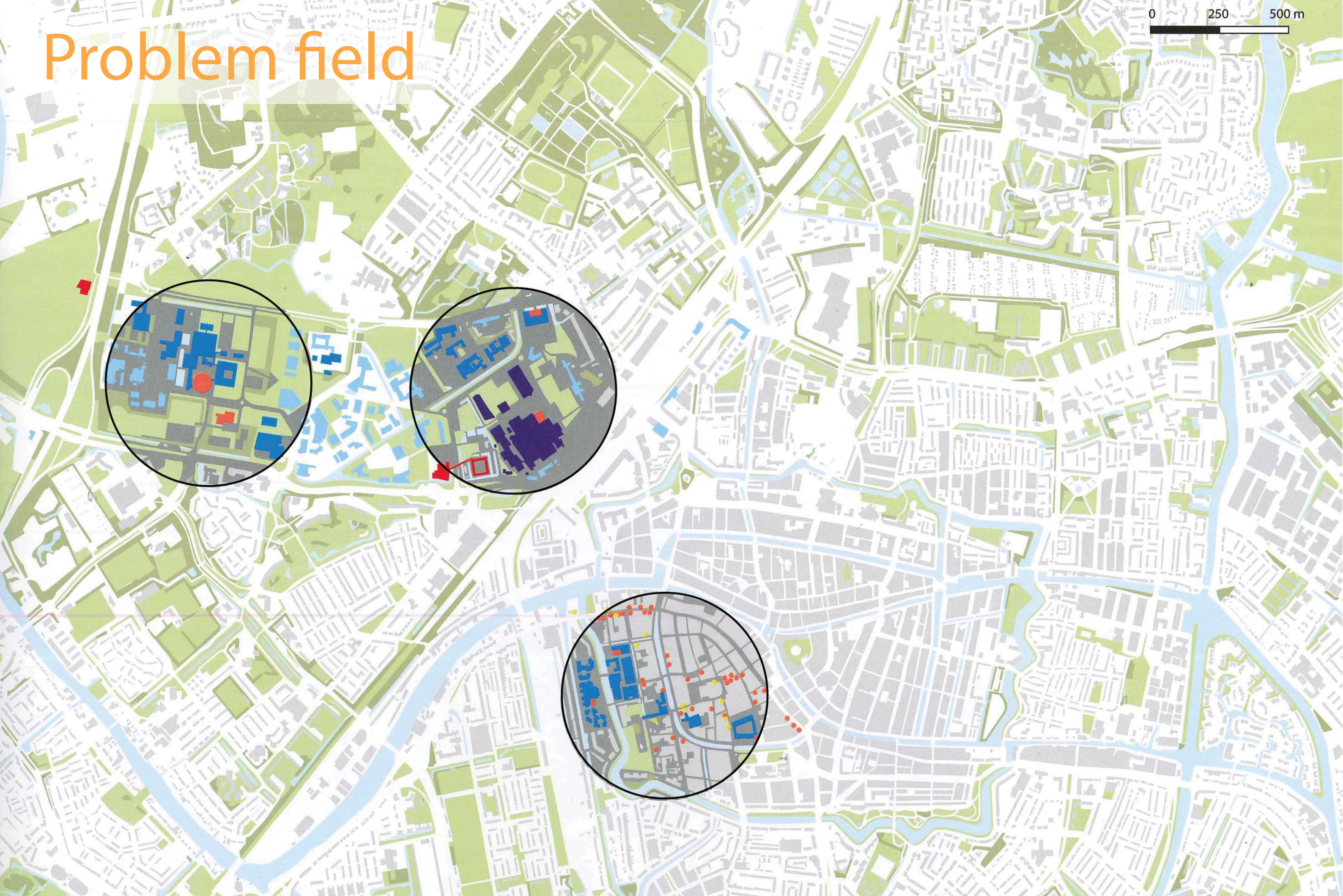


# Knowledge institutions





# Problem field





# Problem statement



Improve the strengths!



# Problem statement



The knowledge cluster of Leiden, the Leiden Bio Science Park, should be **further developed** into an **attractive** working environment for life science companies.



# Aim

The aim is to develop a **masterplan** for the Leiden Bio Science Park making it more **attractive** for **innovative** life science companies and knowledge workers to settle in this area.



# Main research question

*In what way can a new **masterplan** help develop the knowledge cluster of Leiden towards the **main innovative life science cluster**?*



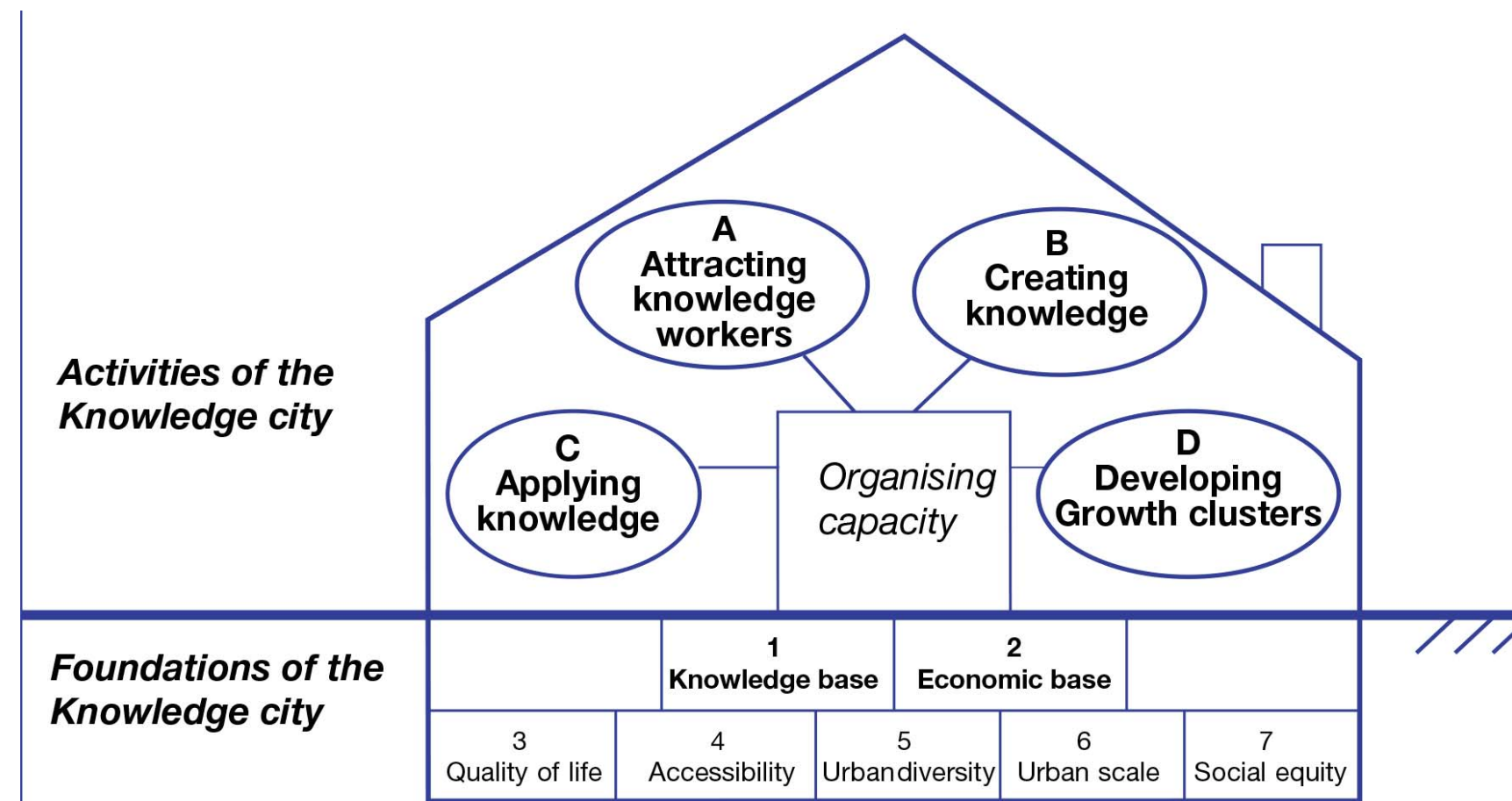
# Theoretical framework



# Theoretical framework

City place where knowledge is produced

Attract **specialized** knowledge companies and workers



(van Winden & van de Berg, 2004)



# Theoretical Framework

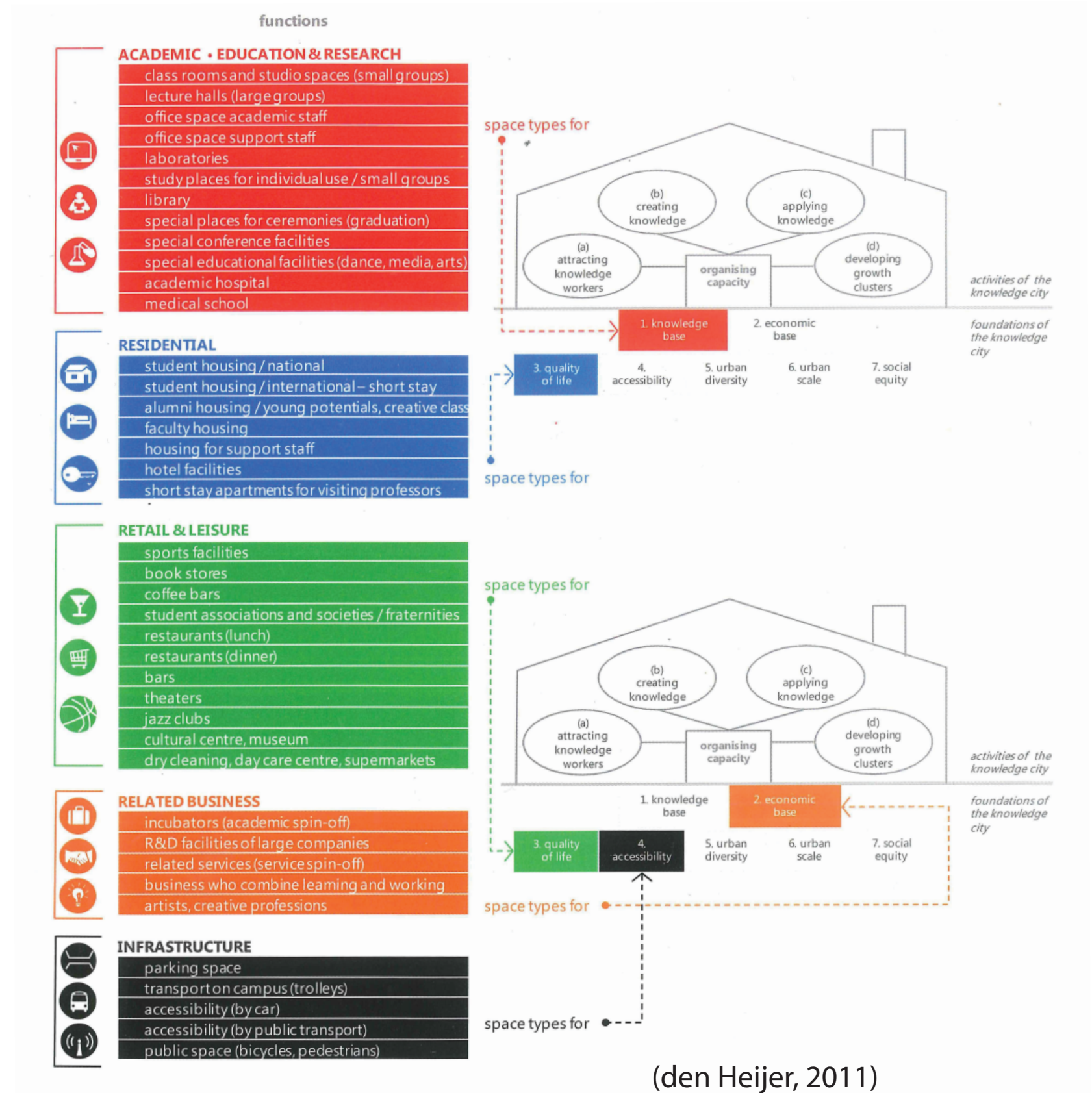
## Knowledge location



## Science park



## Campus





# Theoretical framework

## Local buzz

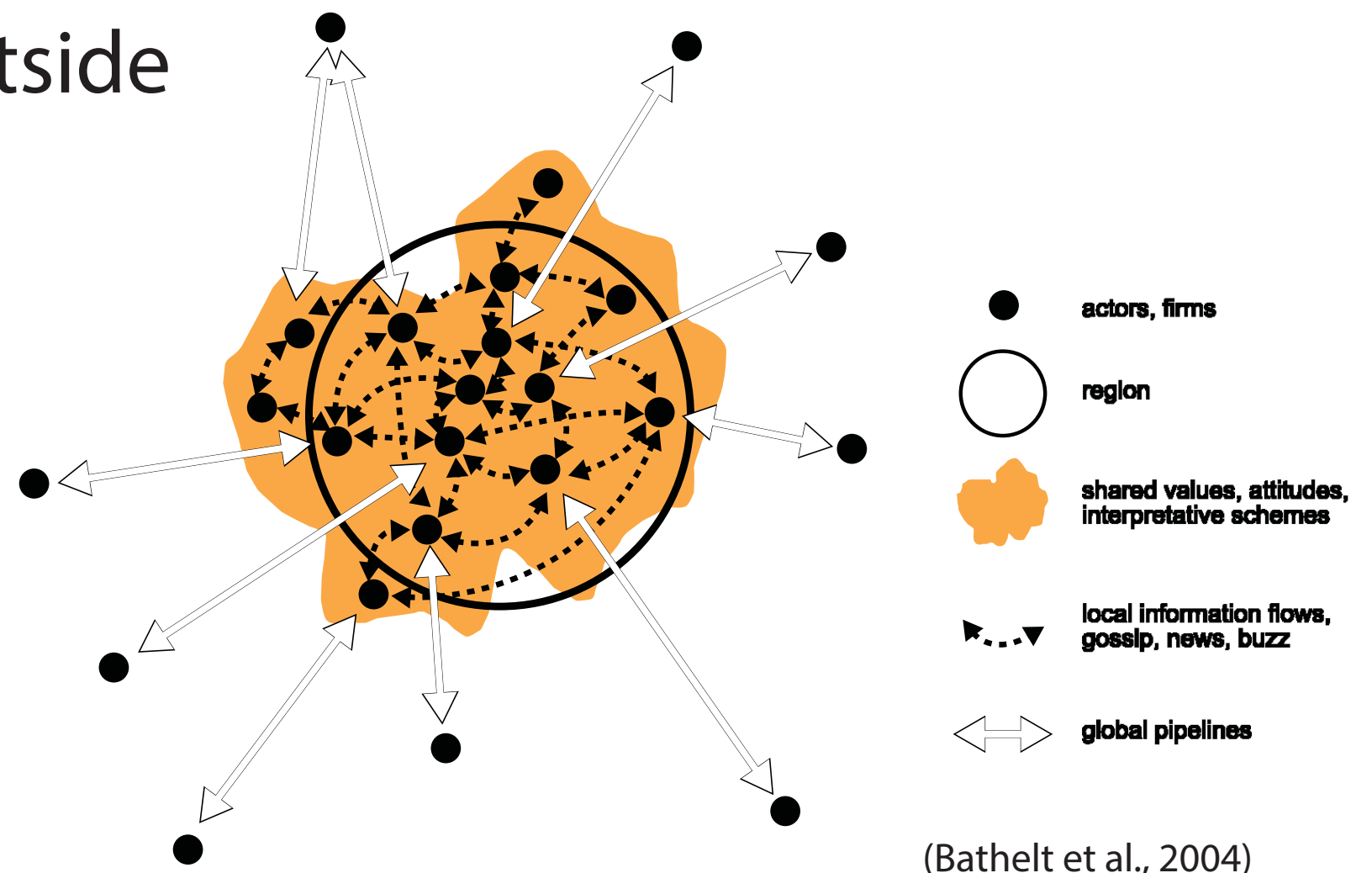
Face-to-face contact in the same area

Can provide innovation

## Global pipelines

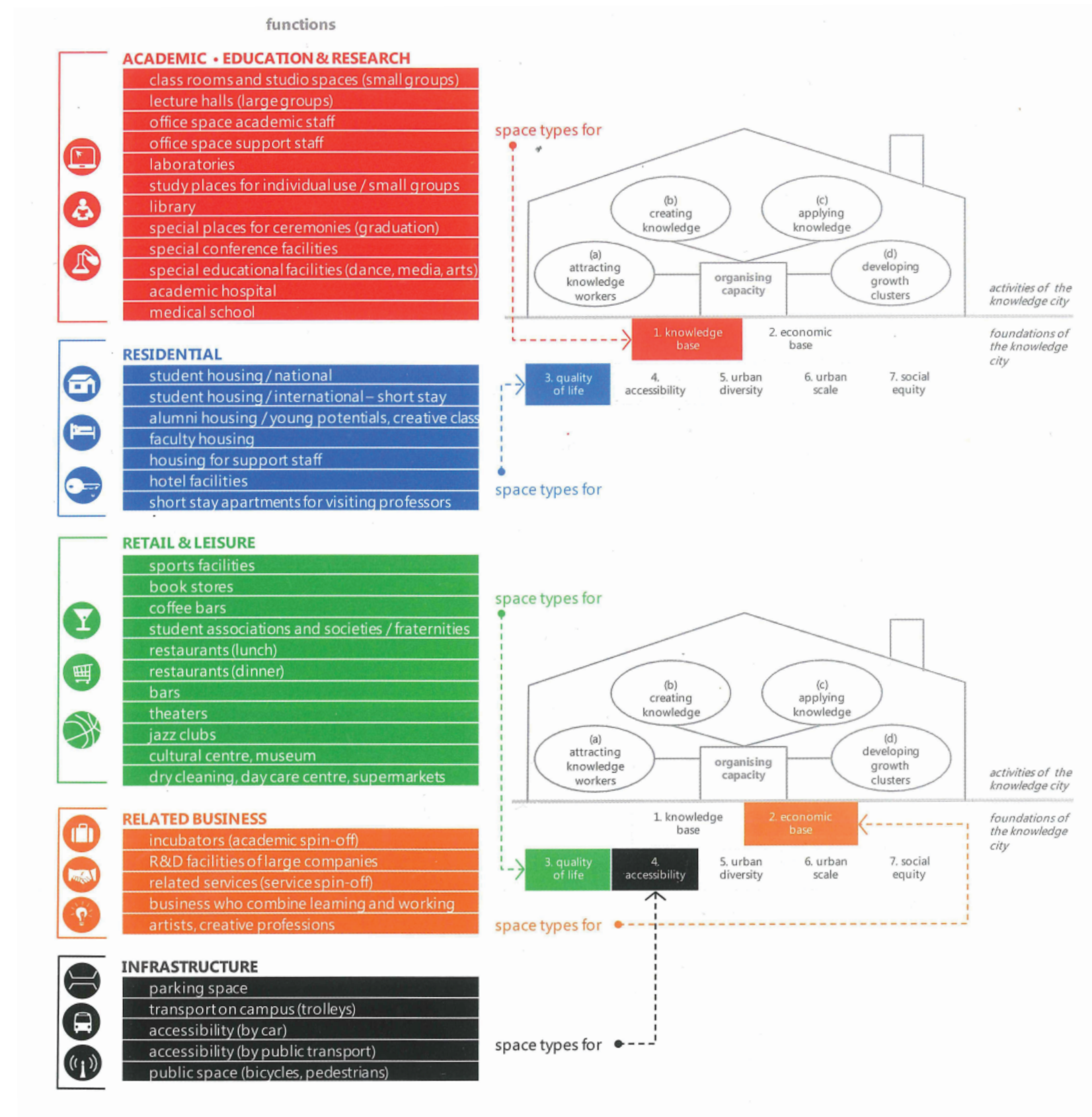
Interaction with companies outside cluster

Places to interact and meet  
Third places





# Analysis





# SWOT

## Strength:

Strong knowledge base

Good connection

Expansion possible



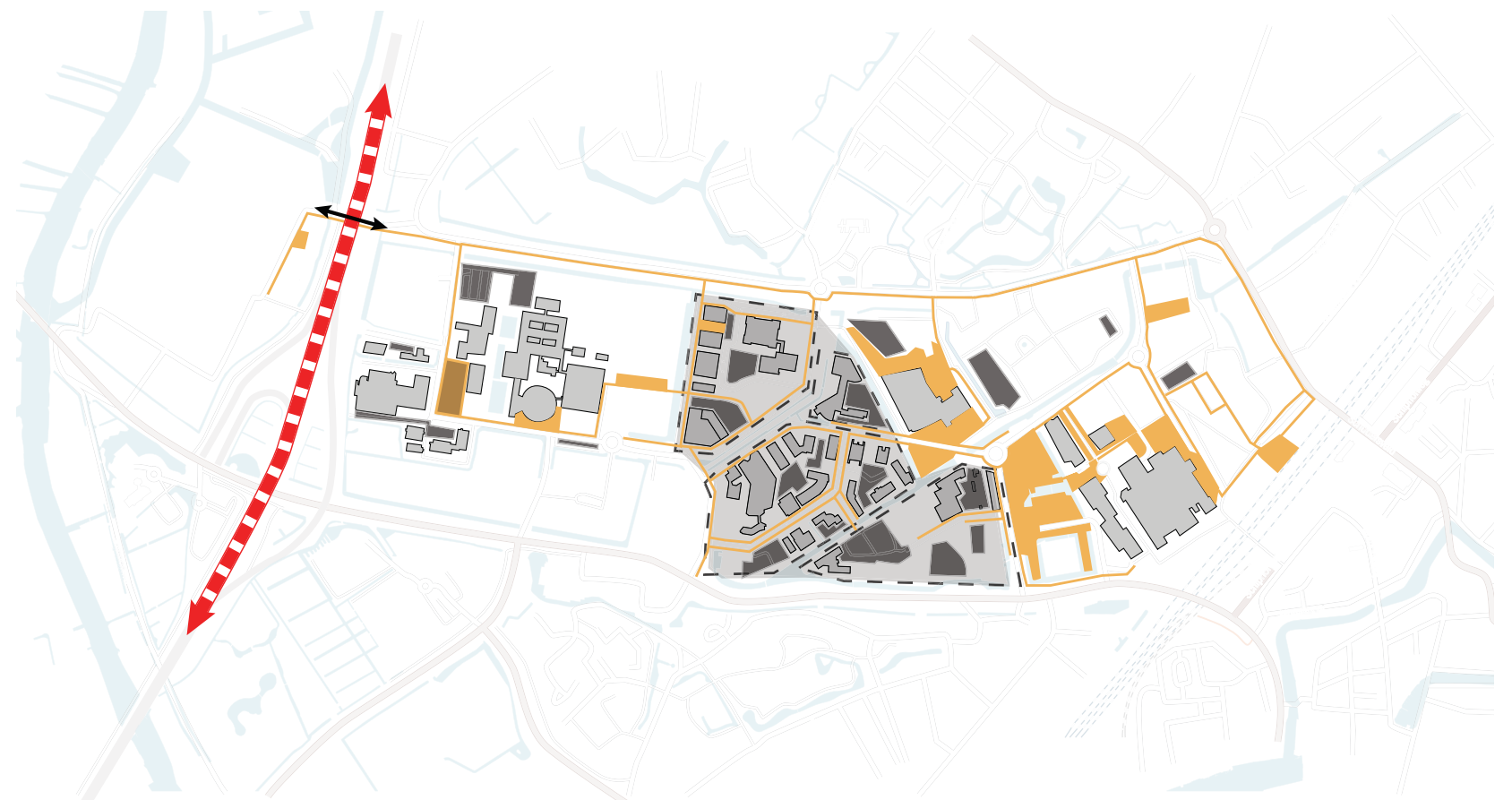
## Weakness:

Barrier

Lack of interaction places

Fragmented area

Secluded areas

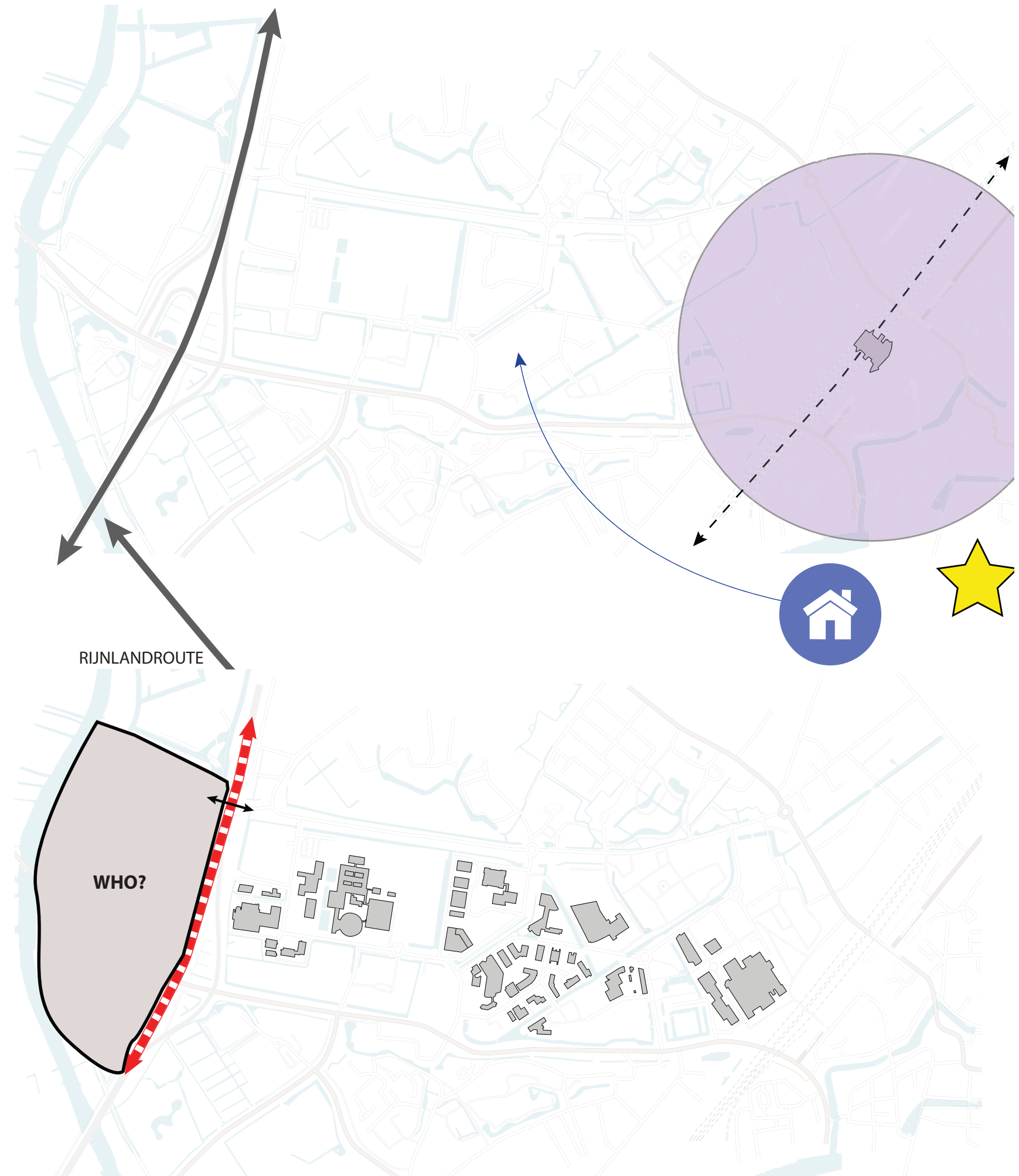




# SWOT

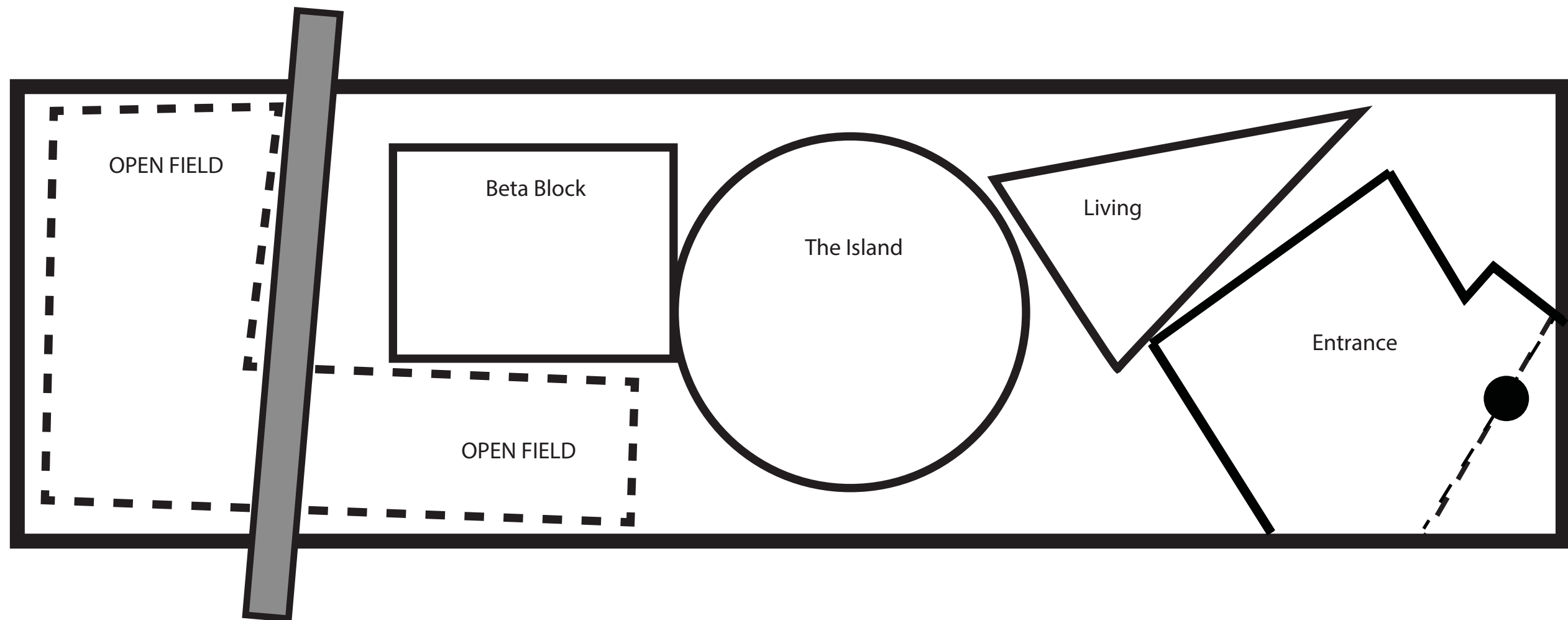
Opportunity:  
Stedenbaan project  
Lack of student housing  
Rijnlandroute

Threat:  
Who wants to settle?





# Points of Action

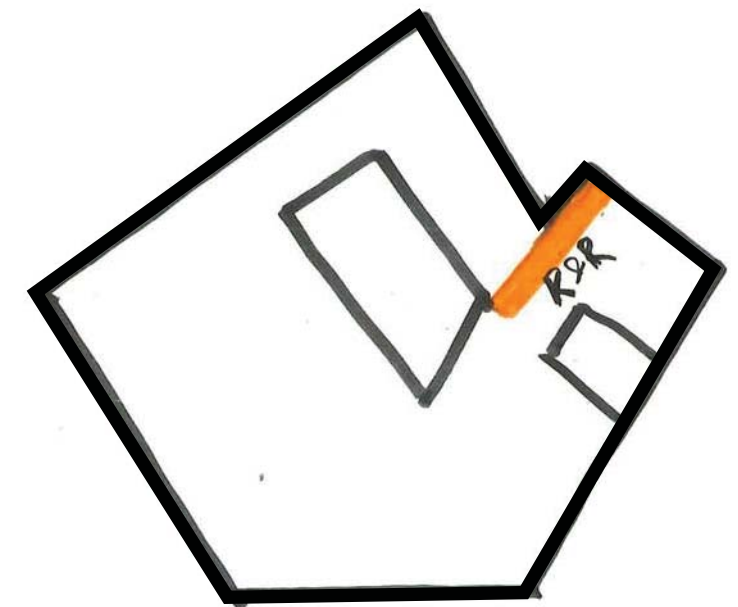
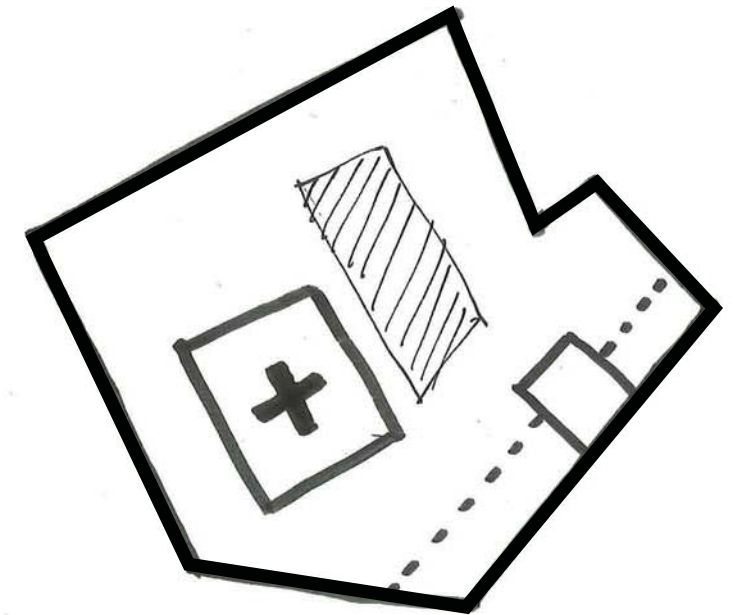
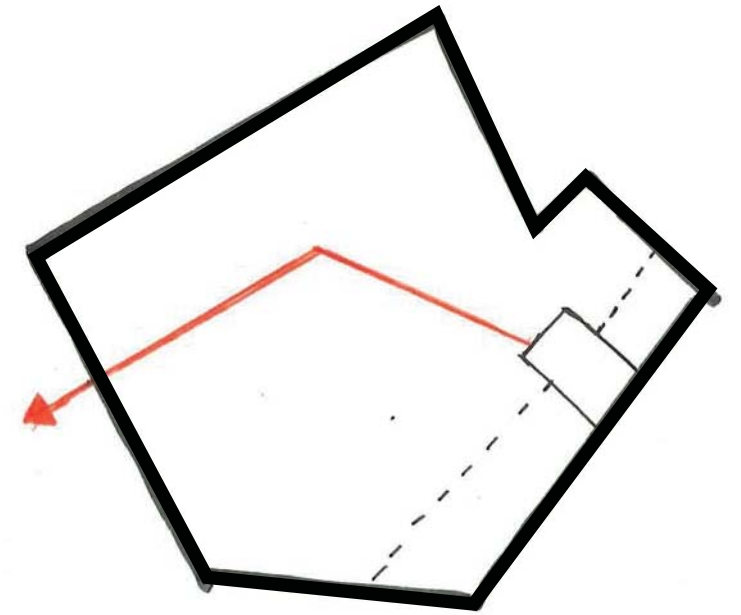




# Entrance

Actionpoints:

- Develop into second front side
- Part of city centre

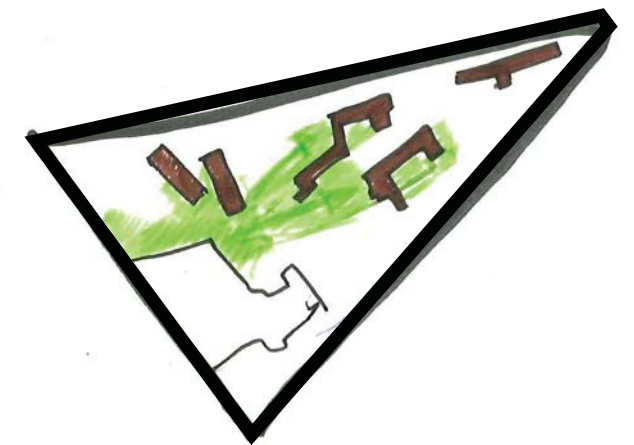
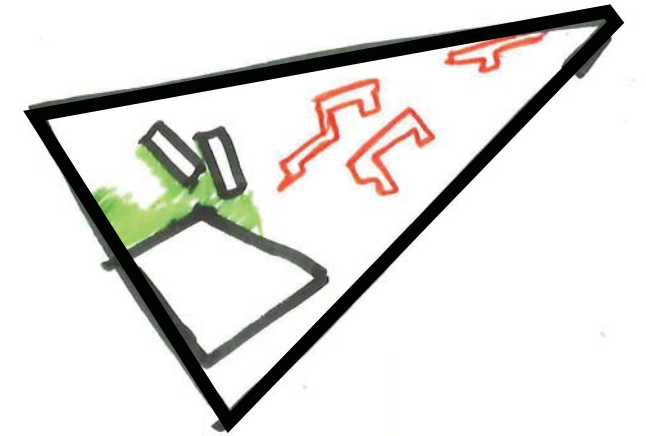




# Living

## Actionpoints:

- Develop into a lively residential area for students

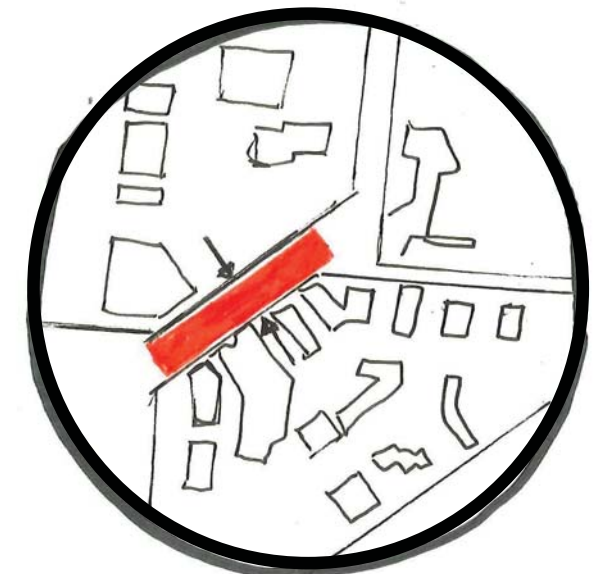
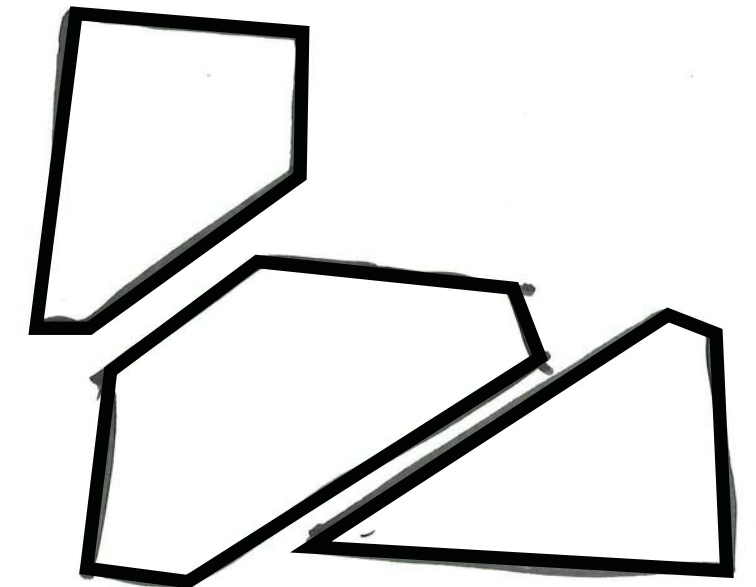
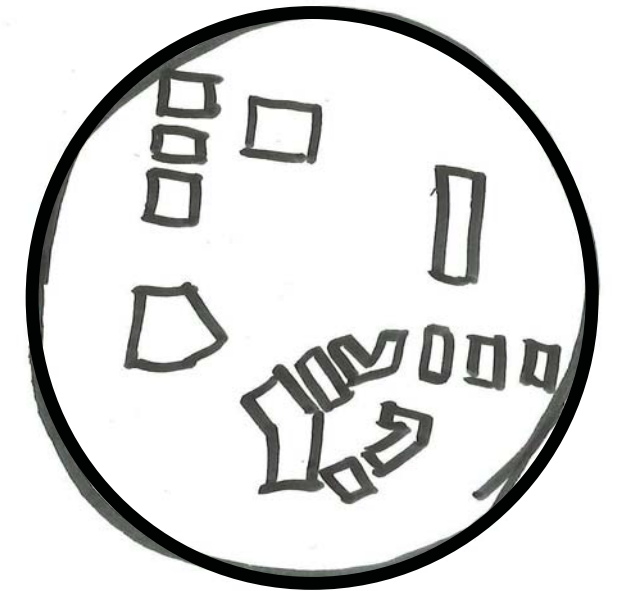




# Island

## Actionpoints:

- Reduce the fragmentation in the area
- Facilitate places for interaction and face-to-face contact
- Remove secluded character by removing gates in front of parking spaces

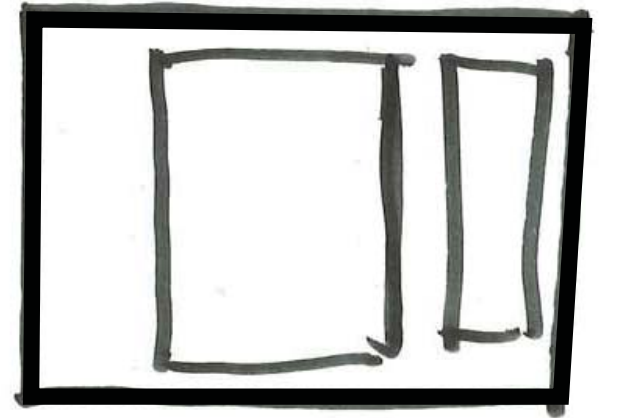




# Beta block

## Actionpoints:

- Create high quality public space for students near Science faculty

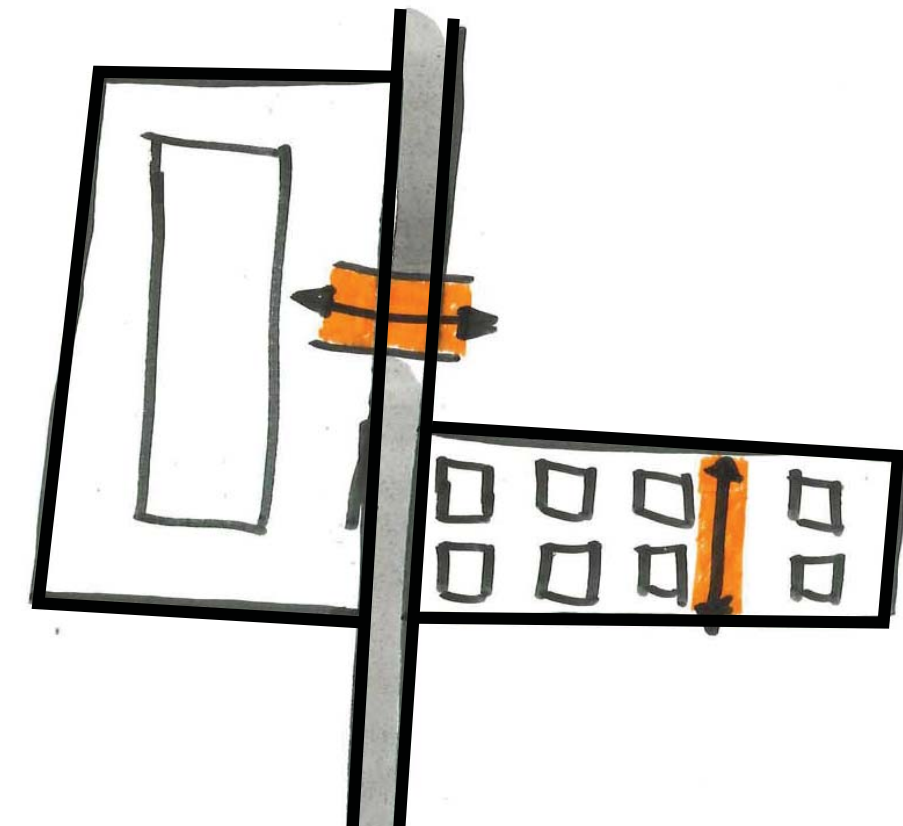
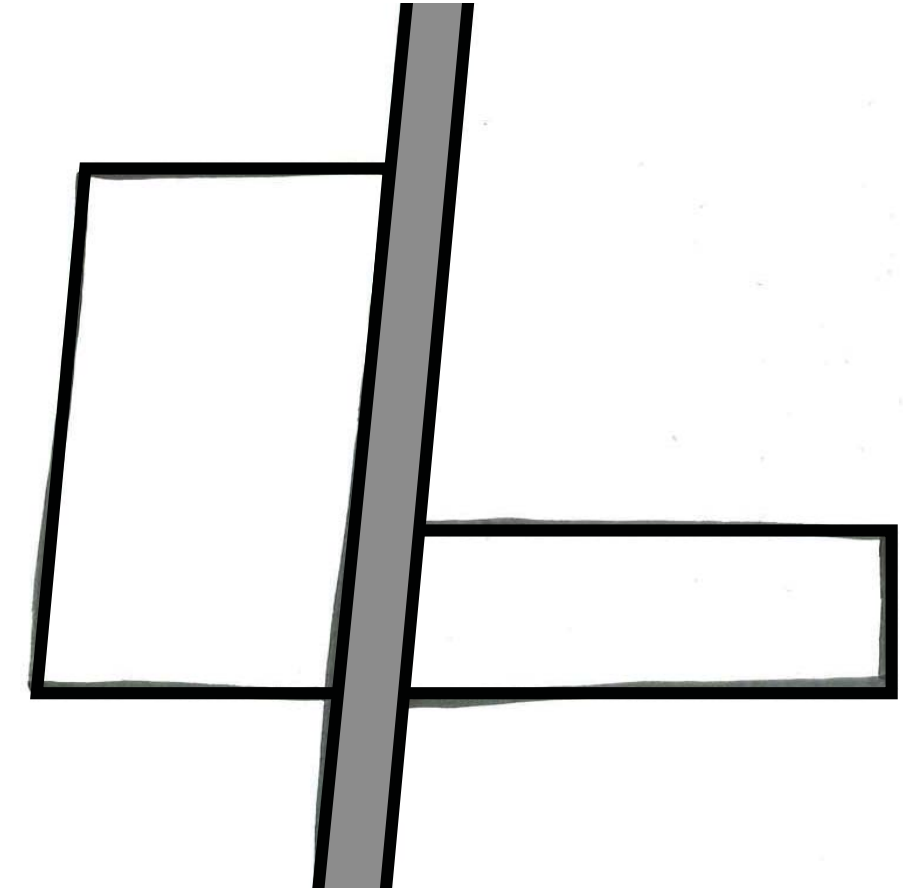




# Open field

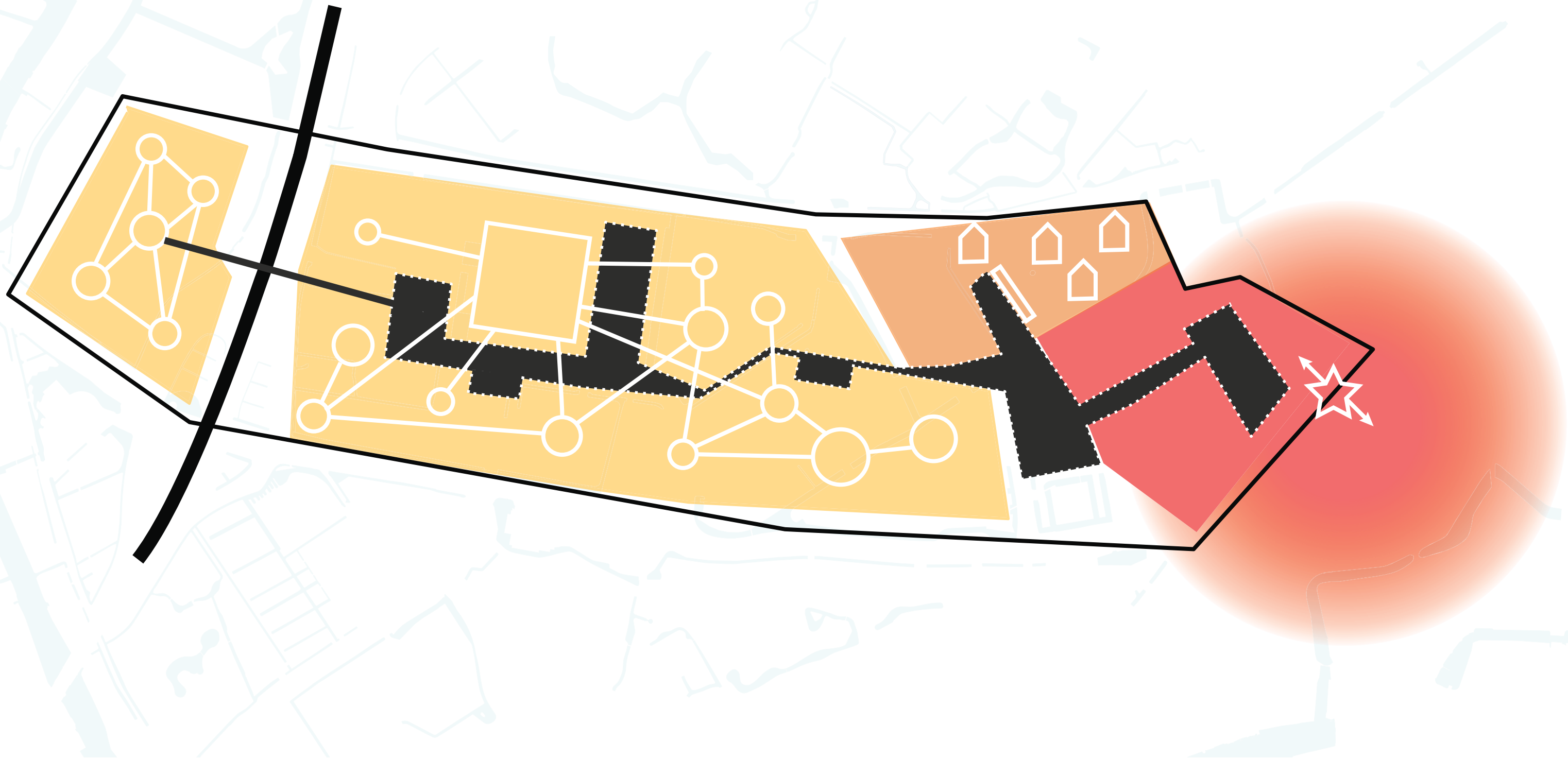
## Actionpoints:

- Create an attractive work environment for new life-science companies
- Create extra entrance to Bio Science Park





# Vision





# Masterplan





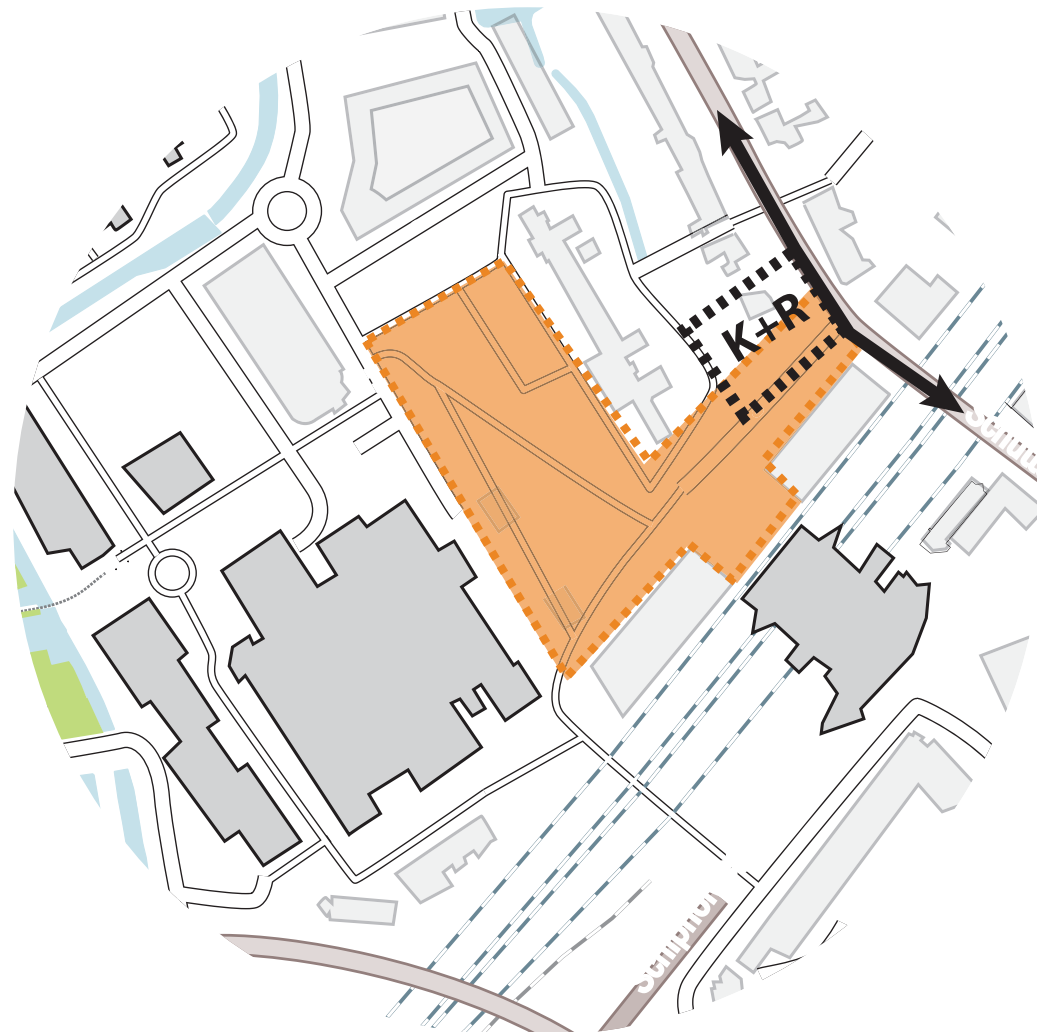
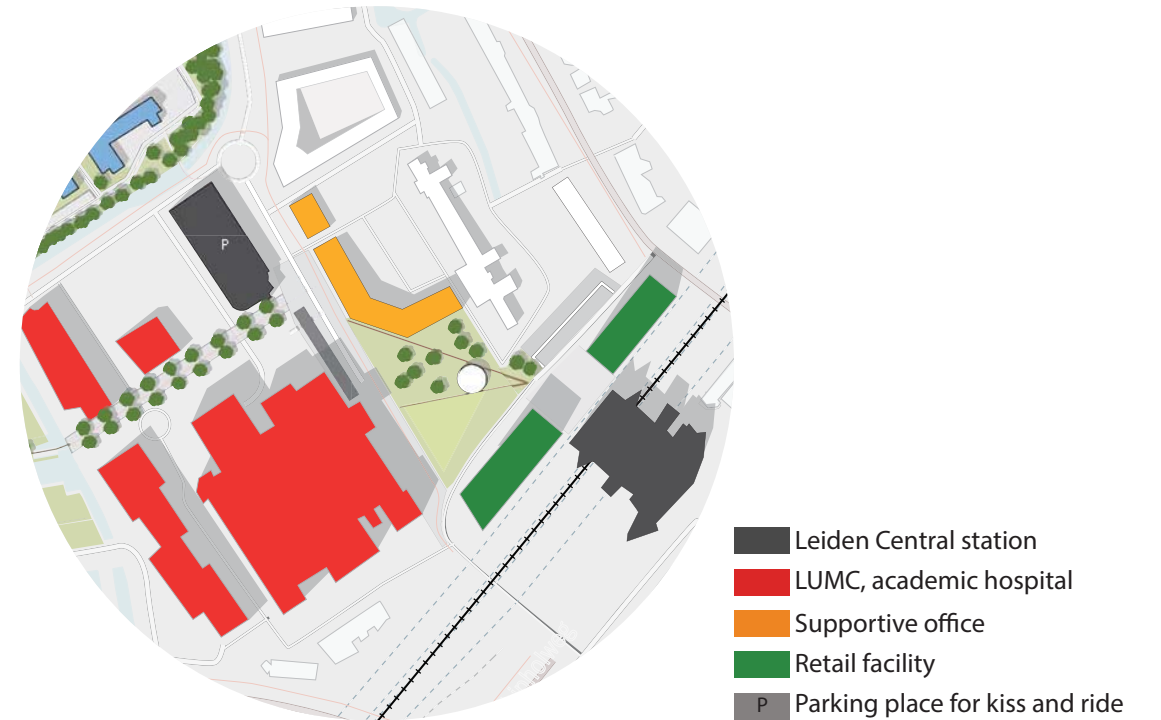
# Station area

## Goal:

Develop into a second front side which is part of the city centre

## Intervention:

Place to stay, place to go through  
Office close to station, Stedenbaan  
Kiss and Ride









# Living area

## Goal:

Develop into a lively residential area for students

## Intervention:

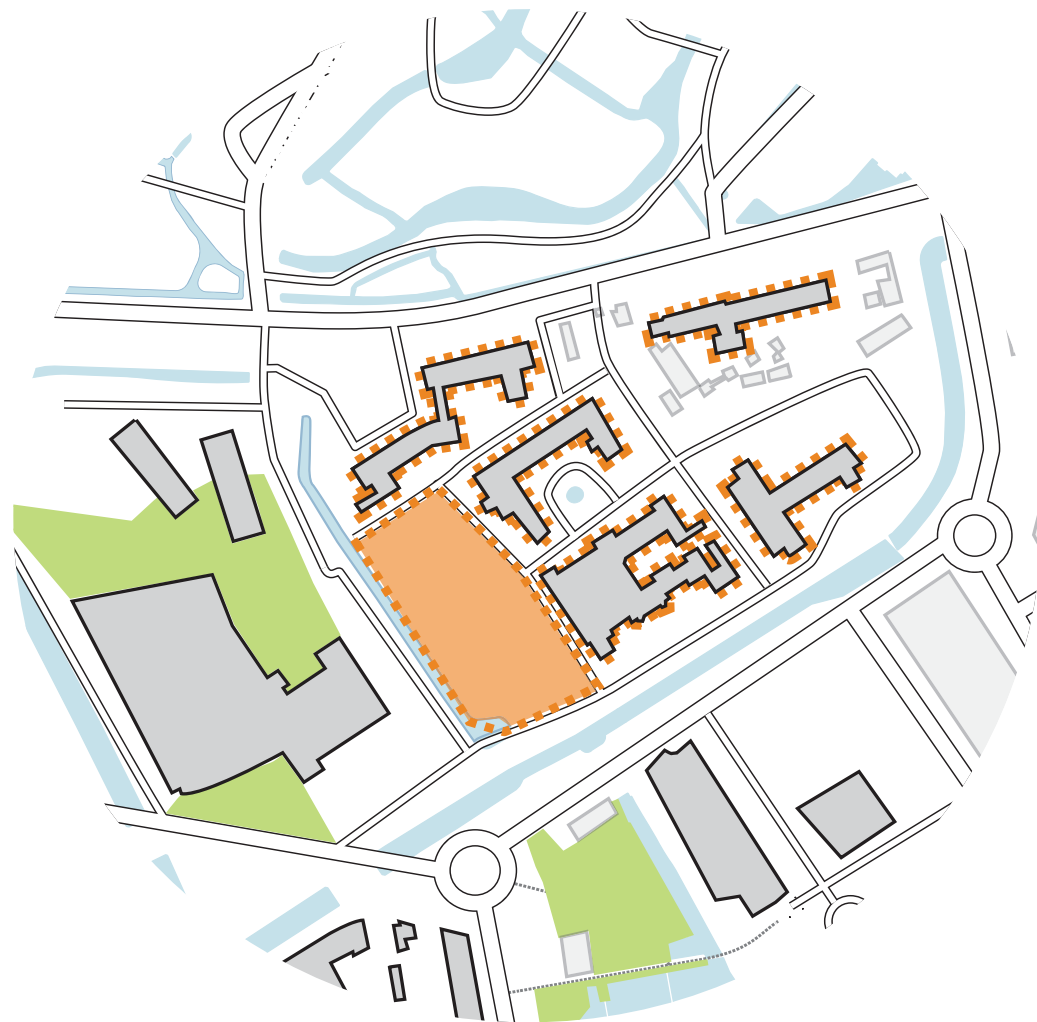
New student housing

Shared facility

Facility in plinth



- Blue New student housing
- Green Shared facility, espressobar
- Red Education









# Collective area

## Goal:

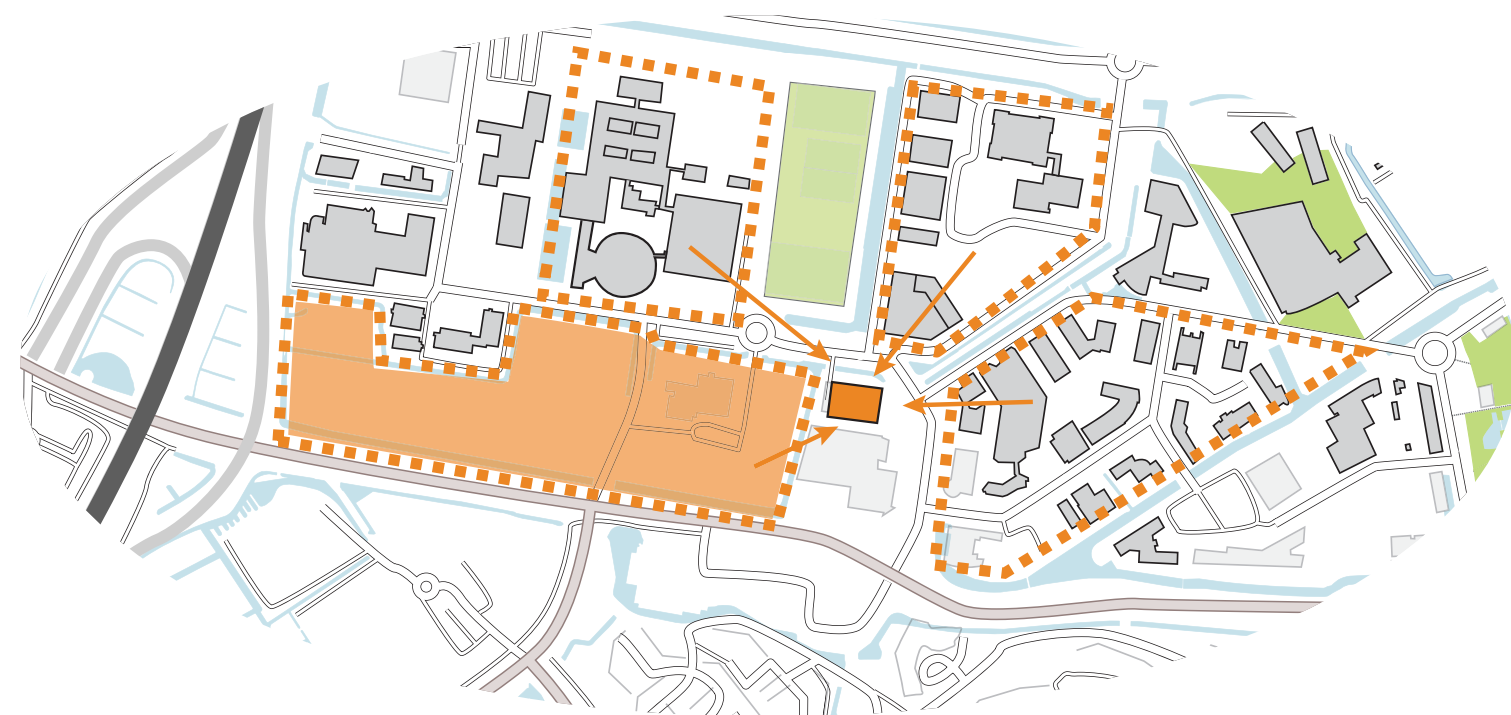
Facilitate possibility for more interaction between companies, visitors and university  
Develop the undeveloped area into a work environment which connects the with rest of the area

## Intervention:

Meeting facility  
Incubator facility for starters  
New entrance



- Education
- Life-science companies
- University Sport Centre
- Shared parking facility
- The Pavilion





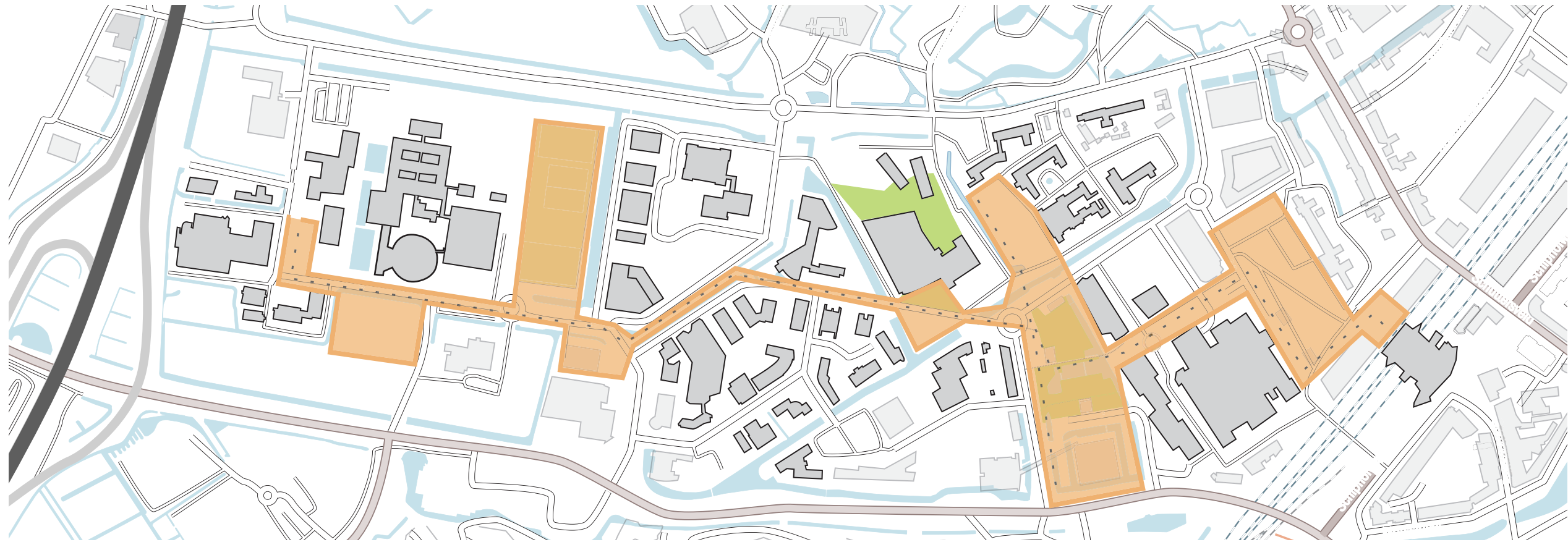




# The Strip

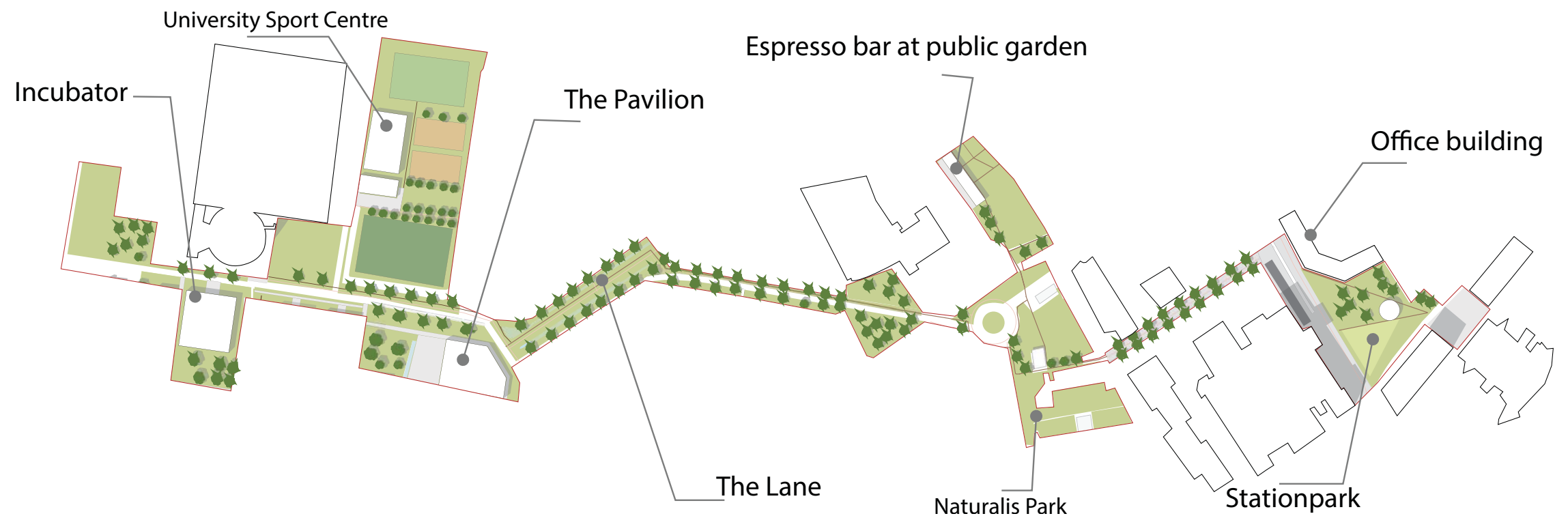
## Goal:

Connect the places where people can interact in such a way that they have the same character



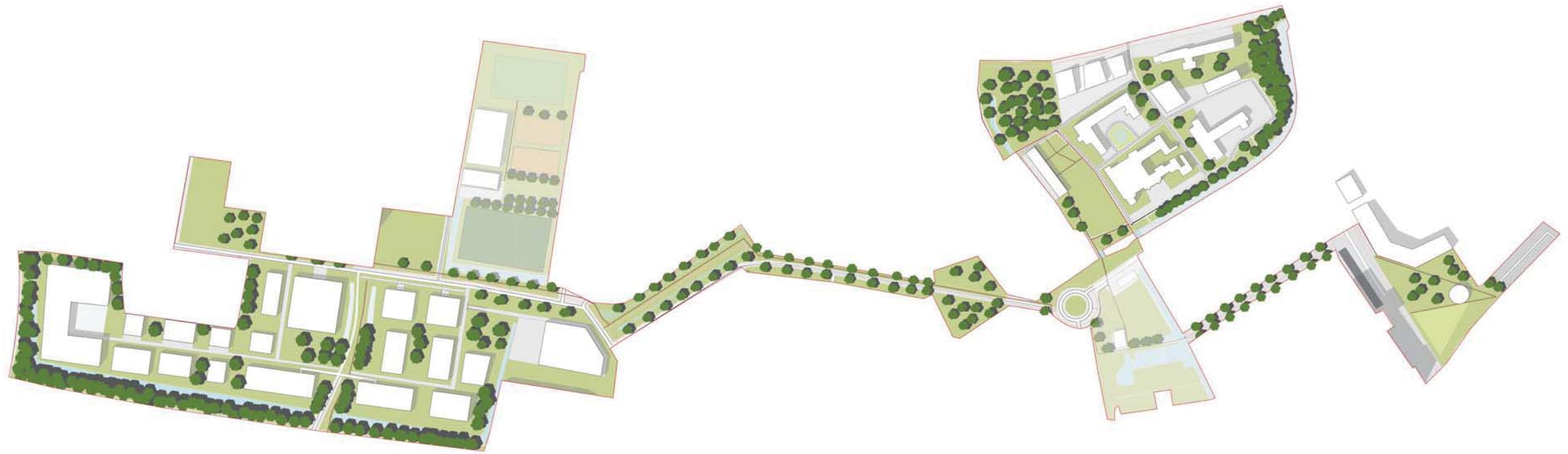
## Interventions:

Add same looking furniture, material or greenery in the strip area to give it the same identity and to fall back on





# Added

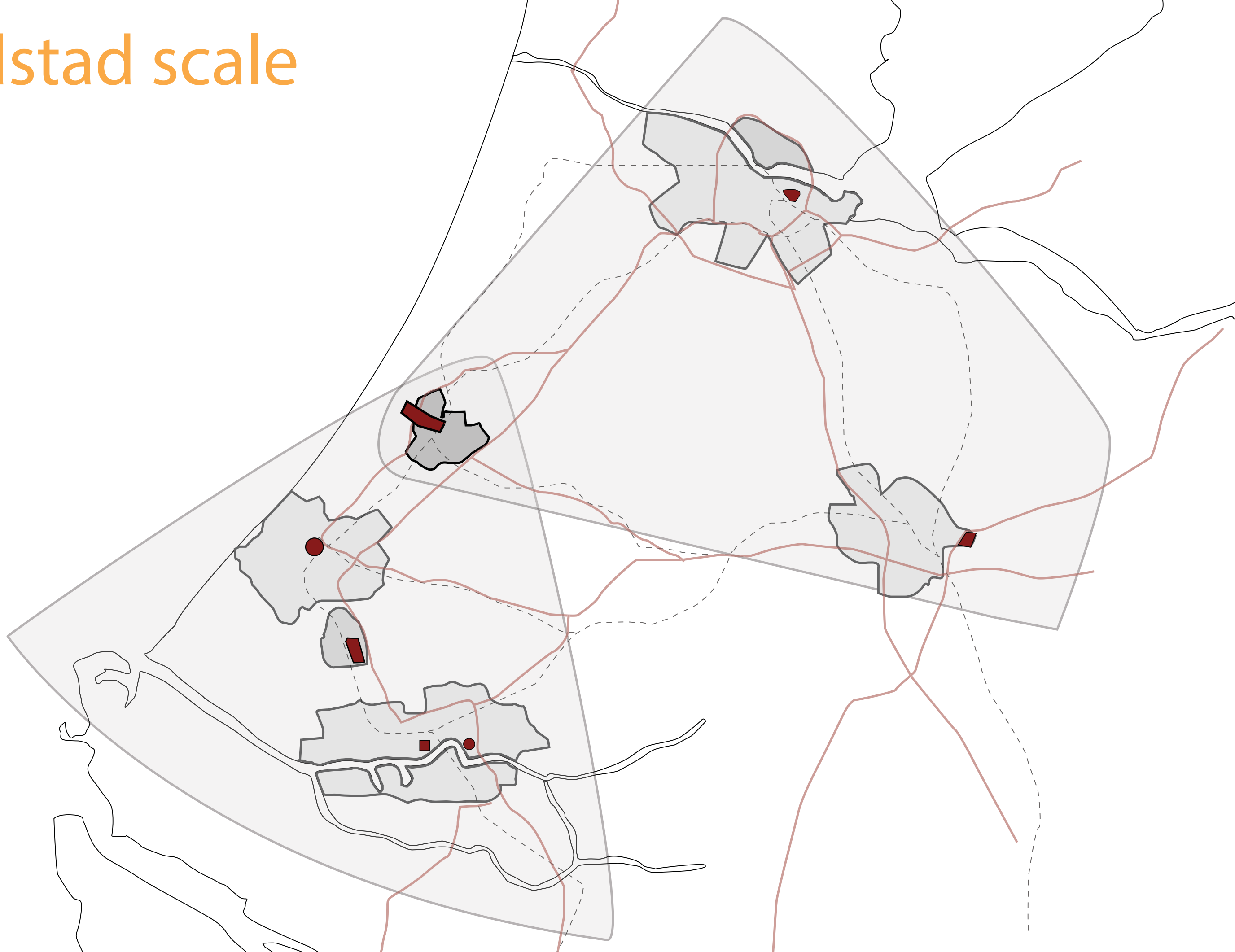






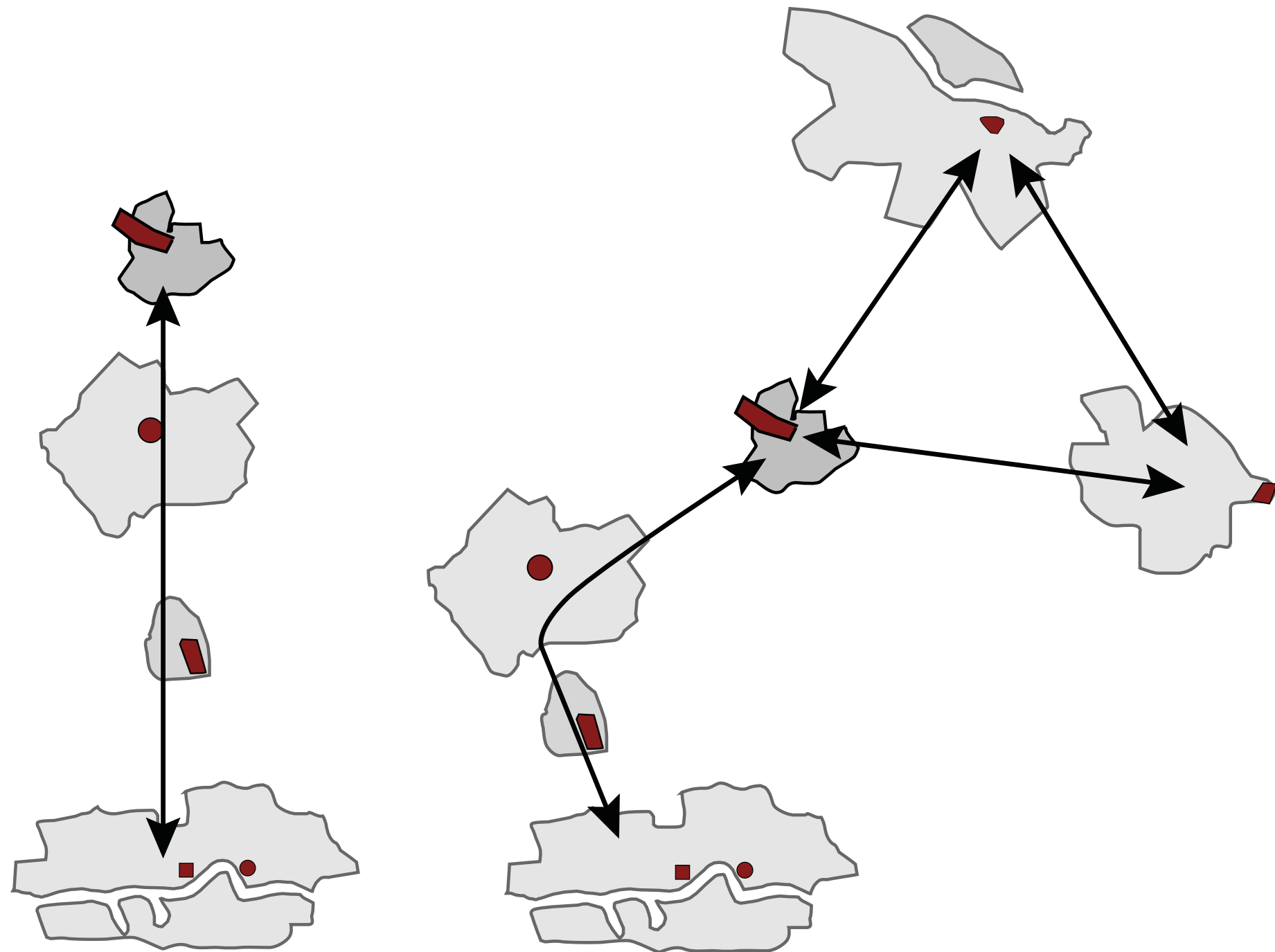


# Randstad scale





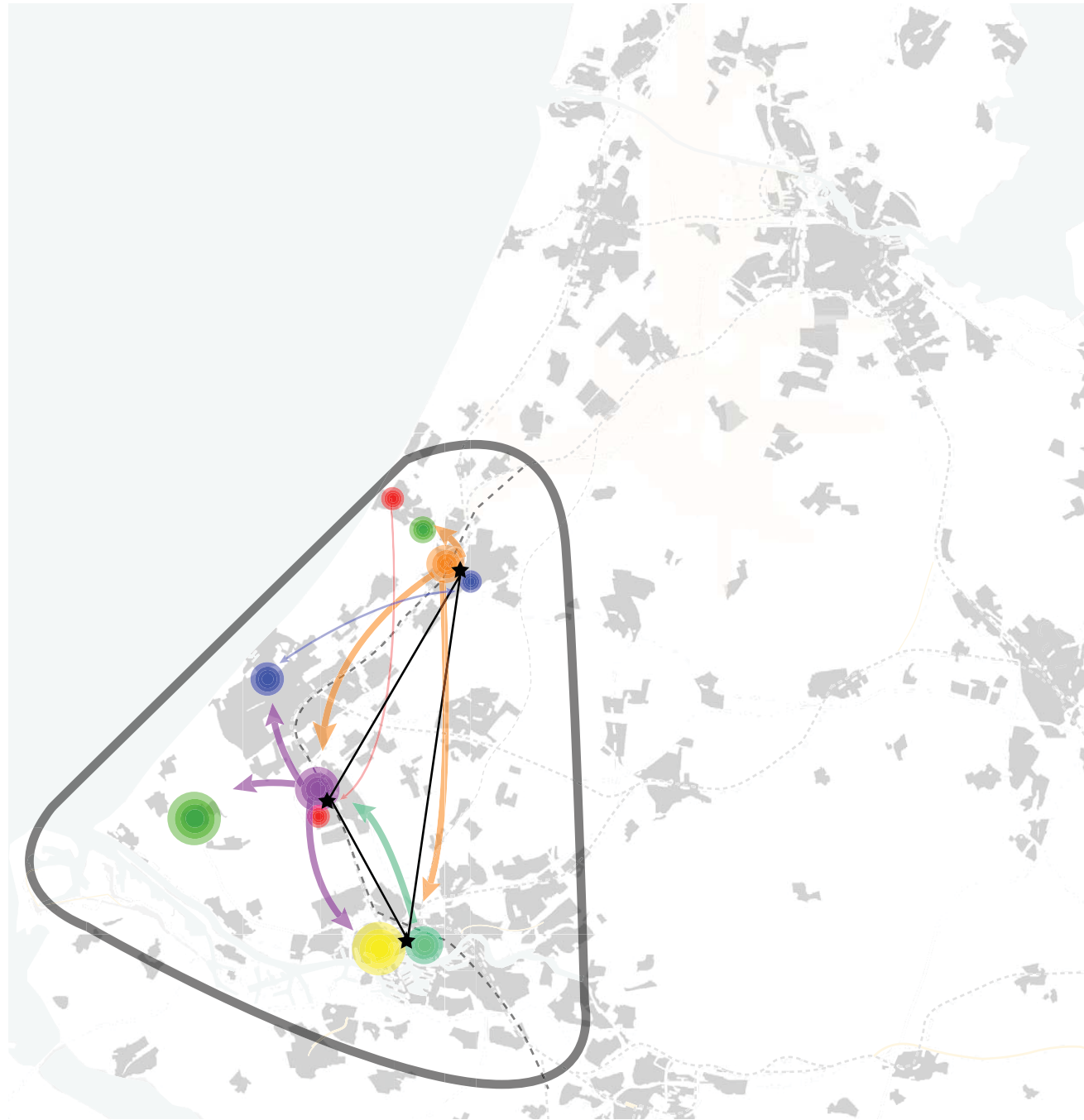
# Knowledge centre



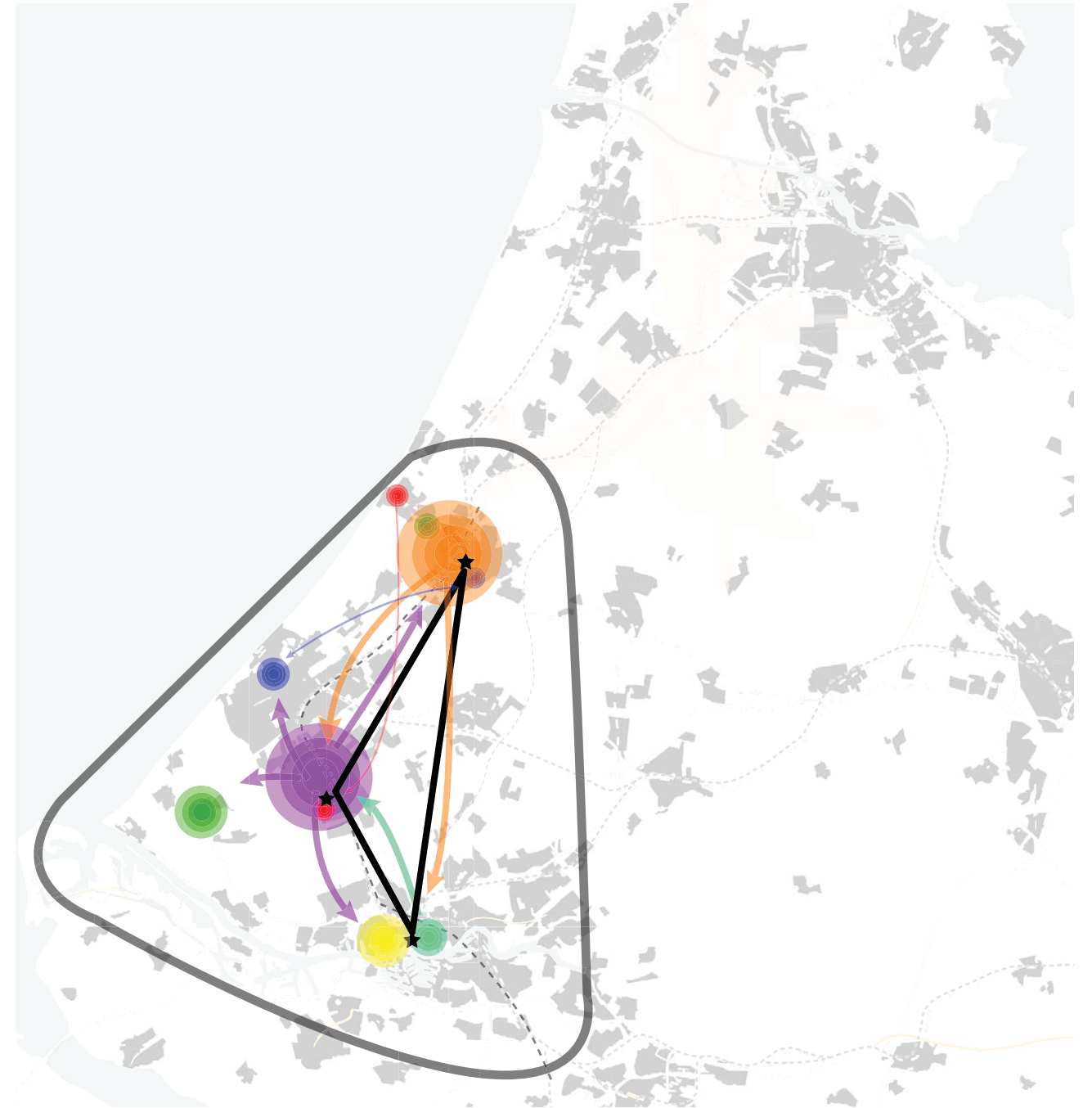


# knowledge axis

Knowledge axis nowadays



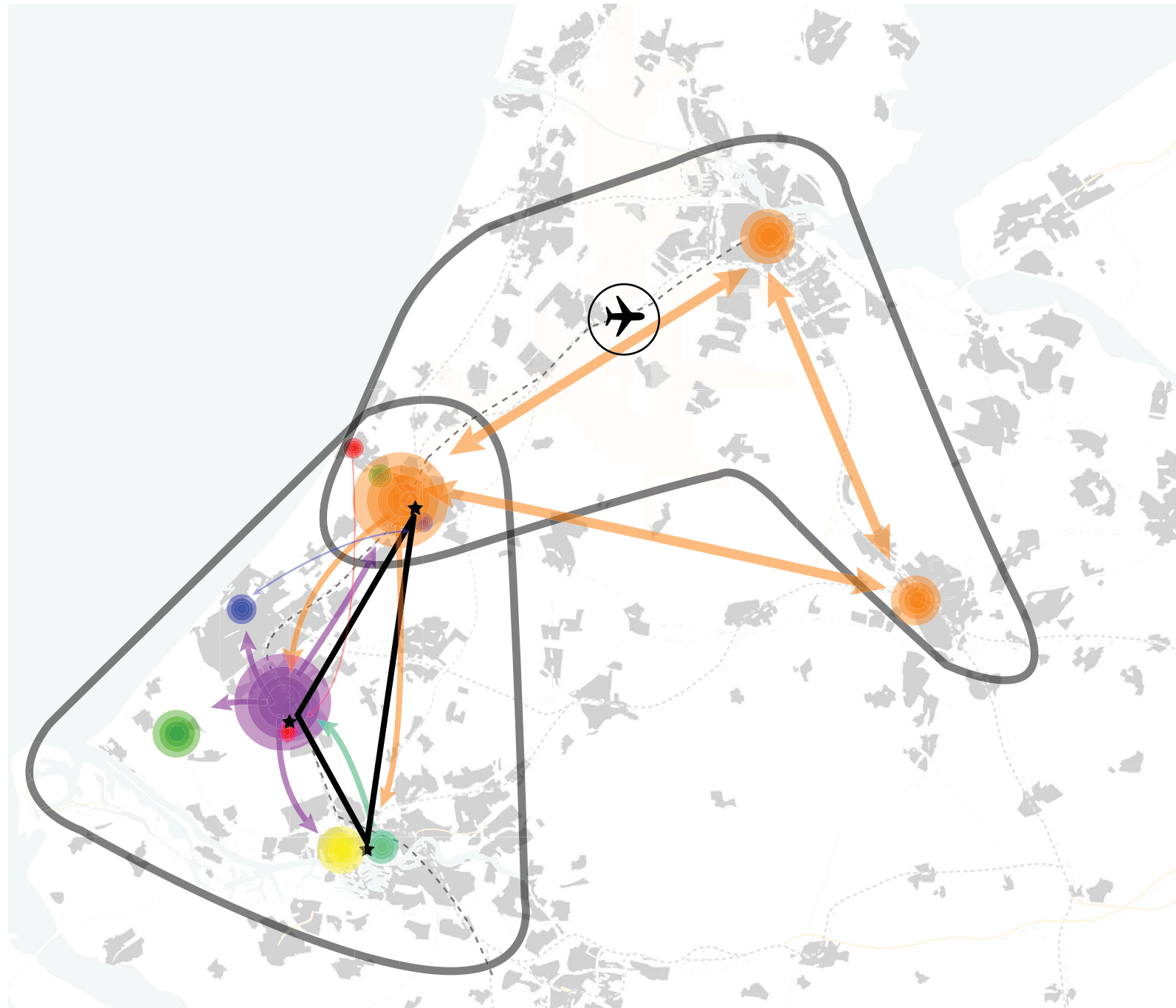
Knowledge axis in the future





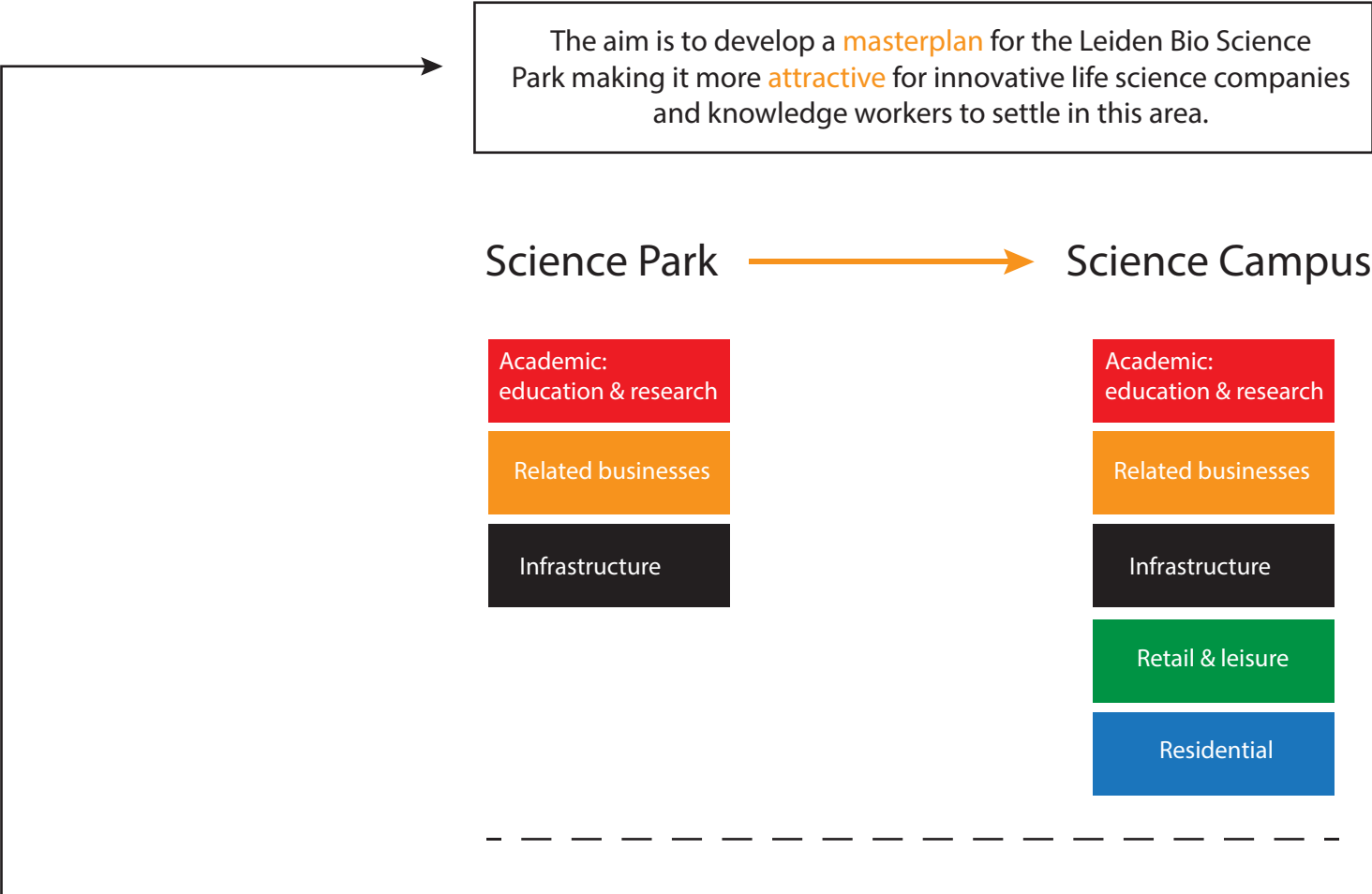
# In the future?

Link between Zuidvleugel and Noordvleugel

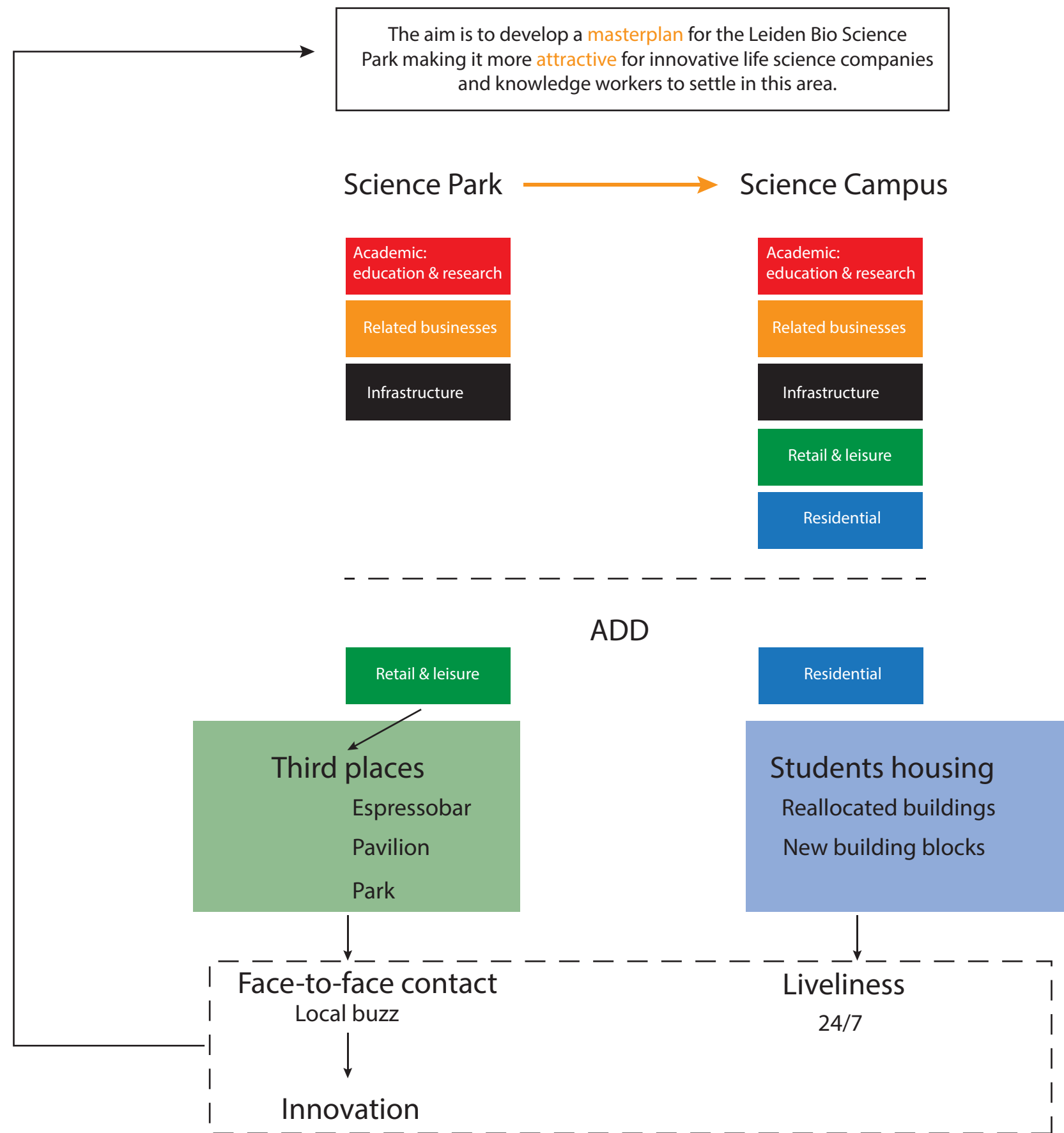




# Conclusion







THANK YOU!