A revitalized Kop van Zuid
Bridging the gaps between the developing Kop van Zuid and its transforming surrounding neighborhoods through public space

Georgiana Ungureanu
1535560
TU Delft, Msc Urbanism
P4 Presentation, Complex Cities Studio

1st mentor Diego Spulveda
2nd mentor Maurice Harteveld
3rd mentor Jolai van den Vegt

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Keywords:

- economic transformation
- service economy
- creative class as focus group
- ‘super-diversity’
- new demands
- integral approach
- public space as activator
Critical assess the current trends on area development

Make a proposal that improves the area development model and takes a multicultural approach as a way to integrate the neighbourhoods through public space
Content

The kop van Zuid project

The effects of the Kop van Zuid development

Trends: the new projects as a continuation of the Kop van Zuid model

The Kop van Zuid in the Rotterdam context

The future: new opportunities

Proposal

Evaluation
Rotterdam city in the Netherlands

- Second biggest city in the Netherlands
- A working city
- Characterized by its port activities
Kop van Zuid development in context of Rotterdam

- Developed on a formal port area
- As a strategy for diversifying its economy
- And attracting the creative class
The meaning of the Kop van Zuid project today

- An extension of the city centre on the south bank of the Maas
- An attraction for a whole new range of inhabitants
- A strong improved connectivity with the city centre through the Erasmus Bridge, a new metro line and two new tram lines
Effects of the Kop van Zuid model of development on the surrounding area
1) Physical-spatial fragmentation due to connectivity and missing functional links

- there are a lot it physical barriers present in between the Kop van Zuid and its surrounding neighborhoods
- as a result the local connectivity is poor
2) Social-spatial fragmentation due to: division of the social groups

- a diversity of groups with very different demands from the public space
Division of the functions and the target groups
Division of the housing market

- misbalance in between the different neighbourhoods regarding the housing segments
3) As a result of the fragmentation

The public spaces are in Kop van Zuid highly designed but not used
In Afrikaanderwijk and Feijenoord dysfunctional, dirty and unsafe, but even so important for the local communities
There are no spaces where the interaction between the different groups could take place.

-No places that would answer the demands of the various groups.
**Trends:** the new projects are continuing the same model of development
A housing market segment targeting the high-income group

- 70% of the proposed houses very expensive houses
Extensive demolition in the case of the Parkstad project

- A big part of the current inhabitants are going to be dislocated
- And forced to move, due to the housing replacement
A plan that proposes introverted urban blocks

- No diversity in the configuration of the interior courtyards
- One single proposed use: private gardens and parking
Functions targeting the same high-income group

- The main concentration of functions as a continuation of the Entrepot area
- No connections with the shopping street in Feijenoord
As result: there are no spaces created for the social encountering of the different groups

-No places that would answer the demands of the various groups
Kop van Zuid in the context of the city of Rotterdam
Kop van Zuid in the Randstad context

- Kop van Zuid at a key location in the Randstad
- Very well connected at the regional level
The future: large scale opportunities brought by the new infrastructural development plans
New tram lines and new bridges
New tram lines and new bridges effects on the centralities linkage
A new metro line

Existing metro network
Proposed metro line (to be ready in 2028)
Metro stop
Study area
500m Metro cover area
A new metro line effect on the centralities linkage
The area will support spatial and social transformation
But, how to transform the area in way that creates integration instead of further fragmentation?
Municipality high points on the agenda for south Rotterdam

- better housing conditions

- safe, functional and attractive public spaces

- strengthening the local economy, by proving support for the start-up entrepreneurs
Opportunities for the Kop van Zuid area at the local scale
Connect
- eliminate barriers
- add the missing links
Proposed street hierarchy

Proposed street network

- Boulevard
- City road
- Neighbourhood road
- Local road

Connectivity principles
- emphasize the main corridors
- activate them
Functions

- Hillesluis: 5.23 sqm/household
- Oude noorden: 4.4 sqm/household
- Rotterdam average: 3.22 sqm/household
- Afrikaanderwijk: 1.4 sqm/household
- Feijenoord: 0.59 sqm/household
- Kop van Zuid: 2.7 sqm/household
Potentials for adding functions
Potentials for transformation

Building period and current stage
- Original building renewed
- Original building
- Constructed after 1975
- Monument
- Town monument
- In need for technical research
- Industrial building

Scale: 250m - 750m
## Relations between the street hierarchy, program and public space character

<table>
<thead>
<tr>
<th>Local street</th>
<th>Neighbourhood street</th>
<th>City street</th>
<th>Boulevard</th>
</tr>
</thead>
</table>
| **Goal**     | - to activate the local life  
- to create a safe living environment | - to offer a soft transition from the most public street to the neighbourhood (the city street) to the very local streets  
- create the condition for living and working environments, which would bring extra quality in the neighbourhood, and could attract new groups of inhabitants | - to create an activity in each neighbourhood, that targets several groups  
- to create the condition for economic development  
- to lengthen quality in the several neighbourhoods in order to improve their image  
- to attract a more diverse group of users for the existing and proposed facilities  
- to create the proper environment in which the different groups meet and greet | - to transform the existing boulevards characterized by the transport lines (buses, trams and trains) and fast auto traffic, that create barriers in between the several neighbourhoods, in communities in between them |
| **Main user groups** | - local residents  
- local and neighbourhood residents  
- local, neighbourhood and city residents  
- tourists | - local, neighbourhood and city residents  
- tourists | - local, neighbourhood, city and regional residents  
- tourists |
| **Connectivity concept** | - residential (predominantly mono-functional)  
- residential work and live  
- schools, day care, sport centers | - residential  
- work and live  
- retail (with a variety of target groups)  
- culture and leisure (both a small extends)  
- range of opening hours (day and evening) | - residential  
- work & drink  
- regional functions |
| **Main program** | - street: possibility to step, linger, eat...  
- nature: open space integrated in the urban context  
- cultural related uses (public space) | - street: possibility to step, linger, eat...  
- retail: a variety of public uses (sport centers)  
- art & drink (with various target groups)  
- culture and leisure (both a small extends)  
- range of opening hours (day and evening) | - street: pedestrian oriented, promenade character, possibility to step, linger, eat,...  
- nature: open space integrated in the urban context  
- cultural related uses (public space) |
| **Public space character** | - street: possibility to step, linger, eat...  
- nature: open space integrated in the urban context  
- cultural related uses (public space) | - street: pedestrian oriented, promenade character, possibility to step, linger, eat,...  
- nature: open space integrated in the urban context  
- cultural related uses (public space) | - street: pedestrian oriented, promenade character, possibility to step, linger, eat,...  
- nature: open space integrated in the urban context  
- cultural related uses (public space) |
| **Typology** | - active frontages (Cammo, 2003)  
- housing with direct entrances from the street (with 20-25 doors and windows every 10m)  
- pedestrian walk and living conditions with working space at the ground floor  
- high articulated frontage hooks, cornes, borders, small setbacks, steps, and ledges at the street level  
- no blind block facades and few passive ones | - active frontages (Cammo, 2003)  
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| **Permeability** | - integrated semi-public spaces into the urban fabric: with a created connection between the public space and the semi-public spaces (zigzag) | - unbroken blocks not longer than 60m | - unbroken blocks not longer than 90m |

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**Notes:**

- Local street: Focus on local, pedestrian oriented character.
- Neighbourhood street: Emphasize on the blend of residential, work and leisure uses.
- City street: Consideration of broader urban functions, including retail and cultural activities.
- Boulevard: Design for thoroughfares, emphasizing pedestrian and car movement.

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**Characteristics:**

- Residential: Focus on social and community-oriented spaces.
- Work: Includes workplaces and related facilities.
- Retail: Diversity in retail types to cater to various needs.
- Culture: Integration of cultural activities and leisure spaces.
- Pedestrian-oriented: Design prioritizes pedestrian comfort and mobility.
- Active frontages: Enhance street activity through visible entrances and active storefronts.
- Block permeability: Ensures easy access between public spaces.

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**Diagram:**

- Illustrations show the flow of pedestrian and vehicular movements, highlighting connections between different street typologies.
- Use of icons and symbols to depict various urban functions and community spaces.

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**References:**

- Other urban design principles and guidelines cited throughout the document.

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**Summary:**

- The document outlines a comprehensive approach to urban design, focusing on the relationship between street hierarchy, program, and public space character.
- It emphasizes the importance of creating pedestrian-friendly spaces that encourage social interactions and active use.
- The typological classification helps in understanding the functional and character traits of different street types, ensuring a cohesive urban fabric.

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**Further reading:**

- Comprehensive urban design manuals and guides.
- Case studies and best practices in urban design.
- Research on urban morphology and its impact on community life.

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**Contact information:**

- For more information, please contact the Urban Design Office at info@urbanoffice.com.
The area will support transformation and connectivity through the creation of public space.

**Public space network**
- Public space (parks and squares)
- Buildings
- Private open space
- Semi-private open space (accessible to the block's residents)
- Semi-public space
Public space role in the network. Evaluation example

- Evaluation of the morphology
Public space role in the network. Evaluation example

Relation with the built environment/ Existing program of the built environment

- mixed function
- official building side with entrances
- library entrance
- sport centre entrance
- school entrance
- mosque entrance
Public space potentials
Vision
1. Take advantage of the improved infrastructure!

2. Brake the barriers and connect the neighborhoods!

3. Connect, activate the locality and enable the integral use of the area, through a clear street and public space network.
Create an area with a variety of housing typologies, public spaces and functions that attracts and answers the demands of a diversity of groups.

- High variety of housing typologies
- High variety of public spaces that answer various needs
- High variety of semi-public spaces

- Semi-private space accessible to the block residents, visual accessible
- Public private space visual accessible
Strategy
Large scale connectivity

Potentials for the local connectivity

Potential for increasing the density

Potentials for adding functions

Semi-public space and permeability

Potentials for transformation of the built environment

Public space potentials
Design strategy for boulevards

**Stakeholders**

**GOVERMENTAL**
Province Zuid Holland, Municipality of Rotterdam, Pact of Zuid

**INVESTORS**
Vestia, Developers, Companies, RET, Parking companies

**SOCIETY**
Residents associations, NGOs

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**Strategic guidelines**

1. Foster physical connectivity and continuity

2. Encourage street level activity

3. Use incentive zoning strategies in order to attract the investment in a higher mix of functions, and investments into the quality of the public space
Design strategy for city street

Stakeholders

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Residents associations, NGOs, Local entrepreneurs association, New residents association

Strategic guidelines

1. Encourage intense street level activity
2. Encourage high diversity in terms of land use and built form
3. Use incentive zoning strategies in order to attract investment into a highly mixed program, and a qualitative public space
Design strategy for neighbourhood street

**Stakeholders**

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**INVESTORS**
Vestia, Developers

**SOCIETY**
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**Strategic guidelines**
1. Involve the local communities in the transformation process
2. Encourage the local entrepreneurship
Design strategy for local street

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**Strategic guidelines**

1. Avoid residential exclusivity by encouraging public accessibility to community spaces

2. Involve the local communities in the transformation process
General design strategy for the built environment
General strategy for the soft floor transformation

convert the residential ground floor function into commercial function

convert the residential ground floor function into commercial function and add extra floors and lift with galleries
General strategy for the built environment transformation though CPO strategies

- As a contra strategy for the transformation of the original buildings, in stead of demolishing
- In order to keep the identity of the area
- The existing inhabitants can be involved and kept into the area
Urban plan
Urban plan public space network

-A coherent public space network in between the different neighbourhoods, that connects, qualifies, organizes and emphasizes the different hierarchical networks
- A permeable urban fabric that is easy to read
Urban plan boulevards public space

The boulevards as connectors and active public spaces treated as linear parks.
Urban plan city street public space

The city street as an active public space with a high variety of functions.
Urban plan neighbourhood public space

The neighbourhood street an active public space at the local level
Urban plan local street public space

The local street as support for community life
Urban plan functions as public space activators

-Social infrastructure functions in key locations marking the connections with another street level
General urban plan
-An integrated open system that considers all the different demands
-Brings the regional advantages to the local level, in order to potentiate the performance of the local level
Design project
Selected area for the design project
Design detail private courtyard first interpretation

Municipal plan design for the proposed block
Source: Palmbou
View on the community space
Design detail private courtyard second interpretation
View on the community space
Active community space integrated into the public life
Active semi-public space integrated into the public life
Active local street integrated into the higher network
Continuity of the city street between the Kop van Zuid and Afrikaanderwijk
View on the city street from Kop van Zuid to the Laan op Zuid
View of the city street connection on the Laan op Zuid
View from Laan op Zuid towards the city street in Afrikaanderwijk
Evaluation
An integrated system that takes advantage of the infrastructural developments and enhance the activation of the locality
From two individual plans that focus mainly on the high

To an integral open plan that considers the diversity of groups and their demands
From Kop van Zuid an exception in Rotterdam South

To Kop van Zuid an empowered and integral centrality that spreads its benefits to the surrounding neighbourhoods
Thank you!
Questions?