Regenerating Rotterdam South
Improving socio-economic diversity and spatial quality in problem areas dealing with selective migration

Research question
This thesis is about how urban regeneration can improve the spatial quality and socio-economic diversity in problem areas dealing with a negative selective migration. Selective migration is the migration of a certain group of people defined by age, income or background. In this research it became clear that Dutch large cities deal with an inner-city migration. The population in Dutch large cities does not decline anymore, but there is a case of negative selective migration. More higher income leave the city, while the lower incomes stay in the city in certain regions, especially in Pre and postwar neighbourhoods. There is a growing polarization because of these migration flows. A concentration of low incomes can lead to the development of a counter culture, where having a job or an education is not the norm. Lacking social cohesion can lead to criminal activities and unsafe neighbourhoods. The reputation of the neighbour- hood becomes affected in a negative way as a consequence that the neighbourhood will be less attractive for investors and migrants. The situation in these deprived homogeneous neighbourhoods is vulnerable. The social economical diversity and the spatial quality is lacking and there is a negative livability (Musterd 2005; VROM 2006; VROM 2007; VROM 2008). Also the access to jobs is limited. The new labour demand and the new labour supply do not match anymore (Musterd 2005).

However urban regeneration can be an answer to improve the lacking social economical diversity and the lacking spatial quality in order to improve livability. But there is a risk that the spatial investments do not meet the demands of the people who live in the homogeneous neighbourhoods, or problem areas, because of privatization of the housing corporations, the investors do not have the social point of few in mind (Hulsbergen 2001). The aim of this thesis is not only focus on improving the conditions for the permanent inhabitants in a problem neighbourhood, but also for the incoming and outgoing inhabitants and the problems on a larger scale, so that the problem do not shift to another area (Franke 2009; Leidemeyer et al. 2009).

Theory
During the research two questions where answered. What is spatial quality? and what is socio economical diversity? Spatial quality can be translated into activity, form and image, according to Montgomery (1998). He created guidelines to improve the spatial quality of an area. These where transformed into a methodology research and applied on Rotterdam South. There were several unexpected results:

Results methodology research
The fire war problem neighbour- hoods are well structured, the main problems are mostly social, so little diversity in popula- tion and negative image. The interventions in these areas are of a small scale and mostly reduc- ing the waterbed effect. The areas are consideredα dense, but the image was also average and the connectivity are lacking, the inter- vention scheme included regulation, so that the former residents will be protected. There was a maximum amount rental dwelling that can be transformed into owner occupied dwellings. The design includes little demolish- ment, but more intensification in less dense area, and the plan is phased as well. When this is not taken into account, the water bed effect can be created, and the postwar neighbourhoods of Rotterdam South are potential housing areas. So this must be decreased as much as possible. Potential so- cial risers have the possibility to grow in their own neighbourhood, in this way the selective migration is decreased.

Where to start regeneration?

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The socio economical diversity can be stimulated by patient and direct interventions, but migrations can never be regulated. The design on Rot- terdam South is a trigger for the area, because it will create another image of the entrance of South, there will be more necessary and optional activities, so more living attractions for generation newcomers. But the most important is that the situation of the former residents is improved. The designs Rotterdam South and Zuidplein and intervention scheme include regulation, so that the former residents will be protected. There is maximum amount rental dwelling that can be transformed into owner occupied dwellings. The design includes little demolish- ment, but more intensification in less dense area, and the plan is phased as well. When this is not taken into account, the water bed effect can be created, and the postwar neighbourhoods of Rotterdam South are potential housing areas. So this must be decreased as much as possible. Potential so- cial risers have the possibility to grow in their own neighbourhood, in this way the selective migration is decreased.

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