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

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Zuidvleugel

Economische Agenda 2010-2020

**POSITIE ZUIDVLEUGEL 2007**

**TOP¬REGIO’S**
- Londen
- Parijs
- Kopenhagen
- Hamburg
- Stockholm
- München e.o.
- Parijs
- Zürich

**SUB¬TOP**
- Stuttgart
- Noord-Holland
- Antwerpen
- Zuidvleugel
- Barcelona

**MIDDEN¬MOOT**
- EU27

**AMBITIE ZUIDVLEUGEL 2020**

**TOP¬REGIO’S**
- Londen
- Parijs
- Kopenhagen
- Hamburg
- Stockholm
- München e.o.
- Parijs
- Zürich
- **Zuidvleugel**

**SUB¬TOP**
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**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
Knowledge axis
Knowledge institutions
Problem field
Problem statement

Improve the strengths!
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

P4 Presentation  Thesis plan  Theoretical framework  Analysis  Vision  Case Study  Design  Knowledge axis  Maurice Giliams

(den Heijer, 2011)
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

(Bathelt et al., 2004)
SWOT

Strength:
Strong knowledge base
Good connection
Expansion possible

Weakness:
Barrier
Lack of interaction places
Fragmented area
Secluded areas
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
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
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
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
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.
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THANK YOU!