NEW CENTRALITY IN THE MAKING

Working towards an integrated Kop van Feyenoord

Danique Zimmerman
Graduation Project | November 2010

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<table>
<thead>
<tr>
<th>INTRODUCTION</th>
<th>PROJECT</th>
<th>Design</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Rotterdam-Rotterdam Zuid</td>
<td><strong>Area of intervention</strong> • Location • Problems • Spatial concept • Strategy • Theory &amp; Criteria</td>
<td>• Infrastructure • Composition • Evaluation</td>
</tr>
</tbody>
</table>
What & How

What
Define the most interesting location in the area where changes can start with the development of
1. Creating the new urban centre
2. Integration of the VIP projects with their surroundings

How
Using the following elements
• Public transport network
• functions
• Public space
Introduction

South wing
1.5 mln

Rotterdam
582.949

Rotterdam south
228.839

Island IJsselmonde
423.000

Rotterdam- Rotterdam Zuid
Introduction

History rotterdam-Rotterdam Zuid
Public transport
Introduction

Current situation

• **New economic means**

  ![Diagram: Rotterdam Port city](Rotterdam Port city => City with a Port => New means)

  - Creative
  - Knowledge

• **Population**

  ![Diagram: Population](Moving to the outskirts => Moving back into the inner city)
Introduction

- Waterfront; stadscentrum aan het rivier
- Havenplan 2020
- Rotterdam Urban Vision 2030

1. Strong Economy
2. Attractive residential city
   - Different projects: 13 VIP plans
Introduction

Parkstad: residential

Oud Zuid: Renovation

Stadion park: Sport oriented

Dubbelslag op Zuid
VIP project 14

11. Kop van Zuid residential environment

13. Oud zuid

5. Stadionpark

Vreewijk

Lombardijen

11. Kop van Zuid residential environment

13. Oud zuid

5. Stadionpark

Vreewijk

Lombardijen

FEIJENOORD TRIANGLE

Sportwijk

Sportwijk

Sportwijk
Introduction

Kop van Feyenoord
An urban regeneration strategy to improve socio-spatial integration between North and South Rotterdam, at urban and local level and with the help of the three main elements; accessibility, functions and public space.
Introduction

City scale

INTEGRATION

North

South

Kop van Zuid

inner city

Zuid plein
Project

Kop van Feyenoord

Area of intervention

Location
Problem: Fragmentation
Project

Area of intervention

Problem: Spatial barriers
• Parkstad, Oud Zuid and Stadion park projects
<table>
<thead>
<tr>
<th>Area of intervention</th>
<th>Project</th>
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</thead>
<tbody>
<tr>
<td><strong>Strength</strong></td>
<td></td>
</tr>
<tr>
<td>1. Multicultural community</td>
<td></td>
</tr>
<tr>
<td>2. Location near the inner city</td>
<td></td>
</tr>
<tr>
<td>3. Landscape</td>
<td></td>
</tr>
<tr>
<td>Green and water structure</td>
<td></td>
</tr>
<tr>
<td>4. History and monuments</td>
<td></td>
</tr>
<tr>
<td><strong>OPPORTUNITY</strong></td>
<td></td>
</tr>
<tr>
<td>1. Development of the axis for linking the neighborhoods</td>
<td></td>
</tr>
<tr>
<td>2. Feijenoord Triangle missing link between neighborhoods and key projects</td>
<td></td>
</tr>
<tr>
<td><strong>WEAKNESS</strong></td>
<td></td>
</tr>
<tr>
<td>1. Public transport is not integrated into the area as on the city scale. There is no main station where all public transport systems comes together</td>
<td></td>
</tr>
<tr>
<td>2. Missing link</td>
<td></td>
</tr>
<tr>
<td>a. Between the two local centers Veranda strip and Boulevard op Zuid</td>
<td></td>
</tr>
<tr>
<td>b. Urban context with the water structure</td>
<td></td>
</tr>
<tr>
<td>3. No use of the waterfront</td>
<td></td>
</tr>
<tr>
<td>Miss position of the program, industrial</td>
<td></td>
</tr>
<tr>
<td><strong>THREAT</strong></td>
<td></td>
</tr>
<tr>
<td>1. Spatial barriers</td>
<td></td>
</tr>
<tr>
<td>2. Integration of the public transport on the city level</td>
<td></td>
</tr>
</tbody>
</table>
- Parkstad, Oud Zuid and Stadion park projects
NEW CENTRE M

New centre in the south
What are the criteria's needed to design well functioning public spaces?

Gehl, J.

Bertolini, L.
Spit, T.

Theory of node and place

Lynch, K

Elements that shape the city
## Project

<table>
<thead>
<tr>
<th>Accessibility</th>
<th>Program</th>
<th>Form</th>
<th>Public Space</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Area accessible by public transport</td>
<td>• Flexible</td>
<td>• Visible</td>
<td>• Different atmospheres</td>
</tr>
<tr>
<td>• Accessible by bike</td>
<td>• Mixed</td>
<td>• Clean</td>
<td>• Size and program</td>
</tr>
<tr>
<td>• Parking facilities car</td>
<td>• Liveliness</td>
<td>• Coherent</td>
<td>• Multiple use</td>
</tr>
<tr>
<td>• Separation motorized and non-motorized traffic and pedestrian flow</td>
<td>• Daily and evening program</td>
<td></td>
<td>• support small and big scale program</td>
</tr>
<tr>
<td></td>
<td>• Balance between regular and big program</td>
<td></td>
<td>• Human scale</td>
</tr>
<tr>
<td></td>
<td>• Program along the most important routes</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 5 elements:
1. Path
2. Edge
3. District
4. Node
5. Landmark
Design Infrastructure
City line
Traffic node
Transit node

Design Composition Feijenoord Triangle
Structure
Infrastructure
Program
Public space
Design Infrastructure
<table>
<thead>
<tr>
<th></th>
<th>ground level</th>
<th>Tunnel</th>
</tr>
</thead>
<tbody>
<tr>
<td>train</td>
<td>o o</td>
<td>x</td>
</tr>
<tr>
<td>Laan op zuid</td>
<td>o x</td>
<td>x</td>
</tr>
</tbody>
</table>
Design

Transit node

Laan op Zuid
Train track
Metro line

How does this system work?
<table>
<thead>
<tr>
<th></th>
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<th>+1 level</th>
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<td>metro</td>
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Design Infrastructure

Transit node
Design Infrastructure

Public transport: Train
Urban Composition
Feijenoord Triangle

- Urban structure
- Infrastructure
- Program
- Public space
Design

Urban structure
Design

Urban structure
Design

Structure: Veranda strip

- Police station
- Pathe
- Leisure
- Shops
Design

Urban composition

Structure: Veranda strip

- Existing buildings
- Triangle plot
- Space for development
- Veranda strip program
  1. Police station
  2. Pathé De Kuip
  3. Shops
  4. Restaurants, cafe, bowling
Design

Infrastructure: road network

- P: Parking garage
- Pw: Parking dwellings
- P: Parking ground level
- P&R: Park & Ride
- Noorderhallen
- StadionPark

[Map of a road network with various parking areas and landmarks labeled.]
Design

Infrastructure:
public transport

Ferry stop
Design

Infrastructure:
- bicycle
- Bike route
- Parking facility
- Congealed biking
Design

Program

Feyenoord Triangle, 24 ha

Public space
build up area
sport

housing
Office space
leisure
retail
public functions
Design

Program: Housing
Design

Program: Office
Design

Program: commercial
Program: Leisure
Design

Program: Pedestrian Flow day
Design

Program:
Pedestrian Flow
night
Design

Networks: Pedestrian Flow event
Public place
1 Boulevard op Zuid
2 Boulevard Feijenoord
3 De Kuip podium
Design

Public space

Boulevard op zuid
Design

Public space

Boulevard op zuid
Design

Public space

Boulevard Feyenoord

Section: a-a'

FEIJENOORD TRIANGLE

VERANDA
Section: b-b'

FEIJENOORD BOULEVARD

De Kuip
Section: c-c′
Design

Public space

De Kuip podium
Flow during football matches in the new stadium.
Thank You