

Living Downtown: Rotterdam City Center

Following the devastation of the 1940-bombing, Rotterdam has completely rebuilt its downtown into a modern office and retail district. Today, however, its dominant economic function has raised concerns about public safety and livability. To address this, CityCorp, a consortium of seven Rotterdam housing corporations, aims to return the residential function in downtown Rotterdam. Using a Downtown Mosaic concept, CityCorp formulated a development strategy that contains both qualitative and quantitative strategies to stimulate the residential function. CityCorp's goal is to double the number of housing units (6,000 to 8,000 additional units) and create a 24-hour mixed use community with a healthy service economy and high-quality public spaces. CityCorp has agreed on a comprehensive development approach. The development strategy will reinforce the different identities in the downtown area: high-rise along with low-rise, chic as well as shabby. Building on pioneering work for the Amsterdam consortium Far West, we supervised the establishment of the development consortium CityCorp and formulated the development concept and framework for Downtown Mosaic.



Rotterdam Downtown Waterfront

Community Center Cool

The successful reception of the Mosaic plan led two of the housing associations affiliated with City Corp to ask NADC to investigate the feasibility of and create a concept program for a new Community Services Center in the area. The Community Center Cool includes an elementary school, health and senior services center, a day care center, housing program, and tenant association.

NADC

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Urban Redevelopment

Our Services:

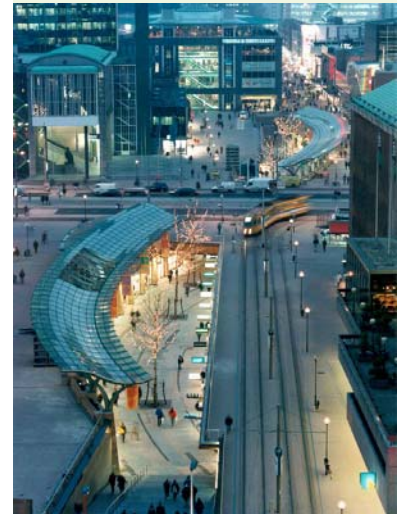
Concept Development
Process Management
Public Participation
Consensus Building
Feasibility Study

Client:

CityCorp Consortium

Location:

Rotterdam, The Netherlands
2000 - present



Beurs Traverse, Downtown Rotterdam