

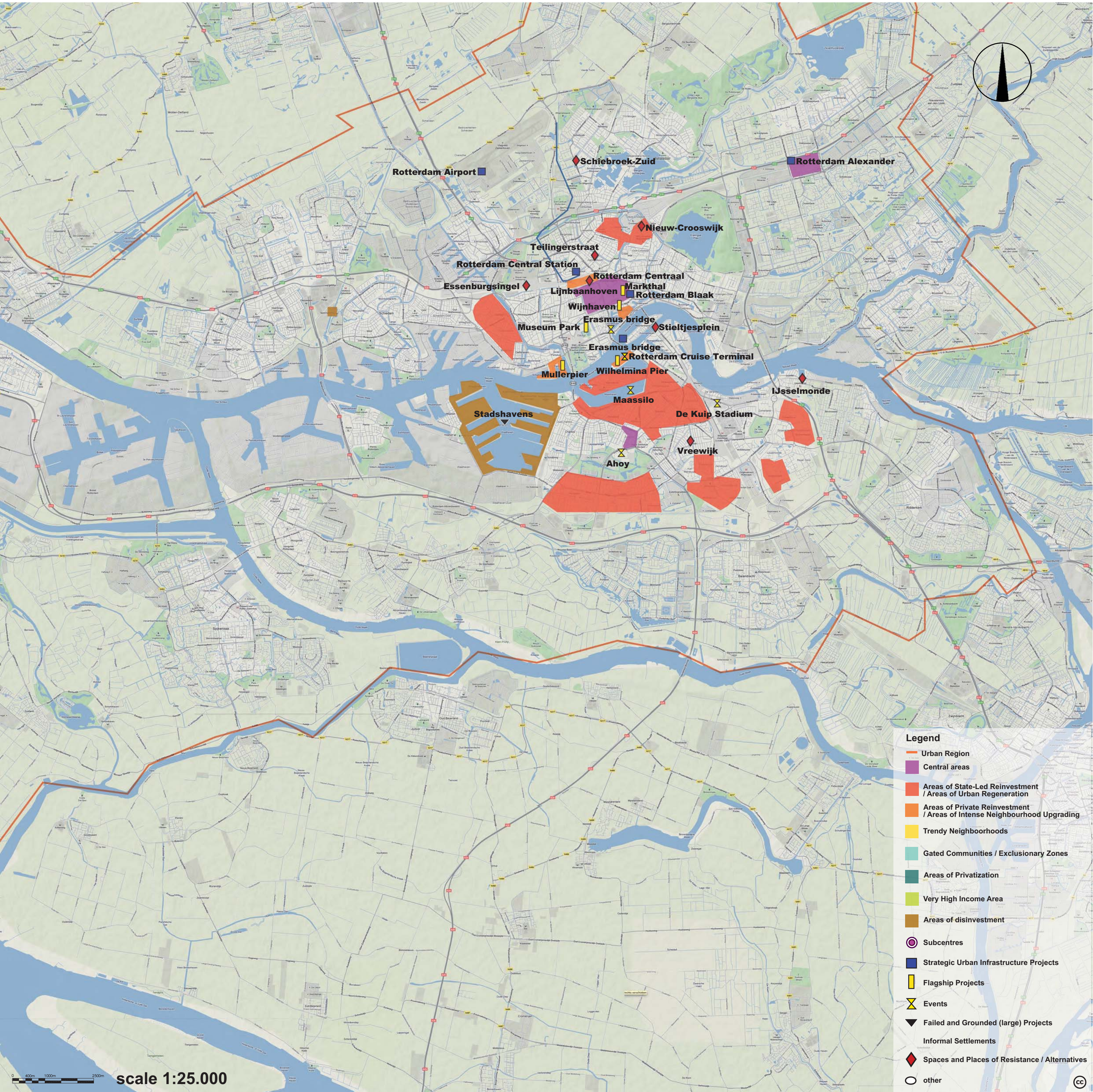
Netherlands	41'848 Km2	* Inhabitants	16'672'200
Urban Region	598 Km2	* Inhabitants	1'190'000
City	319 Km2	* Inhabitants	592'939

Rotterdam towards privatization

For the urban development of Rotterdam the term 'New metropolitan mainstream' concerning strategic nodes of global economy and social life is rather ambiguous due to the specific position of traditional port cities within globalization. New urban functions have become more important for urban development but they have not been very successful in relation to job creation for present residents and integration of social relegated groups. This is particularly acute when port function and port related traditional industries have decreased since the 1960s. In the 1960s the profound structural changes to the port of Rotterdam, as with other world port cities, responded to new technological developments including changes to container loading of ships, trade and communication. There was a more general change in the international division of labor that would have a major impact on the relationship between city development and port; including changes in economic, social and cultural importance of the city. To meet the increasing needs of the labor force (till begin 1970s) workers from Mediterranean countries were brought to Rotterdam to work e.g. in shipyards. The re-location of low-added value industries and production to countries in East Asia caused the closure of these port-related industries with a lost of more than 15.000 jobs at the end of the 1970s after a general lost of 33.000 jobs a couple of years before. In the 1970s up to mid 1980s several official and unofficial strikes were

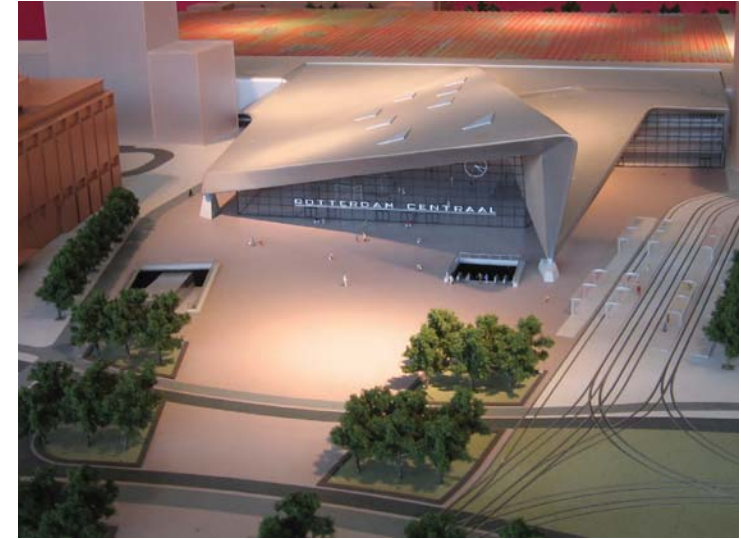
organized that reflected changes in labor conditions and employment structures. Rotterdam became one of the largest container ports in the world. Large former port zones became vacant while new ports were built to load and unload ships with containers and bulk cargo away from the city center. Recently new ports – Tweede Maasvlakte - are constructed in the sea about 30 km away from the city center. Due to privatization the former Port Company of the municipality (Havenbedrijf) is now a self reliant enterprise which tries to get high land prices, e.g. in negotiation with the department of land development of the municipality, to transform brown fields into new urban environments. The modernization of the port also required a modernization of roads, and large infrastructure projects that threatened the city and particularly the low-income neighborhoods. Inhabitants from the old city areas resisted moving from areas affected by new infrastructure access to the city centre. In the 1970s the PVDA (Social Democratic Party) together with tenant organizations started a large modernization program of the old housing stock at an affordable cost in order to prevent the displacement of these residents, mostly low income groups. Those social urban renewal programs, including a lot of tenant participation, were maintained until the end of the

1980s. In the 1990s the new liberal government gave priority to urban development that would improve national competitiveness, and efficiency rather than social equity. Urban revitalization and strategic plans as part of city and region wide urban regeneration now became the new form of decision making. New underground railways and road connections between both riverbanks were constructed creating a modern skyline image to transform Rotterdam into a global city with highly specialized tertiary, finance and tourist sector. A new relationship between the city and the port area was established but this globalization process is mainly restricted to certain city areas. Last decades, when there was a job increase, mostly commuters did profit and most of the present population was excluded; the percentage of people on low income in 2010 is 54% and 8% (of the potential labor force) is unemployed. According to the national Action Plan for Empowerment of Neighborhoods, 40 areas were assigned by the central government of which seven are located in Rotterdam. Moreover new regulations of the European Committee will frustrate attacks in decreasing segregation because the opportunities for mixing low and middle income groups in social housing estates is no longer possible by setting a threshold with 33.000 euro as maximum income to get access to social housing.



Failed project:
Rotterdam Central Station

Purpose	To construct an attractive public transport terminal for interchange of regional and (inter)national connections; High Speed train, Randstad (light) Rail; tram, bus, car and bicycles) as part of redevelopment of Central Station area
Dimensions	20.000 m2 will be available for the station and for the whole station area, 600.000 m2 of floor space will be for new businesses, housing, leisure and other facilities Building heights up to 220 meter and four towers of 135 meter in the station area
Investors	NS (Dutch Railway Company), ING Real Estate and Rodamco, Municipality of Rotterdam and the central government
Start of construction of the station in 2005; planned completion in 2013 and of the total area 2018	



The new built Rotterdam central station is, after the Kop van Zuid, the second large project urban project with a great impact on the city. Therefore the urban planning has been extended to the adjacent area since 2005. That means an extension of the original so-called key project Rotterdam Central station, as it was triggered by the central government in the 1990s, has become part of a large urban development plan providing next to a public transport terminal also a redevelopment of building blocs into offices, apartments, leisure facilities and parking garages. The old station, built in the 1950s, would be too small for transfer of the growing flow of passengers as expected. The central station area processes a number of 110.000 passengers per day that is as many as Schiphol Airport. With the completion of the high speed train tracks and connections with the light rail system Randstad Rail, the number of passengers is expected to rise to approximately 320.000 per day in 2025.

The municipality presented the first master plan for the central station area in 2001. The design of the British architect William Asop was focused on cultural issues and leisure as marketing issue and commissioned by the local government existing of central political party's e.g. Christian democrats (CDA) and social democrats (PVDA). The result of the elections for the city council caused a fundamental change in the political arena from the central towards the right wing with VVD and Leefbaar Rotterdam as leading in local politics. The privileged position of culture and strategic projects as topic of the social democrats was abolished after the election and therefore the master plan of Asop was rejected by the new elected government. Though the financial resources were reserved including the financial support by the central government, till 2004 there was not any detailed alternative for the Asop plan. From 2004 a new team of architects, existing of only Dutch architects, was selected to design the new station that was finally approved in 2005. For the planning and redevelopment of the central station new studies were initiated and commissioned to urban designers. That plan was approved by the city council in 2008. According to the plan of the central station about 20.000 m2 will become available but for the total area it will 600.000 m2 for new enterprises, offices, dwellings, leisure and other functions. Compare to the existing number of 146.000 m2 floor space, about 451.000 m2 of floor space is added including 650 new dwellings.

Due to the negotiations between local authorities, national railroad company and the central government, the budget was decreased from 875 million (in 2001) to approximately 410 million Euros for the final plan.



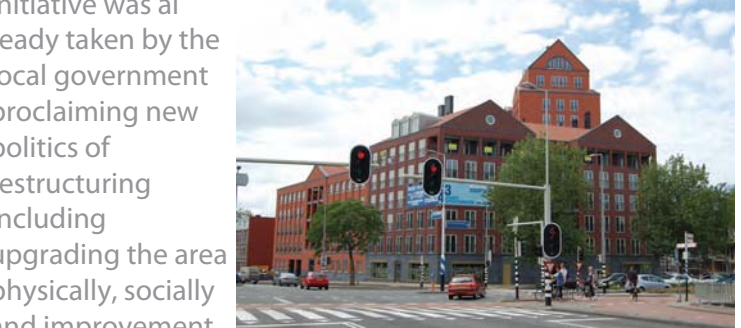
Alternative:
Nieuw Crooswijk : ignorance of alternatives?

Purpose	Restructuring an old neighborhood by demolition of rental social housing and building of new housing for high(er) income groups
Dimensions	Within 10 years 1800 dwellings of the total of 2100 dwellings, shops, businesses and primary school will be demolished and replaced by new housing, a new primary school, space for shops and businesses
Costs	as estimated in 2005 400 million Euros but it will exceeds the 500 million according to the present circumstances
Investors	OCNC partnership (Ontwikkelings Combinatie Nieuw Crooswijk) A partnership of Woonstad Rotterdam (housing association; former Housing Company of the municipality of Rotterdam), and two real estate developers Proper-Stok Woningen and ERA Bouw (building contractor and developer)



Crooswijk, including the neighbourhood Nieuw Crooswijk, was one of the urban renewal areas where improvement of housing conditions according to the “building for the neighbourhood’ started in the 1970s. In the course of the 1970s, residents in parts of Rotterdam due for urban renewal, like residents in such areas in other cities, became actively involved in actions pressing for the improvement of their housing situation. Their poor housing conditions were an important reason for the change in policy that took place in 1974. Apart from the poor quality of housing and the residential environment, other important factors included the possibility (or impossibility) of improving the housing situation and reducing social and economic deprivation. A cooperative planning and housing model was developed to manage this improvement. Special attention was paid to the lowest paid. This meant for example providing affordable new housing for residents of the old areas – sometimes – including brown fields. One of the main principles underlying the new urban renewal strategy was ‘building for the neighbourhood’, i.e. working in line with the needs and requirements of the population of the areas subject to urban renewal, thus avoiding forced removal and displacement. In 2003 Nieuw Crooswijk became on the list for upgrading from ‘problem area’ towards ‘price area’ as part of a national empowerment program. In 2005 a majority of the city council decided in favourite of a new master plan developed by a partnership (OCNC) of a housing association and two real estate development companies. In 2002 the first initiative was al ready taken by the local government proclaiming new politics of restructuring including upgrading the area physically, socially and improvement of economic conditions. In same year the local government agreed with the former mentioned partnership to commission West 8 as architect to develop the restructuring plan. With the decision of the city council to accept the plan the OCNC partnership became leading in stead of the municipality.

The housing association owned about 93 % of the housing stock that were modernised according to high standards twenty years ago. These houses still have, looking to the period of written of the investments, more then twenty years to go. According to this master plan 1800 dwellings of the 2100 total housing stock would be demolished. The residential organisation of Nieuw Crooswijk mostly tenants was against this plan because they were very satisfied with their present living conditions and fear displacement to other areas because they could not afford the new built houses. The residential organisation developed an alternative plan that meant a demolition of less then 20% of the housing stock instead of 85% by OCNC partnership. Since the economic crisis of 2008 two blocks have been demolished and in 2010 sale of the first 143 dwellings has been started that means a delay of about two years due to law suits requested by the residents against the developers. About 1000 households have been displaced to other areas in the city of Rotterdam. Due to the crisis the full development of the OCNC master plan is very uncertain that gives new opportunities for taking the requirements of current tenants in consideration.



Flagship project:
Kop van Zuid

Purpose	Connection of both riverbanks with diverse mix including dwellings, offices, cultural and tourist facilities
Dimensions	125 hectares total of the plan area; 4500 new dwellings, 340.000 m2 offices, 65.000 m2 e.g. cultural, tourism and cultural facilities
Investors	Municipality of Rotterdam, real estate developers e.g. Vesteda, KPN
Start of the project 1996 (completion of the bridge) and completion in 2013	



The project Kop van Zuid (Head of the South) is located on a former harbor area including the former embarkation zone and buildings for passengers to USA (Holland America Line). This project is located on the south (the left bank) as the city center is at the right bank. The first studies for this project were developed in 1982 with four different images from Kleihues, Rossi, Ungers and Walkers followed by detailed plans in de mid 1980s. Before 1987, these sort of brown fields were used for meeting the needs of adjacent urban renewal areas. That meant building social housing affordable and developed together with area based tenant organization. The most important challenge was improving the connectivity of both sides of the river and extending city functions on the left bank. That made the new constructed bridge together with a new underground station on the North-south line a strategic project for development of the whole area. About half of the planned apartments (the total of 4500 dwellings) and nearly half of the planned businesses, retail, hotel and catering facilities have been completed until 2009. Due to market circumstances the housing scheme has been reduced by 800 dwellings. The new bridge, improvement and enlargement of infrastructure made the left bank much more accessible from the city center by pubic transport (tram, underground and bus), by car and by bicycle.

The department of Spatial planning and Urban renewal (Dienst Ruimtelijke Ordening en Stadsvernieuwing), supervisor Riek Bakker and urban designer Teun Koolhaas developed the basis for the current plan in the mid 1980s. Finally in 1994 the regulated land use plan (bestemmingsplan) was accepted. As guarantee for the required quality, a special quality team, including European and Dutch architects, was set up to supervise during the whole process of development and completion. The city was responsible for the completion of the infrastructure, the acquisition costs and redevelopment of mostly polluted land. In this arrangement the main risks were taken by the municipality because of the long duration of the redevelopment; at least 20 years. The project was seen of strategic importance to spatial planning in the Netherlands and assigned as one of the key projects by the central government. This meant that investments by the municipality and a lot of financial support by state subsidies were needed to stimulate private investments; in 2000 the governmental investments of 0.5 billion Euros had resulted in mainly private investments with a total approximately 2 billion Euros. (The bridge did cost 165.6 million Euros.) The municipality was the ‘orchestra leader’ but also took the main risks in land development. Especially at the beginning, in the 1980s, there was hardly any interest of other (private) stakeholders to invest e.g. in office building. That meant that the first projects were financed by public funds; e.g. the bridge, new district court, new office for the (former) port company of the municipality (Gemeentelijk Havenbedrijf Rotterdam). Getting (inter)national companies, e.g in the ICT sector, did not succeed very well. Only the head quarter of Dutch telecom (KPN) moved to this location. Last decade it became more and more the ‘flagship’ for cultural projects, leisure and events; e.g. Luxor Theatre, Dutch Museum for Photography and World Harbor Festival. The program changed from mainly office building into construction of luxury apartments in high towers, of which some apartments are still vacant after completion in 2005. One of these buildings was the highest apartment and office tower in the Netherlands in 2005. It has 43 stores and was designed by Mecanoo Architects.



Infrastructure:
Randstad light rail

Purpose	Improvement of public transport with light rail in the Randstad South Wing (Randstad-Zuidvleugel)
Project costs	720 million Euros
Dimensions	60 km, 3 lines
Investors	Responsible for the project are the public transport companies of Rotterdam (RET) and the Hague (HTM) in commission of the Rotterdam region (stadsgewest Rotterdam) and region of the Hague (Haaglanden)



According to the Fifth Memorandum on Spatial planning seven urban networks were applied by the central government. The Randstad is the most important one and separated in the North Wing (Noordvleugel) and South Wing (Zuidvleugel). The most important backbone of the South Wing is formed by Rotterdam, The Hague, Leiden, Gouda and Dordrecht that give residence to 3 million people in a range of 30 km. The stimulation of public transport and improvement of connectivity between diverse public transport systems is seen as an instrument in making this region more competitive with other regions in North-west Europe.

The Randstad Light rail, aiming to make public transport more attractive in the region and to decrease the pressure of traffic on motorways, fits in this concept. The rail connects the city centers of Rotterdam, The Hague (and Zoetermeer). It means that within 30 minutes one can travel from on city center to the other but it also connects new residential districts (VINEX) and industrial plants.

The first studies were published at the end of the 1980s but the final study was presented in 1998 in showing an integral approach of both municipalities in one plan. In 2006 the first rides were on the existing railroad tracks. In 2010 the main projects of the project were completed by the opening of a tunnel at a length of 2.4 km in the city of Rotterdam. The tunnel ends at the new Central Station of Rotterdam. The main investments are the Netkousviaduct (Netstocking railway-arch), tram tunnel in the city center of The Hague and the tunnel in Rotterdam. The total costs of the project were approximately 720 million Euros without the investment of the tunnel in The Hague.



Synthesis over all four projects and outlook

The New Metropolitan Mainstream and the social question

Since the 1990s the general strategies were based on the use of specific features of the city, such as the river, the harbours, the canals and so on. These strategies concentrated on the intensification of the existing urban area in combination with high-quality public transport and services. Residential environments were developed for specific lifestyles, taking account of an increase in the flexibility of labour and the consequences of internationalisation and migration, and in the expectation that phenomena as the home as workplace (teleworking), as school (tele-education) and as shop (teleshopping) were still capable of spectacular growth. The content of the area-based strategy was different for the centre and

the other urban areas. To increase the vitality and attractiveness of the centre the aim was to increase the number of residents to achieve a ratio of 1:1 between jobs and dwellings. At the time only 28,000 people lived in the city centre, while the number of jobs was 80,000. According to central government, a great deal of investment will be necessary in coming years to make the city attractive to middle-income and higher-income groups by increasing the number of owner-occupied properties. The proportion of owner-occupied housing in the city as a whole rose from 25% in 2000 to 30% in 2005. The implementation of this policy in the ‘urban areas’ is uncertain mainly because on the one hand many residents still prefer either to move to single-family dwellings in an attractive residential environment outside the city or to remain where they are, and on the other

hand because of the resistance of current residents to the building of expensive housing in their neighbourhood.

The results in the field of housing provision during the period of ‘building for the neighbourhood’ were mostly positive. Rotterdam succeeded in improving a large part of its housing stock and neighbourhoods. Many residents were given the opportunity to improve their housing situation in their own neighbourhood. The social situation became stabilised and at some sites slightly improved. However, many problems, such as unemployment, proved to be stubborn. There was also much uncertainty about the realisation of the plans especially since 2008, since the economic crisis. The four main cities in the Netherlands are characterised by an over-representation of households in the lowest

income brackets. In contrast, in the municipalities around these core cities the share of high income groups is larger than in the Netherlands as a whole. Apparently the urban renewal, which started in the 1970s, has contributed to the attractiveness of the renewed districts. This new attractiveness appears from the findings that residents with higher incomes, students after finishing their study, and others like ethnic middle class people, continue their housing career in former urban renewal districts. As counterpart could and can be observed the displacement of low income households to districts with inferior housing conditions. A striking indication of the present situation in Dutch cities might be the social and ethnic heterogeneity on the one hand and on the other hand a certain degree of social fragmentation. People in these neighbourhoods seem to live alongside each other.