

ULI conference
Transforming the Waterfront
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Moving Rotterdam

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Facts & Figures Rotterdam

General figures Rotterdam	
Population	600.000
Rotterdam region	1.2 mln
Cargo (bulk & containers)	320mln (tons)
Ferries & cruise ships	3800
Port related jobs	60.000

Contents

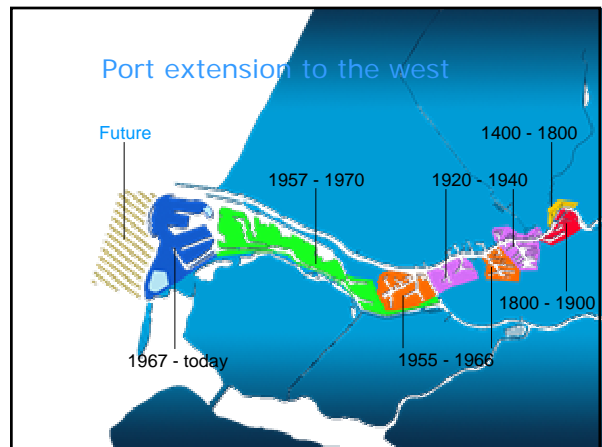
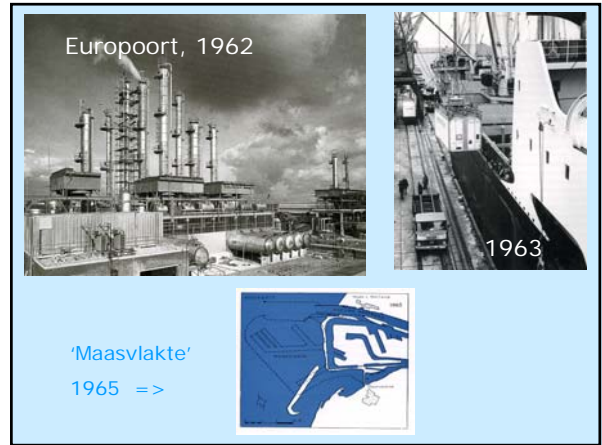
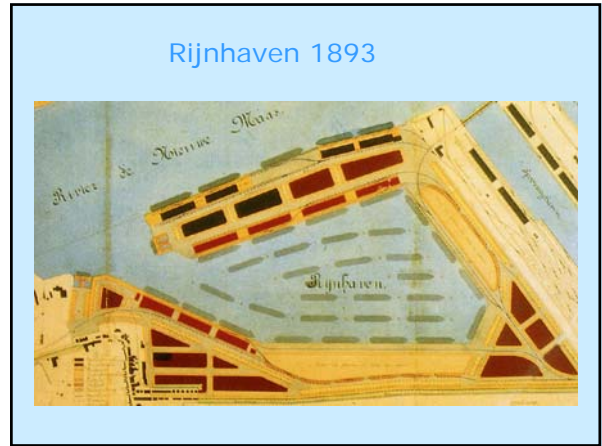
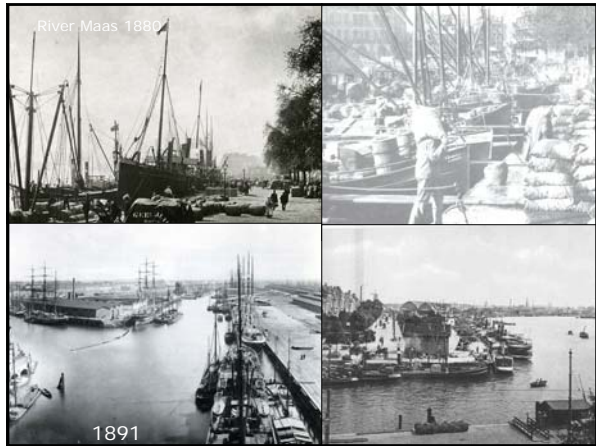
Urban Land Institute

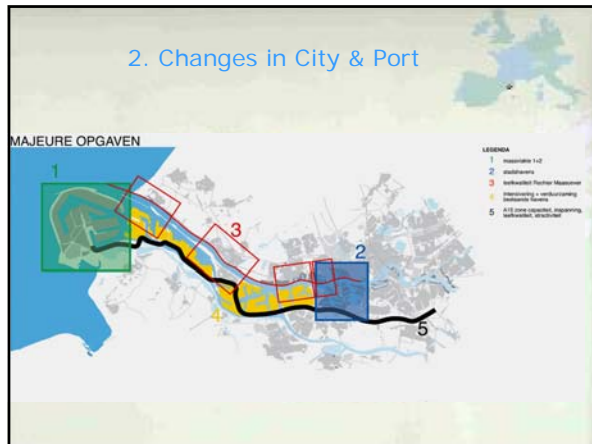
1. History
2. Changes in city and port
3. Challenges for future: 'PortCity'
4. Development strategy

1. History

1740

North Sea Maessluis Rotterdam



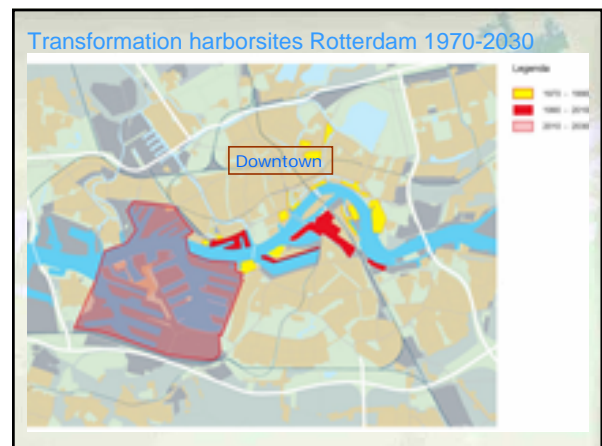


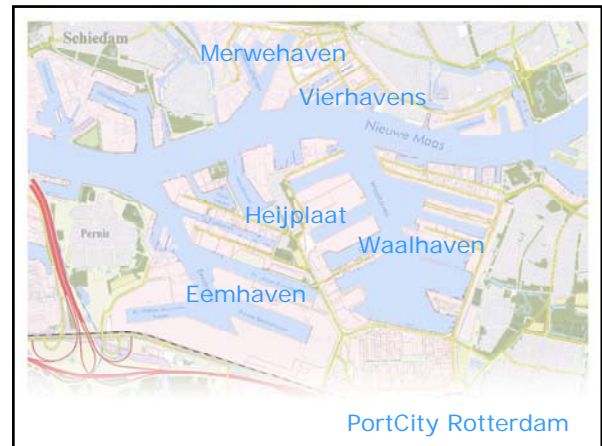
- ### Principles port development:
- The comprehensive port
 - The sustainable port
 - The smart & intelligent port
 - The fast, safe & secure port
 - The clean port
 - The attractive port



- ### Port Vision 2020: objectives
- strengthen competitive position of Port of Rotterdam
 - strengthen economy of city & region
 - improve living & environmental conditions
-

- ### Principles to reconnect city and Port
- Harbor activities remain part of PortCity development.
 - Intensifying the economic space multi-use concepts.
 - Reorganizing infrastructure and public transport.
 - Return of working & living connection
 - Use the quality of water: backbone of Port & City.





Facts & Figures PortCity

- Area 1470 ha (land and water)
- Transshipment of goods 42 million tons (13%)
- Containers 2,8 million TEU
- With 900 enterprises
- With 20.000 jobs (30%)
- 2.000 residents in Heijplaat
- Highly dynamic and vital port area
- No derelict land
- Tangible connection to city by land & water



Ambition:

- Change of perspective: mix-use
- Connecting 'old' with 'new'
- New functions in city docklands: living, working recreating creating traffic
- Preserve history of port & give it new incentives

First 10 years focus on economy

- Short Sea cluster Eemhaven Zuid
- Cluster Maritime Services Waalhaven Zuid
- Economic cluster Waalhaven Oost and Vierhaven
- Leisure, Tourism and Culture
- Sports facilities
- Infrastructure

Second 10 years focus on housing and facilities

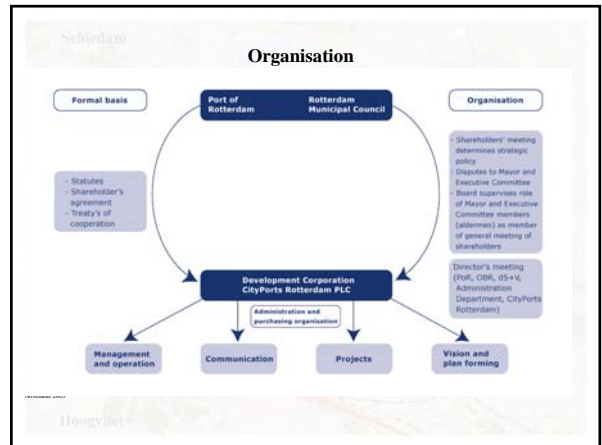
- Development of waterfront (housing)
- Large scale amenities
- Bridge or tunnel across the river



The attractive PortCity



4. Development strategy

PortCity: opportunities for port and city

- Objective
 - strengthen economy of Port and City
 - mixed area with port activities, offices, leisure and residences at waterfront
- Strategy:
 - gradual transformation process
 - 'opportunity' driven phasing



Pictures are courtesy of:  Port of Rotterdam

more info on: www.portofrotterdam.com

