Rotterdam

city centre

FORUM

Rotterdam
The ABN-AMRO Building, established as the Rotterdamsche Bank, was realized in 1949. It is the first building to be realized within the destroyed central zone since the war. Its position, away from the Coolingsel, is due to the original position of the Coolingsel. The building was built according to Plan Witteveen, the first masterplan for the center developed during the war and based on the old city from before war. The architect of the building was H.F. Mertens. Soon after the war ended, this plan was replaced by the progressive modern ‘Basisplan Van Traa’ in 1949. In this plan the Coolingsel changes direction towards the harbour, leaving the bank building in an awkward position. The position of the bank in the new plan has remained unresolved since then.

It is also the spot closest to metrostation Beurs. This metrostation is the central hub that connects the two existing metrolines of Rotterdam. With the city’s ambition of developing Coolingsel to a pedestrian orientated boulevards, this station will increase in importance. The development of the Coolingsel will add to the attraction of the heart of Rotterdam.
“The city that continually reinvents itself.”
In 1941 the foundations were laid for the new building of Rotterdamsche Bank Vereeniging (Association) at 119 Coolsingel and this was the starting signal for the reconstruction of the city. Due to delays in construction and lack of materials the building was only completed in 1949. It is one of the few developments that was built according to the traditional style reconstruction plan of Witteveen. In the 50s glass pavilions were built on the very wide pavement in front of the building. Herman Mertens (1885-1960) was the regular architect of the National Bank Vereeniging and the Rotterdamsche Bank, for whom he had previously designed offices in Gouda and The Hague.

His most famous design in Rotterdam is the headquarters of Unilever (1931) on the Wytemaweg. Right after the war the bank building on the Coolsingel was one of the first of the main buildings to go up in the bombed out centre of Rotterdam. The stately, oblong colossus is almost completely symmetrical. Its main entrance, decorated with sculptures by Gerard Héman, stands in the middle of the Coolsingel. There are two other entrances, located on the Binnenweg and on the Van Oldenbarneveltplaats. Behind the}

A permanent asset on the Coolsingel

main entrance for visitors lay an oval entrance hall, on the left was the cash hall, on the right were the stocks hall and the cash desks for private people. The hall was of double height with work stations for 500 employees, with three floors of offices in the shape of a U. The building was not only impressive from the outside, the interior was also designed in grand style. The walls were covered in wood and there were tall stately windows.

The building had a facade of red bricks, pierced with vertical window frames. In the rounded corners there were windows, classical columns and decorative sculptures. The slightly sloping saddle roof was covered in copper. The sculpture “Peace and Prosperity” by Pieter Starreveld, better known as “Naked on the Blaak”, came from the Incassobank on the Blaak.

Since the mid 70s the building has been used as the head office of the AMRO bank, a merger of the Amsterdamsche bank and the Rotterdamsche Bank. In 1978 further low rise space and a tower were added at the back of the complex (Kraaijvanger Architects in collaboration with A.J.B. van de Graaf). In 2007 the building designed by Mertens was listed as a protected State Monument.
Rotterdam city center
The location is well connected to the metro station 5 minutes from Rotterdam Central Station. Metro lines offer direct connections to all parts of the city and also to some towns in the agglomeration. Furthermore, the most important node of bus- and tram-lines is just opposite the location at the Coolsingel, in front of the main entrance of the historic ABN-Amro building. This makes it one of the best accessible locations in the city centre.

The inner-city high-street retail is centered adjacent to the building around Lijnbaan, Hoogstraat, Korte Lijnbaan, Beurstraverse and the Coolsingel. This is the dominant location for fun-shopping in Rotterdam as well as the region. Two large suburban shopping centres in Rotterdam are Alexandrium in the northeast, a strong location combining shopping, big-box retail, and themed furniture retail, and Zuidplein in the south of the city. However, both do not have the scale and nor the mix similar to the inner-city retail.

In a wider area around the city center, Rotterdam offers many more destinations for visitors. The nearby museum district, the opera-house and various theatres and also districts with a wide variety of restaurants, bars and other going-out venues are all within walking distance and attract consumers from a wide region. Rotterdam is known in the Netherlands for national weekend tourism, a.o. driven by new developments and modern architecture as well as by the city center retail offer.

Population
Rotterdam has 639,587 inhabitants (april 2017) and is the 2nd largest city in the Netherlands.

Rotterdam is the most important city in the Groot Rijnmond conurbation. This is the economic region clustered around the harbor complex stretching from just east of Rotterdam to the west where the harbor complex connects to the Northsea. Groot Rijnmond with a total population of 1.39 million is growing by 0.3% per year. The expected population in 2025 is 1.43 million.

The region of Rotterdam consists of mid-size towns predominantly between 30,000 and 70,000 inhabitants.

Economy
Rotterdam is the second largest port in the world and is a crucial cornerstone in the Dutch economic system. Important sectors in the Rotterdam economy include logistics, trade, industries, and services.

Erasmus University is among the top universities of Europe and is well known abroad a.o. for the international business school and attracts many foreign students and scholars.
The site is positioned in the centre of Rotterdam, where the city’s primary streets: Coolsingel, Lijnbaan, Beurstraverse and Binnenweg. These streets, developed in different time periods, have a distinct character and attract different users. The project has the opportunity to attract all the different groups through a diverse program.
Essence of the development

Forum plans to bring this city centre location to life for the wider public. It will be a mixed-use development consisting of retail, food & beverage, offices and housing. This will make it a true city centre location, catering to numerous target groups at different times of the day and week. Retail and food & beverage functions are located on the lower levels, with strong links to the existing spatial structure. The offices and residential properties are located on the higher levels and will add to the vibrancy of the location. The total development spans an area of 60,000 m², making it a major project of economic significance, considering the creation of employment opportunities.
an icon in a vibrant City
Urban context and parking

- Trattoria
- Shabu to Go
- Ellis Gourmet Burger
- Wok to Go
- La Borsa

- River Island
- C&A
- Zara
- Donner
Architecture

Rotterdam is the architectural city of the Netherlands. Within an area of a few square kms a representation can be found of everything produced in the past 60 years in terms of architecture. Here you can find modern architecture from well known national and international architects such as Abe Bonnema, Dam and Partners, Rem Koolhaas, Renzo Piano, Helmut Jahn and Norman Foster. The tallest buildings in the Netherlands are in Rotterdam. You can see the imposing skyline from far away, with the Euromast and the Erasmus Bridge standing out as landmarks. This is why Rotterdam attracts national and international interest as an architectural city.

Rotterdam cherishes its classics

There are a number of jewels in the crown when it comes to the rebuilding of Rotterdam. The St Laurens church, the Groothandelsgebouw and the Witte huis (White house), the first skyscraper in Europe, are just a few examples. The industrial heritage of Rotterdam has been respected. Old warehouses and factories have been converted to new uses and the original architecture has been given a contemporary feeling. The monumental van Nelle factory complex for example, now serves as a design centre, the former central electricity building in the Lloyd kwartier is now the heart of Rotterdam’s audiovisual industry and the recently developed Markthal. The historic town hall on the Coolingsel is still in use.

Exciting cultural city

Over the last 25 years the city of Rotterdam has grown to be the most exciting cultural city in the Netherlands with a rich offer of museums, theatres, concert halls, galleries and festivals. The most important museums are clustered near Forum Rotterdam.

- Schielandhuis
- Natural History Museum
- The Booijmans van Beuningen Museum
- The Rotterdam Art Gallery
- The Maritime Museum
- The Dutch Architecture Institute
Wessel de Jonge, Architect

He is familiar with all of the interesting life has been bound up with the city. Rotterdam, de Jonge describes how his love and appreciation of the original monument into a contemporary office for the conversion of this transparent factory, designed in the 20s, is a classic example of the New Building style. Wessel de Jonge was responsible for many buildings from Zeeland to Rotterdam, and my father Leo de Jonge had a very large office here. He was one of the last architects who was born here in Rotterdam, and his father was working before the war. It is no coincidence that Wessel de Jonge has his office in an inspiring building, the Lloydkwartier. Other architects, the St. Jobsveem in the Kop van Zuid, the Kunsthuis in the Westblaak, and therefore the Bijenkorf, the Blaak (a well known street) was extended under that plan. The plan that was focused on the future was the one made by Van Traa. Under that plan the bank building on the Coolsingel, which had survived the war, had to be demolished after all. The bank building is not in line with the Coolsgel because the Coolsgel originally was going to bend towards Schiedam. We did make room for future car traffic and for rational rebuilding in traditional style. When the war was over, this plan was completely overturned, and the existing street patterns were changed to make room for future car traffic and for rational building.

What has been your approach?

"The first question for us was to investigate how we could make the former bank building which is a National Monument, a functional part of the development. You could say that our role in this project, is to be the ambassador and spokesmen for the existing building."

Is the bank building still entirely as it was originally?

"Over the years a few things happened to the building which we are not happy with at all. For instance brown smoked glass was put into the windows on all the facades. This makes it terribly sombre and dead, and we want to change that. Unfortunately a lot of the interior has been demolished."
The striking entrance of the monumental building is the main address on Coolsingel. ABN-AMRO will remain an important tenant in the future in combination with the added retail program the building will feel reinvigorated. Another tenant for the retail program is Donner, a bookstore with exposure in the wider region of Rotterdam.
Floorplans & Impressions fifth floor
Programma

indicative floorplan Fifth floor +5

- pantry
- 4x workplace
- open workplace
- workplace
- central entrance
- terrace
- entrance
- lunch
- open workplace
- meetingroom
- technics
- server/storage
- workplace
- lunch
- technics
- open workplace
- meetingroom
Impression fifth floor
Multi Netherlands BV is part of Multi Corporation, a leading owner, manager and co-developer of high-quality shopping centres across Europe and Turkey. As a well-capitalized, growth-oriented, pan-European retail platform, Multi is focused on creating, managing and improving sustainable rental income. Multi projects act as a catalyst for economic growth and social development of the cities and regions in which they are developed. Since its foundation in 1982, Multi has played an active role in the development of more than 180 projects, and currently owns and/or manages over 90 shopping centres. Multi operates in 13 countries, including the Netherlands, where it is headquartered, Belgium, the Czech Republic, Germany, Italy, Latvia, Poland, Portugal, Slovakia, Spain, Ukraine, the UK and Turkey.

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