



A new face in the
inner city

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ROTTERDAM



A person is sitting on a stone bench in an outdoor setting, likely a city street. They are wearing a grey cardigan over a dark shirt, blue jeans, and grey sneakers with white soles. Their hands are clasped together on their lap. On the ground next to them are several shopping bags: two white bags on the left, one of which has a red and white logo, and two brown paper bags on the right. The background is blurred, showing other people and buildings, suggesting a busy urban environment. The lighting is warm, indicating it might be late afternoon or early morning.

*“Retail city,
shopping at its best.”*



Rotterdam city centre

'For the past 20 years, the focus has been on intensification: improving quality and increasing diversity.'

Rotterdam city centre exudes dynamism. After the aerial bombardment in 1940, the city had to build a completely new centre. The main infrastructure for this new centre was developed in the first 50 years after the war. Key retail elements include the Lijnbaan shopping street, other retail areas and a number of major department stores. For the past 20 years, the focus has been on intensification: improving quality and

increasing diversity. Examples include the Koopgoot (Beurstraverse) shopping street and the Markthal retail centre, as well as initiatives to improve other retail areas, such as de Meent, de Witte de Withstraat and the area around the Binnenrotte. Today, the centre of Rotterdam is a modern and diverse retail area with a renewed sense of fun.

"The city that continually reinvents itself."

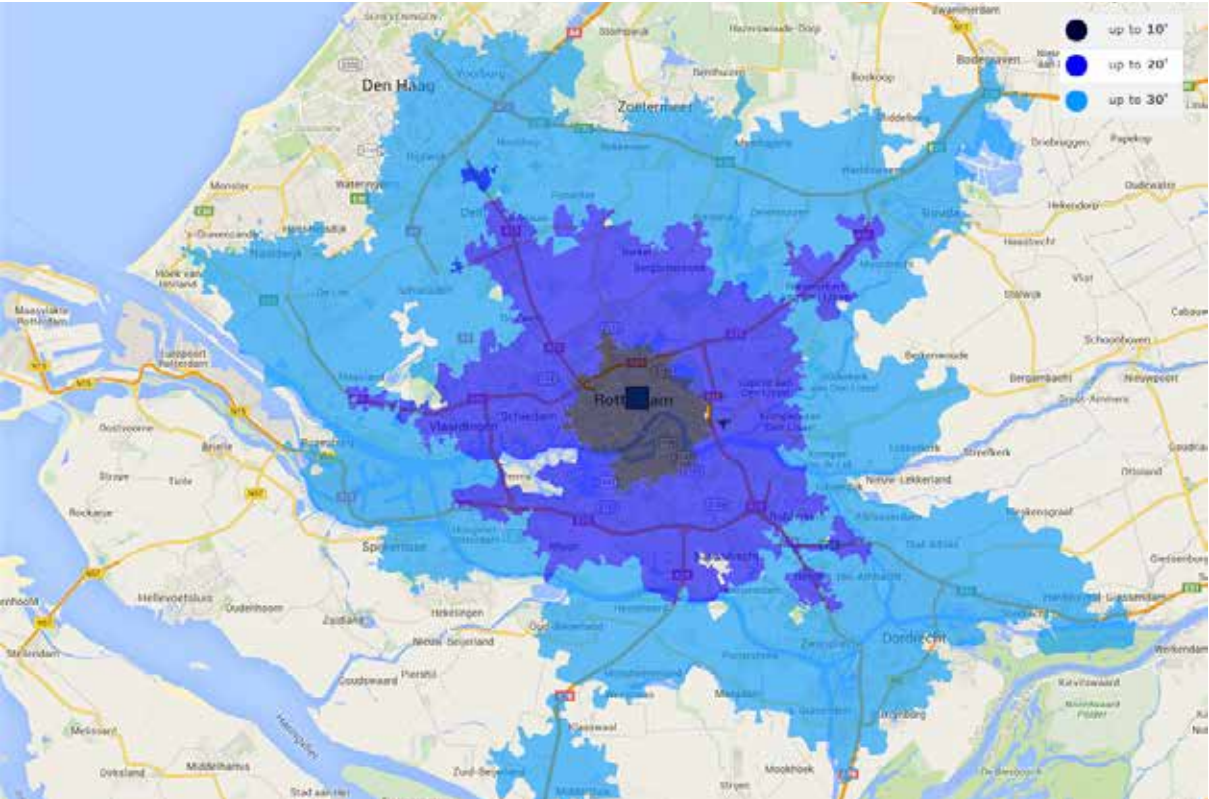
City location

“The city itself has 620,000 inhabitants and is set to reach a number of 650,000 inhabitants by 2025.”

- (Inter)national accessibility:
- Rotterdam - The Hague Airport (15 min.)
 - Amsterdam - Airport Schiphol (40 min.)
 - Rotterdam is served by five motorways and several railway-lines that provide direct access to all the major centres across the Netherlands.



Catchment area



analysis by drive time

| | |
|---|--------------|
| Rotterdam (<7km) | 620,000 |
| Greater Rijnmond area (<15km) | 1.42 million |
| Region (Southern Randstad & West Brabant) | 4 million |
| The Netherlands and North Flanders (B) | 20 million |



“After Amsterdam, Rotterdam has the largest catchment area of the Netherlands. The good reputation of the city (its harbour, the architecture and other attractions) reaches far beyond the region.”

Rotterdam city centre has a wide market reach. The city is growing significantly at a rate of 0.5% annually, and is set to reach 650,000 inhabitants by 2025. The wider ‘Greater Rijnmond’ area has a population of 1.42 million and is growing at a rate of 0.3% annually. Rotterdam’s primary market covers almost 700,000 inhabitants. The secondary

market includes adjacent suburbs Capelle a/d IJssel, Vlaardingien and Spijkenisse, with more than 600,000 inhabitants. Rotterdam also attracts approximately 700,000 inhabitants from the wider region (Dordrecht, Gouda and Delft. This means the city’s total market encompasses almost 2 million inhabitants.

Location



Forum is located on the site of the former ABN AMRO bank, right in the heart of the city centre. The location is situated between the Coolingsingel, Lijnbaan, Binnenwegplein and Beursstraverse, at the heart of an area of well-known streets and squares of major

significance to the city and its visitors. Forum is at the junction of two main shopping streets: Lijnbaan running north to south and Beursstraverse-Hoogstraat running east to west.

It is a highly visible location, known and visited by every shopper in the city centre. All major department stores and prominent national and international retail brands have their Rotterdam base in this area or its immediate vicinity.




“A modern metropolis with an attractive retail heart.”



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 aerial night photograph of Rotterdam, showing the city's skyline with illuminated buildings and the Erasmus Bridge. The foreground features a highway with light trails from cars and a modern building with a flat roof. The sky is dark with some clouds.

“Located at the heart of the centre.”

Transformation

This location has long been something of a blind spot: a large area at the busiest point in the city centre that lacked the public functions performed by the surrounding area. This was partly due to the fact that the location was largely devoted to office accommodation. Both socially and economically, it is vital for the city centre to open up this area in terms of its spatial environment and usage. The new development will bring renewed activity to

the location, raising its profile in the heart of Rotterdam.

It will be a place that will offer the people of Rotterdam and all visitors to the city centre something to their taste. And a place that, given its location between the city's main retail axes, can also play a role in channelling and distributing pedestrian flows.

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Intensity:
footfall for each road segment

- 0 till 2,500
- 2,500 till 5,000
- 5,000 till 10,000
- 10,000 till 15,000
- 15,000 till 25,000
- 25,000 till 40,000
- 40,000 till 80,000

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(-1) passage below ground level

De Bijenkorf
We Men
The Sting
Zara
Hema
C&A
H&M

The planning concept does not envisage a new public route or an area that is inward looking. Instead, the development as a whole is outward-looking towards the existing streets and retail areas. As such, the project emphasises and enhances the

existing footfall. All retail units will have entrances on existing shopping streets. The residential properties (Oldebarneveltplaats) and office areas (Coolsingel) will have their own recognisable entrances.

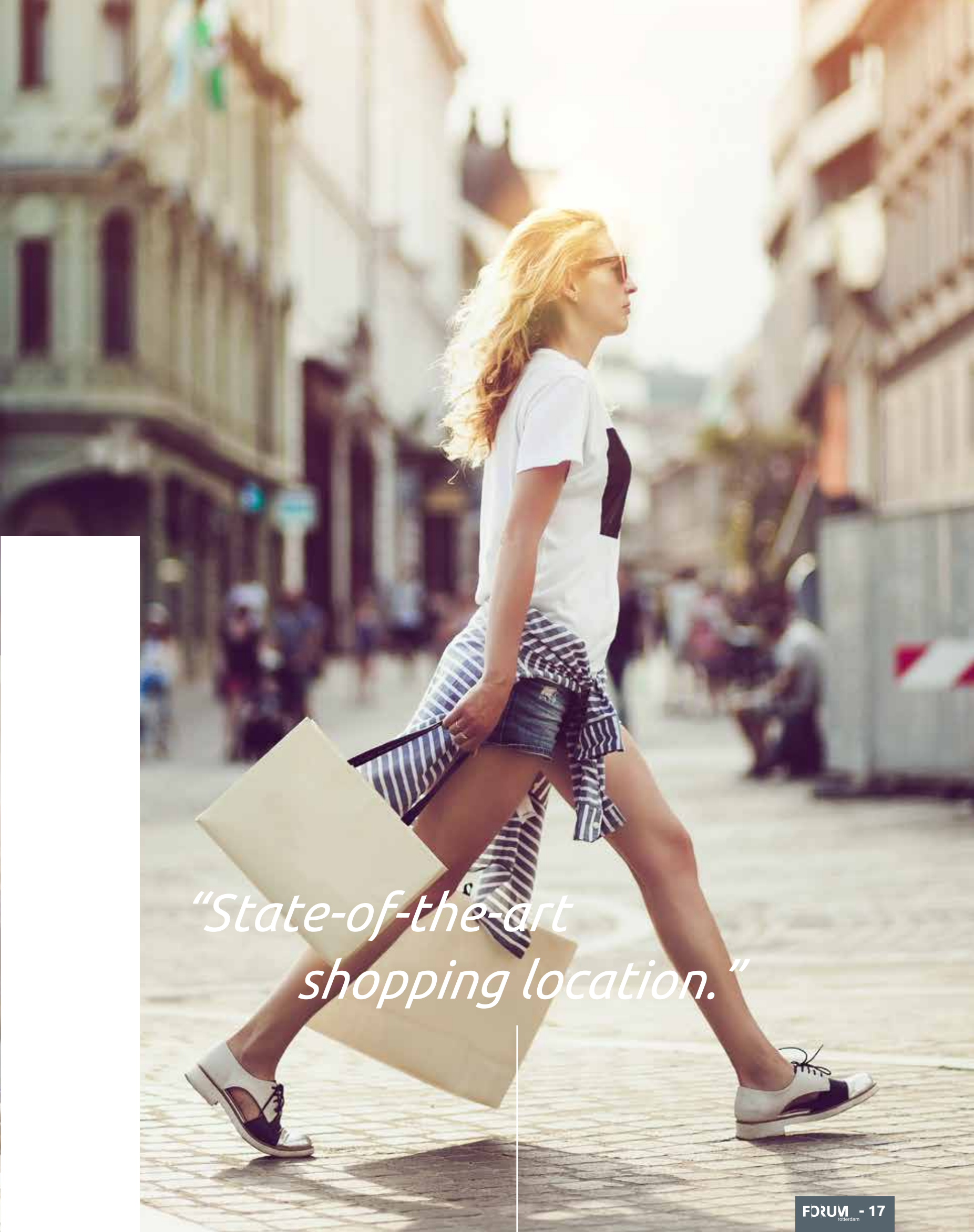
Modern retail stores with great appeal

This project will enhance the role of the centre as an economic engine. The arrival of Primark in particular will provide a major boost to footfall. Moreover, this is also expected to enhance Rotterdam's role in the wider region. In addition, the project will create efficient large and medium-sized retail units (some on upper floors), a perfect solution to the current demand from retailers for A1 locations. This creates an opportunity to attract new retail formats, including international brands that are

eager to open stores in the city centre but are struggling to find sufficiently large units. The arrival of Primark and the plans for other retail outlets represent a genuine

“This project will enhance the role of the centre as an economic engine. The arrival of Primark in particular will give a major boost to footfall.”

regeneration of the retail offering, featuring formats not yet present in the city centre.



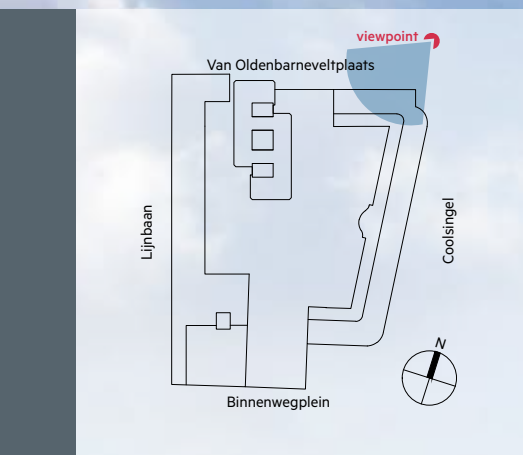
“State-of-the-art shopping location.”

Urban context for shopping



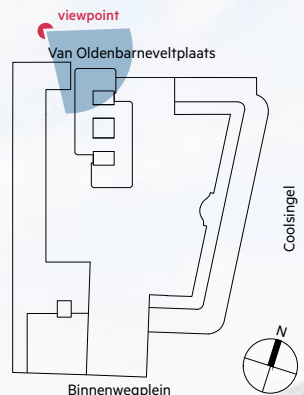
Impressions

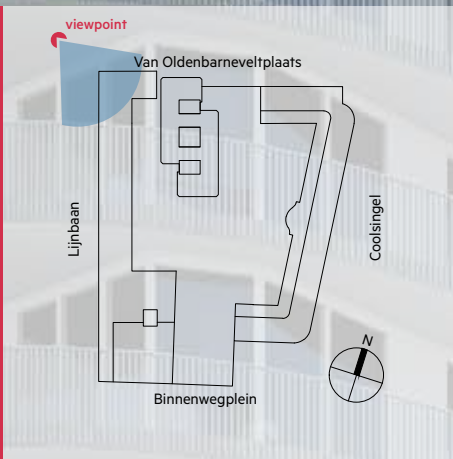
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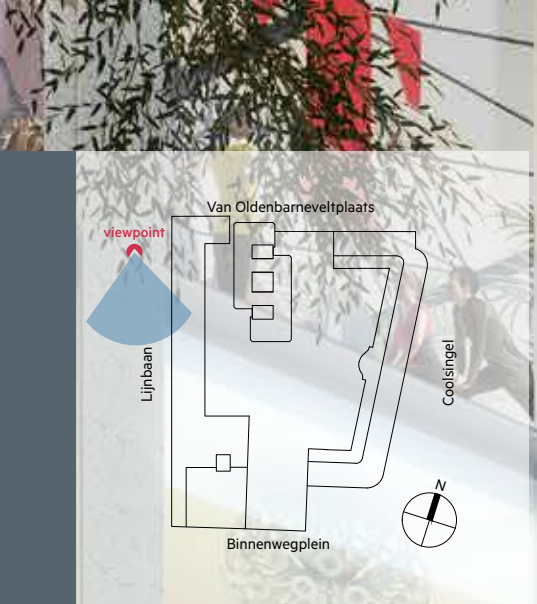


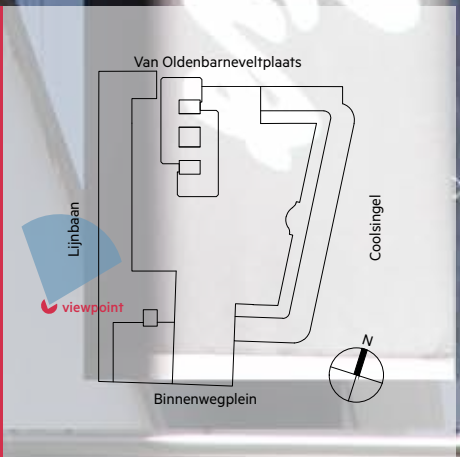
Architects

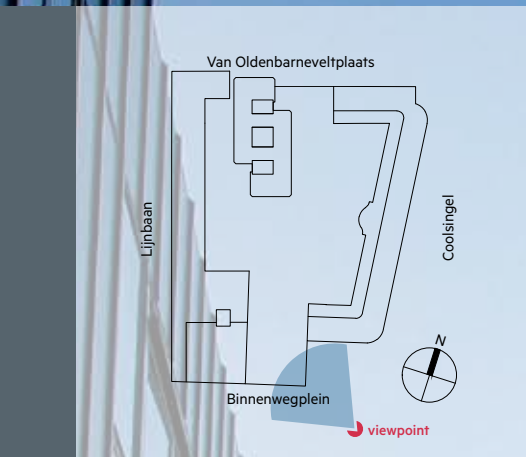
The aim is architecture of the very highest quality. Thanks to the involvement of OMA and Wessel de Jonge Architects this is guaranteed. Wessel de Jonge plans to make far-reaching changes to the former premises of ABN AMRO bank, a building of monumental proportions, and restore it to its former glory. OMA will design the new retail premises between Lijnbaan and the former bank, including Primark and the residential tower. Both OMA and Wessel de Jonge will be involved in the redevelopment of the Lijnbaan buildings.

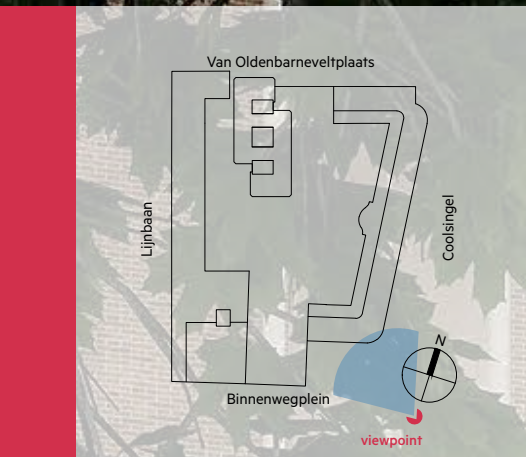


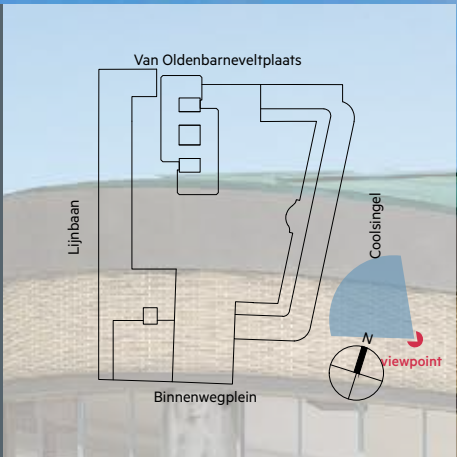


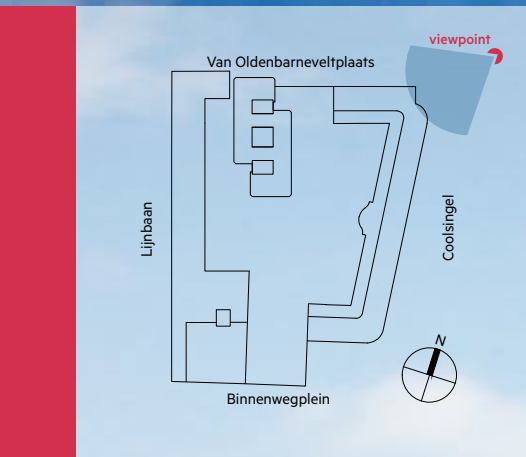












Floorplans

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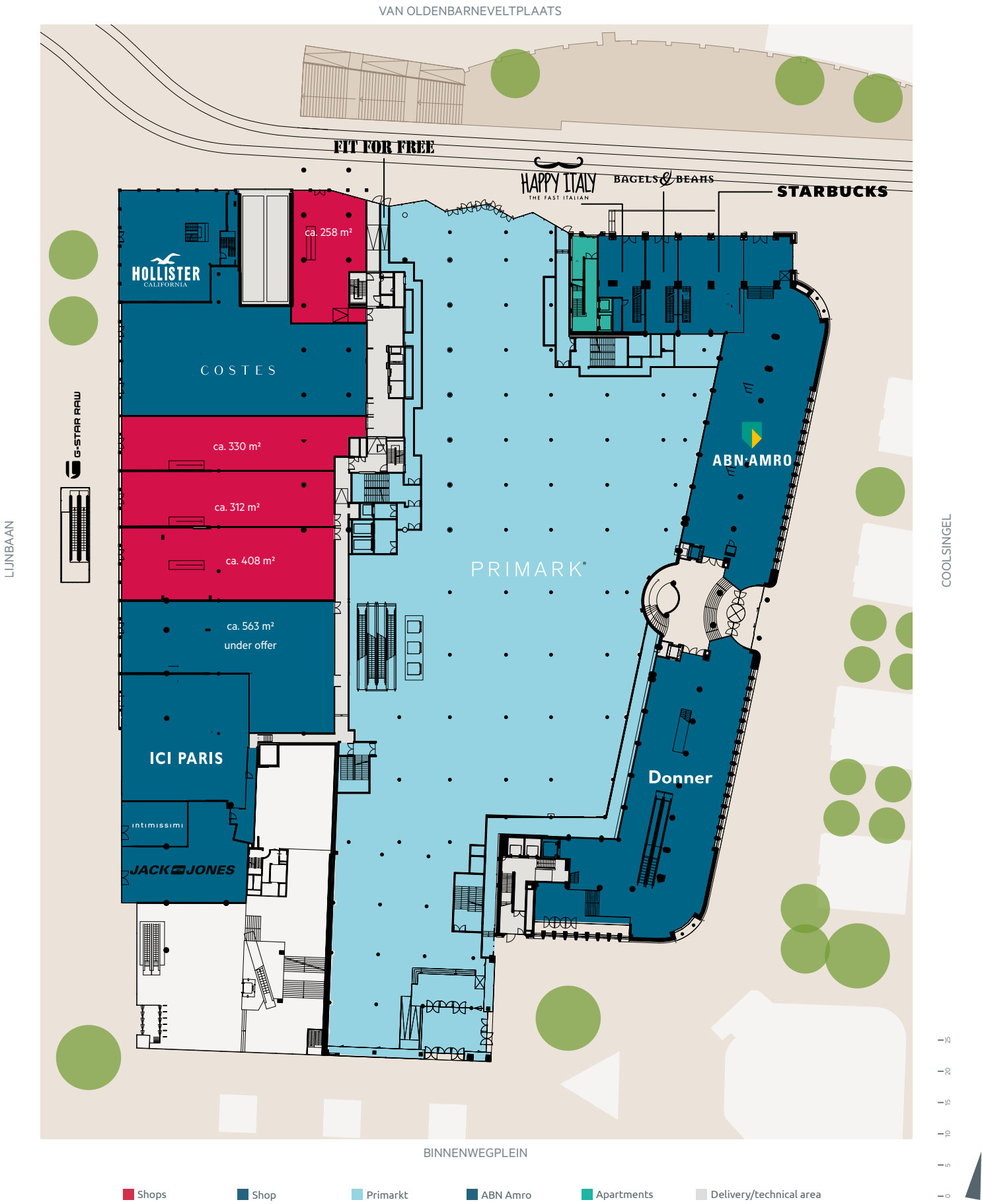
Basement

-1



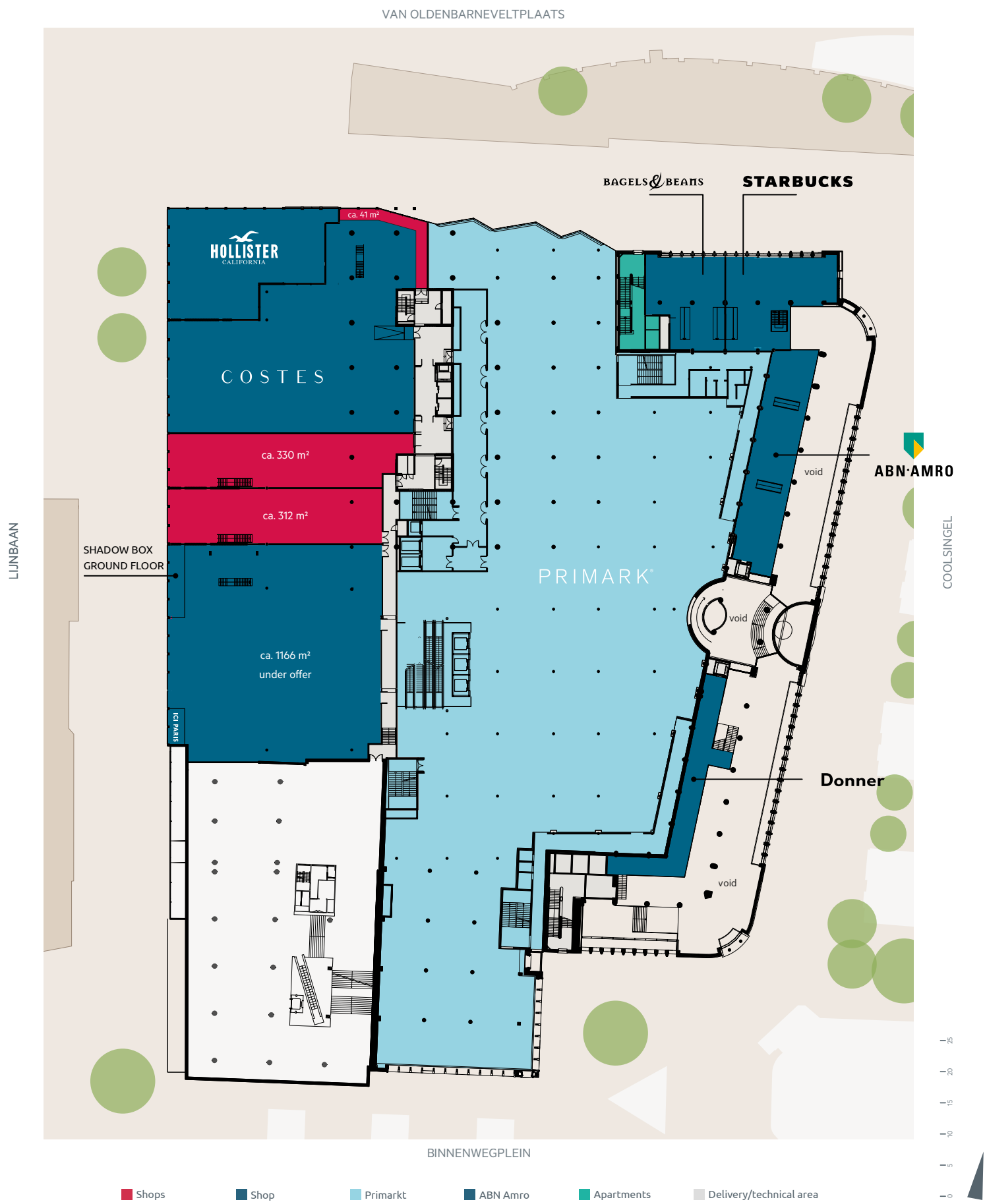
Ground floor

0



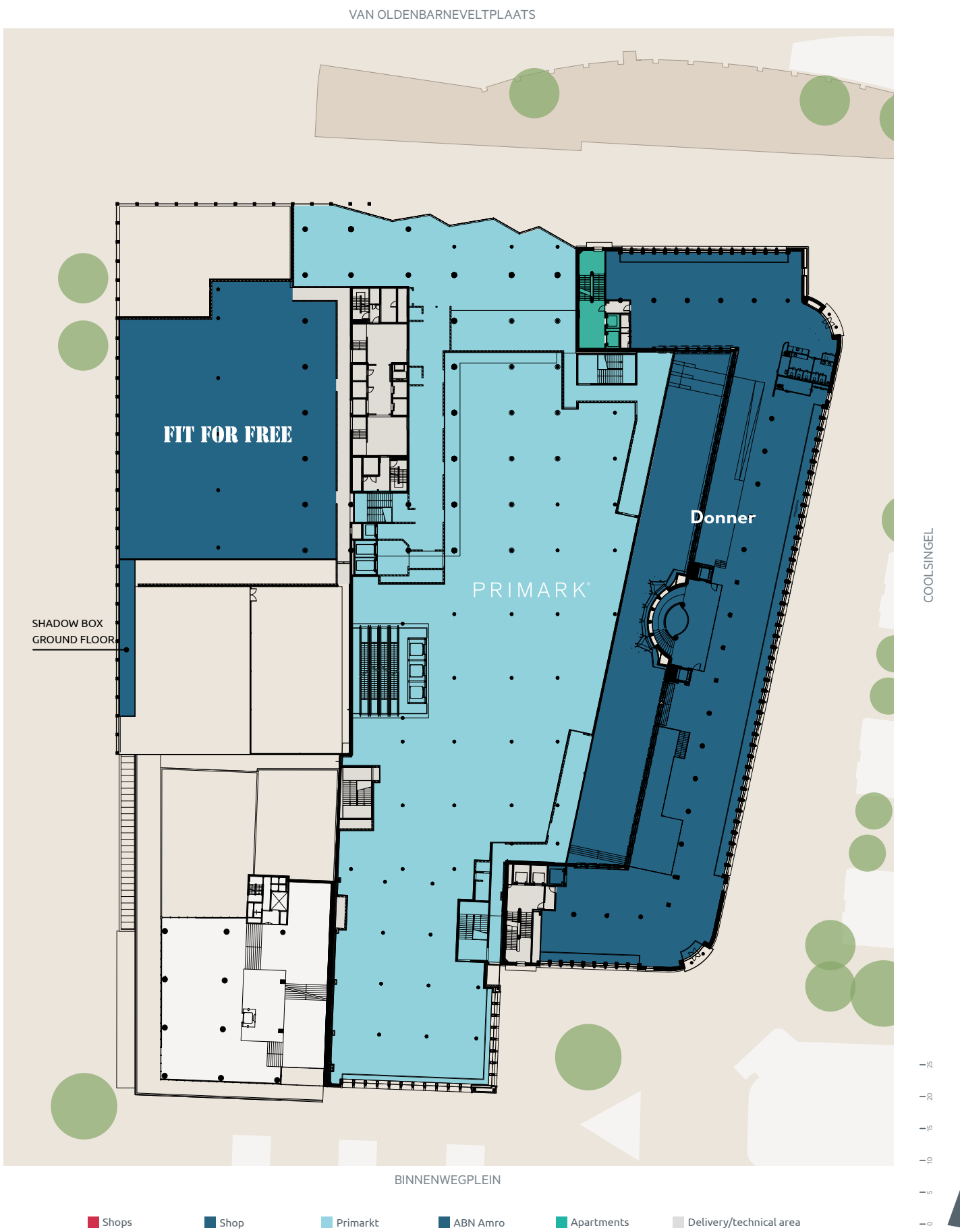
First floor

+1



Second floor

+2



Shopfronts

closed shadowboxes, 1m to the back



Shopfronts

100% transparency



PRINCIPAL FACADE & SECTION



Multi references



- 1 Forum Dyarbakir - Dyarbakir (TK)
- 2 Beurstraverse - Rotterdam (NL)
- 3 Entre Deux - Maastricht (NL)
- 4 Forum Sintra - Sintra (P)

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Multi Netherlands BV is part of Multi Corporation, a leading owner, manager and (re)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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