

New mobility hub at the  
heart of Waalwijk

BT

Waalwijk



# Living Cities



SRBT

Etten-Leur

Kenniskwartier

Groenewoud

't Zoet Breda

Schorsmolen

EUROPAN 17

Waalwijk





Waalwijk



# Living Cities

## Colophon

### **Living Cities – European 17**

Stedelijke Regio Breda Tilburg (SRBT)

### **Partners**

Stedelijke Regio Breda Tilburg (SRBT)

Municipality of Breda, Tilburg, Etten-Leur and Waalwijk

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creative  
industries  
fund NL

SRBT



Dear European competitors,

European NL and the Stedelijke Regio Breda Tilburg (SRBT) are proud to announce six locations in the region for European 17. These sites have been and designated as "prototypical development sites" due to their unique characteristics. We are confident that these sites will provide a challenging and exciting context for the competition. The municipalities of Breda, Tilburg, Etten-Leur and Waalwijk believe that these locations hold tremendous potential for innovative and impactful design solutions.

## This is the site brief of Waalwijk:

In short, the challenge is to develop this strategic location in Waalwijk by presenting a densification strategy that unlocks the site's potential. The aim is to transform an under-used parking lot along the motorway into a healthy, vital, and interactive live-and-work environment that is well-connected to the nearby historical city centre giving a new meaning to Waalwijk's identity. The challenge also involves designing and integrating a new public transport hub which supports a new mobility perspective of moving away from car dependency.



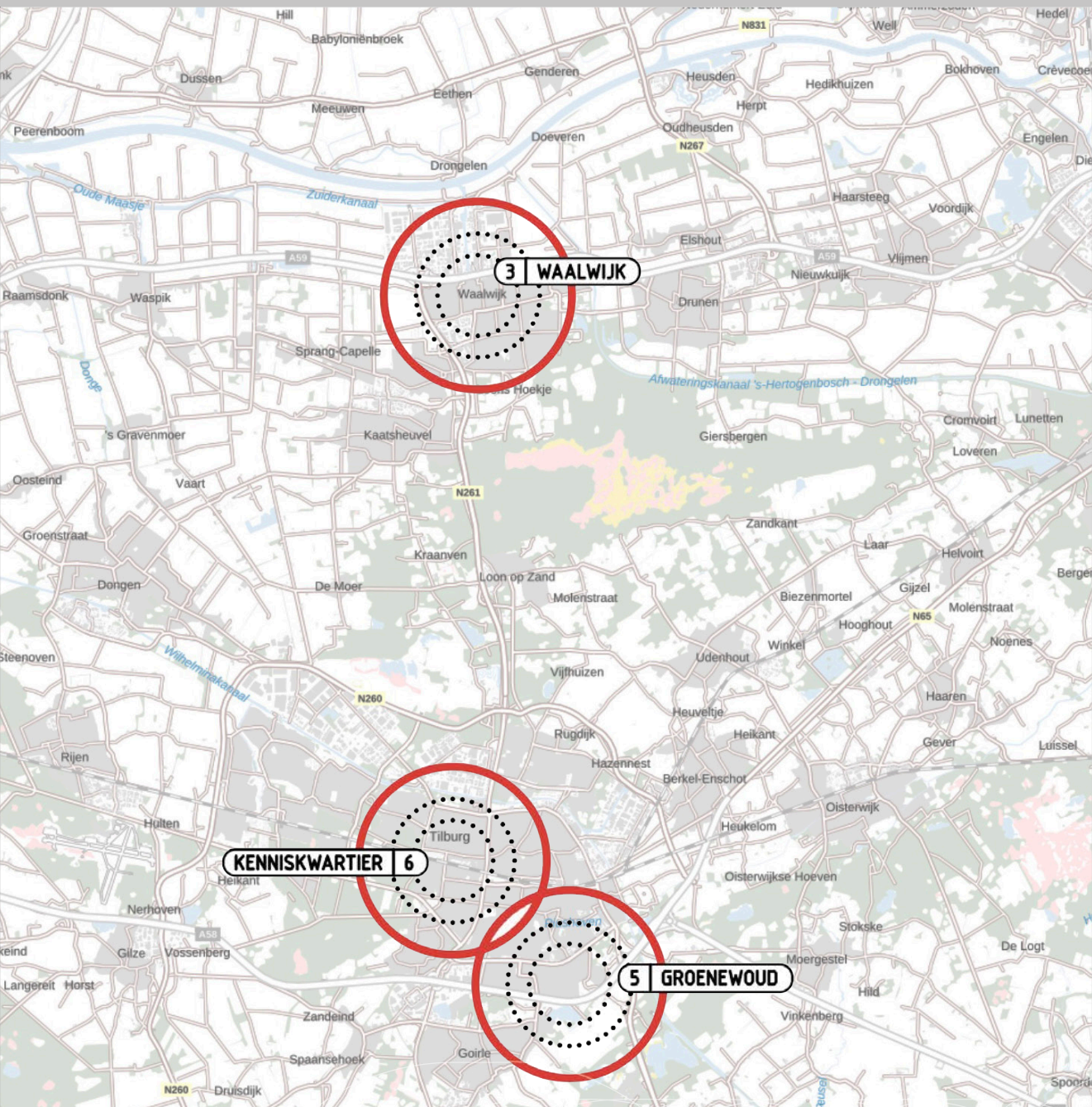
European 17



# Living Cities









# Living Cities

## Six Prototypical Sites

Stedelijke Regio Breda Tilburg

For European 17, six prototypical sites have been selected within the Stedelijke Regio Breda Tilburg that could catalyze opportunities on multiple levels. Places that could enhance the region's ambition towards social equality, resiliency and contribute to 'future proof growth'.

These six sites will be a testing grounds for the Stedelijke Regio Breda Tilburg's ambition and progress spatial and socioeconomic development for the region as a whole. The development framework is currently being drafted and designed. Each site represents an unique set of local problems but similar situations are found all through the region and in the country. Because of prototypical problematic of each site in combination the theme for European 17 "Living Cities", the design ideas will contribute accelerated learning for all 19 municipalities within the regional mosaic, and help implement innovative spatial solutions to the local needs.

The European 17 sites have been selected to implement this process, through research by design and its aim of implementing exemplary projects. The six assignments are in line with the theme of European 17 and the central theme "Broad prosperity" of the Stedelijke Regio Breda Tilburg.



**Working together** towards a  
future proof living environment.  
urbanization the **Brabant's way!**

An **inclusive and attractive**  
residential environment for our  
current residents and newcomers.

Aspiring to become an  
**international leader** in responsible  
production and consumption.

Sustainable urbanization while  
preserving the **unique core values**  
of the city and landscape.

Improving existing networks and  
**embracing new alternatives** for  
intra-urban mobility concepts.

Local and sustainable heating  
solutions in **speeding up the**  
**climate adaptation** for the region.



# The mosaic

The regional mosaic of (big and medium-sized) cities and small(er) villages in a landscape with a great diversity at the transition from sandy to clay soils functionally form one urban region. The two vibrant large cities, vital medium-sized residential and working cities, pleasant villages, and the beautiful landscape together form an important link in the Urban Network as described in the National Spatial Strategy. The region as a whole is heading towards a future-proof urban development. By formulating and realizing new ambitions together, the region will provide even better business climate and will become more attractive living urban network.

The Breda-Tilburg urban region (SRBT) has around 1 million inhabitants spread over an area of 40 x 40 km. Located at the transition from sandy to clay soils, from the highlands to the river area, it features an alternating landscape of stream valleys, open farmlands, hedgerow landscapes, forests, sandy landscapes, and old cultural landscapes. In this green-blue mosaic, there is also a red mosaic of hamlets, villages, medium-sized towns, and cities.

Characteristics of the Breda-Tilburg urban region:

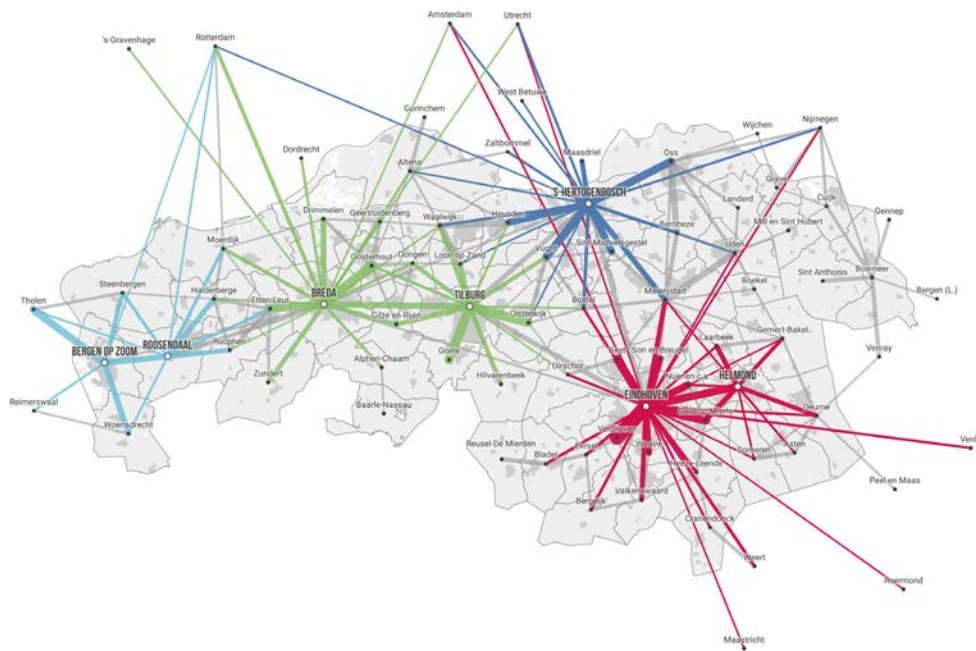
- 1 province, 2 sub-regions, 4 water authorities, 19 municipalities
- 1 university, 3 universities of applied sciences, several vocational education, training (VET) institutions
- 2 top hospitals
- Internationally connected via the Moerdijk seaport, high-speed train network, and road
- Many small and medium-sized enterprises (SMEs) in manufacturing and logistics (6th economy in the Netherlands)
- Unique profile of broad knowledge and application at the intersection of technology and society
- Attractive varied landscape at the transition from sandy to clay soils
- National parks: NLDelta, Biesbosch, Loonse en Drunense Duinen, Van Gogh
- Recreation, leisure, and heritage: Efteling, Beekse Bergen, Zuiderwaterlinie)

This mosaic harbors a broad economic base of companies and businesses that have emerged driven by the soil and subsurface of the region, along streams and rivers. The diversity of subsurface is also reflected in the backgrounds of the regional economy.

Breda emerged at the confluence of the Aa and Mark rivers. Basic conditions for urbanization were present early on: water system suitable for drinking, transporting goods, and serving as a defense, combined with fertile land. The walled Nassau city developed into a city for food and technical industry, later on into a wide range of production and service industries. What has remained all these years, until today, is the presence of Defense.

The poor soil and cheap labor in Tilburg were the basis for the manufacturing industry, textile industries and the development of the accompanying tools and machines. The textile, leather, and tobacco industries were well-known and important pillars. Over



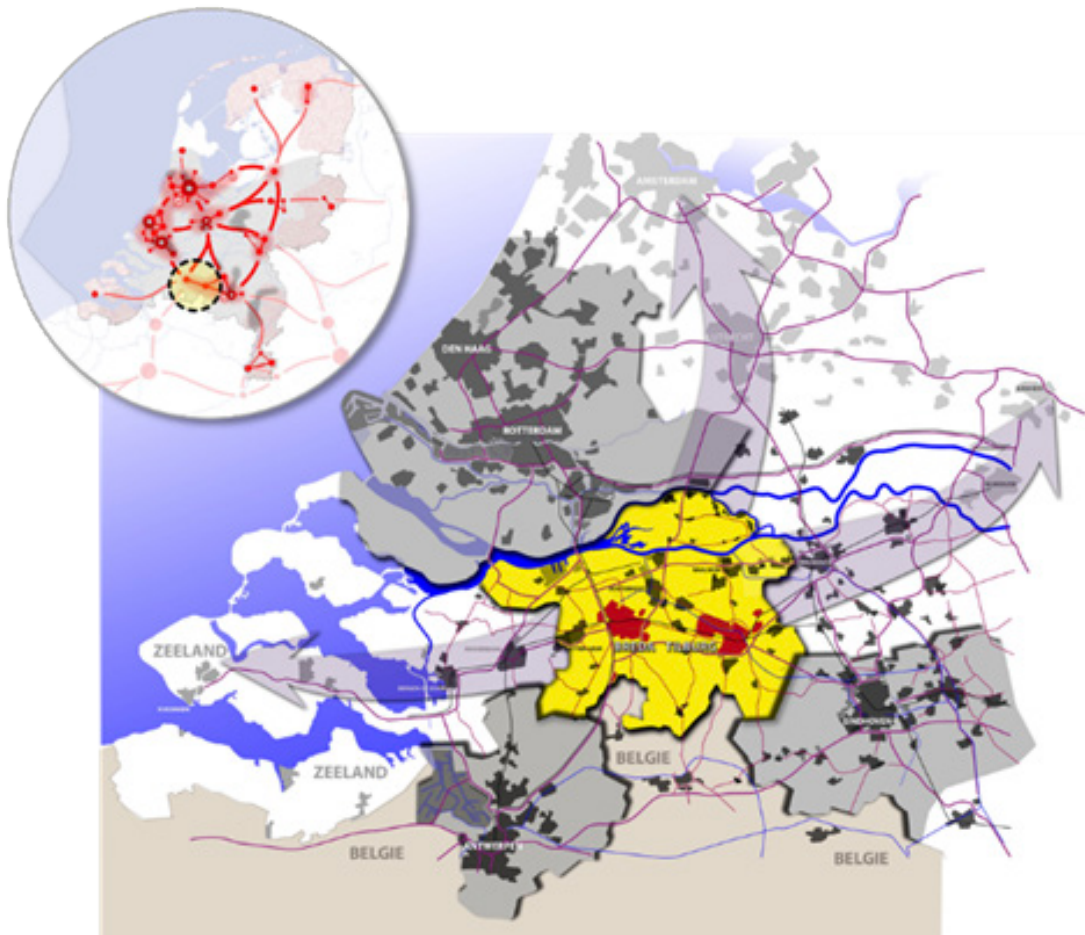


time, most of these disappeared, but they formed the basis of the robust and diverse economic network of large and small businesses. Some companies or sectors have developed into unique players for the region, Brabant, and even the Netherlands.

The urban region of Breda-Tilburg is connected in all directions and forms one daily urban system. A Brabant's network of urban centers, residential areas, and employment locations that are interconnected by various modes of transportation, including highways, railways, and public transportation. In Brabant, these are West-Brabant-West (with Moerdijk, Etten-Leur, Breda and Zundert as connecting links), Noord-Oost-Brabant (with Waalwijk and Heusden as pivot points), and Zuid-Oost-Brabant (via Tilburg, Oisterwijk, and Hilvarenbeek). On the north side, SRBT is connected to the southern wing of the Randstad and the urban regions of South Holland, Utrecht, and Gelderland via Breda, Moerdijk, and Altena. The urbanization strategy of SRBT is currently focused on the urbanization challenge of Brabant and the Netherlands. The challenge for the future is to expand this network, enrich it with knowledge institutions and to connect knowledge with the industrial part of the economy and to attract and retain talent (both university and vocational level).

The business climate in the mosaic is very favorable with the attractive varied landscape, formed by the transition from sand to clay and the national parks, such as NLDelta, Loonse en Drunense Duinen and the Van Gogh National Park in formation. In addition, the region has large-scale recreation and leisure, with the Efteling, Beekse Bergen, historic cities and the Zuiderwaterlinie, as well as more small-scale and 'slow' leisure. In this economic structure; at the base large, medium and small companies, with those unique companies with international allure/status at the peak of the economy in the region. The economy of the region, consisting of SMEs in logistics and manufacturing, in services at the intersection of humans and technology, forms the sixth largest economy of the Netherlands and together with Eindhoven even the second largest economy.





## Stedelijke Regio Breda Tilburg in a Nutshell

### Suitable homes in suitable locations

The national housing shortage is great. Increasingly, it is also a qualitative shortage, the existing housing stock does not sufficiently match the demand of housing.

SRBT region can and wants to do something about this by building according to demand. Age-friendly housing for people who wants to stay in village or neighborhood. Affordable homes for starters and young people and housing for 1 and 2 households. We will build these homes applying the sustainable urbanization principle of not building in the green countryside, but within existing boundaries. This will create a more urban region that meets the housing needs of residents and will attract newcomers as well. With inner-city and inner-village development we can make a qualitative contribution to the existing city and village and thus also address societal and climate challenges such as inclusivity, healthy living environment and climate adaptation.

### Smart engine of Brabant

Brabant is the engine of the Dutch knowledge economy. The region has a strong logistics sector and a thriving manufacturing industry of small and medium-sized enterprises. These pillars make this region a literal and figurative link between the Randstad, the Flemish Diamond, and the Ruhr area, located on an important north-south axis.



east-west transport corridors. There are many research and knowledge institutions, knowledge-intensive companies, and high-quality manufacturing that are of unmistakable value to the Netherlands and Europe.

Additionally there is unique combination of knowledge and skills in the field of applied, human-centered digital technologies in the region. By strengthening the economic power, making the economy circular, we further expand our importance as the “smart engine” of the Brabant economy.

### **Experimental ground for new urbanism**

In terms of spatial planning, we opt for a well-thought-out combination of new developments around public transport nodes and inner urban locations. By making optimal use of available space for living, working, and leisure, we create an environment where people like to live and recreate and companies like to establish. We consider the public space in the city and villages and the surrounding landscape as complementary. We cherish the interweaving of city and countryside.

As an “experimental ground for new urbanism,” we work towards sustainable urbanization while preserving the unique core values of the landscape. An urbanization with respect for the differences between and the value of village and city.

### **Accessible for residents and visitors**

Our sustainable urbanization ambitions can only be achieved through significant efforts in improving the region’s transport system and the necessary mobility and transition to new mobility behavior. This requires high-quality public transport and addressing existing road bottlenecks. At the same time, we offer alternatives to in-city car use, for example, by giving even more space to bicycles and pedestrians. We are developing Breda as an international hub to strengthen connections with foreign countries and the business climate.

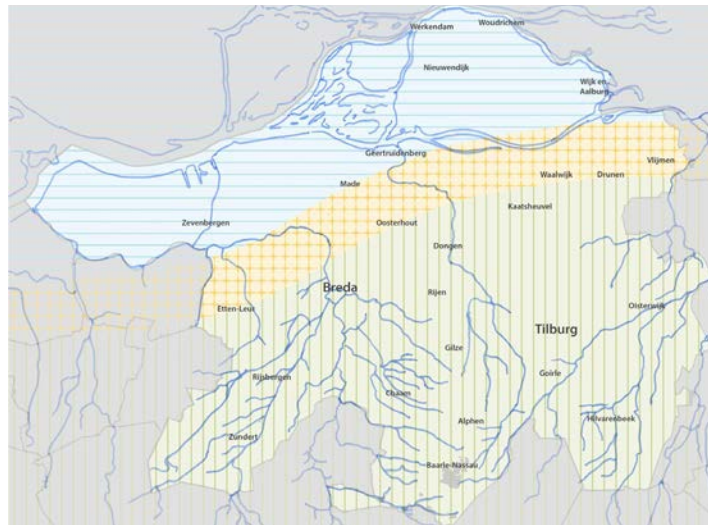
Smart mobility, or the smart application of information and communication technologies and data, infrastructure improvements, and changes in traffic behavior, go hand in hand. This ensures not only good accessibility but also improves air quality in our urban environment and surrounding areas.

### **Transition to sustainable heating and energy**

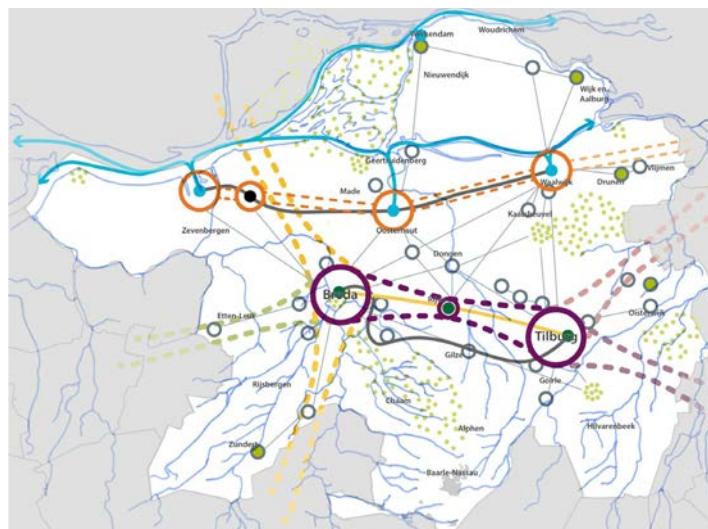
The energy and climate changes is one of the major challenges of the coming decades. We can align ourselves with ambitions from our individual Regional Energy and Climate Strategies. The joint heating network in our region can play a significant role in the heating transition for the urban region.

From 2030 onwards, region will start producing more wind energy in the southern flank. By bundling and harmonizing needs regionally we can achieve twice the result. There are also opportunities for aquathermy, geothermy, use of waste heat. It is important to link the climate challenge to the spatial challenges. That means a climate-resistant design and development in the region as a whole.



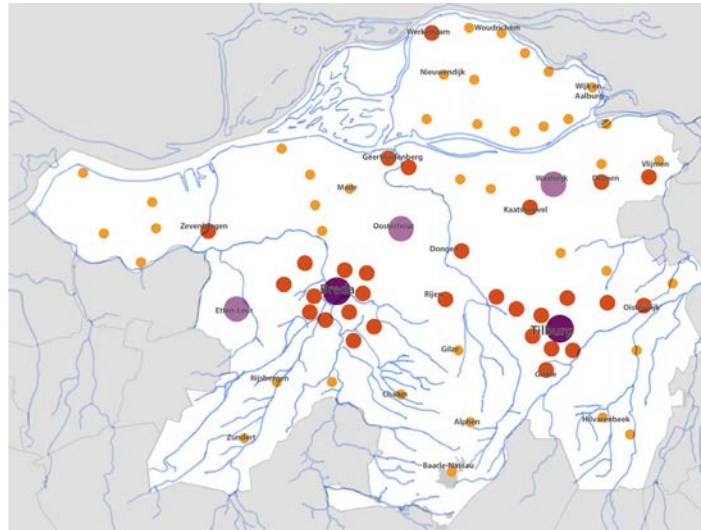


The Urbanization Strategy is based on three types of landscapes: the network of stream valleys on the sandy soils in the south, the flood zone with seepage areas in the middle, and the complexly organized river clay landscape in the north. Resulting into highly desirable urban environment interwoven with a diverse landscape.

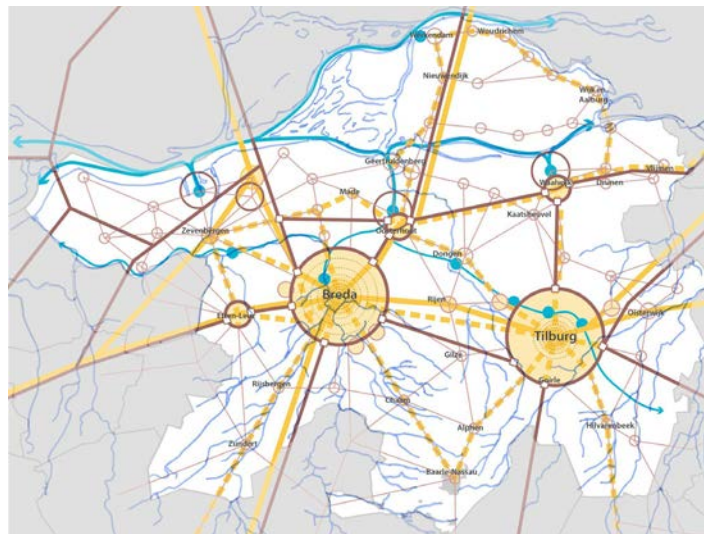


The Urbanization Strategy aims to strengthen economic power. The central zone for responsible production and distribution is located in the Moerdijk-Waalwijk zone. Expertise in the field of human behavior and applied technology, specialized clusters (Maritime, Agrofood, Metal, Trees) and a strong and innovative network of SMEs are located in the Breda-Tilburg area. The strong and diverse leisure clusters are located in close proximity to the economic centers.





The Urbanization Strategy aims to broaden the range of residential environments by creating high-urban living and working environments in Breda and Tilburg, urban environments in Oosterhout, Werkendam, and Waalwijk, and urban environments in the vicinity of the existing transitional sub-urban and rural environments in the smaller municipalities and villages.



The Urbanization Strategy must be accompanied by a mobility transition. As the population becomes more urban and behaves more dynamic, the urbanization pattern must contribute to and stimulate behavioral changes. This can be achieved, by organizing more proximity, expanding public transportation, and further expanding the pedestrian and cycling networks more comfortable that weaves small communities into this network. The mobility transitions in must keep these centers livable and accessible.

# Living Cities

## Living Cities

Reimagining architectures by caring for inhabited milieus

The aim is to explore the regenerative capacities of living milieus amidst new architectural, urban and landscape ecologies that attempt to overcome the opposition between nature and culture and anthropocentric attitude during times marked by natural disruptions and a climate emergency.

The very possibility of living is now in doubt for all humans, given the excessive consumption of natural resources by certain groups to the detriment of the needs of the global population, exceeding what planet earth can replace. Climate emergency, over exploitation, pollution, inequality; all these disorientations demand actions of care that address the coexistence and interrelationship of all the elements of the living world, and thus mandate a radical shift. Joan Tronto, one of the chief political theorists of the "ethic of care", defines care as "the characteristic activity of the human species which includes all that we do in order to maintain, perpetuate and repair our world so that we can live here as well as possible."

European 17 demands an immersive approach to space design that prioritizes the care of living environments. This requires a transition towards a circular economy and taking into account the impact of our actions. Fairness and solidarity are also important, ensuring all actors are included in decision-making and benefits are distributed equitably. By embracing this approach, we can work towards a sustainable and habitable planet.

**Reimagining architectures that are embodied  
in "visions" and "narratives" of the evolution of  
sites between present and future**



In response to these territorial challenges, it is more than necessary to create complex, global and dynamic spatial reconfigurations in damaged inhabited milieus in order to revitalize biological and human communities.

To implement the care-based approach, project processes must be innovative, dynamic, and varied. This includes understanding and repairing mistreated territories, engaging in sober urban and architectural projects that are economical in terms of materials, technicality, energy, and resources, reinforcing, regenerating, or creating hybridization between nature and culture, linking the strategic scale of ecological challenges with the local scale of everyday and shared spaces, creating adaptable architectures that consider sustainability and the connection between present and future, and involving all actors in design and production processes with their diversity and differing roles.

## **Living in Nature in an Age of Climate Change**

In preserved sites with predominant nature or spontaneously renaturalized, how to repair by strengthening biodiversity and inserting small-scale architecture into the living?

## **Creating a Coexistence of Humans and Non-Humans**

In sites where built-up areas and natural fragments are juxtaposed, how to maintain or strengthen reconnections, how to repair or intensify biodiversity while making it habitable?

## **Transmission and Creation, Tuning Rhythms**

How to revitalize sites with traces of obsolete uses (industrial or rural heritage) through multi- scalar connections and to adapt heritage to life cycles and rhythms?

## **Restoring Scales of Proximity and of Territorial Continuity**

In hybrid sites mixing productive spaces, residential spaces and natural fragments, how to create a close common ground and connect it to the territory?

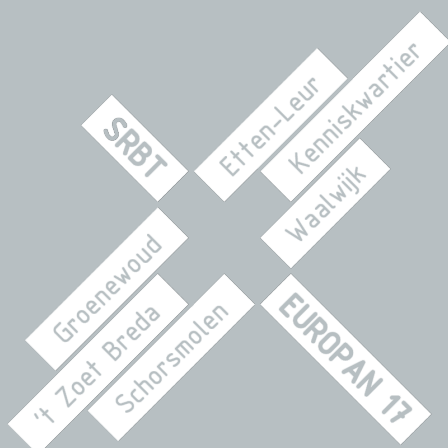
## **Common Grounds**

In sites to be regenerated, how to involve the inhabitants in the ecological transition of their districts?

## **Second Lives**

How to reinvest places that are already inhabited and where spaces are degraded, poorly adapted or obsolete, with "eco-solidary" projects?

# Living Cities

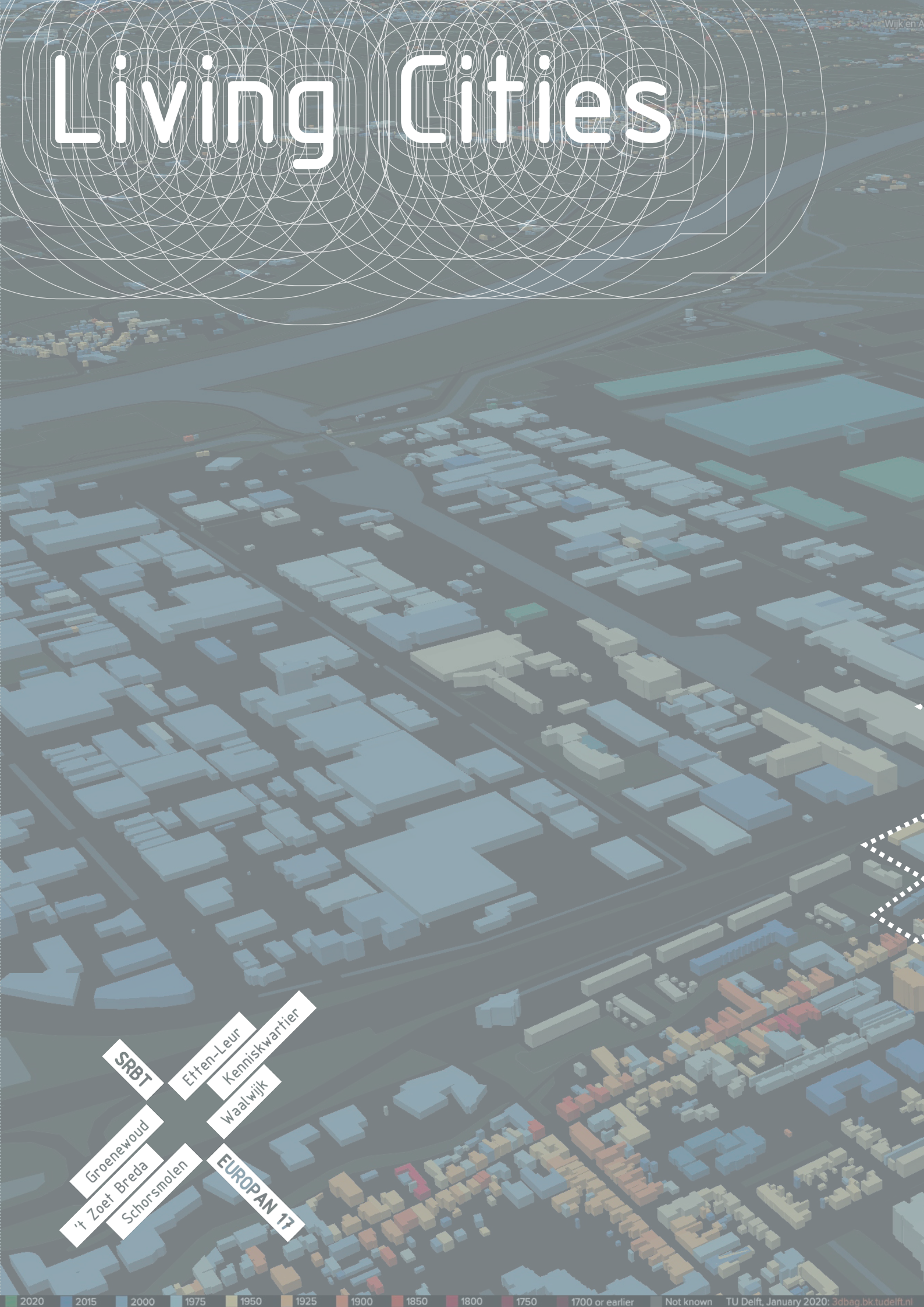




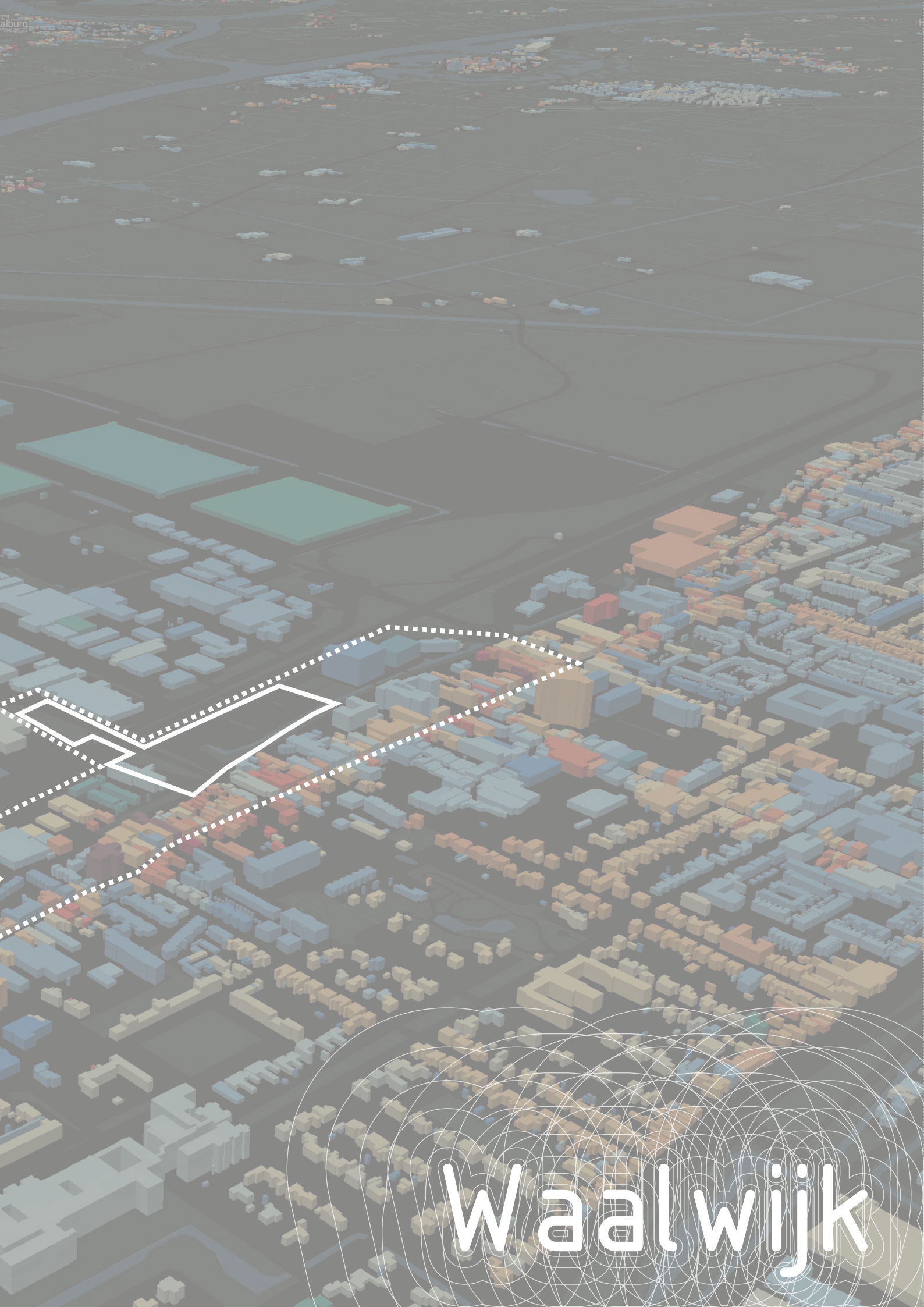
INTRODUCTION	06
Six Prototypical Sites	
The Mosaic	
Stedelijke Regio Breda Tilburg in a Nutshell	
Living Cities – European 17	
22	URBAN CONTEXT
	Waalwijk – History at a glance
	Spatial Policy Waalwijk
32	PROJECT SITE AND ASSIGNMENT
	City Centre Waalwijk
	Development Ambitions
	The Taxandria Zone
	De Winterdijk Zone
	Competition Assignment
56	RECOMMENDED READS
PRACTICAL INFORMATION	58
Facts and Rules	
The Jury	
Organization	

Waalwijk

# Living Cities







Waalwijk

# Living Cities

## URBAN CONTEXT

Waalwijk – History at a glance  
Spatial Policy Waalwijk



Waalwijk is fastest growing city in all of Brabant. This is a great incentive to facilitate the further development of companies in direct surroundings. This quantitative and qualitative leap requires that Waalwijk is an integral part of the larger urban network with good regional connections. Waalwijk urgently needs to accommodate its growth and establish a strong network hub embedded directly in the beautiful historical city center.

Densification is part of the city's strategy, the aim is to develop an extension to the existing city center which can become a vibrant mix-use urban area, synergistic programs which attract residents, in particular people who work in the logistics businesses, improves the image of waalwijk, diversify the composition of population and to stimulate healthy and productive living and business environment for future.



Waalwijk

## Waalwijk – History at a glance

The municipality of Waalwijk is a city hub that, with its strong economic function and characteristic center and surroundings, is a vital link in the regional networks of De Langstraat and Middle-Brabant. Waalwijk, Sprang-Capelle and Waspik. Historically known for the shoe and leather industry, a city village or a village city where people still know each other and where they distinguish themselves with a mentality of “getting things done”.

Waalwijk is centrally located in Middle-Brabant between Breda, Tilburg and Den Bosch. Part of De Langstraat with Heusden and Loon op Zand. Waalwijk is proud of the flourishing business community and the associated large employment.

Waalwijk is a city with a rich history, known for its footwear industry. It is an entrepreneurial city. The heart of the Langstraat, with its active shopping area that is regionally important due to the many job opportunities, additionally amenities such as the theater De Leest, shops, and hospital that bring people from outside the municipality to the city. It is a typical Brabant city on the border of sand and clay.

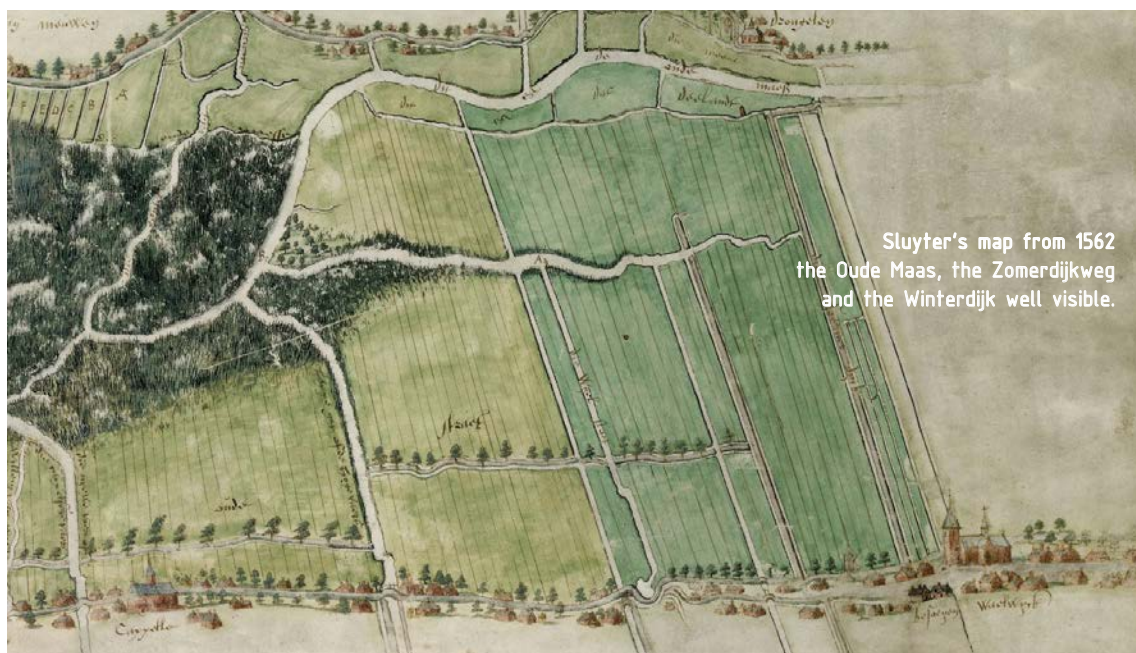
Waalwijk is a city and two centers that have been together since 1997, each with its own character and specific qualities is located in the green, on the edge of the Loonse and Drunense Duinen, on the border between sand (Brabant) and clay (Holland). One municipality with over 47,000 inhabitants. As a medium-sized city, Waalwijk has good facilities, characteristic residential areas and a diversity of religions and cultures. Where the community life thrives, and “knowing each other” still exists. In terms of facilities, De Leest, De Slagen, Den Bolder, Sport Campus Olympia, Zidewinde, the Elisabeth-TweeSteden Hospital and the Olympia Pool stand out. This is important for our residents and the Waalwijk business community, especially for the logistics sector. Waalwijk is located at a crossroads of important roads: the A59 and N261, near the A27 and A2, and on the Bergsche Maas.

Residents, entrepreneurs, social organizations and municipality works together on sustainable projects by generating renewable energy in the Ecopark and taking into account a changing climate.

The center of Waalwijk is immediately recognizable. The Grotestraat, as the historical main street of the Langstraat, with cross streets such as the Stationsstraat and the Mr. Van Coothstraat, shows how the city has grown over the past 150 years from



1562



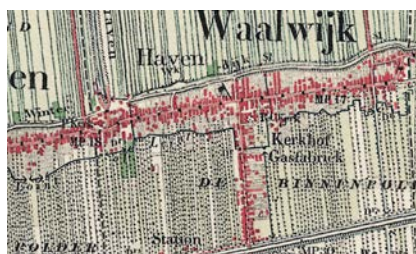
1925



1950



1970



Waalwijk

the building line along the Winterdijk towards the south. Despite all the changes, this main structure is still clearly visible and forms a strong support for all developments in the Waalwijk center. This main structure is supplemented with some distinctive icons such as the St. Jan de Doper church, the town hall, historic buildings along the Grotestraat and the Church at the Haven. Eye-catching buildings that make the center stand out from the everyday.

Over the years, with varying degrees of success much of Waaalwijk been renewed. As a result, a certain layering has arisen in the city center with buildings from different time periods alongside each other. The city has grown on the south side of the Winterdijk, the former water defense. Original center is transformed mostly in shopping activity. This has caused the center to be decentralized compared to the residential areas.

On the north side of the city center is the A59 motorway. The road forms a strict border. On the south side is the intimate city center and on the north side, the large scale of modern business areas with logistics and smart manufacturing industry.

The business areas have grown rapidly and will continue to grow in the coming decade. More activity will settle in this location. A strategic location due to its position in the road network and the intake port along the Bergsche Maas. A port that must develop into Smart Port Waalwijk in the coming years, a (robot) port with smart and sustainable solutions. An innovative business area that has both physical and mental good connection with the city center and the surrounding landscape. Not a separate part of Waalwijk, but an integral part of the city.

1925





## HISTORY

Traditionally, Waalwijk has been the center of the Langstraat, an area consisting of an east-west oriented strip of settlements from Geertruidenberg to 's-Hertogenbosch.

During the 19th century, the core areas of Waalwijk, Baardwijk, and Besoijen merged into one more or less cohesive strip village. The Grotestraat in the center is part of the historical strip and the oldest street of Waalwijk.

At the beginning of the 20th century, a railway line and train station were built to the south of Waalwijk. The construction of the Stationsstraat created a connection between the station and the core.

Slowly, Waalwijk developed into a T-structure with the Grotestraat and Stationsstraat as central axes. The center developed at the crossroads of the axes with the Raadhuisplein/Markt as the central square.

During the reconstruction period, Waalwijk developed rapidly in a southern direction and the number of residents steadily increased.

In the 1970s and 1980s, the center was expanded with the construction of the covered shopping center De Els, creating, in addition to the two axes, a shopping circuit.



1870: Ribbon development on the Langstraat



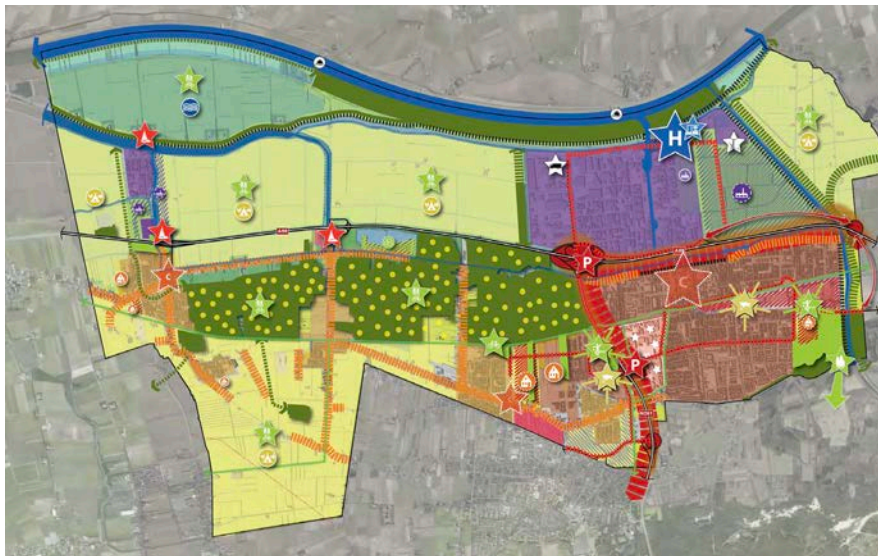
1965: Southbound development



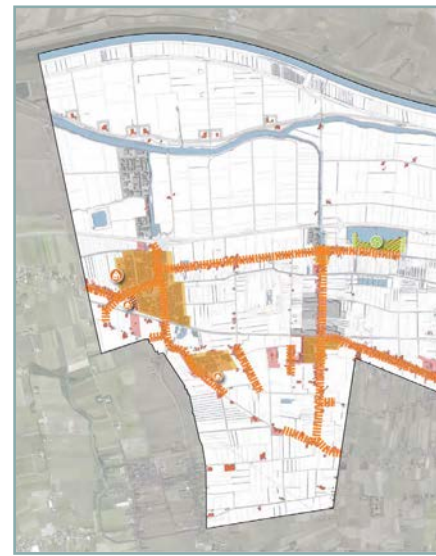
1920: T-structure created after the arrival of the train station



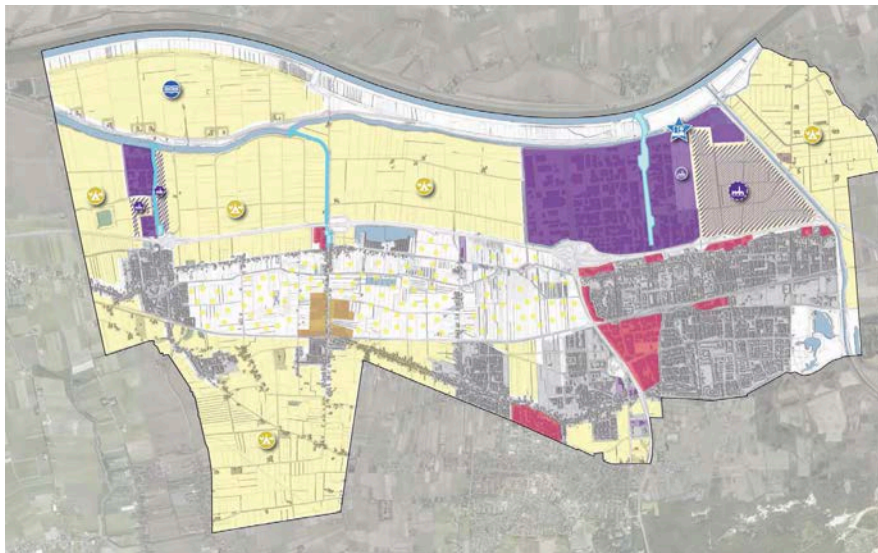
2016: Waalwijk center consists of two axes and indoor shopping center De Els



Vision 2025 - TOTAL PLAN



Vision 2025 - Housing



Vision 2025 - Work

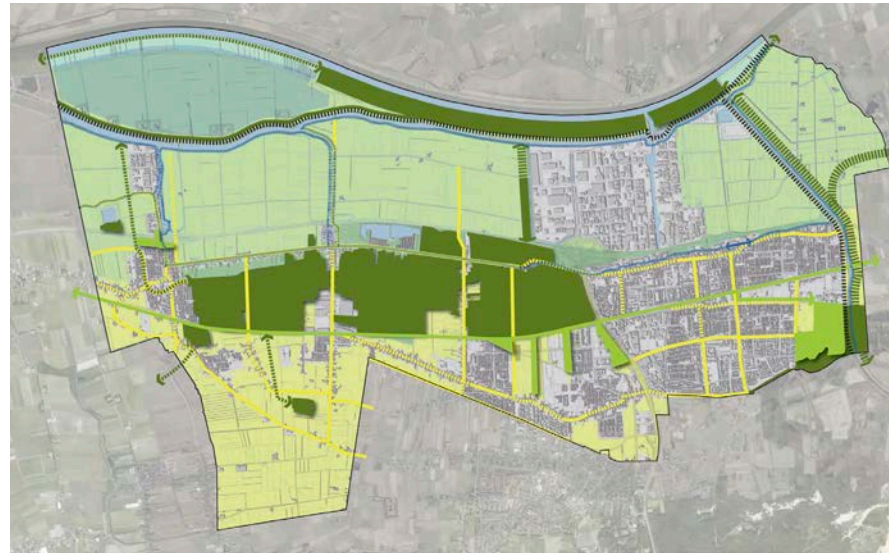
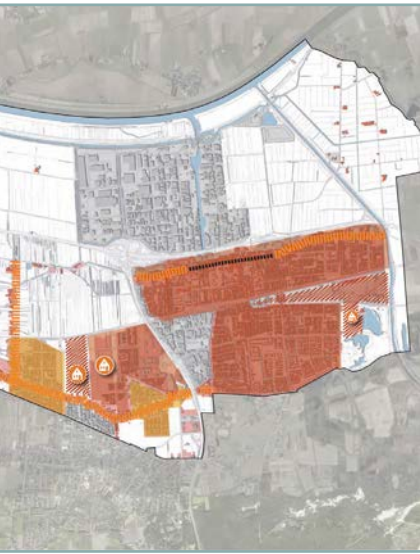


Vision 2025 - Facilities

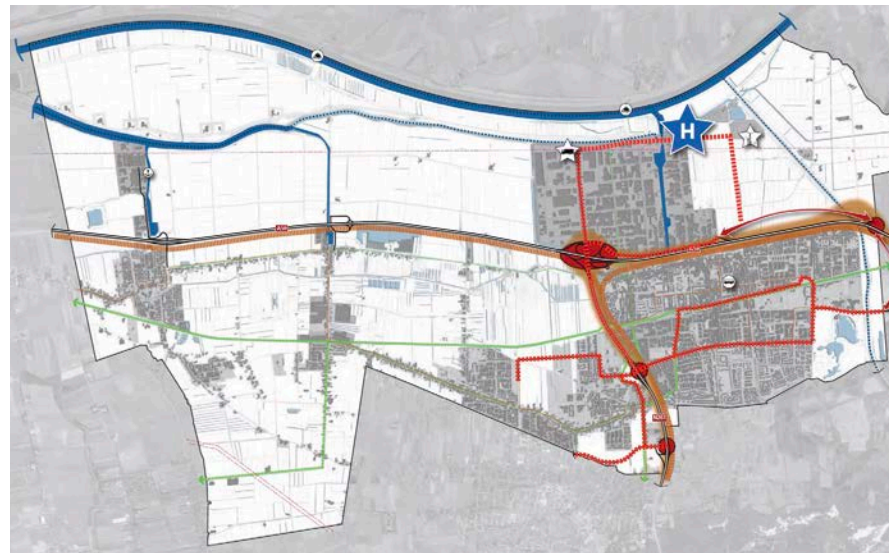
## Spatial Policy Waalwijk

Waalwijk is an urban hub in the regional networks of Central Brabant, with a powerful local economic function and characteristic cores embedded in unique landscape.





Vision 2025 – Land / Landscape



Vision 2025 – Netwroks

The spatial policy document (VISIE WAALWIJK – Structuurvisie Waalwijk.pdf) formulate a coherent spatial policy at a strategic level that reflects the ambitions for 2035 and develops a vision for 2025.

Structure plan Vision 2025 indicate how Waalwijk can contributes to the ambitions of the region as a vital link. At the same time, also demonstrate how Waalwijk distinguishes itself within the region with its local qualities. The structure plan is essential for positioning to ensure that Waalwijk's responsibilities and interests can be brought into the collaboration at local, sub-regional, and provincial scales.











# Living Cities

## PROJECT SITE AND ASSIGNMENT

City Centre Waalwijk  
Development Ambitions  
The Taxandria Zone  
De Winterdijk-zone  
Competition Assignment



# New mobility hub at the heart of Waalwijk

Waalwijk



## Site Description

Waalwijk is growing at an accelerated pace to 55,000 inhabitants. This increase in scale makes it necessary to raise the level of facilities in the city. Employment in Waalwijk is growing fastest in all of Brabant, which is a great incentive to facilitate the further development of companies in and in direct surroundings of Waalwijk. This quantitative and qualitative leap requires that Waalwijk is an integral part of the larger urban network with good regional connections.

The car traditionally had a prominent place in the streets of Waalwijk, but we want to give space to a wider range of mobility. Various forms of transport, other than a train, must be part of this to make the city more accessible and to better connect the city as a whole with the region.

## City Centre Waalwijk

### BUILDINGS

Because the Grotestraat is the oldest street in Waalwijk, the majority of the monumental buildings are also located there. Particularly around the intersection with the Stationsstraat (Raadhuisplein, Market), various national monuments and iconic buildings are present (including the Old Town Hall).

The development on Stationsstraat emerged at the beginning of the 20th century. Over the years, many buildings have been altered or replaced, resulting in a diverse character for the development. The street has few monuments but does have a characteristic wide design and a number of buildings that are of value for the image quality of the center.

The covered shopping center De Els has evolved in phases and consists of post-war, modernist construction. It has little added value for the visual quality. However, De Els has recently been renovated, giving the shopping center a well-groomed and bright appearance.



## DISTRIBUTION OF FACILITIES

The majority of the customer-oriented facilities in the center are located on the Grotestraat, Stationsstraat, and in De Els. The center of gravity for retail is at De Els and the northern part of the Stationsstraat (from Julianastraat). The largest drawers are the supermarkets (Albert Heijn, Sahan), H&M, fashion house Van Dijk, Kruidvat, and Hema, which are all located in this area. This part of the center also has the largest pedestrian traffic and has little or no vacancy. Fashion house Van Dijk has a special position due to its offering in the high segment and the relatively large regional attraction.

The Grotestraat and the southern part of the Stationsstraat have significantly fewer pedestrians and a more diverse function profile. In addition to shops, there are also restaurants, services, crafts, and homes. These areas also have relatively high levels of vacancy. In addition, the many vacant buildings in the northern branch of De Els are noticeable.

In the last few decades, a cluster of restaurants has developed at Raadhuisplein and Markt. In recent years, an increase in restaurants is also visible in the eastern adjacent part of the Grotestraat.

## ACCESSIBILITY

There are several large parking lots located around the central area. Most of the parking spaces for the center are located in the immediate vicinity of De Els and the northern part of the Stationsstraat (Unnaplein). This part of the center is the busiest due to the combination of the main parking sources and the largest public attractions. Recently, a trial with free parking for the first hour has been introduced in these parking lots.

The parking lot on Taxandriaweg is located at a slightly greater distance and is connected to the Grotestraat through three pedestrian routes via Winterdijk. The first two hours of parking can be free here. This parking lot is also used by employees and visitors of the adjacent municipal building.

The pedestrian routes from Taxandriaweg to Grotestraat-Oost and Raadhuisplein are attractive routes through green areas and converge centrally in the center. The connection with Grotestraat-west is not an official route (via private property) and gives a derelict impression.

## TRAFFIC SYSTEM

The center of Waalwijk is currently opened by the Taxandriaweg, the Wilhelminastraat, the Meester van Coothstraat, and the Burgemeester van der Klokkenlaan (Noorder Parallelweg). These streets form a ring around the center where the car is dominant. At the height of the Emmikhovensestraat, there is a three-legged structure that opens the Taxandriaweg (Heulstraat). The Hertog Janstraat is terminated by a roundabout. Both intersections are an important entrance for visitors to Waalwijk. From

Waalwijk



the ring intersection, three large parking areas are opened; the Tax-zone, De Els, and the Unna square. This emphasizes the pressure of car traffic on the four streets.

## PARKING

The city center of Waalwijk has three large parking lots; the Taxandria zone, the Unna square and De Els. Parking lots that are necessary and cannot be easily removed. The number of parking spaces in these areas is dimensioned for peak moments such as Saturday afternoons. Outside peak moments, a large number of parking spaces are often not in use. Parking spaces that require a lot of space and are often concreted.







Realistic limiting of the number of parking spaces and a parking guidance system promotes efficient use, and thus the number of parking spaces. Space that can be used for greening or densification. This is in line with promoting the use of bicycles and shared transportation. Other forms of mobility that take up less space.

In addition to reducing the number of parking spaces where possible, built-in parking is an option. One can think of a built-in parking facility at De Elz where, due to urban densification, less space remains on the surface for parking.

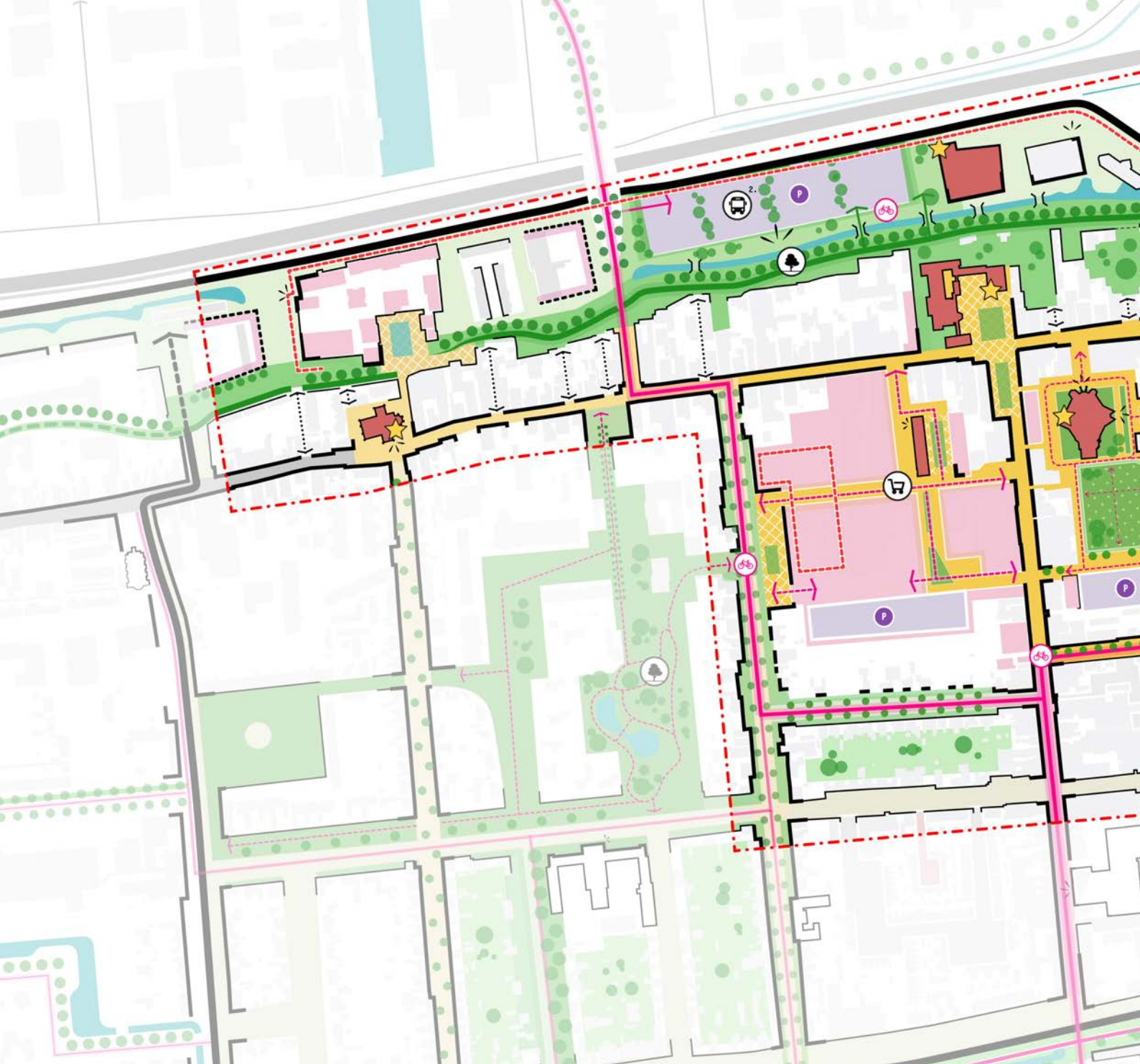
## PUBLIC TRANSPORT

The bus connects Waalwijk with Den Bosch and Tilburg. These connections are direct, but they do stop at many different places along the route. Improving these connections will improve Waalwijk's position in the region, which is beneficial for the living and business environment and facilities.

The existing bus station is located along the Vredesplein, centrally located for the city, but on the edge of the city center. However, it is a bit further from the highway, making it take more time for buses to reach the bus station from the highway. The central location, however, does result in a more favorable total travel time for the traveler, including pre&post-transport.

Fast connections and a favorable location in relation to the traveler's destination are very important. Furthermore, a bus station is more than just a boarding and disembarking point. It is a meaningful place in the city that residents and visitors can easily reach, recognizable and exuding a certain hospitality.

Currently, several locations are being investigated for the realization of a high-quality



- Urban densification along the main structure always connects to the existing characteristics and leaves the main structure intact.
- Make the city center more of a whole by consistently implementing the design of the public space over a larger area.
- Expand the urban network in the inner areas with a mix of housing, shopping, work and recreation (urban densification).
- Greening of the public space increases the quality of stay and provides cooling and water catchment.
- Offer more space in the city center for cyclists and pedestrians.
- Make the edges of the city center easily accessible by car, discourage car traffic in the city center including at the edges.
- Limit the number of parking spaces in the city center in a realistic manner, partially with built-in parking facilities.
- Improve the connection between the (growing) business areas north of the highway and the city center.



## Development vision


























n street profiles intact.

area.

(fication).

attractive parking spaces.

ies.

-  Developed areas + characterizing edges
-  Areas with a housing construction impulse
-  Search areas for strengthening of Tax-zone
-  Distinctive buildings of Waalwijk
-  Greening in the city center
-  Consistent materialization in the city center, but with recognizable distinction between main streets, inner courtyards, and squares.
-  Urban complementary squares
-  Parking lots
-  Tree structure
-  Connections Grotestraat - Winterdijk
-  Center ring for car traffic
-  Possible adjustments in the traffic network
-  Important bike connections
-  Pedestrian area
-  Important slow traffic routes winterdijk, where the pedestrian gets priority
-  Bike crossing, where biker is dominant
-  Public bike parking
-  Bus station (2 options are explored)
-  Theater de Leest
-  The Els shopping area
-  Winterdijk zone
-  Search area for high-rise buildings
-  Height accents in the Waalwijk center











public transport stop. Possible locations within the city center are the current location at the Vredesplein and the Taxandria zone.

When a new bus station is chosen for one of these two locations, it should not be isolated, but rather form an integral part of the city center. It will then become an appealing place with attractive dwelling qualities that exude hospitality and urbanity, also in the evening. The bus station also has logical and comfortable connections with the rest of the city center.

The bus station is combined with a mobility hub. A place where forms of shared mobility such as e-steps or e-scooters are offered. These forms of pre- or post-transport are a quick and comfortable way for the traveler to bridge the distance between the public transport stop and the destination via the network of bike paths. But also as pre transport to the bus station to travel further from there.

## Development Ambitions

### FROM CAR CITY TO BICYCLE CITY

The goal is to have a downtown area that is comfortable and finely grained for slow traffic. Comfort and safety for pedestrians and cyclists come first, ahead of speed and convenience for drivers. To reduce the dominance of the car, a change in behavior is necessary, in which more visitors and residents choose an alternative form of transportation instead of automatically using their cars. In addition, measures are indicated for each mode of transportation to achieve this goal.

In the structure of the downtown area, we distinguish a main infrastructure for cars, cyclists and pedestrians. For cars, there is the ring road around the center with the Noorder Parallelweg, Verwielstraat, Taxandriaweg, and Wilhelminastraat, linked to the parking areas at Unnaplein and Taxandria-zone. The Mr. van Coothstraat provides access to the parking areas of De Els from this ring road around the downtown area. For cyclists, bike lane suggestions are indicated on most road profiles. The Halvezolenpad is the freely lying main bike route from east to west. From this bike path, you can cross the Noorder Parallelweg towards the center at various points.

Strengthening the interaction Pedestrians are most important on Winterdijk, some bridges connected to the Grotestraat, the pedestrian zone in the downtown area (part of the Grotestraat and part of the Stationsstraat), the walking park, and the Vredesplein.

### STRENGTHENING THE INTERACTION NORTH- SOUTH

The A59 motorway runs along the northern edge of the center. A sharp, functional division between the city of Waalwijk and the business areas of Waalwijk that will continue to grow towards the drainage channel (afwateringskanaal) in the future. Both



sides of the motorway show a completely different world; the secure inner city against a large-scale innovative business area. Now, both parts are connected by a few motorway crossings and a bicycle bridge.

Improving these connections will increase the interaction between both parts. With a better connection, employees will be more likely to use the facilities in the city center or find a home near their workplace. There are possibilities in improving existing (bicycle) connections.

The Emmikhovense viaduct as a bicycle and walking connection that connects directly from the center to the business areas. A wider overpass or any other reinterpretation of the bridge can also offer more views between the city center and the business area, which locally reduces the barrier effect of the motorway. Beyond the business areas is the Meuse and the land of Heusden and Altena. Improving the north-south connections opens up these areas emphasizing Waalwijk's location between the Meuse and the dunes, or sand and clay. For residents of Waalwijk, it is a great quality that these different landscapes are accessible in a good way (recreational connections).

The image of Waalwijk from the motorway is cluttered. On the road section of approximately 4 km (2.5 minutes at 100 km/h), you encounter a traffic square with viaducts, a sound barrier, generic development, unused greenery and a lot of noise. On the side of the city center, there is more peace in the image with a green Winterdijk. Greenery on the north side of the (inner) city (Taxandria zone). The new development should and possibly build on this image and propose creative ideas towards a secure, green inner city with the town hall as a distinctive building along the motorway.

## The Taxandria Zone

At the moment, the Taxandria zone is located away from the center and is an unappealing place as a large open (and empty) space.

The large parking lot, a stone's throw away from the city center. An empty space with its back to the Winterdijk. This area is located next to the Winterdijk between the Heulstraat and the municipal office. The site is functional and does not benefit much from the green quality of the Winterdijk. The visitor of the city center parks his car and crosses the bridge to the Winterdijk and reaches the Grotestraat through an alley. A continuous hedge and canal separates the parking lot from the Winterdijk.

The municipal office is located at the head of this zone. A large building that bridges a public address on the Winterdijk and a building that manifests itself on the highway. At present, the Taxandria Zone as a parking lot. The location is easily accessible, has around 350 parking spots, and is close to the city center. A parking lot that is necessary to keep the city center and its amenities accessible.

This area needs improvement, which must be based on understated main principles.



## CONNECTIONS

A better connection, both visually and physically, between the Winterdijk/Grotestraat and the parking lot. Removing the barriers and adding bridges that connect to alleys towards the Grotestraat at the sometime re-establish the continuity of Winterdijk.

## IT IS ONE WHOLE

The zone extends from the edge of the municipal office to the viaduct (by removing the Heulstraat). Treat this area as a whole and design a plan for the whole.

## HOUSING

The number of households in Waalwijk is expected to grow strongly, in the period from 2021 to 2030, the housing demand is estimated at around 2,000 homes. Based on this demand at the Taxandria location addition of 150–250 new homes will be realized.

In addition, the combining housing with other amenities is very important. Programs related to the logistics businesses, cultural programs and mobility and transfer related programs are to be envisioned. Waalwijk municipality aims to create a new urban area with an unique identity which can increase the well-being of people and their environment.

## NEW BUS STATION

Because Waalwijk does not have a train station, a new vision of public transport is necessary. A new mobility system that is adaptive in time and promote the growth of the city and its economy.



Several locations are currently being studied for the realization of a hub for high-quality public transportation. Currently the bus station is located at the Vredesplein.

A central bus station is envisioned as the arrival point for bus passengers in the city, a place that radiates hospitality and urbanity even late in the evening. By choosing to move the bus station to project site, the Taxandria zone will be have to seen as an natural extension of the city center. A development that adds other programs, such as housing, in addition to a bus station. A central bus station "in" the city and not "next to" the city. An important condition for this is a good alternative to existing parking spaces in this location or elsewhere.

### EDGE ALONG THE A59

The Taxandria Zone is very close to the city center and is also easily accessible from the business parks on the north side of the A59.

The business parks on the north side of the A59 are close to, but away from, the center. They are a powerful carrier for the economy of Waalwijk. A better connection, especially for cyclists and pedestrians, between the city center and business parks will allow them to benefit from each other.

The image of Waalwijk along the highway is therefore two-sided: modern business parks on the north side and a sustainable green city center on the south side.

At present, the appearance towards and from the highway is harsh with a lot of emptiness and the parked cars. The area seems to belong to the highway, instead of offering a view of the city center. The new development is to creatively improve the Image of waalwijk from the highway and at the same time propose creative ideas to solve the noise problem for the new development itself.

## De Winterdijk-zone

### WORKING ON CONTINUITY

Driving on the Taxandriaweg, the Winterdijk-zone is hardly a coherent zone. The continuous area between Winterdijk and the highway is cut up into parts that lie next to each other. In some parts, the appearance of the buildings is facing the highway and Winterdijk (Municipal building-Rabobank), in others the buildings face more inward (Heulstraat-Taxandriahof). In general this zone is a combination of homes, business use, parking, and green buffer resulting in a fragmented experience.

There are three sub-projects in the Winterdijk-zone: The Gedempte Haven, The Taxandria-zone, and the former Fire Station. What these locations have in common is that they share the Winterdijk, a surprisingly beautiful rural dike that lies at the back of the Grotestraat.

In the city center, between Tempeliersstraat and Hertog-Janstraat, the profile of the

Winterdijk is green with rows of trees. Buildings are located on the south side of the dike. A combination of front and back sides and annexes creates a varied image. The grain and size of the buildings are small scale with standalone buildings with green or alleyways in between toward the Grotestraat.

Buildings along the north side take more distance from the dike and show themselves as separate buildings or as loose ensembles with housing or business use (mostly offices).

The Winterdijk is interrupted at several places by cross connections such as the Heulstraat, Hertog-Janstraat, and Dijkstraat. Cross connections that break the continuous green route. These are bottlenecks in the continuity of the Winterdijk. This is a shame. With a growing city center with a greater focus on quality, the Winterdijk is an important qualitative route that forms a connection between different parts of the city center. Removing the bottlenecks (cross connections) creates a continuous route that, for example, connects the Gedempte Haven in a qualitative manner to the Raadhuisplein/Market.

Continuing the Winterdijk towards Besoyen on one side and Baardwijk on the other side creates a useful and beautiful continuous connection in the city. The Winterdijk as a continuous green connection between Baardwijk and Besoyen is an important ambition. For the Urban Planning Master Plan, this concerns the section between Dijkstraat and Hertog-Janstraat. These cross connections, including the Heulstraat, are crucial places.

### **Hertog-Janstraat**

The development of the former fire station makes it possible to let the Winterdijk footpath run straight ahead with a zebra crossing over the Hertog Janstraat. This extends the continuous profile of the Winterdijk to the Groenstraat.

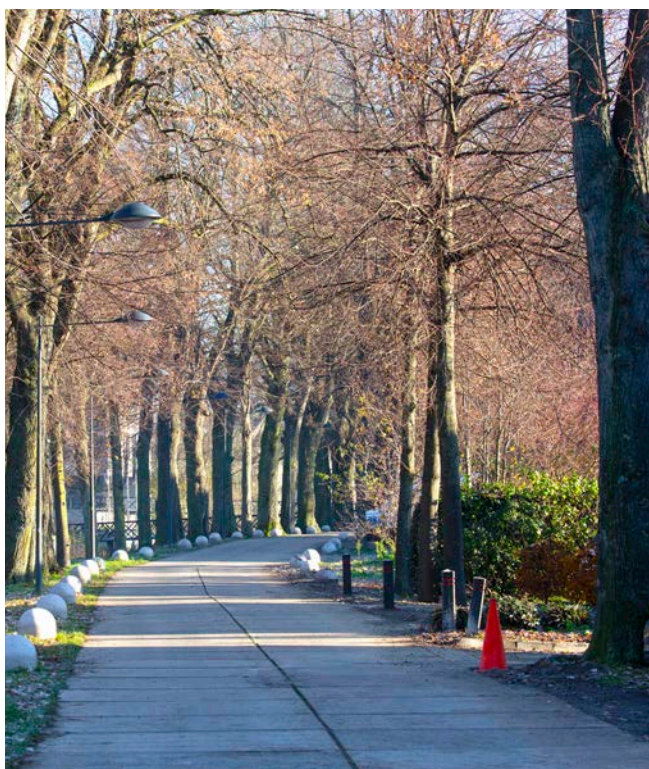
### **Heulstraat**

The vision for project site is crucial in restructuring the traffic flows to and from new transport hub. By removing the Heulstraat, space can be created to continue the Winterdijk towards the Gedempte Haven. Transforming the Emmikhovensestraat viaduct into a viaduct for slow traffic can potentially remove all car traffic. This can make the Winterdijk a continuous and safe route.

### **Dijkstraat and Gedempte Haven**

Around the Gedempte Haven, the Winterdijk narrows, the current road is turned into a path, and the space is used for green and water. The green strip along the water creates a new link between the Taxandria-zone and the city center. The water functions as a buffer between the city center of waalwijk and the Taxand.









Aerial view Taxandriaweg, Waalwijk



Winterdijk



Poststraat



municipality Waalwijk - Winterdijk





View from parking - Municipality Waalwijk



View from A59 - Waalwijkse Haven



A59 - View from Emmikhoven straat

Parking-Taxandriaweg



municipality Waalwijk - Taxandriaweg







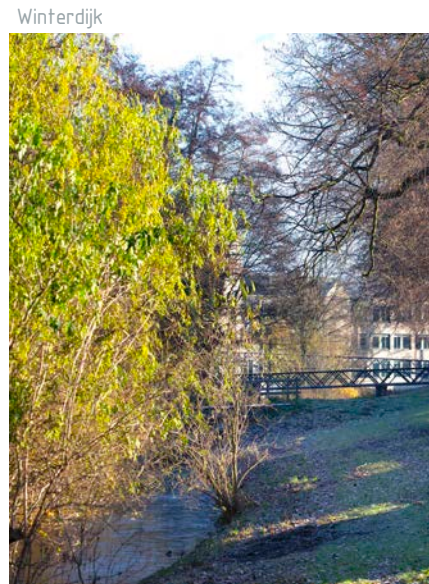
Heulssstraat



Waalwijk Raadhuis plein - Grotestraat



Taxandriaweg, Waalwijk



Winterdijk



From





municipality Waalwijk - Taxandriaweg



Poststraat



municipality Waalwijk towards the city center



Other side of A59

View from A59

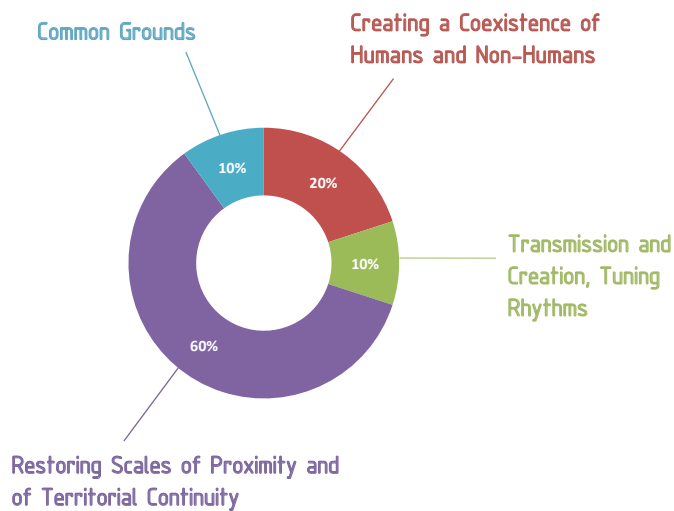




# Waalwijk

## Living Cities

Sub-themes



## Site Family

Think *tabula non-rasa*!

**Location** Taxandriaweg, Waalwijk

**Population** 55,000 inhabitants

**Strategic Site** 19.5 ha

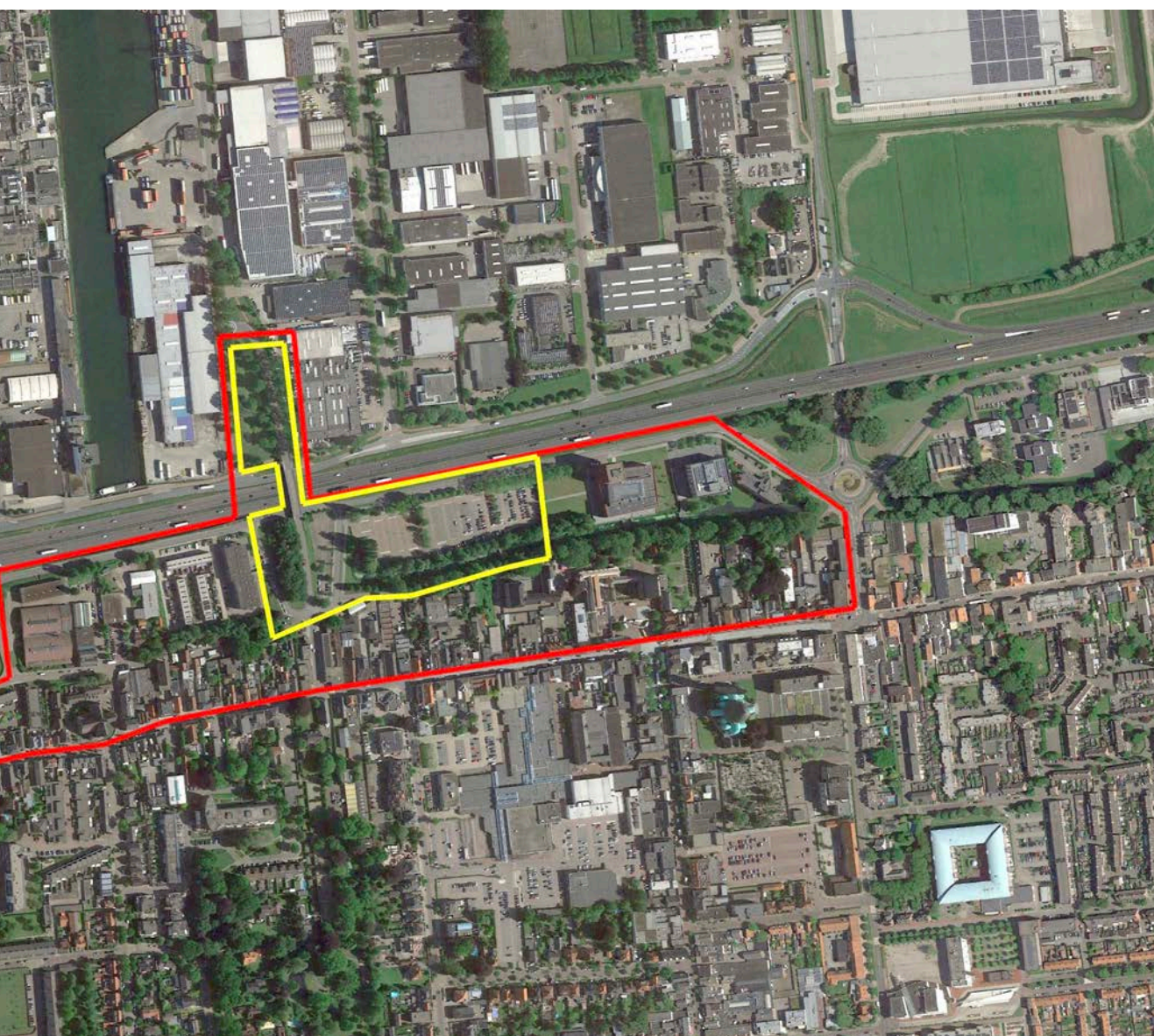
**Project Site** 4.35 ha

**Scale** L/S

**Owner(s) of the Site** mix of public and private ownership







# Living Cities

## The design teams are asked to:

On the Project site, propose a transformation and densification strategy that fosters exchange between local residents and workers in logistics companies by providing space for socializing, co-working, product launches, workshops and so forth.

Propose a mixed-use area with diverse housing types that can accommodate the housing needs of local residents and logistic workers (150 - 200 new homes, 1-bed and 2-bed units).

Integrate a public transport ( $\pm 4$  buses) within the Project area and in addition describe a vision of smart mobility concept for Waalwijk.

Present a phasing out strategy for current parking ( $\pm 350$  cars) located on the site. Ultimately the future parking needs could be located on the northern side of the highway.

The presence of the highway and its associated noise is a challenge that needs to be addressed in the design of the buildings. The highway functions as a mental barrier. How to overcome this?

Within the reflection area, how can the qualities of the existing morphology be enhanced while at the same time find strategies for urban densification and improving the connections?

## Follow-up commission

Follow up design (or research by design) assignment on implementation at the project site (or a site with similar challenges) commissioned by the municipality of Waalwijk and/or private partners.



The challenge is to develop an extension to Waalwijk's city center that fosters programmatic synergies and integrates a new mobility perspective moving away from car dependency, also intensifying the use of existing areas and building upon town's historical morphology while introducing new housing typologies.

An abstract graphic at the bottom of the page consisting of numerous overlapping, thin, light-gray circles of varying sizes. Overlaid on this pattern is the word "Waalwijk" in a large, white, stylized, outlined font. The circles create a sense of depth and movement, resembling a complex web or a series of orbits.

Waalwijk

# Living Cities

## RECOMMENDED READS



# Relevant policy documents

Most of the documents provided here under are in Dutch language, please do use online translation services to help you understand the content. We excuse any inconvenience caused.

\*\*\* We highly recommend to study the under listed documents for comprehensive understand of the competition location.

## **Verstedelijkingsstrategie SRBT dd 20 mei 2022 tbv bestuurlijke consultatie (Concept PDF, Dutch only)**

Input for this draft is among others formed by the perspective study, the dashboard results, the draft urbanization strategy Brabant, directors meetings and administrative meetings SRBT. Core team, design team SRBT and the RIA together have inventoried ambitions, tasks and projects.

## **VISIE WAALWIJK – Strategische visie Waalwijk 2025 (PDF, Dutch only)**

The municipality of Waalwijk is an urban hub that, with its strong economic function and distinctive cores and surroundings, is a vital link in the regional networks of De Langstraat and Midden Brabant. This document describes the strategic vision for Waalwijk 2025.

## **VISIE WAALWIJK – Structuurvisie Waalwijk (PDF, Dutch)**

The aim of this structural vision is to formulate a coherent spatial policy in outline that reflects the ambitions for 2035 and develops a vision for 2025.

With the structural vision we indicate how Waalwijk contributes to the ambitions of the region as a vital link. At the same time, we show how Waalwijk distinguishes itself within the region with its local qualities.

## **VISIE CENTRUM RUIMTELIJK – Waalwijk stadscentrum – Stedenbouwkundig Masterplan (PDF, Dutch only)**

The Urban Development Master Plan aims to visualize the urban development of the city centre of Waalwijk. Based on this, management can be given to ongoing projects and initiatives to be developed in the future. The Centre Vision from 2017 provides the basis for this urban development vision. It provides answers to the questions of where densification can take place, where greenery can be added and where accessibility can be improved.

## **Centrumvisie Waalwijk 2017 (PDF, Dutch only)**

Centrumvisie document describes The centre which hosts great diversity of facilities such as shops for groceries, fashion shops, catering, cultural and social functions. The document also describes the economic, cultural and social ambitions.

## **Addendum centrumvisie Waalwijk – Afbakening Kernwinkelscircuit Stationsstraat (PDF, Dutch only)**

## **Visie – Over de dijk – def concept (PDF, Dutch)**

This document describes the character of the winterdijk. \* This is a older document, some of the proposed ideas are being reconsider.

## **MOBILITEIT – Mobiliteitsvisie Waalwijk 2030 (PDF, Dutch)**

## **PLAN IN PROJECTGEBIED– Stadsentree Waalwijk**

## **PLAN IN STUDIEGEBIED– stedenbouwkundig plan Gedempte Haven (PDF, Dutch only)**

## **Stedelijke Regio Breda Tilburg – Informatieavond 2022 (YouTube)**

[https://www.youtube.com/watch?v=OI\\_mZrxjKIQ](https://www.youtube.com/watch?v=OI_mZrxjKIQ)

## **WrapUp Ontwerpteam SRBT 2022 (YouTube)**

<https://www.youtube.com/watch?v=BHMLnLMvUEs>

## **2D/3D dataset information**

<https://3dbag.nl/en/>

<https://kaart.edugis.nl>

<https://3d.kadaster.nl/basisvoorziening-3d/>

<https://3dbag.nl/en/viewer>

<https://parallel.co.uk/netherlands/#10.94/51.6219/4.8751/-1.6>

## Read more about European 17

- weblink: <https://www.euopan-europe.eu/en/session/euopan-16/minisite/euopan-17/calendar>
- Other sites in Stedelijke Regio Breda Tilburg (NL) and in europe
- Fully detailed competition Rules for European 17
- European 17 calendar
- the theme Living Cities – Reimagining Architectures by Caring for Inhabited milieus
- 4 lectures on several aspects of the theme



# Waalwijk

# Living Cities

## PRACTICAL INFORMATION

Facts and Rules

The jury

Organization



# Facts and Rules

## Competition Rules

For full competition rules and other information please visit:

<https://www.europan-europe.eu/en/session/europan-16/minisite/europan-17/calendar>

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## Participate / Register

For registration and other information please visit:

<https://www.europan-europe.eu/en/session/europan-16/minisite/europan-17/calendar>

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## Site representative / Actor(s) involved

Municipality of Waalwijk

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## Team representative

architect and/or urban planner

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## Expected skills with regards to the site's issues and characteristics

Architectural, Urban Design, Landscape Design

---

## Communication

Anonymous publication online after the 2st jury round

Publication in book and potential exhibition after the competition

---

## Jury - 1st evaluation

With the participation of the site representative

---

## Jury - prize selection

Ranked selection: with Winner (€ 12,000), Runner-up (€ 6,000) and Special Mention (no financial reward) \* more extended rules on Europan Europe website

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## Post-competition intermediate procedure

Meeting to present the rewarded teams to the site representatives

Possible workshop on site with the rewarded teams – winner(s), runner(s)-up, special mention(s)

---

## Commission given to the selected team(s) for the implementation

Follow up design (or research by design) assignment on implementation may be given at the project site (or a site with similar characteristics) commissioned by the municipality and/or private partners

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Europan 17

# Living Cities

THE JURY



# The Jury

\* Jury substitutes

---

**Bart van der Vossen (NL)**

Directeur Ruimte at Gemeente Utrecht (Utrecht, NL)

**Don Murphy (NL)**

Architect, Founder VMX Architects (Amsterdam, NL)

**François Chas (FR)**

Architect, Associate at NP2F (Paris, FR)

**Johan de Wachter (NL/BE)**

Architect / Owner at JDWA (NL) / Founding partner at 2DVW (BE) (Rotterdam, NL)

**Marieke Kums (NL)**

Architect, Studio MAKS (Rotterdam, NL)

**Pieter Veenstra (NL)**

Landscape architect, Owner at Lola landscape architects (Rotterdam, NL)

**Huub Kloosterman (NL)**

Founder Urban Xchange, co-founder The Dutch Mountains (Eindhoven NL)

**Martin Sobota (DE)**

Architect, Founding Partner CITYFÖRSTER (DE/NL)

**Stephanie Bru (FR)**

Principal at BRUTHER / Stéphanie Bru & AlexandreTheriot (Paris, FR)

\* **Oliver Thill (NL)**

Owner of Atelier Kempe Thill architects and planners (NL)

\* **Tania Concko (NL)**

Founding Director at TCAU / Tania Concko Architects

---

## Technical committee

Is tasked to advise the jury on the contextual sensitivity and the feasibility of the competition proposals. After judging the technical committee will select from its body an implementation committee that will advise on the successful implementation of European 17 proposals in all sites for SRBT.

The technical committee is composed of: two European NL board members; two launching partner representatives; a private partner representative for each committed party; one site specific stakeholder representative per site; both jury substitutes (unless tasked to act as an active jury member).

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European 17

# Living Cities

ORGANIZATION



# Project coordination

**Madir Shah**

Director, European NL / E17 Project leader

**Peter van Schie**

Head urbanist, department of urban development, City of Breda

**Marco Visser**

Senior urbanist, department of urban development, City of Tilburg

**Christina Rademacher**

Projectleider, Gemeente Tilburg, afdeling Ruimte

---

# Pre-competition working group

**Waalwijk**

Sander Boon

**Kenniskwartier**

Edwin van Renterghem,

't Zoet, Breda

Onno van der Heijden, Patrick van 't Loo

**Groenwoud**

Bram van Duuren, Jasper van der Wal, Stein van Brunschot

**Schorsmolen**

Fien Gooskens, Walter van Beers

**Etten-Leur**

Peter Paul Stoof

---

# European NL

**André Kempe**

Architect / Urban Designer / Co-founder / Director at Atelier Kempe Thill

**Jonathan Woodroffe**

Architect / Urban Designer / Co-founder / Director at Studio Woodroffepapa

**Sabine Lebesque**

architectuurhistoricus / Grond en Ontwikkeling, Gemeente Amsterdam

**Madir Shah**

Architect / Urban Designer / Co-founder / Director at URBANOFFICE Architects

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European 17

# Living Cities



## Competition brief European 17

Published on, March 2023 The Netherlands

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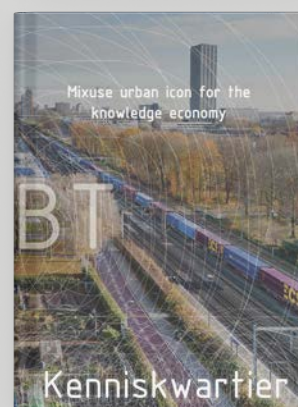
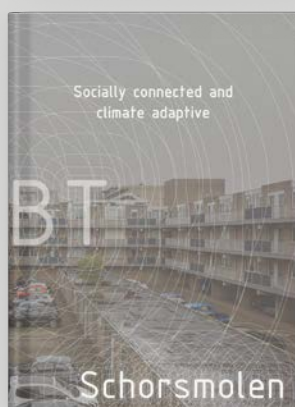
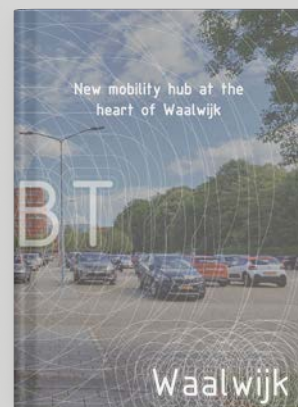




Dear European competitors,

European NL and the Urban Region Breda Tilburg are proud to announce six locations in the region for European 17. These sites have been and designated as "prototypical development sites" due to their unique characteristics. We are confident that these sites will provide a challenging and exciting context for the competition.

The municipalities of Breda, Tilburg, Etten-Leur and Waalwijk believe that these locations hold tremendous potential for innovative and impactful design solutions.



European 17



# Living Cities

SR

SRBT

Etten-Leur

Kenniskwartier

Waalwijk

Groenewoud

't Zoet Breda

Schorsmolen

EUROPAN 17