

THE **PRODUCTIVE CITY**

MADE POSSIBLE BY:

JUXTA / POSITIONSTM



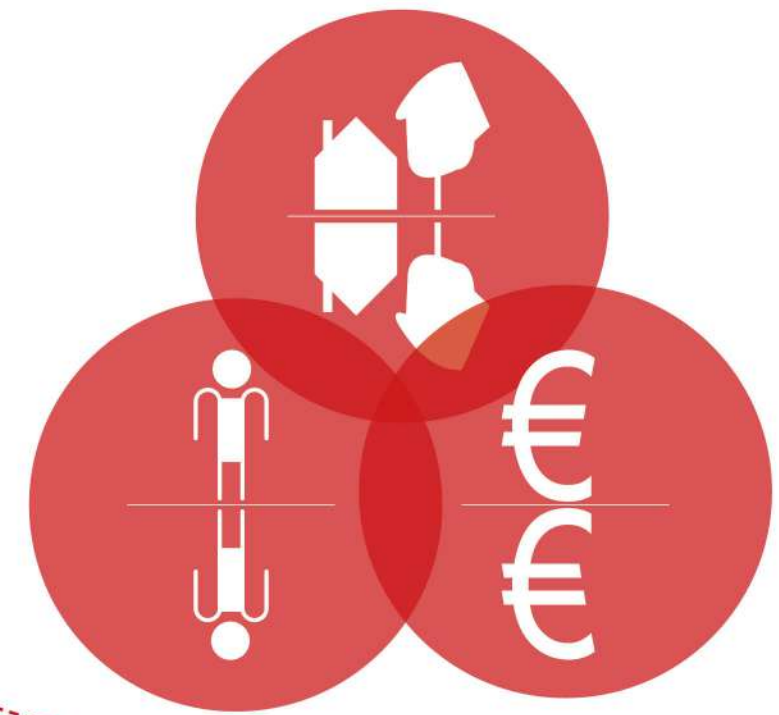
INNOVATION STAGNATES

INEQUALITY BOOMS

NATURE MARGINALIZED



**PRODUCE
A DIFFERENT
CITY**



SPATIAL

SUSTAINABLE CONTRASTS
PROGRAM / NATURE

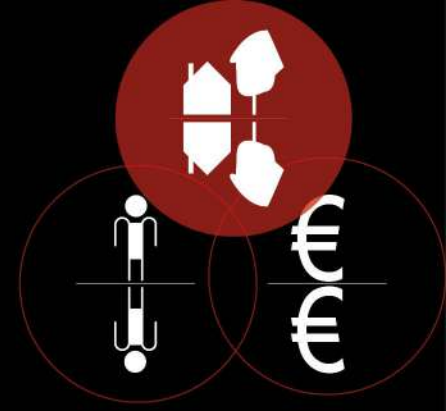
JUXTAPOSITIONS

SOCIAL

OVERLAPPING CONTRASTING NETWORKS
CULTURES / BACKGROUNDS / LIFESTYLES

FINANCIAL

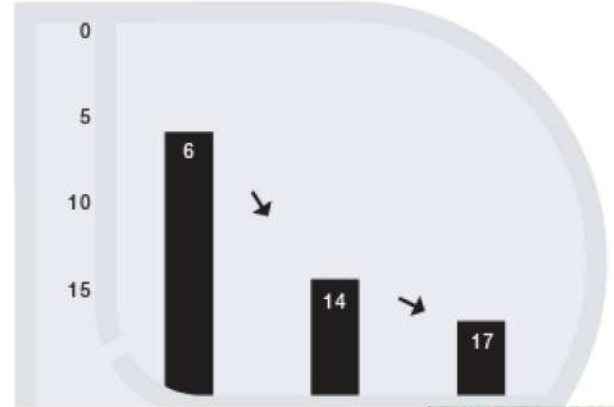
OVERLAPPING CONTRASTING NETWORKS
CREATIVE / PRODUCTIVE / EDUCATIVE / CONSUMPTIVE



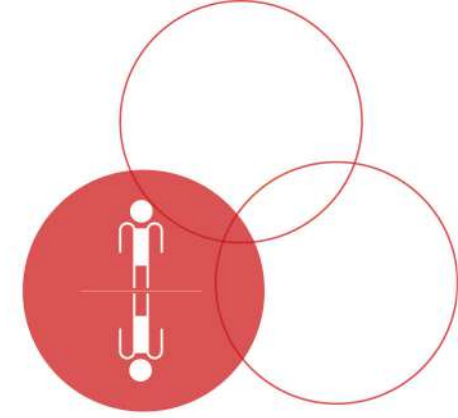
HOW

MIXING OF PROGRAM

Positie van Nederland op innovatie subindex
(World Economic Forum)

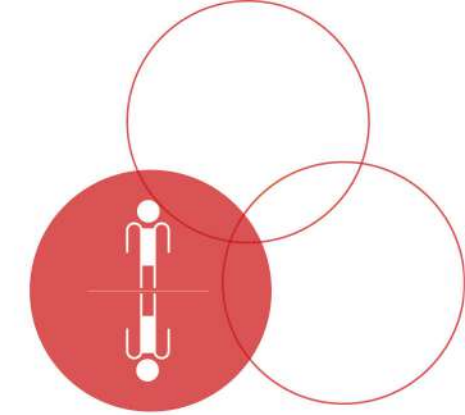


Door een verslechterde concurrentiepositie blijft de economische groei in Nederland achter bij de rest van Europa. Het Hoofdlijnenakkoord zegt daarover: 'De kern van dit probleem wordt gevormd door te weinig innovatief vermogen'

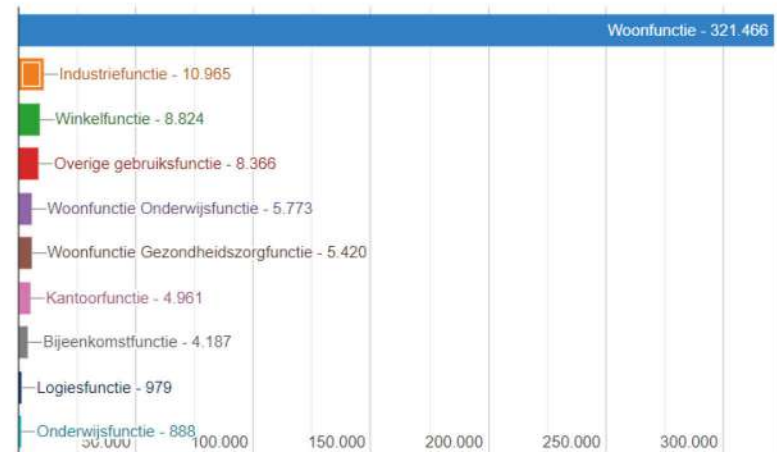
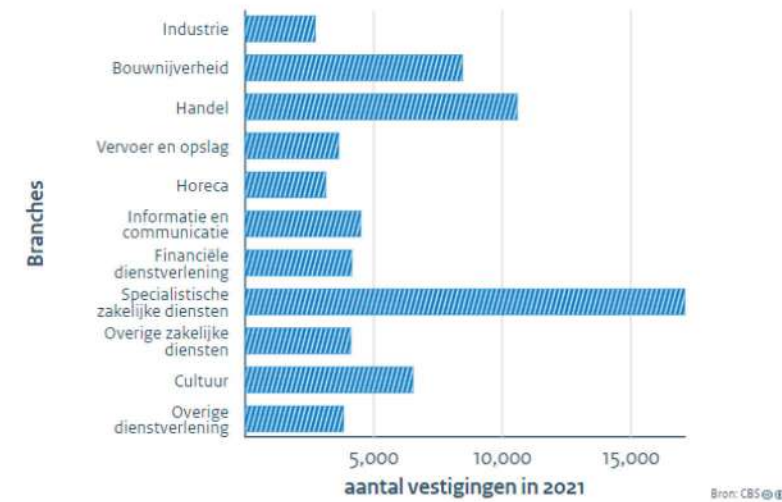


(PROGRAMMATIC) SEGREGATION

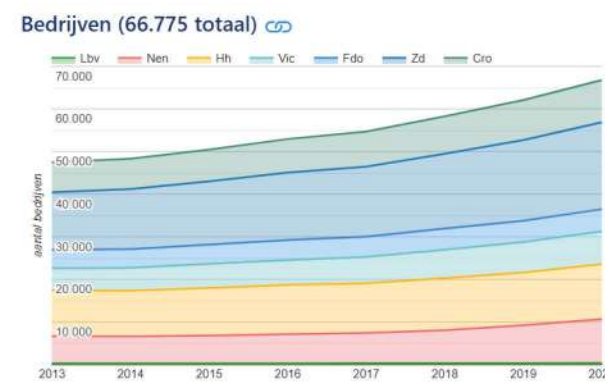
ALLOW FOR HIGHLY DIVERSE PROGRAMMING



- Voedingmiddelen
- Hout en meubels
- Aardolie en chemie
- Machines en apparaten
- Overige goederen
- Textiel en kleding
- Papier en karton
- Metaal, rubber, kunststof
- Auto's en transportmiddelen



Aantal verblijfsobjecten per gebruiksdoel voor de 10 meest voorkomende gebruiksdoelen voor de gemeente Rotterdam. Op basis van de gegevens uit de BAG van 11 januari 2022.



Gemeente Rotterdam telt in totaal 66.775 bedrijfsvestigingen. De 'gestapelde lijn grafiek' toont het aantal bedrijven voor elk van de volgende 7 sectoren: Lbv: Landbouw, Bosbouw en Visserij, Nen: Nijverheid en Energie, Hh: Handel en Horeca, Vic: Vervoer Informatie en Communicatie, Fdo: Financiële Diensten en OnroerendGoed, Zd: Zakelijke dienstverlening, Cro: Cultuur Recreatie en Overige Diensten.

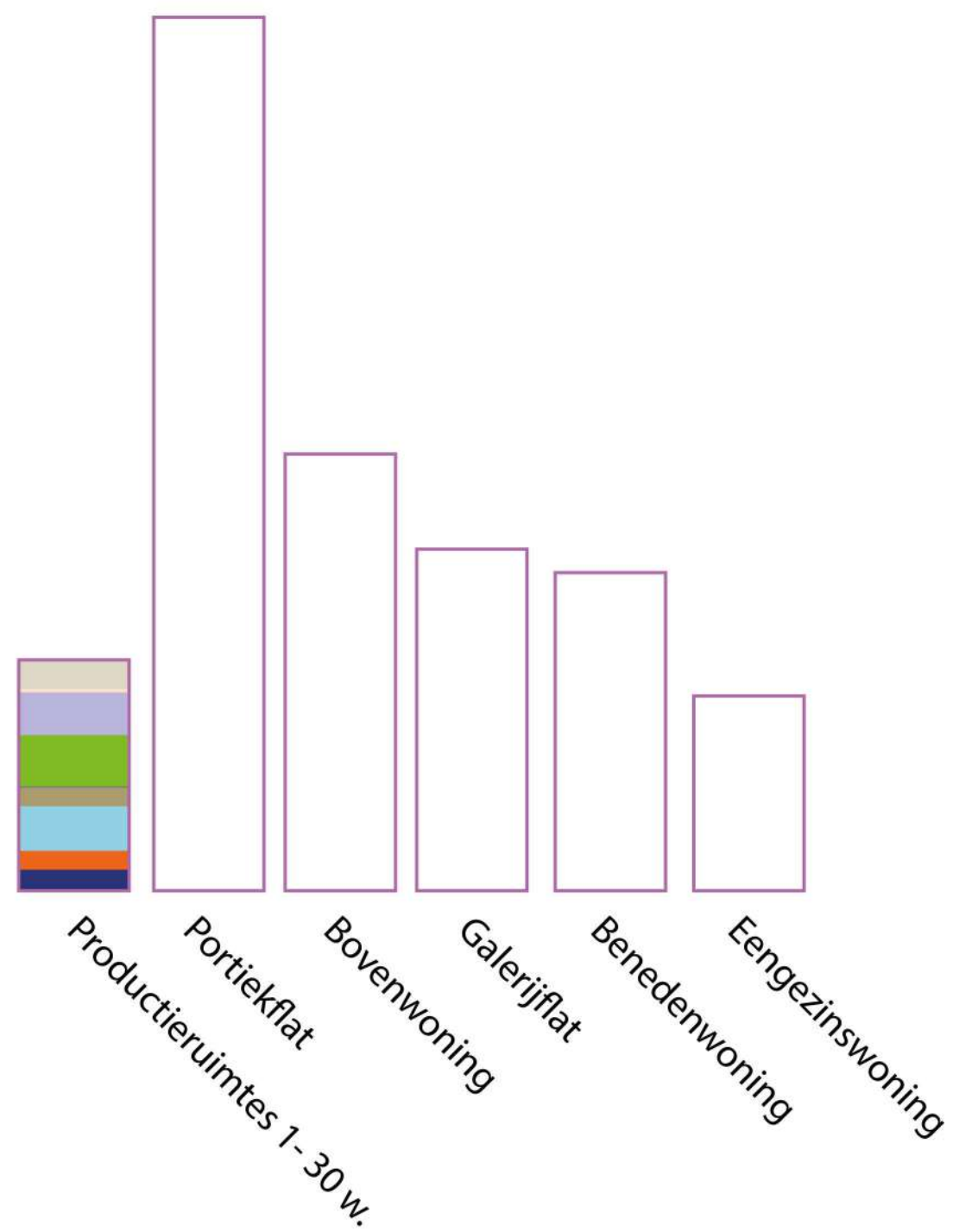
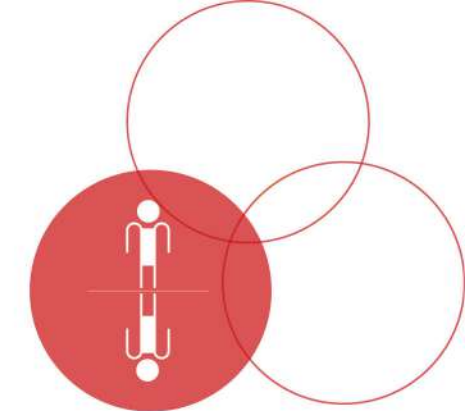
KVK-sector	2018*	2019*	Groei %
Bouw	1.143	1.342	17%
Cultuur, sport en recreatie	457	489	7%
Detailhandel	526	808	54%
Energie, water en milieu	42	38	-10%
Financiële instellingen	16	15	-6%
Gezondheid	849	969	14%
Groothandel	217	200	-8%
Horeca	203	271	33%
ICT en media	335	365	9%
Industrie	218	255	17%
Land- en tuinbouw	40	46	15%
Logistiek	456	396	-13%
Overig	415	470	13%
Persoonlijke dienstverlening	258	277	7%
Zakelijke diensten	1.929	2.131	10%
Eindtotaal	7.104	8.072	14%

*Eerste 3 kwartalen van het jaar. Bron: KVK, Handelsregister

Maar per saldo stijgt het aantal zelfstandigen zonder personeel in Rotterdam flink. Deze trend is al langer aan de gang. Het aantal zzp'ers per 1000 inwoners is tussen 2015 en 2019 met 37% gestegen, van 63 naar 86. In Nederland is in dezelfde periode een stijging van 62 naar 76 zzp'ers per 1000 inwoners zichtbaar, een stijging van 23%. In totaal betekent dit dat er sinds 2015 ongeveer 15.800 zzp'ers zijn bij gekomen in Rotterdam.

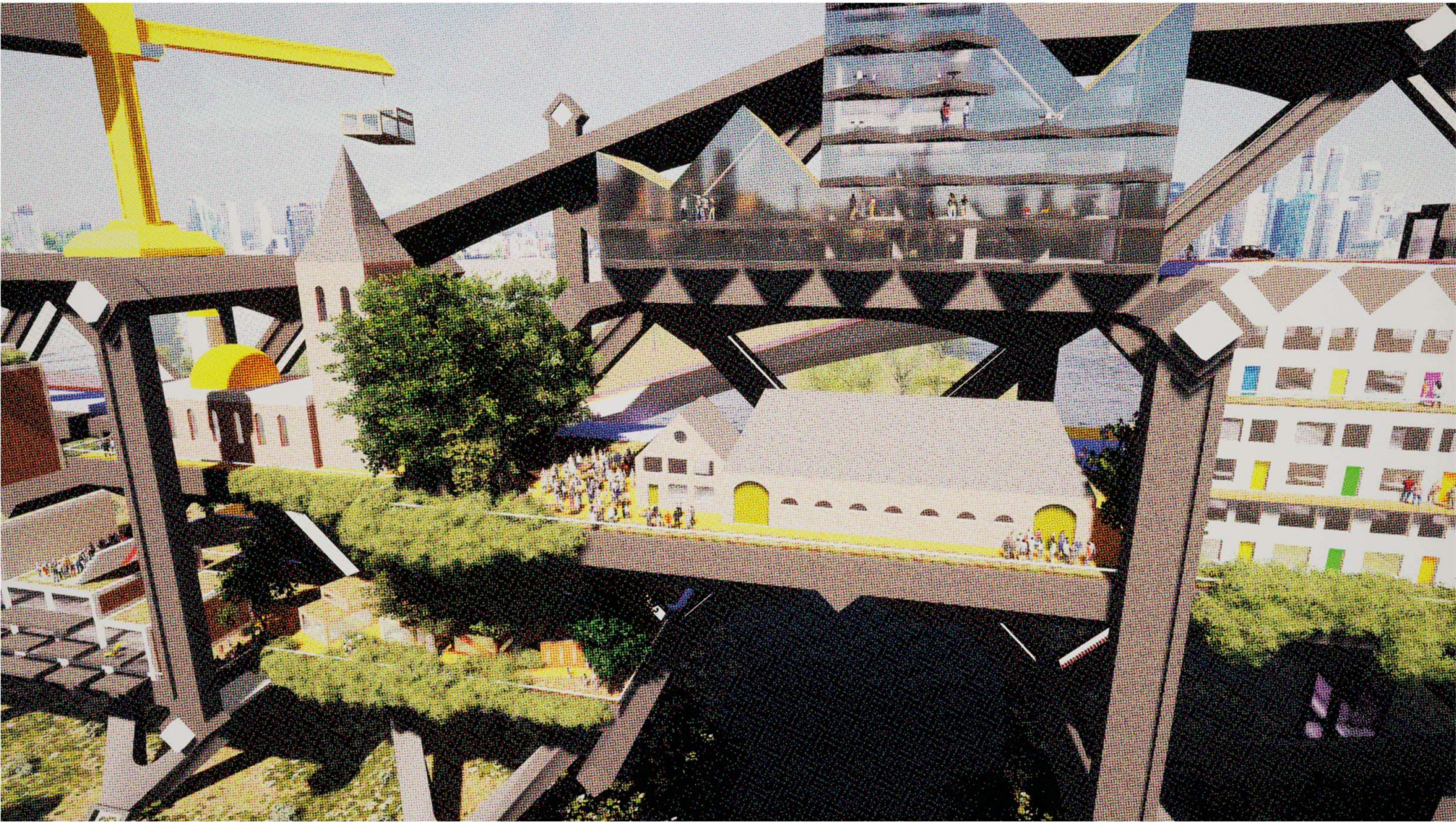
= totaal 68.725 companies in Rotterdam. 655.473 inhabitants - **10.68% of all Rotterdam addresses is registered as company, 4.31% is to be associated with production- and makers places for 1-30 employees.**

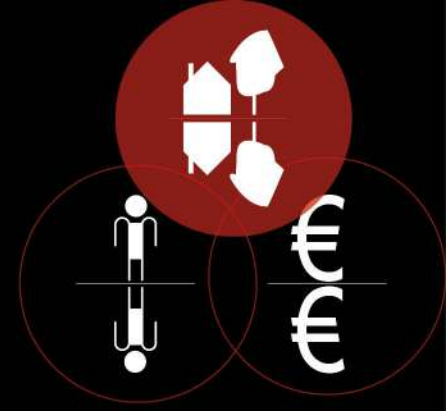
1 in 17 jobs is associated with industry and productive jobs



- Voedingsmiddelen
- Hout en meubels
- Aardolie en chemie
- Machines en apparaten
- Overige goederen

- Textiel en kleding
- Papier en karton
- Metaal, rubber, kunststof
- Auto's en transportmiddelen



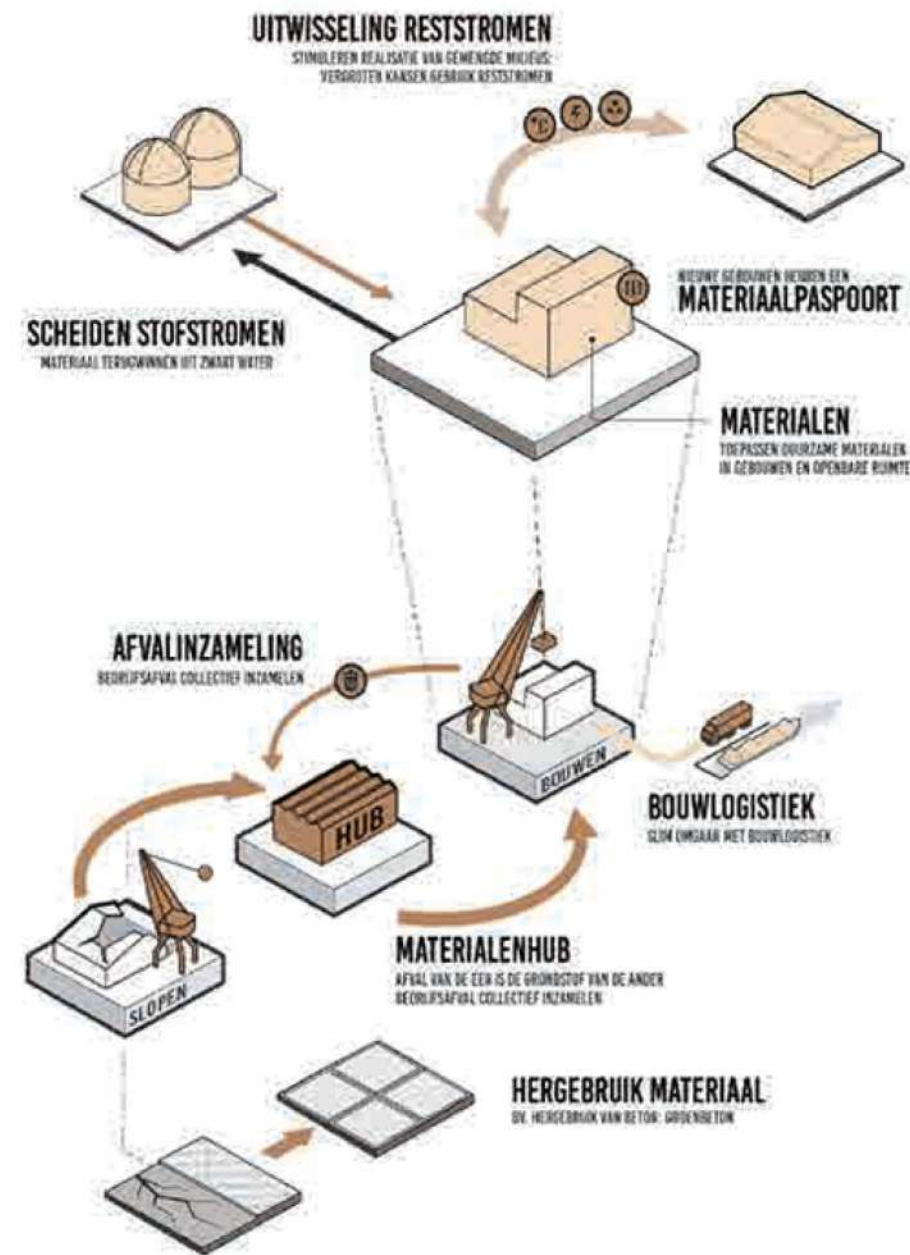
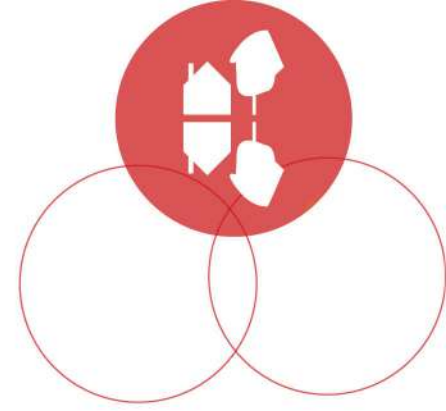


SUSTAINABILITY

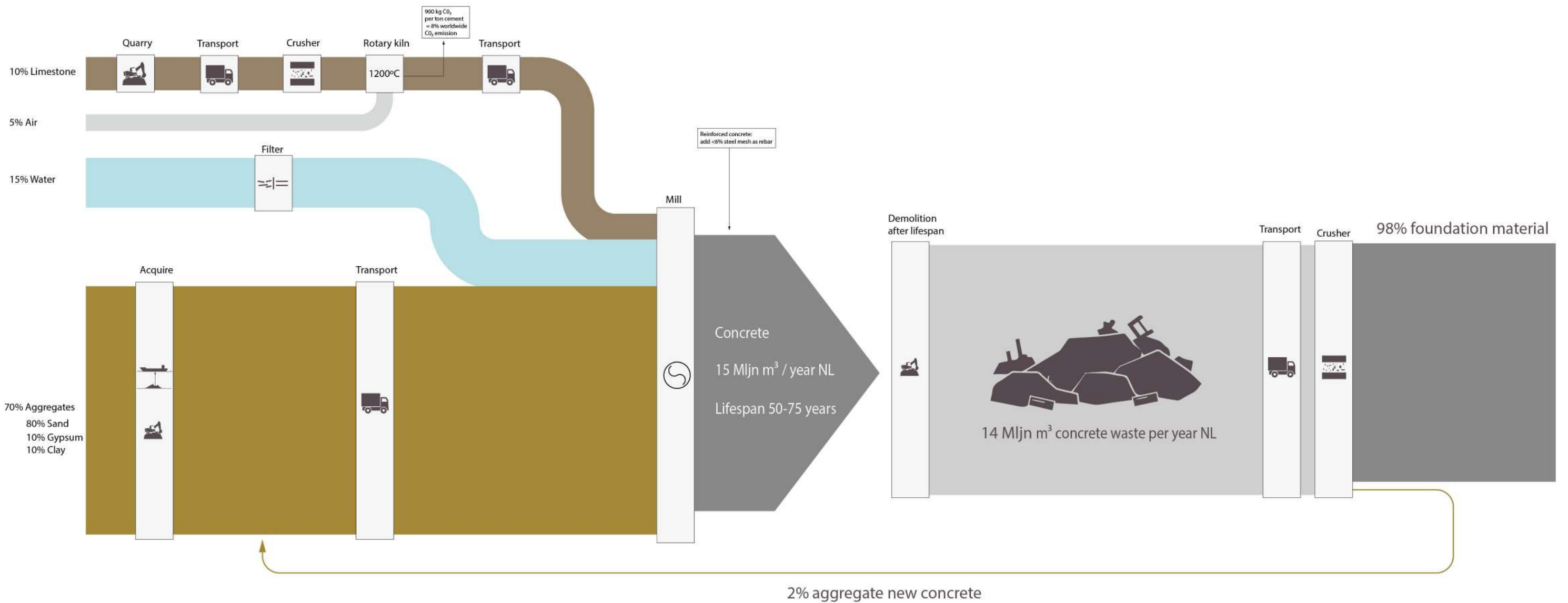
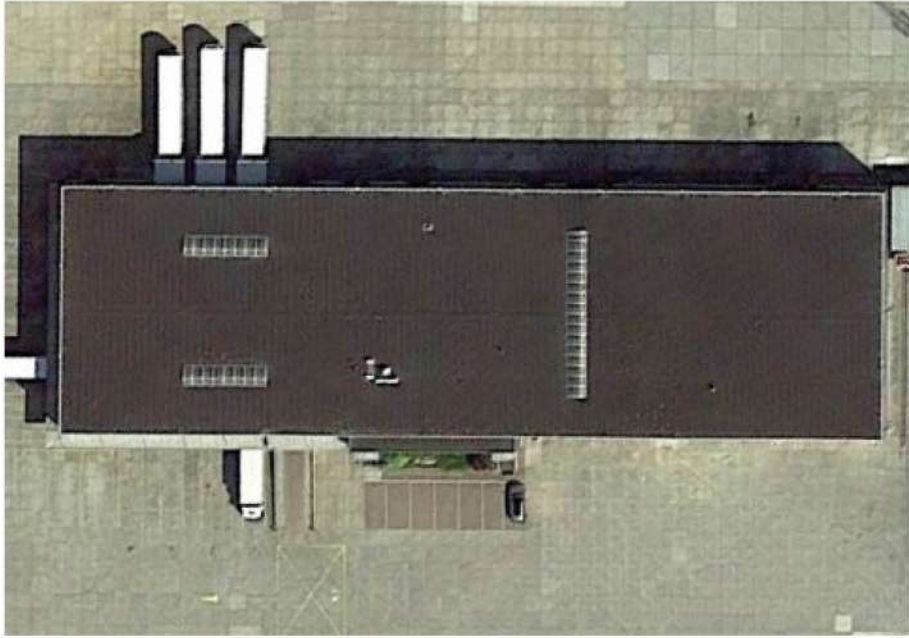
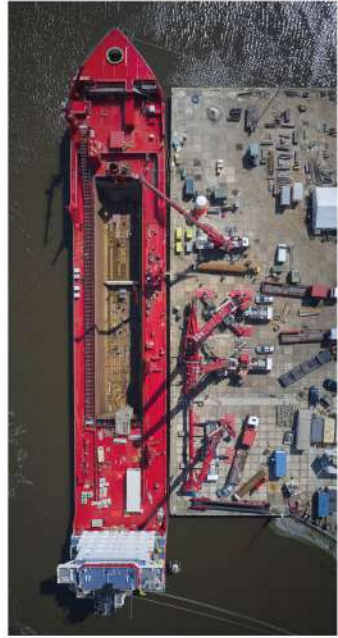
SUSTAINABLE MATERIALITY

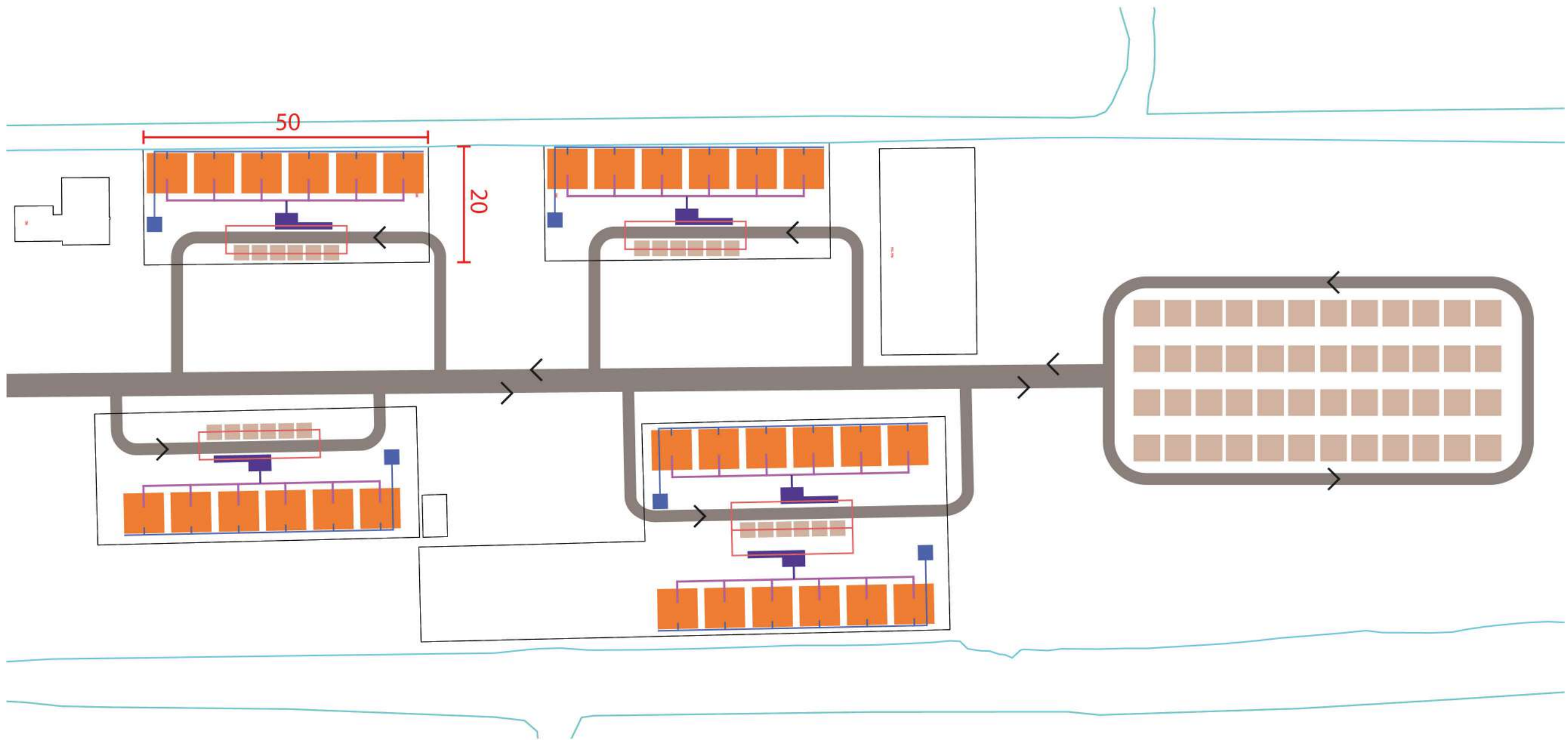
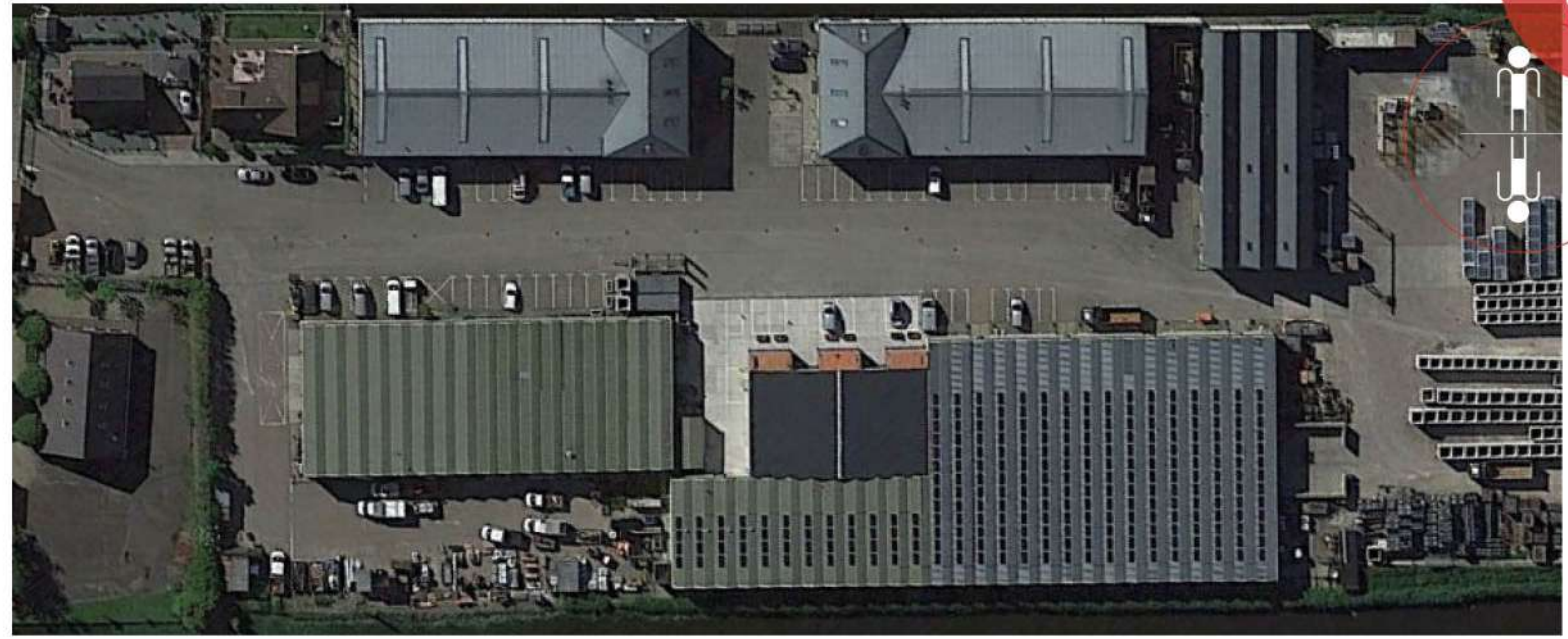
SUSTAINABLE TYPOLOGY

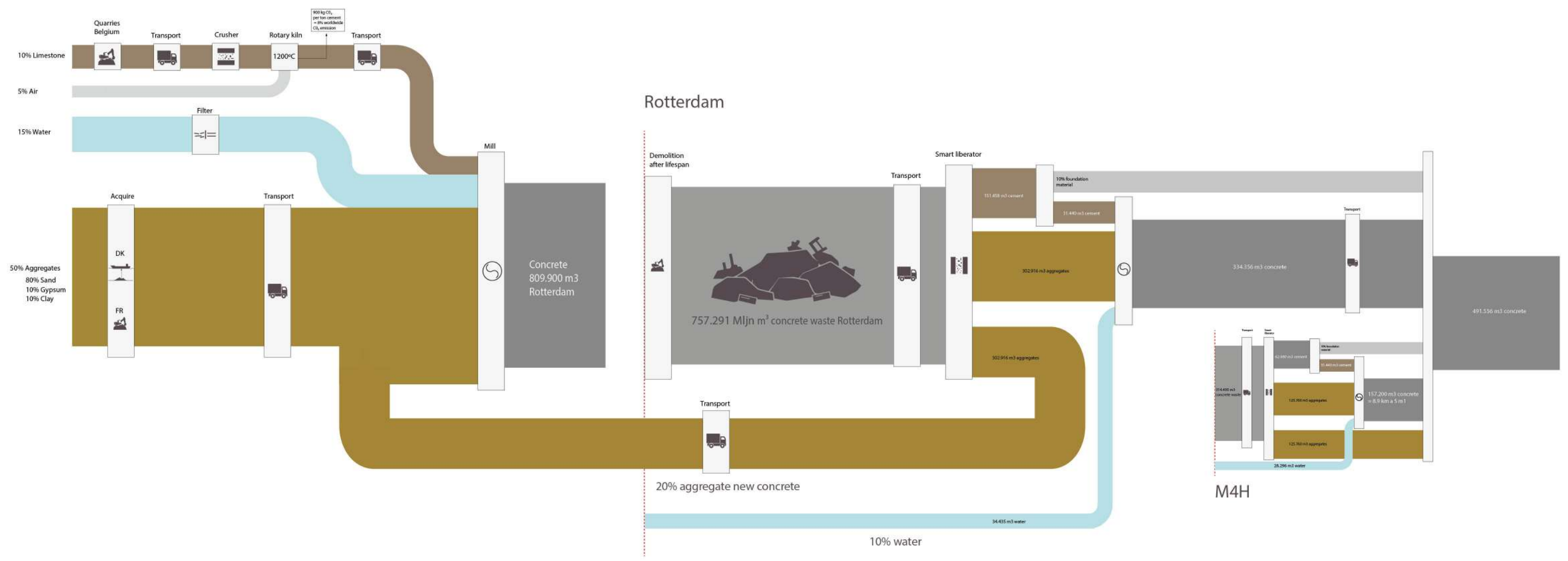
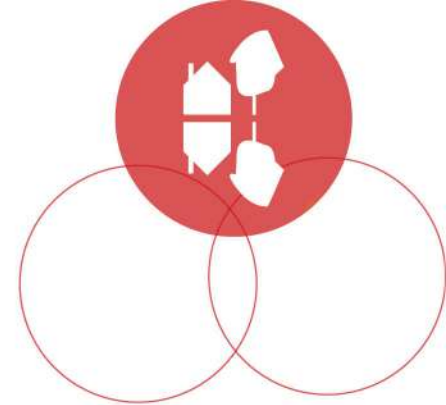
SUSTAINABLE CONTEXT

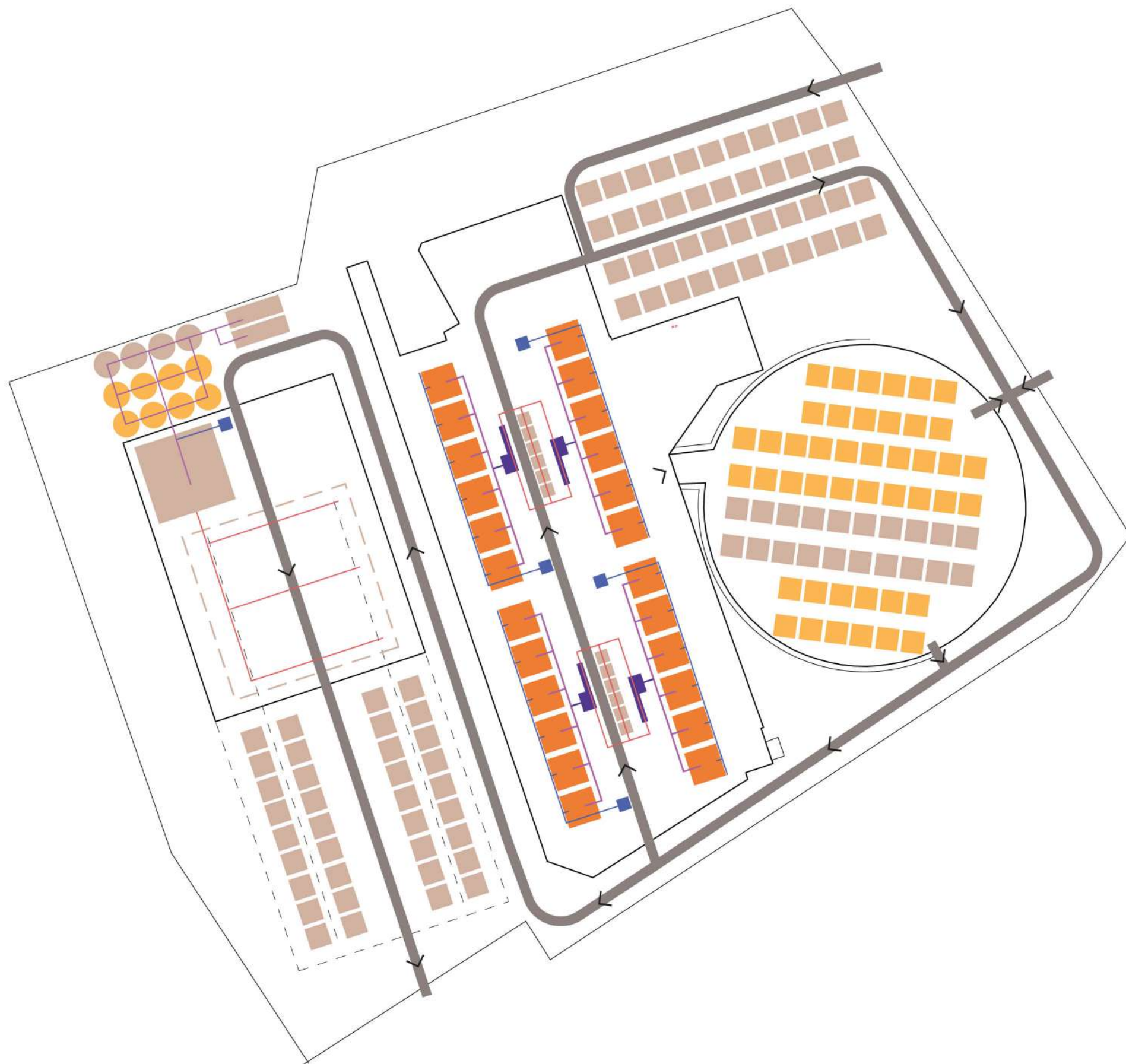
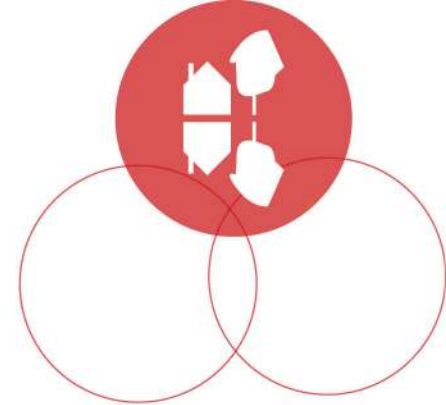


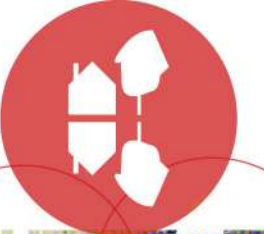
If payback period is longer than 25 years, the building will be demolished





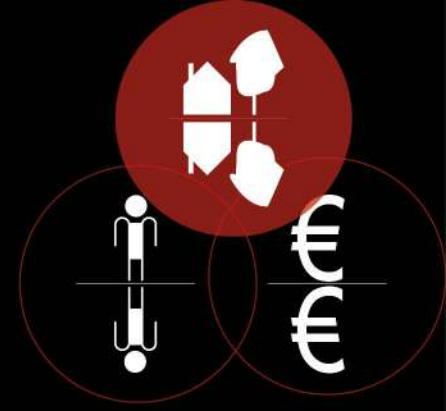






! 100%

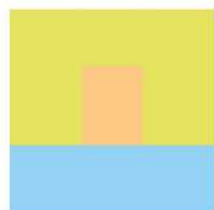
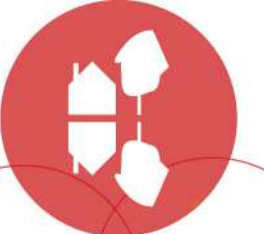


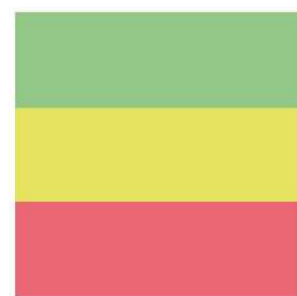
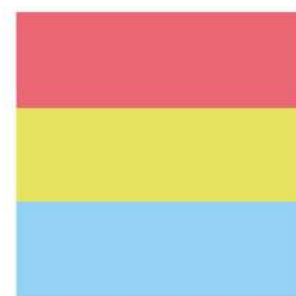
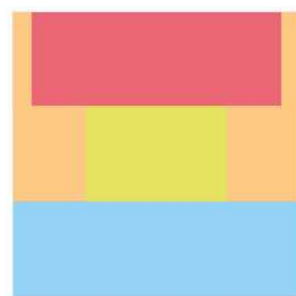
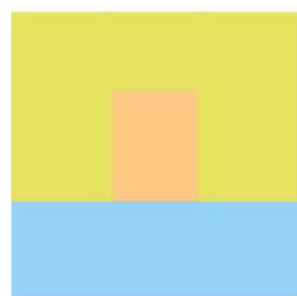
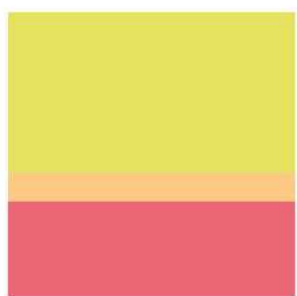
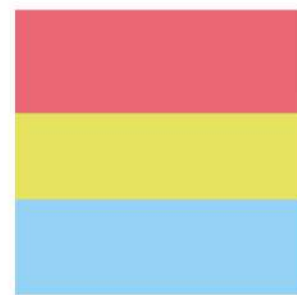
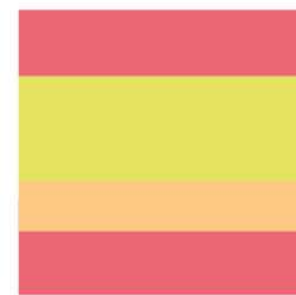
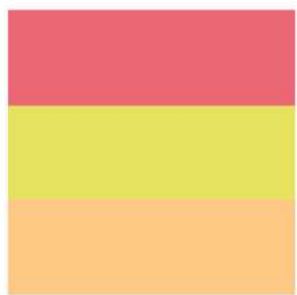
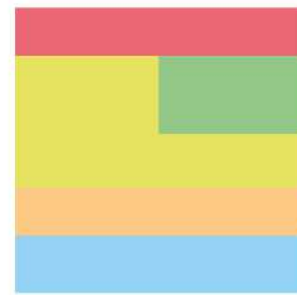
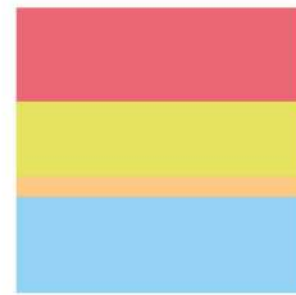
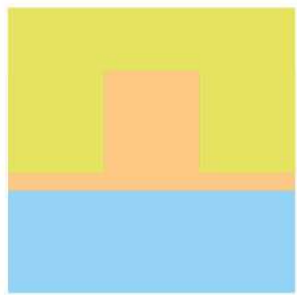
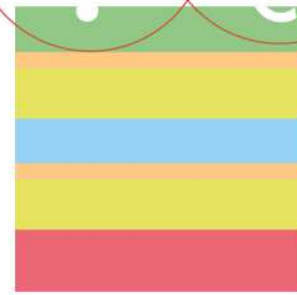
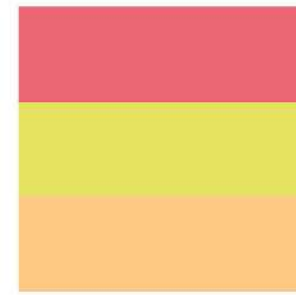
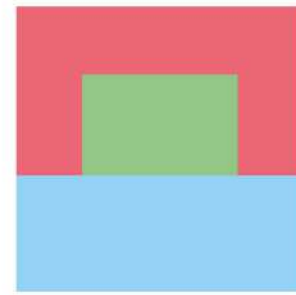
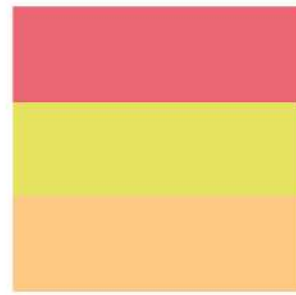
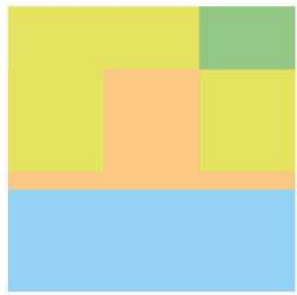
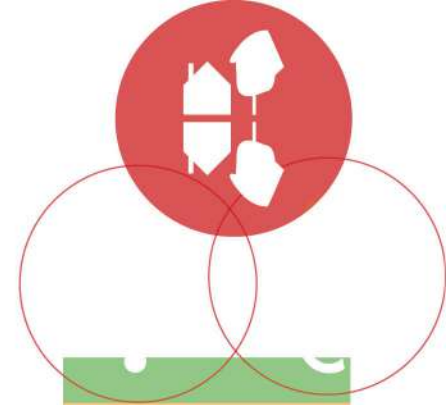


SUSTAINABLE JUXTAPOSED TYPOLOGY

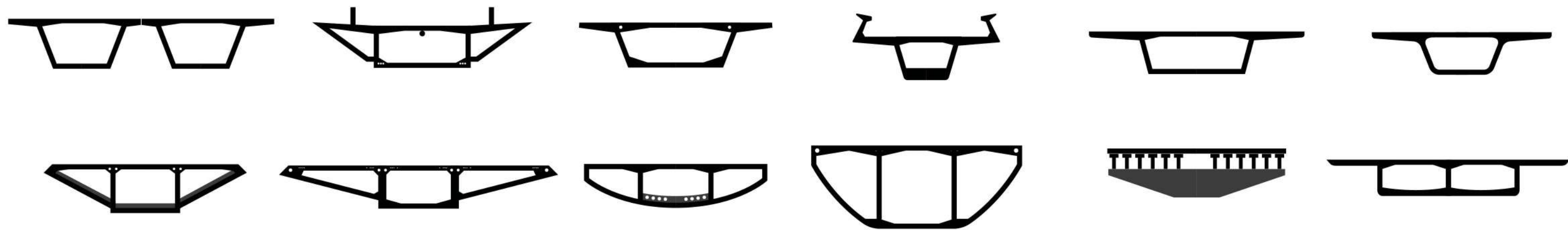
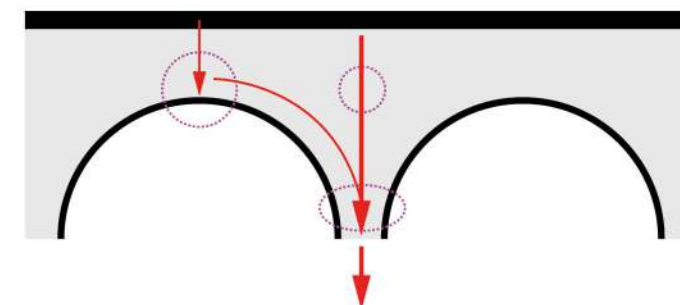
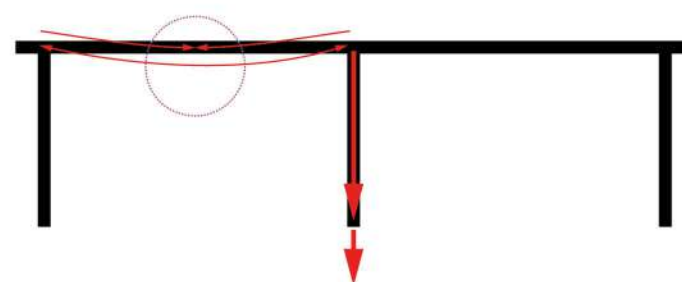
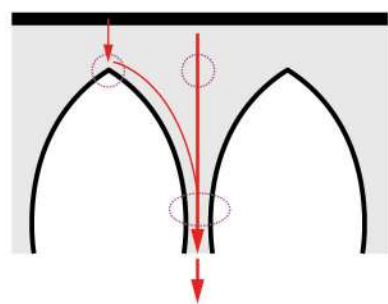
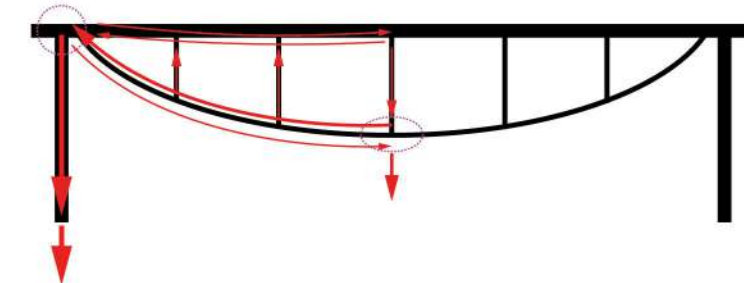
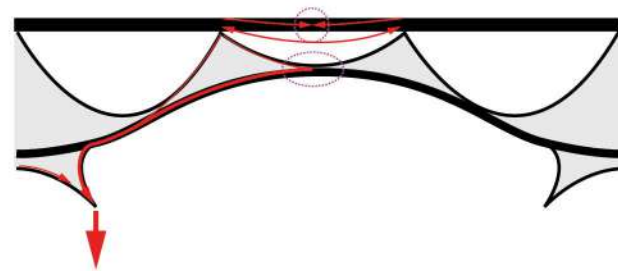
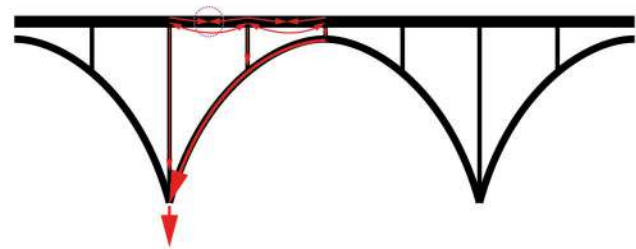
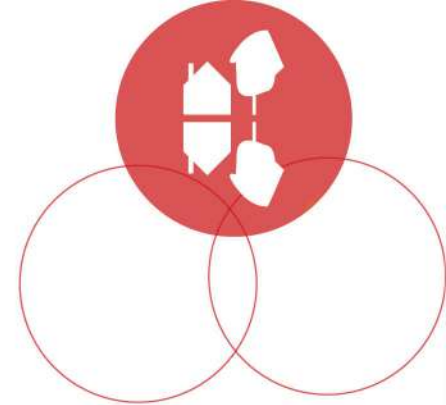
RIGID GRID ALLOWS FOR FLEXIBLE USAGE

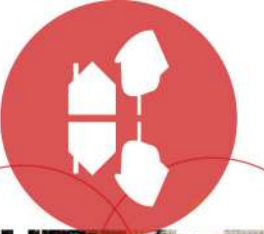
SUSTAINABLE JUXTAPOSED TYPOLOGY - RIGID GRID, FLEXIBLE GRID

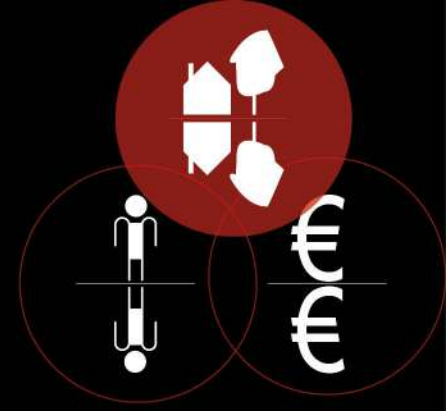




SUSTAINABLE CONSTRUCTIVE TYPOLOGY - RIGID GRID ALLOWS FOR FLEXIBLE GRID

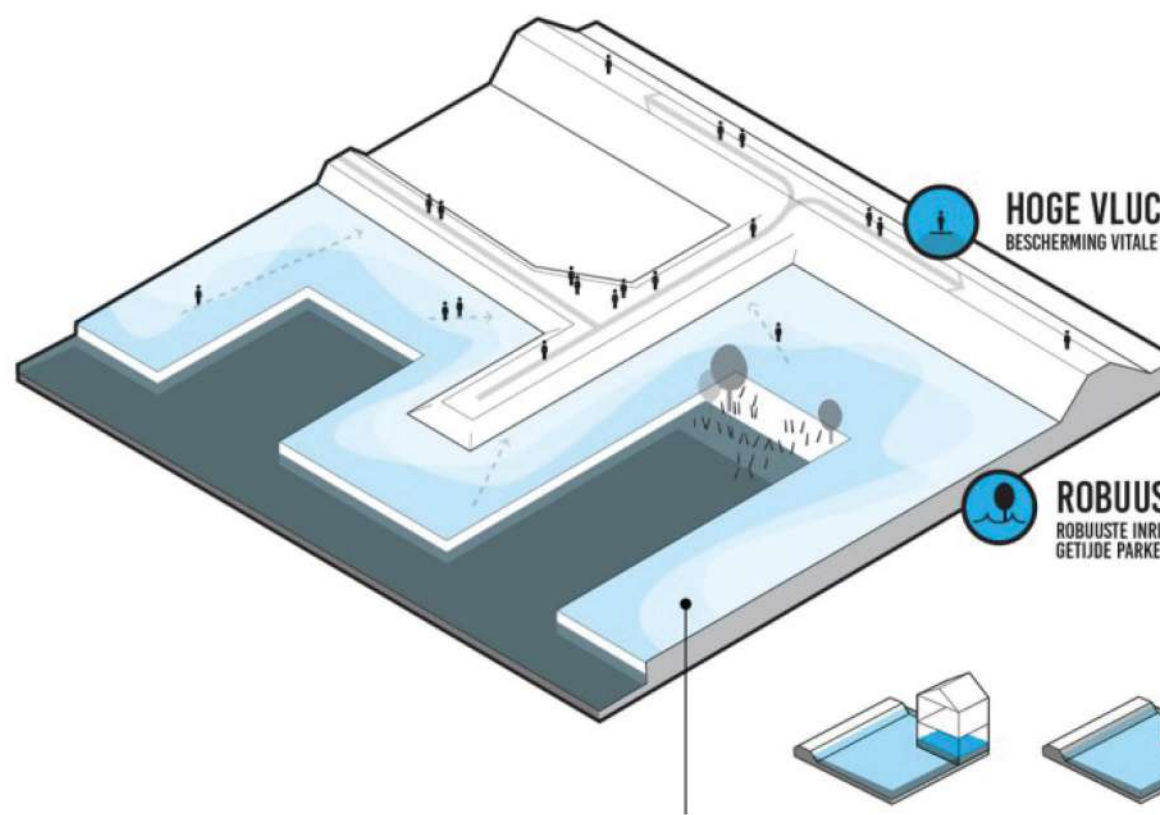
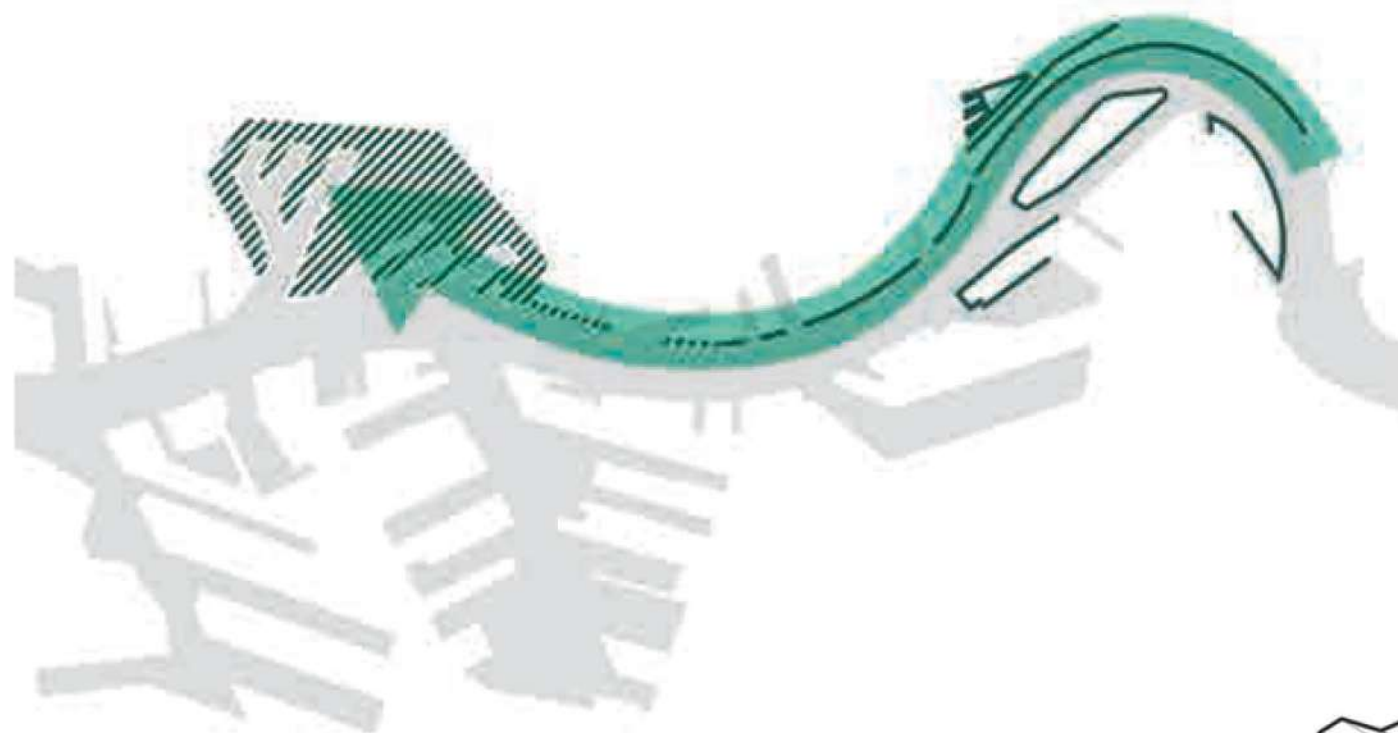
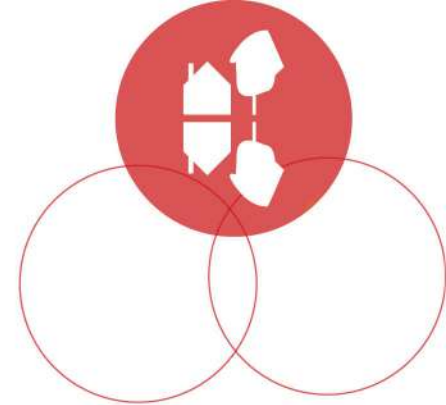






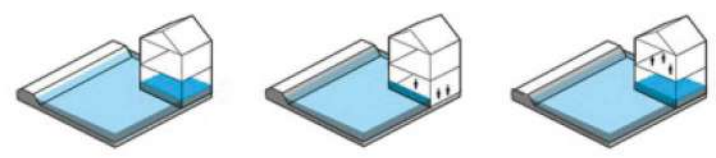
SUSTAINABLE CONTEXT

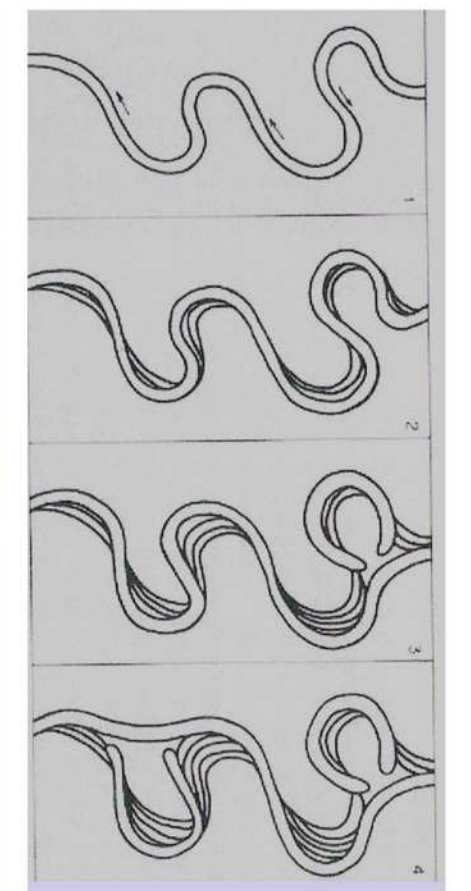
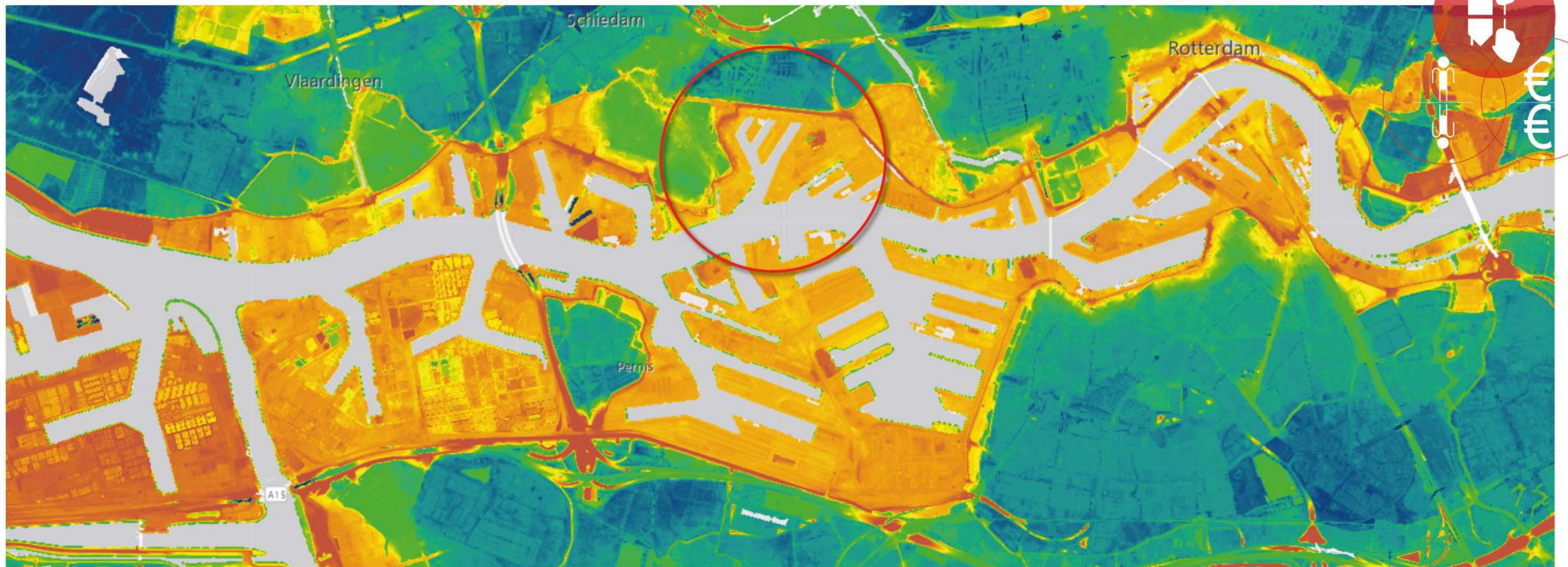
ATTAIN SELF SUSTAINING NATURAL BALANCE

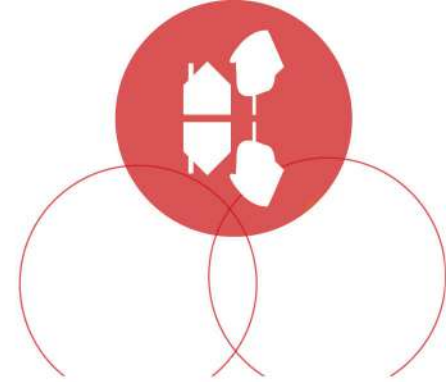


HOGЕ VLUCHTROUTES
BESCHERMING VITALE INFRASTRUCTUUR

ROBUUST LANDSCHAP
ROBUUSTE INRICHTING VAN MAAVELD
GETIJDЕ PАРKEN





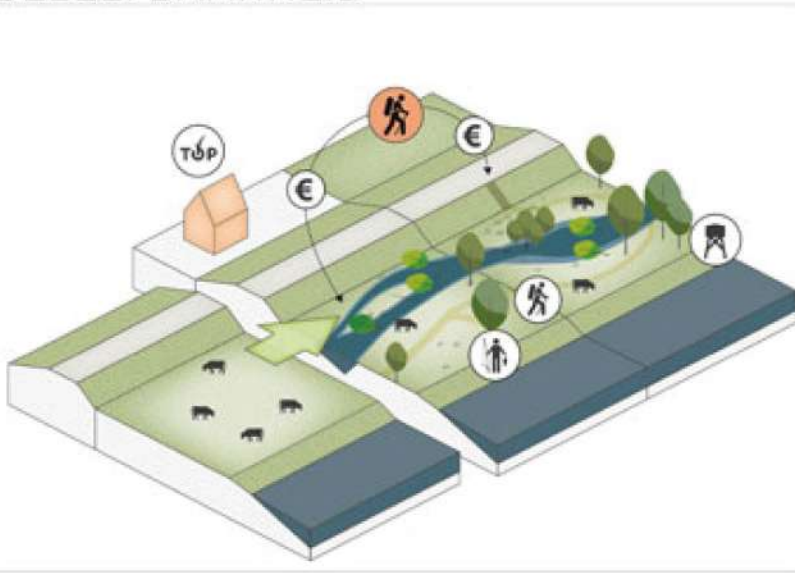


RIVIERVERRUIMING VOOR HOOGWATERVEILIGHEID EN BEHEER- EN ONTWIKKELRUIMTE

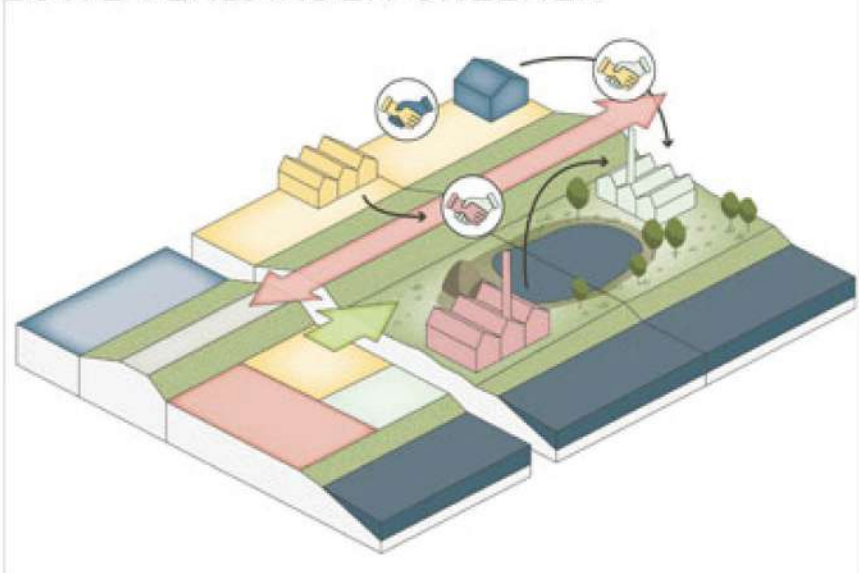
- ONTWIKKELRUIMTE
- DIJKVERHOOGING
- RUIMTE VOOR RECREATIE
- RUIMTE VOOR PRODUCTIE
- DIJKVERLEGGING
- RUIMTE VOOR SCHEEPVAART



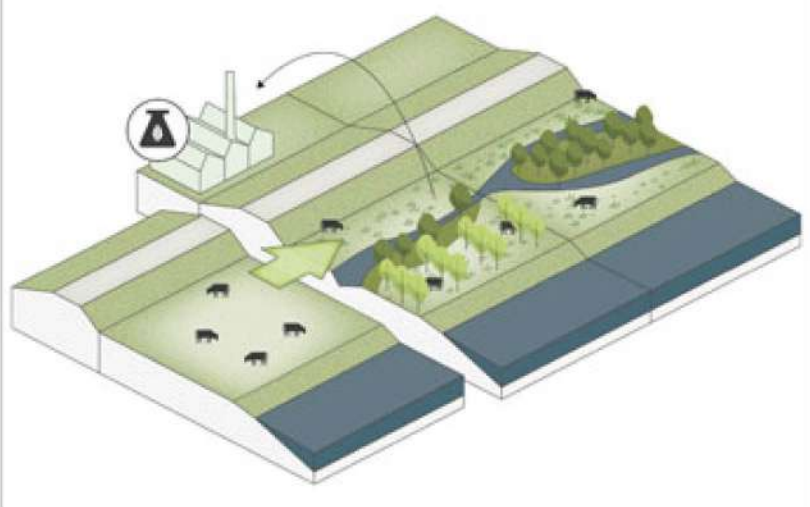
NATUURONTWIKKELING VOOR VERGROTING BELEEFBAARHEID



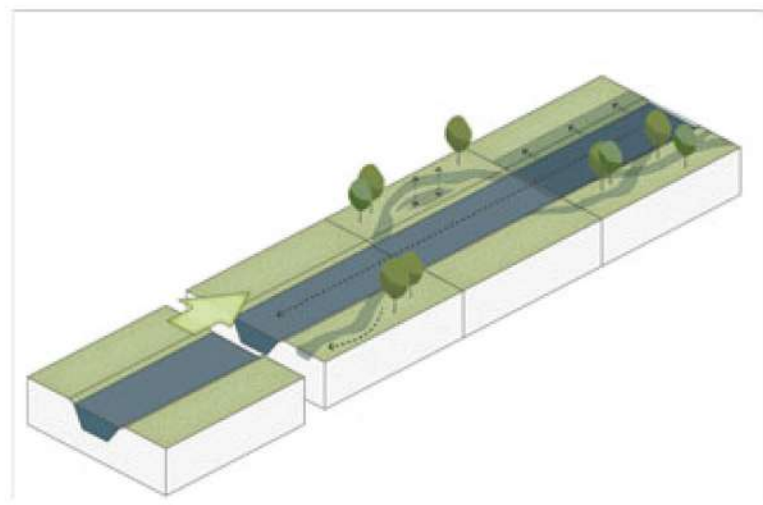
BESTAANDE SAMENWERKINGS-VERBANDEN BENUTTEN EN NIEUWE VERBANDEN CREËREN



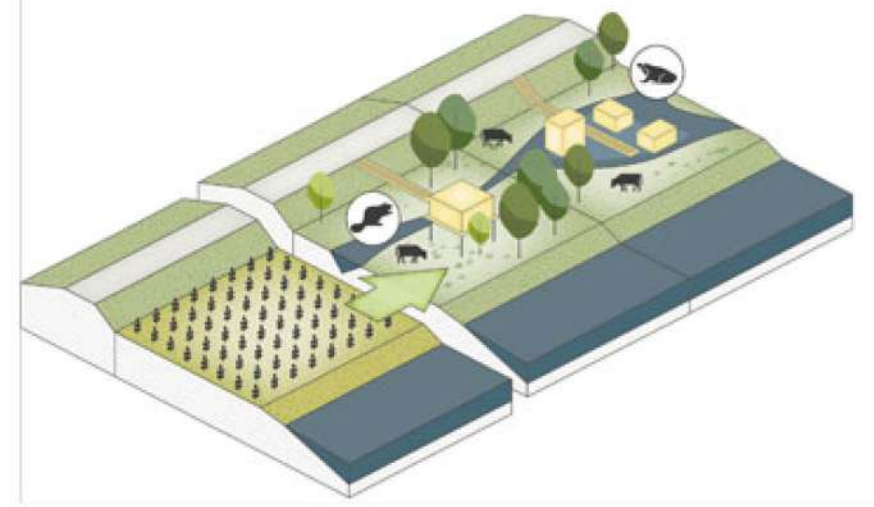
BENUTTEN MEER NATUURLIJK RIVIERSTEEEM VOOR VERBREDING AGRARISCHE BEDRIJFSVOERING

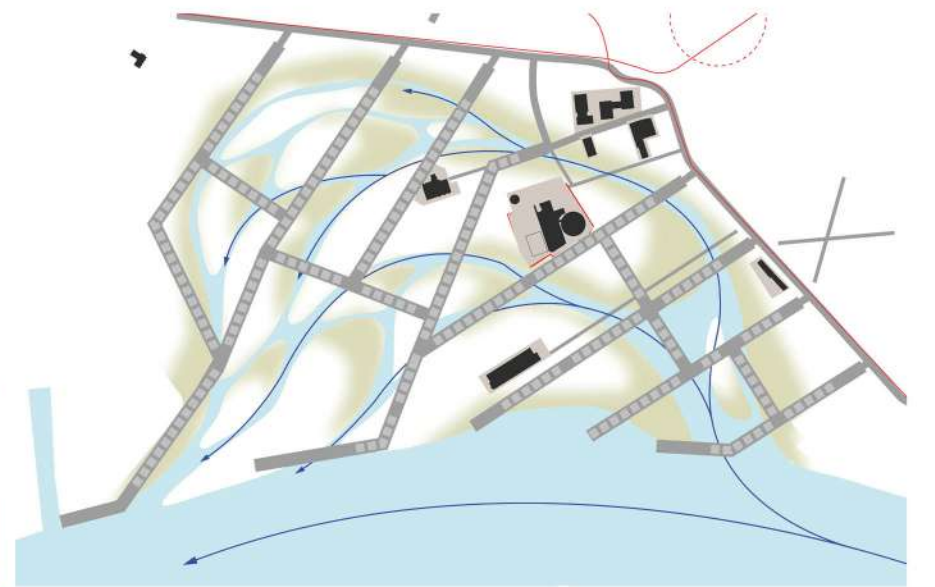
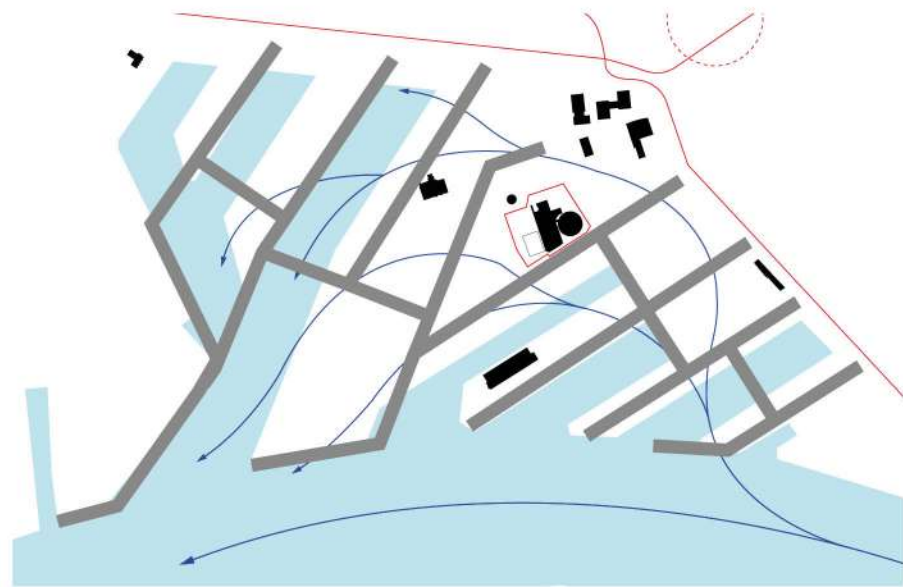
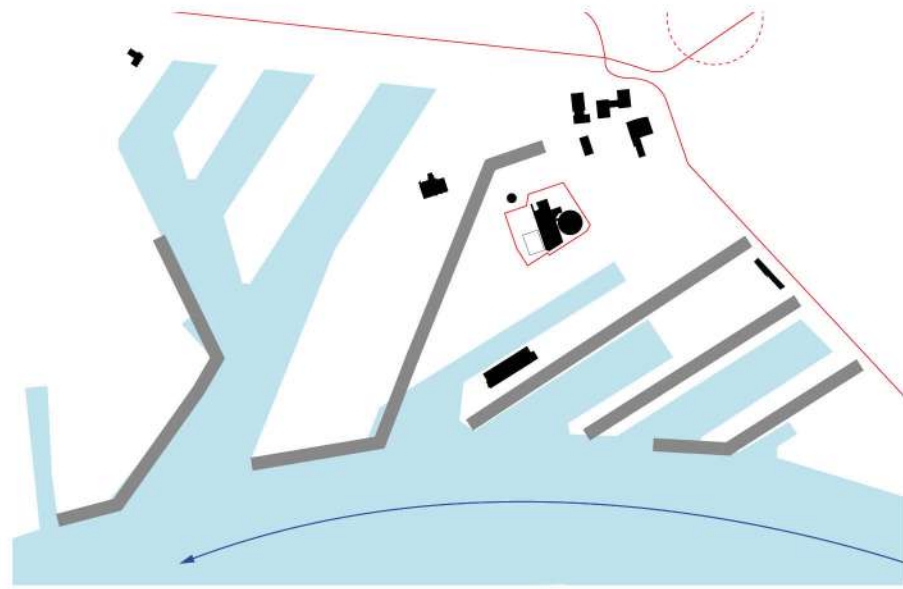
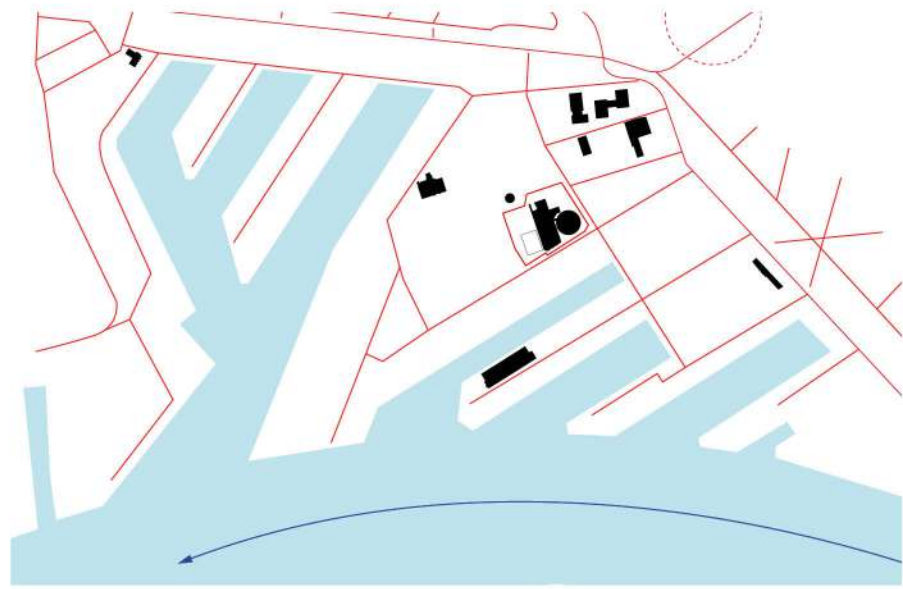


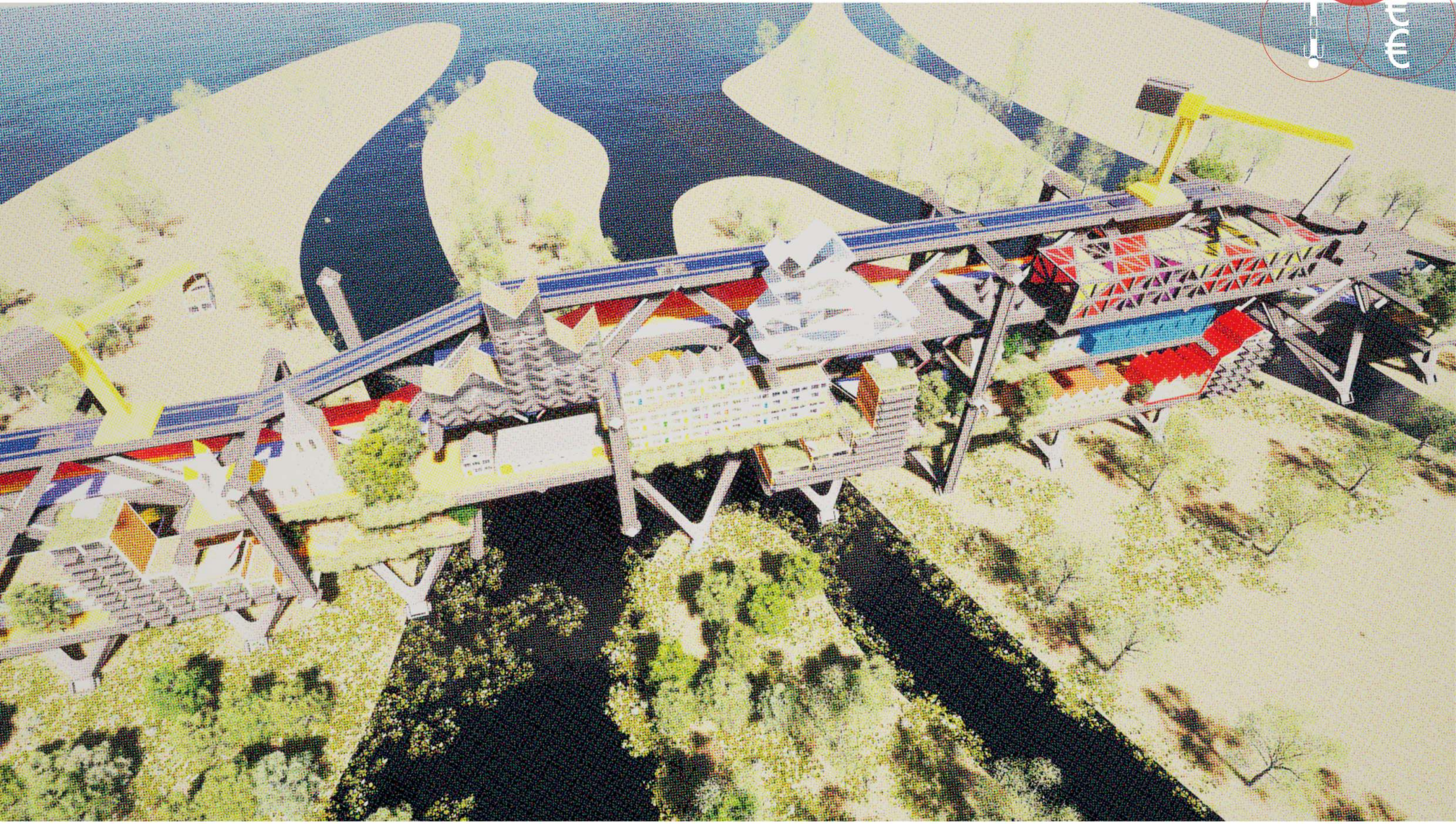
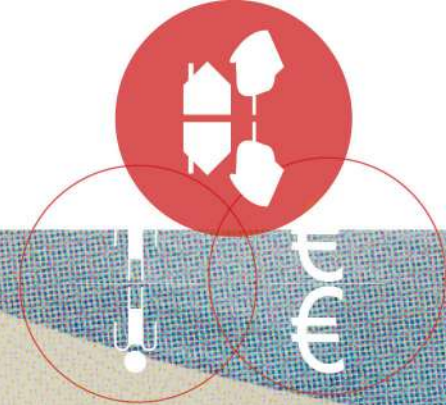
DUURZAME AANPAK BODEMEROSIE VOOR SCHEEPVAART, NATUUR EN ANDERE FUNCTIES



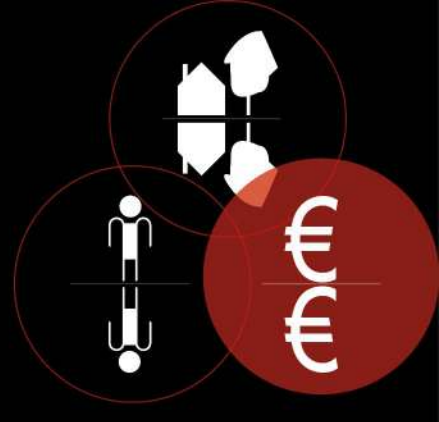
INTEGRALE FINANCIERING RIVIER-VERRUIMING EN NATUURONTWIKKELING DOOR MIDDEL VAN WONINGBOUW

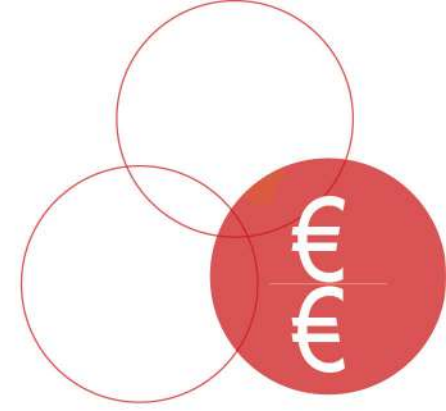




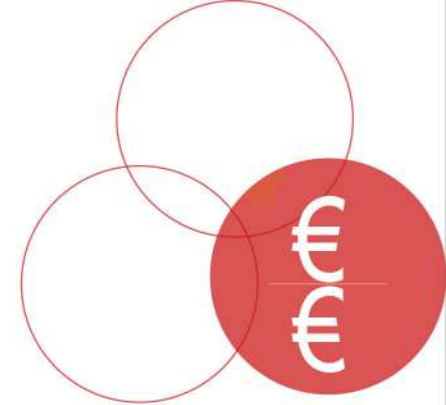


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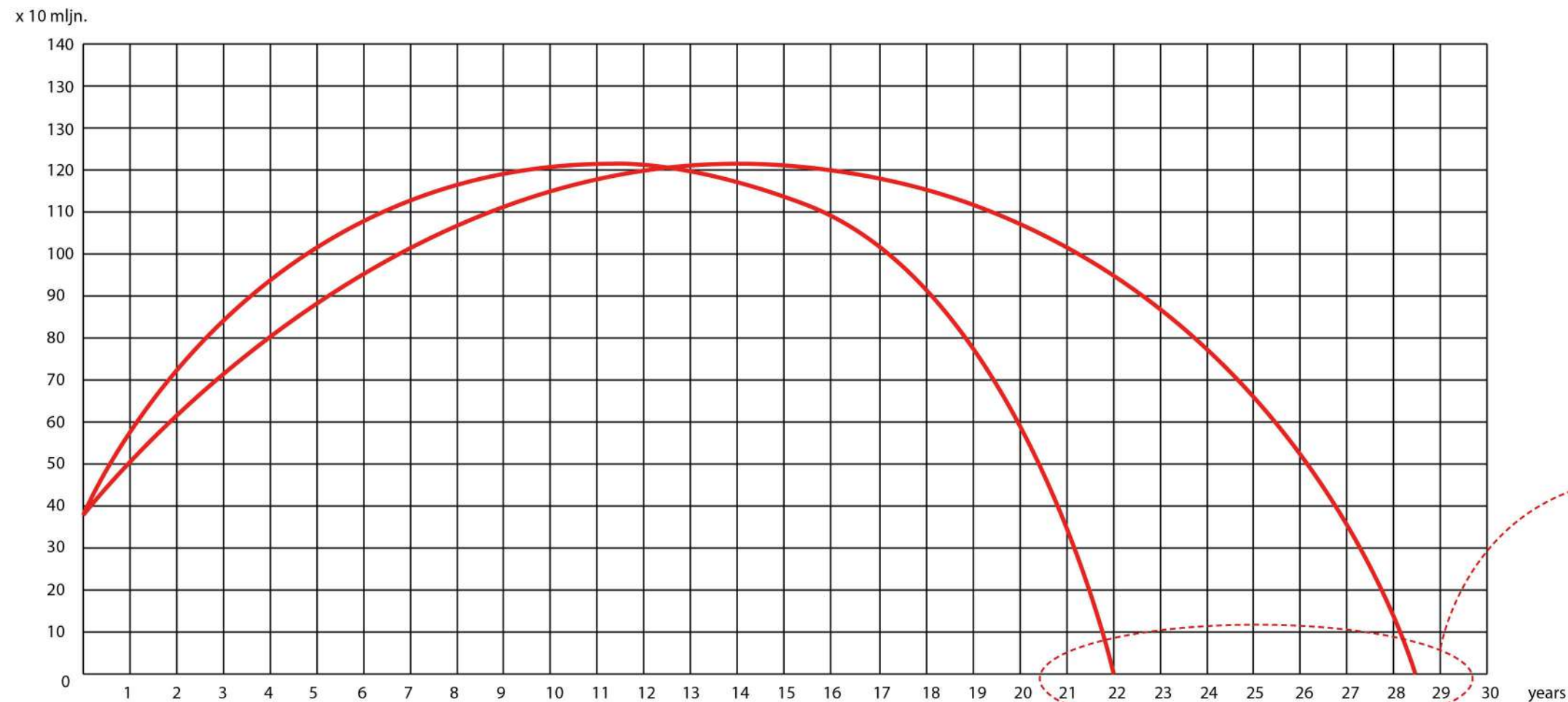


- 10.9 kilometers framework.
- Between 8.450 and 13.970 units (66 m² - 264 m² BVO). **922.020 m² flexibele housing area.**
- Room for an average of ca. 34.925 inhabitants.
- **267.000 m² footprint productionspace**
- 534.000 m² BVO = 57% of the built area is productive space, room for ca. **593 production spaces.**
- 593 spaces for 1 to 30 employees, averages ca. **9.000 workplaces.** Against ca. 202 companies in plan Delva.
- 1 production space per 65 inhabitants average.
- 4.24% of the total addresses is dedicated to industrial program, responding to the 4.13% average of Rotterdam.
- 10.680 parking places. Room for 10% electric sharing cars.



• €4.500 per m2 bridge middle high complexity	€40.050.000 raw bridge construction.
• €500,- per m2 complex housing	€461.010.000 costs for housing.
• €460,- per m2 industrial space	€245.640.000 costs for production spaces.
• €120,- per m2 additional infrastructures, K&L	€10.680.000 additional infrastructures
• total costs raw construction	€757.380.000,-
• Demolition costs: €50,- per m2.	€78.500.000 Demolition costs.
• Building land Rotterdam €250,- per m2	€392.500.000,- land purchase costs
• Total costs	€1.228.380.000,-
• €75 per m2 per year rent industrial program	
• Potential revenue industrial rent per month	€3.337.500,-
• €16,33 per m2 per month rent.	
• Potential for housing revenue per month	€15.056.586,-
• Total potential per month	€18.394.086,-

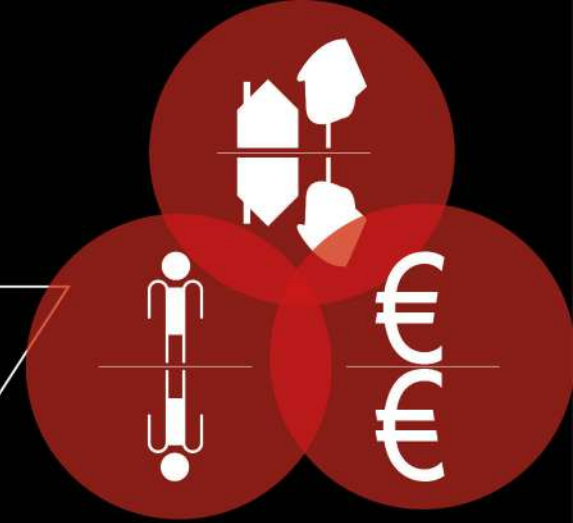
**THE PRODUCTIVE CITY
AS A JUXTAPOSITIONAL
MODEL FOR A BALANCED
SOCIETY**



Break even point ; housing fully supports productive and creative program

- Providing collective-**
- Health insurance
 - Pension fund
 - Educational funding
 - Mobility and transition
 - Reduced housing prices

DEMOCRATIC COLLECTIVE SMART GRID



SOCIAL NETWORKS / INTERCONNECTIVITY

ADAPTIVE PRODUCTION SPACES / LABOUR

MOBILITY / INTERCONNECTIVITY / TRANSPORT

ADAPTIVE HOUSING

SUSTAINABLE LOCAL NATURE / BIODIVERSITY

CLIMATE ADAPTIVE URBAN PLAN

REDISTRIBUTION OF PROFITS

ENERGY PRODUCTION

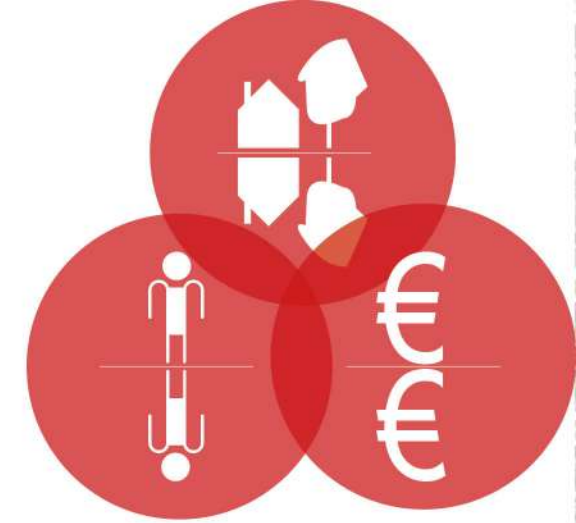
NATURAL WASTE WATER TREATMENT

EDUCATION

FOOD FORESTS / FOOD PRODUCTION

CARE / HEALTHCARE

SPORTIVE ENVIRONMENT







Sports

Education

Education

Recreation

Art

Education

Art

Museum

Phase 2:
Collective hub
Mobility, energy, food,
market, care

Town hall

Sports

Recreation

Landscape activation
Sports, recreation
education

Recreation

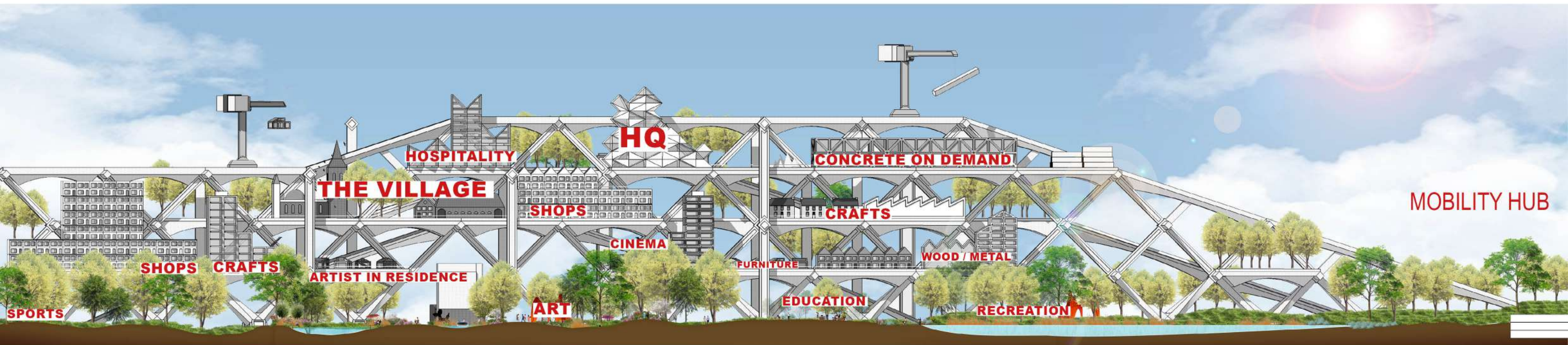
Recreation

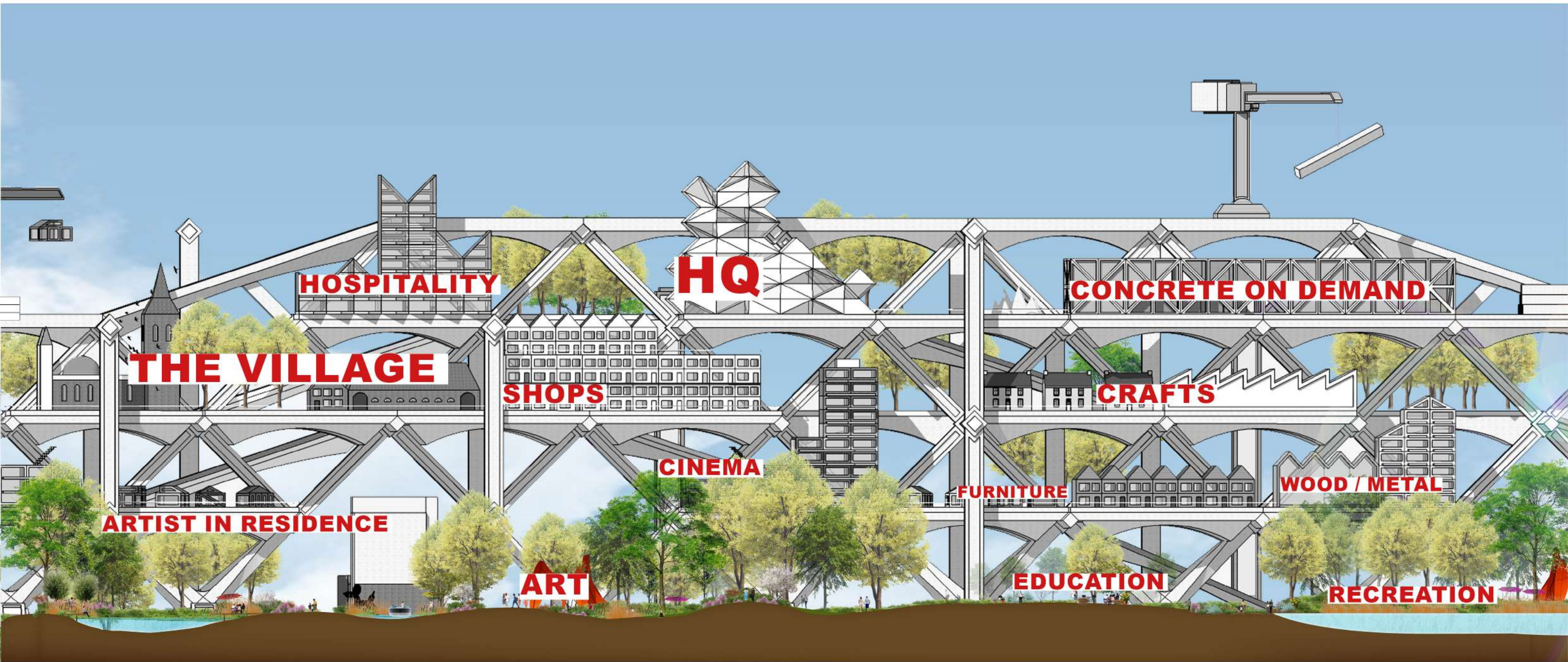
Education

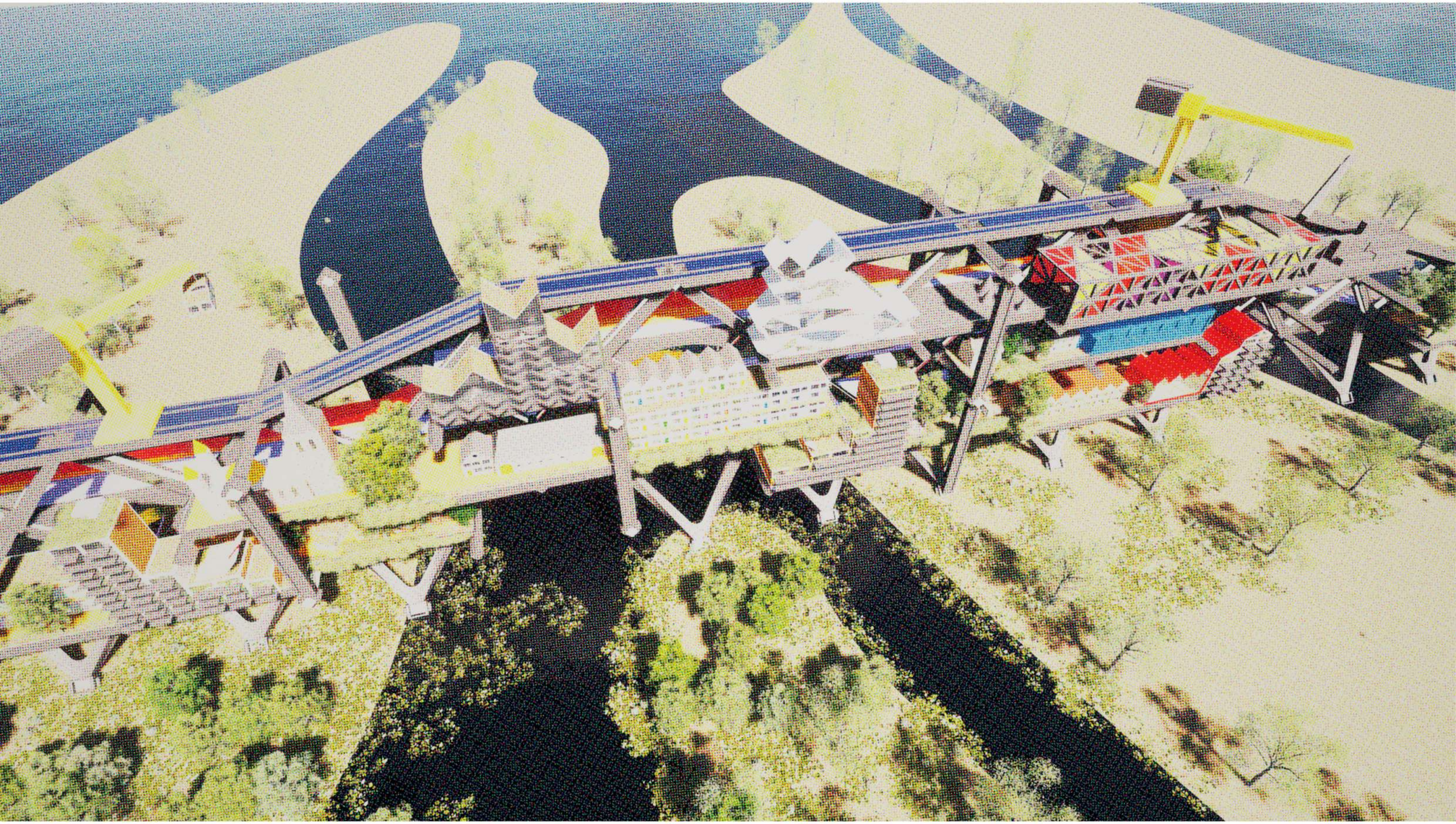
Sports

Art

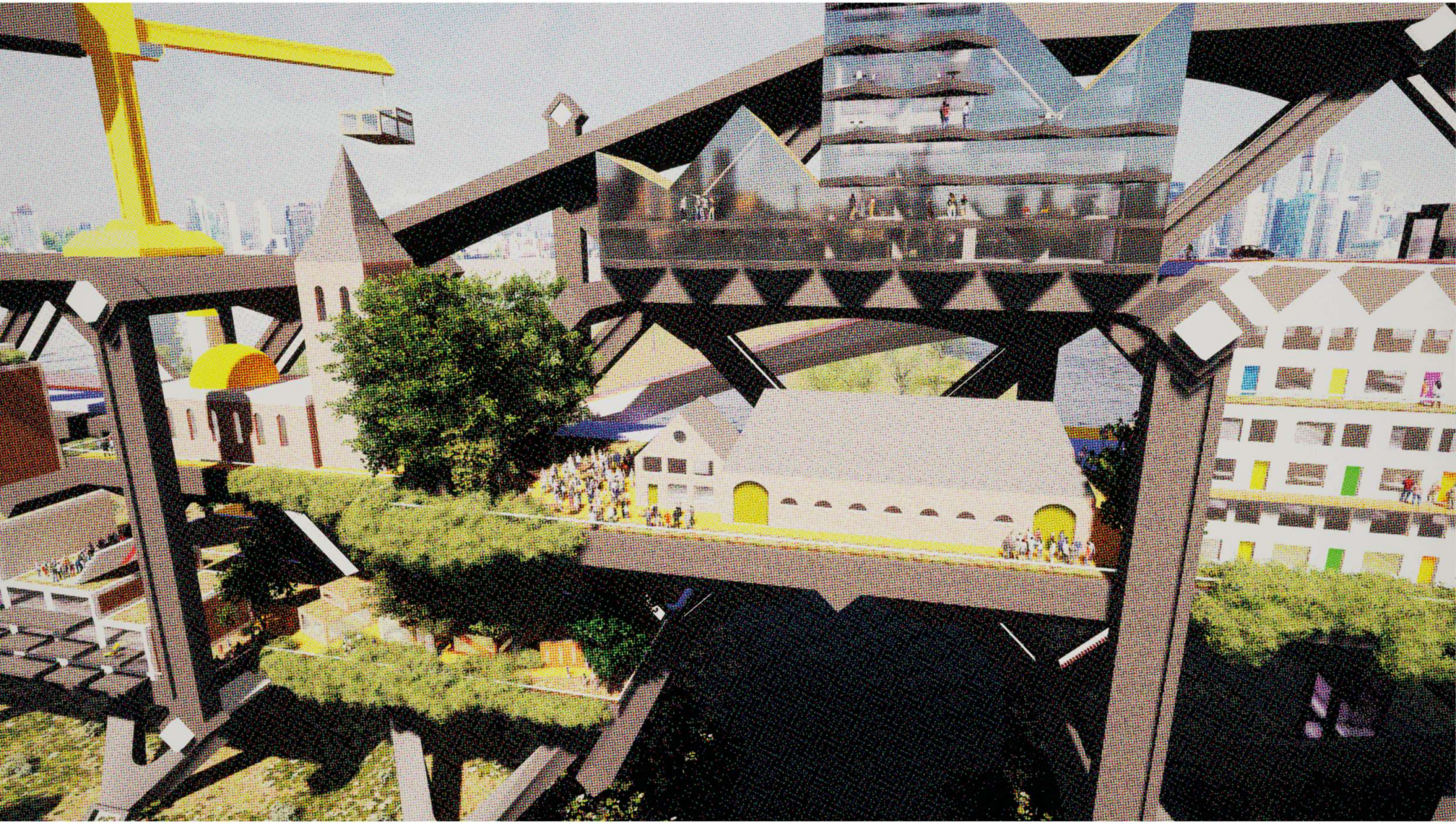


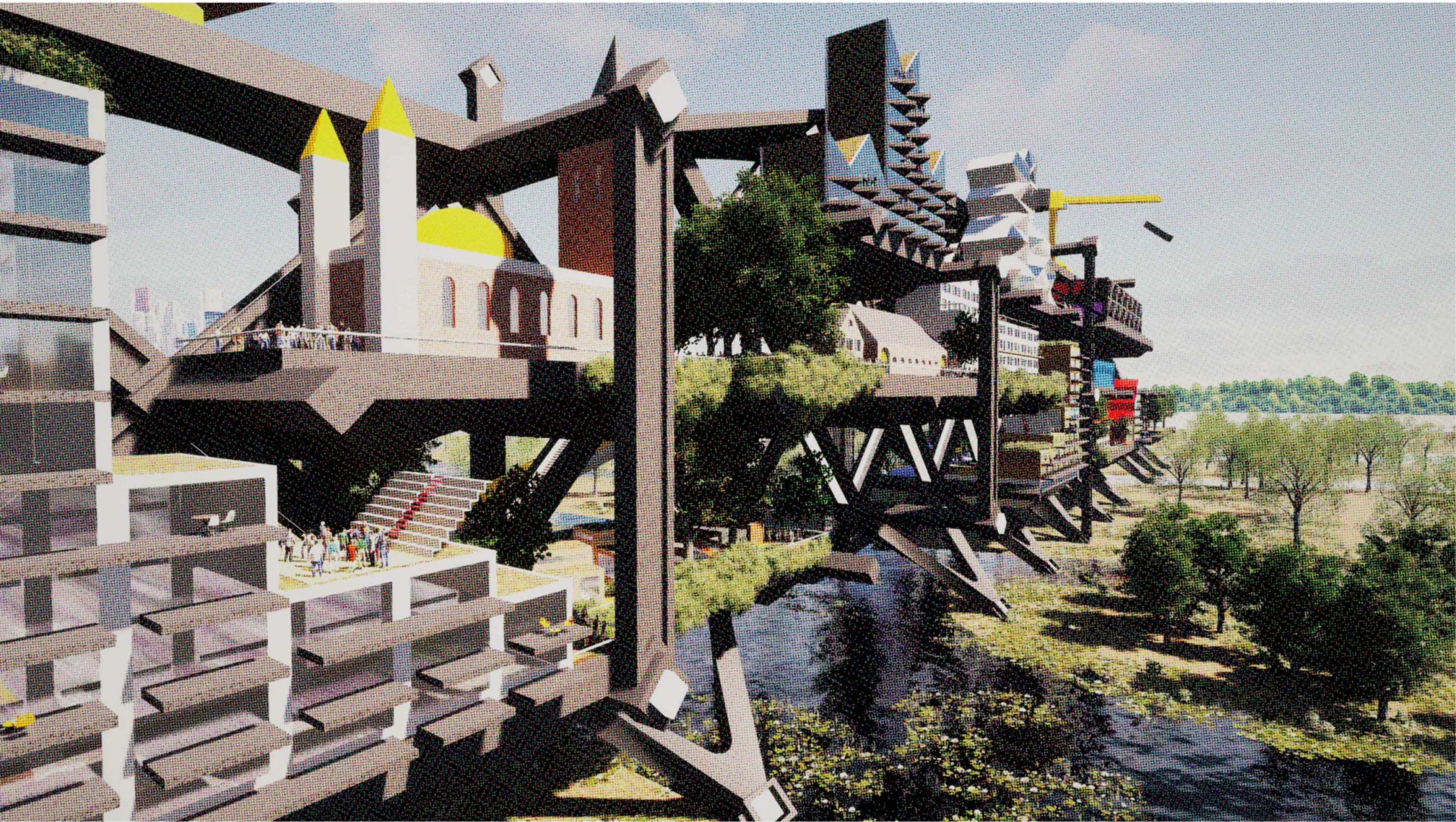












THE **PRODUCTIVE CITY**

MADE POSSIBLE BY:

JUXTA / POSITIONSTM

PRODUCING BALANCE, EQUALITY AND INNOVATION

