

TPU verhoeven fotografie

'Cultural quarter' at the river Mark

BT

't Zoet, Breda

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SRBT

Etten-Leur

Keniskwartier

Groenewoud


't Zoet Breda

Schorsmolen

Waalwijk

EUROPAN 17

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't Zoet, Breda

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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
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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.

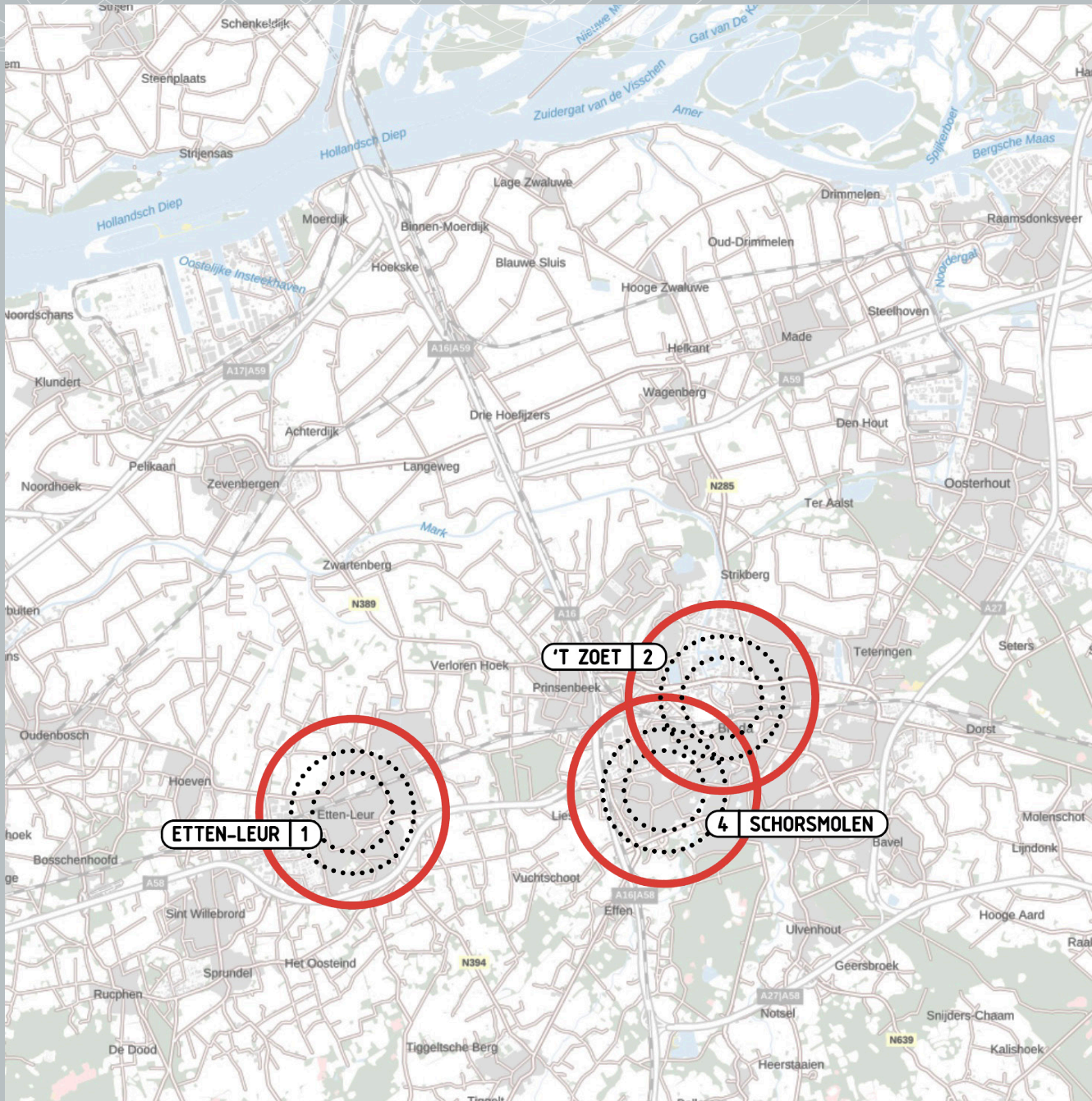
This is the site brief of 't Zoet, Breda:

In short, the challenge is to develop a spatial strategy for the area referred as 'working cathedral' implementing a new iconic, complementary, inclusive, international, energy-neutral and dynamic living and working environment as part of Crossmark. Importantly designing an elaborate active public space at the Suikerplein as an urban-stage in conjunction with the water, nature and climate ambitions of Zoete Delta and Breda.

The logo for European 17, featuring the words "European" and "17" in a stylized, outlined font, set against a background of overlapping, light-colored circular lines that create a complex, web-like pattern.

European 17

Living Cities



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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.

European 17

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.

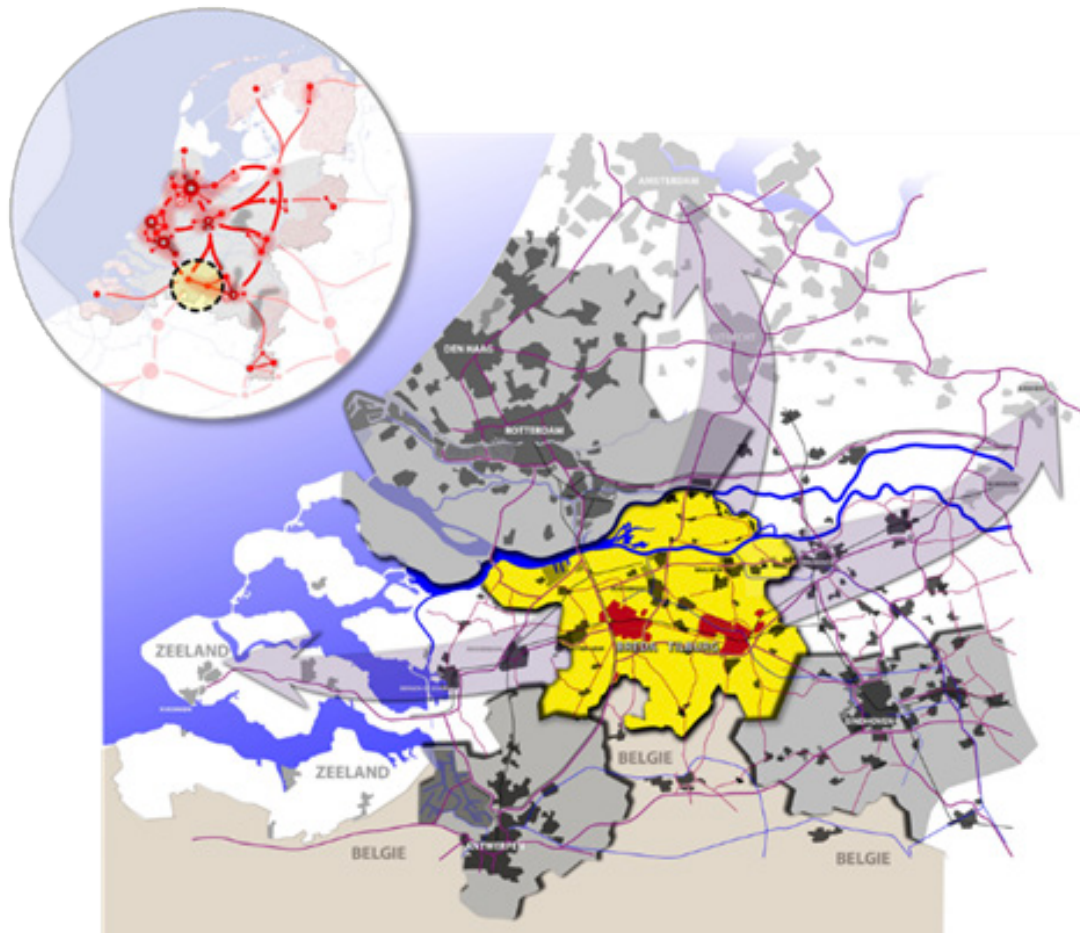
Characteristics of the Breda-Tilburg urban region:

- 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



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 an 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 important north-south en

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

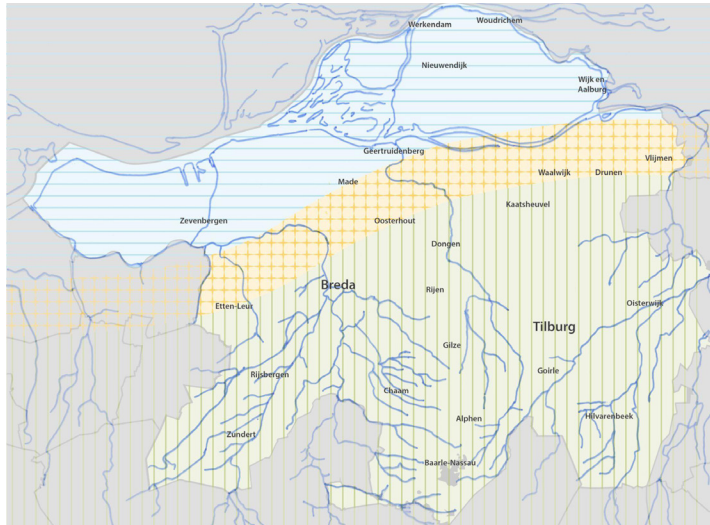
Our sustainable urbanization ambitions can only be achieved through significant efforts in improving the region’s transport system and the necessary mobility and transition to new mobility behavior. This requires high-quality public transport and addressing existing road bottlenecks. At the same time, 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.

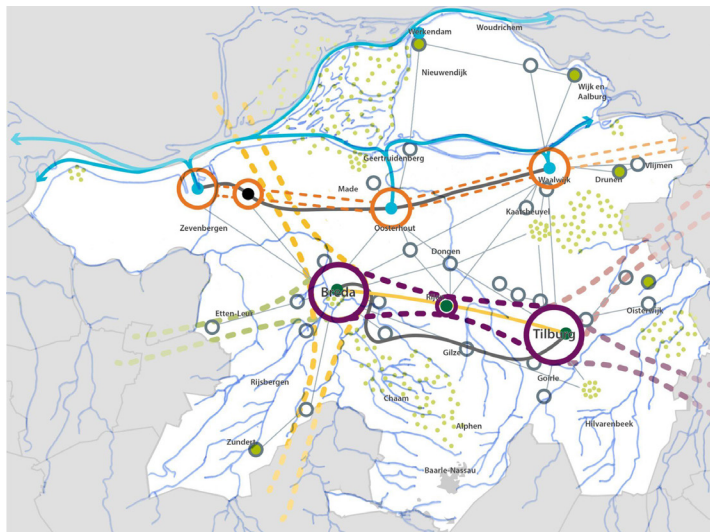
Transition to sustainable heating and energy

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.

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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?

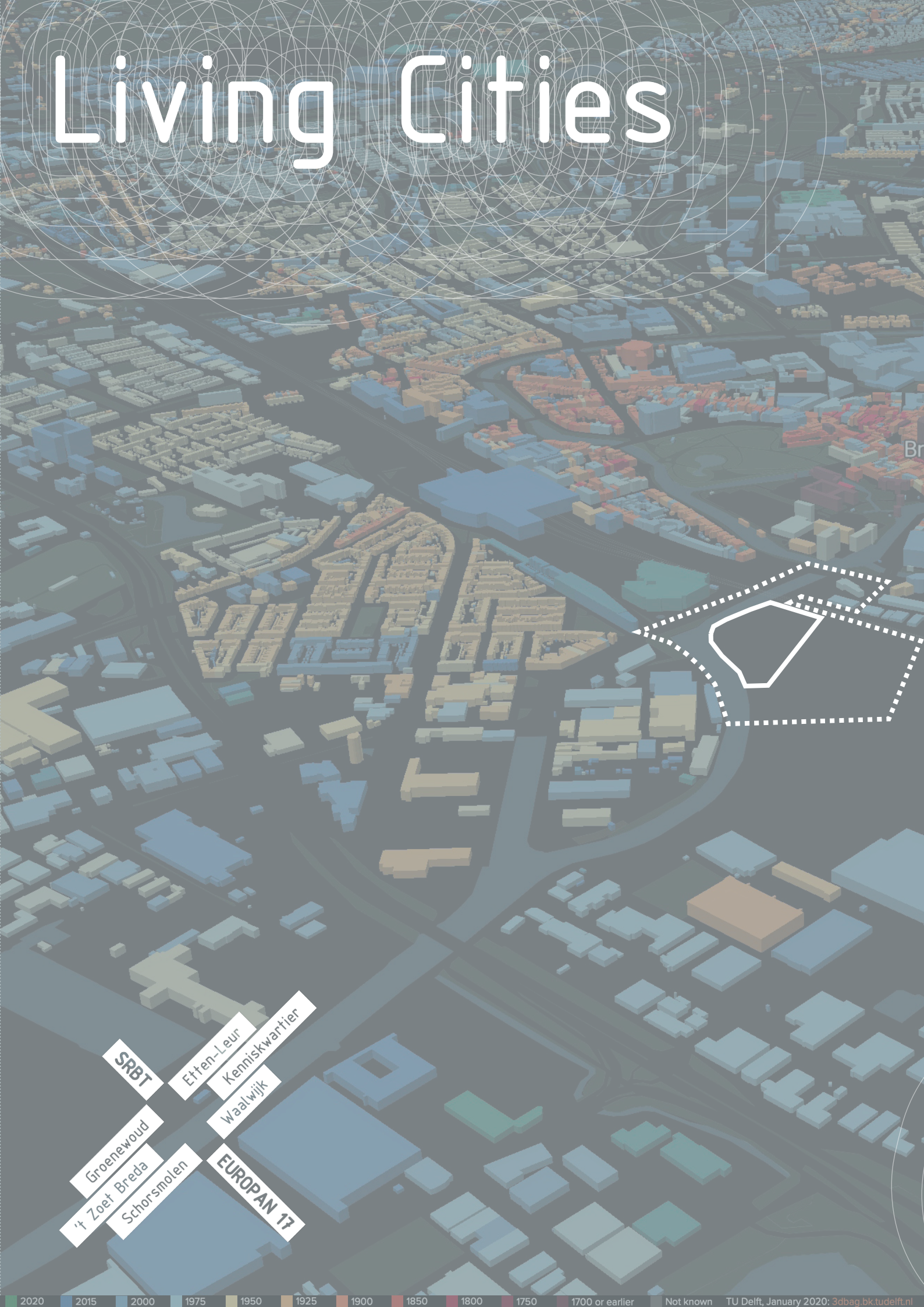
Second Lives

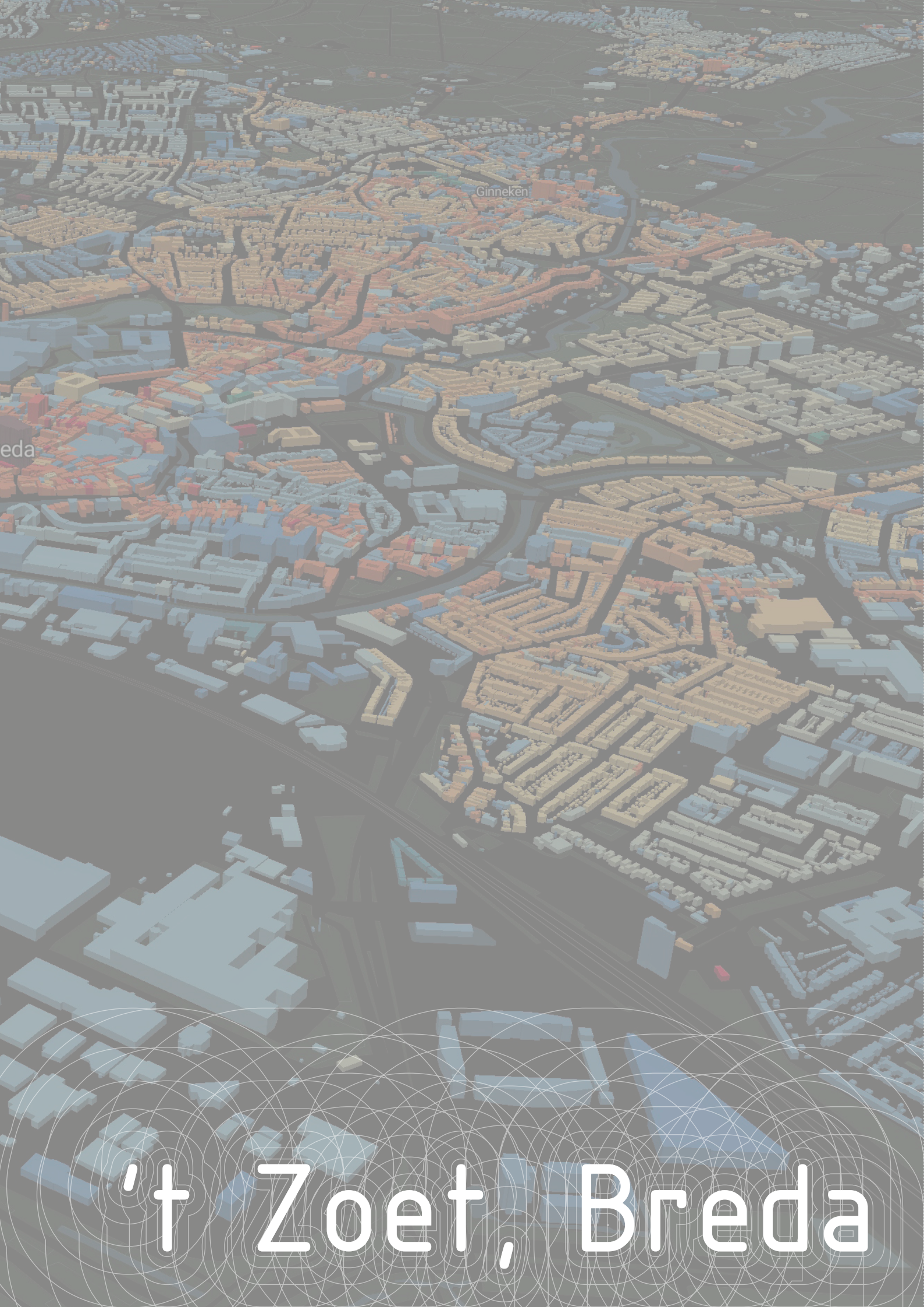
How to reinvest places that are already inhabited and where spaces are degraded, poorly adapted or obsolete, with "eco-solidary" projects?

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URBAN CONTEXT

The future of 't Zoet

A unique lively urban district

A robust and flexible framework

The Mark as the backbone

Ecological connection between city and countryside

Connected to the city and station

The City of Breda seeks opportunity to develop large-scale urban area within the city border and close to the historical center. The ambition is to make Breda a highly urbanized, international, and connected city by 2040. The housing challenge and anticipating climate change in 't Zoet serve as a lever to address the challenges of energy transition, smart mobility, biodiversity, health, circular economy and climate adaptation. Most of the 25,000 homes that Breda plans to build by 2040 will be located in the city center. In 't Zoet, there is an potential to build between 4,000 and 6,000 homes. 't Zoet is designated to become be a complementary, inclusive, energy-neutral and international living and working environment and will be elaborated in conjunction with the water, nature and climate ambitions of Zoete Delta and the mobility challenges associated with Breda and the region.

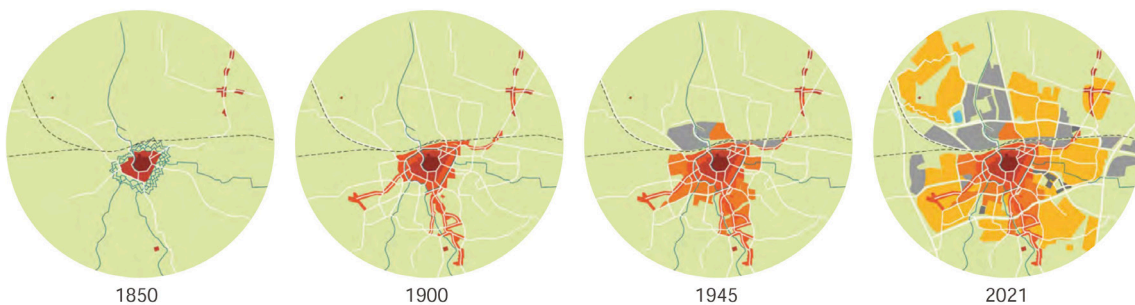
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The future of 't Zoet

Breda is making a big leap with 't Zoet: the new Breda.

Breda is part of one of the strongest regions in the Netherlands. It is one of the five Dutch cities with an HSL (high-speed train) station. Breda is the only city where around 100 hectares of land is available for transformation into living and working spaces around this international train station. This is the CrossMark Breda railway zone in the vicinity of the station, some of which has already been realized on the west side of the Mark, and will be realized in the Havenkwartier. Across from the courthouse is a vacant lot where sugar has been produced in Breda for 133 years.



This place, called 't Zoet, which will be transformed into a unique location by 2040 that will be of great significance not only for the future of Breda, but also for the region and the province of North Brabant. The total area of 48 hectares is easily accessible by foot, bike, boat, and public transportation. It is within walking distance of the HSL station and the historic city center. The vacant lot will be transformed into a lively and green area over the coming decades, a dynamic city district on the water where people can live, work, enjoy art and culture, and spend their free time in sports, games, and entertainment.

Collaboration is key to the transformation of 't Zoet and the larger region. Breda plays an important role in the urbanization strategy of the Dutch government and the province of North Brabant, along with Tilburg and Den Bosch. The railway zones of these three major cities can count on long-term support and involvement from the Dutch government in the National Environmental Vision (NOVI). Given its position as a central city in the West Brabant region and the physical space available, Breda aims to create a high-density living and working environment around the railway zone to strengthen an inclusive, healthy, metropolitan, and international Breda.



International

Since 2018, the province of North Brabant and the municipality of Breda have been working together on the large-scale urban development of the center of Breda. Most of the 25,000 homes that Breda plans to build by 2040 will be located in the city center. The idea and planning process was initiated following the acquisition of the former CSM site by the municipality and the province in 2021; the ambition is to make Breda a highly urbanized, international, and connected city by 2040. The housing challenge and anticipating climate change in 't Zoet serve as a lever to address the challenges of climate adaptation, energy transition, smart mobility, biodiversity, health, and circular economy with a creative and entrepreneurial approach.

't zoet, Breda



The province and municipality aim to make 't Zoet innovative and groundbreaking in the future, an inviting place to live and work. The location should inspire (new) residents and (new) businesses to settle in Breda.

The presence of the international train station within walking distance offers tremendous potential for regional development to make Breda an attractive and competitive city. This is achieved through a good mix and density of businesses, knowledge, human capital, and good accessibility and international connections. The priority is to enrich the typical quality of life that Breda is known for with a new story and perspective.

A unique lively urban district

Breda has a rich history as the largest Nassau city that ever existed. The Nassaus have meant a lot for the powerful development and prosperity of Breda. We owe it to their vision. On the way to celebrating 800 years of city rights in 2052, the city will offer even more space for a limitless, hospitable, and green community of entrepreneurial people who cherish ambitions to realize their dreams in Breda, in which 't Zoet is central.

Challenges

At the same time, the city is facing major and complex societal challenges, including delivering a socially connected city. But also climate change, the transition in the field of energy and mobility, scarcity in talent, the need to develop a circular economy, and the urgency to build many more homes. These important tasks can no longer be solved

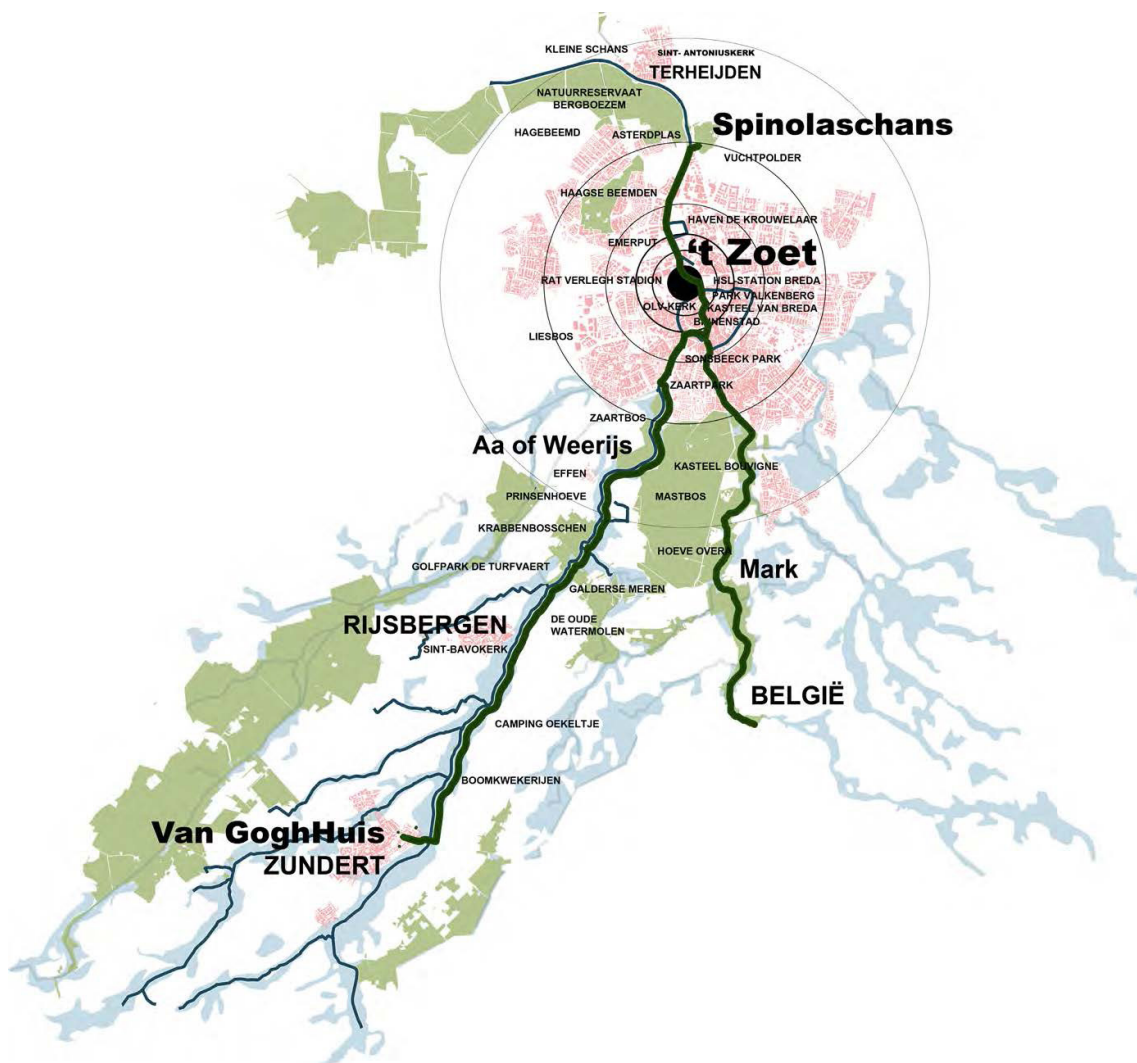
separately but are interconnected. The municipality outlines in the document Omgevingsvisie Breda 2040.

Investment opportunities

The city will continue to grow in the number of residents in the coming years, offering enormous opportunities to continue investing vigorously. Especially the number and proportion of one- and two-person households and the elderly will increase. The housing needs of Bredanaars are changing as a result of demographic, socio-cultural, and socio-economic developments. In addition, the prosperity of the city is largely depended on the living climate that we offer in the future. And that is important again to bind, captivate, and retain companies, talents, and young people.

Growth perspective

To be able to guide and steer plans and societal challenges, space is needed to grow within the existing boundaries of the city. This means not doing more of the same, but thinking and acting differently. There is a need to bring multiple functions (residential, work, sports, recreation) together in the city, in the vicinity of excellent public transportation connections. These are the characteristics of a high-density residential and work area connected to the central area around the historic city center of Breda. This



space is available in the vicinity of the city center and the HSL station. The Havenkwartier and 't Zoet are located in an area that is now perceived as a rough, unpolished diamond. Gradually, the memory of the glorious industrial past will give way to a new promise, which Breda residents will work together to achieve.

Brabant

Brabant is also very successful in combining urban development with the quality of rural areas. With a strong economy, attractive living environments, and the characteristic sandy landscape, with its higher sand ridges, winding stream valleys of the Dommel and the Mark, and wet marshy areas. The province faces the challenge of preserving and strengthening these unique qualities. To do so, it is necessary to further strengthen the cities by adding high-density urban environments on the one hand, and creating robust green and water structures on the other, which contribute to climate adaptation and improve the quality of the living environment. Urbanization also means transitioning to a car-free area with more space for water, greenery, slow traffic, and staying.

Importance of the Mark river as an ecological connection between north and south

The "Beekdalen" (stream valleys) are important green-blue structures that connect the various nature reserves south of Breda. The various nature reserves north of Breda are currently moderately connected to the nature reserves south of Breda due to the city located in between. The present stream valleys, singels, and Mark river play a crucial role in strengthening this connection between north and south. In the south of Breda, the stream valleys have already been given space. In the city, in new projects such as the transformation of the Seeligkazerne, extra efforts are made to strengthen the ecological connection between north and south. North of Breda, this connection is still very limited due to the existing business activity, which is increasingly taking up space from the Mark river basin. To make the ecological connection between north and south successful, measures need to be taken along the entire route. The full ambition solely applied to 't Zoet, in the heart of the city, does not yield the desired results.

A robust and flexible framework

A highly urban and green fabric with a lively street level and human scale

*** The idea and planning for what 't Zoet can become in 2040 does not contain a traditional blueprint or design. It is a spatial and functional framework, where only the primary principles have been established. The vision is adaptive and can accommodate changes over time. And the phased development of the new district will be adopted with changing demands and needs over time.**

Vibrant city life

There is space for the development of a new city district in the railway zone, which complements the city center and the older neighborhoods in the central area. We are

There will be a tech hotspot stretching from the Triple O campus on Slingerweg, via 't Zoet and the Koepel to the universities of applied sciences BUas and Avans. This, in combination with urban living and the presence of the international train station, creates an engine for the powerful development of a tight ecosystem where similar companies collaborate, which have a strong connection with the local economy.

The basic elements of the framework are; visual axes towards the iconic OLV Church, a new waterfront on the Mark, cohesion with Belcrum, the Mark as the central backbone with a robust water system, and a strong connection with integral urban axes.

The main physical features of 't Zoet are liveliness due to the mix of living, working, sports, and recreation, a robust structure of greenery and water, high urban density, and a sense of human scale. Each development area will have its own address. For example, "Aan de Mark," "Stadsgrienden," "Urban Park," and "Innovation Axis." Within these spaces, the development areas will have their own character. Most importantly social interaction and activity will be cocentrated at Aan de Mark and the Innovation Axis.

The Mark as the backbone

Boundless

The Mark is the backbone of 't Zoet, with modern, high-urban activities on the waterfront. Here, the Left Bank Promenade (also known as the Green Golden Mile) offers space for a varied and high-urban program. This promenade is a central part of the connection from Zundert to the Spinolaschans in the Van Gogh National Park as a landscape and cultural masterpiece. The right bank offers space for urban activities that are embedded in a green setting.

History and lost heritage are a rich source of inspiration. They challenge the imagination and harbor are fascinating area features. The Green Golden Mile is directly connected to the city center, along the Theresiaplein (BAAI Breda e.o.), via the Nieuwe Prinsenkade and the Nieuwe Haven.

The new waterfront is to be buzzing with activity. Opposite the Courthouse, a promenade with a central square, the Sugar Square, will be created. Many activities will be organized at this central location, both from the buildings and from the water side.

The existing foundation remains of the silos and factory buildings are a grateful source of inspiration for more cultural, leisure, and community facilities. This, together with living and working combinations, offers a scale that can surpass an everyday residential program. The location of the old silos at the railway in 't Zoet spectacularly brings back the old contours of the city.

The nearby HSL station causes a flywheel effect for the redevelopment of the area on the Mark. With high-speed connections to the rest of the Netherlands and Europe



within walking distance. New iconic bridges will be built, which, as part of the Green Golden Mile, will connect pedestrians and cyclists to the station and Havenkwartier.

Ecological connection between city and countryside

Green

The Stadsgrienden in 't Zoet will function as a literal "sponge" for the city center of Breda. They will create space for water retention, recreation, and nature, and are also part of the structure in 't Zoet that always offers a view of the Onze-Lieve-Vrouwekerk. Due to their size, the Stadsgrienden form the foundation and provide a coun-



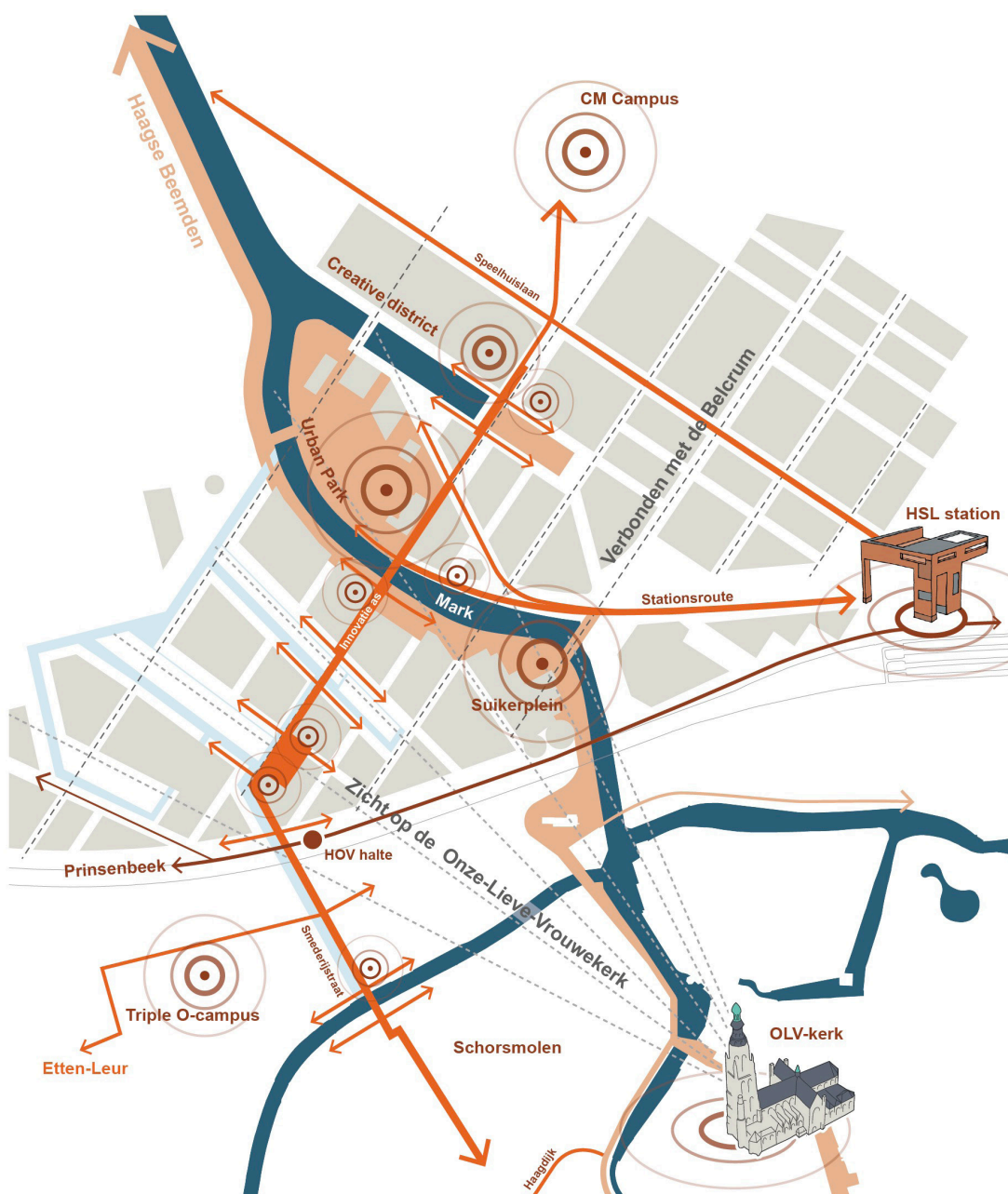
terbalance to the adjacent high-urban development with residential and work environments within walking distance.

The Stadsgronden and the water system are in balance with each other. In the future, during prolonged, intense rainfall, if there is an extremely high water level in the city center, the Stadsgronden will be deliberately flooded. This can positively influence the water level of the canals and keep the people of Breda in the city center dry.

Together with the Mark and the canals, the Stadsgronden will become a part of the ecological connection zone (EVZ) that run through the city. This ensures the best possible guarantee of the interweaving of nature and the city, and of tranquility and liveliness.

In 2040, there will be a buzz along the ecological connection zone on the Mark of urban activities. We are mainly thinking of the right bank (east side), where an Urban Park is planned, which offers a unique dynamic for an infectious mix of culture, urban sports, and recreation. This is in line with the atmosphere that the Haveneiland already exudes.

The Stadsgrienden will strengthen the desired feeling of togetherness and coming home. Future residents can learn here about nature and how to effectively to manage it. Think, for example, of pruning trees. We will connect nature areas south and north of Breda via the center to increase biodiversity and quality of life. In twenty years' time, you will find nature and water everywhere in the neighborhoods, making this richness of flora and fauna contribute to the biological diversity in the city center of Breda. The dynamic Urban Park on the east bank of the Mark will increase the living climate for all of Breda.



Connected to the city and station



Hospitable

't Zoet connects the city center, Schorsmolen and Nassau Wallon with the Krogten and the northern ring road. It offers space for innovation, urban employment, education, neighborhood facilities, and housing. The Innovation Axis is a slow traffic connection that is combined with water and greenery.

On the south side, a new connection will be made via the Smederijstraat and under the railway tracks, which connects the Schorsmolen district with 't Zoet via a bridge over the canal.

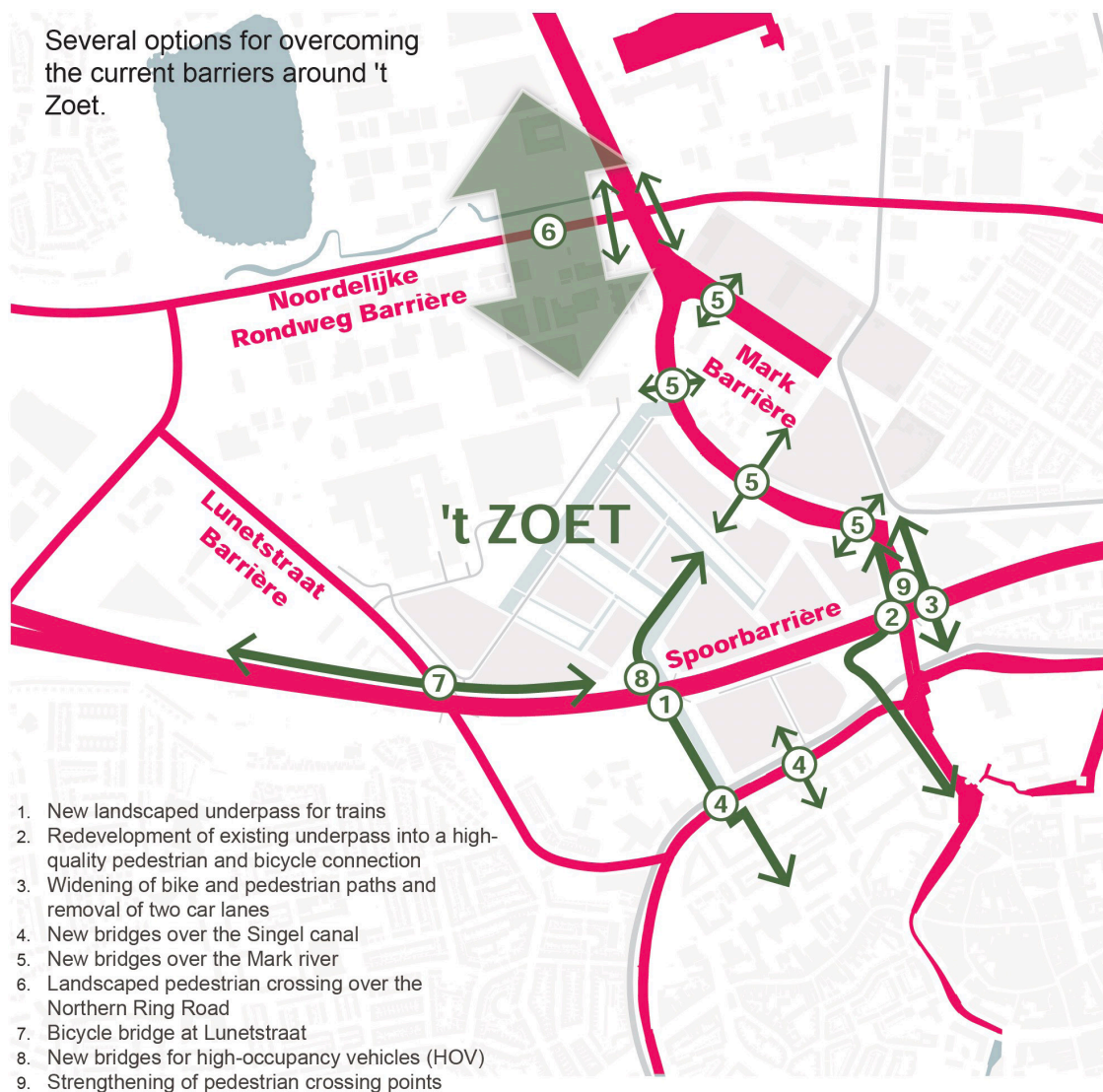
Centrally located in 't Zoet, the Innovation Axis, with an iconic bridge over the Mark, will connect the Havenkwartier along the Belcrumweg with the Krogten district.

The Innovation Axis also connects to the Triple O-campus behind the fire station, where you can feel the entrepreneurship and energy of everyone who is active in the field of creativity and technology. The Triple O-campus is a green and peaceful oasis

in the city, where almost 90 companies find their office space.

Companies and self-employed professionals who are looking for more space will soon have the opportunity to establish themselves in 't Zoet. Clear space for the creative industry in combination with the cultural and maker climate of the adjacent Havenkwartier, in combination with technology companies already established in Breda, such as CM in the Krogten.

The Innovation Axis will facilitate new opportunities and space for innovation in education, work, and associated facilities. It will provide additional facilities that are necessary for 't Zoet to grow into a full-fledged city district. The Innovation Axis is free of motorized traffic and of high quality, and also offers space for housing in combination with other functions.







Living Cities

PROJECT SITE AND ASSIGNMENT

Site description

't Zoet of yesterday

't Zoet currently

Diverse living environment

A rich cultural and leisure program

Characters subareas

Competition assignment

'Cultural quarter' at the river Mark

't Zoet, Breda

Living Cities

Site Description

't Zoet is designated to become a complementary, inclusive, energy-neutral and international living and working environment as part of Crossmark and elaborated in conjunction with the water, nature and climate ambitions of Zoete Delta and the mobility challenges associated with 't Zoet and Breda.





't Zoet of Yesterday

For forty years, the sugar silos were a defining feature of Breda.

During the first half of the nineteenth century, before the predecessors of the CSM sugar factory established themselves, this area was known as Abroek. It used to be a marshy grassland area in on the west side of the Mark, just north of the fortress of Breda. This is still the territory of the municipality of Princenhage. Originally, the Haagdijk formed the southern border of the area. The southern part of Abroek changes character over the years due to the construction of the railway line to Roosendaal between 1854 and 1860. In 1872, the Bredasche Beetwortelsuikerfabriek Van Aken, Segers en Compagnie is opened, which is taken over a few years later by the Belgian sugar manufacturer Felix Wittouck.

For generations of Bredanaars, it is quite normal for sugar to be made on the Markkade. An important source of prosperity and employment for the city, which is hidden under a heavy, nauseating smell during the annual beet campaigns. A scent that the

't zoet, Breda

young painter Vincent van Gogh sniffed when he spent a significant part of his childhood with a large part of his family. Breda was a great source of inspiration for his work and further development.

The success of Breda

In the first half of the 20th century, Breda had countless successful businesses that literally steam-powered the city's economy and generated prosperity. It was chocolate giant Kwatta that, in 1921, placed a second large factory hall next to the railway, a stone's throw from the sugar factory. In the post-war reconstruction period, Central Sugar Company (CSM) built two enormous silos next to the sugar factory on the Markkade in the late 1960s. The silo construction had become necessary at the time because the industry, which until then had supplied retailers with 50-kilo bags, had to meet consumer demand for ready-to-use packs of one kilogram of sugar.

End of an era

In the year 2004. For the last time, you smell the sweet smell associated with sugar production. At this point the factory was old and only processed 10,000 tons of beets per day. Moreover, prices had fallen on the international sugar market. So the increasingly inefficient establishment in Breda has to close.

A year before the closure of the factory, the municipality launched the Via Breda plan. In 2004, local newspaper BN DeStem wrote:

"Large companies and international institutions will be established on the site where the iconic silos of the sugar factory still stand. The center could become a trade center with conference rooms. The banks of the Mark River will become green and offer space for relaxation."

In 2009, the buildings between Slingerweg, Markkade, Zoete Inval, and Valveeken were demolished. The two iconic 45-meter-high silos disappear from the horizon after forty years. Under the overgrown and fallow land is a large amount of bunkers, pipe lines, and cellars that still need to be demolished. In 2021, the municipality of Breda and the province of North Brabant jointly purchased the former CSM site from owner Corbion to give it a second life after demolition and remediation. You teleport to the current time to discover what has become of it.

't Zoet is currently

a raw area with plenty of space for various activities.

17 years after its closure, the area is still barren but has a new identity. And it fits the dream of creating a high-density residential and commercial area that connects Breda with international cities via the high-speed rail line.

't Zoet will be a part of a city that is strong and resilient because it brings everyone together. It is not elitist but inclusive, which also aligns with your belief that everyone



should be able to participate, whether rich or poor, young or old, rural or urban. In 't Zoet, you can live and work healthily.

Your imagination paints a picture of culture, shops, schools, and sports facilities around the corner in a recognizable environment. Breda also wants to provide space for a strong community with lots of energy in 't Zoet. Breda is limitless, green, and hospitable.



Discover 't Zoet / Place-making

From the train, one can see the bare plain and see twelve letters of raw metal standing in a row, each of a different size. Together, they form the four words 'I'm going via Breda'. You daydream about how they could gradually change into the more assertive message 'I'm staying in Breda'. Symbolic of the limitless possibilities for Breda to make a leap with 't Zoet. In twenty years, the city center of Breda will become a very attractive international hub for companies from home and abroad.

The temporary new park 'Zoete Inval' offers a pleasant and cozy place to stay with a favorable location in relation to the sun. Terrace-shaped tree trunks in the sand provide seating. In addition, green mounds have been created in a number of places. The municipality allows temporary small-scale catering and associated facilities at the location for a period of about five years and possibly longer. There is also space for holding events.



CROSSMARK HAVENKWARTIER

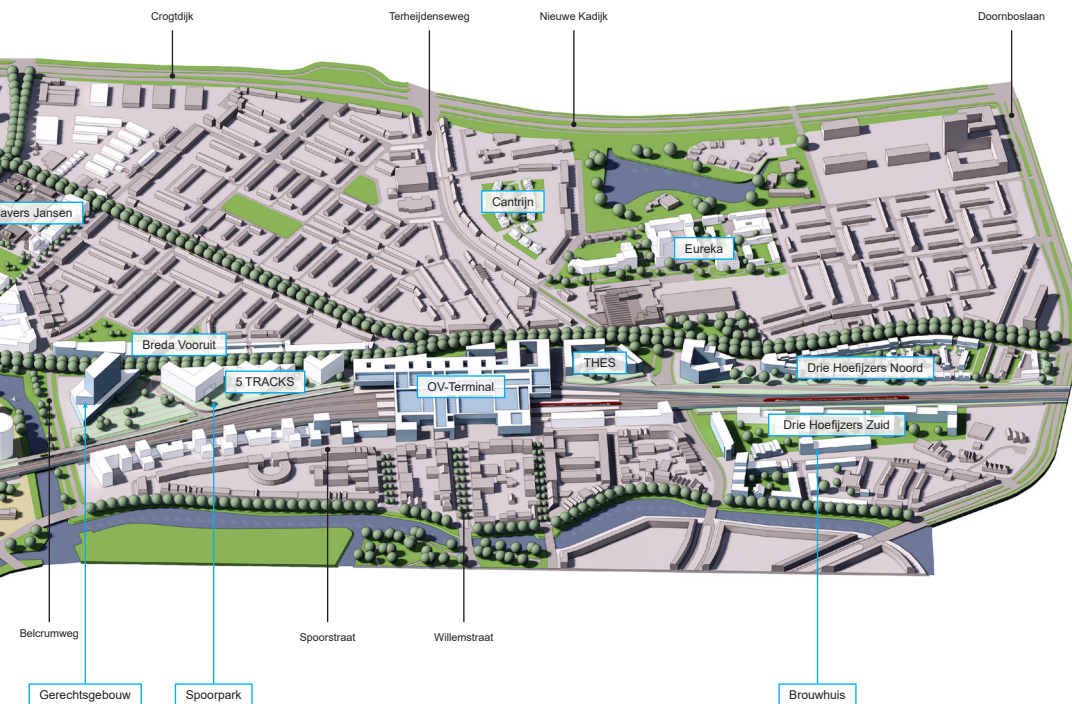
A diverse living environment

A distinctive city district where living and working are intertwined.

Looking at the planning area, 't Zoet is located between various industrial estates: the offices around the NAC Stadium, Emer Zuid, the Triple O campus, the courthouse with offices behind it, and the Krogtten. The Innovation Axis that runs across 't Zoet, from Smederijstraat to Belcrumweg, connects several of these industrial estates.

In 't Zoet, space is being created for high-density urban living within a 5-minute bike ride of the international station and within a 10-minute walk of the city center. A compact and smart mixed-use and sustainable neighborhood. The promise of 't Zoet is a vibrant area where living, working, meeting, staying, and relaxing come together in a good mix. In a way that complements what you now experience in the old city center of Breda, what you'll experience in the future in 't Zoet.

In the 20th century, city expansions were mainly focused on one function: living or working. For 't Zoet, the emphasis is also on living, but we do so explicitly in conjunction with working and amenities. This leads to liveliness. This is how new forms of living and working are emerging in Breda.



ARTIER

STATIONSKWARTIER

Legenda

- Bestaande bebouwing
- Gerealiseerde bebouwing
- In ontwikkeling

Solving the Housing Shortage

Breda is growing from a center where in 2020, 21,250 people lived and 25,500 people worked, to in 2040, 43,000 people will live and 32,500 people will work.

In 't Zoet, we can build between 4,000 and 6,000 homes. By building homes in this vibrant area, we significantly contribute to solving the housing shortage in Breda and the region. We expect that in 't Zoet, especially multi-family homes will be built, including multi-generational homes, flexible living, and forms of collective living. Affordability is an important guiding principle.

The current demand in Breda and the surrounding area is mainly for the 'social' and 'middle' categories of both rental and owner-occupied housing. The exact mix between social, middle, and expensive housing that we will create is not yet known. For the coming years, 't Zoet will be based on the coalition agreement 2022-2026 of the municipality of Breda aligning with the current National Housing and Construction Agenda: about 30% social, 40% middle, and 30% expensive. Within this mix, 't Zoet should be suitable for various groups of residents: young people, families, seniors, single people, and couples.

In 't Zoet, will accommodate new forms of housing, such as collective living and a combination of living and working. The connection with sustainability is essential. It involves energy-neutral living, growing your food, and relaxing in your own environment.

New forms of work

In 't Zoet, there is room for new forms of work environments can be mixed with living spaces. By this, we do not only mean offices but also mixed forms of living and working: small-scale "artisanal" businesses that would like to have an address on a lively street, companies that want to situate their office in a lively residential area. The trend is that companies increasingly want to be in a lively environment. It is not only nice, but the mix can also stimulate innovation. Innovation that is abundant in Breda, among other things, through the strong Applied Technology and Creativity sector.

We do not yet have a detailed program for work is not yet known. For the time being, we are considering a total of approximately 100,000 m² for working and other facility together.

Education is given space

Sufficient consideration must also be given to the impact of education. Education adds vitality. Not only because there is a need for primary education at the neighborhood level, but also because the mix of secondary and higher education can result in interesting combinations with work.

A rich cultural and leisure program

The Urban Park as a regional magnet

Breda deserves new icons in the fields of culture, architecture, and landscape. We will realize them in 't Zoet, taking into account the environment and heritage that must act as a dynamo for the area's development. We want the cultural history to be part of the story and DNA of the area. Our proud river, the Mark, is the identity carrier of the new district.

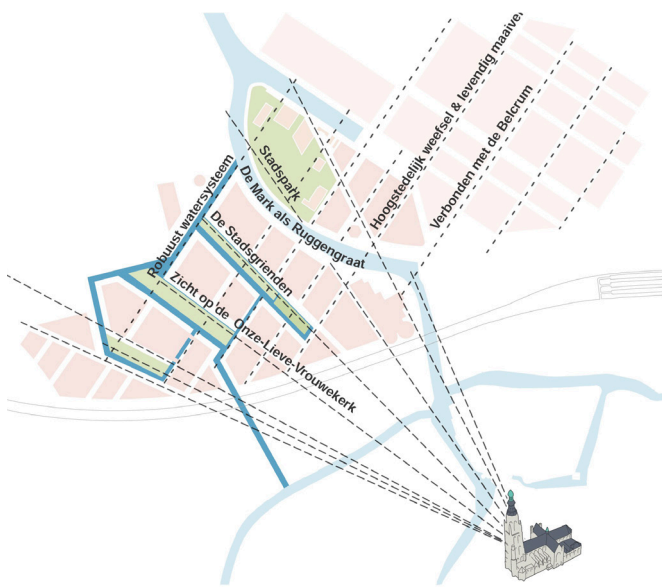


Multifunctional use

We not only want to bring water to life in the central area of Breda, but we also want the Mark to become an integral part of the public space so that everyone can use it. Breda was created along this river, and the city's story is reflected in the water.

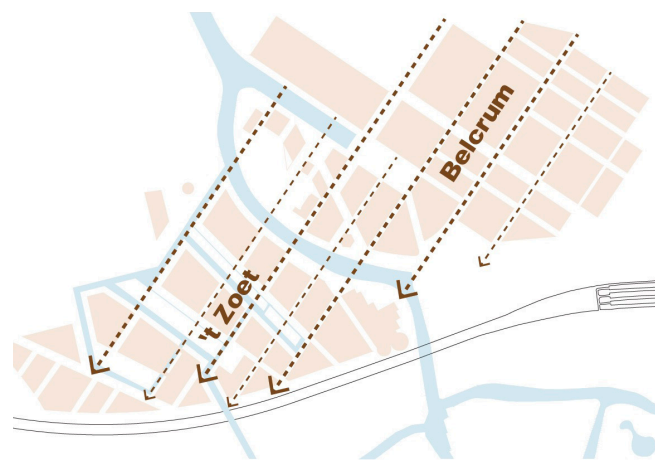
The Left Bank Promenade, which we have named the Green Golden Mile, is an important part of a larger city-country connection that connects the Vincent Van Gogh House in Zundert to the Spinola Schans in Terheijden, via numerous nature reserves, villages, the Brabant countryside, and the city center of Breda.

Along this central slow traffic connection on the water, squares, boulevards, water-



A robust and flexible framework anchors

with an urban fabric that is lively at ground level and has a human scale.

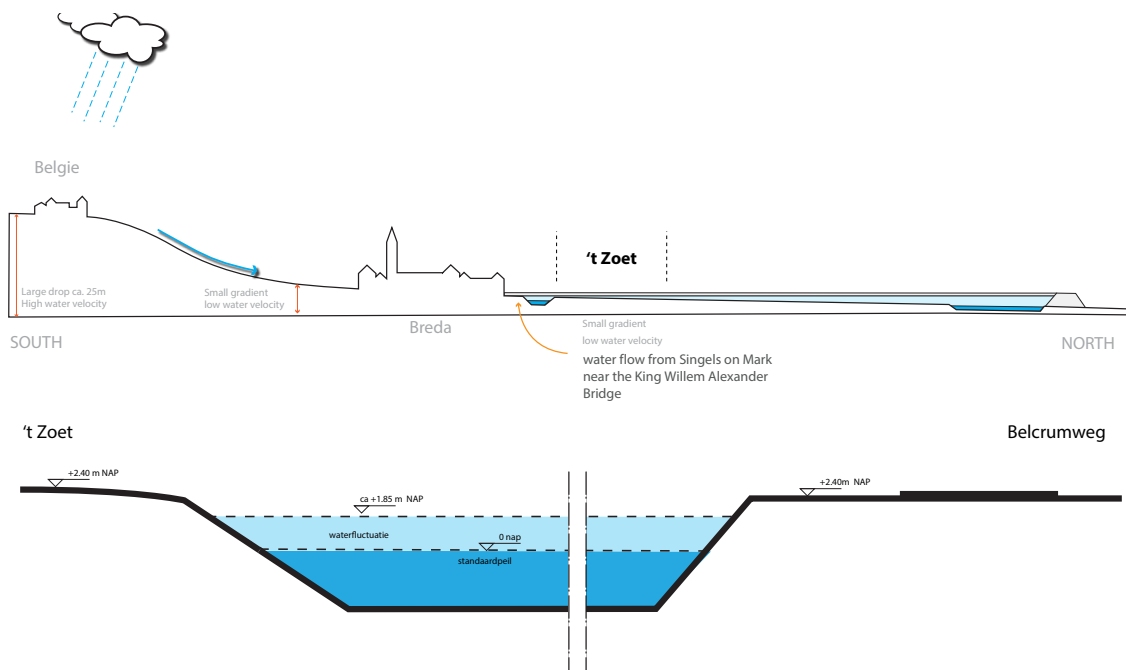


Creating a cohesive urban district

Maintain the urban planning structure of Belcrum.

fronts, and a park will be created in 't Zoet. We introduce a wide range of recreational and cultural programs for the city with regional appeal, striving for inclusive subcultures. An 'urban community' that is enormously attractive for every visitor and resident to be part of or discover. Many people from surrounding neighborhoods already flock to the Haveneiland, because of its dynamism and distinctive character.

One thing is paramount: we want to preserve and accentuate the view of the OLV Church in the CrossMark Breda area. In addition, we want to use the cultural-historical structures and buildings, including the original sugar storage silos, as hotspots for development with a focus on culture and entertainment with international allure. In 2040,



**'T Zoet as waterbuffer**

Hold rain water longer in the bypass system.

**Extension of the dynamics of the city centre**

Dynamic, highly urban district, complementary to the inner city.

you will experience a lively plinth with a varied program in the fields of culture and leisure. We want to better utilize the qualities for water recreation, sports, and games and generate sustainable energy. Together with iconic buildings on the foundations of the old CSM silos, it forms a unique and recognizable city front on the Mark with the future Suikerplein. Preferably, we are looking for an international draw next to the desire for a new theater, hotel, or pop podium. Think of icons like the Rijksmuseum and Van Gogh Museum, but with a twist that fits Breda and the region.

Importance of the Urban Park

The proposed Urban Park on the Haveneiland and the Mark with the Suikerplein are suitable locations for programming events, which are complementary to what can be found in the city center. And at the same time have a good connection to the HSL station and the city center. 't Zoet also offers high-quality outdoor spaces. Breda residents and visitors will experience urban sports events, art and cultural events, markets, carnival on the water, an outdoor cinema and more special leisure activities.

The Urban Park is well connected by bridges to the Sugar Square and the Green Golden Mile. The new program in 't Zoet and on Haveneiland contributes greatly to the realization of a stronger connection between the northern neighborhoods and the inner city. This green-blue sports and cultural heart acts as a regional magnet and ties in with important themes such as health and exercise. The Harbour Island develops into an urban hotspot, centrally located on the Mark between 't Zoet and Belcrum. The combination of culture, sports, leisure, water and greenery is in our opinion a prerequisite for residents, young and old, but also for expatriates and (international) companies. This interplay and the above mentioned international trigger contributes strongly to the desired scale leap of Breda.

Characters subareas

Diversity and cohesion



't Zoet has a uniform and cohesive identity, but has different characters at the subarea level to create diversity

Diversity in the various subareas can be found in high urbanity, program, interface, outdoor space, architecture, atmosphere, urbanity and height

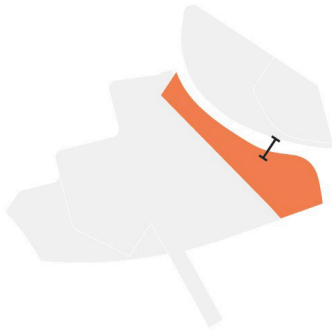
These characters are overarching and the boundaries gradually blend together. They describe not only the buildings, but also the public space.

There can be uniformity in the architecture of a building and block level, but unique transitions and atmospheres in the public space.

General profiles for size, scale & proportions have been added to get a sense of size and scale. This provides insight into how (high) urbanity can express the various Urban characters.

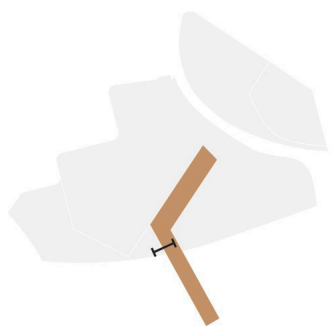
The scheme offers room for variation in elaboration and should not be interpreted as hard frameworks, but as exploratory lines of thought.

Linkeroever promenade



- Public space with a chain of urban facilities, connecting the city with the surrounding landscape through a high-quality green boulevard and a strong relationship with the river Mark.
- Waterfront as a frayed edge, inspired by the historical situation with various places to stay along the water.
- No hard front edge (wall) on the Linkeroever promenade, but space an informal character, such as passages, alleys and wandering routes. The Mark is also tangible and sometimes visible in the second line of buildings.
- Solitary volumes along the Mark reinforce the idea of the frayed edge and provide interesting in-between spaces, allowing residents to linger around.
- High quality architecture accompanies the Linkeroever promenade
- An active and public plinth is a requirement, whereby the promenade and the Mark become the extension of the interior urban district.
- The Suikerplein as an iconic public space on the Mark with space for hospitality, culture and leisure.
- On the quay and partly on the water, with the possibility of special water-related, social and public-oriented facilities.
- The urban program has a focus on culture and entertainment with (inter)national allure; e.g. hotel, museum, pop podium, library, etc.
- No uniformity, but a diverse palette of program, height, materialization and form language.
- Iconic reinterpretation of the historic silos.

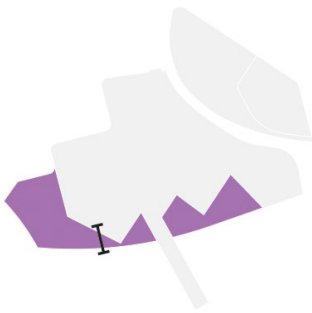
The Innovation Axis



- The Innovative Axis focuses on connecting and meeting at the level of 't Zoet.
- This connects various subareas with each other and mainly enhances internal dynamic.
- Diverse experience with difference between openness and closed-ness between buildings and public space.
- First floor is activated and the building block offers the possibility to extend the urban program to upper floors or in the form of a deep building block.
- The urban program focuses on Applied Technology & Creative sector and neighborhood facilities, such as (international) schools, city supermarket, general practice and gym.
- Spatial cohesion through the design of public spaces by means of an asymmetrical profile.
- The continuous slow-traffic route forms the red thread of this subarea and connects the different identities and atmospheres with each other.
- Bypass for water system via new-rail underpass is essential.

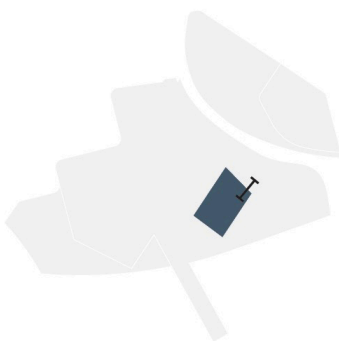
- Has the potential to connect the center of Breda with Breda North
- No uniformity, but a diverse palette in height and materialization

Spoorzone



- Urban railroad zone, which connects with train landscape towards Breda station, as a city entrance.
- Buildings do not form a linear wall, but are slightly staggered. Variation to be worked out in urban development plan.
- Buildings are on average 30 meters from the train tracks because of external safety requirements.
- The closed building block can be the starting point for this zone; quiet inner areas in contrast with the railroad.
- Extra attention for an appropriate transition between public space and private front space of the building.
- Parking is part of the building assignment and not recognizable as such from the public space.
- Collective semi-front with regional bicycle connection, HOV, car access, parking and a continuous ecological connection zone. In the follow-up phase, special attention is required for the integration and combination of these various aspects
- No uniformity, but a diversity in height and materialization.

De grienden highly urban

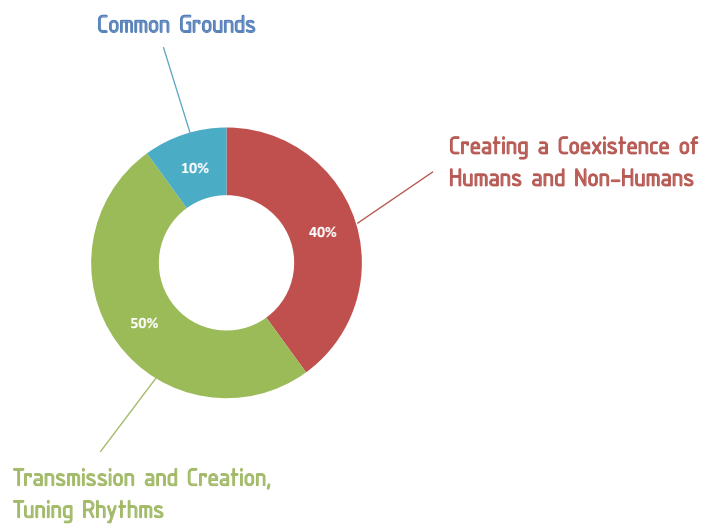


- The water and nature is an integral part of the neighborhood in order to stimulate double use and increase spatial quality.
- The buildings have a strong orientation towards De grienden, these form an important walkway for the homes.
- Within the development fields there is room for collective outdoor spaces, but these may not take precedence over De grienden. The starting point remains that De grienden are an extension of the outdoor space.
- Within the development fields it is possible to play with setback and other shifts in the building line and facade, so that a playful image arises along the water.
- De grienden form an interesting contrast with the highly urban environment.
- The highly urban character is partly due to the densely built development fields, not so much in the height.
- Dynamic public area has a strong relationship with the Linkeroever promenade and the Innovative Axis.
- Diverse mixed program.
- No uniformity, but a diversity in height and materialization.

't Zoet, Breda

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Sub-themes



Site Family

Think tabula non-rasa!

Location 't Zoet, Breda

Population 184,000 inhabitants

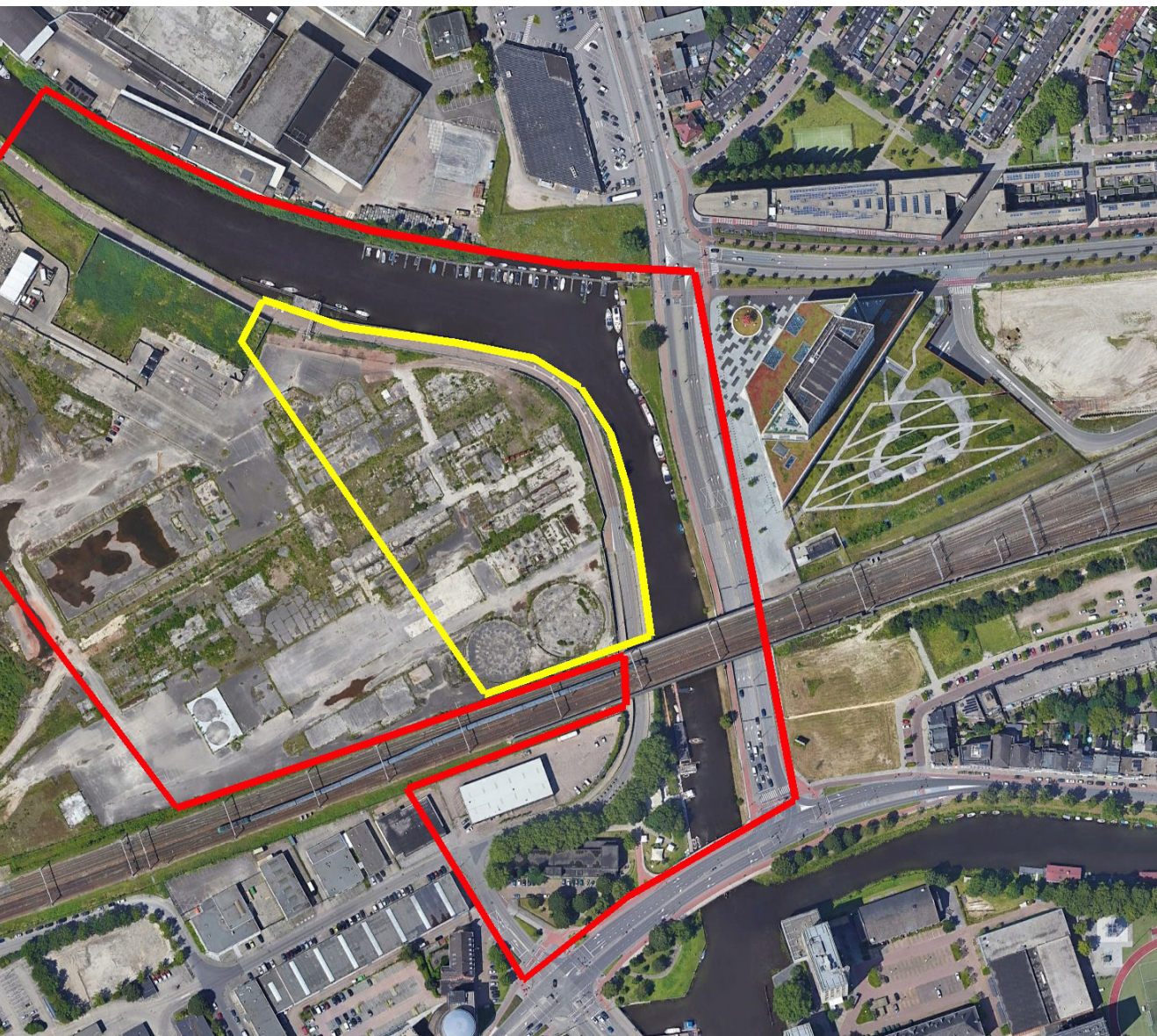
Strategic Site 13.7 ha

Project Site 2.65 ha

Scale L/S

Owner(s) of the Site Public ownership



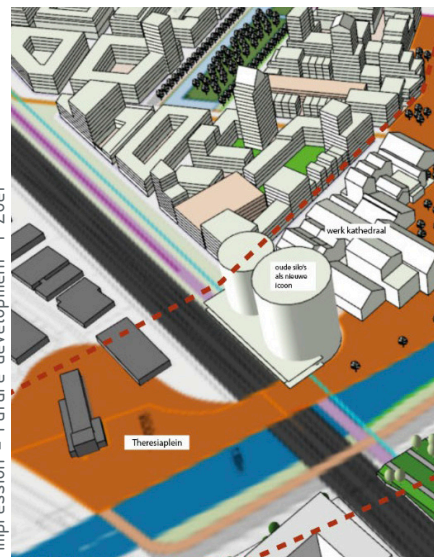




Ariel view 't Zoet, Breda



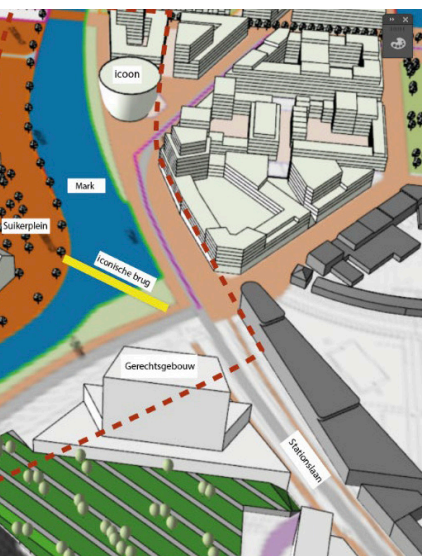
Ariel view 't Zoet, Breda



Impression - Future development 't Zoet



't Zoet, looking towards old city center



Markkade, Breda





View Berglandweg





Aerial view 't Zoet



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The design teams are asked to:

Consider what combinations of programs, and what types of programs, could come together on the site

(± 12.500 m² at the Suikerplein) – 20% of which could be new innovative housing.

Propose an urban/architectural strategy for transformation that includes big, bold ideas for buildings, programs and waterfront public spaces connected to the location and its history – the new 'working cathedral' on the Suikerplein.

Create a dynamic public space, ecological landscape design that incorporates the city's current vision on connecting city and nature.

Consider how the existing waterfront can be re-thought taking advantage of the changing water levels.

Consider more broadly the role, form and position of the bridge(s) over the river Mark. How might the bridge(s) act as the public space and be inviting as an urban stage?

Do you see opportunities to re-use existing foundations of the demolished factory present on the site?

Follow-up

The winning team(s) potentially will work with the municipality on a feasibility study (or research by design assignment) to further define the programmatic infill and strategies for curation in the 'cultural quarter'.

The challenge is to imagine a 'curated cultural quarter' that draws inspiration from the past to create a open, incisive and dynamic waterfront environment that brings together culture, city and ecology and functions as a regional attractor for (new) residents and (new) businesses to settle in Breda.

@t zoet, Breda

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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.

Omgevingsvisie Breda 2040 vastgesteld (PDF, Dutch only)

In this Environmental Vision Breda describes its ambition, goals and tasks for the next 20 years. The document focus on and how we tackle the threats and challenges. Breda takes three steps forward by defining a strong vision. Where taking good care of our neighbourhoods, villages and the countryside to increase resilience for the whole region.

De potentie van het nieuwe centrum (PDF, Dutch only)

'De potentie van het nieuwe centrum' is an exploration of area developments as envisaged in the new centre of Breda in the spring of 2020. It explores these developments collectively and places them in relation to each other. In this way it provides insight on which the programmatic and spatial tasks included in the environmental vision are based. The visualizations included are not designs but typologies of the possible settlement environment.

20220504 Werkboek 't Zoet (PDF, Dutch only)

The purpose of this report is to compile the extensive information gathered during the many work sessions in order to serve as a background document and foundation for the development perspective. The document is structured according to the different

pillars in order to understand the story both integrally and sectorally.

Toekomstperspectief tZoet_website (PDF, Dutch only)

This 2040 Future Perspective for 't Zoet has emerged from various studies, explorations and analyses involving many professionals, consultants and designers. People knowledgeable in disciplines such as urban planning, landscape architecture, urban development, traffic, ecology, water systems, heritage, civil engineering, construction and so on.

Stedelijke Regio Breda Tilburg - Informatieavond 2022 (YouTube)

https://www.youtube.com/watch?v=0l_mZrxjKlQ

WrapUp Ontwerpteam SRBT 2022 (YouTube)

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

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 Europan 17

- weblink: <https://www.europan-europe.eu/en/session/europan-16/minisite/europan-17/calendar>
- Other sites in Stedelijke Regio Breda Tilburg (NL) and in europe
- Fully detailed competition Rules for Europan 17
- Europan 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>

Participate / Register

For registration and other information please visit:

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

Site representative / Actor(s) involved

Municipality of Breda

Team representative

architect and/or urban planner

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

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

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)

Huib 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).

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

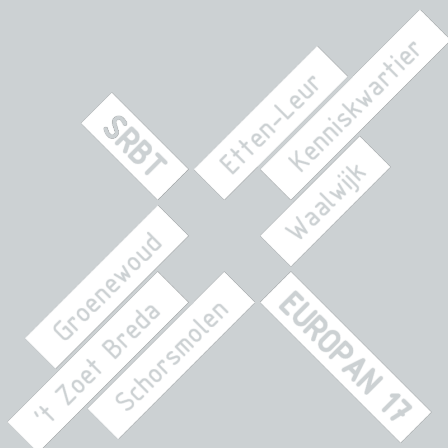
architectuurhistoricus / Grond en Ontwikkeling, Gemeente Amsterdam

Madir Shah

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

European 17

Living Cities



Competition brief European 17

Published on, March 2023 The Netherlands

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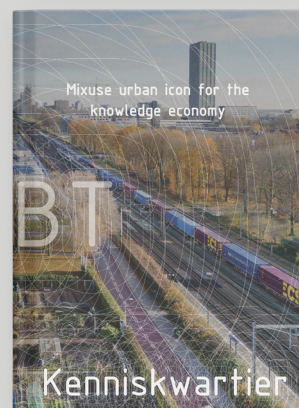
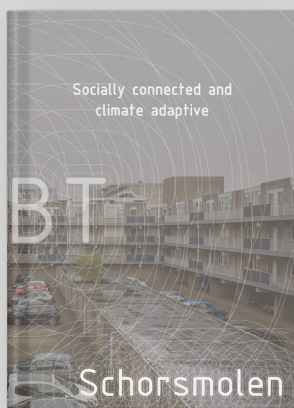
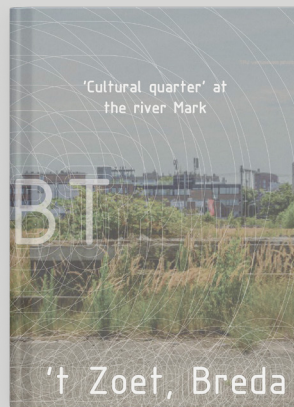
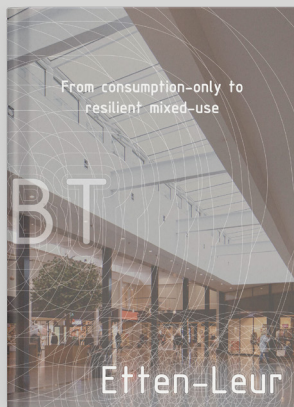
creative
industries
fund NL



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

Groenewoud

't Zoet Breda

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