

From consumption-only to
resilient mixed-use

BT

Etten-Leur

Living Cities



- SRBT
- Etten-Leur
- Kenniskwartier
- Waalwijk
- Groenewoud
- 't Zoet Breña
- Schorismolen
- EUROPAN 17



Etten-Leur

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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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 Etten-Leur:

In short, the challenge is to develop a spatial strategy implementing a new mix of functions in the middle of active shopping area, conceptualizing an experience of shopping to reflect moving away from consumption-only mentality towards a future where local production and mid-sized town character is integrated. And thus, reflective of circularity as an essential part of climate adaptable future. Reinvent this mono-functional shopping to become a place buzzing with activity all through the week. Carefully designing community oriented housing typologies, new facilities for the twenty first century dweller.

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.

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.

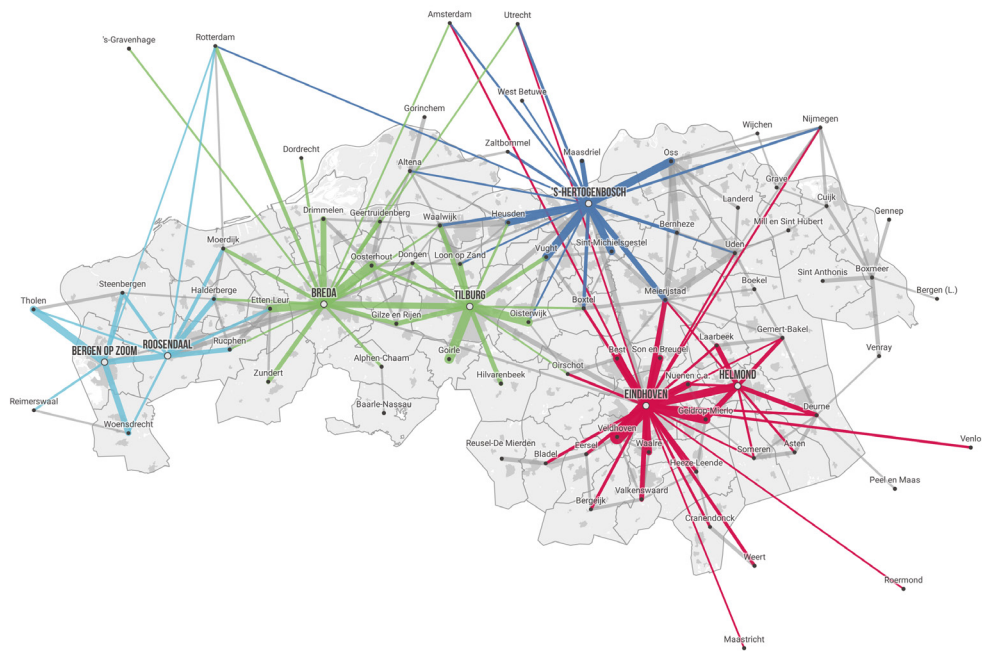
Characteristics of the Breda-Tilburg urban region:

- 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.

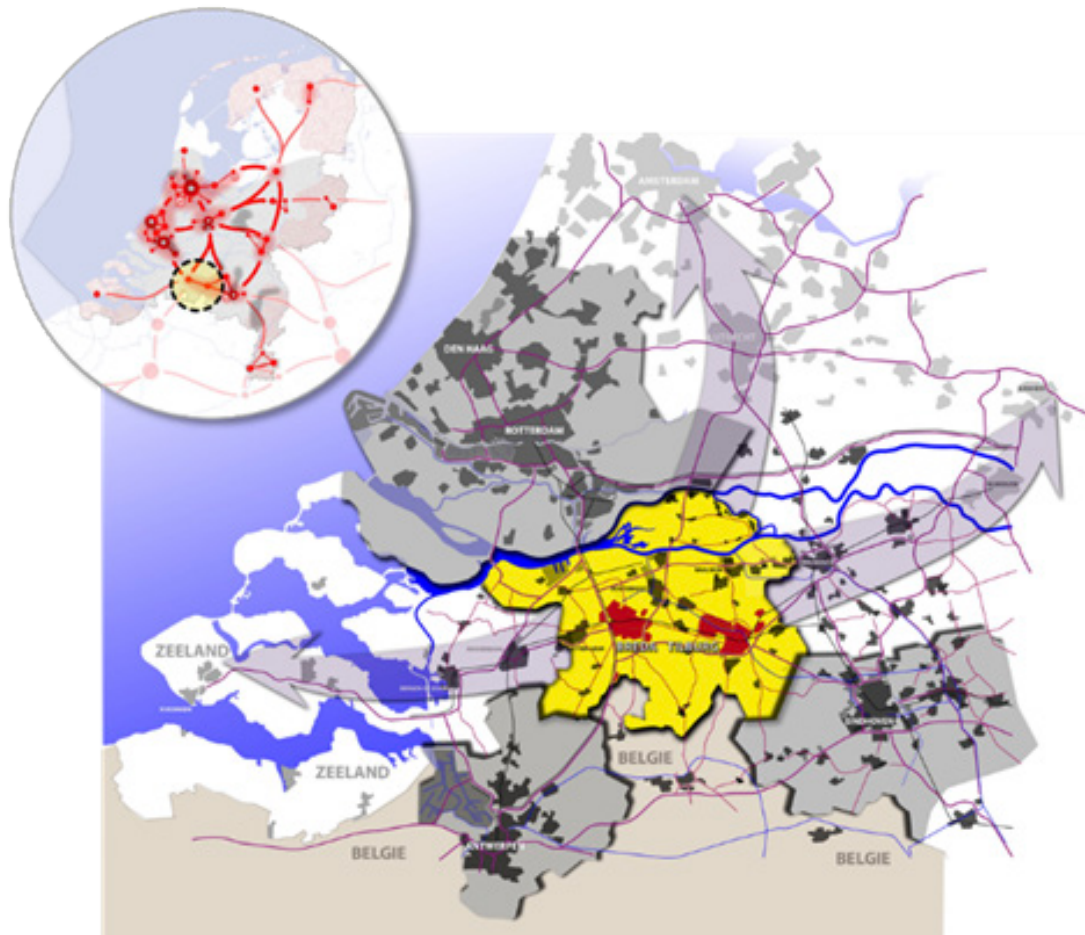
The poor soil and cheap labor in Tilburg were the basis for the manufacturing industry, textile industries and the development of the accompanying tools and machines. The textile, leather, and tobacco industries were well-known and important pillars. Over



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 intentional 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 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

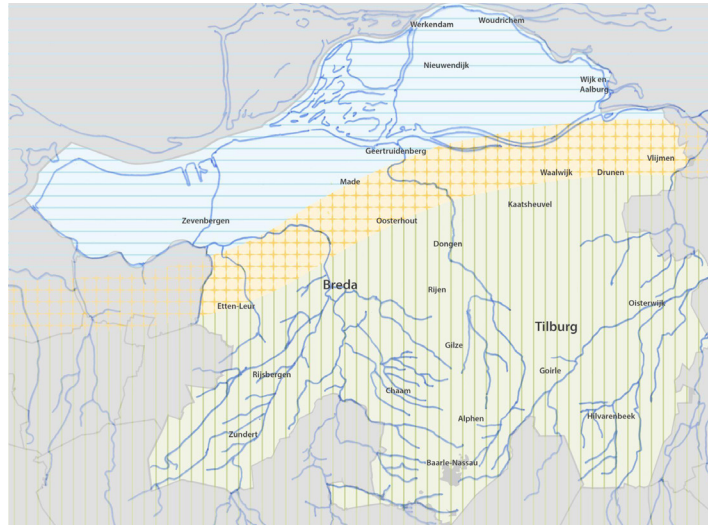
Our sustainable urbanization ambitions can only be achieved through significant efforts in improving the region’s transport system and the necessary mobility and transition to new mobility behavior. This requires high-quality public transport and addressing existing road bottlenecks. At the same time,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

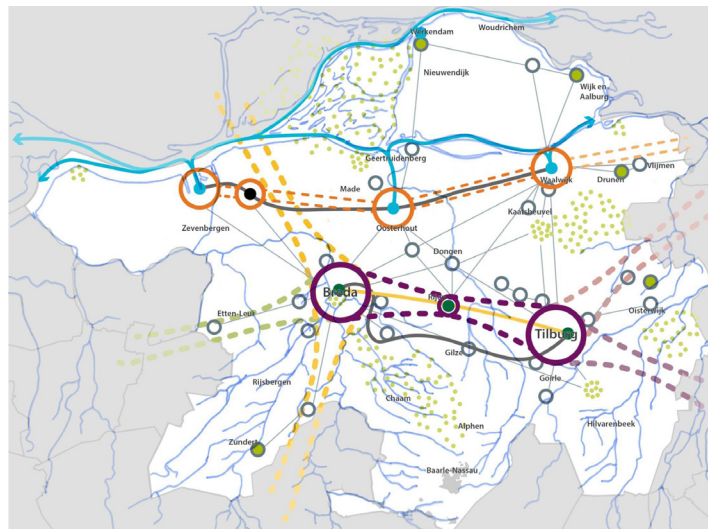
Transition to sustainable heating and energy

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.

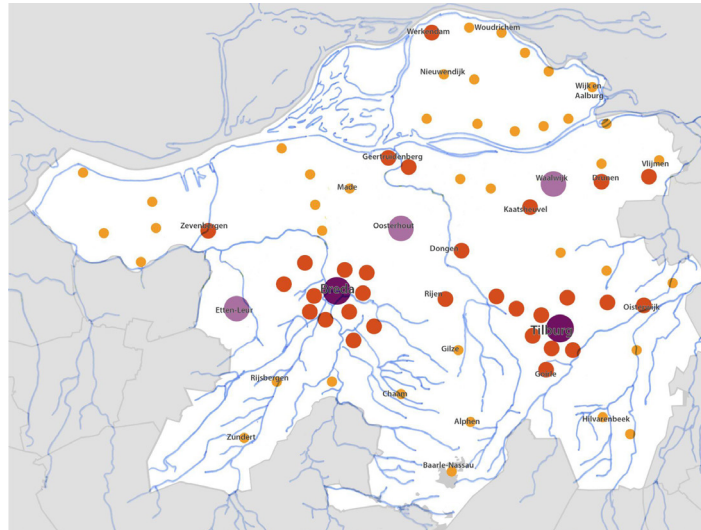
From 2030 onwards, region will start producing more wind energy in the southern flank. By bundling and harmonizing needs regionally we can achieve twice the result. There are also opportunities for aquathermy, geothermy, use of waste heat. It is important to link the climate challenge to the spatial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



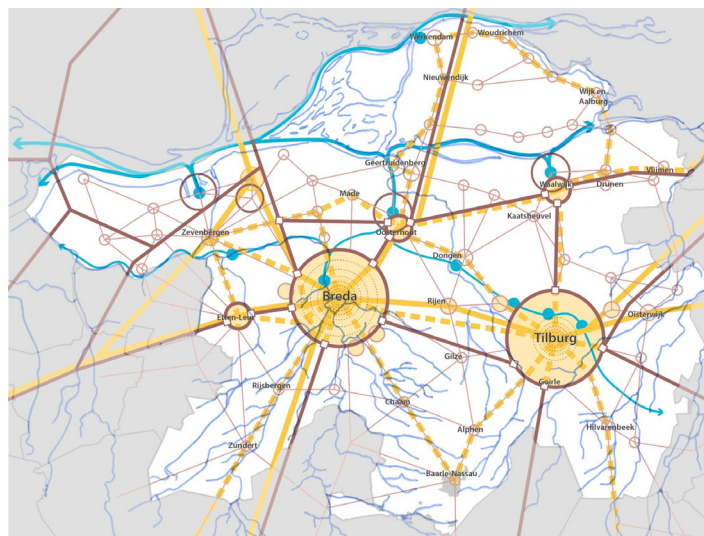
The Urbanization Strategy is based on three types of landscapes: the network of stream valleys on the sandy soils in the south, the flood zone with seepage areas in the middle, and the complexly organized river clay landscape in the north. Resulting into highly desirable urban environment interwoven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



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?

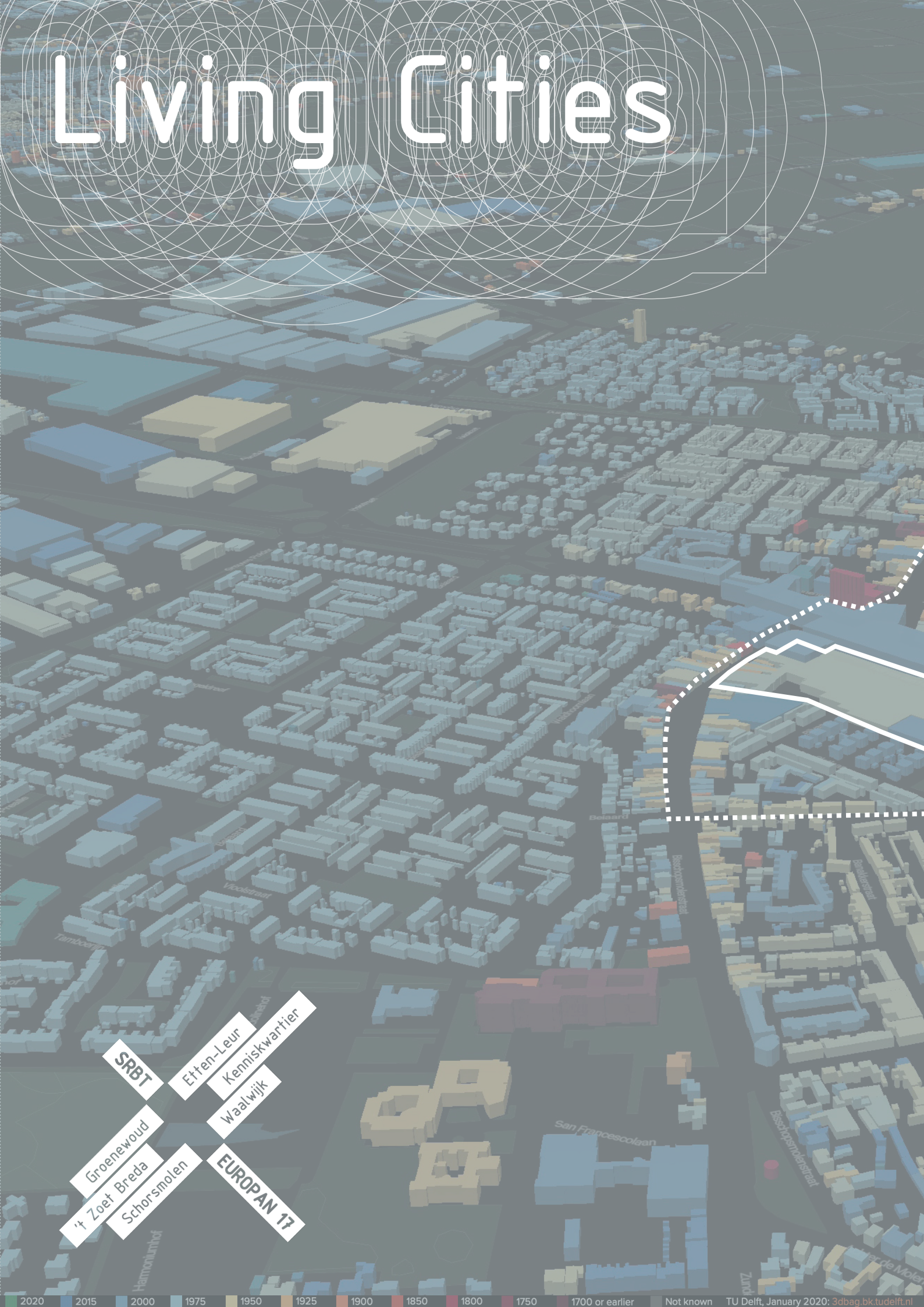
Second Lives

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

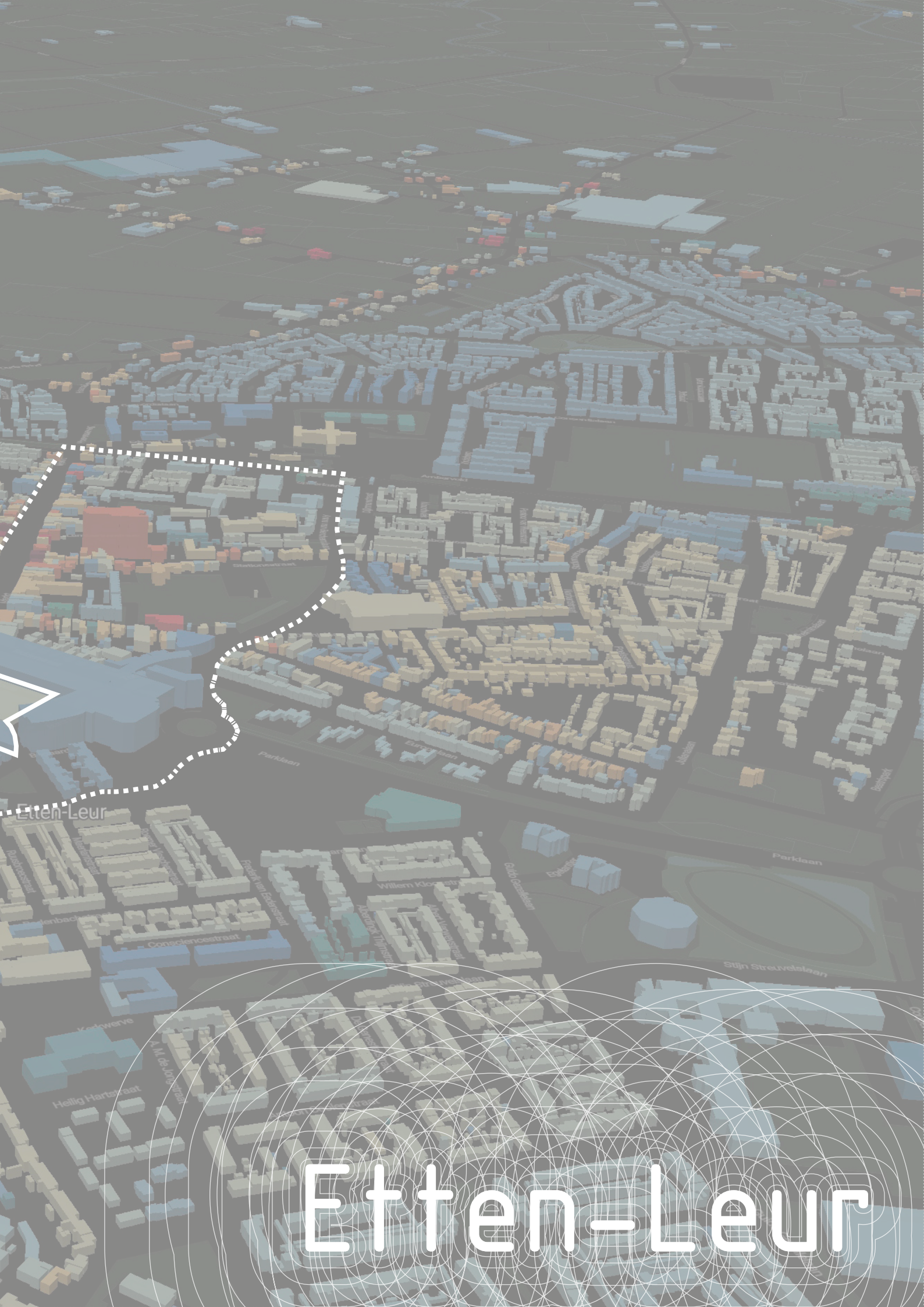
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't Zoet Breda
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EUROPAN 17



Etten-Leur

Etten-Leur

Living Cities

URBAN CONTEXT

Etten-Leur in a nutshell

Winkelhart

Road structure

Green structure

The City of Etten-Leur seeks opportunities in the combination of accommodating its growth and reactivating urban life in the shopping center. The aim is to redevelop the large consumption-only shopping experience to a more mix-use locally rooted experience which will become a cozy “Central living-room” for everyone, embedded in existing historical character of Etten-Leur.

Densification is part of the city’s strategy. Transforming city district that are currently reliant on mono-functional shopping and consumption into a circular production and healthy consumption hub, creating economically stable environments fit for the twenty-first century. This can be enhanced by adding high-quality, climate-resilient new homes and other facilities that attract and retain residents and stimulate healthy and productive mid-sized city living.



Etten-Leur

Living Cities

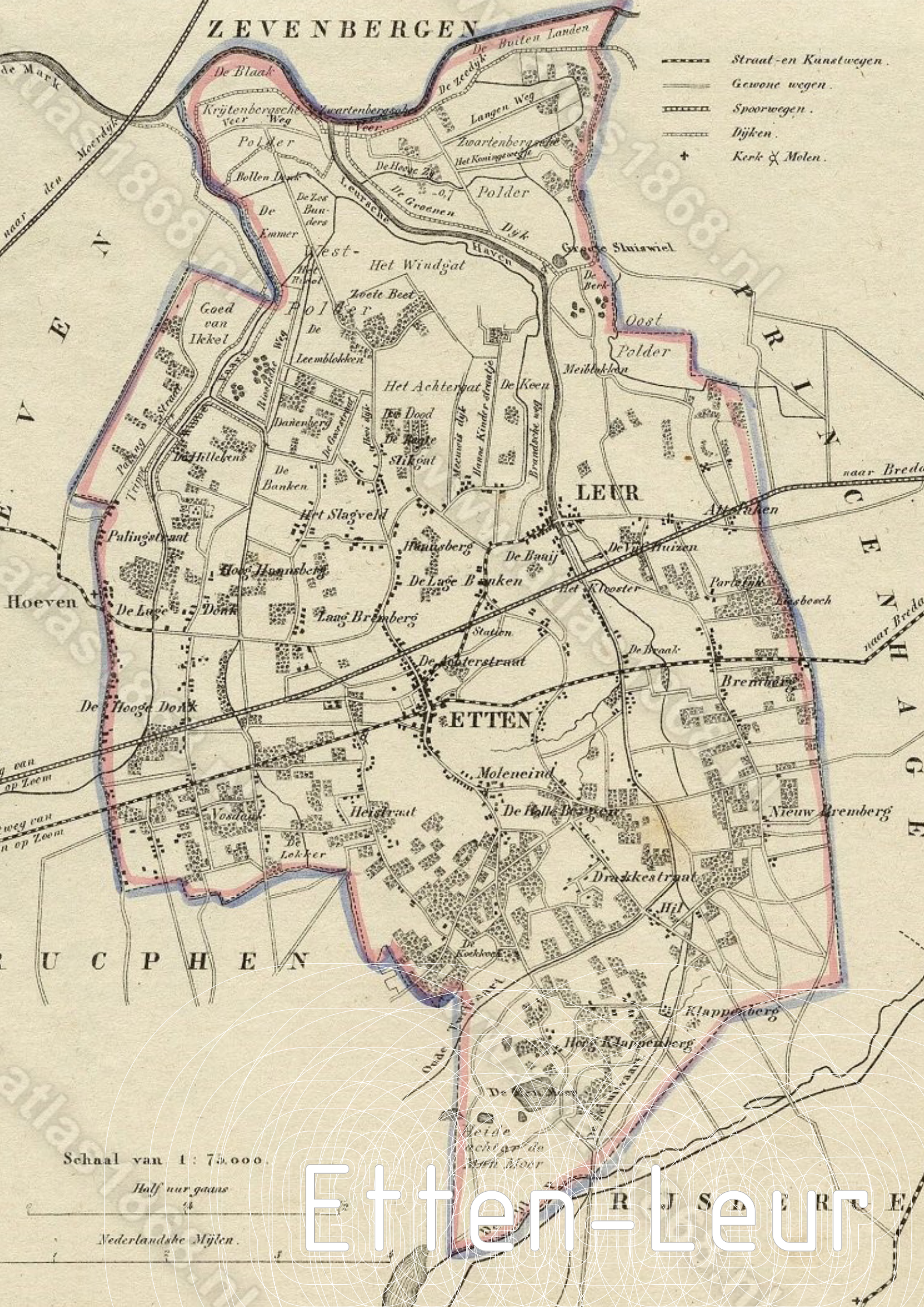
Etten-Leur in a nutshell

The attractiveness of Etten-Leur is in its small scale village character, the social aspect of the village, we know each-other feeling, care for each other and social safety. Sociability and mutual togetherness is an important quality experienced by the residents of Etten-Leur. Living in Etten Leur is easy, with facilities such as stores, restaurants, schools, sports, culture and work around the corner and easy access to the countryside nearby. The interconnectedness of agriculture, housing, nature and recreation makes this area a fine place to live or stay. Etten-Leur offers the best of both worlds: spacious and good living with its own daily amenities, and well connected to other large cities in the region.

Municipality Etten-Leur takes its name from the two places from which the municipality arose: Etten and Leur. Etten originated as a small agricultural settlement on a donk. It developed in north-south direction along the Markt and Bisschopsmolenstraaten the Hoevenseweg. Leur originated on the border of the clay and peat area as a result of peat extraction. It is an east-west oriented settlement on the Korte and LangeBrugstraat. Originally, both Etten and Leur are significant in agriculture and horticulture and thereby also in trade and industry.



ZEVENBERGEN



- Straat-en Kunstwegen.
- Gewone wegen.
- Spoorwegen.
- Dijken.
- Kerk & Molen.

LEUR

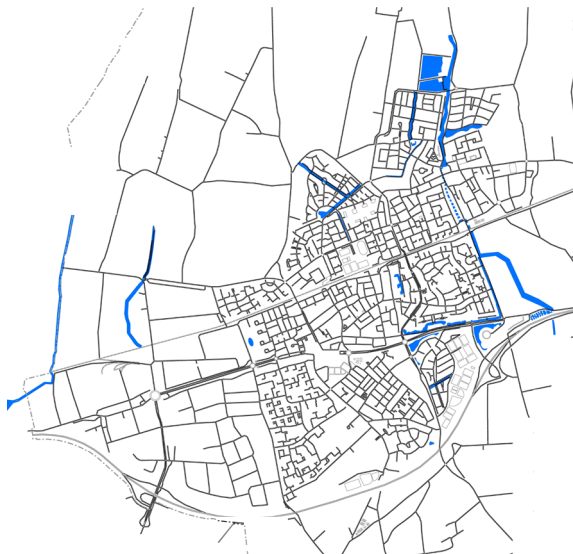
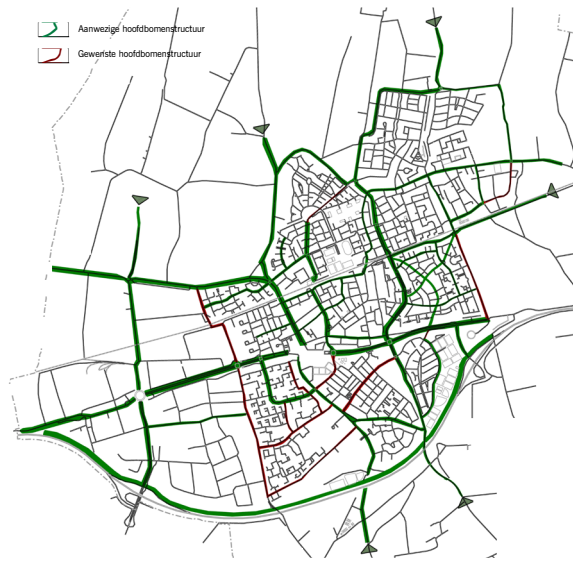
ETTEN

Schaal van 1:75.000.

Half uur gaans

Nederlandsche Mijlen.

Etten-Leur



Until the mid-twentieth century Etten and Leur are relatively prosperous agricultural villages. In the period 1950-1960 the industrial development started and there was a change in the type of employment from a predominantly agricultural to a more industrial oriented character. This growth of employment was accompanied by the expansion of the nuclei. In a relatively short period of time, new districts get formed on the edges of Etten and Leur and the range of facilities such as stores and sports facilities were expanded. The urbanized area of Etten-Leur has developed along the east-west infrastructure effectively recognized to date as one system where the cores Etten and Leur are embedded.

Companies and businesses are mainly located on the western side of Etten-Leur at the Vosdonk industrial estate, partly to the north at Zwartenberg on the river Mark and at Attelaken, north of the railroad. The vast majority of the municipality consists of agricultural land with connections to nature areas such as DePannenhoeef and Het Liesbos. As well as some natural areas in the northern part of the municipality such as Zwermlaken and De Berk.

There is a north-south oriented green structure. This forms a spatial structure carrier in the region, which prevents the cities from growing together. The historical 'linten' in the cores of Etten and Leur form the basis for urban growth. Characteristics of the history can still be found in various districts. The zeitgeist of the districts can be recognized in the urban structure. In general, there is a green urban character.

Stores, schools and sports facilities are spread out. Etten-Leur has a continuous urban area, with only the industrial area of Zwartenberg on the Mark river being an exception. In the urban area, living and working are often still separated. At the transitions between living and working, there is sometimes a mixture of functions. Zoning on the business park helps to limit nuisance in adjacent residential areas and rural areas.

The Markt and the Oude Bredaseweg, with their particularly characteristic value, are still today the more important structural carriers of what concerns the buildings of the center area of Etten-Leur.

The historic 'linten' Markt and Oude Bredaseweg are still supported by the (partially rebuilt) historic buildings and have a small-scale character. The Markt has an elongated basic shape that widens at the head of Moeierboom. On the Markt there are a large number of monumental buildings. These monumental buildings are important carriers for the area and contribute greatly to the characteristic value of the Market. The old town hall, the former NH church, the Kosterwoning (the keeper's house), restaurant 'De Zwaan' and the house De Linden form a special ensemble. Furthermore, the Paulushofje and the Lambertuskerk are image-defining. Finally, there are a number of monumental houses present which together form part of the building walls on either side of the spacious central area.

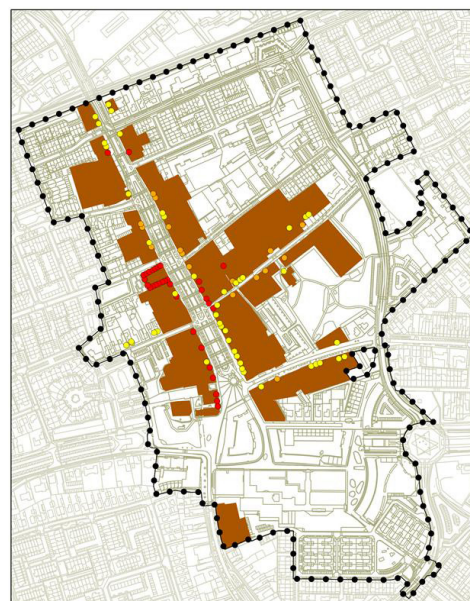
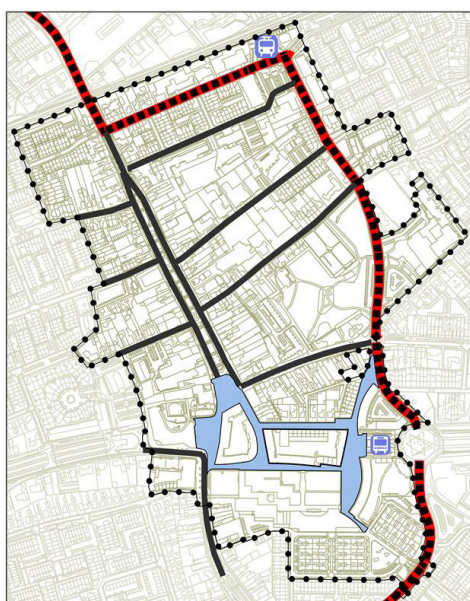
The value of the Markt is mainly determined by the interplay of the central area and the buildings on either side. The constant building line and the orientation of the buildings towards the central area create a calm image. The size of the various plots determines the extent of urban planning and architectural unity.

Openness, density and the presence of passages and alleys are valuable features. The building form is varied and where more recent buildings have been realized, this is tailored to the historical image of the Markt. The Old Bredaseweg has a great historical value as an old connecting road between Etten and Breda. On the south side there is a strong continuous and valuable street-scape that has arisen from the growth and dynamics in the area.

Also the Stationsstraat, an old connecting road between Etten and Leur, is an important structural carrier and has as such historical value. As a side street of the Markt, it is also an important part of the original village structure. The street profile is narrow, gradually becoming wider and more open between the buildings. The buildings are diverse and consist mainly of detached houses, some stores, a school and a former presbytery.

WINKELHART

With the center development of Etten-Leur, the 'Winkelhart' with large-scale building complexes has also become a very important structural carrier. After the national highway was diverted outside the center of Etten-Leur, the former route was redesigned and converted into a new town center with facilities and clear representative main entrance roads on the west-east side. In the center, the layout consists of buildings, squares and shopping promenades. Due to the nature of the buildings, this subarea has an urban character. It was designed and implemented as as a coherent building cluster that attempted to remove the urban scar created by the highway and connects to the existing historical structures. On the east and west



sides of the center are the entrances to the underground parking garage. At these main entry points, large-scale, modern-looking buildings form an urban gateway. With the unambiguous design of the public space. This underground parking has allowed continuous flourishing of shopping activities, and has a prominent place in the region.

ROAD STRUCTURE

The Anna van Berchemlaan and the Spoorlaan form the main traffic access to the plan area. Although the Oude Bredaseweg and the Markt were the historical access to the center of Etten, the Anna van Berchemlaan and the Spoorlaan have taken over this function. Due to its profile, the Markt is still an important structure carrier.

GREEN STRUCTURE

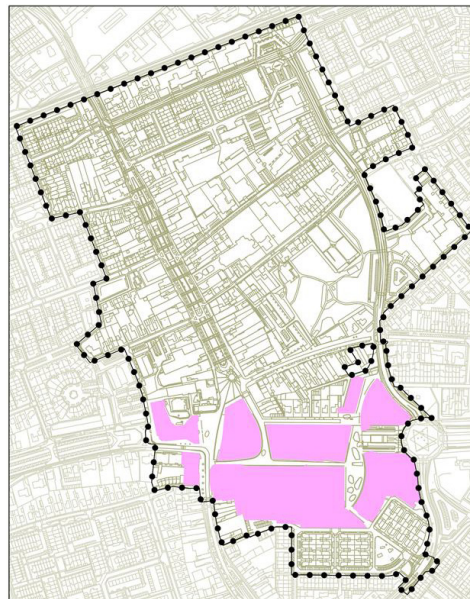
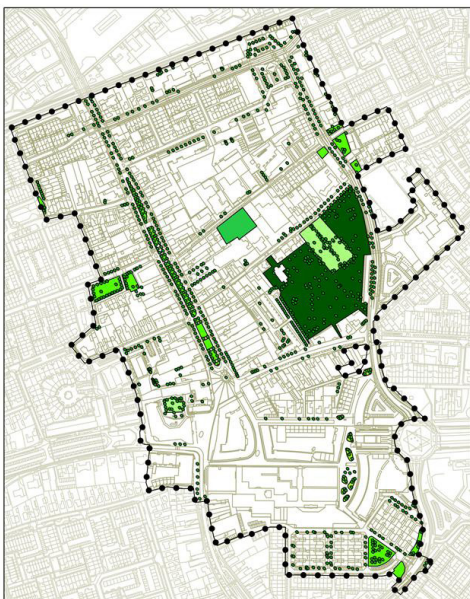
The green structure forms an important part of the spatial characteristics, they refer to the original rural character of the planning area and contain relics of the past. The green elements therefore co-determine the character and attractiveness of the plan area. The green structure in the planning area is roughly divided into three parts. The first part concerns rows of trees, parks and other green spaces linked to the road structure and squares:

Lime trees in the Market Square

The Market has been planted for a very long time. In 1773 the board decided to beautify and decorate the Market by "planting a double row of lime trees". In the spring of 1774, new trees were purchased for more than 283 guilders and transported by ship from Rotterdam to the port of Leur. Today also, this tress largely determines the image of the Market and Etten-Leur as a whole.

The Moeierboom

The Moeierboom is a horizontal elm tree, such as those found in many squares in Brabant. It is placed on the central axis of the Market Square. Originally, such trees



were planted on village squares where village administrators met. The lime tree therefore became the symbol of local government and is frequently found in old municipal coats of arms. The current Moeier tree was planted in the 18th century.

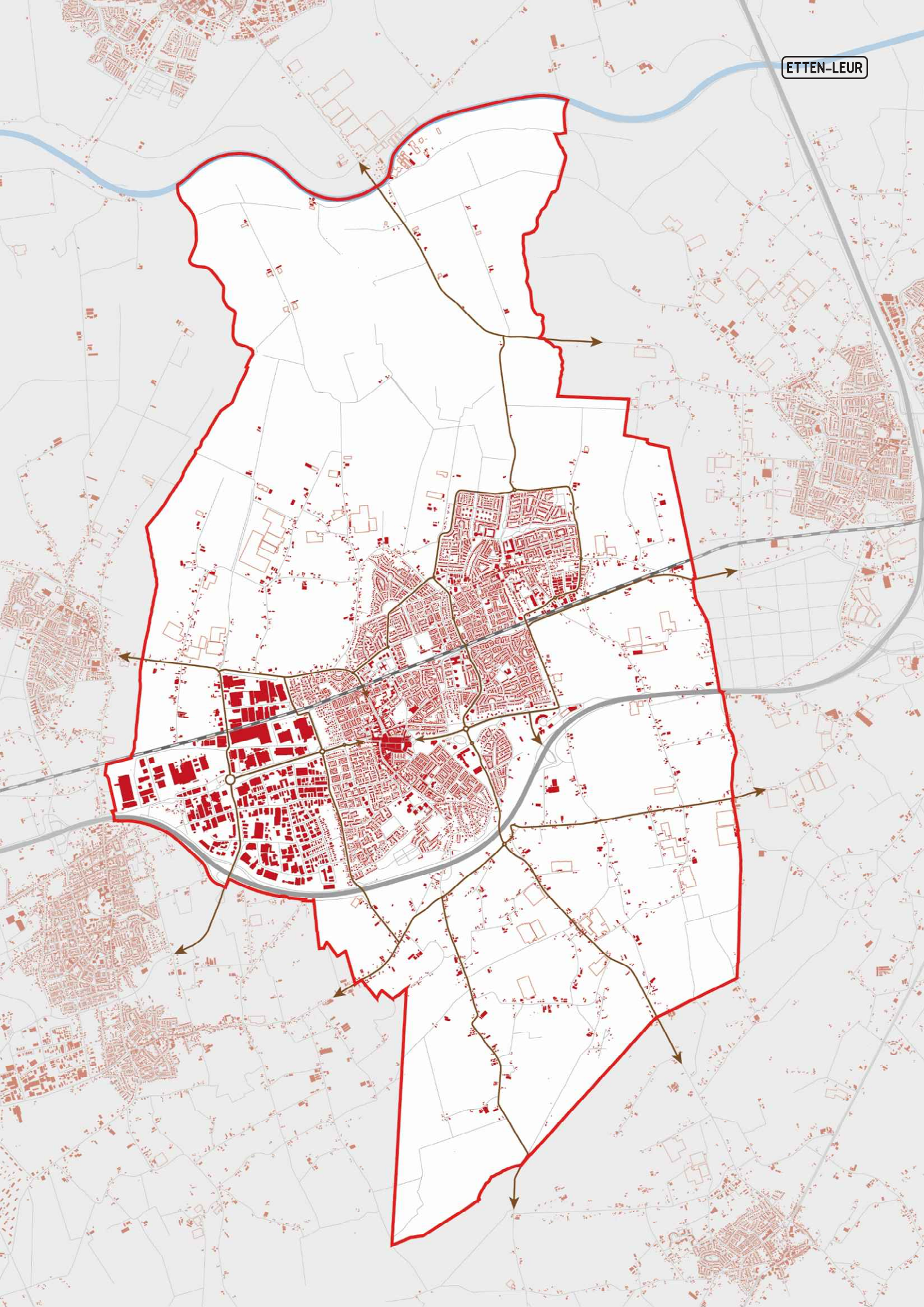
Park behind the Paulushof

Behind the hofje 'De Paulushof', between Grijsoord and the Rochussenlaan, there is a lawn with some poplars and border planting. This green space forms the connection between DePaulshof and the remaining remains of the service buildings (coach house) of the former houseNobelaer.

Along several roads, such as Stationsstraat and Anna van Berchemlaan, avenue planting is present. On Oude Bredaseweg in particular, there are some beautiful trees, including two old horse chestnut trees of about two meters in circumference. However, the trees on Oude Bredaseweg do not form a continuous avenue planting.

The second part consists of the Oderkerk Park. The Oderkerk park is a city park, laid out in the English style (with winding paths, lawns and borders). Among the rising trees are the Japanese maple, birch, trumpet tree, yew, swamp cypress. Judas tree, broussoniiia etc. In the Oderkerkpark various events are organized throughout the year. The third part consists of various monumental trees, both in the public space, as well as in the gardens of individuals/agencies. These are national monumental trees on the one hand and municipal monumental trees on the other. In this zoning plan, detached monumental trees are not included. An important ensemble is located in the Pastorietuin on Lambertusstraat, behind the former presbytery (Stationsstraat 21). Here is the former presbytery garden with beautiful high trees. The garden forms a beautiful green element in the middle of the buildings.





Living Cities

PROJECT SITE AND ASSIGNMENT

Site Description

Functional analysis

City Center: A Place for Meeting

Competition Assignment

From consumption-only to
resilient mixed-use

Etten-Leur

Living Cities

Site Description

Etten-Leur is a municipality with about 45,000 inhabitants. It is located within the periphery of the city of Breda (approx. 180,000 inhabitants). It is well connected via the A58 motorway and is on the train line between Breda and Roosendaal. Originally, the municipality consisted of two cores, Etten and Leur, which over time grew together into one entity. The municipality's challenges align with national issues such as mobility transition, energy transition, climate adaptation, and inclusivity.

For decades, the centre of Etten was divided in two by the busy N58 highway. In 1999, this road was diverted to the south side of the core (the current A58). This created space to develop the center into the shopping area it is today.

The shopping area of Etten-Leur functions well as a centre and is one of the most important places for meeting. Shops, restaurants, housing, and community facilities come together. Part of the shopping centre, once the first covered one in the Netherlands, is due for renovation. Online shopping, competition from larger cities, and changing desires of the shopping public require an appropriate response and adjustments. Around 200 to 300 homes will also be added to the area during the renovation.

The shopping centre is located in a central location but lacks a functional and spatial connection with the train station and the nearby park. Relatively new apartments are located to the north of the study area. The roof garden on those apartments is attractive, but isolated. There is an underground parking garage (1000 spaces) underneath the shops. In view of the mobility transition, it is likely that the car will require less space in the future.

Functional analysis

Characteristic of a center area is the presence of a large number of diverse facilities. This is also the case in the present planning area. It concerns retail trade, services, restaurants, offices, social facilities and green areas. Large-scale sports facilities and (intensive) recreational facilities are lacking within the planning area and can mainly be found on the outskirts of Etten-Leur.

Retail

Retail trade is mainly concentrated in the Etten-Leur shopping center. But also on the historical 'linten' the Markt, the Oude Bredaseweg and Bisschopsmolenstraat, retail trade is traditionally present and are generally small-scale and diverse. In the Winkelhart it concerns mainly large-scale retail which are fully provide for consumer mentality. At the Markt, the Oude Bredaseweg and the Bisschopsmolenstraat, it is mainly small-scale traditional retail and productive businesses. On the Stationsstraat are still some (very) small-scale retail facilities present.



1940



1950



1961



1970



Weekly Market

On the Raadhuisplein there is a weekly goods market, consisting of 50 stalls with a diverse range of food and non-food products. Most of the products do come from local farmers.

Horca

The cafes and restaurants are mainly located on the Raadhuisplein, Markt and Oude Bredaseweg. Hotel "Huis ten Bosch" and hotel "Het Witte Paard" are located on the Oude Bredaseweg, and some Grill Rooms and take-away/delivery pizzerias are located on the Markt. In the shopping center, with the exception of the Raadhuisplein, the catering establishments consist mainly of shop-supporting catering establishments such as lunchrooms and sandwich stores. Various catering establishments have terraces. Most of the businesses in the shopping center are closed later in the day and on weekend, creating empty streets and unsafe feeling.

Offices and services

Offices/services are concentrated mainly in the area of Stationsplein, Raadhuisplein, Burchtplein, Markt and Oude Bredaseweg (around the Moeierboom). Scattered in the planning area there is still a single solitary office location here and there.

Businesses

Only a limited number of businesses are located within the plan area. These are mostly small businesses or utilities. More large-scale companies are found on the outskirts of Etten-Leur in the industrial areas. Because the businesses located in the plan area are mainly small-scale businesses, they can generally be combined well with the present residential function.

Residential

The residential function, despite the presence of a large number of other facilities, is the most common function in the planning area. Housing is present both in the shopping center, the historical 'linten', and in the transition zones to the new housing estates. In the shopping heart, this mainly concerns apartments. At the old ribbons, this concerns upper-story houses, apartments as well as ground-level houses. Most homes are family homes, but some stores and businesses have company homes attached to them. In the rear residential areas, there are mainly ground-level houses.

The area between the train station and the shopping center (reflection area) hold lots of opportunity for intensification and diversification in housing alternatives.

Social facilities

The social facilities are mainly located in the strip between the Anna van Berchemlaan and the Market. These include the police station, the fire station, an elementary school, a care center and a sports hall. Within this strip is also the Oederkerkpark that is used for various events, giving it both a social and recreational function. The planning area also contains a number of churches, a mosque and some smaller solidarity green spaces. At the Raadhuisplein the municipal office is present.

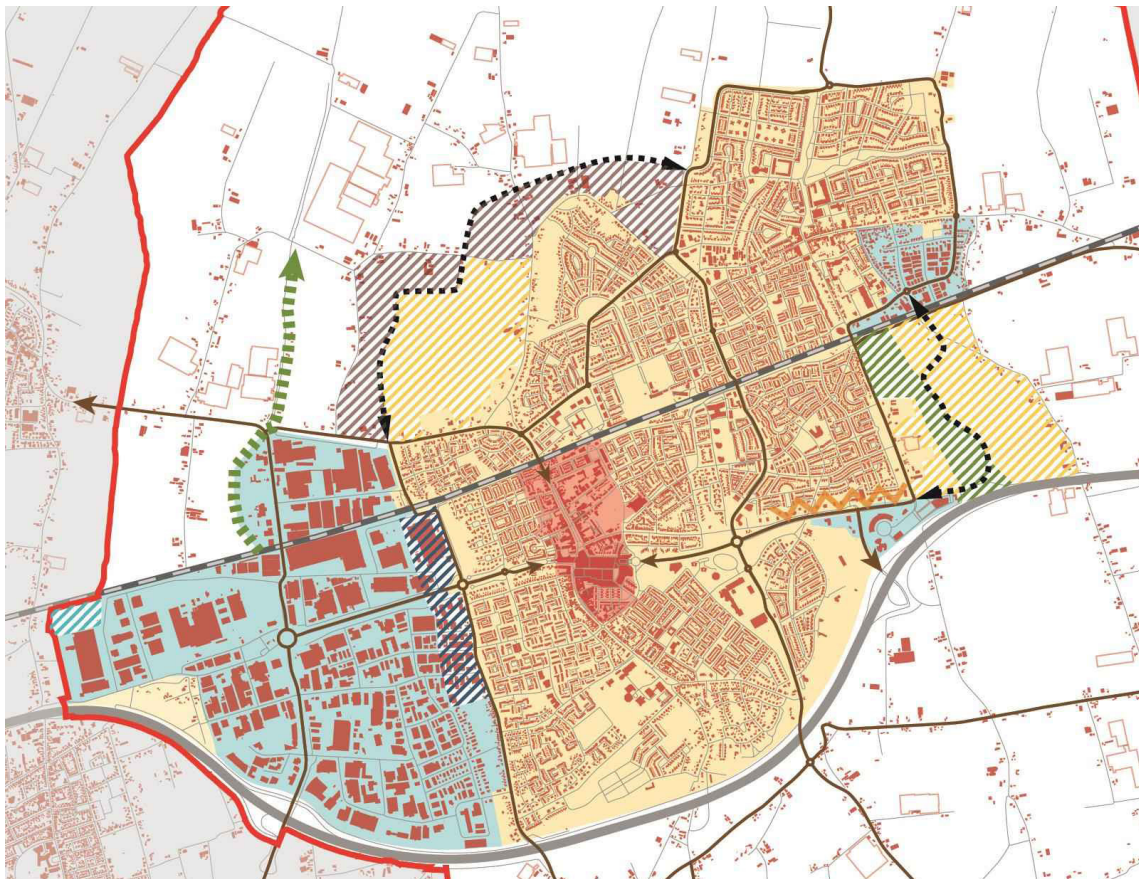
City Centre: A Place for Meeting

This medium-sized centre not only serves as a shopping area but also as a place for meeting and leisure activities. The strength of Etten-Leur center is its convenient compact centre, presence of a good mix of stores selling daily and non-daily goods, presence of national chains, local entrepreneurs, and various food and beverage outlets combined with good accessibility and parking options for slow traffic, public transportation, and cars. Some visitors come from neighbouring municipalities or even further away. Most visitors are currently, but also in the future, 55-plus (over 55%) or dual-income households with growing children.

The centre should offer various types of meetings and gatherings to cater to the diverse needs and interests of its visitors. These could include cultural events, exhibitions, concerts, festivals, markets, and community activities. We need to move towards a compact and attractive city centre.

From shopping to experience

Consumer behaviour is changing. They use the internet or opt for big cities, which leads to a decline in the offer of fashion and non-daily shops such as bookstores. Local entrepreneurs notice this in the number of visitors and their length of stay, both of which are decreasing. Change is necessary to retain regular (local) visitors and attract new visitors (from outside).



The existing shopping centre offers ±23.000 M2 retail space, the number of shops will decrease in time, which in phases can be demolished and reorganized while mixing with housing. Additionally, mix of hospitality, health care, fitness centres, entertainment, co-working spaces, and leisure activities. The centre is to be a thriving place for informal meetings such as having coffee with friends, business meetings, co working or simply people-watching. This way, the main shopping centre will become the cozy “Central living-room” for everyone.

Expanding the housing supply in existing neighbourhoods

The majority of the housing supply consists of single-family houses. There are limited suitable homes available for one or two-person households. These households are increasing due to aging, divorces, and other societal developments. This requires more smaller homes, especially in the form of apartments and temporary housing products. The influx of young people and families is important in this regard.

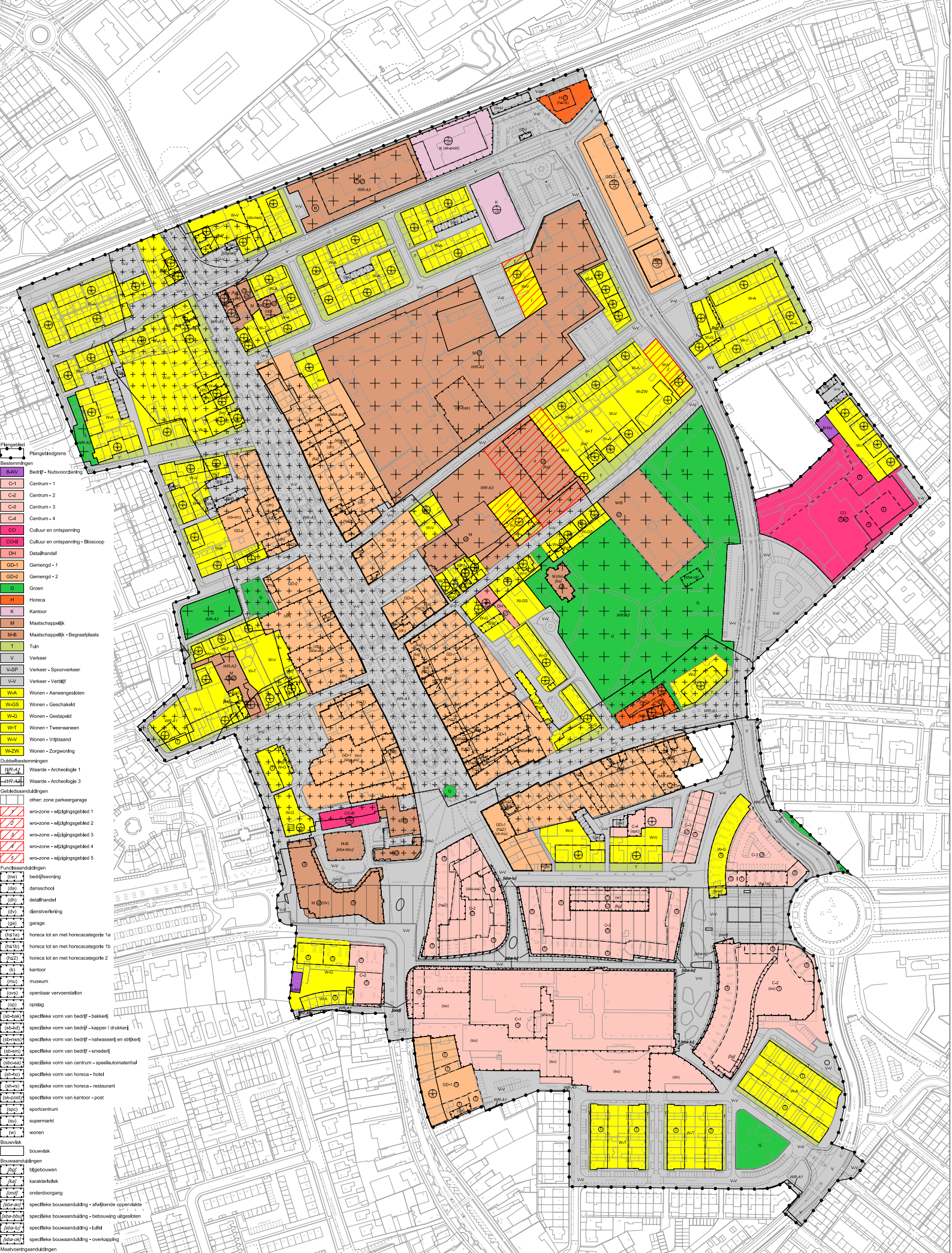
A suitable housing supply for Etten-Leur requires Improving and/or expanding the supply to meet the demand by adapting the existing housing stock and also new construction. Building new homes in existing residential areas, both in social, middle, and high-end rental and in affordable and high-end ownership to strengthen the desired social composition in the neighbourhoods. The newly built homes are energy-neutral, age-friendly, eco-friendly, water-saving, flexible, and built with sustainable materials.

The centre has an important residential function. The number of housing units in the project area will increase by 200-300 homes. A care function may also be added. We envision a mix of housing types that is suitable for a diversity of target groups.

Sustainability:

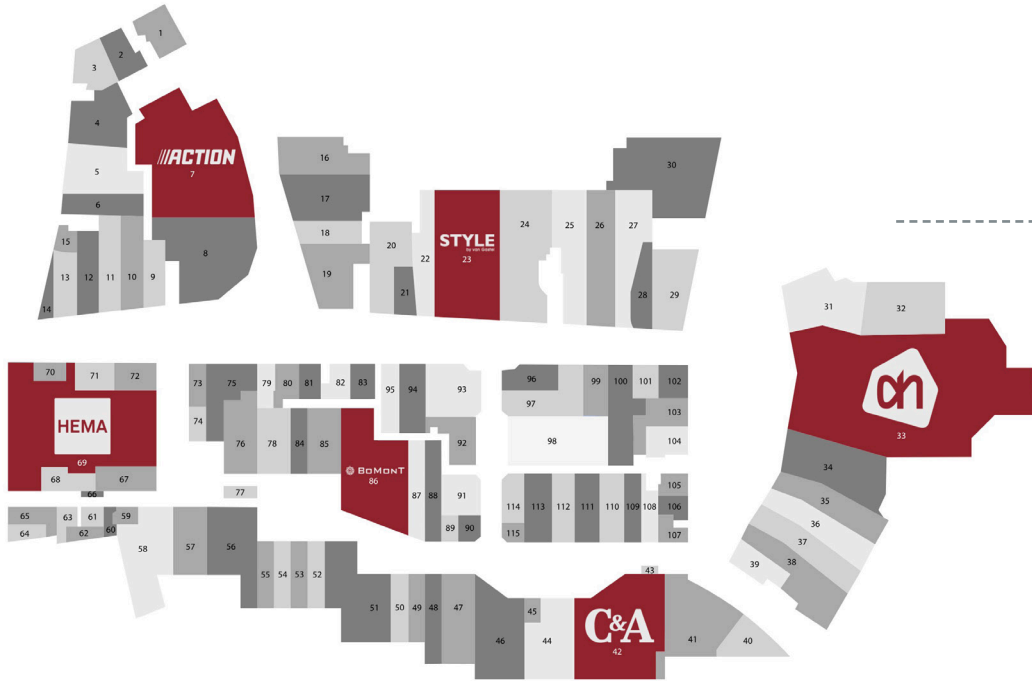
In the centre, there is a lot of paving, water is drained via sewers, façades are made of bricks and stone, and cars are facilitated through a large underground parking garage. Etten-Leur wants to make more use of ‘natural technology’, so we can use what nature provides for free and by itself. This involves paying attention to climate change and adding more greenery and biodiversity within the project area. We aim to apply more ‘nature-based solutions’ to the development of the shopping centre. Rainwater management is an important challenge, while densifying adding green space in public space and the application of green roofs can help reduce the amount of water to be managed.

As the living room of Etten-Leur, the centre must be better connected to the public transport system. The redevelopment can contribute to mobility transition, with a preference for walking, cycling, public transportation, shared mobility, and private cars in that order. With this in mind, a new perspective is required at the level of the reflection area. At present the walk from the station is disorienting and unpleasant. A new vision is required which can enhance the historical qualities and re-establish connected and enriching experience.

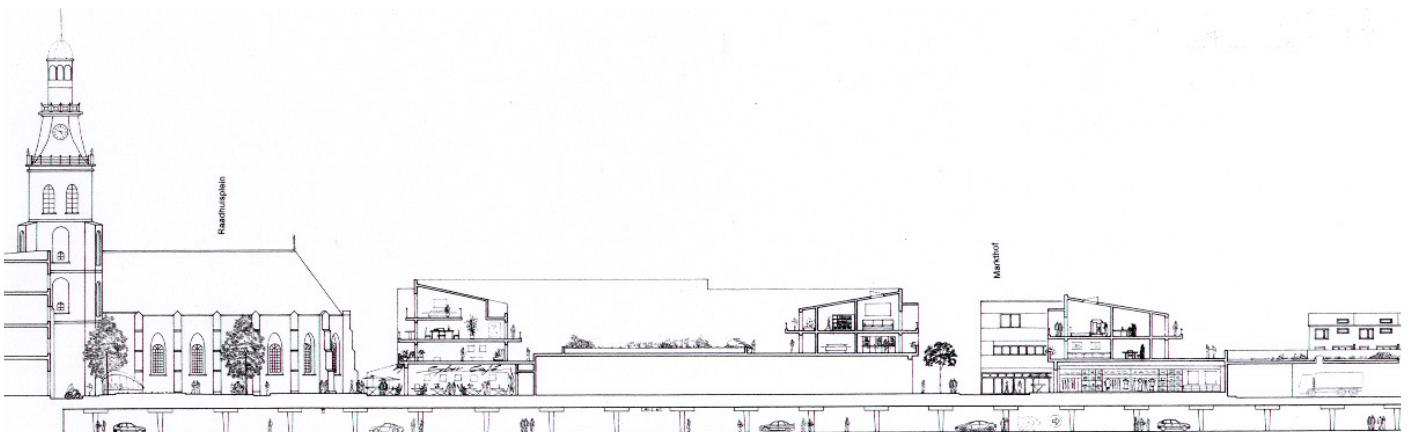


- Plangebied**
- Bestemmingen**
- B-WV Bedrijf - Nutsvoorziening
 - C-1 Centrum - 1
 - C-2 Centrum - 2
 - C-3 Centrum - 3
 - C-4 Centrum - 4
 - CO Cultuur en ontspanning
 - CO-B Cultuur en ontspanning - Bioscoop
 - DH Detailhandel
 - GD-1 Gemengd - 1
 - GD-2 Gemengd - 2
 - G Groen
 - H Horeca
 - K Kantoor
 - M Maatschappelijk
 - M-B Maatschappelijk - Begraafplaats
 - T Tuin
 - V Verkeer
 - V-SP Verkeer - Spoorverkeer
 - V-V Verkeer - Verrijf
 - W-A Wonen - Aaneengesloten
 - W-GS Wonen - Gescheiden
 - W-C Wonen - Gestapeld
 - W-T Wonen - Twee-etages
 - W-V Wonen - Vrijstaand
 - W-ZW Wonen - Zorgwoning
- Overige bestemmingen**
- WA-1 Waarde - Archeologie 1
 - WA-3 Waarde - Archeologie 3
- Gebiedsaanduidingen**
- other: zone parkeergarage
 - w-wozone - wijkingsgebied 1
 - w-wozone - wijkingsgebied 2
 - w-wozone - wijkingsgebied 3
 - w-wozone - wijkingsgebied 4
 - w-wozone - wijkingsgebied 5
- Functieaanduidingen**
- bedrijfwoning
 - dansschool
 - detailhandel
 - dienstverlening
 - garage
 - horeca tot en met horecacategorie 1a
 - horeca tot en met horecacategorie 1b
 - horeca tot en met horecacategorie 2
 - kantoor
 - museum
 - openbaar vervoerstation
 - opslag
 - specifieke vorm van bedrijf - bakkerij
 - specifieke vorm van bedrijf - kapper / drukkerij
 - specifieke vorm van bedrijf - natwassers en stikstof
 - specifieke vorm van bedrijf - smederij
 - specifieke vorm van centrum - speelautomatenhal
 - specifieke vorm van horeca - hotel
 - specifieke vorm van horeca - restaurant
 - specifieke vorm van kantoor - post
 - sportcentrum
 - supermarkt
 - wonen
- Bouwvlak**
- bouwvlak
- Bouwaanduidingen**
- tijpgebouwen
 - karacteristiek
 - ondersdoorgang
 - specifieke bouwaanduiding - afwijkende oppervlakte
 - specifieke bouwaanduiding - bebouwing afgestakt
 - specifieke bouwaanduiding - tuifit
 - specifieke bouwaanduiding - overkapping
- Maatvoeringsaanduidingen**
- maatvoeringsafstand
- Figuren**
- maximale bouwhoogte (m)
 - maximum bebouwingspercentage (%)
 - maximale goot- en bouwhoogte (m)
 - maximum aantal wooneenheden
 - maximale bouwhoogte (m) en maximum bebouwingspercentage (%)
 - maximale goot- , bouwhoogte (m) en maximum bebouwingspercentage (%)

Bestemmingsplan Markt-Centrum en omgeving	versie: 151006 naam: 2020010
	plan: MK plan:
Plankaart : Bestemmingen	plan:
GEMEENTE ETTEN-LEUR ROEDERLAAN 4 4816 BA ETTEN-LEUR TEL: 0162 271000 FAX: 0162 271001	
plan:	versie: 2020010010
plan:	versie: 1



- | | | | |
|----------------------------|-----------------------------------|---------------------------------|---------------------------------|
| 1. Eetkavee de Belhamel | 31. Gall & Gall | 61. LaCasa Kapsalon | 91. |
| 2. Grand Café The Butler | 32. Roberto Bikes & Scooters | 62. TOILET & INVALIDETOILETTEN | 92. Chimère |
| 3. Grand Café The Butler | 33. AH Pollemans | 63. Phone care | 93. Only |
| 4. Brasserie Tartaar | 34. Xenos | 64. De Toko | 94. Boeken Voordeel |
| 5. Sushi Eight | 35. | 65. Kaatje Jans | 95. AEDEN Kappers |
| 6. Lunchcafé Zus & Zo | 36. Aktiesport | 66. DHL Lockers | 96. GroL Lederwaren |
| 7. Action | 37. Jola | 67. Van der Pluijm Modeschoenen | 97. Norah |
| 8. Open 32 | 38. | 68. Top Shopz | 98. Big Bazar |
| 9. Roosters | 39. Hans Anders | 69. Hema | 99. Fash |
| 10. Specsavers | 40. Heemkundekring Jan Uten Houte | 70. Hema Takeaway | 100. Van Dal Mannenmode |
| 11. Etos | 41. Zitcomfort Jack Suykerbuyk | 71. Lucardi | 101. Stomerij Etten-Leur |
| 12. Bakker Bart | 42. C&A | 72. Sprintphoto | 102. Brainwash |
| 13. Eye Wish | 43. Photobooth | 73. Jan Tit Bloemen & Planten | 103. Jysk |
| 14. Tui | 44. Konzept | 74. Branderij Joost | 104. Dubbel & Dwars Tostibar |
| 15. Scoop IJssalon | 45. Pink Diamond | 75. Donker & Blond | 105. Lezzet Bakkerij |
| 16. ABN Amro | 46. Terstal Familiemode | 76. My Way | 106. Handyman |
| 17. Takko Fashion | 47. | 77. We Buy Gold | 107. Multivlaai |
| 18. | 48. Solow | 78. Shoeby | 108. Primera Van Meer |
| 19. Ici Paris XL | 49. Holland & Barret | 79. Barst Telecom | 109. Hunkemöller |
| 20. Zeeman | 50. Livera | 80. Brownies&DownieS | 110. MS Mode |
| 21. | 51. Modehuis van Gastel | 81. Hippe Ukkiez | 111. WE Men & Kids |
| 22. Jeans Centre | 52. Jamin | 82. Pearle | 112. MC company |
| 23. Style bij Van Gastel | 53. T-Mobile | 83. Discus | 113. The Stone |
| 24. Kruidvat | 54. Claudia's | 84. SNS Bank | 114. Binnen Lunchroom by Denise |
| 25. Intertoys | 55. Poeliershuis Schrauben | 85. Ziengs | 115. Bonbonnerie van der Linden |
| 26. Nelson | 56. H&M | 86. Bomont | |
| 27. Van Haren | 57. The Read Shop | 87. Bonita | |
| 28. | 58. Blokker | 88. | |
| 29. Eeterij Family | 59. Schoenmakerij van der Vlist | 89. Scapino | |
| 30. Pierre de jonge Casino | 60. Perfect Kledingreparatie | 90. Sven & Sophie | |



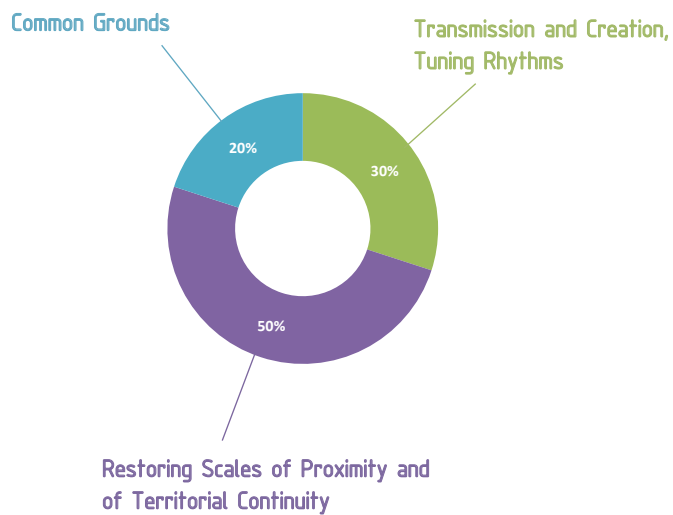




Etten-Leur

Living Cities

Sub-themes



Site Family

Care for the Existing!

Location Etten-Leur shopping center

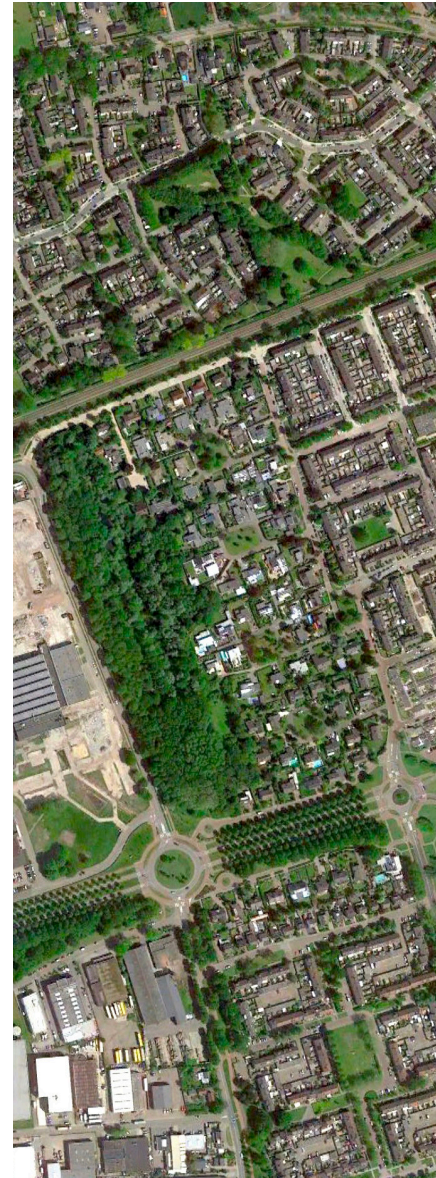
Population 45,000 inhabitants

Strategic Site 37.5 ha

Project Site 3.0 ha

Scale L/S

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







Aerial view current shopping center, Effen-Leur



Shopping center



Parking entrance shopping center



Inside shopping center



Shopping street - Hof van de Houfe



Looking towards Station street - Burchtplein



Old street - Bisschopsmolensstraat





Aerial view current shopping center, Eindhoven



Voorvang, behind the shopping center

Burchtplein, looking towards Ridderstraat





Markt



Bisschopsmolenstraat



Lambertustraat



Markt



Anna van Berchemlaan



Living Cities

The design teams are asked to:

Propose an Architectural strategy of transformation that adds 200–300 homes and reduces the amount of retail activities by 20–30%, also consider bringing back the mid-size town identity to shopping experience.

Include a phasing proposal that allows the daily operation of the existing shopping center to continue during the proposed transformation of the existing shopping center.

To be climate adaptive, introduce new green spaces in and around the project area that are accessible to the people visiting the shopping and also the local residents, that function as 'places to be'.

Include a vision on future parking requirements: consider how to make the best use of the existing parking capacity; design new connections to the underground parking structure.


For the reflection area, consider a densification strategy with new spaces for living and working. Attention should be focused on enhancing the network of open areas and green spaces, and on improving connections between town center and to the train station.

For the reflection area, highlight locations that could be ear-marked for future urban projects for infill and densification within the town borders.

Follow-up

The concepts, typologies and/or approaches generated in the competition may lead to commissioning of further studies. Follow up research by design assignment at the project site or a site with similar challenges may be commissioned by the municipality of Etten-Leur and/or private partners.

The challenge is to replace a consumption-based, outdated spatial model of shopping with a new urban fabric that fosters the local economy and promotes a more resilient combination of spaces for housing, shopping, meeting and working, leading to a vibrant, open, and town center connected to the public mobility.



Etten-Leur

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.

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>

Vastgestelde Omgevingsvisie Eten-Leur (PDF, Dutch only)

This Environmental Vision describes the ambitions and desired development direction which will be further develop explicitly with residents, entrepreneurs, social organizations and other partners. The Environmental Vision looks ten to twenty years ahead, does do not offer concrete answers, but provide direction. This Environmental Vision is our compass for long term development.

Raadsprogramma 2022-2026 definitief (PDF, Dutch only)

Groenbeleidsnota versie 2013-2018 (PDF, Dutch only)

Hemelwaterverordening 2022 Eten_Leur (PDF, Dutch only)

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>

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
-

Etten-Leur

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 Etten Leur

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, Secretariat 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

Annemoon Dilweg

Beleidsmedewerker, 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 Board

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

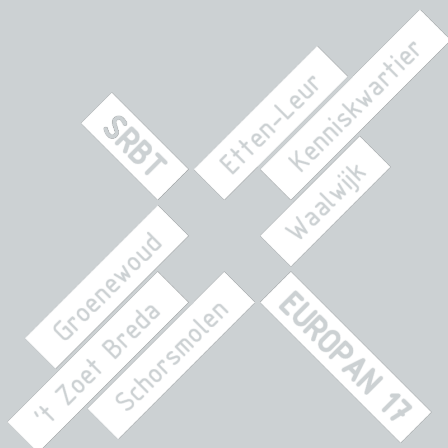
architectuurhistoricus / Grond en Ontwikkeling, Gemeente Amsterdam

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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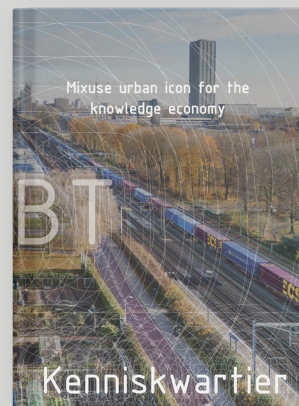
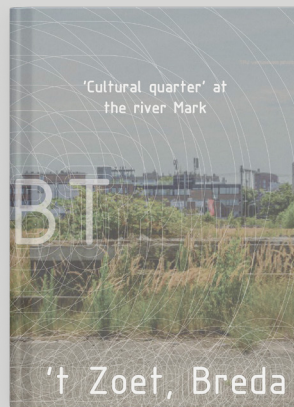
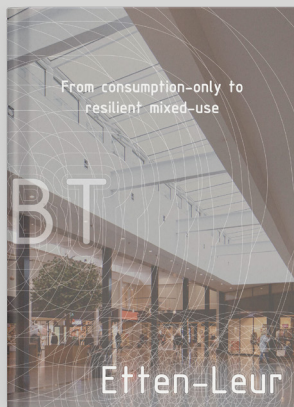
creative
industries
fund NL



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

Keniskwartier

Waalwijk

Groenewoud

't Zoet Breda

Schorismolen

EUROPAN 17