It gives us great pleasure to present to you the first development phase of the Campus Woudestein Master Plan.

This development process kicked off in 2007 with a competition challenging architects to create a vibrant heart for the Campus. In the run-up to the ‘Erasmus 2013’ strategy document, it became evident that along with the ambition to realize a vibrant heart, parties emphatically wished to develop a high-quality campus able to accommodate future growth. On several occasions, the overall design was updated and reviewed with all concerned – both inside and outside the university. This process enhanced both the quality of and the support for the plans. Much still needs to be done in the coming years to complete the entire programme. This is sure to cause a measure of inconvenience at certain points in time. Yet we firmly believe that all those involved with the university – students, staff and alumni – will act as enthusiastic ambassadors for our ambitious campus plans.

We invite you to join us in our ambition by sharing these plans with you. The university’s Executive Board and Deans feel the upgrading of the campus is imperative to meet international standards. This first phase is an important step towards realizing the ambitions of Erasmus University Rotterdam. A step towards realizing a world-class sustainable campus – a place for all the world to feel at home in!

Mr. Pauline F.M. van der Meer Mohr, president of the Executive Board
Prof.dr. Henk G. Schmidt, rector magnificus
Drs. Bart J.H. Straatman, member of the Executive Board
How it began...

In 1968/1969, Woudestein campus hosted 4,400 students. Today, over 23,000 students and staff study and work on our campus. Erasmus University Rotterdam (EUR) has ambitious plans. The education and research plans are detailed in the ‘Erasmus 2013’ Strategy document. Key in realizing these improvements are modernization and further development of Woudestein campus. Our ambition is to make Woudestein a campus with international appeal, confidently competing with other world-class campuses in the academic ‘Champions League’.

Over the years, Woudestein has seen large-scale development and construction works. The campus houses multiple parking facilities and has several entrances. Each individual building and square is functional and pleasing to the eye, but the overall layout lacks coherence. The new campus plans will enhance the coherence and quality of campus facilities. Modifications will also facilitate the university’s growth ambitions. All in all, this is a quality boost designed to make this a sought-after university with international appeal.

What is required?

To satisfy all these ambitions, the campus needs to be modernized and updated. A modern campus requires a vibrant heart and readily accessible facilities, and a unique and attractive appeal. EUR will attract increasing numbers of international students. When they arrive, they will need to find on-campus housing, sports, recreational and cultural facilities, as well as shops and financial services of superior quality. A modern campus also requires great venues for festivities and events. These facilities will ensure a more profound integration of EUR with the greater Rotterdam area. Open 24/7, the campus will provide high-grade and safe connections for car, bicycle and public transport.
Vision of updated campus

Much of the successful international university’s appeal is reflected in its campus. Great value is attached to symbolism and ritual, as well as historical university community rules. Think of the magnificent lawns and grand quad at Berkeley University California or the ancient buildings of Cambridge University. These are iconic universities. They boast a signature entrance and central address, and leafy lanes for students to stroll on between lectures. These university complexes have a vibrant heart. They also emphasize sports and health. Campus Woudestein aspires to this standard: a place in which students learn, live and work, closely integrated with the City of Rotterdam. And with a unique style befitting an internationally oriented university.

Working towards 2013, this vision calls for:

A stimulating learning and working environment
- Adequate and modern educational facilities, study areas and convention facilities
- Good quality office facilities that invite collaboration
- Meeting points both inside and outside the buildings

A stimulating learning and living environment
- Facilities for sports, recreation, retail and culture
- Housing for (international) students
- Venues for festivities and events

International image
- Attractive and unique entrances
- Attractive public areas high on green, low on cars
- Appeal-enhancing elements

Excellent links to greater Rotterdam area
- Good and safe connections for car, bike and public transport
- Campus accessible 24/7
- Campus integrated with Rotterdam and the ‘expertise vectors’

Sustainable campus
- Use of renewable energy sources
- Purchase and use of sustainable materials
- Preserving specified water and green areas
The campus today

These past decades, Woudestein campus has grown into a huge complex covering some 16 hectares (160,000m²). The buildings provide 190,000 m² BVO (lettable floor area), 20,000 m² of which for commercial leasing. It offers 1,627 parking spaces, three self-service restaurants (seating 2,300), three high-end restaurants (Siena, Etage and Faculty Club), three coffee corners and one pub, ‘De Smitse’. There are some 100 lecture halls totaling 7,000 seats. Woudestein campus is wireless, offering 1,400 work stations. Its exhibition and convention centre has a total floor area of 4,000 m², seating 1,725 guests. The campus has 7,235 m² of sports facilities, a sports café and six tennis courts. In retail terms, Woudestein offers a bookshop, hairdresser’s, bank, temp agency and copy shop. The illustrations show how the university has grown into the campus it is today.
Compact campus

The basic idea is to realize new constructions as much as possible on existing campus grounds. Intensive land utilization is in line with the principle of sustainability, a key factor for any modern campus. Moreover, developing housing on the existing campus encourages interdepartmental encounters and multidisciplinary thinking. It also reduces travel time between locations and associated costs.

The best way to effect growth is intelligent utilization of existing land. To realize expansion of buildings and parking, current ground level parking facilities will be phased out. This creates room for building. Smart utilization of existing land elevations will create a half-sunken car park. This will mean a substantial number of extra square meters to the campus. The resultant mix of urban and landscape environs will be an optimum between attractiveness and functionality.
The long-term plans clearly show the new campus layout. The two halves of the new campus will be divided by Plaza, with on either side the two main campus entrances. The tree-lined Institutenlaan connects the southern and northern halves, ending north in a park of meandering lanes. Going southwards along Institutenlaan, you find yourself in a lively area of streets and squares that lend the campus an urban character. This area holds relatively many buildings, including the tallest one on campus: the current T-building.

The landscaped park area on the northerly side of campus is to hold semi-high rise buildings. Structural elevations in this area are lower than the current H-building. The park is used for sports or a relaxed stroll. The Plaza-Institutenlaan axis will be an automatic focal point in the future vibrant heart of Woudestein campus. This site will have the Student Pavilion, located right on the water nearby the monument or C-building. Student housing is planned at a stone’s throw distance. Even with new buildings added, the volume of green and water will remain the same.

Even at zero per cent growth, the process of upgrading Woudestein campus to enhance its attractions for foreign students and academics will have significant impact. Given the uncertainties in the various growth scenarios, from a strategic point of view it is important to develop the campus in a way that allows flexible responses to future development. This flexibility has therefore been integrated into the plans. EUR needs to be able to accommodate any growth and implement the plan in phases. The step-by-step approach accommodates growth. During each phase, the campus will maintain its pleasing appearance. Building dimensions and ceiling clearances must allow facilitation of multiple functions, such as education, offices, et cetera.
What we will be doing in the coming years

2015 will see the completion of the first phase of the campus plans. Key in this first step is first and foremost to achieve the quality boost. Even without growth it is imperative to implement a substantial infrastructural improvement (specifically developing the multi-storey parking facility) which is the basis for the successful execution of the subsequent elements. The campus will thus become an inspiring learning, living and working environment with a unique style: cosmopolitan, transparent, open and welcoming to encourage both formal and informal encounters.

The campus heart will hold the Student Pavilion, vibrant meeting point for students, staff and visitors, and will be the Campus icon. It is a place for cultural expression and relaxation, where inside and outside meet. International students are housed on Erasmus Plaza. The campus is restricted for cars, green and sustainable, offering sports, recreation and art facilities. In this phase no allowance is as yet made for any expansion of the functions for Education & Research. After 2015 this is sure to be addressed.

Finances
Evidently, these ambitious campus plans require significant investments. On the one hand, these are needed for new constructions and for reconfiguring the outdoor terrain. On the other hand, several restoration and renovation projects have been scheduled, such as the C-building and the university library. Buildings with functions not primarily related to education and research, such as student housing, will be developed and built by other parties. The financial position of EUR is sound so that the university can largely fund the plans itself. The development of education and research will be unaffected by these plans and continue to be afforded adequate funding.
Campus plans in outline
The new Woudestein campus is open 24/7 and accessible via two new entrances on Erasmus Plaza. Opening hours of specific buildings will be decided later. The axis of the two main streets (Institutenlaan and the pedestrian route leading to park and city) will be the vibrant heart of campus. On the axis, the Student Pavilion will be constructed. Enlarging the water area will make the municipal monument, the C-building, more prominent. Cars will no longer be parked at ground level but in the semi-sunken car park.

Phase 1: two parts
In 2013, Erasmus University Rotterdam will celebrate its 100th Anniversary. A number of these housing plans will have been realized by then. The new heart of Woudestein campus - Erasmus Plaza with car park and the Student Pavilion – is a solid base for the future. Phase 1 of the campus under construction 2028 is executed in two parts. Phase 1A will be ready in 2013, phase 1B in 2015.

The first phase of the campus under construction 2028 consists of five parts:
- Realization of U-building (student accommodation)
- Modernization of C-building and lecture halls (restoration)
- Construction of Plaza / car park
- Realization of Student Pavilion
- Reconfiguration and upgrading of outdoor areas.
The plans

Above-mentioned park, Institutenlaan, the campus heart, Erasmus Plaza and the infrastructural plans are all instances of an ambitious and intensive development programme. These plans are elaborated below.

**Erasmus Plaza**
Erasmus Plaza is the formal entrance to the Campus and a green, lively ‘esplanade’ for meeting friends and colleagues. This open, spacious boulevard is the transition between the park-like north of the campus and the south with its high rises. The waterside or terrace is a great place to lounge with laptop or fellow students. After work or study, Plaza is the place to be - for relaxation or cultural activities.

Erasmus Plaza gives Woudestein Campus two entrances for motorized traffic: one on Burgemeester Oudlaan and one on Kralingse Zoom. Plaza has several facilities with shops, a food plaza and a supermarket to go. The main street is divided into multiple islands with trees and green, some 1,000 bicycle parking spots, benches, access to the car park, a basketball court and an events square, as well as terraced cafés.

**Semi-sunken car park**
The car park is linked with Erasmus Plaza via spacious open areas. It will be a two-storey, semi-sunken parking facility that is highly functional, merging visually into its environs. The multi-storey car park is cleverly located, making full use of varying ground elevations. The multi-storey car park opens up directly onto Plaza, which affords access to all facilities in the campus heart.
Student Pavilion
The Student Pavilion (a working title as yet) will be the vibrant heart of Woudestein campus 2013. It will symbolize the running start and sustainable character of the new campus.
The Student Pavilion combines multiple functions and facilities such as a reception area, conference room, events area, bars and restaurants with international cuisine, hot spots, interactive information centre, lounge corner, information centre – to name but a few.

The multifunctional pavilion – built on sustainability principles – consists of large flexible areas, with internet spots throughout. Its design encourages interaction and the exchange of ideas: ‘business community meets research’, and ‘culture meets science’. The place to be for graduation drinks, or for a bite to eat – also outdoors by the waterside. Campus visitors are welcome to lounge, study and work there, or all three. The open character of this campus icon is enhanced by its architecture: transparent facades, high ceilings and open steps. This openness is symbolic for the encounter. The pavilion’s unique design gives Woudestein campus an international appeal.

The freestanding Student Pavilion is situated on the crossroads of Erasmus Plaza and Institutenlaan. It forms a natural transition from the planned high rise buildings on campus to the landscaped lower elevations. The transparent facades of the pavilion, which slide open, encourage encounters. The building, with brasserie and terraced café, is situated by the water feature. In this Campus Square everyone meets. ‘People, planet and profit’ go hand in hand: the pavilion, built on sustainable and energy neutral principles, will feature a green roof.
Student accommodation
On the east side of the new Woudestein, Stadswonen Housing Corporation will be realizing the U-building for international students. The building’s entrance will afford access to the sports complex. At ground level, the fitness area of 500 m² plus a health centre are located.

The new U-building provides comfortable housing units. The building has 15 floors and some 370 rooms. The rooms are clustered in twos or threes, sharing kitchen, shower and toilet. There are also several standalone units. Most of the housing units will be set aside for international students.

Institutenlaan
Institutenlaan is the main north-south traffic artery of Woudestein campus. Tall trees create a stylish avenue. Cycle traffic moves along the central zone. Between the two rows of trees, pedestrians use the sides of the avenue. This gives them an open view of the surroundings. Along the pedestrian walkways are benches with a view of the environs. The trees are grouped in squares with bicycle parking concealed among them. Institutenlaan will be linked with Tinbergen Plaza by means of a wide underpass underneath the L-building.
Restoration C-building
All these plans place the municipal monument in prominent view, restoring the original entrance route to the lecture halls via the Plein, or Square. The Plein will be attractively paved. Modern benches will turn it into a meeting point and an attractive entrance to the central hall.

At ground level, the C-hall will be lighter and brighter. The south side alcoves will be redesigned into comfortable, modern seating areas. The north side with its comfortable workstations is perfect for studying, the welcoming coffee corner open for business. The C-hall will have better heating and insulation, and its works of art will be displayed more prominently.

In the lecture halls, seating will meet modern standards. Upgraded climate control will greatly improve the internal air quality. The offices in the glass dome in the C-hall will be relocated, bringing more daylight into the hall. The shops in the basement will be moved to temporary facilities in the parking area opposite the M-building. In due course, they are to be located on Erasmus Plaza.

Current technical installations will be replaced by energy-efficient versions. The C-building’s insulation will be improved and waste heat recuperators will be installed on the north facing roof. The remainder of the roof will be green, covered by sedum plants and 240 m² of solar panels. The result will be a brighter, sustainable and modern C-building.

Park on north side of C Building
The park north of the C-building will not accommodate all parking, leaving room for green in a landscaped area. This park area will have ping-pong tables, a soccer pitch and a volleyball court. Perhaps even a couple of holes for golf!
Sustainability

Erasmus University Rotterdam makes every effort to turn Woudenstein into a sustainable campus. The strategic choice to develop a compact campus with intensive land use is one example of implementing sustainable solutions. In addition, construction measures are adopted to reduce energy consumption. This is realized through ‘passive’ construction – a construction method whereby such measures as effective insulation and south facing rooms generate huge energy savings – use of green roofs and facades, solar panels, energy-efficient lighting and installations, and sustainable materials. The Student Pavilion will be energy-neutral.

In terms of energy, the measures are ambitious. Lighting is installed in the most energy-efficient way. Use of public transport and bicycle is encouraged by improving facilities for bicycles on campus and by upgrading cycle routes and public transport links.

The water features near the monument and Erasmus Plaza will also serve as water storage. The water plants purify ‘grey’ or soiled water.

Erasmus University Rotterdam intends to use either hot/cold storage or municipal heating – generated with industrial residual heat – with absorption cooling. Also, EUR purchases 100 per cent green energy.

Then there are the measures to retain Woudenstein’s green character. Despite all the planned new constructions, the campus will keep its present 40 per cent of water and green. A significant number of trees are in locations where construction activities will take place. This may sound incompatible with the goal of maintaining a green character, but there will be substantial replanting even though some trees will need to be felled. Ultimately, however, there will be more trees on campus than there are now.

EUR and the City of Rotterdam have signed a ‘Sustainable Development Rotterdam 2010 Agreement’. Its terms include the ambition to halve CO2 emissions with regard to Building Decree 2006. Primary energy consumption is to drop by 45 per cent. The long-term ambition of Erasmus University Rotterdam is to have all of Woudenstein campus energy-neutral without making concessions to the pleasant studying, working and living environment that this campus will feature.
Project approach

When Erasmus University Rotterdam celebrates its 100th Anniversary in 2013, part of these housing plans will have been realized. Until then the campus will be under construction ‘Rotterdam style’. Everyone will at one time or another be inconvenienced by the construction process. Of course, every effort will be made to reduce this to a minimum. The campus will not be turned into one gigantic building site and will remain optimally accessible. Phase 1 of the campus under construction is to be executed in two parts, phase 1A to be completed in 2013 and phase 1B in 2015. A significant milestone will have been achieved at the end of phase 1A: in the summer of 2013, the campus will have undergone a substantial metamorphosis. It will be a great venue on which to celebrate EUR’s 100th Anniversary in style.

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Realization phase

Mid 2011 - early 2013: realization first part of multi-storey car park

Autumn 2011 - spring 2013: realization U-building (student accommodation)

Early 2012 - early 2013: realization Student Pavilion

Summer 2011 - summer 2012: restoration C-building

Autumn 2012 - summer 2013: realization Erasmus Plaza / outdoor areas

Early 2014 - mid 2015: realization second part multi-storey car park (near to Kralingse Zoom) and conversion of northerly parking areas into park.

City of Rotterdam and other stakeholders

To realize these plans, EUR prepared and signed a project development plan and a partnership agreement in mutual consultation with the City of Rotterdam and the Borough of Kralingen-Crooswijk. The City of Rotterdam acknowledges Erasmus University Rotterdam as a key player in the greater Rotterdam area, which is why the city council gave EUR’s development plan VIP treatment. The agreement sets forth commitments in terms of campus plans, sustainability and mobility policies. In addition, EUR concluded a covenant with residents’ association Kralingen-Oost.

After 2015...

The coming years, preliminary work for the post-2015 phase will intensify. This will include the restoration and renovation of the university library, possibly new constructions to house growing student numbers, realizing a Moot Court for the Erasmus School of Law, and creating an underpass for the L Building.
Communications

Communicating about the plans and the work under way is of great importance. A communication plan to ensure continuous information for all concerned has been put in place, specifying the various stakeholders, their roles, and all communication channels. Information is available for all on www.eur.nl/efb/cio. This website keeps you abreast of all campus development issues. Other communication channels include newsletters, bulletin boards, banners and presentations.

More information
Should you have suggestions or questions about the campus under construction 2028, please contact Erasmus Facility Services (EFB) via campusinontwikkeling@efb.eur.nl