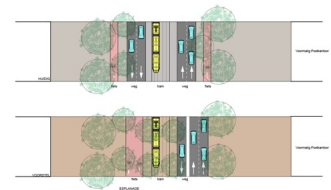
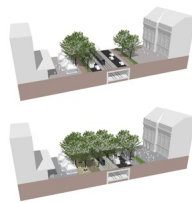


REVITALIZATION OF THE COOLSINGEL

2013 ongoing, Rotterdam, Netherlands



Coolingsel is the promenade of Rotterdam. West 8 working with the municipality of Rotterdam has unveiled plans restore the allure of the 19th century boulevard which Rotterdam once had. The reinvigorated street profile will improve the attractiveness and success of the city center, help to catalyze new development.

The new vision, for the currently vehicular dominated boulevard, will see Coolingsel become a comfortable space for pedestrians and cyclists alike. The design vision balances traffic on the one hand while simultaneously restoring cycling, pedestrian and public transport corridors on the other, without disrupting the existing spatial and urban structure. Three lanes of Vehicular traffic will be situated east of the existing tram line (next to

Lijnbaan) , while a spacious two-way bicycle and pedestrian promenade will be located on the West side of the street, adjacent to the Stadhuis. By retaining the existing tramway and underground infrastructure, emphasis can be placed the quality and allure of the public realm. Including details such as quality paving, ornamental furniture, decorated subway entrances, lighting and greenery.

West 8's design vision also emphasises the visitor experience. Whether on foot, by bike, public transport or by car, Coolsingel will offer visitors a warm welcome. Capitalizing on the quality of the existing green space and combining it with a new high quality public space design creates a meeting place at all times of the day and in all seasons.

Framed by trees, terraces and pleasant seating areas, visitors can stroll, shop or sit on a terrace. The new street profile goes hand in hand with strengthening the imagery, and the monumental allure of the Coolsingel.

The improvements to the Coolsingel are part of the city's 'Binnenstad als City Lounge' program (Literally the City Center as a City Lounge), that aims to stimulate new development in the city center and make it more lively and attractive. Construction of the Coolsingel project started in April 2018.

[Coolsingel Definitief Ontwerp nov 2016](#) from [West 8](#) on [Vimeo](#).

client

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