

“Mixed use areas
increases the
quality of the
environment”

Middeldijker Square, Carnisselande, The Netherlands

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Wissing is a leading urban design and planning consultancy office in Rotterdam, The Netherlands.

For over 60 years we offer contemporary and innovative projects. Our portfolio consists of mixed use urban areas, city centers, new towns, as well as landscape and regional design, regeneration of former industrial areas, leisure-, retail- and business parks.

For each case we are able to create a specific solution in which planning, energy, water and social aspects are integrated. In this way we reach the base for a sustainable growth or reconstruction on different scale and context.

We delivered projects in the Netherlands as well as other countries like South Africa, Ethiopia, Irak, Germany and India. Our clients includes both governments and authorities as property developers.

Wissing Principles

- 1 Regional planning
- 2 Mixed use areas
- 3 Reconstruction
- 4 Affordable housing
- 5 Energy and sustainability
- 6 Public space
- 7 Infrastructure
- 8 Tourism and Leisure
- 9 Neighbourhood
- 10 Corporate social responsibility

We believe planning for compact growth with mixed use areas has the potential to greatly increase the quality of the environment.

The ambition of town planning is to provide a well ordered structure with a mixed land use, functions and a diversity of people – of ages, income levels, cultures and races. Planning for compact growth, rather than urban sprawl, has the potential to greatly increase the quality of the living environment. It also prevents congestion problems and the environmental degradation normally associated with growth.

Increasingly, regional planning techniques are being used to control and shape growth into compact, high-density, mixed-use neighbourhoods. For example the planning of new public transportation systems results best when designed in harmony with regional land use.

Middeldijker Square is the central point of Carnisselande, a new housing development with 8.000 houses, a town centre and an urban tramline. In the town centre, various traffic flows converge: pedestrians, cyclists, vehicular traffic and the urban tramline. The key facilities are located around the geometrically-shaped square: a shopping centre, health care, schools and cultural facilities.

In 2009 Carnisse Veste was awarded best new shopping centre in Holland.



urban design
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