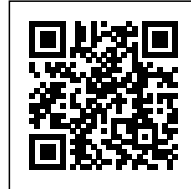


## THE MOSAIC

*Posted on May 28, 2025 by Dima Fadel*



**Categories:** [Data](#), [Energy and sustainability](#), [No Density](#), [Politics and economics](#), [Territory and mobility](#), [Urban Paradigms](#)

**Tags:** [Adaptive reuse](#), [community engagement](#), [housing diversity](#), [mobility networks](#), [MVRDV](#), [neighborhood development](#), [Netherlands](#), [participatory design](#), [Resilient cities](#), [Roosendaal](#), [spatial strategy](#), [strategic urban planning](#), [urban densification](#), [urban identity](#)

On May 27, the Municipality of Roosendaal approved *RSD40*, a comprehensive strategic vision for the city's future, developed by MVRDV and collaborators. Referred to as "The Mosaic", the plan articulates a transformative framework grounded in extensive public participation. Designed to reflect the aspirations of local residents, the vision presents interventions at multiple scales—from municipal land-use planning to over 40 proposed projects targeting specific urban locations.

Published across seven interconnected volumes, *RSD40* positions Roosendaal for a qualitative leap in urban development, aiming to foster sustainable growth, enhance community well-being, and reinforce the municipality's distinctive identity.

## **Strategic Location and Urban Potential**

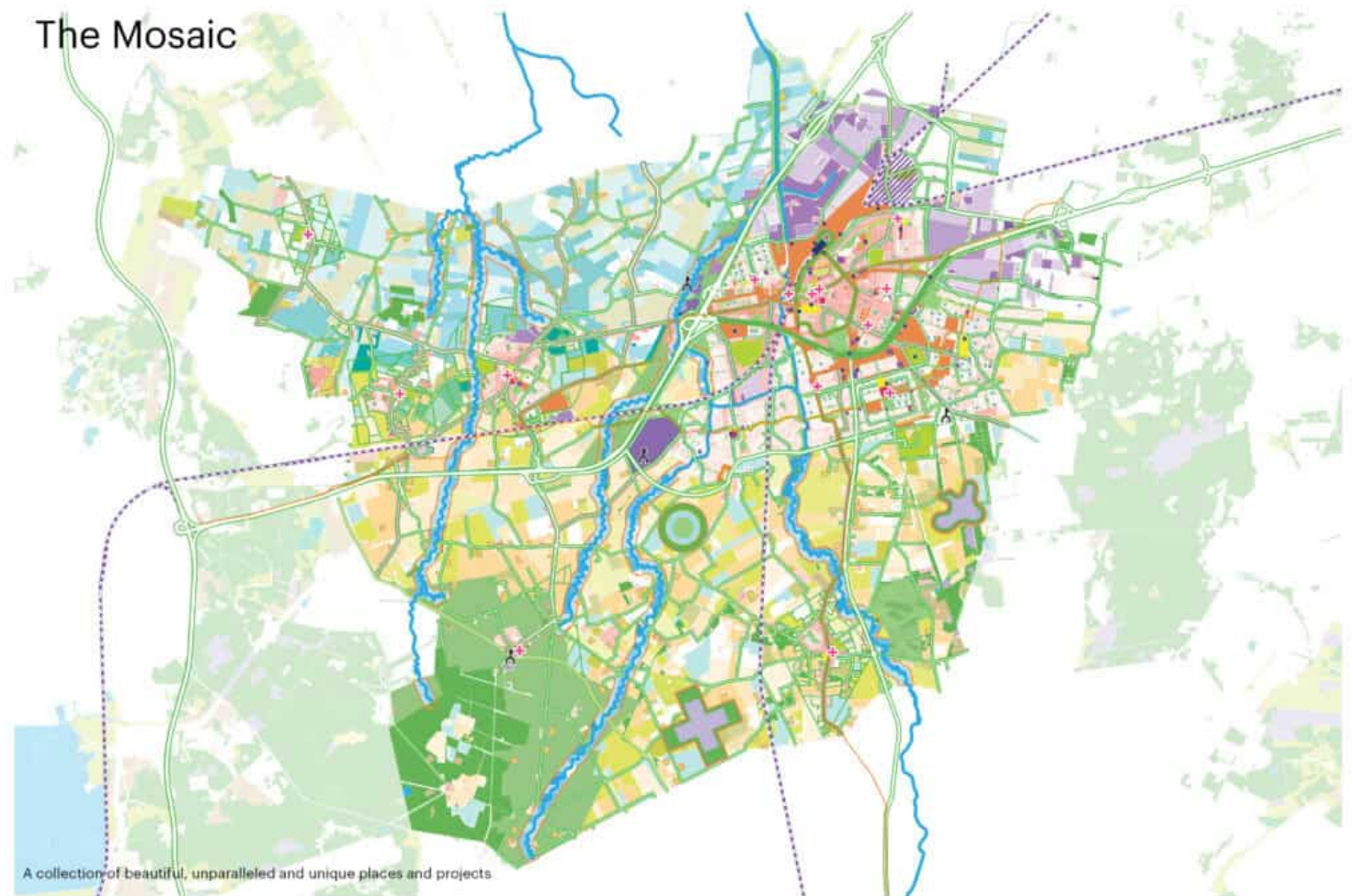
Roosendaal is strategically located between the Randstad, Flanders, Noord-Brabant's urban centers, and Zeeland. The municipality, which includes the city and surrounding villages, combines connectivity with low population density—qualities that make it ideal for densification and urgently needed housing. Although city leaders envision a population of 100,000 to stimulate cultural vitality and economic investment, the population has stagnated at 77,000 for over a decade, exacerbated by youth outmigration and demographic aging.

MVRDV began collaborating with Roosendaal in 2021, revealing the need for a holistic strategy to replace fragmented development efforts. Led by MVRDV founding partner Winy Maas, and joined by Rebel Group, TransitieFocus, and others, the team synthesized insights from thousands of citizens via in-person events and interactive digital tools. The result is a vision that merges top-down planning with grassroots input.

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## **Spatial Strategy: The Barcode and In-Between Spaces**

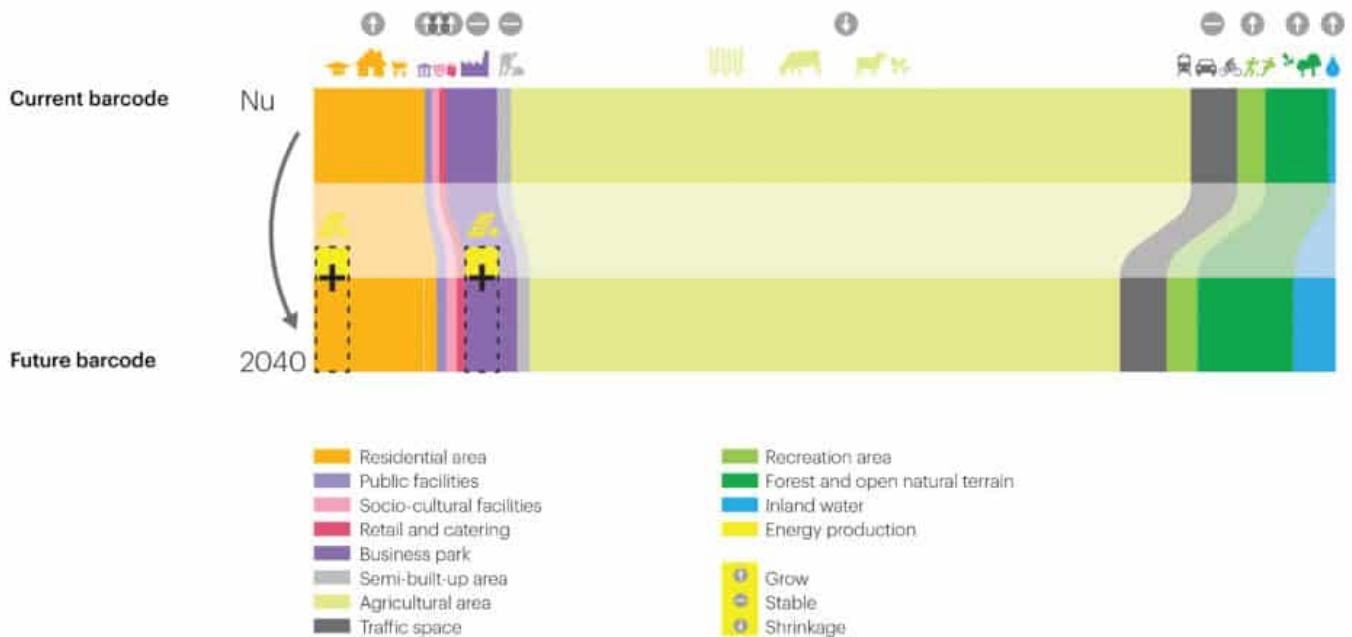
Central to the proposal is a redefinition of land use, visualized as a “barcode” illustrating dynamic zoning allocations. The plan prioritizes increased housing, green space, cultural assets, water infrastructure, and renewable energy. It calls for functional layering and reuses of leftover urban space, while maintaining a balance in infrastructure by reallocating rather than expanding it.

To promote walkability and cycling, existing streets, footpaths, and dikes will be connected into a cohesive mobility network. These changes aim not only to improve accessibility but also to support the spatial identity of the city.

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## Barcode Roosendaal

Provide more space for housing, nature, culture and energy transition



## A New Urban Typology and Neighborhood-Centered Development

Addressing demographic goals, *RSD40* advocates for greater housing diversity—reducing reliance on single-family homes and introducing typologies that attract younger populations. Residential development is coupled with expanded cultural, leisure, and educational offerings to support citizens across all life stages.

Instead of focusing on a singular city center, the vision embraces Roosendaal's polycentric character. Each neighborhood receives a "passport" outlining its strategic role and tailored interventions, supporting the emergence of distinctive, interconnected urban identities.

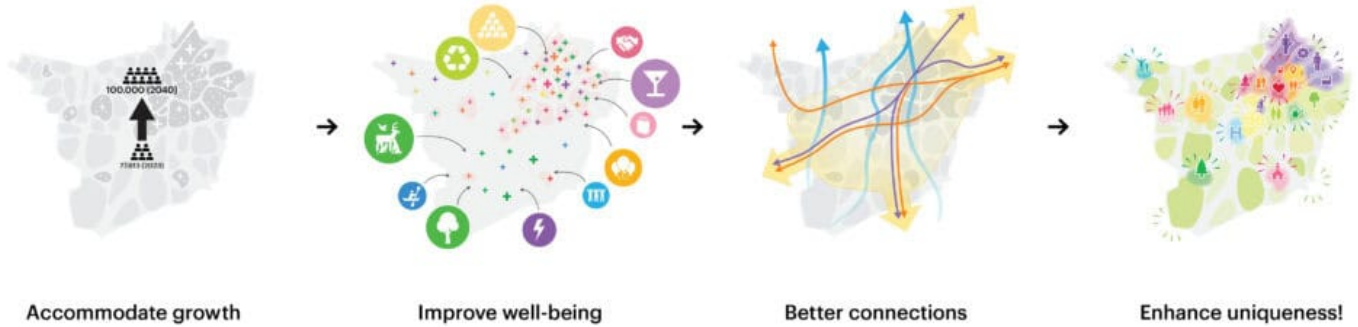
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## Roosendaal 2040

Use future growth to improve well-being and uniqueness



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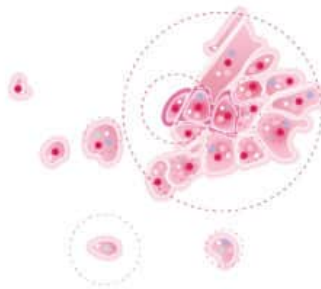
## Principles Roosendaal

Six principles for a better Roosendaal in 2040



### Nature & Water

More space for nature and water; Roosendaal will become climate neutral and climate adaptive



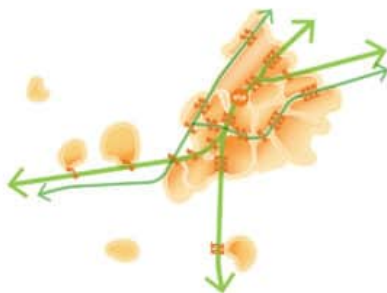
### Social

Attention to the social heart of the neighborhood, creating contact between young and old



### Economy & Education

Strong interaction between work and education, in the neighborhood and on campuses



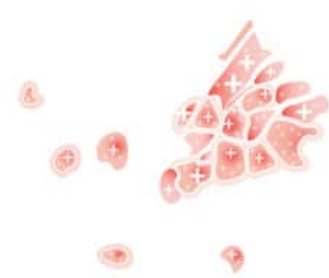
### Mobility

Mobility as the joints that bring the unique mosaic together



### Energy & Circularity

Roosendaal is building a circular and climate neutral municipality



### Housing

Suitable homes for the Roosendalers and new housing to enable growth

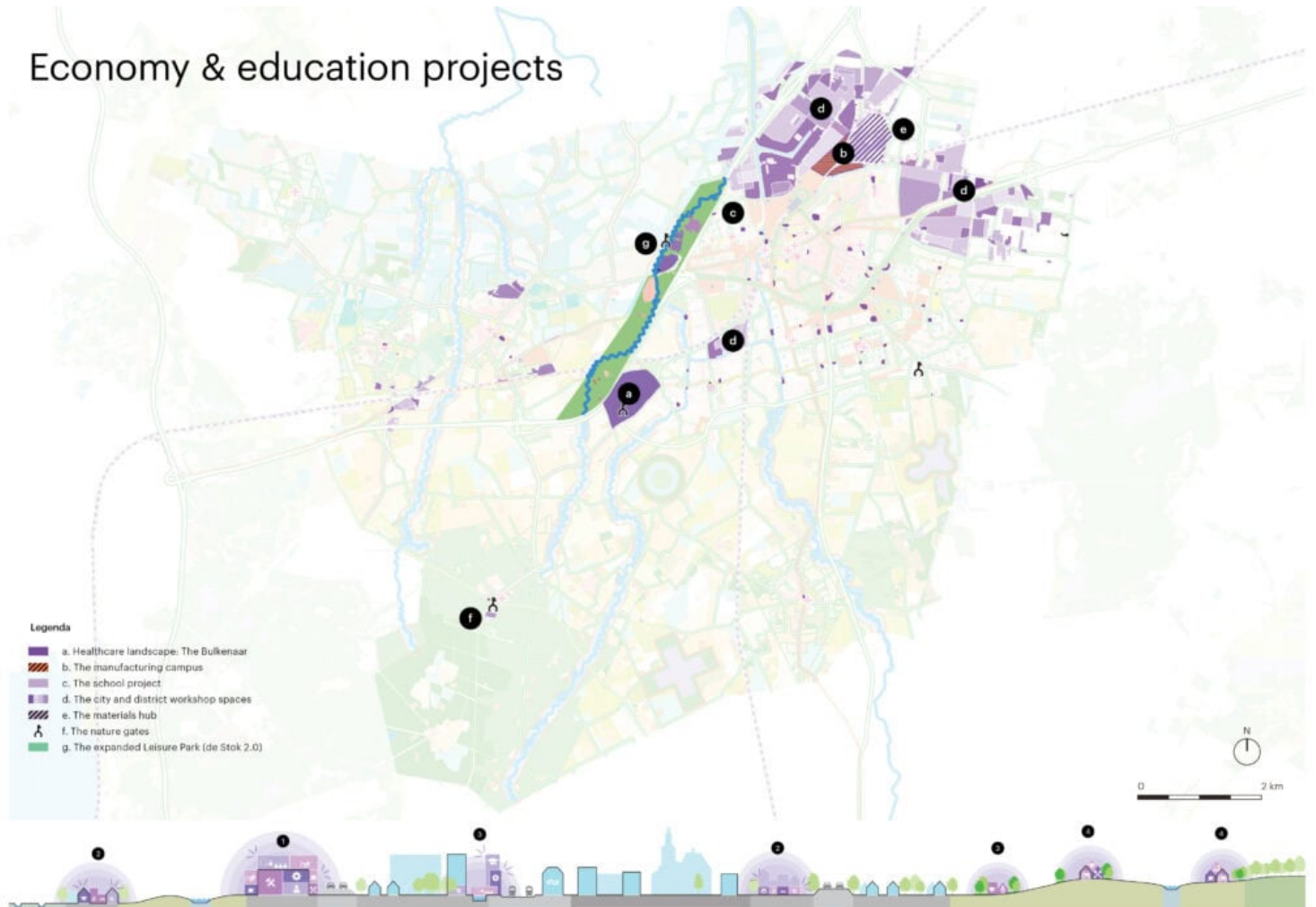
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## Economy & education projects



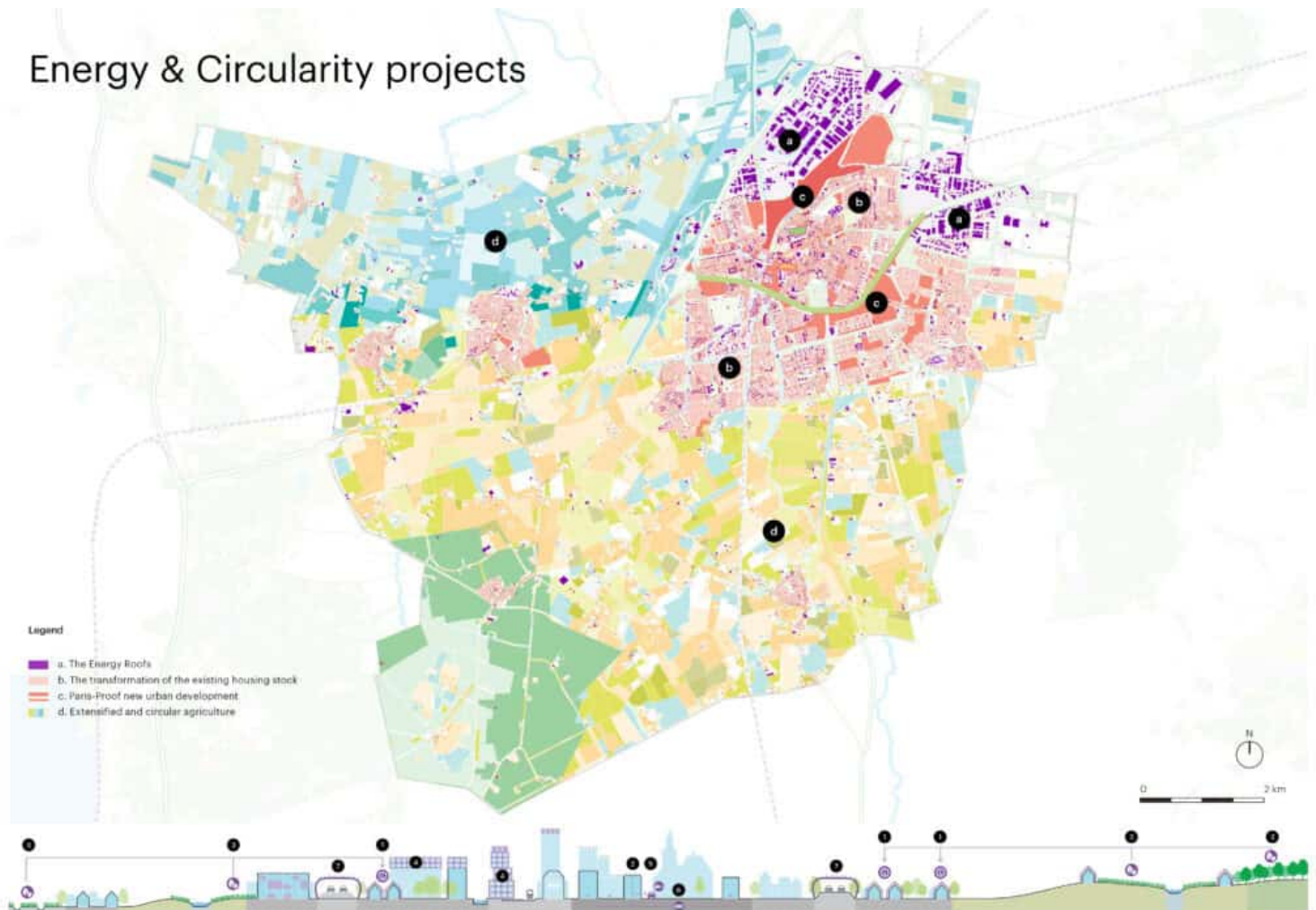
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## Energy & Circularity projects



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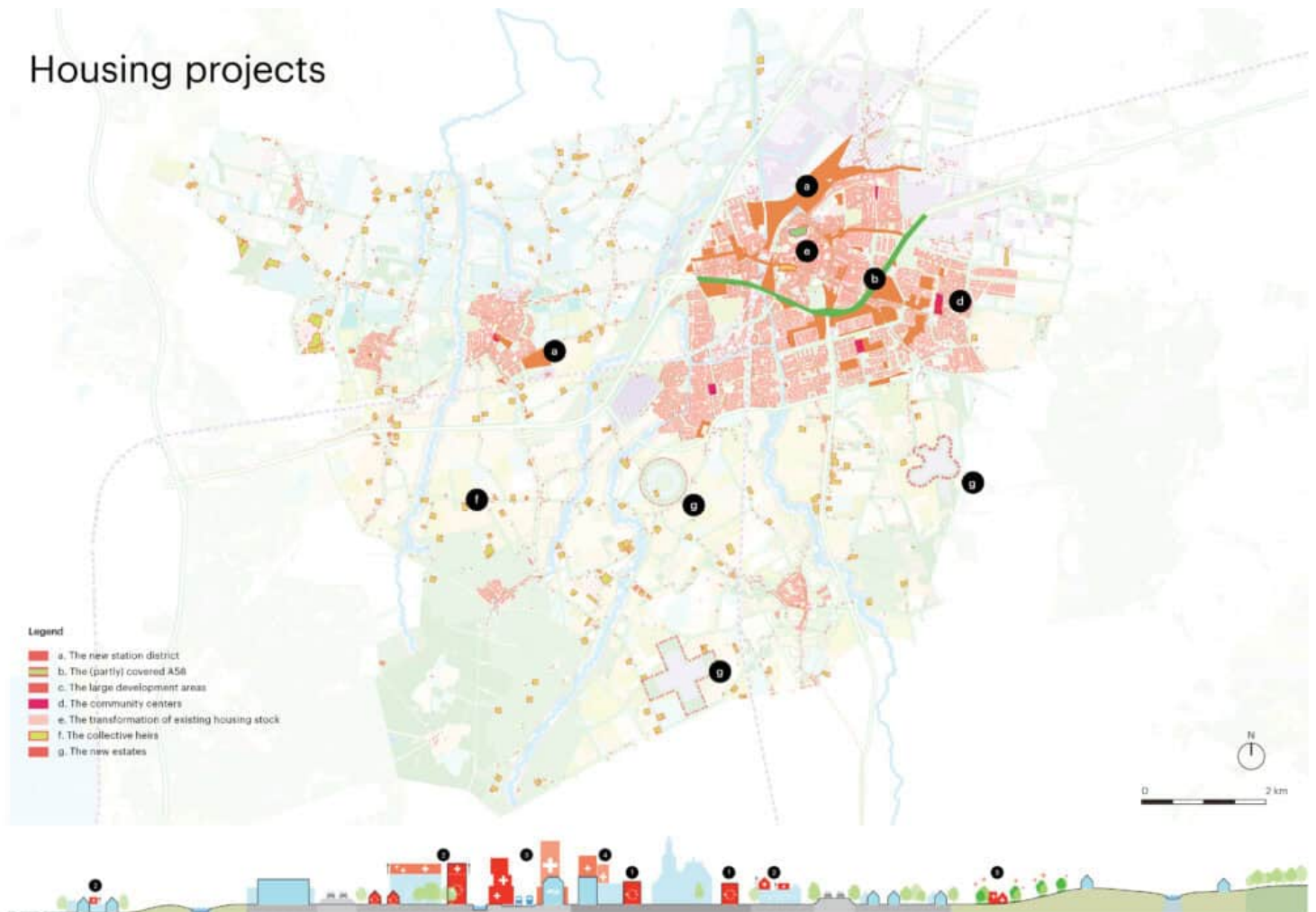


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## Housing projects



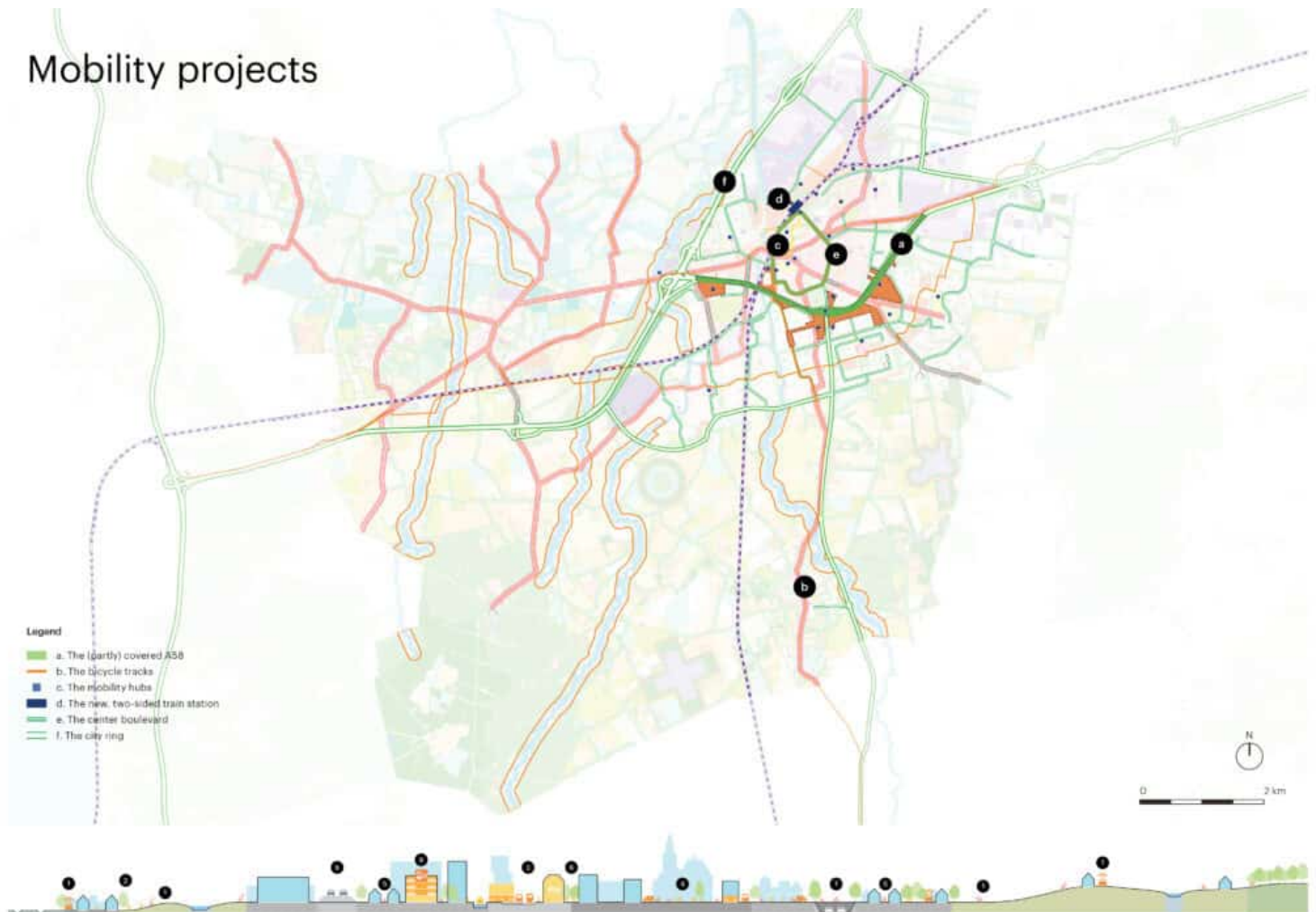
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## Mobility projects



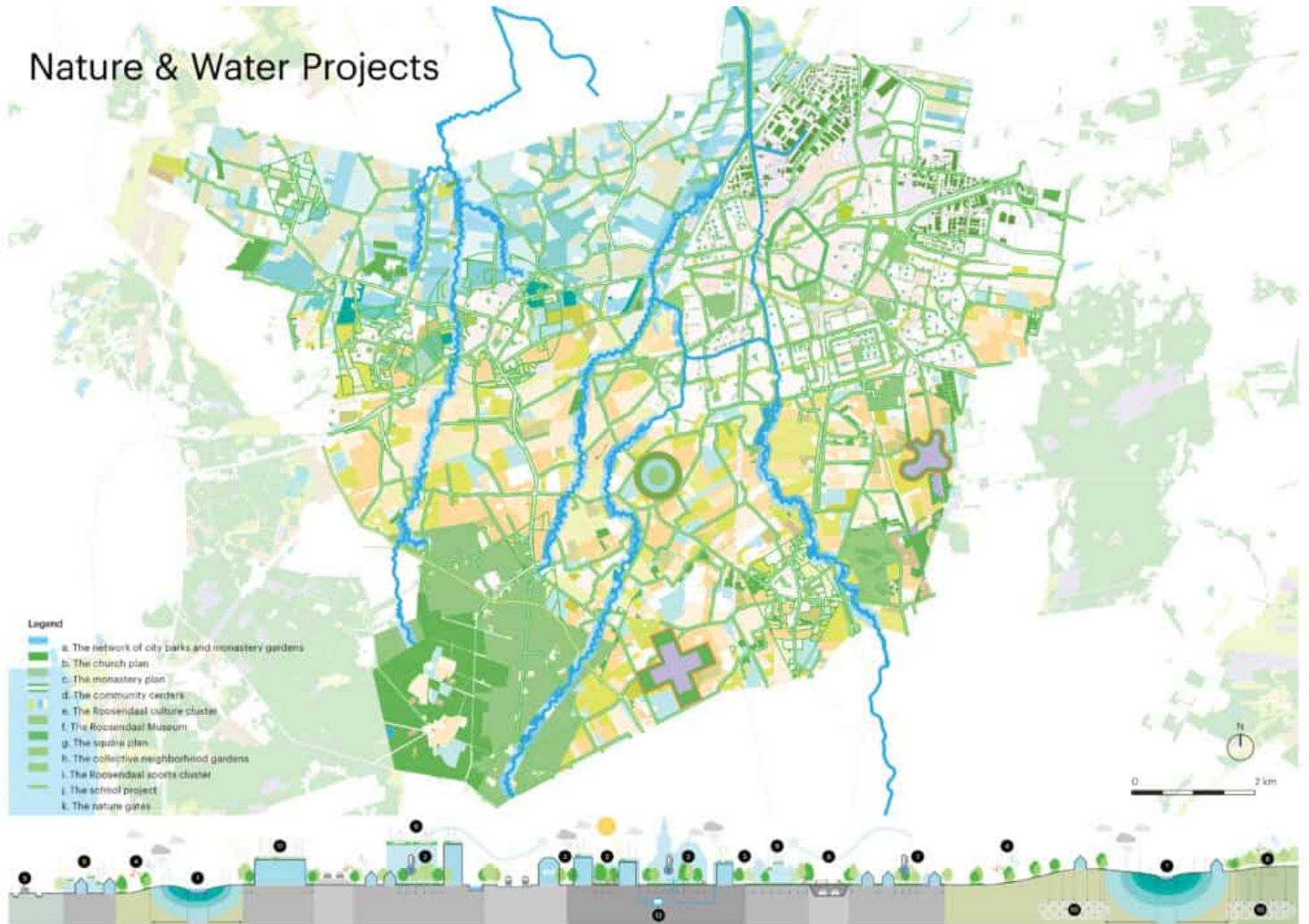
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## Nature & Water Projects



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## Over 40 Strategic Projects

The most tangible outcomes of *The Mosaic* are the more than 40 project proposals distributed throughout the municipality. These initiatives include:

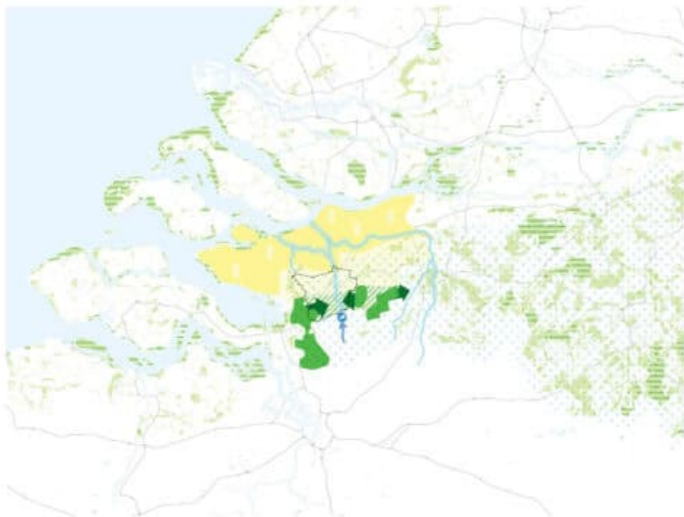
- Transforming the station area into a vibrant mixed-use zone with vocational education facilities.
- Covering a segment of the A58 motorway to create a linear park with adjacent housing and sports amenities.

- Densifying Nieuwe Markt with taller buildings that emphasize the square's urban importance.
- Renovating the Mariadal monastery garden, integrating housing into its walls and opening it to the public.
- Expanding waterways to double as recreational spaces.
- Repurposing vacant churches into homes, cultural venues, or community hubs.

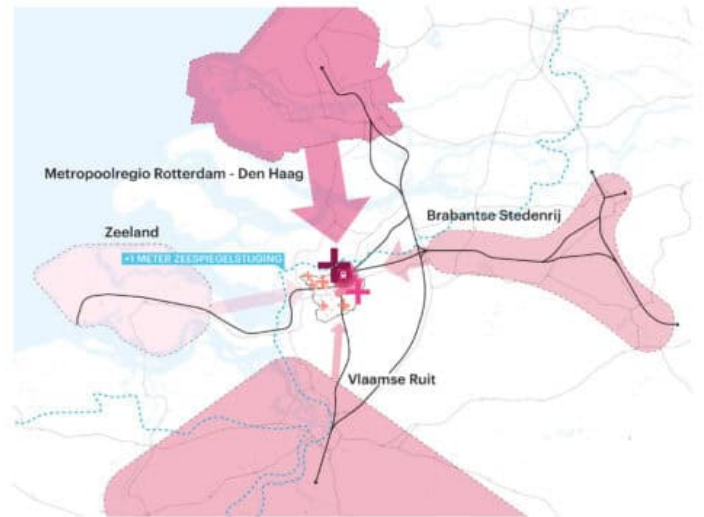
Individually and collectively, these projects aim to elevate Roosendaal's livability and visual identity, cultivating pride and long-term vitality.

## Regional position

Opportunity to play a larger role in the regional network



Gateway to the 'Brabant' landscape



Space for national housing development



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