

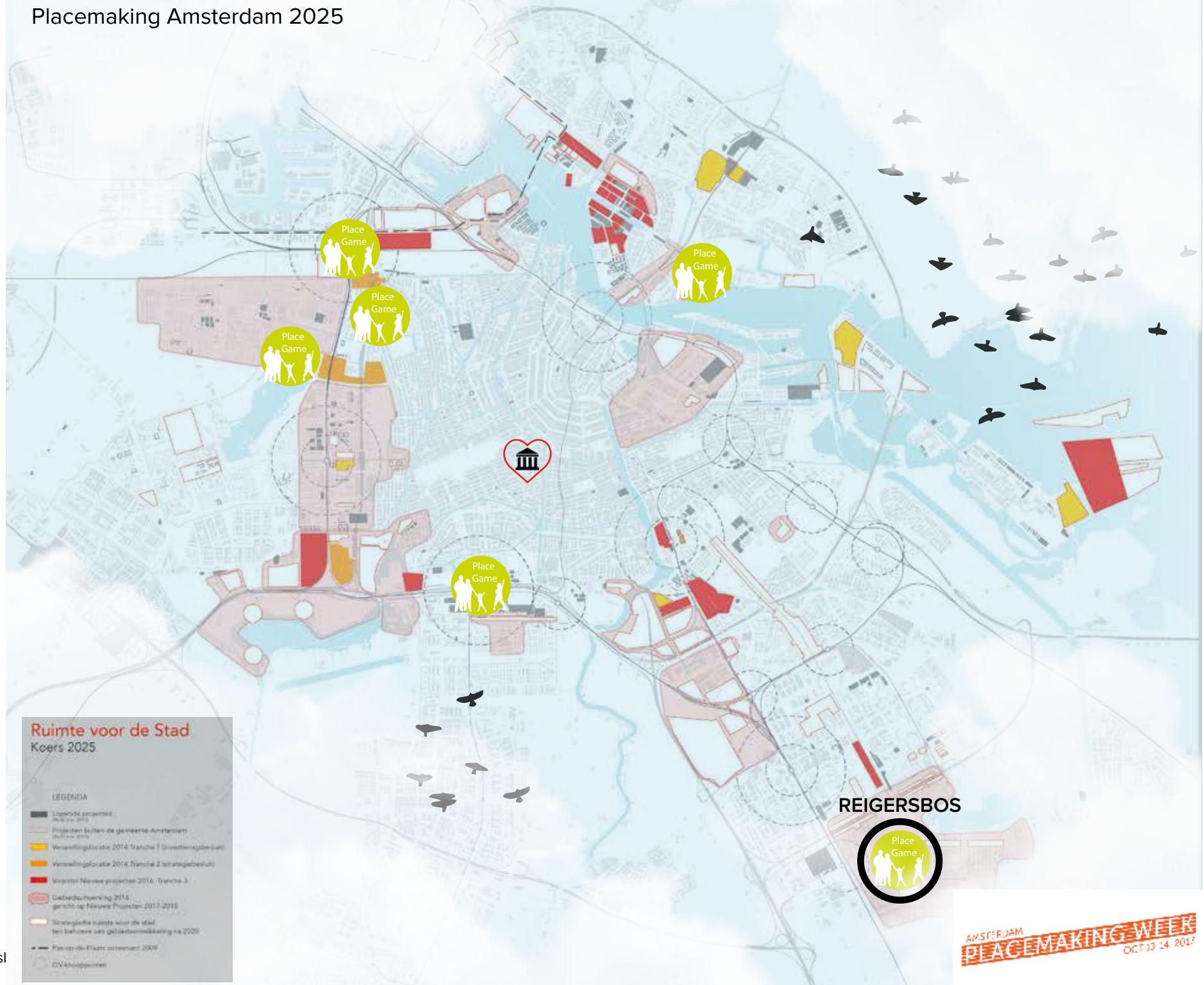
REIGERSBOS

AMSTERDAM  
PLACEMAKING WEEK  
OCT 10-14, 2017



# Place Game Report

10th October 2017



**Ruimte voor de Stad**  
Koers 2025

LEGENDA

- Looppad projecten (2010-2015)
- Projecten buiten de gemeente Amsterdam (2010-2015)
- Vernieuwingslocatie 2014 Tranche 1 (overstroomgebied)
- Vernieuwingslocatie 2014 Tranche 2 (strategiegebied)
- Vierster Nieuwe projecten 2016, Tranche 3
- Lidbesluitvorming 2016, gericht op Nieuwe Projecten 2017-2018
- Strategische ruimte voor de stad ten behoeve van gebiedsontwikkeling na 2020
- Plan- en Plaatsconvenant 2009
- DV-knooppunten

REIGERSBOS



AMSTERDAM  
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## Placemaking Week 2017

Public space is located at the intersection of many global issues - from health to sustainability, innovation to equity. Placemaking Week is all about leveraging this convergence.

Building upon the momentum of the Placemaking Leadership Council and 2016's Placemaking Week in Vancouver, this year Project for Public Spaces collaborates with their Dutch partners—Stipo, City at Eye Level, Placemaking Plus, and Pakhuis de Zwijger—to create a dynamic forum for attendees to develop and share concrete strategies to advance placemaking locally and globally.

Placemaking Week was closely looking into the case of Amsterdam, trying to reach out to existing processes here and bring its expertise. Therefore, 6 place games were organised based on Koers 2025 plan.

## Reasoning for the Place Game

Reigersbos is located in the south-east part of Amsterdam. Reigersbos has lost part of its vividness because the area has an unclear function and is not fully taken into use. Moreover, this area is one of a few areas that according to Koers 2025 plan should receive more attention - redevelopment, densification, new developments should come. Therefore, Placemakers initiated placemaking process before new constructions. We believe, that new developments should include placemaking before the final brick is put.

In cooperation with the Municipality of Amsterdam Placemaking Plus has been challenged to make Reigersbos an attractive place again!



Place Games session in Pakhuis de Zwijger ▶





## Summary

The Place Game Reigersbos was organised with the aim of exploring place-making opportunities for this area and as a part of Placemaking Week 2017, which was initiated by Projects for Public Spaces, Placemaking Plus and Stipo. This Place Game was organised by Placemaking Plus and based on methodology of Projects for Public Spaces - a non-profit organization from New York, dedicated to supporting communities in transforming public spaces into lovable areas.

About 25 people participated in the Place Game varying from local entrepreneurs and inhabitants, international placemakers to government officials. Participants discussed several improvement possibilities that can be implemented in short-term, as well as long-term solutions. This is reached by a coordinated experiment. What are the best ways to transform the ideas of the participants into a physical reality. The participants discuss different ideas that can transform this area from a livable to a loveable area. Place Game is the starting point of the learning process to facilitate the improvement of public space and safeguarding this for a long period of time.

To start this process place management team is created in which members work together to execute the placemaking projects in upcoming years, to realize the "quick wins" and later on to look for bigger challenges. This team consists of entrepreneurs, residents, government officials and any other interested parties. The place management team is formed at the end of the place game.

Prepared for:

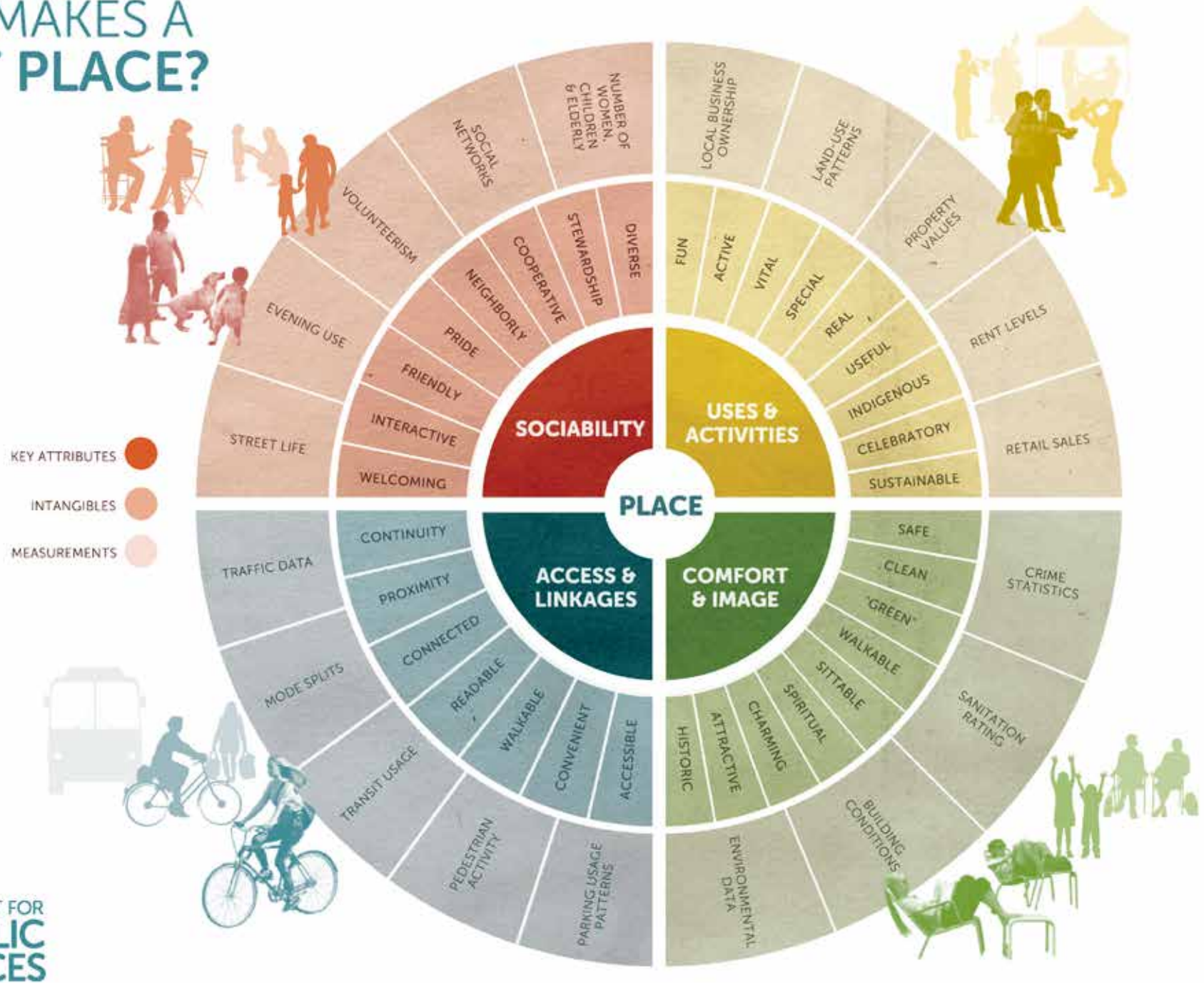
Municipality of Amsterdam

by:



Placemaking Plus

# WHAT MAKES A GREAT PLACE?



## What is Placemaking?

Placemaking process begins with community and users. New opportunities arise from self-organised group of users of the space. Looking together into possibilities in public space, beginning with so-called low-hanging fruit: small interventions that are easy and fast to make (lighter, quicker, cheaper approach). Good public space attracts people as a magnet. They go there not only because they have to, but because being there is an enjoyable experience. What should be done to transform boring average space to attractive place?

### PPS, Project for Public Spaces

In evaluating thousands of public spaces around the world, PPS has found that to be successful, they generally share the following four qualities.

#### COMFORT & IMAGE

Whether a space is comfortable and presents itself well – has a good image – is key to its success. Comfort includes perceptions about safety, cleanliness, and the availability of places to sit – the importance of giving people the choice to sit where they want is generally underestimated.

#### USES & ACTIVITIES

Activities are the basic building blocks of a place. Having something to do gives people a reason to come to a place – and return. When there is nothing to do, a space will be empty and that generally means that something is wrong.

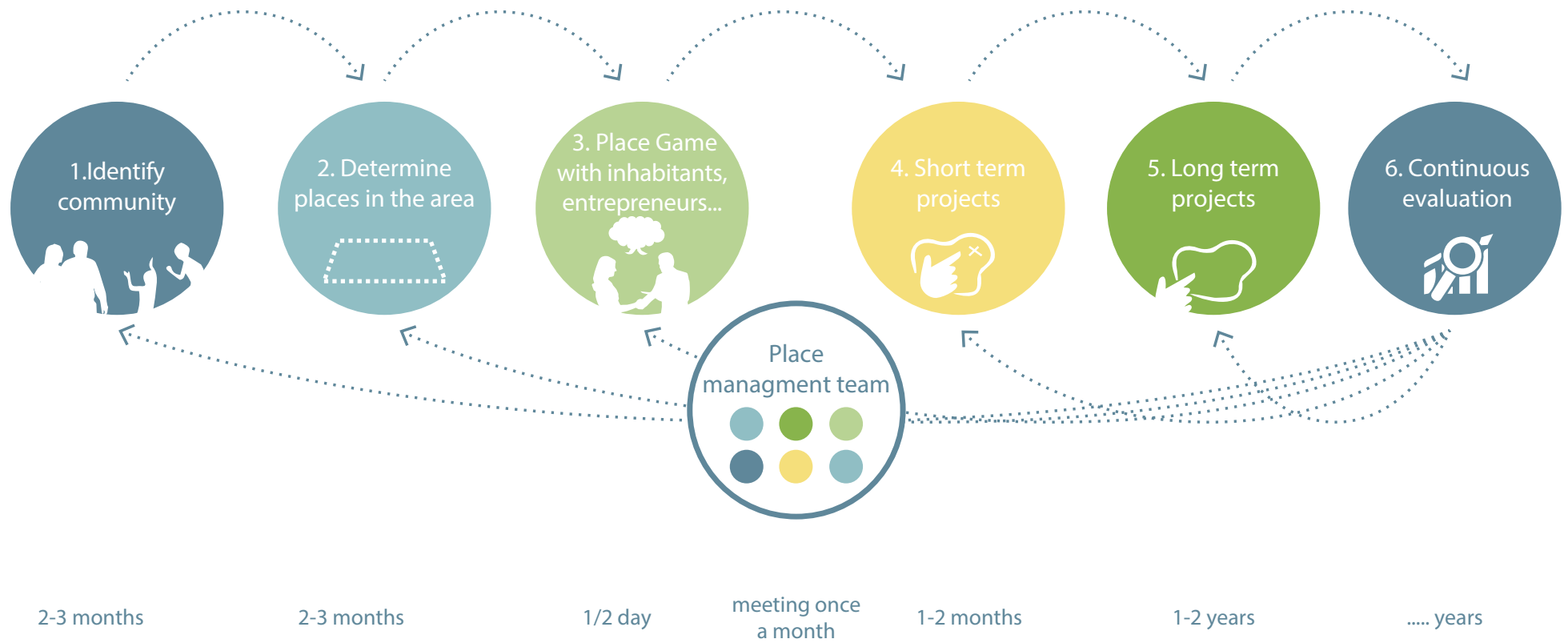
#### SOCIABILITY

This is a difficult quality for a place to achieve, but once attained it becomes an unmistakable feature. When people see friends, meet and greet their neighbors, and feel comfortable interacting with strangers, they tend to feel a stronger sense of place or attachment to their community – and to the place that fosters these types of social activities.

#### ACCESS & LINKAGES

You can judge the accessibility of a place by its connections to its surroundings, both visual and physical. A successful public space is easy to get to and get through; it is visible both from a distance and up close. The edges of a space are important as well: For instance, a row of shops along a street is more interesting and generally safer to walk by than a blank wall or empty lot. Accessible spaces have a high parking turnover and, ideally, are convenient to public transit.

Read more about placemaking and Project for Public Spaces > [website: pps.org](http://pps.org)





## Placemaking “in action”

Placemaking is about listening, looking and questioning people that live in the neighborhood, work and play there, to discover their needs, inspirations and vision of the place.

It is community-driven, place-based approach to create livable public spaces, that create strong societies around them.

Our Placemaking approach is based on our belief that it is not enough to simply design and develop public space in order to improve them. Improvements should reflect social values and needs. We believe that process that includes local people and allows them to be a part of development process is a key factor to create a successful public place, that is sensitive to its environment and context.

Placemaking must begin with a fundamental view to the dynamics, desires and conditions within a community. It is about watching, listening and asking people in a community about their problems and aspirations.

We work with communities to create a vision of the places they find important for common life and their daily experience; and we help them to implement their ideas. We begin with short-term experimental improvements, which can immediately bring benefits to public space and users.



Place of the  
Place Game

Places that we visit:

- 1 - Lucky Garden + Cordaan
- 2 - Jumbo + parking

- 3 - School + bikeline
- 4 - Shopping area 1
- 5 - Shopping area 2
- 6 - Rossumplein + HVO School

- 7 - BP station
- 8 - Adventist church + Remmederplein



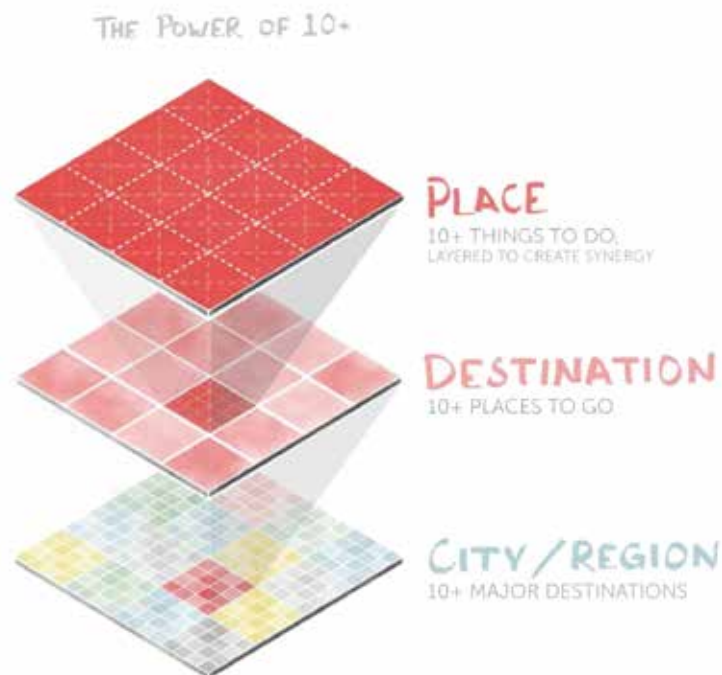
## The Power of 10

10 places were chosen as an approach of Project for Public Spaces, 'The Power of 10'. The idea behind this concept is that places thrive when users have a range of reasons (10+) to be there. These might include a place to sit, playgrounds to enjoy, art to touch, music to hear, food to eat, history to experience, and people to meet. Ideally, some of these activities will be unique to that particular place, reflecting the culture and history of the surrounding community. Local residents who use this space most regularly will be the best source of ideas for which uses will work best.

## Determine places

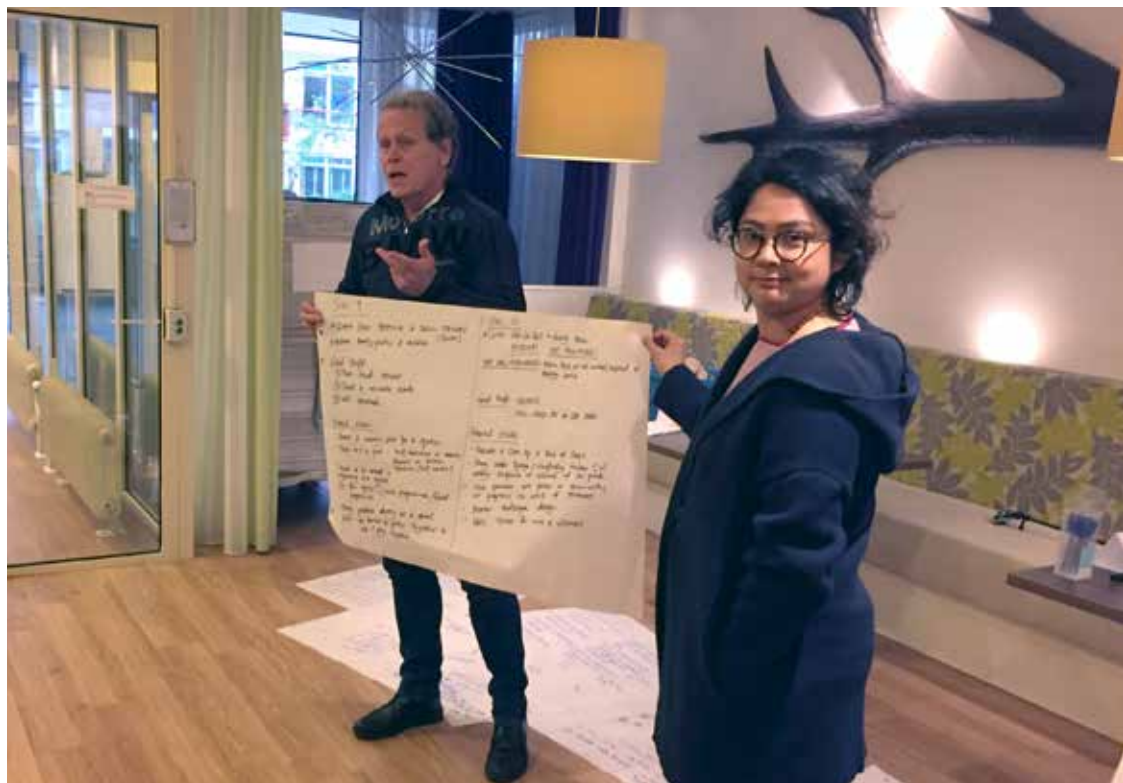
To find new possibilities in Reigersbos, Amsterdam, ten groups of three or four people are visiting chosen places. These may vary from public parks, streets, squares to monuments and buildings. To evaluate these places Place Game questionnaire is used, which is based on methodology of PPS. It helps people to observe public space better and to pay attention to all four main principles of a good public space.

In the end information from these questionnaires is used to determine the most essential changes as well as to discuss and present short and long term ideas.





## Place Game



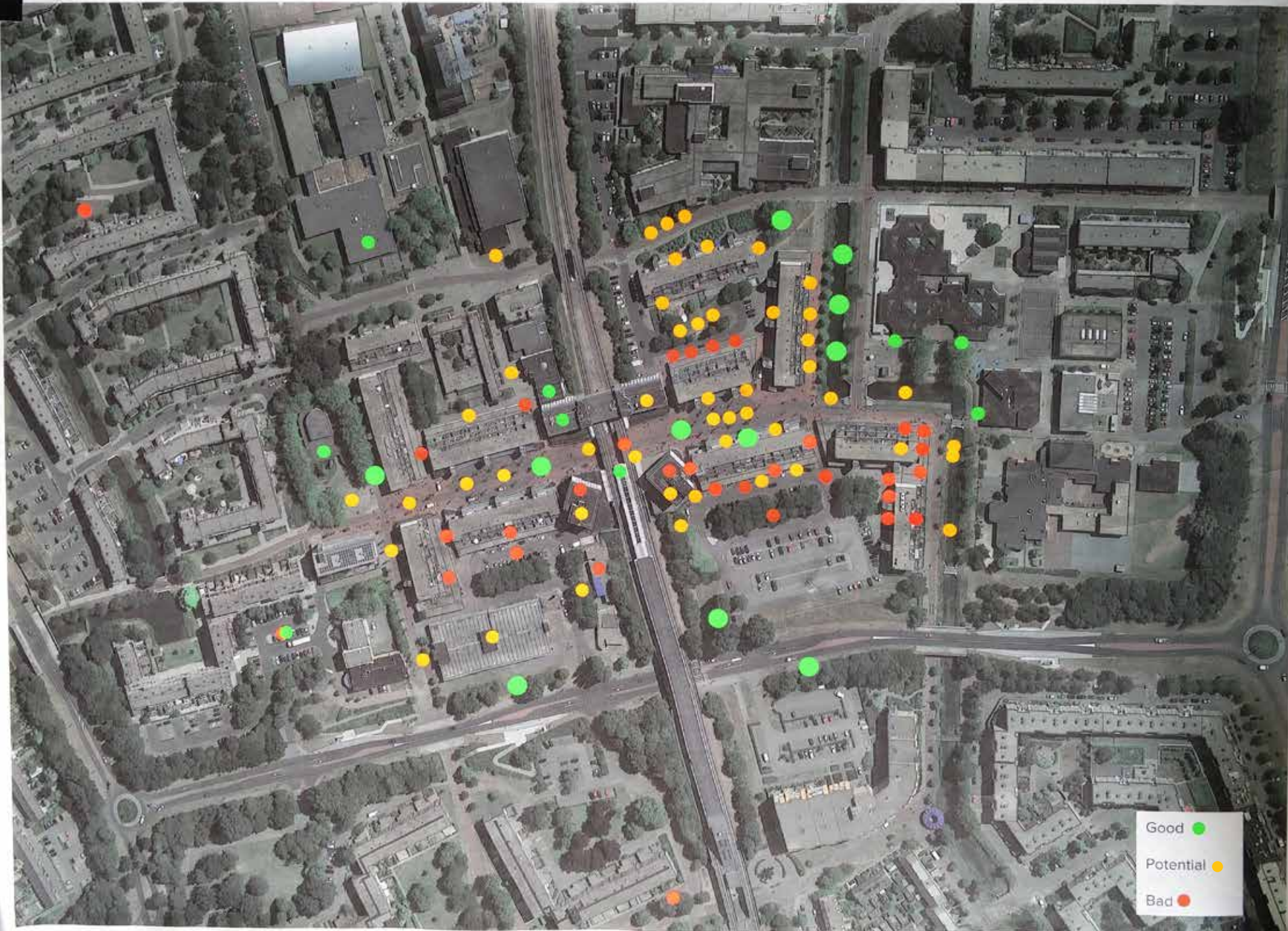
## Participants

The day of the Place Game there were more than 40 participants from around the world as well as local businessman, creative people and inhabitants. This colorful mix of expertise and different points of view brought a lot of unexpected and valuable insights about Reigersbos neighbourhood.



◀ Moment of The Place Game

	Name	Position	Organisation
1	Erwin van Schagen	Stedenbouwkundige	Municipality of Amsterdam
2	Joost Mazier		
3	Glenn Sinester		Amazone Health
4	Suet Chan	Stedenbouw/ landschap	Gemeente Den-Haag
5	Sofia Koukoura	Intern	STIPO
6	Isa van der Wielen	Student	STIPO
7	Menno Bosma	Journalist	Wereld Woorden
8	Jennie Suann	Manager	Autecol Melbourne
9	Maryam Ben Hayoune	Gebiedsmakelaar	Stadsdeel West
10	Matthias de Vries	Manager	Cordaan
11	Arno Gorissen	Director	Zuidoost partner
12	Mattijs van 't Hoft	Stedenbouwer	STIPO
13	Thijs Box	Marketeer	Municipality of Amsterdam
14	Pasquale van Vliet	jr. Project developer	j.p. van Eesteren
15	Megan Shinn	Program director	River city campaign
16	Mariana Alegre	Director	OWPA TU Delft
17	Senta Modder	Hoofd beleid	Municipality of Amsterdam
18	Mehtap Karasu	Omgevings manager Amsterdam	Municipality of Amsterdam
19	Merijn van de Reep	Assistent projectman- ager	Municipality of Amsterdam
20	Joram Roozen	Financiel manager	Reb Projects
21	Stella Gwee	Director	Shophome & Co
22	Bart Kuil		
23	Mizah Rahman	Participating designer	Participate in design



Good ●  
Potential ●  
Bad ●

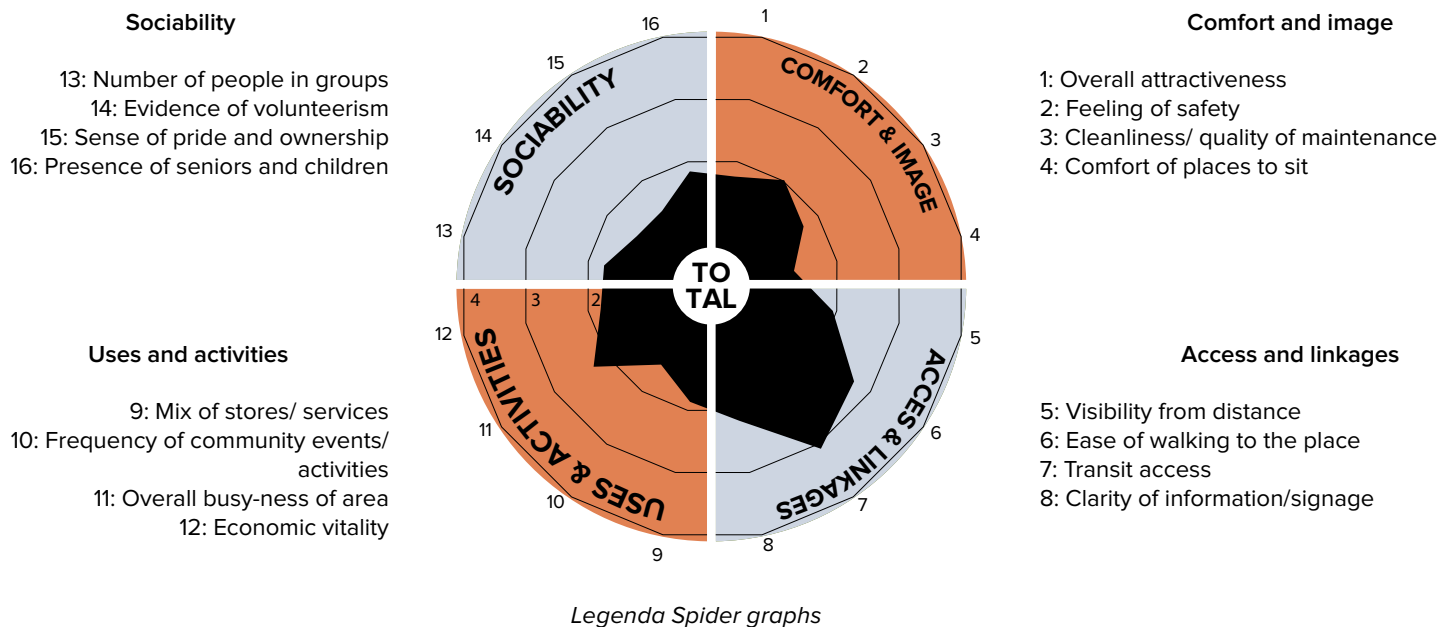
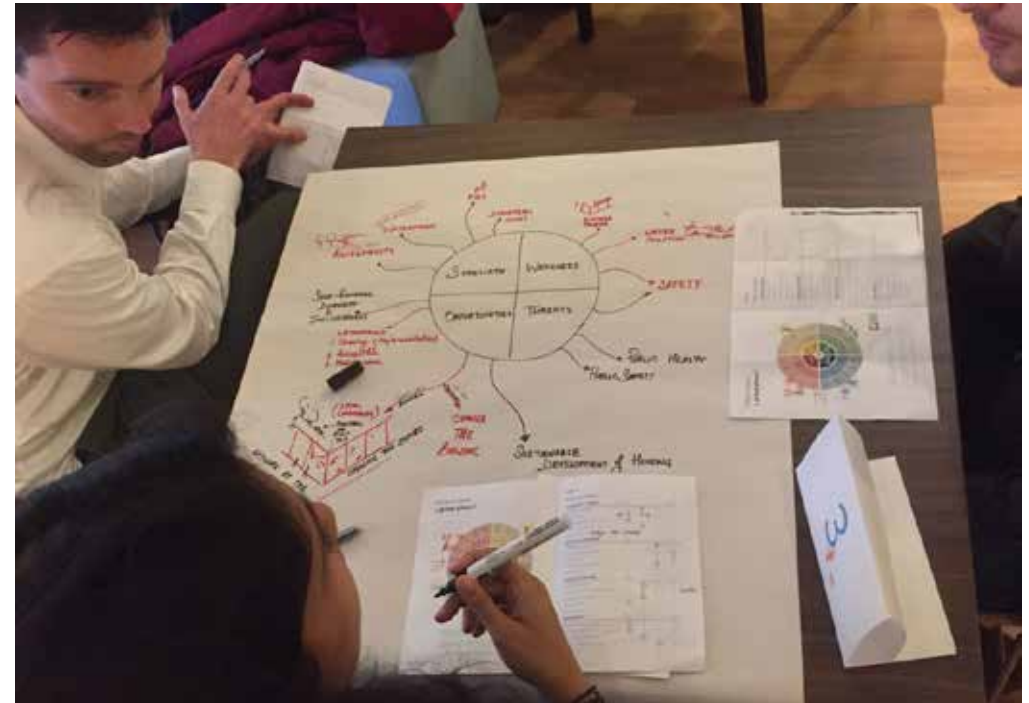


# Evaluation of places

Groups evaluate places according to questionnaires and suggests their ideas how to improve it.

Overall view can be seen in the map on left. People mark places that are either good, bad or potential. We can see that neighborhood has a huge variety of different colors on the map. Most of the red dots are located in courtyards and back-gardens that don't have any nice facades and only few entrances. The shopping street has a potential and is like by people.

This area is very well connected and easy to reach - metro is just in the center of it. Comfort and image are the lowest scoring feature of the area, while sociability and activities depend more on the precise places.



# Place no. 1 - Lucky Garden + Cordaan

## FEATURES OF THE PLACE

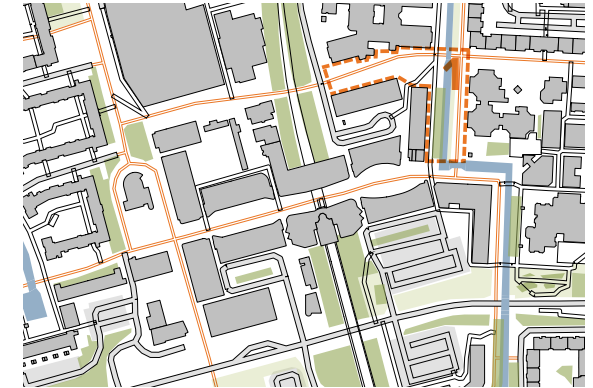
- Open green space
- Children playing
- Elderly people walking

## SHORT TERM ACTIONS AND IDEAS

- Put swings under the trees
- Put out moveable furniture
- Exhibition of art created by local children
- Playground near the daycare
- Add colour to the walls
- Engaging projects
- Temporary football gates

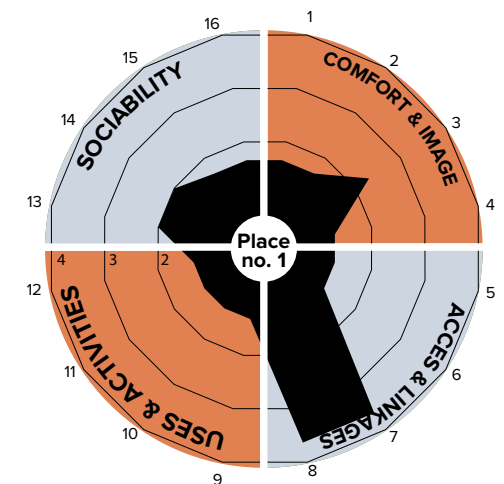
## LONG TERM ACTIONS AND IDEAS

- Expand the market
- Create bigger entryways from the east into the shopping area
- Infrastructure improvement
- Store-front improvements
- Improve the signage, wayfinding
- Clean the background of the buildings



## PARTNERS

- Municipality of Amsterdam
- International placemakers
- Cordaan
- Residents



# Place no. 2 - Jumbo + parking

## FEATURES OF THE PLACE

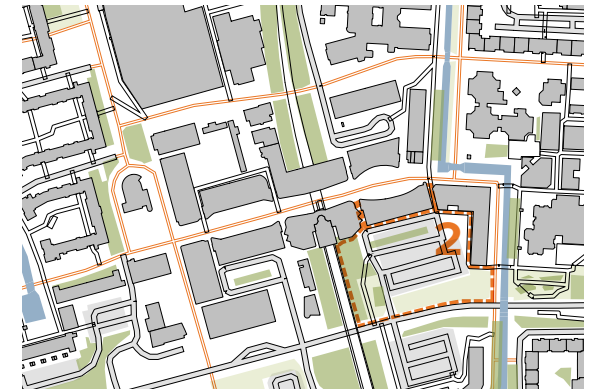
- Disorganized
- Restaurant Eetland
- Trees

## SHORT TERM ACTIONS AND IDEAS

- Clean up
- Plant flowers
- More trees

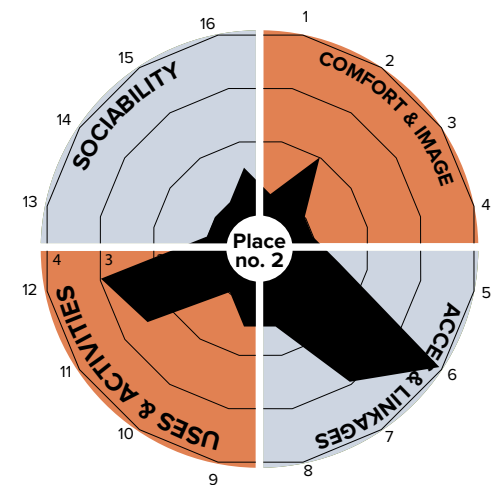
## LONG TERM ACTIONS AND IDEAS

- Create a square
- Bigger entrance to Eetland
- Less parking
- More entrances



## PARTNERS

- Municipality of Amsterdam
- International placemakers
- Owner of Eetland and other local entrepreneurs



# Place no. 3 - School + bikeline

## FEATURES OF THE PLACE

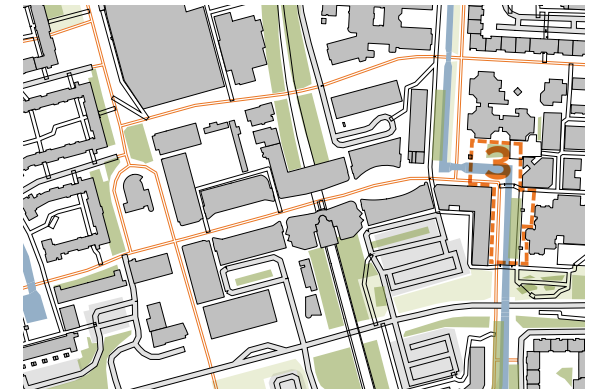
- Trees
- Accessibility
- Waterfront
- Basketball court

## SHORT TERM ACTIONS AND IDEAS

- Clean up the area
- Add a terrace
- Renovate waterfront
- Purifying the water
- Colour the walls with graffiti

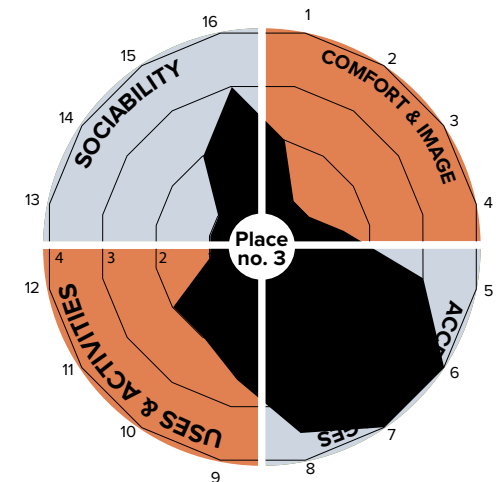
## LONG TERM ACTIONS AND IDEAS

- Less parking spots
- Improve the store's appearances
- Temporary lightning project
- Extra entrance for Jumbo
- Pop-up store



## PARTNERS

- Municipality of Amsterdam
- International placemakers
- Jumbo
- Local entrepreneurs



# Place no. 4 - Shopping area 1

## FEATURES OF THE PLACE

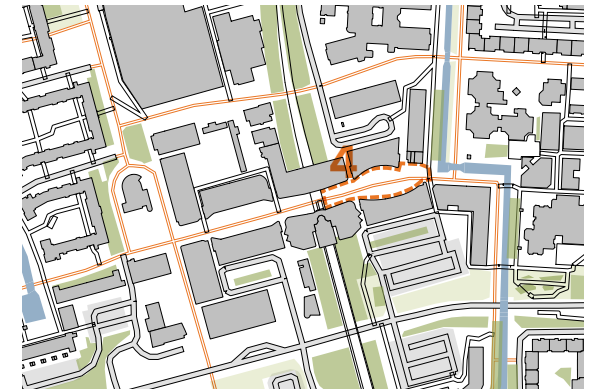
- No cars
- Wide Lane
- Trees/ green
- Vibrant
- Metro station

## SHORT TERM ACTIONS AND IDEAS

- Better benches
- More events
- Pop-up store
- Temporary playground
- Terraces by local shops
- More green
- Open air library
- More bike parking facilities
- Make the waterfront more attractive

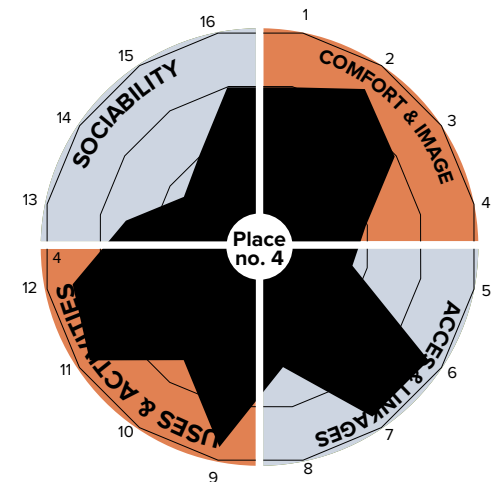
## LONG TERM ACTIONS AND IDEAS

- Transform the building next to the station to a communal building
- Transform parking spots
- Better connections to surrounding area
- Add places for children to play



## PARTNERS

- Municipality of Amsterdam
- International placemakers
- GVB
- Residents
- Local entrepreneurs



# Place no. 5 - Shopping area 2

## FEATURES OF THE PLACE

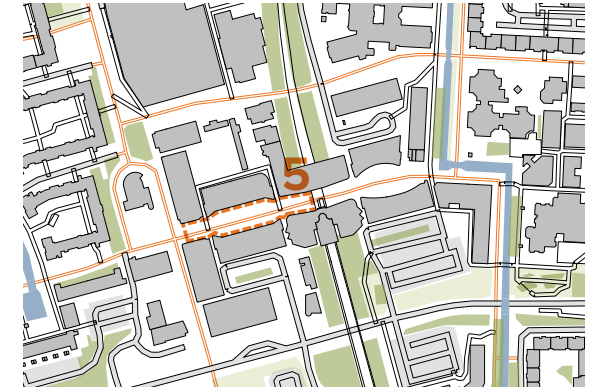
- No cars
- Wide Lane
- Trees/ green
- Metro station

## SHORT TERM ACTIONS AND IDEAS

- More public seating
- More private seating like coffee bars
- More green elements
- Place more lightning that can create an ambiance

## LONG TERM ACTIONS AND IDEAS

- Night evening function
- Playground for children
- Use of roofs
- Better entrance from the back
- Place art that connects with the culture of the residents
- Bicycle storage/ repair



## PARTNERS

- Municipality of Amsterdam
- International placemakers
- Residents
- Local entrepreneurs

# Place no. 6 - Rossumplein + HVO School

## FEATURES OF THE PLACE

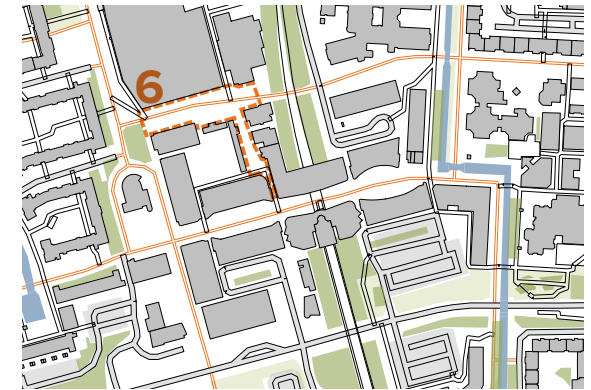
- Not so nice area
- Not much nature

## SHORT TERM ACTIONS AND IDEAS

- More clarity
- More green
- Create street art in cooperation with the schools
- Lighting art
- Remove fences Jehovahs church

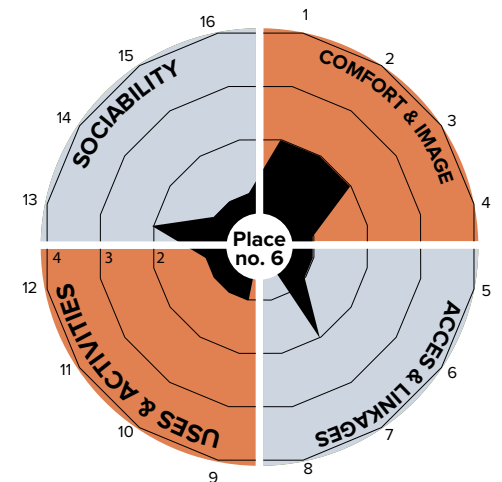
## LONG TERM ACTIONS AND IDEAS

- Create a place where you can relax
- Little terrace
- Extra door OBA
- Connect the alley with the shopping street
- Create a community building where children/ youngsters could meet



## PARTNERS

- Municipality of Amsterdam
- International placemakers
- Residents
- Local entrepreneurs



# Place no. 7 - BP station

## FEATURES OF THE PLACE

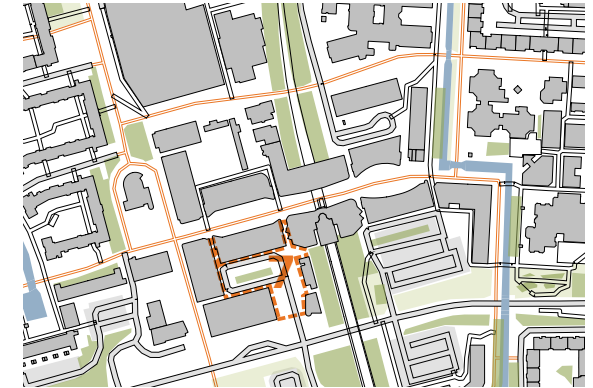
- Accessibility
- All trees are cut
- Building very clogged
- Too many parking areas

## SHORT TERM ACTIONS AND IDEAS

- Clean up
- More green
- New development of the parking lot
- Green walls or façades to hide parking and shops
- New playing area

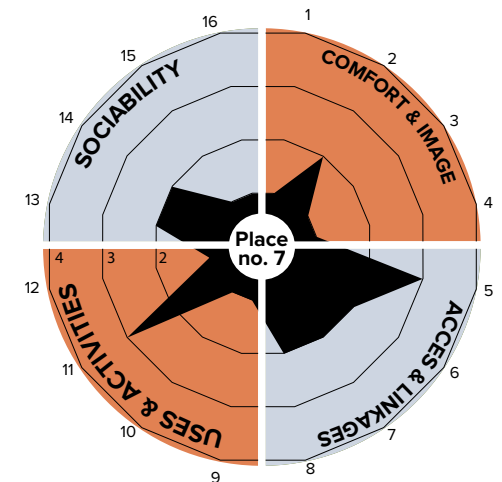
## LONG TERM ACTIONS AND IDEAS

- More parking spots
- Generate a new front for the shops
- More public space possibility of a terrace
- Underground parking space



## PARTNERS

- Municipality of Amsterdam
- International placemakers
- Residents
- Church community





# Place no. 8 - Adventist church + Remmederplein

## FEATURES OF THE PLACE

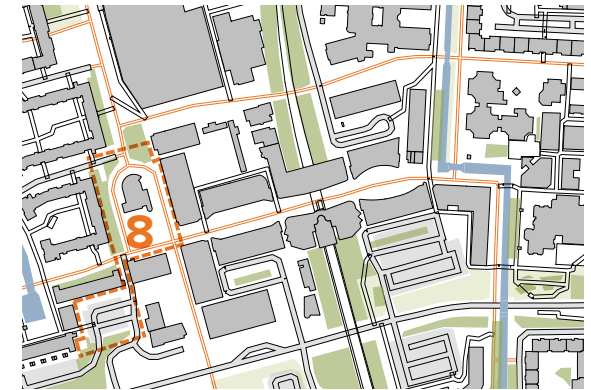
- Boring and dull
- Observe family, youth and children
- Not well maintained
- Trees
- Well connected

## SHORT TERM ACTIONS AND IDEAS

- Create a meeting place on the square
- Place benches
- Clean up the back of the stores
- Better signage
- Public toilet for men and women

## LONG TERM ACTIONS AND IDEAS

- Create a small park
- Place art pieces in the park
- Better landscape design

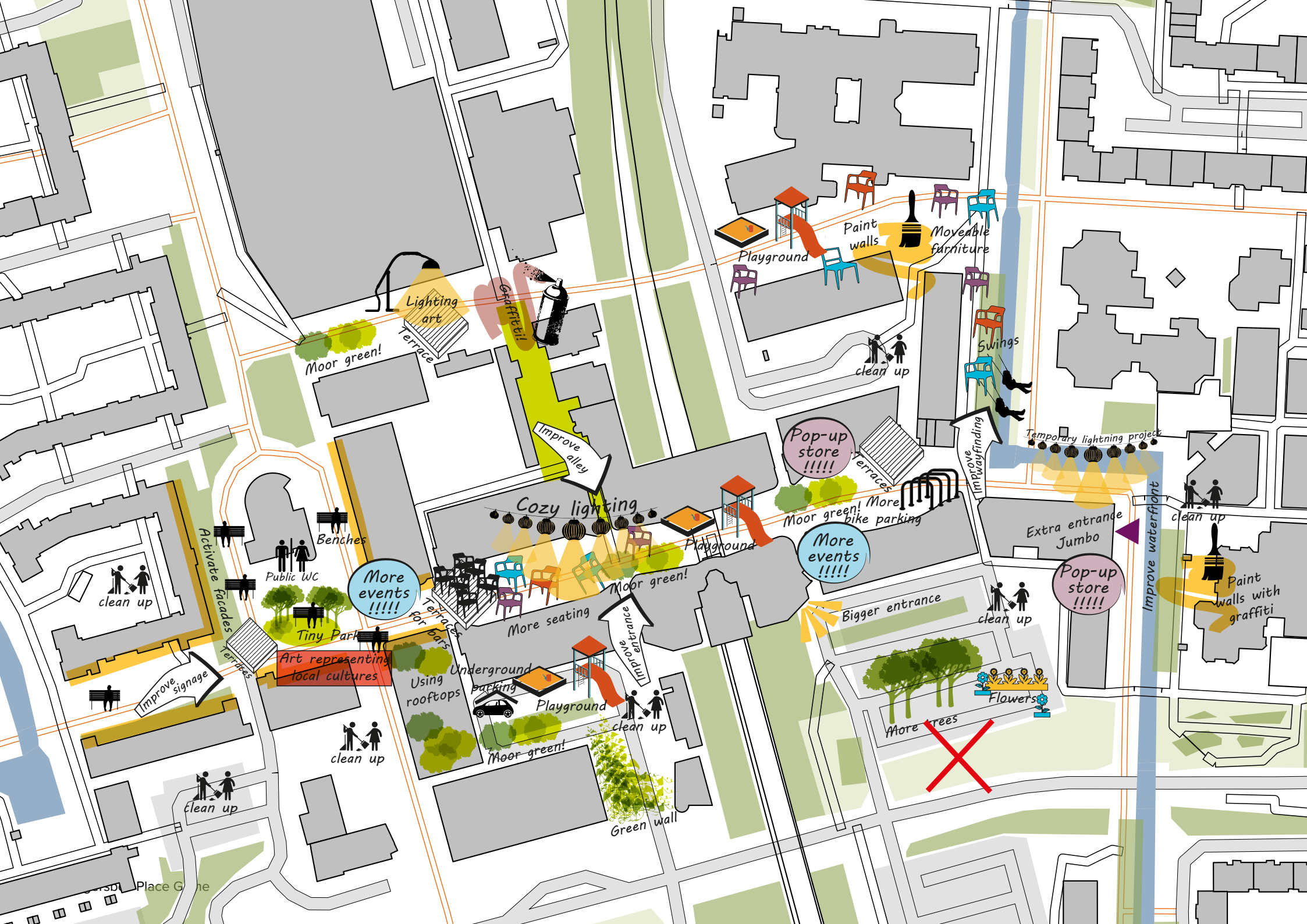


## PARTNERS

- Municipality of Amsterdam
- International placemakers
- Church
- Local entrepreneurs



## Results



## Result 1: short term

Improvements in this area can be started already tomorrow, especially because small changes, such as **cleaning up**, is quick and cheap, but it adds a huge value for overall image of the area. Cleaning up is needed in most of the area, especially backyards of the shops.

Few more changes, that could be done very fast is addition of the color and greenery. **Colors** could be added with professional graffiti or simply by coloring empty walls bright colors such as yellow or blue. Addition of **greenery** would easily change the mood of public space and make it more attractive.

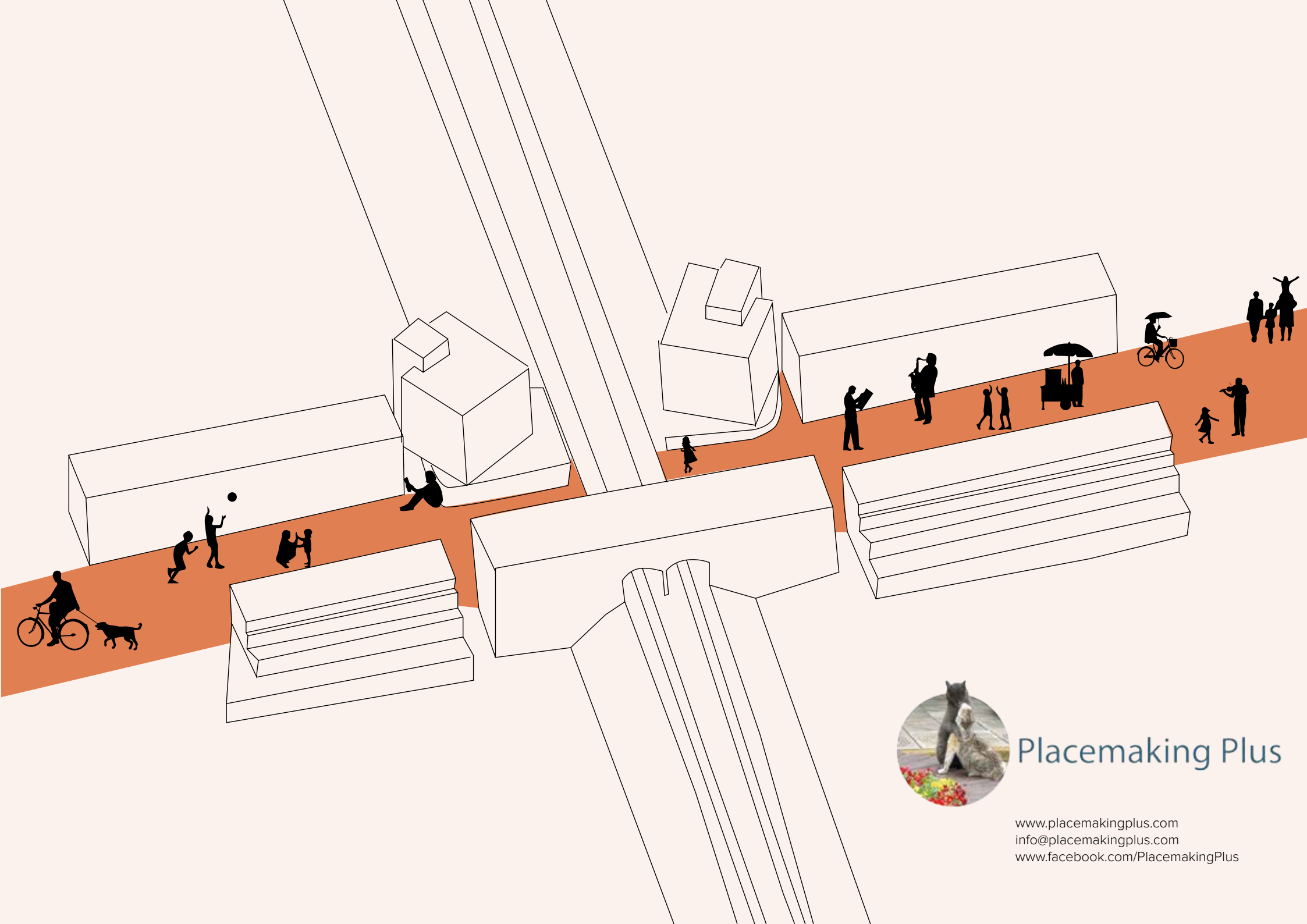
Participants also noted, that reaching of the area is not very clear and unpleasant - not only that it misses **clarity** of functions, also the **alleys** leading to the main shopping street are unattractive and don't feel safe. Improvements of **signage and way finding** would increase amount of traffic in the area, usage of existing facilities and safety.

Event though this area has shops and some other functions, but more activities and things to do are missing. From **kids playgrounds** or just swings, to simple **sitting places**, or even **community events** - the more reasons to come to the area, the more people feel engaged with it and spend more and more time. To immediately get more different visitors this place should get more terraces - area could accommodate various types and purposes terraces, varying from private to public.

## Result 2: Long term

In long term, stronger connection to the community is desired. For example, creating **exhibitions** in public space together with local inhabitants to show different cultures living in this area and sharing public space. There is also a need for a **community building**, that could take place in vacant buildings.





# Placemaking Plus

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