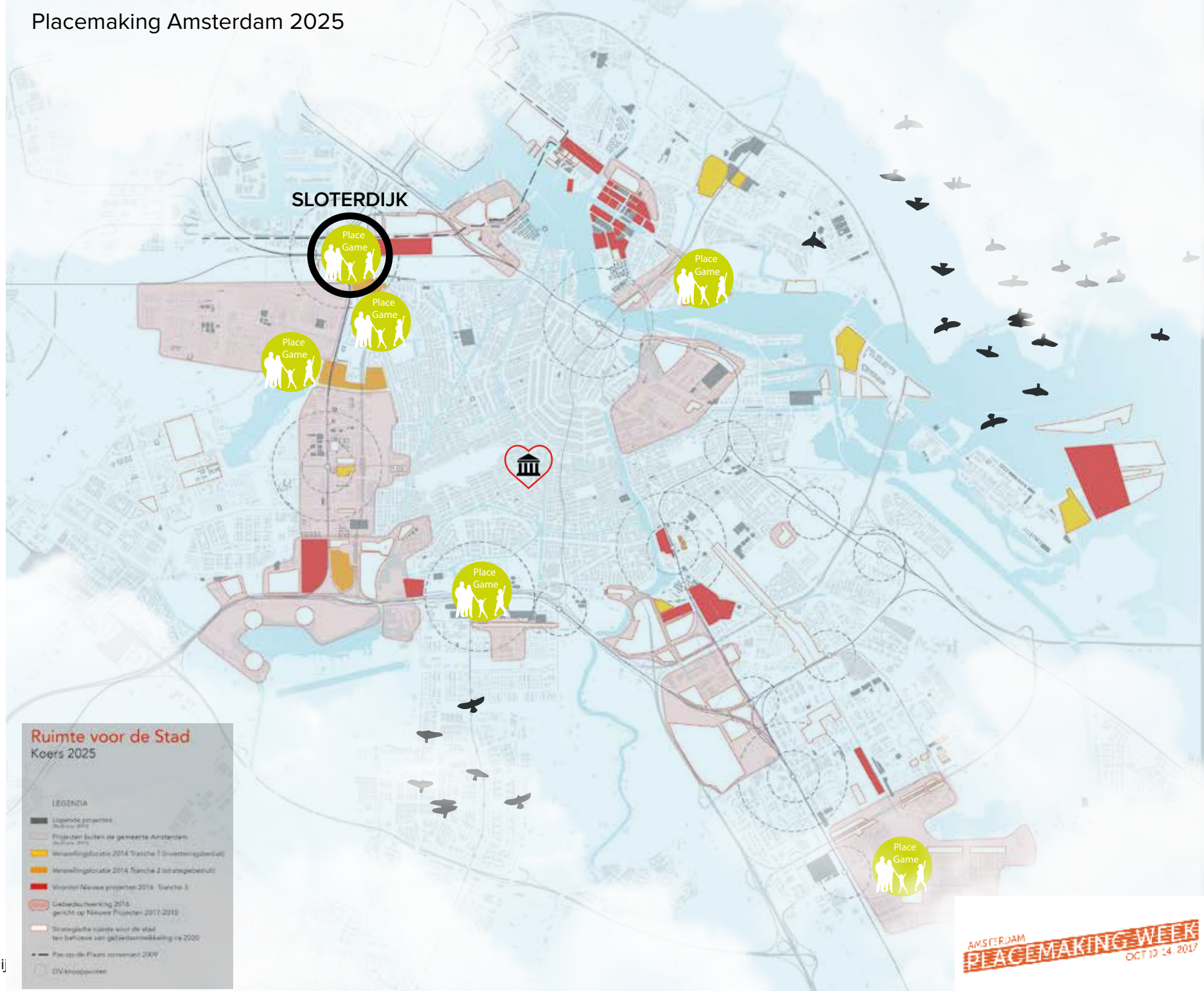




Sloterdijk Place Game Report

10th October 2017



SLOTERDIJK

Ruimte voor de Stad
Koers 2025

- LEGENDA
- Lopende projecten (2015-2017)
 - Projecten buiten de gemeente Amsterdam (2015-2017)
 - Verwillinglocatie 2014 Tranche 1 (overstapingslocatie)
 - Verwillinglocatie 2014 Tranche 2 (strategiegebied)
 - Vestedel Nieuwe projecten 2016, Tranche 3
 - Uitbreidingswoning 2016, gericht op Nieuwe Projecten 2017-2018
 - Strategische ruimte voor de stad ten behoeve van gebiedsontwikkeling na 2020
 - Plan- en Plaatsconvenant 2009
 - OV-knooppunten

AMSTERDAM
PLACEMAKING WEEK
OCT 10-14, 2017

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.



Place Games session in Pakhuis de Zwijger ▶

Reasoning for the Place Game

Sloterdijk is one of Amsterdam's major public transit nodes in the western part of Amsterdam and one of the few areas that according to plan 'Koers 2025' should receive more attention – redevelopment, densification, new developments should come. In the 1980s, it was developed as a mono-functional office area. Since three years, the City of Amsterdam has been changing the area's strategy towards mixed use, with hotels, students, and now residential. Great attention is being paid to the city at eye level in the newly built projects, and several placemaking initiatives have been launched and are already contributing to the area. Now, these efforts are providing the seeds for a larger and more structural place management coalition that will guide growth for the next 30 years.

In cooperation with Municipality of Amsterdam Placemaking Plus has challenged the international placemakers and other attendants of the place game to make Sloterdijk an attractive place !



Placemaking Plus





Summary

As a part of Placemaking Week 2017, organized by Projects for Public Spaces, Placemaking Plus and Stipo place game Sloterdijk was organized with the aim of exploring placemaking opportunities for this area. The Place Game was organized by Placemaking Plus and based on methodology of Projects for Public Spaces - a non-profit organization in New York, dedicated to supporting communities in transforming public spaces into loveable areas.

About 35 people participated in the Place Game varying from local entrepreneurs, 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 the different ideas that can transform this area from a livable to a loveable area. The 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 normally a 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. A place management team is formed at the end of the place game.

In this case the place game is part of a longer traject for placemaking in a bigger area of Sloterdijk Station. That's why there hasn't been formed a place management team at the end of this placegame. All the results of this place game – a lot of rich and inspiring ideas - from international placemaking experts will of course be part of the final plans for placemaking in this area.

SLOTERDIJK STATION AREA

In the area around the station of Sloterdijk there are a lot of spaces which can use some placemaking. As mentioned earlier Sloterdijk has been developed as a mono-functional office area and designed for cars en public transport. With adding new functions to the area, like tourism and housing the whole area of Sloterdijk should be redesigned for the new users like tourists and residents. The public space needs to be more attractive, safe and loveable for the pedestrians and cyclist and less for cars, busses and tram.

Prepared for:

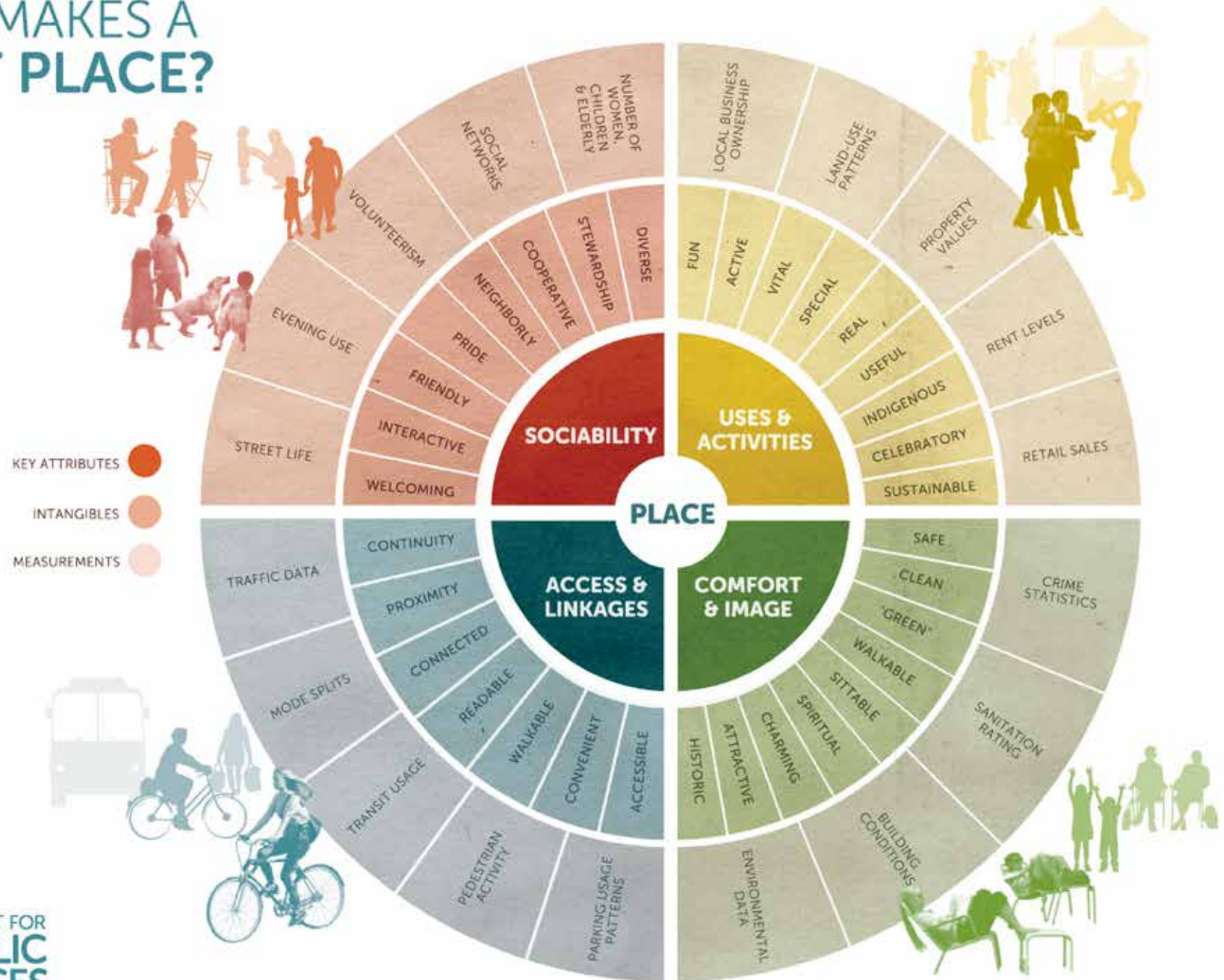
Municipality of Amsterdam

by:



Placemaking Plus

WHAT MAKES A GREAT PLACE?



What is Placemaking?

Placemaking is changing a public space from a place to which you pass as soon as possible to a place which you never want to leave!

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.

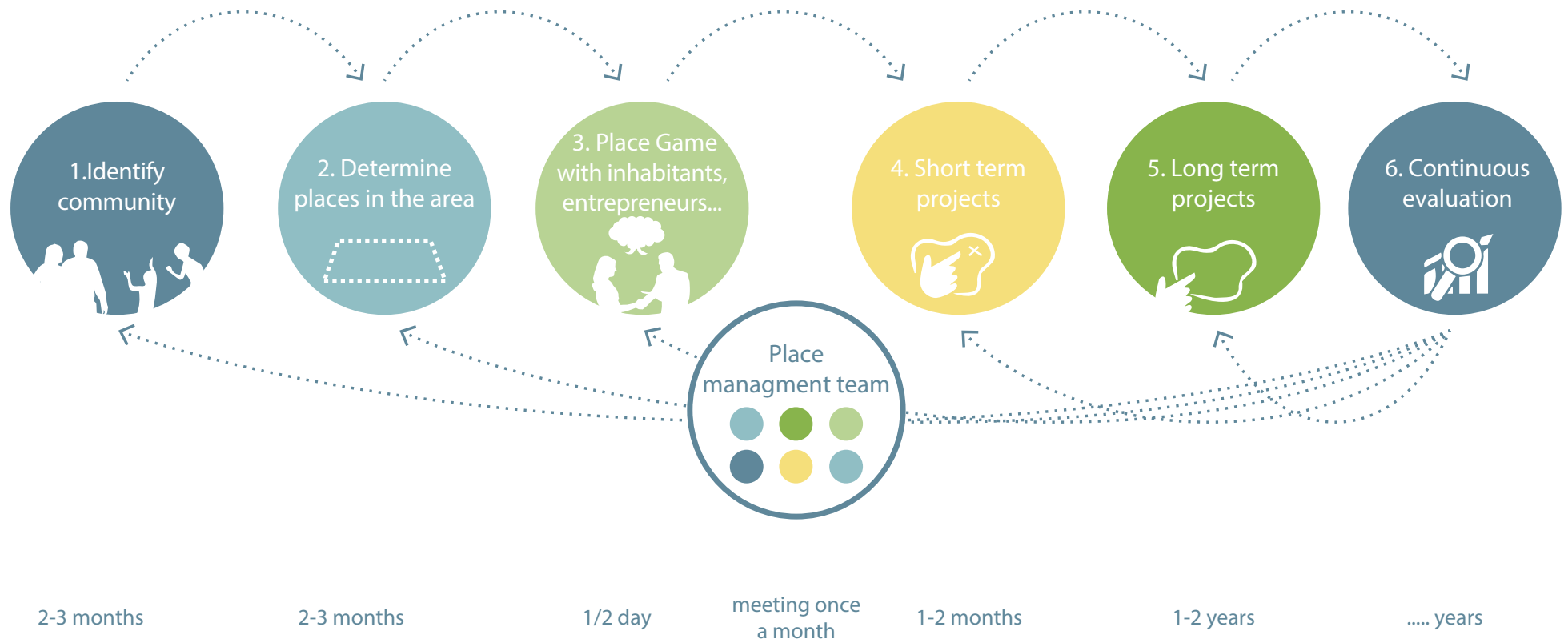
SOCIABILITY

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.

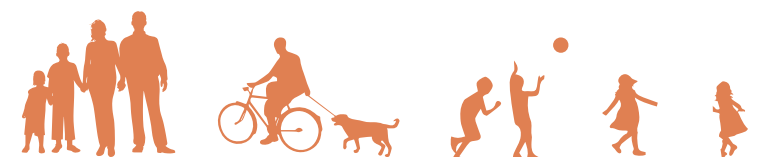
Placemaking must begin with a fundamental view to the dynamics, desires and conditions within a community. It is about watching, listening and asking people in a community about their problems and aspirations.

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.



Places that we visit:

- 1 - Staircase SPAR supermarket
- 2 - Backside of Holiday Inn Hotel
- 3 - Staircase Holiday Inn Hotel
- 4 - Westside Square
- 5 - Fountainplace
- 6 - Under the railtrack
- 7 - Back entrance railwaystation
- 8 - Buserminal
- 9 - Bikebridge
- 10 - Tramstop line 12

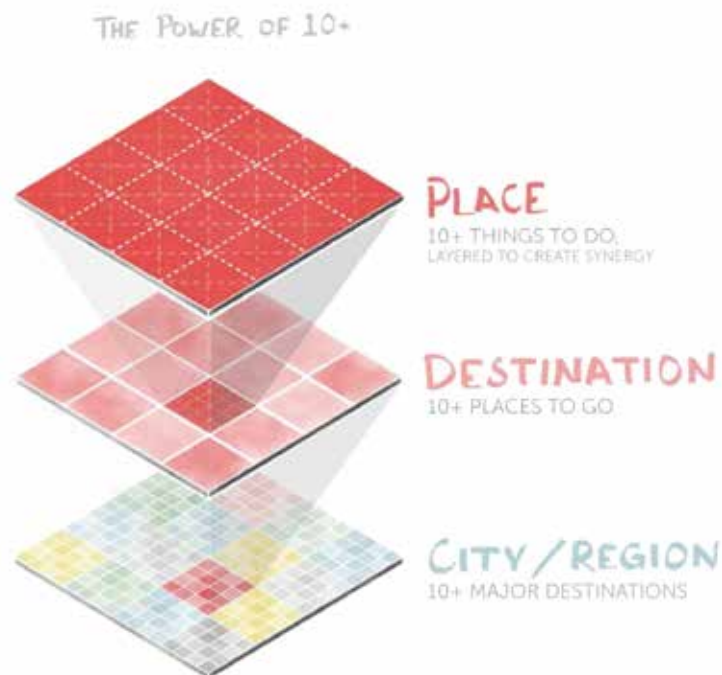


The Power of 10

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

In the area around the station of Sloterdijk there are a lot of spaces which can use some placemaking. As mentioned earlier Sloterdijk has been developed as a mono-functional office area and designed for cars and public transport. With adding new functions to the area, like tourism and housing the whole area of Sloterdijk should be redesigned for the new users like tourists and residents. The public space needs to be more attractive, safe and loveable for the pedestrians and cyclist and less for cars, busses and tram.



Place Game

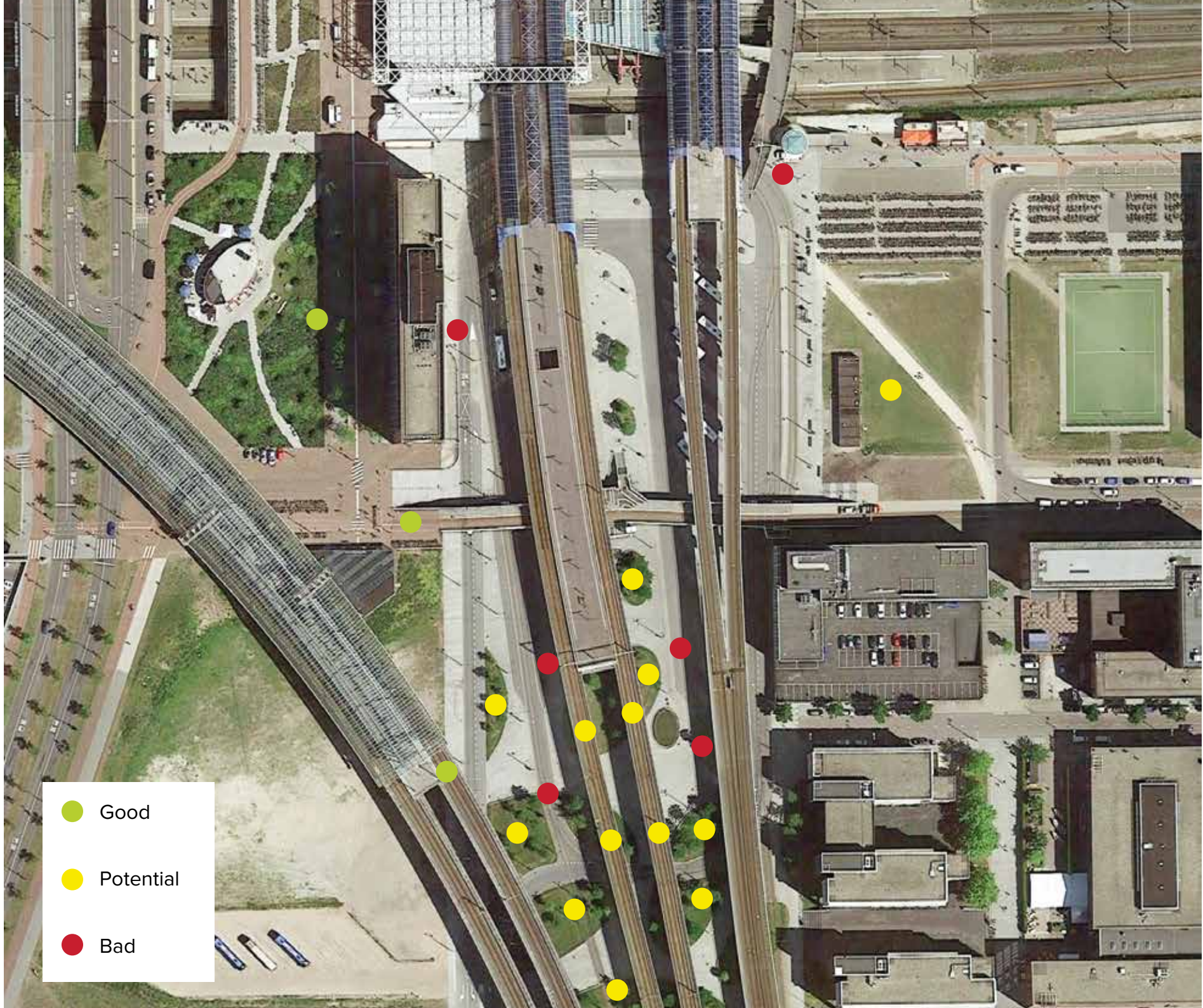


Participants

The day of 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 Slotterplas neighbourhood.

	Name		Position	Organisation
1	Morey	Bean	architect	Pursuits Coaching
2	Jordy	Beck	ondernemer carascoplein	Bongusta!
3	Vicki	Capote	develop manager	Arts East New York
4	Forbes	Chesterman	urban planner	Perth, west Australia
5	Yuri	Impens	junior consultant	STIPO Stockholm
6	Rosana	Junqueira	marketing director	trieiras Holding
7	Rudy	Klaassen	ondernemer	Rudy Klaassen.nl
8	Youngho	Ko	ass. research fellow	AURI - Korea
9	Jurgen	Krabbenborg	sr. stedeboouwkundige	gemeente Amsterdam
10	Benoit	Malette	Chief division technical studies	city of Montreal
11	Yvonne	Modderman	architect	studio modderman
12	Riya	Nichani	senior planner	JTC Singapore
13	Leontine	Oerlemans	SPAT	Amsterdam
14	Sunghoon	Oh	sr. researcher	Seoul
15	Dirk	Penninkhof		Penninkhof Beveiliging
16	Wout	Ritzema	independant consultant	Innercities, Utrecht
17	Nicolas	Savvides	ReNew Lots Project Manager	Arts East New York
18	Esseline	Schieven	directeur VOR	Amsterdam
19	Arwen	Schram	project manager urban development	Gemeente Amsterdam
20	Aisling	Soden	policy manager	IDH Ireland
21	Peter	Stair	sustainability consultant	KEO - Dubai
22	Ivo	Steunebrink	gebiedsmakelaar	Gemeente Amsterdam
23	Anna	Summerdal	project manager	Uppsala, Sweden
24	Shaghayogl	Tavakoli	student / researcher	kTH Stockholm
25	Rachel	Tienkamp-Beishuizen	afdelingshoofd verkeersmngt	Gemeente Amsterdam
26	Aiko	v.d. Lem	gebiedsmanager	Gemeente Amsterdam
27	Joekenel	van der Pijl	coordinator gebied Sloterdijken	Gemeente Amsterdam
28	Pien	van der Ploeg	sr communication manager	Gemeente Amsterdam
29	Boy	van Vugt	areamanager	Regus
30	Delphine	van Wageningen	project manager	Gemeente Amsterdam
31	Meg	Walker	Senior VP	PPS
32	Philipp	Yakubchuk	project manager	MAPCH LAB, Moskou
33	Macies	Zacher	mobilty urbanist	Municipality of Skawina (Poland)
34	Frederiek	Zuidmeer	stagiair stadsbeheer	Gemeente Den Haag



- Good
- Potential
- Bad

Evaluation of places

Sloterdijk is experienced as an area with many possibilities. Sloterdijk lies central and can be reached easily by bike, public transport and by car. Only 5 minutes from Central Station or 15 min to Schiphol airport by train. 10 minutes away from the Westerpark or the Bretten-area by bike, and 20 minutes to Dam square by tram.

The accessibility of the area is therefore highly appreciated by users of the area.

On the other hand, the users and local entrepreneurs see Sloterdijk as an area which isn't being used in a proper way "The pedestrian is the loser" The participants of the place game see many possibilities for the area. Throughout adding color, art and mobile seating to the area a cozy atmosphere can be created





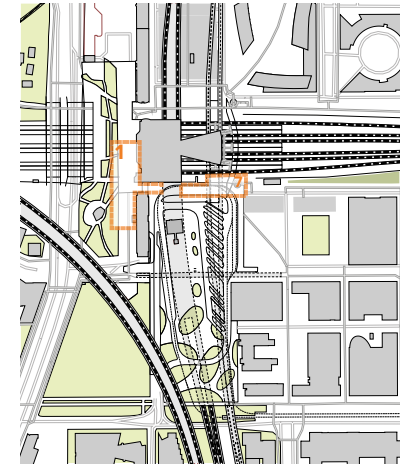
Place no. 1 - Staircase, SPAR supermarket Place no. 7 - Back entrance railway station

FEATURES OF THE PLACE

- Windy
- Functional
- Uncluttered and unclear

PARTNERS

- Municipality of Amsterdam
- International placemakers
- Café BRET
- Future Residents
- Local schools
- Youth organizations
- Amsterdam Streetartists
- NS
- SPAR supermarket



SHORT TERM ACTIONS AND IDEAS

- Foodtrucks
- Bike sharing place
- Car sharing places
- Stroopwafel bar
- Wine bar

LONG TERM ACTIONS AND IDEAS

- Art ceiling
- Colouring the pillars
- Silent disco/ cinema
- Park



Place no. 2 - Backside of Holiday Inn Hotel

FEATURES OF THE PLACE

- Businesses
- A lot of traffic
- People shopping
- Isolation
- Dangerous traffic

SHORT TERM ACTIONS AND IDEAS

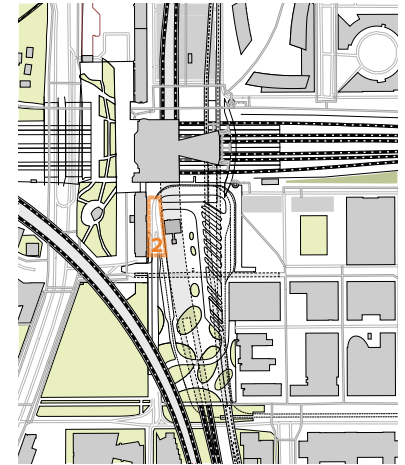
- Safe welcoming hotel entrance
- Better navigation (signage)
- Add e-bikes
- Add public garbage cans
- More color

PARTNERS

- Municipality of Amsterdam
- Hotel Holiday Inn

LONG TERM ACTIONS AND IDEAS

- More greenery
- More lights
- Pedestrian protection





Place no. 3 - Staircase Holiday Inn Hotel

Place no. 9 - Bikebridge

FEATURES OF THE PLACE

- Functional
- Spacious
- Good vantage point

SHORT TERM ACTIONS AND IDEAS

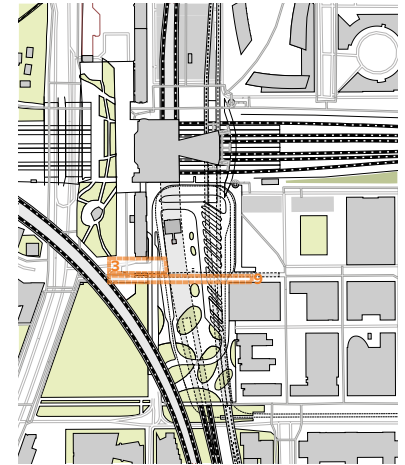
- Bring in more art and color
- Better wayfinding (signage)
- Food trucks
- Coffee cart
- Running track
- Zebra crossing
- More organic/ color landscape
- Cinema
- Activities
- Flea market
- Skate boarding arena
- Ramps for the elderly

PARTNERS

- Municipality of Amsterdam
- International placemakers
- Local entrepreneurs
- Play Padel Amsterdam

LONG TERM ACTIONS AND IDEAS

- Active ground floor uses to activate the eye level
- Spill over activities
- More Attractiveness





Place no. 4 - Westside Square

FEATURES OF THE PLACE

- Empty
- Windy
- Functionless area

SHORT TERM ACTIONS AND IDEAS

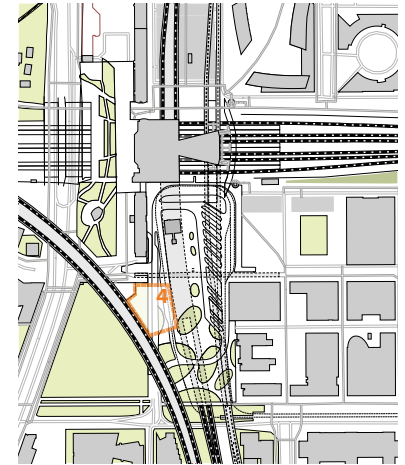
- From grey to green
- More flowers
- Coffee stand
- Sport facility
- Pop-up park
- Growers market
- Treehouse/ birdhouse

PARTNERS

- Municipality of Amsterdam
- International placemakers
- Local entrepreneurs
- Flora Holland Aalsmeer
- Tourists
- The Pink Pony Express

LONG TERM ACTIONS AND IDEAS

- Connect with Aalsmeer Flower auction
- Green hotels
- Market (flower experience)
- Greenhouses





Place no. 5 - Fountain place

FEATURES OF THE PLACE

- Nice redesigned place
- Fountain to stay, but at the wrong side of the square – should be more at the side of the back entrance of the station
- Windy
- Spot for tourists and students

SHORT TERM ACTIONS AND IDEAS

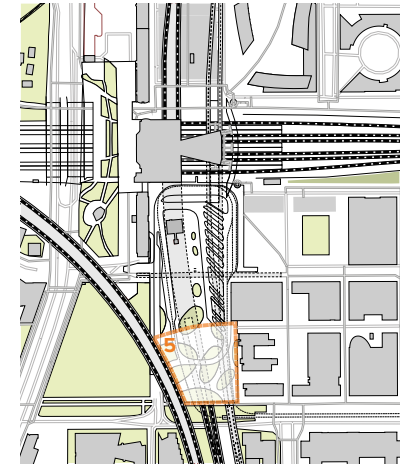
- Several pillars with street art
- Pillar for climbing
- Pillar with vertical farming
- Foodtrucks
- Weekly activities (concerts/ karaoke, sport contest and markets)
- Sports
- More art

PARTNERS

- Municipality of Amsterdam
- Local entrepreneurs (food, drink, sport, music, green)

LONG TERM ACTIONS AND IDEAS

- Turn the spot into a destination
- Slow traffic
- More colorful
- Gardening





Place no. 6 - Under the rail track

FEATURES OF THE PLACE

- Uninviting
- Cold
- Windy
- Grey
- No reason to visit

SHORT TERM ACTIONS AND IDEAS

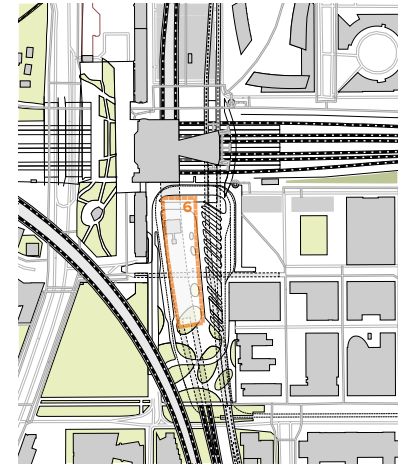
- Add colour
- Add urban art
- Light projections
- Street furniture
- Entertainment events
- Playground
- Add plants
- Swing chairs

PARTNERS

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

LONG TERM ACTIONS AND IDEAS

- Mobile wind sculpture
- Windbreak heating
- Food trucks
- Movie screen





Place no. 8 - Buserminal

FEATURES OF THE PLACE

- Buses mix with people
- Quick transfer

SHORT TERM ACTIONS AND IDEAS

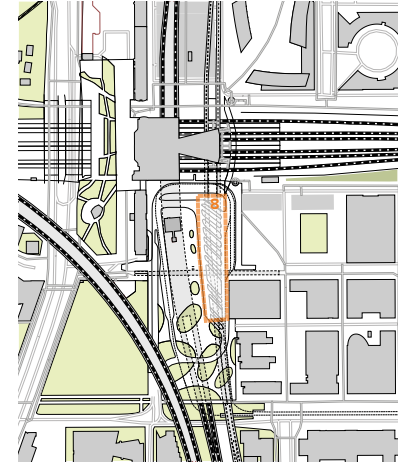
- Improve wayfinding
- Improve waiting experience
- Art on the pillars
- Street furniture

PARTNERS

- Municipality of Amsterdam
- Local entrepreneurs
- Streetartists

LONG TERM ACTIONS AND IDEAS

- Interactive touchscreens with local info
- New façade
- Getting rid of obstacles





Place no. 10 - Tram stop line 12

FEATURES OF THE PLACE

- Unclear
- Unfriendly

SHORT TERM ACTIONS AND IDEAS

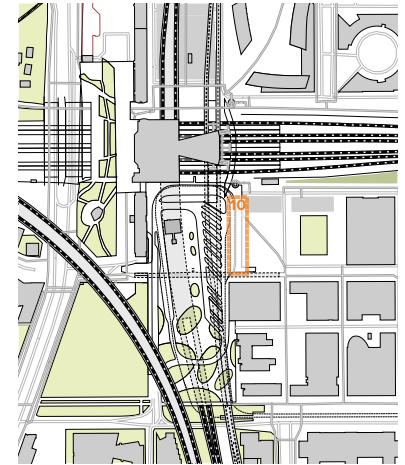
- Better signage
- More green
- More color
- Lamps on human scale (at the moment they are too high car scale)
- Place benches as outdoor testing lab of the school for carpenters and furniture makers

PARTNERS

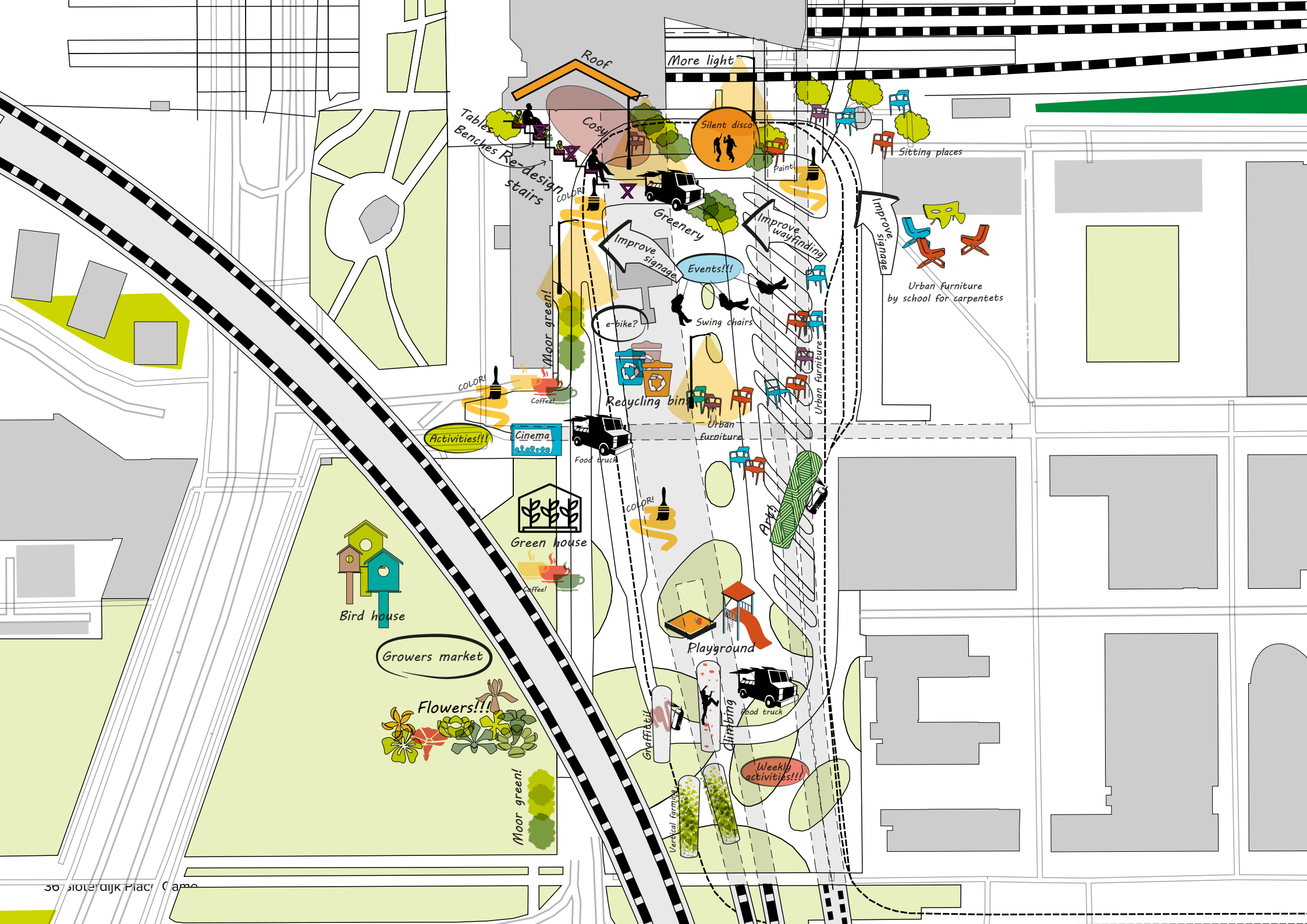
- Municipality of Amsterdam
- Lightning artists
- HMC – school for carpenters and furniture makers

LONG TERM ACTIONS AND IDEAS

- Architecture
- Better lightning



Results



Roof
Tables Benches Re-design stairs
Cosy

More light

Silent disco

Sitting places

Improve signage
Improve wayfinding

Improve signage

Urban furniture by school for carpentets

Events!!!

e-bike?

Swing chairs

Recycling bins

Urban furniture

Activities!!!

Cinema

Food truck

Green house

Coffee!

Bird house

Growers market

Flowers!!!

Moor green!

Playground

Food truck

Weekly activities!!!

COLOR!

Abba

Graffiti

Vertical farming

Result 1: Short term

Almost all groups came up with two important short term ideas – adding **more color** to the area and improve the **signing** in the area.

More color can be added by nice pieces on the pillars and the underside of the rail tracks by (international) streetartist and make the Carascoplein leading street art museum.

Signing is a problem in the whole area. It's a crime to find the busses, trams, hotels or hotspots when you leave the station at the main exit. But also at the backside it often not clear how to transfer from the one public transport to the other. There were different suggestions to improve the signing. From simple colored lines till more creative solutions like thematic signing by putting 'footprints' (sport), pizza slices (food) or 'busses' and 'trams' to the public transport terminal.

Adding food to the area is also often called as one of the things to seduce people to stay longer in the area and always a good recipe for placemaking. Adding some foodtrucks to the Carascoplein is the most easy way for the short term.

Finally a lot of groups came up with short term ideas for **more safety** and **comfort** – like more lightning, events, music and sports. The more people on the street, the more pleasant it is to wait for tram of bus and the safer it feels.



Result 2: Long term

Due to the high buildings and complex constructions the **wind** is a major issue of the Sloterdijk area and the square in particular. Where some groups have ideas to solve this problems using windshield, others consider the wind as an existing fact which can be used for placemaking. For example with (mobile) wind sculptures or using windmills for generating electric (green) power.

Green, green and more green as main color for the concrete grey square. A great number of ideas having to do with more green. From vertical gardens with plants and flowers on the pillars to more greens and bushes for the public space.

The most radical thought is to build a greenhouse with a market in association with Flora Holland Aalsmeer (flower auction) and tulip experience for the tourists. The greenhouse can serve as a lab for sustainably as well.

Giving the students of the school for carpenters and furniture makers (HMC) – located near the square – the Carascopelein and environment as an **outdoor living lab** for their products was an unexpected eye-opener. The students can use the area for research and develop furniture for the public space.

A far-reaching solution which might take some years to realize, but very important for making this space into a place, is a complete redesign of the square. Make the pedestrian feel welcome and slow down traffic and transform the square into destination to stay (“Slowterdijk”). At this moment it is a strange situation. Actually the square is the place to walk from the one public transport to the other, but when you don’t watch out you’ll be run over by a bus or tram - “The pedestrian is the loser” – so redesign the square for pedestrians.



Result 3: Expertpanel

A team of local experts (Delphine, Wouter and Aiko) reflected on the results of the place game

DELPHINE VAN WAGENINGEN
PROJECTMANAGER SLOTERDIJK MUNICIPALITY OF AMSTERDAM

“When you work for a long time in an area, you think oh my god, the rabbits will be so pleased. Also wayfinding is a problem we aware of, but we have to do something with the ground. I really liked that idea. What I find very refreshing is to look at the Carascoplein in three levels. That can also inspire us to not only look at the pillars but to keep everything in mind. And embrace the wind instead of hating it, making it into something cool.”

WOUTER VALKENIER
ARCHITECT INITIATOR TUIN VAN BRET

“What I was wondering, I wrote a lot of things down in common; like using color, signing, sports, food trucks, blocking of the wind. All small interventions. I was really happy with the greenhouse Wild Pony concept for the contrast. This is really something different. You can use this as a basic concept. The principle of adding a large scale concept. What I miss is circularity and biodiversity. Maybe Holiday Inn can be made totally green, or integrate bike racks as a strong concept. Even your food truck can be biobased and circular. I like the idea of testing the furniture. Prototyping stuff in the open space. Eatable is also very interesting. Adding color with green is also an option. Maybe little green can be a continuous element.”

AIKO VAN DER LEM
PROGRAM MANAGER SLOTERDIJKEN MUNICIPALITY OF AMSTERDAM

“Three elements. First one: adding colour to the pillars is a quick win. It should be easy to do. Second: defining of the different types of space. It's not clear where you can walk safely and where you can get run over by a bus. Natural kind of wayfinding. Third: from stairs to nowhere to stairs to somewhere. This area has many stairs, but you don't know where they go. Making the labyrinth a little more clear.”



Placemaking Plus

www.placemakingplus.com
info@placemakingplus.com
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AMSTERDAM
PLACEMAKING WEEK
OCT 10-14 2017

