



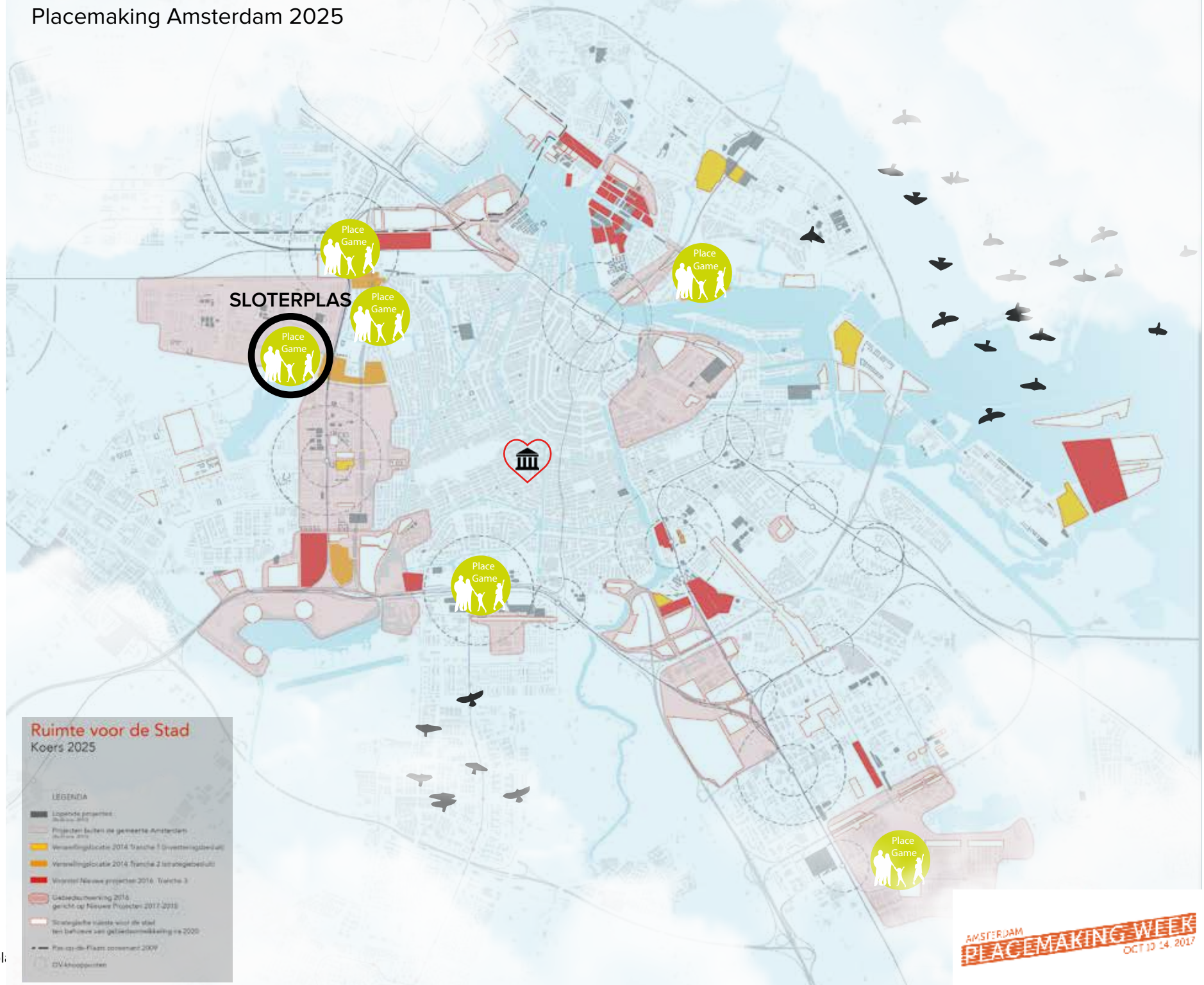
Placemaking Plus

AMSTERDAM
PLACEMAKING WEEK
OCT 10-14, 2017

SLOTTERPLAS NOORD



Place Game Report
10th October 2017



Ruimte voor de Stad
Koers 2025

LEGENDA

- Lopende projecten (2015-2017)
- Projecten buiten de gemeente Amsterdam (2015-2017)
- Verwingslocatie 2014 Tranche 1 (overstapingslocatie)
- Verwingslocatie 2014 Tranche 2 (strategiegebied)
- Vindstiel 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

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.

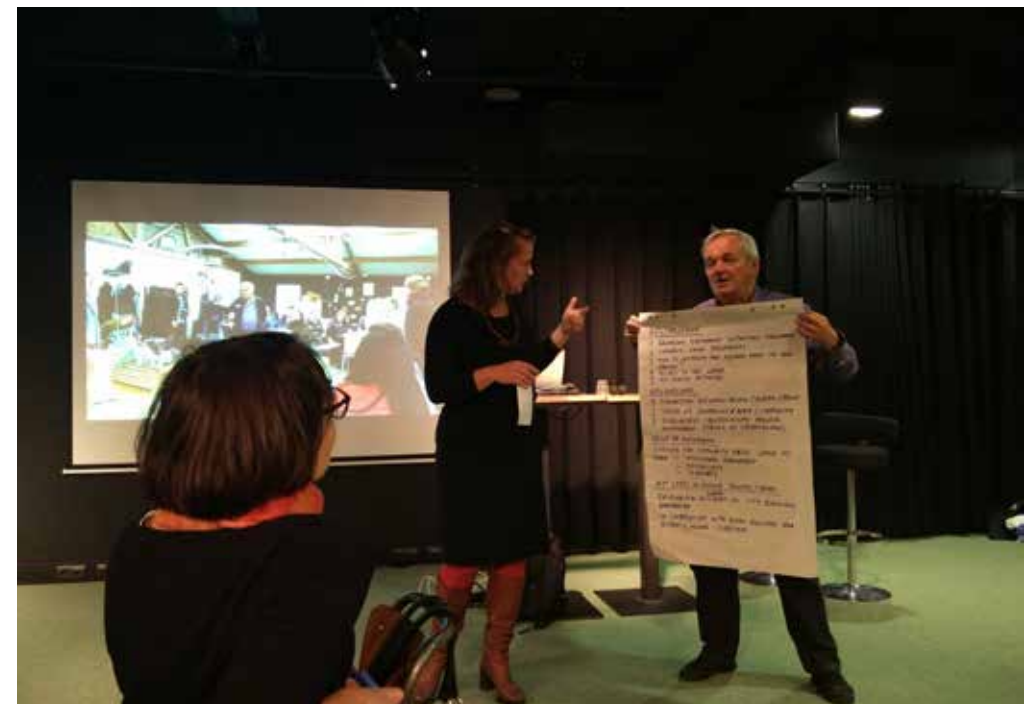
Reasoning for the Place Game

Sloterplas is in the middle of the western garden area of Amsterdam. The area around the Sloterplas has lost part of its vividness because it has an unclear function and is not fully used. 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 Sloterplas Noord an attractive place again!



Place Games session in Pakhuis de Zwijger ▶





Summary

The Place Game Sloterpas 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 35 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 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. The place management team is formed at the end of the place game.

Prepared for:

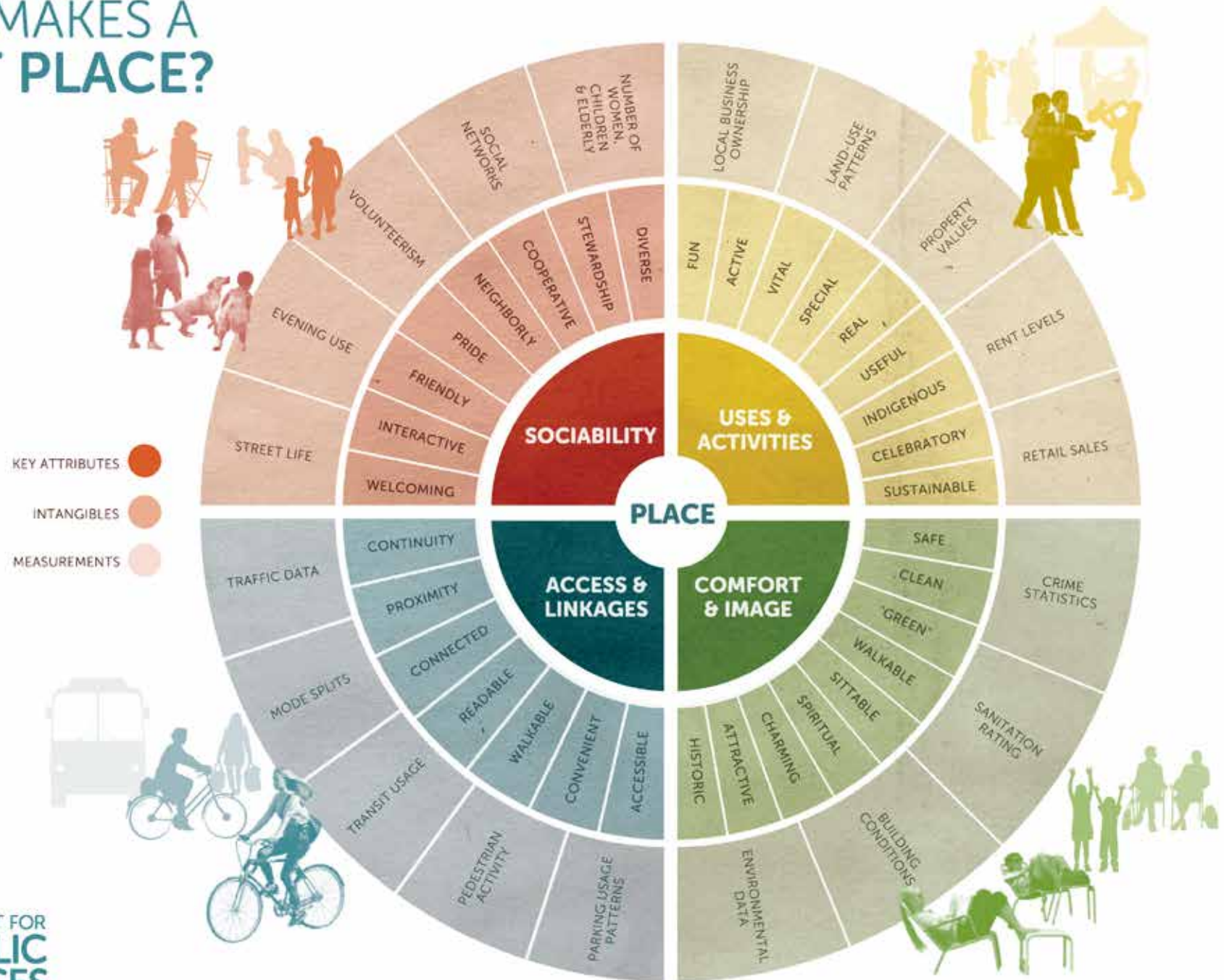
Municipality of Amsterdam

by:



Placemaking Plus

WHAT MAKES A GREAT PLACE?



What is Placemaking?

Placemaking 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.

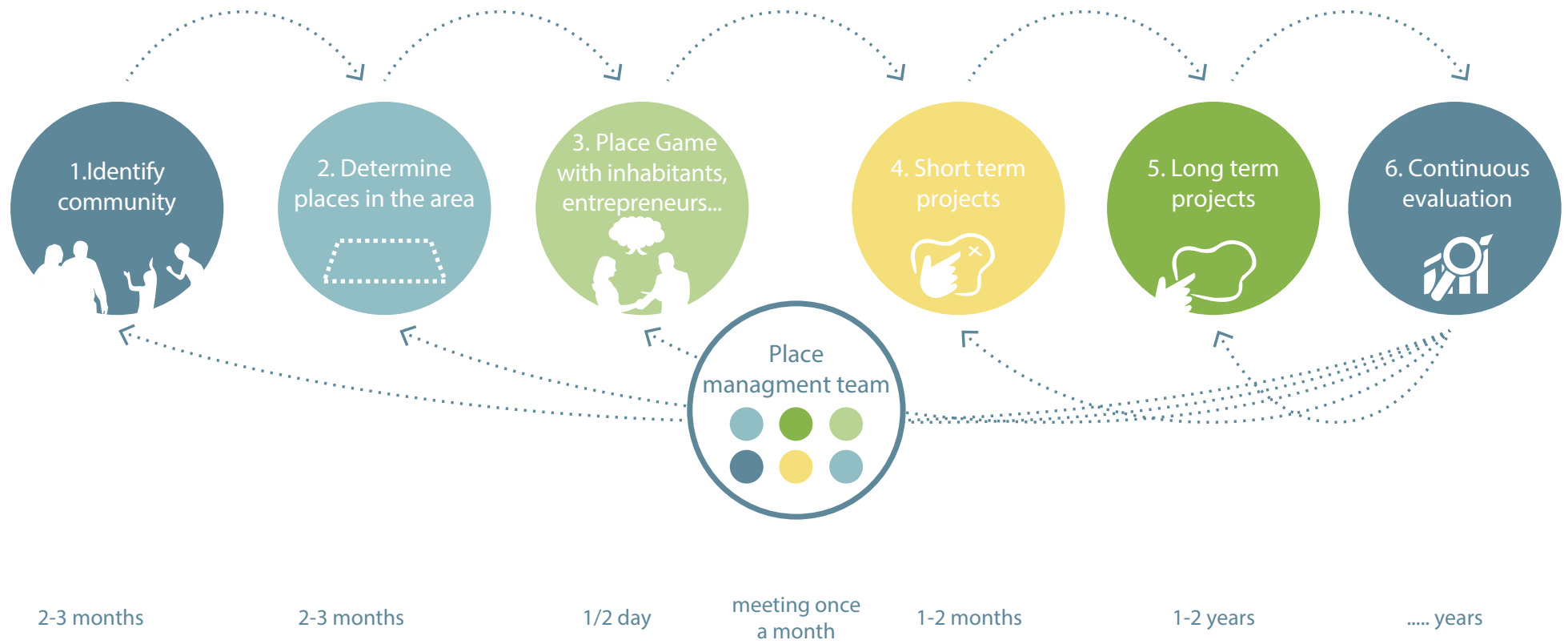
SOCIABILITY

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.

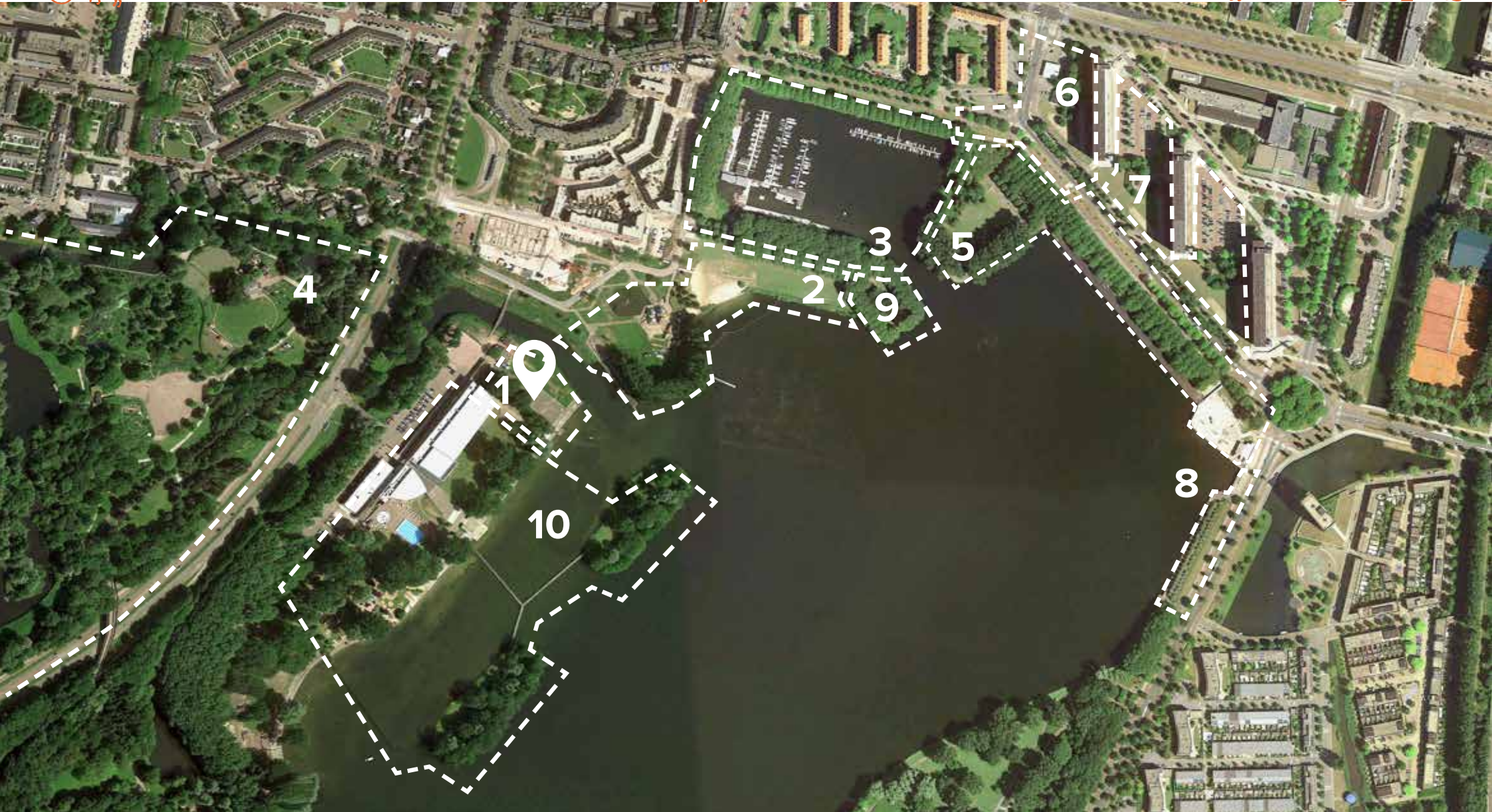
We work with communities to create a vision of the places they find important for common life and their daily experience; and we help them to implement their ideas. We begin with short-term experimental improvements, which can immediately bring benefits to public space and users.



Place Game location - Buurtwerkplaats Noorderhof

Places that we visit:

- 1 - Neighbourhood working place
- 2 - Beach and Cafe 'Hotel Buiten'
- 3 - Marina
- 4 - Sloterpark West Side
- 5 - North Boulevard, dots terrace and Bastion Van Eesteren museum
- 6 - Burgemeester Rendorp street (gas station)
- 7 - Space in front of the buildings
- 8 - Willow lane and diving spot
- 9 - Bastion Sloterstraad
- 10 - Swimmingpool Sloterparkbad



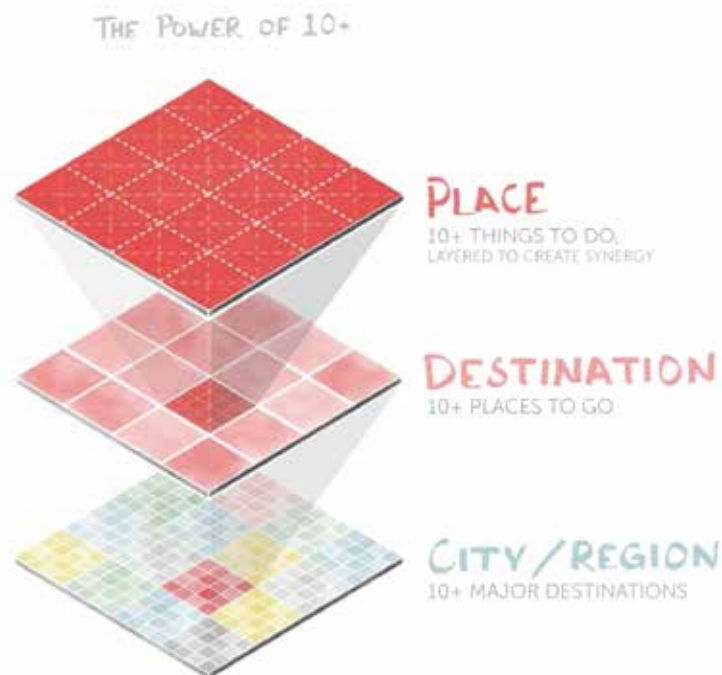
The Power of 10

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 the Slotterplas Noord, 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 the 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

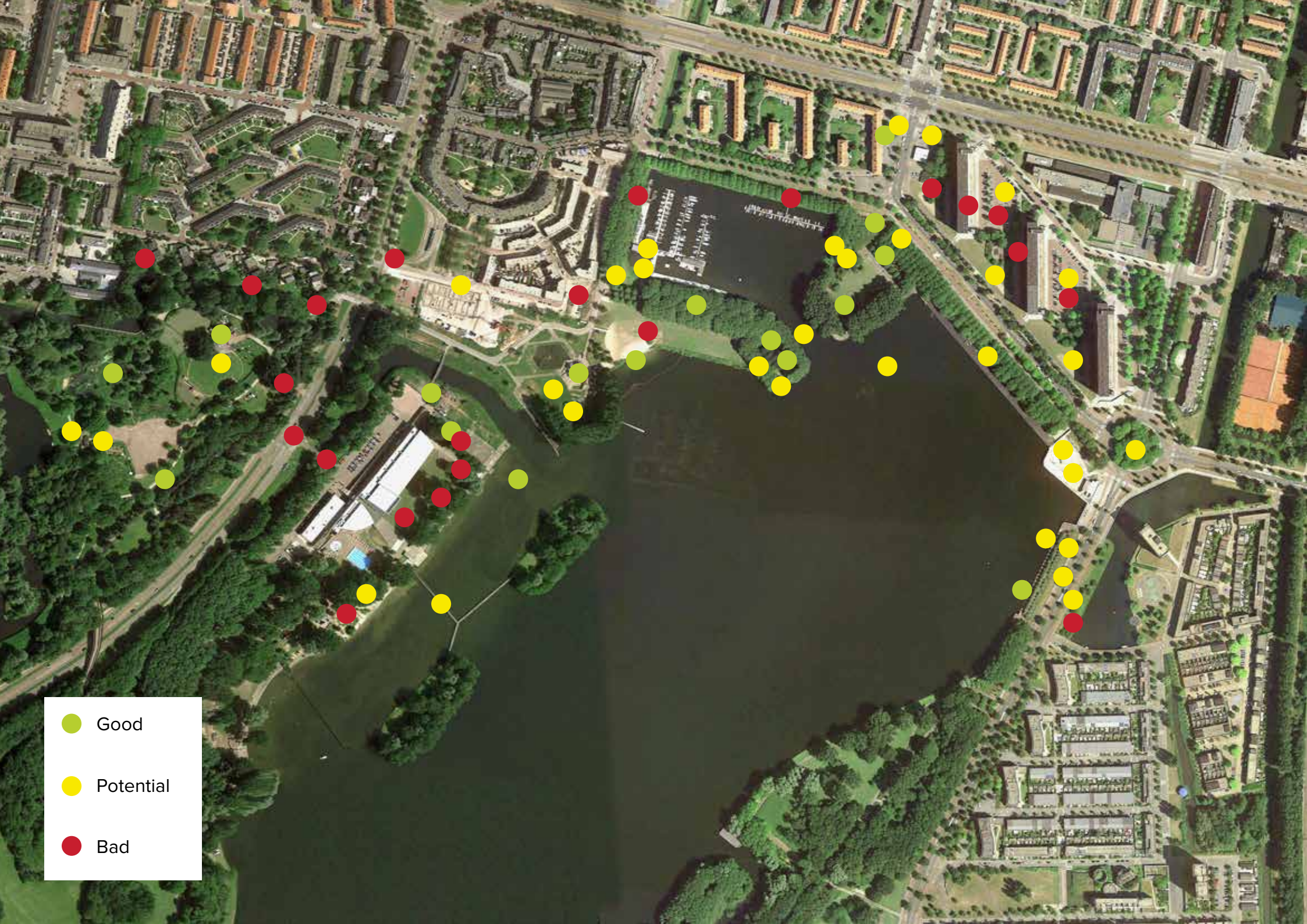


Participants

The day of 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	Annemiek Hoogland	Area Manager	Municipality of Amsterdam
2	Peik Suyling	Buurtwerkplaats	
3	Anuja Karve	Architect	AHS
4	Esther Yap	Assistant director	AHS
5	Cathy Tuttle	Board	
6	Lia Gudaitis	Project manager	INREV
7	Janneke van der Kroft	Project manager	Woningstichting Eigen Haard
8	Valli van Zijl	Placemaking manager	Vastin ULC
9	Kim Axworthy	Program manager	Engineers without borders
10	Stephen Bos	Gebiedsmakelaar	Municipality of Amsterdam
11	Tobias Krasenberg	Buurtwerkplaats	Initiator
12	TJ Maguire	Urban Designer	Waterfront development
13	Sander v/d Ham	Psychologist	Stipo
14	Madeleine Beart	Consultant	Capire

15	Betsy Kane	Transportation planner	North Carolina department of transportation
16	Alexis Mena	Public art manager	Arts East New York
17	Jan Lemmers		Wijkcoop 010
18	Gary Gaston		NCDC
19	Heidi Anderson	Public space program manager	The down town Seattle association
20	Dirk Koolen	Herbestemmingen	KPM
21	Tim Morgan	Manager	City of Maple Valley
22	Adib Jalal	Placemaking consultant	Shophouse & Co
23	Mizah Rahman	Participating designer	Participate in design
24	Kasia Iwinska	Student	Stipo
25	Anouk de Wit		Van Eesteren Museum
26	Levba Jenny	Manager	Swiss Pedestrian Association
27	Machpaunz Arthur	Partnership and engagement manager	Downtown Vancouver
28	Vivian Doumpa	Freelance placemaker	Stipo
29	Anke van der Mullen	Reinwardt ac	student
30	Marcelo Rebelo	CEO	Crowdplaces
31	Bas Koppers	Landscape designer	Municipality of Amsterdam



- Good
- Potential
- Bad

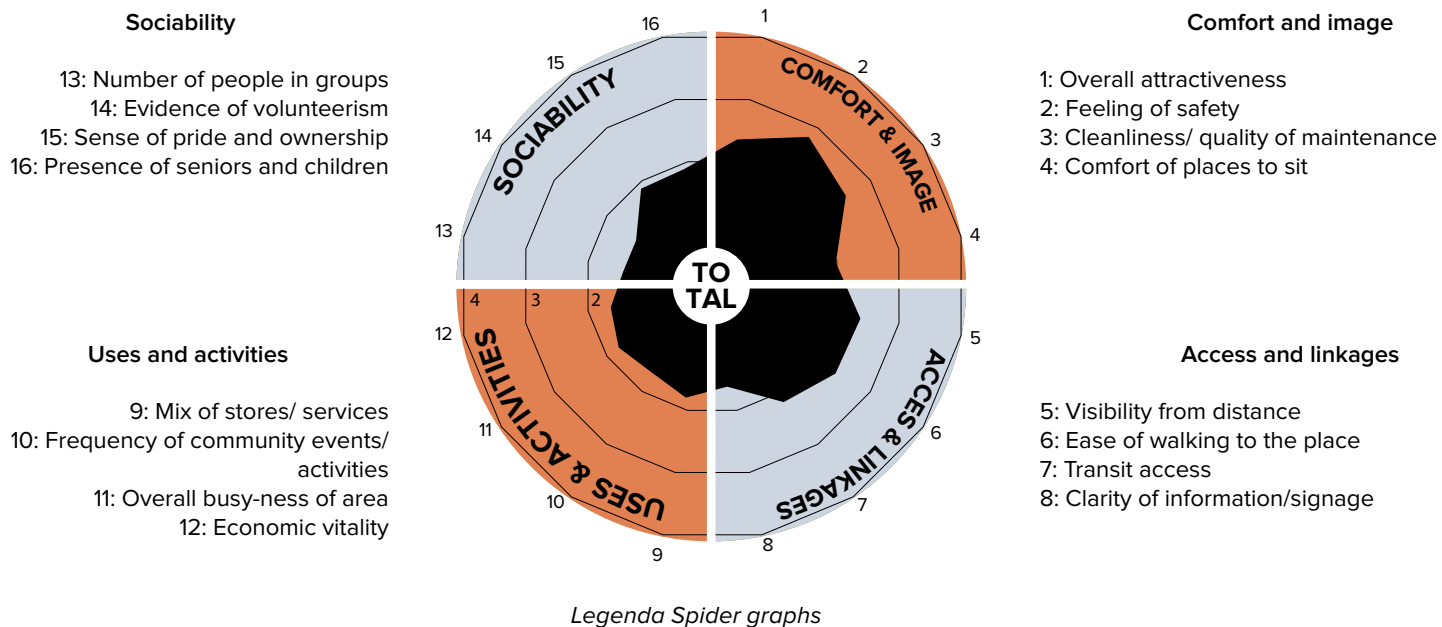
Evaluation of places

Sloterplas Noord is easily accessible and comfortably reachable, but signage and information inside the area is very unclear.

On the other hand, this area is very attractive - its wideness and amount of nature are inviting people. At the same time, it is not very well maintained, needing some cleaning up, as well as sense of ownership is lost in some places.

The part, where the neighborhood is scoring the lowest is uses and activities - here is so much space, but almost nothing to do.

Sociability factor is dependent on the spot - some spots are very nice and have plenty of people (for example Buurtwerkplaats, are around cafe 'Hotel Buiten'), other areas are just forgotten and hardly ever visited by people (for example places 7, 8, 9, 10).





Place no. 1 - Neighbourhoods working place

FEATURES OF THE PLACE

- Green
- In contact with nature

SHORT TERM ACTIONS AND IDEAS

- Weed the steps
- Mow the lawn
- Improve signage and way-finding
- Clarify the intention of the space. Community/public welcome
- Moveable furniture
- Start a community garden
- Involve local schools, youth organisations, local partners, the municipality

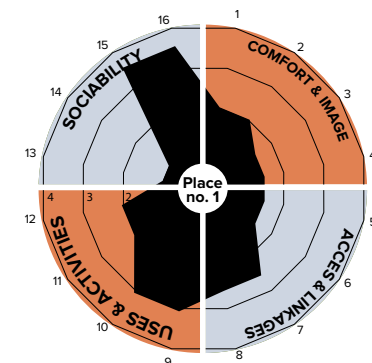
LONG TERM ACTIONS AND IDEAS

- Provide a stage for plays or classical music
- Create more permanent structure for blacksmithing and other programs to run year long
- Add a kiosk
- “Float” or ferry activation
- Get the city and developers to realize the importance of these spaces. Promote the hospitality and the space allowing creative freedom.



PARTNERS

- Municipality of Amsterdam
- International placemakers
- Volunteers from the neighbourhoods working place
- Residents
- Local schools
- Youth organisations





Place no. 2 - Beach and Cafe 'Hotel Buiten'

FEATURES OF THE PLACE

- Close to the water
- Open space

SHORT TERM ACTIONS AND IDEAS

- Build a playground
- Add food-trucks
- Events - sport (beach volleyball, triathlon, outdoor swimming), music
- Markets
- BBQ under trees
- More benches
- Sauna
- Changing room (in truck)
- Improve wayfinding
- Social Media campaign to bring outsiders in
- Open air cinema 'Jaws'

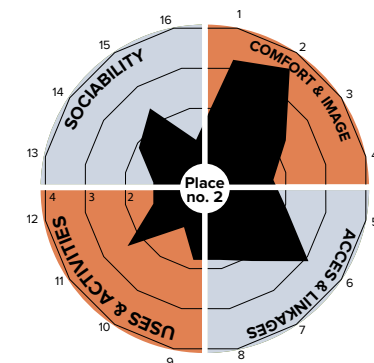
LONG TERM ACTIONS AND IDEAS

- Take away the wall and take grass down to the water
- Set up swimming club with teaching sessions from the swimming pool



PARTNERS

- Municipality of Amsterdam
- International placemakers
- Cafe 'Hotel Buiten'





Place no. 3 - Marina

FEATURES OF THE PLACE

- Beautiful view
- Open space
- Surrounded by water

SHORT TERM ACTIONS AND IDEAS

- Clean up
- Create a friendlier entrance
- Better signage, information board with an explanation what is it
- Hot chocolate and coffee, fire heater (in the cafe)

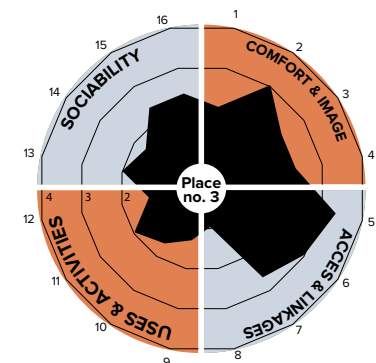
LONG TERM ACTIONS AND IDEAS

- Build a bridge connecting the museum
- More activities on the water
- Increase variety of types of boats and attract people of other nationalities to join water activities more. For example, North African boats
- Water walkway accessible for public
- Boat themed play-space (pirate boat?)
- More water-craft activities, especially options for winter



PARTNERS

- Municipality of Amsterdam
- International placemakers
- Marina
- Van Eesteren Museum





Place no. 4 - Sloterpark West Side

FEATURES OF THE PLACE

- Open space
- Well maintained
- Interaction with nature
- Beautiful landscape
- Petting farm animals
- Friendly to all ages
- Variety of spaces/ things to do

SHORT TERM ACTIONS AND IDEAS

- More signage, more open and welcoming
- Place play objects
- Moveable furniture

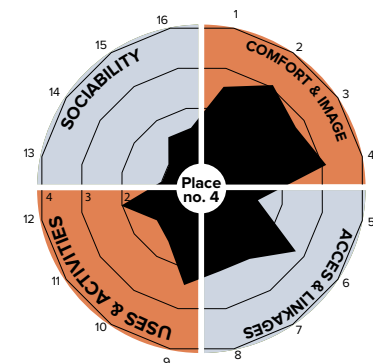
LONG TERM ACTIONS AND IDEAS

- Community garden
- Local pop-up market, festival
- Themed zones with more usage



PARTNERS

- Municipality of Amsterdam
- International placemakers
- Children's farm
- More reflective on diversity
- Neighbourhood groups and associations
- Nature and outdoor groups





Place no. 5 - North Boulevard, dots terrace and Bastion Van Eesteren museum

FEATURES OF THE PLACE

- Close to the water
- Green environment

SHORT TERM ACTIONS AND IDEAS

- Remove grass between the steps
- Food-trucks
- Connect to events in Museum van Eesteren
- Art exhibitions
- Programming around the lake

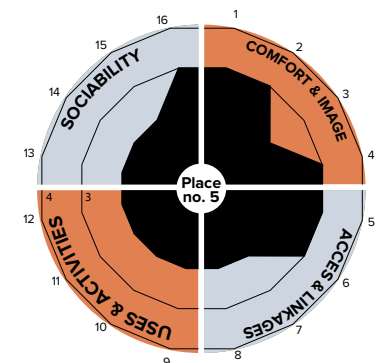
LONG TERM ACTIONS AND IDEAS

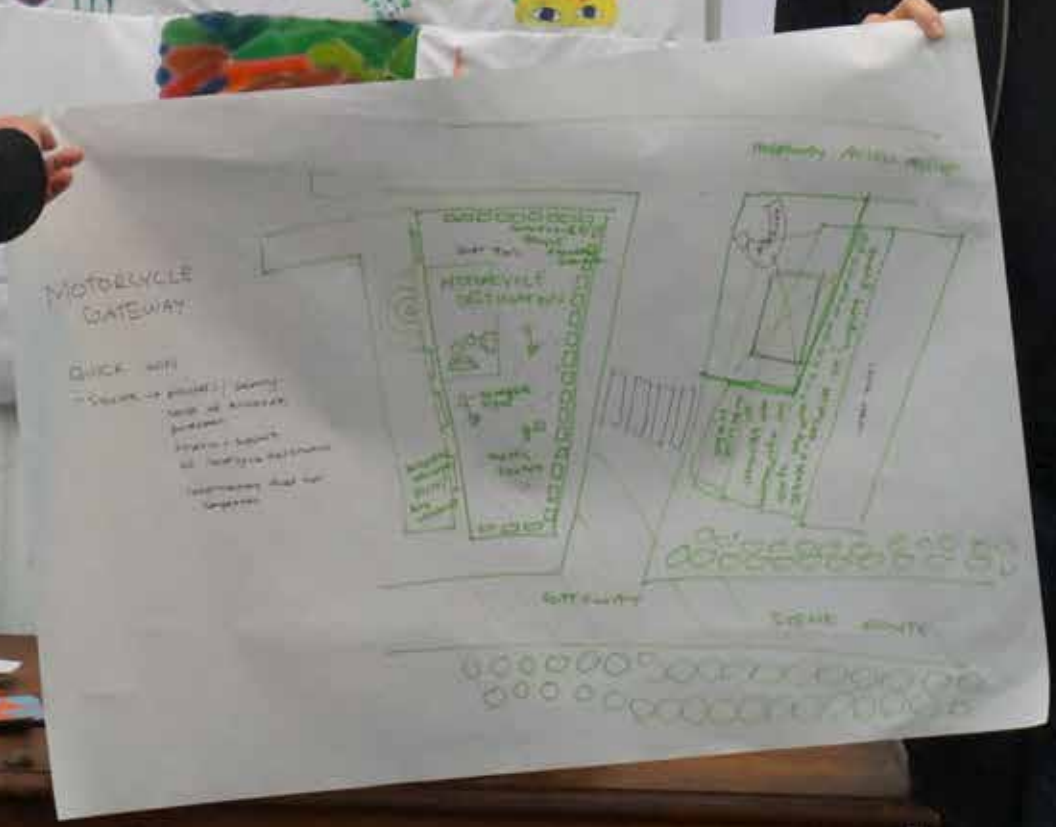
- Organize temporary events with different kind of coffee stands
- Art exhibition outside
- Boat festival



PARTNERS

- Municipality of Amsterdam
- International placemakers
- Van Eesteren Museum
- Coffee entrepreneurs





Place no. 6 - Burgemeester Rendorp street (gas station)

FEATURES OF THE PLACE

- Gateway
- Playing youth
- Motorcyclist shop
- Surrounded by shops

SHORT TERM ACTIONS AND IDEAS

- Place benches
- Separate the square from the noise of the traffic
- Grow flowers in the greenfield on the square
- Break some tiles and create more green
- Moveable signs for the kids

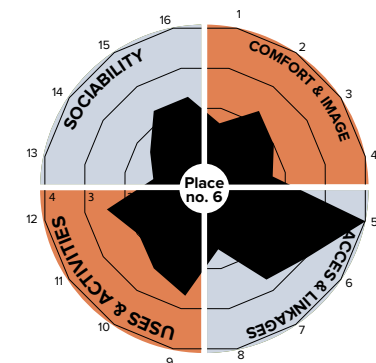
LONG TERM ACTIONS AND IDEAS

- Create parking places for motorcyclists as a spot to show off their motorbikes
- Engage the shopkeepers to start a terrace on the square
- Place a podium
- Remove petrol station
- Extend building as terrace



PARTNERS

- Municipality of Amsterdam
- International placemakers
- Local entrepreneurs
- Youth organization
- Motorcyclist enthusiasts



Place no. 7 - Space in front of the buildings

FEATURES OF THE PLACE

- Spacious
- Closed
- Boring
- Near the lake
- Windy

SHORT TERM ACTIONS AND IDEAS

- Remove the bushes
- Allotment gardens
- Place furniture
- Playground
- Shared space ideas
- Wind Shelter
- Bike fixing
- Organize activities
- Bench collective

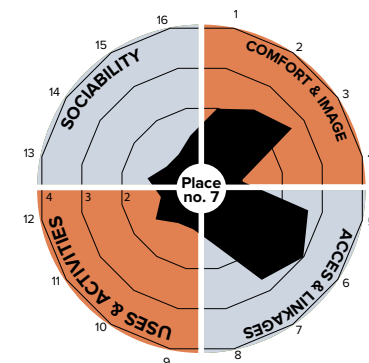
LONG TERM ACTIONS AND IDEAS

- Remove parking spots
- Create visual passages and gaps to allow visual access (views) of the lake
- Allow kiosks/ services in garages



PARTNERS

- Municipality of Amsterdam
- International placemakers
- Residents
- Schools
- Social organizations





Place no. 8 - Willow lane and diving spot

FEATURES OF THE PLACE

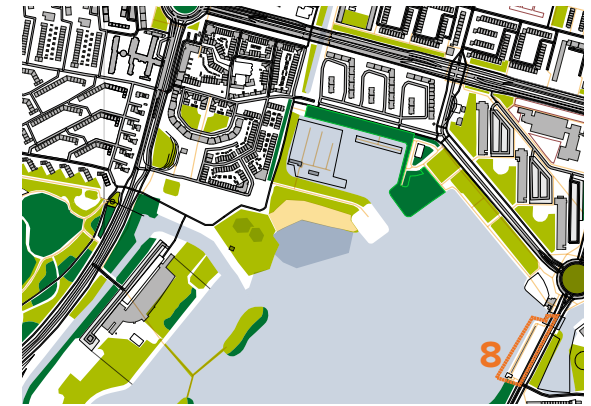
- Close to the water ability to access the water
- The sound of the water
- Sense of privacy
- The view

SHORT TERM ACTIONS AND IDEAS

- Long benches
- Mural program to access the water on the same level
- Community garden between the trees
- Rename the location
- Extend wooden platform with floating platform
- Food and drink vendor
- Introduce art on the mural

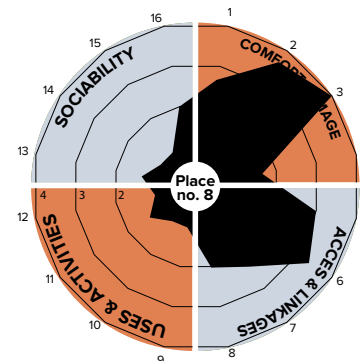
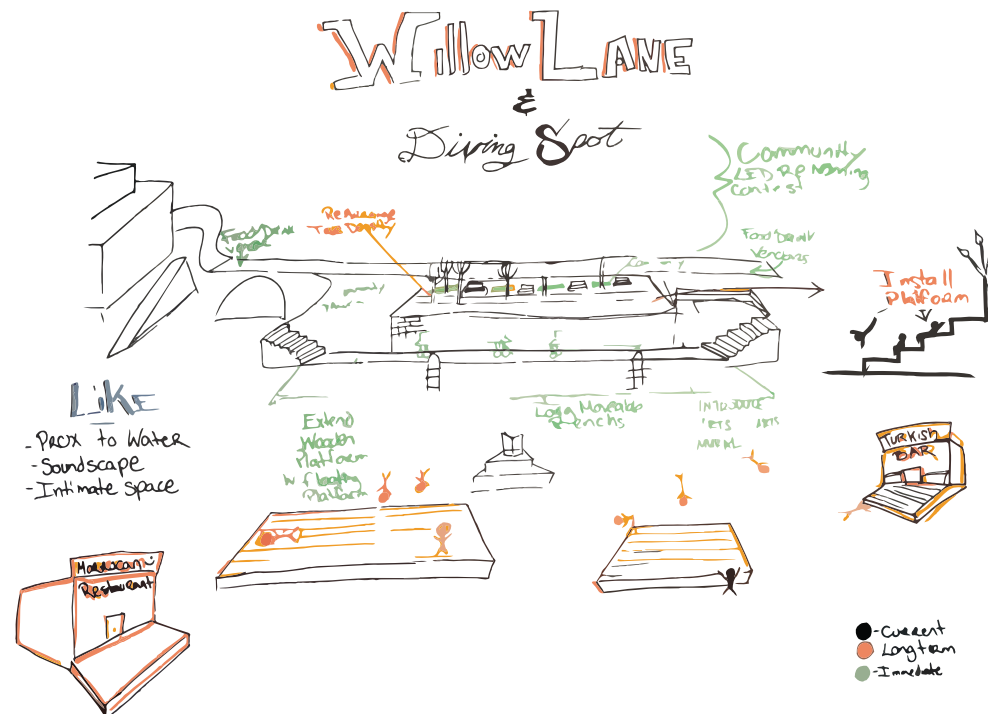
LONG TERM ACTIONS AND IDEAS

- Floating bars and restaurants
- Add floating platforms on the water
- Re-design steps – water should be accessed directly. Steps as sitting places.
- Rearrange the trees – place them further so they could work as a barrier from the street



PARTNERS

- Municipality of Amsterdam
- International placemakers
- Local entrepreneurs
- Diving community



Place no. 9 - Bastion Sloterstrand

FEATURES OF THE PLACE

- Green
- Near the water
- Lots of very beautiful trees

SHORT TERM ACTIONS AND IDEAS

- Place hammocks for singles, couples and families
- Zip- line
- Mini- golf
- Swings
- Picnic tables
- Barbecue places
- Fire pit
- Sitting -> viewing point
- Lighting for the trees
- Plant flowers
- Tree-house
- Signage to direct to the museum or entrance of the marina
- Fishing spots
- Games: twister/ chess tables
- Community camping

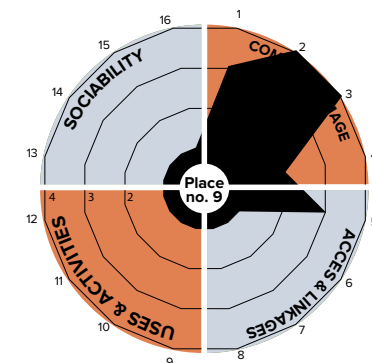
LONG TERM ACTIONS AND IDEAS

- Bridge that connects Sloterstrand to the van Eesteren museum
- Slides, shaped as a swan head coming out of water, that ends in water
- Floating platforms on water
- Stairs that go into the water
- Water trampolines
- Perimeter walk
- Viewing tower
- Public art festival
- Ice rink in the winter



PARTNERS

- Municipality of Amsterdam
- International placemakers
- Local community
- TJ
- Van Eesteren Museum
- Marina





good

- Space, water, trees, no buildings
- Location 2 types of water, path
- Size
- shade
- playground
- Benches

Summer

- Buzzing
- food trucks → local
- patanque
- Pool making a skatepark

Bad

- fenced enclosed to public
- not used
- Breaking the circle around the lake
- hard concrete empty pool
- poor layout
- visibility
- max used 5 meters

Winter

- path or pedestrian way to connect
- circle for pedestrians in gardens
- playground activate
- public ~~Basketball~~ Basketball

Solution give the ground back to the city

Sport hubs - Basketball, foot ball, tennis, 800 people, Chad's audiotour

↳ public space



Place no. 10 - Swimmingpool Sloterparkbad

FEATURES OF THE PLACE

- Near the water
- Spacious
- Green
- No buildings
- Two types of water paths
- Not used
- Breaks the circle around the lake
- Bad visibility

SHORT TERM ACTIONS AND IDEAS

- Remove the fences around the area, make it accessible
- Invite food trucks
- Give the ground back to the city
- Petanque court
- Playground
- Benches

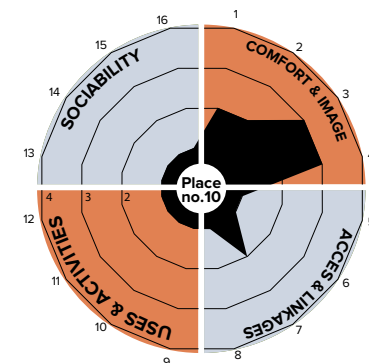
LONG TERM ACTIONS AND IDEAS

- Create a path so pedestrians can walk around the entire lake
- Transform the outside pool into a skatepark
- More visibility
- Basketball court



PARTNERS

- Municipality of Amsterdam
- International placemakers
- Swimmingpool
- Basic-Fit
- Local community



Results

Result 1: Short term

Almost entire area is very poorly signed – **wayfinding** here is very complicated and even though there are a few local treasures, it is hard to notice them. For example, Marina does not have a clear entrance. Buurtwerkplats Noorderalso does not have any sign on the entrance, local inhabitants do not know the intention of this place, it does not seem publicly accessible. Placing new signage will ensure an increase in traffic around entire area and the usage of existing facilities.

Very quick win, that would add value, is **removal of the fence** from the pool - it is blocking the waterfront and it is the only one place in entire Slotterplas, where you can not walk next to it. Walking around entire Slotterplas is well appreciated activity beloved by local inhabitants. Moreover, at the moment this area, that belongs to the Slotterbad swimming pool is underused in any case.

One of the most spectacular features of this is openness. This creates perfect conditions for **local events**. It can vary in scale from very local events, such as Neighbourhood camping, local pop-up market, or big scale events such as music festivals, food truck festival or other. Moreover, green open spaces can be used as a **community gardens** - people would regain ownership.

Here is plenty of space for more **playgrounds** - from themed playgrounds (Pirates ship), to a survival run tracks. Area offers different landscapes therefore there are perfect conditions for variety.



Result 2: Long term

In long term, there is a huge wish to have a **bridge** connecting Slotterstrand to the van Eesteren museum. This way, Marina would be closed to a loop, which could be very nice for elderly evening walk because of its small distance.

Even though there is a need for more playgrounds, some more creative approaches came up during the workshop, such as **waterslides**, shaped as a swan head coming out of water.

The most essential element of the area is **water** and connection with it is highly advanced. From earlier mentioned swan-shaped water slides, outdoor swimming club run by swimming school, creation of platforms on the water to re-design of waterfront - demolition of the wall and extension of the grass until the water.





Placemaking Plus

www.placemakingplus.com

info@placemakingplus.com

www.facebook.com/PlacemakingPlus

