



AMSTERDAM
PLACEMAKING WEEK
OCT 10-14, 2017

City Expedition Tilburg A Citywide Placemaking Strategy

11 October 2017



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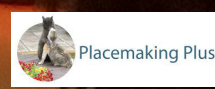
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Placemaking week opening City expeditions

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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.



1 TILBURG SHORT DESCRIPTION OF THE CASE STUDY

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List of participants

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Oscar Suastegui Quintero
Peter Droog
Philipp Yakubchuk
Poeti Akbar
Robin Abad Ocubillo
Rosana Nogueira Junqueira
Tanja Potezica

Who was present during the day

There were around 30 participants, from all around the world, among others; Australia, Canada, Indonesia, Malaysia, Mexico, the Netherlands the USA, Russia. There were all kinds of city-makers, such as urban planner, governmental worker, real estate worker, private entrepreneur, librarian.

Description of the atmosphere during the day

As the plan for the day was very busy, also the atmosphere could be described as 'in transition', we were walking or cycling almost all the time, without really a time for discussion. Nevertheless, there were some opportunities for discussion, for instance during lunch break. Participant enjoyed a great amount of knowledge they gathered and were curious about different developments in the city.



1 TILBURG SHORT DESCRIPTION OF THE CASE STUDY

What kind of area

During a visit we managed to cycle through a big part of the city, however, the emphasis was put on three distinct areas; Spoorzone – Railway area, which is currently using old industrial buildings for diverse uses, Nuclear Shopping Area where big commercial developments are taking place and Piushaven – Harbour area where many housing units are being built.

What goals were there for the day

Overall question was how to connect different parts of the city, but at the same time keep the mixed uses of it. Each of the areas additionally had its own topic to be discussed. For Spoorzone it was how to maintain the organic development against the coming large-scale growth. In the city centre with Nuclear Shopping Area, the question regarded how the retail-lead development can remain sustainable. Lastly, in the Harbour area the focus was on how will the area look like in 10 years from now.



2 TILBURG CHARACTERISTICS OF THE AREA

Strengths

1. Many existing active plinths in the city centre
2. Great creative uses of the industrial buildings
3. New big retail units and creating new paths in the shopping area

Weaknesses

1. Currently the uses in the Spoorzone are not connected with each other and one cannot tell from outside what happens inside
2. Weak connections between different parts of the city
3. Not using the existing local shops in the city centre to diversify the area

Opportunities

1. Old industrial buildings in good condition (Spoorzone)
2. Many creative stakeholders present (Spoorzone)
3. “The beating heart” of Brabant

Threats

1. Too much focus on big money in the city centre
2. Not involving residents in the development of the Nuclear Shopping Centre may lead to unsustainable outcomes
3. Too much zoning (like commercial only zones) may make the city less interesting



PROPOSED SOLUTIONS



3 TILBURG PROPOSED SOLUTIONS Esplanade

Long term

1. Make transitions between the different city areas smoother, to connect different players from inner city and railway district and make them exchange and share existing resources; for instance, in the rail zone, there are many parking spaces, of which there may be shortage in the city centre.
2. [Sporzone] Look beyond the singular venues and embrace a combined management on greater scale of the whole district. In a way that they can economically support each other, to make the money circulate in the area. For the more commercial parties with bigger revenues the skate hall, small theatre and other creatives could give extra feel and attractiveness to the area. It is in their commercial interest to keep these parties here. In that way the self-organizing initiatives could be facilitated by private uses, while keeping the diversity of stakeholders.
3. [Sporzone] The area needs a broader, shared vision and programming, to create a real neighbourhood out of it, where something is happening at all times. Planning in this area should be also done in a way it accommodates future needs, so that it is able to adapt to the possible coming uses

Short term

1. More signposting in the Spoorzone to make better connections between the buildings and to communicate better what is inside the buildings
2. Adding more pull factors in the outdoor places in Spoorzone, such as small architecture, greenery or art works where people could linger, stay, chat, sit.
3. Adding more public spaces in the city centre, where people could sit without buying, by adding chairs or benches



What partners do you need to take things to the next level (and how can they help?)

Residents – involve them in the inner city management, possibly they could also buy themselves in through Spoorzone Stocks. There are more and more examples of how this can be done, one a large scale. People then partially act as investors, while also enhancing their feeling of ownership. The waterside

4 TILBURG CONCLUSIONS

Participants enjoyed tremendously their trip to Tilburg and the efforts by Stef Fleischeuer, Michiel van Hoof en Laura Suykerbuik to show us as much as possible. They are city makers or place makers and always seek to improve the enjoyment of the city by as many people. So, of course they had many suggestions and at times worries about the developments. But overall, they were also very pleased with the attention that was being paid to quality and place, the diversity of the different areas in the city and the big bold moves.





DE STAD OP OOGHOOGTE IN NEDERLAND

Samengesteld door Jeroen Laven, Sander van der Ham, Siënna Veelders & Hans Karssenber

blauwdruk

You can read more stories on
the city at eye level and placemaking in the Netherland in our
new book

“The City at Eye Level
in the Netherlands”

More info on
www.thecityateyelevel.com



City Expedition Tilburg

A Citywide Placemaking Strategy

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