



AMSTERDAM
PLACEMAKING WEEK
OCT 10-14, 2017

City Expedition Utrecht Healthy Urban Living

11 October 2017



PAKHUIS
DE ZWIJGER*

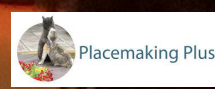
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Placemaking week opening City expeditions

@D...
#placemaking

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PLACEMAKING

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 UTRECHT SHORT DESCRIPTION OF THE CASE STUDY

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List of participants

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Harold Kuan
Ina Anderson
Dana Gibson
Ina Anderson
Dana Gibson
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Lisa Adkins
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Panagiota Zachariadou
Carolina Huffmann
Julia Ubeda
Vivian Doumpa
John Van der Knaap
Jan Nederveen
Lisa Vlug
Martine Sluijs

Who was present during the day

The group was a mix of people from the Municipality of Utrecht, some partners they working with in the different area's, and people from different countries (China, Australia, USA, Canada, England, Greece, Spain, Poland, The Netherlands...). A lot of them already did work with placemaking or are planning to.

Description of the atmosphere during the day

The group was really exited and curious during the tour and the placemaking program. A lot of questions where asked to learn for the process and experience of Utrecht, especially about the transformation around the Central Station Area. Some visitors want to use concrete lessons for their own cities. Visa Versa the visitors add their own knowledge and experiences to inspire Utrecht in their placemaking processes at the three locations. Interested conclusions where: many free underground bike parking lots will help open up crowded sidewalks, people tend to accept the strategy to use less space for cars (a six-lane thoroughfare will be shrunk to 3 lanes so they can bring back the canal, large ground floor parking-lots becoming building area's etc.). Bit by bit commercial partners discover the value of better use of the public spaces.

1 UTRECHT SHORT DESCRIPTION OF THE CASE STUDY

What kind of area

We started the day at the Municipality of Utrecht, which is located near the Central Station. Peter Steijn (Theme Director Healthy Urban Living) gave a presentation about the current identity of the City, the future prospects and challenges, their vision about Healthy Urban Living, and how to cope with city density and smart use of urban space. Tjerk van Impelen showed us the area around Central Station. He explained the strategy for the transformation, the impact of this development for the city, the process and how partners started to collaborate. One of the main issues is the transformation of big open parking spaces, roads and traffic nodes to a new business and living district, and how to add healthy elements (green, improving the routes for hiking and bicycle). He showed us one of the underground bicycle storages, the parking space issue and the bridge over the train tracks. After the tour, the groups split up and went to three different areas.



2 UTRECHT SHORT DESCRIPTION OF THE CASE STUDY

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What goals were there for the day

Utrecht is developing really fast. The overall question was: “how can we grow fast and stay a resilient and healthy city?” After an introduction the group split up and got three different challenges to discuss:

Leidsche Rijn – Berlijnplein “How can we develop a cultural program at “Berlin Square” that is attractive for (inter)national visitors, public from Utrecht City Centre as well as to the people from the neighborhood, and results in a specific identity/image “

Westplein - station area. “How can temporary measures (activities, spatial temporary improvements, etc.) in the next three years help us to transform Westplein, mainly a traffic node, to a great place to stay and enjoy: “Lombokplein”

Park Transwijk. How can we use Park Transwijk as a great place for all people, also the people who live in less wealthy neighborhoods. And how can we use placemaking.



2 UTRECHT CHARACTERISTICS OF THE AREA

Berlijnplein

Strengths	Opportunities
<ul style="list-style-type: none">-Already working with artist The collaboration with RAUM and Utrecht-The place for the new building is really flexible-Money to develop the area	<ul style="list-style-type: none">- The area is still in development, so there is nothing happening yet- Use the creative talent of Utrecht, the neighborhood and try to involve kids- Work together with companies with an international network
Weaknesses	Threats
<ul style="list-style-type: none">- The Municipality doesn't have a real vision yet.-The distance to Utrecht City Centre- No real identity	<ul style="list-style-type: none">- The area is not developed yet, so there is not a clear vision what the new inhabitant would like to have.- The area is really windy for outside activities- Lots of goals with different scales

Westplein

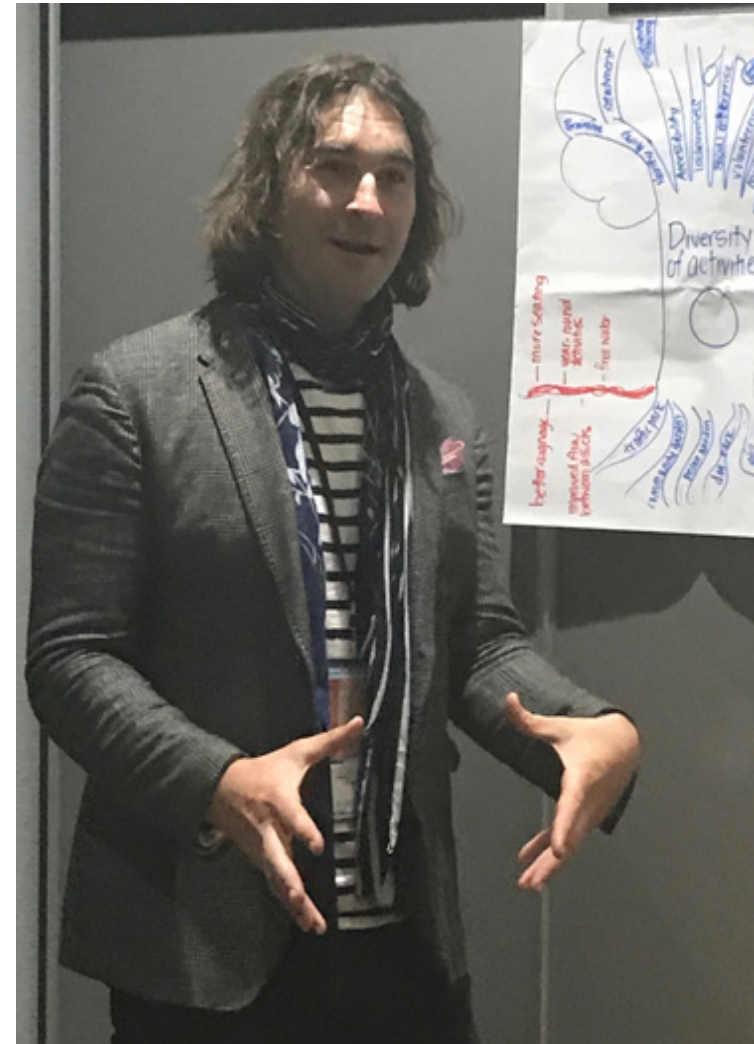
Strengths	Opportunities
<ul style="list-style-type: none">- Strategic and visible position in the city- A community in the nearby neighborhood (Lombok) working with artists- Money and strategy to develop the area	<ul style="list-style-type: none">- Temporary use of the space for activities- The parking lot for bicycles will be removed, so extra space will become available- Using the green spot
Weaknesses	Threats
<ul style="list-style-type: none">- Crossing the road in the direction of the city center is not possible- Less accessible area for children due to the traffic- People from the new buildings just across the street are not involved	<ul style="list-style-type: none">- Disappearance of green space in the future- No connection with the buildings around the space



2 UTRECHT CHARACTERISTICS OF THE AREA

Park Transwijk

Strengths	Opportunities
<ul style="list-style-type: none">- Great green park- Lots of green space and nice parts- Great mix of partners and involved people	<ul style="list-style-type: none">- A potential green park for the city- A good place for healthy activities
Weaknesses	Threats
<ul style="list-style-type: none">- No real identity besides a place for a yearly festival- Park seems a bit fragmented- No real money for development	<ul style="list-style-type: none">- Without efforts at can become a unsafe, contaminated place.- Lack of diversity in use





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PROPOSED SOLUTIONS

3 UTRECHT PROPOSED SOLUTIONS

Long term

Berlijnplein

1. Give artist-in-residence a place
2. Use food to create togetherness with the neighborhood
3. Program for kids

Westplein

1. Restore the crossing of the street in the direction to the city centre
2. Longer term: make a building in a "H" form creation intimate ground yards and a roof yard

Park Transwijk

1. Clear maingates
2. Make a heart in de Park en realign main routes from the maingates
3. Enhance East-West connections
4. Create a larger / enhances active space in the wider area around the existing gym equipment
5. Provide a walkway through the wilderness

Short term

Berlijnplein

1. Look for interesting examples.
2. Start with researching what the new neighborhood wants.
3. Involve artist from the beginning
4. Look for a focus in the program, it is not possible to do everything

Westplein

1. Temporary Skate-area
2. Work on a hybride zone in front of the Mosque to make connection between the building and the public space. Use pots to make the area more comfortable (and as unofficial places to sit on)
3. Add artificial sheeps in the greenery and improve elements in the garden like benches
4. beach and various programming, additional crosswalks, private quiet area, rose and sculpture area

Park Transwijk

1. Simple improvements to have a better overview: remove or lower fences
2. Add sport equipments and
3. Work with local community to rename and create a new identity (local competition?)
4. Ask locals to refurbish the seat or replace them with mosaic seats

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

Berlijnplein - The Municipality needs to create a group with creative people in Utrecht to create a clear vision of which direction they would like to go. And start to look for interesting collaborations.

Westplein - A combination of artist, investors and people who make strong businesscases and a growing community.

Park Transwijk - Build a local community for placemaking.

CONCLUSION

The overall day was really interesting and inspiring. The Municipality experienced the value of sharing challenges with outsiders to get new insights.



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 Utrecht

Healthy Urban Living

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