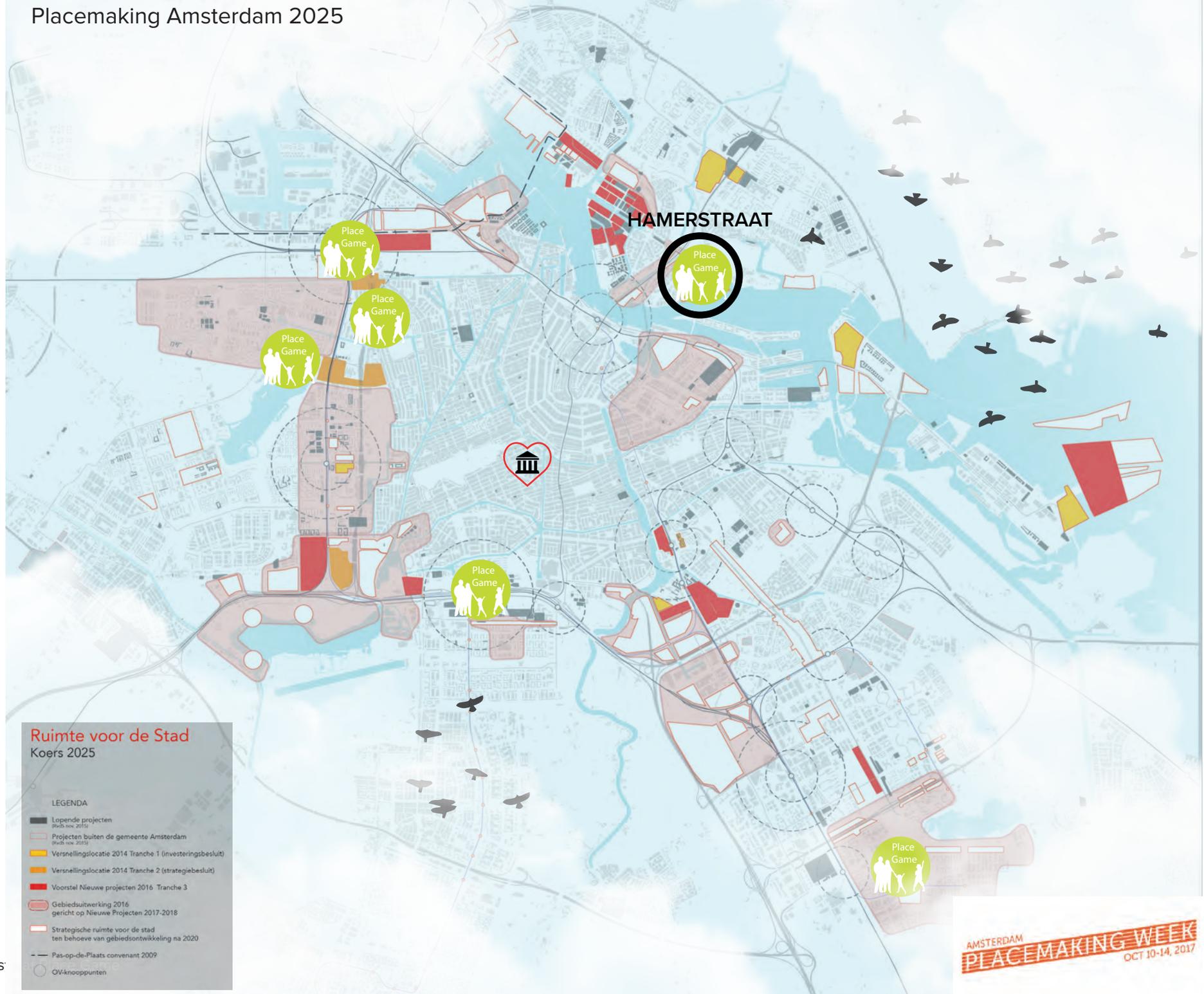


HAMERSTRAATTERREIN

AMSTERDAM  
PLACEMAKING WEEK  
OCT 10-14, 2017

# Place Game Report

10th October 2017



**Ruimte voor de Stad**  
Koers 2025

- LEGENDA
- Lopende projecten (Plus nov. 2015)
  - Projecten buiten de gemeente Amsterdam (Plus nov. 2015)
  - Versnellingslocatie 2014 Tranche 1 (investeringsbesluit)
  - Versnellingslocatie 2014 Tranche 2 (strategiebesluit)
  - Voorstel Nieuwe projecten 2016 Tranche 3
  - Gebiedsuitwerking 2016 gericht op Nieuwe Projecten 2017-2018
  - Strategische ruimte voor de stad ten behoeve van gebiedsontwikkeling na 2020
  - Pas-op-de-Plaats convenant 2009
  - OV-knooppunten

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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

Amsterdam Noord is changing rapidly. Today, it is one of the most desirable areas on the river IJ waterfront and in the next 20 years, it is expected to accommodate a very large part of Amsterdam's growth. However, Noord is also home to some of the poorest areas in the entire Netherlands. In the Hamerstraat, these two worlds come together. How can placemaking be used to integrate and work towards an "undivided city" here, instead of creating a segregated "gold coast"?

Exploration of the area's challenges and opportunities have been the main aim of the Place Game and was achieved from the suggestions coming from



Placemaking Plus



Place Games session in Pakhuis de Zwijger ▶





## Summary

The Place Game Hamerstraat terrein was organised with the aim of exploring placemaking 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 Stipo 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 30 people participated in the place game varying from civil servants, local entrepreneurs and inhabitant to international placemakers. 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. 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

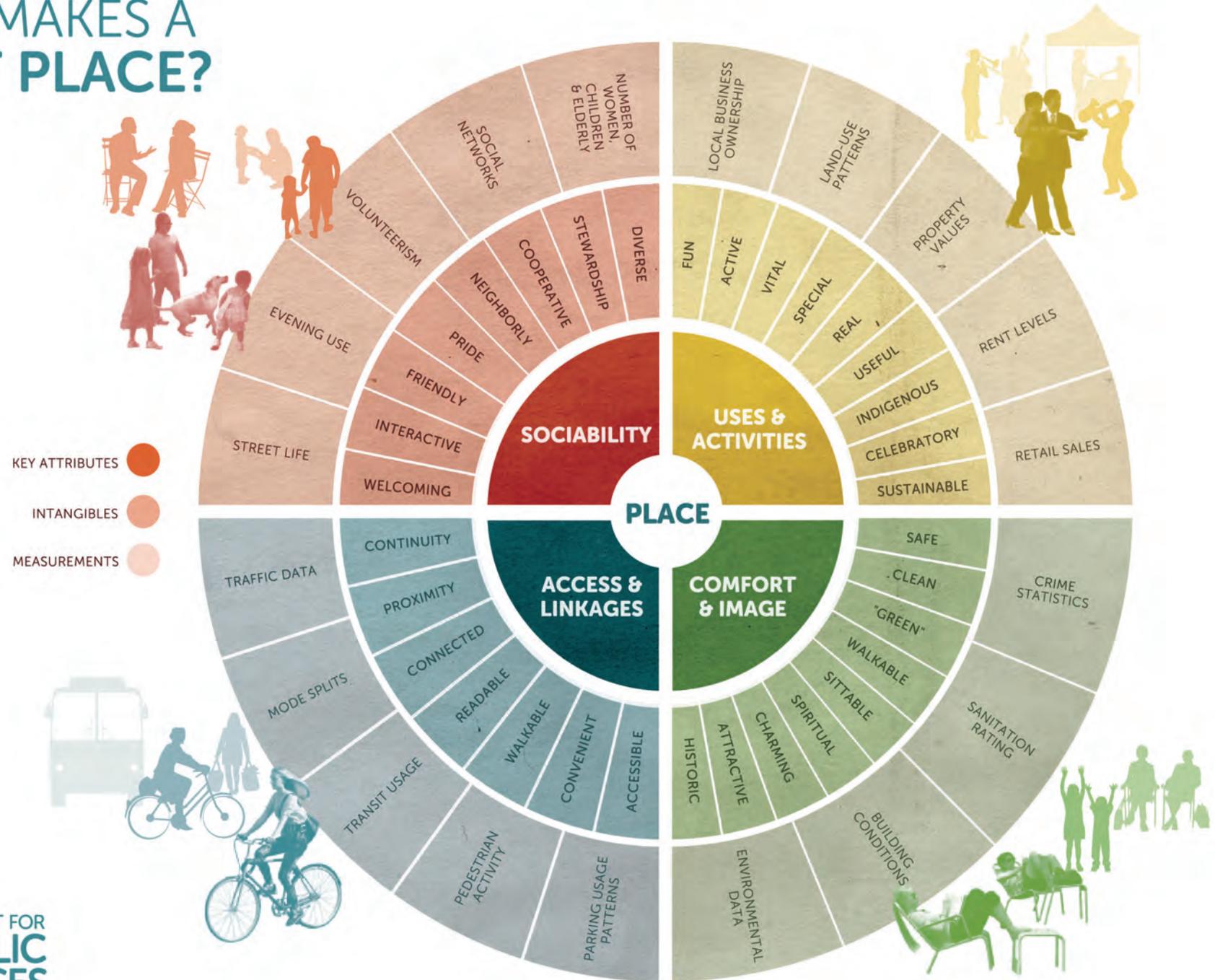
by:



Placemaking Plus



# WHAT MAKES A GREAT PLACE?



## What is Placemaking?

Placemaking 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.

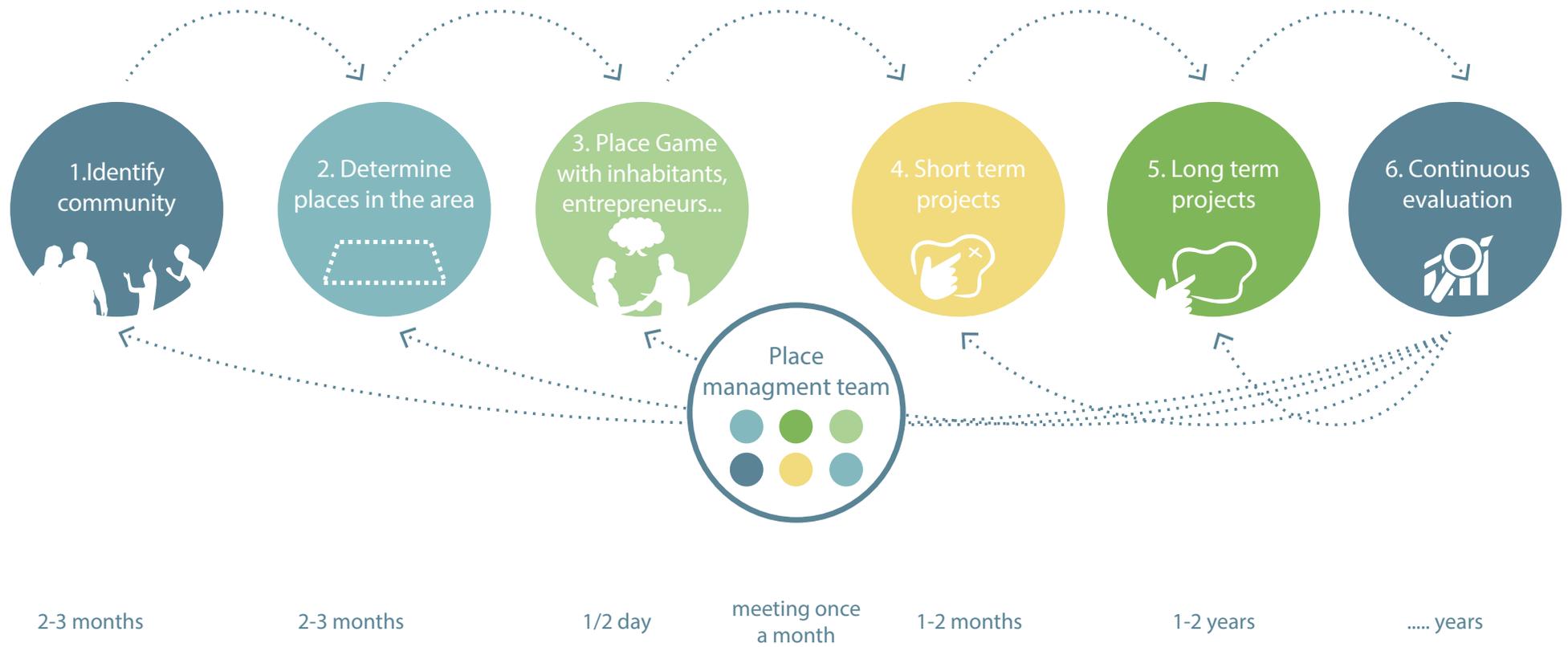
#### SOCIABILITY

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  
Hamerstraat

Places that we visit:

- 1 - IJ Plein
- 2 - Voedseltuin
- 3 - Spreeuwenpark



## 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 at the Hamerstraat terrein, Amsterdam, ten groups of three or four people are visiting several areas within the 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 the Place Game there were more than 30 participants from around the world as well as active local inhabitants and government officials. This colorful mix of expertise and different points of view brought a lot of unexpected and valuable insights about the Hamerstraat terrein neighbourhood.



◀ Moment of The Place Game

	Name	Position	Organisation
1	Patrick Maes		Amvest Kavel
2	Bart Bozeile	Corporate	
3	Bouke Molenkamp	Corporate	
4	Eva de Klerk	Placemaker	
5	Tristan Spits	Brewery Co-owner	Gedempt Hamerkanaal
6	Guido	Architect	Skatehal Noord
7	Elein	Resident	Vogelburen Residents
8	Jonas	Occupant	Spreeuwenpark
9	Suzy Blok	Dancer	Dance maker
10	Nicole van Est	Reporter	Bright House media
11	Alexi Perin	Pizzabaker	Spreeuwenpark
12	Renske de Jong	Stedenbouwer	Voedseltuिन
13	Nancy Wiltink	Resident	Resident group sixhaven
14	Marianne Volkers		Municipality of Amsterdam
15	Annegien Krugers Dagneaux		Municipality of Amsterdam
16	Ron van Heusden		Municipality of Amsterdam
17	Mariëlle Versteeg		Municipality of Amsterdam
18	Mehtap Karasu		Municipality of Amsterdam
19	Marja Visser		Municipality of Amsterdam
20	Stascha Nelis		Municipality of Amsterdam
21	Remco de Graaff		Municipality of Amsterdam
22	Deniz Sukur	Student	TU Delft
23	Simone Ronchetti		
24	Badiya Bentayeb		
25	Stephen Grossman		
26	Belen Palacios		
27	Donovan Finn		Hamerstraat Place Game



# Place no. 1 - IJ Plein (Group 1, 2 and 3)

## FEATURES OF THE PLACE

- Empty and grey space
- Lot's of stone
- Landing place for the east ferry
- Very winding, people don't dwell in this space, but move through it very quickly.

## SHORT TERM ACTIONS AND IDEAS

- Cheerful lighting above the square that waves in the wind
- Creating some sort of outdoor living room
- Nautical flags that wave in the wind, using the wind as an element instead of an enemy.
- Creating a hybrid zone in front of the houses/flats
- Program more activities in general on the square
- Instal planters to break the wind
- Create more seating
- Put a different food truck on the square everyday
- Pedestrianising the area

## LONG TERM ACTIONS AND IDEAS

- Creating an inviting entry to the neighborhood, seen from the landing place of the ferry
- Softening the paved square by making it more green/implementing grass.
- Expanding the coffee bar and putting it in the middle of the square
- Open air exhibition about the history of the location
- Creating a space both inside and outside for elderly to meet
- Invite a local artist to create an outdoor seating area
- Install a fountain
- Create a platform at the water site so that people can come close to the water and put their feet inside.
- Program more activities in general on the square.



## PARTNERS

- Municipality for subsidy
- District council
- The local people
- Local artist

## 5000 EURO IDEA

- Group 1: Make the square more green, implement lightning and expand the coffee bar.
- Group 2: Create the outdoor exhibition, implement lightning and nautical flags.
- Group 3: Invite a local artist to create an outdoor seating area and instal planters to break the wind



# Place no. 2 - Voedseltuin (Group 4 & 5)

## FEATURES OF THE PLACE

- Community garden 'De Voedseltuin' is located here
- Very green and calm
- Amazing view

## SHORT TERM ACTIONS AND IDEAS

- Stepping stones from the dike to the garden to make the garden more accessible
- Plan more activities together with the school
- Create personal gardens for residents who are not so familiar with the idea of a communal garden yet
- Instal more and welcoming educational signing about the food garden on the edges
- Create mobile gardens for the school kids outside the food garden
- Make it more child friendly around the pond

- Very quiet and no people on the streets
- Functions as a restaurant and a primary school are available
- nice pedestrian path along the water
- There is a small pond.

## LONG TERM ACTIONS AND IDEAS

- Create more entrances to the garden
- Instal a pizza oven to cook with the vegetables from the garden and to enhance the community feeling
- Remove parking spaces next to the pond
- Expand the garden towards the pond
- Install more benches



## PARTNERS

- Community
- Volunteers of the food garden
- Stakeholders
- The school

## 5000 EURO IDEA

- Group 4: instal an pizza/bread oven in the 'Voedseltuin' to cook with the vegetables from the garden and to improve the community feeling and enhance more communal activities at the location.
- Group 5: Put fruit trees next to the pond, remove the parking spaces and instal more benches. Also; make the pond more child friendly.



# Place no. 3 - Spreeuwenpark (Group 4 & 5)

## FEATURES OF THE PLACE

- It's a hidden paradise
- Big fence around it
- very green and calm



## SHORT TERM ACTIONS AND IDEAS

- Car free sunday
- Improving the park with the help of the community/the locals
- Paint the fence

## LONG TERM ACTIONS AND IDEAS

- remove parts of the fence
- Instal better bike parking facilities if the fence is gone
- Open up the park
- Make the public space here less car dominant in general
- Let an artist paint the houses
- Instal better lightning in the gateways

## PARTNERS

- Group 6 & 8 : organise a placegame with the community and the use the money to work out their best plans for the park
- Group 7: paint the fence, remove parts of the fence and improve the park with the help of the community

# Results



Green house



Pop-up store



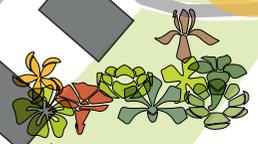
Playground



Lighting



More seating



Flowers!!!



Garden sign



Food Trucks

## Result 1: short term

Improvements in this area can be started already tomorrow, especially because small changes can already form the most important turning points for this area. There are some nice quick wins for this area and a **better involvement of the inhabitants** is one of them.

Next to that, adding colours, flowers and better **singing** are good examples of these short term solutions. In the area of the Spreeuwenpark these short term developments are already started and are creating in a very close cooperation with the direct inhabitants.



## Result 2: Long term

In long term the public spaces in the Hamerstraat area should be more attractive and accessible for all residents of the neighborhood. The fact that the 'Voedsel tuin' should work much more together with the school and the other direct neighbors was a real eye opener for everybody. The public spaces in this area should be service of the inhabitants.





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