

A bottom-up strategy for urban diversity.
Introduction

New developments in the Netherlands are far less exiting than existing urban neighbourhoods. Even the best examples, such as IJburg in Amsterdam, are predominantly housing areas, that lack the little additional programme and activities that make the old city so lively and enjoyable.

In the twentieth century, a strong government, together with housing corporations took control of urban development in the Netherlands. In the beginning of the century, the ‘Woningwet’ made it possible for them to realize decent housing for the masses. In the post-war reconstruction, countless residential areas were built to solve the housing shortage. Since the 1990s however, government has withdrawn from public housing. But the top-down approach remains.

Nowadays, three parties are involved in the making of urban areas: municipalities, developers and residents. Municipalities aim at maximizing the proceeds of the sell of land, and at the same time strive for urban quality. Property developers aim to

realize buildings that sell well, trying to maximize profit and keeping risks low. Together, they make deals for the development of entire urban areas, understanding each others position and interests. And the future residents? They have no say whatsoever; they can either buy or not buy what is offered.

It is time to change this and to return the initiative to those who work and live in the city, as it has been before. In 1997, Carel Weeber wrote his manifesto ‘Het Wilde Wonen’, in which he pleaded for a bottom-up approach to suburban housing. Now, exactly ten years later, Europan offers a great opportunity to start a new bottom-up strategy for urban development.

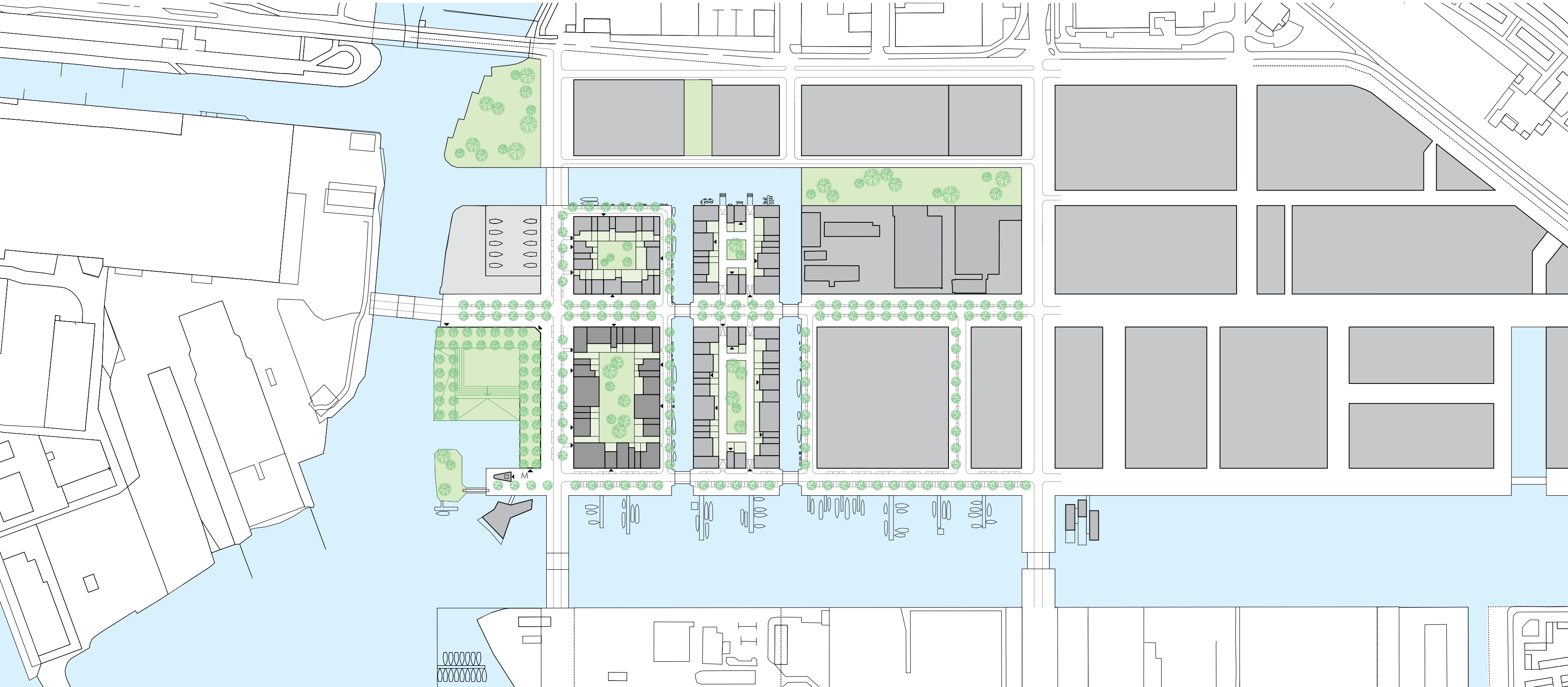
We strongly believe that there is only one precondition for good plans: interesting clients. Amsterdam is a city of 700.000 people. Its inhabitants make it one of the most exhilarating, buzzing and innovating places in the world. There are literally hundreds of people out there that would love to be a part of the making of a new urban area on the Europan site. We propose to offer them an opportunity to realize their dreams. Together they can create an environment that is diverse, enjoyable and durable. On these panels we would like to explain the plan and introduce a number

of these people to you.

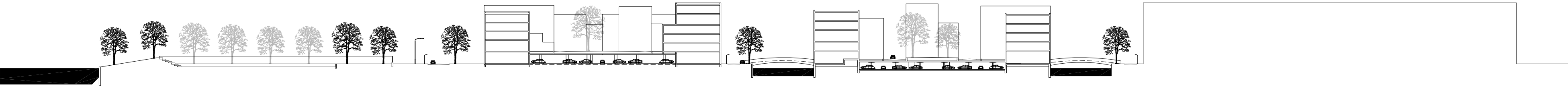
Urbanism

The site is located in an outer corner of the IJ. Two canals are added that interweave the site with the harbour. The canals and streets are of equal importance and define four urban blocks. The western two blocks are accessed from the outside. Their inner courts are private gardens. In the two eastern blocks, the buildings are accessed from the public courtyards. The rear of the buildings face directly onto the canals. The park on the western tip of the site is enclosed by a fence with three gates. Its water edges slope, so people can approach the water. Its interior forms a stand that protects people from the harsh winds and offers a place for festivals and games. Next to the southern gate of the park lies the entry to the metro station.

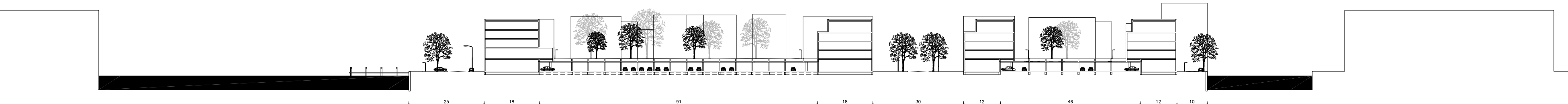
A sequence of spaces is created: it starts with the huge open space of the IJ, in which one feels exposed. Next is the wide canal and its quays. Then come the smaller canals bordered by buildigs on both sides. Most sheltered are the courtyards, which are enclosed spaces.



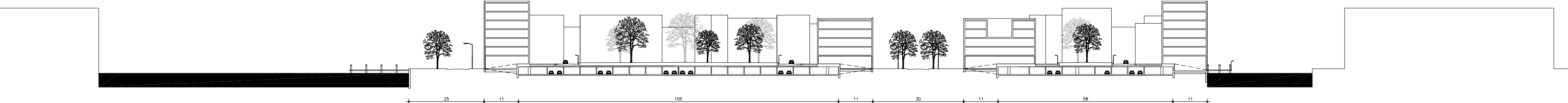
siteplan 1/2000



longitudinal section 1/1000 through park, western and eastern blocks



cross section 1/1000 through western blocks



cross section 1/1000 through eastern blocks

water, land and buildings interwoven



character

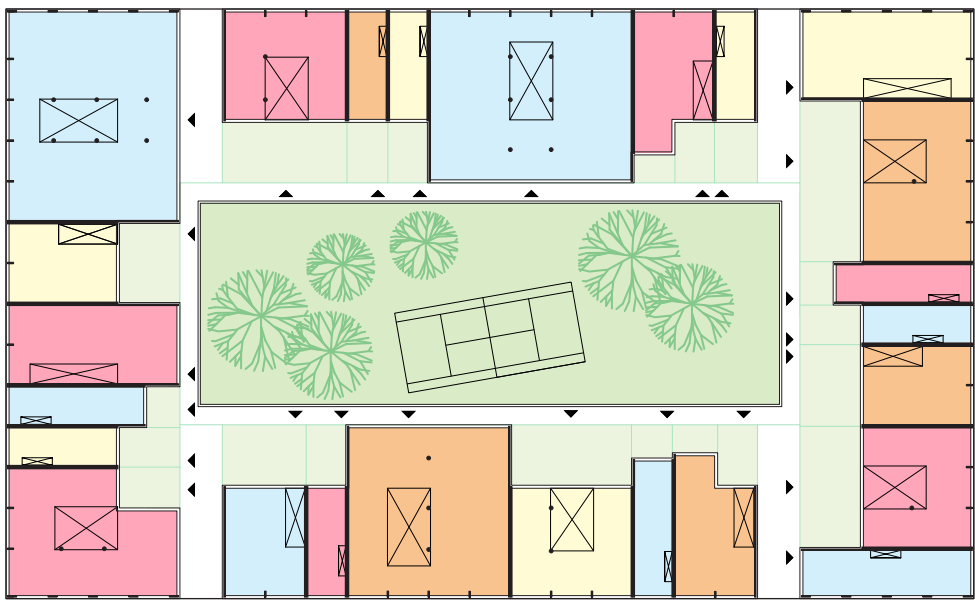
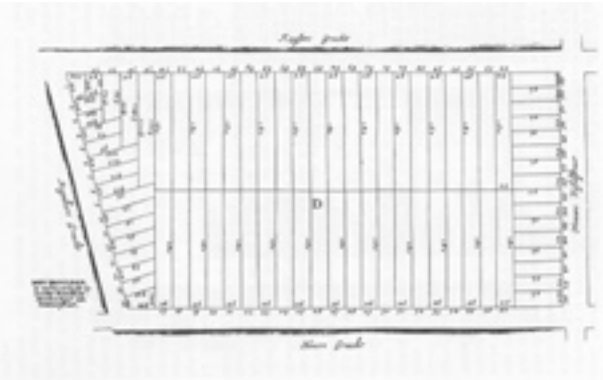


Parceling out the location

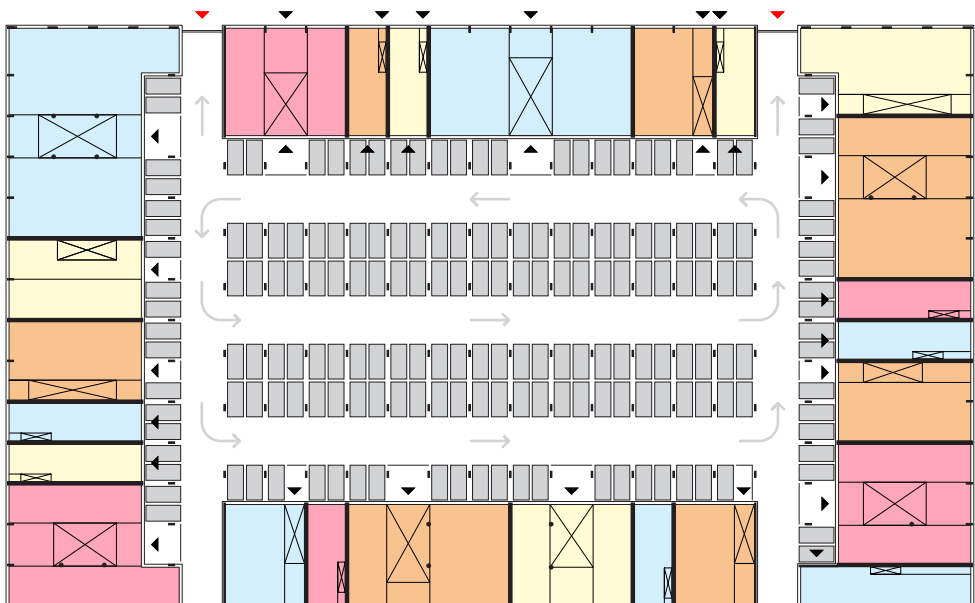
The south western block forms the European location. In the interior of the block lies a communal parking garage. It is built on the ground level, making it simple and affordable. On top lies a communal garden. The edge of the block is divided into different parcels: big ones for big buidings and smaller ones for townhouses. Residential, commercial and mixed-use buildings can be built on the parcels.

A building can be made from 1 to 5 units of 5.4 meters in width. A typological study on this panel shows an array of possibilities in both residential and commercial buildings. The proposed building hight is around 20 meters, allowing every building a maximum of 5 to 6 stories. Each building has its own party walls, offering not only good sound insulation from the neighbours, but also allowing the replacement of the building in the future. This makes the urban scheme durable. Within every building, clients are encouraged to use colums instead of solid walls. This allows all kinds of usage of the floor plans and makes the buildings themselves durable.

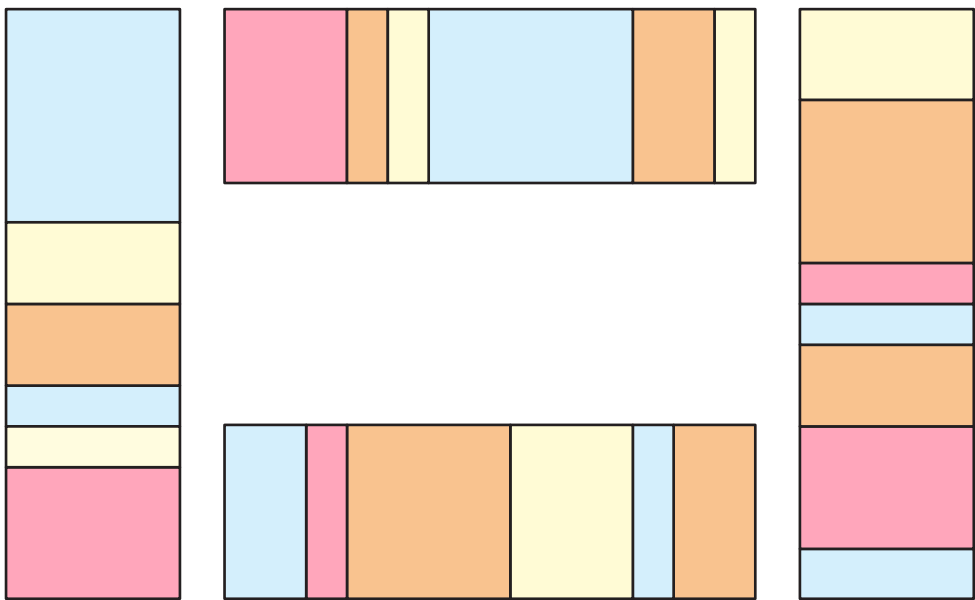
Shallow buildings up to 15 meters depth stand right up against the garage. Deeper buildings, up to 23 meters, can be made by building partly on top of it. The 5.4 grid is convenient for both the parking garage and the buildings. The plinth of every building is 4.5 meters high. Next to entrances of the individual buildings, it houses commercial spaces suitable for businesses and shops. Every building can have a direct entrance from the garage and a back door opening onto the communal garden.



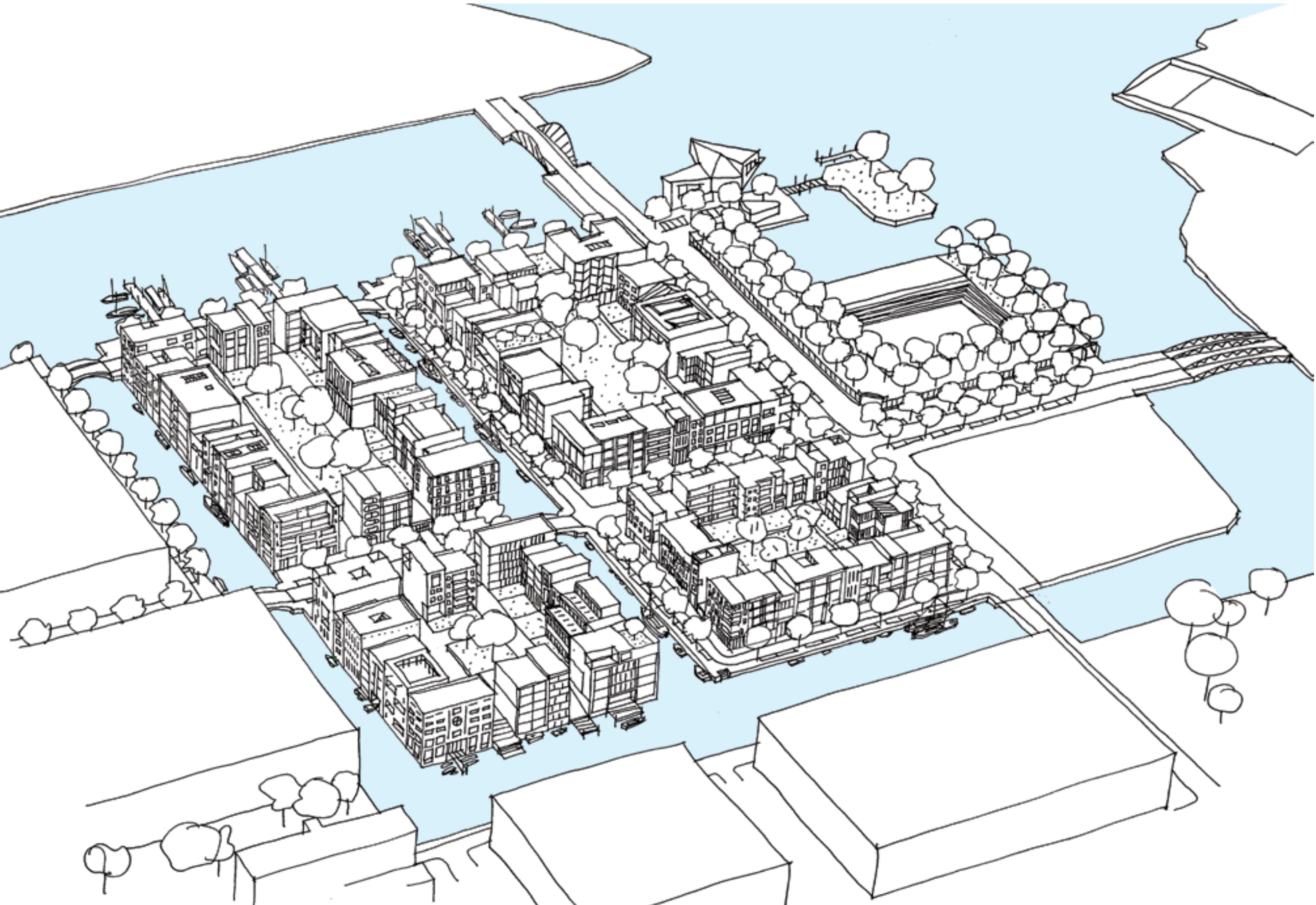
second floor: rear entrances opening onto the communal garden



ground floor: entrances from the street and the communal garage



example of parcels in a width of 1,2,3,4 and 5 units of 5.4 meters



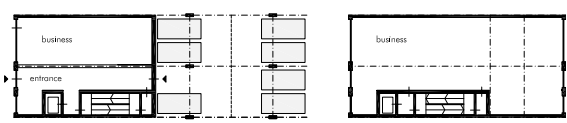
view over the site towards the IJ

commercial typologies

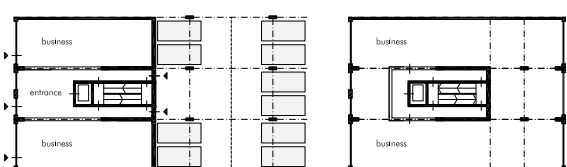
1 unit of 5.4 meters



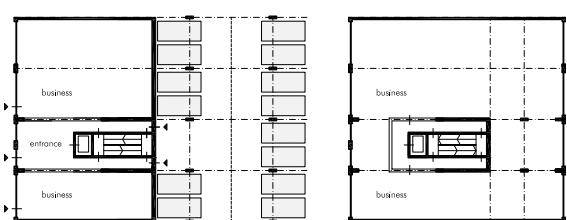
2 units



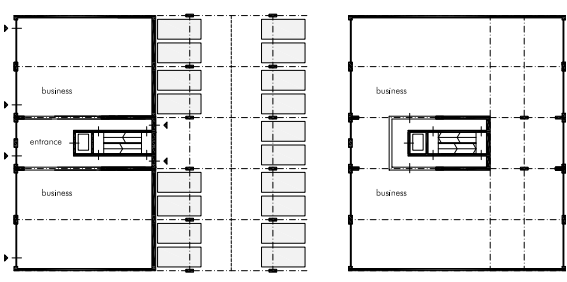
3 units



4 units



5 units



ground floor ->cm

upper floor ->cm

residential and mixed-use typologies

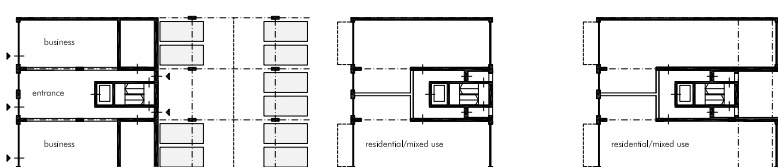
1 unit of 5.4 meters



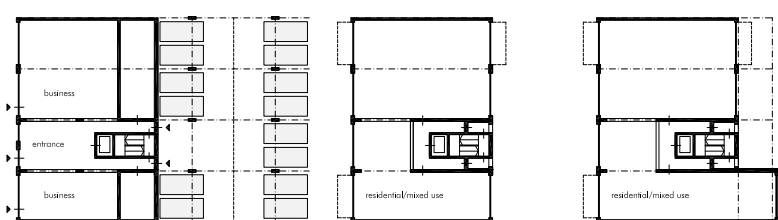
2 units



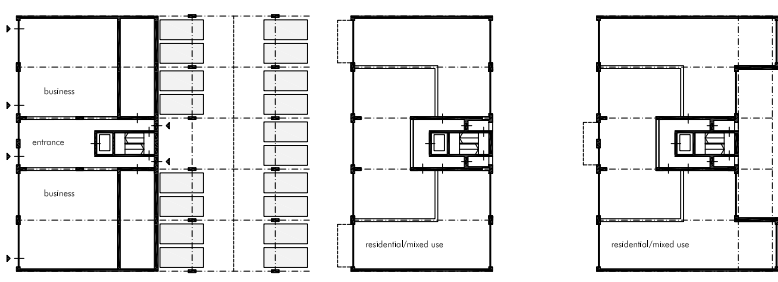
3 units



4 units



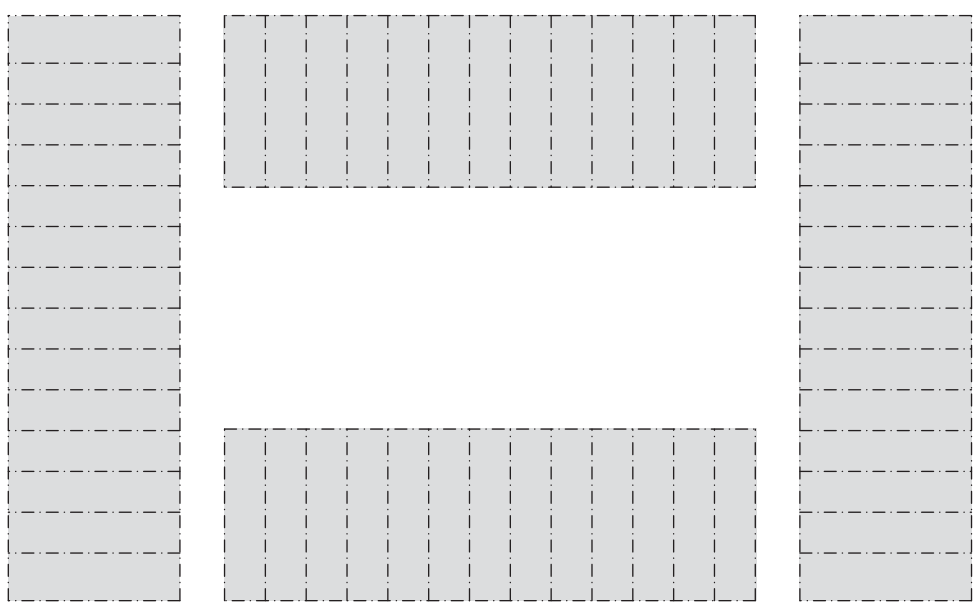
5 units



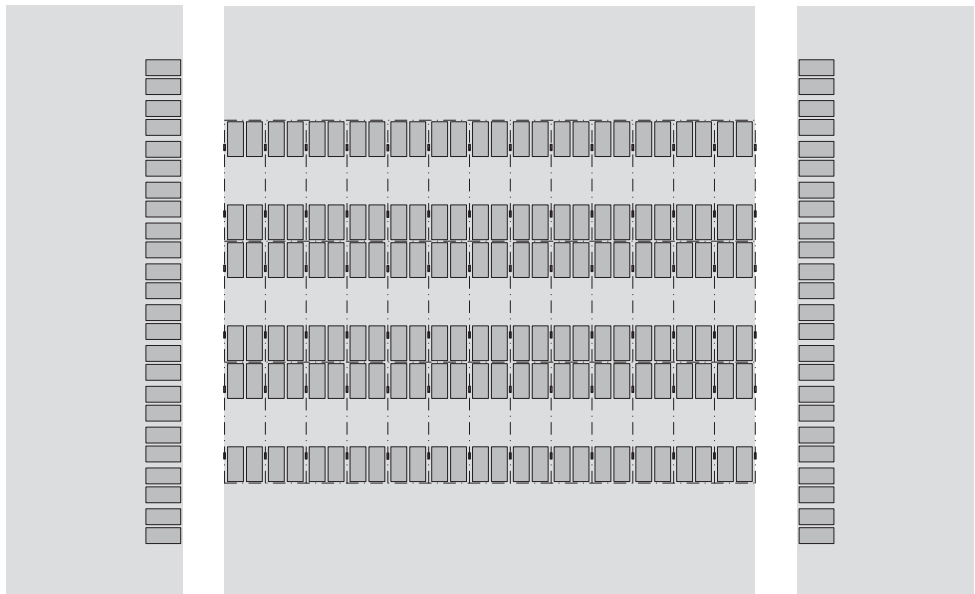
ground floor ->cm

upper floor ->cm

upper floor ->cm



5.4 meter grid as basis for possible parcels



parking scheme on a 5.4 meter grid inside the block -scale 1/1000

buildings in different sizes



inner courtyard



PP100

Power to the People



Rob is a teacher who works in a school in the inner city. He wants to live close to the metro that takes him to work every day. His wife Sylvia is an artist and paints huge canvases. They want to build their own house and Sylvia's studio on the site. Rob's passion is his yacht. He wants a boathouse on the ground floor, so he can work on his boat during the winter. In summertime, she wil lie by the quayside, so Rob can take her out to the IJsselmeer every weekend.



Gerard and Ellen are classic car enthusiasts. During gatherings they met three other couples with whom they became close friends over the years. Now they are thinking about their life after retirement. Together with these friends, they have a dream of building an apartment house where they could grow old together, enjoying each others company. The neighbourhood should be lively and safe. The apartments should go without stairs and have elevator access.



Karin works for a housing corporation. She believes that mixing different kinds of housing and business create the city in which people want to live and neighbourhoods that people take care of. She wishes to build an apartment block. Although small scale development is expensive, she knows that in the long term investments in durable locations pay off.



Hans is a project developer. In the last twenty years, he built numerous buildings in Amsterdam Zuidooat. He learnt that whenever the market went down, his buildings remained vacant. And that buildings in the inner city are always fully leased. So Hans pledged to develop in mixed use urban locations only. Together with his friend, an architect who will remain anonymous, he made a plan for a mixed use building. Every floor can accomodate one big and one small apartment or business unit. While the core remains the same, the use of the space can change.



Max has a real estate company in Amsterdam. He knows the value of a good location, already owning property in the Canal belt and the Apollolaan. Now his interest has shifted to the docklands. He is dedicated to build a unique apartment building on the quay, which houses 8 very luxurious and spacious apartments. Features will be an 25m interior swimming pool and a private gym.

