

ONE
LOVE

PEACE

TOGETHER
WE
STAND



AMSTERDAM
PLACEMAKING WEEK
OCT 10-14, 2017



Placemaking Plus

Schalkwijk
Place Game Report
11th October 2017

Placemaking Amsterdam 2025

← SCHALKWIJK

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 (terregebied)
- Vrijstell Nieuwe projecten 2016 Tranche 3
- Gebiedsruimte 2016 gericht op Nieuwe Projecten 2017-2018
- Strategische ruimte voor de stad ten behoeve van gebiedsontwikkeling na 2020
- Planologisch Plan 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 the Netherlands, trying to reach out to existing processes here and bring its expertise. Therefore, 6 place games were organised based on Koers 2025 plan.



Place Games session in Pakhuis de Zwijger ▶

Reasoning for the Place Game

Schalkwijk is a post-war neighbourhood in Haarlem. The area around the Schalkwijk shopping center has lost part of its vividness because it has lost its functions and the public space is not properly used. Therefore, Placemakers initiated placemaking process.

In cooperation with Municipality of Haarlem and VVE (Shop owners association) Placemaking Plus has been challenged to make Schalkwijk attractive place again!





Summary

The Mini Place Game Schalkwijk 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 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 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 placemanagement 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. Place Management Team is formed at the end of the place game.

Prepared for:

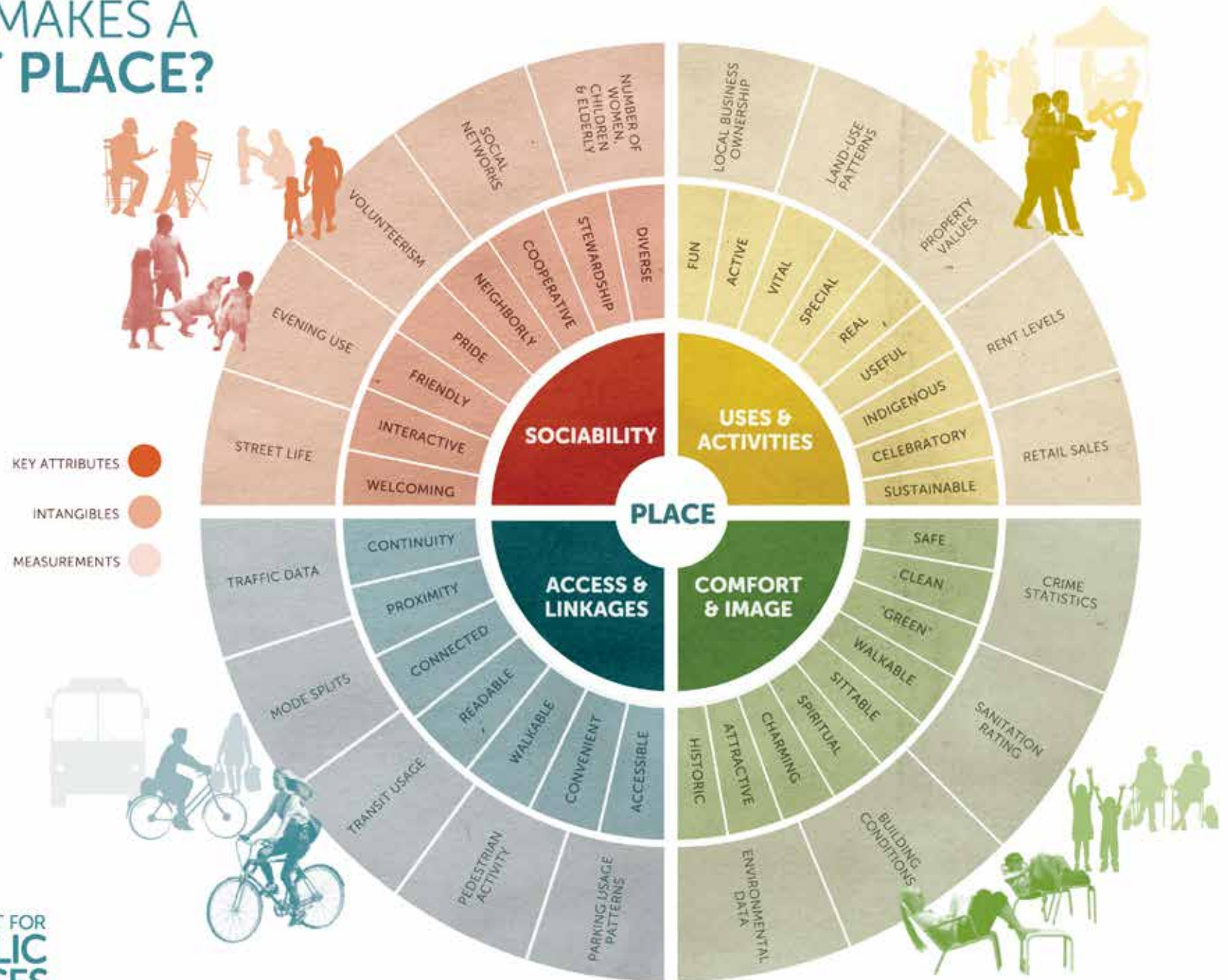
Municipality of Haarlem

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 enjoyable experience. What should be done to transform an 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.

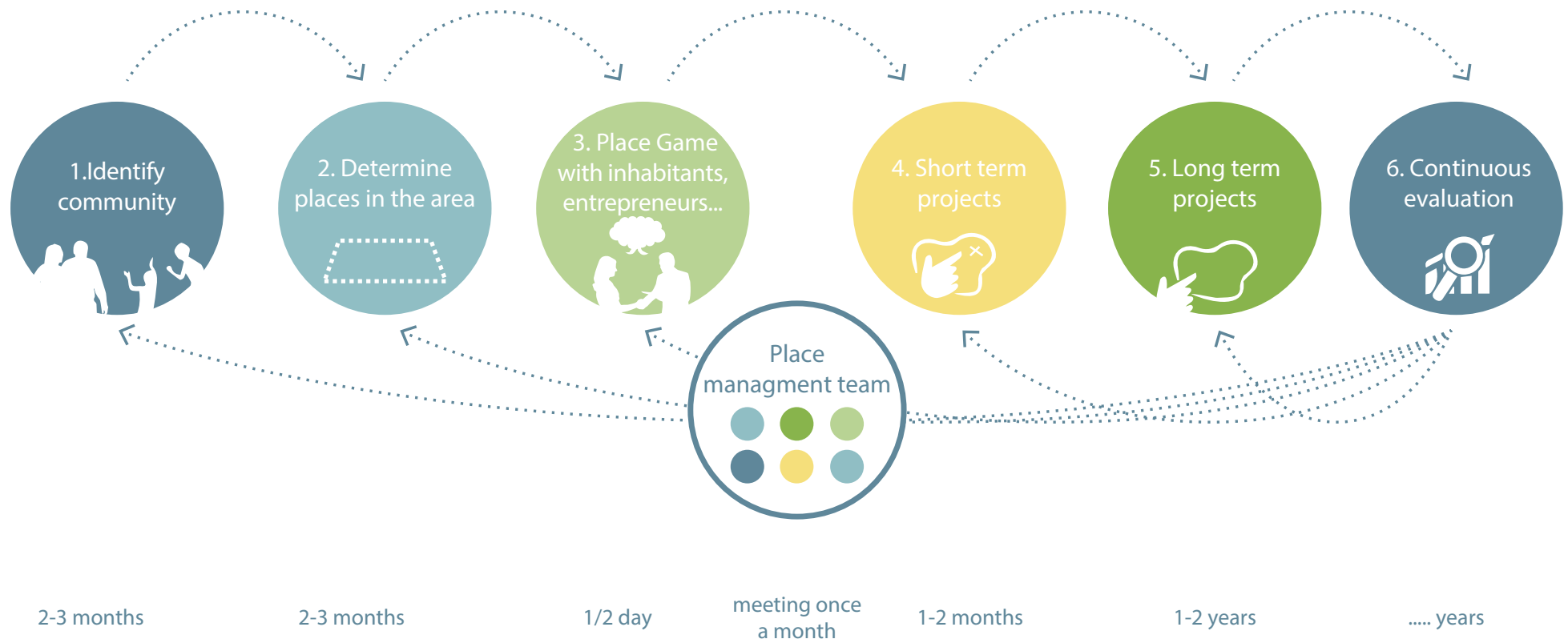
SOCIABILITY

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 -
Onder DAK

Places that we visit:

1 - Hema entrance

2 - Albert Heijn - Dekamarkt entrance

3 - Parking and garage

4 - Nice passage entrance

5 - Rabobank square

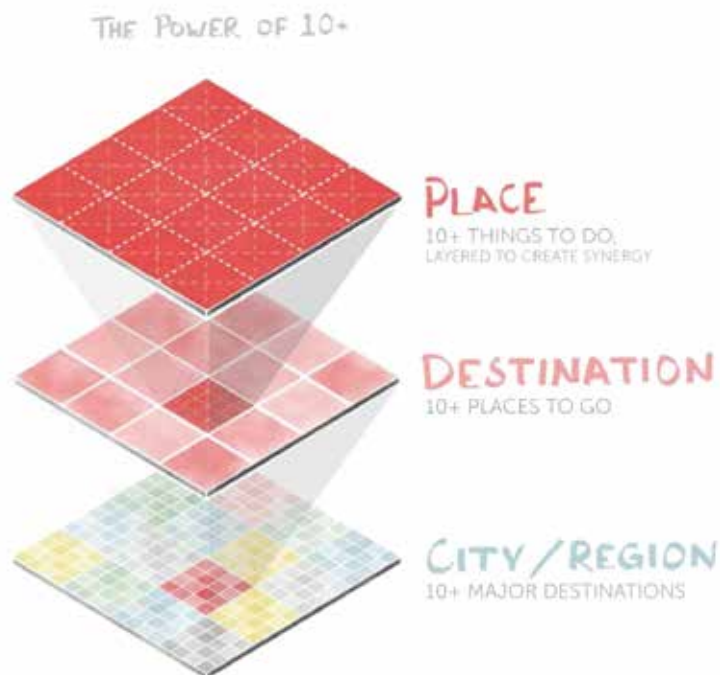
The Power of 10

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 Schalkwijk, 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 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 around 30 participants from all 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 Schalkwijk.

Name			
Group 1			
1	Presley Robert	3	Marjorie Manyathi
2	Stacha Nelis	4	Tamar Arbel Elisha
3	Catherine Green	5	Jen Heal
4	Katerina Novosselova	6	TTT
5	Gabi Abadi	Group 4	
6	Sugandha Gupta	1	Alexis Mena
Group 2		2	Christopher Johnson
1	Bauke Molenkamp	3	Joachim Meerkerk
2	Michele Fajtmann	4	Kayla Hughes
3	Paul McGarry	5	Daniel Gilmartin
4	Mohammed	Group 5	
5	Juliette Groenendaal	1	TJ
Group 3		2	Kim Axworthy
1	Janneke van der Kroft	3	Maciej Zacher
2	Cara Reilly	4	Tessa Pormes
		5	Ariana Cancelli



● Good

Potential

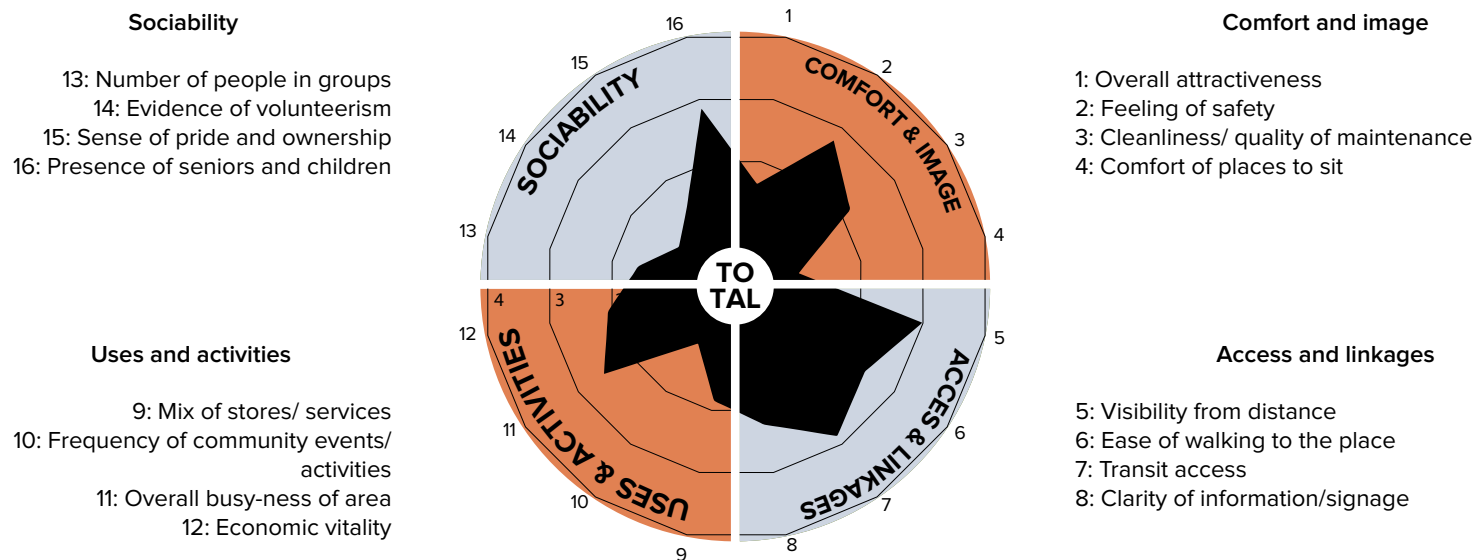
● Bad

Evaluation of places

Schalkwijk is very easily accessible by car and public transport, as it was originally designed as a place to be reached by car. Not much changed until now and pedestrians still are not a priority in this area.

Signage and information inside the area is very unclear. Moreover the area misses attractiveness, it doesn't feel safe, it is not very well maintained and a bit old fashioned.

The part, where the neighborhood is scoring the lowest is uses and activities - here is so much space, but almost nothing to do. It is very pity, because there are children and elderly spending a lot of time in the area.



Legenda Spider graphs

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LY
RENGTH

SHORT TERM	LONG TERM
1. <u>Preparing the building</u> 	1. <u>Introductions</u> - Business Intro, Project Brief, etc. and intro
2. <u>Starting the Engineering Design & Analysis</u>	2. <u>Music</u> - Song - Intro & Transition
3. <u>Assessment On The Test Phase</u> 	3. <u>TTT</u> - Presentation & Learning
4. <u>Continuing Building on Test Phase</u> 	4. <u>Re-Assessing The Assessment On The Test/Exam</u>
5. <u>Planning/Implementing The Working & Research</u> 	5. <u>How & What Space For Age & Experience</u>
6. <u>CONCLUSION THE DATA</u> 	6. <u>Logistic Support</u> (Daily Support of Task)
	7. <u>Green</u> - How of It
	8. <u>Attracting Relations</u> - One of It

GROUP 1

Place no. 1 - Hema entrance

FEATURES OF THE PLACE

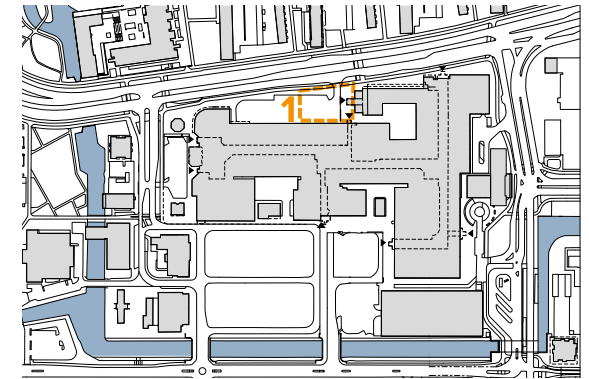
- Hema
- Accessibility

SHORT TERM ACTIONS AND IDEAS

- A little porch on the front
- Paint
- Art projects on the front facade for diversity
- Community building for festivities
- Glow in the dark
- Framing the walkway/entrance
- Painting/ highlighting the walking and the entrance
- More green

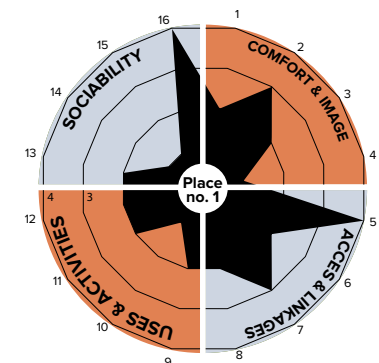
LONG TERM ACTIONS AND IDEAS

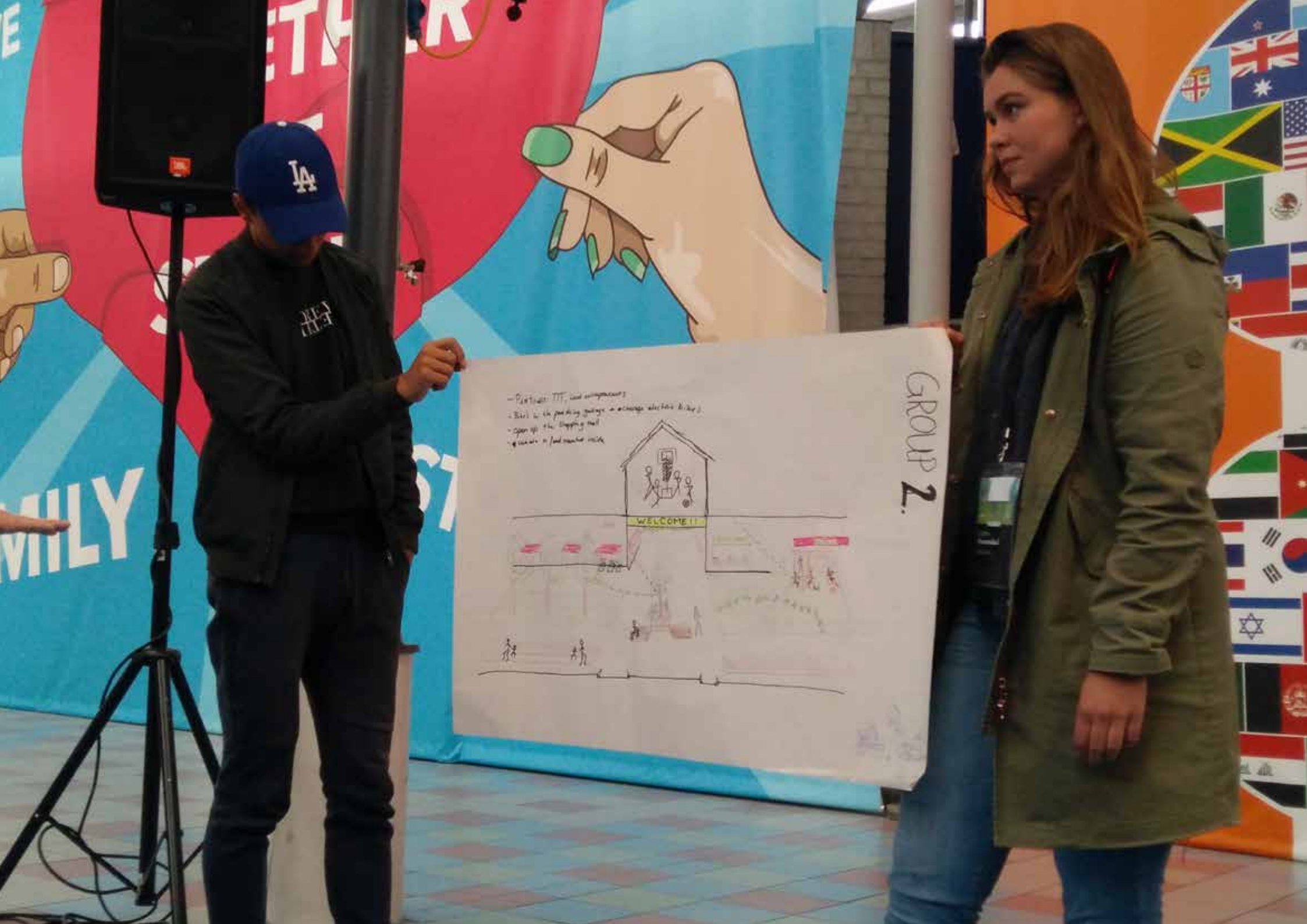
- Bicycle shop
- TTT for programming and branding
- Re-routing the accessibility of the cars and buses
- Make a public space for kids and elderly
- Attracting retailers to come in
- Music Club - Jazz on Thursdays



PARTNERS

- Triple Threat
- Local entrepreneurs
- Residents





- Participants: TTT, and colleagues
- Site is in parking garage in exchange electric bikes
- open up the shopping mall
- generate a food market inside

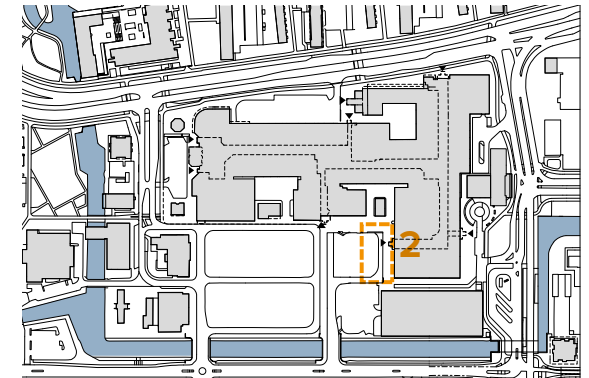


GROUP 2.

Place no. 2 - Albert Heijn - Dekamarkt entrance

FEATURES OF THE PLACE

- Access for both cars and bikes
- All ages



SHORT TERM ACTIONS AND IDEAS

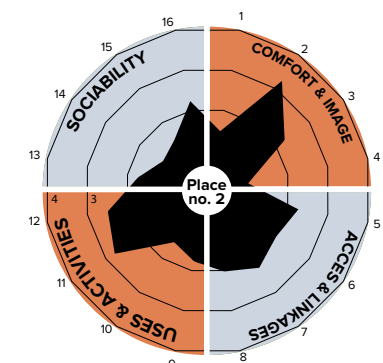
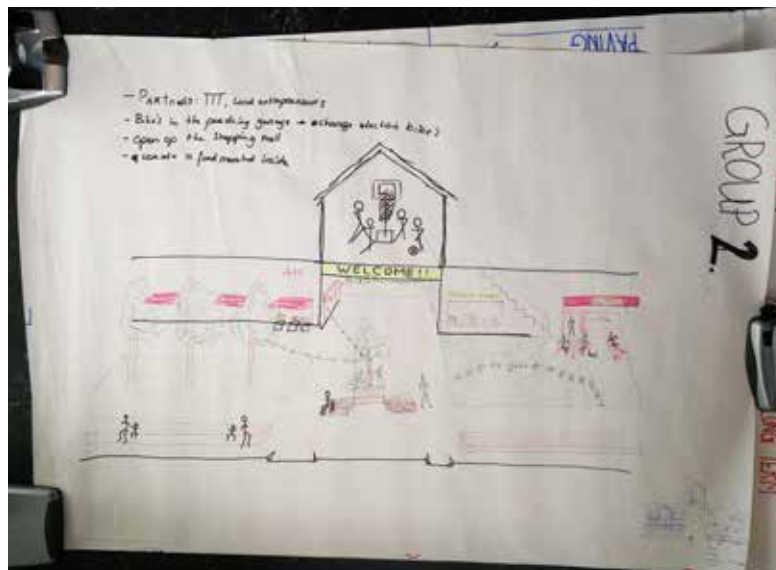
- Improve the signage
- Change the image at the entrance
- Add a kiosk or stand
- Pop-up cafe
- Add a real 'Welcome' message
- Planters
- Bikes in the parking garage
- Charges for electric bike's

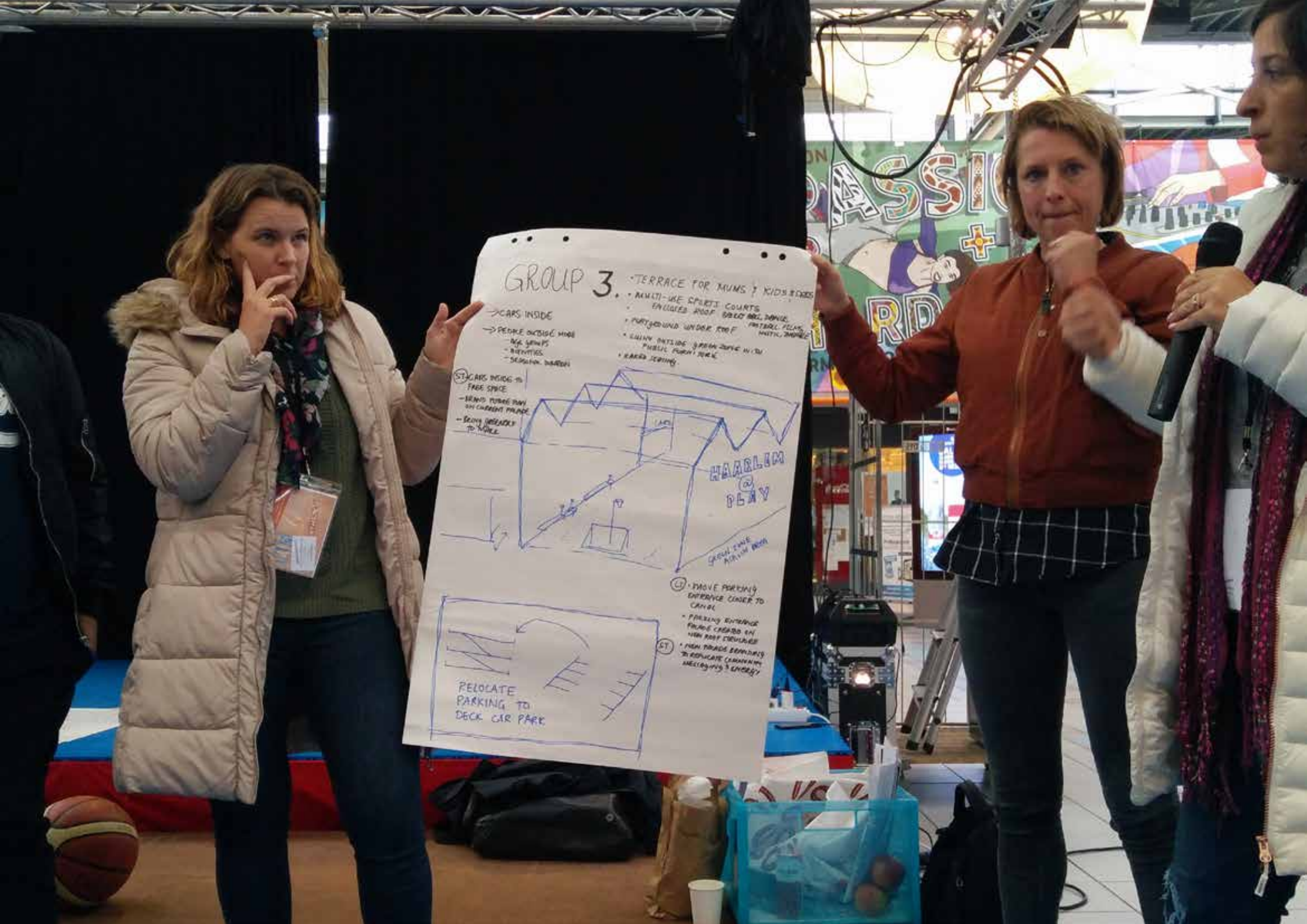
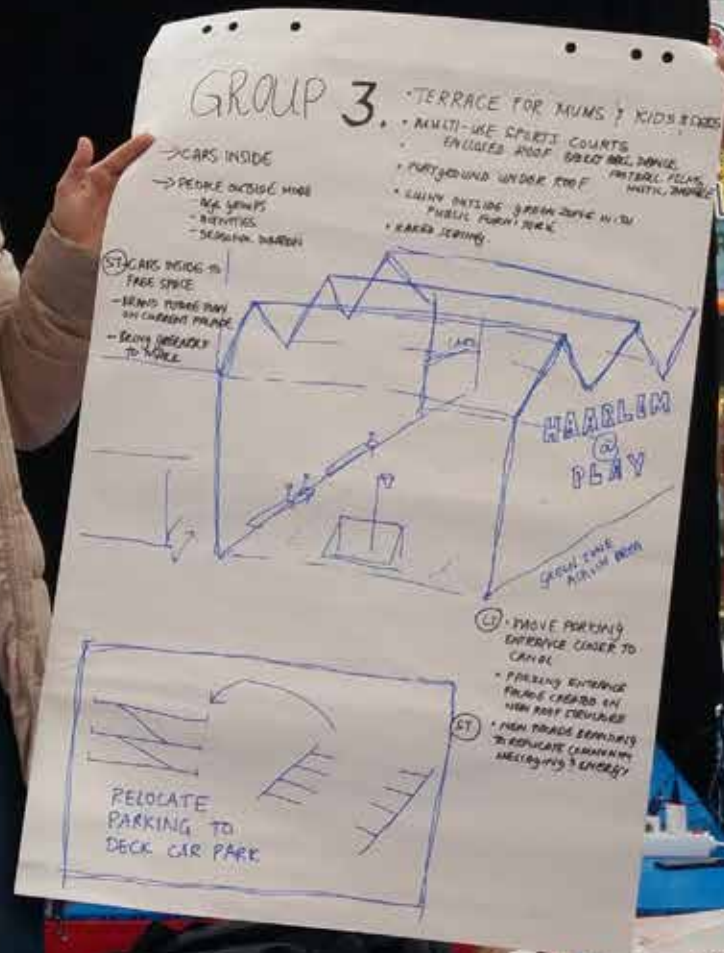
LONG TERM ACTIONS AND IDEAS

- Add a seating furniture to the area
- Open up the shopping mall
- Create a food market inside

PARTNERS

- Triple Threat
- Local design company
- Youth centre
- Police
- Employment agency





Place no. 3 - Parking and garage

FEATURES OF THE PLACE

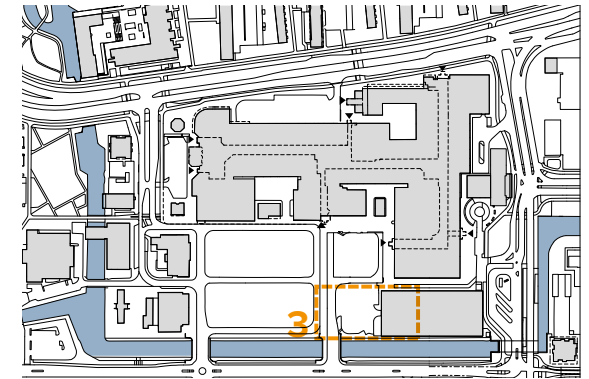
- Busy
- All ages
- Trees
- Open

SHORT TERM ACTIONS AND IDEAS

- Modern opening doors
- Terrace
- Seats
- More colour
- Better signing
- Cars inside

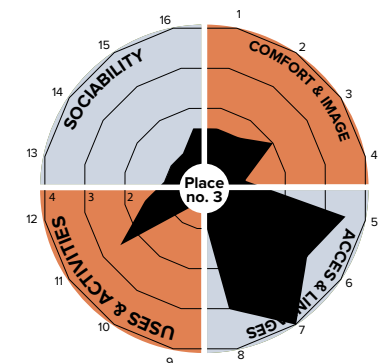
LONG TERM ACTIONS AND IDEAS

- Pedestrian crossing in the middle
- Re-do the streets
- Place benches instead of stones
- Youth centre area
- Multi-use sports courts
- Playground under the roof
- Move parking entrance closer to canal
- New facade branding



PARTNERS

- Triple Threat
- Local entrepreneurs
- Volunteers
- Community centre
- Residents



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GROUP 4.

Short term:

- Add pop up shops
- More bike lane for safety
- Add color, lights, movable seats
- Remove "the Guy"
- Add trash cans
- Kitchen/entrepreneur incubator - a market

Long Term:

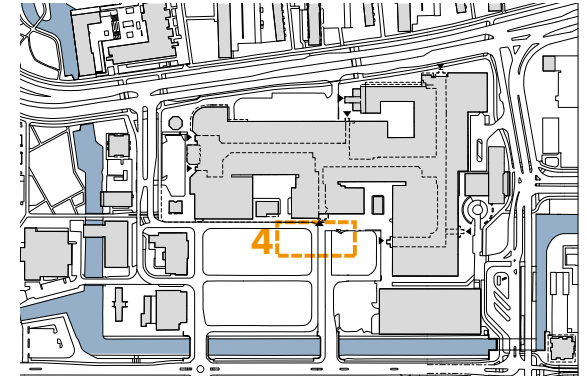
- Change facade to more welcoming look
- Add art + landscape to entrance that highlights local culture
- Add youth lead businesses
- Improve community led volunteer projects
- Introduce dog zone



Place no. 4 - Nice passage entrance

FEATURES OF THE PLACE

- A Lot of different cultures
- Turkish restaurant
- Pop-up stores



SHORT TERM ACTIONS AND IDEAS

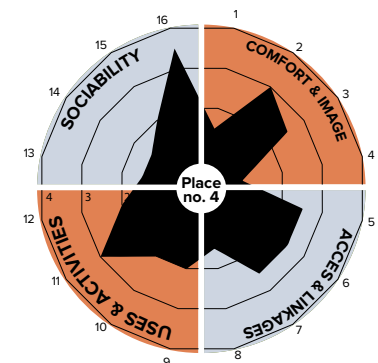
- Add more pop-up stores
- Move bike lane
- Add lights
- Add colour
- Moveable seats
- Add trash/ recycling bins
- Winter activities
- More lights
- Remove the “guy”
- Entrepreneur incubator in open shop

LONG TERM ACTIONS AND IDEAS

- Change facade to more uniform look
- A new building
- Add art pieces
- Art landscaping to show local culture
- Add youth-lead businesses
- Improve community-lead volunteer projects
- Interactive play space

PARTNERS

- Triple Threat
- Kruse
- Local entrepreneurs
- Store owners
- City government
- Artisans





Place no. 5 - Rabobank square

FEATURES OF THE PLACE

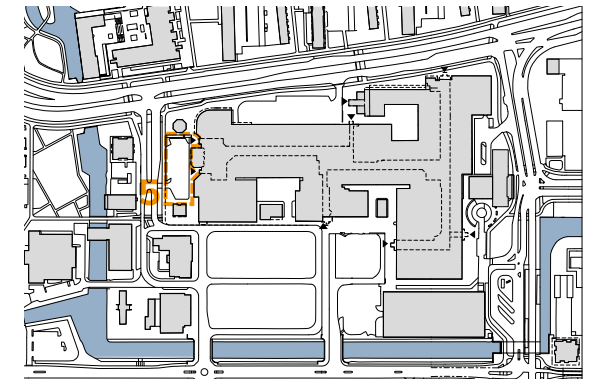
- Busy
- All ages
- Trees
- Open
- Older people

SHORT TERM ACTIONS AND IDEAS

- Basketball net
- Garage doors for Triple Threat
- Moveable chairs
- Clear bike roads
- Weekend market
- Cafe instead of Rabobank
- More colour (paint)
- Better signage
- Active plinth
- Street art
- New separators/ plants

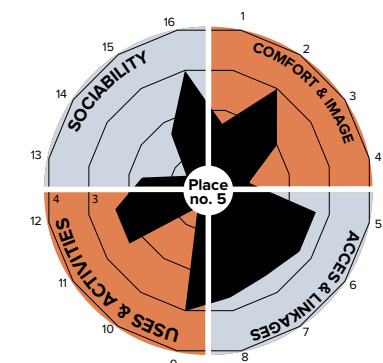
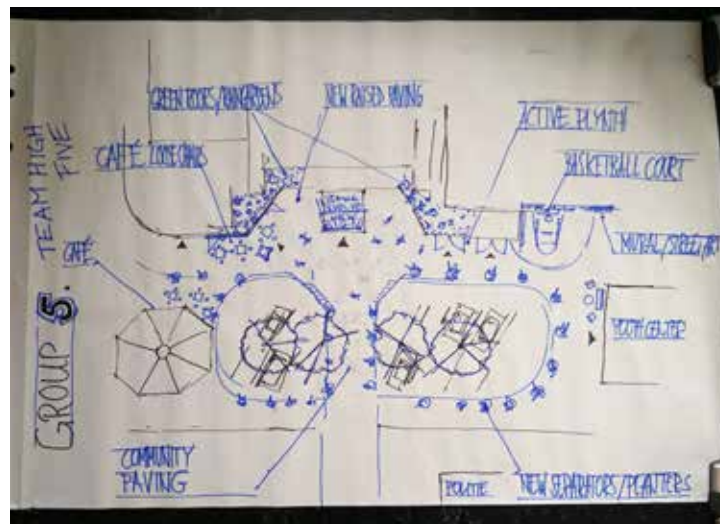
LONG TERM ACTIONS AND IDEAS

- Youth centre
- Flowers and benches
- Maintain brickwork
- Better lighting
- Roof garden
- Pedestrian crossing through the middle

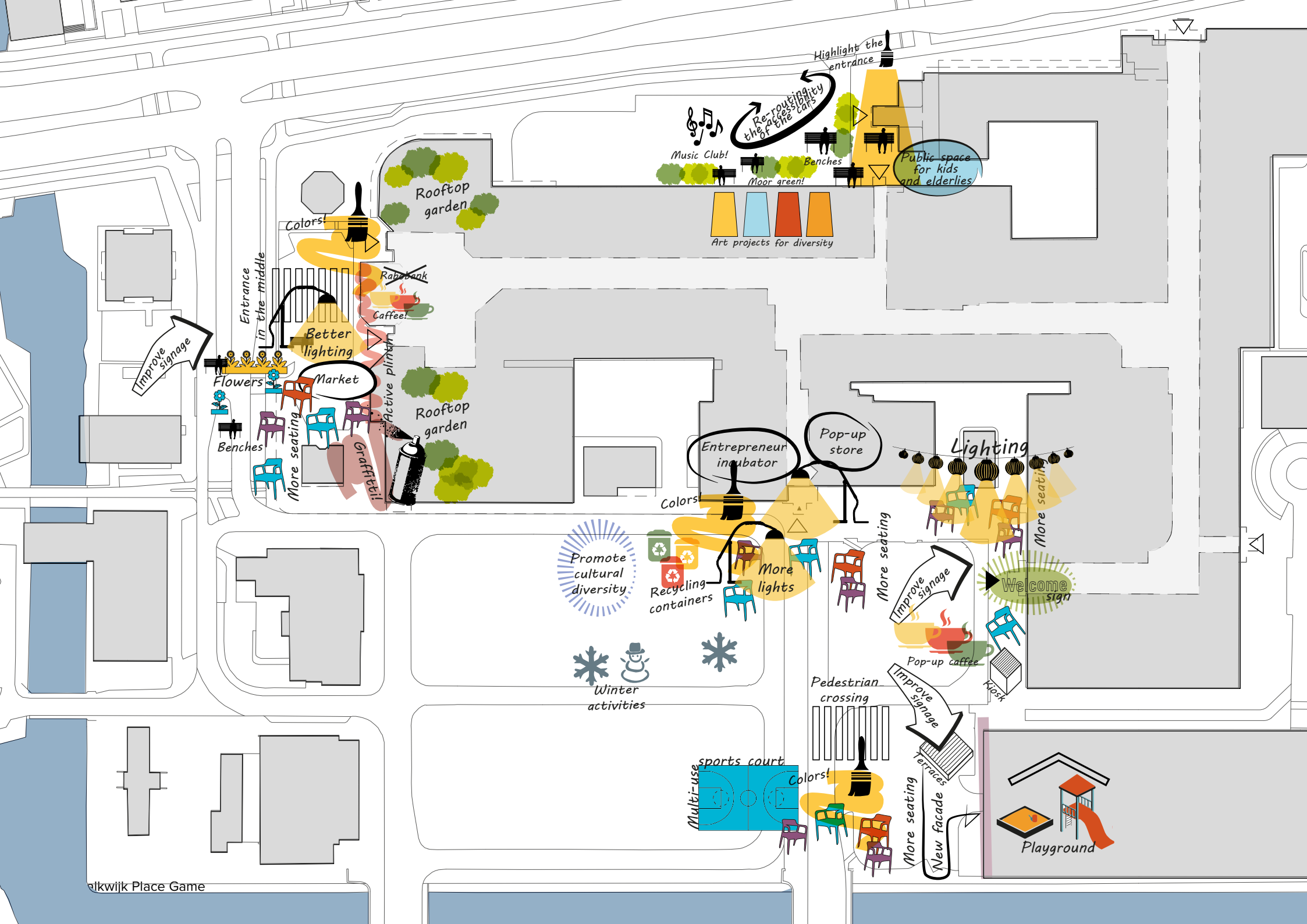


PARTNERS

- Triple Threat
- Police
- International placemakers
- Local government
- Lounge bars
- Employment centre



Results



Result 1: Short term

In this grayish Schalkwijk landscape there is an urgent need for **colors**, **lights** and improvement of the **image**. Coloring empty facades, lighting up boring public spaces with colorful bulbs can be a quick win and bring more liveliness to the area. By including community and creating art related to different cultures living in the neighborhood, local involvement and sense of pride and ownership would increase. On the other hand, lighting in this neighbourhood would also increase feeling of safety.

Moreover, it misses **signage** - improvement of wayfinding can help for new people in the area and can influence on their future visits here.

Another important part is **activities**, public spaces in Schalkwijk need activation - from simple playgrounds, sports courts, to year round programming, like ice-skating, Christmas markets.

Result 2: Long term

In a long perspective, **re-design** of a public space is needed. Removal of parking places and orientating the public space more to pedestrians is essential to transform this single-use shopping center to a multi-use destination. At the moment pedestrians here feel like guests and the parking area is underused and simply vacant, as there are not enough cars to fill it up.

Another important element that participants of the workshop brought up is creation of long lasting **local communities**. It can be youth center, youth-lead businesses, community-lead volunteer projects or even a music club bringing together local music lovers. By accommodating these activities inside the shopping center, stronger relations would be created, feeling of the ownership would grow. TTT at the moment is working as a local binder, but a higher variety of clubs would allow inclusion of different ages and cultural backgrounds.





Placemaking Plus

Schalkwijk Place Game Report

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