

The new neighbors

Urban revitalization in the Rosmolenwijk

Keywords: urban revitalization, social mixing, gentrification, housing market, the Netherlands

Bart Sikkens
4903315

P5 Presentation
Planning Complex Cities
14-04-2022
1st mentor: Arie Romein
2nd mentor: Els Bet



Content

RESEARCH DEFINITION

Introduction
Methodology

RESEARCH

Dutch Policy & Legislation
The Rosmolenwijk

DESIGN

Vision & Strategy
Schools & Industries
Dekamarkt & de Struijck
New Conditions

”GOED WOMEN”

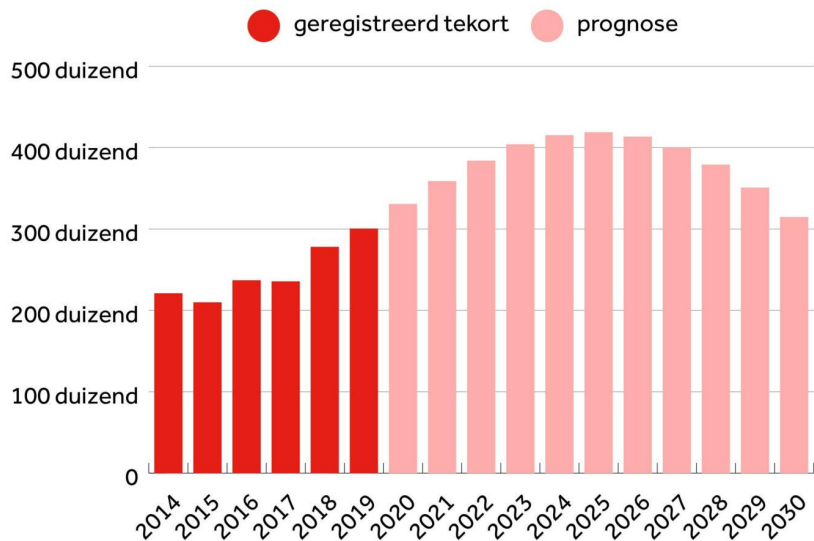
RESEARCH DEFINITION

INTRODUCTION

63

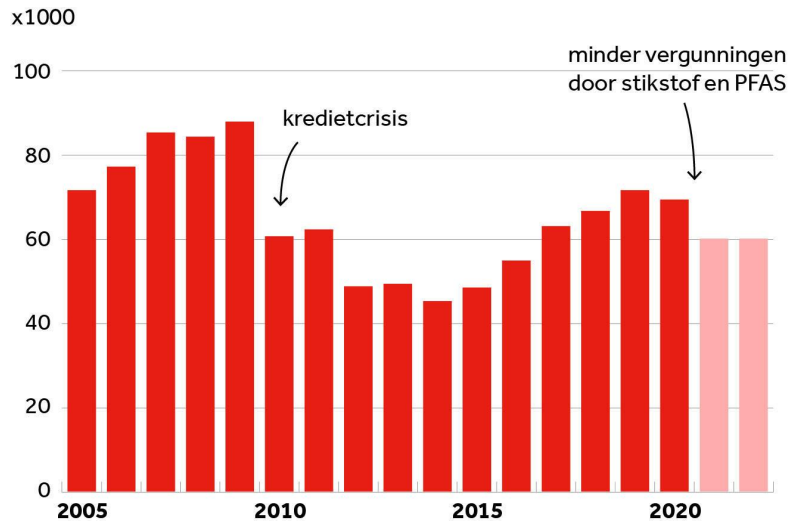
Housing crisis

Ontwikkeling woningtekort



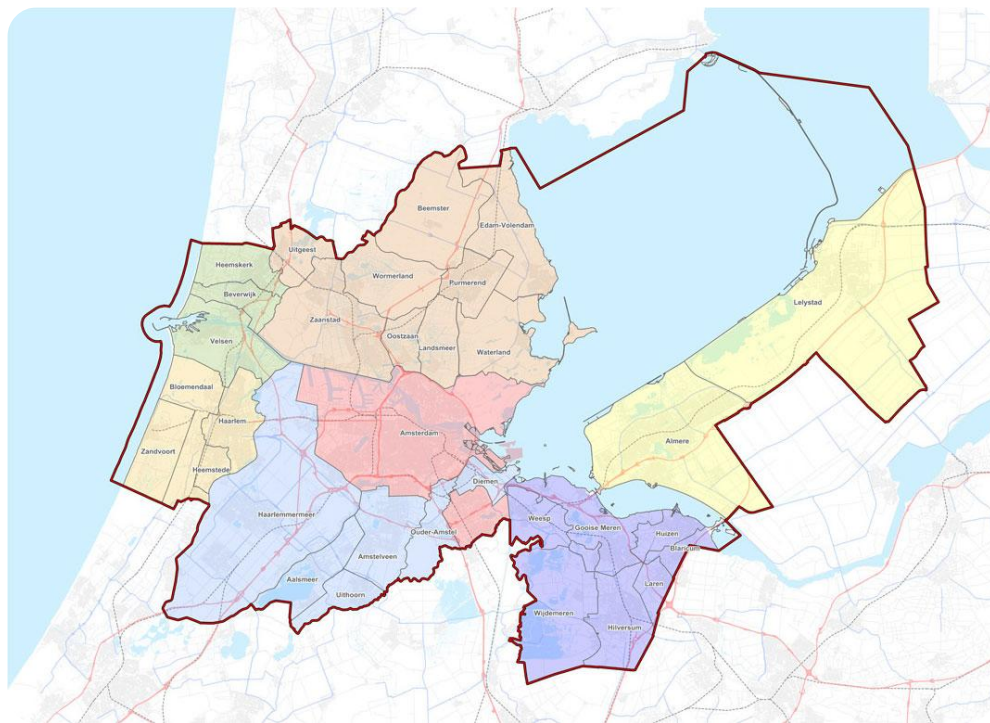
Source: NOS and ABF, 2021

Gereedgekomen nieuwbouwwoningen



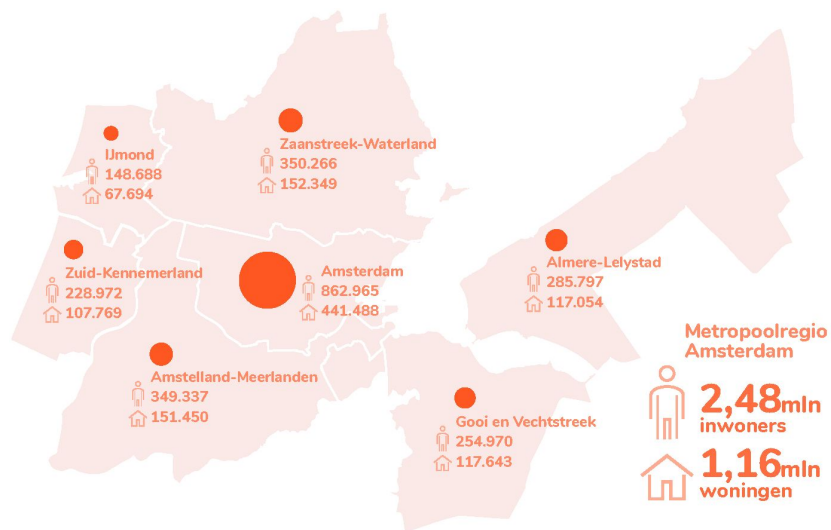
Source: NOS and ABF, 2021

Housing crisis



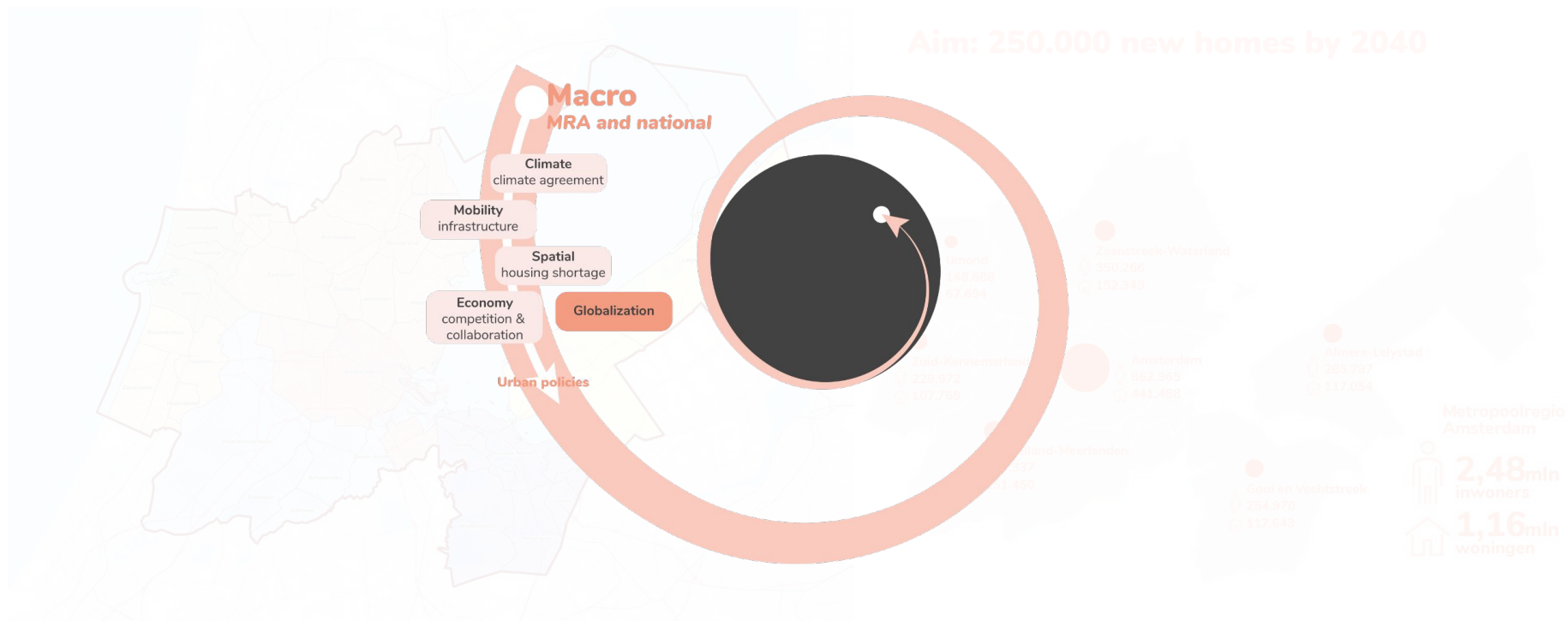
Source: Metropoolregio Amsterdam, 2020

Aim: 250.000 new homes by 2040



By author
Source: Metropoolregio Amsterdam, 2021

Housing crisis



Source: Metropoolregio Amsterdam, 2020

By author
Source: Metropoolregio Amsterdam, 2021

Attracting new classes



Source: Gemeentearchief Zaanstad, 1990

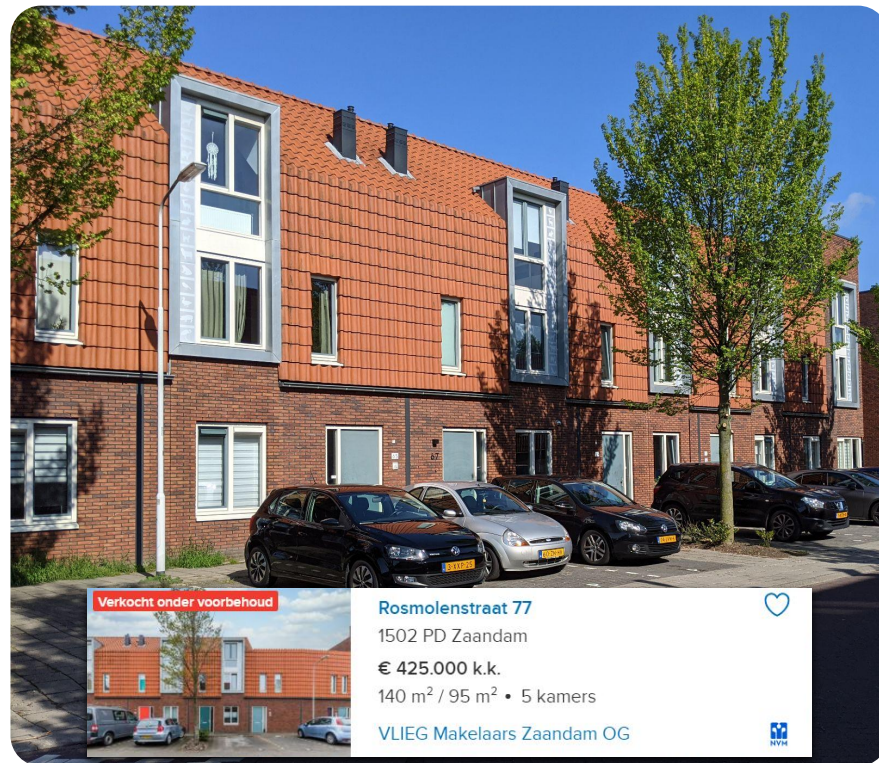


Source: Mollink Soeters PPHP, 2015

Urban revitalization



By author



By author
Source: Funda (for housing prices)

Urban revitalization



By author

By author
Source: Funds (for housing prices)

Urban renewal



Source: Gemeentearchief Zaanstad, 1993



Source: Gemeentearchief Zaanstad, 2003

Urban renewal

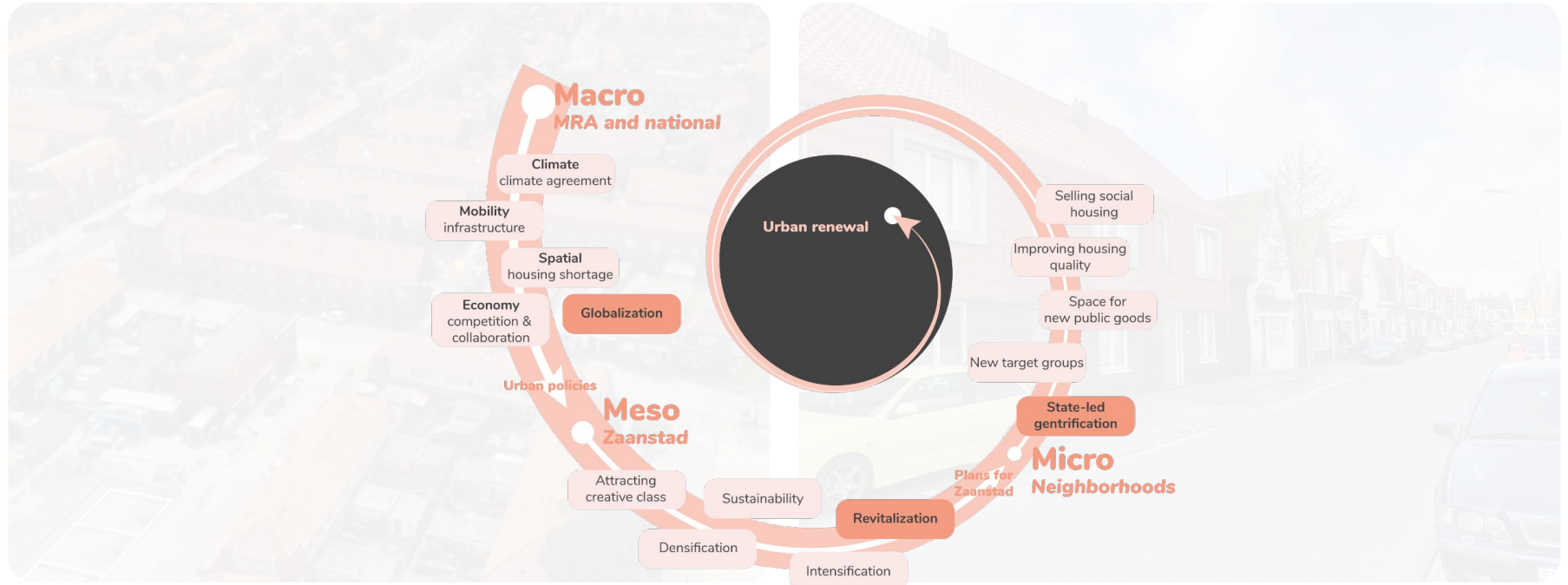


Source: Google Maps, 2021



By author

Urban renewal



Source: Google Maps, 2021

By author

Working-class neighborhood

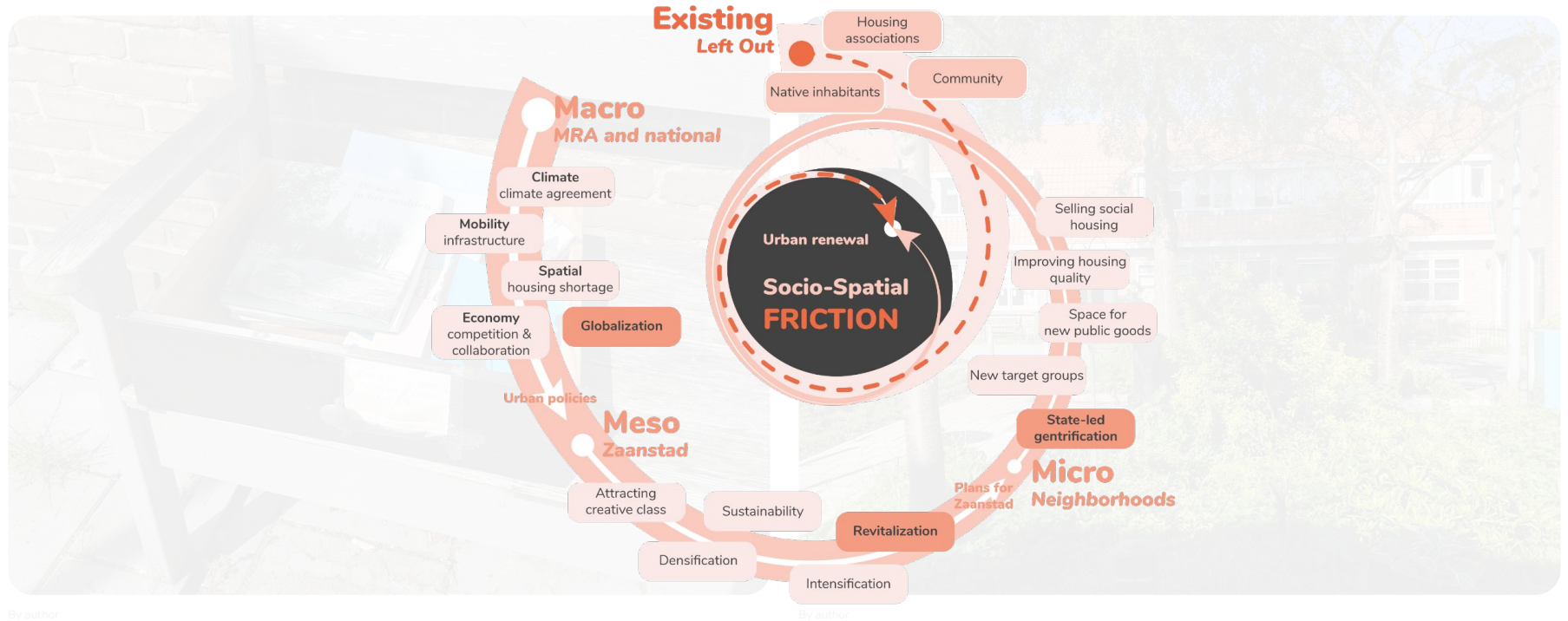


By author



By author

Working-class neighborhood



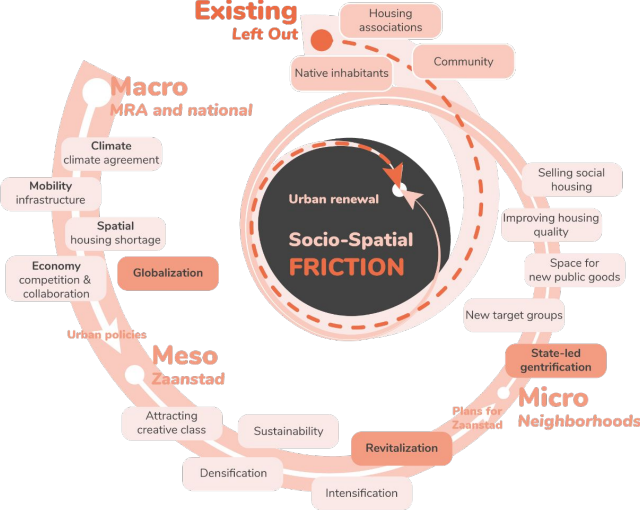
METHODOLOGY



Problem statement

The combination of the **housing market**, **urban policies**, and the **revitalization plans** on working-class neighborhoods leads to *socio-spatial friction* between the new and native inhabitants.

Conceptual framework → Aim



Research questions

MAIN How to **enhance the revitalization plans** of Zaanstad, to *counteract* the **state-led gentrification** and **urban renewal** by means of governance, planning, and design to improve **socio-spatial cohesion**?

Research questions

MAIN How to **enhance the revitalization plans** of Zaanstad, to *counteract* the **state-led gentrification** and **urban renewal** by means of governance, planning, and design to improve socio-spatial cohesion?

- SRQ1** Through what **process** do the **revitalization plans** come about for the working-class neighborhoods?
- SRQ2** Which **urban policies** are influencing the **housing market** and how does this affect the working-class neighborhoods?
- SRQ3** What is the role of the **government** and **housing associations** in the **gentrification** that takes place in urban renewal locations?
- SRQ4** What **spatial elements** and **morphologies** can be used to **increase social cohesion** between inhabitants?
- SRQ5** What do **different inhabitants** of the neighborhood demand from **their public space**?

RESEARCH

DUTCH POLICY & LEGISLATION

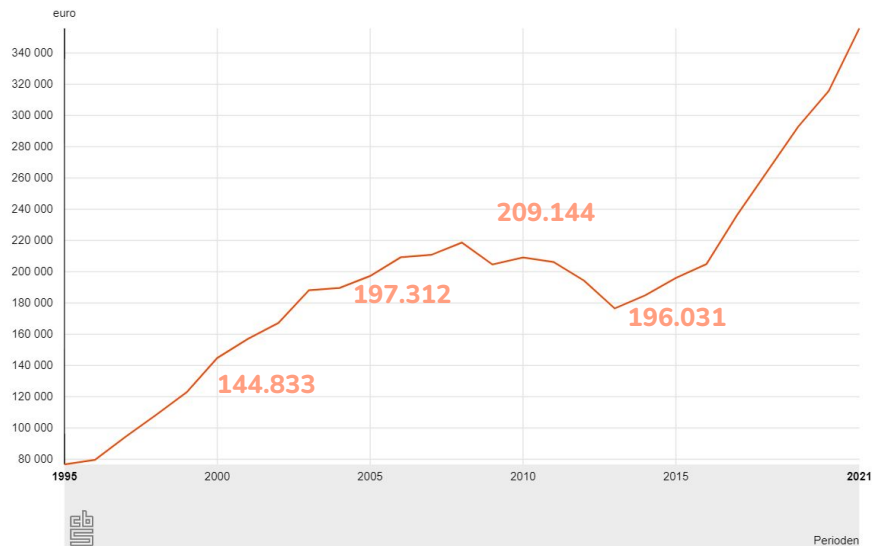
GOED-WONEN 77

GOED-WO 77

Rising housing prices

Bestaande koopwoningen; gemiddelde verkoopprijzen, regio

Onderwerp: Gemiddelde verkoopprijs



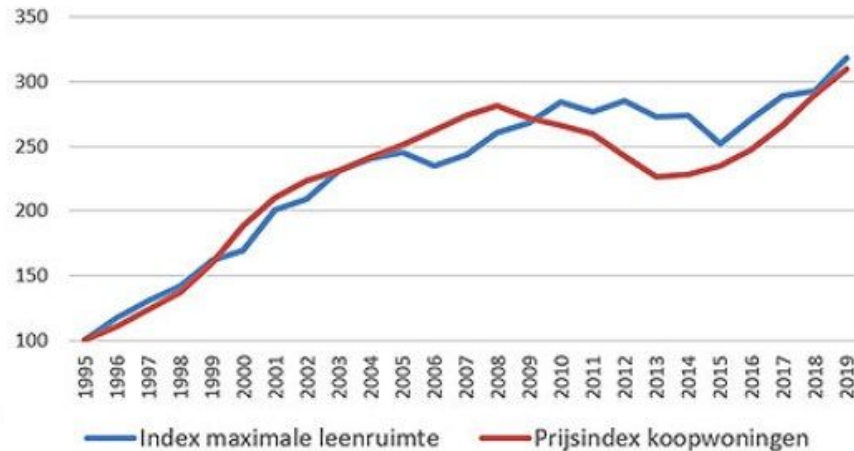
Regio's

— Zaanstad

Source: CBS, 2022

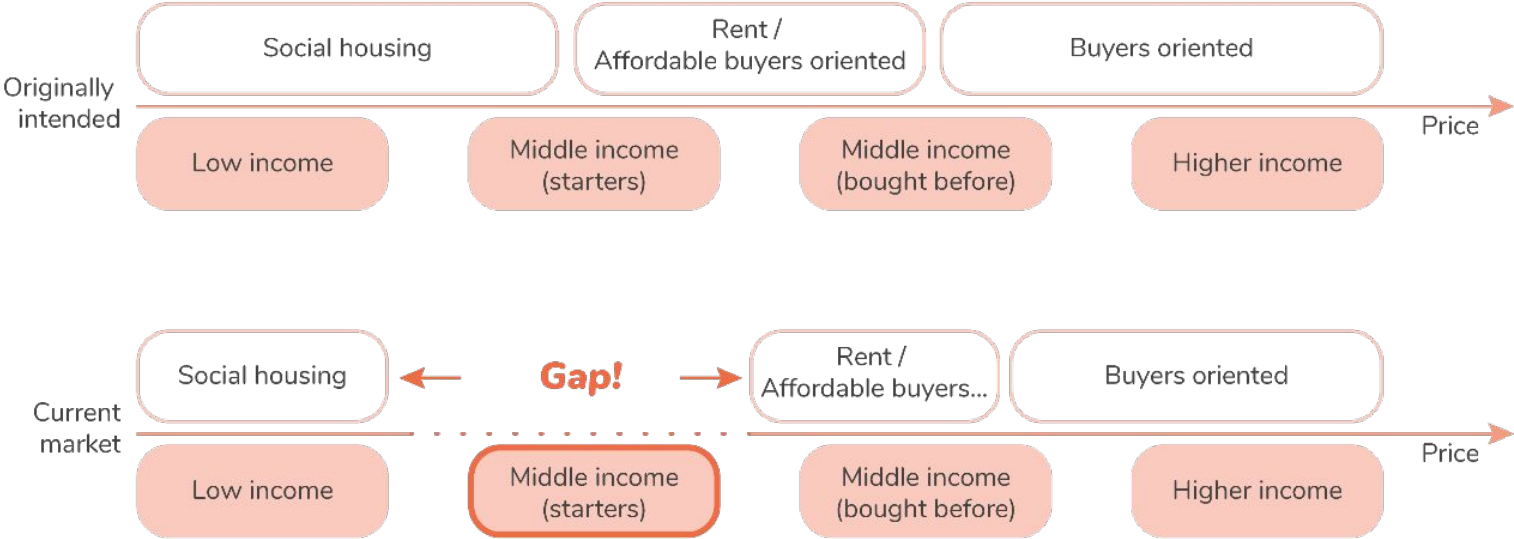
355.725

Figuur 1: Prijsindex koopwoningen versus maximale leenruimte (1995=100)



Source: de Nederlandse Bank, 2020

Middle incomes



Urban revitalization

Enhance neighborhood qualities by urban renewal for more wealthy target groups.

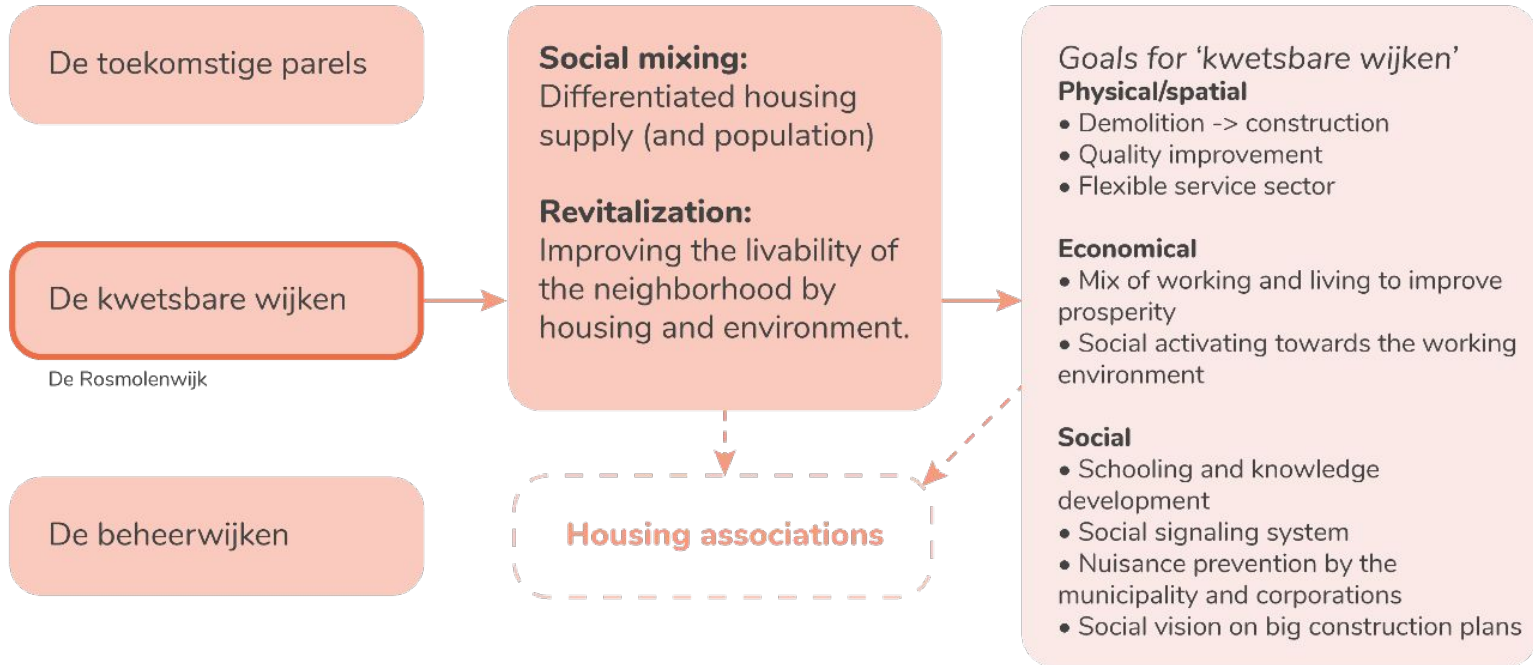


By author



By author

Urban revitalization

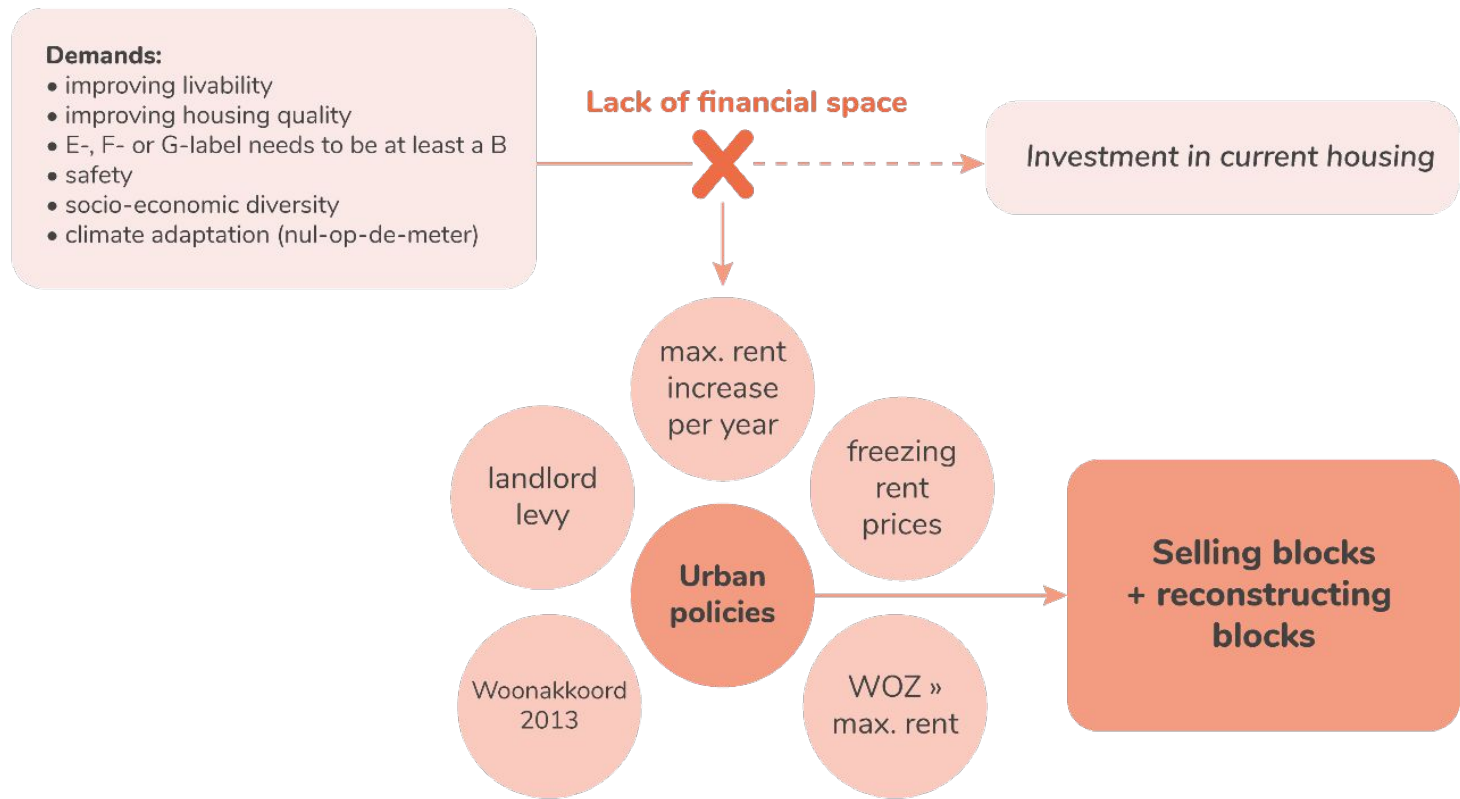


Working-class neighborhoods

- Lot of social housing with low quality
- Cluster of lower-income groups tend to participate less in the society



Housing associations



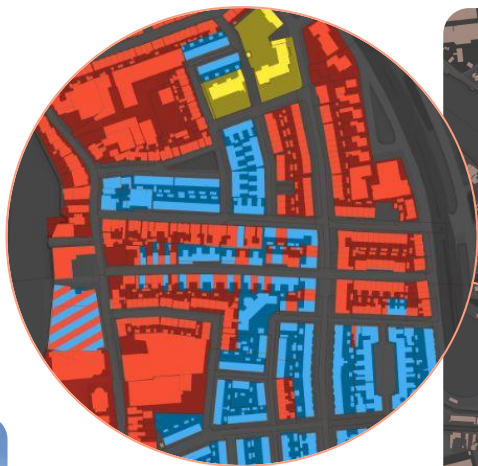
Selling blocks

Unlet housing will be sold eventually.

In some cases, the housing is sold in advantage to finance the project.



By author



By author

Change



Source: mapio.net



By author

Conclusion

- The Code of Conduct for Mortgage Loans prevents starters (or lower-middle income levels) from getting a loan in the current market.
- Private rental is unreasonable expensive.
- Housing associations are financially challenged by: foundation, sustainability, and revitalization projects.
- Selling unlet social housing is uncontrolled social mixing.
- Social housing of urban renewal projects is often not available for native inhabitants (form of gentrification).

THE ROSMOLENWIJK



40-RZK-2

57

History



Source: Gemeentearchief Zaanstad, 1935



Source: Gemeentearchief Zaanstad, Aviodrome Luchtfotografie, 1930

Change



Source: Gemeentearchief Zaanstad, 1993



Source: Gemeentearchief Zaanstad, 2003

Change

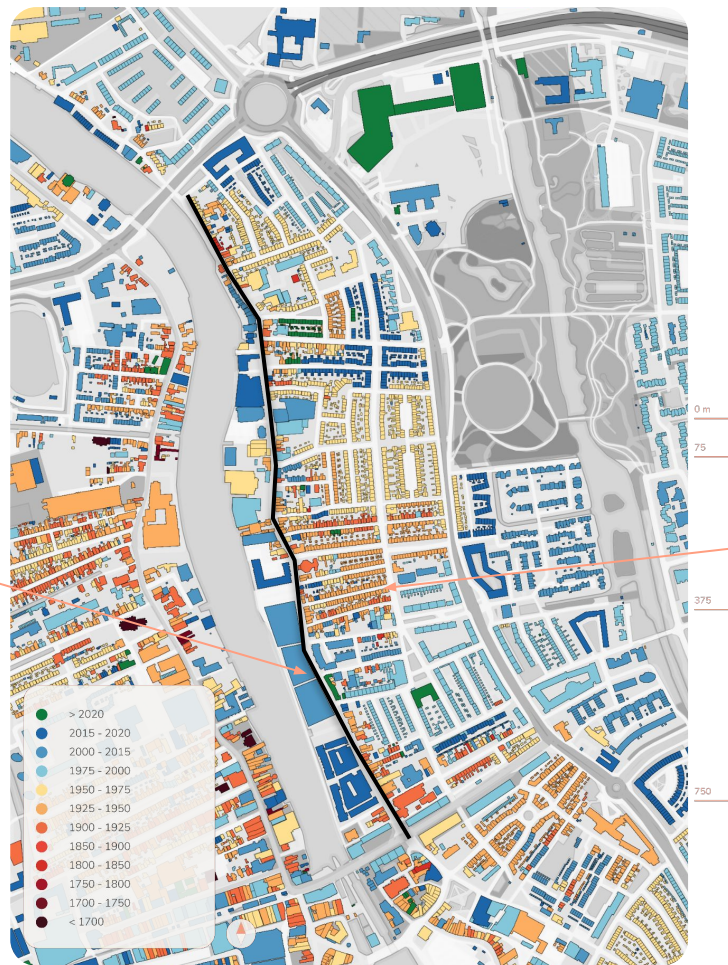


By author



By author

Fragmentation



By author

Change



By author



By author

The resistance



Source: Archive Zaanstad

The resistance



By author



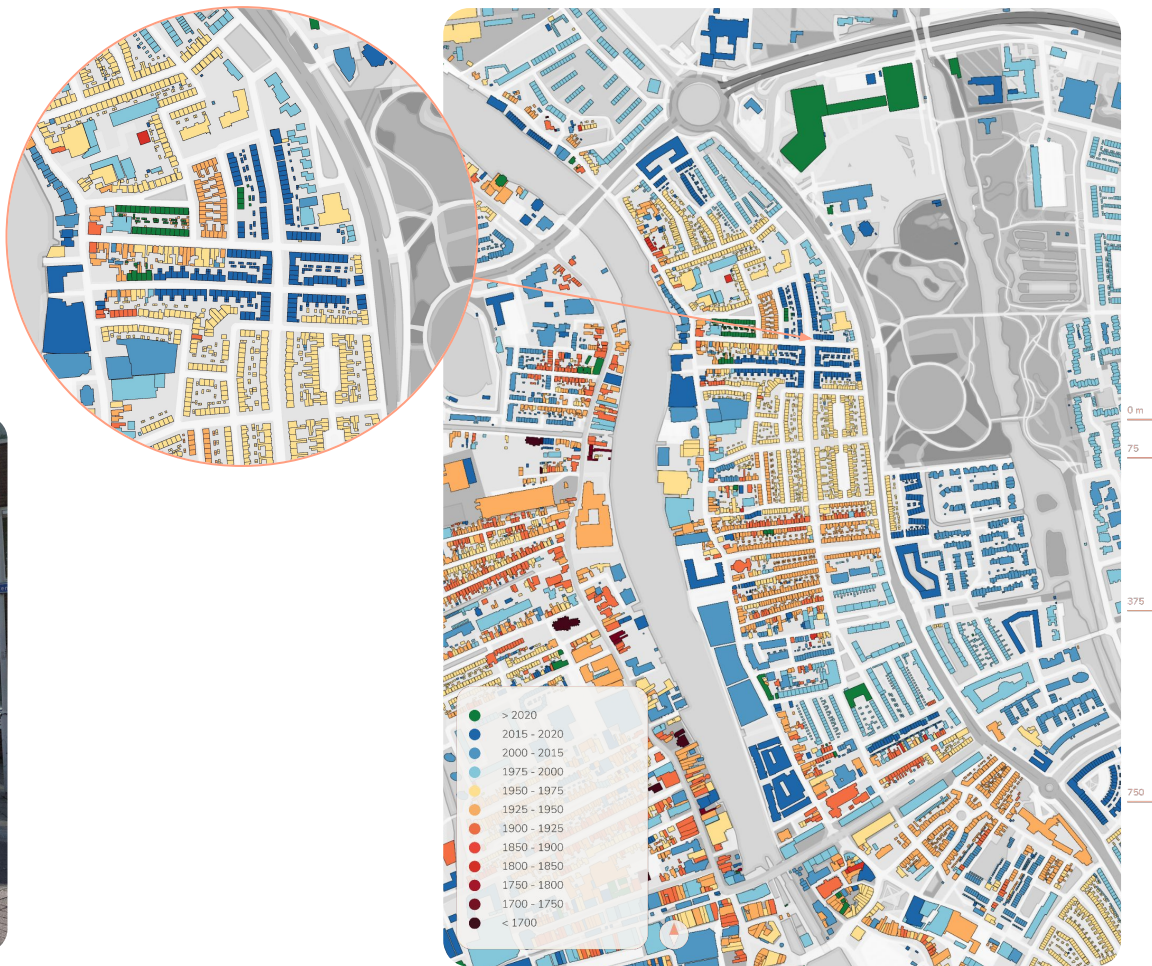
By author

The resistance

The inhabitants did not want to leave, often could not afford to go back, and disliked some of the urban renewal.



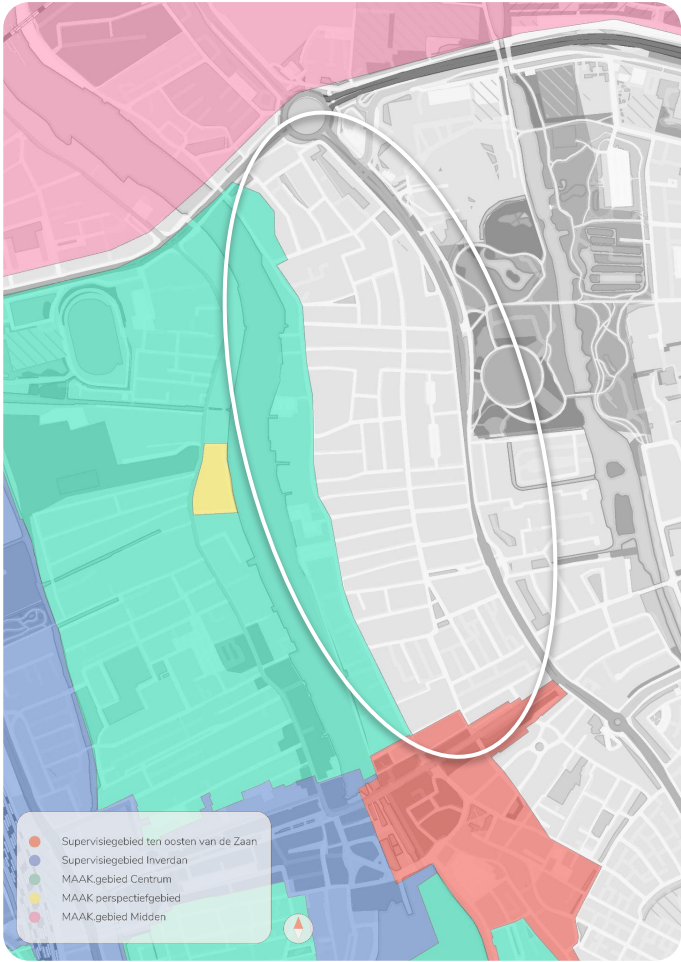
By author



No vision



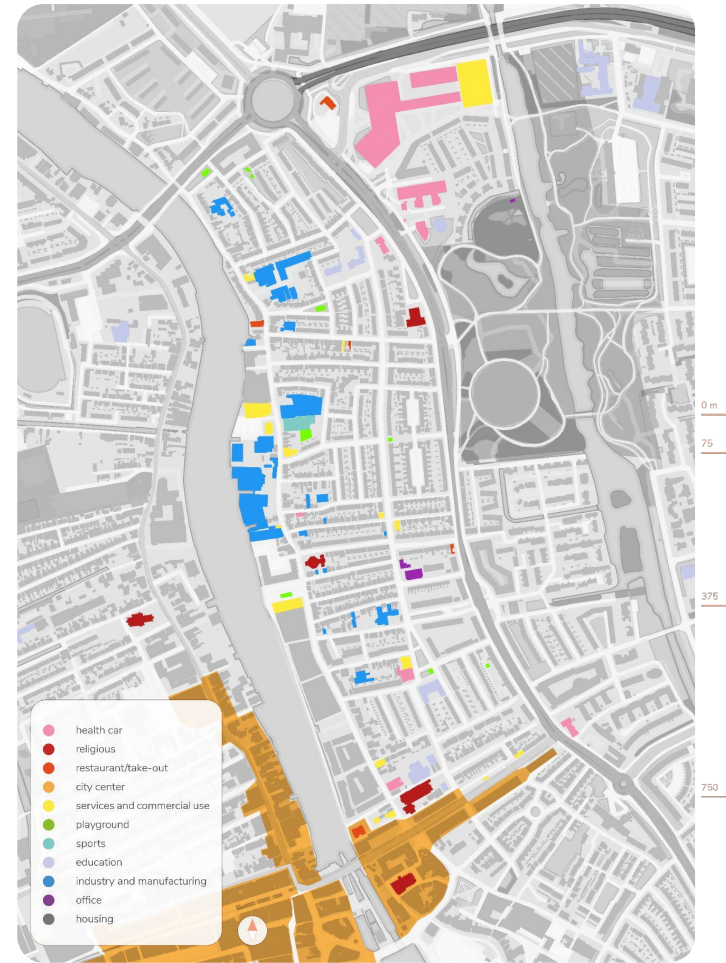
By author



By author

Functions

- Diversity of functions
- More centralized than in the past
- Most functions facing towards the Oostzijde and Rosmolenstraat



Usage during the day



By author



By author



By author

Value

- proximity to the centre, highway, and train station
- presence of the Zaan
- character of a working-class neighborhood (especially some old streets and public gardens)
- proximity to Amsterdam
- nice park
- local shops
- presence of the churches
- “de Fabriek” with a nice terrace
- community center “de Kolk”
- old sports hall “de Struijck”
- proximity to the health care



Conclusion

- The Working-class neighborhood has a homogeneous character (spatial and demographic)
- The revitalization and urban renewal comes with friction:
 - The social mixing ended up in two fragmented areas
 - The privatization clashes with the community of the working-class neighborhood
 - The new inhabitants are not participating
 - The urban renewal is not for most native inhabitants (displacement)
 - Different perception of what is their own and what not
 - The new inhabitants care less about their public spaces

DESIGN

VISION & STRATEGY



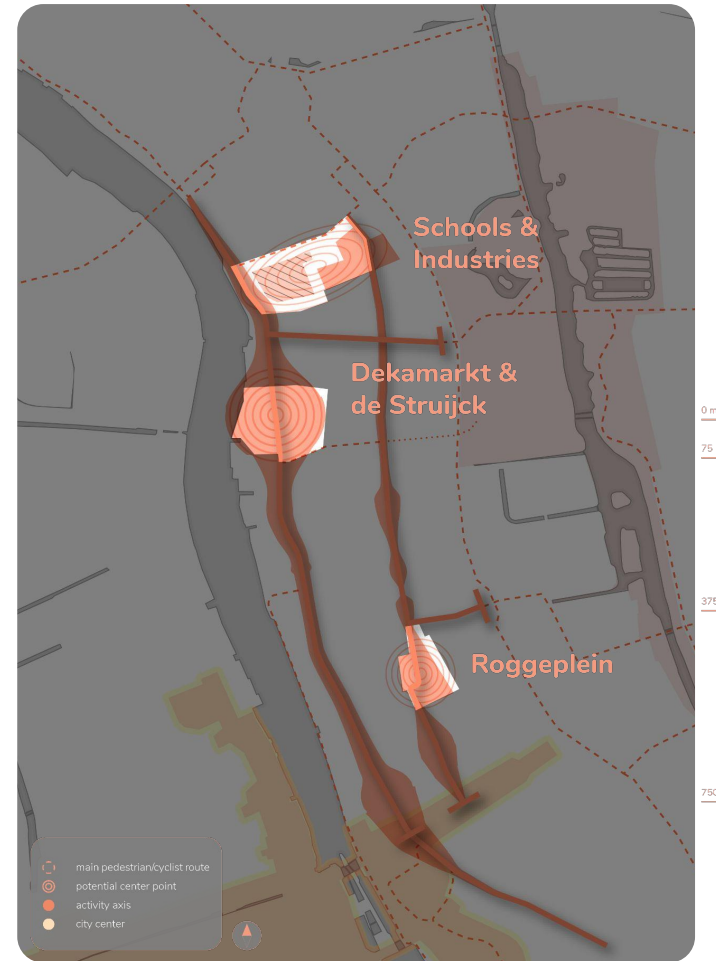
Vision

Use the **axes** to stimulate new activity **throughout the day** in **hotspots** and **go-through areas**.



Location selection

Areas with a potential for a mix in **social diversity** and multiple **public functions** to increase socio-spatial cohesion



SCHOOLS & INDUSTRIES





- housing association
- private
- city government



0 m

10

50

100







- public space focus area
- main axis / structure
- existing housing



0m
10m
50
100



-  view guidelines
-  facade guidelines
-  main axis / structure
-  existing housing



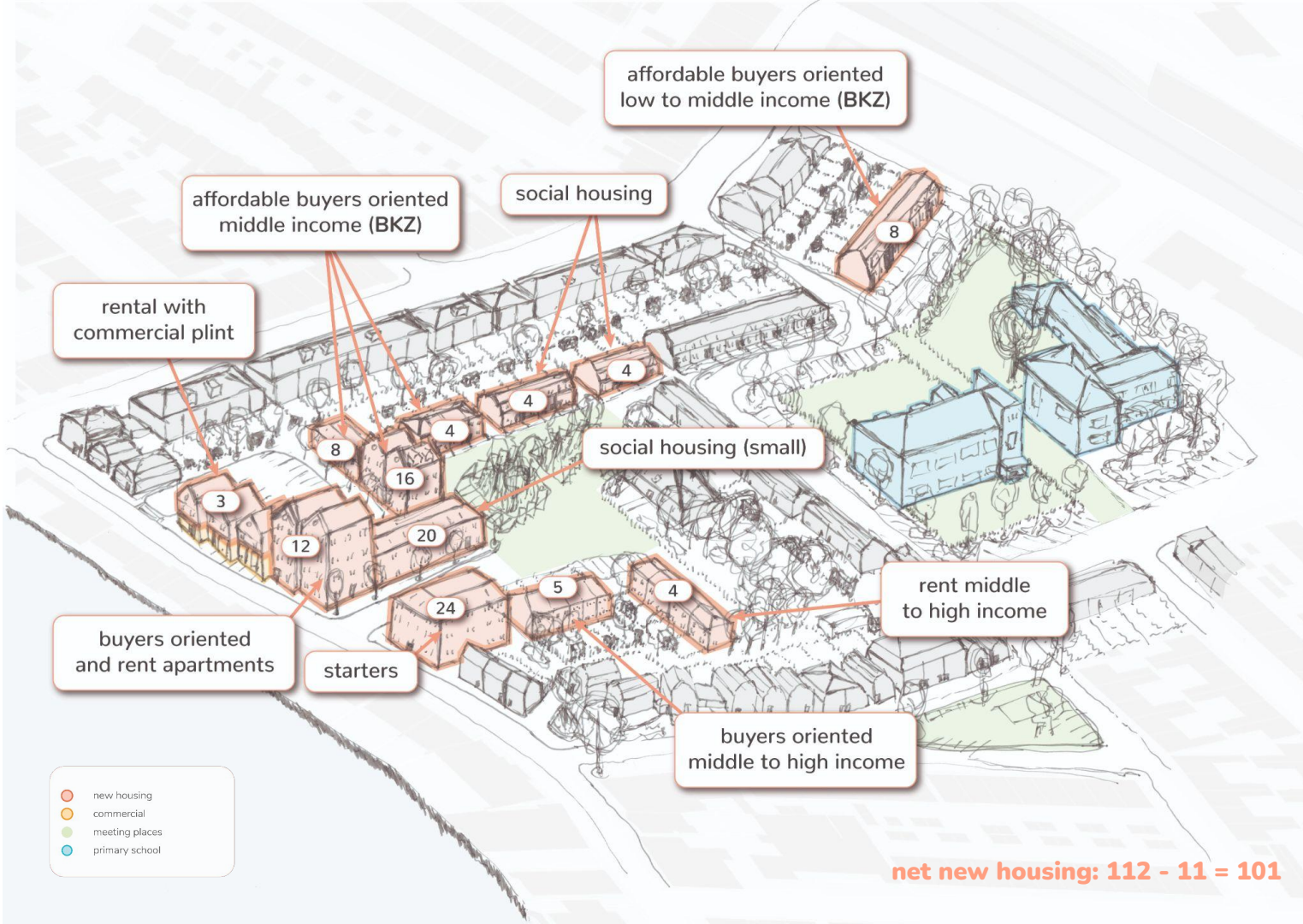


- Public spaces are central in the design
- Only fronts of housing facing the public spaces
- Character of the Oostzijde will be embraced
- Visibility of 'icons'
- Housing blocks will be made as a whole with middle income housing
- Public gardens



● greenery
● new blocks
● existing housing





rental with commercial plint

affordable buyers oriented middle income (BKZ)

social housing

affordable buyers oriented low to middle income (BKZ)

social housing (small)

buyers oriented and rent apartments

starters

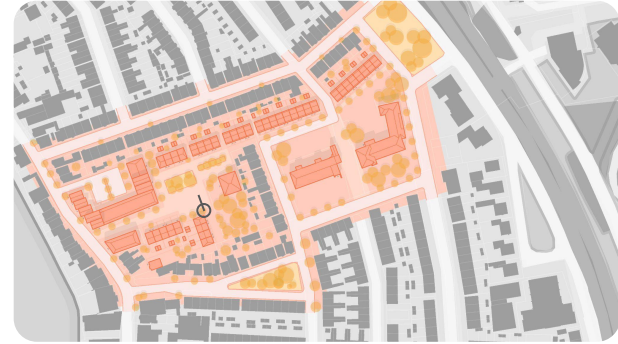
rent middle to high income

buyers oriented middle to high income

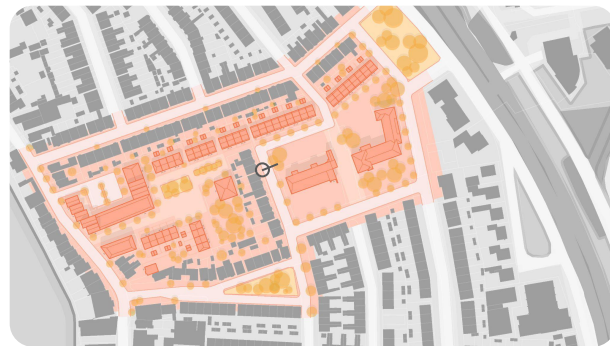
- new housing
- commercial
- meeting places
- primary school

net new housing: 112 - 11 = 101

Impression



Impression



DEKAMARKT & DE STRUIJCK





- housing association
- private
- city government



0 m

10

50

100



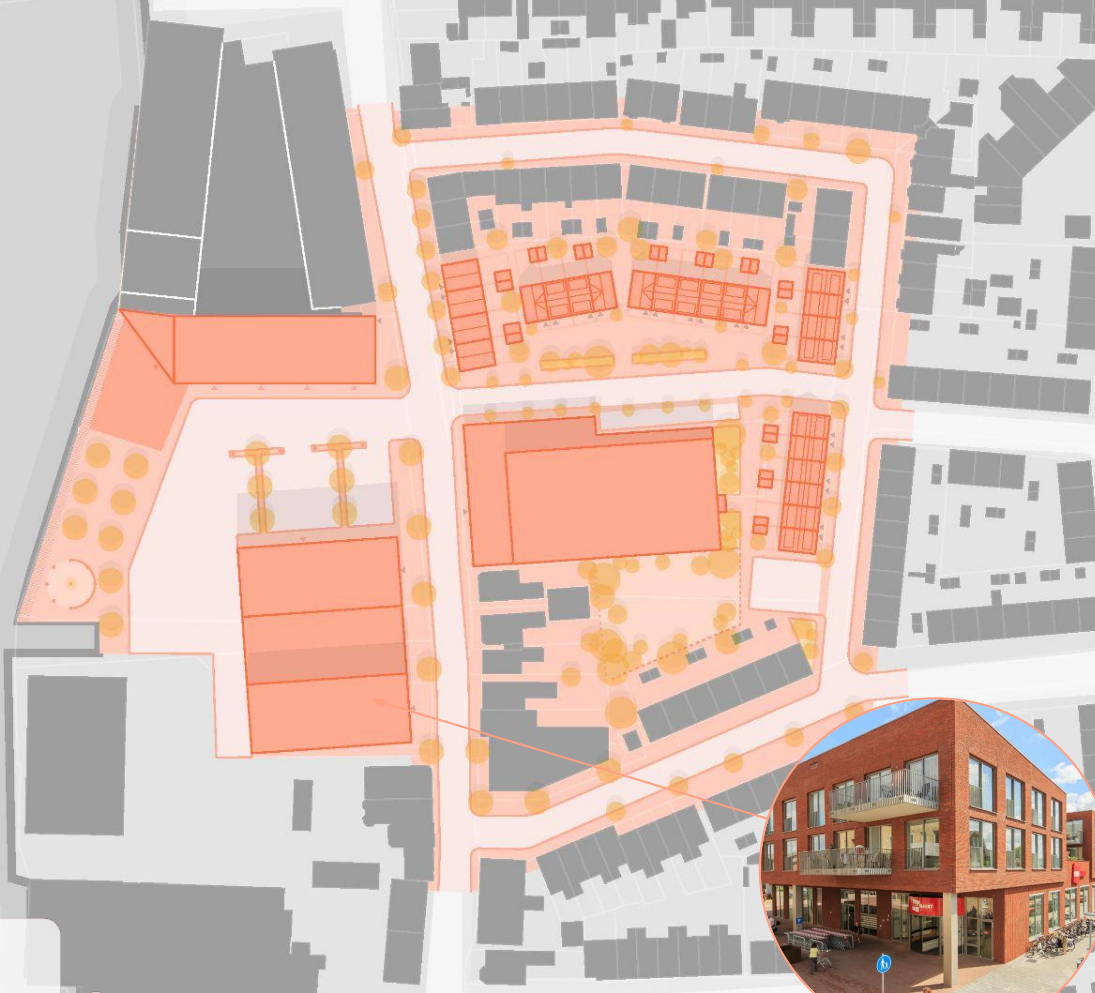
- public space focus area
- main axis / structure
- existing housing



0 m

10

100

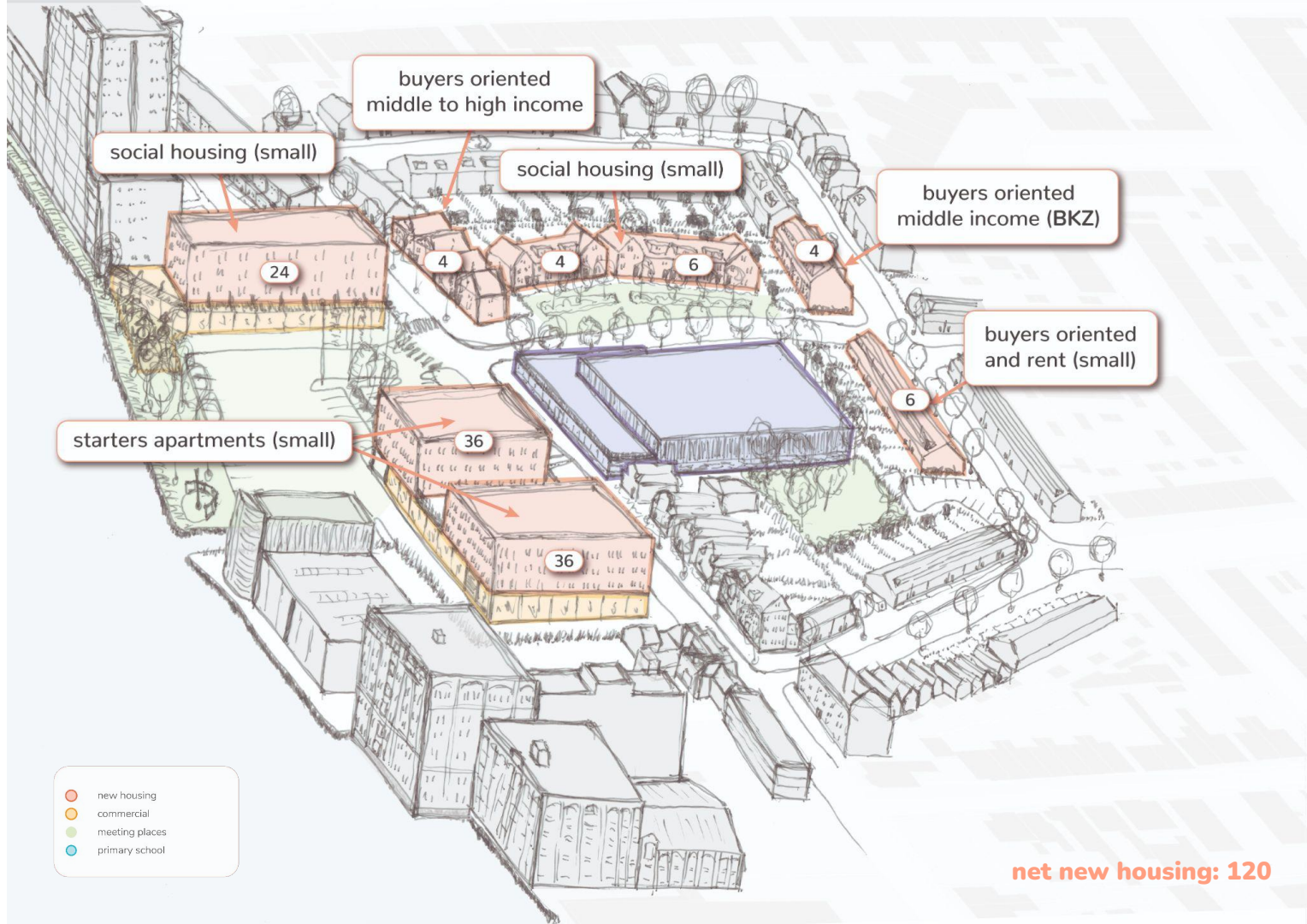


- Dekamarkt with affordable housing
- Reactivate the Zaan (terrace and public space)
- Parking as node between activity during the day
- Shops + housing to create an active square
- Entrance of the sporting hall to the main street with new canteen
- Housing blocks will be made as a whole with middle income housing

● greenery
● new blocks
● existing housing

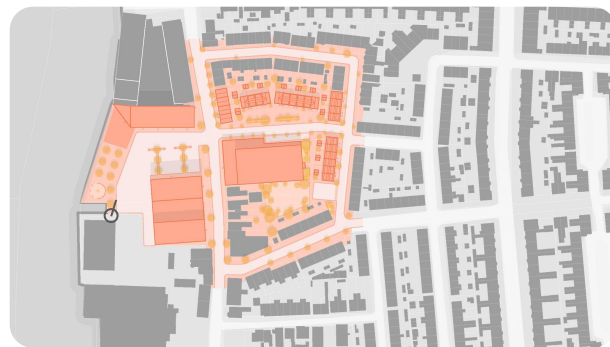


Reference: Dekamarkt with housing, Krommenie



net new housing: 120

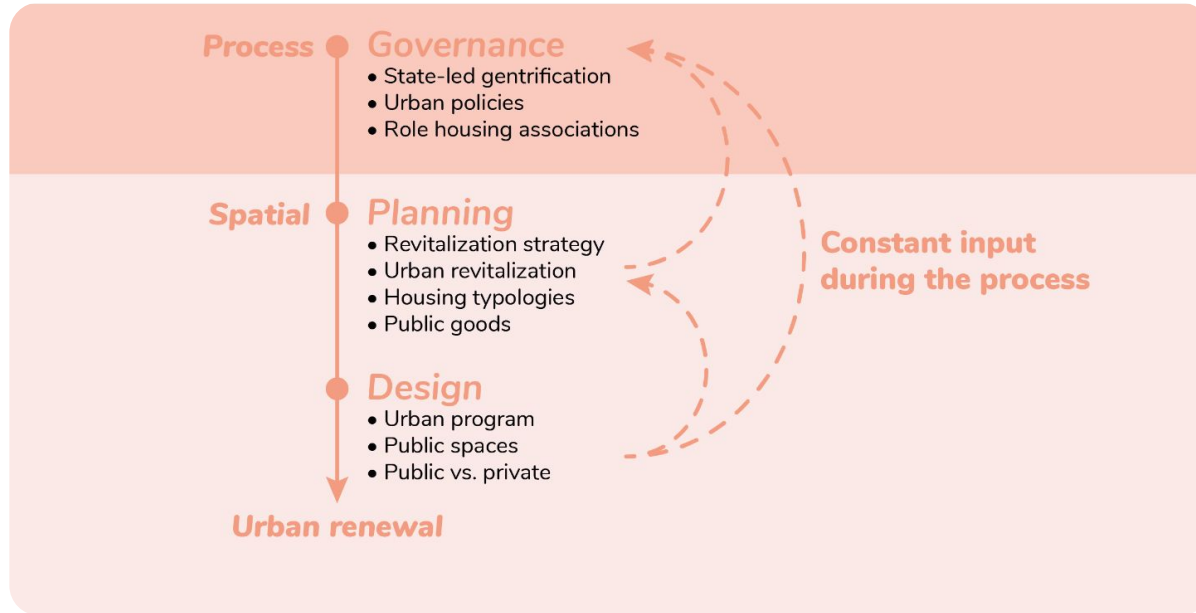
Impression



NEW CONDITIONS



Layers



New conditions



The new neighbors

Urban revitalization in the Rosmolenwijk

Keywords: urban revitalization, social mixing, gentrification, housing market, the Netherlands

Bart Sikkens
4903315

P5 Presentation
Planning Complex Cities
14-04-2022
1st mentor: Arie Romein
2nd mentor: Els Bet

