

***Between a day...***



***... and a lifetime***

How the integration of short-stay housing with traditional forms of housing  
could emancipate short-stay housing

**Figure (page) 1**

Rinaldi, I. (2015, August 18). Behance. Behance. Retrieved April 7, 2023, from <https://www.behance.net/gallery/29071441/Sharing-economy>

*"Sometimes facilitating access to resources is better than facilitating ownership of resources."*

- Hendrith Vanlon Smith Jr



Cedric Hietbrink  
4598946

Tutors:  
Heidi Sohn  
Robbert Guis  
Harald Mooij

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# 1. Introduction

## 1.1 Background

Societies move in an ever increasing pace, with changes in the way we live not being excluded. This is in sharp contrast with the housing stock in the Netherlands, where the majority of the housing stock has been build prior to the 1980's, such as in the post-war neighbourhoods. Found in all large cities in the Netherlands these neighbourhoods were the modernist response to a large housing shortage, where the efficiency of the 'stamps' that could be replicated over and over quickly created a sufficient housing stock with adequate living conditions.

This mass-construction of uniform dwellings worked at the time due to most households following the same trends in sizes and lifestyles. Nearly all constructed dwellings were single-family apartments or rowhouses, which fitted the needs of the time. These days however, this creates several issues. Household types and sizes have started to vary increasingly more, as well as the types of work having shifted to be more dynamic and varied. Current trends in the housing market consequently also include the rise of the sharing economy, with online platforms such as Airbnb that have paved the way for efficient and easy accommodation sharing.

The so called 'short-stay housing' that platforms such as Airbnb offer have revolutionized the way tourist accomodation works in popular tourist cities, but has also attracted backlash due to it causing increasing housing prices in city centres and the nuisance which is attributed to the many different tourist using these dwellings as their stay for their holidays. Nevertheless, it is part of a shifting dynamic towards people not always wanting to be bound to a certain location and tend to move more often, which requires a different type of housing market in which flexibility is also provided.

## 1.2 Problem statement

The housing market in the Netherlands has often been described as slow and immovable, due to factors such as a construction sector which is lagging behind and the regulations not allowing for quick responses to changing wishes and needs in society.

Some of these changes are for example the decreasing average household size (mostly due to an increase in single person households), private investors using the housing market for profit and a mismatch between the needs of housing seekers and the available housing stock. The shifting market forces and digitalisation have caught up with the housing market, creating many issues on affordability and availability.

**"Strong price increases are making urban housing affordability a pressing issue everywhere in the world."**

- Nijskens et al., 2019

As previously stated, observed changes in the 21st century are the rise of the sharing economy. Increasingly more people realise that leasing items for a short time can be a favourable option to owning because of its ease and possible cost advantage.

The sharing economy has been introduced to the housing market by platforms such as Airbnb, which started operating in 2008 and has steadily grown to play a significant role in the tourism industry, bringing about also changes in the way people look at the temporality of housing. New ideas on ownership and and sharing have yet to introduce themselves into the current housing market and architectural practises, leaving a significant potential untouched.

### 1.3 Specific problem statement

A trend has been observed in which short stay housing is pushed out of city centres by policy makers and inhabitants themselves. Instead they reside towards the edges of cities, in places where mobility to tourist hotspots are efficient and where favourable conditions can be found. This process however is slow and the housing shortage remains a problem.

One of the groups that struggles find the right housing the current housing shortage are urgent house seekers, which are for example recently divorced people, economically homeless people or people who have been kicked out of their house. Suggested initiatives to alleviate the housing demands of this group have been slow to develop and often miss their intended purpose, leaving gray areas in which this group has to move. They also run into a multitude of problems in the legislation or practical sides of the construction process. With modular- and flexible housing being some of the suggested housing typologies for the urgent house seekers, providing minimal space and facility but being qualitatively good whilst also being economical.

Like other large cities, Rotterdam also sees large growth numbers and the changing housing demands proliferate here more compared to rural areas or smaller villages. This is in conflict with its housing stock being mostly single family homes from the decades right after the second world war. Groot-IJsselmonde, being built around 1962, has the 'garden city' lay-out found in southern neighbourhoods in Rotterdam. This means it has abundant green spaces that are positioned inbetween the different parts of the neighbourhoods. Improving the usability of this greenery whilst at the same time adding dwellings that fit the current demands could create vibrant, resilient, neighbourhoods.

### 1.4 Research questions

As stated in the previous segments, the current housing market in the Netherlands doesn't comply with the demand; several groups are having big trouble finding the housing they need and social problems such as loneliness and poverty might be the result of this. The different temporalities of housing for different target groups are currently often separated, but therefore hide potential gains that can be made in collaboration of the different housing types. Therefore will this research be focussed on identifying positive and negative elements of short-stay housing, co-housing/co-living and how these can be incorporated into the densification of an existing neighbourhood in the city of Rotterdam. The following research question shall therefore be adressed in this research.

*"How can the rise of short-stay housing contribute to creating an urban densification strategy integrating the sharing economy in a post-war neighbourhood?"*

Answering this question requires knowledge on the sharing economy and what sharing means in the context of a city, investigating its future potential. Therefore the following question will be asked:

*"How much are people willing to share?"*

Another element of the research question is the way short-stay housing has had an economical, social and spatial effect on cities and their housing market, which requires the following question to answer:

*"What have been the effects of the rise of short-stay housing on Dutch cities?"*

Lastly, housing concepts including the sharing of facilities have been introduced, namely co-housing and co-living. To be able to use this knowledge, the last sub question will be:

*"What is the added value to the living quality of inhabitants in co-housing projects?"*

## 2. Theoretical framework

### 2.1 Sharing economy

Since the rise of platforms such as Uber between 2009 and 2014 (Dudley et al., 2017) and Airbnb between 2008 and 2016 (Tussyadiah, 2016) many societal changes have been taking place all over the world. Digitalisation has created opportunities that challenge the status quo of traditional industries and companies, whereas the 'sharing economy' seeks to bring suppliers and consumers together to make use of spare capacity (Dudley et al., 2017). Rapid growth of these collaborative consumption practices led to an acceleration of the sharing economy and it being an 'innovation hub' (Akarsu et al., 2020).

The spare capacity observed by Airbnb was accommodation space, in which unaffordable accommodations can be shared (Gassmann et al., 2021), following the definition given by Palgan et al. (2017) in which accommodation sharing is defined as "the peer-to-peer, [ . . . ] short-term renting, swapping, borrowing or lending of existing privately-owned idling lodging facilities". Airbnb provided a bottom-up approach with close ties between the private and communal spheres from which accommodation providers could benefit both socially as financially (Gassmann et al., 2021). Communities can use the platform to resist the neoliberal tendency of the established companies and seek for the 'good society', where human kindness matters and we can trust each other (Belk et al., 2019).

Rabiei-Dastjerdi et al. (2022) describe Airbnb as being "a double-edged sword with an endless list of diverse known and unknown impacts on the socioeconomic and urban development processes in the urban built environment", raising many questions on the platform's impact on spatial patterns of neighbourhood impact, housing (un)affordability, noise pollution and traffic.

They further observe Airbnb to be a driver of gentrification, adding to the negative connotations people have towards the platform.

### 2.2 Changing target groups

In the Netherlands, the green spaces outside of cities are highly valued and seen as vital for keeping the increasingly densifying urban areas liveable (Klemm et al., 2015). A changing society, with changes in demographics, housing standards and higher levels of connectivity, requires solutions for rapid densification in cities in the Netherlands without losing the valued green spaces that provide peace of mind.

One of the demographic groups identified as struggling in the current overheated housing market is the urgent house seekers, which consist of young people, recently divorced, recently homeless, refugees and other groups that fit in the 10 percent of people looking for a temporary and flexible accommodation in the Netherlands (Lub & Luns, n.d.).

These groups would fare well by simple, affordable (temporary) accommodations which provide shelters in the time they need to get their personal life on track, but regulation and societal protests hamper the development of such projects (Oorschot, 2021). The Dutch government has also acknowledged this urgent need for housing for this vulnerable group of people and has issued policy and budget changes to help alleviate the issues hampering the construction of these affordable (temporary) accommodations (Rijksoverheid, 2021). Having a sufficient stock of such accommodations is seen as one of the pillars to prevent social exclusion and homelessness (Scheepers et al., 2022).



Figure 2: Sharing mobility (2021)

*“Sharing is not a new phenomenon in our society; the new forms of sharing have appeared in recent years and this is the reason why it seems to be a new and disruptive model.”*

- Görög, 2018



Figure 3: Sharing accommodations - Airbnb (n.d.)

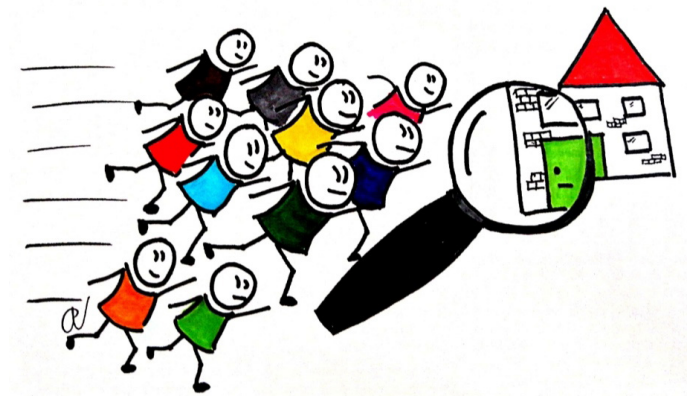


Figure 4: Urgent house seekers (2019)

## 2.3 Co-housing & Co-living

Housing plays a vital role in people's health, being widely recognised as a social determinant of health (Carrere et al., 2020). They further state that health outcomes are affected by affordability, stability, quality and the emotional link to housing. One of the ways the emotional link to housing can be strengthened is by engagement in co-housing or co-homing projects (Williams, 2005). Van de Berg (n.d.) exemplifies the importance of social interaction by starting her argument to promote co-housing with the statement 'it takes a village to raise a child', afterwards elaborating on the significance of the co-housing projects that have taken place in the past and present on the role of collective functions and sharing of facilities.

The first modern cohousing community was established in Denmark in 1972 and many similar projects and research into this form of housing have since followed. The housing type has since been introducing itself in countries like the UK and the Netherlands, following changing societal needs and regulation changes (Cummings & Kropf, 2019). For several target groups, the housing type could help alleviate the problem of loneliness and contribute to physical- and mental health. (Jakobsen & Larsen, 2019)

Co-housing or co-living has the potential to be extended into the economical sphere in the shape of cohoming, in which home-owners provide their house to be a workspace. According to Gruen and Mimoun (2019), 'co-' comes from the Latin cum (with), which indicates an idea of support and joined activity: collaborative means co-labor, working with. Meaning that consumers of collaborative spaces would not merely seek a place to work, but a place to work with others. This aligns with current trends of increased levels of working from home and the notion of people wanting to share more,

both for social, environmental and economic gain (Belk et al., 2019). Gruen and Mimoun (2019) have, contradictingly, found that cohoming does not foster deep relationships "despite its embeddedness in the sphere of home and hospitality", deep relationships are found in the more traditional workspaces that are dedicated to working.

Co-housing has nevertheless been found to be an advantageous housing type, resulting in "...the formation of a more close-knit "neighborhood" without families having to forfeit living in individual homes." (Cummings & Kropf, 2019). Literature on co-housing and co-living shows a concise and clear vision on the advantages it brings.



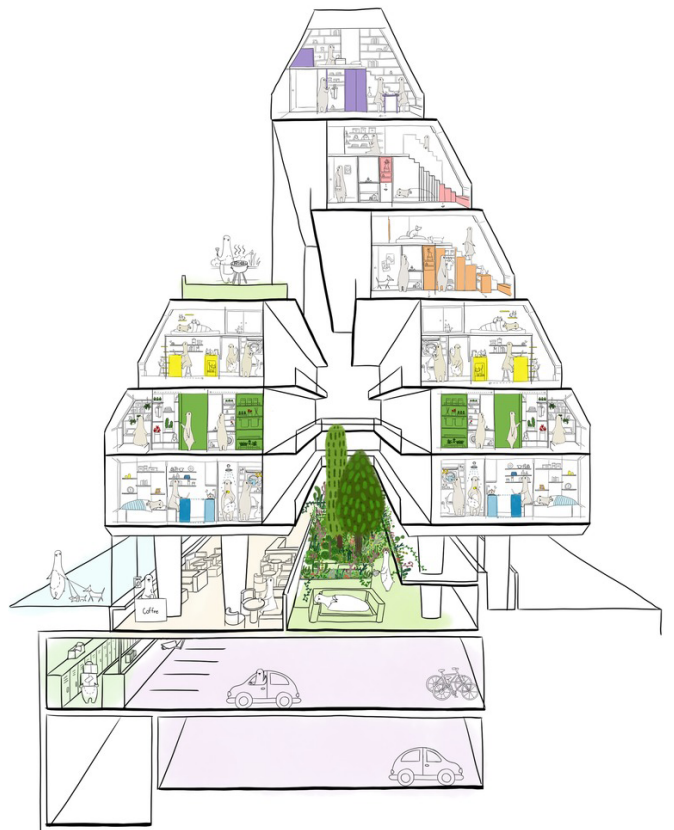


Figure 5: Treehouse Coliving Apartments / Bo-DAA (2020)

*"Thus, social interactions within the neighbourhood help to encourage the growth of social capital."*

- Williams, 2005

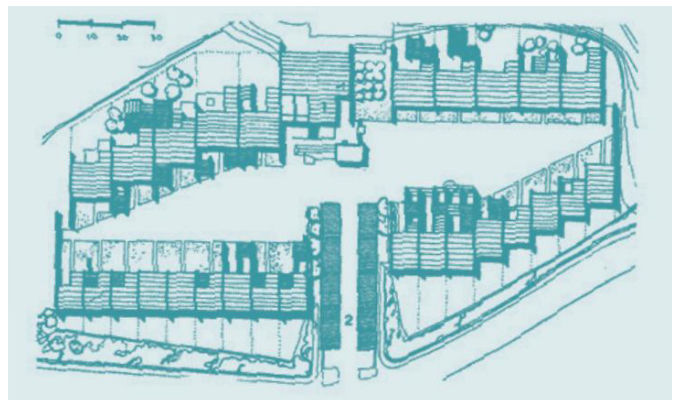


Figure 6: First modern cohousing project, Saettendammen Denmark (1972)



Figure 7: Vindmøllebakken Housing / Helen & Hard (2021)

# 3. Methodology

## 3.1 Research methods

The methodology for this research will be approached through three lenses.

Firstly, literature on the different topics will give an academic and mostly analytical insight into elements of the sharing economy and subsequently what people are willing to share, short-stay housing with its positive-, but also negative, connotations and the way co-housing is perceived on policy- and human level. This literary background will be the base on which the other two lenses can provide insights and give answers to the questions that have been posed.

The second lens through which the questions are attempted to be answered is through gathering and analysing data from the city of Rotterdam. This data will be focussed on short-stay housing and the sharing economy and is shaped by the findings from the literature. From these documentations, design principles can be derived that support the design strategy for the densification strategy asked for Groot-IJsselmonde.

Lastly, case-studies will be held on the topics of the three sub questions, being sharing economy, short-stay housing and co-housing/co-living. These case-studies will be the link between the knowledge gained from the found literature and the documented data from the research on the scale of Rotterdam. Furthermore, the goals of the case-studies is to find design principles for characteristics and scale of the different topics.

## 3.2 Lenses

As laid out in the previous chapters, the research is divided into several lenses. Not only do they cover the different methods of research, also can they be used to give meaning to the different layers in which the research will operate.

As shown in figure 8, there are different spheres through which the research will operate. These are:

### *Scales of space*

This shows both the scales on which the research will be taking place and the potential scales on which the design principles derived from the research can be applied in the densification strategy.

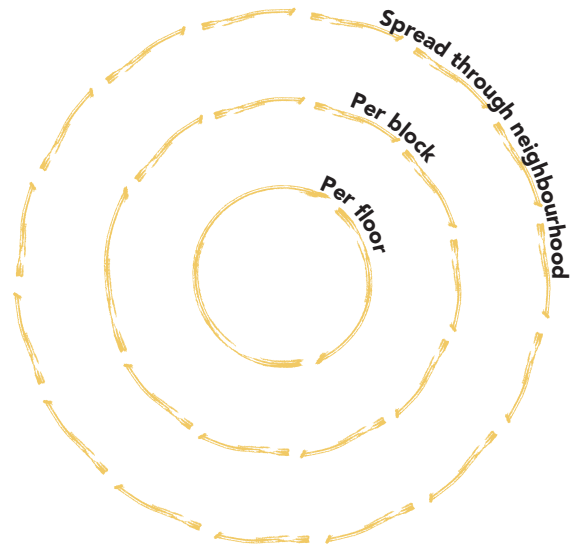
### *Scales of time*

Temporality is an important factor to take in account during the research. For example; in what period did developments taken place; how long do people stay in a certain place; etc. By taking into account the different scales of time, both small (but meaningful) moments and larger scale developments can be observed.

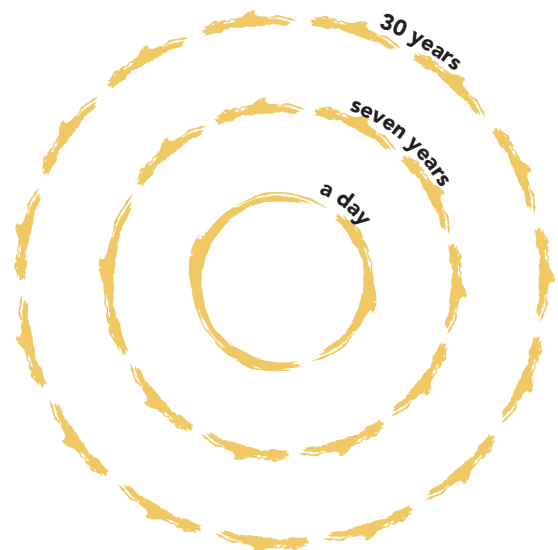
### *Scales of sharing*

Sharing is a complex phenomenon of trust, social systems and possession (Sundararajan, 2019). By analysing and taking in account the different scales of sharing, in the personal sphere or for example on a neighbourhood scale, all facettes of the phenomenon can fully be observed and consequently applied to a design strategy.

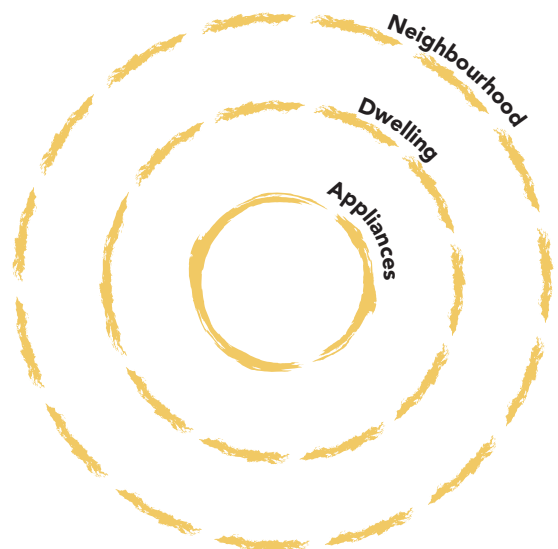
Scales of space



Scales of time



Scales of sharing



*"There are so many ways to account for negative outcomes that it is safer to doubt one's methods before doubting one's subjects."*

- Frans de Waal

Figure 8: Scales of the Research (own figure)

## 4. Research plan

### 4.1 Research plan

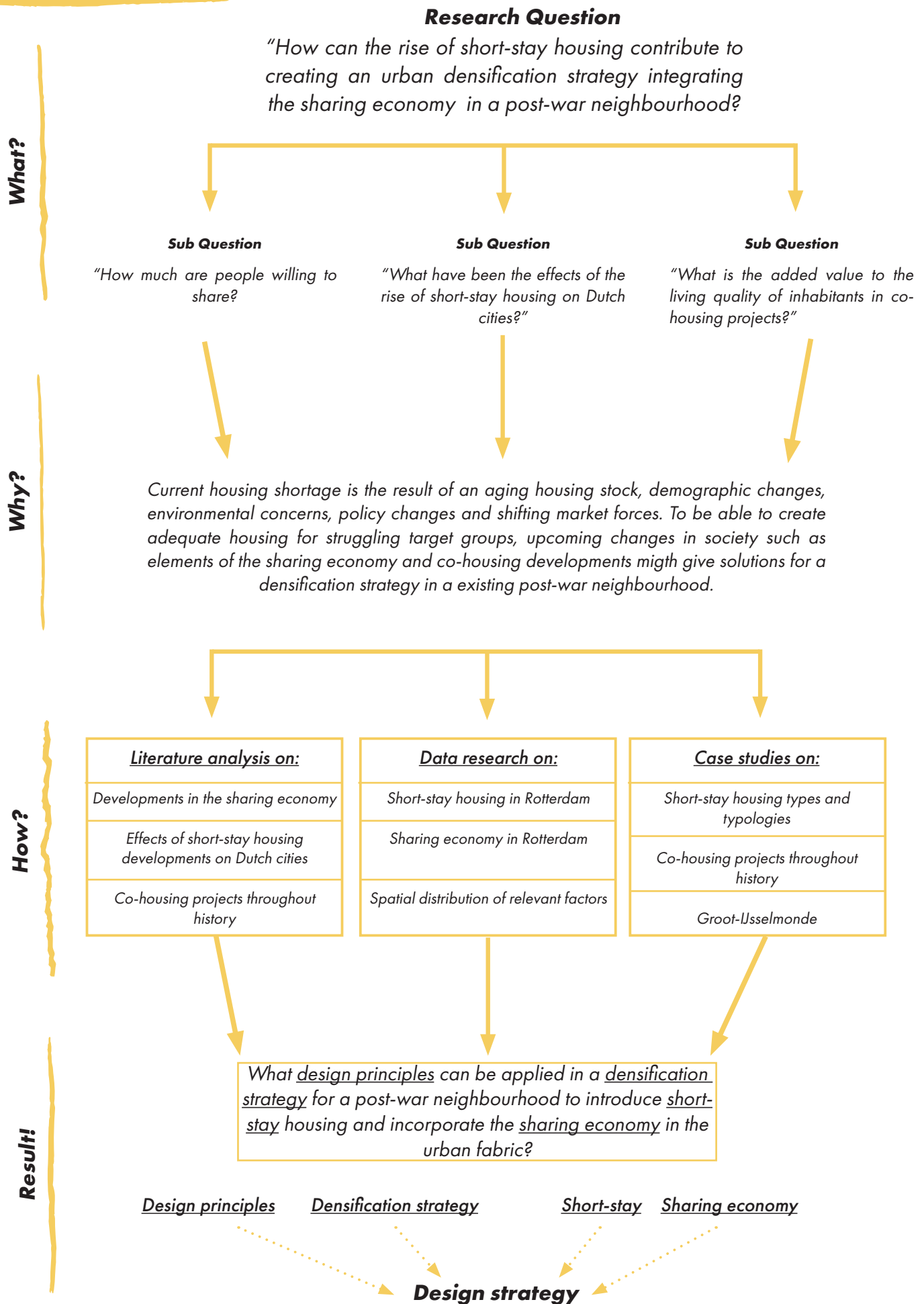
The research diagram provides an overview of the steps that the research will go through to get to a viable design strategy for the densification of the neighbourhood of Groot-IJsselmonde, taking in account the target groups, societal developments and historical successes and failures of housing projects. This research will mostly take part in the first half year of the graduation studio, after which the found design principles and gained knowledge on the different topics can be applied to shaping a densification strategy.



**Figure 9:**

Rinaldi, I. (2015, August 18). Behance. Behance. Retrieved April 7, 2023, from <https://www.behance.net/gallery/29071441/Sharing-economy>

## 4.2 Research Diagram



## 5. Relevance



*"It is a capital mistake to theorize before one has data."*

*- Arthur Conan Doyle*

The topics that are observed to be valuable in forming a complete answer to the research question have individually been researched extensively. Plentiful literature has been found and can still be found on the way the sharing economy, short-stay housing and cohousing have developed, mostly in the last few decades. All this research is necessary to understand the forces that play within the current housing market and societal changes that have taken place.

By positioning this research in the overlapping, or in some cases missing, spaces inbetween these research topics, the hypothesis is that a design strategy can be found through which several issues can be tackled in a holistic densification strategy for the neighbourhood of Groot-IJsselmonde, and in that sense be a blueprint for similar post-war neighbourhoods.

The aim of the research stems from a personal interest that was partly shaped by group research into the current state of housing markets around the world and in the Netherlands. Coming across the influence of short-stay housing, and in particular Airbnb, on the overheated housing market that is often described. Within this overheated housing market, several groups, such as urgent house seekers, are often mentioned as victims of the crisis.

This research is therefore aimed at providing a broad base from which, by looking through different lenses, a clear vision can be proposed for the design process that will accompany it.

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