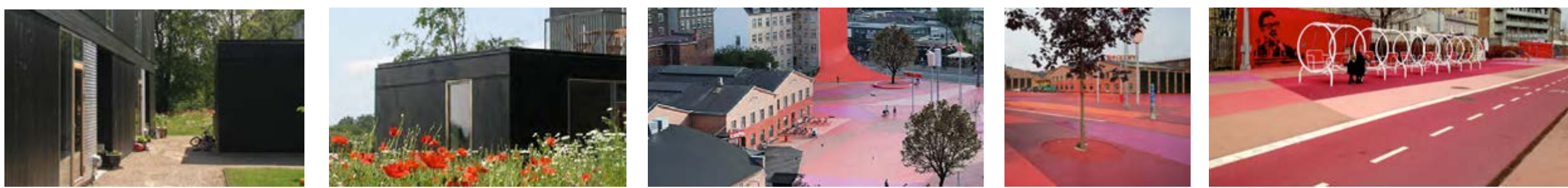


The red zone is the most urban strip of the H-buurt, with the car-based companies oriented to the street and a series of courtyards to the south. Outdoor spaces are characterized by hard, colorful pavements, active squares, playful signage, collective courtyards with vegetable gardens, patios, balconies and roof gardens. The green zone is characterized by clusters of new houses in a more natural setting, with private gardens, meandering paths, gravel, high grass and plenty of space for recreation.

1:2000



reference: green zone (Vandkunsten)

reference: red zone (BIG/Topotek)

The transformation of the H-Buurt is a transformation into an active, green work-life neighborhood for future generations. The project aims to integrate small scale production into a new urban fabric for this vibrant social community. To strengthen this transition, the new productive programming of the area will tie itself to large scale regional attractors (ArenA, AMC and IKEA) and small scale local potentials (Heesterveld and Car Wash Hakfort). The key strategic move of this project is a focus on three areas of production - what we will call the **CCC-approach**:

- C**reative Industry - allowing Heesterveld to grow and integrate with the new housing area.
- C**ar Companies - building on the existing function of the site.
- C**ulinary - adding the potential of professional food preparation and small scale vegetable gardens, accompanied with small shops and restaurants.

The food-centered production is added to the two existing activities on the site, because it easily brings together different cultures, promotes a healthy lifestyle, creates vibrant urbanity and is able to create jobs for both high and low

educations. It is important to note that along with the new vegetable gardens and shops, it is especially in the addition of upscaled professional food preparation (cooking) that this project sees a great potential for the area. Weighing in on the social responsibility of the ArenA and IKEA, they could start selling locally prepared H-meals next to their regular food or offer space for food trucks from the H-buurt at their entrance, offering a healthy and exotic alternative to the halftime stadium hotdog or Swedish IKEA meatballs. A next step could be to extend the same principle to the public restaurant of the AMC.

This new dynamic will create a positive branding for both the large partners - showing their local engagement and social entrepreneurship - and will give the H-brand a huge boost as a destination for colourful and healthy food as well as a vibrant urbanity. This then could lead to more visitors to the food shops and markets in the area - which in return could have a positive spinoff for the creative and car-based program; with new pop-ups, coffee bars and new typologies like high-end drive-through food pickups.

# producing urbanity



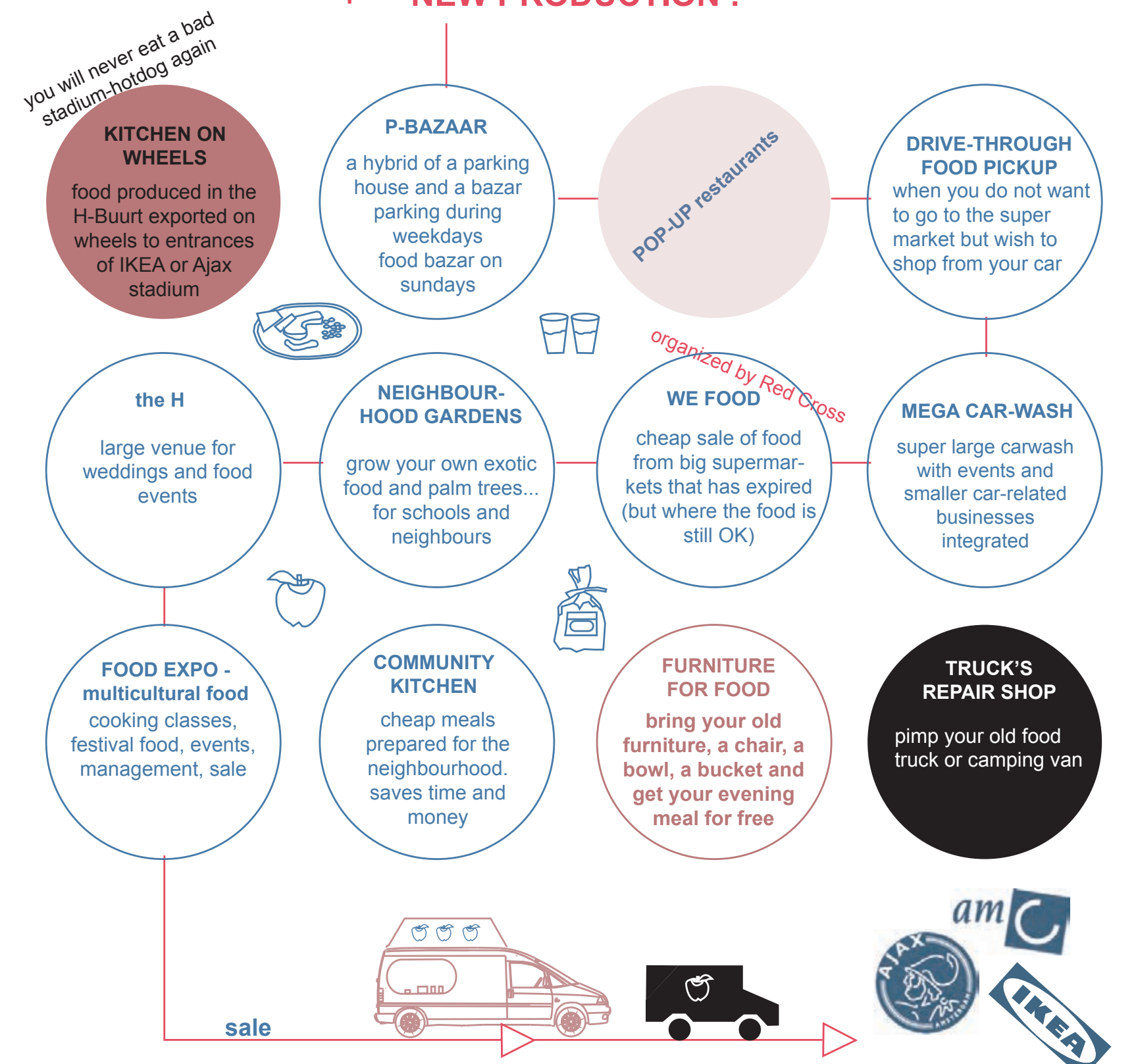
€€€



businesses on project site today:

- Tropical Bakeries - Oma Letje - 5 Broden 2 Vissen Catering - Suriba (Surinaamse Bakkerij) - Lili's Kitchen - Obalade Suya - Snackkraampje - CBK Zuidoost educatie projecten - Neverneverland - Kitchen for Fashion - IMO Hakfort Carwash - Rent a Brick Autoverhuur - Gerrits Garage - Social Textile Studio

## + NEW PRODUCTION :



**KITCHEN ON WHEELS**  
food produced in the H-Buurt exported on wheels to entrances of IKEA or Ajax stadium

**P-BAZAAR**  
a hybrid of a parking house and a bazaar parking during weekdays food bazar on sundays

**POP-UP restaurants**

**DRIVE-THROUGH FOOD PICKUP**  
when you do not want to go to the super market but wish to shop from your car

**the H**  
large venue for weddings and food events

**NEIGHBOURHOOD GARDENS**  
grow your own exotic food and palm trees... for schools and neighbours

**WE FOOD**  
cheap sale of food from big supermarkets that has expired (but where the food is still OK)

**MEGA CAR-WASH**  
super large carwash with events and smaller car-related businesses integrated

**FOOD EXPO - multicultural food**  
cooking classes, festival food, events, management, sale

**COMMUNITY KITCHEN**  
cheap meals prepared for the neighbourhood, saves time and money

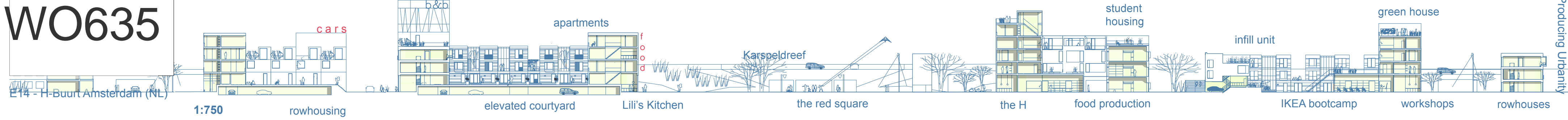
**FURNITURE FOR FOOD**  
bring your old furniture, a chair, a bowl, a bucket and get your evening meal for free

**TRUCK'S REPAIR SHOP**  
pimp your old food truck or camping van

sale





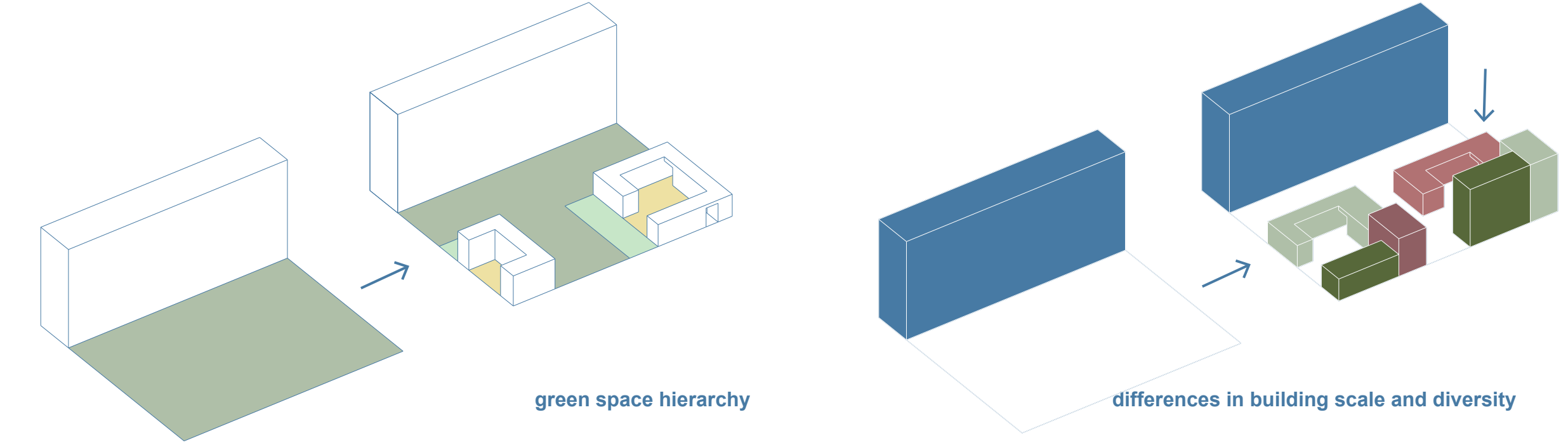


	the new H-Buurt	H-Buurt Ambassadors	Urban Surface	Urban route Bullewijkpad	Green Corridor	Heesterveld Beach	Mega Car Wash	Red Square	Courtyard Gardens	Food & Furniture Recycling	Parking Bazar	Branding Strategy
<b>Kickstarters</b> € →	Establishing a voluntary ambassador corps in the H-buurt with local citizens, retailers and associations. First contacts are made with larger local players: ArenA, IKEA and AMC.	'Development Plots' are planned on which temporary activities can take place. Inhabitants are asked how they would like the public spaces to be programmed.	The Bullewijkpad is initially marked as a new route, temporary activities take place, people can paint on the streets and a street party is organized to mark the future change.	Creative signs are made and positioned along the Abcoudepad to signal the new neighborhood and its goals.	Temporary installations on the Heesterveld Beach are established. Winter ice skating is organized during the cold months. A large sand box is established during the summer.	Plans to make IMO Hakfort Car Wash a larger neighborhood gathering point in collaboration with other car-related businesses in the area. Neighbors can come with input. Workshops.	A temporary pavilion is established to inform the neighbors about the coming changes in the H-Buurt.	The first vegetable gardens are initiated on site and signal the coming of more.	Information folders how-to-get-your-own-garden.	Food & Furniture Recycling: A temporary 'pop-up'-restaurant starts in the empty garage building. Cooking with food that is expired but still good.	A new parking garage is constructed for the neighbors of the H-Buurt. Flyers tell that the garage turns into a market on Sundays.	New H-Buurt logo! All existing and new activities try to thematize around the three C's: Creatives, Cars & H-Cuisine. A website tells about the new H-Buurt housing types
<b>On its way</b> €€€ →	The aim is to launch a local team of people that can assist in the servicing of for instance tourists, the elderly and new citizens moving to the H-Buurt. ArenA, IKEA and AMC help with professional coaches.	Acupuncture of temporary activities on the urban surface are initiated. A 'vision container' is made to inform the neighbors of the coming changes.	New lighting is established along the promenade, making it secure and accessible. Parts of the promenade are constructed.	A planting strategy is initiated to highlight the green route as an attractive place. Kids from the area help planting trees and flowers. The route starts to become part of the daily life of the inhabitants.	New showers, baths, a sauna, dressing rooms and a large pool allow for swimming and water games. Oma Letje sells ice cream and hot chocolate in winter.	Hakfort Car Wash grows. Smaller production units (e.g. car rental) become part of the complex. Different events and happenings take place in the Hakfort Car Wash.	The first new activities are added to the activity square, suggestions: table tennis trampoline climbing pole skate ramps sand box slack line	Most vegetable gardens are bought by neighbours and new inhabitants and established in the courtyards. A garden group is formed by the inhabitants.	<b>WE FOOD</b> - Cheap sale of food from big supermarkets that has expired but still is good for consumption. <b>FURNITURE FOR FOOD</b> - Bring your old (IKEA) furniture, a chair, a bowl, a bucket and get your evening meal for free.	<b>NO PARKING ON SUNDAYS</b> Every sunday a large flea market takes place in the empty parking garage. Sale of Heesterveld art, clothes, old furniture and local food.	ArenA, IKEA and AMC are testing with local food from the H-Buurt food trucks. Small events and 'pop-ups' make the area known throughout the city. New companies get more established in the H-Buurt.	
<b>Goal</b> €€€€€ →	The ambassadors initiate events and festivals to show the new activities and high living quality. The H-Buurt gets known as a destination for food and creatives - and as a good place to live.	H-Buurt app is rolled out about all interventions and activities in the new area. The public space has become an active and vibrant place for new residents, visitors and neighbors.	The promenade is fully established as a central part of the H-Buurt. Lighting, pavement, benches, bridges and greenery connect the area to its surroundings.	The new green landscape route is finished. Good lighting ensures a safe use. Permanent signs are established and the route is connected to the larger bike network of the city.	A wooden walkway is made with a variation of accesses to the water. Swimming lessons programme is started for the neighborhood kids.	Hakfort gets known throughout the city for its good service and playful programming: Car Wash Disco Car Wash-splash (bikinis and water guns) Kids-Car Wash (take your kid on a tour through the wash)	The square is fully transformed into a new, open play-plaza: the meeting point of the neighborhood. A new red surface covers the square and its furniture.	Kindergarten and school program is started to visit and maintain the vegetable gardens and a larger indoor winter garden is built. Weekly market start selling the produce and local restaurants cook with local food.	Spinoffs from the food and furniture industry start to establish in the H-buurt. Local markets, shops and small restaurants. Creatives from Heesterveld join in the development to 'pimp' old furniture.	Parking is an integrated part of the new neighborhood with a variety of solutions. Parking areas are used for social activities for the neighborhood when not in use.	Food prepared in the H-Buurt becomes a fixed part of the food offer of ArenA, IKEA and AMC. The H-Buurt brand stands for creative, healthy and playful.	

Production is hereby re-interpreted in an urban setting as an integrated part of the new neighborhood, creating:

1. A series of new work-life relations on the scale of the home, the block and the neighborhood.
2. A graduation of green spaces from active public streets and squares to collective productive courtyards and private terraces and gardens.
3. An attractive mix of functions with family row houses, student studios and different sizes of flexible production units.

Essential for this scheme is that the multi scalar production units are paired with affordable, high quality housing. Inspired by the Danish 'AlmenBoig+' affordable housing schemes, this project envisions cheap, prefabricated timber construction units that can be stacked on site. The units will offer compact student studios, family row houses and new typologies where living can be combined with shared offices and production units, creating an attractive and sustainable neighbourhood with green courtyards and active streets.



### Connecting the H-Buurt

**Urban Promenade**  
The urban backbone of the project is formed along the new car-free Bullewijkpad, that runs through the entire site and connects east and west in a clear, save and coherent strip. The promenade is more than just a connection. It is a visual opening that creates the potential of new transparencies and overview. It activates the stretch along the northside of the large housing blocks and strengthens the general way finding with the introduction of new lighting, front gardens and long views - as well as new activities along the promenade, both for existing and new inhabitants. It gathers the live of Heesterveld and the many local residents and by placing it here, it creates a vibrant, mixed zone with south orientation, that combines the domestic sphere of gardens, play and live with the slow moving traffic flows of pedestrians and bicycles.







inner courtyard space



**Green Corridor and Red Square**  
The long promenade Bullewijkpad connects to a transversal, green activity corridor (Abcoudepad), forming a central meeting point - a common square in the neighborhood - where the Green Corridor meets the Urban Promenade. In principle these two connections link to the largest part of the H-buurt area, and thereby form the projects robustness with a conscious integration of existing and new flow patterns.

**Architecture Urban Mess**

The project site is divided into a series of courtyard-typologies, inspired on the Heesterveld block. The new buildings are each formed around a series of half-open inner gardens. The central idea behind the courtyards is to create a proximity between offices, workshops, small-scale production units and housing. It adds a low-dense typology to this area of the Bijlmer that ensures eyes on the streets, security and vibrant, green collective spaces. Moreover, it gives residents the possibility to share an office or workshop space within their apartment building, to extend their

small business next door or to rent larger production units in each block. The typology also creates a more diverse range of housing options, from very basic student studios to larger row houses for families. In contrast to the Bijlmer large and tall architecture, the new buildings are low and dense, with playful windows, nooks and crannies, green patios and roof gardens, alleys and small squares and large collective vegetable gardens. The production units will be accessible from the ground floor and celebrated in the architecture with playful signs and clear entrances.

**The Red City and the Green City**

On a larger scale the area will be treated in a more urban 'red' zone and a more natural 'green' zone. The project site will be part of the red zone, where the green zones is a densification of the housing areas to the north and the south of the project area. The red zone is the most urban strip of the H-buurt, with the car-based companies oriented to the street and a series of courtyards to the south. Outdoor spaces are characterized by hard, colorful pavements, active squares, playful sig-

nage, collective courtyards with vegetable gardens, patios, balconies and roof gardens. The green zone is characterized by clusters of new houses in a more natural setting, with private gardens, meandering paths, gravel, high grass and plenty of space for recreation.

**Live/Work Housing Types**

Our ambition is to achieve a low-dense work/live neighbourhood along the Karspeldreef. We aim for typologies that are between 3-6 floors. But we also believe that the plan is flexible enough to be adapted to a possible higher density without losing the basic urban and architectural ambitions. Further studies may help to illustrate this.

1. S-House - shared - a collective live/work space with compact housing units on top.
2. I-House - infill - a row house attached to a flexible office or workshop unit that is easy to expand
3. R-House - row - larger family houses to attract new residents to the area
4. B-House - basic - minimal studios to attract students and (digital) starters that can work from home

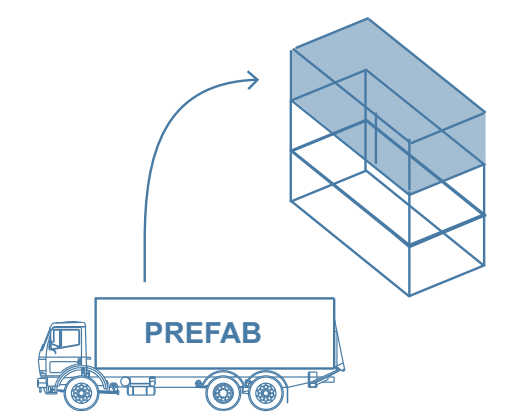
**Prefab**

All new construction is based on the principle of affordable and sustainable housing, inspired by the Danish 'AlmenBolig+'-program, where large amounts of cheap housing are produced in this way in recent years. This means that all units are made of prefabricated timber construction and assembled on site. The facade cladding is part of the prefabricated module and could be timber, brick or plates. Because of the flexible timber construction a great playfulness in the facades is possible, to ensure a lively and attractive look. This flexibility also allows for easy combining, altering and extending of the different work/live units. Module sizes are adjusted to transport by truck to ensure a fast and cheap construction method.

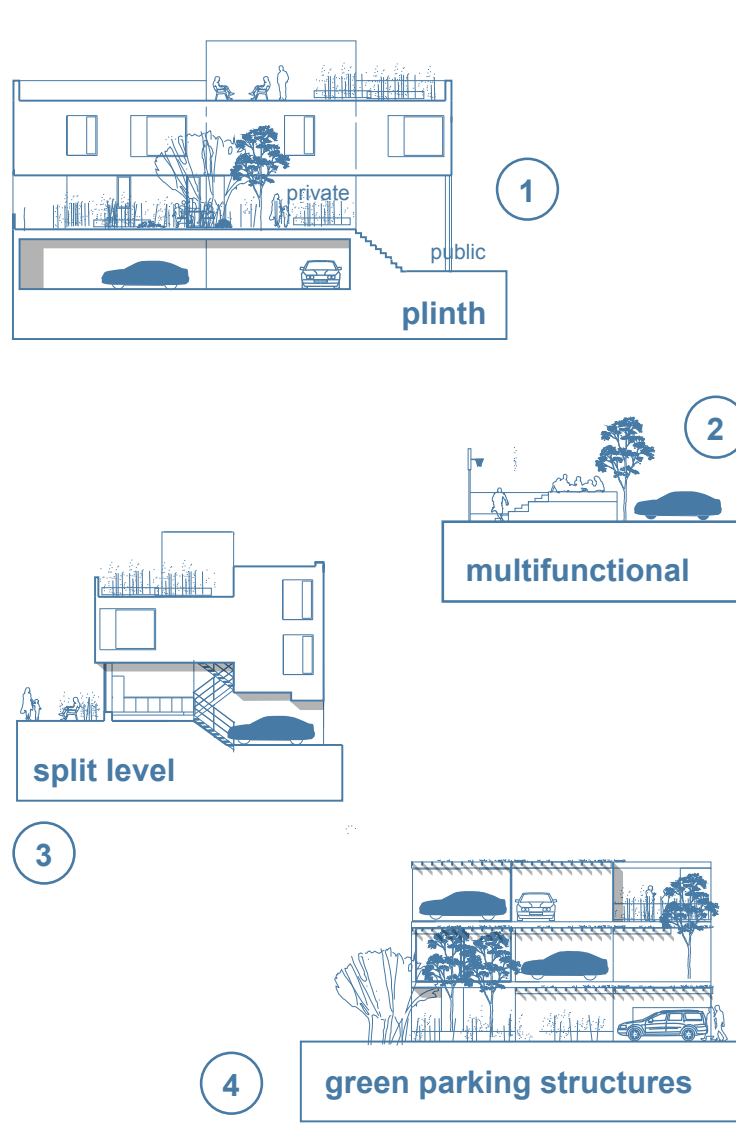
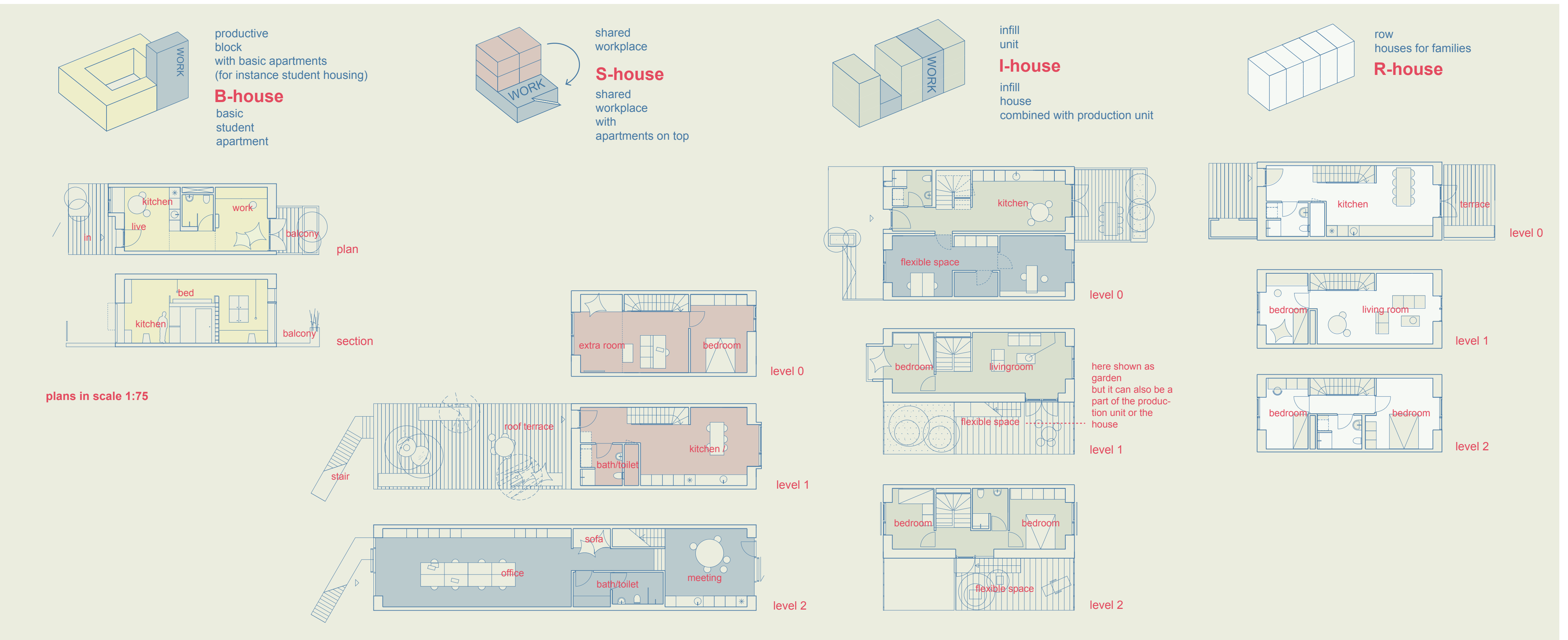
**Parking**

The Karspeldreef becomes the main entrance for cars to the project site. Through two parallel 'loops' cars can access the blocks and the parking areas. (see infrastructure diagram on page 1)

Parking is not seen as a one-size-fits-all - but rather as a series of parking opportunities; in the plinth of the blocks resulting in a slightly elevated courtyard, as split-level solutions, as parking in construction in a part of the block or as multifunctional parking. These parking solutions are integrated in the overall plan, but can be adjusted in the future development of the plan.



building with prefabricated modules allows for easy combining, altering and extending the different work/live units.



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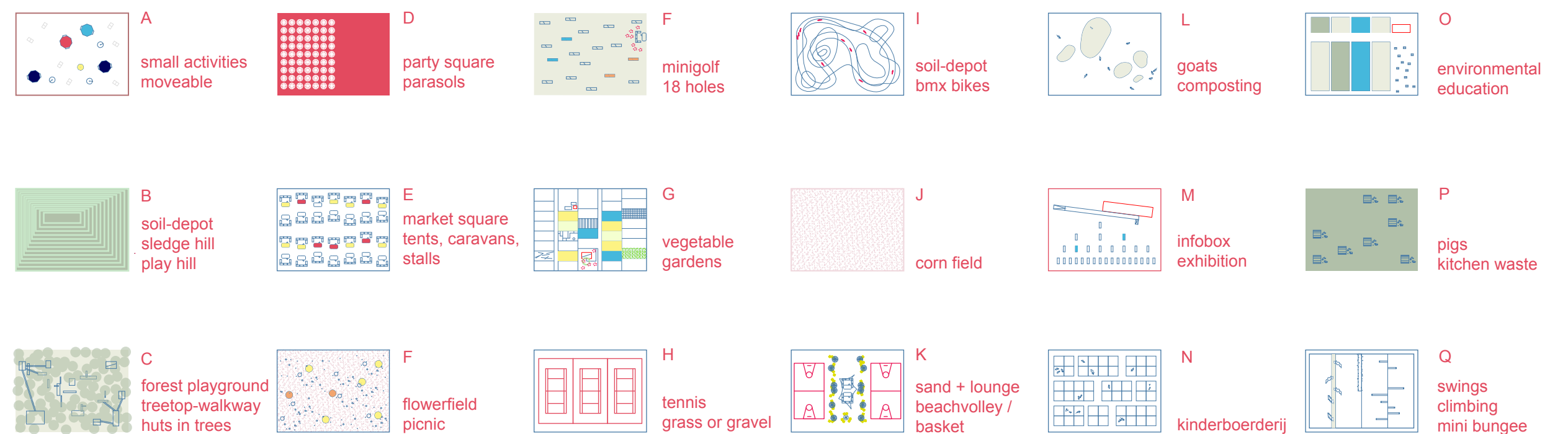
Following parking solutions are integrated in the overall plan, but can be adjusted in the future development of the plan. Besides regular 'parking-in-the-street'-between-trees', we suggest following parking variations:

1. Parking integrated in the plinth of the blocks, allowing the courtyards to be more intimate, elevated garden zones.
2. Parking as multifunctional spaces combined with sport activities, temporary exhibitions, market stalls etc.
3. Parking integrated in split level buildings
4. Parking as green structures in more than one floor (perhaps with a roof terrace or playground on the top)

**Phases**

The project has a long development period, and the proposed scheme will therefore be divided in smaller building plots that can be developed individually through phases.

We suggest that the development plots all have an immediate start function that is temporary - which means that a series of different, small installations or events can



take place as new ideas rise in the neighbourhood or as new development money is provided. It can be a simple landscape installation, a flowerfield, a vision-container, a large piece of art or a square that is painted in a bright colour for games.

We strongly believe in this way of temporary developing the H-Buurt and see it as an opportunity for a very simple and

financially reliable way to create interest in the area - even before the first developer has shown interest. It's a form of mental land development that will increase the attention to and value of the H-Buurt. We imagine that some of the temporary activities and installations might become so popular that they might turn into permanent urban spaces.