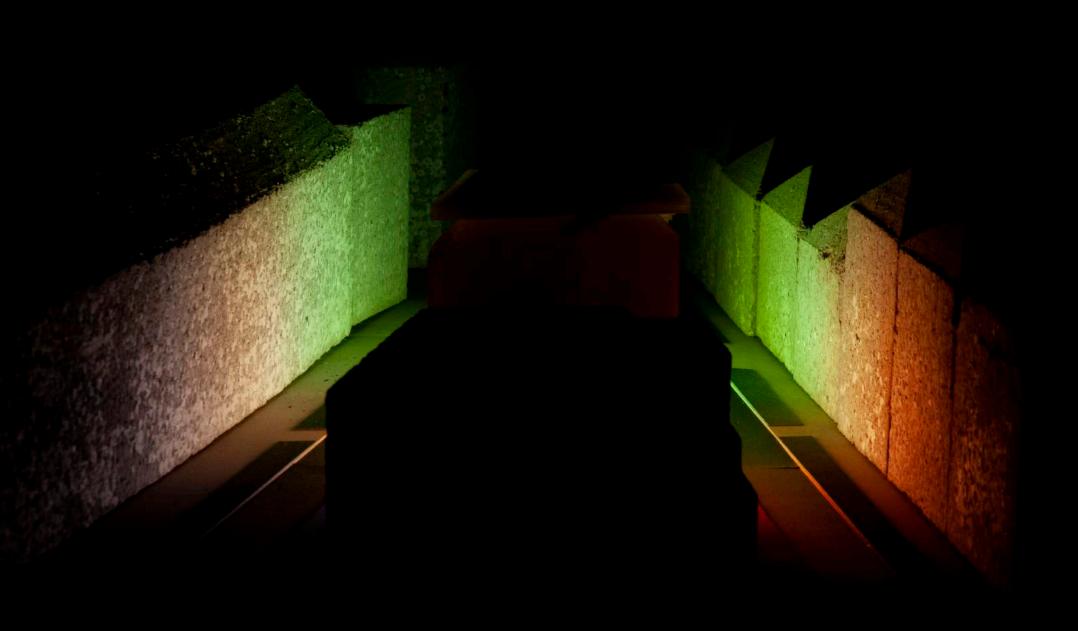
# **DENSAMENITY**



### DENSITY

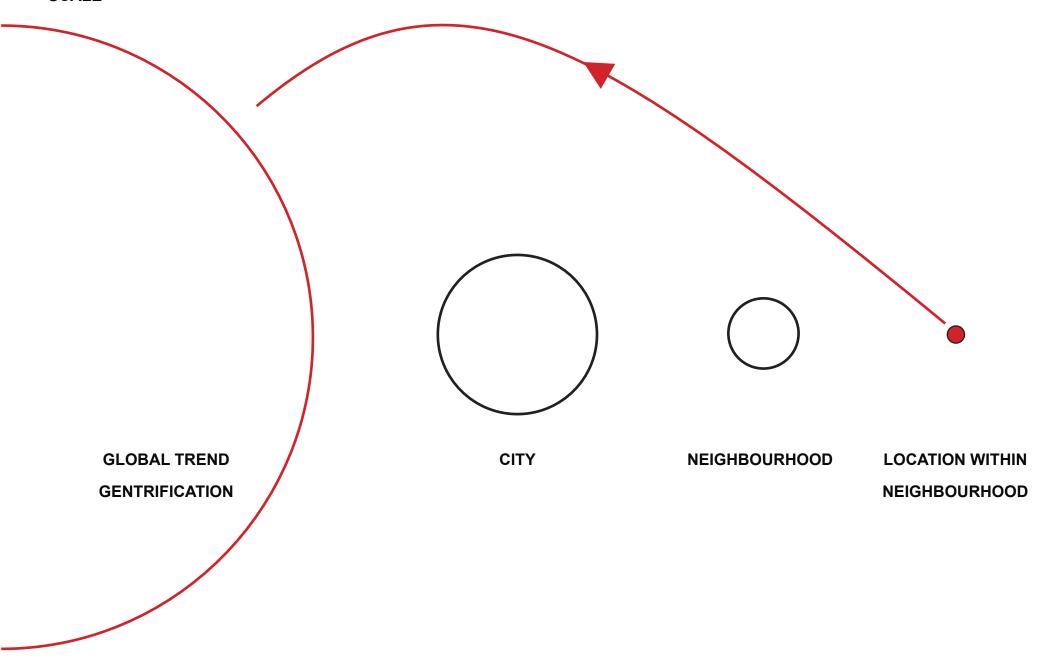
The quantity of people or things in a given area or space.

#### **DENSITY**

The quantity of people or things in a given area or space.

#### **AMENITY**

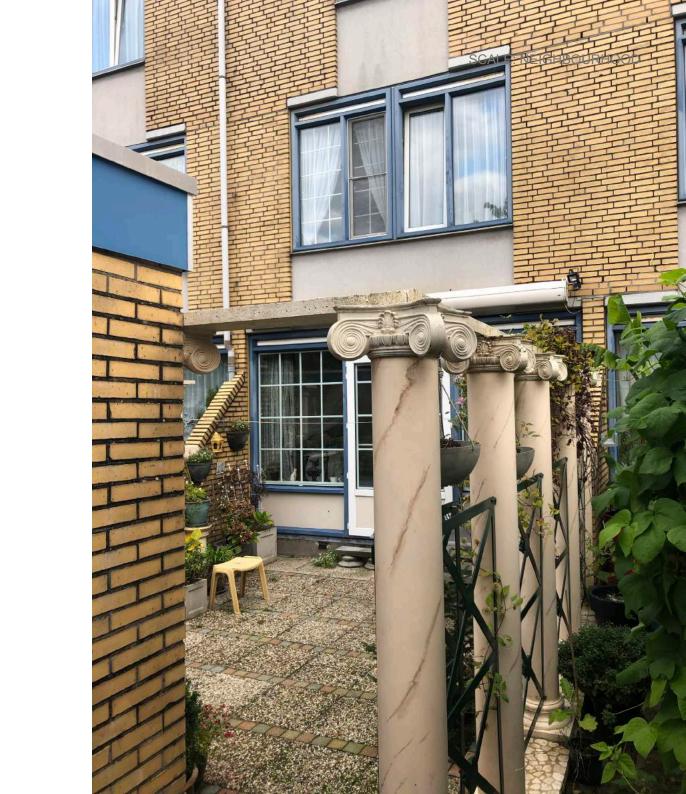
An added value, between home and work focused on accessibility and/or on the pleasant side of life providing a change of pace in daily live.



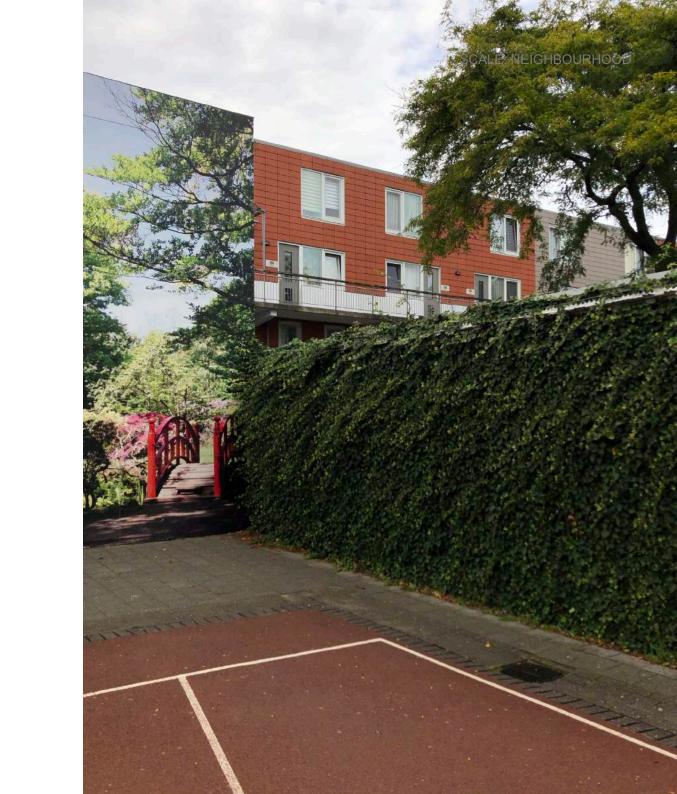










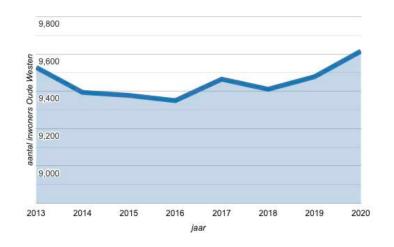


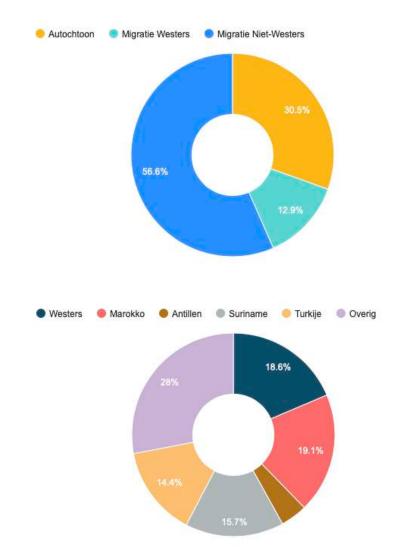


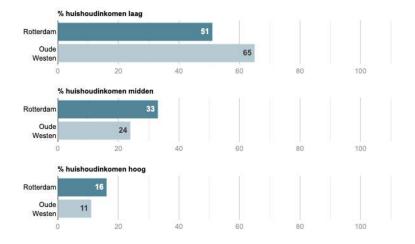




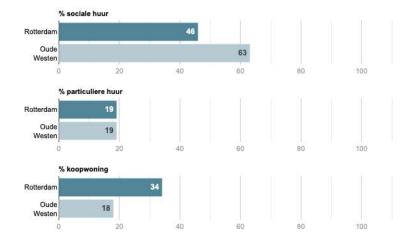


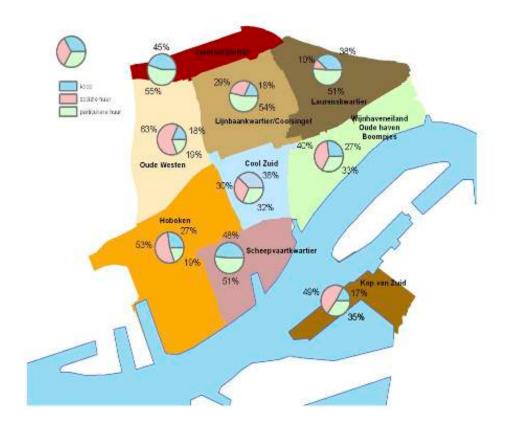






Buurt	2011	2012	2013	2014	2015	2016	2017
Centraal District	0%	1%	0%	1%	0%	1%	0%
Oude Westen	16%	16%	16%	17%	17%	16%	16%
Lijnbaankwartier/Coolsingel	7%	7%	7%	7%	6%	5%	4%
Laurenskw artier	2%	2%	2%	3%	2%	2%	3%
Cool Zuid	8%	6%	6%	6%	6%	6%	6%
Hoboken	2%	2%	2%	2%	2%	2%	2%
Wijnhaveneiland/Oude Haven/Boompjes	3%	3%	4%	4%	4%	4%	4%
Scheepvaartkw artier	1%	1%	1%	1%	1%	1%	1%
Kop van Zuid	1%	0%	1%	1%	1%	1%	1%
Binnenstad Totaal	7%	7%	7%	7%	7%	6%	6%
Rotterdam	9%	9%	9%	9%	10%	10%	10%





Big percentage of habitants with a migration

background

+

Average low incomes

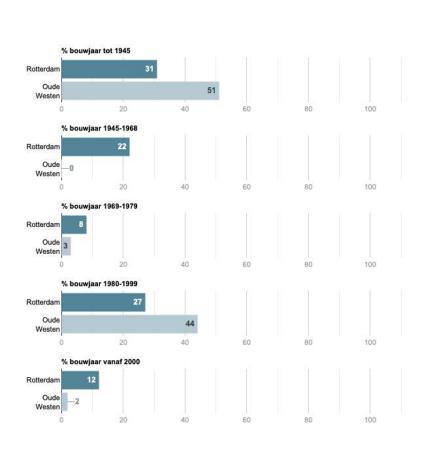
4

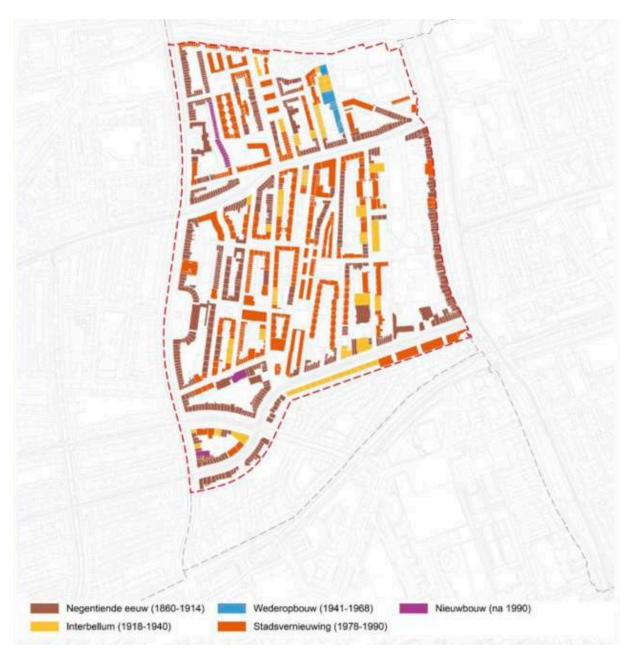
High percentage of social housing

=

PERFECT INGREDIENTS
FOR GENTRIFICATION







Big percentage of habitants with a migration

background

+

Average low incomes

- +

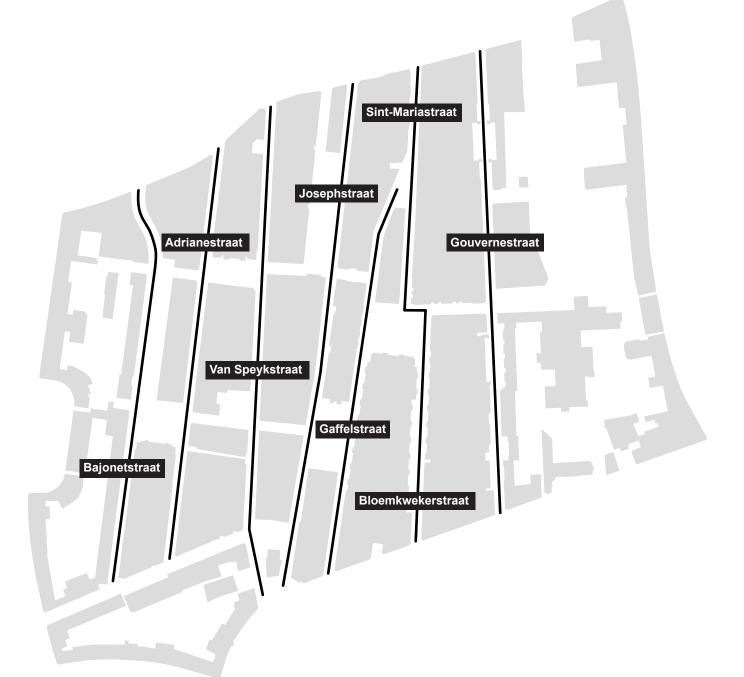
High percentage of social housing

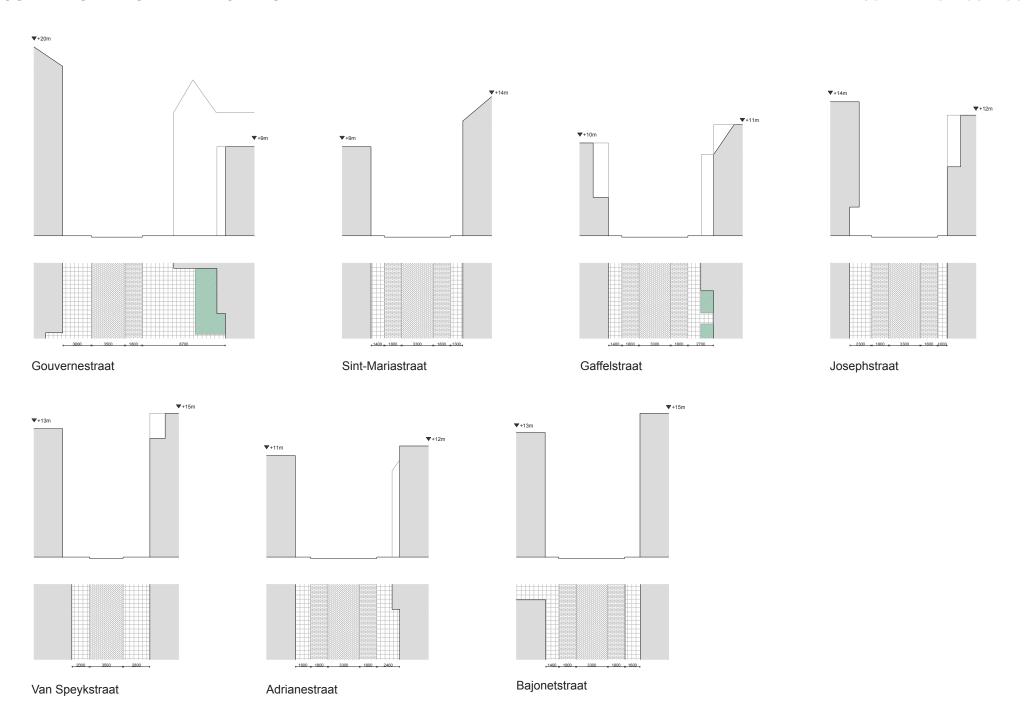
Е

PERFECT INGREDIENTS
FOR GENTRIFICATION

FRAGMENTS OF TIME: before the war and after the 'stadsvernieuwing'

OUDE WESTEN STREETS SCALE: NEIGHBOURHOOD





#### **OUDE WESTEN STREETS / VISUAL APPEARANCE**

Existing building facade

Existing building facade

New development facade

Joint between existing building

Joint between existing building

Frayed facade line

Direct access to public space

Gable end

Gouvernestraat

Bloemkwekerstraat Sint-Mariastraat

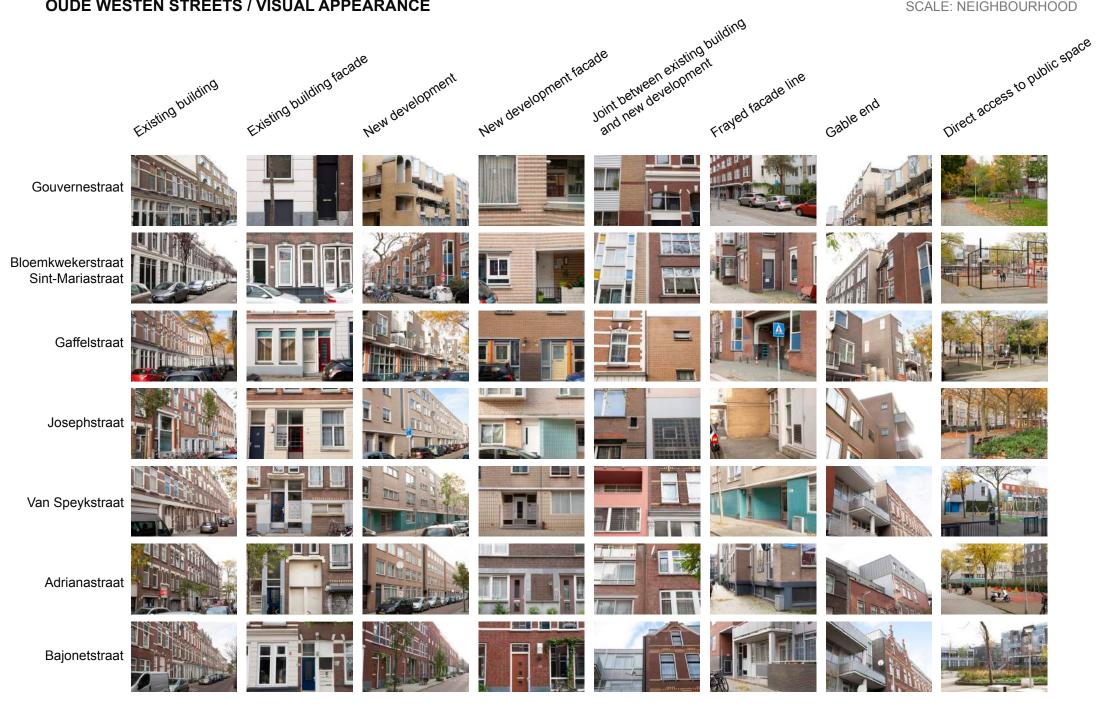
Gaffelstraat

Josephstraat

Van Speykstraat

Adrianastraat

Bajonetstraat



Big percentage of habitants with a migration

background

+

Average low incomes

4

High percentage of social housing

п

PERFECT INGREDIENTS
FOR GENTRIFICATION

FRAGMENTS OF TIME:
before the war and after the
'stadsvernieuwing'

The streets of the Oude Westen are fragmented: in the facade, materials, gable ends or the accessibilty of public space

The streets of the Oude Westen are generic:
in the facade, materials, gable ends or the
accessibilty of public space

This mix transforms the Oude Westen in a:

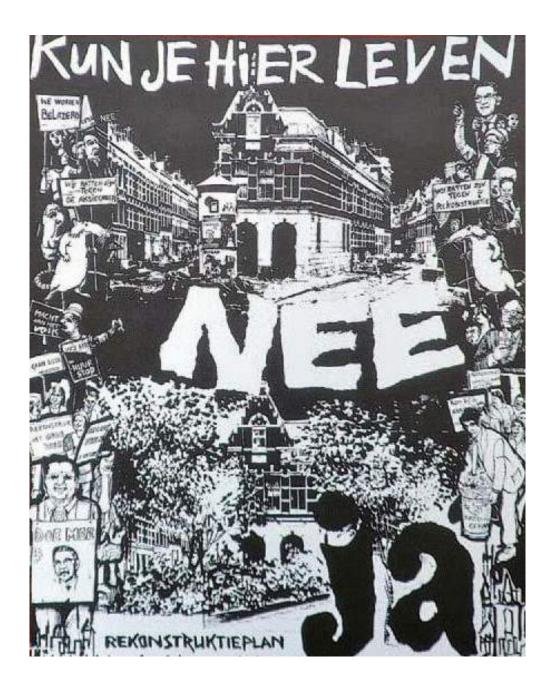
**GENERIC FRAGMENTATED** 

experience











Big percentage of habitants with a migration

background

4

Average low incomes

+

High percentage of social housing

PERFECT INGREDIENTS
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This mix transforms the Oude Westen in a

GENERIC FRAGMENTATED

experience

#### **AKTIEGROEP:**

Deeply rooted in the neighborhood.

Proven their inpact on large an small scale

Financially unstable

LEARNING FROM OTHERS

SCALE: GLOBAL TREND







Mietendeckel

## Berlijn wil geen expatstad worden en verlaagt huren zodat iedereen er kan wonen



Een spandoek op een gekraakt pand in Berlijn. Beeld AFP











ooo Service









Big percentage of habitants with a migration

background

+

Average low incomes

4

High percentage of social housing

PERFECT INGREDIENTS
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GENERIC FRAGMENTATED

experience

#### **AKTIEGROEP:**

Deeply rooted in the neighborhood.

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Financially unstable

#### **BERLIN:**

Emphasize the need of affordable urban living

Value of neighborhood offices

Big percentage of habitants with a migration

4

Average low incomes

4

High percentage of social housing

PERFECT INGREDIENTS
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#### BERLIN:

Emphasize the need of affordable urban living

Value of neighborhood offices

#### **CORDOBA:**

Embrace gentrification active role of residents in changing city

Big percentage of habitants with a migration

4

Average low incomes

+

High percentage of social housing

PERFECT INGREDIENTS
FOR GENTRIFICATION

FRAGMENTS OF TIME:
before the war and after the
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This mix transforms the Oude Westen in a:

ENERIC FRAGMENTATED

experience

#### **AKTIEGROEP:**

Deeply rooted in the neighborhood.

Proven their inpact on large an small scale

Financially unstable

#### BERLIN:

Emphasize the need of affordable urban living

Value of neighborhood offices

#### CORDOBA

Embrace gentrification active role of residents in changing city

#### LISBON:

Role of a neighborhood office

Finance independent

Big percentage of habitants with a migration

4

Average low incomes

+

High percentage of social housing

н

PERFECT INGREDIENTS
FOR GENTRIFICATION

FRAGMENTS OF TIME:
before the war and after the
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This mix transforms the Oude Westen in a:

#### GENERIC FRAGMENTATED

experience

#### **AKTIEGROEP:**

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Value of neighborhood offices

#### CORDOBA:

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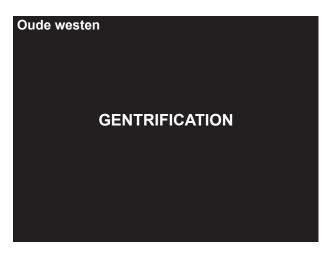
#### LISBON:

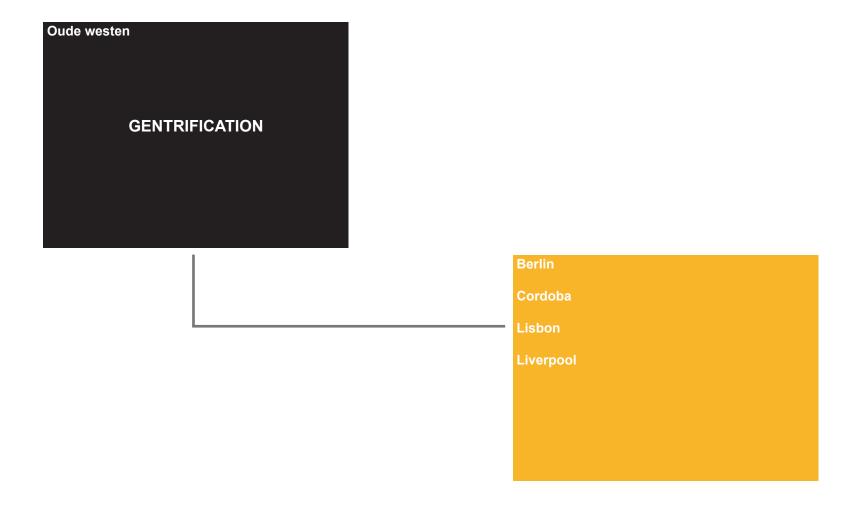
Role of a neighborhood office

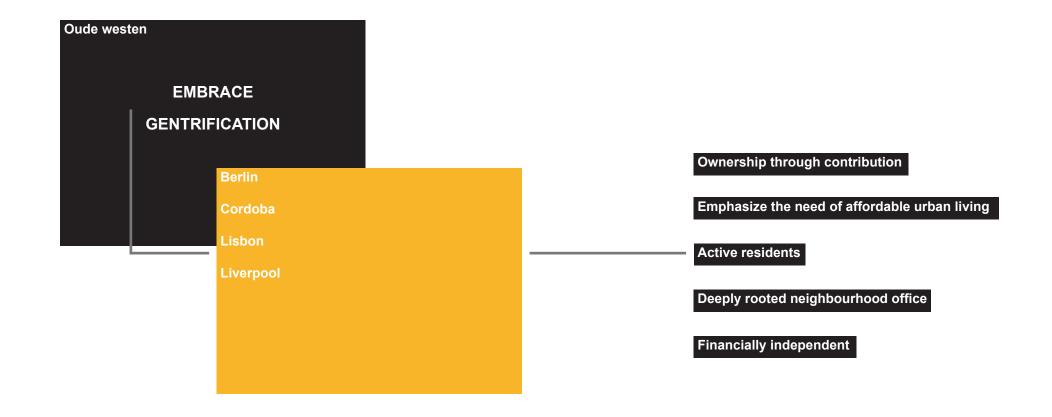
Finance independent

#### LIVERPOOL:

Ownership through contribution









How to secure and expand the role of the Aktiegroep Oude Westen to play a key role in the future gentrification process?

Ownership through contribution

EMBRACE

GENTRIFICATION

Berlin

Cordoba

Lisbon

Liverpool

Ownership through contribution

Emphasize the need of affordable urban living

Active residents

Deeply rooted neighbourhood office

Financially independent

Location for the amenity?



What kind af amenity good help the Aktiegroep Oude Westen to secure their financial strength?



Reactivate the neighborhoud

Offer new opportunities for residents to remain in the Oude Westen

Easy in use, operation and maintenance

Open-up the neighborhoud to fellow citizens of Rotterdam

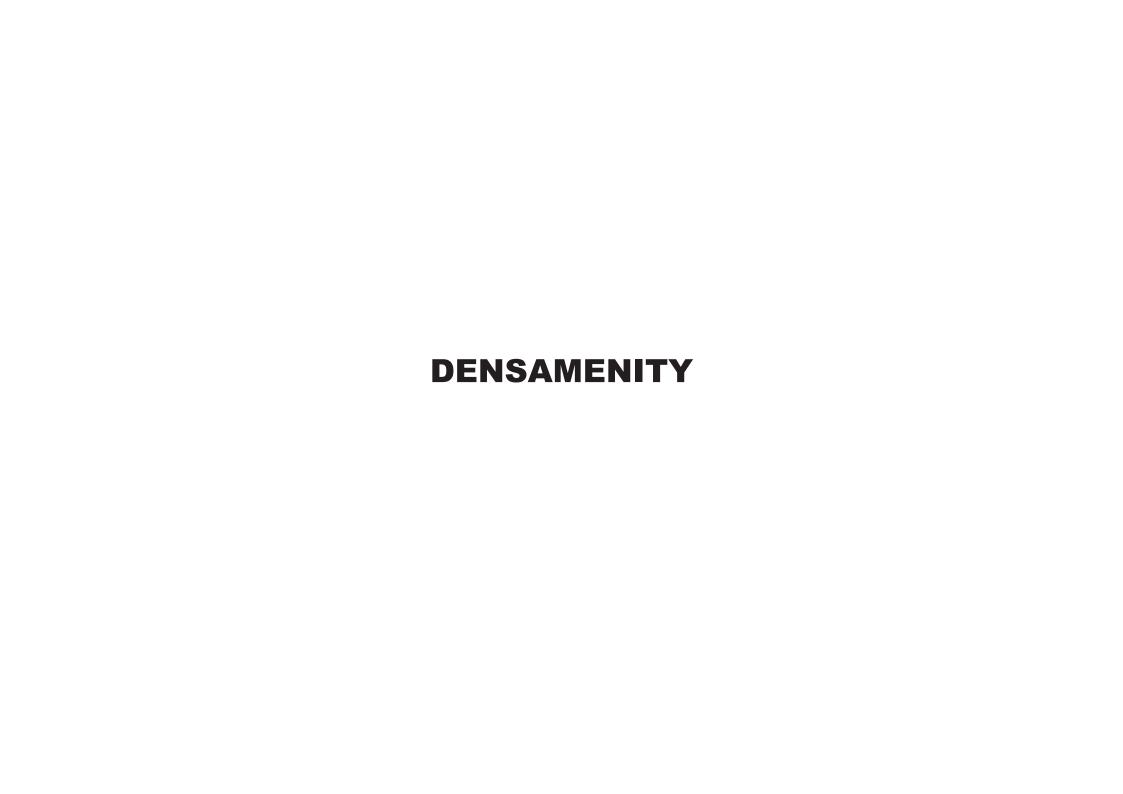
The amenity should add something to Rotterdam







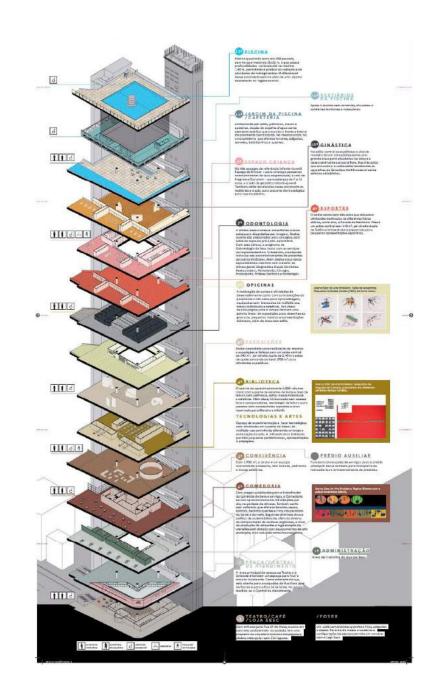




## **DENSAMENITY**

# COMBINES VARIOUS LOCAL AMENITIES WITH AN URBAN SCALE DENSITY





## Cafe/Reception

A low profile cafe focused on healthy products which functions at the same time as the reception for Bed & Breakfast checkin and as a ticketcounter for the minigolf.



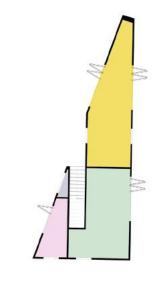


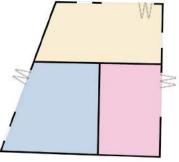
Amenity rating

The Aktiegroep ODW is owner of the space and amenity.

Neighbourhood orientated	Main focus on the residents of the neighbourhood
Social cohesion	Meetingpoint in combination amenities, mix citizens Rdam
Revenue Aktiegroep ODW	Revenue through selling products
Employment	4/5 employees the run the cafe, part-time, good 1st job
Amenity level*	

The cafe/reception has both a direct and indirect impact on the well-being of the Oude Westen.





#### Garden center

The garden center offers basic products to maintain and improve the local green character of the neighbourhood.



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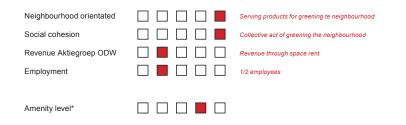
Rotterdam wacht groene metamorfose: 233 miljoen voor zeven grote projecten

Het Rottenfame eladabeatuur wil 233 millioen eens inneelenen in zeven. Seelidbepelande en voerall grooms projecten. Zo worden het Hetalicks verdie Westblach steelig omgrennel en del gaat hen konte van het autoverham.

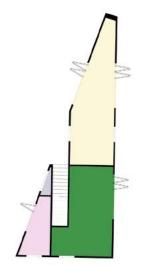


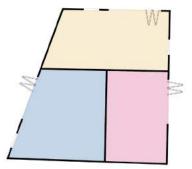
#### Amenity rating

The Aktiegroep ODW is owner of the space.



The garden center has a direct impact on the well-being of the Oude Westen.





**DENSAMENITY / AMENITIES**SCALE: LOCATION WITHIN NEIGHBOURHOOD

#### Amenity sheet

## Bike repair and school

Biking is a important part of your own mobility and should be stimulated. The bike repair performs repairs and sells bikes. Every wednesday afternoon the streets along the Stair are closed of for traffic and used as a space to teach young kids how to safelty right their bike.



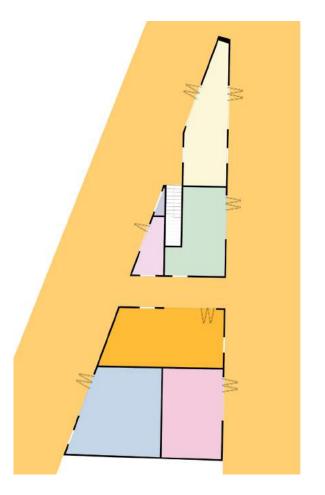


#### Amenity rating

The Aktiegroep ODW is owner of the space.



The bike repair and school has a direct impact on the well-being of the Oude Westen.



## **Corner shop**

A local shop offering a wide range of healthy and affordable food. Ideally, if possible soaked in the neighbourhood itself.

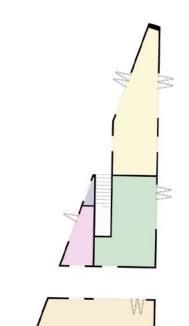




Amenity rating

The Aktiegroep ODW is owner of the space.

The corner shop has a direct impact on the well-being of the Oude Westen.





## Workshop

The workshop functions as an atelier, which can be rented for young creative pioneers from the neighbourhood. The workshop focusus on a tenant which labour is physical. The tenant should organise a certain amount of 'open workshop' events to invite residents and must live in the neighbourhood.





#### Amenity rating

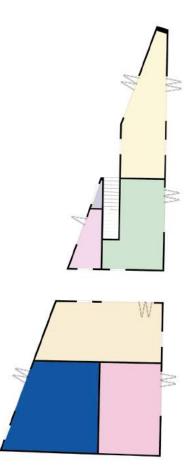
The Aktiegroep ODW is owner of the space.

Neighbourhood orientated	Depending on the temporary program
Social cohesion	Depending on the temporary program
Revenue Aktiegroep ODW	Revenue through space rent
Employment	Non
Amenity level*	

The free open space can have, depending on it's usage both a direct and indirect impact on the well-being of the Oude Westen.



A consciously chosen moment or facility, between home and work focused on the pleasant side of life providing a change in daily live pace.



## Launderette

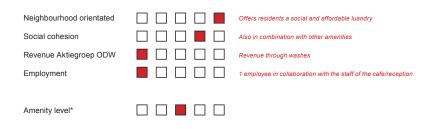
Waiting with a cofee in company until the laundry is done.



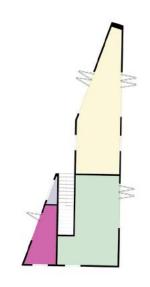


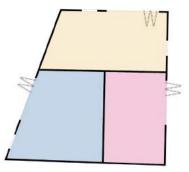
#### Amenity rating

The Aktiegroep ODW is owner of the space and the amenity.



The garden center has a direct impact on the well-being of the Oude Westen.





## Nightshop vendingmachine

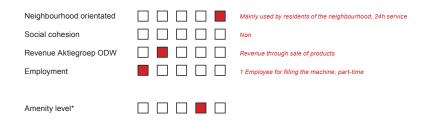
A vendingmachine as a 24h minimarket.



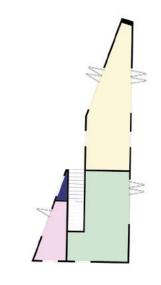


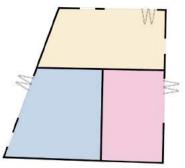
Amenity rating

The Aktiegroep ODW is owner of the space and amenity.



The nightshop vendingmachine has both a direct and indirect impact on the well-being of the Oude Westen.





**DENSAMENITY / AMENITIES**SCALE: LOCATION WITHIN NEIGHBOURHOOD

#### Amenity sheet

#### Fleamarket

A monthly event on the Sint-Maria- and Gaffelstraat.



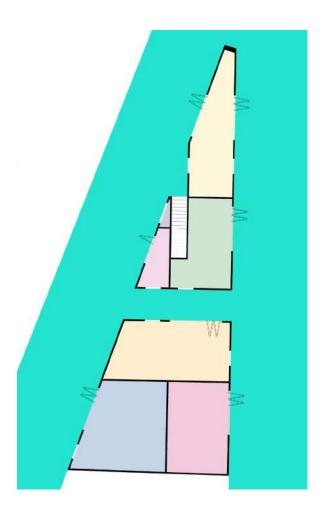


Amenity rating

The Aktiegroep ODW is owner of the space.

Neighbourhood orientated	Has the aim to attract people from whole the city
Social cohesion	Social interaction possible
Revenue Aktiegroep ODW	Revenue through attraction of event
Employment	1 employee
Amenity level*	

The monthly fleamarket has a direct impact on the well-being of the Oude Westen.



**DENSAMENITY / AMENITIES** SCALE: LOCATION WITHIN NEIGHBOURHOOD

#### Amenity sheet

## Free open space

The free open space is open to rent and used by any citizen of Rotterdam.



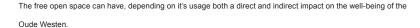




#### Amenity rating

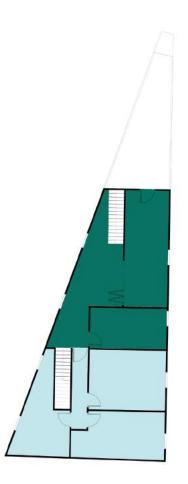
The Aktiegroep ODW is owner of the space.

Neighbourhood orientated	Depending on the temporary program
Social cohesion	Depending on the temporary program
Revenue Aktiegroep ODW	Revenue through space rent
Employment	Non
Amenity level*	





\*Amenity level is based the definition of an amenity: A consciously chosen moment or facility, between home and work focused on the pleasant side of life providing a change in daily live pace.



#### **Bed & Breakfast**

The Bed & Breakfast offers guests a cozy stay in the heart of the neighbourhood and the city itself. For the guests there is a choice of four rooms. Breakfast is prepared in the cafe and served in the room. The Bed & Breakfast is a closed of area.

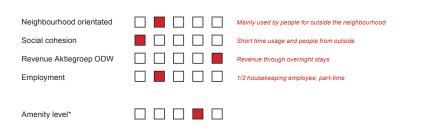


Toerisme in Rotterdam groeit harder dan in Amsterdam

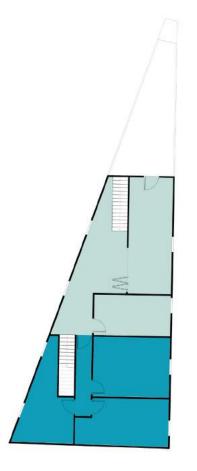


#### Amenity rating

The Aktiegroep ODW is owner of the space and amenity.



The bed & breakfast has an indirect impact on the well-being of the Oude Westen.



**DENSAMENITY / AMENITIES**SCALE: LOCATION WITHIN NEIGHBOURHOOD

#### Amenity sheet

## **Neighbourhood office**

The neighbourhood office is the workplace for a team of municipality and neighbourhood representatives with the aim to guide the gentrification process in the neighbourhood. The neighbourhood office is responsible for the daily functioning of the Stair.





#### Amenity rating

The Aktiegroep ODW is owner of the space and amenity.

Neighbourhood orientated	The neighbourhood is the field of work
Social cohesion	Maintain and improve social cohesion
Revenue Aktiegroep ODW	Non
Employment	2/3 paid representatives of the neighbourhood, full-time
Amenity level*	

The neighbourhood office has a indirect impact on the well-being of the Oude Westen.



## Minigolf

On the steped roof is a almost vertical urban minigolf course which can be used after buying a entrance ticket.





Amenity rating

The Aktiegroep ODW is owner of the space and amenity.

Neighbourhood orientated Mainly to attract people for outside the neighbourhood

Social cohesion Short time usage and people from outside

Revenue Aktiegroep ODW Revenue through entrance ticket

Employment 1 maintainance employee, part-time

The minigolf has an indirect impact on the well-being of the Oude Westen.

