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Contents

Introduction p.3	In Search for the DNA of the Binckhorst p. 29
Haagse Havens A New Model for Urban Value Creation by Francien van Westrenen p. 4	Listen to the Binckhorst p. 32
Public Town Planning and Organic Urban Development by Erik Pasveer p. 6	Parkheuvel Binckhorst p. 35
Haagse Havens Fascinates, Grows and Connects p. 15	Healthy Living in a Dirty Area p. 38
Facilitating Urban Development by Iris Schutten p. 20	Autonia Binckhorst – the Amusement Park for Your Car p. 41
	Colophon p. 44



Introduction

Haagse Havens (November 2011–November 2012) presents the city as a laboratory for the exploration, invention, development and testing of a new approach to urban development. This initiative of The Hague's Urbanism Department and the art and architecture centre Stroom Den Haag was developed in collaboration with Mobiel Projectbureau OpTrek and Delft University of Technology's @MIT study programme. The project is possible in part thanks to the generous support of the Netherlands Architecture Fund.

Haagse Havens comprises three case studies – *Hybride Kiosk*, *Case Study House* and *Autonia* – in which the value of the Haagse Havens area (comprising the inner-city industrial estates the Binckhorst and Laakhaven) is illustrated and exploited at a variety of levels via practical experiments, design studies and other research, studios and reflection. On the one hand, the project is intended to lead to the development of a new model for urban value creation. On the other, it is intended to provide new input for the urban development field in the shape of concrete design studies that focus on the potential of the existing city.

The project has a wide variety of collaborators, ranging from artists, urbanists, architects, researchers and designers to a large number of students from @MIT/Delft University of Technology and various degree programmes at The Hague's Royal Academy of Art.

A New Model for Urban Value Creation

'We know what things cost but have no idea what they are worth.' This is how Tony Judt characterised our times in his book *Ill Fares the Land* (2010). Judt passionately argues for a society defined by collective values like trust and reciprocity, rather than egoism and the pursuit of profit. His argument also offers new perspectives for urban development. Where for years, the sector focused on construction, growth and profit, it has presently decided to – indeed, has also been forced to – mark time. The existing urban landscape has acquired a new dominance, blueprints are succeeded by organic growth, new players have entered the field and the need is developing for the creation of other forms of value besides pure financial gain. IABR is presently asking what these developments mean for the city and urban development – the same question that underlies the *Haagse Havens* project.

There is no simple answer to this question, but what is clear is that things need to change. Interventions in the existing urban landscape require a new approach to working, looking at things, evaluating them, funding, administration, design and regulation. But new in which way? This is what is currently being studied in the Dutch city of the Hague, in the *Haagse Havens* project, through practical experiences gained in De Binckhorst and the adjacent Laakhaven area. For the city's Urbanism Department, this area forms a frontier for research, experimentation and innovation.

On the one hand, the objective of the *Haagse Havens* project is to develop a new model for urban value creation. On the other hand, the project is intended to provide the urban development field with new practice-based input in the shape of concrete design-based research into the potential

of the existing city. That is why we've set up three case studies. *Hybride Kiosk* explores how public facilities, a varied programme and public space can be combined within the specific conditions of a given location. *Case Study House* seeks to find opportunities for 'free range living' in the midst of industrial activity, in which the design of the housing unit is determined by the local levels of dust, foul air, noise and potential hazards. *Autonia* shows how the existing car activity and culture can serve as a guideline for future developments in the area. For each case study we invited a designer or artist to come up with a proposal to test the issues at stake. The case studies charge the area with new options and meanings, and show the value of existing – often unexpected – qualities. Mapping out these qualities is the main theme of the survey conducted by a large group of students who 'trace out' the area on the basis of observations, studies, stories and sounds. Over the course of the project, a variety of exchanges will take place in studios and expert meetings, visiting critics will examine the area up close, and the future of the Haagse Havens area will be the subject of public debate during special Binckcafé sessions.

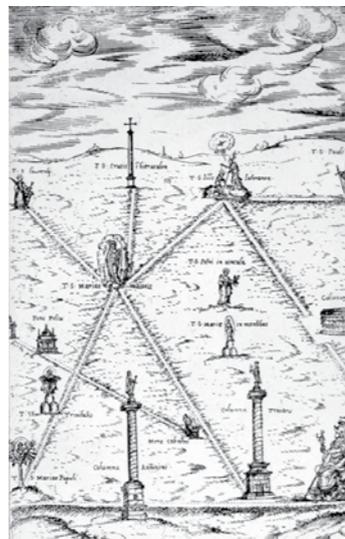
At the time of IABR's opening, *Haagse Havens* has just reached the halfway mark. This means that we have not yet found all the answers to the questions we posed earlier. That is why we will not be presenting a cut-and-dried story, but rather a work in progress that will continue to grow throughout the IABR period. Naturally, you are welcome to follow the project via www.haagsehavens.cc, and possibly leave your own comments on the project. This publication presents the first results of the case studies and surveys, and further reflection and context is provided in the shape of two essays. The website and newspaper combine with the presentation at IABR to form a single whole. The presentation primarily refers to the various languages in which the city can be spoken of. Language as a campaign that can be used to sell dreams; illusions; desires; lust; feelings of guilt. Or language as commentary: words that conversely show the reverse side of a specific issue; question a situation; fling a message into the world outside. Like the intriguing Noble_amaze_neal_once – a household phrase for those in the know; for others, perhaps a good reason to explore the area.

Department of Urbanism, Municipality of The Hague
Stroom Den Haag
Mobiel Projectbureau OpTrek
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On behalf of these organisations,
Francien van Westrenen
Architecture Curator, Stroom Den Haag

Public Town Planning and Organic Urban Development

Erik Pasveer



Rome, 1589

In 1589, Domenico Fontana, architect in the service of Pope Sixtus V, wrote: 'Our lord wished to pave the way for those who, out of piety or in the performance of their vows, frequently visit the holy sites of the city of Rome, and specifically the seven churches that are so celebrated for their plenary indulgences and relics. He has built very comfortable and straight roads. This allows people to travel in a practically straight line to the best-known shrines from any location in Rome – be it on foot, riding horseback or by coach.' When Fontana wrote these words, Rome was beset by a severe economic, financial and social crisis, and the architect had been commissioned by Pope Sixtus V to develop a plan that would help the city to find its feet again.

The Hague, 2010

On October 1st 2010, 10:30 a.m., the Municipality of The Hague announced the first major round of spending cuts at the city's Department of Urban Development (DSO). A quarter of the Department of Urbanism's projects were dropped from the budget. A year later, the department had been

halved. The public town planning field is going through a real crisis and while the current developments are grim, they were by no means unforeseen. This is not the first time the consequences of the property crisis have wreaked havoc among real estate developers, contractors and design and consultancy firms within a matter of years. Massive redundancies are far from exceptional. It is tempting to identify signs of recovery and to hope that this crisis will blow over eventually. And why not? Debts will be paid or written off at some point; the debate about the housing market will die down; spending power trends will improve in the long run. Maybe we should resist this temptation for a moment and view the future of public town planning from a long-term perspective.

The 1901 Housing Act

This long term is symbolically heralded in the opening sections of the Netherlands' Housing Act (Woningwet) of 1901. The Housing Act was the outcome of a lengthy period of debate and wrangling about the country's 'housing question': a broadly-felt concern about the often deplorable living conditions in the Netherlands' major cities. These conditions had been exacerbated by the accelerating process of urbanisation, the much-discussed migration from the countryside to the towns, from the mid-19th century onwards. Tellingly, Article 1 of the Act opens with the words: 'The municipal council establishes regulations...'. The institutional foundations of public town planning could not have been expressed any clearer.

The 1901 Housing Act laid the groundwork for financial and legal instruments, regulated the various parties' responsibilities and created an entire apparatus of substantive concepts, traditions and vocabularies which together, we equate with 'urban development'. This has resulted in project-based urban development and project-oriented town planning – the philosophies, attitudes and procedures of which had been handed down from generation to generation: the 'genetic material' of our profession. If we include the run-up to the 1901 Housing Act, the long timeframe within which we should review today's crisis in public urban development spans some 150 years of town planning revolving around the interaction of explosive urban growth, mass housing projects and the guiding role of the municipal authorities.

A century of plans for the city

In 1908, Berlage drafted a plan for the city of The Hague. Berlage's plan outlined an enormous urban expansion – which he had elaborated in particular detail in the area of housing development – that would completely dominate the existing city. In the plan developed by Dudok some fifty years later, several sections of the Berlage plan were no longer an urban expansion, but had become part of the existing cityscape. Dudok's drawings focused on restoring the areas damaged by the war, and once again more or less doubled the city's existing area. At this point, the proportion of old to new town was roughly 50/50. The first plans for the existing city started to surface in the 1950s and '60s. In the Municipality's 2009 Densification

Essay

Agenda (Verdichtingsagenda 2009) – a follow-up to the 2005 Town Plan – the existing city is assigned a dominant role and the urban expansion projects – the newly constructed VINEX neighbourhoods – are made subservient to this area.



The complexities of town planning and urban development have changed drastically in the century that lies between the Berlage plan and the recent Densification Agenda. In Berlage's day, it was possible to tackle urban challenges (in the areas of housing development; infrastructure; urban green space; work areas) on an integral basis and fund the associated projects via an expansion agenda. This expansion agenda simultaneously dictated the agenda for the existing city, which through a few well-aimed measures was adapted to the requirements posed by The Hague's new scale. In Dudok's day too, urban growth presented effective solutions for making the adjustments deemed necessary to enable the city as a whole to satisfy contemporary requirements. A typical view held at the time was that pressure on central The Hague needed to be reduced by locating various central functions outside the historic centre, creating ample scope for the development of a central business district and road infrastructure. In effect, the city's historic centre was viewed and treated as part of the urban expansion.

Turnaround in the 1970s

Dudok was far from alone in this view in the post-war years. His plan was an expression of a widely-held, effectively anti-urban perception of the city – one that was supported by the national government's policy of 'new towns'

Erik Pasveer

and 'bundled de-concentration'. The neglect of the existing urban fabric that came out of this perspective can be observed and experienced to this very day in virtually any larger-sized city in the Netherlands.

Like many other municipalities, The Hague went through a change in attitude in the 1970s, from endorsing new expansion to improving the existing city. Over the course of three or four decades, the central urban areas in the country have undergone a complete – and so far extremely successful – process of re-urbanisation. Despite the considerable complexities involved in building in the existing city, these municipalities have made the transition from seeking to solve urban issues via expansion to improving the city as a whole by upgrading its central areas. Walking from The Hague's Central Station in the direction of City Hall, one can clearly observe the results of this reversal in attitude with one's own eyes.

The city in 2011

In concrete figures, The Hague's situation in 2011 can be summed up as follows: against a total existing housing stock of 240,000 units, the planned annual housing production is around 1,500 units. This equals approximately 0.6% of the stock. In other words, some 99.4% of our work focuses on the existing urban area. The costly interventions in the existing urban area, the 'uneconomic tip' of the inner-city projects, have been covered in terms of funding by government grants allocated to expansion projects and revenue from municipal rights or ownership of land in the expansion areas. While this annual expansion of 0.6% plays a crucial role in the realisation of urban programmes for which the existing stock offers insufficient space, it is clear that it will never offer sufficient revenue capacity and development scope to guarantee the quality of the city as a whole. This has far-reaching consequences for the role of town planning, the importance of mass-scale housing construction as a cornerstone for urban development and for the vocabulary and the inventory of the field. As well as for the traditional organisational structure for building in the city: the urban project.

In other words, the key issue is not the current circumstances of urban development, the declining demand in the housing market, the scantier offer of national funding, the credit issues, the lack of clarity in the government's policy vis-à-vis the housing market. It is the city itself that has changed. It is the city itself that forces us to concentrate on the existing situation rather than the city of the future. This is the fundamental issue that underlies public urban development.

A hundred and fifty years of growth

The story is as old as the city itself. Cities constantly adapt to the requirements of the day. This requires investments. 'Hard' and 'soft' investments: not just a cash injection, but also an investment in love for the city. In cohesion; interest; care; attention. People also invest in the city by organising a street party. Their willingness to invest depends on their prospects of

Essay

recouping what they put in: will their investment yield results? This applies to both collective and individual investments; hard and soft. If people do not expect to recover their investment, they won't make it. On balance, this cycle of investment and recoupment leads to an increase in value. The maintenance, adaptation and renovation of buildings and infrastructure, the strengthening of social and economic ties and the promotion of a good social environment in the city adds new value for businesses, residents and visitors. Not just in financial terms (increasing the value of the local land or real estate) but also in terms of the complex of social, economic and cultural values – in the quality of life offered by the city.

For a hundred and fifty years, 'growth' served as the leverage for value increase in the city. These urban expansion projects have yielded numerous advantages – both direct income (land value; dues; tax revenue) and indirect yields (broad base for facilities; labour for the local private sector; increased buying power for local retail; etc.) and contributions from higher-level authorities. These funds were also utilised to improve the existing city. The value of the city as a whole (new and old combined) increased, so that it was attractive to initiate new expansion programmes. The cycle of investment and recoupment via urban expansion resulted in the on-going growth and improvement of the city.

Hidden reserves and external capital

This revenue model has now become trapped by its own success. Yesterday's urban expansion has become today's established cityscape. There is limited room for growth, and the room that is available is marginal compared with the size of the existing city. Because although The Hague is expected to grow considerably over the next few decades – prognoses for the period until 2040 range from 70,000 to 90,000 extra citizens – this growth will not generate sufficient revenue to cover the maintenance and improvement of the existing city. How would a model of urban value improvement actually function that does not focus on new districts, but on the existing city? A model that does not revolve around 'making city', but 'being city'?

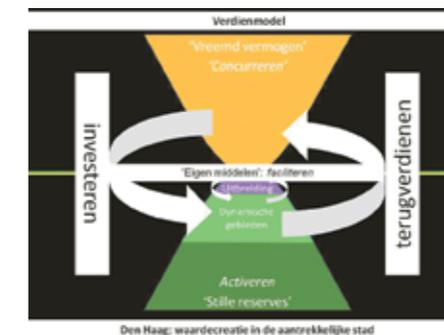
The existing urban environment represents a formidable range of assets (both property and human capital): a reservoir of untapped potential that can be described as the city's 'hidden reserves'. In addition, the city can attract third-party investments: 'external capital'. This too involves a rich palette of 'hard' and 'soft' investments. The institutional investor as well as the entrepreneur who is looking for new business premises; national funding for the urban infrastructure; the inhabitant of a new town who wants to move back to the city; the foreign tourist; the first-year student. In this area, the city is in increasingly fierce competition with other cities and regions.

Compete and activate

The city needs to compete in order to attract external capital and to activate hidden reserves; to facilitate the on-going improvement of the existing city

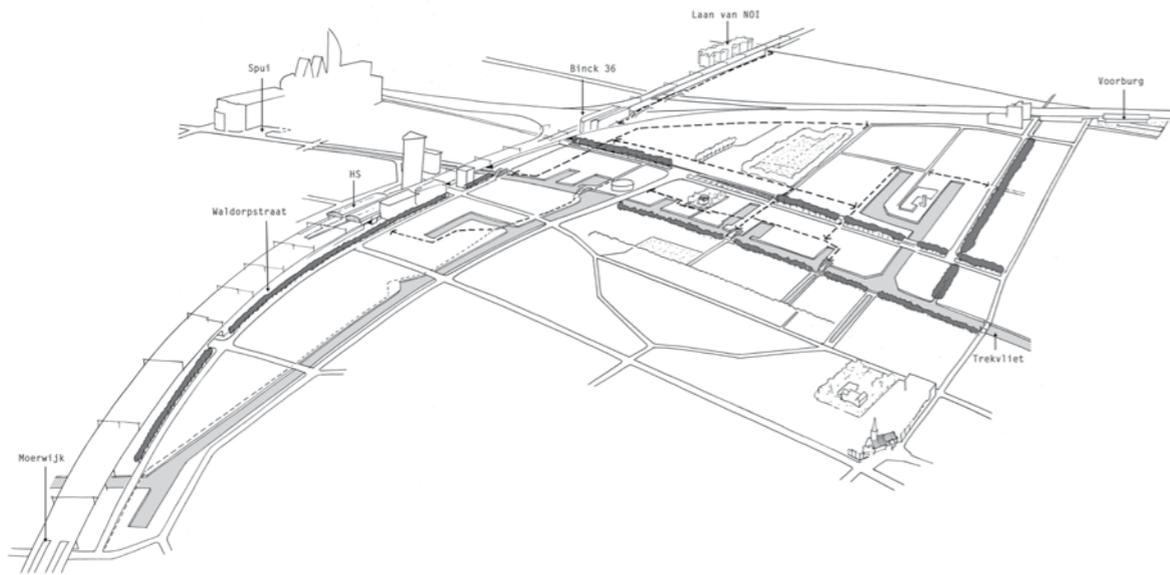
Erik Pasveer

and the intensified competition between cities and regions. These are the foundations of the increase in value of a city that needs to make do without the 'outboard motor' of large-scale growth. These activities are two sides of the same medal. The quality of the existing city determines the prospects of recouping an investment. And investments in the city in turn improve the quality of the existing urban environment. This forms a cycle of value increase: investment – improvement of the existing city – recoupment – improved competitive advantage – follow-up investment. That is the objective of the 'attractive city' concept: improving the city's appeal for external investment and internal improvement. This 'new style' urban development is geared towards setting this cycle in motion and keeping it up to speed. After all, besides 'hidden reserves' and 'external capital', the city also has a wide range of instruments at its disposal to use as leverage for the urban value improvement process.



The authorities can streamline and simplify the permit procedures for building initiatives. The zoning plan can be used as an instrument for protecting valuable parts of the city and creating space for development in other parts of the city. Grants can be made available on a limited scale to fund sustainability projects or the realisation of functions that will only benefit the city indirectly – sports and cultural facilities, for instance. The Municipality can encourage the development of new market structures – by supporting private clients, for example. Urban development primarily plays a facilitating role in this approach: creating opportunities for private citizens and companies to set to work in the city. The Municipality can continue to employ the traditional instrument of active land development policy – albeit less and less frequently and increasingly focused on those locations where financial participation by the Municipality is indispensable. In this approach, urban development will mainly centre on small units; existing buildings; gradual and on-going transformation. This also spells the end of the present dominance of urban projects: interventions in the cityscape that are clearly delineated in terms of time, money, location, programme and organisation. Rather than expanding on the basis of large-scale projects, the city's development will be based – once again – on organic processes.

Essay



Haagse Havens: elaborating the network to allow for small-scale development.

Top-down and bottom-up

It's tempting to assume that these changes in the practice of urban development will automatically result in a revolution in the profession of town planning. Perhaps it is our collective obsession with 'the new', inherited from the heroic era of the expansive city, that underlies our on-going references to 'a new approach to town planning'. The model of urban value creation outlined in the above sections offers substantiated starting points to define the role of public urban development at three distinct levels.

To start, the town planning profession plays an important role in 'activating the city's hidden reserves', by creating scope for building initiatives. This involves the traditional 'nuts and bolts' of formulating generic rules for built-up and undeveloped areas, drafting zoning plans, formulating building permits and monitoring their legitimate implementation (enforcement). In other words: town planning's classic role in coordinating private initiatives via public means. The second role that can be fulfilled by town planning involves attracting 'external capital'. In this endeavour, the profession's contributions range from identifying static and dynamic areas in a city and exploring and showcasing the city's opportunities to attract external capital to drafting a cohesive, attractive, future-proof development vision for the city as a whole, in order to limit risks and safeguard the recoument prospects of potential investments. The classic role of spatial analysis, in other words, and planning at the urban and supra-urban levels.

The third role lies in facilitating the increase in value of the urban environment: public town planning's leverage function. To activate the hidden reserves of static urban areas, the profession should not limit itself to a purely passive set of instruments. Working on the basis of a clear perspective

Erik Pasveer

on the nature of the area, various (albeit limited) urban development instruments (quality requirements for public space; building regulations; the functional zoning of certain areas) can be employed to encourage private investment in the existing real estate in a specific area. While this does not offer the prospect of a spectacular short-term increase in the number of homes, it does create an opportunity to gradually adapt the existing stock to changing patterns in how people live and work, such as the growing number of self-employed entrepreneurs, home offices, the growth in extramural care, etc. Dynamic areas such as shopping centres, obsolete industrial estates and peripheral zones are key candidates for attracting and retaining 'external capital' for the city. This process involves identifying which existing qualities (water bodies and green space, interesting buildings, successful historic developments, accessibility, location within the city) add to an area's appeal and exploring and showcasing various opportunities for new development. In short: in an organic approach to urban development, public town planning does not revolve around a 'top-down' or a 'bottom-up' approach, but rather a connection of the two.

Back to Rome

And this more or less brings us back to the historical approach to town planning that we described at the start of this article. Rome was in crisis. The authorities – at that time, the Church – initiated a unique urban regeneration programme that excels in its clarity, pragmatism and visionary insight. It owes its clarity to the simple, evident and effective principles that underlie its interventions – principles that have been consistently implemented, and that were understood and acknowledged by the many generations that followed. It is pragmatic because the interventions were primarily aimed at solving the urgent issues of the day, yet had a maximum and structural impact on the city as a whole. Not only did the programme address the traffic issues in the city centre, it also stimulated the construction sector, improved public health and safety in the city and contributed to the useful utilisation of the available land. But perhaps the most intriguing aspect of the programme is the appealing view it embodies of the city as a whole. Pope Sixtus V's plan not only drafted a network of efficient thoroughfares between the city's major churches; this network also comprises connections to a variety of ancient monuments and relics. As such, the project created a 'symbolic' layer in addition to a 'functional' layer, touching the fundamental question of what Rome aimed to represent as a city.

Translated to the terminology that we have adopted in the previous paragraphs, the Pope's plan is a prime example of a successful strategy for increasing the value of an urban environment at a time of crisis. And it shows how public town planning can make a significant contribution, by activating the hidden reserves of the existing city via generic rules and specific interventions, increasing its appeal for 'external capital' by making the city's qualities visible and accessible to third parties and connecting a clear long-term perspective (the Eternal City) to the practical issues of the day.



Design Research

Haagse Havens Fascinates, Grows and Connects

Haagse Havens Fascinates
The Hague area of Haagse Havens has been in flux for decades. The original port-related companies are making way for new functions like the Hague University of Applied Sciences, KPN and the MegaStores mall. This change will remain a constant factor in the period ahead. Haagse Havens' dynamic character makes it an attractive area for pioneers. This pioneering atmosphere is unique in the city and the region, and only a few other locations offer a similar experience. Furthermore, Haagse Havens is situated close to The Hague's historic centre and enjoys excellent connections with the surrounding region. The area is hemmed in by the rest of the city and there is a great deal of traffic to and through the area. This traffic is important for its integration in the city. The area's future is a recurring point of discussion. Not even five years ago, a pair of ambitious master plans was drafted for the sub-areas De Binckhorst and Knoop Moerwijk. While these plans have since been overtaken by recent developments, the interest in Haagse Havens and the area's dynamism are as strong as ever. In the search for a new approach, Haagse Havens is a true frontier for research, experimentation and innovation. Haagse Havens continues to fascinate.

Haagse Havens Grows
Haagse Havens is not about creating city, but being city. This diverse corner of the city offers a wide palette of activities, ranging from work, study, exercise and living to

experimentation. That is why Haagse Haven can be considered a true urban area. An area that is constantly reinventing itself and adapting to new circumstances. An urban area is always in flux. In December 2011, the municipal council approved the 'Binckhorst gebiedsaanpak'. The new programme marked a drastic change of course. The Municipality will primarily be investing in preconditions: a clear long-term perspective, public works, transparent regulations and bringing parties together. Beyond this, the Municipality plans to exercise patience. The intention is for developments to be generated by people in the area itself – an approach that demands time more than anything else. The growth perspective has been maintained, however. This will require creating room for growth, and Haagse Havens is an ideal location for this. It is a unique urban residential and social environment that appeals to a large number of people. Haagse Havens continues to grow.

Haagse Havens Connects
The construction of the "Rotterdamsebaan" arterial road and the widening of Neherkade are two public works that will be realised in Haagse Havens in the short term. In the medium term, effective public transport will be set up for De Binckhorst. In addition, a more finely-meshed network in Haagse Havens will improve the area's internal connections and integration with the surrounding neighbourhoods. This detailed programme

is a prerequisite for small-scale developments. In addition, the municipal authorities will need to invest in new networks such as IT, power and a heating and cooling system. Local parties and drive will also need to be 'networked'. After all, every small investment contributes to the greater good. Often, coordinating the various initiatives can yield synergy. For example, a company that takes the replacement of the sewer system as an opportunity to repave its parking lot, or catering establishments that are encouraged to set up next to the new long-term dock. The coming year will see a wide range of experiments aimed at discovering a new approach to these kinds of areas. The search is for a new effective association of public and private initiative. The Municipality invites everyone to think along about the future of Haagse Havens. The four approach routes, which demonstrate the layered character of Haagse Havens and the opportunities it offers, form the first step towards exploration, in-depth development and coordination.

Colophon
Loes Verhaart, Bart Steenweg, Frank Weijzen and Michèle Sleebos (Department of Urbanism, Municipality of The Hague)

> haagsehavens.cc/wiki/Bindt_Boeit_Groeit

Haagse Havens produces and challenges

Haagse Havens studies, stimulates and innovates

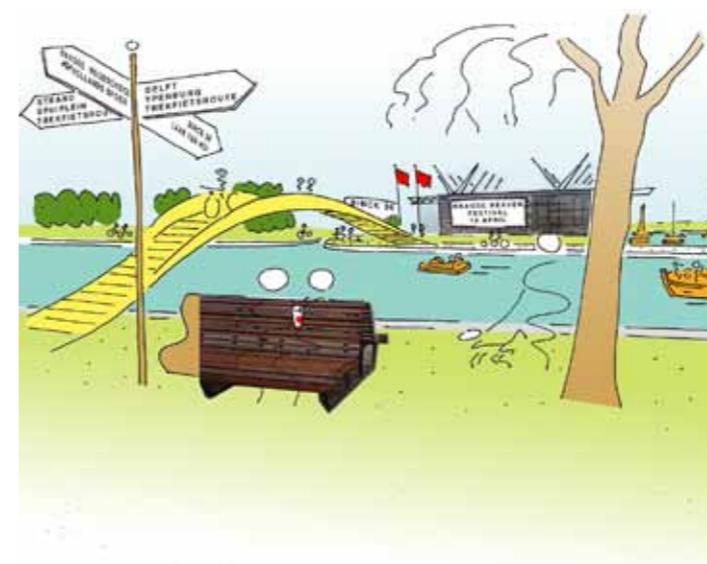


Haagse Havens is an important service and industrial area located in central The Hague. It is linked to the city's historic centre via the ring road and to the wider region via the new Rotterdamsebaan connection. This perspective presents numerous opportunities for new smaller- and larger-scale initiatives. However, they are subject to a number of preconditions: a more finely-meshed infrastructure network, certainty and clarity regarding the area's future and less regulation in the area. This can create added value and synergy, which in turn can lead to enterprise and innovation.

One example is the new connection between the KPN cluster and the CabFab. The physical realisation of this interrelation will lead to a flourishing catering sector in the harbour area and create a new meeting place where people can build relationships and exchange ideas.



New connection between the Saturnusstraat and Maanweg



Bike overpass connects HS and Laan van NOI

Education is becoming increasingly important at Haagse Havens. Thanks to the area's good connections with the local rail network and public transport network, both the Randstad conurbation and the local region are in easy reach. These public transport hubs need to be connected to the surrounding area by a new network of bike paths. Student culture is an important factor in the development of a mixed urban environment and offers a wealth of opportunities to realise new functions and enterprises. The relationship between the educational institutions and the area is becoming increasingly strong, resulting in further innovation and inspiration.

The construction of a new bike overpass across the Trekvljet can create an attractive connection between the HS railway station, the Hague University of Applied Sciences and Binck 36. In the longer term, this route could even be extended to the Laan van NOI railway station. This will build a unique relationship between the educational sector and employment: cross-pollination leads to innovation.

Haagse Havens connects culture, creativity and experiment



Haagse Havens has a strong pioneering atmosphere. The area's abundance of water gives a sense of space and freedom. In addition, it links together a number of attractive locations. A lot seems possible here that is out of the question in the rest of the city. The cultural cluster of the city centre is a stone's throw away. This atmosphere of creativity can be developed further on the basis of a number of solid source points: Binck 36, CabFab and the RAC Halls. Public events and the temporary use of sites and buildings can play an important role in earning Haagse Havens a place in The Hague's collective memory.

A swift water taxi service across the Trekvliet can connect a number of interesting locations: Spui; the youth hostel; the Hague University of Applied Sciences; CabFab; Drievliet; etc. This flexible system is easy to expand. Furthermore, the water taxi is an attraction in its own right. The creative economy is linked to the city's historic centre.



Increase the area's appeal on the water

Haagse Havens: enterprising living



Attractive waterside experience

A great environment to live in. The presence of water, sufficient facilities and good connections form a solid foundation for the development of residential functions in Haagse Havens. You can build your own home here; live above your own business. The area offers a lot of space at a modest cost. The experiment has already started. Expand the residential environment, by making clever connections with existing neighbourhoods, and start small. Vacant office buildings and industrial premises offer new opportunities. Here, people can set to work on their own renovation projects. However, reduced regulation is a key condition for success.

The free lots in Laakhaven West are a prime example of enterprising living. Here, prospective residents can build their own homes. This both benefits the construction sector and adds to people's sense of security on the new bike path along Waldorpstraat. Haagse Havens offers opportunities for everyone who is able to put his shoulder to the wheel: who's up for it?

Facilitating Urban Development

Iris Schutten

Urban development is in the process of reinventing itself. While for many years, projects were geared towards a supply-based growth market; today, the field is dominated by transformation projects and market demand. Old strategies based on land development, generic stakeholder groups and long-term perspectives no longer prove effective. As a result, area planning is grinding to a halt, sites lie undeveloped and buildings stand empty. While some of us still believe that building production will pick up again at some point, others are becoming increasingly convinced that we need to adopt an entirely new approach, as the current crisis has changed things for good. Today, the key question is: how can we put new concepts of urban development to practice?

Do-it-yourself coaching for urban development

The Russian economist Nikolai Kondratiev has shown that crises follow in the wake of major changes in society, such as the Industrial Revolution, the rise of the railways, the introduction of the automobile and our present Information Age. What all these crises have in common is that after the crisis, the world looks completely different to before – with other approaches to work, organisational structures, spatial planning and new players at the helm. The current crisis can also be seen as such a watershed moment, and encourages us to think anew about our urban landscape – and its development. Over the past century, spatial planning in the Netherlands had become increasingly characterised by top-down regulation, uniformity and large-scale projects, with citizens adopting a more and more passive attitude. However, new generations increasingly operate in more horizontal systems. They move in all kinds of visible and invisible networks and use new, fast and flexible structures to give shape to their social and political involvement.¹

Navigating the wild billows of systemic change, we can observe the development of a different kind of area planning. We are currently experiencing a transition from large-scale to small-scale projects; from major initial investments to a more gradual cash flow planning; from comprehensive designs to piecemeal approaches; from management by a small group of professionals to a practice that involves numerous players; from working towards an end result to working on the basis of the existing situation; from a reliance on standard methods to experimentation with new ones.² This has its consequences for the financial, legal, spatial and process management aspects of area development. We see two aspects resurfacing time and time again: the introduction of the time factor and a central focus on the existing situation: people, networks, buildings and questions as they are found at this point in history. The new direction for urban development may well lie in connecting these local factors to form new perspectives and affording people space and time to unfurl these perspectives step by step. In the city of The Hague, the team behind the Haagse Havens project is trying to determine what this means for urban development. It is a kind of do-it-yourself coaching programme for urban development – one in which both people involved in the daily practice of municipal development and academic minds have been invited to the table, and researching developers like artists, urban curators and local entrepreneurs.

The Haagse Havens area comprises the industrial estates De Binckhorst and Laakhaven. It can actually be seen as an island, encircled by a border of rail tracks, waterways and through roads which are in turn surrounded by residential neighbourhoods. Five years ago, it appeared as if the old local industry would have to make way for cosmopolitan office towers, blocks of flats and recreational facilities. But today, the master plans that had so served as guidelines for the area's development have been laid aside and succeeded by the concept of organic development. The sole element that has been retained by the Municipality is the construction of a new motorway connection that will run straight through the area: the Rotterdamsebaan. This project will involve tearing down a share of the existing building stock. In addition, the authorities still intend for the area to develop into a mixed residential-commercial zone, so that it can absorb the expected growth. However, they have indicated that in this process, they will limit themselves to 'facilitating action'. This concept – 'facilitating action' – could well play a pivotal role in a new approach to urban development.

From the outset, the Haagse Havens area has been characterised by spontaneous growth. None of the large-scale master plans conceived for the Haagse Havens – whether devised by Berlage, Dudok or OMA – have so far been able to make an impact. Over the course of a century, the area has developed into an almost un-Dutch patchwork of extremes. Scattered

¹ See Joop Hazenberg, *Change – Hoe de netwerkgeneratie Nederland gaat veroveren*, Balans, Amsterdam, 2009.
² In response to the presentation by Maarten van Tuijl and Tom Bergevoet (temp. architecture) during the debate 'Nieuwe regels, nieuwe kansen. Is er een alternatief voor het bestemmingsplan?', organised by temp. architecture in partnership with Vereniging Deltametropool and Stroom Den Haag, The Hague 29 February 2012.

between the industrial buildings and office complexes, one finds a small eighteenth-century chateau, a Catholic cemetery, 1950s residential blocks, a skate park in an old shed, dovecotes, the cultural breeding grounds Bink 36 and the Caballero Factory, as well as more low-profile artist's studios, a rowing club, undeveloped sites, vacant office buildings and a marina. If there's one place in The Hague where you could still launch a new initiative, it's here. The area is chock-full of opportunities, because it offers space, a wealth of contrasts and an undetermined future. However, the Municipality's new *gebiedsaanpak* (area development approach) does not reflect this inspiring ambiance. It is characterised by the virtual absence of a communication strategy. The lively hardcover brochures with full-colour illustrations and photomontages of the OMA plan have been reduced to a solid council ordinance that shows considerably less ambition. The Municipality states that in the current economic crisis, it has been left no other choice than to adopt a slow-down mentality, in which the previous plans have not so much been abandoned as put on the back burner, and can only be realised at a later time and with the help of third parties. The Municipality is hoping that property developers will step up to the plate who, in a follow-up to the construction of the Rotterdamsebaan, can turn Binckhorstlaan into an 'urban boulevard' as outlined in the old plans. This approach would sooner seem to belong to the old strategy than the new.

The Haagse Havens project shows that the current delays could actually lead to a substantive improvement of the existing plans – one that would offer time for an urban environment to emerge that is more layered and varied than the one that can be achieved via large-scale development, and that is furthermore more deeply rooted in the existing urban fabric. One could present this gradual transformation with the same conviction and enthusiasm allotted to the old large-scale plans: 'De Binckhorst has what it takes, and in De Binkhorst you can get things done! Here, we can work on urban development 3.0, synergetic, interactive, innovative, open-source and open-ended!'³

Specific solutions for specific conditions

The new town planner, developer or architect no longer designs for abstract target audiences, but for and with specific users in a specific location, using resources that can already be found on site. Resources in the broadest sense of the word: in addition to existing buildings and/or materials, they include local knowledge, energy, networks and capital. The need to work with what can already be found on location is becoming more and more urgent. Policymakers, urban developers and architects often believe that they have good insight into 'their' locations – after all, they can refer to a range of drawings and statistical data. But over time, other layers have developed beneath these formal layers that only reveal themselves when one abandons one's bird's-eye view and ventures into the city as it is experienced by its inhabitants. This will often yield new information that not only tells a

³ Web 3.0 refers to the trend in which online applications are more effectively aligned or can be merged or integrated. Web 3.0 is seen as the third phase in the development of the Internet and as the successor of Web 2.0.

great deal about a location's requirements, but also about its potential. As Marcel Proust once wrote: '*The true voyage of discovery lies not in visiting new landscapes, but in seeing things with new eyes.*'⁴

The traditional approach to urban development quite often ignored the actual location, focusing instead on a newly conceived ideal that lay far in the future. That this could occasionally destroy much of the existing urban fabric can also be observed at De Binckhorst. For example, in accordance with the OMA master plan, a large number of car dealerships have been forced to move elsewhere. Their departure has strongly affected the remaining companies in the area. With their disappearance, and the departure of a large share of the breaker's yards in the near future, local economic chains are disrupted to such an extent that a 30% loss in turnover at many of the companies in the area is by no means an exception. Hans Venhuizen and Sabrina Lindemann presently propose adopting a reverse procedure. Based on an analysis and re-evaluation of what car culture can mean, the duo try to arrive at new sectors, partnerships and proposals that might not only boost the area's local culture and urban structure, but also the local economy. The public event *Autonia*, which will be held in the spring of 2013, is intended to strengthen what can already be found at the Haagse Havens, rather than what has been projected for the area, by exploiting its existing qualities as a kind of 'humus for innovation'.⁵

As long as urban developers, designers and decision-makers fail to take the time to study what an area has to offer, the potential for change of this 'humus' remains hidden and therefore unutilised. For this reason, students at Delft University of Technology are busy making a detailed inventory of the Haagse Havens area before the start of their design project.⁶ Curiously, this kind of data mining is still a fairly uncommon approach at our educational institutions. Nevertheless, the students' efforts have already yielded a wealth of insights, but this approach will only gain urgency when it allows researchers to actively attach conclusions to its findings and view the various issues in connection with one another. The increasing complexity of urban systems and the larger number of people who are involved in urban development have led to a new focus on the production of clear infographics and interactive maps – a skill that will play an increasingly important role within urban development. It forms an ideal method for bringing complex interrelationships to light within a multitude of data. Take the television programme 'Nederland van boven', for example, in which maps are complemented by infographics that visualise the time factor and seemingly unrelated data can be combined with one another in interactive overviews.⁷

⁴ Visual artists frequently play a role in the development of new perceptions of how a city is experienced by its residents. In De Binckhorst, artist Wilma Marijnissen has been organising rambles for many years to show the area from a different perspective.

⁵ Analogous to Paul Meurs, 'In de ban van het land van ooit, de nieuwe toekomst van Nederland', in: Hans Venhuizen, Geest en grond, Bureau Venhuizen in collaboration with Erfgoedhuis Zuid Holland, Rotterdam 2004.

⁶ Building and Architecture faculty, ©MIT department, headed by Iwert Bernakiewicz, Sarah Stroux and Job Roos.

⁷ The Swedish professor Hans Rosling has also developed methods to bring a diverse range of data to life, using moving diagrams that offer the viewer immediate visual insight into a network of complex interrelationships.

Making a detailed study of the existing situation and using specific characteristics as raw material for development are also the basic principles of the *Case Study House* experiment. At the moment, environmental buffer zones and noise pollution zones around various commercial premises, roads and railway lines make it virtually impossible to find a site that may be developed as a residential area. These 'nuisance circles' are based on general distances and obsolete data. Many of the local companies have been allotted environmental space that they no longer require – they have modernised their operations, for instance, and/or made them more sustainable. Both E19 Architects and the municipal authorities are currently making an inventory of the actual situation, in order to arrive at an updated map for the area. However, it will take at least three years until the new map becomes operational.⁸ Until that time, developments in the area will more or less be kept on hold. That is why Corine Keus and Nanne Verbruggen of E19 Architects are taking a few extra steps. They are not only looking for 'holes' where residential development would be allowed; they are also studying how they can allow people to live in the most heavily affected, 'off-limits' areas. To this end, the team seeks to develop solutions for characteristics of the area that are deemed negative and obstructive. E19 is currently developing housing typologies that are able to withstand the pressures of foul air and/or particulates, noise pollution and hazards resulting from local industrial activity. The firm plans to physically realise at least one of these designs. Exceptional circumstances can lead to exceptional homes that have been equipped to meet specific demands. The way in which the homes are designed allows for changes to the local zoning scheme and offers the urban developer a new kind of building block to work with. In addition, the team is also considering tapping into local capital that has not been utilised so far – for example, one construction firm may have an employee who has nothing to do for the day, while another may regularly have concrete to spare. Can such carry-overs of the production process be used for the development of a new home? Could this allow other resources to be invested in the area development besides the traditional capital injections – investments by numerous, local parties? And couldn't this approach also enable future residents to co-invest in their own homes, by adopting an unrestricted attitude to their scope for self-activation in the development, planning and/or construction process?

One conclusion that can already be drawn from the Haagse Havens project is that although there is definitely an awareness that times have changed and that we need to conceive and develop new procedures, in practice, the urban development field has proven more resistant to change – including within the municipal administration. On the one hand, the Municipality calls on initiators to submit proposals; on the other, it occasionally fails to acknowledge existing pioneers. Although there is a clear need for innovative projects, it is complicated to facilitate innovative proposals within existing regulations and spatial confines. This also applies to the project *Hybride*

⁸ The drafting of a new zoning scheme will take at least one year, and the associated zoning scheme procedure and appeal cases could easily take at least two.

Kiosk, an initiative of Denis Oudendijk and Sabrina Lindemann. This project, a small-scale kiosk situated in the public space that is geared towards encounters and a local programme, could form a welcome step forwards in the continued development of De Binckhorst. However, it has so far proven impossible to actually realise this initiative.

Facilitation: Establishing connections

In itself, focusing on local factors does not automatically set a development in motion. What will truly put new wind in the sails of a new approach – one that on the one hand takes its bearings from local potential and on the other hand sets course for a general perspective on area transformation – is the concept of facilitation. Without facilitation, this project would barely move forward. However, many people view facilitation as an extremely passive approach, as if the facilitator only springs into action once the permit has been applied for. If policy for the area were to embody this kind of *laissez-faire* attitude, it would be virtually indistinguishable from the Municipality's existing approach throughout the city. Facilitation, which contains both the terms *facere* (make, do) and *li* (connection), literally means 'to make connections'. This does not refer to physical connections like roads and bridges, but to 'making things easier', 'making things possible', 'providing resources' and 'guiding and supporting a group's collaborative process'. Such definitions indicate that facilitation is by no means a passive activity, but rather an active approach. It means devoting time, room and attention to the 'soft' aspects of the business: bringing stakeholders together, actively informing the public for the benefit of open-source urbanism, bring opportunities to light and visualising them for the parties involved.⁹ This means that the budget should not be exclusively earmarked for the project's 'hardware', but should also be invested in its 'software': hours, knowledge development, mediation, enthusiasm, etc. Or, as Floor Tinga puts it: 'If you want to create room for spontaneous initiatives, you can't simply lean back and see what comes up. It is precisely then that leadership and vision prove indispensable. If the Municipality of The Hague wishes to make the organic development of De Binckhorst a success, it will need to adopt the same proactive attitude as the do-it-yourself pioneers it aims to attract.'¹⁰

Large, unwieldy housing corporations, property developers and municipal departments and agencies should strive to develop into organisations that can work on a smaller and more flexible scale, increasing opportunities for more and smaller parties to contribute to the development of the existing urban landscape. These organisations will be partly succeeded by new developers or consortia like APPM and Urhahn Urban Design, which through their *Binckubator* initiative try to bring together local property owners and enterprising organisations and individuals in order to prime the process

⁹ Open-source urbanism refers to the open-source development of software programs etc. and involves working together on the development of the urban landscape. Merijn Oudenampsen was one of the first scholars to define the meaning of the term 'Open Source Urbanism': '... a public domain that is geared towards the bottom-up production of knowledge and power, and an open urban source code that encourages participation...' From: 'Open Source Urbanism: een eerste aanzet', Flexmens, 2008. <http://www.flexmens.org>

¹⁰ Floor Tinga, 'Gebiedsontwikkeling in een snelkookpan', Cahier 'Organische gebiedsontwikkeling: Balkan in de Polder?' Mondriaan Fund (formerly Fonds BKVB), Amsterdam, June 2012

Essay

of rejuvenation and transformation. Likewise, E19 Architects could assume the role of developer in partnership with local entrepreneurs, and temporary initiatives like the skate centre could further develop their location over the course of time and improve their provisional status. The question is whether one should still call this urban development, or that it should sooner be referred to as developing management. Since we presently have more than enough buildings, it is not so much a case of developing a new urban environment, as it is adapting the existing environment to our preferences and needs. Over the course of time, and from the inside out.¹¹

As befits a good coaching programme, the focus should not only be on conceptualisation and planning, but above all on visualisation and concrete action. Experiential learning, through the actual implementation of the *Autonia*, *Hybride Kiosk* and *Case Study House* proposals – preferably as soon as possible. The specific strength of these projects lies in the fact that despite their small scale, they can significantly influence the DNA of both the city of The Hague and urban development in general. As a result, they can have a long-term impact that is at least as fundamental as large-scale interventions like the Rotterdamsebaan project. This kind of concrete action can yield new connections, reveal new methods for urban development and furthermore increase people's confidence in taking a fresh approach. Because confidence is precisely what is lacking among many of the local stakeholders, entrepreneurs and potential residents: 'Who says that they won't change tack again in a few years' time?' Let us assume that Kondratiev was right in his analysis. The current crisis has changed things for good; after this recession, our world will function in an entirely new way – with new approaches to working, organisational structures, spatial planning and fresh players at the helm. And we don't have to wait: we can launch this new era today, simply by getting ourselves involved.

¹¹ Developing management is strategy in which development and management are merged as far as possible in terms of their organisation, financial structure and technical design, so that the city can provide new space for developments and initiatives in society. See also: Sabrina Lindemann and Iris Schutten, *Stedelijke transformatie in de tussentijd, Hotel Transvaal als impuls voor de wijk, SUN Trancity, Amsterdam, April 2010*



RESEARCH & CASE STUDIES

p.29-31

In Search for the
DNA of the Binckhorst



p.32-34

Listen to
the Binckhorst



p.35-37

Parkheuvel
Binckhorst



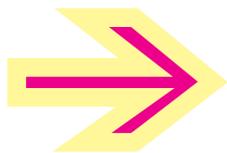
p.38-40

Healthy Living
in a Dirty Area



p.41-43

Autonia Binckhorst -
The Amusement Park
for Your Car



Research

In Search for the DNA of the Binckhorst

As Marcel Proust once wrote: 'The real voyage of discovery consists not in seeking new land-scapes, but in having new eyes'. From within @MIT at the TUDelft we set up an experiment where eleven architecture students will explore the Binckhorst context of the Hague through a mapping project. A Binckhorst Atlas will be created showing multiple facets of the area. Their proposed interventions will grow from the reading of the Atlas, from possible conflicts and opportunities found during the extensive study of the area. The human factor is also taken into account: who (can) use the Binckhorst, in which way, and why? Storytelling will be an important way to define the brief. The scenarios for the projects will evolve in a 'slow urbanist way' from the group and their conclusions. The ultimate goal is that by eleven projects, on eleven sites, we can offer a spectrum of possibilities for the Binckhorst. Not as a classic masterplan, but from 'bottom-up' where intervention can enhance the perception and use of the area over an undefined period of time.

Colophon

Research @MIT/TU Delft
Lecturers: Iwert Bernakiewicz,
Sarah Stroux, Job Roos, Leo
Hendriks, Lidy Meijers.
Students: Nadja Karampini,
Senay Taskan, Marta Smektata,
Thomas Döbken, Rebekah
Wagoner, Eduard Meeuwssen,
Olivia Nicolescu, Stefan Kok,
Karen Blanksma, Leonoor
Clemens, Jos Wulms

Projectwebsite:

> [www.waardestelling.nl/
binckhorst](http://www.waardestelling.nl/binckhorst)

> [haagsehavens.cc/wiki/
DNA_Atlas](http://haagsehavens.cc/wiki/DNA_Atlas)

IN SEARCH FOR THE DNA OF THE BINCKHORST

Introduction by Iwert Bernakiewicz / Belgium

As Marcel Proust once wrote: "The real voyage of discovery consists not in seeking new landscapes, but in having new eyes"

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Storytelling will be an important way to define programme. The scenarios for the projects will evolve in a "slow urbanist way" from the group and their conclusions. The ultimate goal is that by eleven projects, on eleven sites, we can offer a spectrum of possibilities for the Binckhorst. Not as a classic masterplan, but from 'bottom-up' where intervention can enhance the perception and use of the area over an undefined period of time.



THE BINCKHORST CLOCK

Nadja Karampini / Greece

The urban structure of Binckhorst is composed by a heterogeneous multitude of elements. The organically grown industries, the drive-through roads and the densely vacant buildings co-exist with the hidden industrial heritage and the inaccessible green areas and canals. Starting from 06.00 the Binckhorst area is activated during the day time and completely deactivated after the sunset. How about extending the Binckhorst clock, by highlighting the latent creative potentials of the place and respecting its concealed qualities?



THE FAVORITE PLACE

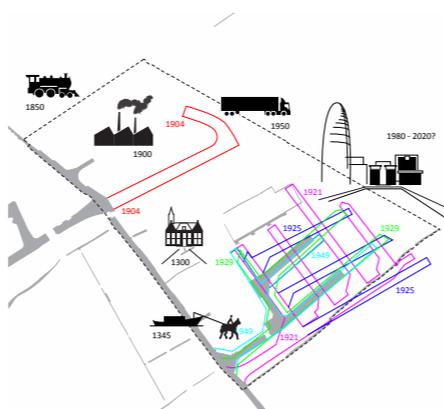
Senay Taskan / The Netherlands

The Binckhorst isn't 'The favorite place' of the average citizen of The Hague. A place with an industrial look: car dealers, building companies, vacant office buildings. Beside all of this, it has its own little treasures; castle, characteristic buildings, a network, the water. A place with a lot of opportunities within a stone's throw from the center. Why not make it a place to be? Creativity, Culture, ART could be the key to "Binckhorst: The favorite place of The Hague"

WAITING FOR THE NEXT REVOLUTION

Thomas Döbken / The Netherlands

The Binckhorst is a non-planned area that is just responding on periods in time. The industrial revolution and the rise of big office buildings in the last decade have been developed without focus on actual demand. We are now in a transition period of a new revolution, to get a more sustainable Binckhorst. Don't focus on problems like empty office buildings or decay of historical heritage, but focus on potentials and find criteria for the 'Turning Key' that lead to success and create new demands.



SECOND YOUTH FOR THE BINCKHORST FUTURE

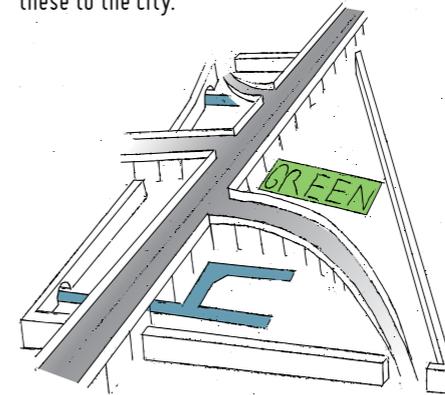
Eduard Meeuwse / The Netherlands

The Binckhorst's industrious and robust character is radiated directly from its industrial and creative activities. Activities that depend on skilled workers and love for craftsmanship. In order to give the activity and its attractive spirit a future, it's necessary to pass on these skills and values to a next generation of craftsmen. Establishing a technical crafts school in one of the many vacant buildings will bring the energy and optimism of youth to the experience and skill present now in the Binckhorst, for an industrious future.

THE LIFECYCLE OF THE BINCKHORST

Stefan Kok / The Netherlands

The question: "What is the Binckhorst?" is hard to answer. The Binckhorst is not a constant. It is an ever evolving organism. Changes should therefore not be made in the tissue, the companies and the factories of the area. Changes should be made in the mechanisms supporting these. One of the possibilities to do so, is to create secondary routes, only for pedestrians and bicyclists by use of existing but hidden tissue, bringing out unexpected but existing qualities of the area and returning these to the city.



'TUSSENLAND' / 'SPACE IN BETWEEN'

Leonoor Clemens / The Netherlands

This map shows what the Binckhorst will look like in 2015, the time our projects could be executed. In the northern part of the Binckhorst buildings become vacant according to plans of the municipality to move the car assembly companies. Characteristic of this Binckhorst part is the mixture of history, vital companies, vacancy and abandoned areas. I want to research and use the characteristics of this 'tussenland'/'space in between' to add lacking functions in vacant buildings and to keep the properties of 'tussenland' alive.

11 STUDENTS MAPPING THE BINCKHORST: WAARDESTELLING.NL/BINCKHORST



BINCKHORST AS AN ISLAND

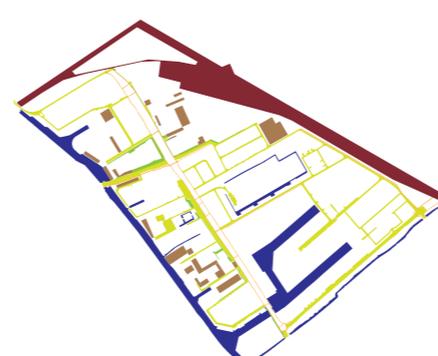
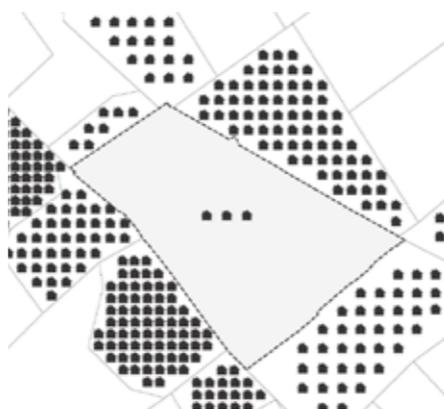
Marta Smektala / Poland

For me Binckhorst is a different patch of material sewed into the structure of The Hague. Even inside this patch we can differentiate contrasting parts of the district. There are parts of silence such as: the graveyard, offices, the bank of the canal, and parts of noise like: roads full of traffic or industrial activity. A lot of values seem to be hidden, difficult to notice. One of them is the coast of the canal. I think this should be given more importance.

The Binckhorst is Complex

Rebekah Wagoner / United States of America

The Binckhorst is a place of complex contradictions, of opposing forces that seem exaggerated here. Contradictions, for example, in the perceived organization, the social networks, the condition of green space, and the reputation of the area. Therefore, I propose an intervention of a brewery that can become a mediator between some of these contradictions. A function that will give an identity and a destination to the Binckhorst, fit into the existing industrial character and fill in vacant buildings.



BROKEN BINCKHORST

Olivia Nicolescu / Romania

The next 10 years, a new network of nature-related spaces should be implemented, having the harbor as the starting point. The quality of the public space would increase thus responding to the immediate needs of the users. A new temporary network of research workshops related with the local industries could be attached on this new pedestrian layer (which may be partly elevated from the ground). The goal for the immediate future is to create structural connection, both spatial and social.

THE BINCKHORST DREAM

Karen Blanksma / The Netherlands

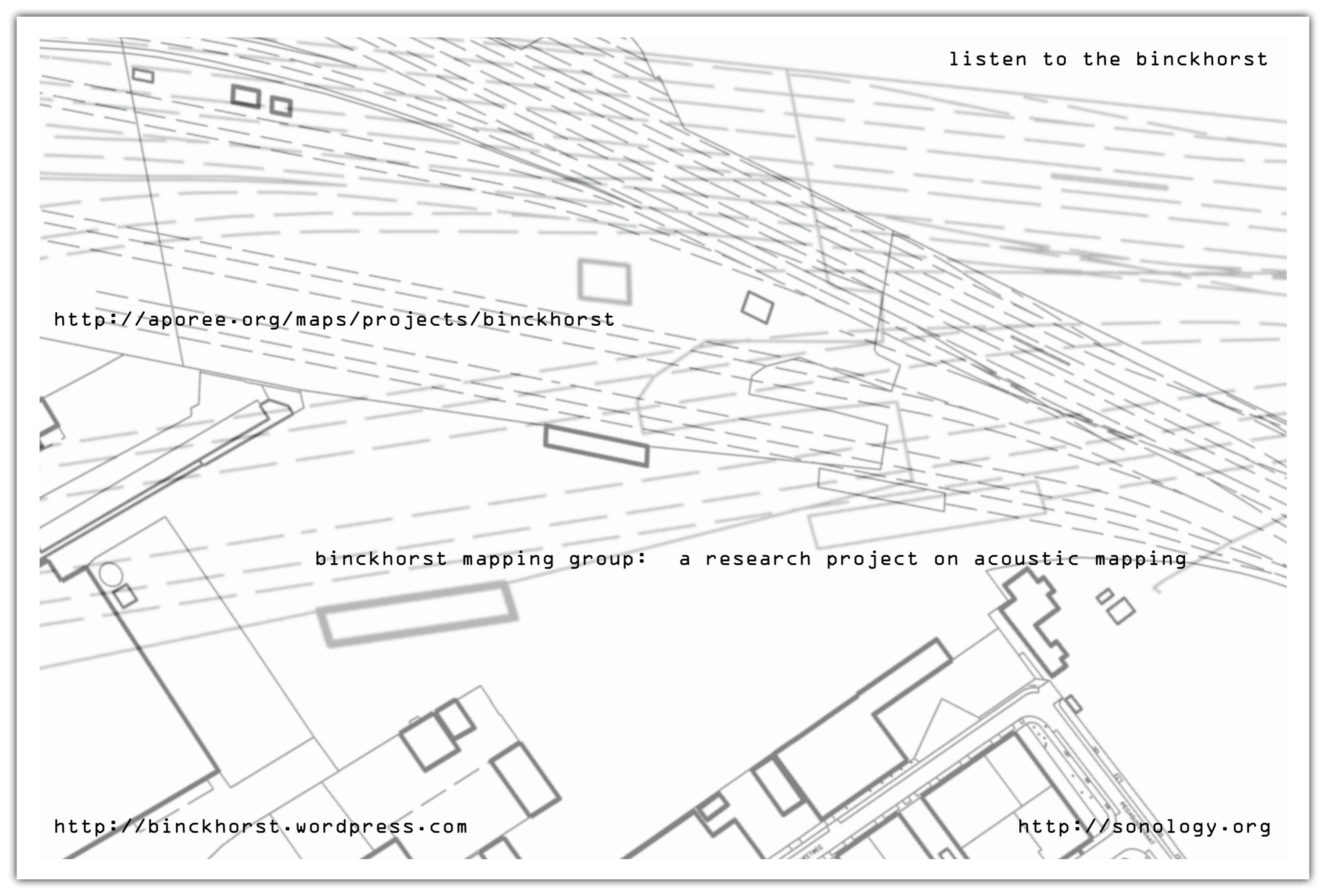
The vacancy of office buildings in the Binckhorst is something that attracts attention. In this area, there are so many things possible: if you want to try or experiment on something, I think the Binckhorst is ideal to develop your dreams. My dream is to use the vacancy to fill the emptiness, to use an unused building for a function to bring more life in the area. My dream is that a (indoor) market hall for food and non-food is something the Binckhorst needs.



BINCKHORST NEEDS A MEETING POINT

Jos Wolms / The Netherlands

The Binckhorst area, to me, looks un-organized and chaotic. It looks a little bit like 'Belgium' and especially not typical Dutch. What I really like is the typical industrial look, the network between the companies, the harbour and the re-use of the Caballero Factory and Bink 36. I think it is really necessary to re-organize the area and to create a central meeting point. A place where people can have a drink, have a lunch, have a talk and relax.



listen to the binckhorst

<http://aporee.org/maps/projects/binckhorst>

binckhorst mapping group: a research project on acoustic mapping

<http://binckhorst.wordpress.com>

<http://sonology.org>

Research

Listen to the Binckhorst

The Binckhorst Mapping Group is a research group based at the Institute of Sonology, Den Haag. It aims to build up an online archive of sound recorded within the Binckhorst area of Den Haag, The Netherlands. This archive is to be used to explore techniques and ideas about mapping sounds, field recording, composition, installation.

The Binckhorst is home mostly to light industry but also includes residential areas, (wild) green spaces, canals, harbours, railway and motorway connections. In terms of sound, the area contains many different contrasting kinds of sound sources and acoustics, - machines, wind, water, people and animals, open spaces, houses and industrial architecture. We want to use the Binckhorst as a case study to look at how one can map urban spaces with sound, how one can order or explore those sounds and make them available for creative exploration. Current projects include sound installations and a spatial sound composition for a wave field synthesis system.

The archive will be available under a creative commons licence for use in research or creative works. One of the presentation forms we are working with is the interactive internet map at <http://aporee.org/maps/projects/binckhorst>

This map of sound recordings is not intended to be exhaustive or objective in any way. Each contributor has their own focus, intentions and interests. The map can be seen as containing some of the traces of our time spent listening to the Binckhorst.

Colophon

Binckhorst Mapping Group
Lecturer: Justin Bennett
Students: Nicola Casetta, Pablo Sanz, Jim Zweerts, Marie Guilleray, Aurelie Lierman, Juan Cantizzani, Kathrin Grenzdoerffer, Sara Pinheiro, Martijn Barendregt, Dario Giustarini, Jillis Kruk, Karl Karlsson, Theo Horsmeier, Nicola Kynde, Glenn Ryszko (students Royal Academy of Art and Royal Conservatoire: Sonology, Composition and ArtScience, The Hague)

> haagsehavens.cc/wiki/Listen_to_the_Binckhorst

Case Study: Hybride Kiosk

Parkheuvel Binckhorst

The Binckhorst has not been laid out for walkability. The area offers excellent accessibility for motorists, public transport and cyclists, but offers limited appeal for pedestrian users. It has no parks or squares for meeting other people, and next to no public facilities. It does offer opportunities in this area however, with an abundance of water, quays, attractive vistas, bustling commuter traffic and enough places where people could while away some time. Effectively structuring the area's public space is one challenge; creating public facilities is another. The *Hybride Kiosk* project seeks to combine the two objectives. The *Hybride Kiosk* is a mobile architectural unit/neighbourhood shop/espresso bar/garden and pavilion/greenhouse/basil garden/bike repair shop/chicken coop with egg stall/regional produce sales point/workshop-studio/meeting location/local archive/radio station/space station. The Kiosk serves as a kind of 'flagship store' for the Binckhorst - a place where local entrepreneurs can offer their services and products and where an extensive programme creates opportunities for encounter and exchange.

Parkheuvel Binckhorst is the first phase of *Hybride Kiosk*, in which the programme can be tried out and the building can gradually develop with and through the range of activities organised within the project. The required permits can also be applied for in this period. *Parkheuvel*

Binckhorst is literally and figuratively a 'park zone'. In a literal sense, it forms a public green area, in which the 'building' - the hybrid kiosk - starts off as nothing more than a trellis-work facade covered in creepers. In a figurative sense, *Parkheuvel Binckhorst* serves as a social 'parking' for mobile activities. This 'parking' has not been dedicated to a single function or a single user, but offers room for a variety of functions, programmes and initiatives. If nothing has been programmed for the area at a particular time, the 'parking' simply reverts to being a park again.

The design for *Parkheuvel Binckhorst* is based on the specific conditions found at the site on Wegstraat/Binckhorstlaan. The firm Image Building has set up a storage site for large-scale bus stop advertising panels here. The site is enclosed by high, solid fences that have been fitted with cameras and banners with printed images of climbing plants. *Parkheuvel Binckhorst* will be making use of the fencing, vegetation, large-scale images of creepers, bus stop, bike path, snack bar, Binckhorstlaan and, of course, the large-scale advertising panels. The groundwork for this phase will be laid by clearing an 'elephant path' across the site. This will transform the remaining areas into a functional landscape with a 'park slope' that can serve as both a landmark and a seating area. In consultation with Image Building, it can also be examined whether

unused advertising panels that are waiting for installation can be put to use, by filling them with different posters promoting the area.

Colophon

The design for *Parkheuvel Binckhorst* was developed by Denis Oudendijk (Refunc) in collaboration with Jan Körbes.

The *Hybride Kiosk* concept was developed by Sabrina Lindemann (Mobiël Projectbureau OpTrek), who will also be responsible for the project's programming.

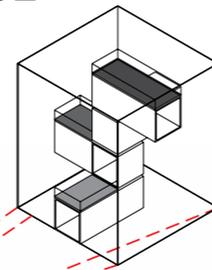
> haagsehavens.cc/wiki/Hybride_Kiosk



HEALTHY LIVING IN A DIRTY AREA

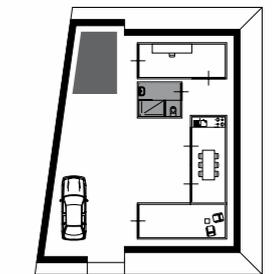
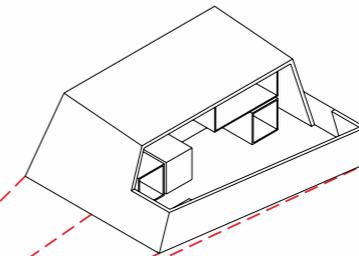
A FRESH HOUSE

HYDROCULTURE FOR PROTECTION AGAINST SMELL



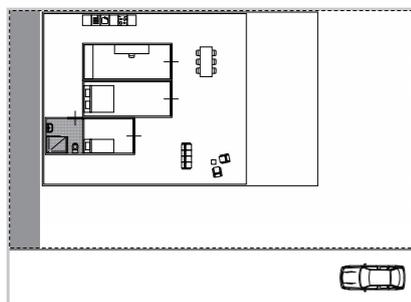
A STABLE HOUSE

CONCRETE FOR PROTECTION AGAINST EXPLOSION AND SMELL



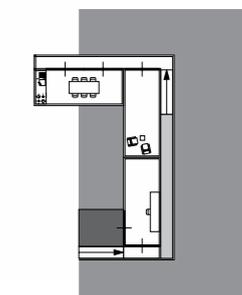
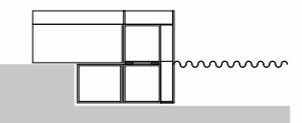
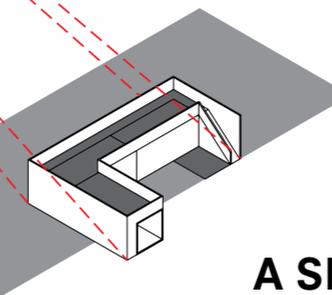
A CLEAN HOUSE

SCREENS FOR PROTECTION AGAINST DUST, NOISE AND SMELL



A SILENT HOUSE

DUAL FAÇADE FOR PROTECTION AGAINST NOISE AND DUST



CASE STUDY HOUSES



Case Study: Case Study House

Healthy Living in a Dirty Area

Case Study House explores which opportunities there are to realise new, temporary and ground-breaking housing types in an industrial environment. At present, it is often impossible to live in such areas due to the restrictions posed by environmental buffer zones and legislation. This study into functional mixes is guided by the ambition to retain inner-city industrial estates like the Binckhorst, due to the value these areas have for the city as a whole. Adding a residential programme can strengthen this value, and presents a major added benefit in the shape of the design of truly unique homes.

After making an inventory of the different types of industry found in the area and the associated environmental nuisance, the project team has selected four types of nuisance and four locations. Nuisance at the Binckhorst takes the shape of noise, foul air, hazardous conditions and dust/particulates. Each of these nuisance types can be found at the various locations, but at each site, one of the types plays a dominant role. Each nuisance type can be 'taken on' with a specific material – for example, dust can be kept at bay with water, odours with plantings and concrete can be used to protect against potential hazards. In other words, the combination

of a specific nuisance type and a specific location provides the basic conditions for the choice of material – and consequently the design of the unit.

Instead of conducting exhaustive and lengthy research into possible gaps between the environmental buffer zones, *Case Study House* proposes finding intelligent ways in which the buffer zones can be adopted as a guideline in the design process. In other words, the project does not seek the solution in the relocation or adaptation of local industrial activity, but in the custom design of special homes. This not only retains the industry for the area, but also adds unique homes to the city's existing stock. Parallel to this design process, the project team is studying how existing environmental legislation and building regulations can be adapted to allow for this kind of functional mix.

The team's intention is to physically realise one of the designs, so that this home can be used as an actual 'case study house'. A suitable location will be determined in consultation with the local companies and the Municipality. Ideally, a private citizen would present himself or herself who is prepared to also invest in the project. The house will be constructed in

partnership with local companies that can jointly invest in the project in the form of spare material and man hours. This will give them a concrete share in the enterprise. In addition, the team will get in touch with companies and degree programmes that work in the field of material innovation and that would like to test their product in a real-life application. This allows the project team to keep a lid on construction costs, so that living in the spacious and free environment of an industrial estate will also be an attractive prospect in financial terms. Although the above approach could not be used to develop an entire residential neighbourhood, it is suited for realising specific homes for people who are looking for space and who wish to set up in this area for its existing industrial qualities.

Colophon

Case Study House was designed and researched by Corine Keusen Nanne Verbruggen (E19 Architects)

> haagsehavens.cc/wiki/Case_Study_House

Case Study: Autonia

Autonia Binckhorst – the Amusement Park for Your Car

Until fairly recently, the Binckhorst was the place to be for Hague drivers. Here, you could buy a new or used vehicle, arrange for it to be repaired, tuned, washed or refuelled, or even turned into a cabriolet. The Binckhorst offered motorists a full range of facilities – from dealerships to breaker's yards. Many of these companies worked closely together: the dealer engaged the services of the spray shop, the garage sourced parts from the parts store and the breaker's yard picked up the old trade-ins. But the recent relocation of the Binckhorst's showrooms and dealers has ripped the heart out of this unique auto hotspot. Local car sales had previously guaranteed a steady supply of vehicles that needed to be serviced or repaired, and served as a lifeline for the area. During Autonia Binckhorst, a public event focusing on car culture that will be organised in the spring of 2013, we will show in which unexpected ways the automobile can be reinstated as a driving force for development in the area.

The Autonia Binckhorst event will not only be focusing on local car companies. The automobile is one of the major cultural phenomena of our times, yet its global significance is hardly acknowledged. Despite its various limitations, the car still serves as the preeminent symbol

of freedom and socioeconomic status. It is not merely a means of transport, but also a source of pride for its owner and an extension of his or her identity. In stark contrast with this key cultural role, the more mundane aspects of car ownership (refuelling, washing, servicing) are consciously sequestered in – often unattractive – areas where it is more or less impossible to parade one's vehicle. As a result, we fail to exploit much of the car's potential as a channel for cultural exchange.

Autonia Binckhorst will be highlighting the car's cultural role and its connecting potential. The project has found a unique way to fill the hole left behind by the relocated showrooms through the launch of a sales experience for used vehicles. Car sales can once again offer an economic boost to the motor companies that remain in the area. With special presentations on a car catwalk and activities for and by car subcultures, as well as a tyre drawing competition, a drive-in city, the establishment of 'car tinkering clubs' and a disco carwash, at the Binckhorst, the noble automobile will finally get the cultural recognition that it deserves.

Colophon

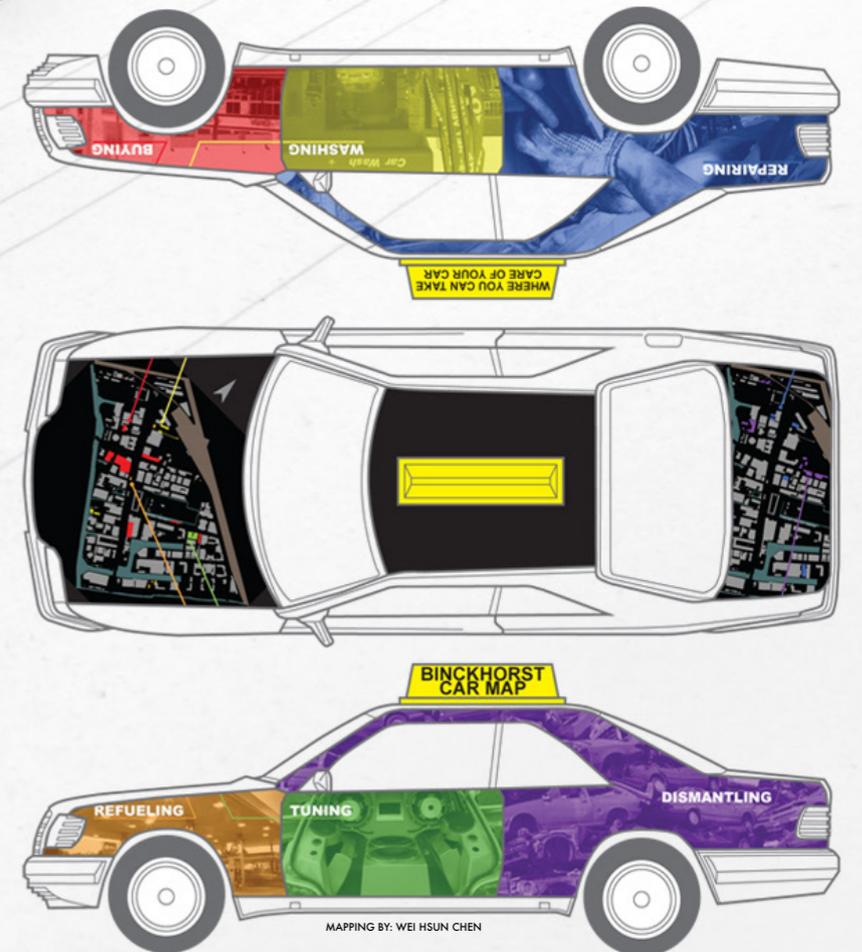
Autonia was conceived by Hans Venhuizen during the 'Laboratorium voor de Tussentijd' programme in Transvaal (2008) and was developed in collaboration with Sabrina Lindemann (Mobiel Projectbureau OpTrek) as a public event for the Binckhorst in the context of the Haagse Havens project.

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- The map on the right-hand side of the following page was created by Wei Hsun Chen.
- The Autonia model and the image of the Bonzai Shop Car on the left-hand side were created by Hans Venhuizen.

> haagsehavens.cc/wiki/Autonia



AUTONIA BINCKHORST THE AMUSEMENTPARK FOR YOUR CAR



Colophon

PROJECTTEAM

Erik Pasveer,
Head of the Department of
Urbanism Municipality of The
Hague

Loes Verhaart,
Senior Urban Designer,
Municipality of The Hague

Arno van Roosmalen,
director Stroom Den Haag

Francien van Westrenen,
Architecture Curator, Stroom
Den Haag

Sabrina Lindemann,
artist/urban curator Mobiel
Projectbureau OpTrek

Job Roos,
Assistant Professor, @MIT / Delft
University of Technology

ESSAYS

Public town planning and
organic urban development: Erik
Pasveer, Head of the Department
of Urbanism Municipality of The
Hague

Facilitating urban development:
Iris Schutten, architect and
publicist

DESIGNERS CASE STUDIES

Hybride Kiosk - Denis Oudendijk,
Refunc and Jan Körbes

Case Study House - Corine
Keus and Nanne Verbruggen,
E19architecten

Autonia - Hans Venhuizen and
Sabrina Lindemann

RESEARCH @MIT/TU DELFT

Lecturers - Iwert Bernakiewicz,
Sarah Stroux, Job Roos, Leo
Hendriks. Lidy Meijers

Students - Nadja Karampini,
Senay Taskan, Marta Smektata,
Thomas Döbken, Rebekah
Wagoner, Eduard Meeuwssen,
Olivia Nicolescu, Stefan Kok,
Karen Blanksma, Leonoor
Clemens, Jos Wulms

LISTEN TO THE BINCKHORST

Binckhorst Mapping Group -
Justin Bennett in collabora-
tion with Nicola Casetta, Pablo
Sanz, Jim Zweerts, Marie
Guilleray, Aurelie Lierman,
Juan Cantizzani, Kathrin
Grenzdoerffer, Sara Pinheiro,
Martijn Barendregt, Dario
Giustarini, Jillis Kruk, Karl
Karlsson, Theo Horsmeier,
Nicola Kynde, Glenn Ryszko
(students at the Royal Academy
of Art and the departments of
Sonology, Composition and
ArtScience of The Hague's Royal
Conservatoire)

INVOLVED DESIGNERS

Urban design - Frank Weijzen,
Bart Steenweg and Michèle
Sleebos, Urban Designers
Municipality of The Hague

Infrastructure - Jeroen
Ruitenbeek, Palmbout -Urban
Landscapes (see drawing p.12)

Regulations - Tom Bergevoet
and Maarten van Tuijl, temp.
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'New rules, new opportunities'
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voor de stad'.

VISITING CRITICS

Organic Area Development -
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Co-PLAN/POLIS University
(Tirana, Albania), in the
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'Organische gebiedsontwik-
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(October 2011) organised by
participants in the 2010 study
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of the Netherlands Foundation
for Visual Arts, Design and
Architecture (current Mondriaan
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Social media and urbanism -
Desislava Staykova, Gyorgyi
Galik, Koen Martens, Lawrence
Bird, Niels de Vries Humel, Thijs
van Oostveen, Yulia Kryazheva
- participants in the workshop
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Translation - Willem Kramer

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Stroom
Den Haag



OpTrek
mobile office



JCDecaux

