

MIXING WORKING AND LIVING SPACES IN BUILDINGS: IMPLEMENTATION AND UPSCALING



[AMSTERDAM 18.05.2018] YOUNG URBAN SINGLES AND SHARED HOUSING / **CONSTANCE UYTTEBROUCK**, ELLEN VAN BUEREN, JACQUES TELLER

- PROBLEM STATEMENT
- ANALYTICAL FRAMEWORK
- LOCAL CONTEXT
- HOUSING FOR STUDENTS AND STARTERS: EVOLUTION OF A MARKET
- CONCLUSION

PROBLEM STATEMENT

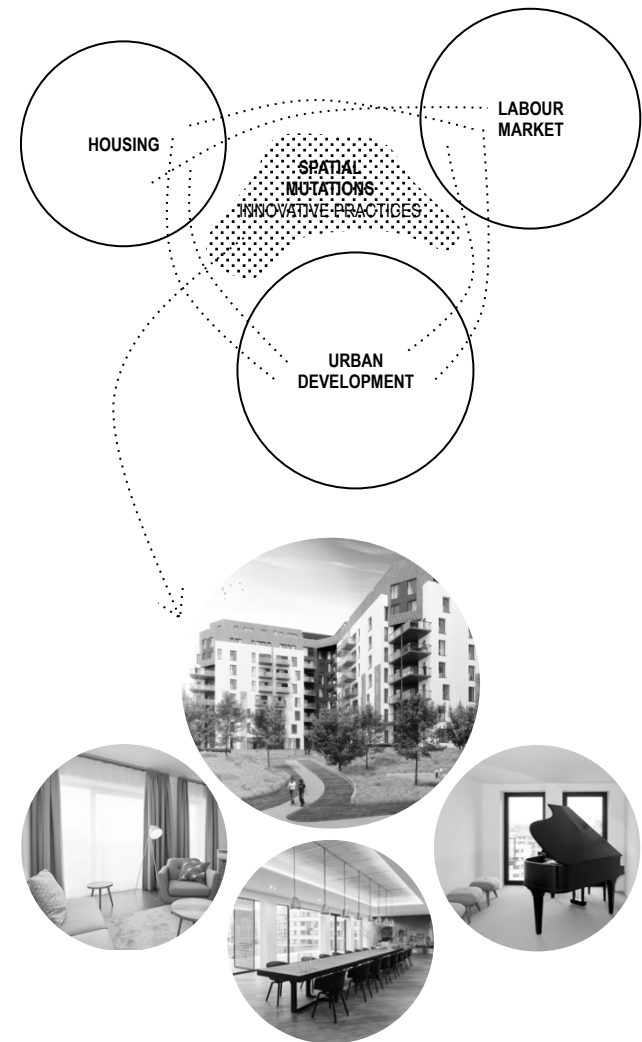


PROBLEM STATEMENT

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- SPATIAL MUTATIONS & INNOVATIVE PRACTICES IN BUILDINGS
- INTERFACE HOUSING / LABOUR MARKET / URBAN DEVELOPMENT
- CONTEXT: DEMOGRAPHIC CHANGES, ICT, NWOW
- > SHARED SPACES AND SERVICES, CO-LIVING CONCEPTS



HOW IS **WORKING-LIVING** MIX IMPLEMENTED AND PROGRESSIVELY UPSCALED [IN AMSTERDAM] ?

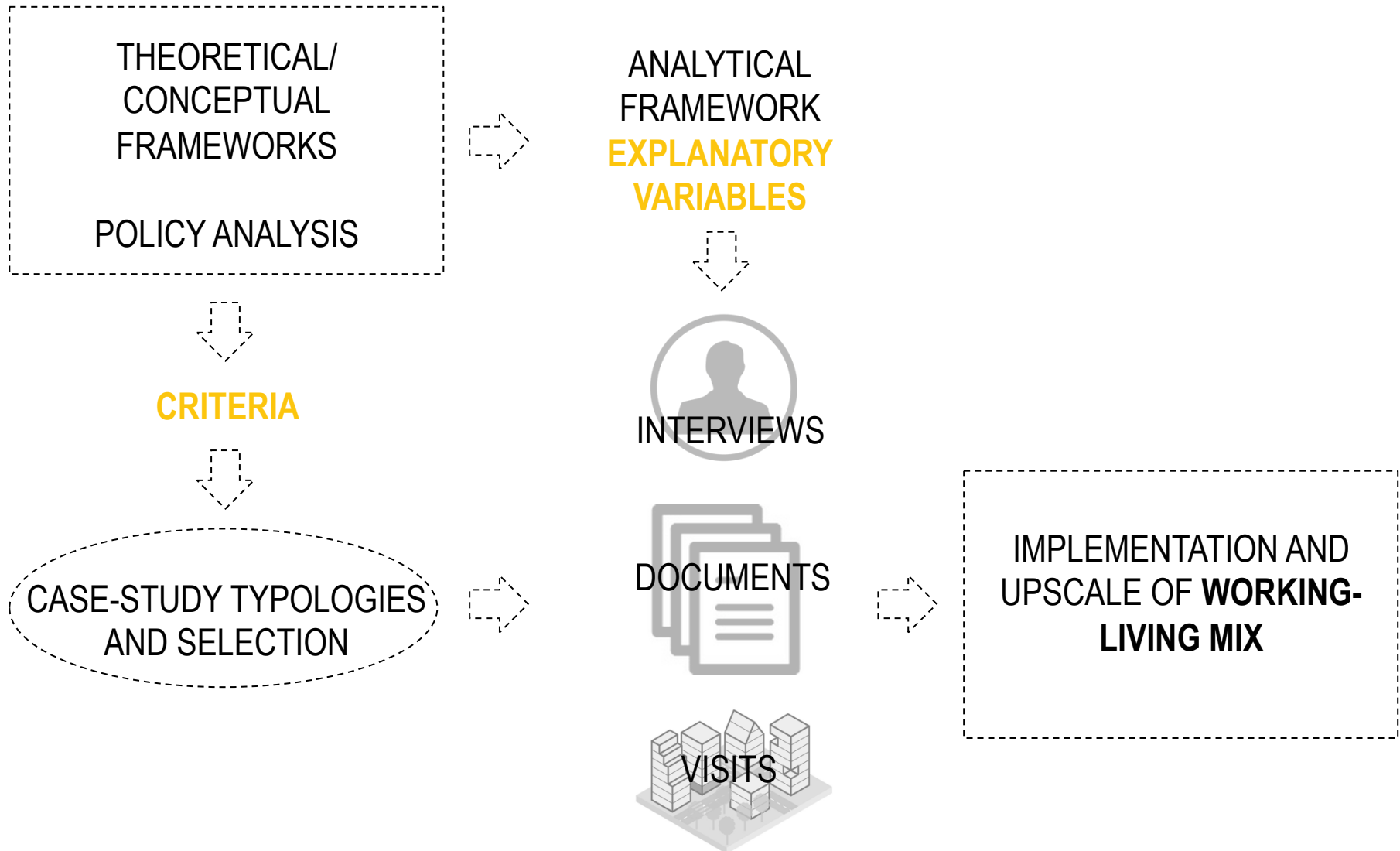
ANALYTICAL FRAMEWORK



RESEARCH DESIGN

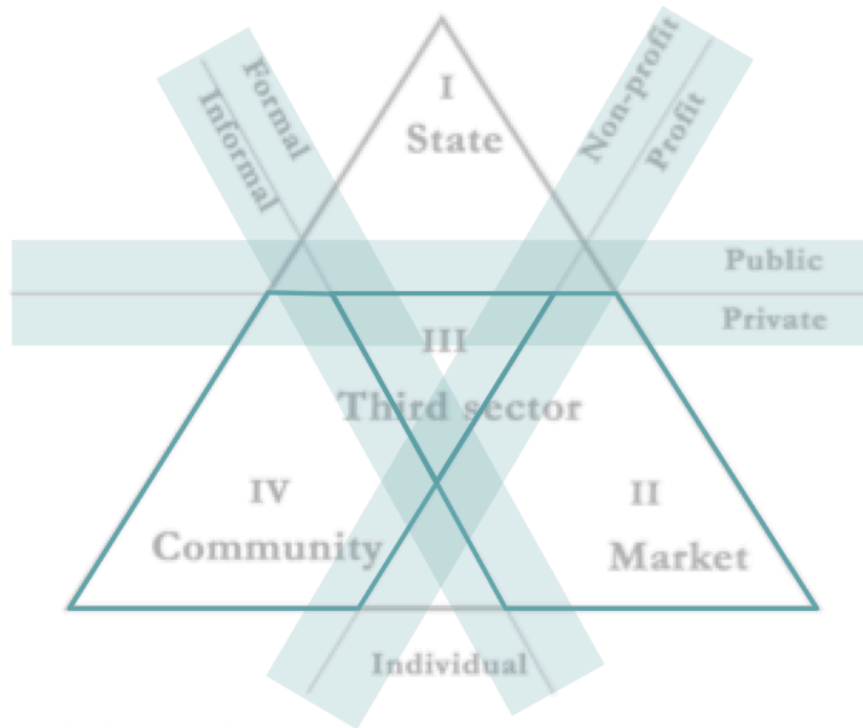
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EXPLANATORY VARIABLES

- ACTORS: MARKET, THIRD SECTOR, CIVIL SOCIETY



- ISSUES
 - PRECARIOUS **WORKING/LIVING CONDITIONS**
 - **COMMODIFICATION OF HOUSING**
- TRENDS
 - **COMMUNITY > CO-LIVING/ CO-WORKING**
 - **PARTNERSHIPS**
- RISKS ?
 - **SMALL BUT EXPENSIVE HOUSING UNITS**
 - **MARKET CONSERVATIVE**
 - **BIGGER FINANCIAL RISK FOR DEVELOPERS**



© <https://accesstohousing.simcoe.ca>



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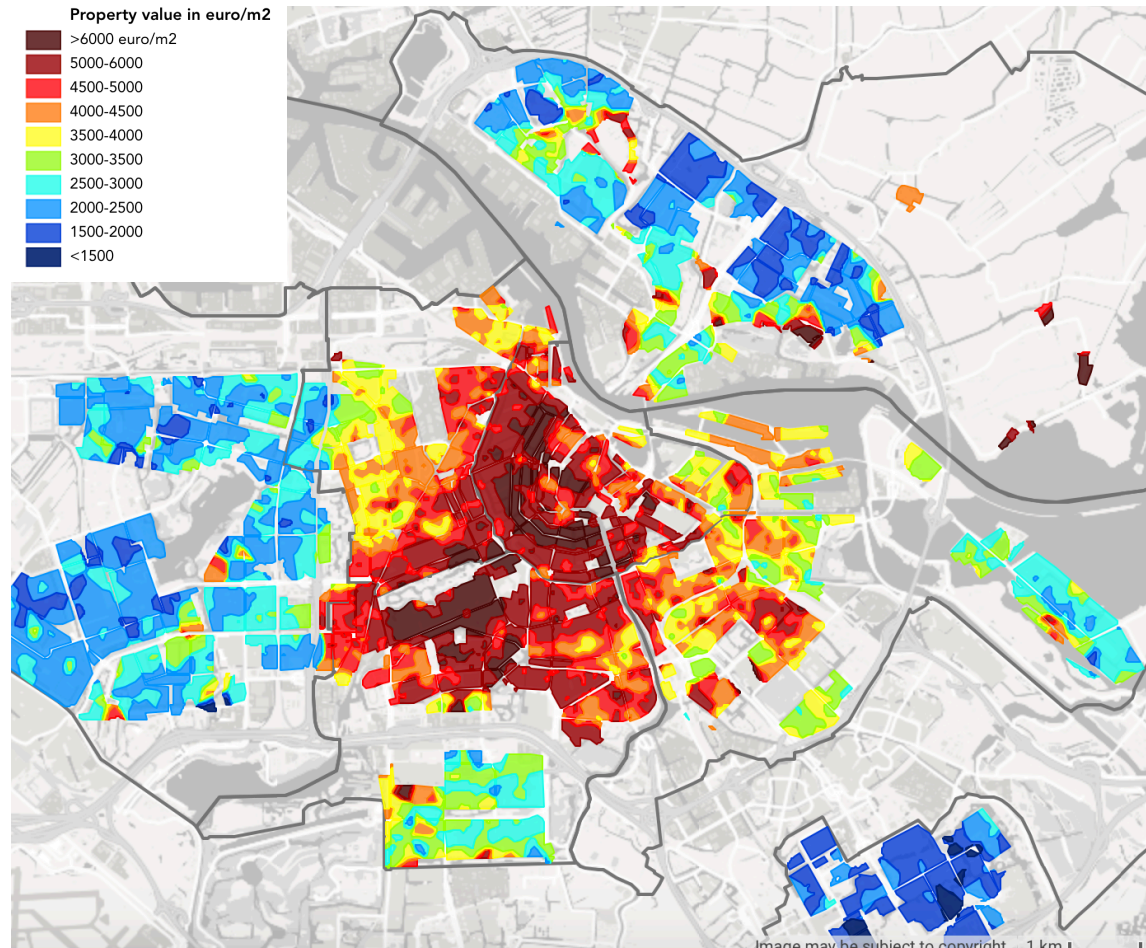


© <http://nextjuggernaut.com>

LOCAL CONTEXT

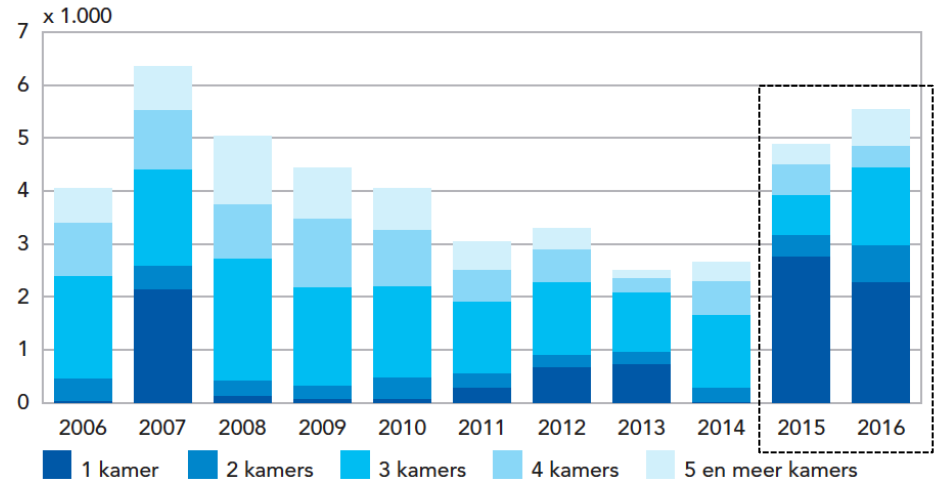


- ECONOMIC CLIMATE
 - GLOBAL FINANCIAL CRISIS IN 2008
 - RECOVERY AROUND 2015 - 2016
- ISSUES
 - HOUSING PRESSURE IN EVERY SEGMENT
 - HIGH LAND/PROPERTY PRICES
- POLICY 40/40/20
 - TARGET: MIDDLE-INCOME HOUSEHOLDS



■ STATISTICS

- MORE PEOPLE LIVE TOGETHER (MORE REGISTRATIONS/ DWELLINGS)
- SMALLER DWELLINGS IN THE NEWLY BUILT STOCK
- 53% ONE-PERSON HOUSEHOLDS
- 29% POPULATION 20 – 34 Y.O.



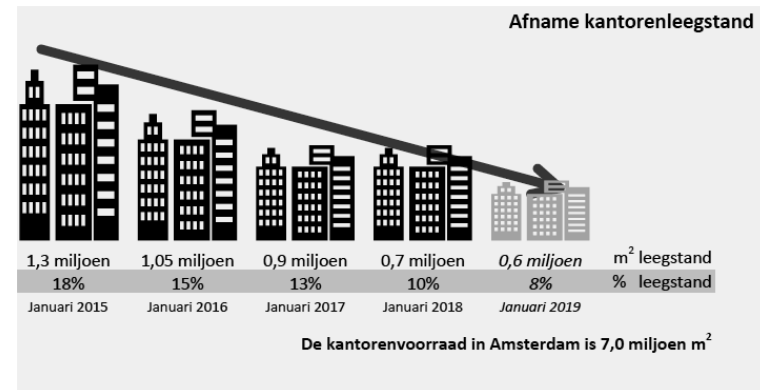
bron: OIS

(source: OIS, 2017)

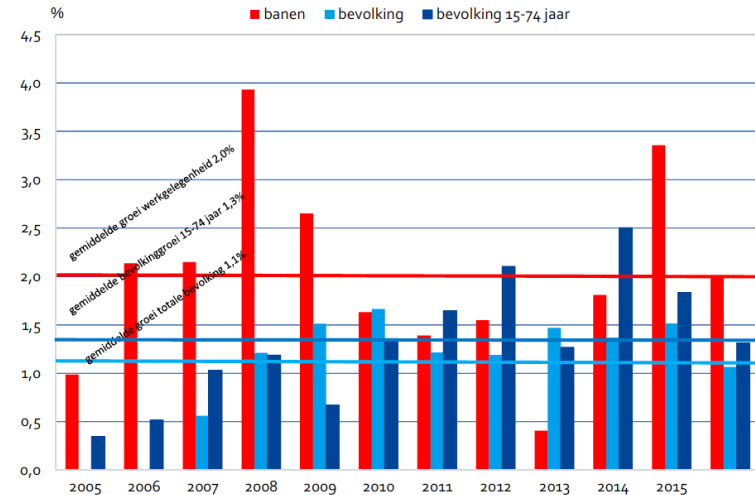
■ SOCIAL HOUSING > 40%

- FINANCIALLY INDEPENDENT/ NON PROFIT HOUSING ASSOCIATIONS
- SCANDALS > 2015: ONLY CORE ACTIVITIES

- ECONOMIC GROWTH: 2%
- RECOVERY OF THE OFFICE MARKET // TRANSFORMATION INTO HOUSING (175X IN 2015 – 2017)
- YOUNG PROFESSIONALS AND INTERNATIONALS (FIRST COUNTRY = UK)
- ZZZ: 63 500 PEOPLE IN 2017, 76% OF ONE-PERSON COMPANIES, FIRST SECTOR: ADVERTISEMENT AND RESEARCH

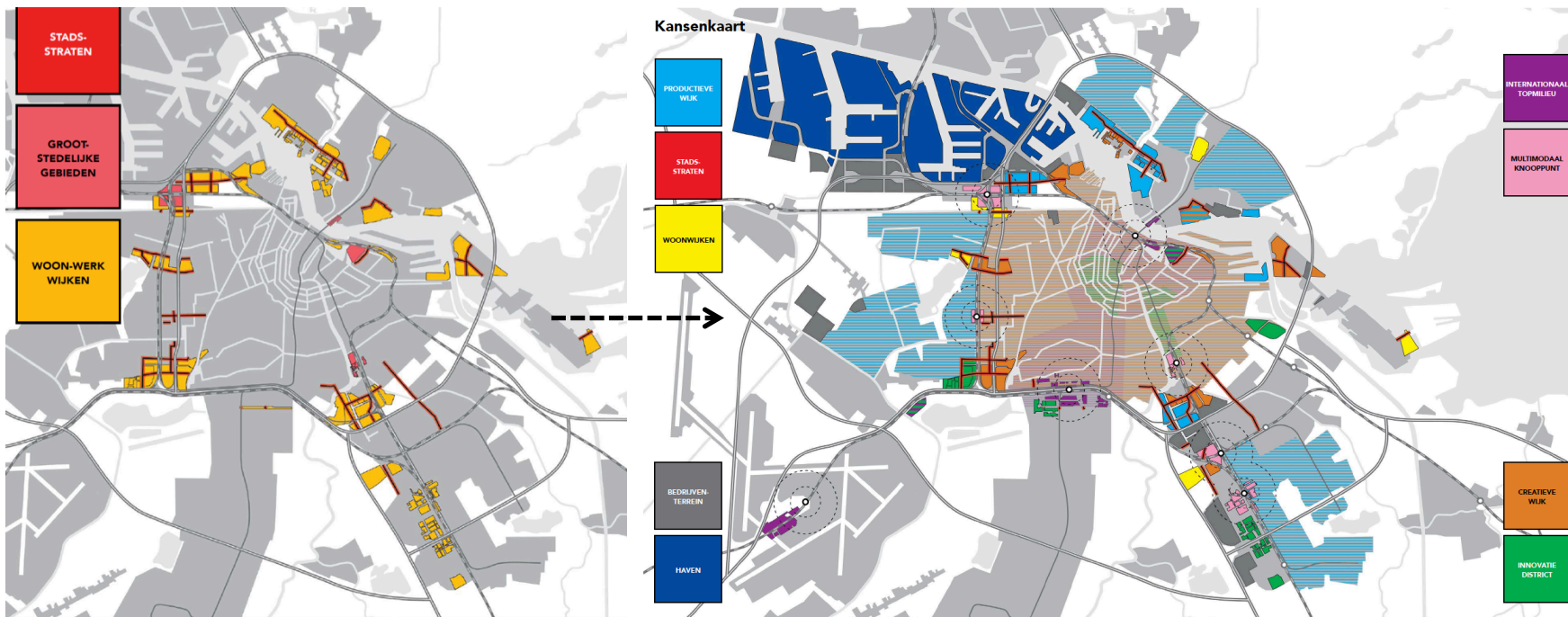


(source: Kantorenloods, 2018)



(source: OIS, 2016)

- 80% PUBLIC LAND > LAND-LEASE
- KOERS 2025: WORKING-LIVING AREAS, DENSIFICATION STRATEGY, EXPANSION OF THE HOUSING SUPPLY



HOUSING FOR STUDENTS AND STARTERS: EVOLUTION OF A MARKET



■ GAK KANTOOR

- MIXED INITIATIVE MARKET (AM)/
THIRD SECTOR (STADGENOOT)
- CONVERSION OFFICE INTO
HOUSING (40 000M², > 651 UNITS)
- FIRST CONCEPT OF STUDIOS FOR
STUDENTS AND STARTERS
- TENURE MIX

© AM

■ LITTLE MANHATTAN

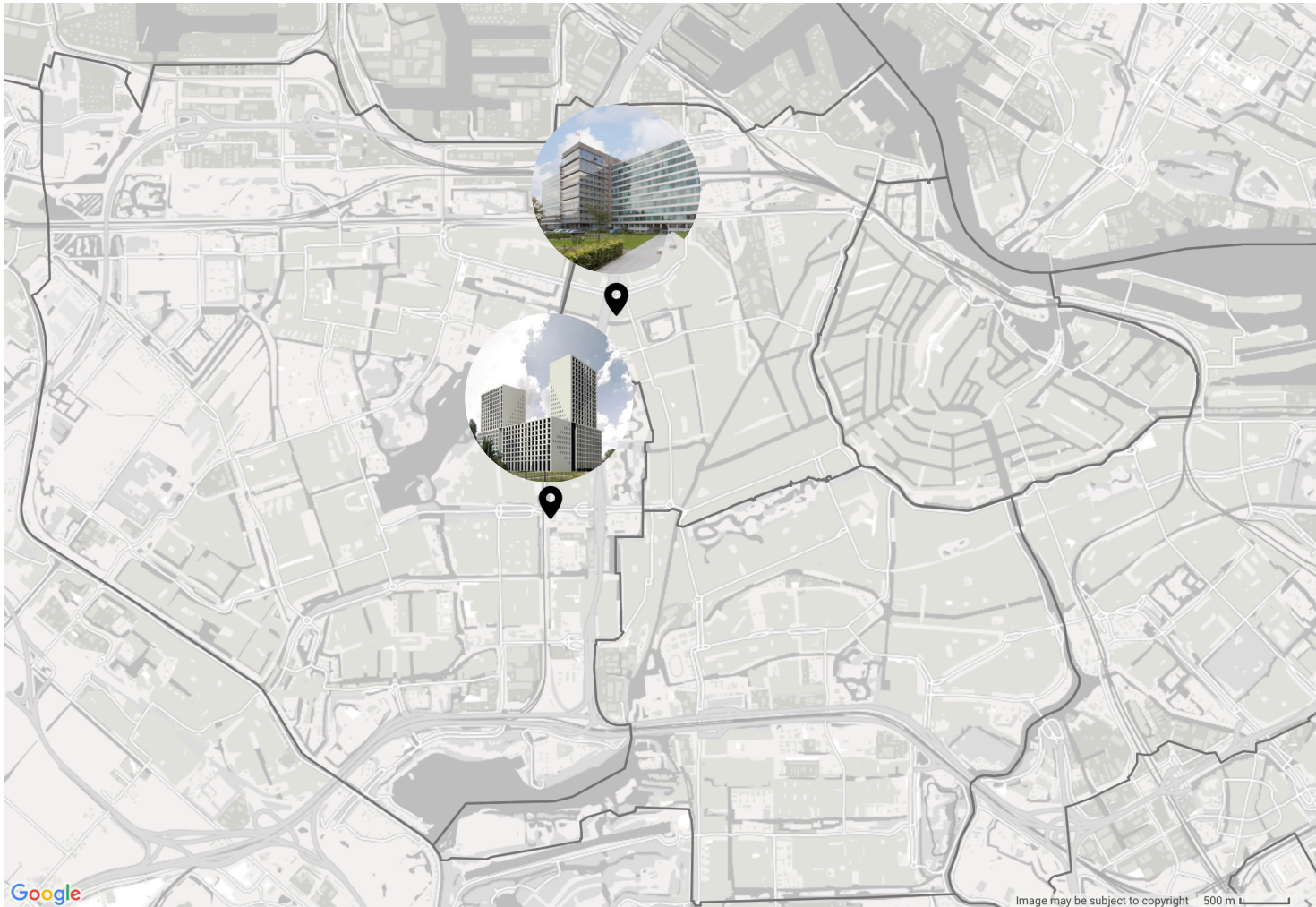
- MIXED INITIATIVE MARKET (IC)/
THIRD SECTOR (DUWO)
- NEW CONSTRUCTION (45 000M²,
869 UNITS)
- « FIZZ CONCEPT » (SHARED
SPACES/SERVICES), STUDIOS
FOR STUDENTS AND STARTERS
- FULLY RENTAL

© Stunionedots

LOCATION

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(source: www.maps.amsterdam.nl, diagram: author)

■ GAK KANTOOR

	BUILDING EMPTY PERMIT FOR DEMOLITION + ROCHDALE AND STADGENOOT		FINANCIAL CRISIS > ON HOLD OWNERSHIP SPLIT INTO 3 PARTS	
2003	2005	2006	2008	2011
BOUGHT BY AM STILL OCCUPIED BY THE ADMINISTRATION		MONUMENT > DECISION MAKING MODEL		NORTH WING (320 UNITS) 50/50 AM/STADGENOOT BACK TO LAND LEASE 170 STUDIOS FOR SALE (75 000 > 90 000 €) 150 FOR STUDENTS USABLE SURFACE < 25 M ² >START TRANSFORMATION

▪ **GAK KANTOOR**

NORTH WING:
SOLD IN 5 MONTHS
RENTED IN 1 DAY

SOUTH WING (331 UNITS)
215 STUDIOS FOR SALE
(120 000 > 130 000 €)
116 FOR STUDENTS
SURFACE UP TO 47 M²
BICYCLE PARKING

MIDDLE PART:
ASBESTOS > ON HOLD
HOUSING OR SHORT-
STAY HOTEL

2012

2013

2014

2015

2018

2019

N.W. FINISHED
CHANGE ZONING PLAN
COMPETITION FOR **CO-
WORKING** SPACE (2000 M²):
CO-WORKING, BUSINESS
UNITS, MEETING ROOMS,
CAFE/PIZZERIA, LAUNDRY

S.W. FINISHED
MIDDLE PART SOLD
OPENING CO-WORKING

MIDDLE PART
FINISHED ?
...+ PARKING?
PARK ?

■ LITTLE MANHATTAN

CREATION IC NL
MUNICIPALITY: +/-
NEGOTIATIONS >
CONTRACT

> **START BUILDING**
4 COMMERCIAL UNITS
BICYCLE PARKING
ROOF TERRASSE
+ **THE FIZZ CONCEPT**
(SHARED SPACES,
SERVICES)

TECHNICAL ISSUES
10/FIRST RESIGNS

2014

2015

2016

2017

2018

2019

OTHER PROJECT:
HOTEL /APART./
FACILITIES

FINAL DESIGN
279 UNITS FOR
STARTERS (41M²)
590 UNITS FOR
STUDENTS (24M²)
PERMIT

APPLICATIONS
IC/2 ROUNDS
DUWO/FULL IN 2 DAYS

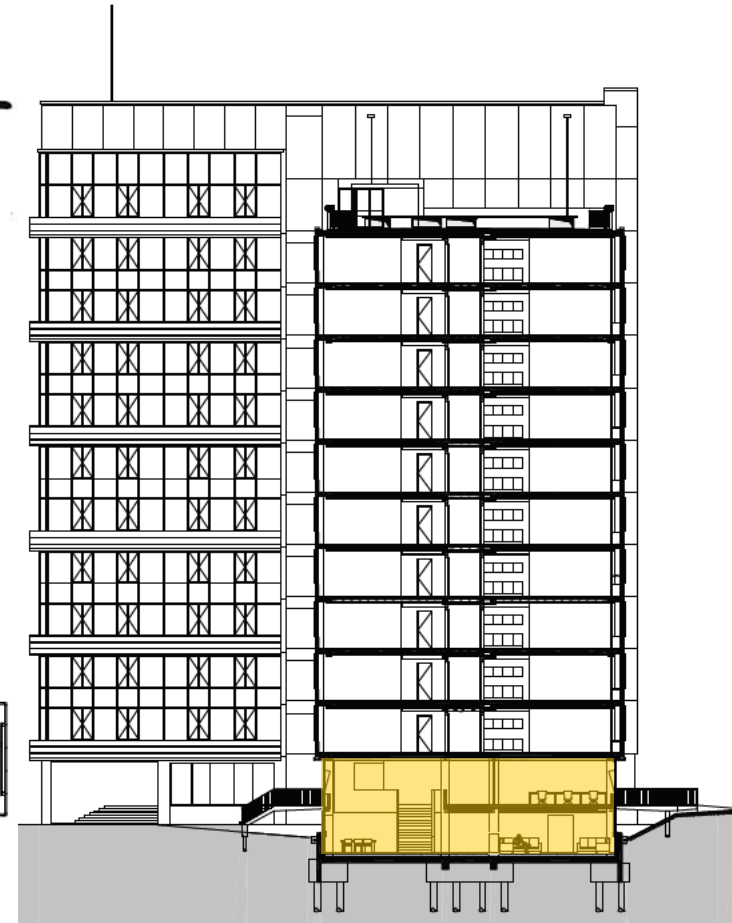
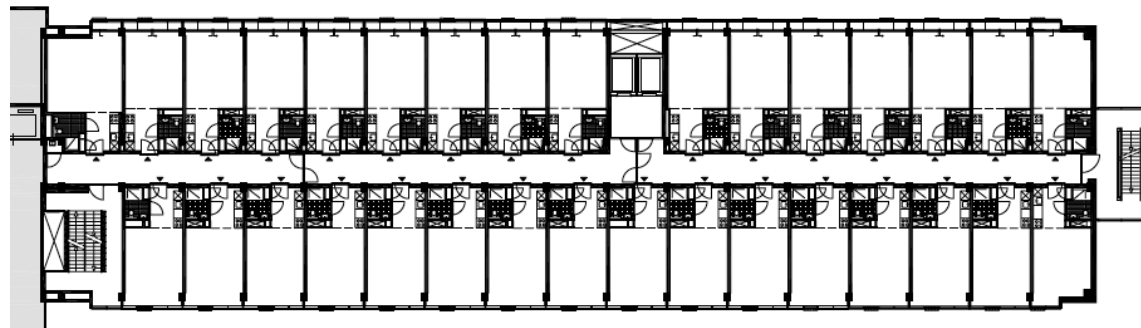
06/ **CHECK IN** DUWO
09/ CHECK IN IC

IC/NEW
CHECK-IN

PLANS/GAK KANTOOR

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PLANS/LITTLE MANHATTAN

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STUDIOS DUWO
STUDIOS IC
COMMERCIAL UNITS



VISIT/GAK KANTOOR

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VISIT VS MARKETING/LITTLE MANHATTAN

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HOME FAQ GALLERY MEMBERSHIP CONTACT

YOUNG

Are you between 23 and 35 years old? Do you consider yourself as a social, healthy, metropolitan, tech savvy, urban, traveler? You feel Young and Free!



PROFESSIONAL

Are you a working professional with a contract or Entrepreneur? Do you see yourself as young capital, creative and ambitious. Are you Smart and ambitious. Than you are a pro!



LIVING

Do you <3 citylife? are you strolling of the Noordermarkt for your vintage designs and the Albert Cuyp for your grocery to set up a friends dinner at your place? Celebrate life!



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HOME FAQ GALLERY MEMBERSHIP CONTACT

HIGH QUALITY RETAIL & HOSPITALITY OPERATORS

COFFEE BARS

WAS LOUNGES

COCKTAIL BARS

FOOD BARS

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HOME FAQ GALLERY MEMBERSHIP CONTACT

Free use of Living rooms



Library

located on the 3rd and 7th floor.
Convenient library space for ultimate relaxation and study



Meetingroom

Located on floors 2,4,5,6,8
These area's are designed to have gatherings for serious things or for fun!



Arena

Located on the 1st and 9th floor
You can use these rooms to watch movies, sports events or any performance

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HOME FAQ GALLERY MEMBERSHIP CONTACT

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HOME FAQ GALLERY MEMBERSHIP CONTACT

All about services



VISIT/LITTLE MANHATTAN

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▪ GAK KANTOOR



PIETER VAN RHEENEN, **AM**
PRIVATE DEVELOPER (SKYPE)



P. KRAMER, **STADGENOOT**
HOUSING ASSOCIATION



R. BOOMS, **STADGENOOT**
HOUSING ASSOCIATION



WESSEL DE JONGE
ARCHITECT



MARNIX GRAAFSMA
RESIDENT NORTH WING



JOHN FLEER
MUNICIPALITY

▪ LITTLE MANHATTAN



GERRIT DIJKSTRA, **DUWO**
HOUSING ASSOCIATION



MORENO MONSANTO, **IC**
INSTITUTIONAL INVESTOR



A. V.D. NEUT, **STUDIONINEDOTS**
ARCHITECT



DIDIER RWEMA
RESIDENT DUWO



TEIS ELFERINK
RESIDENT IC



LIZAN HEGEMAN,
MUNICIPALITY (BPD TODAY)

	GAK KANTOOR	LITTLE MANHATTAN
ROLE VS AREA	<ul style="list-style-type: none"> GOAL = BOOST THE AREA LIMITED IMPACT CO-WORKING/RESTAURANT > SURROUNDINGS LIVELIER 	<ul style="list-style-type: none"> GOAL = SOCIAL CONTROL + PART CITY AREA CHANGING + LELYLAAN SAFER PUBLIC SPACE STILL LACKING
PROCESS	<ul style="list-style-type: none"> VERY LONG... MONUMENT > COMPLEX DESIGN, NEGOTIATIONS SIGNIFICANT SURFACE (40 000M²) GLOBAL FINANCIAL CRISIS LAND-LEASE, ZONING PLAN CHANGES <u>BUT</u> WILLINGNESS OF THE MUNICIPALITY AND OTHER PARTIES + 3 STEPS, PRE-SALE, LAND-LEASE > FEASIBLE (SUCCESSFUL PARTNERSHIP !) 	<ul style="list-style-type: none"> ...FAST AND FACILITATED LATE PHASE OF CRISIS > MUNICIPALITY KEEN ABOUT THE PROJECT (HAD INVESTED IN THE PLOT) RECOVERY OF THE HOUSING MARKET // CONSTRUCTION > FIZZ CONCEPT

RESULTS > QUALITY

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	GAK KANTOOR	LITTLE MANHATTAN
FACILITIES	<ul style="list-style-type: none">MARKET SURVEY > END-USER NEEDSCO-WORKING/RESTAURANT = ADDED-VALUE BUT FEW RESIDENTS	<ul style="list-style-type: none">FIZZ CONCEPT // CONSTRUCTION > INAPPROPRIATE SHARED SPACESFREELANCE RESIDENT: EXPECTED MUCH MORE (E.G. WC/DRINKS FOR CLIENTS)
BUILDING	<ul style="list-style-type: none">ARCHITECT > CONSISTENCY CONVERSIONCOMPETITION CO-WORKING > WELL DESIGNED/MANAGEDTENURE MIX > DIVERSITY, SOCIAL LIFE	<ul style="list-style-type: none">TECHNICAL QUALITY: CONCERNING FOR DUWO, COMPLAINS FROM RESIDENTS (TARGET PUBLIC ? SHORT TIMELINE ?)
PUBLIC SPACE	<ul style="list-style-type: none">! OVERALL QUALITY <> PARK, PARKING	<ul style="list-style-type: none">NO GARDEN BUT CAR-PARKING >< AGREEMENT (LACK OF FOLLOW-UP BY THE MUNICIPALITY ?)

RESULTS > VARIABLES

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	GAK KANTOOR	LITTLE MANHATTAN
ISSUES	<ul style="list-style-type: none"> ▪ PRECARITY ? 50% BUYERS < 35 Y. O. ▪ COMMODIFICATION ? VACANT STUDIOS, AIRBNB SUBLETTING 	<ul style="list-style-type: none"> ▪ PRECARITY ? ! SELECTION ZZP (INCOME) ▪ COMMODIFICATION ? RESIDENT = ASSET (STRICT REQUIREMENTS, SHORT CONTRACTS)
TRENDS	<ul style="list-style-type: none"> ▪ PARTNERSHIP: PRE-SALE NECESSARY ▪ CO-WORKING NOT POSSIBLE TODAY IN SUCH PARTNERSHIP (CORE ACTIVITIES) 	<ul style="list-style-type: none"> ▪ PARTNERSHIP: FINANCE VS ABILITY ▪ CO-LIVING PRODUCT BUT PURE MARKETING > QUID COMMUNITY ?
RISKS ?	<ul style="list-style-type: none"> ▪ PRICE ? STUDIOS INITIALLY AFFORDABLE ▪ CONSERVATIVE ? INNOVATIVE CONCEPT BUT AMBITIONS DECREASED FOR THE SOUTH/MIDDLE WINGS ▪ SALES ? <u>AMOUNT</u> STUDIOS TO SALE (>PHASES/PRE-SALE/LAND-LEASE) 	<ul style="list-style-type: none"> ▪ PRICE ? // MARKET/SOCIAL RULES ▪ CONSERVATIVE ? SHARED SPACES INITIALLY DESIGNED AS STORAGE ROOMS... ▪ MARKETING ? 5000 APPLICATIONS FOR IC !

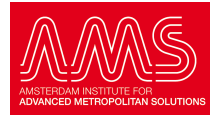
CONCLUSION



- WORKING-LIVING MIX > SPATIAL MUTATIONS/INNOVATIVE PRACTICES
- > INVESTIGATE **IMPLEMENTATION** AND PROGRESSIVE UPSCALING OF **WORKING-LIVING MIX** [IN AMSTERDAM]
- **CASE-STUDY ANALYSIS**: 2 PROJECTS OF HOUSING FOR STUDENT AND STARTERS COMPARED > DIFFERENCES AND SIMILARITIES
- **KEY FACTORS** FOR FUTURE DEVELOPMENTS
 - **PROCESS** (PARTNERSHIP, ECONOMIC CLIMATE)
 - APPROACH TO **COMMUNITY** (>< MARKETING OF A PRODUCT) / AWARENESS TO END USER NEEDS
 - **PUBLIC SPACE** IMPROVEMENT THROUGH COMMERCIAL PROGRAM

THANK YOU FOR YOUR ATTENTION...

....AND SPECIAL THANKS TO :



+ ALL INTERVIEWEES.



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APPENDIX

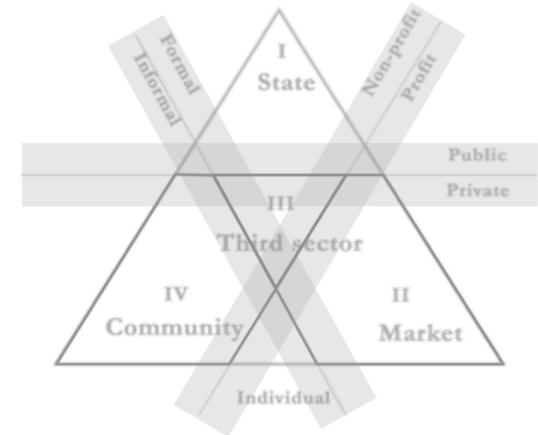


CASE-STUDY SELECTION: CRITERIA

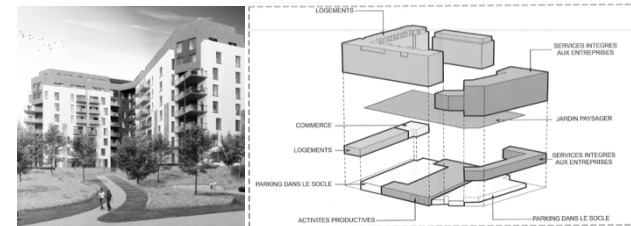
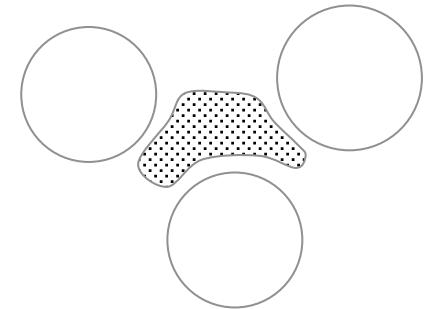
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- **ORGANIZATION TYPE** (MARKET, MIXED, COMMUNITY)
- **INVESTIGATION SCALE** (BUILDING OR BUILDING BLOCK)
- **HYBRIDITY** (UNIT, SHARED SPACES, MIXED-USE BUILDING/BLOCK)
- **BACKGROUND** (NEW CONSTRUCTION, CONVERSION)
- **PROGRESS** (OCCUPIED, PERMIT STAGE)
- **PROGRAM** (TARGET PUBLIC, TENURE TYPES, DWELLING TYPOLOGIES,...)



Branden et al., 2005



TYPOLOGIES

T1A - CO-LIVING



T1B - STUDENTS/ STARTERS



+ VILLA MOKUM

DE LOFTS

CAMPUS DIEMEN-
ZUID

T2A - SELF- BUILDING



T2B - TRANSFORM OFFICE AREA



T3A - CO-HOUSING



T3B - SQUATING/ ARTISTS



+ URBAN RESORT ?

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€ 170.000 k.k.  [Maandlasten berekenen](#)

