

Social Inequality in the City, Diversity and Design

Design Game

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1. Introduction

Welcome to the Dreven-Gaarden! As one of the eight neighborhoods within the Bouwlust and Vrederust district in the South-West of The Hague, the post-war neighborhood of the Gaarden has a fluctuating past. Built mid-last century, as part of the 'de Dreven-Gaarden-Zichten' neighborhoods, de Gaarden started off as a promising and modernistic extension of the city. Currently, this group of neighborhoods is struggling with a myriad of socio-economic disadvantages and metropolitan problems (Municipality of The Hague, 2020a).

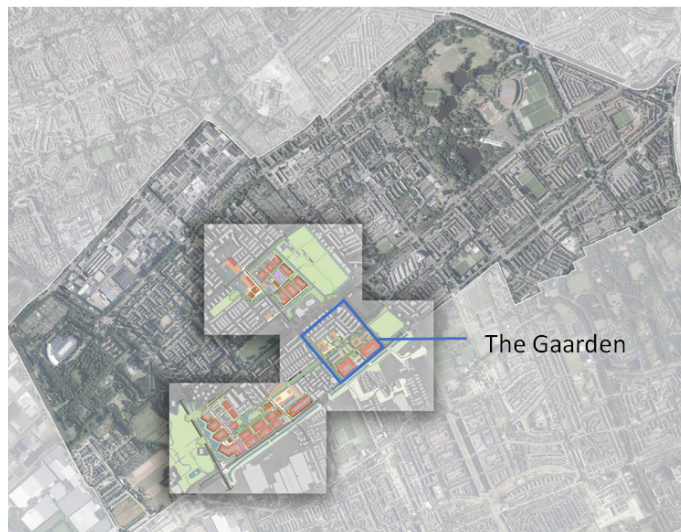


Figure 1: Locational map of the Gaarden (source: Municipality of The Hague, 2020).

The Dreven-Gaarden area has often been labeled by policymakers as vulnerable and outdated. The neighborhood is amongst others, challenged by overdue maintenance of homes and a population composition with little economic capacity as roughly two third of the residents have a low income (figure 2: households by income). In addition to this reputation, it is known to be an area with a significant amount of social housing and a high sense of loneliness amongst the elderly. The ethnic diversity of the neighborhood is evident as the majority of residents have another background than Dutch (figure 3: migration backgrounds).

In consultations with residents, it has been identified that these problems have grown into structural grievances, and residents have seen little action from the institutional parties (Municipality of The Hague, 2020b). This has resulted in little trust in institutional actors.

Households by income in the Dreven and Gaarden in %

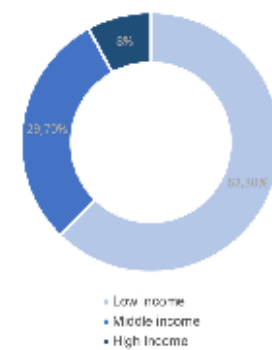


Figure 2

Migration backgrounds in the Dreven and Gaarden in %



Figure 3

It is time for a change. The Dreven-Gaarden will be restructured as part of the large-scale renewal of the Dreven, Gaarden and Zichten over the next 15 years. The central objective is to transform the neighborhood from a vulnerable area into an attractive, vital, resilient, and sustainable residential area in The Hague through densification for different target groups: the stayers, the movers and newcomers (Staedion, 2021).

Despite the many challenges the neighborhood faces, there are many strengths within the Dreven-Gaarden which we wish to call attention to and build upon. One of them is the green infrastructure. There is a great need for a good environment among neighborhood residents. Providing high-quality public spaces strengthens local communities, improves the environment, and promotes diversity in the neighborhood (Carmona, 2008). Thus, as a reinforcement of the upcoming developments by the municipality of The Hague, Staedion and Heijmans, the aim of our Design Game is to plan interventions that would benefit the residents, such as promoting interactions among them and improving their living conditions. We will

do this by researching, observing, comprehending, and analyzing the existing dynamics as well as the spatial characteristics of the Gaarden. To that end, we concentrate on the neighborhood's most pressing issues as mentioned above, such as safety, social integration of the elderly, and the establishment of meeting places for young people. the spatial characteristics of the Gaarden. To that end, we concentrate on the neighborhood's most pressing issues as mentioned above, such as safety, social integration of the elderly, and the establishment of meeting places for young people.

For the creation of the proposed meeting space, we wanted to design something that could be shared and that is accessible to all current members of the neighborhood. The long-scale intervention we proposed is adaptable to long-term neighborhood changes, such as the upcoming renovation, but is also sustainable and creative. Therefore, our intervention will highlight the Dreven-Gaarden atmosphere while serving as a place where people of all ages can coexist and interact by taking care of all the details that we noticed while visiting the neighborhood as well as listening to the urgent needs of the residents.

In the coming chapters, we will focus on our report on the neighborhood of the Dreven-Gaarden. First, we will look at the current situation of the neighborhood. Furthermore, we will analyze the strengths, weaknesses, challenges and opportunities in a SWOT analysis. Subsequently, we will analyze the future restructuring and the opportunities that the developments bring. Concluding this chapter, we will propose our first design ideas for the Gaarden.

Afterwards, we will talk about the findings we obtained by going to the site and by talking to the residents of the neighborhood. For this, we divide our observations into people-based and place-based. Subsequently, we will present the development of the strategies we follow to determine our long and small-scale interventions. We will also explain each of them as well as a stakeholder analysis. Lastly, we elaborate as a management plan to implement them. To

conclude, we will provide a reflection on what this exercise entailed.

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2. Approach

In this chapter we will shortly introduce our methodology, explaining how we have used observations, conversations, literature and data from other sources in an integrated way to answer our research question. Furthermore, also explains how the answer to the research question that has informed our design approach, and how we aim to solve the problems mentioned with our strategic intervention(s).

METHODOLOGY

Fieldwork: Observations

Guided by statistics this type of research was crucial for our understanding of the neighborhood. Certainly, when it came to understanding the social scale, and abstract senses like the vibe and feeling of the area. We aimed to make observations of both the strengths and weaknesses/deficiencies. Asking ourselves if the public spaces of the neighborhood covered the key principles of placemaking: sociability, uses & activities, comfort & image, accessibility & linkage. Our goal was to identify potential advantages that could be harnessed, and to do the same for problems to address.

Fieldwork: Interviews & Conversations

Residents are the experts when it comes to knowing their own neighbourhoods: after all, make daily use of the buildings, infrastructure and facilities, and they are a part of the social fabric. We needed to gain a better understanding of people's needs, problems, complaints, desires to make our interventions meaningful and successful. Also, we were curious to learn which statements from the interviews confirmed our initial observations, helping us to find a point of focus.

Staedion Residents' Consultation

Another important source for our understanding of the living environment of De Gaarden, was the outcome of this consultation. We were able to cross reference the answers and findings of this research with our own.

Literature & Lectures

Reviewing the literature gave us important insights in different theoretical frameworks,

concepts and practical examples that are vital for our research question and design intervention. For example, from Carmona (2008) we extracted ideas on how to set up a feasible management plan. Kleinhans (2012) and Tasan-Kok (2013) gave us a lot of insights in the range of possible intervention strategies and outcomes, making us aware of vulnerabilities and sensitivities of certain groups. Tasan-Kok's definition of hyperdiversity has been an important theme for us within this project, keeping in mind the various dimensions of diversity and fluid identities (Tasan-Kok, 2013).

Another great source were the lectures. The recording of Roel Schoemaker's lecture about his collective came in particularly handy because it gave us some grounded ideas on how to combine the concept of a market and a garden. In addition, we learnt about the essentials of placemaking and deepened our understanding of community-based participation projects for public spaces.

CBS Data

Besides gathering on site information we worked with fixed data from the Central Bureau of Statistics. To have a clear view of the division of people-based and place-based findings we cross referenced our findings in the field with different type of statistics in Dreven and Gaarden.

Google Maps

In determining strategic points for our interventions, we scanned the neighborhood from a bird's eye view via Google maps and made a map of where schools, religious buildings and amenities store were located for example. This approach came in very convenient while looking for the right location to place our interventions and see how they would relate to the existing physical space.

RESEARCH QUESTION AND DESIGN APPROACH

When analyzing our findings, we concluded that the neighborhood mainly lacks inviting meeting spaces for social interactions and facilities for activities. Our research question thus became:

How can the issue regarding the lack of public spaces for interactions and activities be resolved in de Gaarden-Dreven?

Sub-question:

From a viewpoint of hyperdiversity; What type of interventions could engage a wide range of residents into a common meeting place

And in terms of generating a long-term solution: How can we create a common purpose for the residents of de Gaarden-Dreven?

STRATEGIC INTERVENTIONS

Our purpose is to facilitate long term neighborhood change for the residents of de Gaarden-Dreven. Improving the residents' relationship with the environment, but also with one another. To reach this aim we thought of strategic interventions that are both permanent and lasting by nature, aiming at resident's empowerment. A market, linked to a garden seemed like a perfect fit.

A trigger for this idea came forth from first lecture on neighborhood change. Maarten talked of how McDonalds is strategically targeting areas where lower incomes families are dominant. Since these people have a smaller budget, they are more easily tempted by the concept of cheap fast food. With our design intervention we hope to break the cycle of low-income neighborhoods associated with limited access to healthy affordable food.

In terms of temporality, the suggested strategic interventions have a cyclical quality. The garden goes through seasonal changes, providing different types of crops during the year. We hope to create awareness for the environment and improve the relationship between the people and the surrounding area.

3. Analysis

3.1 UNDERSTANDING THE NEIGHBORHOOD

The whole of The Hague South-West currently has about 67,000 inhabitants. In Dreven-Gaarden-Zichten (DGZ), approximately 30,000 people live in approximately 12,700 homes. In these last two neighborhoods many residents, almost 7,000, are awaiting mandatory relocation.

The "DGZ" are neighborhoods with socio-economic disadvantages and metropolitan problems (Municipality of The Hague, 2020). There is overdue maintenance of homes, a monotonous supply of housing, a population composition with little economic capacity and residents often experience nuisance from certain groups. Although this problem has been going on for decades, nothing has been done about it for a long time.

The Dreven-Gaarden-Zichten will be restructured over the next 15 years. According to the Municipality of The Hague (2020), the central objective is to transform the three neighborhoods from a vulnerable area into an attractive, vital, resilient, and sustainable residential area in The Hague through densification for different target groups: the stayers, the movers and newcomers. In the coming chapters we will look at the current situation and challenges of the neighborhoods and we analyze the future restructuring and the opportunities that these developments bring.

3.1.1 CURRENT SITUATION

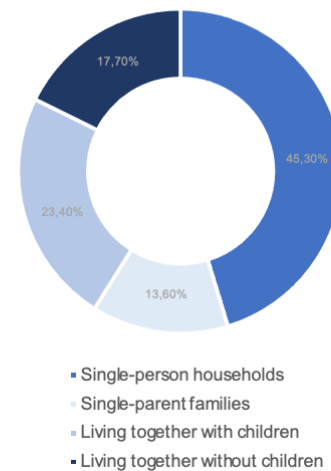
In the following chapter, we will elaborate on the neighborhood demographics, livability and morphology.

• Demography

Looking at the neighborhood demographics of the Dreven-Gaarden, it is seen that the population mainly consists of elderly, status holders, labor migrants and mental health patients (Municipality of the Hague, 2020a). More than two fifths of the residents are one person households, and the largest age group is 25-45 years, followed

Dreven-Gaarden is evident, as the population is composed of multiple ethnic minorities.

Households by composition in the Dreven and Gaarden in %



Population per age group in the Dreven and Gaarden in %

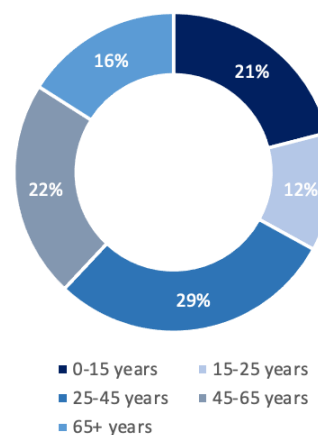


Figure 5 and 6: Household by composition and population per age group in the Dreven and Gaarden. Source: Municipality of the Hague (2020).

Migration backgrounds in the Dreven and Gaarden in %

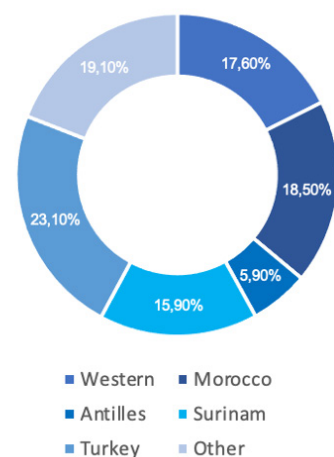


Figure 7: Migration backgrounds (All Charts, n.d)

• The Livability Circle

The livability circle gives another indication of the current situation in the Dreven and Gaarden. Stated below in figure 8 are different indicators of livability for the neighborhood: safety, social livability, physical livability and key figures. These indicators have been compared to the livability scores of the Hague. On one hand, the Dreven and Gaarden score worse on social livability, which is measured by social cohesion and health and lifestyle. On the other hand, de Dreven & Gaarden score better when it comes to the environment and sustainability. Furthermore, the neighborhood scores lower on the average disposable income, worse on the share of people aged 19 and older that meet the exercise guideline and higher on the share of people on benefits (Municipality of The Hague, 2021).

One critical notion on the livability circle can be found in the part of the key figures (blue in figure 8) which are derived from the livability index. As mentioned by Hochstenbach (2022), neighborhoods with more migrants, social tenants, low educated and unemployed residents are defined as less livable according to the livability index. As the Dreven and Gaarden have a significant number of migrants, its diversity is a negative predictor for the neighborhood. In our opinion, the livability should be about the extent to which the environment matches the requirements and wishes of residents, which is not the case here as the diverse residents are not taken into account.



Figure 8: Livability circle of the Dreven and the Gaarden compared to the livability score of The Hague. Source: municipality of the Hague.

3.1.2 RENEWAL OF DE GAARDEN: PLANNED DEVELOPMENT

Densifying the Neighborhood

As mentioned earlier, most of the social rental homes in the DGZ are poorly maintained. In the coming years, housing corporation Staedion will renovate a part of the social housing and demolish another 7,000 houses. There will be a densification of 267%. In addition to the full 100% compensation for the demolished social housing, a varied housing program has been added (purchase, private rent, etc.). This will create a mixed neighborhood with 5,500 'new' homes, of which 18% medium-priced rent, 17-19% affordable purchase, 5-8% private sector rent and 4% private sector purchase. In total, almost 90% of the housing program is labeled as 'affordable'.

A critical note on affordable housing is derived from the paper of Schilder and Scherpenisse (2018). One could state that having the largest social rented sector in Europe is not synonymous with not having issues with affordability. The fact is, though, that the average quality of housing made available to lower income households is good and mostly affordable. Improvements in the Dutch housing sector should primarily be found in adding new housing that is future-proof: energy-neutral and fit for an ageing society, as well as finding a more efficient and equitable way to distribute "scarce" social capital.

Next to an increase of social rental homes, there will be other rental and owner-occupied homes. Due to the shortage of homes in The Hague, the municipality of The Hague, Staedion and project developer Heijmans aim to build another 3,500 extra homes. Although this housing policy component of urban regeneration will most likely change the composition of a neighborhood's population in a positive way by creating diversity and variation in housing, it could also create displacement of existing residents (Kleinmans, 2012). However, Staedion has created a return guarantee, making it possible for anyone that has already lived in the neighborhood to return to a house that matches their family situation and their income level.

In addition to this return guarantee, new residents will be added to the neighborhood, changing the composition of the residents. If more people come to live in the neighborhoods, more facilities are needed: meeting places, schools, cultural institutions, space for companies and sports facilities (Municipality of The Hague, 2020).

Upward mobility and attracting new residents

According to the municipality, the densification of the neighborhoods provides a diversification in the housing supply and offers optimal opportunities for upward mobility due to the small steps in categories. It enables a full residential career within the neighborhood: from social, to affordable rent or purchase, to more expensive rent or purchase. Creating a mix of old and new residents, the stayers, the movers and newcomers. Some of them will be wealthier, others will be less wealthy and some of them will be categorized as vulnerable residents, families, couples, singles and old & young, an inclusive society.

A critical note on diversification: Tasan-Kok et al (2013) see diversity as an inherent characteristic of cities (see already Wirth, 1938) and the tendency is rather to more diversity than to less. In the last decades cities may have become more diverse than ever, especially as a consequence of immigration. Vertovec (2007) coined the term super-diversity, referring specifically to the increasing ethnic diversity and to the demographic diversity between and within ethnic groups. Tasan-Kok et al (2013) propose to take it even a step further, talking of hyper-diverse cities. With this term aims to make clear that cities are not only diverse in socio-economic, social and ethnic terms, but that also many differences exist with respect to lifestyles, attitudes and activities.

Hyper-diversity thus refers to an intense diversification of the population in socio-economic, social and ethnic terms, but also with respect to lifestyles, attitudes and activities. In acknowledging the hyper-diversity of our urban societies, it has to be acknowledged that these societies cannot flourish from standard or general approaches aiming at, for example, economic growth or better housing or more livable neighborhoods. Increasingly, more diverse and more tailored arrangements are

needed; arrangements that have an eye for hyper-diversity and that can cope with the diverse needs of different groups in different local and urban settings. This is one of the challenges we need to tackle in our project.

Investments in the Neighborhood's Economy

The ambition document of the Municipality of The Hague states that the densification task will also go hand in hand with investments in facilities, social programmes, spaces for small-scale business and the activation of the neighborhood economy. An example of this can be seen in the Zichten: facilities and businesses around the "Make, Meet, Move" themes will be located in the inner area of Ruimzicht (Zichten). Manufacturing companies, bicycle repair shop, construction site. Meeting areas, such as an information center, a terrace under the trees and facilities for young people and the elderly from the neighborhood to do sports and exercise will also be developed. These interventions can be taken as inspiration for our interventions in the Gaarden.

Increased use of green spaces

Higher buildings will be built, and unused lawns will become green for residents to enjoy, such as communal gardens, vegetable gardens and playing fields (Municipality of The Hague, 2022). Nice green routes that make it pleasant to walk to the shopping center and a bridge to the sports park where people can recreate. For example, the municipality hopes that there will be much more contact between homes and greenery and that it will be pleasant to live together (Municipality of The Hague, 2021)

Neighborhood specific features for de Gaarden: Full renewal

With 400 homes, de Gaarden is the smallest of the three neighborhoods. The existing buildings within the plan area offer little reason for transformation and will be demolished. De Gaarden will be a haven for a differentiated target group looking for peace and comfort.

3.1.3 SWOT ANALYSIS

To gain a clear view on the current situation in de Gaarden we choose to do a SWOT analysis, this is a participatory tool widely applied in strategic decision support (Kurttila et al., 2000; Kangas et al., 2001; Kajanus et al., 2003, 2012). Typically, through SWOT analysis the most important internal and external factors are grouped in four categories: strengths, weaknesses, opportunities and threats. Strengths and opportunities are considered positive attributes, while weaknesses and threats negative ones. In strategic planning the aim of SWOT is to formulate and adopt a strategy in good fit between the internal and external factors. Before the start of the project, Staedion carried out a residents' consultation among the people living in de Gaarden. We included the outcomes of the participation process into our SWOT analysis.

Strengths

De Gaarden is set in a very calming, green environment. The strong green infrastructure, and the high accessibility of these areas to the public are the biggest strengths of de Gaarden. These types of spaces encourage social interaction. From talking to the residents, we learnt that they love their neighborhood and enjoy their lives there.

This sense of pride is also reflected in the many local initiatives. A myriad of social organizations is actively participating in the neighborhood. For example, community garden 'de Mengelmoestuï'n' enables residents to grow their own vegetables and encourages a healthy lifestyle. These high participation levels show a strong sense of community.

In terms of housing, de Gaarden has relatively high percentage of social housing. Besides the current conditions of these houses, this is considered a strength.

Weaknesses

To be brief, the residents' consultation showed that the current situation is worrying. Twenty years ago, it was already noted that there were social problems in the neighborhood and that the real estate had become outdated. Over the past twenty years, these problems have grown

into structural grievances, and residents have seen little action from the institutional parties. The residents feel unheard and abandoned. Resulting in very little trust in the institutions such as municipal corporations and law enforcement agencies.

The problems that residents mention:

- Poor quality housing (noisy, moldy, draughty).
- Nuisance from confused people, migrant workers, loitering youths.
- Poor maintenance of housing corporation gardens and public streets.

Additional problems:

- Poverty: There are major socio-economic challenges in the area. In some streets, 85% of households are in arrears.
- Lack of social cohesion.
- Lack of public meeting spaces

Opportunities & Threats

Looking at the current situation and the regeneration plans for the development of de Gaarden area, we have identified some opportunities and threats. In general, the physical and residential mobility effects of housing programmes are more apparent and tangible, whereas the size and range of social effects is more context-dependent and difficult to identify (Kleinhans, 2015). Some of the expected positive impacts include improved housing and neighborhood quality, better housing choices, more social interaction, and favorable effects on neighborhood reputation, individual empowerment, and the incidence of several social problems.

Opportunities

- **Potential economic functions:** One of the crucial steps to make the desired leap in prosperity/ purchasing power and livability, is made through investment in the neighborhood economy and facilities. Entrepreneurship and business activities contribute significantly to the strength of a neighborhood. In addition to creating new jobs,

entrepreneurship is good for integration and labor participation and creates new perspectives for personal development.

- **Green meeting spaces:** The high quality of the green infrastructure is the main characteristic of this neighborhood. It offers a great opportunity to stimulate the longed-for social interaction. Currently, the collective greenery around the homes is used sparingly and is mainly geared to efficient management. By making the divisions between collective gardens, private gardens and public greenery, there will be more encouragement to use it. As a pleasant side effect, the buildings will have a better and more direct relationship with the outdoor space, which will lead to more liveliness and involvement in the street, which can contribute to a stronger neighborhood feeling and social cohesion. Also, these green compact urban residential environments, will be designed to be climate adaptive.

- **(Hyper) Diversity amongst residents:** The planned neighborhood regeneration can lead to a neighborhood characterized by hyper-diversity. In line with the theory of Tasan-Kok et al (2013) diversity will not only take place in socio-economic, social and ethnic terms, but also in the many differences with respect to lifestyles, attitudes and activities. For example, with the introduction of a new type of resident an altered tenure structure follows, which can lead to improvement, resulting in the neighborhood to gain strength from its diverse residents (Kleinhans 2012).

- **Empowerment & improved reputation:** By including the residents in the regeneration process, individuals gain control of and influence over their lives and become enabled to participate in various ways in society (Kleinhans, 2012). Physical, social, and economic measures to improve the quality and prospects of neighborhoods can only successfully be overcome with a strong variety of stakeholders.

Threats

The Netherlands is currently dealing with a gripping housing shortage. Social housing is in high demand, but this type of building is

also expensive to develop, and efficiency is low. Currently the 400 homes that make up de Gaarden are planned to be demolished. After two years of the Covid-19 pandemic building materials have become 20% more expensive. The new war in the Ukraine puts additional pressure on the economy and can lead to scarcity. In a neighborhood that exists mainly of social housing, these types of crises pose a direct threat on its inhabitants.

The current lack of trust can only be restored by taking action to get basic needs such as management, maintenance and enforcement in order. Residents are not necessarily against demolition, densification, high-rise buildings or the introduction of residents with higher incomes in the neighborhood, if something is really done about the problems people are experiencing now. Therefore, to regain trust, it is essential that demonstrable investments are made in the neighborhoods quickly, both physically and socially.

3.1.4 STRATEGIC DESIGN

Our first brainstorm for the strategic design lead to the following ideas:

- Creating social encounters (accessible meeting places)
- Connecting the younger residents with older residents
- Creating more social cohesion among residents
- Creating safety (lights)
- Good wayfinding (totem poles, directions on the ground etc.)
- Modular design that fits well with the renewal of the neighborhood, that is cheap, easy and accessible and most importantly sustainable

Literature

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“Wijkprofielen”

<https://denhaag.incijfers.nl/dashboard/wijkprofielen>

“Schetsontwerp”

<https://denhaag.raadsinformatie.nl/>

3.2 INITIAL IDEAS FOR THE MEETING SPACE

3.2.1 INITIAL STRATEGIES

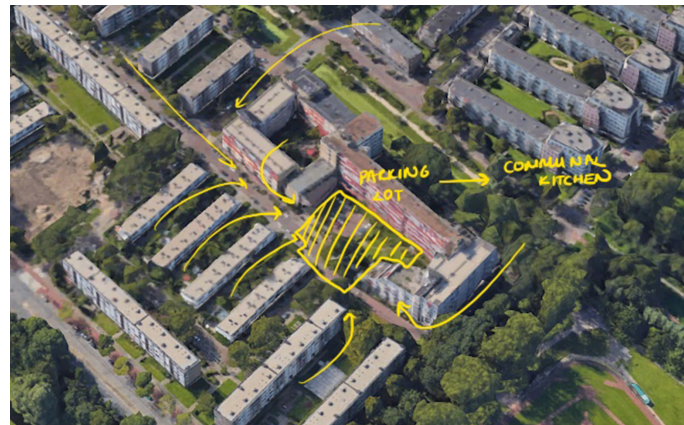
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- Modular design that fits well with the renewal of the neighborhood, that is cheap, easy and accessible and most importantly sustainable

3.2.2 GRAPHICAL DISPLAY OF IDEAS

One of the most public place has been determined in the area which creates a courtyard enveloped by surrounding low-rise public and residential buildings. This will enable different users to gather. The openness of the area offers a platform for various activities including market place (See figure below).



Map 2: Proposed area for communal kitchen or garden idea: Carpark Lot



Map 3: One of the determined accessibility



3.2.3 PLANNING THE EXCURSION

Observations

Our first observations in the neighbourhoods of Dreven and Gaarden, would be in relation to the buildings and infrastructure: dwellings and houses, roads and streets, accessible sidewalks (for people with disabilities), pedestrian zones, bike paths, parking spots, connection with public transport (tram and bus stops), benches and places to sit. Issues connected to cleanliness will be examined as well: trash cans and trash on the streets. Moreover, what shops/ businesses are there in the neighbourhood? What other facilities/ services can we observe? Then, we will delve into the population and how people are using the public space, how they are organized within it and what are the interactions between them; how many old and young people live in these areas, how many kids there are? Where do we see them in the public space? How they are dressed, how do they behave, are they alone or with their families, do they usually have pets? Are people using common areas in the neighbourhood and if yes, which are these? What people do we see more in these common areas (more youngsters or elderly)? Do we see them both in the same or different common areas? If they are the same, how do they co-exist? How are people using public space? What activities are organized? What is the general sense of the relationships and interactions between people? Do they seem to have a good relationship; are people making eye contact? Are they smiling? Do they greet each other or have small talk?

Based on the profile of these three neighbourhoods, we should focus on the strong and weak points of these districts. Regarding the strong points, we want to observe the green spaces in the area and the sports facilities (e.g., the large sports park Escamp I and II). More specifically, we would like to see how we can preserve and reinforce the existing green structures by adding a greater value. For this reason, we want to examine how are green spaces being used and if yes, by whom and in what way? We want to approach them using the four key attributes of great placemaking: sociability, use and activities, comfort and image and lastly, access and linkages (Project for Public Spaces, 2018). Are they sociable environments

where people want to gather and visit regularly? Are they inviting people to activities? Are they clean, safe and attractive? And lastly, are they easily accessible, convenient and connected to other important places in the area? Regarding the weak points, the housing stock in the Dreven and Gaarden is very outdated and of poor quality and there are not many facilities and amenities. Therefore, we aim to observe the houses and the dwellings and how bad their quality indeed is. We also know that there are many social problems among the population like poverty, unemployment, insecurity and unsafety; we want to see how these social problems are depicted in the neighbourhood. For example, is there a feeling of danger or do residents feel safe and secure?

Proposed Questions

- How long have you lived here?
- Do you like living here? Do you like your neighbourhood?
- Where do you usually go when you want to go outside the house?
- Do you know your neighbours? Do you have good relationships with them?
- Do you feel safe in your neighbourhood?
- Do you think there is a lack of facilities, services or activities?
- Is there something that you don't like in your neighbourhood? Do you think there is something missing?
- What would you improve in this neighbourhood? What do you think is urgent to change in the public spaces of the neighborhood?
- What is important about this place to you? What element do you think that it should not be changed and remain as it is in this neighbourhood? What is the most distinctive feature of the area?
- What does your neighbourhood mean to you?

3.3 SITE ANALYSIS

General Overview

The neighbourhood was silent and quiet, the streets were empty and deserted. Even the few people who were outside, were not interacting with each other. Micro-publics of everyday social contact and encounter such as interactions in sports centers and communal garden, as Ash Amin describes them (2002) or in more abstract sites, as Mica Nava argues (2006), on the streets or in a shopping center, were not observed. Moreover, many people who were asked were not from the neighbourhood, but they were just passing by for doing their groceries or picking up their children from school. Regarding the demographics of the neighbourhood, it is true that many old people inhabit the district (see figure 3) but also a lot of children either live or frequent the area, since they attend the local schools there. With regards to the architecture, the buildings were similar to each other, in a monotonous, repetitive, and uniform way, most of them of poor quality. Across the neighbourhood, there were various stores but exclusively located on the

ground floor of the residences and only related to services such as hairdressers, physiotherapy and massage practices, administrative offices and real estate agencies. There were no commercial stores such as cafeterias or clothing stores. A few local groceries stores, supermarkets like Albert Heijn and Kruidvat and only one bakery were concentrated in the central square. Regarding the infrastructure and facilities, it is positive that there were plenty of bike and pedestrian zones, bike parking spots and trash cans, including recycling ones, in various spots. The neighbourhood was dominated by cars. Finally, street art can also be found in the neighbourhood, either in walls or as establishments on the ground, praising and encouraging diversity.



3.3.1 PLACE-BASED INVESTIGATIONS

In the evening of Thursday the 10th of March, the Buurtbakkie activity took place. Together with a group of 10-15 students and people from Staedion, we gathered inside the publicly accessible courtyard in the neighbourhood of the Gaarden (4th block, Schrijnwerkersgaarde) to talk to residents. Below are the place-based observations gained during the activity and morning excursion.

Division of Neighbourhood into 4 Areas

1st Area: Renovated, improved part of the district, surrounded by schools and churches. More specifically, there was one Christian church next to a Mosque, one private college named Hofstede College and one public school. There were some stores providing services like administrative offices or hairdressers and massage stores but always on the ground floor of residential buildings. The houses were newer, maybe renovated (there was a block of houses with colourful doors and private little gardens at their front, delimited by fences/bars). There was a lot of green in the area. The area seemed separated from the rest of the neighbourhood.



Image from Area 1: Renovated housing blocks facing large green area

2nd Area: Social housing dwellings, monotonous and similar to each other, of poor quality. We noticed in the entrance, posters of invitations to workshops related to happiness and well-being but also to management and arrangement of the bills.

The housing complex also had their own courtyards mainly with green areas for recreational purposes. Although these areas were visible through outside the complex, they were not welcoming people outside that area. Public places were surrounded with fences, barriers. We encountered street art on the side facade of one of the border building blocks. The art was telling the demands of the inhabitants regarding social cohesion.

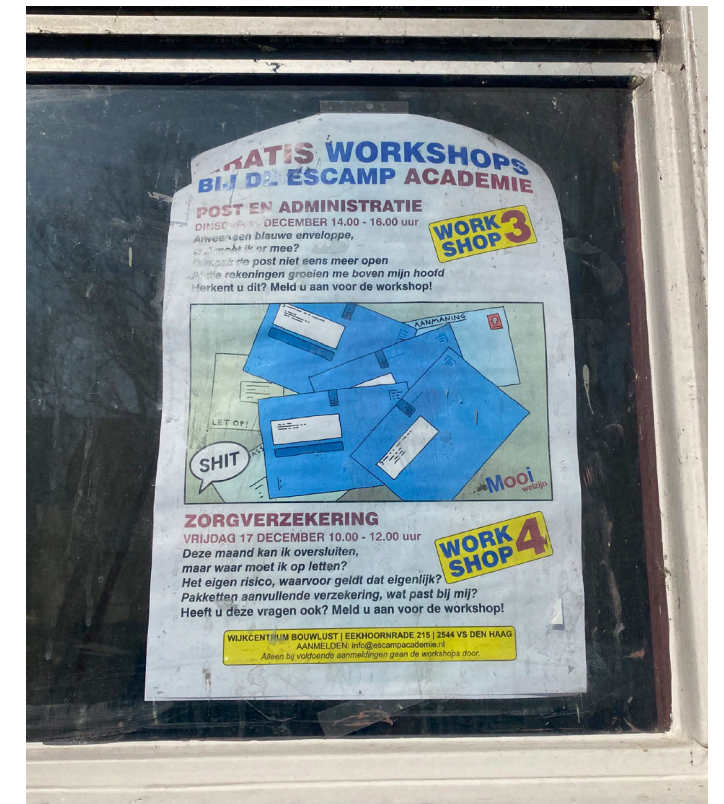


Image from Area 2: Posters for inviting people to workshops

3rd Area: Again, the area is dominated with monotonously built and arranged residential building blocks but in a relatively better way in terms of its physical/architectural conditions. The block also includes several gardens/courtyards located in between building blocks and they are relatively less private than the second block since they are not surrounded with fences but in terms of their appearance, you still feel uninvited.

This block island also includes an area with multiple stores but with a limited public space

for people to gather around. There are some restaurants, grocery shops, a pharmacy and a flower shop. Also, the place only allows people to shop and leave, not spend their time. This is the only shopping area that the residents have, everything is concentrated in one place.

One of the residents complained about the safety issue that shows up in the evening. She believes that at night people do not have many options to go outside therefore streets become quiet and get unsafe. She mentioned that young people gathered together and sometimes there might be violence. Also, another resident mentioned that she would not feel safe at night as a woman walking alone in the area.

On the other hand, this area included some big schools. Some residents mentioned that one of the reasons to move to that area is because of the quality of schools there. They said that it allows their children to start from a young age until they graduate to middle school. Another important aspect is that those schools offer the kids different activities, and their schedule is quite nice for working parents, also kids can take extra classes on the weekend.



Image from Area 3: Public space with many stores

4th Area: More isolated part of the neighbourhood, social housing dwellings, of poor quality. They were gardens and playgrounds which belong to the buildings, but they didn't have fences or bars like they had in other parts of the neighbourhoods. So, there was a feeling of a more public space but still not so visible and more hidden. No people on the streets except for one mother with her children.



Image from Area 4: Accessible green courtyards of the housing blocks

The following parts of the report will explain the further analysis on place-based investigations. The investigations are documented and marked on various maps. Important examples in the area are highlighted and shown in the related figures. This part is conducted as:

- Building Types
 - Amenities
 - Residential
 - Care and Health Associated
 - Education
 - Religious
- Traffic
- Urban Accessibility
- Urban Encounters

BUILDING TYPES AMENITIES



• Daily amenities in the neighborhood are located on the ground floors of the residential units.

• They are often found where other types of buildings also meet.

• The amount of these facilities is not considered sufficient considering the population and spatial distribution in the neighborhood.

Massage Salons, Hairdressers



• Existing facilities do not allow people to spend time in close quarters, so new types of facilities should be introduced in the future.

RESIDENTIAL



Low-Rise Renewed Housing

Low-Rise Social Housing
w/private courtyards

- The neighborhood is predominantly residential-type uses.
- These housing units differ in terms of architectural features such as construction times, height and use of materials.

In this part of the Gaarden, the housing typology is monotonous. The housing blocks consist mostly of four-story buildings, where the majority is social housing, and a small part is privately owned. We talked to a resident who mentioned that she was quite confused when she heard that the housing blocks in the Gaarden are being renovated or demolished by Staedion as she lives in these blocks too but has a privately owned house. Here it is the question how Staedion will deal with the houses that are privately owned.

A second resident is relieved that the social housing dwelling she lives in will be demolished. From her experience, the houses are too small for families and are very noisy. Although she has the desire to live in a single-family home, she will come back to the newly built flats as she has no other choice. Having talked to other residents, we observed that a lot of families live in the mostly two-bedroom social housing. They want a more spacious housing situation, which will be a challenge with the densification that is about to take place in the neighbourhood.

Mid-Rise Social Housing



Mid-Rise Renewed Social Housing

Mid-Rise Social Housing



CARE AND HEALTH ASSOCIATED

Nursing home and Rehabilitation
Center Gulden Huis



- Due to the elderly living in the neighborhood, there are many nursing homes and care facilities.

- Alongside these care facilities, there are other type of facilities that provide a variety of health-associated services.



Carel van den Oever (Nursing)



EDUCATION

- The area hosts various educational facilities for different age groups and special purposes such as religion, driving license, higher education.

- These structures also differ in terms of architecture. Some are built within contextual (Dutch) parameters, while others reflect more institutional language.

Van Koetsveldschool



Public Elementary Erasmus School



RELIGIOUS

•The neighborhood offers a variety of religious buildings that cater to different religious beliefs.



Mosque An-Nour



Church of Christ The Hague

•One of the importance of these structures is that they are encountered in a adjacent manner, which gives insight into the successful achievement of coexistence.



TRAFFIC

Vehicle and Pedestrian Roads, Transportation

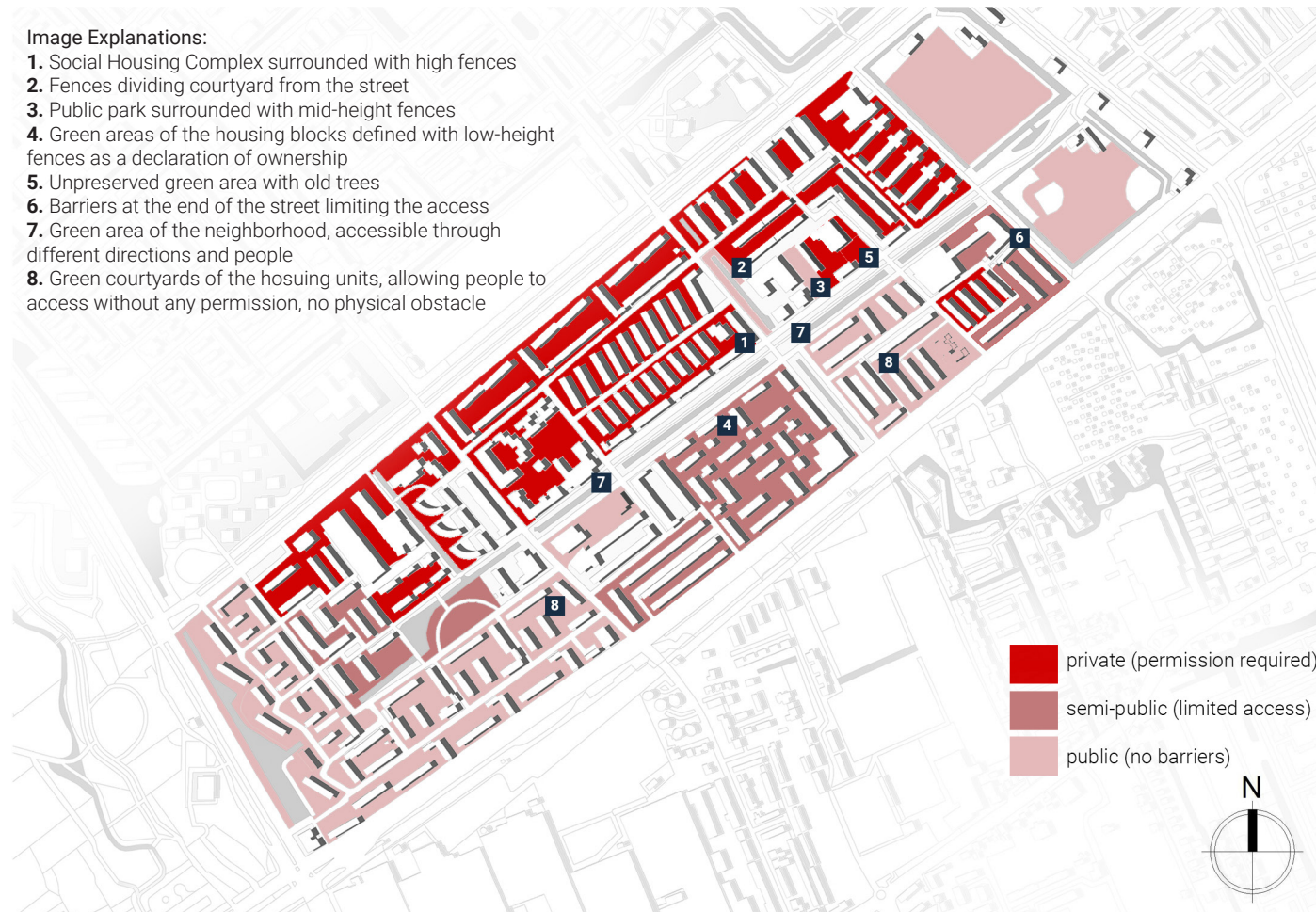


Area is confined with four arterial roads which define the boundaries of the neighborhood. Northern road offers tram stops that mainly allow the access to the neighborhood from outer areas. Through this road, few bus stops are present as well. On the other hand, Erasmusweg is mainly dominated by the use of private cars.

Bikers and the pedestrians often need to share the same given area on the streets which might cause traffic problems. The seperated bicycle roads can only be conceived on major roads. Overall scheme requires a planning for traffic and street design.

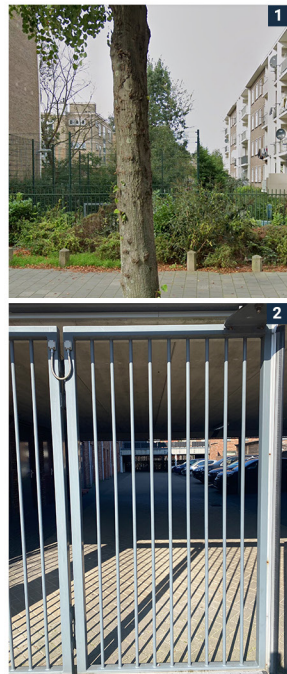
URBAN ACCESSIBILITY

ASSESSMENT OF PUBLICNESS



BOUNDARIES

Private (High Fences)



Semi-Public (Mid-Height Barriers)



Public (No Barriers)



Evaluation of Green Spaces/Public Space

This area of the Gaarden has a lot of publicly accessible green spaces. However, a lot of these spaces are unused or in need of maintenance. These could be potential meeting places for different groups of residents.

Lack of playing areas for older children

In this part of the Gaarden, there is only one field for children to play football. Having spoken to a group of children, they mentioned that there is a lack of places where they can play sports and that the only field they have, has many holes which can be dangerous as children play here a lot.

Figures Left: The only playing/soccer field in this area. Picture X: Hole in the football field. Source: self-made pictures.

Especially in the summer, it gets very busy on this field. This already indicates the lack of playing areas for older children. A second problem they experience is that other better fields (such as a Cruyff Court) are in the neighbourhood of the Dreven, which is too far for most of the children. They came up with many ideas: a skatepark, a basketball field, and even a meeting place with benches that have wifi, as the children often get called on their phones by their parents to come home.

Lack of (amenities at current) meeting spaces

As there is a lack of meeting spaces, parents meet each other at playgrounds and children meet each other in the open green spaces. Through the observations, it could be seen that the playgrounds surprisingly do not have any benches: parents and children use the playground equipment as seats. Lastly, there are some activities organized for both young and old residents, however these take place in the library outside the neighbourhood.

Almost all green open spaces are located in the middle of housing blocks, where residents have overview on the spaces. These could be potential areas for improved meeting spaces due to two aspects. The first aspect is the benefit of 'eyes on the street': these green open spaces are safer to use as the eyes of the residents are focused on the street and ready to assist and protect from danger. Secondly, according to Jane Jacobs, the 'eyes' get stronger when there are a range of activities taking place. When there are people present in the public space, it strengthens the space and inspires social cohesion and hopefully more people will join the activities at the meeting places.



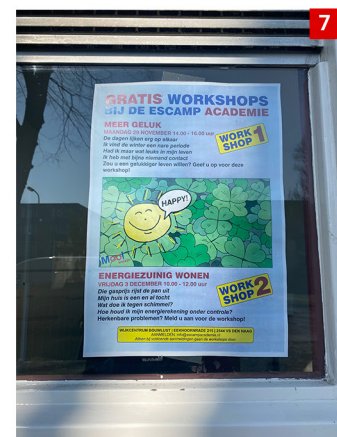
URBAN ENCOUNTERS



The investigation of urban encounters mainly created by inhabitants give an idea about inhabitants' way of expressing their feelings and needs. By means of this, further decision will be made addressing issues that can be solved with tactical urbanism strategies.

Image Explanations:

1. Pavement coloring made by children to turn the place to a play-ground.
2. Private frontyards being used as personal activity grounds.
3. Façade of a building as a surface for public expression.
4. Playful equipment popped up in one of the frontyards, giving an idea about lack of social activities in the area makes people to come up with their own interventions
5. Utilizing pavement as a play-ground of children
6. Front-yard intervention
7. Call for a public event
8. Colorful street furniture
9. Totem indicating various beliefs in the area
10. Urban furniture that make inhabitants gather around



3.3.2 PEOPLE-BASED INVESTIGATIONS

A) People's Demographics:

1) **Age:** It seems that most of the residents are old people, as we observed many of them on the streets. Moreover, there are many physiotherapy stores and rehabilitation centres in the neighbourhood, which proves the concentration of the elderly in the area. At the same time, there are plenty of schools around the neighbourhood which means that there a lot of children living or frequenting the district. We noticed, among others, various school buildings such as Erasmus School (primary school), the Special Elementary Education De Springplank (SCOH), the Stichting Katholiek Onderwijs De Zwerm (primary school as well), the Islamic Elementary School Yunus Emre and the Hofstede College. So, there is an evident contrast regarding the population of the neighbourhood: there are many old people but also many children who are concentrated there as students in the schools of the area. In addition, another important aspect is that those schools offer the kids evening classes and various activities and the schedule is convenient for working parents; as the young couple interviewed said, the kids can also attend extra classes on the weekend. Also, there schools that offers different levels of education so kids can continue their academic journey in the same place. This is an indication that maybe some parents are working many hours and they need their kids to be engaged in activities after school

2) **Religion:** We noticed a Christian church next to a Mosque; this is an indication that the residents are religiously diverse: there are both Christians and Muslims who inhabit the neighbourhood.

3) **Income:** As the housing quality indicates, there are some blocks which are dominated from social housing dwellings of poor quality and some others that consist of renovated, more modern residences with private little gardens and more expensive furniture. We draw the conclusion that there are maybe differences in income among the residents. Wealthier residents can either rent or buy the most renovated houses.

4) **Ethnic Background:** Based on the people we interviewed, it is clear that the neighbourhood is

characterized by ethnic diversity which means that people from various ethnic backgrounds are living there. This can also be based on some posters we found in the entrance of the social housing buildings of the Block 2; posters about workshops management and arrange of the bills. This means that people need some guidance and help regarding these issues because they are immigrants, and they are not yet familiar with the Dutch system.

B) People's tendency to go out or stay inside: In general, there were not many people outside, on the streets, even though the weather was good and sunny. A lot of people that we asked weren't from the neighbourhood and they were just passing by. Especially in the fourth block, there weren't any people on the streets except for one mother with her two children. The whole neighbourhood was quiet and silent in a negative way; it felt more abandoned and deserted rather than peaceful. **In conclusion, it is likely that people do not usually choose to go outside and instead, they tend to stay indoors, isolated from their social surroundings.**

C) People and outdoor activities: We did not observe any person engaging in outside activities around the neighbourhood. We asked two young boys who are going to primary school, and they replied that there are no places to play and have fun; one of them said that he is meeting friends outside the neighbourhood (e.g., in Zuiderpark). Also, in the evening section, residents stated that they need more locations for sports activities for their children; there is only one football field in the neighbourhood. It is true that there is only one sports field in the district which seems as it belongs to a private area and thus, is underused. Moreover, the residents argued that there is another football court outside the neighbourhood but it is far away and dangerous for the children to reach. **In conclusion, people are not involved in outdoor activities (e.g., sports, playgrounds) in the neighbourhood since there are not many facilities provided. Also, they tend to go outside the neighbourhood for this kind of activities.**

D) People and social interaction: We did not see any interactions between the residents of the

the neighbourhood. People were focused on their own lives, and they were not greeting each other or engaging in a conversation, not even in the central square of the third Block which is the main meeting point of the neighbourhood. The two young boys we asked, said that there are limited places for meeting and interactions. In conclusion, there is no contact between the residents; people are not connecting and communicating with each other and there are no opportunities for social interaction, provided by the local authorities.

E) People’s opinions about Diversity: Based on the observations of the morning visit, the neighbourhood is praising diversity: A young couple with children who was asked to express their opinion about the district, said that the best feature of the neighbourhood is its diversity. An old lady who has lived 41 years in the neighbourhood said that she likes and enjoys the neighbourhood and one of the reasons, among other, was its diversity. Finally, we saw two works of street art in Block 1 and 4 of the neighbourhood, as symbols of recognition, acceptance and encouragement of diversity. However, we should mention that it is highly likely that not all residents share the same opinion, and that perceptions of diversity are different among them. For example, it became known from other groups that, during the Buurtbakkie evening activity, few residents indicated that sometimes, there are frictions because of the diversity within the neighbourhood.

F) People’s opinions about Safety: Generally, people admitted that they feel more or less safe in the neighbourhood. A Turkish man who lives seven years in the neighbourhood stated that he is happy and satisfied and he feels safe. Similarly, the young couple with the children said that they consider the neighbourhood quite safe. At this point, we need to highlight that comments about unsafety and insecurity were made only by the women of the neighbourhood; they mentioned that they might feel unsafe but only during the evening and if they are alone. One woman believes that during the evening, when streets are empty, neighbourhood can be dangerous and unsafe. Another woman mentioned that, during evening hours, young people gather together and sometimes there might be violence; so, if she is alone, she might feel unsafe.

3.3.3 COMPARISON OF DATA

Statistic data from the dashboard “Pleasant living” from the CBS Urban Data Centre

CBS Urban Data Center/Den Haag conducted a study on pleasant living in the city at the request of the Department of Public Affairs (DPZ) of the municipality of The Hague. The dashboard shows per neighbourhood what grade residents give for how pleasant they live and what social and physical characteristics are related to this experience. For example, it examines the extent to which the presence of certain facilities, contact with neighbors or the state of the neighbourhood are related to pleasant living.

Subsequently, the importance of each aspect and how well the neighbourhood already scores on each aspect (in other words: how much improvement is still possible) is made clear for each neighbourhood. The most recent data set available was from 2015/2017, so our analysis is based on this information.

Looking at figure 1, there are clear differences between neighborhoods in the grade residents give for how pleasant they live. This was measured by asking residents: ‘If you could give a mark from 1 to 10 for how pleasant you find living in your neighbourhood, what mark would you give? The results of the survey show that the appreciation for livability is highest in the Vogelwijk, Benoordenhout and Archipelbuurt neighbourhoods. As an ultimate reference point, we included, the area “Vogelwijk” to compare with data from Bouwlust and Vredenburg, were De Dreven, Gaarden and Zichten are located. The neighborhood of our research located in the area Bouwlust & Vredenburg and is one of the eight lowest scoring on the list. A more average scoring neighborhood is Regentessenkwartier. In order to make a fair comparison between these neighborhoods, we have added this neighborhood as a point of demarcation in the following statistics.

Gemiddeld rapportcijfer prettig wonen per wijk, 2015/2017

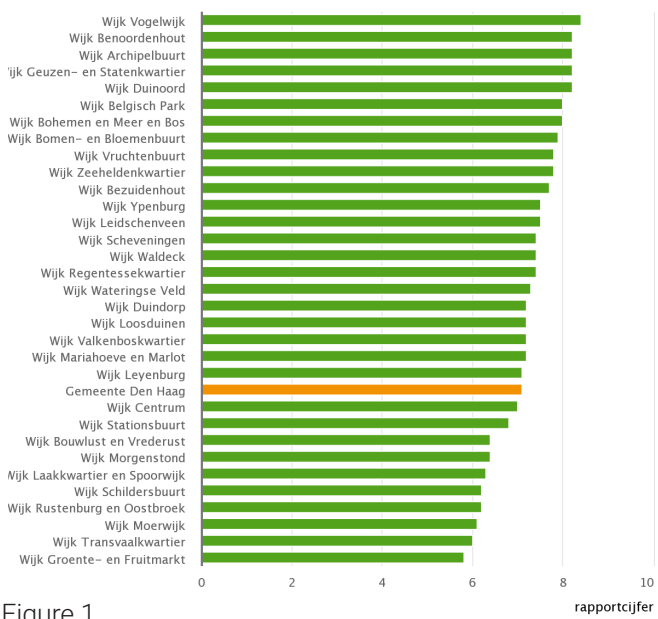


Figure 1

Factoren die samenhangen met prettig wonen in Wijk Vogelwijk, 2015/2017

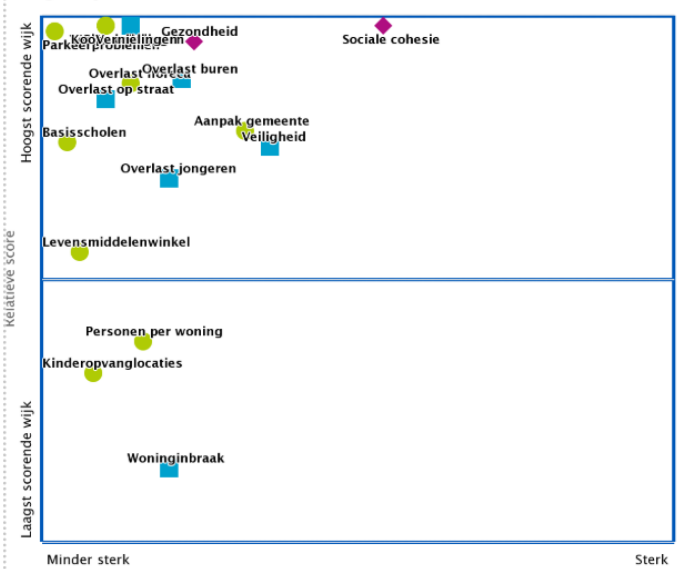


Figure 2

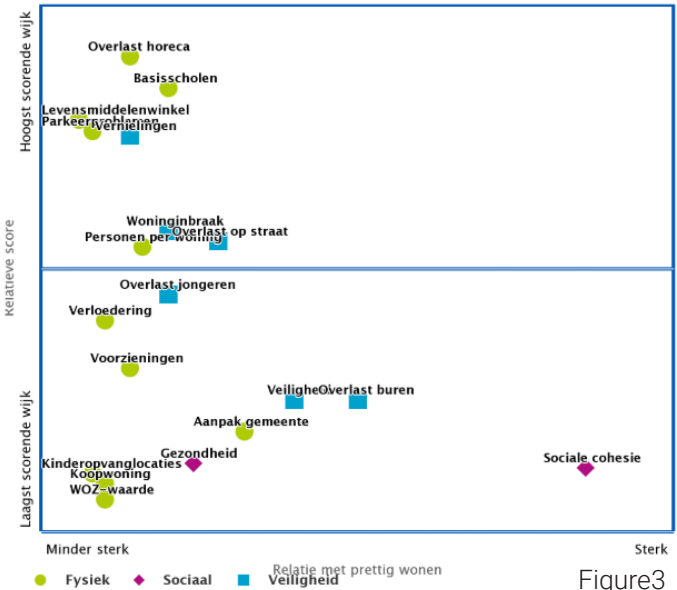
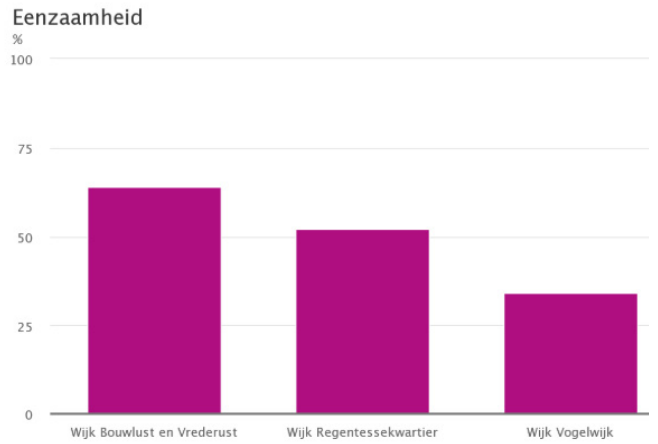


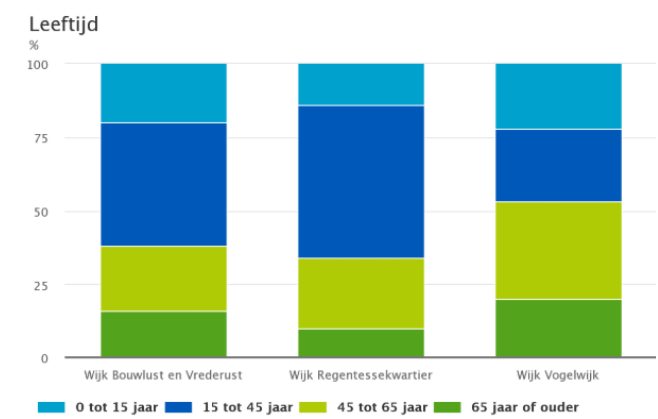
Figure3

Loneliness:



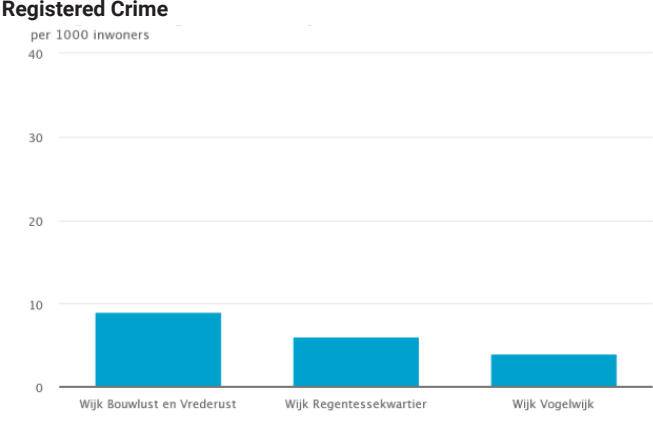
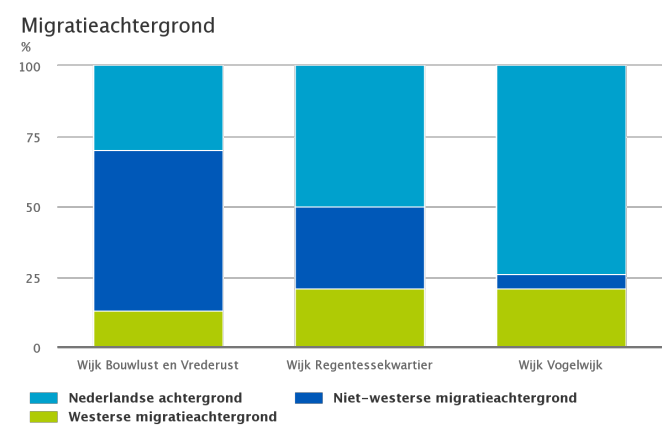
This graph confirms our findings that the residents of the neighbourhood feel lonely and are isolated; they prefer to stay inside and do not opt for outdoors activities.

Age



The comparison proves to be the most balanced neighborhood is ours in terms of age distribution. Yet, our in-site observations conflict with this scenario since themid-age group was almost absent in the area. This indicates that people of 15-45 years old who are residents there, may be working during the morning and afternoon hours and/or are not doing many activities outside of their house.

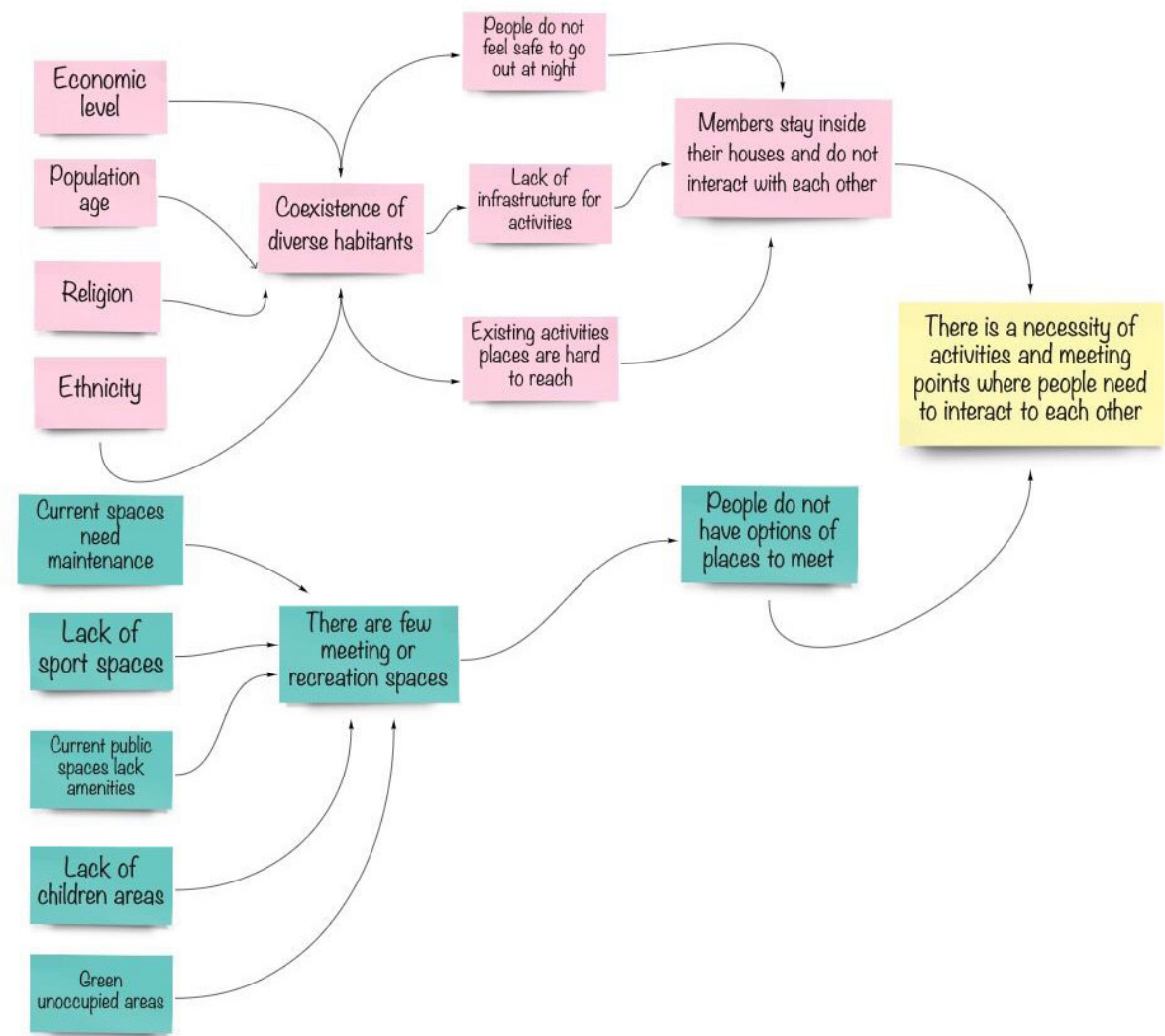
- 1 Figure 1: Average report grade pleasant living per neighborhood, 2015/2017
- 2 Figure 2: Factors relating to pleasant living in Vogelwijk 2015/2017
- 3 Figure 3: Factors relating to pleasant living in Bouwlust & Vredenburg 2015/2017



This graph confirms our findings that the neighbourhood consists of an ethnically diverse population. The highest percentage of the population belongs to Non-Western migrants.

The crimes seem to be higher than other neighborhoods in the area. The estimated reason is linked with the absence of diverse opportunities including amenities and activities. Once they're introduced, it is expected that the crimes will decrease.

3.3.4 THEMATIC CONCLUSION



4. Proposal

4.1 DEVELOPMENT OF THE PROPOSAL

4.1.1 INCORPORATING PREVIOUS FINDINGS

Based on previous research, observations and interviews, we had various findings that are of importance for our meeting space ideas in the Gaarden. Firstly, there is a lack of meeting spaces in the neighborhood. During our interviews with residents, we found that the neighborhood does not have many places where residents can meet each other, and even meet outside the neighborhood. Secondly, some residents stated they have a sense of feeling unsafe in the evening and night as there are almost no people on the street. The third one is the lack of social interaction that we observed during the afternoon and evening. According to Kleinhans (XXXX), social interaction could both be small, such as residents greeting each other or engaging in a conversation on the street and big, such as visiting neighbors. We observed little social interaction during our time in the neighborhood. In addition, we found out through interviews that a lot of residents are quite busy: their daily pattern (table 2) consists mostly of work, the supermarket and home. This was the case on a weekday; however, we don't know the situation on the weekends. The last finding that is of use for our proposal is the diversity of residents in the neighborhood.



4.1.2 PRECEDENTS

Our inspiration for the market comes from the following international examples.

A) The case of the Municipal Market in Kypseli, Athens, Greece

The municipal market of Kypseli was renovated from Municipality of Athens with European funding in 2016. Impact Hub Athens won the competition and assumed the management of the market for 5 years. The market is inspected by a committee determined by the Municipality. This new form of operation of the market consists of an innovative model with focus on culture, education and support of the local economy. This new model is applied for the first time in public building, and it has a non-profit character. The aim is the creation of a familiar and open space for the neighbourhood and its people; the open market will operate as an active community which will produce and innovate, revitalizing at the same time the urban environment.

List of Stores: Second-hand shops, Re-play toys (store with reused toys), store for repairing electric devices and recycling, Wise Greece for Greek products, and an art gallery. Services like Services Center for Citizens, NGOs such as Danish Refugee Council.

The first social agora (=market)

- A market with the real personas of the neighborhood who pop up to showcase their art, products & services, with all the local technicians, handcrafters, artists & small businesses around Kypseli.
- Weekly fruit & vegetable open-air market
- Music classes and concerts, theatre, arts and crafts, yoga classes, ethnic festivals
- Learning Space to both children and adults (e.g., Greek courses to immigrants, professional guidance)



What can we learn from the Municipal Market of Kypseli?

An important example for the co-existence of the natives and the immigrants; market as a non-typical integration place for the immigrants.

The Municipal Market of Kypseli is now operating as a common and safe public space where people of all backgrounds co-exist, interact, and collaborate. The aim is to create, through participatory procedures, a mechanism for social cohesion, collaborative spirit, and co-creation.

Coexistence is familiarization with difference(s), which can lead to re-evaluations of who belongs where. Practices of co-existence like these in Kypseli, enrich and transfuse new meaning to the city, the neighbourhoods and the citizens (Vaiou, D. (2013). Neighbourhoods in the city center: narratives and scales of co-existence in Kypseli, Athens: National Center for Social Research).

B) The market of Kallidromiou Street in Exarchia

This is not a market building within a formal context such as the first example of Kypseli; this is the simple market which takes place every Saturday in the street on the neighbourhood of Exarchia. Every Saturday morning people are preparing for the market, it has transformed to the event of the week. The stands are full of fruits, vegetables, fish, and other groceries in very low prices. Kallidromiou street fills with people of all ages: elderly and young people co-exist in a market that has become the reference point of the neighbourhood. An extra feature of the market is the guest appearance of street musicians; when the market is finished, people gather around the musicians, standing, holding their beers, singing and dancing.



C) Sessie Roel (2021 - CASCOLAND)

We were also inspired from the lecture of Roel Schoenmakers who is working in a Collective with national and global impact. He talked about three interventions involving communal gardens and food gardens. First, he mentioned that there was an intervention in the Netherlands of mobile garden trainers. Due to high demand, these trainers turned into permanent gardens. Gardens are organized by the residents (self-maintenance) with a little support from the Municipality.



Another example in the Netherlands is the Glasshouse, which was firstly an incubator for green in the neighbourhood but afterwards they added a food garden with food and vegetables from leftovers from the markets, establishing in that way a sustainable, community-based economy. They are working with the waste from the market and afterwards they return there to sell their products as a reuse of their waste (e.g., apricot jam).



All these examples show how you can mobilize citizens into a common activity and at the same time, revitalize the area and promote sustainable development. Small or intermediate initiatives like this can lead to structural change and public green.

4.2 VISION

4.2.1 INTERVENTION IDEAS REALIZATION

Having divided the neighbourhood in 4 Areas, we are going to proceed with interventions in each one of them. Looking at the map below, it is clear that there will be small, intermediate, and large-scale interventions and all of them will be part of a bigger network. We set as the backbone of our proposal the canal. There, we will renovate the bridges adding benches for the people to meet, sit and interact with each other; these belong to intermediate interventions. Smaller interventions will be attached as well to this backbone, alongside the canal, such as street furniture, which have a practical use but also add an aesthetic value to the area. Moving forward to the 4 separate areas, in the Area 1 there will be our large-scale intervention the weekly market, named the Green Market, connecting residents of the district and users of public space through exchange of goods and knowledge (e.g., workshops). In Area 3 and 4, there will be our intermediate-scale interventions, the communal gardens, which will be connected to the Green Market with procedures that will be explained further in the chapter. Actually, in Area 3, there is

an existing communal garden which will support and promote further. In Area 1, there a small-scale intervention, right next to the Green Market; there is an unused green space in that spot. Our idea is to clean the area and allocate outdoor exercise equipment for promoting physical health but also sports equipment and games such as stands with balls and rackets for the kids to play. Finally, in Area 2 we will add small-scale interventions as well such as outdoor exercise equipment and swap points for sharing knowledge and value. The reason behind this planning, is that we did not want to focus only on one main intervention, especially since the Green Market that we introduced is happening once a week. So, unlike the weekly market, these smaller interventions will have a more permanent, daily character, and all of them will be somehow interconnected, in the form of the network. We wanted to add different types of social meeting spaces to the neighborhood's infrastructure, especially since we noticed many isolated parts and lonely people in the area. This will be a challenge to improve mobility and

connectivity amongst residents. Also, we noticed in our findings that most of the residents we talked to, only perceived their own street as their neighborhood; we aim to change these perceptions and motivate residents to see their place where they live more like a vivid community. All these interventions will form a broader network. For this, we were inspired from the concept of tactical urbanism: We wanted to follow a citizen-led approach using short-term, low-cost, and scalable interventions intended to create long-term change; doing small changes all around the neighbourhood that will have a positive impact on the residents' everyday life. To make this network more recognizable by the residents, we intend to use such a design language to create a sense of continuity and identity among the interventions. We hope that these actions will inspire the residents to collectively reimagine and reinvent the public spaces of their neighbourhood as the heart of every community.

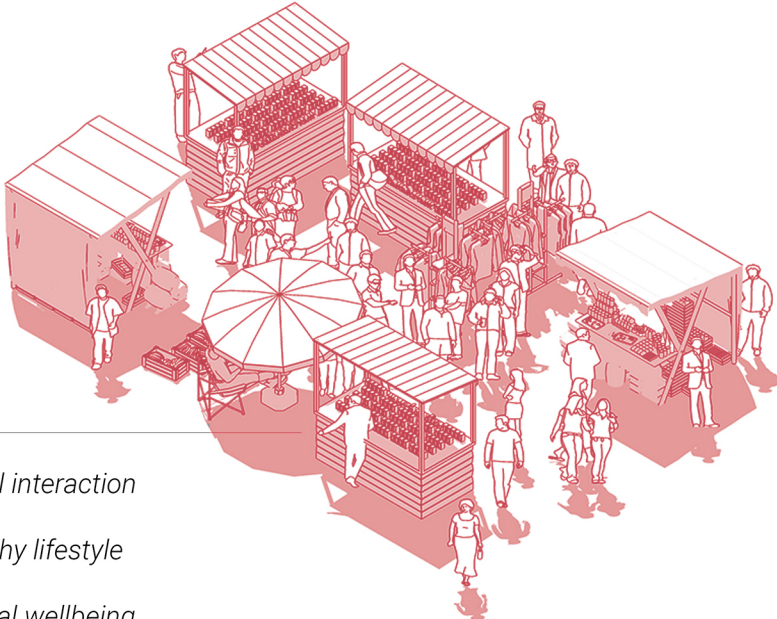
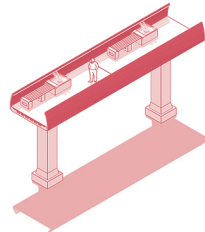
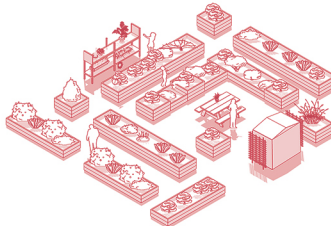
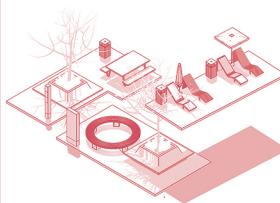

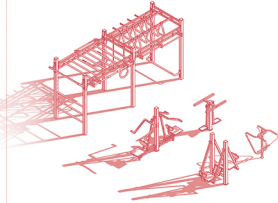
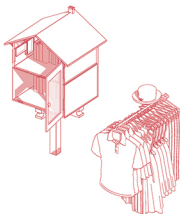
Area 1: Green Market, Green Space with Outdoor Activities

Area 2: Outdoor Activities

Area 3: Existing Communal Garden (MengelMoestuin) which will be developed more

Area 4: Communal Garden



	Large	Intermediate			Small		
Physical Outcome							
		Market	Bridge	Communal Garden	Urban Pockets	Street Furnitures	Sport Equipments
Social Outcome	<ul style="list-style-type: none">- promoting social interaction- supporting healthy lifestyle- Increasing mental wellbeing- supporting public economy and participation	<ul style="list-style-type: none">- increasing social interaction- opening up new pathways- integration with the water	<ul style="list-style-type: none">- increasing mental wellbeing- recreation- introducing empowerment	<ul style="list-style-type: none">- integration with the water- increasing social encounters	<ul style="list-style-type: none">- sense of belonging- safe and clean environment- increasing social encounters	<ul style="list-style-type: none">- promoting mental and physical health- confidence builder- recreation	<ul style="list-style-type: none">- building trust among community- sharing knowledge and value



Main Intervention:
MARKET & COMMUNAL GARDENS

The main intervention will be a Local Food Market, located in area 1 of the neighborhood. Here, we are proposing a weekly Market with fresh produce from the communal garden, cultural activities, workshops for young and old residents and possibilities to exchange products, clothes or even furniture. The purpose of the Market is to create meeting spaces with added value through introducing fresh and self-produced foods, as well as cultural and social activities. These public, open-to-all initiatives will encourage everyday contacts and encounters under support from local actors.

The choice of area 1 for our proposed intervention has a strategical reason, as there are amenities nearby such as an educational facility and religious institutions. In this way, our intervention will create more meeting spaces in existing places that are already part of residents' daily patterns.

In addition, the Market plays an important role within our ambition of creating a circular process in the neighborhood. Fresh products that are

produced by residents in the community garden close by will be sold on the Market to other residents, visitors and producers. This will not only stimulate the neighborhood economy, but also the interaction between residents that visit the Market and residents that produce food at the community gardens. In the following paragraphs, we will elaborate on the operational aspects of the Market and give further explanation of the different actors involved.

Operations

The market will operate one day of the weekend, in this case, Saturday, to make it accessible to residents who work during the week. In addition, it will be open from 9hrs to 17hrs so that residents can have a relaxing time after shopping or trading, and enjoy the various activities that will be offered, such as workshops and musical events while sharing moments with their neighbors and family or friends. We have also thought about the tranquility and rest of the residents, so the market will be set up from 8hrs to 9hrs and dismantled from 16hrs to 17hrs, giving time for the area to be cleaned.



Establishing the Communal Garden

A) Organize a meeting : Introduction of the idea and provide an opportunity for all the future participants to meet and connect and make a general plan. Create an overview of what is needed to start the communal garden and formulate next steps.

B) Create a planning committee : This committee can organize the needs and develop the plan in more detail. Also, this committee can coordinate and motivate the participants in terms of communicating the necessary steps to keep the project up and running.

C) Identify resources : A crucial step is to know what type of resources you have available. For example: Is there an available plot of land or does the municipality need to provide you with it. Is the land ready or does the soil need any preparation. Who are the people involved and what type of knowledge do they bring to the table. In order to succeed you will need a couple of people that have basic agricultural or horticulture knowledge.

D) Sponsorships : Make sure to reach out to useful connections within the networks of everyone involved. If possible, it is very helpful to have sponsorships on anything involving the communal garden. May it be soil, seeds or useful tools and or gear, anything that is available via a sponsorship is very useful in keeping the budget free for other activities.

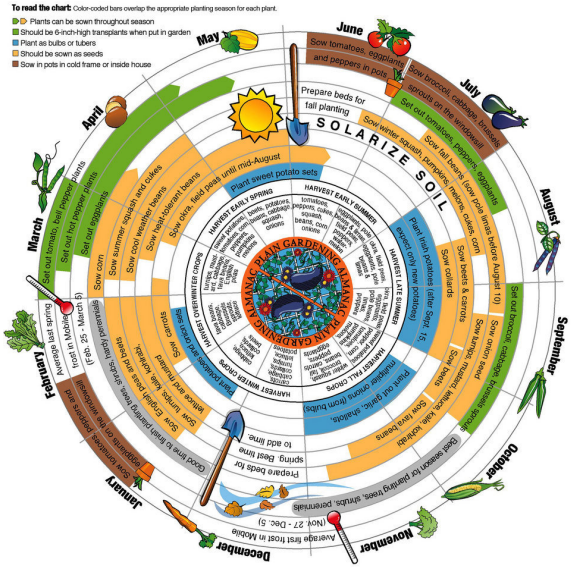
E) Prepare and develop the land
Once a site has been picked, work on preparing the area for a garden using a design plan. Create raised beds for vegetables, plots for flowers and composting for example.

F) Make a sowing plan
Knowing precisely when the last spring frost will arrive is difficult. But in general, the average last frost date is a good guide. Cool weather crops such as collards, turnips, broccoli and the like can be planted before this date. Tender plants that need warmer soil, such as tomatoes need to be handled with care and can better be planted in the second half of March.

G) Organize the garden
How will the plots be maintained? Who is responsible for what plot? How are you organizing the use of shared tools and other materials? What types of crops will you use. What type of flowers are beneficial to plant near your crops. These types of questions can go to the planning committee or to a specific subcommittee with specific horticultural knowledge.

H) Determine rules and communicate with participants : Make everyone aware of what can and cannot be done. What do you require from participants to make the project successful. This is not only to protect the project, but also to protect the people involved. To keep everyone connected, organize meetings on a regular basis.

THE PLAIN GARDEN PLANTING CYCLE



Finch, B. (2012, February 10). The plain garden planting cycle (finch). al.

Circularity of the Market & Communal Garden

We intend to eliminate some supply chain steps to provide a more straightforward, faster, and more transparent process. We realize that the existing linear pattern needs to be converted to a circular one, which reduces the waste of energy, money, and sources. Our proposal is mainly formed around the needs of the residents and the neighborhood as a spatial organism. We aim to reduce the need for processors, logistics, and brokers between these steps. This reduction, we believe, will make the whole process more transparent and, therefore, more reliable to the consumers.

Transforming this linear pattern to a circular one will contribute to sustainability in terms of the overall management and the environmental dimensions.



Proposed Circular Process



1. Market view
2. Night view of communal garden
3. Evening view of market
4. Daytime communal garden
5. Overall Scenario

4.2.2 STAKEHOLDER ANALYSIS / ACTORS

Relevant Actors

INTERNAL

- Residents of the neighborhood

EXTERNAL

- The Hague Municipality
- Local artists
- Local entrepreneurs
- The Ministry of Infrastructure
- Cultural organizations
- Volunteers
- NGO's
- Housing companies

The analysis below (Stakeholder Analysis) shows the different actors that play a role in our proposed initiative. Whereas some of them have more interest or power, their participation is important for the further success of the Market. Some of the actors such as the current residents, have a lot of interest on improvements in the neighborhood. However, they do not have a high power to carry out actions in the neighborhood due to the costs, on the other hand, actors such as The Municipality of The Hague can support such initiatives as it is in their interest and they have the power to create and implement such actions.

Concerning our main intervention – the market initiative – there are many involved actors with key roles for the success of the project. Their participation in the market is fundamental, not only regarding the organization and development, but also to ensure the continued functionality and engagement. In the table above, we have identified the key actors and their roles for establishing the market.

However, it is important to note that the successful implementation of this project is contingent on cohesion between these actors. For example, the Municipality of The Hague should work closely with the housing organization Staedion for setting up the market. Additionally, feedback from the residents will provide necessary information to add any improvements that the market requires. On the other hand, the local artists and vendors should also have a line of communication with the Municipality to be able to participate on the market. (See Actors Table & Diagram)









INTERVENTION	ACTOR	ROLE	INCENTIVE
MARKET 	 Municipality of The Hague	Provide permissions for opening the market Sponsor financially the market structure and organizational committee Support financially market activities such as workshops Supervise and regulate the market to make sure it is functioning correctly	Promote social cohesion, help to make the neighborhood more safe
	 Staedion	Facilitate functional spaces for the market like storage areas Provide infrastructure for the public to access the market such as parking spaces	Wants to have a better and safe place for the present and further residents More rentability in the neighborhood
	 Residents of the neighborhood	Participate in the market activities Take part on the different workshops Maintain the communal gardens Provide feedback about the project Join as venders in the market	Have common spaces to meet Enjoy the activities Feel safe
	 Local venders	Sell their products on the market days Diversify the products offered to the residents	Have a place to sell their products and make a profit
	 Local artists /Cultural Organizations	Perform in the market Promote diversity	Have a place to perform Increase their audience
	 Farmers	Train residents how to manage the communal gardens	Obtain a profit with the workshops
	 Local community organizations	Help on the execution of the market Continue supporting existing projects	Fulfil its objectives through concrete actions

Table: Roles of Actors

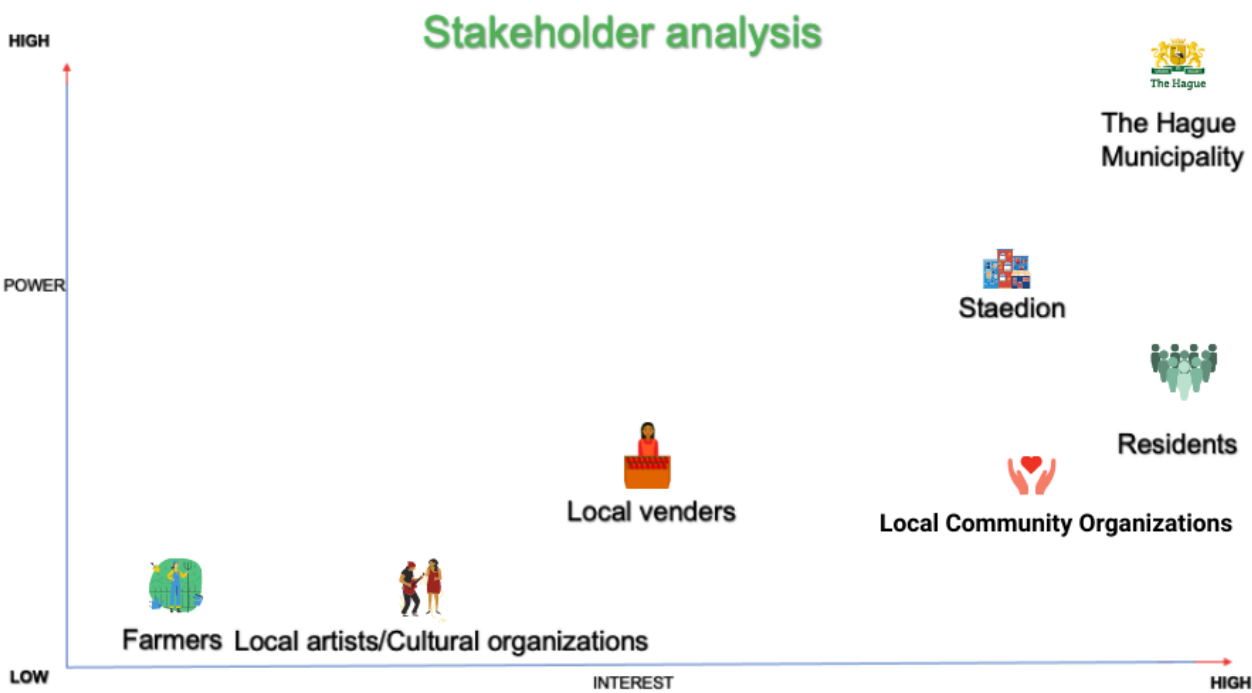


Diagram: Collaboration between Actors

4.2.3 MANAGEMENT

Policy Program Theory

Inputs	Activities	Outputs	Outcomes
<i>What we invest</i>	<i>What we do</i>	<i>Goods and Services Produced</i>	<i>What happens as a result of our activities</i>
Money from the Municipality of Hague ¹ : a) The Municipality will fund a local organization that will be established to be responsible for the operation of the Market. b) Information of residents (production and distribution of flyers or posters) c) Workshops Money from Staedion : storage places for market stalls and extra parking spaces Time for coordination of all the actors involved (Municipality & Staedion) Time for the venders : Time is needed to find people interested in the market Human resources : Venders who are involved, Managers and employees in the organization, residents of the neighbourhood, Employees in the Municipality and the Staedion	- Promotion of project with flyers and posters across the neighbourhood - Implementation of the plan; scheduling the timetable of the market. - Selection and allocation of local producers and venders in their stands. - Organization of the exchange market of clothes and books. - Partnership with local entrepreneurs, artists and social workers who will host the various workshops and cooperation with institutions and organizations	- Distribution and exchange of goods in the market e.g., fresh, and local products, plants, clothes, books - Services provided: workshops of various subjects for the residents, sports, educational or recreational activities, information points, cultural exchanges	Intermediate outcomes: - Neighbourhood becomes lively and vibrant with a lot of people outside - Increased social interactions - Promoting opportunities for employment - Promoting healthy lifestyle - People engaging in a variety of activities; recreation, information & education - Empowerment of residents In the long run: - Social Cohesion; strong feeling of community and togetherness - Lower rates of loneliness - Lower rates of criminality and unsafety - Increased trust - Change of neighbourhood's reputation - Physical and Mental wellness of residents - Strong public/local economy
Community Garden Money from Municipality: Education and Learning Programmes by professional farmers Time for Collection of Disposed, Organic Waste and Usage of Fertilizers/Seeds Human Resources : Producers, Farmers, Residents, Employees in the Organization and Municipality, Volunteers	Community Garden - Implementation of the plan - Organization of the garden operations - Registration of residents who are going to use the communal garden	Community Garden - Activities of gardening - Workshops and training regarding planting & gardening	Community Garden - Meeting place for people (residents and visitors) - Increased social and intercultural interactions - Connecting with nature; outdoors activities - Promoting sustainability and reused organic material - Mental wellness - Empowerment of residents - More use of green spaces in the neighborhood

NOTES
1 The operation of the Market will be completely funded by the Municipality of the Hague, for the first years of its operation. When and if the market becomes successful and profitable, we will set a standard fee for the venders. Money from the fees will be exclusively used for the operation of the market.

MANAGEMENT PLAN PROPOSED INTERVENTIONS

The management of the market and the communal gardens is based on four key interlinked delivery processes relating to the management of public spaces (Carmona, 2008). According to Carmona (2008) the first step is regulation, determining the rules of access, setting a framework for solving conflicts between uses and establishing acceptable and unacceptable behaviour. Second step is maintenance; public spaces, infrastructure, equipment and facilities need to be maintained to perform the functions that justify their existence (Carmona, 2008). These two processes above require investments, the third element. Resources, both financial and material (Carmona, 2008). Fourth and last step for the project to be successful it needs to be coordinated properly; this is for the sake of a smooth operation of the public space (Carmona, 2008).

STRATEGIC APPROACH

Our goal is creating a new contract between citizens and the state by re-distributing responsibilities (Carmona, 2008). Lead by Carmona's idea that there is no 'perfect' management plan, we choose for a 'best of both worlds' approach. This strategy reflects how in reality public policy uses elements of different models to tackle challenges in neighbourhoods. We chose to combine elements from the state-centred model which includes public sector institutions and the community-centred model which refers to community organizations or interest groups organized around public space issues (Carmona, 2008). We saw strength in the combination of the public interest and responsibility ethos of the state-centred model on the one side, and the sensitivity to the user and the feeling of community of the community-centred model on the other side (Carmona, 2008).

RULES AND REGULATIONS

The first process determined by Carmona is to determine rules and regulation. The main rules of the market will be based on existing legislation on public spaces. The implementation of these rules will be monitored by the local organization that we proposed to be established under the Municipality of the Hague. This specific organization will be

responsible to appoint a market manager. This market manager will establish rules in dialogue with the residents. For example: everyone can access the market freely without an entrance fee and inappropriate and violent behaviour as well as vandalisms are not allowed. The market manager is there to make sure that there is compliance with public space policy aims and local objectives. When the agreed upon rules are violated, the market manager has the right to remove anyone from the market or report them to higher authorities in accordance with provisions in the law relating to the marketplace.

On an organizational scale parking spaces need to be freed up during the opening hours of the market, so there needs to be agreements on this with the local community. Vendors are welcome to arrive one hour before the start of the market and are required to leave the area the standard time of the closing. Any change regarding their services and availability should be reported to the organization in written form. A guide on which goods are permitted and which goods are not permitted in the market premises, will be established.

For our interventions to become a success, we aim to involve mostly local technical expertise and knowledge into public space management by encouraging the active participation of public space users.

In line with the market, the regulation of the communal garden will be based on legislation on public spaces; and the organization will apply rules for the operation of the gardens to which every user of the garden should comply.

MAINTENANCE

The second process according to Carmona is related to the maintenance. General maintenance of the garden will be coordinated and carried out by a locally established organization in cooperation with residents and users. In the case of the latter, they will have to sign a self-maintenance contract stating that they will support to maintain the garden. Together with the organization, residents and users will establish a set of rules and agreements ensuring that the spaces are clean, usable and safe and that the existing facilities and

utilities are of good quality. This contract will form a blueprint for additional gardens that may be developed in the future.

INVESTMENTS

Regarding the fourth process, investment (Carmona 2008), the municipality of the Hague will provide the funding for all neighbourhood interventions. More specifically, our main interventions, the market and the gardens will be financially supported by the Municipality as well as the various activities and workshops that will take place there including various actors such as artists, social workers and farmers. These resources will come from public sector service budget that will need to be defined in a later stage. Staedion will have an important role here as well, providing funds for storage places, vehicles and extra parking spaces.

In the case of the market, its operation will be completely funded for the first three years. The intention is to have the market in place indefinitely after this period, foreseeing the different phases of establishment and its management. Within the first three-year time frame, we aim to make the market a healthy and profitable endeavor, giving everyone involved a fair chance to build up their businesses. After this start up period, slow steps will be made to commercialize the market. For example, by setting a fee for the vendors. Money from these fees will go back into the organization and will be exclusively used for the operation of the market.

COORDINATION

Coordination will be realized by the organization established for the market and the communal gardens. The organization will coordinate mechanisms to ensure that all the agents in charge of the activities (vendors, producers, farmers, users, residents, employees in the organization and in the municipality) pull in the same direction.

CIRCULAR AND SUSTAINABLE

Finally, we would like to introduce a fifth process to the ones proposed by Carmona, to support circular economy and sustainability. For example, the waste from the market will be used for seeds

to grow plants and flowers in the communal gardens and then maybe this can be the start of a new economic activity: plants or flower buckets to be sold back to the market or anywhere else. If this is done not individually but from the community as a whole, there can be an amount of money gathered to be used for other community purposes. Lastly, if the project is successful, private actors like developers can also be invited in the project, always with respect to the needs and desires of the local community. We don't want to promote profitability and competitiveness.

5. Reflection

The Design Game assignment was an exciting experience for us. It was a pleasant, interactive, engaging and constructive project. The fact that we had to deliver a part of the assignment every week helped us delve deeper into the making process, acquire a better understanding of the neighbourhood itself but also of the placemaking and public management practices and eventually have a holistic approach and greater results. We were building the project step by step and understanding all its constitutive and integral elements. We learned a lot through this experience. We learned how difficult is to make an intervention in a neighbourhood; first, you have to conduct research about the area and the residents, studying the statistics, making field observations, interviewing people. You need to understand which are the needs of the people who are living there, for the intervention to be meaningful and successful. We learned how important public space is for the people and the area with great benefits in economic, social, environmental and health matters. Regenerating the public urban space can have huge impact on the liveability of the neighbourhood and the quality of life and health of the residents (Carmona, 2008). Moreover, we learned how you can propose easy, low-cost solutions that can make a great difference and bring big change in a daily basis in the neighbourhood (e.g., tactical urbanism). The best solution for us was to combine these solutions with sustainability as well; we realized that we could promote environmentally friendly practices through our interventions both in the market and the communal gardens. We could establish a local economy as well and financially reinforce the residents. We had no idea that all these were possible through local interventions! The most important is that through these actions, residents will become empowered and gain ownership of their neighbourhood; these interventions could also offer solutions to people who are unemployed in this neighbourhood, economically inactive (elderly) or persons who are dealing with mental issues. Finally, it was really challenging to understand and incorporate all the management and strategy procedures, but we managed to come up with a model that we believe it can be successful now and in the

long run. Closing, what is the adding value of this assignment, apart from the real case that we had to investigate, is the cooperation and collaboration with students from different disciplines. It is very interesting when people from five different areas, Sociology, Architecture, Urban Planning, History and Development Studies, come to work together; we realized how much we can learn from each other.

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Appendix

- 1) Daily Patterns of the Inhabitants
- 2) Poster

Users	Daily patterns and time of the day	Potential meeting places in the neighborhood
Young children	Morning: Home, school Afternoon: School, playground Evening: Home, playground for smaller kids, school Weekends: sports classes (like swimming), going on a day out	School, playgrounds
Older children	Morning: school Afternoon: school, library, playgrounds with children Evening: playgrounds, skatepark, football field, sport or other activities Weekends: football field, playgrounds, shopping area	School, library, playgrounds, skatepark, green areas, the Living Room
Parents	Morning: bringing children to school Morning: going to work, going to the shopping centre for groceries Afternoon: picking up children from school Weekends: having quality time with their kids, do groceries, do activities	Playgrounds, shopping/grocery areas (Albert Heijn, Lidl), school yard, in their housing blocks
Group of women with activities at the Living Room	Morning: at home, doing groceries, bringing kids to school Afternoon: activities in the living room, working, going out with friends, picking up children from school Evening: activities, home	In their housing blocks, the Living Room
Elderly people	Morning: daycare in the elderly homes, meeting other elderly for coffee Afternoon: grocery store, activities for elderly? Evening: home	The living room, in their housing blocks, at elderly homes
Working people	Morning: Home, travelling to work Afternoon: not in the neighbourhood Evening: doing groceries and going straight to home Weekends:	Grocery store area
Local entrepreneurs	Morning: working in the neighborhood Afternoon: lunch, working Evening: doing groceries, going back to their homes Weekends: having events	In their offices

MARKET & COMMUNAL GARDENS



THE UNIVERSITY OF CHICAGO PRESS

Our goal is to explore the connection between culture and the state by investigating organizational dimensions (H1) and by examining classified financial sector management data (H2). H3 is based on a two-part approach. The starting reference is merely publishing data (financial sector) related to public-private partnerships (H3a). The steps to be followed starting from the data source must include: (a) analyzing public sector institutions and the nonpublic-sector related issues to understand the role of the public sector in the management of the public sector; (b) analyzing the management of the public sector and developing ideas to improve the public sector on the one side, and the strategy to increase the role of a partnership of the nonpublic-sector related to the public sector on the other.

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Abstract

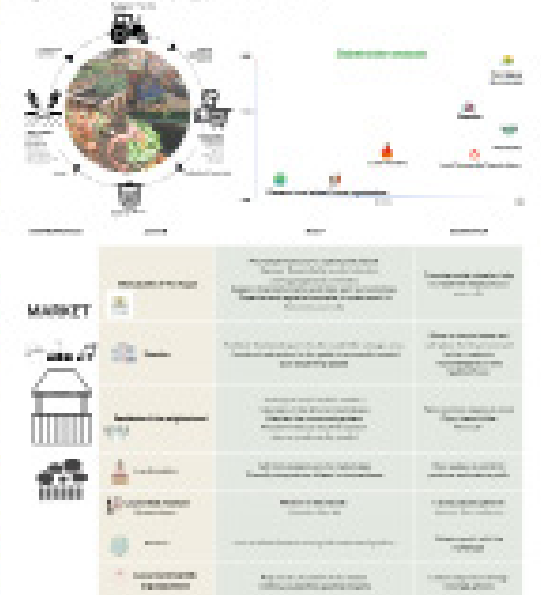
The current investigation suggests Gamma is interested in maintaining quality water information, communication, and education for the public. The first two items listed above are the most important interest members of the public will be most likely to respond to, and the third item, which is related to water conservation, is important but less likely to come under the public's eye. In order to be able to respond to the public's interest in water conservation, Gamma will need to develop a water conservation program that will be able to respond to the public's interest in water conservation. This program will be able to respond to the public's interest in water conservation by providing information on water conservation, and by providing information on water conservation. This program will be able to respond to the public's interest in water conservation by providing information on water conservation, and by providing information on water conservation.









QUALITY MANAGEMENT

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In the case of the market, its operation will be consistently limited to short-term gains. The intention is to have the market in place relatively early (perhaps following the initial planned mobilization) with its transport routes, the local transport infrastructure, and with the market as a healthy and profitable enterprise providing employment for its members and for the community. The development period will thus allow the market to contribute to the process of economic recovery before the market itself becomes a victim of the economic crisis. The market will thus be able to continue to operate and to contribute to the economic recovery of the community.

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	Large		Intermediate			Small		
Physical Outcomes	 Market	 Urban Corridor / Square	 Bridge	 Communal Garden	 Urban Pockets	 Street Furniture	 Sport Equipment	 Drop Points
Social Outcomes	<ul style="list-style-type: none"> -promoting social interaction -supporting health lifestyle -increasing mental wellbeing -supporting public economy and participation 	<ul style="list-style-type: none"> -community builder -recreation -gathering opportunity 	<ul style="list-style-type: none"> -increasing social interaction -opening public pathways -integration with the water 	<ul style="list-style-type: none"> -increasing mental wellbeing -recreation -introducing empowerment 	<ul style="list-style-type: none"> -integration with the water -increasing social encounters 	<ul style="list-style-type: none"> -sense of belonging -safe and cared environment -increasing social encounters 	<ul style="list-style-type: none"> -promoting mental and physical health -communal builder -recreation 	<ul style="list-style-type: none"> -building trust among community -sharing knowledge and value