

*CUREMpubliclecture*

# Placemaking – Creating Community Around Place

2. September 2022



# Die «Schönschweiz»



# Die «Gebrauchsschweiz»: Space, but no Place





Wie schaffen wir eine lebenswertere «Gebrauchsschweiz»?

# Programm

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**12.15**      **Begrüßung & Einführung**  
*Samuel Leder, Universität Zürich – CUREM*

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**Placemaking – Creating Community Around Place**  
*Hans Karssenbergh, STIPO team for better cities, Amsterdam*

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**13.00**      **Question & Answer**

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**13.15**      **Steh-Lunch im Lichthof**

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# Speaker Introduction: Hans Karssenberg



- *Founder & Partner at STIPO, Amsterdam*
- *Editor of «The City at Eye Level» Books*
- *Board Member of Placemaking Europe and of PlacemakingX Global Network*
- *Dipl. Urban Planner (Univ. of Amsterdam)*



**placemaking**  
**europe**



**“ Placemaking is not about beautification only – it’s about building a strong and inclusive community around a place**

**Once upon a time...**

# **The Story of ZOHO Neighbourhood, Rotterdam**

ZOHO = Zomerhofstraat











UITRIT  
VERBODEN  
DAE EN  
NACHT











Schotelstraat









ZADRINE

ZADRINE

ENTRANCE

De MAFkees

HOSTEL  
De MAFkees

INGANG

jong

codarts

jong













Zomerhofstraat

MAGNET  
BET ESTE UNDO EGO



Zinnenplatz 101

MONO  
MONO  
MONO  
BAR HOTEL LUNCH











Before: € 500,000,-  
After: € 3,500,000,-

# ZOHO 2021 + plans

Developers: Leyten en Stebru

Designers: Orange Architects, ECHO urban design, Moederscheim Moonen, More Architecture, Studio Nauta

## Program:

- 67,000 m2 total
- 600 dwellings
- 15,000 m2 commercial space  
(50% affordable for makers / creatives)





# Some development steps since ZOHO



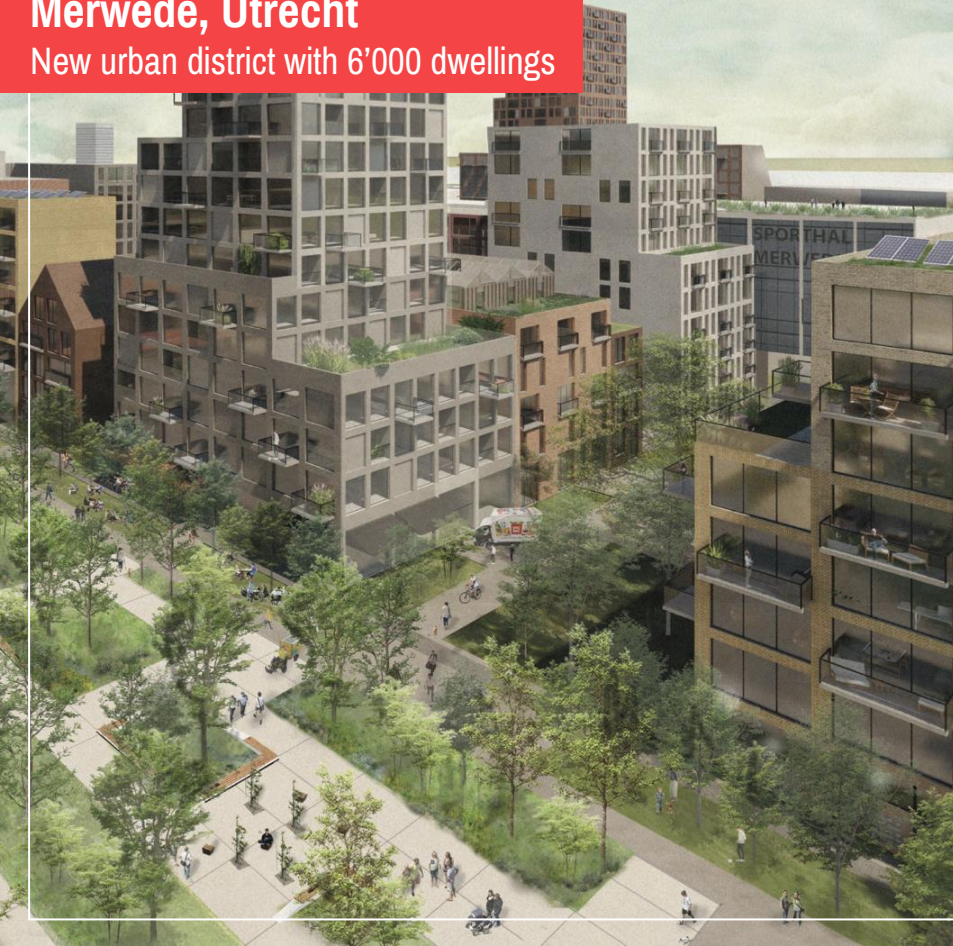
# Club Rhijnhuizen, Nieuwegein

Suburban area cooperative with 2'500 dwellings



# Merwede, Utrecht

New urban district with 6'000 dwellings



**MERWEDE**


Utrecht

## Stadmakers Fonds

Impact fund for placemaking-initiatives

# STADMAKERS FONDS



The background of the slide features a dark red color with a lighter red gradient. In the center, there are two semi-transparent silhouettes of people standing with their hands on their hips, facing each other. The text is overlaid on the left side of the image.

**Placemaking theory:  
A body of knowledge  
developed since the 1970's**

When do people find a public space pleasant place to stay in, and interact with other people?



**informal**

bring the 'living room' feeling outside



**innovative**

social and economic innovation



**incomplete**

so the users can co-create



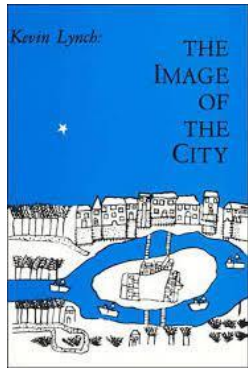
**intimate**

smaller places, no large place that you drown in



**inclusive**

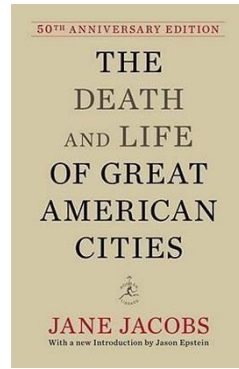
variation of user groups, not one group dominates



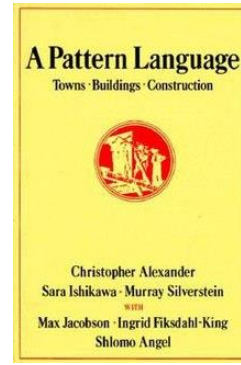
**Kevin Lynch**  
The Image  
of the City  
1960



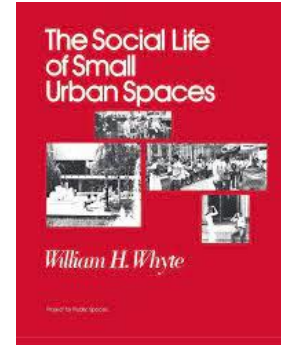
**Gordon Cullen**  
The Concise  
Townscape  
1961, 1971



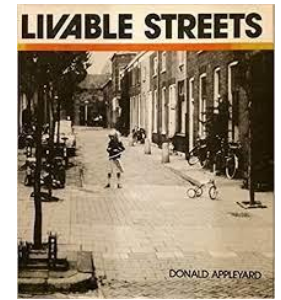
**Jane Jacobs**  
Death and Life of Great  
American Cities  
1961



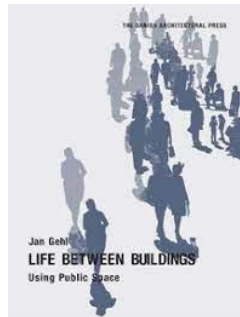
**Christopher Alexander**  
A Pattern Language  
1977



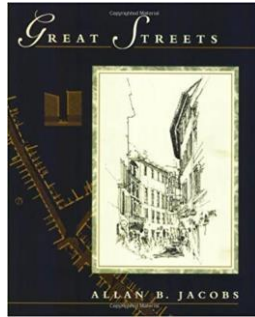
**William H. Whyte**  
The Social Life  
of Small Urban Spaces  
1980



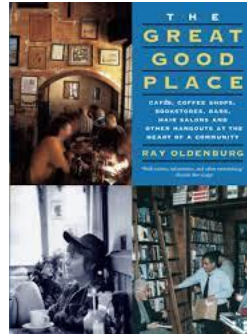
**Donald Appleyard**  
Livable Streets  
1981



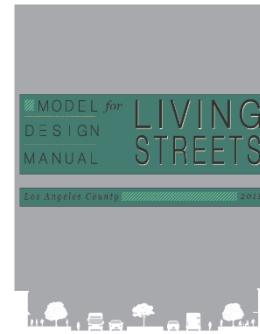
**Jan Gehl**  
Life Between  
Buildings  
1987



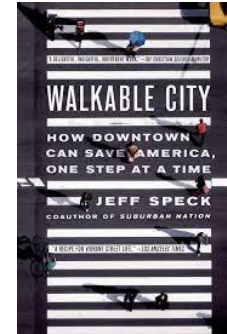
**Allan B. Jacobs**  
Great Streets  
Boulevards Book  
1995, 2003



**Ray Oldenburg**  
The Great  
Good Place  
1989



**Dan Burden and others**  
Model Design Manual  
for Living Streets  
2011



**Jeff Speck**  
Walkable City  
Walkable City Rules  
2012



**Sander van der Ham e.a.**  
De Stoop  
2015

William H. (Holly) Whyte

The Social Life of Small  
Urban Spaces (1980)



The Social Life  
of Small  
Urban Spaces



*William H. Whyte*

Project for Public Spaces



## Public spaces are built of a set of basics:

- Food
- Places to Sit
- Places to Watch People
- Water
- Sun / Shade
- Programming
- Sense of Scale
- Triangulation (multiple things to do)



### The Social Life of Small Urban Spaces



*William H. Whyte*

Project for Public Spaces



**“It’s hard to design a space that will not attract people.**

**What is remarkable, is how often this has been accomplished.”**



**“If you want to seed a place with activity, put out food.”**



**“Benches are artifacts,  
the purpose of which  
is to punctuate  
architectural  
photographs. They  
are not so good for  
sitting.”**





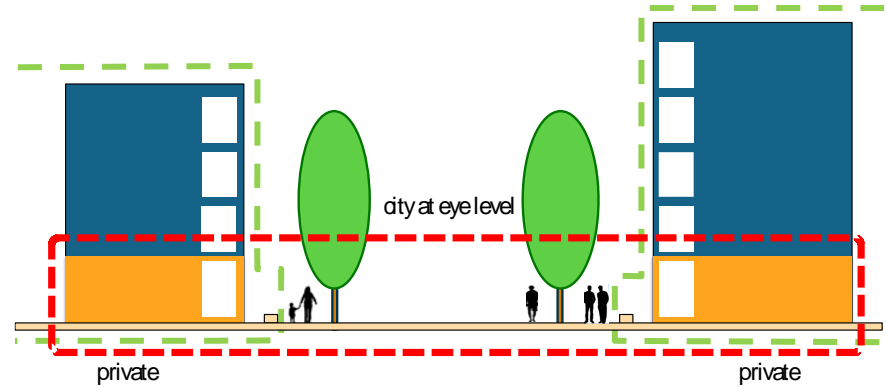
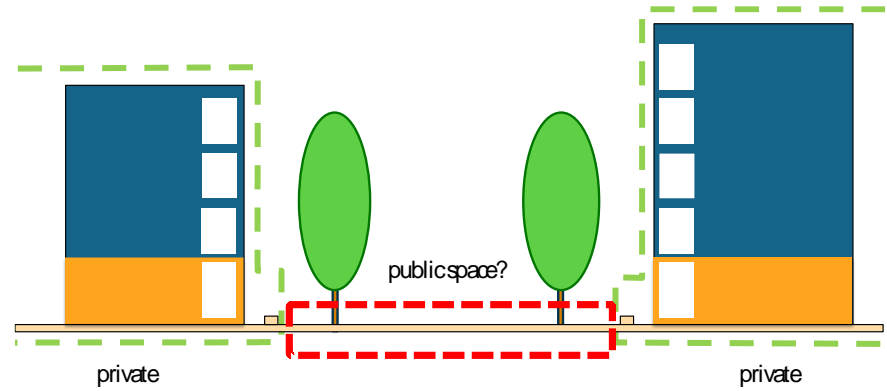


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**How does Placemaking differ from  
«conventional» planning and development?**



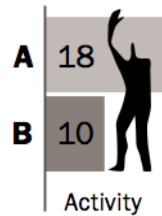
# 1. Think of the City at Eye Level



## Learn from psychological research

### Activities per hour in front of ground floors in main streets

Average in front of each of the 10-metre façades in the seven areas studied.



In total there is 7 times as much activity and time spent in front of interesting façades.

**A** = area with varied façades, many doors, visual contact, many functions

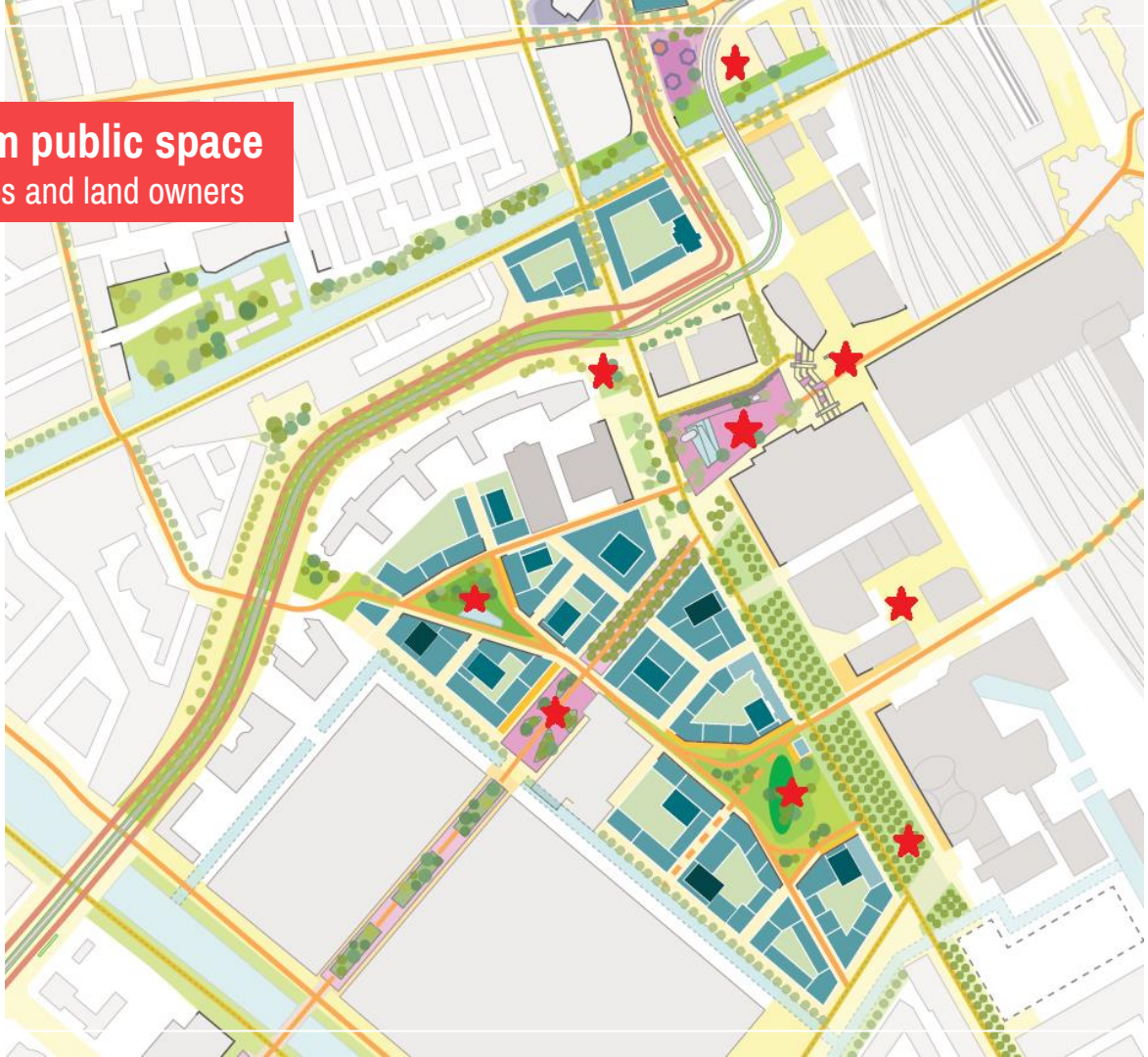
**B** = area with uniform façades, few doors, no windows, few or no functions

Learn from psychological research

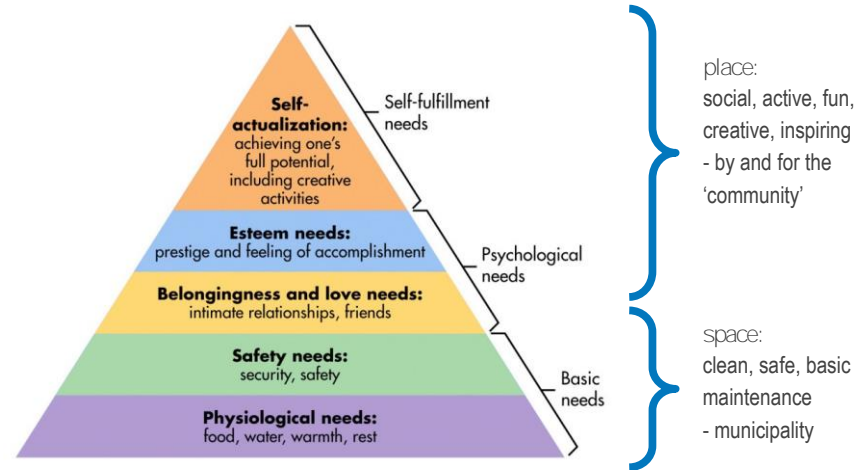


**Start planning from public space**

Integrate public authorities and land owners



## 2. Integrate and activate the local community



Planning authorities and real estate developers generally only cater for the “basic” human needs – creating functioning spaces. But it takes a local community to create attractive and lively places.

**Build a strong social network**  
Instead of “cuckoo-clock-participation”



Identify and empower local heroes



**Allow the community to co-create**

Façade Gardens, Amsterdam





### 3. Design Processes Differently



**Make use of fast prototyping**  
Iterate and learn quickly



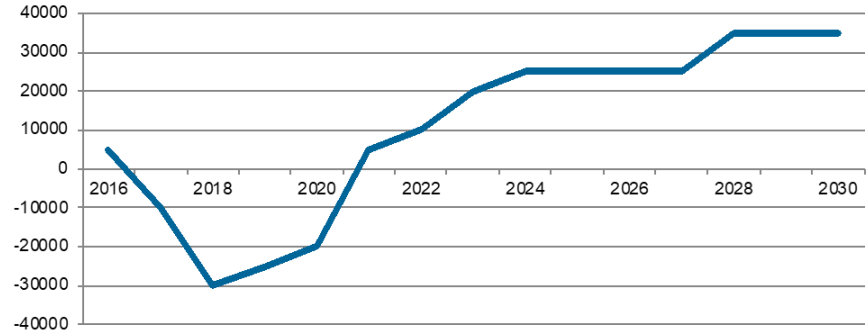
Piazze Aperte, Milano

# Think of long-term “Orgware”

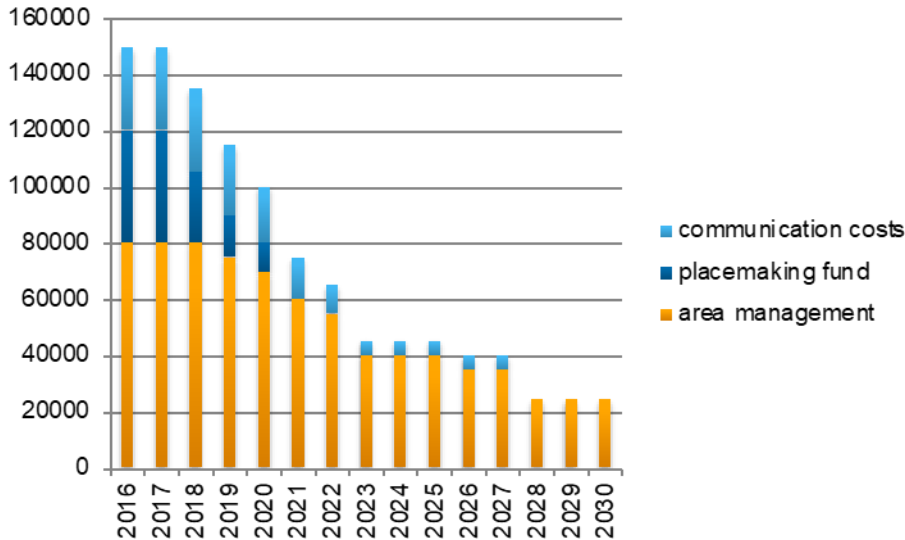
A thriving place is never finished

Club Rhijnhuizen: Initial funding by government and Real Estate developers, long-term funding via membership fees

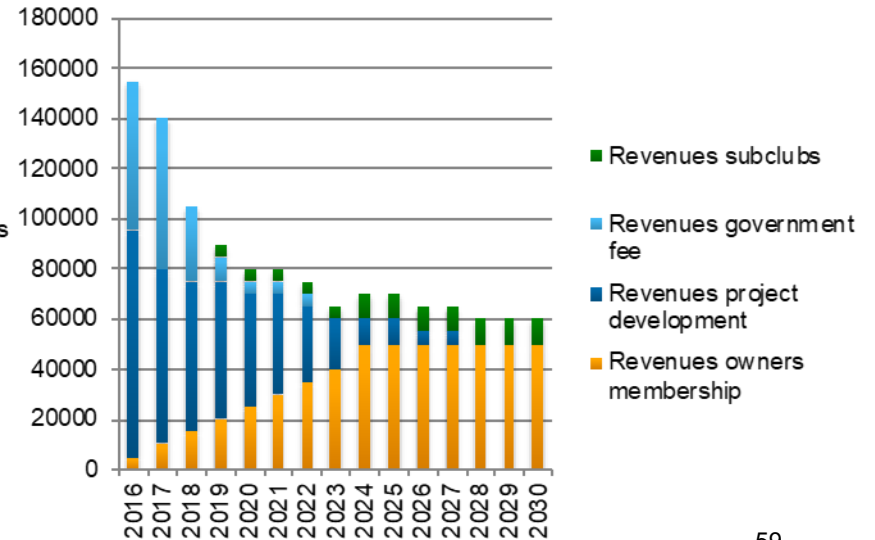
## Balance



## Expenses



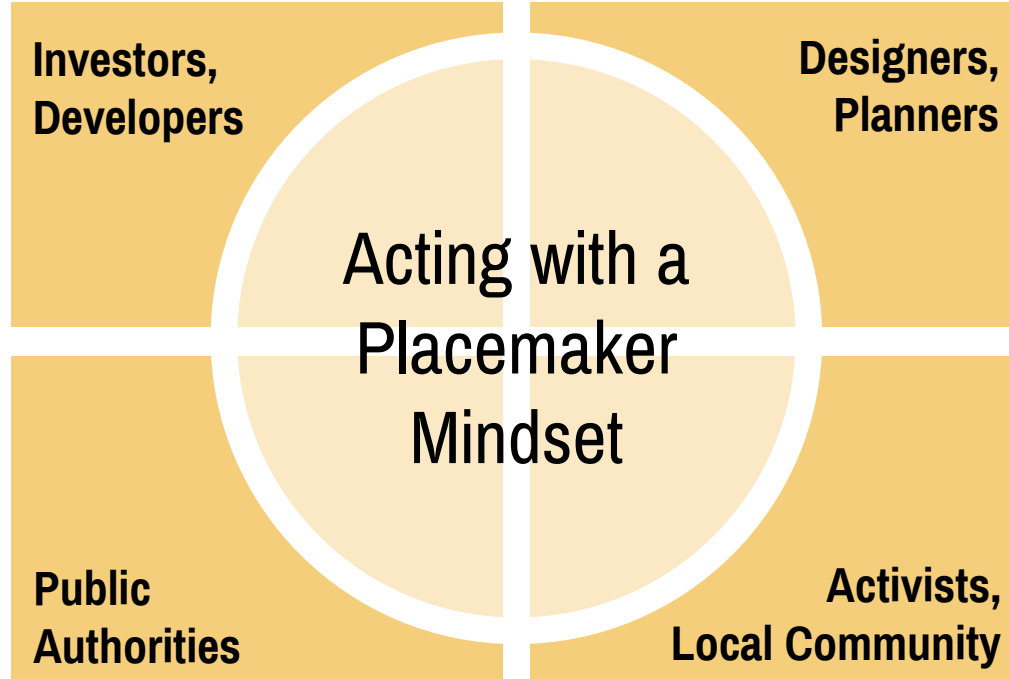
## Revenues



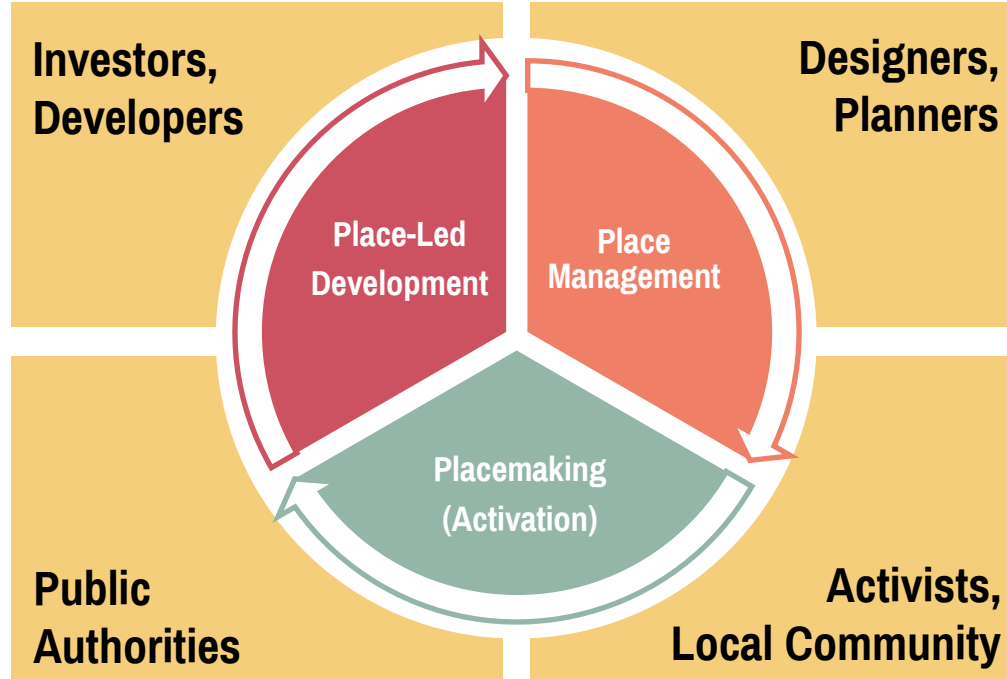
# Conclusion



**Placemaking is everybody's job...**



**...and it's never finished!**



Different phases may need different ways of collaboration and organisation

# More Placemaking Resources

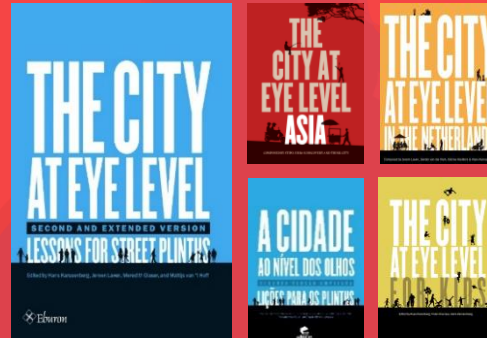
## Follow us at STIPO

More info & monthly newsletter:  
[www.stipo.nl](http://www.stipo.nl)



## City At Eye Level Books

Download for free at:  
[www.stipo.nl/books/?lang=en](http://www.stipo.nl/books/?lang=en)



## Placemaking Toolbox

Open source guides and manuals  
[www.placemaking-europe.eu/tools](http://www.placemaking-europe.eu/tools)





Q&A: Fragen aus dem Publikum?



Zum Schluss...

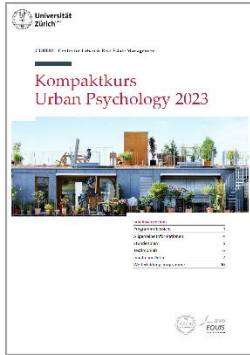
**Dank je wel,  
Hans!**



# Zum Schluss...

Verwandte CUREM-Kurse:

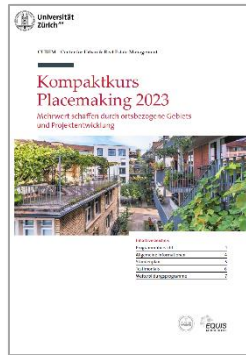
## Kurs «Urban Psychology»



21./22. & 29./30.  
Sept. 2023

Anmeldefrist:  
21. Aug. 2023

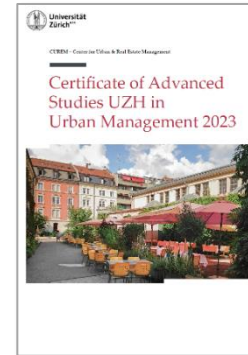
## Kurs «Placemaking»



09./10. Juni 2023

Anmeldefrist:  
09. Mai 2023

## CAS UZH Urban Management



Mai – Okt. 2023  
(18 Kurstage)

Anmeldefrist:  
28. Feb. 2023

Infoanlässe 2022:  
- 08. Sept.  
- 25. Okt. (online)  
- 13. Dez.

Aufzeichnung und Folien werden auf [www.curem.uzh.ch](http://www.curem.uzh.ch) zur Verfügung gestellt

**Herzliche Einladung zum Steh-Lunch im Lichthof!**