

# DESIGN PROPOSAL

## HET GROENE HART



MEET

MAKE

MOVE

# DESIGN PROPOSAL

## DESIGN GAME: THE HAGUE SOUTHWEST

AR0095 Social Inequality in the City, Diversity and Design  
ASSIGNMENT 5 - Final Report - April 12, 2023



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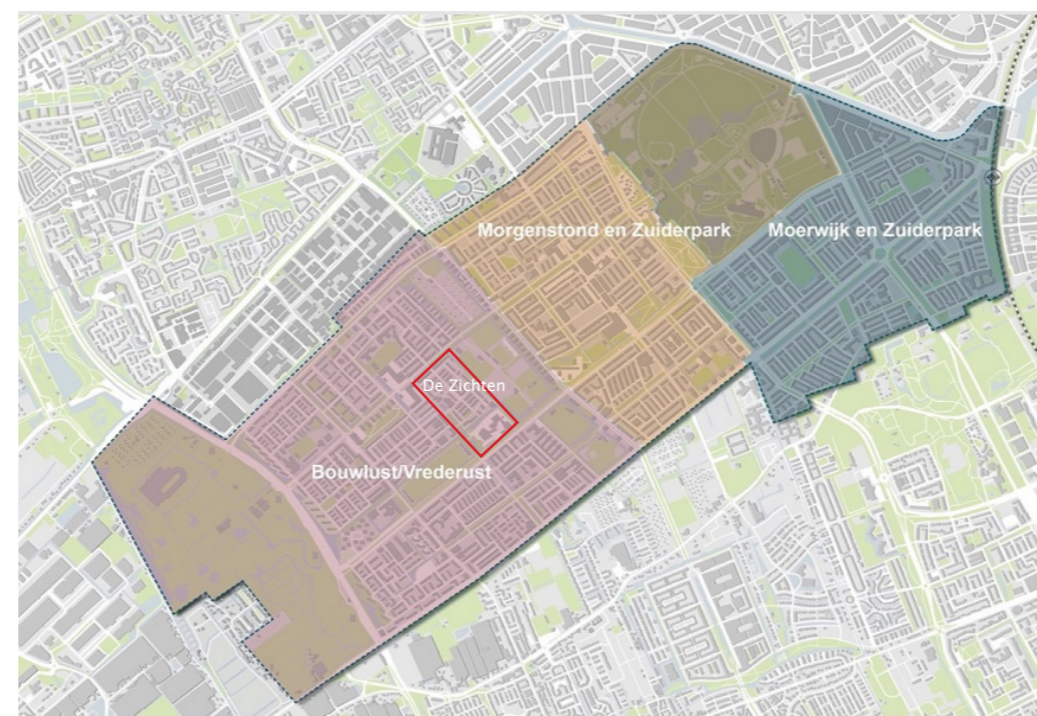
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# P R E F A C E

This report offers a design proposal for the Zichten in the Hague. An initiative from Delft University of Technology and DesignArbeid/Toon, it proposes initiatives for the use of empty space in the neighbourhood of de Zichten. It strives to encourage the politicisation of the residents while at the same time improving the livability and the sense of community in the neighbourhood. While the initiatives are at the centre of this report, the flexibility of it is important for the realisation of the project.



Map The Hague Southwest (Den Haag, 2020)

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# 1 . I N T R O D U C T I O N

This report presents a comprehensive overview of our design proposal for the De Zichten, located in The Hague Southwest. The area is characterised by open public spaces and green gardens, but also faces complex socio-economic challenges such as poverty, lack of job opportunities, safety and health issues, lack of social cohesion, and opportunities for young people. To address these issues, a regeneration project was launched by Staedion and the municipality of The Hague to renovate the houses in this area as well as demolish and replace the old dwellings with new construction of housing. However, improving the physical environment in the neighbourhood is only one piece of the puzzle; it is also necessary to foster community and promote social cohesion among residents. This requires the consideration of the constant temporality of the neighbourhood and the creation of adaptable and flexible solutions to address evolving community needs.

This report is part of a design game organised by a collaboration of the University of Delft and the DesignArbeid foundation, commissioned by the Staedion housing association. The game is based on the Make-Move-Meet theme, which aims to create improved access to goods, services, and opportunities in the context of limited space in the Zichten/Ruimzicht ground floors and the courtyard.

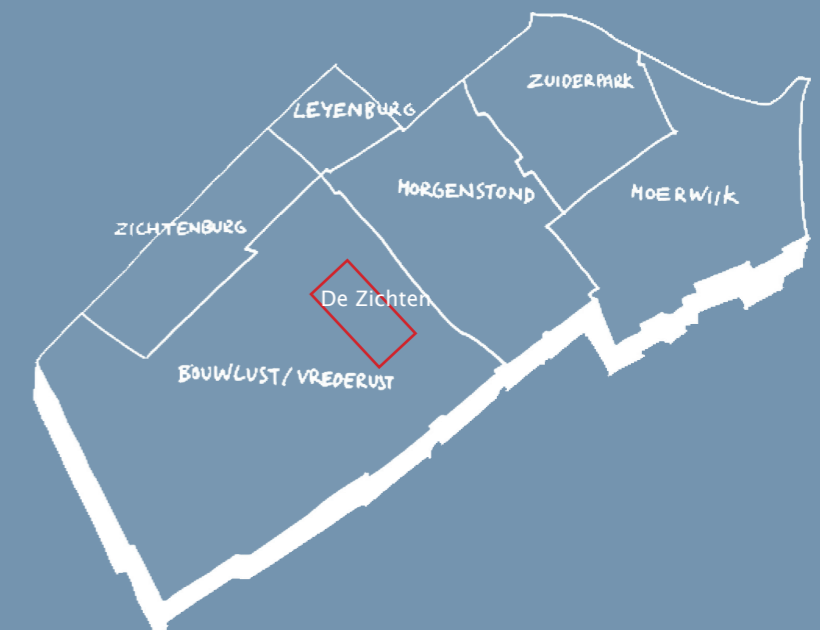
DesignArbeid is a foundation based in The Hague, Netherlands that focuses on creating participatory art and cultural programming (DesignArbeid, n.d.). Their goal is to use design as a tool for social innovation, community development, and urban regeneration. To achieve this, DesignArbeid collaborates with various partners, including artists, designers, architects, cultural organisations, and local residents. Toon is a cultural plinth located in the Bouwlust district in The Hague Southwest, established by the DesignArbeid

foundation. It serves as a connector and curator of participatory art and programming in the context of temporality emerging on the eve of large-scale housing restructuring in Bouwlust and Vrederust (Toon.Today, n.d.). The plinth is designed as an infrastructure that provides space for other activities, including those of third parties. The aim of the regeneration project is to help organise and politically activate the residents so that they can be better involved in the planning process.

Our proposal for De Zichten will significantly contribute to the project's objective. Our goal is to explore ways in which participatory art and culture can be used to address the challenges faced by local communities in the context of constant temporality. Our design proposal will be guided by the following research question provided by Toon:

*"In the situation of 'constant temporality', how can space be created in which participatory art and culture can be used to politicise local communities? In terms of process, what role and contribution can different actors play and how do you ensure that the initiative is sustainable in the medium term?"*

## Den Haag Zuidwest



Conceptual map The Hague Southwest (Den Haag 2019)

# 1 . I N T R O D U C T I O N

The main question can be broken down into three sub questions:

1. How does the design proposal create improved access to goods, services and other opportunities, in the context of the limited space in the Zichten/Ruimzicht ground floors and the courtyard garden?
2. How does the proposal create 'political skills' and facilitate a form of direct democracy (e.g. possibilities of participatory budgeting, decision-making in a self-organising structure)?
3. How do you deal with the constant temporality of 15 years (actors, strategy, timeline)? Which alternative uses are possible in the medium term, including use of temporary architectural constructions?

Based on these questions we have designed a proposal that will be presented in this report. Our design proposal for De Zichten is based on a detailed analysis of observations, statistics and conversations with residents and stakeholders in the area. The goal is to enhance Public spaces and promote social cohesion. We want to focus on creating a green public space, adding "Meet-Make-Move" facilities, and creating a sense of community. Drawing on the concept of "Power of 10+", we have decided to focus on multiple ideas to cater to a variety of needs and people, with each destination within the space offering a range of activities and amenities to make the public space more dynamic and diverse (Project for Public Spaces, 2018). To achieve this, we aim to strengthen the positive elements of the existing space and initiatives and add new amenities that residents have expressed a demand for in order to create a space where residents can meet, play, exercise and more.

This report is structured into several chapters. After this introduction, we describe the data collection and data analysis approach for this research in the second chapter. The third chapter focuses on the context of our design proposal, including demographic analysis of the area and current and planned changes for the neighbourhood. In this chapter our findings are presented. The fourth chapter is dedicated to the design proposal itself, outlining our proposed plan for the area, stakeholder analysis and engagement, as well as a critical assessment of the plan using the theory of change (TOC) approach. Finally, the report concludes with a critical reflection on our experiences and lessons learned from the design game in the fifth chapter. The appendix contains a compilation of additional data, images, and information used during the analysis and design of this proposal.

# 2. APPROACH

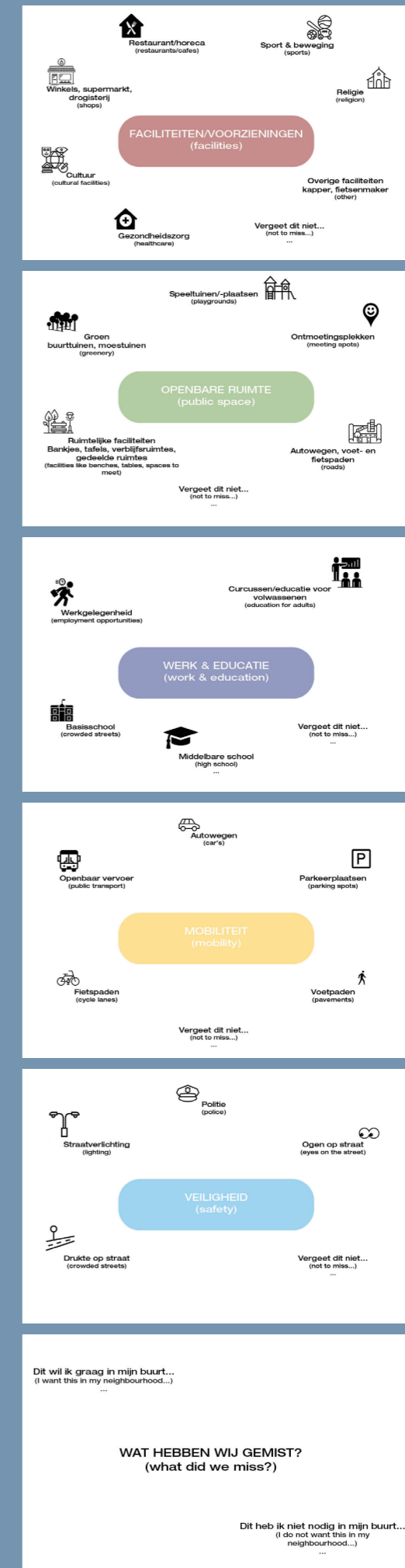
The importance of data collection methods lies in the fact that the methodology and analytical approach adopted shape how the information gathered is utilised and what insights can be derived from it (Paradis et al., 2016). This chapter provides a brief account of the methodology employed in this study. To address the research questions and create a participatory art and culture space that promotes community design and politicises local communities in De Zichten, it is essential to have a comprehensive understanding of the neighbourhood and the residents' needs. Therefore, this project aims to gather information through various sources and collection methods to inform the design process. The most important source which can provide us with data are the residents of De Zichten themselves. To gather their insights we employed the following methods.

To ensure a comprehensive understanding of the current situation in De Zichten, we have chosen to adopt a thematic approach to guide our data collection and research. This approach involves identifying and focusing on key themes that are relevant to the area and the research questions at hand. In our case, we have formulated six themes based on the 'leefbaarheidscirckel' on the website of the municipality of the Hague that gives every neighbourhood in the city a score on different focus areas (Leefbaarheidscirckel, n.d.). Based on the information provided by the Leefbaarheidscirckel we have devised these six themes (see the images on the right): (1) Facilities (2) Public space, (3) Work and education, (4) Mobility (5) Safety and (6) Community. By using these themes, we can gain a more nuanced understanding of the area and its challenges, and collect data that is structured and organised around these important themes. This, in turn, allows us to better analyse the data and draw meaningful conclusions that can inform our design proposal.

## Data collection

First, we aimed to conduct **semi-structured interviews** with the residents (see appendix 1. Interview questions residents). In these interviews we go over the six themes we established. A semi-structured interview technique allows one to address all these different themes and see what the residents consider important. However, this method also offers the flexibility to engage with the residents' responses, as there might be issues that fall out of the scope of these questions (Ahlin, 2019). We mostly conducted these interviews while walking around the neighbourhood approaching residents doing their groceries.

Besides the residents of De Zichten there are other stakeholders involved in this project with whom we are able to talk on-site (see appendix 2. Interview questions with other stakeholders). Since the development of the area is a cooperation between the municipality of The Hague, housing corporation Steadion and Heijmans developer these stakeholders have to be considered in the design of our plan. Besides them Toon and DesingArbeid also play an important role in the area as well. We were also able to speak to Nina Cranen, who is a process supervisor at Koersbekeners. She works with multiple stakeholders to form coalitions and bring them together to form one strategy (koersbekeners, n.d.) Lastly we approached the secondhand shop owner in one of the buildings, the representative of the buurtkamer, Sabra who conducts bootcamps and some other entrepreneurs in the area to acquire information. Not all of these actors have a say in the development of the area, and their views might be very different to the vision that residents have. It is therefore important to compare them and see how they try to work together.



# 2 . APPROACH

Another method for gathering data was an **on-site observation**. Observation is a method of collecting data by systematically observing people, objects, or phenomena in their natural setting (Baker, 2006). It is particularly useful in the field of urban design as it allows for a more comprehensive understanding of the physical and social environment of a place. By observing the behaviour, activities, and interactions of people in the neighbourhood, it is possible to identify patterns and relationships that may not be apparent through other methods such as interviews. This information can provide valuable insights into the needs and preferences of residents and inform the design of a participatory art and culture space that meets their needs.

Lastly, we have made **maps** of De Zichten using the data platform of the Hague to show information about the different themes we focus on (Den Haag Open Data, n.d.). For example, we have made one that shows the bus/tram stops in the area, while another shows all the schools in de Zichten and the surrounding area. These maps can help us visualise the needs of De Zichten in a different way and also help us to understand the area better.

While qualitative research methods, such as interviews and observations, provide valuable insights into the perceptions of residents and other stakeholders, this research project also recognizes the importance of statistical data in understanding the neighbourhood of De Zichten. Structural issues, such as income, demographics, and access to public services, can significantly affect a neighbourhood's quality of life (Holland et al., 2011). However, gathering data on these issues can be challenging through qualitative methods alone. Therefore, this project will also utilise the statistics provided by the municipality of The Hague on their website, which cover the five themes discussed (Gemeente Den Haag, 2023). These statistics will be taken into

account when designing the participatory art and culture space to ensure it addresses the needs of the community.

## Data analysis

We will conduct a thorough analysis of the data collected through observations, conversations, literature review, and data from other sources, using thematic analysis to identify patterns and themes. This manual analysis will enable us to gain a detailed and nuanced understanding of the data (Braun & Clark, 2012). We have already established six themes to organise the data, based on the 'leefbaarheidscirckel' on the website of the municipality of the Hague: Facilities, Safety, Work and education, Mobility, Public space, and Community. These themes will be further refined and developed based on the data collected, allowing us to gain a comprehensive understanding of the current situation in De Zichten and inform our design proposal.

## Ethical considerations

When conducting our interviews and research we must be mindful of ethical considerations. It is important to ensure that the persons feel comfortable to discuss issues with us that they might be hesitant to talk about. As researchers, we must ensure that no harm comes to our participants (Fujii, 2012). Before we start, we must ask for their voluntary consent for the interview (Allmark et al., 2009b). It is important to explain to them before we start what we are going to do, why we are doing it, what we are trying to achieve. If desired, we need to allow for the protection of their identity and privacy, which can be done by omitting their names or using pseudonyms (Orb et al., 2001c). We must also be mindful of power imbalances between ourselves and the participants and any misunderstandings that might occur because of our different backgrounds. Our goal is to listen to them and have them speak openly with us in order to understand their needs as well as possible. We are effectively their guests.

The entire team did interviews with residents and stakeholders on site. Due to the fact that one of our team members speaks Turkish we could also approach non-dutch speaking residents in the neighbourhood and include their views as well.

# 3 . CONTEXT

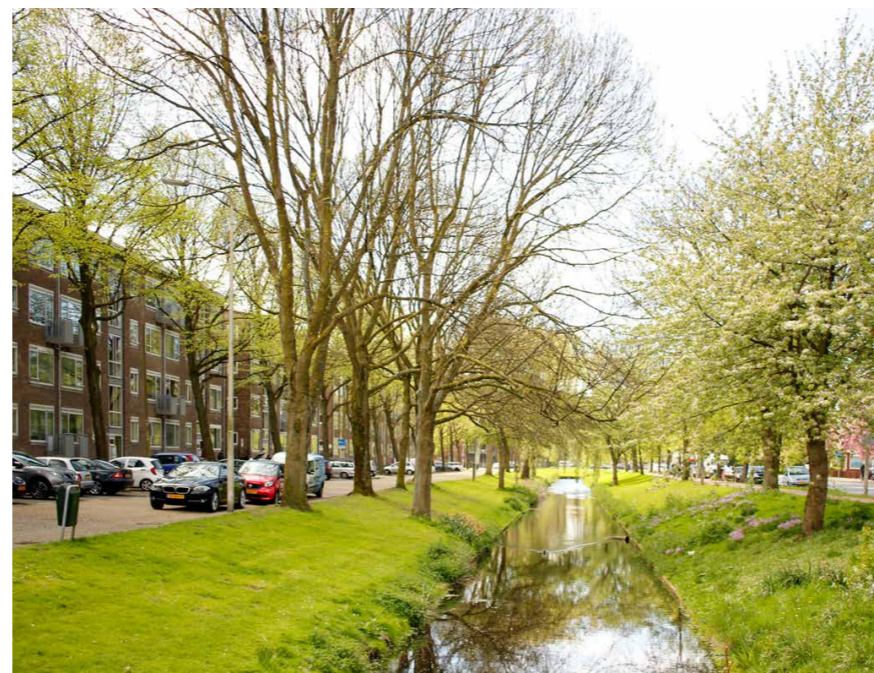
## Current and planned neighbourhood changes

### The Hague Southwest

The Hague Southwest consists of four neighbourhoods: Moerwijk (1), Morgenstond (2), Bouwlust (3), and Vrederust (4). It is considered to be an attractive area within the city of The Hague and is known for its relatively green and open character. This is mainly because of a large number of parks, trees and community gardens. Green infrastructure connects the area to the Uithof (sports facilities centre) on one side, and the inner city districts on the other side (Gemeente Den Haag, 2020). The Hague Southwest was mostly built in the 1950's and many of the buildings still resemble their original state and a differentiation in 'portiek'-style flat buildings is noticeable in the area. Some buildings even have a monumental value assigned to them. This also resulted in the area being primarily focused on cars as the dominant mode of transportation. Next to this, other design principles have been implemented to also create more space for pedestrians and cyclists. A number of trams and buses connect the different neighbourhoods to the city centre and other important places within the city and to nearby cities (Gemeente Den Haag, 2020).

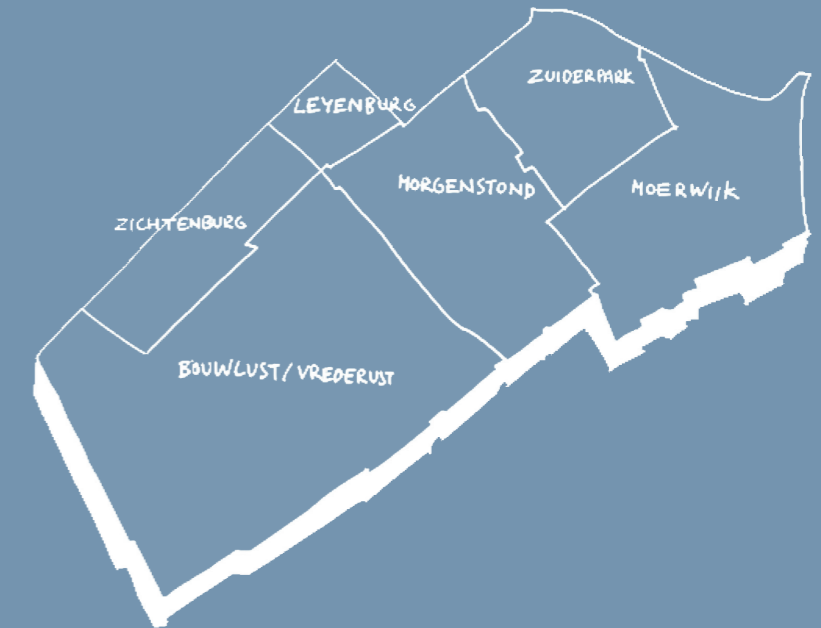
While these four neighbourhoods have quite much to offer, they are also facing a couple of complex and multidimensional challenges regarding the socio-economic status of residents and the built environment (spatial characteristics). These are for example, challenges regarding job opportunities, poverty, safety, health, social cohesion and opportunities for young people (Gemeente Den Haag, 2022). Due to a large number of social housing mostly owned by housing associations - Staedion, Vestia and Haag Wonen, the housing stock does not have much differentiation. The area also faces some great challenges regarding its built environment (Gemeente Den Haag, 2020).

One of these challenges concerns the livability of the neighbourhoods, as this scores relatively low compared to other districts in the city (Gemeente Den Haag, 2022). There is a need for more social connectivity between residents and the area does not offer enough places for them to meet each other. Secondly, residents are often not content with the quality of the houses. This is mainly because of the houses being in a poor condition, and this can even negatively affect their health, livability and safety. The situation regarding the livability, together with financial constraint, poor housing and neighbourhood quality can reinforce certain levels of spatial segregation within the city (Kleinhans 2012, p.590). This lack of diversity in housing types results in similar groups being located in the area. A lack in diversity of groups, together with residents leaving the area, negatively influences the number of and diversity in (educational) facilities within the neighbourhoods.



Greenery in The Hague Southwest (Den Haag, 2019)

## Den Haag Zuidwest



### Kerngebied

**67.290** Inwoners

33.630 Huishoudens + 10.000 in 2040

32.672 Woningen

63% Corporatie bezit

### Voorzieningen

3 Voortgezetonderwijs scholen

15 Basisscholen

10 Speciaal onderwijs scholen

8 Huisarts praktijken

21 Sportclubs

15 Voetbal clubs

Statistics The Hague Southwest (Den Haag, 2019)



# 3 . CONTEXT

## Current and planned neighbourhood changes

### De Zichten

De Zichten is a small area within the neighbourhood of Bouwlust. Similar to its city district and neighbourhood, the area is also known for its open and green character. Whereas The Hague Southwest has a mix of housing associations, Staedion owns the majority of social housing in De Zichten. At the moment, there is an urgent need for renovating/rebuilding the houses with surroundings, since they are often in a poor condition when compared to surrounding neighbourhoods such as Dreven and Gaarden (Gemeente Den Haag, 2020). Moreover, this renovation is needed because of the energy and mobility transition that should be addressed. Staedion has agreed on investing in this large-scale renovation process. Within the areas of Dreven, Gaarden and Zichten there is a housing stock of around 2100 houses. It is stated that 1800 houses will be demolished and around 300 houses will be renovated completely. The aim is to increase the differentiation in housing types to attract more people with a higher economic status. The process of restructuring the area is planned to start at the end of 2022 (Gemeente Den Haag, 2020).

Together with the government, the municipality of the Hague has set up the “Zuidelijke Randstad” deal, in which they focus on intensifying policies on housing and improving the current situation. There is a focus on making houses and buildings more sustainable, for example by reducing the number of households which make use of gas (Gemeente Den Haag, 2020). This deal is considered to be part of a socio-economic and spatial approach of improving the neighbourhoods within the area. With changes to the built environment an upgrade is expected in the neighbourhood through residential mobility which in turn would drive diversity (Kleinhans, 2023. Lecture note). By increasing residential diversity in terms of income, education, social class, household

type, age, and tenure, the Hague Southwest can be greatly improved (Kleinhans 2012, p.592).

Furthermore, the municipality formulated a couple of goals and ambitions regarding the energy and mobility transition and wants to further densify the neighbourhoods. They have agreed to develop a plan with Staedion to further develop these neighbourhoods in such a way that they will resemble their original form/status. Staedion has also agreed to collaborate with Heijmans for reconstruction of the neighbourhoods (Gemeente Den Haag, 2020).

Although the municipality sees many opportunities and decided to redevelop the area, not all residents agree. Many residents consider The Hague Southwest and De Zichten a pleasant place to live and do not see why the neighbourhood has to change. The fact that they have to temporarily leave ‘their’ neighbourhood during the redevelopment gives them a lot of anxiety and uncertainty. Residents do not feel heard (Geenen, 2022). For the municipality of The Hague and Staedion, closing this gap and dealing with the residents is a major and very important challenge.

To get a better overview of the current situation in De Zichten, we have gained information for each of the six themes, as explained in Chapter 2. Approach, through observations, literature, statistics and conversations with stakeholders. The most important findings for each theme are shown on the coming pages.



De Zichten (Ministerie van Binnenlandse Zaken en Koninkrijksrelaties, 2022c)

# 3 . CONTEXT

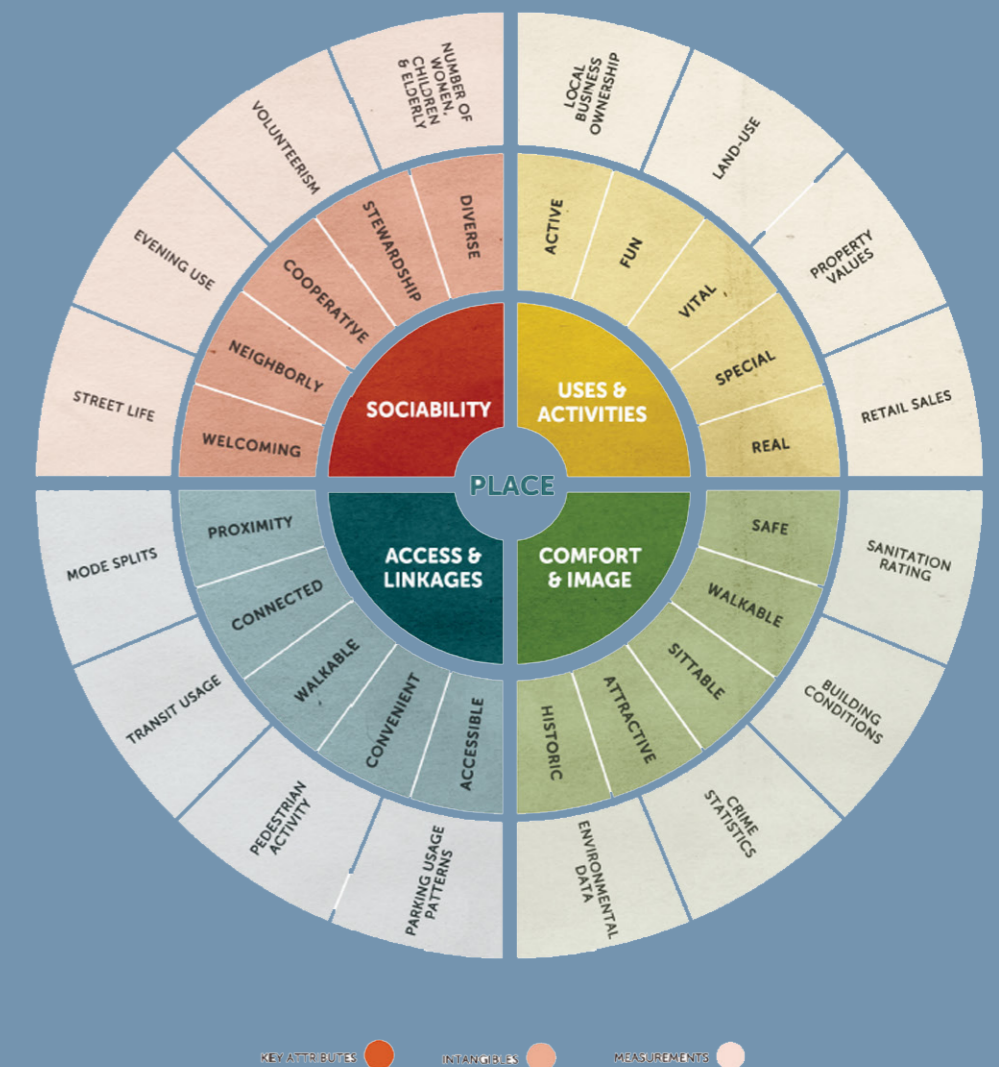
In placemaking literature there are four key attributes established for successful public spaces, these are accessibility and linkages, comfort and image, users and activities and sociability (Project for Public Spaces, 2018). A description of the four placemaking attributes can be found below.

*Accessibility and linkages:* A great public space should be easy to reach, easy to navigate, and well-connected to the surroundings, with a visible interior and attractive edges that encourage visitors to enter and explore.

*Comfort and image:* This includes factors such as safety, cleanliness, availability of seating, and overall aesthetic appeal, which can encourage people to spend time in the space and make a good first impression.

*Users and activities:* A great public space offers a range of activities that attract people of different ages and interests. A variety of activities will keep the space occupied and help to create a lively and vibrant atmosphere.

*Sociability:* Sociability in a place refers to its ability to facilitate social interaction among people, such as meeting friends, making new acquaintances, and interacting with strangers. To make a public space more sociable, you can add features that encourage people to gather, such as seating areas and public art.



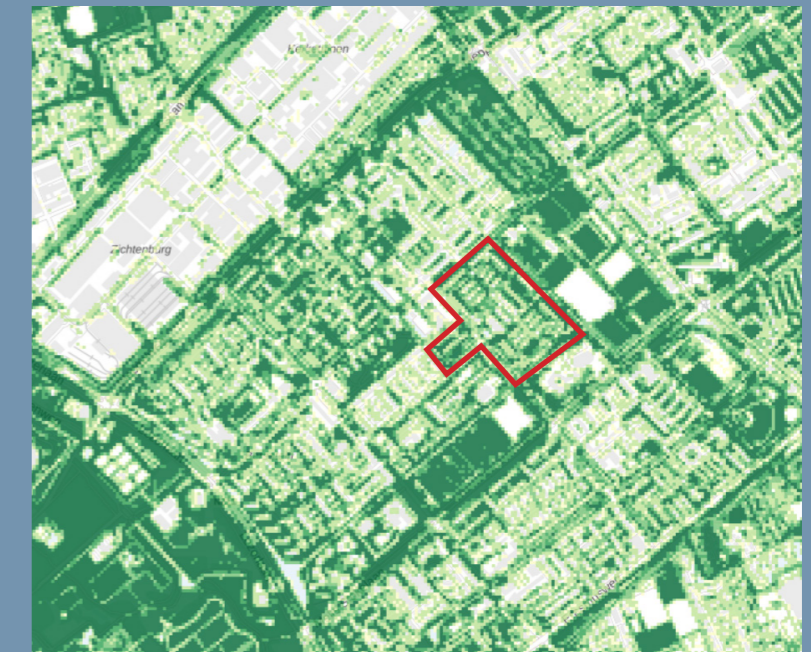
Placemaking Circle (Project for Public Spaces, 2018)

# DE ZICHTEN IN GENERAL

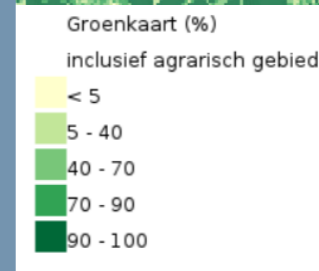
Location design proposal - building block and public space in between



This page shows the outcome of the research based on observations, statistics and conversations with stakeholders for De Zichten in General



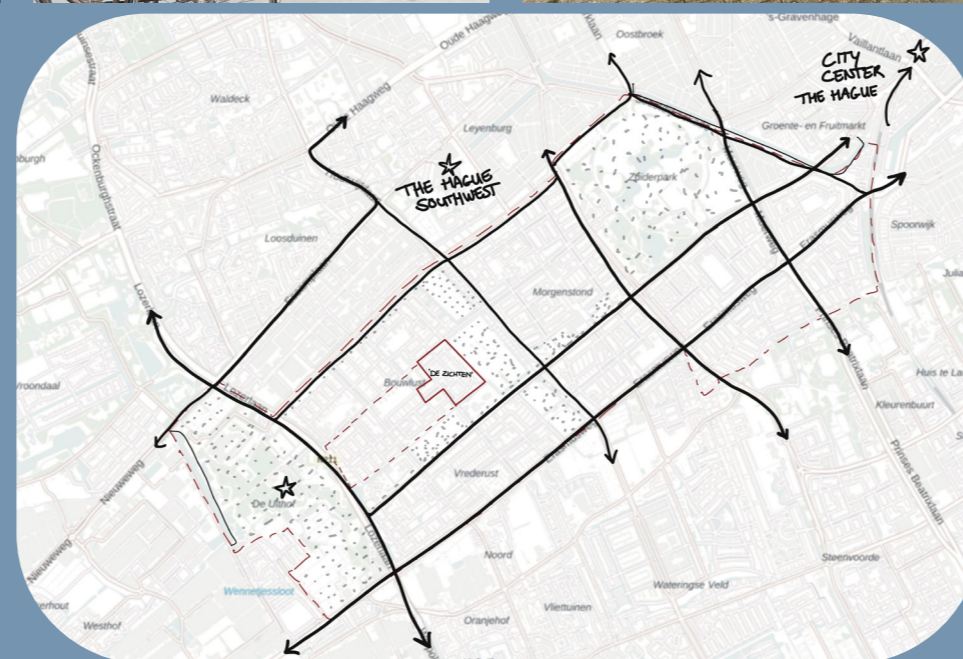
Green in The Hague Southwest (Den Haag, 2020)



De Zichten had quite a lot of greenery in the Neighbourhood



De Zichten Google Earth



Sketch map connections The Hague Southwest



Residents

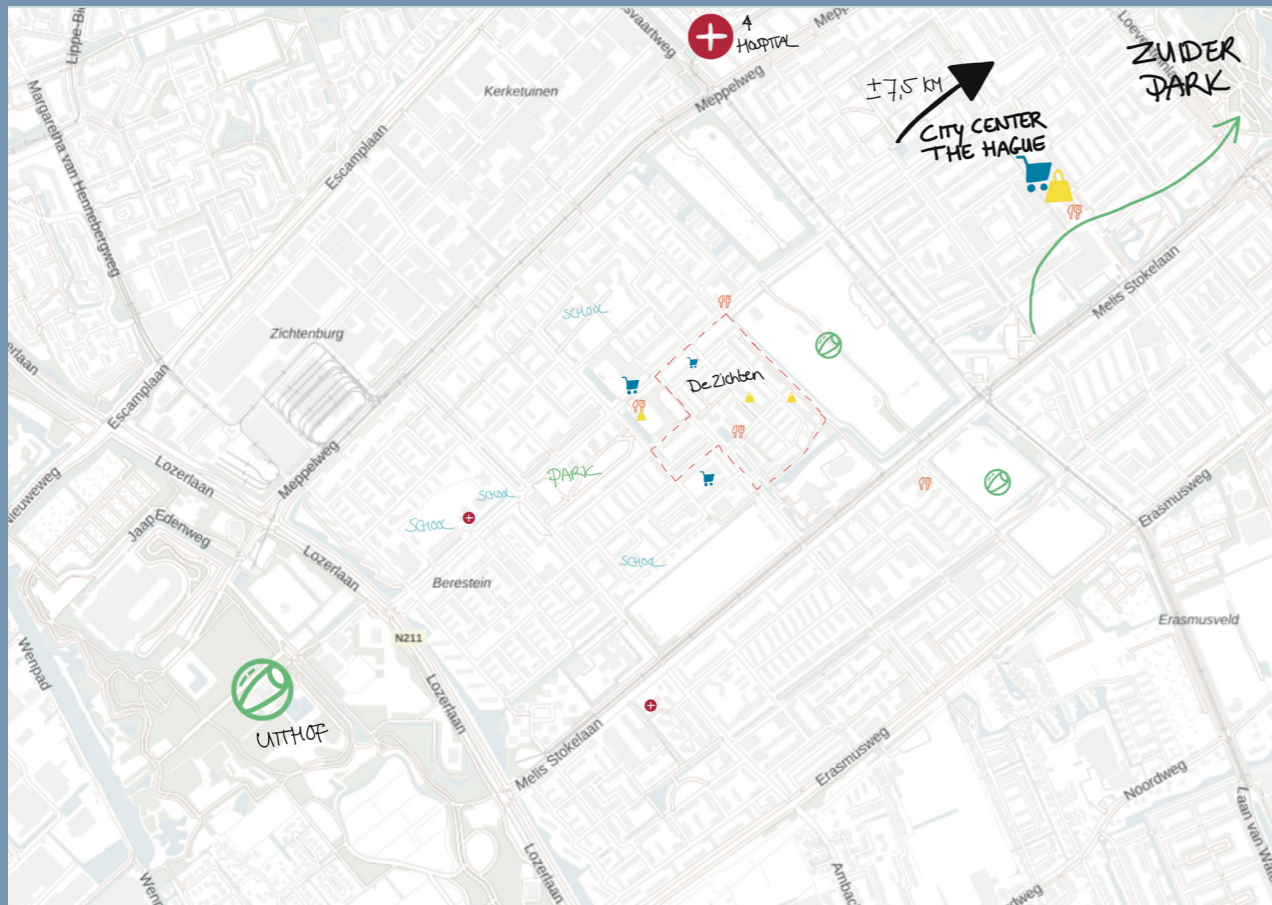


Staedion



Toon/DesignArbeid

# 1) FACILITIES



Facilities in and around De Zichten

The map of facilities in and around De Zichten you see above is not complete but shows an image of where certain facilities are located. As visible are there already a lot facilities in the neighbourhood

This page shows the outcome of the research based on observations, statistics and conversations with stakeholders for the facilities in De Zichten.

Most of the facilities in the Hague Southwest are clustered in small neighbourhood centres. The quality and number of facilities within the Hague Southwest - and also in de Zichten - is considered to be relatively low compared to other districts and neighbourhoods in the Hague. This partly has to do with the large number of social housing that is in poor condition. Many apartments are likely to develop mould and are badly isolated, which leads to issues regarding noise. The regeneration plan of Staedion, the municipality and Heijmans is trying to address this poor condition, with many houses being torn down. Renovation was deemed too costly so it was decided to demolish and rebuild the apartments. The regeneration plan for de Zichten is expected to last until 2040. With the renovation of the area more social housing will be added. A slight increase in the price/rent is expected. Apartment buildings of 6-7 floors are going to be built with community gardens and underground parking spaces. There are also plans to have space for commercial facilities.

*"I live in a newly renovated house nearby and am part of the housing committee. I really like living in this neighborhood because it has great amenities like different shops and sports facilities. There are also many neighborhood centers where I can meet my neighbors and socialize. I go to one of these centers three times a week for coffee and to chat with my neighbors."*

- male 60+



Residents



Facilities in The Hague Southwest (Den Haag, 2020)

While there are quite a lot of sports facilities located in the area, there is a lack of higher education, cultural facilities and retail (Gemeente Den Haag, 2019). There is a Turkish museum, a neighbourhood kitchen and various facilities that are located in the building block in Ruimzicht such as Museumlab and Sabra's Bootcamp. In terms of shopping facilities, there is a shopping centre with multiple shops and supermarkets closely related to De Zichten.

Overall, residents feel positive about the facilities in the neighbourhood. They appreciate the presence of various shops and sporting places. However, some residents mentioned that there are not enough playgrounds for children.



Staedion



Toon/DesignArbeid

## 2 ) PUBLIC SPACE

*Trash all around the neighbourhood*



*“A lot of the community gardens in our area have playground equipment that isn’t being used much. I think it would be good to have more playgrounds for kids.”*  
- woman middel age

*“Sadly, there’s a lack of quality public space in our neighborhood, especially for young children. Although there are a few playgrounds, they often get taken over by adults or teenagers who use them as a place to drink and get drunk. It’s not safe for children to play in these areas, which is concerning.”*  
- Postman



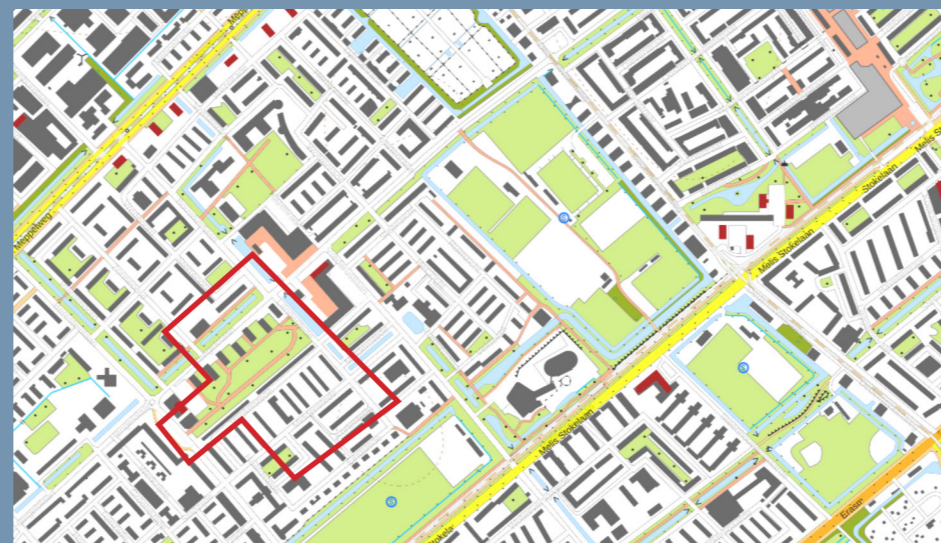
Residents



Staedion



Toon/DesignArbeid



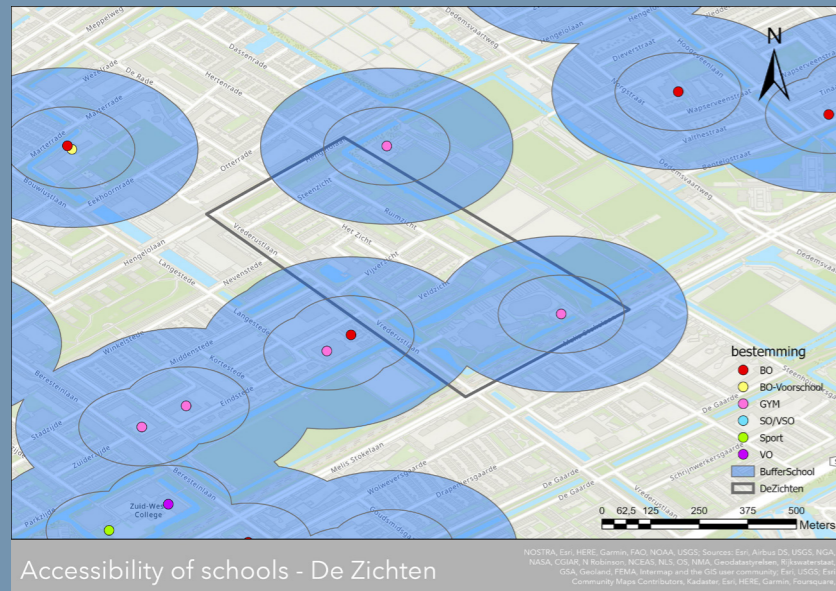
Map De Zichten; buildings, green, water, streets (atlasleefomgeving, nd.)

This page shows the outcome of the research based on observations, statistics and conversations with stakeholders for the public space in De Zichten.

De Zichten is known for its open and green character, mainly a result of its large number of trees and green spaces. The green infrastructure is clearly visible in the area, connecting different parts of the neighbourhood with each other and also with other greenery beyond its border. Most of the social housing buildings are flats between green spaces that can be considered community gardens for its residents. Although there is plenty (green) public space for residents to go to, there is often a lack of qualitative public space where they actually meet. Most of the community gardens and green public space between buildings are currently underused (they might have one or two benches or a small playground) (Gemeente Den Haag, 2022). Public space is an essential element in placemaking because it is central to the political and social life of the residents. Cities fail and succeed at the scale of human interaction; therefore, it is imperative to create a space that is easily accessible, offers a strong sense of community, and a comfortable image with a wide range of activities and uses that will attract a variety of people at different times of the day (PPS, 2018. p.5).

The interviews suggest that residents have mixed feelings about public space. Some appreciate the presence of various neighbourhood centres and playgrounds, while others express concerns about cleanliness. One resident mentioned that there are issues with littering and trash that attract rats and other pests. From our own observations the streets in de Zichten seemed clean at first, but upon looking closely many of the small patches of grass had a lot of trash laying in it. The grasses on the gardens and public spaces are a bit grown and need to be mowed.

# 3 ) WORK & EDUCATION



Werken inkomen	Buurt	Den Haag
<b>Gemiddeld besteedbaar inkomen van particuliere huishoudens (euro_s)</b>	33.700	44.300
<b>Aandeel personen met een uitkering (procent (%))</b>	35,0%	28,1%
<b>Aandeel personen (vanaf 15 jaar) met werkloosheidsuitkering (procent (%))</b>	1,9%	1,6%
<b>Doelgroep huishoudens met een inkomen tot 130% (huishoudens)</b>	1.100	44.100

This page shows the outcome of the research based on observations, statistics and conversations with stakeholders for the work & education opportunities in De Zichten.

When it comes to economic functions in the area, the aim is to put these functions together so they can reinforce one another. There is a focus on placing economic functions at eye-level, since this greatly affects the quality and livability of the area. Local start-ups together with cultural and wellbeing related functions should therefore be placed within the plinth of the buildings. According to reports, there are not many job opportunities in De Zichten, so this situation could be improved (Gemeente Den Haag, 2019). Many of the residents are employed in the Westland and it is difficult for them to find work elsewhere in the city. Staedion wants to create more possibilities for employment in the area. It wants to attract entrepreneurs who are engaged with their surroundings. Through this they hope to improve the livelihood of the area.

Although there are a few educational facilities within walking distance of de Zichten, only one primary school is actually located within the area's borders. In addition to this school, there are two other primary schools (one of which also provides specialised education) and one secondary school. The closest university to the area is the Hague University of Applied Sciences in Zuiderpark, which offers a variety of sports-related study programs. Toon in collaboration with the Children's art academy, Made in Bouwlust and the Museumlab near the area provides education for children, and a work space where the residents can engage in participatory public art and cultural programs. In support of the local economy, they collaborate with the residents to make products and sell.

The ZKD business park, which stands for Zichtenburg, Kerketuinen, and Dekkershoek, provides ample employment opportunities. It is situated in the south-western part of The Hague near Loosduinen and surrounded by major roads such as Meppelweg, Dedemsvaartweg, Escamplaan and Margaretha v. Hennebergweg. With its total area covering approximately 80 hectares between the city of The Hague and Westland region; it can be easily accessed via A4 or N211 highway. Around 400 companies are located on this site that provide job opportunities to over +8000 employees collectively managed by entrepreneurs present within these businesses (ZKD Business Park, n.d.)

*"I cannot believe that there are no high schools in this neighborhood that offer VWO and HAVO levels. It's frustrating that our kids have to travel far for quality education."*  
- Buurtkamer mevrouw

*"There are not a lot of job opportunities in De Zichten, so people have to travel a long distance"*  
- Nina Cranen

The majority of the residents were happy with the educational options provided in the neighbourhood. We spoke with a highschool boy who spoke from his own experience and we talked to several parents. A father mentioned that there are plenty of elementary schools, normal ones, catholic, islamic and for secondary education the Zuidwest College and Wateringseveld is just around the corner. One resident mentioned that there are good stories about the diversity of different primary schools, but did not send their children to school in the area. Another resident mentioned that there is not a lot of work for young people in the area.



Residents

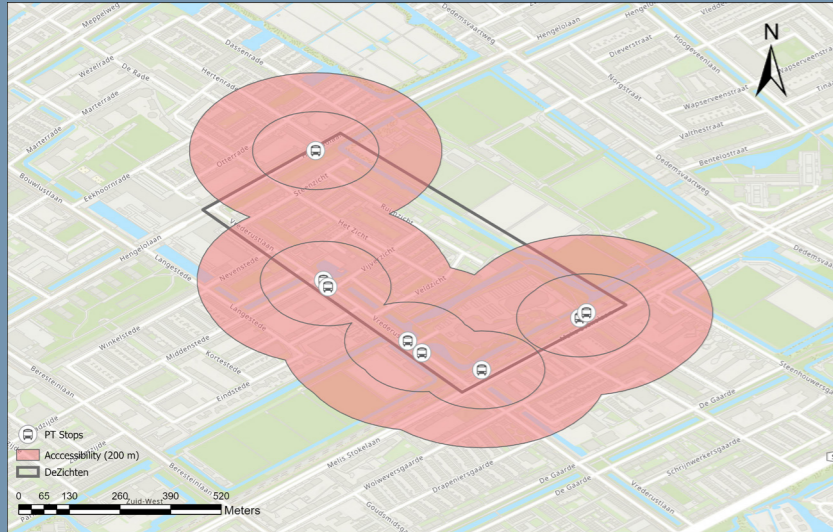


Staedion



Toon/DesignArbeid

# 4 ) MOBILITY



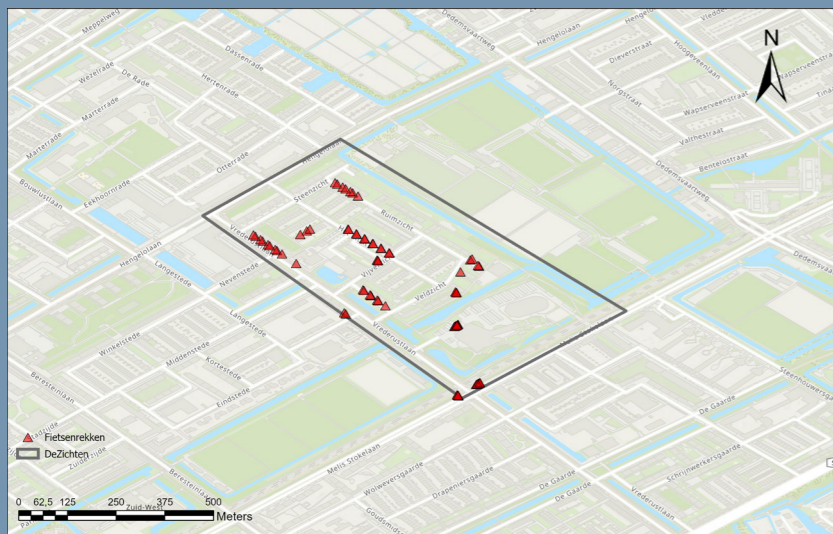
Accessibility Public Transport De Zichten

Accessibility Public Transport GIS (ArcGIS, n.d.)



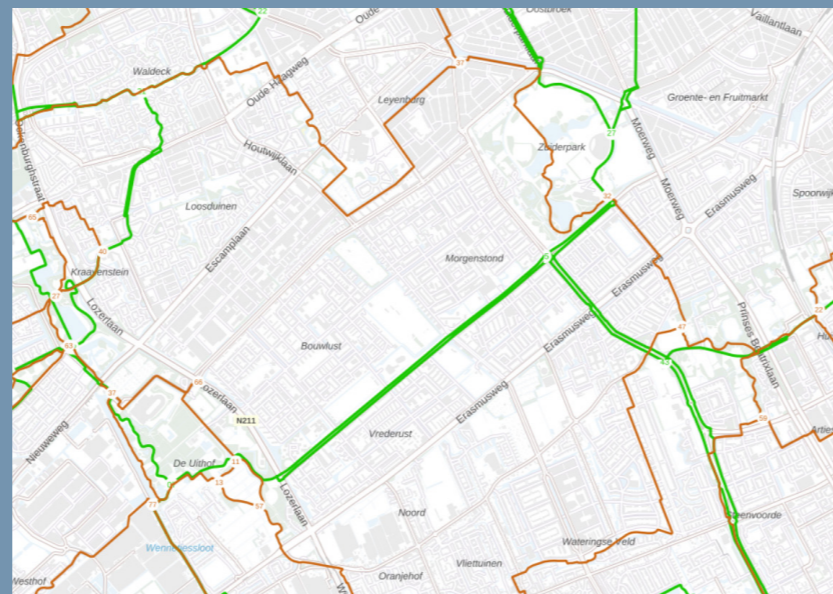
Parking spots (public/private) - De Zichten

Parking Space, GIS (ArcGIS, n.d.)



Bicycle parking - De Zichten

Bicycle parking, GIS (ArcGIS, n.d.)



Map regional walking and cycle routes (atlasleefomgeving, n.d.)

*As you can see here, no regional walking (red) or cycle (green) routes go through De Zichten, or even through The Hague Southwest*

This page shows the outcome of the research based on observations, statistics and conversations with stakeholders for the mobility in De Zichten.

Within the area of de Zichten, residents have easy access to public transportation - namely tram 4 and 9 and buses 21 and 25 (Gemeente Den Haag, 2020). The tram and bus stops are within walking distance from most parts of the houses/buildings and connect the area to the city centre, train stations such as Den Haag Centraal, Den Haag HS, Den Haag Laan van NOI and to other cities in the region. These modes of transportation have a frequency of 4-7 times per hour and are operating from early in the morning to just past midnight. There are not many connections to other parts of the city, such as Scheveningen, or the Westland, where many people in de Zichten are employed. While there is good access to public transportation, the majority of residents either walk or take the car to get to their destination. When the new apartments will be built, many parking spaces will go underground.

Residents are generally satisfied with the transportation options available in the neighbourhood, with quick connections to the city centre. The prices of public transport however were considered to be quite high, making it not as easily accessible for everyone. Another resident did mention that more parking spaces are needed in the area.

We experienced ourselves that getting to De Zichten was pretty easy as one can get a direct tram (basically Tram 9) from the Hague city centre to the location. During our site visit we visited the shopping centre near De Zichten, it was clearly visible that almost all of the parking spots were used at that moment and it was evident that there are parking issues in the area. We noticed lots of cars in the neighbourhood. This simply means that residents/ households in this neighbourhood own a personal car(s).

*Well, I go to the college nearby to avoid long commutes. The tram is a decent option when I need to get to the city center. The neighborhood is fine, and my parents don't mind it either. As for the school, I really like it, I guess.*

- Teenager male

*Addressing the mobility situation is crucial for our neighborhood. Public transportation services like buses and trams primarily serve the city center, with limited connections to other parts of the city like Scheveningen or Westland. With many households owning one or two cars, it's clear that driving is a prevalent mode of transportation"*

- Nina Cranen



Residents



Staedion



Toon/DesignArbeid

# 5 ) SAFETY

Veiligheidsbeleving - 2021 - 33 Bouwlust/Vrederust				
Rapportcijfer 'Veiligheid in de buurt' [rapportcijfer]	Voelt zich wel eens onveilig in eigen buurt [procent (%)]	Voelt zich wel eens onveilig in algemeen [procent (%)]	Voelt zich vaak onveilig in algemeen [procent (%)]	Voelt zich vaak onveilig in eigen buurt [procent (%)]
33 Bouwlust/Vrederust	6,5	27,0	39,2	3,6

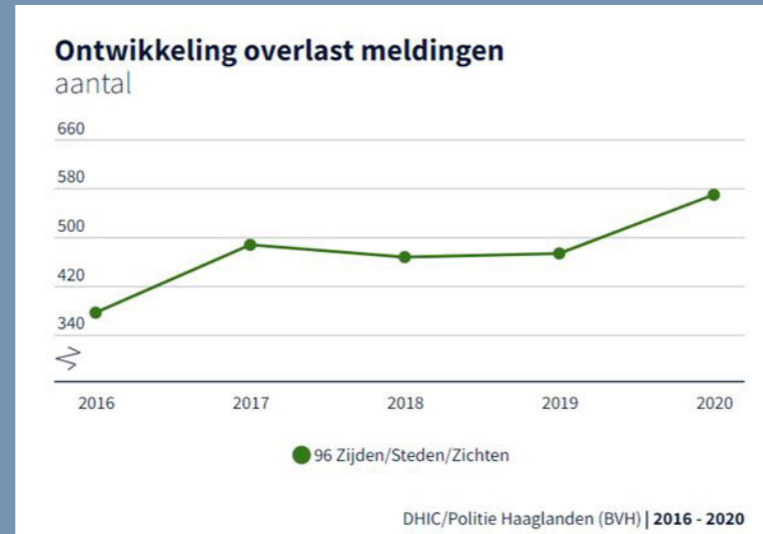
Safety experience, (Den Haag, n.d.)

Rapportcijfer - 2021 - 33 Bouwlust/Vrederust			
	'Prettig wonen'	'Sociale Cohesie'	'Fysieke kwaliteit van de woonomgeving'
33 Bouwlust/Vrederust	6,6	5,2	6,2

Grade for safety (Den Haag, n.d.)



Development of crimes (Den Haag, n.d.)



Nuisance reports De Zichten, (Den Haag, n.d.)

Criminaliteit	Wijk	Den Haag
High Impact Crimes (per 10.000 inw.)	14	18
Gewelddelicten (per 10.000 inw.)	87	76
Diefstallen (per 10.000 inw.)	196	198

Crime in Bouwlust & Vredelust, (Den Haag, n.d.)

Overlast	Wijk	Den Haag
Meldingen overlast jeugd (per 10.000 inw.)	106	120
Meldingen overlast personen (per 10.000 inw.)	208	217
Meldingen overlast overig (geluid, drugs, conflictbemiddeling) (per 10.000 inw.)	374	371

Nuisance in Bouwlust & Vredelust, (Den Haag, n.d.)

Overall I feel very safe on the street, however I do not go out at night  
- Male 60+



Residents



Staedion



Toon/DesignArbeid

This page shows the outcome of the research based on observations, statistics and conversations with stakeholders for the safety in De Zichten.

Safety is stated to be one of the livability aspects in the area that is not of a high level. Due to a part of the (commercial) facilities being underused or not used at all, the neighbourhood has been threatened by criminal activity which highly impacts the perceived safety of its residents (Gemeente Den Haag, 2020).

The majority of residents consider the neighbourhood to be safe, although some do not feel comfortable going outside at night. Although residents mostly feel safe in the neighbourhood, there are a few problems in terms of safety. For example, when children want to play at the playgrounds they are often used by other groups hanging-out and drinking beer. These places are for children not safe enough while the playgrounds actually are meant for them.

*In the last five years the number of crimes in the neighbourhoods have decreased. However, the statistics show that neighbourhood nuisance has increased.*



# 6 ) COMMUNITY



Population numbers (Den Haag, n.d.)

Sociale cohesie	Wijk	Den Haag
<b>Verhuismobiliteit (procent (%))</b>	11,7%	14,6%
<b>Schaalscore Sociale cohesie (0=ongunstig, 10=gunstig) (score)</b>	5,3	5,7

Social cohesion (Den Haag, n.d.)



Staedion - Dreven, Gaarden, Zichten

*"I like my neighbors, and I go to play bingo with them every Wednesday at the neighborhood center. It's fun, and I enjoy spending time with everyone. I feel fortunate to live in a friendly community where people are nice to each other."*  
- male 60+

*"It's a shame that our neighborhood is somewhat segregated. I've noticed that some people tend to stick to their own ethnic group, and it makes it challenging to get to know each other better. I wish people would be more open to mingling and connecting across different backgrounds."*  
- female 50+



Residents



Staedion



Toon/DesignArbeid

This page shows the outcome of the research based on observations, statistics and conversations with stakeholders for the community in De Zichten.

Compared to other neighbourhoods in the area, De Zichten does not have that much of a community feeling and is considered to be quite closed off to outsiders. There is a certain cautiousness of the residents when stakeholders are reaching out to them. Therefore, it is quite hard to get the people to come and participate in any activities. There can be a certain extent of resistance from the residents and it depends on gender, age and race. Language is also a barrier. Ruben from DesignArbeid stated that they use art to strengthen social cohesion among the residents. He believes art encourages reflection, dialogue and interaction between different groups.

Most of the residents were quite content with the social cohesion of the neighbourhood. A shop owner said that people really help each other out. She gave the example of someone coming short one euro when buying at her stall, and someone they don't know giving them the money they need. Another resident mentioned having coffee with her neighbours and another one said he played bingo at the community centre each week. One point for improvement was mentioned by one lady referring to the lack of mingling between different groups of people in the neighbourhood.



Bouwen aan een mooiere, beter buurt in de Dreven, Gaarden en Zichten - Staedion

# 4 . DESIGN PROPOSAL

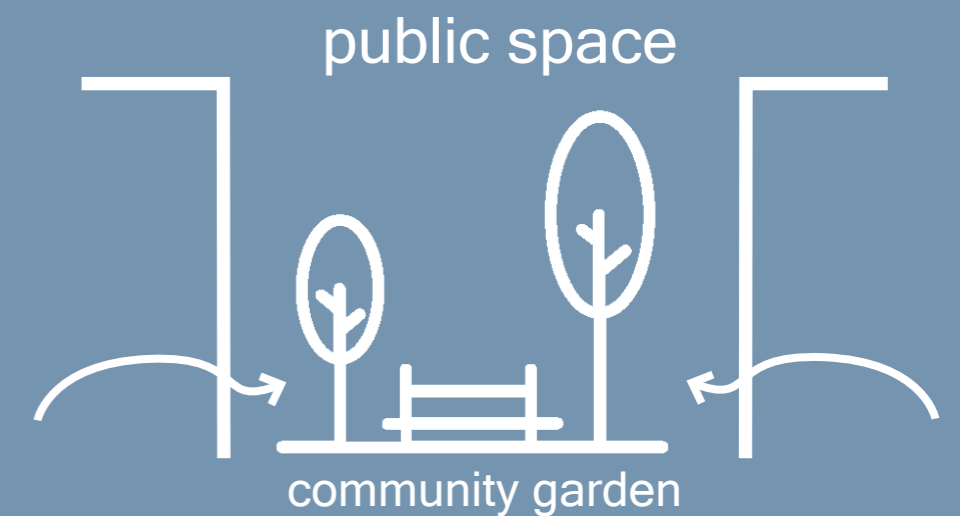
In this chapter, our design proposal is presented. We will elaborate on the different parts of our plan and how we will implement them during the renovation/regeneration of the area. We will explain our conceptual idea for the building block and courtyard and will then go further in detail on the specific aspects of our design proposal. Furthermore, we will give more information on the roles important stakeholders will play and how we are going to engage them in the process. In order to ensure that our project achieves its desired outcomes, we will be using the Theory of Change approach to present our plan. This approach is shown at the end of this chapter and provides a roadmap for how to achieve our goals. It helps us to clearly present our inputs, activities, outputs, outcomes, and impact.

## 4 . 1 THE CONCEPT

This design proposal for De Zichten is based on a detailed analysis of observations, statistics and conversations with residents and stakeholders in the area. Earlier are presented our main observations and findings according to six themes through a graphic synthesis. To identify the key issues that need to be addressed, we summarised these findings and held a brainstorming session for potential ideas. We categorised the most important findings per theme and stakeholder and created a table, which can be found in the appendix. The two themes that stood out most when analysing our findings were **public space** and **community**. The findings for both these themes are the foundation of our design proposal. The statistics of the neighbourhood showed that residents in De Zichten in general have less to spend than the average in The Hague. To enlighten this area it is important to focus on changes that will be affordable and accessible for the residents.

Both residents and stakeholders mentioned a few issues that need to be addressed regarding **public space**. While there is quite some public space available in De Zichten, this is often underused, used by other people than intended for and not of that high quality. The green public spaces (courtyards), for example, have little playground equipment, so there are not many places for children to play. Currently, the garden between the two apartment blocks only has three pieces of playground equipment, a bench and a few trees. There is a lot of trash scattered throughout the garden and overall it gives the impression that it is not well looked after or used. There is only one path in the garden on one side which means that most people have to walk all over the grass. As many personal gardens are being torn down with renovations and will not be rebuilt, we feel it is necessary to create a communal space in the garden.

flexible,  
accessible  
&  
'gezellig'



community



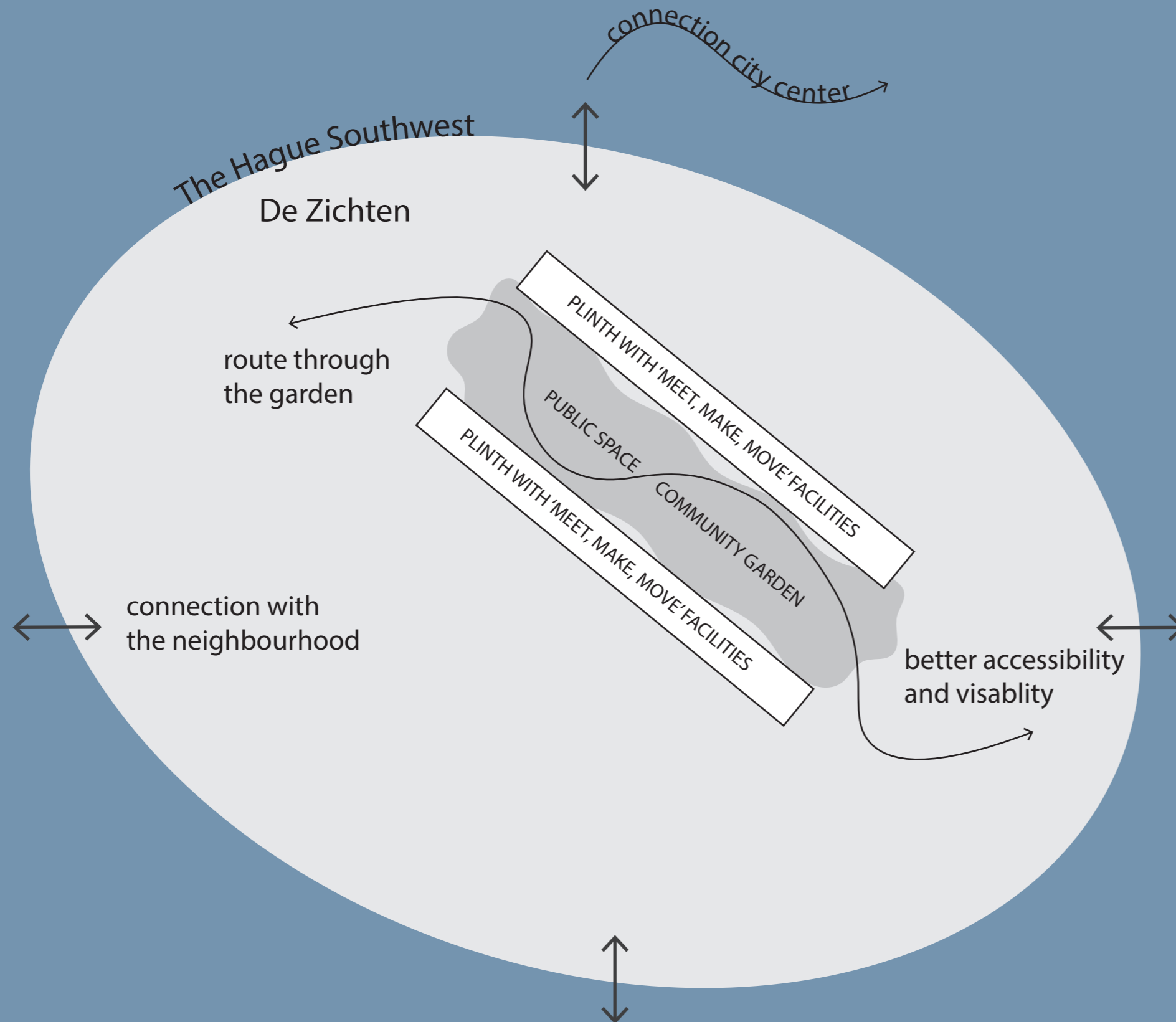
## 4 . 1 THE CONCEPT

When talking about the **community**, both residents and stakeholders had quite a lot to say about this theme. It was stated by Staedion and Toon that the community in de Zichten can be considered quite closed off. It is often hard to get people to come and participate, this is why an initiative such as Toon is needed to increase connectivity and engagement. Residents stated that while people do help each other, there is often a lack of mingling between different groups and cultures.

The design proposal for Ruimzicht is informed by these findings. As the design process focuses on enhancing public spaces and promoting social cohesion, we have also integrated the principles of placemaking (Accessibility and linkages, Comfort and image, Users and activities, Sociability) into the approach as mentioned in the previous chapter (Madden, 2011).

Finally, given that de Zichten is a neighbourhood undergoing construction for the next two decades and is expected to experience demographic changes over time, our design proposal takes into account the need for adaptability and flexibility. We propose a modular design approach that allows for adjustments to be made based on the evolving needs and preferences of new residents. By incorporating this approach, we aim to ensure that the public spaces we design are not only relevant and functional at present, but also sustainable and accommodating for future generations.

# CONCEPT SCHEME



*On the left is the concept of the design proposal shown in a scematic way. As visible will the design proposal aim for a better connection of the area within the neighbourhood De Zichten and with the rest of The Hague (Southwest). This, by creating a better accessibility and visibility. Besides, the public space will function as a community garden and the buildings in the plinth add quality through feasible "MEET MAKE MOVE" facilities.*

# 4.2 THE PLAN

## In general

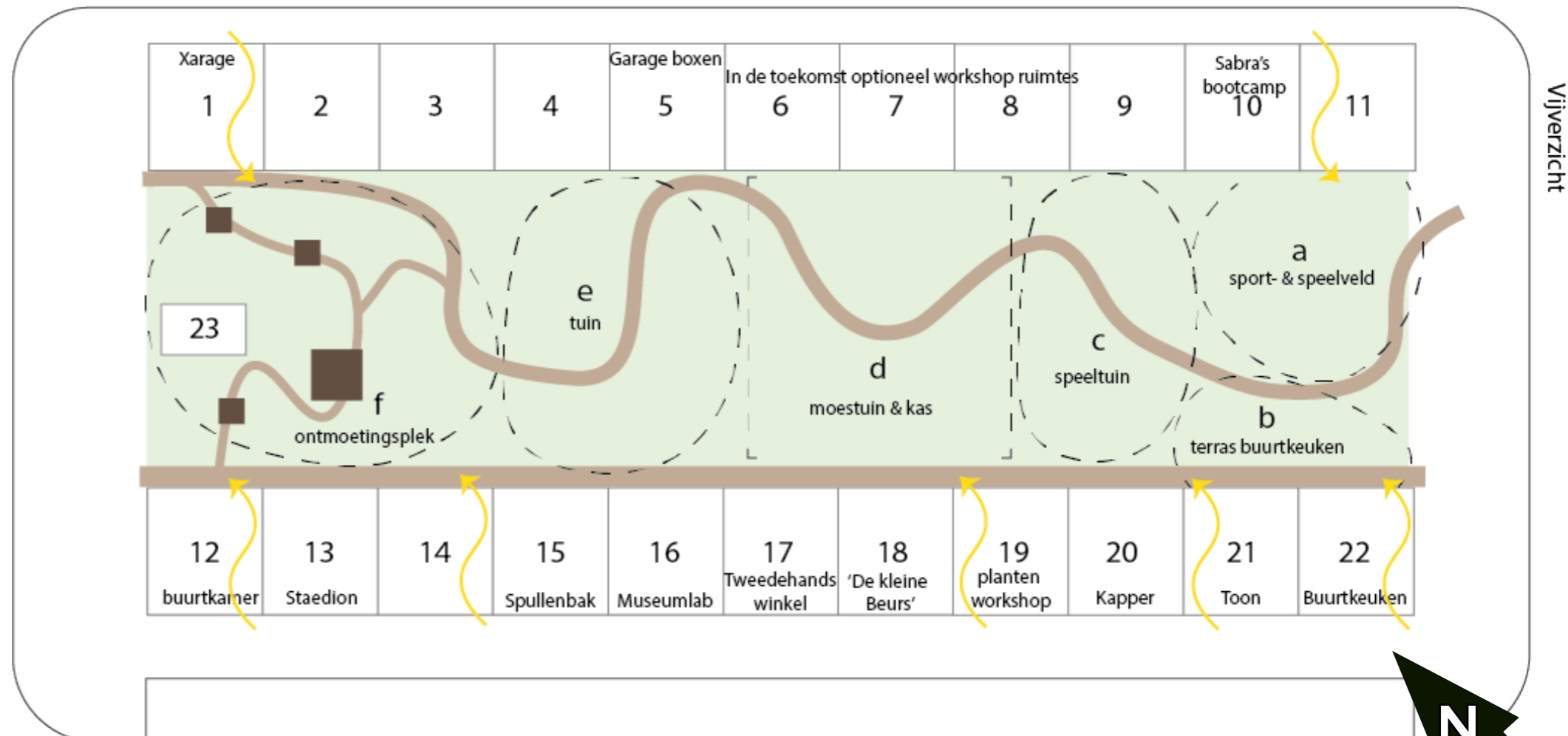
The main focus points for addressing the issues are creating a green public space, adding “Meet-Make-Move” facilities, and creating a sense of community. Drawing on the concept of “Power of 10+”, we have decided to focus on multiple ideas to cater to a variety of needs and people, with each destination within the space offering a range of activities and amenities to make the public space more dynamic and diverse (Project for Public Spaces, 2018). To achieve this, we aim to strengthen the positive elements of the existing space and initiatives and add new amenities that residents have expressed a demand for in order to create a space where residents can meet, play, exercise and more. In the design we want to stress the flexibility of it. The specific ideas and initiatives can be changed and adapted in order to better fit the needs and wants of the residents. The focus point of the design will be the green space, but by first setting up the community hub, we will allow for direct involvement of the residents so that the final design can be adjusted to their needs.

We named the green public area between the two buildings, ‘Het Groene Hart’ [the Green Heart]. Het Groene Hart was chosen as the name for the garden to reflect its central role in promoting a sense of community in the neighbourhood. This communal space will play a vital role in bringing residents together and strengthening social ties.

Besides Het Groene Hart we also aim to include the organisations in the buildings. To create an accessible public space and make residents familiar with all the strong stakeholders in these buildings, our plan includes breaking down the walls to make the area more inviting for both organisations and residents. This will create a

# HET GROENE HART

Ruimzicht



Het Zicht

### FACILITIES IN THE PLINTH

- 1-3. Xarage
- 4-10. Garage boxes (in the future workshop space)
- 11. Sabra's Bootcamp
- 12. Community hub
- 13-14. Staedion
- 15. Spullenbak
- 16. Museumlab
- 17-18. Secondhand shop 'De Kleine Beurs'
- 19. Green spot
- 20. Barbershop, hairdresser
- 21. Toon
- 22. Neighbourhood kitchen 'Buurtkeuken'
- 23. Electricity house

### COMMUNITY GARDEN (PUBLIC SPACE)

- a. Outside multipurpose area (sports & play)
- b. Terrace neighbourhood kitchen
- c. Playground with benches
- d. Green house & vegetable garden
- e. Garden, plants, trees, benches
- f. Community space, room for gathering in small houses

### ELEMENTS

- ▶ Entrance dwellings
- Route through building (opening both sides)
- Path way
- Zone in community garden
- Small wooden house with table

Map of 'Het Groene Hart'

more accessible and functional public space in the courtyard, inviting organisations and residents to use it as a gathering place for community activities. The enhanced functionality of the public space will provide a more dynamic and diverse environment for everyone to enjoy.

The image above shows the design proposal in a conceptual plan.

Our design approach is based on the Power of 10+ concept, which involves catering to a diverse range of needs and people (Project for Public Spaces, 2018). As such, we have incorporated the stakeholders situated in the buildings into our design plan. In addition to their current contributions to the community, we have also devised two additional plans for the currently empty spaces in the buildings. These plans will enhance the functionality and accessibility of the public space in the courtyard and promote a sense of community among residents.

In the next section we'll address each element of the Green Heart and the initiatives inside the buildings in more detail.

### 'Het Groene Hart' [the Green Heart] in detail

The name 'Green Heart' was chosen to reflect the central role that the garden will play in promoting the community. The design includes multiple pathways that connect the different spaces within the garden, as well as a walking route through the surrounding neighbourhood. This will encourage residents to explore the garden and to engage with their local community in a meaningful way.

The design plan presents multiple uses of the garden in order for it to attract different groups of residents and serve multiple purposes as the 'Power of 10+' emphasises. The main focus points in the green space are: a vegetable garden, an expansion of the community kitchen, a playground, space for exercising and a space for residents to come together. The design will propose different pathways throughout the garden in order to allow for better movement between the different spaces and to facilitate a walking route through

the neighbourhood (see sketch). This will also allow residents to visit the area without a specific purpose.

Firstly, we want to create a **vegetable garden and a greenhouse** (d). We have envisioned an area of the green space that will be divided into small patches where different vegetables or plants can be grown. There will also be a green house where more can be grown. We would like local schools to come with students to learn about growing their own vegetables and fruit in a creative and active way. There are some great examples of community gardens such as Groene Matties which is an initiative set-up by two community builders - together with Haag Wonen - in one of the community gardens in the Hague Southwest (Groene Matties, n.d.). The initiative aims to connect different groups of people and wants to contribute to a healthy, active and livable neighbourhood through gardening and green projects. It is considered to be one of the most successful projects in the area. Another great example of a community garden which is also a meeting place for residents is the Stadsoase in the Hague. This bottom-up initiative by residents, has created a garden where residents come together to garden, eat, and follow or give workshops (Stadsoase Spinozahof, n.d.).

Another use of the vegetable garden is in the **community kitchen** (22) that is located on the edge of one of the two buildings. We would like to expand on the present version of this kitchen by having residents use the products they have grown to create dishes in the kitchen and also come together to eat these. We also want to open up the back for the community kitchen that is facing the garden. We propose a **terrace** (b) on the back where residents can eat together. Allowing for optional covering, it can be useful for a longer period of the year as the weather changes.



Community garden (Groene Matties, n.d.)



Example greenhouse (Milles Studio, n.d.)



Terrace community kitchen (Architecture\_Built, 2023)

## 4 . 2 THE PLAN

Thirdly, we want to create a better **playground** (c) for children. The current playground is outdated and lacks sufficient amenities, making it unappealing for children to play there. To improve the playground, we suggest incorporating a nature-based theme, using tree trunks and other natural materials to create play obstacles that will engage children's curiosity and promote a sense of adventure. We also plan to install multiple benches throughout the playground, giving parents a place to sit and supervise their children while they play.

Lastly, for the green space, we have allocated an area we call **community space** (f). In this area we propose to set up small houses that would allow for residents to sit, talk, meet, and perhaps hold barbecues or something similar. Between 2014-2017 under the project of Building Conversations, **praethuyses** (talking houses) were set up in different neighbourhoods across Dutch cities where residents were invited to sit, talk and drink some tea (Cascoland, n.d.). These small wooden 'houses' gave us the idea to create something similar for the green space.



Example playground (Castleman, 2021)



Example playground (Halvorsen, 2017)



Praethuyses, talking houses (Cascoland, n.d.)

## 4.2 THE PLAN

### Initiatives inside the buildings

Besides the renovation of the green space we also want to incorporate the already existing actors within the two buildings in our design and create some additional places in the two currently empty spaces (12) & (19).

Firstly we want to fill the empty spaces in the building by creating a multipurpose space we call the **community hub** (12) where residents can come together to sit, talk, help each other and organise their own activities and workshops. During one of our site visits we were able to visit and talk to Najat Lachhab from the Buurtkamer in Vrederust, which can function as a best practice example in this case. At the Buurtkamer, lessons such as Dutch language classes, sewing lessons and more are given for residents of the area. They strive to keep it low key, partly because many people in the neighbourhood have little income and thus no money to spend on these kinds of activities. They also try to talk to young people to give them something to do and pursue further education. The Buurtkamer works together with many different actors such as Toon, museums, and the municipality in order to improve the neighbourhood. They work solely with volunteers for people of all ages and backgrounds. This example fits our idea for the community hub perfectly.

Our community hub will be an extension of one's living room where everyone can come and meet with each other. Similar classes and workshops can be given. Our initiative at De Zichten can learn from De Buurtkamer and hopefully work with it to create more initiatives. The goal is to have at least two people permanently placed in the community hub, who will be paid to do this. We hope to receive the funds, partially, through cooperation with Staedion and the municipality of the Hague. The Buurtkamer works together with Haagwonen, another big

housing cooperation in the Hague, so Staedion will be a good partner for this initiative.

The space on the plinth would have a basic kitchen where residents can cook meals together. There would also be a couch, a dining table with chairs, and cabinets. This would be the minimum furnishing of the room. Over time more can be added. One example of how this space can be used would be to hold an iftar during Ramadan. The neighbourhood has many Muslim residents and this could be a way to bring them and non-Muslim residents together. Some workshops/classes that can be held are Dutch language classes, a kids club for after school, handicraft afternoons, help with filling out government forms or documents, or homework support. The organisation of such events will also help counter the loneliness that is experienced by some, mostly elderly, residents. It could also be a place for Staedion to come and talk to residents. Having their office so near, they can walk in and see what the residents are dealing with. This might be easier, as some residents can feel hesitant in making the first move. As it is a place where residents will come together, we also see the community hub as an opportunity for residents to be able to politically engage with the neighbourhood and the future plans of the building and garden. Through informal conversations residents can provide feedback and their own ideas for the area that can be taken into account in order to create a best fit design.

Another initiative to fill in one of the empty spaces in the plinth is a space where workshops with plants and/vegetables from the garden and greenhouse can be held, titled the **green spot** (19). Similar to the community hub, this would be a place where residents can come together to learn about plants, how to grow them, and use what they have grown in the vegetable garden. Also similar to the community



12 Example community hub (Buurthuis Jeruzalem, n.d.)



12 Example community hub (Ibrahim, 2023)



19 24 Example green spot (Julie, 2021b)



## 4.2 THE PLAN

hub, preferably two persons would be involved on a regular basis who are able to give workshops, help sell produce that is grown in the garden, and work together with other actors in the area.

The preferred end version would have a small shop inside, where the produce grown in the vegetable garden could be sold. The money raised can be used on the garden. Of course this is not attainable in the beginning. Therefore, it would start off with some sparse furniture, some tables and chairs, once the garden is sufficiently grown, to be able to learn more about gardening. Besides just engaging residents, which would be the minimum, a cooperation could be started with local schools who can come to the greenspot and have more practical classes. Biology classes could be held in the green spot.

A way to get more people, from the wider area involved with both initiatives, would be to cooperate with different actors. One example is Den Haag Doet where vacancies for volunteer jobs are listed and people can sign up (Den Haag Doet, n.d.). Working with organisations, initiatives in the area is also a way to get the word out about this initiative and get people to participate. The Buurtkamer's experience has shown that word of mouth is the best way to promote and spread their initiatives. Besides this, social media and posters are useful in making events known to residents. With both initiatives for the empty space it would be preferable to have them open five days in the week, perhaps closed on Sunday and Monday. However, we are aware that this might be, especially in the beginning, unattainable. Therefore, it is best to start with one day during the week and one on the weekend and hopefully expand on this.

The two buildings that surround the Green Heart are already home to multiple stakeholders who provide a wide range of opportunities for the

residents in the neighbourhood. In addition to breaking down the walls to expand their buildings into the communal courtyard, we also have a plan to engage them further in community activities. As part of our proposal, we suggest naming these stakeholders and highlighting their contributions to the community. Additionally, we propose organising a quarterly gathering with food and drinks, which will provide a platform for residents to meet and engage with the organisations in the neighbourhood, fostering a sense of community and promoting social ties.

Right now there is a **hairdresser** (20) located on one side of the building. On this same side there is also a **second hand shop** (17-18). The second hand shop is currently a place where residents come together and talk. The owner also helps residents with any problems they might have. Next to the second hand shop is the **MuseumLAB** (16). This is an initiative of Museon-Omniversum where residents and social actors work together to improve the livability of the Hague Zuidwest. They are currently focused on educational programmes for children on Wednesday afternoons but are hoping to expand (Museon-Omniversum, n.d.). Cooperating with schools in the area would be a great way to have more children participate and become familiar with science. Next is **Spullenbak**, an initiative in the Hague where local entrepreneurs come together to make new products of 'trash' that people can put into a spullenbak and hand in (Spullenbak, n.d.). **Toon/DesignArbeid** (21), one of the stakeholders we have looked at for our design proposal. Toon is a workspace set up by DesignArbeid that encourages artistic and cultural programmes in the area. Lastly, there is a **Staedion office** (13-14) where we hope residents can come and feel 'heard'. They should feel comfortable to come and ask questions about the redevelopment of the area.



Current second hand shop 'De Kleine Beurs'



Current MuseumLAB

**Staedion** 

**Toon**

## 4 . 2 THE PLAN

### Residents engagement

In realising our design plan the residents are at the very centre of it. Their political engagement is central and must be realised. Through our talks we have already had some insights into the neighbourhood, what is needed and what the residents are happy about. But their input does not end there. It is important for the realisation of our designplan to have the residents and stakeholders (politically) engage with the plans and co-decide on what actually is best for the neighbourhood.

We want to reach the residents partly through existing stakeholders, such as local entrepreneurs and their existing social ties in the neighbourhood. The owner of the second hand shop,,the neighbourhood kitchen, the Buurtkamer or the spullenbak have ties through their work that are beneficial for us in order to establish the first part of our plan, the community hub. Communities such as schools or local mosques can help us reach a wider audience and have them engage. Through the community hub and the activities we plan to organise, we want residents to engage with the future plans. Activities can attract people and while they are in a comfortable environment they can discuss the design and come up with suggestions, adjustments or whole new ideas. The more people come, the more people can help make decisions, based on their needs and wants.

Another way we want to politically engage the residents is through their participation in budgetary and organising decisions. This can be done by setting up a council-like body, that is located in the community hub, consisting of active members of the neighbourhood that can speak on behalf of the residents. This could become something similar to the wijkraden in Rotterdam, which allows residents more say in future plans and allows for

more neighbourhood democracy (Wijkraden, n.d.). These active residents will help to engage the other residents, who might not be initially comfortable to speak up. Through informal conversations they can talk with other residents about our design plan and ideas they might have. Furthermore, by organising informal evening gatherings residents can come and discuss specific points and vote on it. As flexibility is an intrinsic part of this design, the opinions and needs of the residents can alter the design in order to cater to their needs. This is of course the actual end goal.

# MOODBOARD



The moodboard shows an image of the atmosphere we want to reach with the community garden of the design proposal.

## 4 . 3 STAKEHOLDER ANALYSIS

### Stakeholders & engagement process

For our design proposal, there are multiple stakeholders that need to be taken into account and need to be informed and engaged in the process. The feasibility of our plan depends on the roles these different stakeholders will fulfil. We need these stakeholders to help in a variety of ways to ensure the successful implementation and continuation of our plan. They can help financially by, for example, funding the process or by bringing specific knowledge and/or skills to the table. To get a better overview of the ways in which stakeholders can facilitate and need to be engaged within our design proposal, we have made a description per stakeholder below.

#### Staedion

As Staedion is the owner of both the building block and the courtyard in between, it is important for them to be fully informed and stay engaged through the process, as they have high power and interest in the area. When looking at our plans and ideas for the garden, it is firstly important to get permission from Staedion to make use of the garden in multiple ways. Within the Hague Southwest, Staedion has been involved in a couple of initiatives that aim to create a community garden for social gathering, such as Stadsouse Spinozahof (Spinozahof, n.d.) Because of this, they have some experience and knowledge on the process of transformation and placemaking. Next to facilitating the design proposal by sharing knowledge, they also can financially contribute to the ideas.

#### Fonds1818 (and other funding parties)

Fonds1818 is an active party in the Hague and surrounding areas when it comes to supporting and organising initiatives with the aim to increase social gathering and cohesion. Through Fonds1818 both organisations and groups of residents can

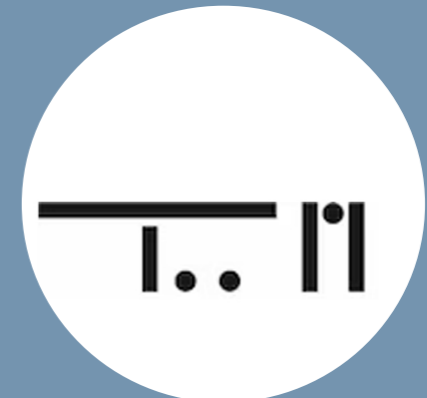
apply for funding for their (bottom-up) initiative. They need to fill out a form including their plan for the initiative and in what way it could contribute to the local community. Especially in the beginning of the implementation of our design proposal, we have to regularly communicate with them. They can facilitate the ideas by offering funding, but therefore it is also necessary that it is clearly stated what we are aiming for with our plan.

#### Municipality of the Hague

The municipality of the Hague is another stakeholder relevant to our design plan, maybe not directly but they do have a stake in the neighbourhood. It is their goal to create livable conditions for residents in this area. Therefore, they would most likely be interested in providing support either by funding or giving approval for the plan. In our plan, we intend to create a multipurpose space which we call the community hub. We plan to have at least two people to manage the community hub and they would be paid for this. With the cooperation of the municipality, we hope to get the funds to pay the workers. We also thought it would be interesting to have some officials from the municipality sometimes visit the community hub as this will allow for direct interaction between the municipality and the residents.

#### Residents

The residents of De Zitchen are one of the major stakeholders in our design plan. They hold a high stake in the design plan because they live in the area and will be greatly affected by the changes in the neighbourhood. Also, a large part of our plan such as the green house, garden, community kitchen will require the contribution and participation of the residents. For the green house for instance, we envision that the residents will be involved in building the greenhouse as well as designing the garden. The participation of the residents in the



## 4 . 3 STAKEHOLDER ANALYSIS

design proposal is expected to make the projects more feasible and capable of increasing social cohesion among them. The residents could also have some key information, knowledge or skill that can contribute or benefit our design. Because the residents have such a large interest, it is needed to inform and engage them very often in the process.

### **Local shop owners/entrepreneurs**

Local shop owners and entrepreneurs include the owner of the second-hand shop, the Sabra Bootcamp and all other shops and businesses in the building block. These parties have a role to play in our design plan. Part of our design plan for the building block is to extend Sabra's boot camp to include an outdoor gym space where residents can feel free to go and exercise. We will need the collaboration of Sabra to organise events and sports classes for the residents. This will create an avenue for residents to 'Meet-Make-Move'.

### **Community builders**

Another group of stakeholders that can be of relevance to our design proposal is the community builders. Community builders are actively engaging themselves with the local community and aim to increase connectivity and social cohesion. They can be residents of the area, but can also be assigned to take responsibility for improving certain aspects within a neighbourhood. Often they also serve as a connecting party between different stakeholders and residents. Therefore, they have quite some experience and knowledge on communication with and engaging these different stakeholders.

### **Other parties**

*Local companies (through CSR - Corporate Social Responsibility)*

It might be interesting to further investigate working together with local companies and to see in what way they can contribute to our plan for

the building block and courtyard. Local companies could contribute through corporate social responsibility (CSR). Companies might be interested in (financially) contributing to our plan to invest and actively engage with the local community. The communication with companies does not need to be very often, occasionally informing and engaging them would be enough.

### *Local schools*

It can be interesting to further look into including local schools in our plan for the community garden. A part of the garden is assigned to the greenhouse and vegetable garden. This would be a nice opportunity for children from local schools to come by and educate themselves on growing and harvesting different plants and products.

### **Potential challenges**

When implementing our design proposal and engaging with the different stakeholders mentioned above, there might be some challenges that will arise.

While Staedion and the municipality are both part of the project team, there might be some differences in their perspectives on the renovation/regeneration process. They are aiming for creating better living conditions but might have other approaches to realise this. We would like both parties to be engaged with the process and they could facilitate the design proposal by financially supporting the different ideas. However, this might result in different views on how they would like to invest in our plans. Therefore, it is very important to have good communication with both parties to discuss how to approach this together.

# 4.3 STAKEHOLDER ANALYSIS

Another challenge is getting residents to come participate and get engaged with the different ideas of our plan. We really want to get the input of residents to make sure the design proposal is adjusted to their needs and wishes. We believe that they can assist us in many ways and can share their knowledge and skills while implementing the different parts of the plan. However, multiple stakeholders have stated that it is relatively hard to get residents to join and participate. Together with Toon and active residents we can come up with different ways to approach residents. There might also be friction between the residents and the local shop owners as both parties might have different perspectives on how they want to use the spaces. Therefore, it would be great to work with both parties in implementing the plan for the spaces.

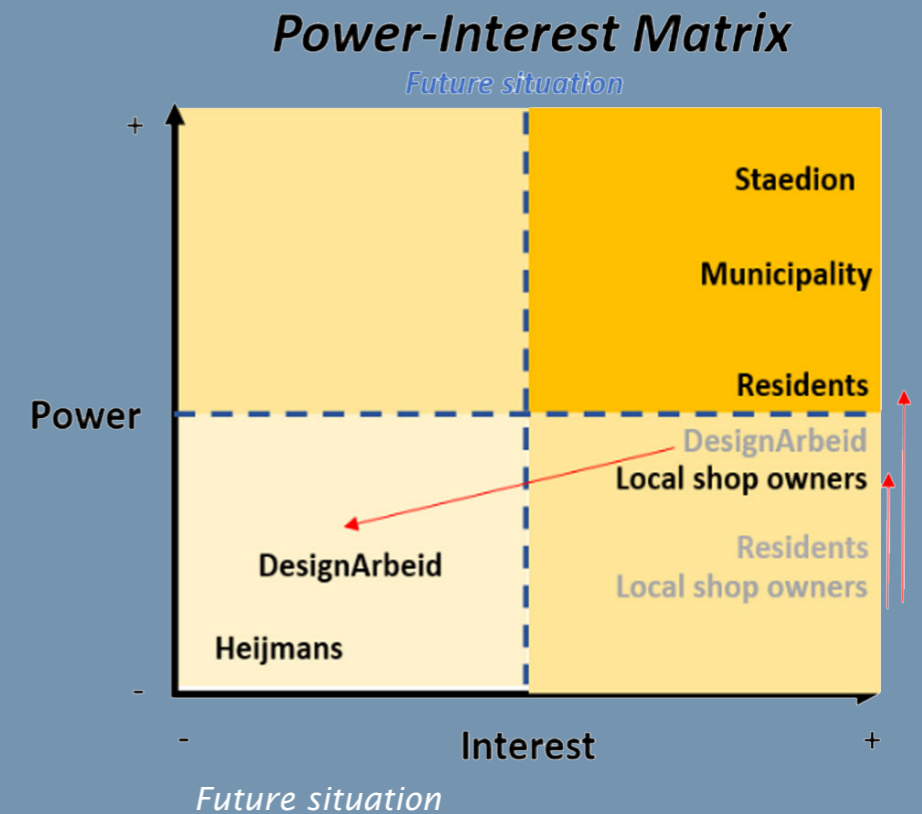
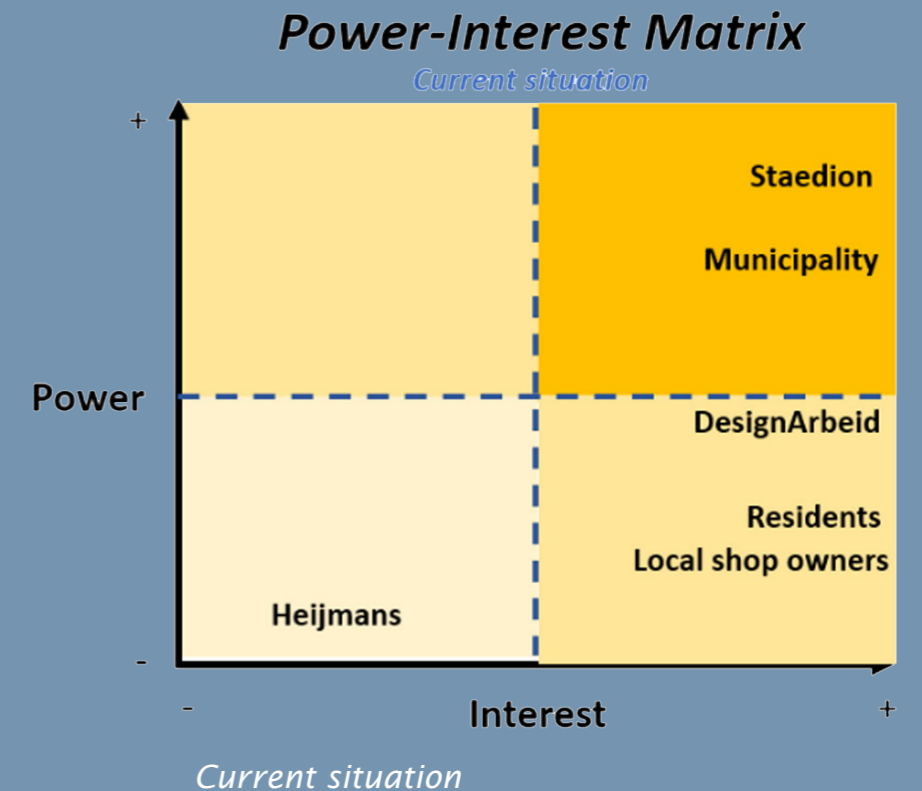
## The Power-Interest Matrix

To get a better overview of the stakeholders in de Zichten, we have made a stakeholder analysis. In the appendix, a table can be found in which there has been assigned a certain amount of power and interest (low-middle-high) to each stakeholder. For each of the stakeholders, we have elaborated on why they have this extent of power/interest in the area. To get a better overview of the division in power and interest we chose to place them in the matrix below.

The so-called Power-Interest Matrix is divided into four quarters, with each of these quarters representing a different amount of power and interest. The placement of stakeholders within these quarters should be taken into account within the process of communication and engagement. Based on our analysis of the various stakeholders

involved in this project and their placement on the power-interest matrix, we ascertained that Staedion and the Municipality currently have both high power and interest in the area because they are both heavily invested in it. Staedion is thought to have high power because they are the sole housing corporation in charge of the project, and as such, they determine the design and living conditions of the building. They are also funding the renovation project. This makes their interest high because they would want to provide good living conditions which will eventually generate profit for them. Similarly, the municipality wields considerable power because it approves renovation plans and establishes building regulations and standards. Their interest is high because it is in their policy plan to create livable conditions in this area and as well address the housing issues in the city. Heijmans, however, has both low power and interest because they are only being hired for construction works and would only be interested in doing their job properly and not what happens in the neighbourhood nor how it looks.

On the other hand, DesignArbeid, the residents and the local shop owners are thought to have middle, low-middle and low power respectively. We arrived at this conclusion on the basis that none of them has influence over the housing situation or the project plan although the residents are occasionally invited for briefing about the plans. Nevertheless, DesignerAbeid is responsible for connecting the various stakeholders with the people and increasing social cohesion among the residents. However, they all share high interest in this area because it is the aim of DesignAbeid to create a more cohesive and self-governing community; the residents are the ones who live in the area and will be greatly affected by the changes in the neighbourhood (financially, socially etc.). They would also want to have good living conditions. Lastly, the development of



## 4 . 3 S T A K E H O L D E R A N A L Y S I S

commercial facilities and the construction of more houses in the area is beneficial to local business owners.

In the future, we believe that both Staedion and the municipality will still have high power and interest in the area, as they will still be very much involved in the project. The renovation process of de Zichten will take place until 2040, both Staedion and the municipality will stay involved, also after renovations are finished (f/e for maintenance). Heijmans will keep its position in the power-interest matrix, as they are only involved in the building and construction process and eventually their contract will end.

However, we propose a change in the power for the residents and local shop owners as they are important to our design proposal. We aim to create a plan for the building blocks and community garden in which residents and shop owners are able to strengthen their connectivity and can come together. Together with the efforts of DesignArbeid to increase social cohesion, we believe that residents and shop owners will gain more power, as they might form neighbourhood groups/organisations that are able to voice their needs and wants. Adding on to the ambitions of DesignArbeid, our design proposal will contribute to a more self-governing community. We believe that in the future, DesignArbeid will likely allow residents to build further onto the network that will be built, and they will eventually move on to work on other projects.

## 4 . 4 THEORY OF CHANGE

### **Context - Current situation and desired vision**

In de Zichten residents generally have less to spend than the average in the city. Furthermore, the community is considered quite closed off, and while people do help each other, there is often a lack of mingling between different groups and cultures. The public spaces in the area are often underused, used by other people than intended for, and not of high quality. To address these issues, the project aims to create a green public space, add “Meet-Make-Move” facilities, and create a sense of community. The main actors/stakeholders in the project are the residents, Staedion, the municipality and Toon. Residents have expressed a demand for more accessible and functional public spaces where they can meet, play, exercise and more.

### **Inputs**

The inputs for our project include a range of resources, skills, and partnerships. The project is a collaborative effort between the residents, Staedion, Toon, and various local entrepreneurs and organisations in the community. Each stakeholder brings their unique skills and resources to the table, which are crucial in achieving the desired outputs and actions of the project. To accommodate the needs of the residents in this neighbourhood the design needs to be affordable and accessible.

*Residents:* Active involvement and representation in the council-like body ensures that the project is community-led and reflects the needs and wants of residents. The council-like body provides a platform for residents to voice their concerns, ideas, and opinions, and ensures that their input is taken into account during the design and implementation of the project.

*Staedion:* As a key stakeholder, Staedion’s financial resources and expertise in housing and community development are essential for achieving the

project’s goals and objectives. Staedion has experience in developing community gardens and has expressed a willingness to support bottom-up initiatives started by residents, and while they are not interested in directly investing money in transforming community gardens, they might financially contribute to the ideas. Staedion is also the owner of the buildings so they have to give permission for the renovations and other changes made to the buildings and the garden.

*Heijmans:* Heijmans is the developer involved in the renovation of the area. They will provide material for the physical changes the area will undergo.

*Municipality of The Hague:* The municipality’s financial input and guidance on legal and bureaucratic procedures are necessary for the successful implementation of the project. They can provide the necessary funds to pay for the workers who will manage the community hub and ensure that the project complies with regulations and procedures.

*Fonds1818:* Financial support from Fonds1818 can significantly contribute to the success of the design proposal by providing funding for initiatives aimed at increasing social gathering and cohesion in the area. Their support can help to realise the project’s vision and ensure that it benefits the community.

*Local companies:* Engaging with local companies through corporate social responsibility (CSR) can provide an opportunity for financial contributions to the project, as well as partnerships for community engagement. Local companies can take responsibility for the impact their business activities have on the local community and environment and contribute to the project’s success.



## 4.4 THEORY OF CHANGE

*Toon and other key stakeholders (community kitchen, Sabra Bootcamp, second-hand shop owner, neighbourhood kitchen, Buurtkamer, spullenbak):* These stakeholders have established networks within the community and can provide valuable insights into the needs and wants of residents. Their involvement in the project ensures that the space is fully utilised and accessible to all residents. They can help to coordinate activities and events in the community hub, promoting community involvement and cohesion.

### Activities

*What we do and who we do it with: tasks and processes*

In order to create a public space where the community can come together, the two main points of our findings, we have formulated multiple initiatives/activities for the building blocks and the courtyard in order to realise these initiatives.

2023 - We will first start with the Community Hub, a place where residents can come together to talk, organise activities and become engaged with the neighbourhood. It will be used as a place for community building but also placemaking by having the residents come and talk about future plans and have them co-decide. We will take inspiration from the Buurtkamer.

2023 - We will start with the community garden, specifically the vegetable garden and the playground first. The current playground will be renovated and the vegetable garden will be planted together with the creation of a greenhouse.

2024/2025 - With the start of the renovations we will open up the plinth towards the community garden in order to create more space and have the garden be even more accessible and integrated into the building.

2025 - After the renovations the expansion of the present facilities will take place such as the building of the terrace behind the community kitchen, and any initiatives that might have been thought of together with the community regarding the Spullenbak or other ideas.

2027 - After the renovations are done, we will create the plantworkshop. The garden will also have sufficiently grown until this moment so that the produce grown there can be used in an educative and creative way and possibly be sold.

Through various activities and initiatives, such as a neighbourhood council or meetings, and the community hub the residents will take active part in the decision making.

The stakeholders that we will be working together with are: the residents, Staedion, Heijmans, the municipality of the Hague, Toon/DesignArbeid, local entrepreneurs and existing stakeholders in the plinth. Using their existing social ties, we will be able to further work together with residents and others involved in the neighbourhood.

### Outputs

*Goods and services produced*

A physical change of the garden and the building blocks because of the renovations, the opening of the plinth and the initiatives. Empty spaces will be used for community initiatives.

Places where residents can meet, educate themselves and learn, and organise and follow workshops are created, e.g. the community hub, the plant workshop.

Places for children to play together, e.g. the playground.

Public spaces of high quality with better accessibility will be realised, e.g. the opening of the plinth. Partnerships and networks with different stakeholders are set up that will help reach the desired outcomes. Multiple destinations in the neighbourhood that have a flexible and versatile use for residents.

### Outcomes

What happens because of it / Changes in Intermediate term

Increase of social cohesion and a sense of belonging of the residents and a sense of community through the creation of meeting places and the organisation of communal activities.

Politicisation of the residents who will be involved in the execution of the design and increased involvement of other stakeholders in neighbourhood placemaking.

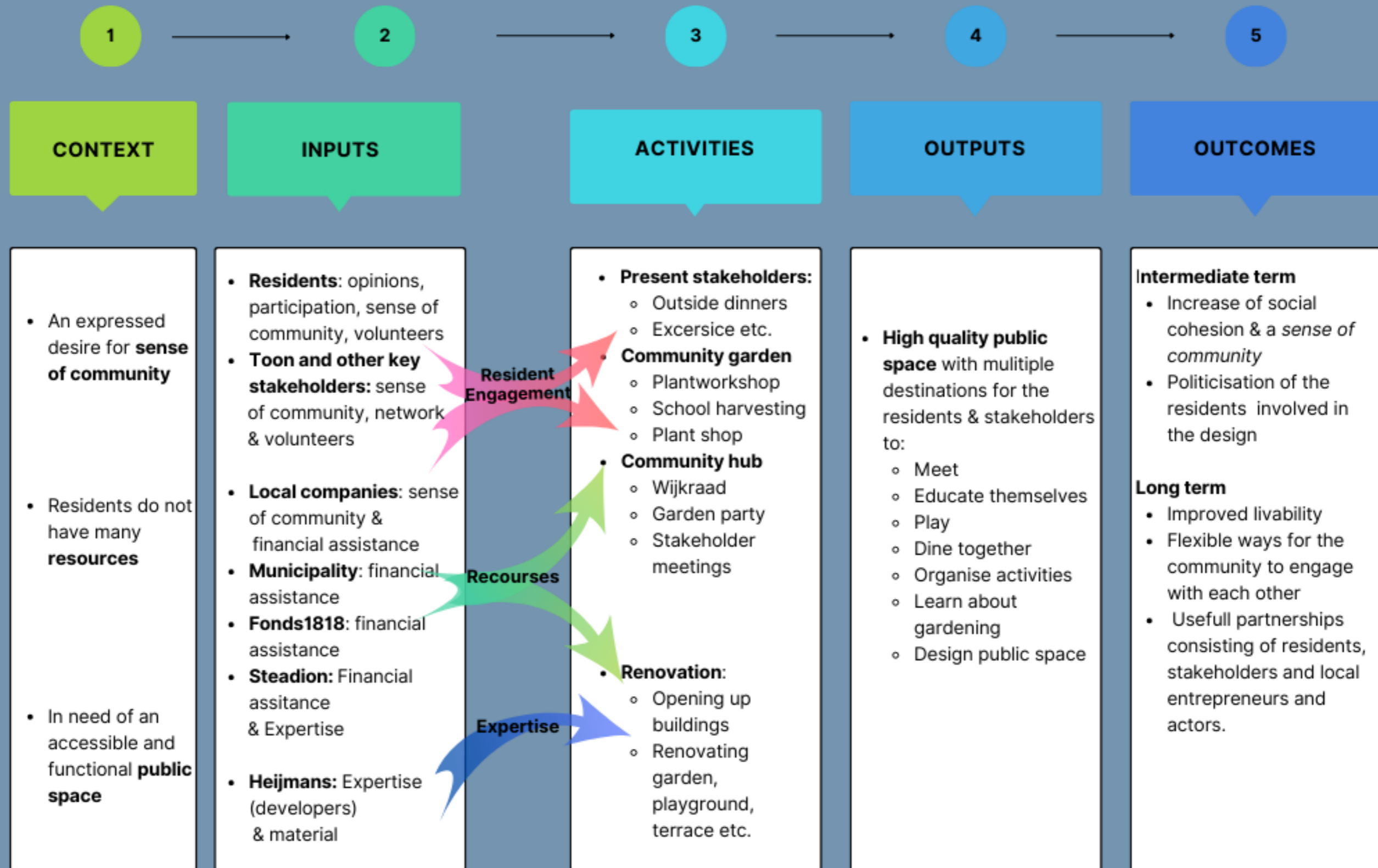
Long term

Improved livability of the neighbourhood through renovations.

Flexible ways for the community to engage with each other and the neighbourhood.

Useful partnerships and a network to further build on in the future consisting of residents, stakeholders and local entrepreneurs and actors.

# Theory of Change



# 5 . REFLECTION

In this chapter, the process of developing the design proposal is discussed. We will elaborate on important moments and takeaways within the last couple of weeks. We reflect on how we approached the design game assignment and what we have learned since the beginning of the course. Furthermore, we look back on our work as a group and how we have distributed tasks between the five of us to eventually get to our final plan.

Over the last couple of weeks, we have developed a proposal that aims to contribute to the residents in de Zichten and that would help them to create a self-governing community. Each week we needed to hand in an assignment, which focused on one part of this final report. After handing in the assignment, we received feedback from the professors which we then could incorporate in our design proposal. Next to this feedback, we had the chance to discuss our plan and ideas in class. We found this to be very helpful and useful for further developing the proposal.

In the fourth week of this design process, we presented the design proposal in the form of a Pecha Kucha presentation to fellow students, professors and important stakeholders at de Xarage. We elaborated on the specifics of our plan and how it could be implemented over time in the neighbourhood. After the presentation, there was room for feedback on the design proposal. Ruben Abels (DesignArbeid) commented on our idea of extending Sabra's Bootcamp into the community garden by placing outdoor sports equipment. While he complimented the idea of making this part accessible for all, he raised a question concerning privacy issues. Placing outdoor sports equipment in the garden would mean that residents could be watched by others, as the garden is not (semi-) closed off. This would form a great barrier for residents to participate in this part of the proposal

and threatens the feasibility of the idea. After discussing it with one of our professors and doing some more research on the topic, we decided it was best to exclude this idea from our design proposal. We do give the opportunity for residents to bring back this (or a similar) idea in case there is a demand for it.

One of the other feedback points raised during this presentation was regarding the engagement of residents within our plan. Mandy Koenraads (coordinator thesis workplace) commented that we should more clearly state in what ways and when the residents will be involved in the process. As a group, we agreed that we needed to further elaborate on this in our design proposal. While we did state the importance of engaging the residents, we did not state clearly enough on how and when exactly they will be involved within our different ideas for the building block. In the final version of the plan, we further elaborated on the engagement of residents. We did this for example for the community hub by offering space to residents and local people to set up a council-body similar to the "wijkraad".

Furthermore, in setting up our design proposal we faced some challenges regarding the scope of the research. The design game assignment was spread over a period of five weeks, of which four weeks we could work on our proposal in De Zichten. Because there was a small time frame to do research on site, this also meant that we had little opportunities to talk with residents and to collect relevant data. During our time in de Zichten, we could only speak to a small number of residents to hear about their experiences in the neighbourhood. This limited us in chances to validate our ideas and assumptions.

Because we very early on needed data to inform our proposal, we did not have enough time to thoroughly prepare for the data collection. Therefore one of

# 5 . REFLECTION

our plans changed during the actual data collection. We first aimed to include visual posters to ask residents about their experiences. It was expected that a couple of residents could be walking in at the Xarage while we were there. The visual posters would help with posing a couple of questions to the residents. On our first day of going to De Zichten, there were no residents walking in unfortunately. We went outside to talk with residents, but this made it harder to actually use the visual posters in the conversations. Eventually, we decided not to use the posters at all during our conversations.

The small time frame also influenced the structuring of our findings and data collection. It led us to formulating six themes which we thought to be relevant to De Zichten. In the ideal situation, we would have had more time to talk to residents and stakeholders to properly define these themes to use in the final design proposal.

Looking back at working together as a group, there are a couple of things that stood out most to us. We are all very pleased with how we approached this design game assignment within a short period of time, especially as a group of students who did not work together before. The different study backgrounds of all of us has contributed to developing the design proposal in many ways. Each of us brought knowledge, previous experience and skills to the table which helped in the process of defining, analysing, visualising and further working out the plan. For each of the weekly assignments, we have made a fair distribution of work between the five of us. This helped us to finish the assignments in time and kept us on track to further develop the proposal and finalise the idea in the next week. We approached each assignment in a structural way. This meant that we would make a task division and would regularly meet (online) to discuss the progress and what still needed to happen. We set

a deadline for when we should finish our parts so that could be combined in a report for that week.

By meeting regularly, we made sure that we could also help each other out if any help was needed in finishing the assignment or if there were any questions or uncertainties. From the beginning on, we realised that it was important to check up on each other to make sure everyone was still doing well and was on track to finish in time. This also gave us the opportunity to properly discuss how our individual parts should be combined and we made sure that everyone was up-to-date on the recent changes to our plan. All in all, we have enjoyed working together as a group and we all have individually and collectively contributed to the design proposal for this design game assignment.

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# HET GROENE HART

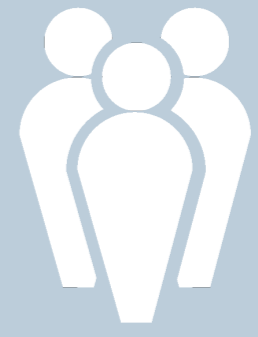
## THE CONCEPT

flexible, accessible & 'gezellig'

We want to focus on certain points in our design plan: creating a green public space, adding "Meet-Make-Move" facilities and creating a great sense of community (gezelligheid) in the area. We have decided to incorporate the concept of the 'Power of 10+' by focusing on multiple ideas in order to cater to a bigger variety of needs, wants and people. We do this by focusing on public space and community enhancement. Our ideas will use and expand on initiatives that are already present in the buildings and really improve the green space that is situated between the two building blocks.

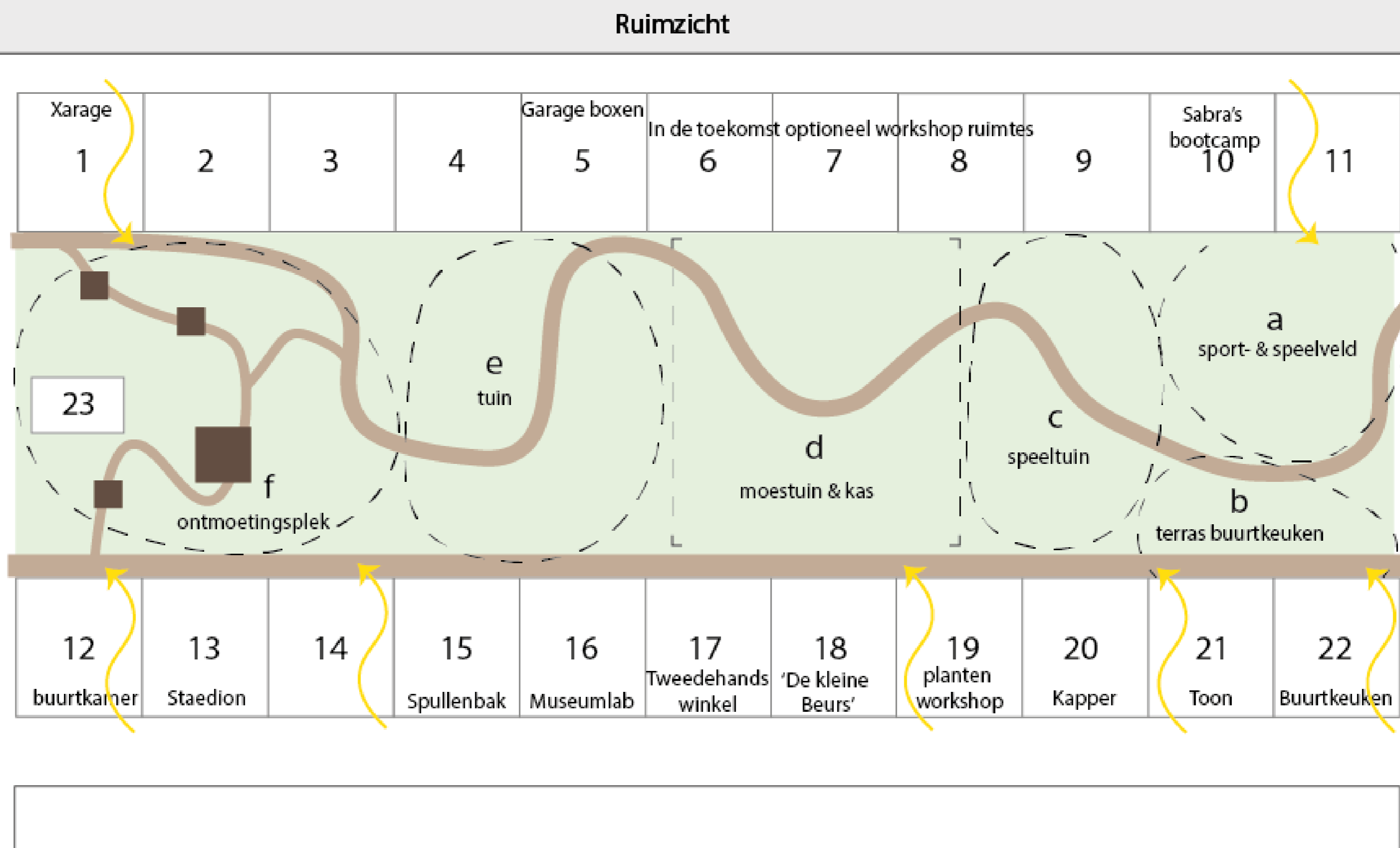
public space

community



Enhance the accessibility and functionality of the public space in the courtyard by breaking down the walls between the inside functions (building) and the green public space (community garden). This will make the area more inviting and accessible for both organisations and residents walking by.

Consolidating the efforts of community-driven stakeholders and bringing them together in a quarterly neighbourhood gathering, we aim to foster a strong sense of community in Ruimzicht. This by providing an opportunity for residents to meet and engage with each other, as well as with organisations in the neighbourhood.



Het Zicht

**FACILITIES IN THE PLINTH**

- 1-3. Xarage
- 4-10. Garage boxes (in the future workshop space)
- 11. Sabra's Bootcamp
- 12. Community hub
- 13-14. Staedion
- 15. Spullenbak
- 16. Museumlab
- 17-18. Secondhand shop 'De Kleine Beurs'
- 19. Green spot
- 20. Barbershop, hairdresser
- 21. Toon
- 22. Neighbourhood kitchen 'Buurtkeuken'
- 23. Electricity house

**COMMUNITY GARDEN (PUBLIC SPACE)**

- a. Outside multipurpose area (sports & play)
- b. Terrace neighbourhood kitchen
- c. Playground with benches
- d. Green house & vegetable garden
- e. Garden, plants, trees, benches
- f. Community space, room for gathering in small houses

**ELEMENTS**

- ▶ Entrance dwellings
- ~ Route through building (opening both sides)
- ~ Path way
- Zone in community garden
- Small wooden house with table

stakeholders



community hub

expansion facilities

greenspot

(buurtkamer's sister)

(Sabra's, buurtkeuken, Spullenbak)

(plantworkshop)

now

2043+

2024/2025

community garden

renovation building blocks

(playground, vegetable garden, green house, gathering space) (opening up the plinth to the community garden)

# APPENDIX I . INTERVIEW QUESTIONS RESIDENTS

## General:

- Can you tell us a bit about yourself and your experience living in De Zichten?
- How do you feel about the neighbourhood and its community?
- What do you think are the strengths and weaknesses of the neighbourhood?
- What changes have you noticed in the neighbourhood over the past few years?
- If the residents' house will be demolished --> Do you plan on moving back to De Zichten once new houses have been built?
- Do you feel heard when talking about this project and any difficulties you might encounter because of it?
- How do you feel about the project that has been set up and the changes it will make to the neighbourhood?

## Facilities:

- What facilities in De Zichten do you use most frequently and why?
- Are there any facilities that you feel are lacking in De Zichten? If so, what are they and why do you feel they are needed?
- Do you need to travel far in order to visit the GP, dentist, church/mosque or any other specific facility?
- Are there any spaces/places where you can get together in de Zichten?

## Safety:

- Have you experienced any safety issues in this neighbourhood?
- If so, could you describe the situation and how it was resolved (if at all)?
- Are you comfortable going out alone at night?

## Work and education:

- What employment and education opportunities are available in De Zichten? Are they sufficient for the community's needs?
- Are there any barriers to accessing work or education opportunities in De Zichten? If so, what are they and how could they be addressed?
- Are there any courses given in the area, such as cooking classes, language courses?
- Are there any after school activities for the children?

## Mobility:

- How easy is it to get around De Zichten, especially for those with mobility issues?
- Are there any improvements or changes that could be made to public transportation in De Zichten to better serve the community's needs?
- How well is the connection to the city centre of the Hague?

## Public space:

- What public spaces in De Zichten do you enjoy using the most and why?
- Are there any public spaces in De Zichten that you feel are underutilised or could be improved? If so, what changes do you suggest?
- Do you feel it's safe for children to play outside?



# APPENDIX II . INTERVIEW QUESTIONS OTHER STAKEHOLDERS

## Staedion

- You are a big (social) housing corporation in the area of the Hague. How do you approach residents when your presence can be seen as quite intimidating?
- In your ondernemingsplan for 2022-2026 and the vision for Ruimzicht and Steenzicht, you talk about housing differentiation in the neighbourhood. What would you say to residents that prefer living in a neighbourhood with similar people?
- What would you like to see come to this neighbourhood?
- How do you ensure that residents are able to return to the neighbourhood?

## DesignArbeid

- DesignArbeid works to create a liveable city. What is a liveable city in your opinion?
- How do you approach residents when you want them to participate?
- Why did you choose to help and set up Toon in this area of the Hague?

## Toon

- Toon is a platform that works for residents but is financed by Staedion, Gemeente Den Haag, Heijmans and the DesignArbeid foundation. How do you balance all these different interests?
- What is your vision for the workspace here in De Zichten? What would you like to see it evolve into?
- How do you navigate language barriers when working with residents?
- What have been your biggest challenges when setting up a project?

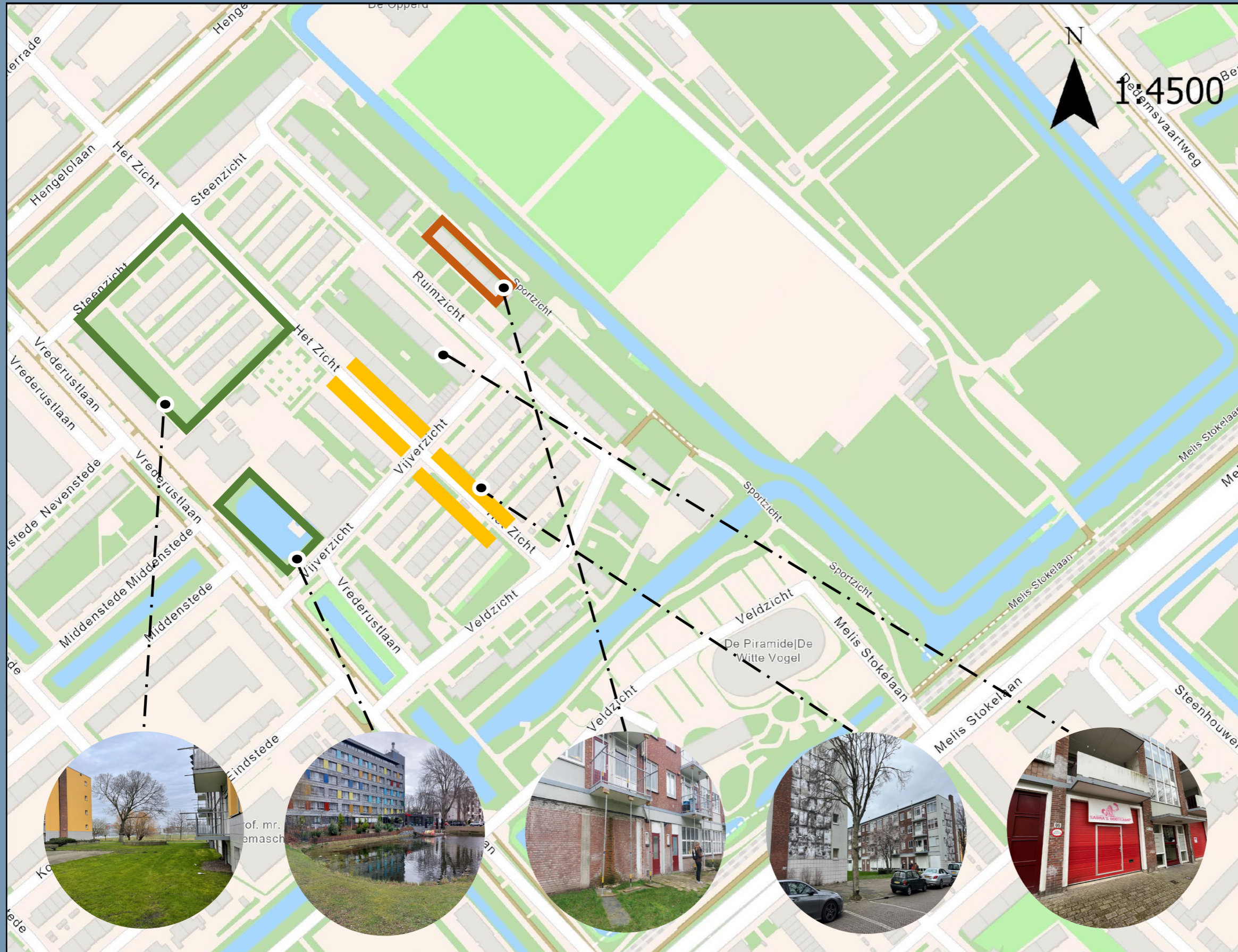
## Nina Cranen

- On your website you mention various stakeholders that you try to work together with. Residents were missing from this list. How do you try and help accommodate residents in their needs, especially when they might go against those of big corporations and municipalities?
- What is the best way to find common ground between various stakeholders?





# SYNTHESIS MAP OUR OBSERVATIONS



*On the left is shown a synthesis map about our observations. On the map are a few spots highlighted that stood out to us while visiting the location, as describes on the previous page.*

# STAEDION

Tanja Luftink and Nina Cranen

## Facilities

The houses in de Zichten, which were quickly built after the Second World War, are in a bad condition which is the reason why the houses are being torn down. Many apartments developed mould and they are badly isolated. Renovation was deemed too costly so it was decided to demolish and rebuild the apartments. The renovation plan for de Zichten is expected to last until 2040. Staedion works together with the municipality of the Hague and Heijmans developers.

With the renovation of the area more social housing will be added. A slight increase in the price/rent is expected. Apartment buildings of 6-7 floors are going to be built with community gardens and underground parking spaces. The apartments that are going to be built will be higher than they are now, because it is cheaper to build upwards and there is little space. There will also be space for commercial facilities.

## Work and Education

Many residents are employed in the Westland and it is difficult for them to find work elsewhere in the city. This means that they have to travel for work. There are many schools in the area, though these are only primary and secondary schools. Quite a few students drop out of school, often to take care of their parents. Nina mentioned that they are trying to nudge healthy behaviour, for example exercise or having children play outside.

Staedion wants to create more possibilities for employment in the area. It wants to attract entrepreneurs who are engaged with their surroundings. Through this they hope to improve the livelihood of the area. For this to work Staedion believes that social mixing is needed, more specifically the influx of middle income residents who will be able to spend money at local businesses.

## Mobility

The majority of public transportation is only connected to the inner city districts and the city centre of the Hague. There are not many connections to other parts of the city, such as Scheveningen, or the Westland, where many people in de Zichten are employed.

Many residents own a car, sometimes even two. The majority of residents either walk or take the car instead of public transportation. With the building of the new apartments, many parking spaces will go underground that will be covered by green spaces.

## Public Space

This area of the Hague is characterised by its green character because of its many parks and community gardens. With the renovation of the area personal gardens will disappear but Staedion wants to build private public space, meaning gardens that are only available to the residents of apartment buildings. Staedion currently has no plans to invest in community gardens, but will support resident initiatives.

## Community

Compared to other neighbourhoods in the area, De Zichten does not have that much of a community feeling and is quite closed off to outsiders. Perhaps an example can be taken for a group of Turkish mothers in de Dreven, called "De Buurtmoeders", who are very active in their community. Nina encountered the cautiousness of the residents when trying to talk to residents herself. Not all the residents read the information letters sent out about the renovations and the information meetings were not always very well attended.

# DESIGNARBEID

Ruben co-owner of DesignArbeid and creator of "Toon"

## Facilities

There is a Turkish museum, a neighbourhood kitchen (I didn't get other things he mentioned) and a plan to collaborate with film enthusiasts to set up a neighbourhood cinema. The aim is to create a cultural hotspot and to achieve a self-governing community.

On housing, Mr. Ruben mentioned that one of the challenges they have is that people in this neighbourhood have fantastic places that they won't want to leave. The houses in the area are big (you can get a 4-5 bedroom apartment) and affordable compared to the ones in the city centres.

## Work and Education

Toon in collaboration with the Children's art academy, Made in Bouwlust and the Museumlab near the area provides education for children, and a work space where the residents can engage in participatory public art and cultural programs. In support of the local economy, they collaborate with the residents to make products and sell.

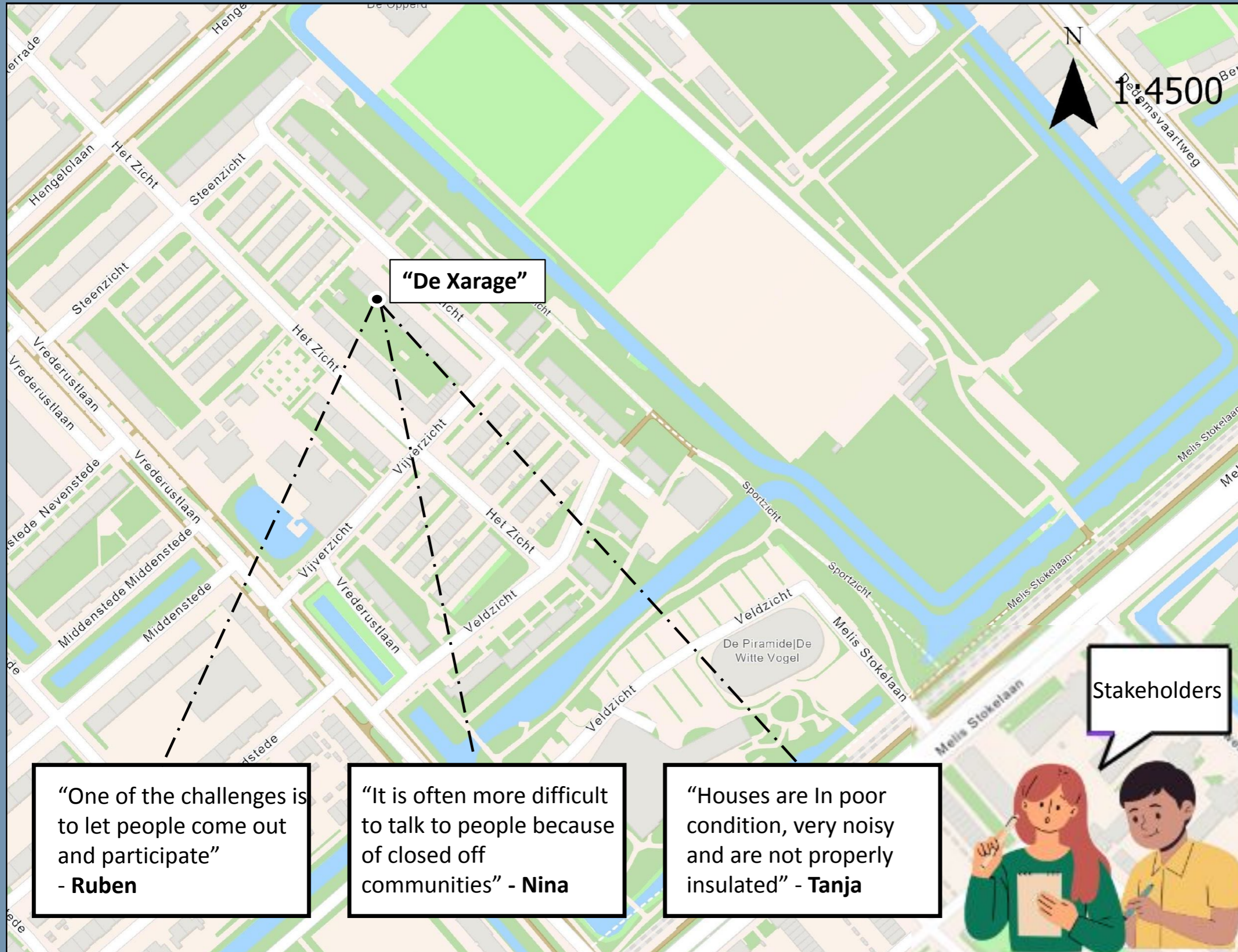
## Community

People in this neighbourhood love to stay in their homes. Ruben mentioned that they have to put in lots of effort to get the people to come out and participate. They sometimes get resistance from the residents and it depends on gender, age and race. Language is also a barrier.

They use art to strengthen social cohesion among the residents. He believes art encourages reflection, dialogue, and interaction. Art can help start discussions between groups with similar interests/issues/opportunities.



# SYNTHESIS MAP STAEDION & DESIGNARBEID



The synthesis map combines important information the stakeholders, Ruben, Nina and Tanja, mentioned. On the map is shown where the stakeholders are located in the neighbourhood.

# RESIDENTS

## Facilities

Overall, residents feel positive about the facilities in the neighbourhood. They appreciate the presence of various shops and sporting places. However, some residents mentioned that there are not enough playgrounds for children.

## Safety

The majority of residents consider the neighbourhood to be safe, although some do not feel comfortable going outside at night.

## Work and Education

The majority of the residents were happy with the educational options provided in the neighbourhood. We spoke with a highschool boy who spoke from his own experience and we talked to several parents. A father mentioned that there are plenty of elementary schools, normal ones, catholic, islamic and for secondary education the Zuidwest College and Wateringseveld is just around the corner. One resident mentioned that there are good stories about the diversity of different primary schools, but did not send their children to school in the area. Another resident mentioned that there is not a lot of work for young people in the area.

## Mobility

Residents are generally satisfied with the transportation options available in the neighbourhood, with quick connections to the city centre. The prices of public transport however were considered to be quite high, making it not as easily accessible for everyone. Another resident did mention that more parking spaces are needed in the area.

## Public Space

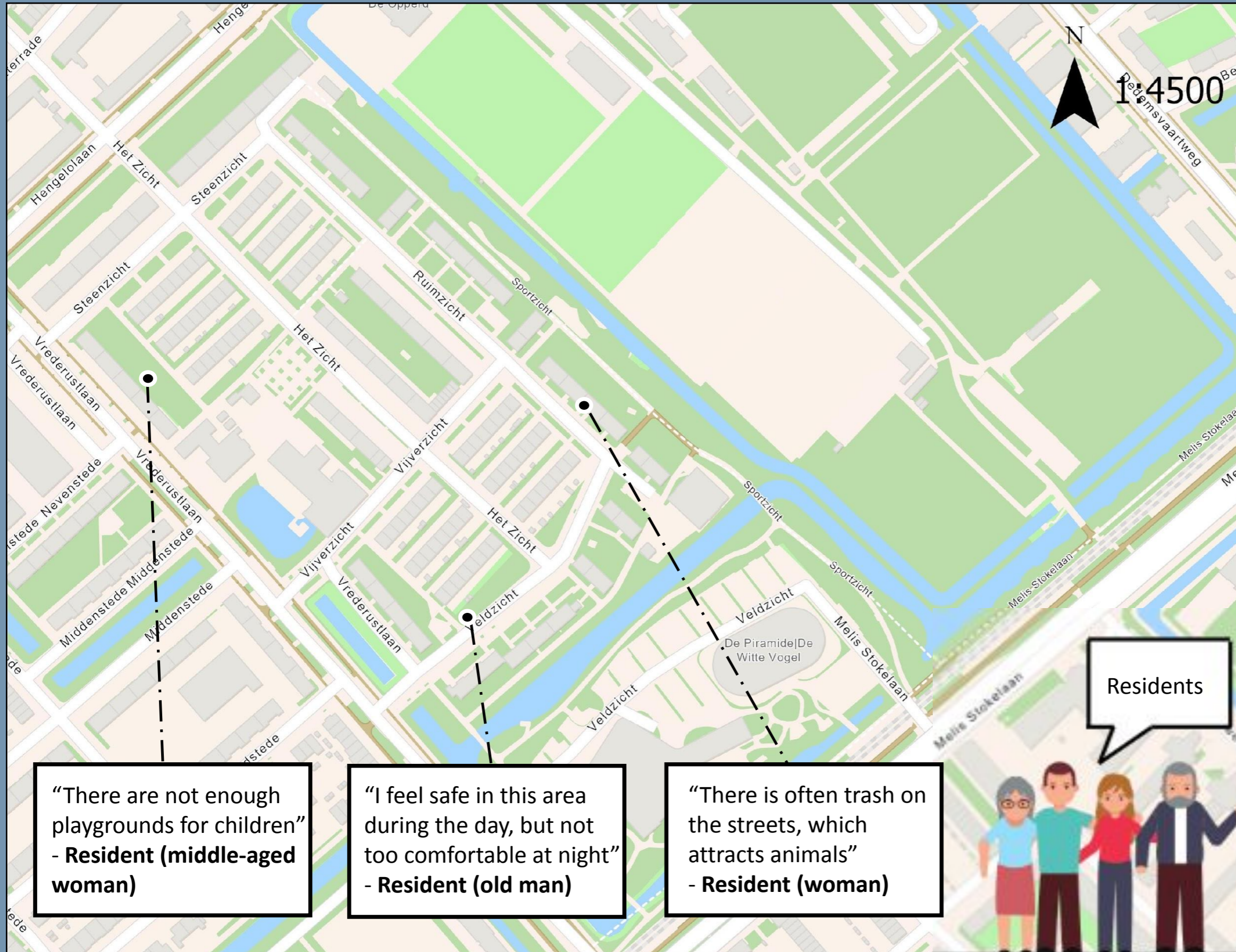
The interviews suggest that residents have mixed feelings about public space. Some appreciate the presence of various neighbourhood centres and playgrounds, while others express concerns about cleanliness. One resident mentioned that there are issues with littering and trash that attract rats and other pests.

## Community

Most of the residents were quite content with the social cohesion of the neighbourhood. A shop owner said that people really help each other out. She gave the example of someone coming short one euro when buying at her stall, and someone they don't know giving them the money they need. Another resident mentioned having coffee with her neighbours and another one said he played bingo at the community centre each week. One point for improvement was mentioned by one lady referring to the lack of mingling between different groups of people in the neighbourhood.



# SYNTHESIS MAP RESIDENTS



*On the left is an other synthesis map shown. On this map are a few relevant and informative anecdotes linked on the location on the map.*

# APPENDIX IV. STAKEHOLDER ANALYSIS

NAME STAKEHOLDER	DESCRIPTION	POWER	INTEREST
Staedion	Main housing association in the area, owning a large number of social housing. Staedion is taking responsibility for offering good home conditions for its residents. Majority of the renovation/regeneration plan will be funded by this association. They collaborate with the municipality and Heijmans within this process.	High, because they determine the design and living conditions of the buildings and decide on the pricing. They are also funding the renovation project. Staedion has to be critical about the entrepreneurs and people that are coming to the area (these people have to be engaged).	High because they have to create good living conditions and eventually they want to make profit out of it. It also influences their reputation.
Nina Cranen (connector/expert placemaking)	Nina Cranen is involved as an expert placemaking, offering insights to the project team (Staedion, municipality and Heijmans) on increasing social connectivity and a sense of belonging of the residents.	Future power High, because Staedion will stay connected to the area for quite some time during the process and afterwards. After the renovations, Staedion will be the owner of the majority of the buildings.	Future interest High, they aim to create more resilience within the area and still want to create good living conditions.
Municipality of the Hague	The municipality of The Hague is one of the main parties involved in the regeneration process. They aim to create livable neighbourhoods and proper living conditions for their citizens, in this case in De Zichten.	Middle to high, they have quite some saying in approving the plans for renovation, they also have regulations and standards for buildings. They also have to maintain the public space (transportation etc.) in the area.  Future power Middle to high, the municipality will remain invested in the renovation process and will work on maintaining the new facilities.	High, they want to create livable conditions for their residents - as also stated in policy plans for the area. One of their main focuses is also to address the housing issues in the city.  Future interest High, they still would like to contribute to a liveable area within de Zichten and would like to maintain the quality of facilities.
Designarbeid ("Toon")	DesignArbeid (Toon) is assigned as a connector in the neighbourhood, focused on public participation through art and culture.	Middle, they do not have that much influence within the housing situation or project plan, but do take quite some responsibility for connecting people in the area and want to increase social cohesion.  Future power Low, Toon is assigned as a connector within the area for a certain amount of time. They would like to increase social cohesion and at some point they will move on to the next project. They strive for the community to be more self-governing.	High, they want to create a more cohesive environment. Their aim is to create a cultural hotspot and they want to achieve a self-governing community. This also adds to their mission as an organisation/social enterprise.  Future interest Low, at some point Toon would have achieved their goal of a more socially connected community. After this, they will move on to a next project for them to work on.

# APPENDIX IV. STAKEHOLDER ANALYSIS

NAME STAKEHOLDER	DESCRIPTION	POWER	INTEREST
Heijmans	Heijmans is responsible for the construction, renovation and demolition of houses in De Zichten, according to the renovation plans.	<p>Low. They are being hired by the municipality and Staedion for construction works. They might be able to make some suggestions when it comes to the buildings/construction.</p> <p>Future power Low, Heijmans is only involved in the construction process and their contracts for the renovation/regeneration process will be done at some point.</p>	<p>Low. They are more invested in doing their job properly and are only involved in the construction part, not so much in how the neighbourhood should look.</p> <p>Future interest Low, their interest within the project will remain the same for the entire period of renovations.</p>
Residents (further specify this)	Residents that are living in the area of De Zichten. They will be affected by the renovation plans proposed by the project team. There are various groups of residents living in the area.	<p>Low to middle, residents do not have that much to say when it comes to the project plans. However, there were some events/evenings organized to present/give information to the residents.</p> <p>Future power Middle to high. The amount of power held by residents will change in the future. They will probably form a more formal group/organisation which can more easily have conversations with other stakeholders/parties. The amount of power also changes following the mix of social rental and owner-occupiers housing in the area. This is because owner-occupiers have the human and financial capital to organise themselves to lobby government officials about physical or social problems in their neighbourhood (Kleinhans, 2012).</p>	<p>High, they want to have good living conditions in the area and they are greatly affected by changes in the neighbourhood (financially, socially etc.)</p> <p>Future interest High, they are still invested in good living conditions in the area and want it to remain livable, also in the future.</p>
Local shop owners/entrepreneurs	Local shop owners/entrepreneurs have great interest in changes that are happening in the area and are closely connected to its residents. They are dependent on economic status and opportunities in the neighbourhood.	<p>Low, it is mainly being decided by Staedion, because they decide who is able to locate themselves in De Zichten. They only want businesses/entrepreneurs that can engage with the community.</p> <p>Future power Low-middle, they could be part of a neighbourhood group/organisation. This will be fully dependent on whether a neighbourhood group will be formed and if they would remain their business in the area, also for in the future.</p>	<p>High, they have interest in commercial facilities being developed and more houses being built in the area. This contributes to their business. They find it important that the livability in the area is improved and will be maintained.</p> <p>Future interest High, they would still remain interested in the wellbeing of the community of De Zichten. It is also important for them that this contributes to their business.</p>