

Towards the Empowerment of the Deprived

Urban Transformation by Socio-Economic Empowerment in Rotterdam South

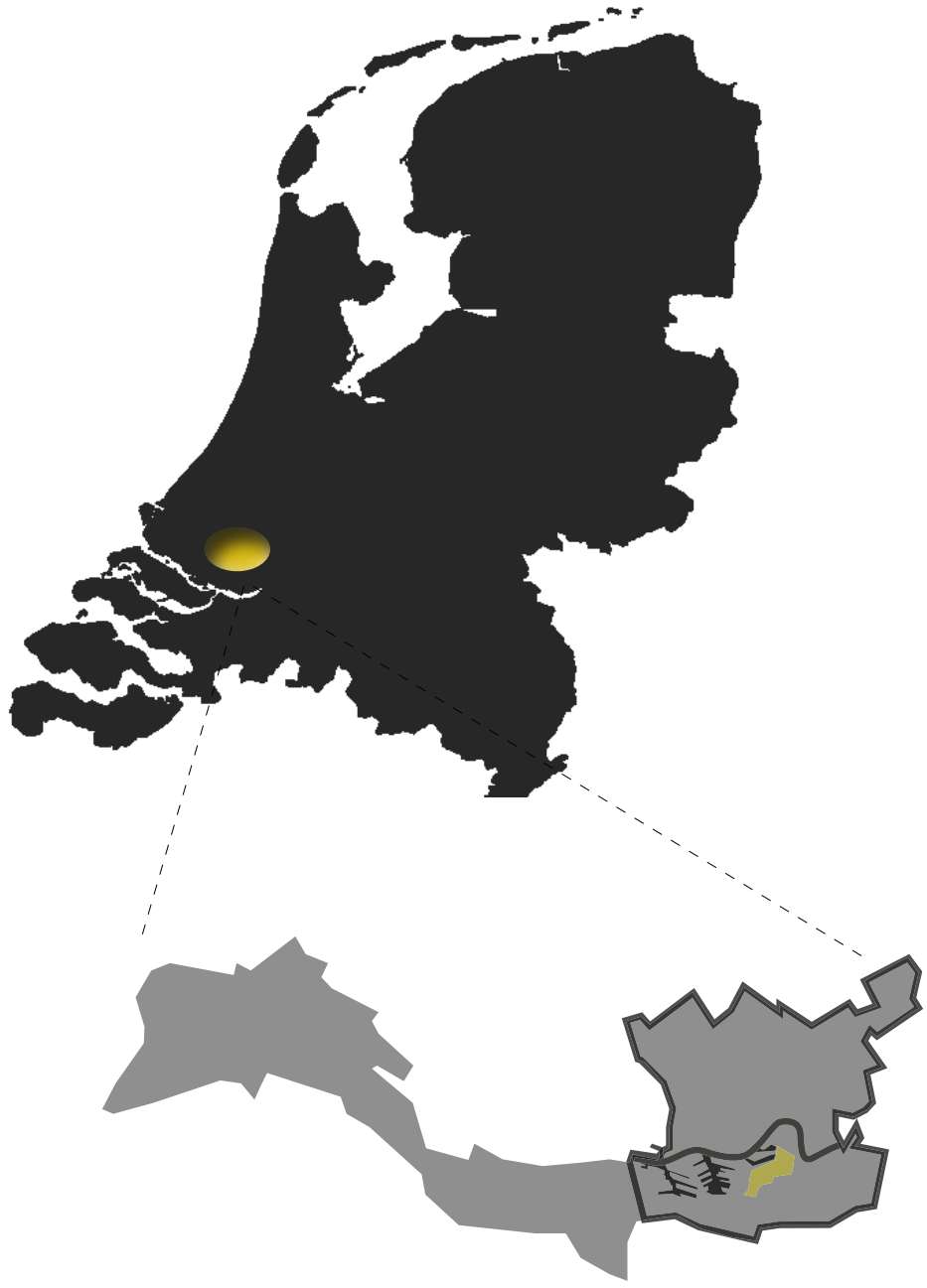




Introduction









www.rotterdam.info



www.ad.nl

“Economic restructuring intensifies the social polarisation in our cities”
(Sassen, 1991).





www.ityness.wordpress.com

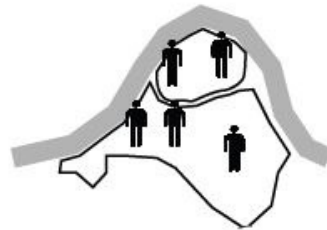
1907



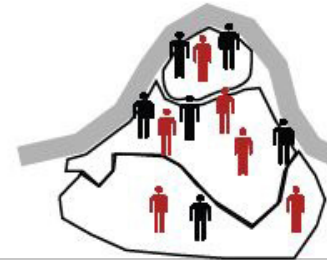
1920



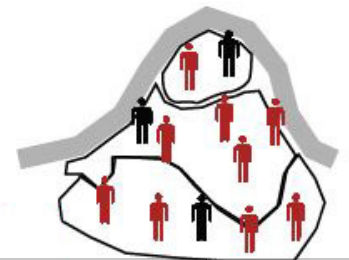
1940



1980



2008



Based on <http://www.mappinghistory.nl/>, By Author

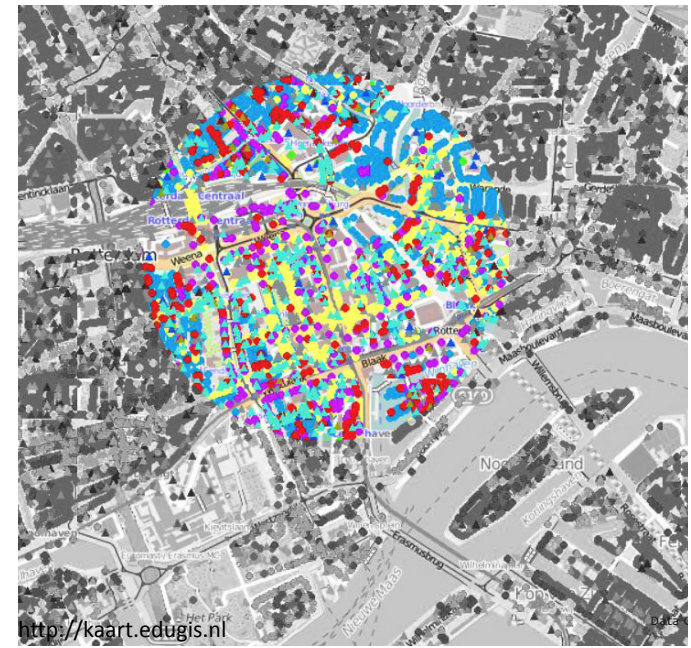
De-industrialization

Concentration of urban poverty



Rotterdam North

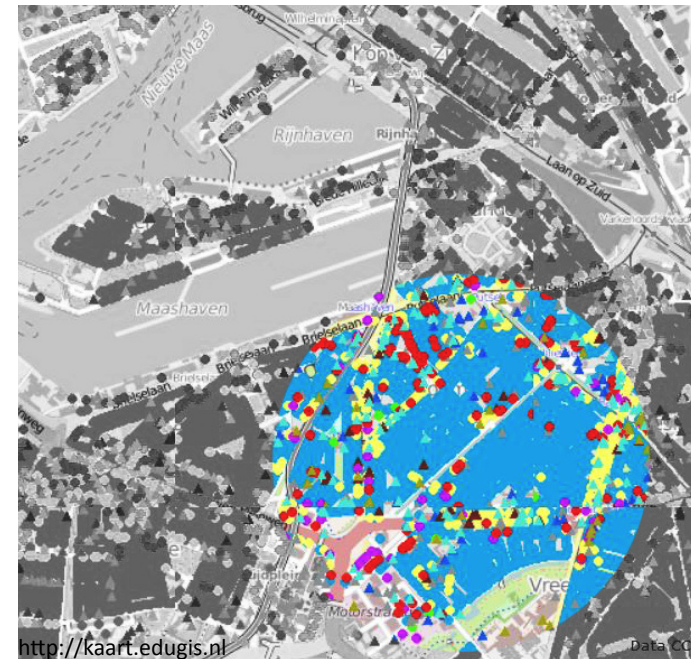
High income

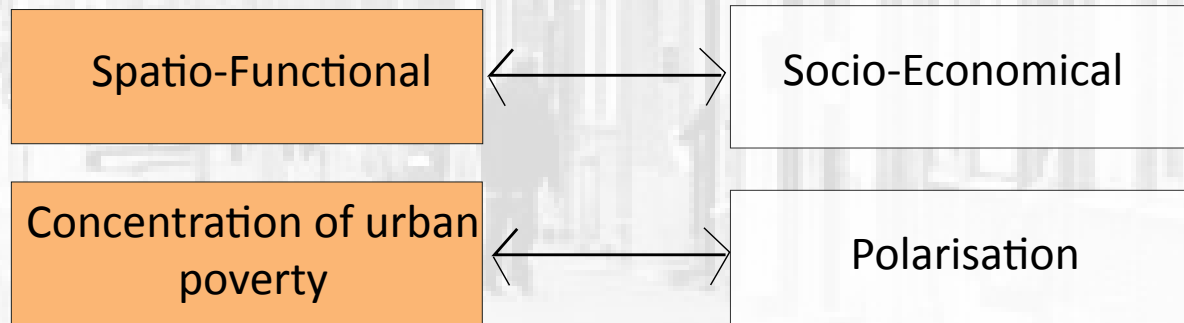


Low income

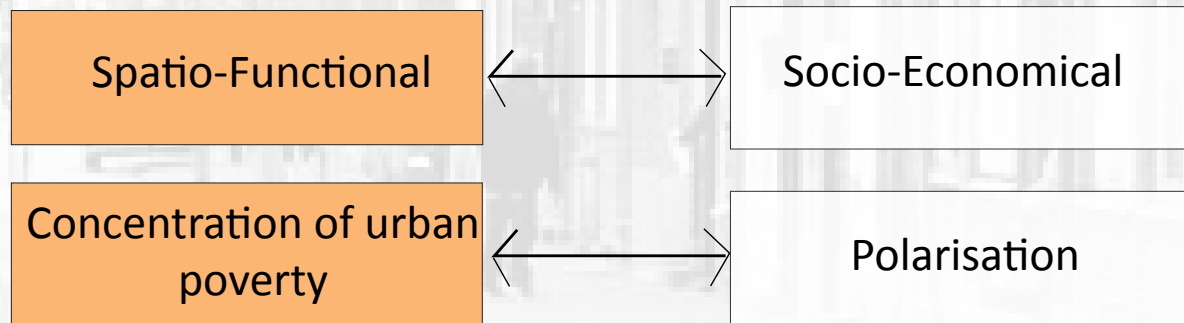
Rotterdam South

8.8% Unemployed



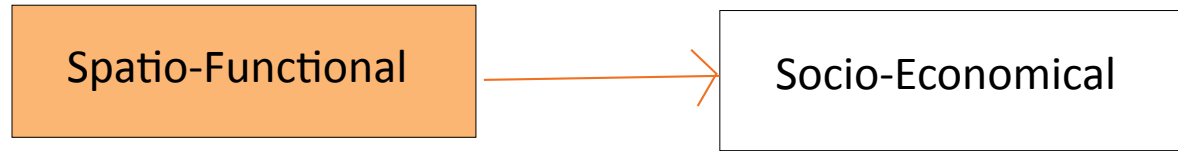


Interaction between spatial aspect and socio-economical aspect- By Author



Interaction between spatial aspect and socio-economical aspect- By Author

Spatial concentration of deprived groups intensifies the socio-economical polarisation of the city.

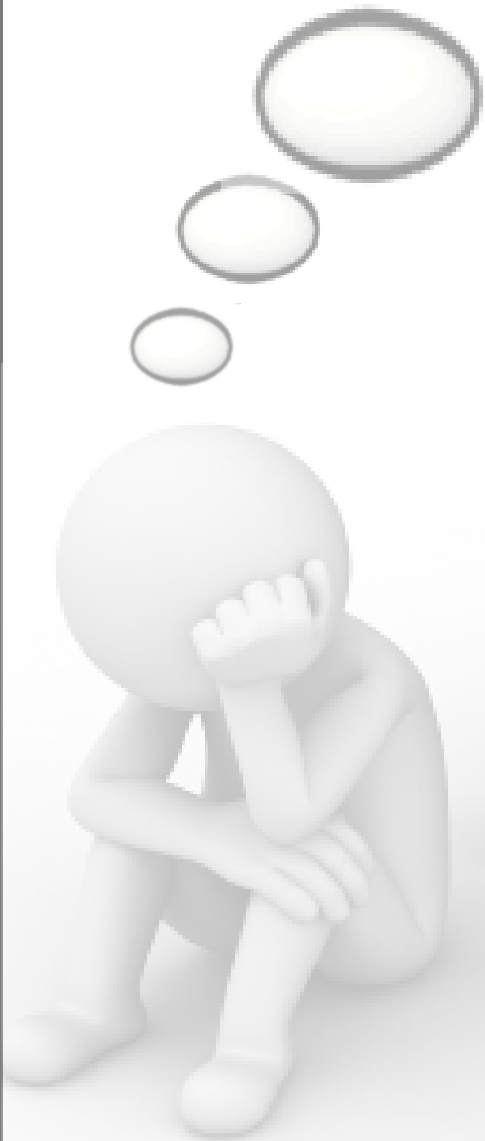


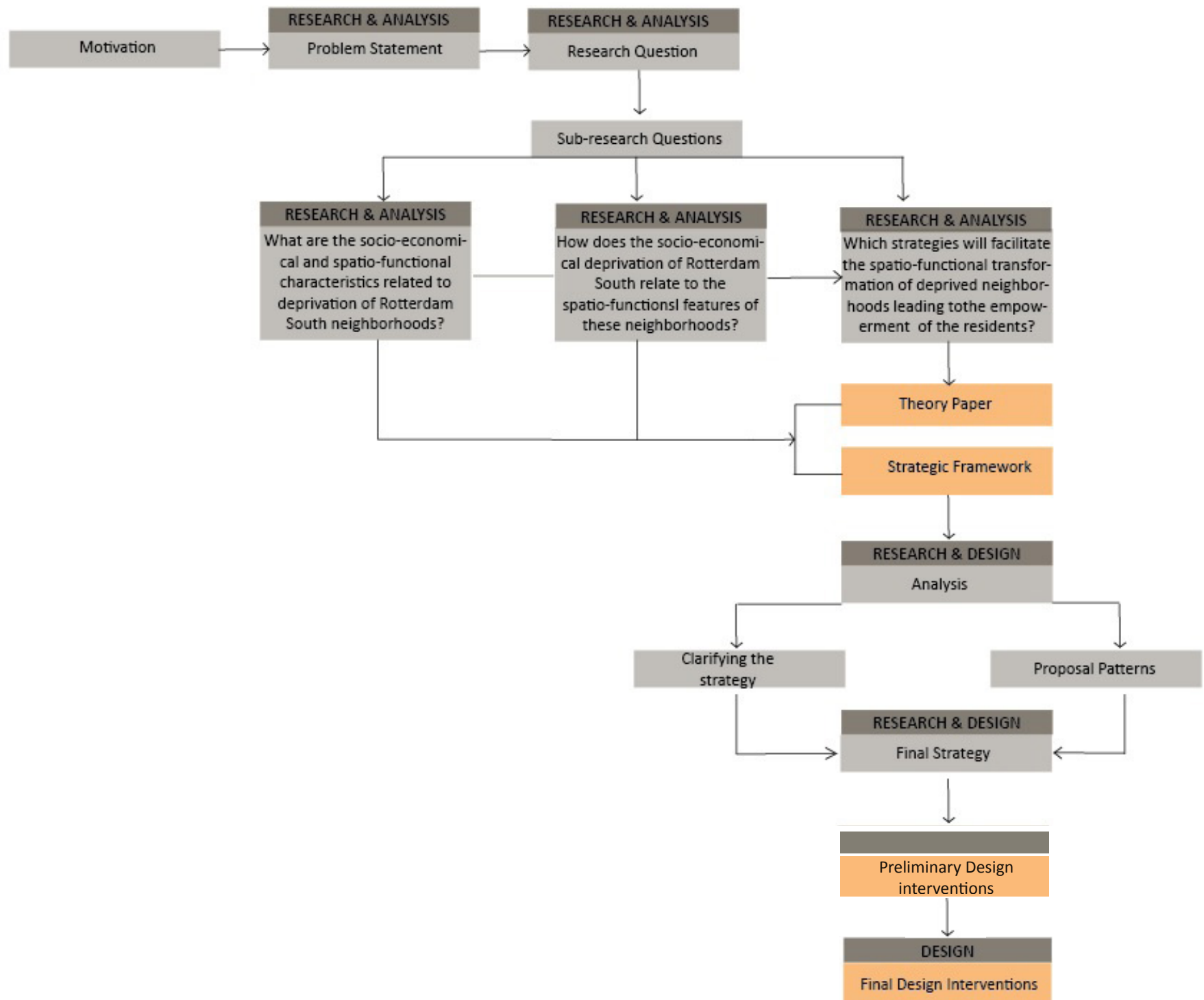
Which spatio-functional strategies will contribute to the socio-economical transformation leading to the empowerment of deprived groups in Rotterdam South neighborhoods?

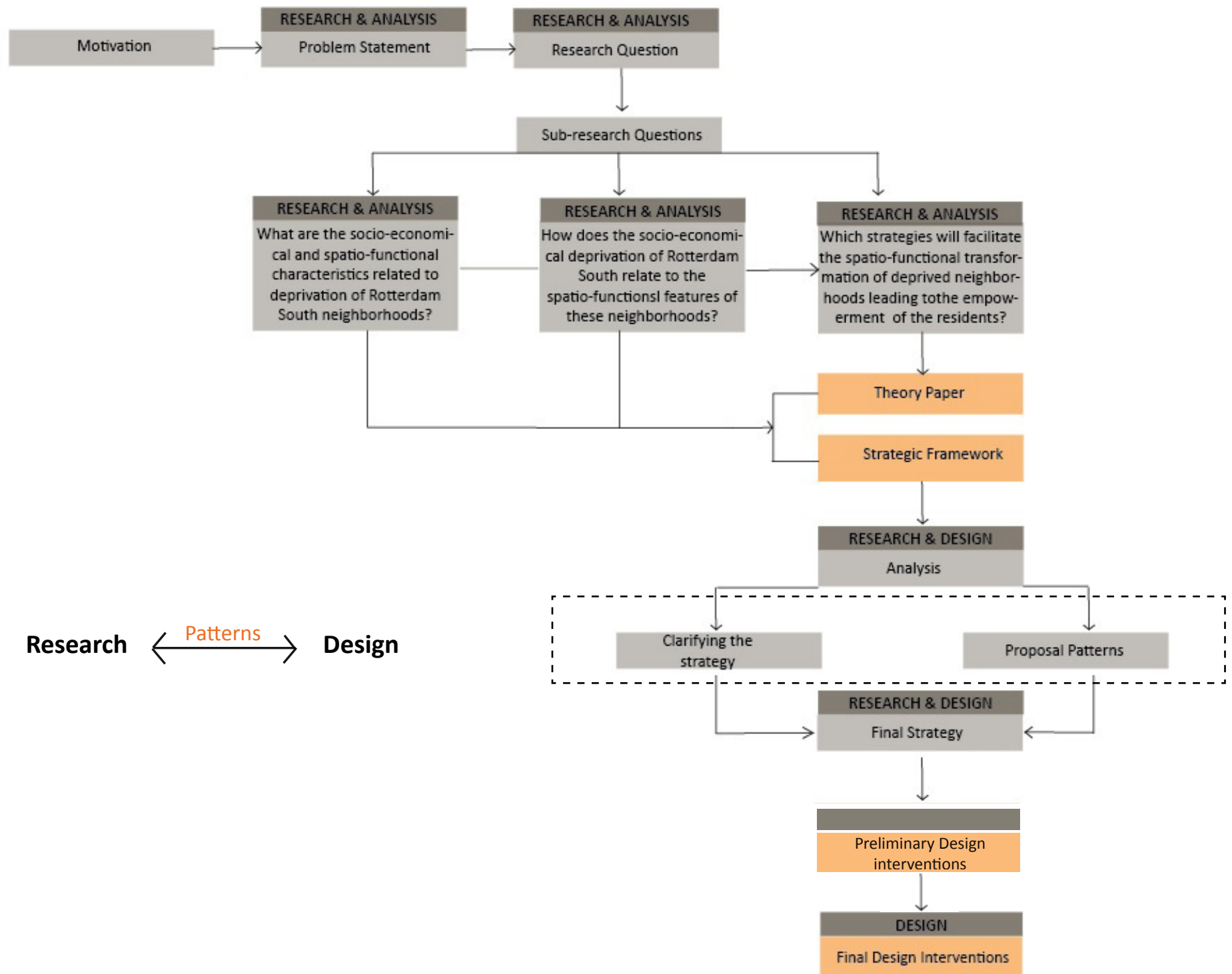
Spatio-Functional



Socio-Economical







Theoretical Framework





Neighborhood Effects of poverty concentration

• Economy	—	+
• Norm and Values	—	
• Facilities	—	
• Development of Stereotypes	—	
• Social	—	+





Neighborhood Effects of poverty concentration

- Economy — +
- —
- —
- —
- —
- Social — +

Ethnic business



Carnisse

Dutch	Non-Dutch
-------	-----------

Tarwewijk

Dutch	Non-Dutch
-------	-----------

Bloemhof

Dutch	Non-Dutch
-------	-----------

Afrikaanderwijk

Dutch	Non-Dutch
-------	-----------

Rotterdam

Dutch	Non-Dutch
-------	-----------



Ethnic businesses has positive impacts on...

- Owner-managers
- Employees
- The Local Community



Neighborhood Empowerment is...

- The power given to the residents for *participating* in the process of decision making (Sadan, 1997).
- Creation of *access to social and economic resources* (Tunas, 2008).

Neighborhood Empowerment is...

- Creation of *access to social and economic resources* (Tunas, 2008).

Social Enterprises as a solution for creating access to socio-economic resources

Social Enterprise...

- Any activity that has an entrepreneurial base and the main goal of it is to **promote the socio-economic status of a community**.
- Social enterprise could be considered as providing services for the people who dont have control over their economic life which could be done in different ways like **training, providing production tools and spaces** (OECD, 2010; Carpenter, 2013).

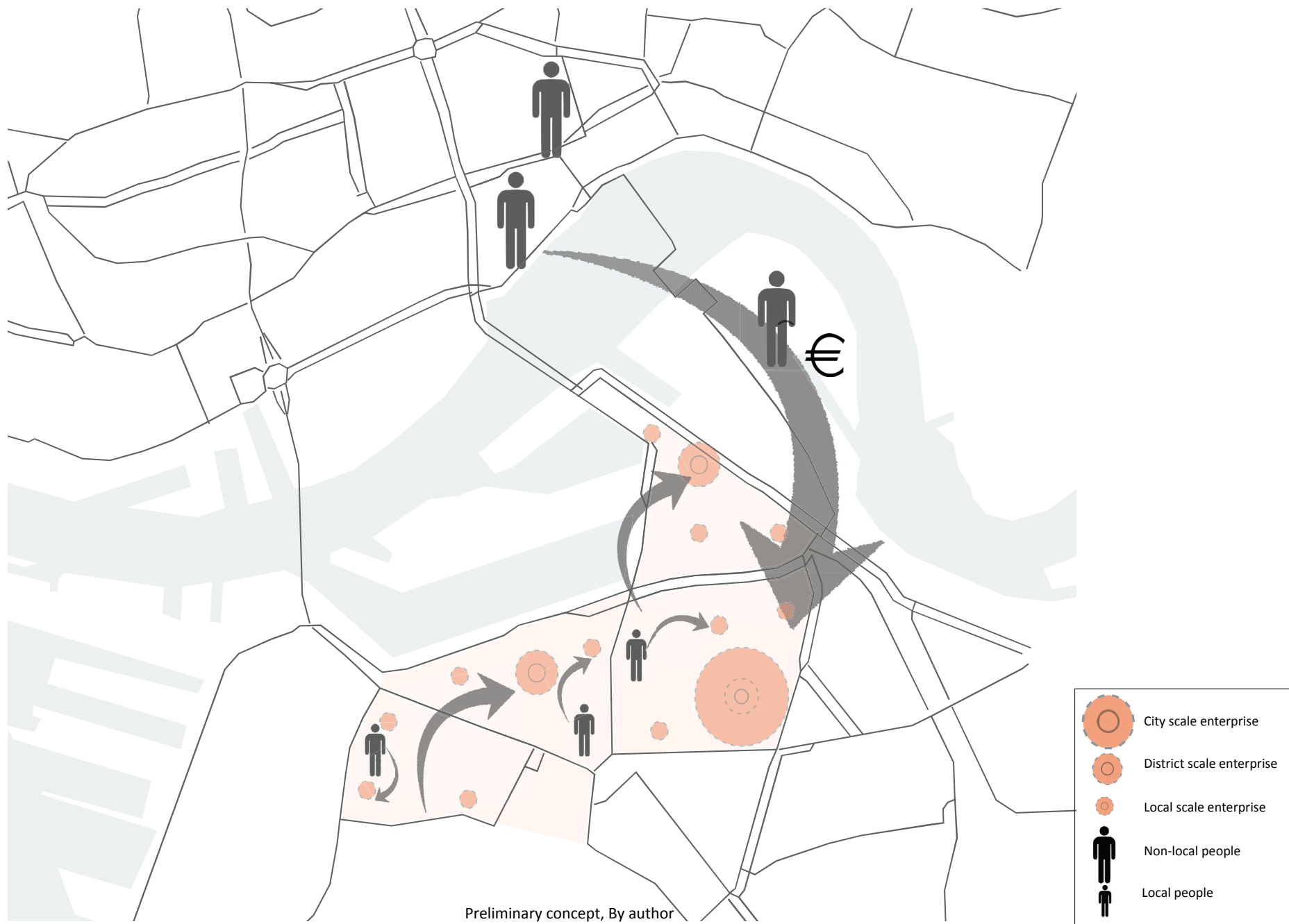


<http://www.inclusiveworks.eu>

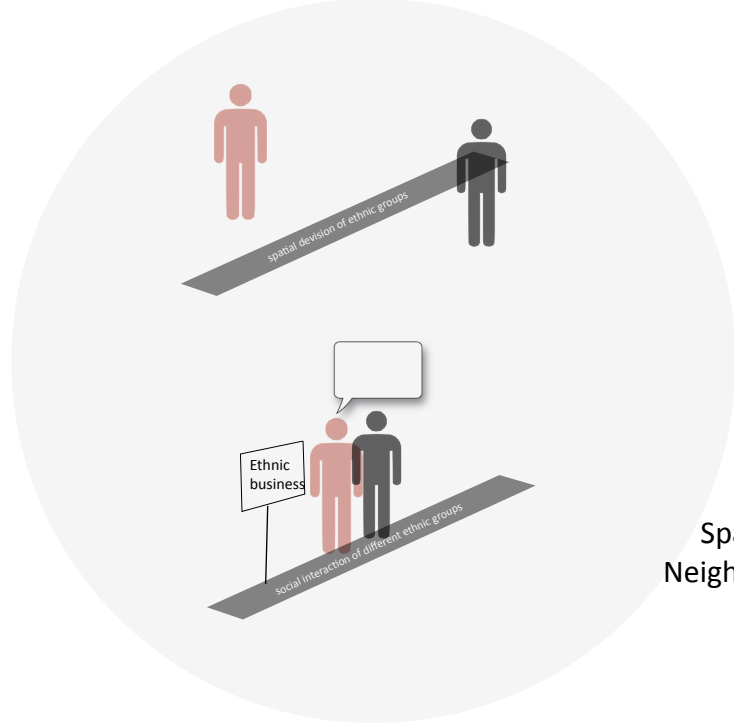


www.theguardian.com

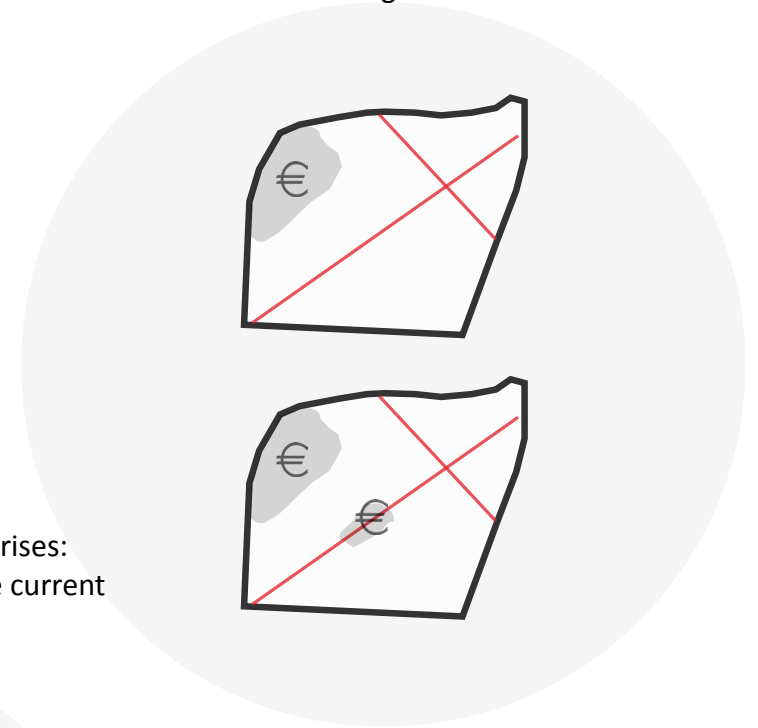
Adding Ethnic and Social businesses in different types and scales of performances



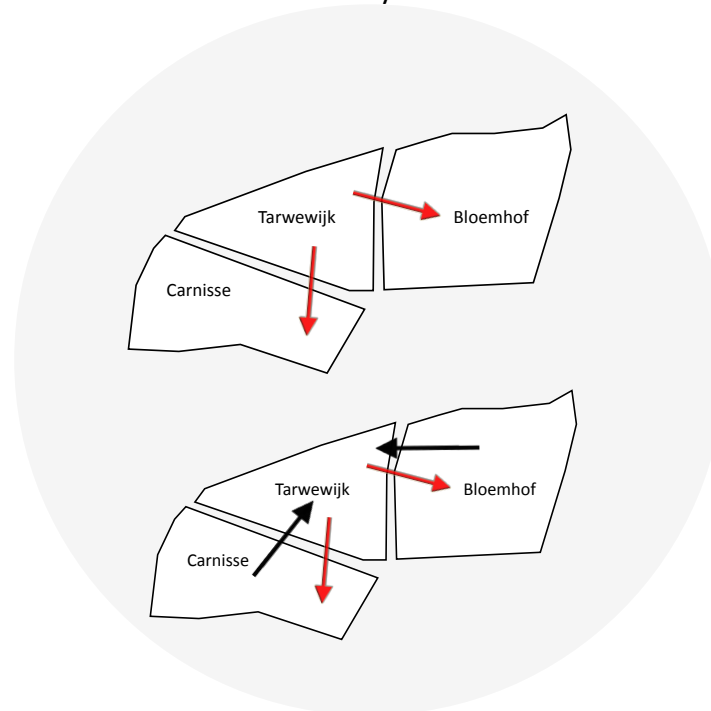
Spatial location for ethnic enterprises:
Streets/areas which are social dividers



Enterprise as a tool for increasing the publicness of
the most integrated streets

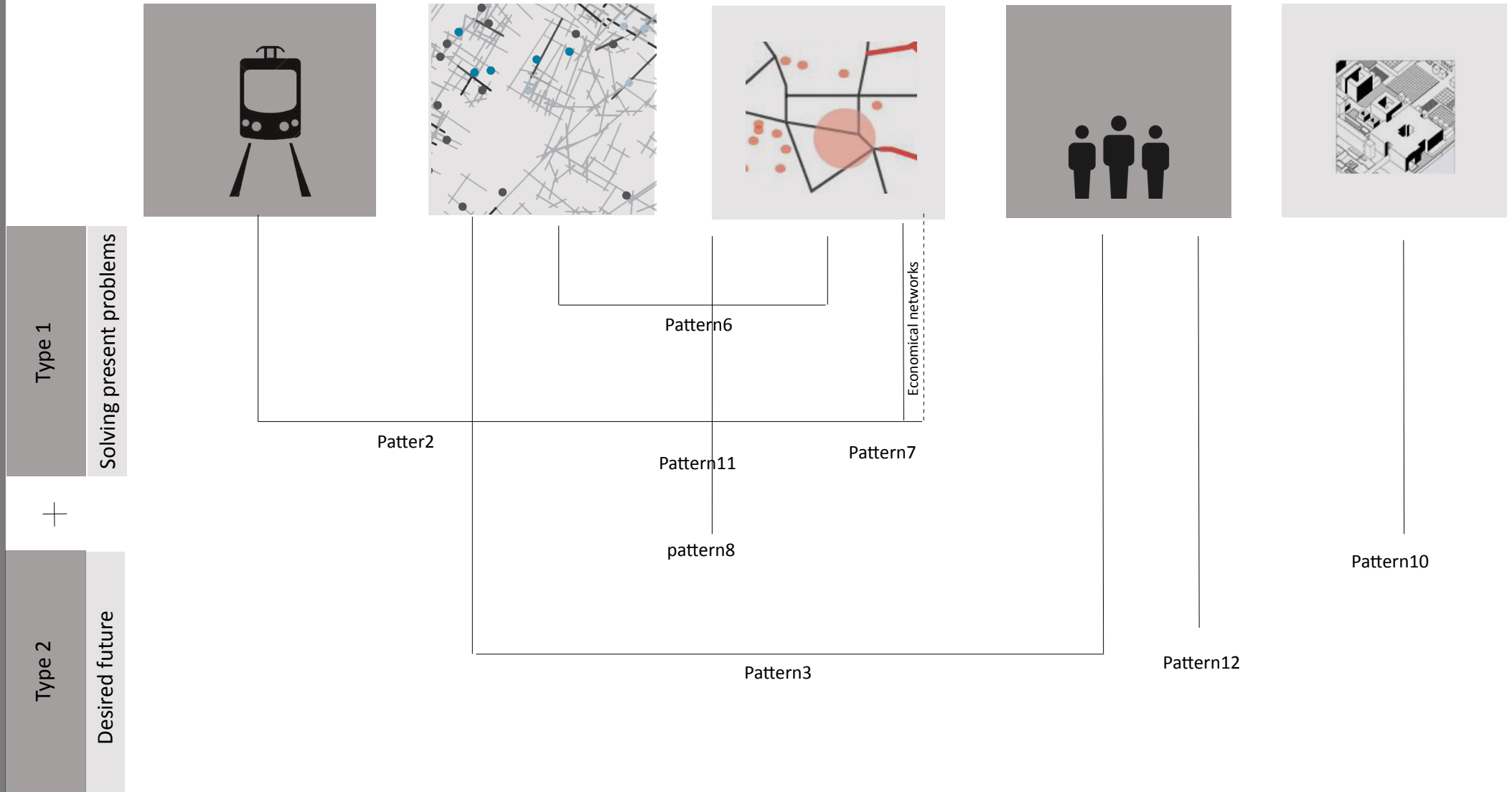


Spatial location for ethnic and social enterprises:
Neighborhoods which has a passive role in the current
economical system



Analysis Conclusion

Proposal strategic instruments\patterns



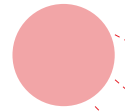
Patterns

Network of the proposal patterns

Planning

Design

Encouraging policies



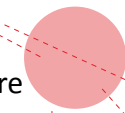
City scale attractor



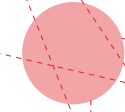
Economic- co-operation



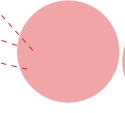
Local business cohesion



Multifunctional centre



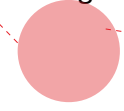
Ethnic economy



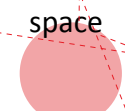
Space sharing



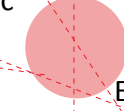
Productive neighborhood



Vital public space



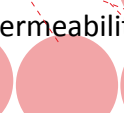
Productive space



Temporary economy



Economic cluster



Pedestrian friendly permeability



Working-living blocks



Macro Scale

Micro Scale

Network of the proposal patterns and their area of focus, inspired by van Dorst 2013, Adapted by Author

Patterns

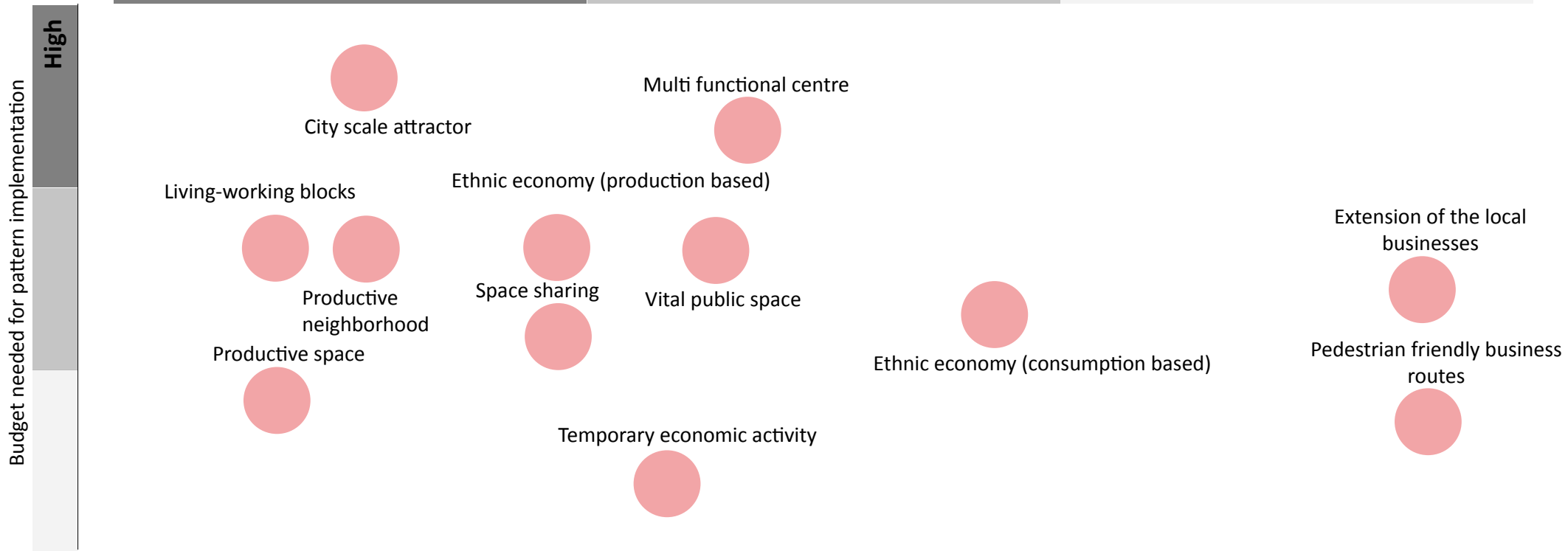
Priority of applying the proposal patterns

Increase the purchase power of the local people
(facilitates the empowerment process)

Depend on the purchase power of the local people

Higher priority

Lower priority



Patterns

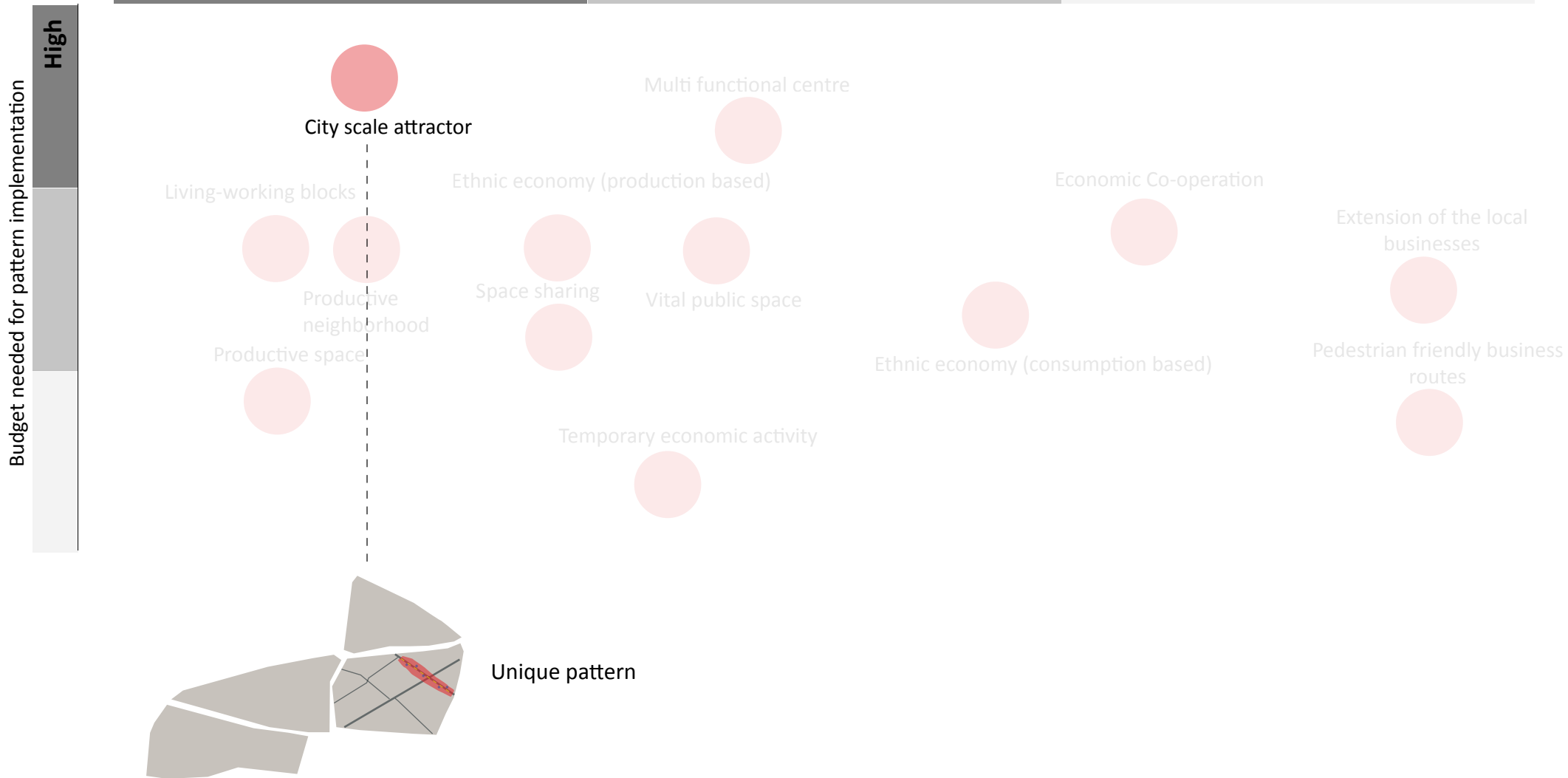
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Patterns

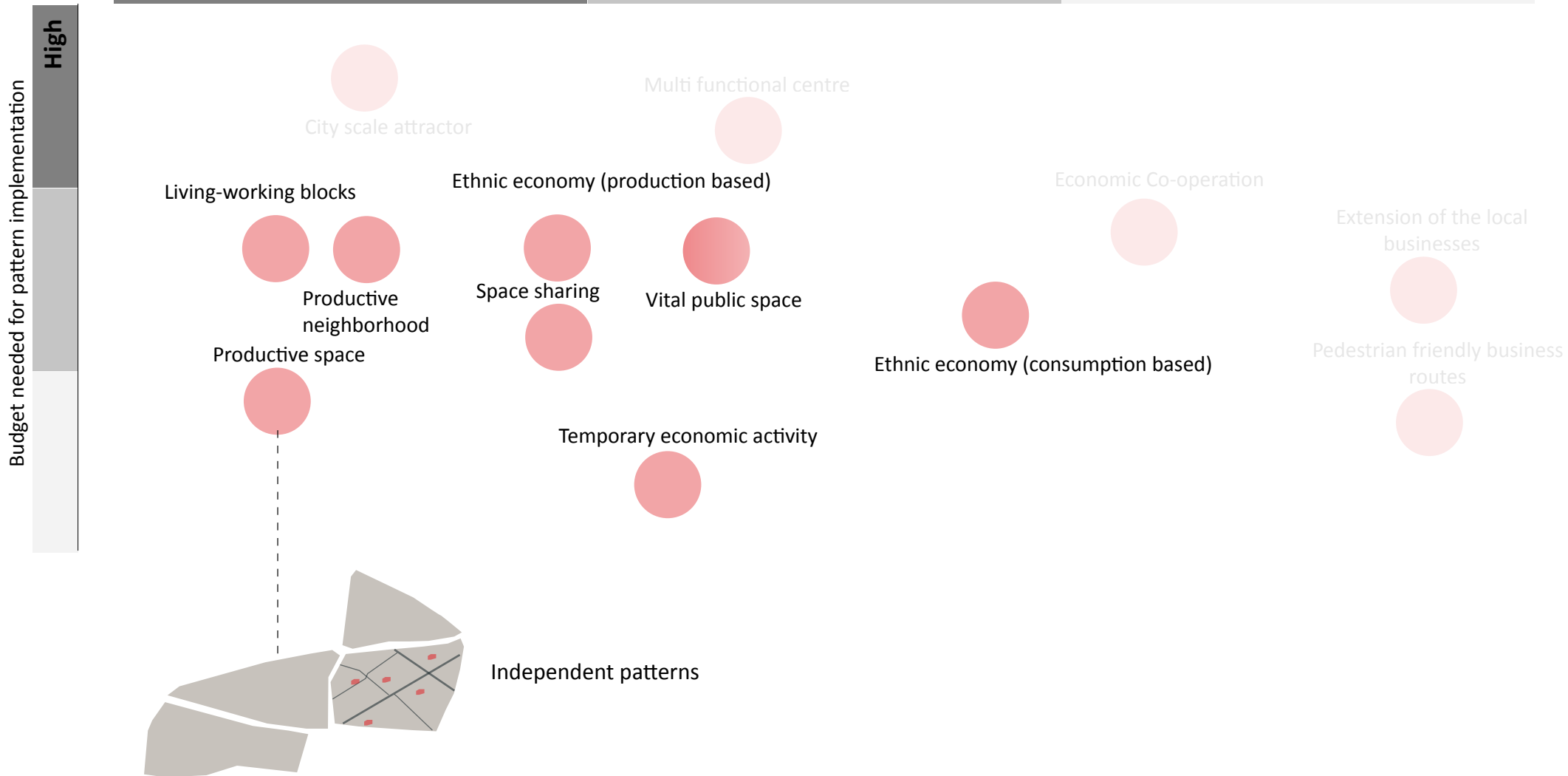
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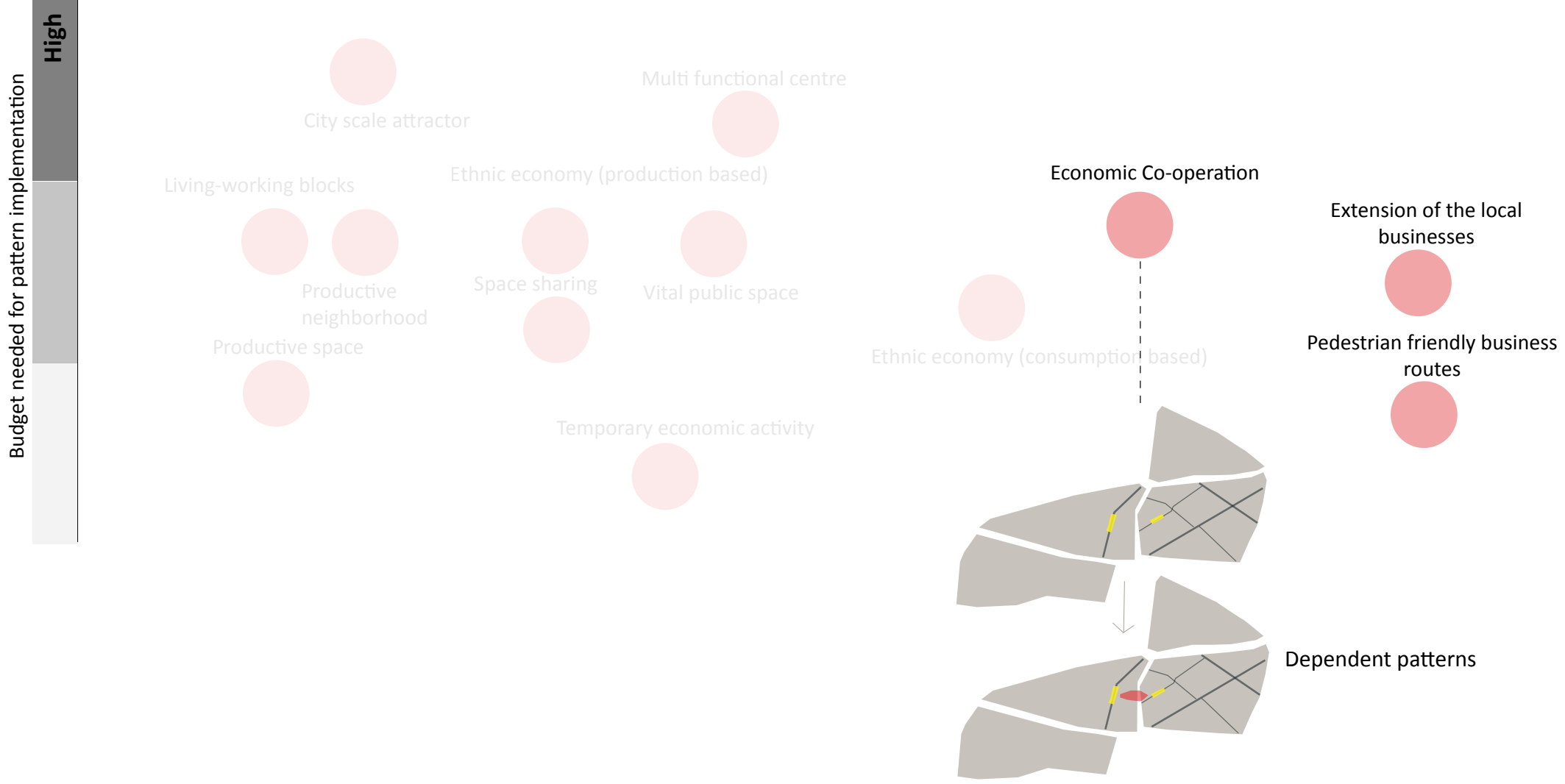
Patterns

Priority of applying the proposal patterns

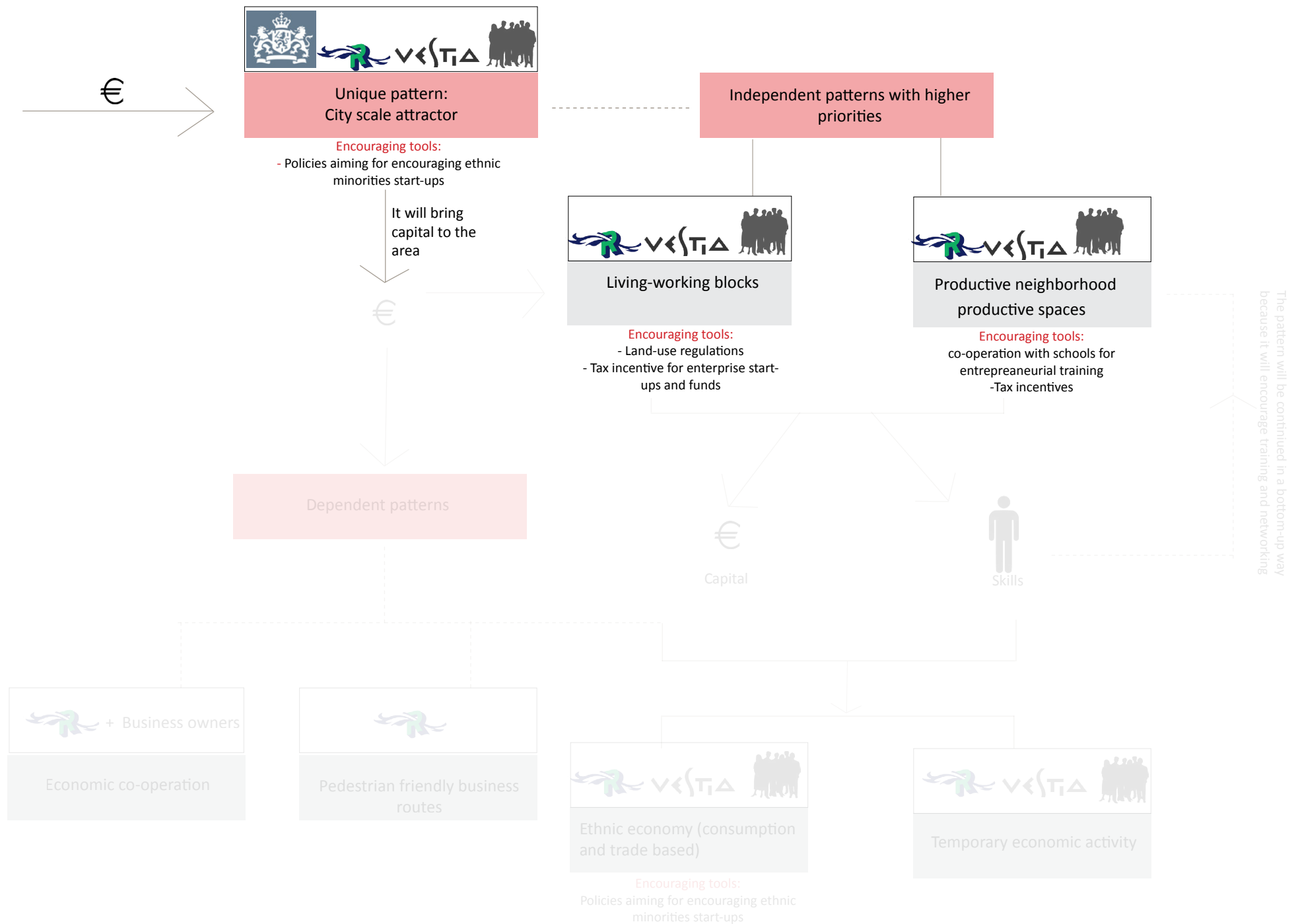
Increase the purchase power of the local people
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Depend on the purchase power of the local people

Higher priority Lower priority

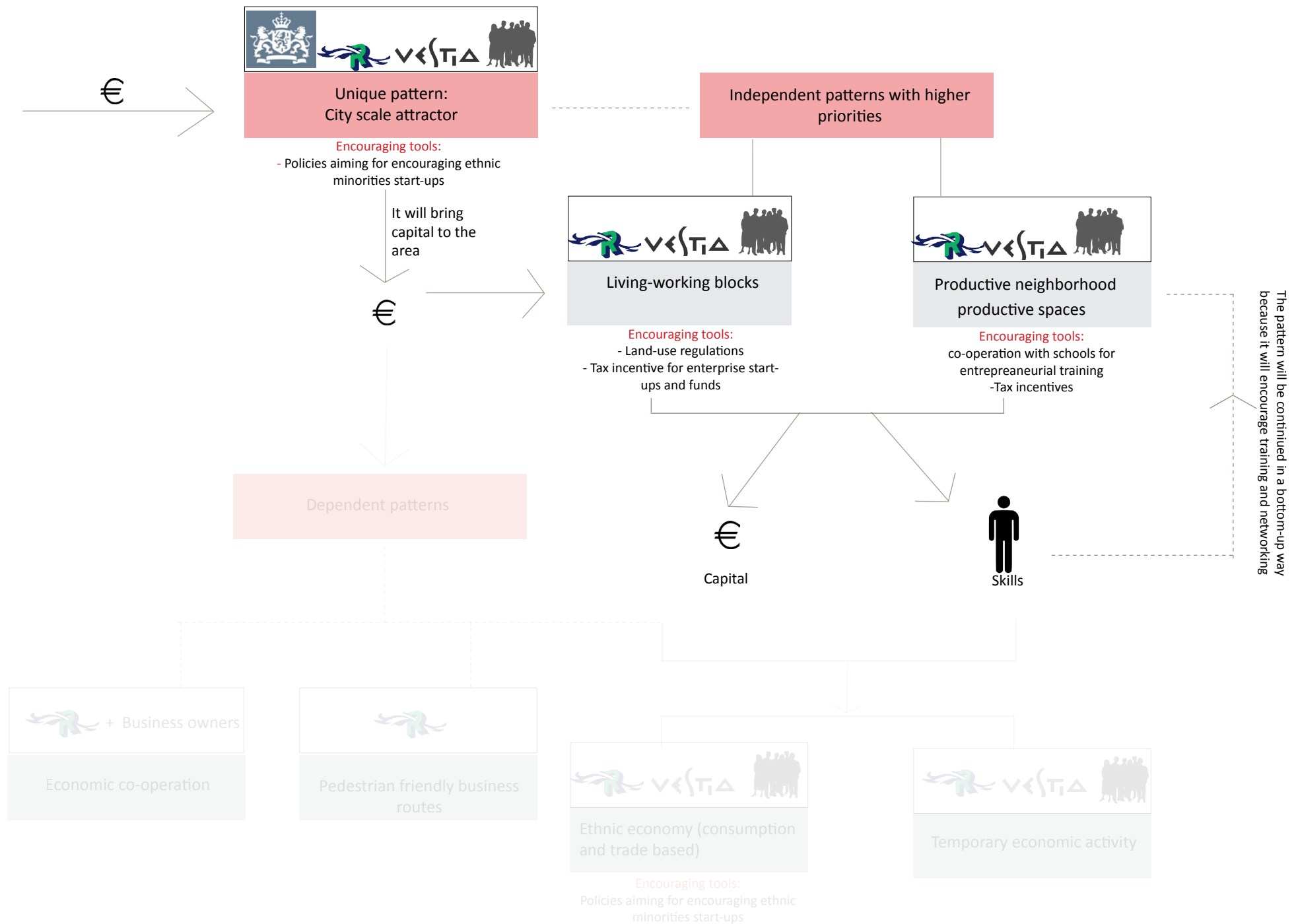


Stakeholders and encouraging tools



System of applying the patterns in relation to the stakeholders involved in each pattern and the proposal encouraging tools for fulfilling the patterns, By Author

Stakeholders and encouraging tools



System of applying the patterns in relation to the stakeholders involved in each pattern and the proposal encouraging tools for fulfilling the patterns, By Author

Strategy

First phase of the proposal strategy



www.inclusiveworks.eu



<http://issuu.com>



<http://www.globenotes.com>



<http://nashvillehomescoop.com/>

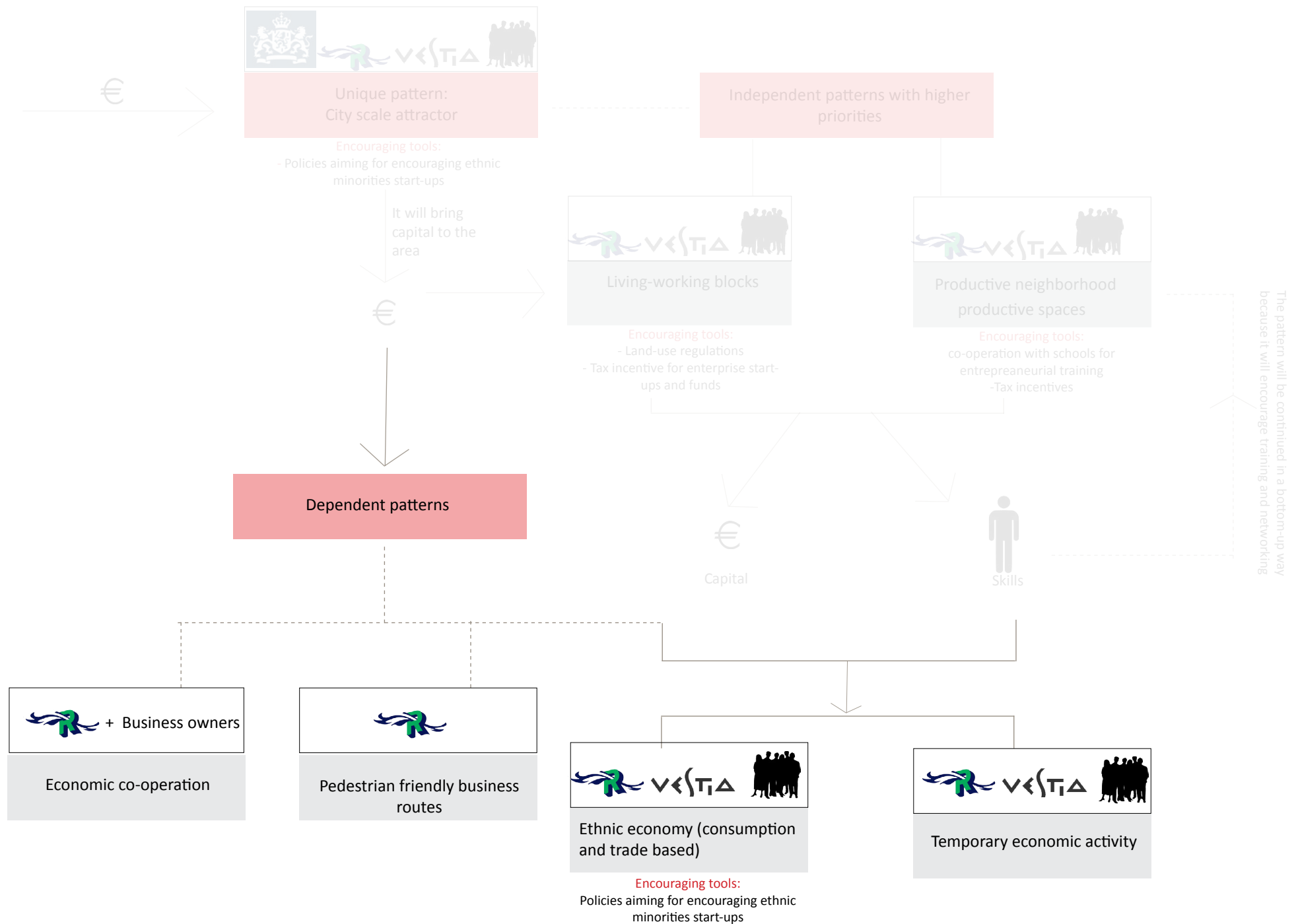


Legend of the patterns

- Temporary economic activity
- Living-working blocks
- Pedestrian friendly
- Public space integrate with local business
- Extension of the local businesses
- Economic co-operation
- Productive space
- Ethnic economy
- City scale attractor

First phase of the strategy, implementing the proposal patterns, By author

Stakeholders and encouraging tools

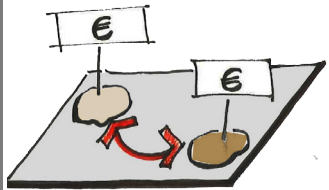


System of applying the patterns in relation to the stakeholders involved in each pattern and the proposal encouraging tools for fulfilling the patterns, By Author

Second phase of the proposal strategy



<http://nashvillehomescoop.com/>



By author



<http://nashvillehomescoop.com/>



<http://hubrunner.com/>

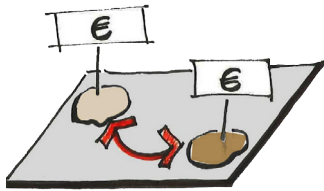


Legend of the patterns

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Second phase of the strategy, implementing the proposal patterns, By author

Third phase of the proposal strategy



Ethnic Economy

Social Economy

Multi- functional centre

Living-working blocks

Pedestrian friendly

Productive spaces

Local business extention

Temporary Economy

Economic co-operation



Legend of the patterns

-  Temporary economic activity
-  Living-working blocks
-  Pedestrian friendly
-  Public space integrate with local business
-  Extension of the local businesses
-  Economic co-operation
-  Productive space
-  Ethnic economy
-  City scale attractor

Third phase of the strategy, implementing the proposal patterns, By author

Empowerment type 1

Promote the socio-economic status of the community



Empowerment type 2

Peoples participation



<http://www.westcountryrivers.co.uk/>



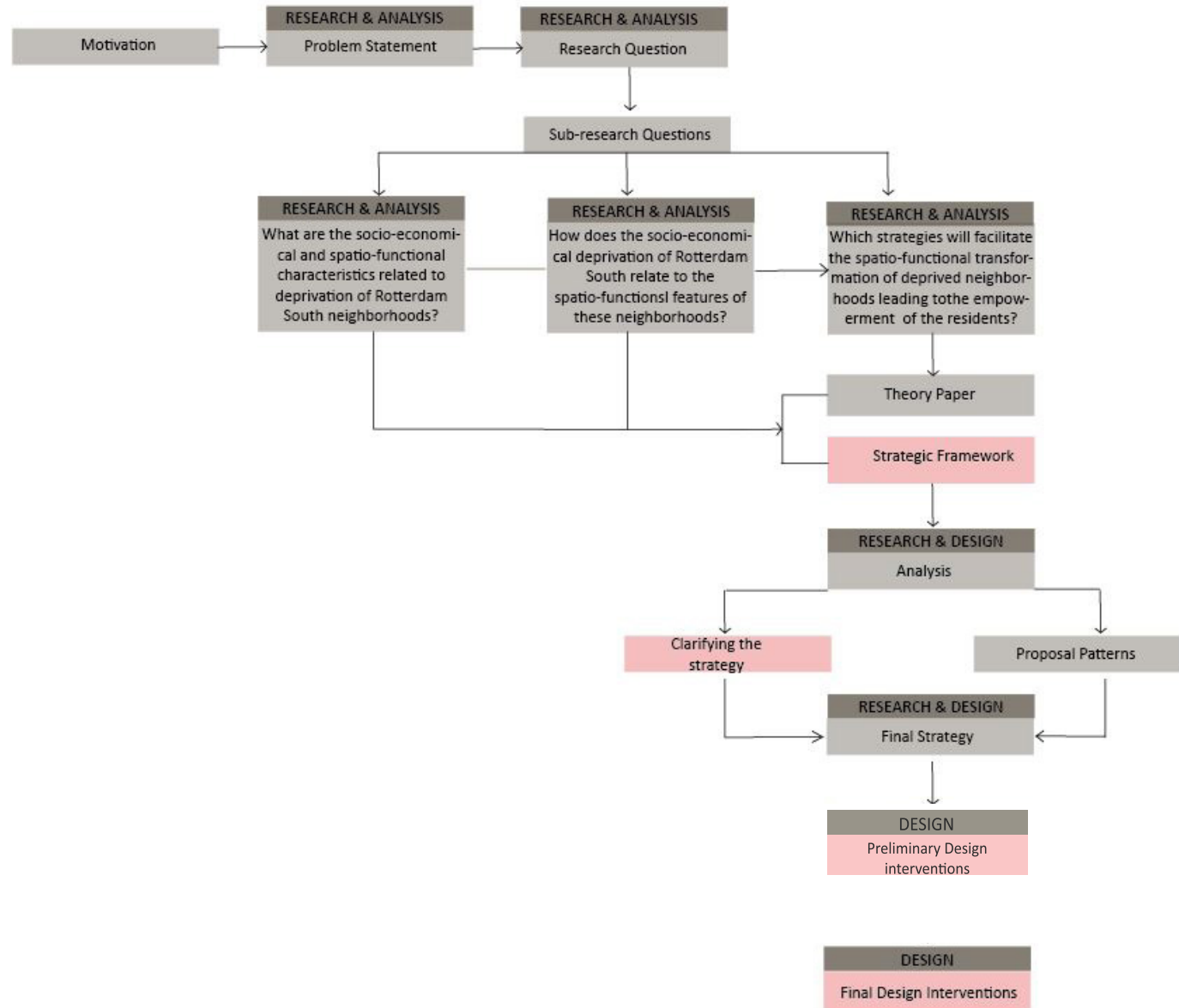
<http://www.idrc.ca>

Empowerment type 1

Peoples participation

Empowerment type 2

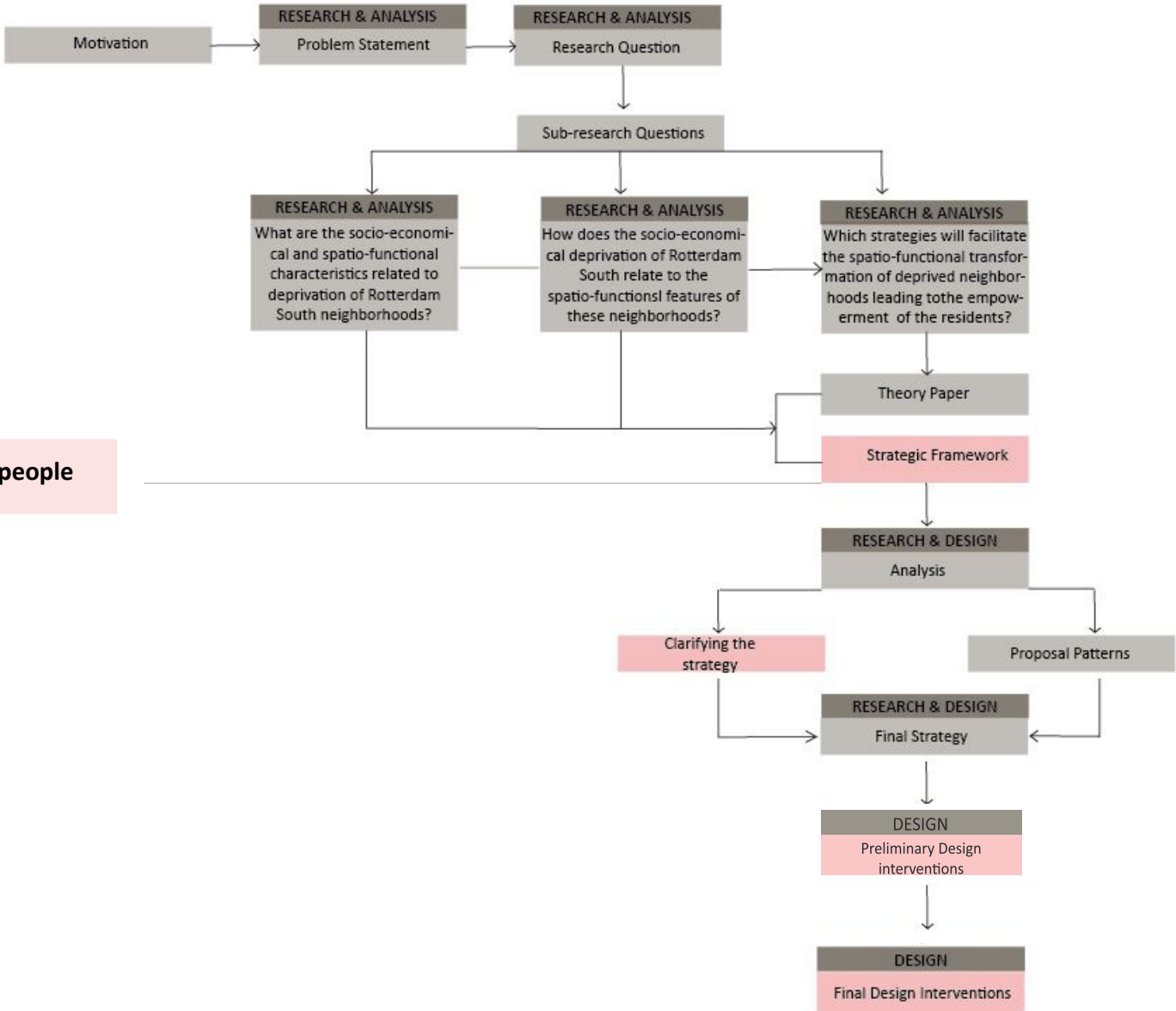
Promote the socio-economic status of the community



Empowerment type 1
Peoples participation

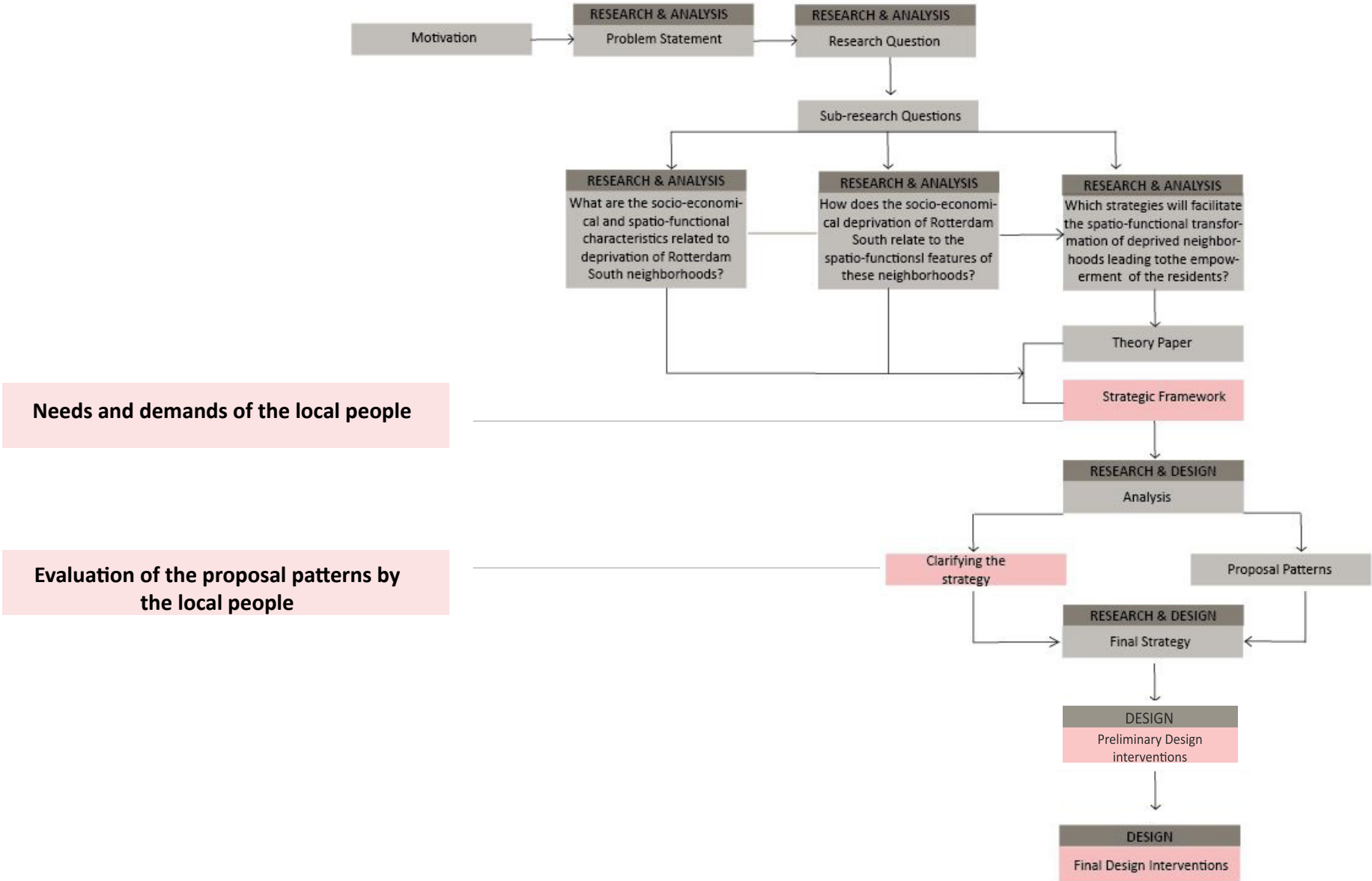
Empowerment type 2
Promote the socio-economic status of the community

Needs and demands of the local people



Empowerment type 1
Peoples participation

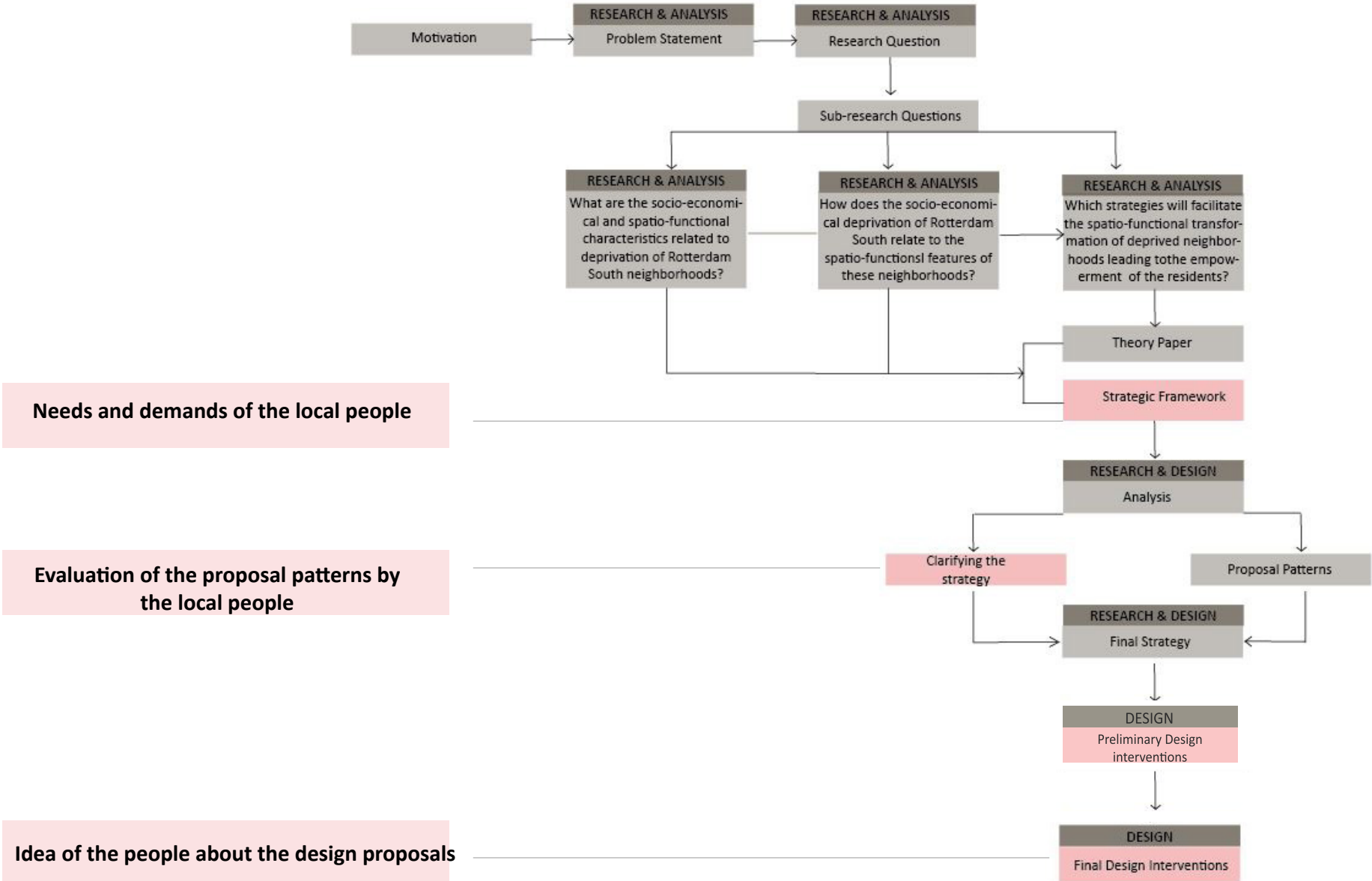
Empowerment type 2
Promote the socio-economic status of the community



Proposal tools for involving the participatory planning in different stages of the project, By Author

Empowerment type 1
Peoples participation

Empowerment type 2
Promote the socio-economic status of the community



Needs and demands of the local people

Evaluation of the proposal patterns by the local people

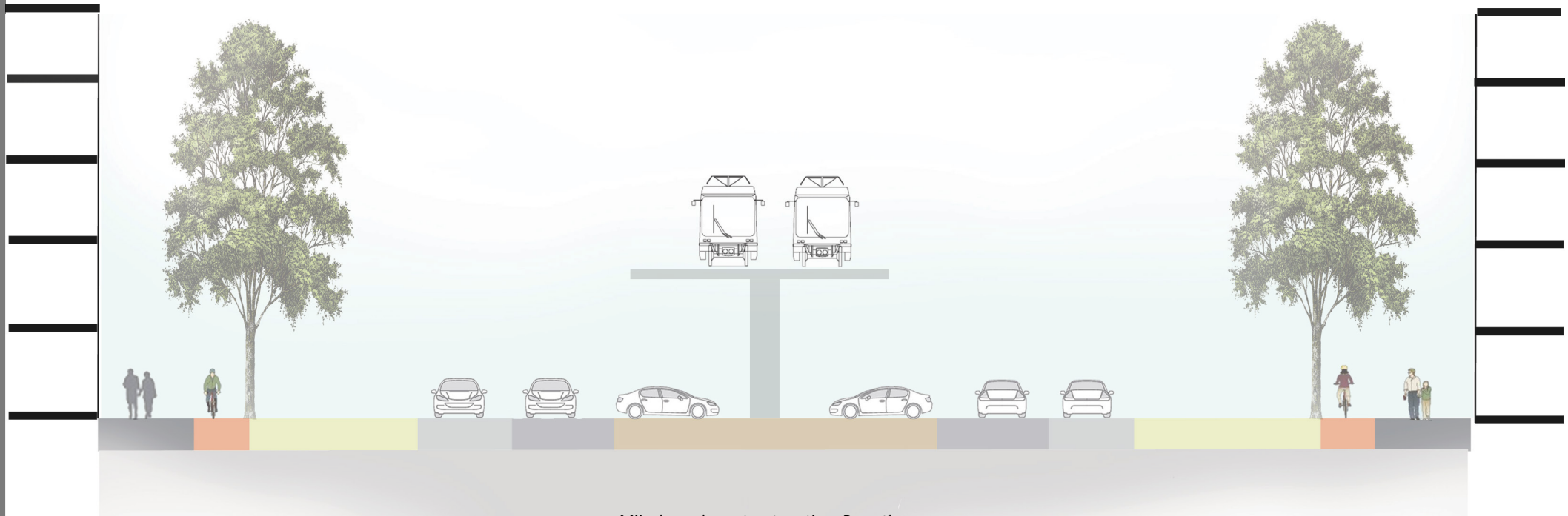
Idea of the people about the design proposals



Illustration by Author

Design- Mijnsherenlaan Street

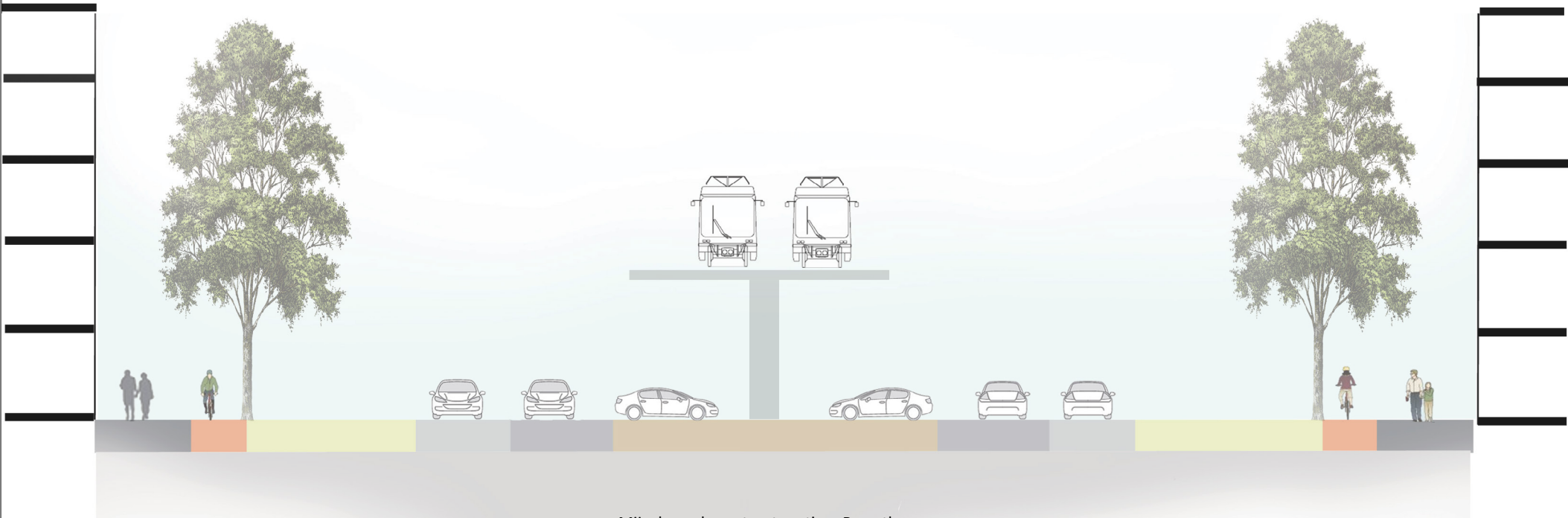
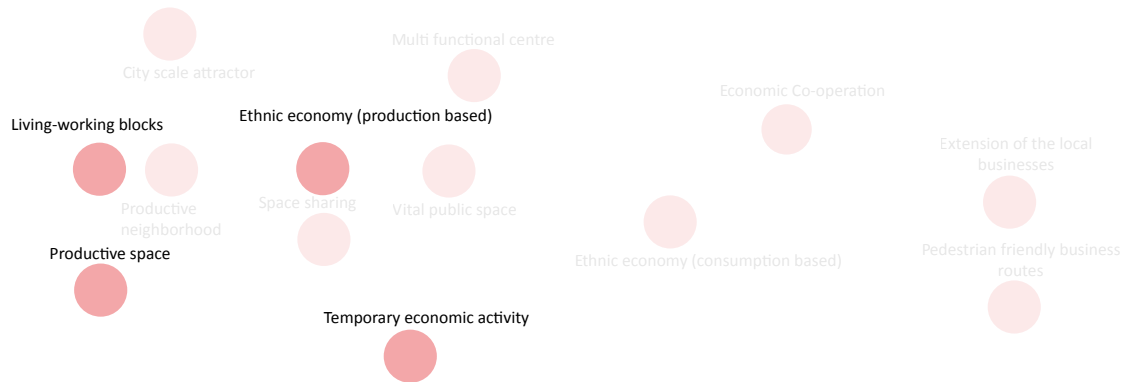
Current situation of Mijnsheerenlaan Street



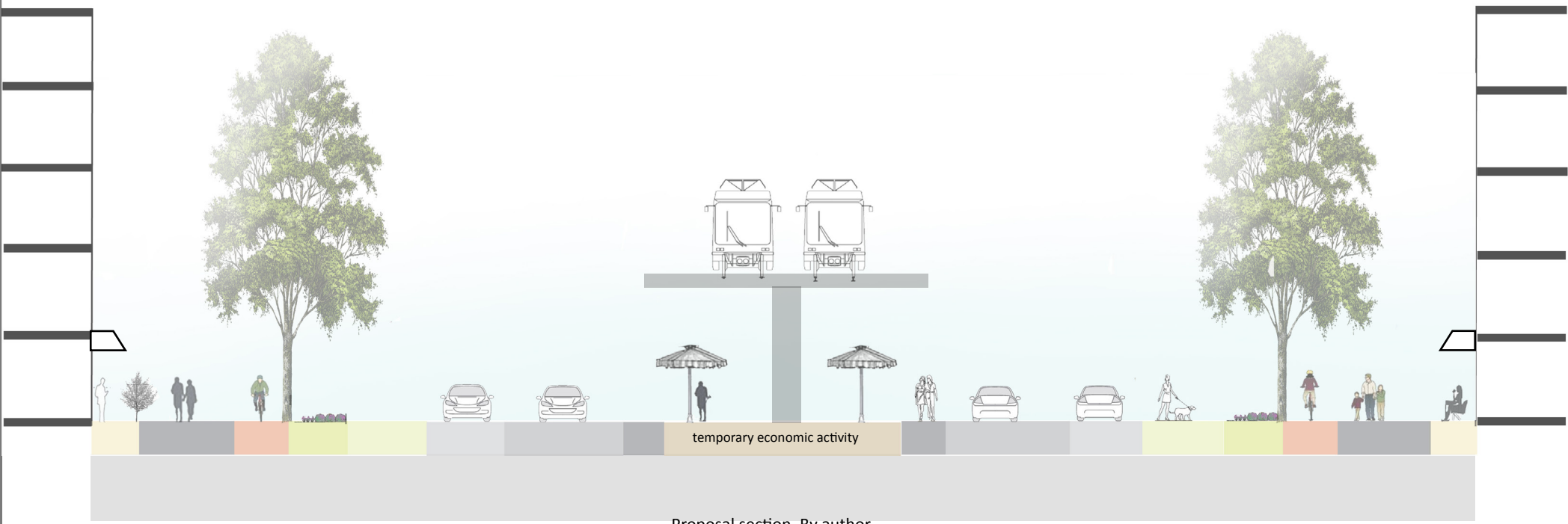
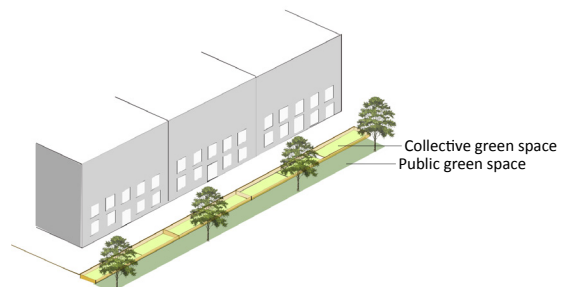
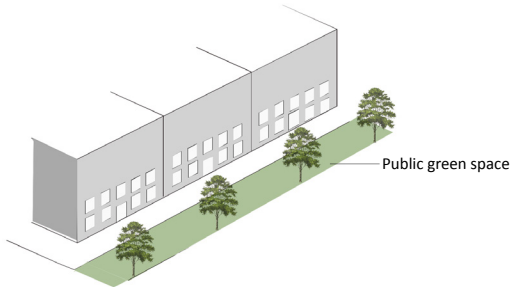
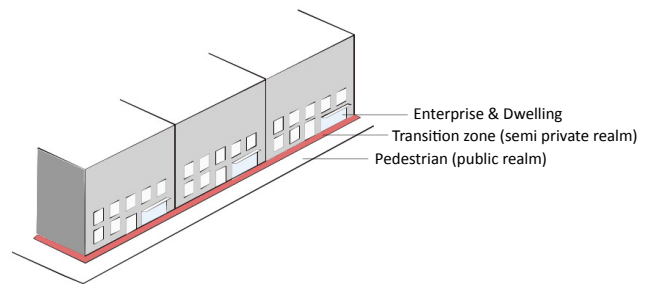
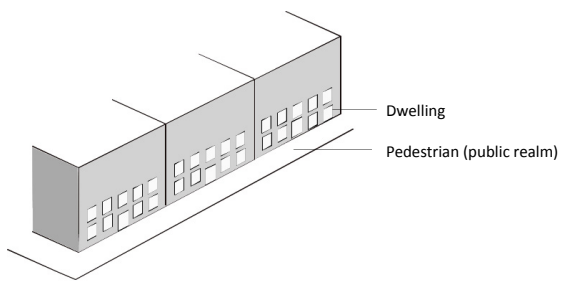
Mijnsheerenlaan street section, By author

High

High

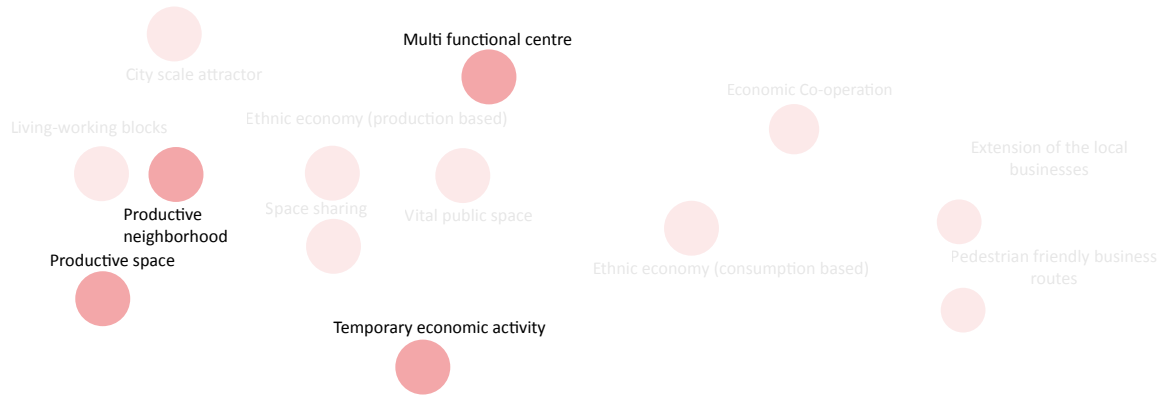


Mijnsherenlaan street section, By author

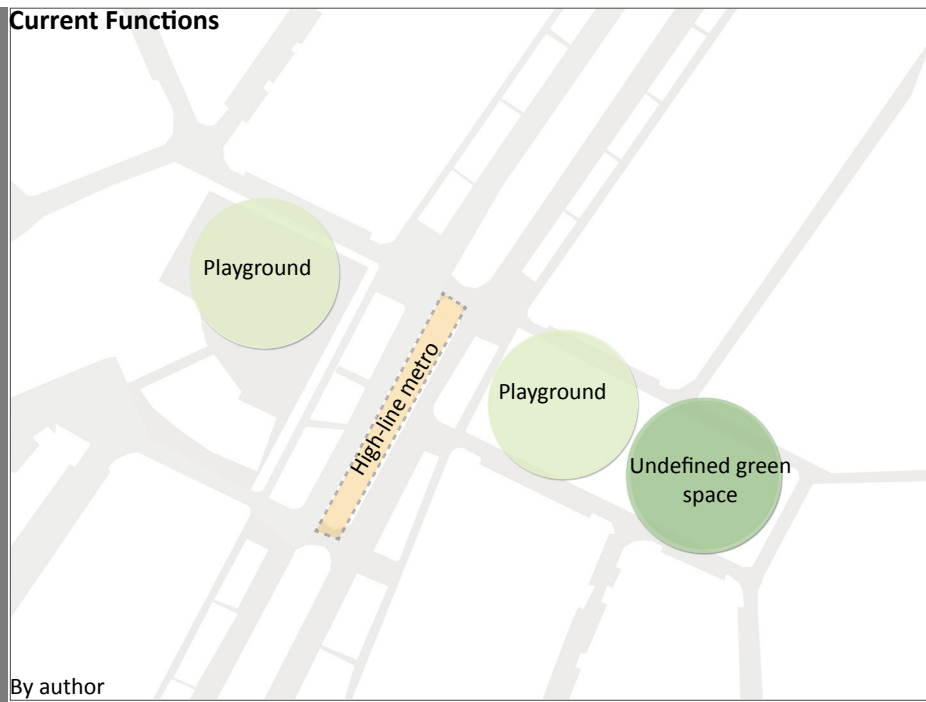


Proposal section, By author

High

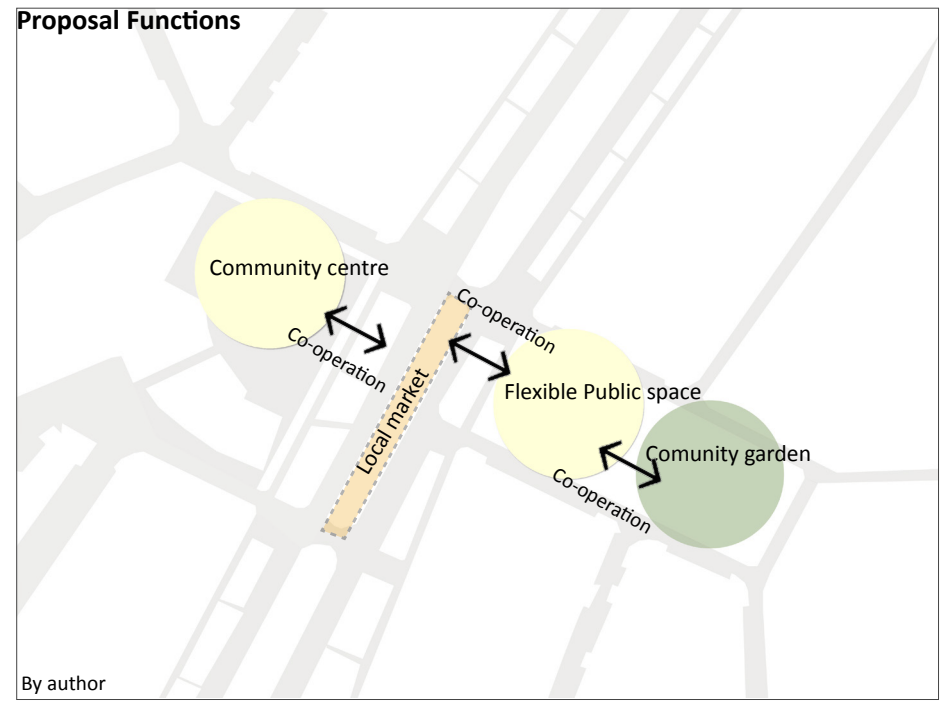


Current Functions



By author

Proposal Functions



By author





Current situation of the designed space, Googlemaps



Pattern: Productive Space



top-down intervention



bottom-up intervention



Pattern: Public space facilitator of socio-economic activity



Current situation of the designed space which is a playground, By author

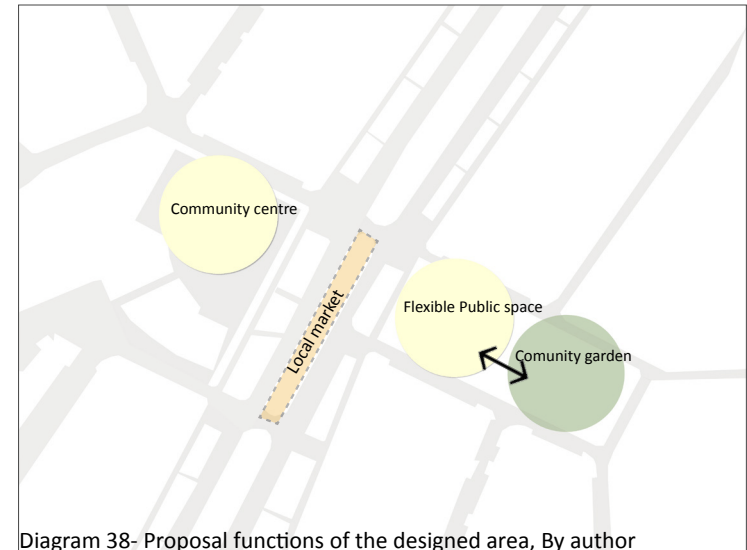
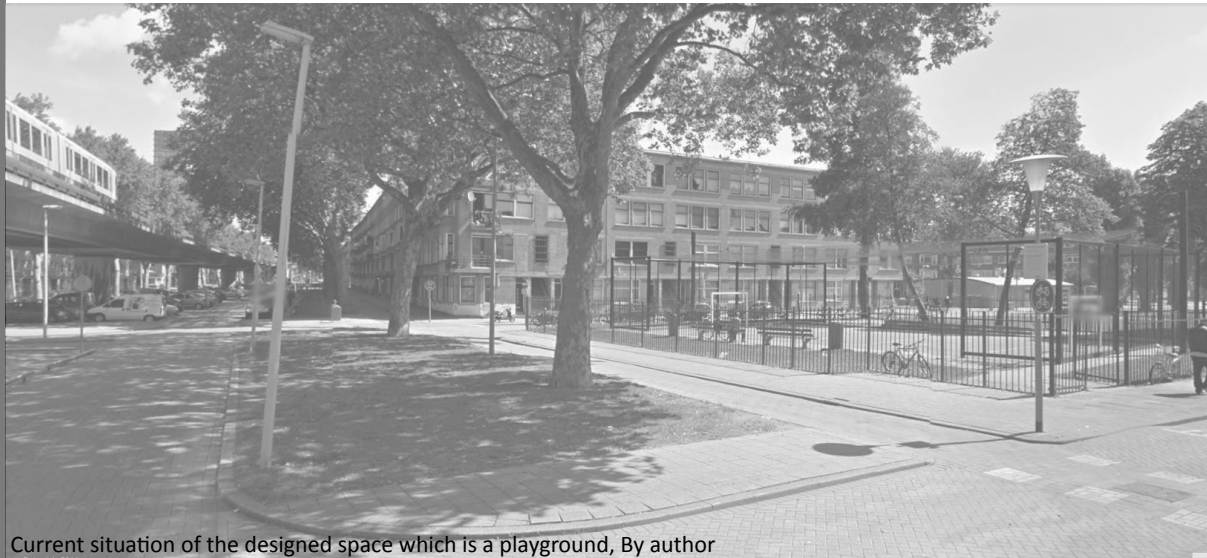


Diagram 38- Proposal functions of the designed area, By author



Proposal design, By author

Pattern: Public space facilitator of socio-economic activity



Current situation of the designed space which is a playground, By author

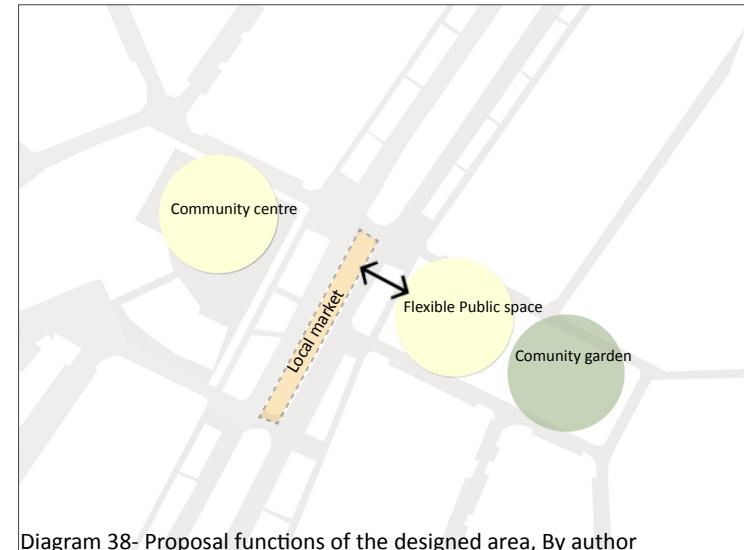
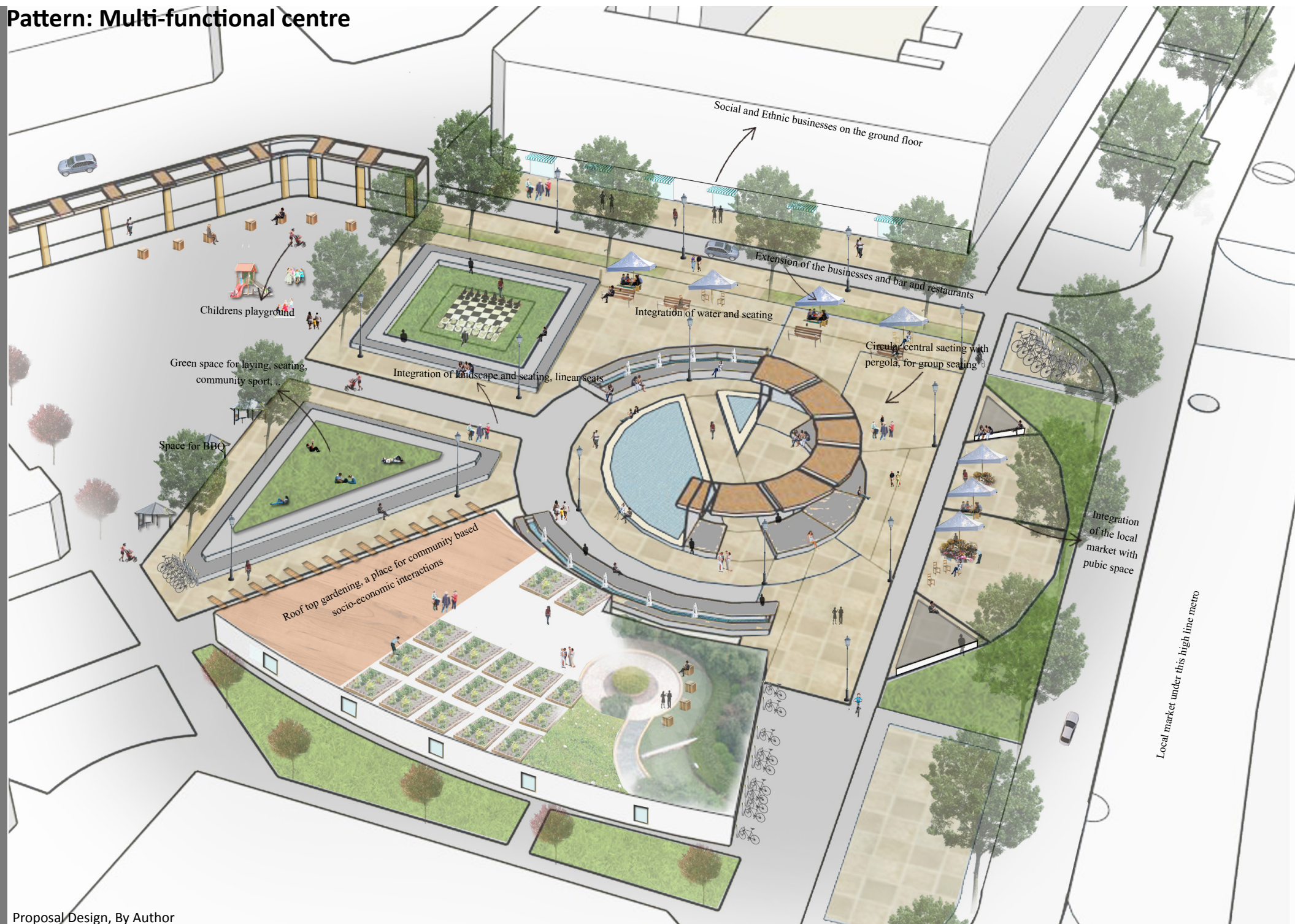


Diagram 38- Proposal functions of the designed area, By author

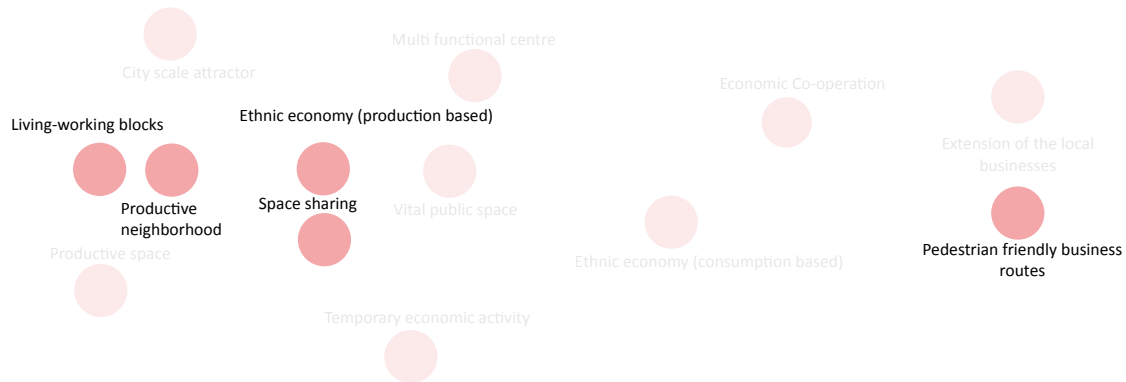


Proposal design, By author

Pattern: Multi-functional centre



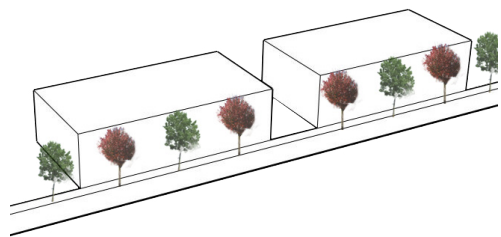
High



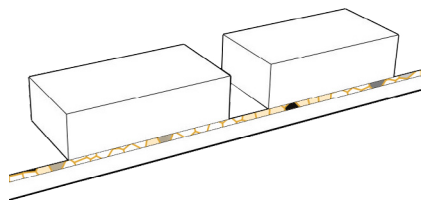


Design- Heinenoordstraat

Pattern: Economic co-operation



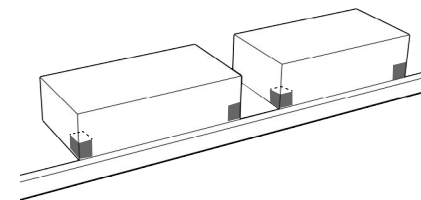
continuity by specific green



continuity by pavement



widening the pedestrian route



corner shops with community-based functions





Social Enterprise



Production of the community gardens of the neighborhood



Design Evaluation

Criteria 1: Facilitating variety of socio-economic activities

Before



Googlemaps.com



Googlemaps.com



By Author

After



By Author



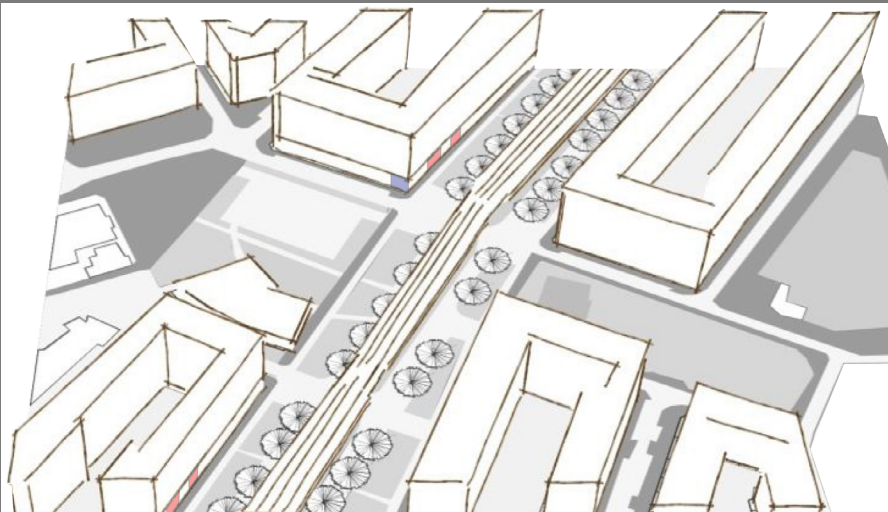
By Author



By Author

Criteria 1: Facilitating variety of socio-economic activities

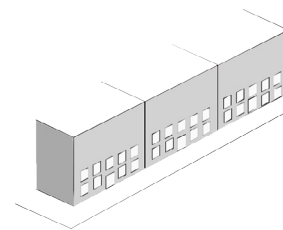
Before



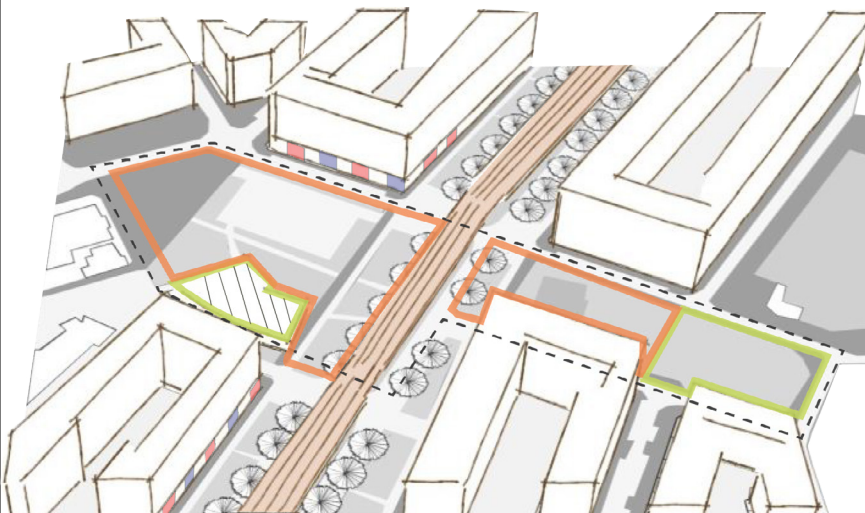
- Local Business
- Ethnic business

Locations of socio-economic activities in relation to type of them before the design, By Author

Socio-Economic activities take place in the...

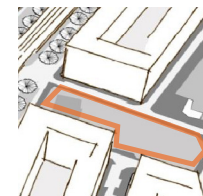
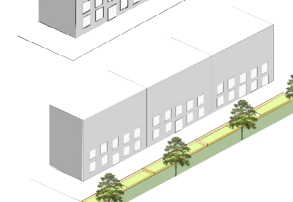
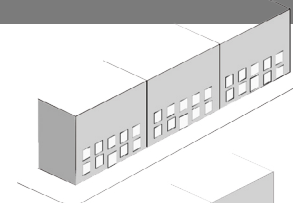


After



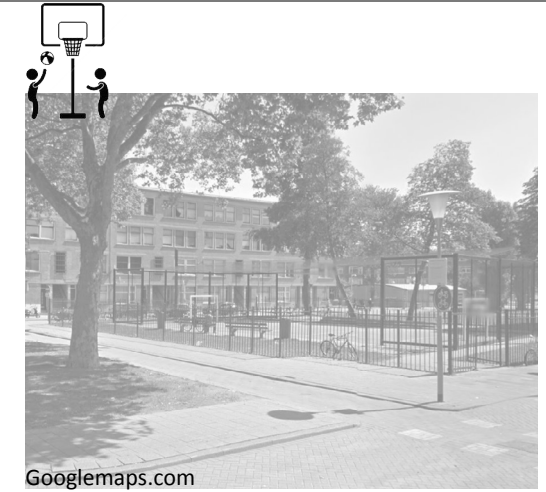
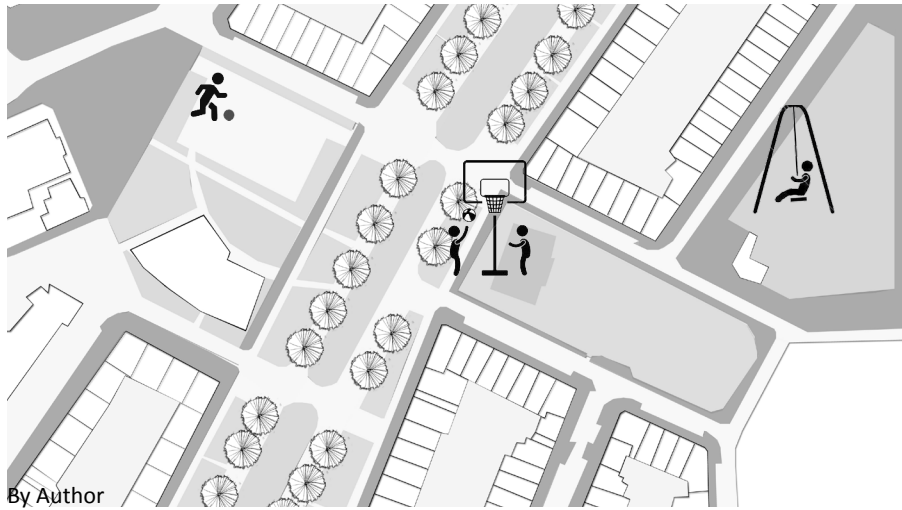
- Local Business
- Ethnic business
- Temporary socio-economic activity
- Socio-economic activities in public space
- Community gardening
- Roof gardening
- Community centre

Locations of socio-economic activities in relation to type of them after the design, By Author

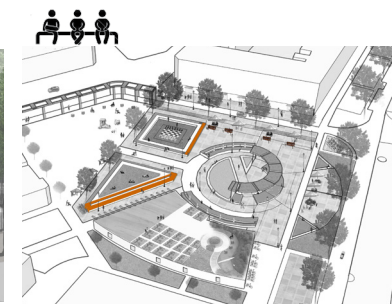
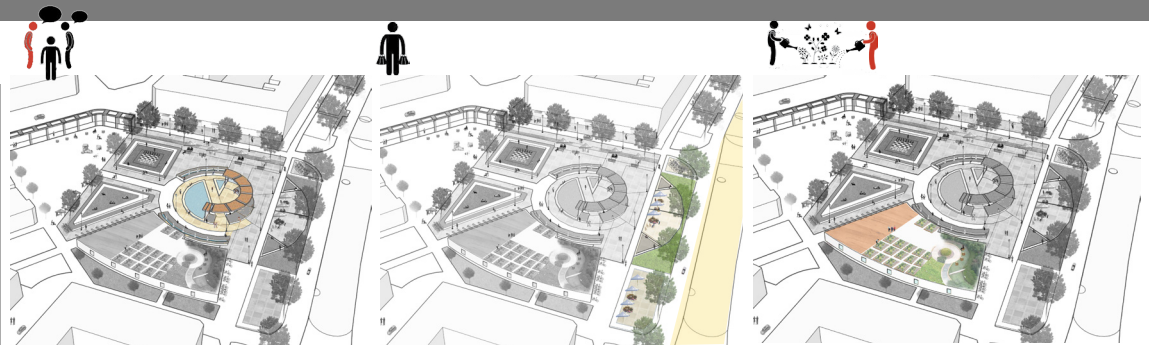


Criteria 2: Facilitating socio-economic activities for variety of user groups

Before



After



All the diagrams illustrated By Author

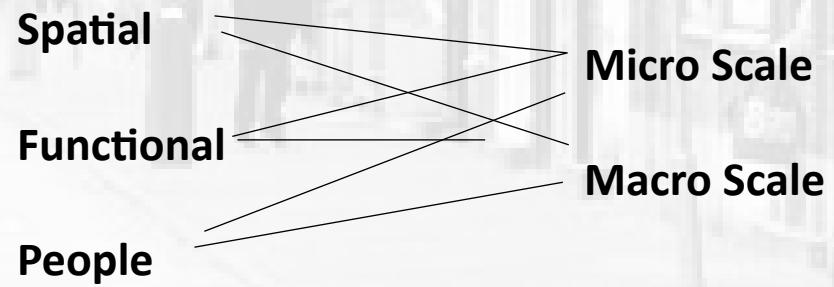
Conclusion and Recommendations


Not a Problem but an Opportunity...

Social context of the Dutch deprived neighborhoods (Immigrants concentration) provides a socio- economical opportunity for activating these neighborhoods: Ethnic businesses



Multi-Layer and Multi-scale approach is necessary for fulfilling the socio-economic empowerment:



A faded, grayscale photograph of a city street. The street is lined with multi-story brick buildings. On the right, a person is walking away from the camera, carrying a large, light-colored bag or bundle. The street has a sidewalk and a road. The overall image is very light and lacks detail due to fading.

Tackling the problems of the deprived neighborhoods needs close co-operation between different sectors public sector, municipality, housing association, local people and even the NGOs.



Thank You!