



Socio-Economic and Spatial Re-organization of Albert Cuypmarkt

Integration of Low Income Groups into Wealth-Generating Urban Structures

Pinar Balat



Introduction

Conflict of Income in Urban Space
Guiding Principles of Action
Area of Intervention

Introduction



[NETWORK]

[MORPHOLOGY]

RE-FIGURING
AMSTERDAM

IMMIGRATION



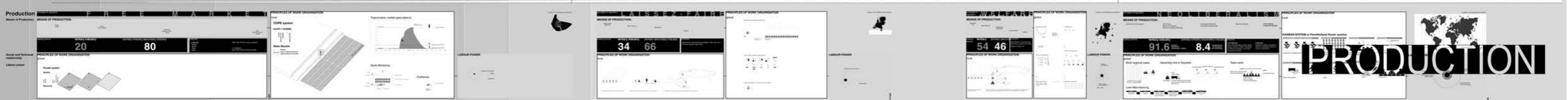
URBAN RESEARCH
HISTORY CONTEXT

[PUBLIC SPACE]

[SOCIO-TYPOLOGY]

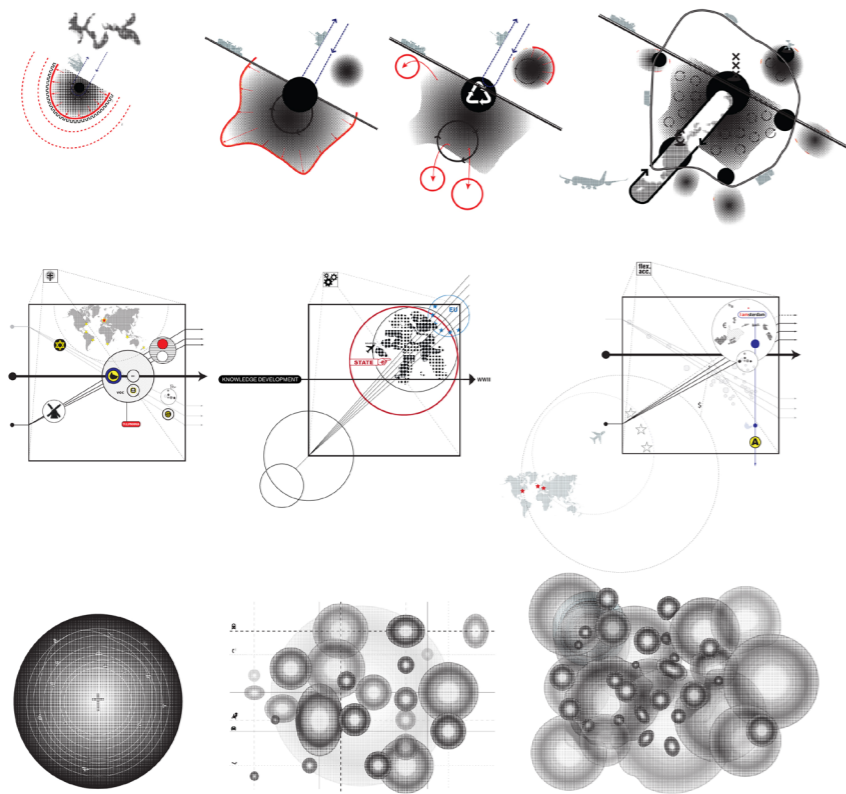


LABOUR



PRODUCTION

Introduction



Three integrated urban development models based on the previous study of the city



Based on the polycentric model of urban development, three distinctive patterns are evident, which divides the city into three major areas

Division into three sub-groups, addressing independent urban strategies according to the characteristics of each local condition

NOORD

CENTRUM

ZUID

Introduction Conflict of Income in Urban Space

*“The **normal workings of everyday urban life** generates unequal power relations, which in turn manifest themselves in inequitable and **unjust distributions of social resources** across the space of the city.”*

Henri Lefebvre



Low-income groups are **excluded** from **privileged urban locations** and from **wealth generating urban structures**.

Their **access to urban resources** are **limited**.

They **rarely benefit** from **important social and economic investments**.



Introduction Guiding Principles of Action

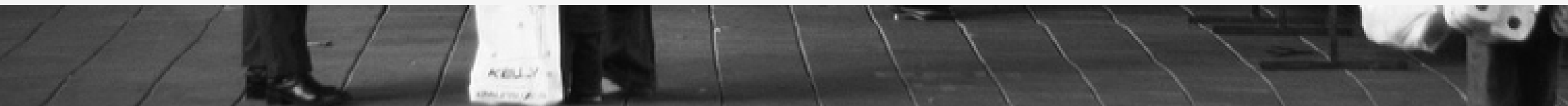
*“The right to the city includes participating justly in the processes of production of space, **having access to the privileged urban locations**, where economic and social advantages are concentrated, having democratic control over the distribution of resources and services, and **avoiding all forms of spatial segregation.**”*

Henri Lefebvre



Inclusion of low-income groups into wealth generating economic structures, in order to provide low-income groups the **opportunity to generate more income.**

Accessibility and proximity of low-income groups to **socio-economically advantaged locations** and **urban resources** of the city, which are currently dominated by middle to high income groups.



Introduction Area of Intervention



Amsterdam **Albert Cuypmarkt**

Introduction Area of Intervention

De Pijp is located at the edge of Amsterdam's historical core dominated by the economy of tourism. *Oude Pijp* is receiving investments to become an extension to Amsterdam's historical center.



Introduction Area of Intervention

Area of intervention is the **Albert Cuypstraat** that holds the **Albert Cuypmarkt**. Intervention would have an inevitable affect on proximate surroundings including Ferdinand Bolstraat, Gerard Douplein, and Sarphatipark.



Introduction Area of Intervention



Introduction Area of Intervention: *Why Oude Pijp?*

The **land value** and **inhabitant profile** of Oude Pijp is undergoing change due to:
Introduction of the **Noord-Zuid Metrolijn** in Oude Pijp,
Future investments to make Oude Pijp function as **part of Amsterdam's city center**.



Oude Pijp becoming a part of Amsterdam's commercial and cultural center.
De Hoog, Maurits and Vermeulen, Rick. *New Rhythms of the City: Moulding the Metropolis in Amsterdam* (Bussum: THOTH Publishers, 2009),

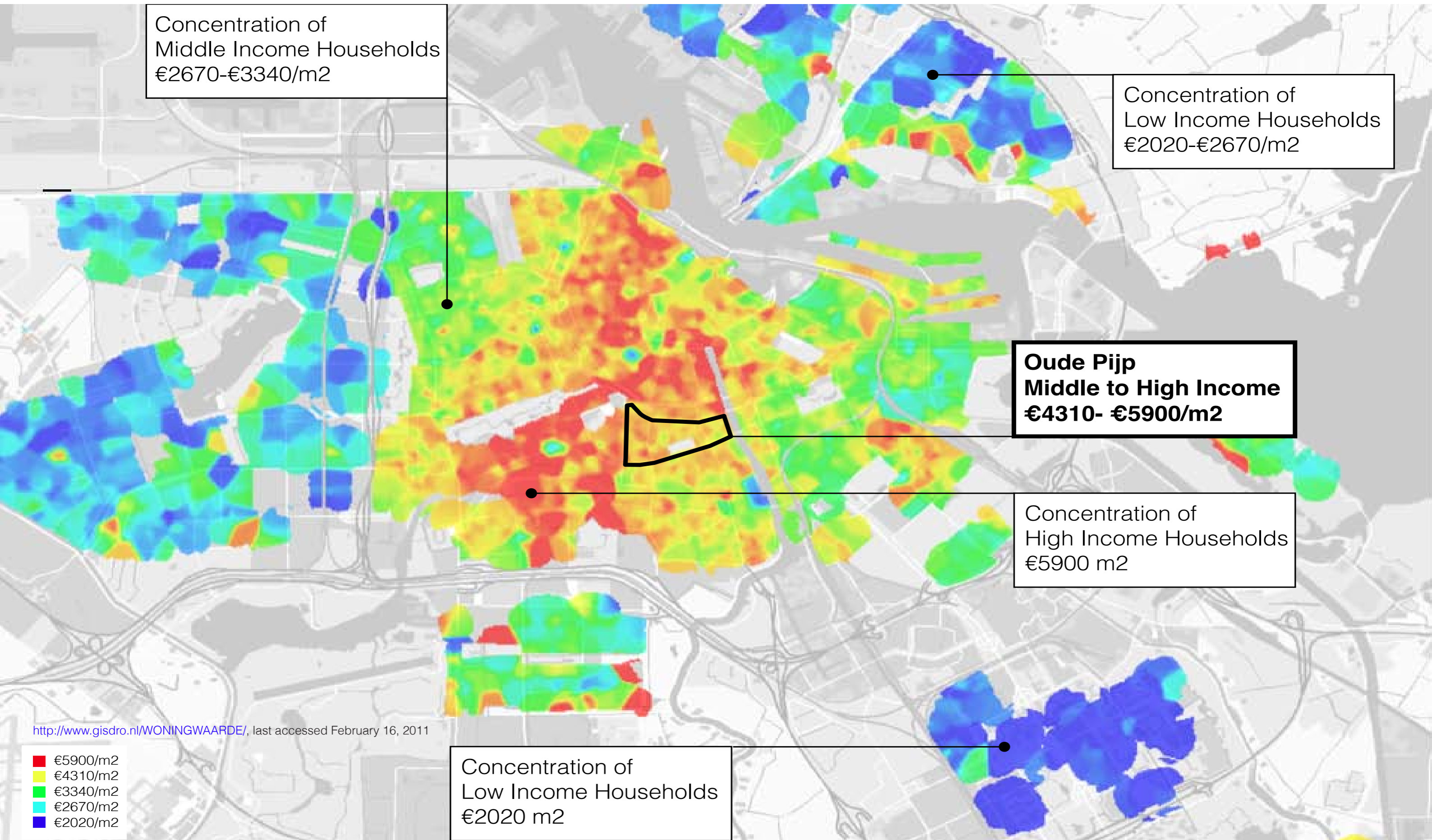


Introduction of Noord-Zuid Metrolijn: *De Rode Loper* from Damrak to Europaplein
Gemeente Amsterdam: Dienst Ruimtelijke Ordening, "Economische visie winkelgebied Ferdinand Bolstraat" (Amsterdam: 2009), 9: Figure 3

Introduction Area of Intervention: *Why Oude Pijp?*

The land value in Oude Pijp is increasing resulting in extraction of low-income groups from the area.

[Land value in **2005: € 2,770-3,570/m²** Land value in **2009: € 4,310- 5,900/m²** Increase in land value: **%160**]



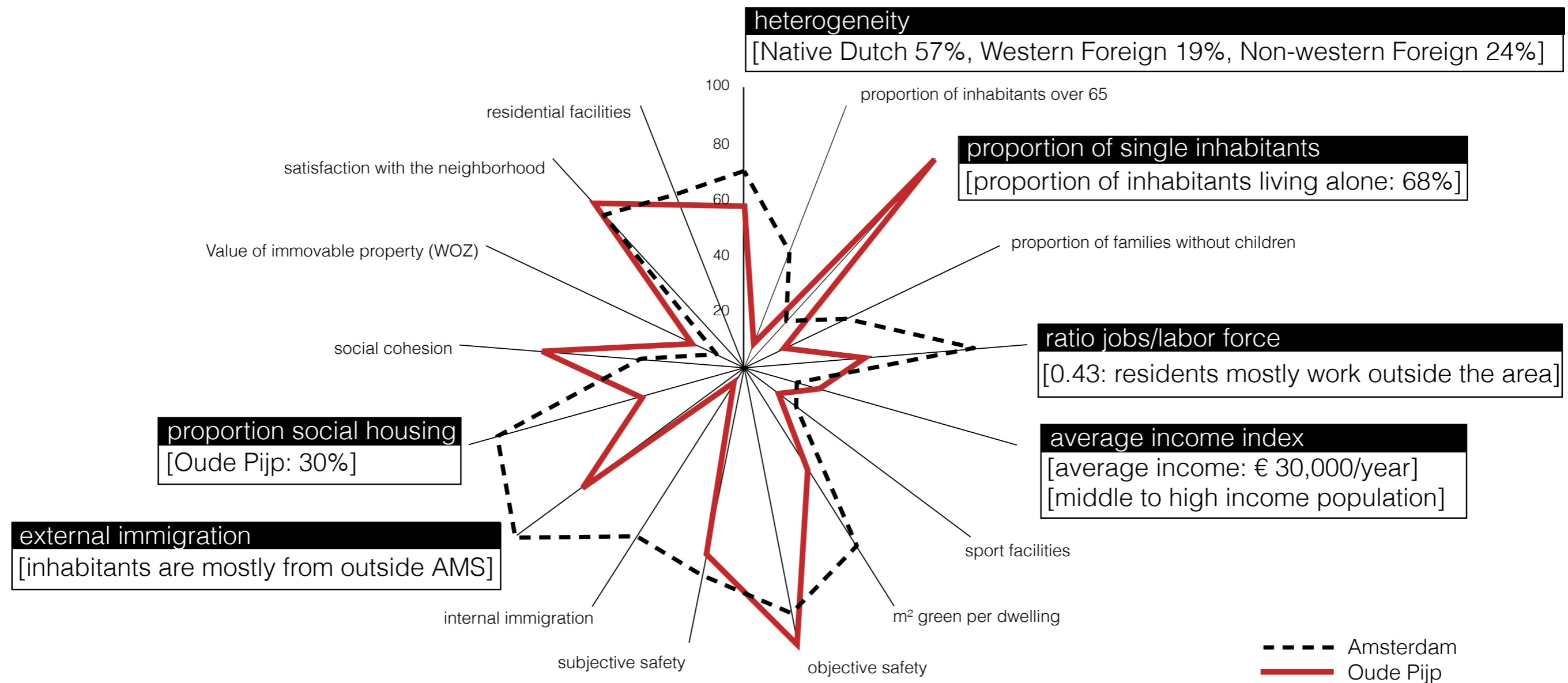
Introduction Area of Intervention: *Why Oude Pijp?*

The inhabitant profile of Oude Pijp is changing towards **high-income young professionals**.

Future inhabitant profile

Young professionals (Native/Foreigner)
From outside Amsterdam
20-34 years old
Working in the center or ZuidAs
Above average income
Living in private rent or ownership

Age distribution		
under 20	14%	█
20-34	35%	█
35-49	26%	█
50-64	17%	█
over 65	8%	█

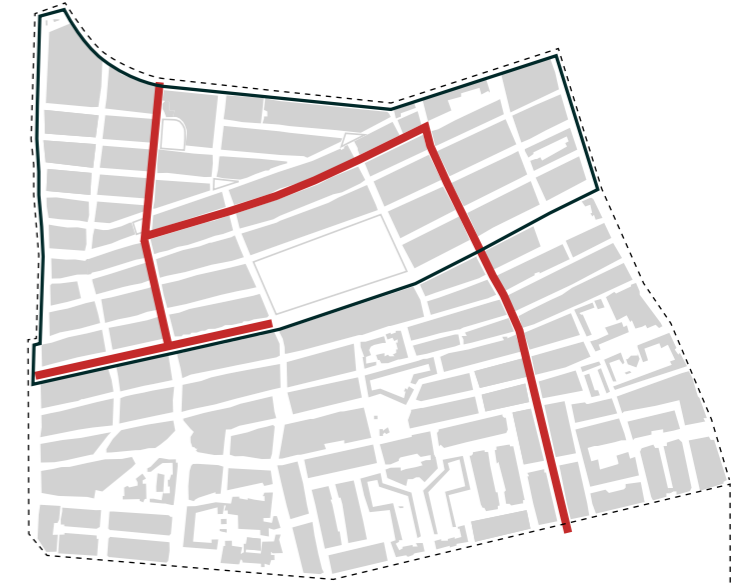


Introduction Area of Intervention: *Why Oude Pijp?*

Oude Pijp is undergoing a socio-economic change and receiving investments, which will only **favor the high-income groups**, at expense of the low-income. Therefore it is an area where an **alternative** urban investment should be presented, which will also **benefit low-income groups**.

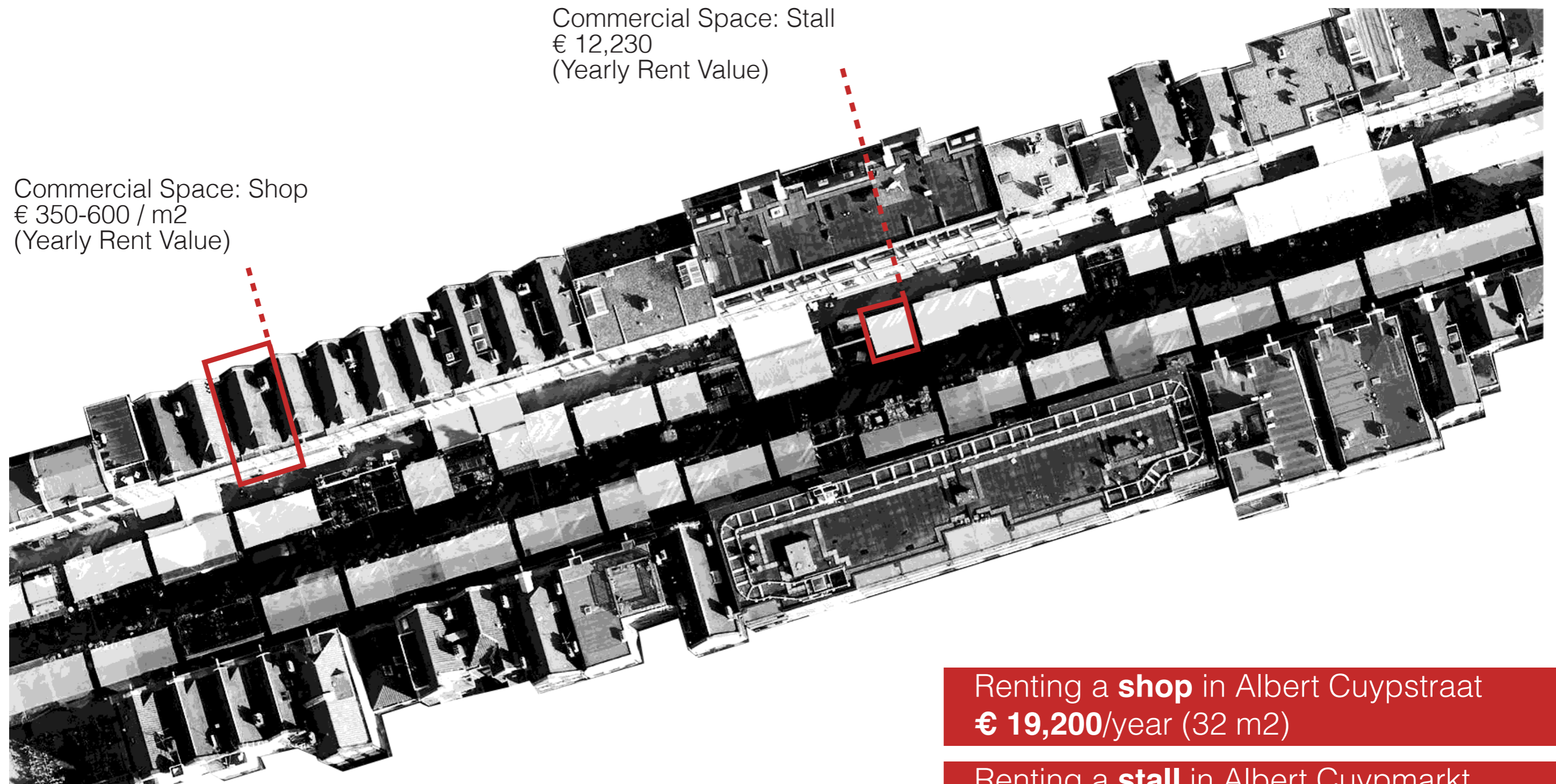
Introduction Area of Intervention: *Why Albert Cuypmarkt?*

Albert Cuypstraat and Ferdinand Bolstraat form part of the **urban economic backbone** of Amsterdam. Albert Cuypmarkt is an important **wealth-generating** urban structure, functioning at city scale.



Introduction Area of Intervention: *Why Albert Cuypmarkt?*

Wealth generated by Albert Cuypmarkt currently benefits only the **middle to high income** groups.



Commercial Space: Stall
€ 12,230
(Yearly Rent Value)

Commercial Space: Shop
€ 350-600 / m²
(Yearly Rent Value)

Renting a **shop** in Albert Cuypstraat
€ 19,200/year (32 m²)

Renting a **stall** in Albert Cuypmarkt
€ 12,230/year (4mx4m)

Introduction Area of Intervention: *Why Albert Cuypmarkt?*

The area including Albert Cuypstraat is part of a **plan of urban investments** which aims to **‘upgrade’ the area, increase its land value** and **make it a part of Amsterdam’s commercial and touristic center.**



Gemeente Amsterdam
Dienst Ruimtelijke Ordening

Economische visie winkelgebied Ferdinand Bolstraat

Het (kern)winkelgebied Ferdinand Bolstraat is één van de grootste winkelgebieden van de stad met een zeer divers winkelaanbod en midden in het Quartier Latin van Amsterdam. De combinatie van het (kern) winkelgebied Ferdinand Bolstraat, de Albert Cuypmarkt en het uitgaansgebied rond het Marie Heinekenplein en Gerard Douplein maakt het tot een unieke gebied om te winkelen, te verblijven, te struinen, en niet te vergeten te wonen en te werken. En alles op een beperkte ruimte.

Aanleiding.

De Pijp en het (kern)winkelgebied Ferdinand Bolstraat zijn aan het veranderen. Onder invloed van de uitbreiding van het centrummilieu, de verandering van bevolkingssamenstelling en de komst van de Noord/Zuidlijn staat het unieke karakter van het gebied onder druk. Verwacht wordt dat deze ontwikkelingen zullen leiden tot een verandering in koopkrachtige vraag alsmede tot verdringingseffecten die de branchering en segmentering van het winkelareaal zullen veranderen. Dat wil zeggen een toenemende interesse voor het kernwinkelgebied zal naar verwachting kleinschalig gespecialiseerde winkels verdringen. Vraag is in hoeverre en op welke manier de diversiteit van het winkelaanbod en het karakter van het winkelgebied behouden kunnen blijven.

Voor wat betreft De Pijp zullen de ontwikkelingen naar verwachting leiden tot de komst van andere bewonersgroepen, een andere mix van functies, en een ander gebruik van de openbare ruimte. Dat wil zeggen het ontwikkelen van het centrummilieu in De Pijp zal naar verwachting de behoefte aan verblijfsruimte doen toenemen. De verblijfsfunctie van de openbare ruimte zal in belang toenemen waardoor er andere eisen aan de kwaliteit van de openbare ruimte worden gesteld. Vraag is hoe kan het winkelgebied goed blijven en waar mogelijk beter functioneren, en wat betekent dat voor bijvoorbeeld loopstromen en de openbare ruimte.

Duidelijk is dat als er niets gebeurt, de toch al intensief gebruikte openbare ruimte nog meer onder druk zal komen te staan. Het winkelaanbod zal zich aanpassen aan de (nieuwe) wensen en behoeften van bewoners en bezoekers én de toekomstige positie van het winkelgebied in de stad. Dit zal dan op zijn beurt leiden tot verschraving van het winkelaanbod. Ook de woonfunctie komt (verder) in gedrang doordat overlast niet gekanaliseerd wordt. De druk op de openbare – en verblijfsruimte neemt toe en de sterke groei van commerciële functies die gebruik willen maken van de nieuwe positie van De Pijp in de stad,

maken dat de overlast toeneemt. Kortom, als er niets gebeurt zullen de ruimtelijk-economische – en detailhandelsontwikkelingen het karakter van het winkelgebied en De Pijp veranderen. De gevolgen daarvan voor het winkelaanbod, sfeer en leefbaarheid lijken op gespannen voet te staan met het authenticiteit en kwaliteiten van het winkelgebied en de potentie van De Pijp voor de stad Amsterdam.

Behoeftte aan een economische visie.

Het stadsdeel beraadt zich over ontwikkelingsrichting van het (kern)winkelgebied en wil daartoe inzicht krijgen in de gevolgen van de ruimtelijk-economische ontwikkelingen voor het (kern)winkelgebied en omgeving. Om een bestuurlijke keuze voor een ontwikkelingsrichting te maken is er bij het stadsdeel behoefte aan inzicht in de relevante ruimtelijk-economische -en detailhandelsontwikkelingen en de gevolgen van deze ontwikkelingen voor het (kern) winkelgebied en omgeving. Verder wil het stadsdeel inzicht in de kansen voor het (kern)winkelgebied en de instrumenten en maatregelen die het stadsdeel ter beschikking heeft om te sturen.

(Kern)winkelgebied Ferdinand Bolstraat.

Geografisch heeft de opdracht in eerste instantie betrekking op de Ferdinand Bolstraat van de Albert Cuypstraat tot de Ceintuurbaan; het kernwinkelgebied. Maar de ontwikkelingen in het kernwinkelgebied Ferdinand Bolstraat kunnen niet los worden gezien van de ontwikkelingen in het gehele winkelgebied inclusief de winkelstraten Ferdinand Bolstraat, Ceintuurbaan, Van Woustraat en Albert Cuypstraat. Geografisch hebben we het dan over het gebied van de Stadhouderskade tot de Ceintuurbaan en van de Van Woustraat tot de Ruysdaelkade (zie figuur 1).

Introduction Area of Intervention: *Why Albert Cuypmarkt?*

Albert Cuypmarkt has the potential to house an urban intervention for **socio-economic inclusion of low income groups** into **existing wealth-generating urban structures**.

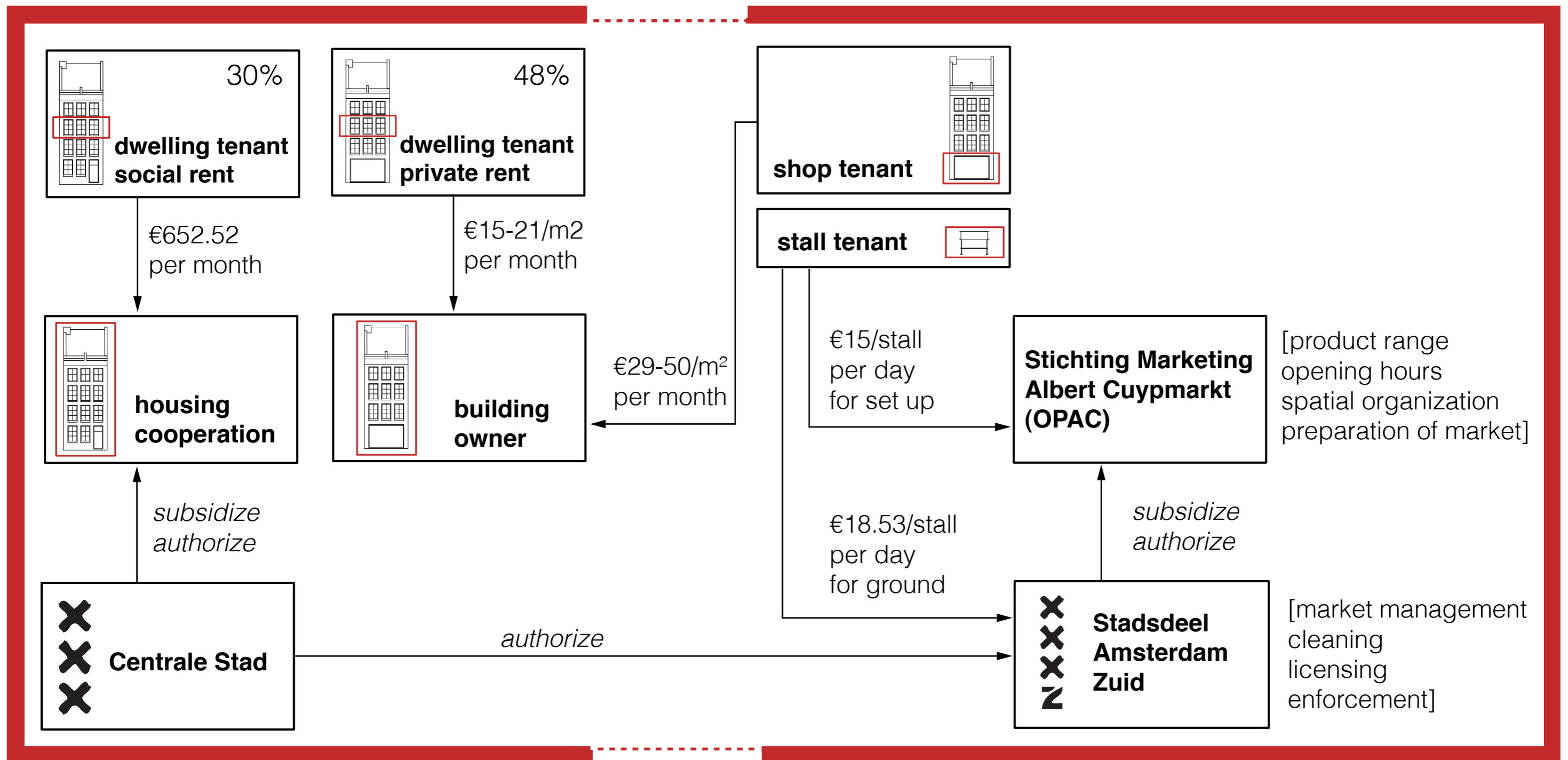


Analysis Present Situation

Socio-Economic Structure
Spatial Layout
Temporal Dynamics

Analysis Socio-Economic Structure

Inter-relational working mechanism of residential and commercial spaces on Albert Cuypstraat:



1. Interviews conducted with vendors on 19 February, 2011.

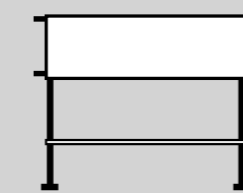
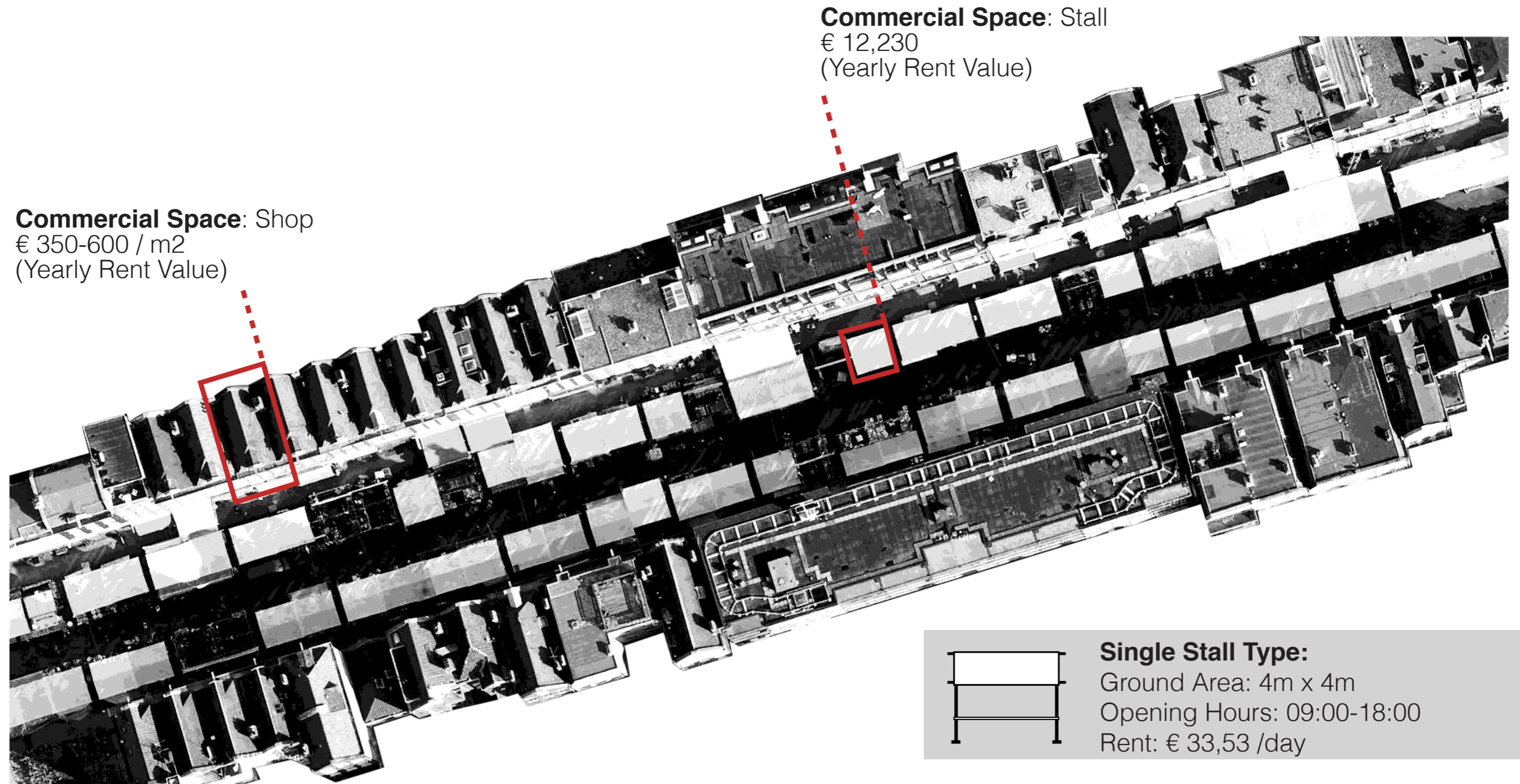
2. "Stichting Marketing Albert Cuypmarkt opgericht" <<http://stadsdeelzuid.m12.mailplus.nl/genericservice/code/servlet/React?encl=eyf88Uvd3rb4rkw&actId=31246623&command=openhtml>>, last accessed 21 February, 2011.

3. <<http://www.albertcuypmarkt.nl/ondernemers.html>>, accessed 21 February, 2011.

4. Dienst Onderzoek en Statistiek.

Analysis Socio-Economic Structure

Rent prices of residential and commercial spaces on Albert Cuypstraat are considerably high.



Single Stall Type:

Ground Area: 4m x 4m

Opening Hours: 09:00-18:00

Rent: € 33,53 /day

Renting a **shop** in Albert Cuypstraat € 19,200 / year (32 m²)
Renting a **stall** in Albert Cuypmarkt € 12,230 / year (4mx4m)

Analysis Socio-Economic Structure: *Problem Statement*

Albert Cuypmarkt is **not accessible as a vendor**, by low-income groups.

1. Rent prices of both shops and market stalls are considerably high:

Very difficult for low-income groups to become a vendor in the market.

2. Shop tenures also rent a high share of the market stalls:

Middle to high income groups dominate the market space due to economic advantage.

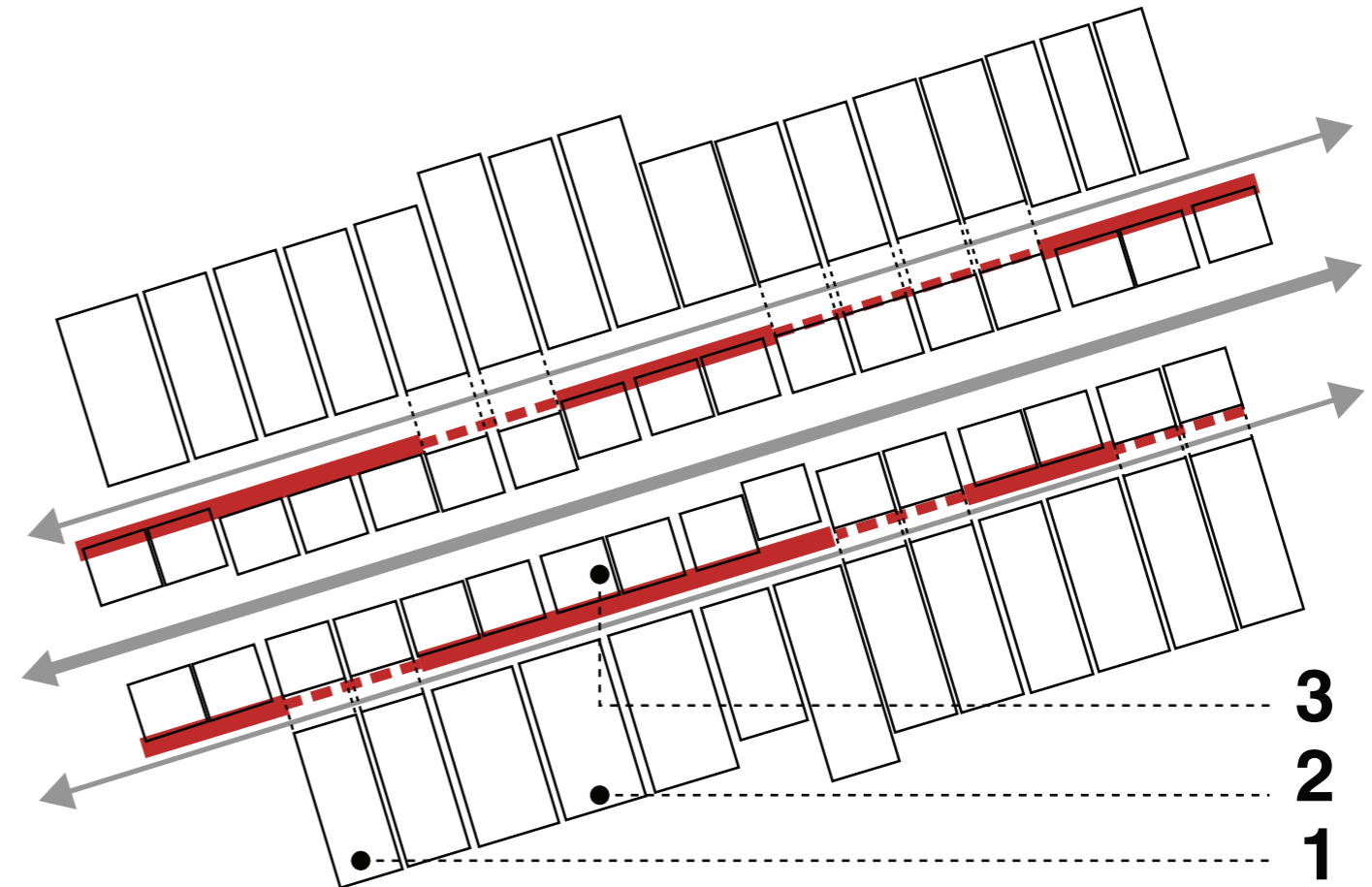
3. High share of the market stalls are rented by long-established vendors:

Very difficult for new vendors to enter the market due to social and economic disadvantage.

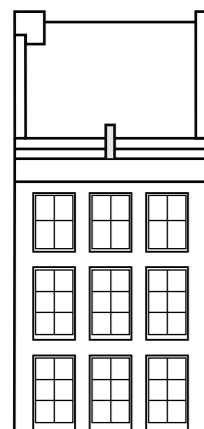
Analysis Spatial Organization

Layout of Albert Cuypstraat:

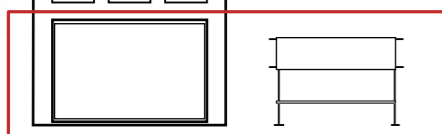
The stalls and shops are organized according to various types of **inter-dependency**.



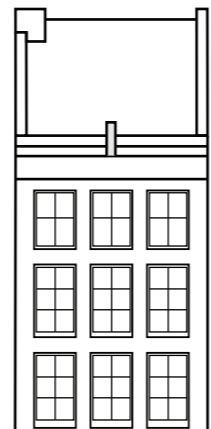
1



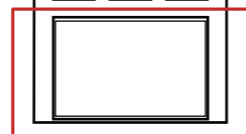
Shop Tenant+Stall tenant
43% of stalls are rented by the shop tenant



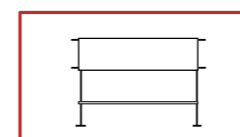
2



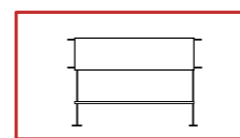
Only shop tenant
60% of shops



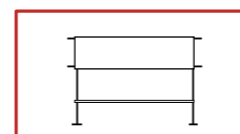
3



Only stall tenant
57% of stalls



number of stalls: **268**
with **long-term tenants**: 220 [82%]
available for **new tenants**: 48 [18%]



number of stalls: **268**
with **fixed position**: 115 [43%]
with **changing position**: 153 [57%]

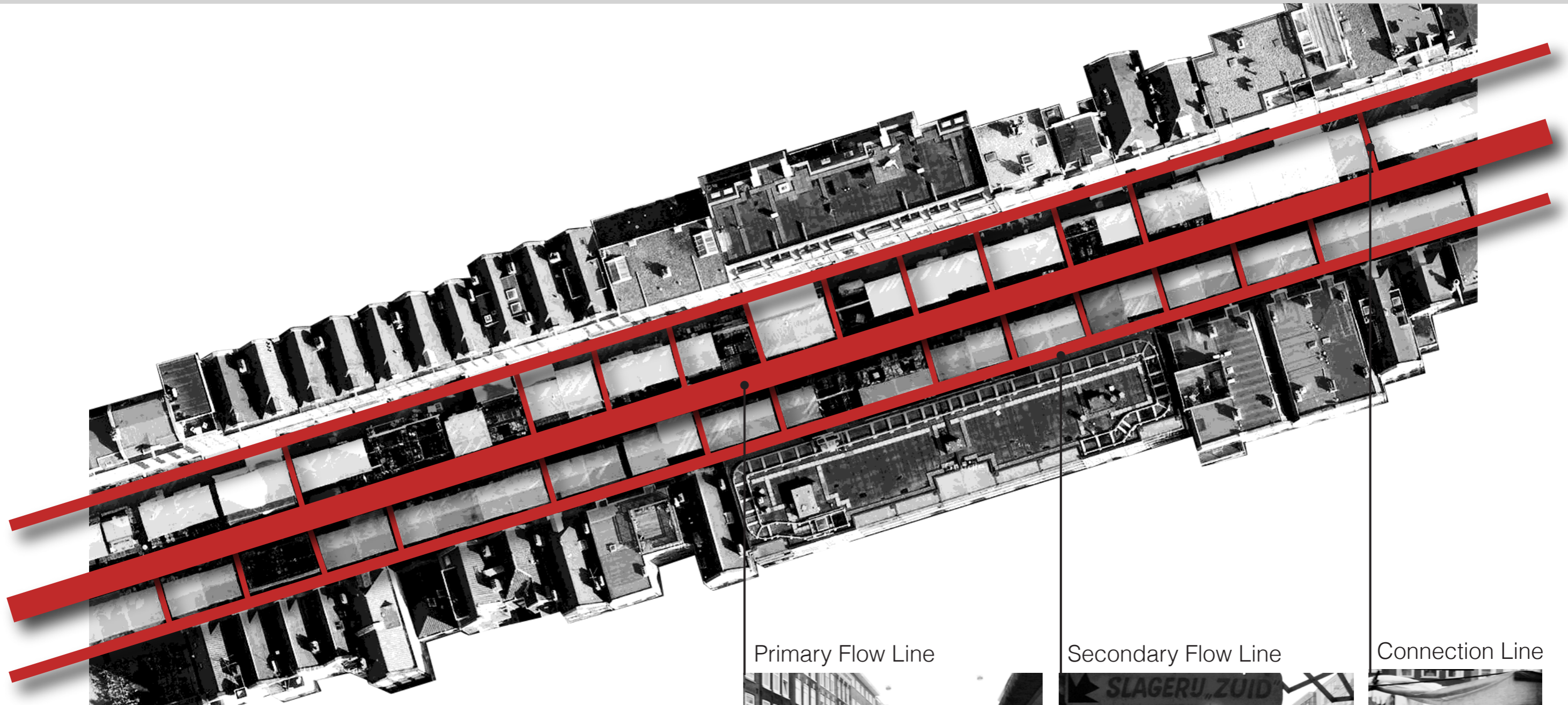


Analysis Spatial Organization

Circulation in Albert Cuypmarkt:

Primary flow line is central, it feeds the **stalls**.

Secondary flow lines feed the **shops**, shops receive less customer flow.



Primary Flow Line



Secondary Flow Line



Connection Line



Analysis Spatial Organization: *Problem Statement*

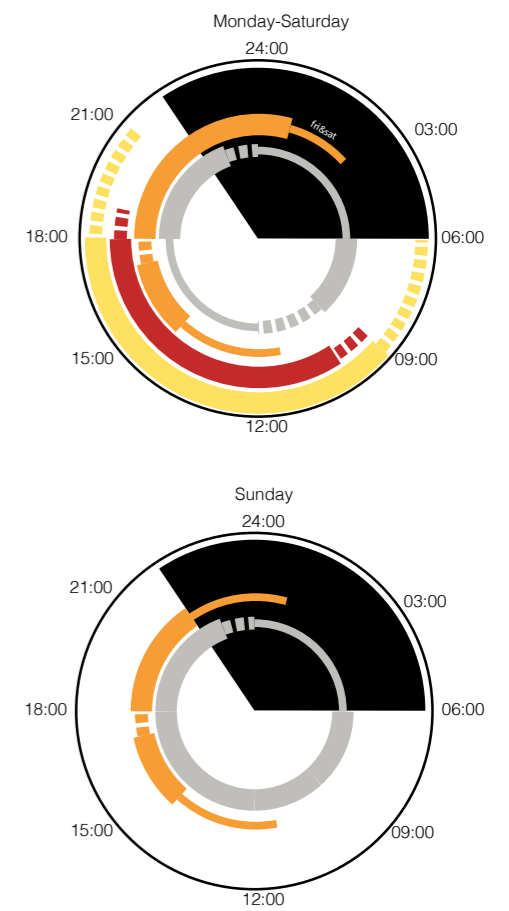
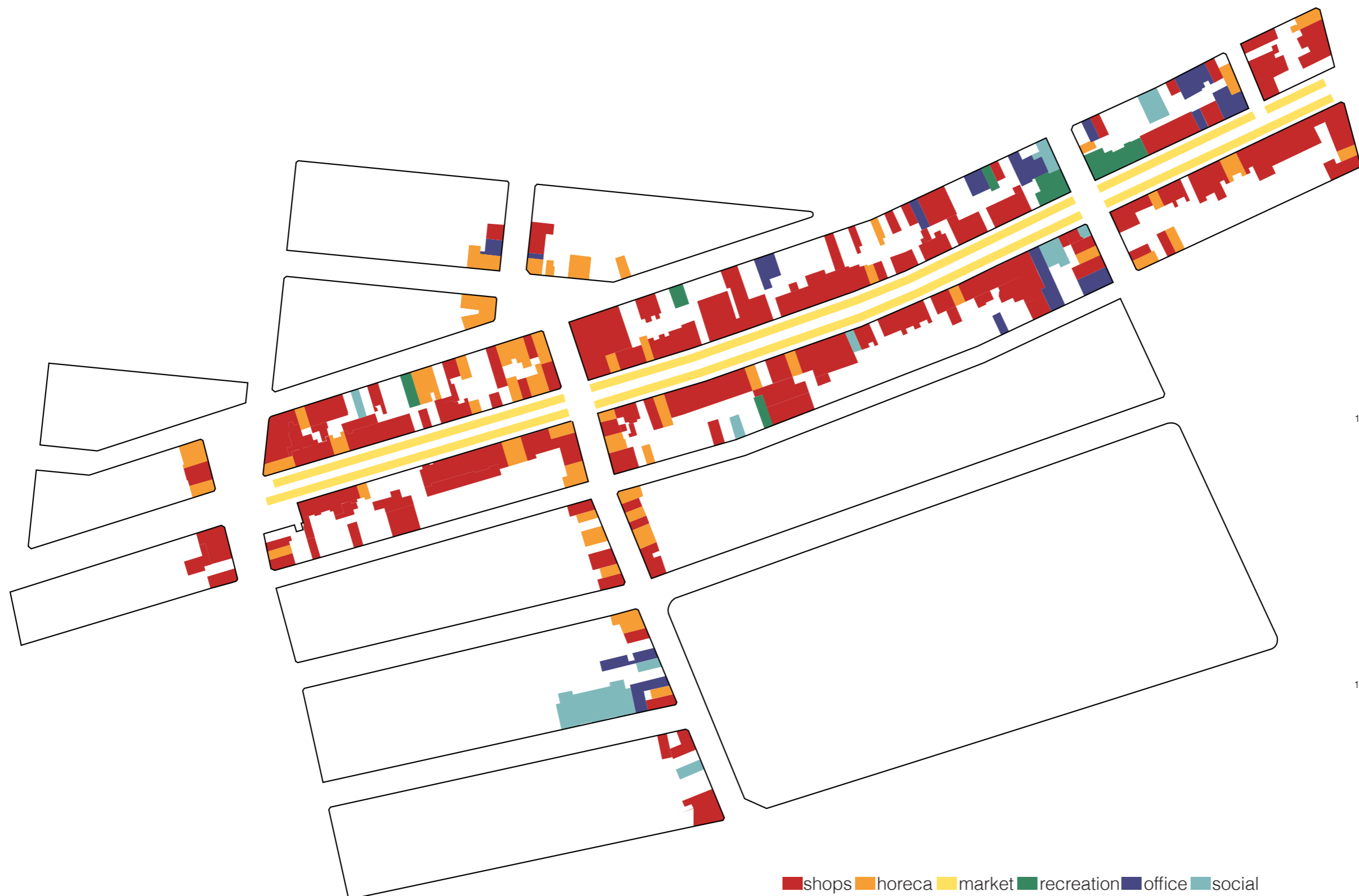
Public and commercial space quality of the Albert Cuypmarkt is considerably low.

The **customer flow** in Albert Cuypmarkt is **unequally distributed** preventing 60% of the shops from receiving enough customer flow.

The **difficulty of accesibility to the shops**, increases the number of **'shop+stall' tenures**.

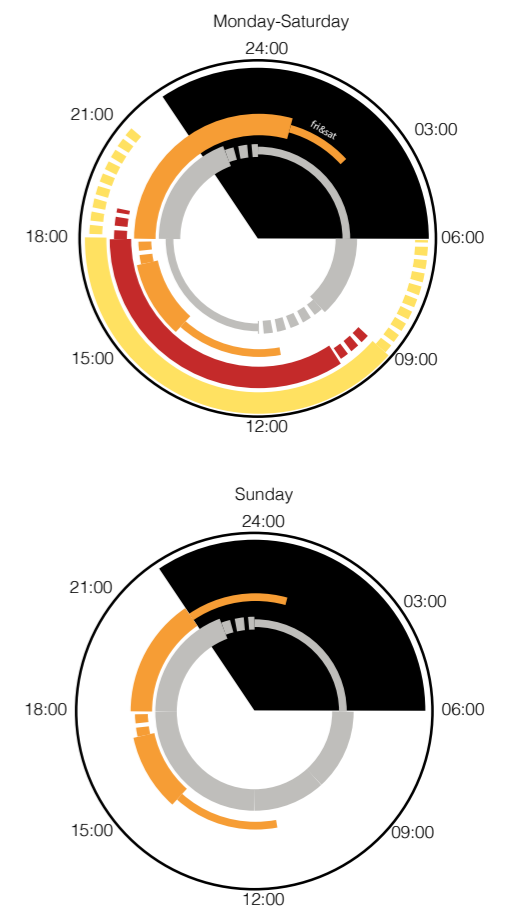
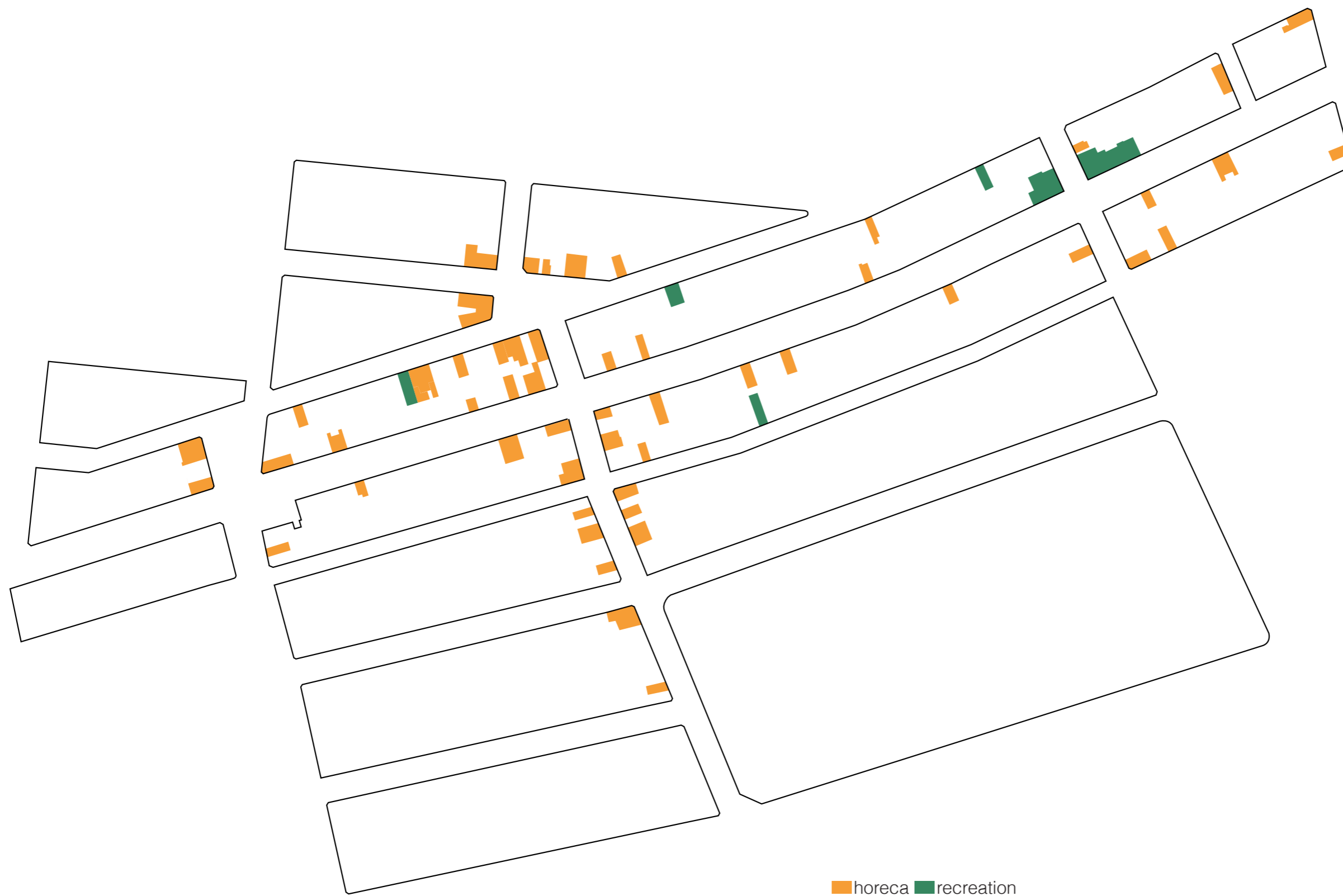
Analysis Temporal Dynamics

The area is highly active economically and socially during day time. (06:00-18:00)



Analysis Temporal Dynamics

The economic activity of the area decreases drastically at night time.
There are recorded problems of crime and prostitution. (18:00- 06:00)



Analysis Temporal Dynamics: *Problem Statement*

The time and labour force spent in market logistics activities, could be invested in **income-generating or recreational activities**.

Albert Cuypstraat, at night time, **loses its socio-economic activity**.
The **degree of safety** and quality of public space is low at night time.



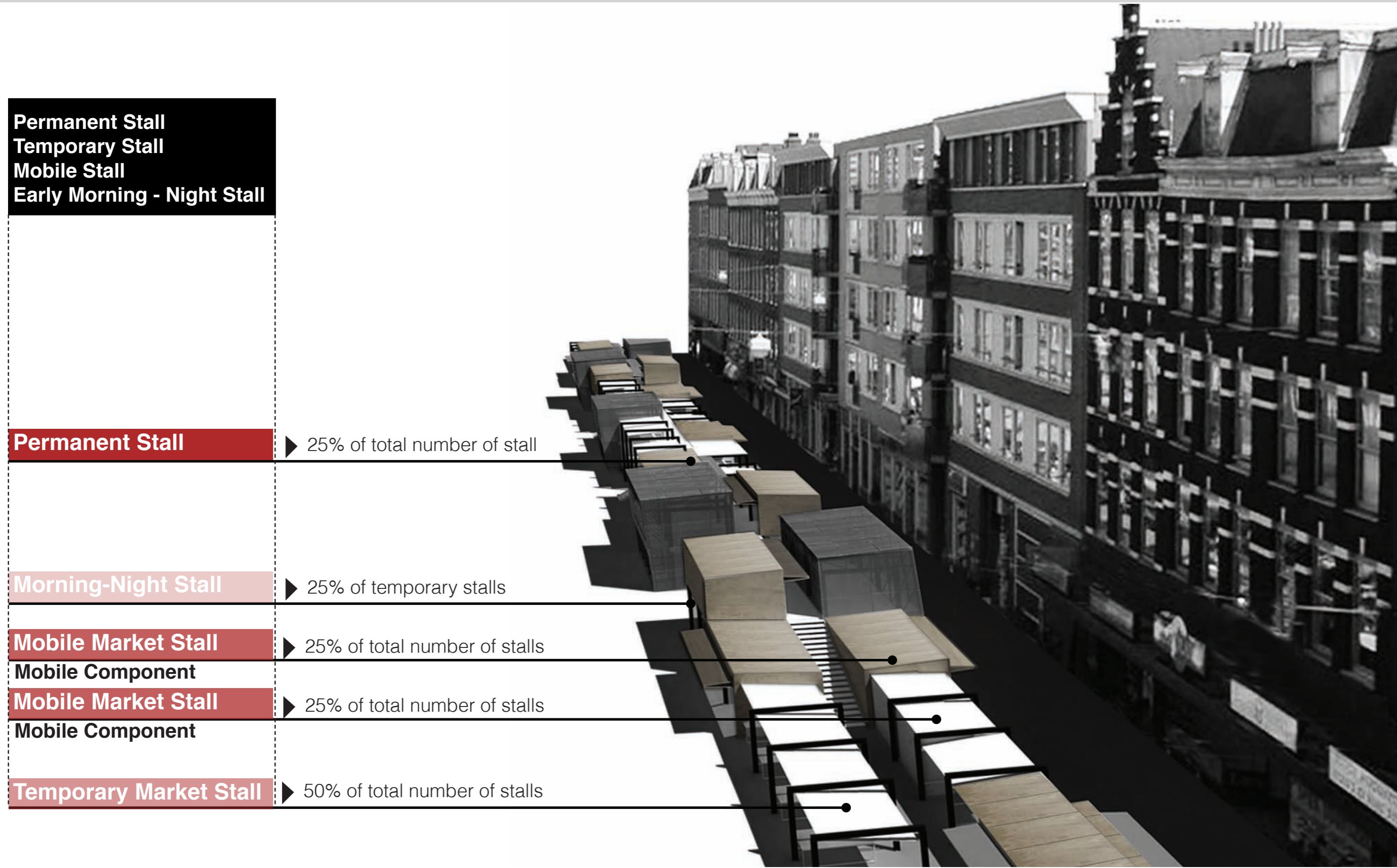
Re-organization of Albert Cuypmarkt

Constitutive units
Total Configuration
Structure and Construction



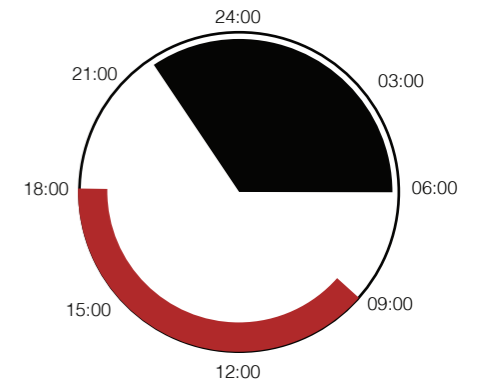
Re-Organization of Albert Cuypmarkt Constitutive Units: Stalls

The first principle in the re-organization of Albert Cuypmarkt is the **differentiation of stall types** in terms of their **spatial qualities, rent price and opening hours**.



Re-Organization of Albert Cuypmarkt Constitutive Units: Stalls

Permanent Market Stall
Temporary Market Stall



Opening Hours 09:00-18:00

Rent Price € 33,53

Income Group Higher Middle

Spatial Qualities

- Permanent space
- Stall space is storage space
- Protected against climate
- Permanent envelope

Opening Hours 09:00-18:00

Rent Price € 18,53

Income Group Low-Lower Middle

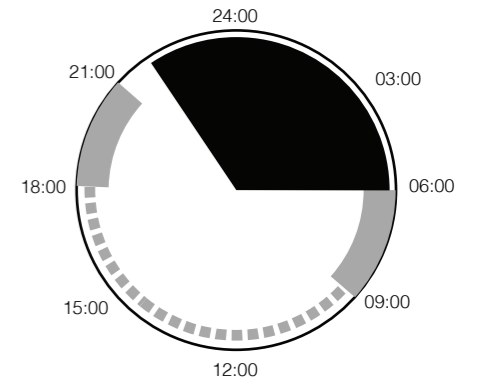
Spatial Qualities

- Temporary space
- Storage available in market
- Roof fabric brought by vendor
- Set-up and removed daily



Re-Organization of Albert Cuypmarkt Constitutive Units: Stalls

Permanent Market Stall
Temporary Market Stall



Re-Organization of Albert Cuypmarkt Constitutive Units: Stalls

Mobile Market Stall:

Opening Hours 09:00-18:00

Rent Price €25,53

Income Group Middle

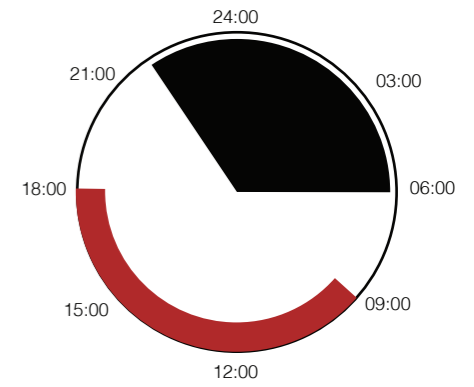
Spatial Qualities

Mobile space

Stall space turns into storage

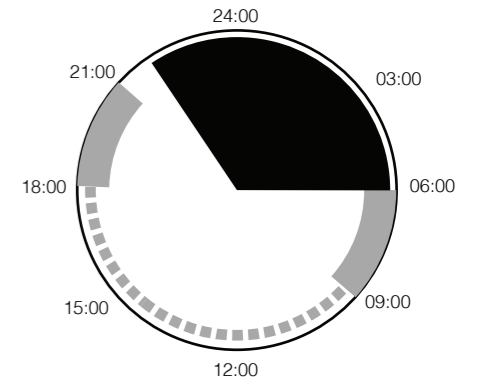
Partially protected against climate

Permanent envelope



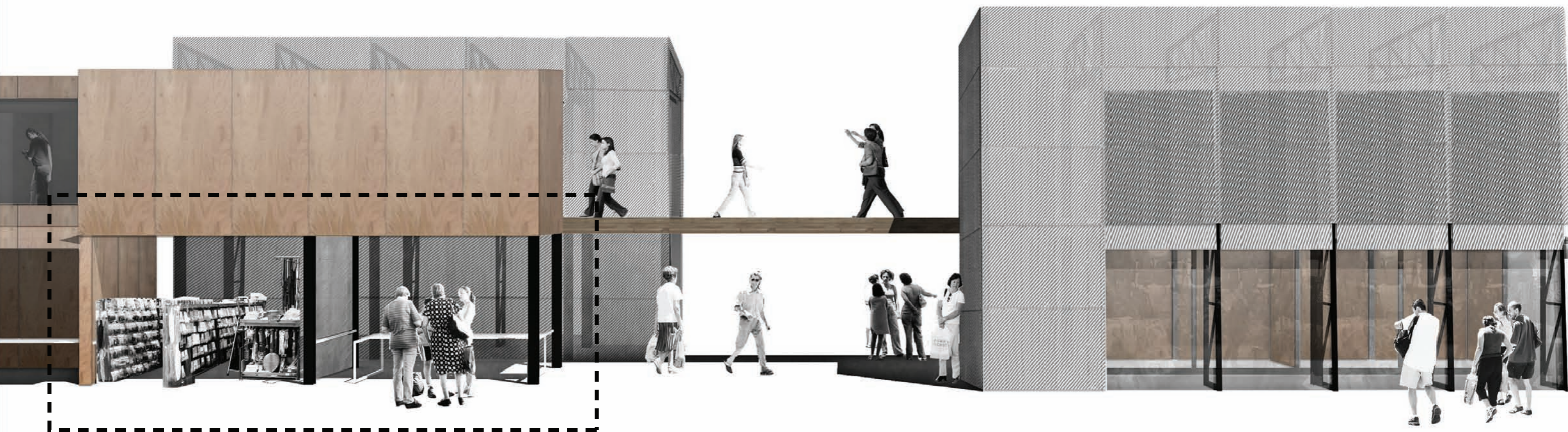
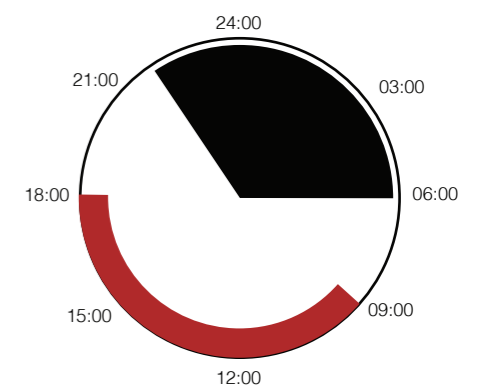
Re-Organization of Albert Cuypmarkt Constitutive Units: Stalls

Mobile Market Stall:



Re-Organization of Albert Cuypmarkt Constitutive Units: Stalls

Early Morning-Night Stall



Re-Organization of Albert Cuypmarkt Constitutive Units: Stalls

Early Morning-Night Stall

Opening Hours 06:00-09:00 -18:00-21:00

Rent Price Labor power/ €6,53

Income Group Low

Spatial Qualities

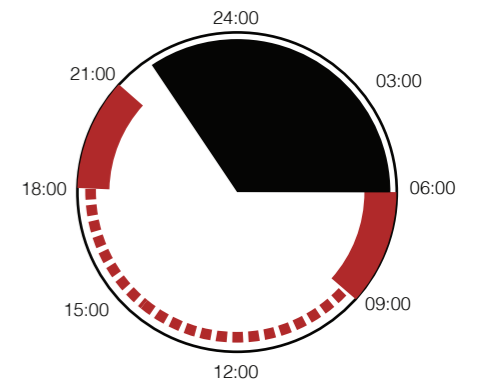
Highly temporary space

Storage available in market

(for extra price)

Market construction forms the roof

Space ready to install in



Re-Organization of Albert Cuypmarkt Constitutive Units: Cores



Core Type C Public Albert Cuypcafe
Restrooms
▶ 1 core in every 180 m

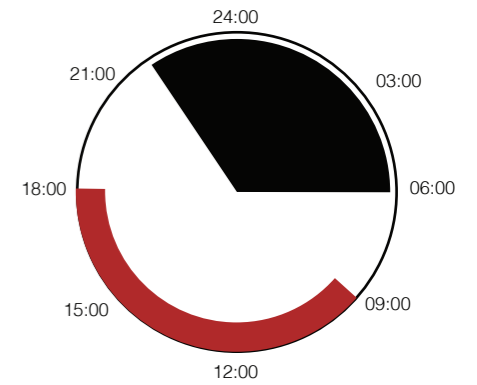
Core Type B Office and event space for rent
Restrooms
▶ 2 cores in every 180 m

Core Type A Common storage space
Event space for rent
▶ 2 cores in every 180 m

Re-Organization of Albert Cuypmarkt Constitutive Units: Cores

Core Type A: Storage-Event Space- Mobile Night Stall

Core Type B: Office Space- Event Space- Restrooms

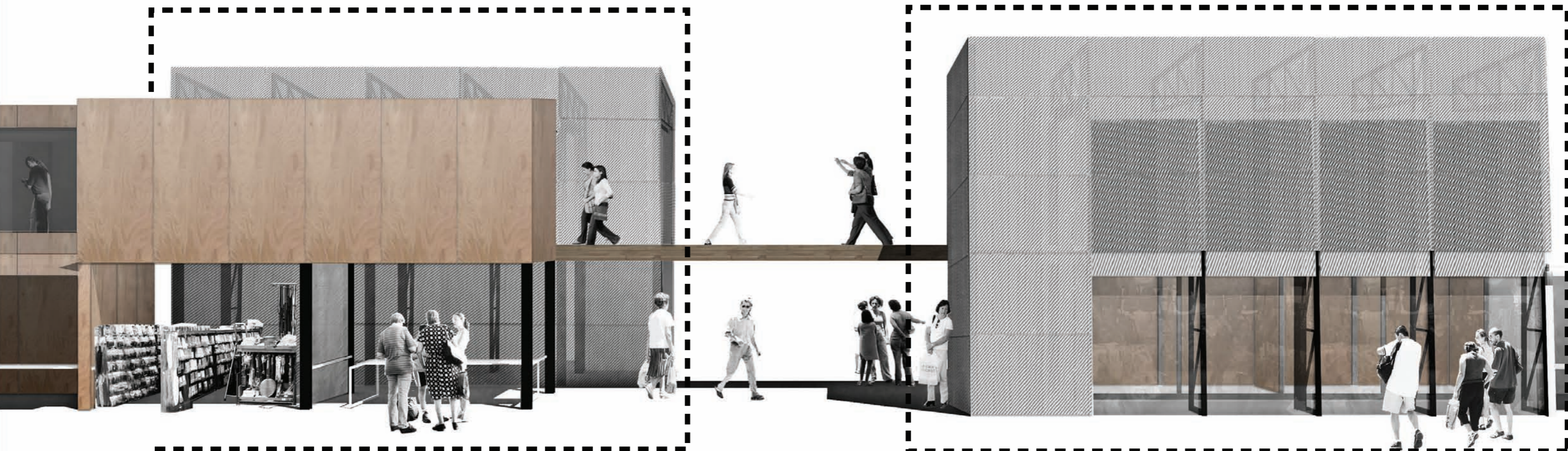


09:00-18:00

Office space for rent
Restrooms

09:00-18:00

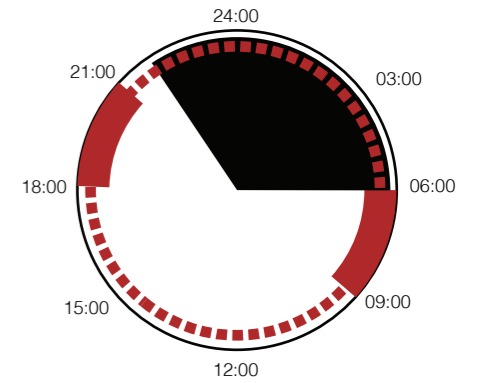
Common Storage Space
Space for market related re-creational activity



Re-Organization of Albert Cuypmarkt Constitutive Units: Cores

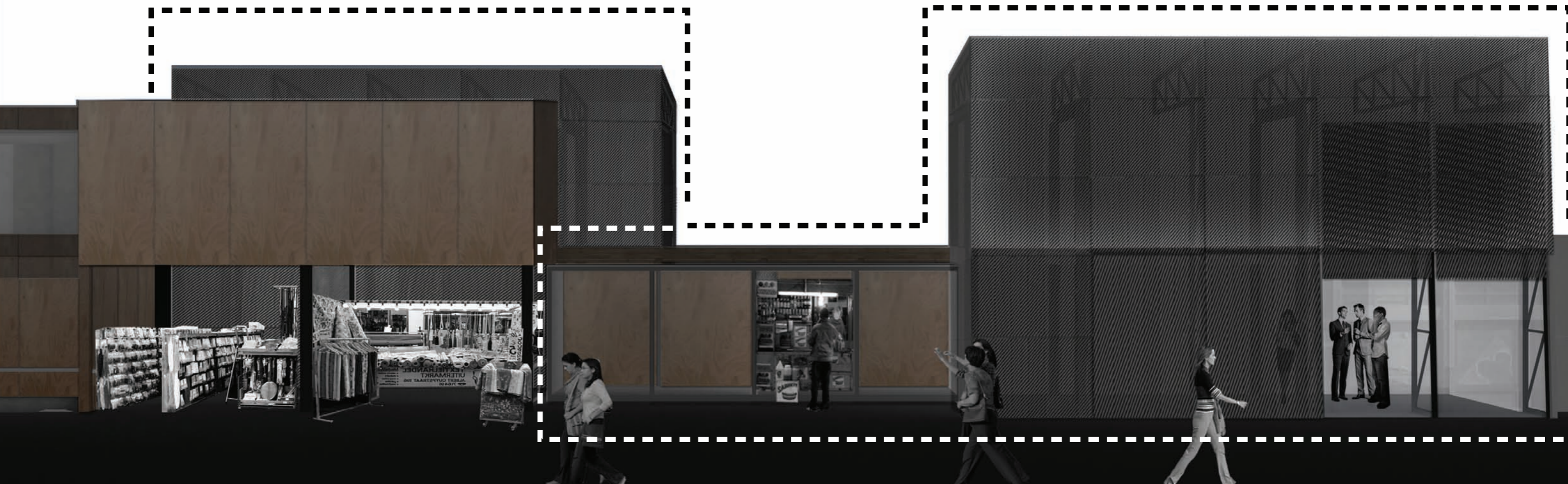
Core Type A: Storage-Event Space- Mobile Night Stall

Core Type B: Office Space- Event Space- Restrooms



18:00-06:00
Event space for rent

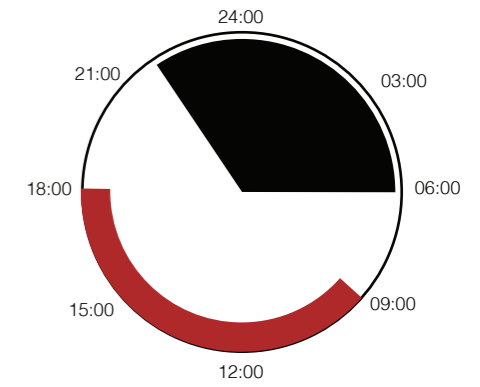
18:00-06:00
Event space for rent
Night Stall



Re-Organization of Albert Cuypmarkt Constitutive Units: Cores

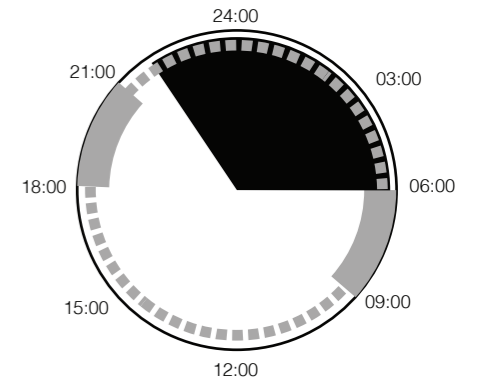
Core Type C: Public Albert Cuyp Cafe-Restrooms

09:00-18:00
Public Cafe
Restrooms



Re-Organization of Albert Cuypmarkt Constitutive Units: Cores

Core Type C: Public Albert Cuyp Cafe-Restrooms



Re-Organization of Albert Cuypmarkt Total Configuration

The **components** that configure and define the new Albert Cuypmarkt at the **urban scale** are as following:

Rail Track

Infrastructure for mobile stalls
Built from old tram tracks

Cores

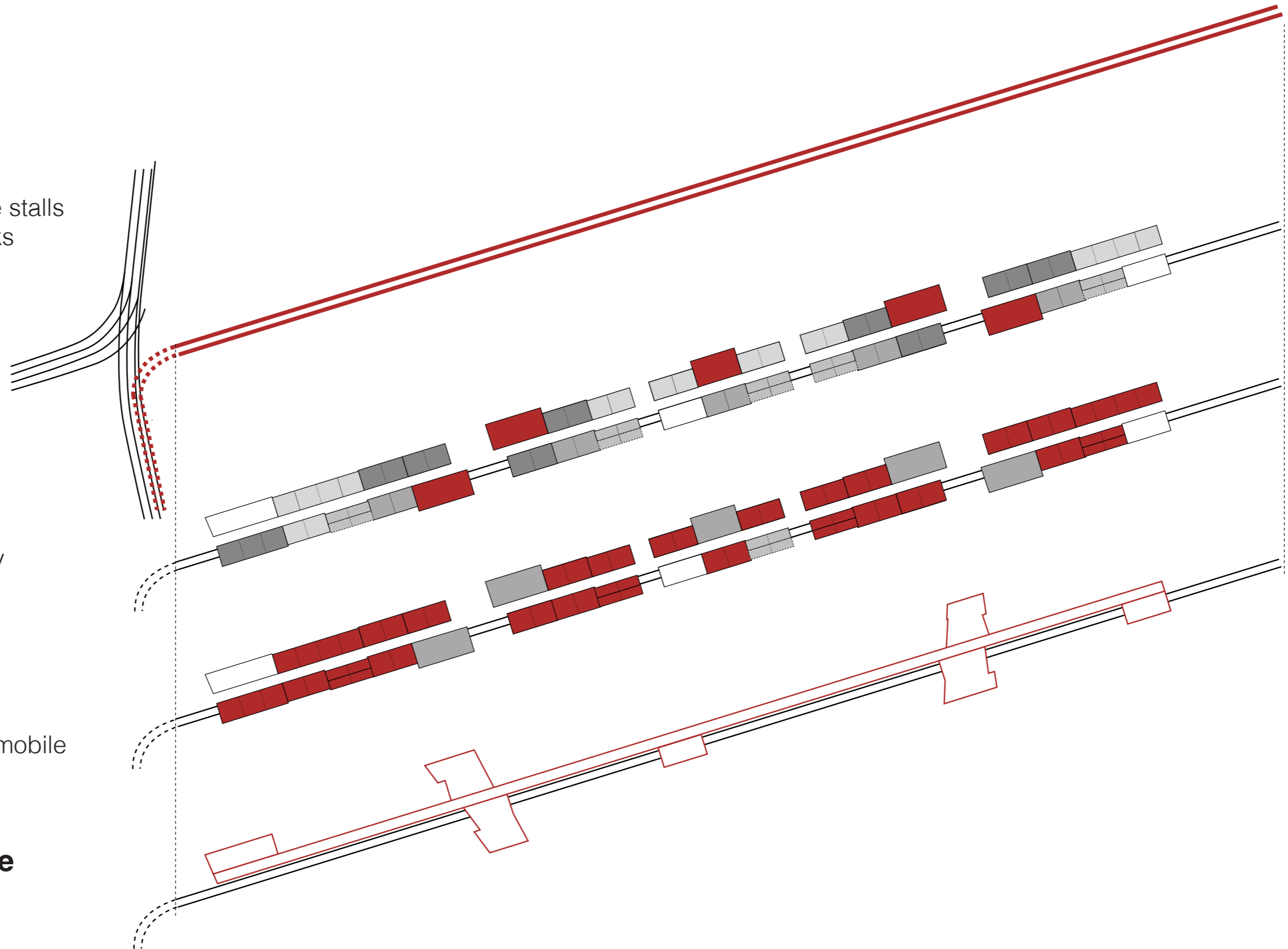
Non-commercial activity
Service

Market Stalls

Commercial activity
Permanent, temporary, mobile stalls

Public Open Space

Circulation spaces
In-market squares



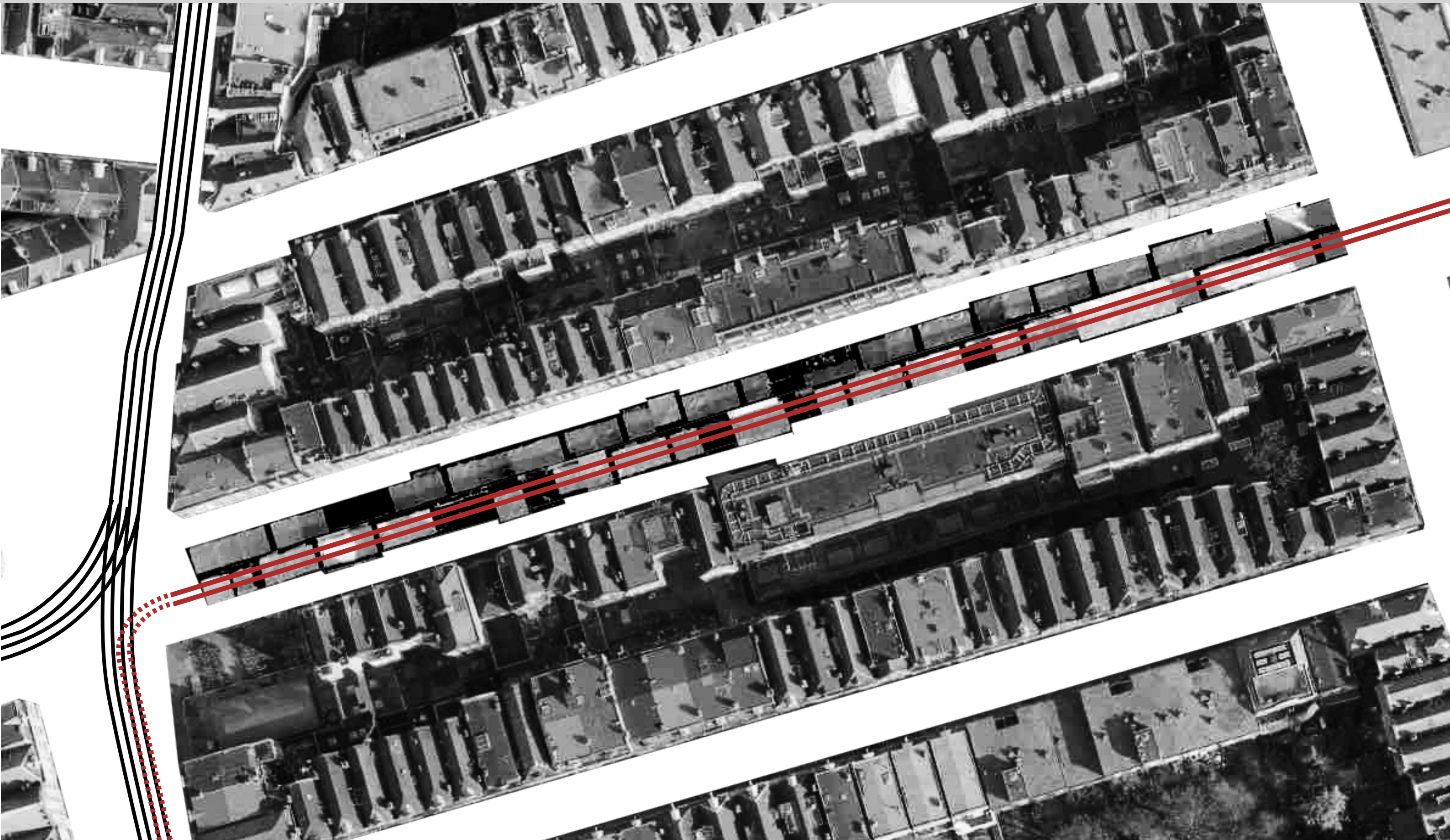
Re-Organization of Albert Cuypmarkt Total Configuration

The components of the new Albert Cuypmarkt, as well helps to **organize the transformation of the existing Albert Cuypmarkt through the course of time.**



Re-Organization of Albert Cuypmarkt Total Configuration

After reorganizing the stalls at the center of the street, the rail track would be implemented. The rail track would be a future investment as urban tram line extension and infrastructure future market construction.



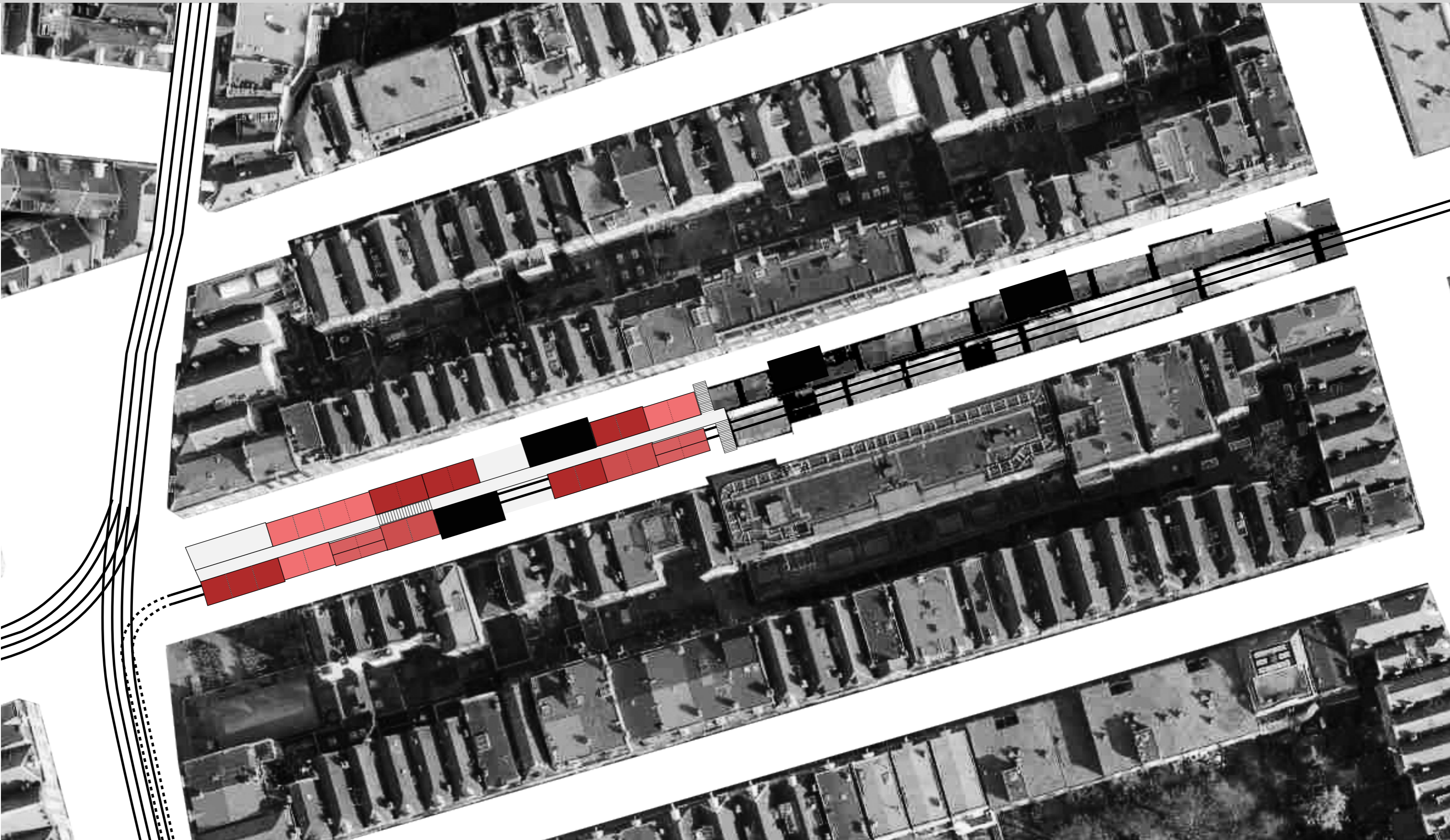
Re-Organization of Albert Cuypmarkt Total Configuration

The cores that contain the recreational and office spaces for rent would be placed into existing market. The rent income from these spaces would start to accumulate in Albert Cuyp fund for the next transformations.



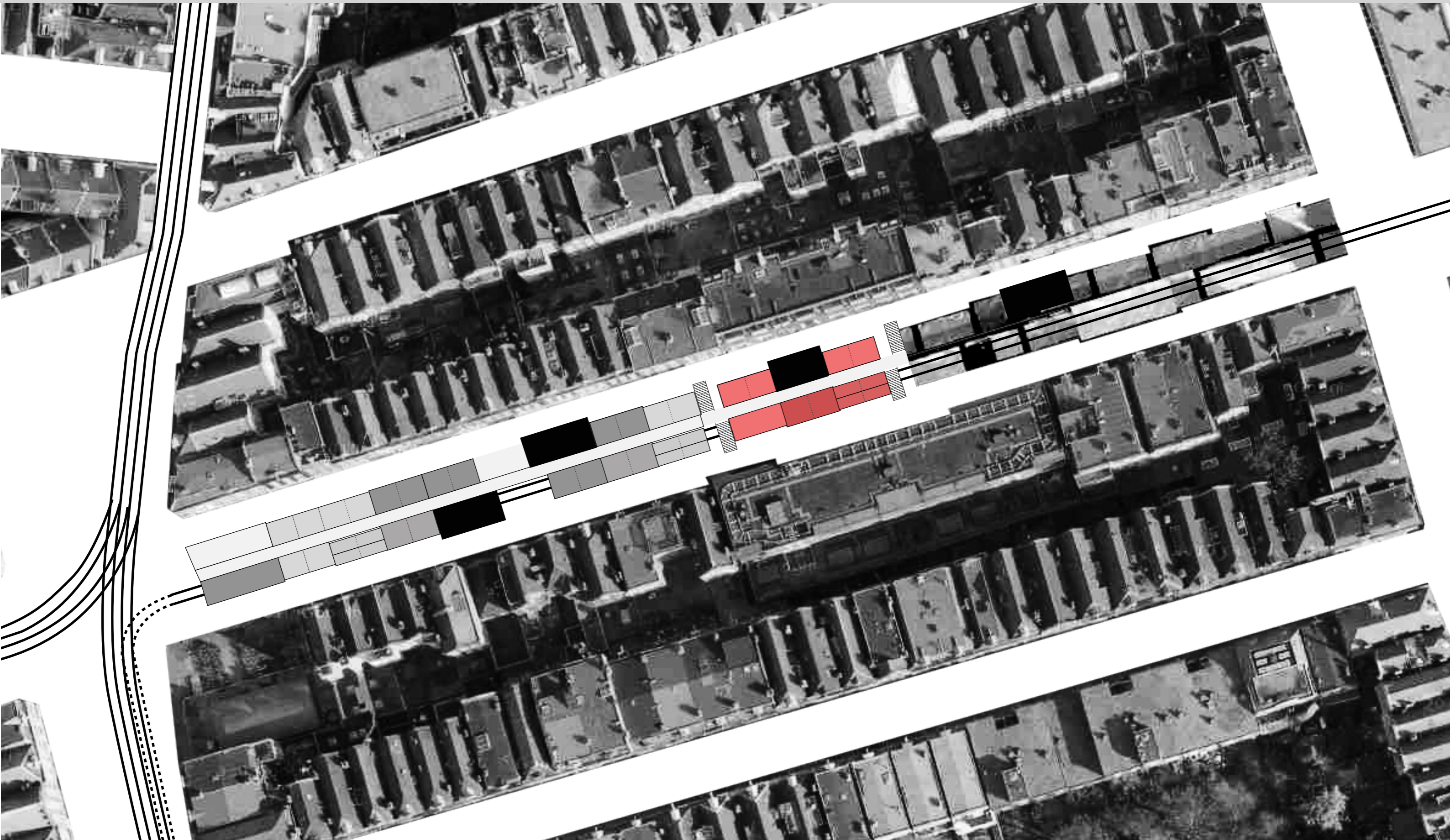
Re-Organization of Albert Cuypmarkt Total Configuration

The first section of the new Albert Cuypmarkt is transformed by the construction of three types of stalls and additional cores that contain storage facilities.



Re-Organization of Albert Cuypmarkt Total Configuration

The second section of the new Albert Cuypmarkt is transformed.



Re-Organization of Albert Cuypmarkt Total Configuration

The final section of the new Albert Cuypmarkt is transformed. The transformation would continue in the rest of the Albert Cuypstraat.



Re-Organization of Albert Cuypmarkt Total Configuration

The transformation would continue in the rest of the Albert Cuypstraat.



Re-Organization of Albert Cuypmarkt Total Configuration



Re-Organization of Albert Cuypmarkt Total Configuration

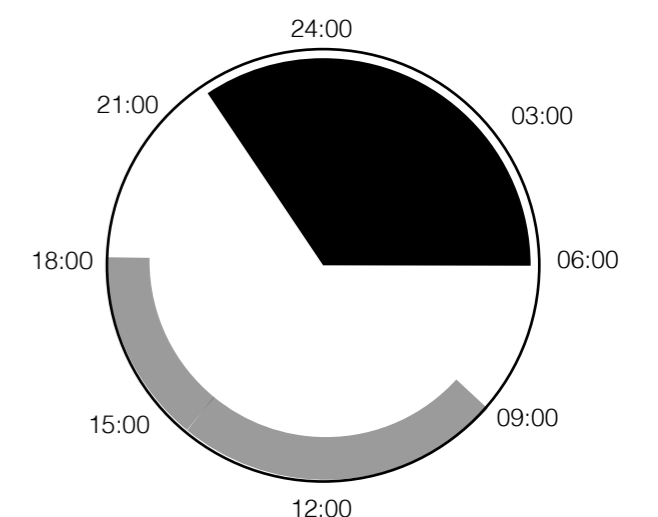
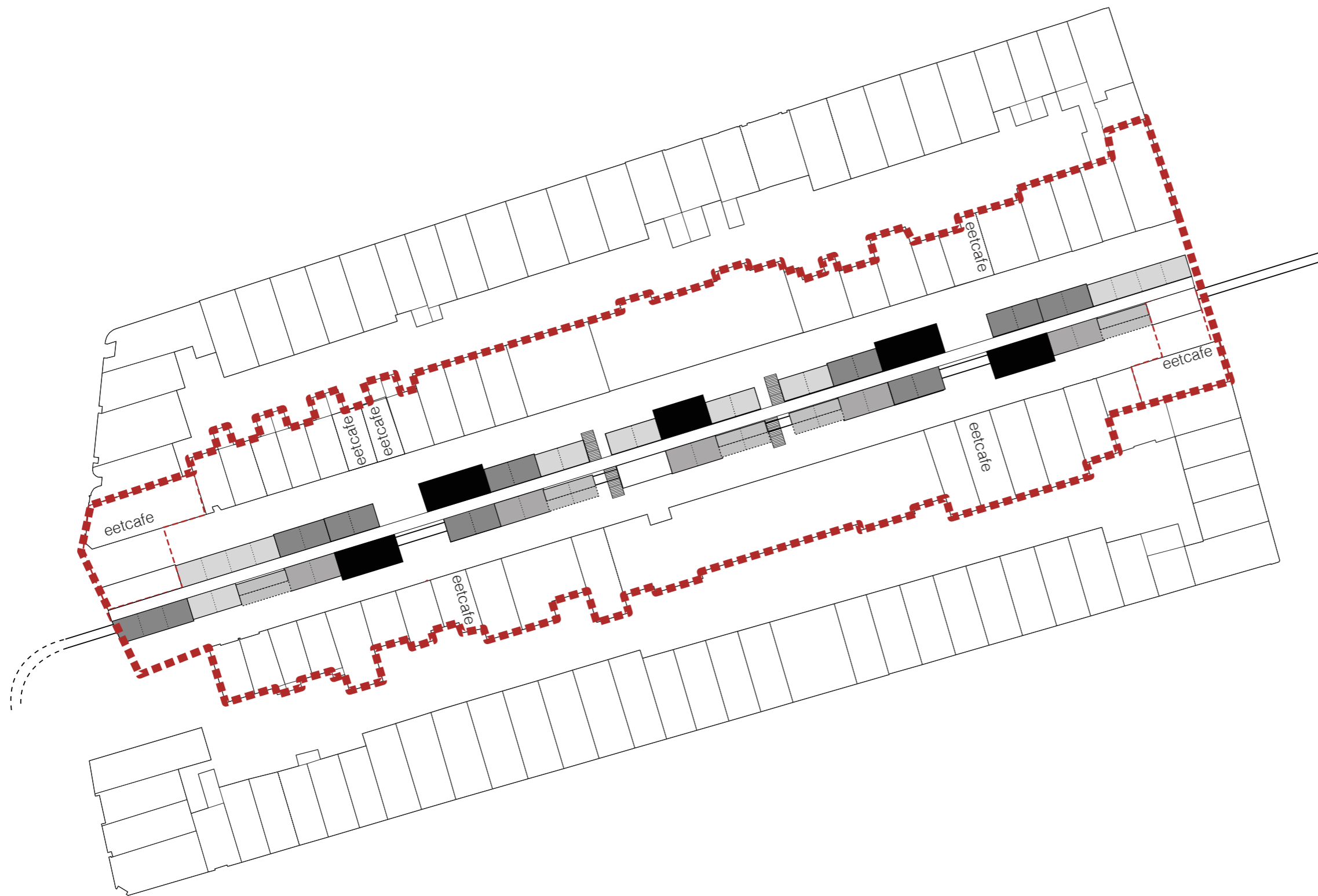


Re-organization of Albert Cuypmarkt

Expansion of existing market typology

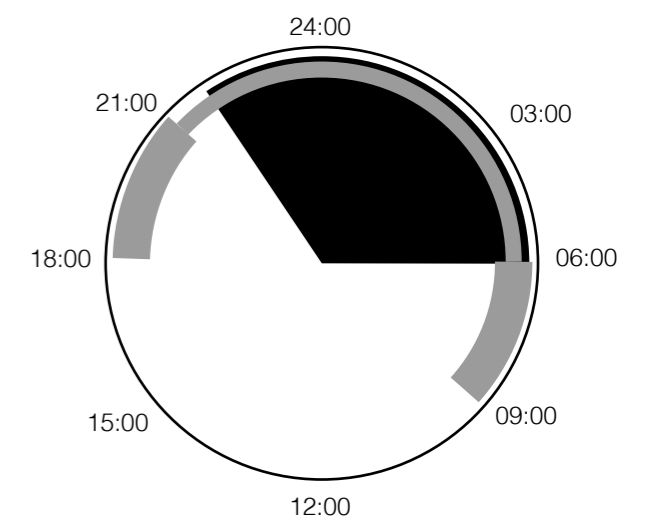
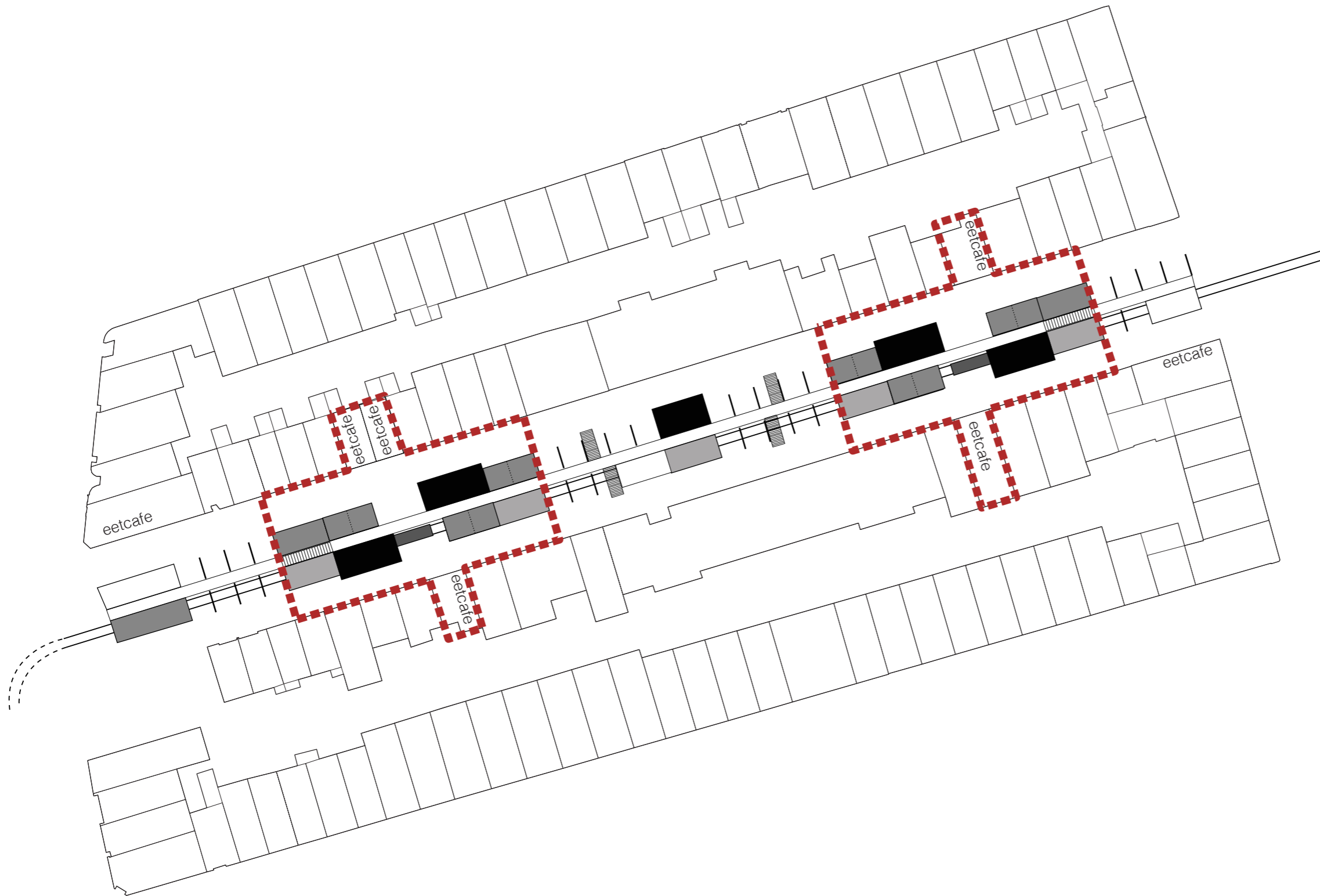
Re-Organization of Albert Cuypmarkt Total Configuration

Market stalls and cores are organized along the street in a layout that allows **expansion between 09:00-18:00**. Whole street is occupied with market activity, the circulation is linear and extensive.



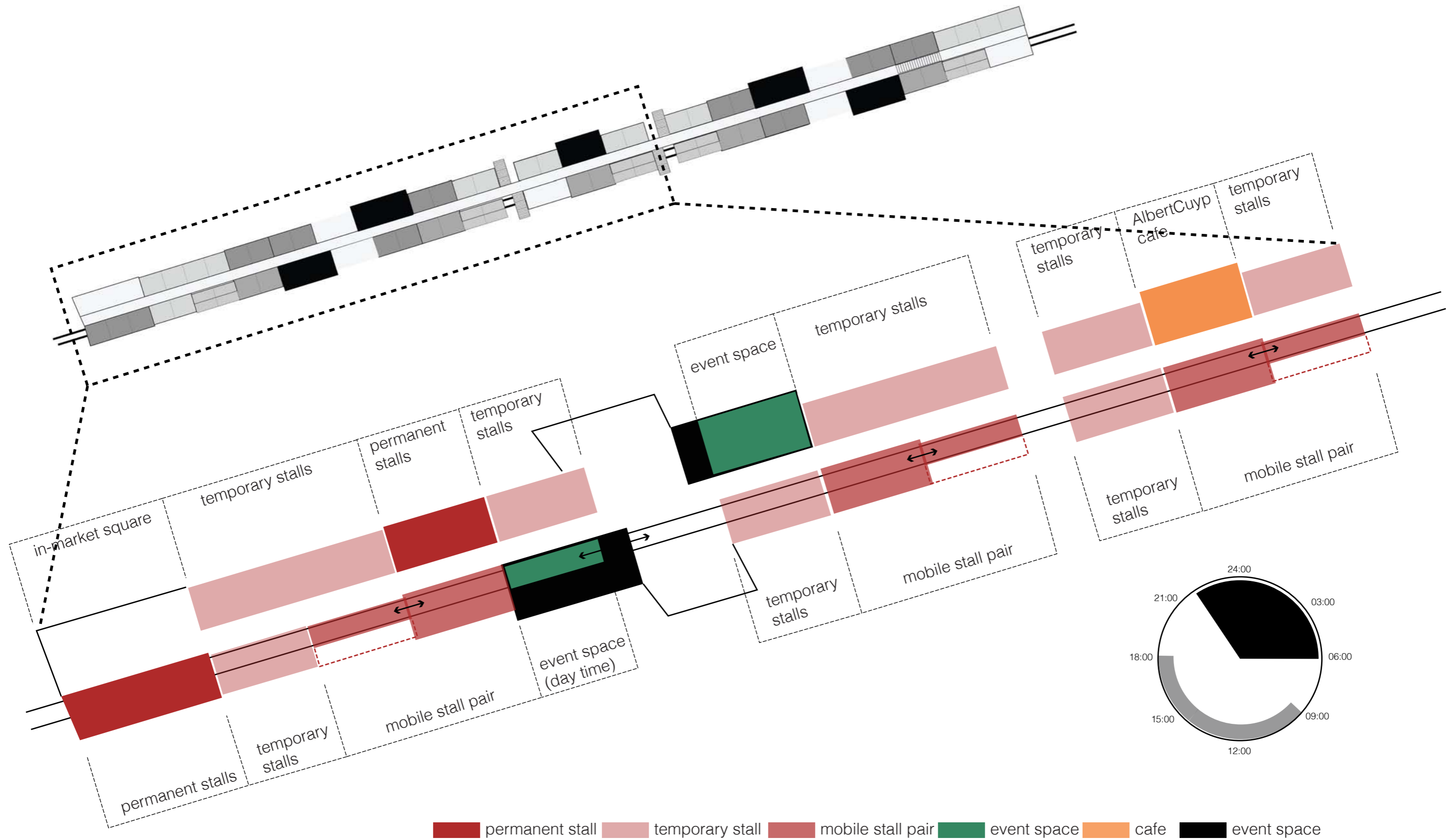
Re-Organization of Albert Cuypmarkt Total Configuration

Market stalls and cores are organized along the street in a layout that allows **contraction between 18:00-09:00**. Points of concentrated commercial and non-commercial activity are created along the street.



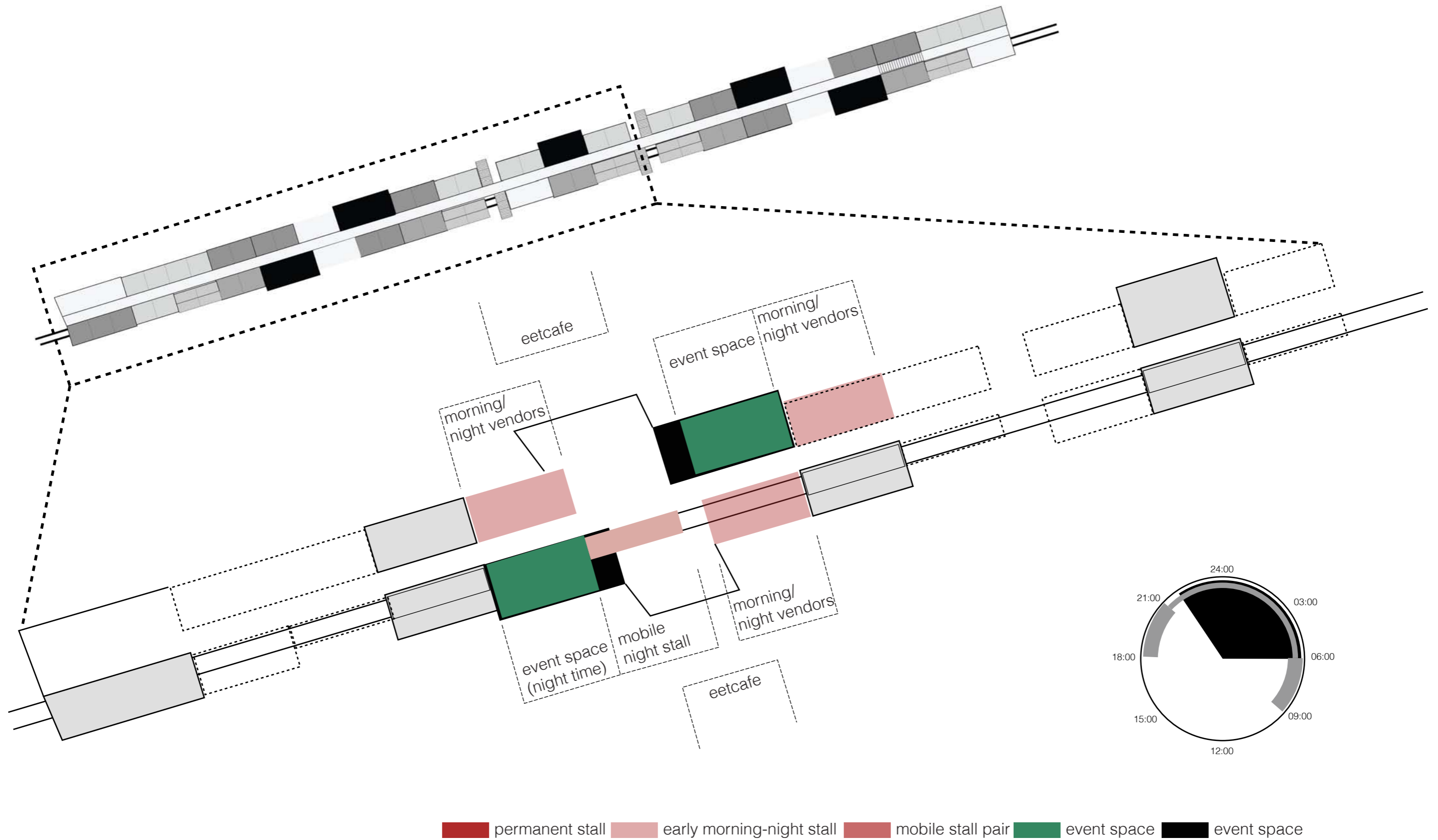
Re-Organization of Albert Cuypmarkt Total Configuration

The organization of the market stalls and cores between 09:00-18:00 is as following:



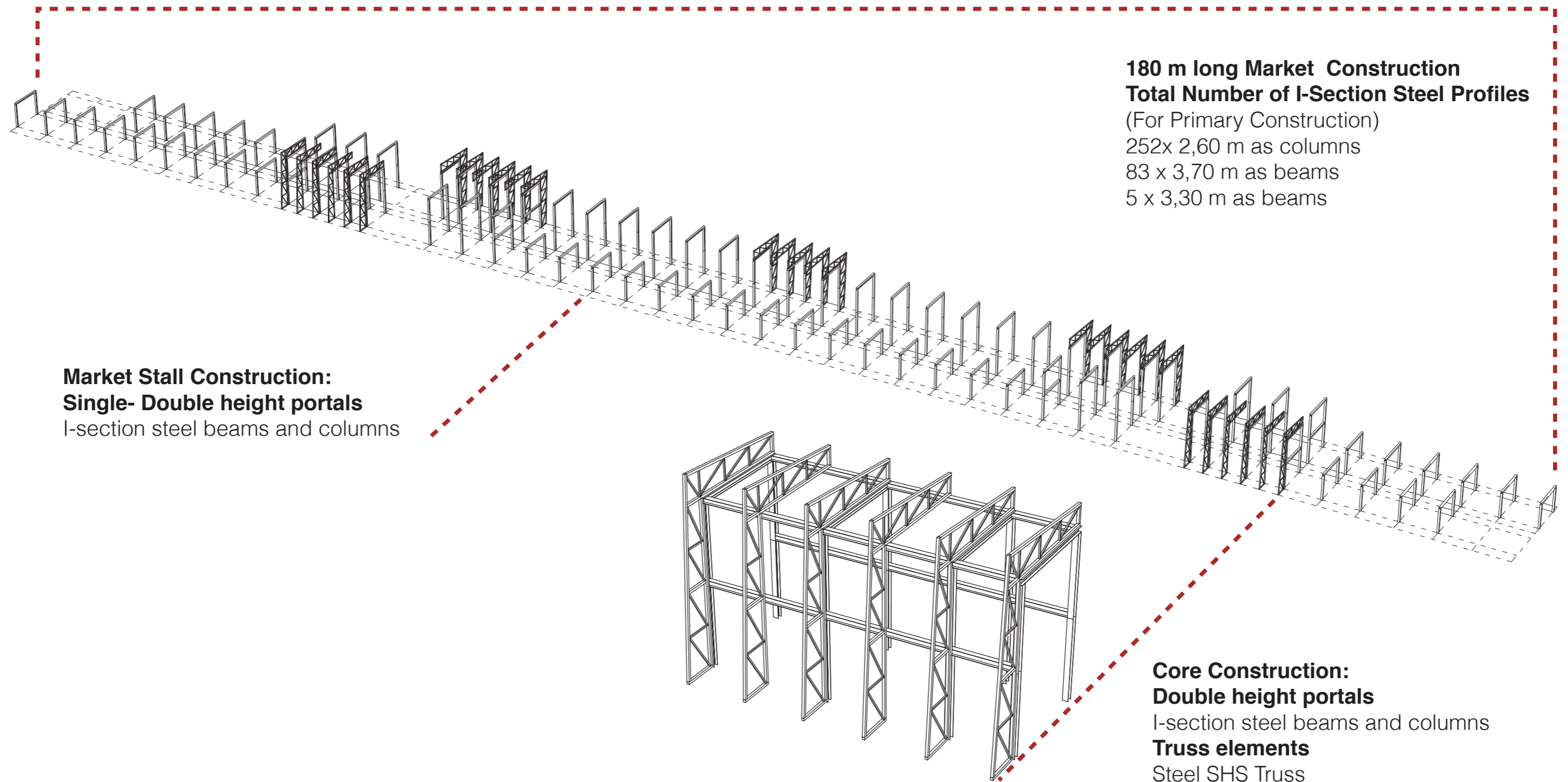
Re-Organization of Albert Cuypmarkt Total Configuration

The organization of the market stalls and cores between 18:00-06:00 is as following:



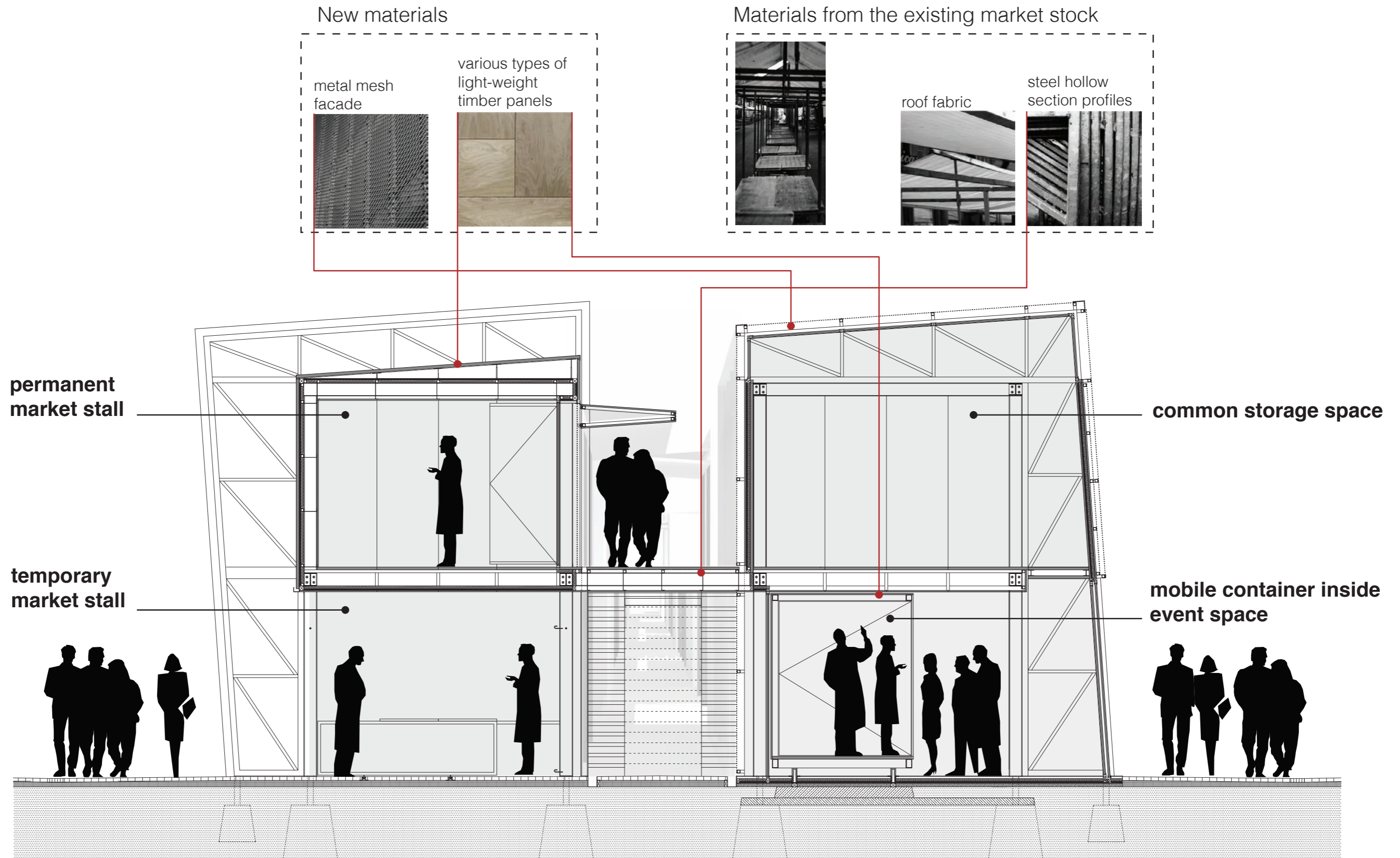
Re-Organization of Albert Cuypmarkt Structure and Construction

The main structural system of the new Albert Cuypmarkt is composed of **steel construction portals**. Main principle is to construct the portals of different heights from **few types of mass-produced unit elements**. The structural system can be **modified for alternative configurations and program through time**.



Re-Organization of Albert Cuypmarkt Structure and Construction

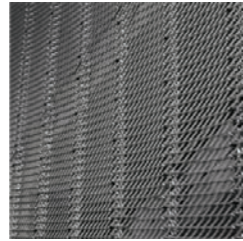
The steel construction portals are cladded with **light-weight, unit-sized materials**.
Cladding materials are **assamblaged in-situ**, and can allow re-use or alternative future configuration.



Re-Organization of Albert Cuypmarkt Structure and Construction

New materials

metal mesh facade



various types of light-weight timber panels



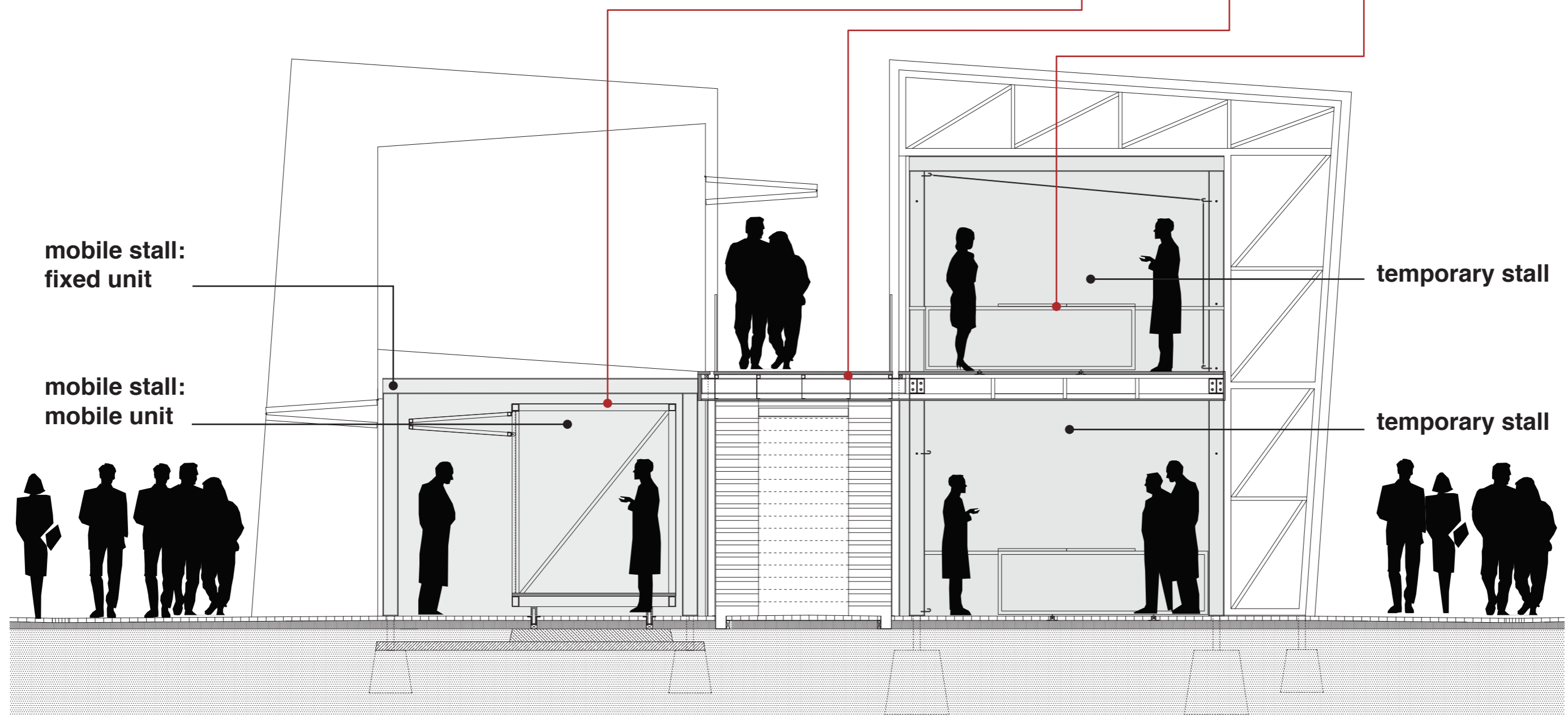
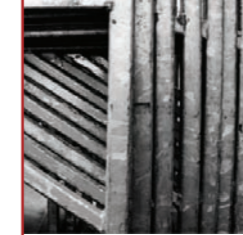
Materials from the existing market stock



roof fabric



steel hollow section profiles



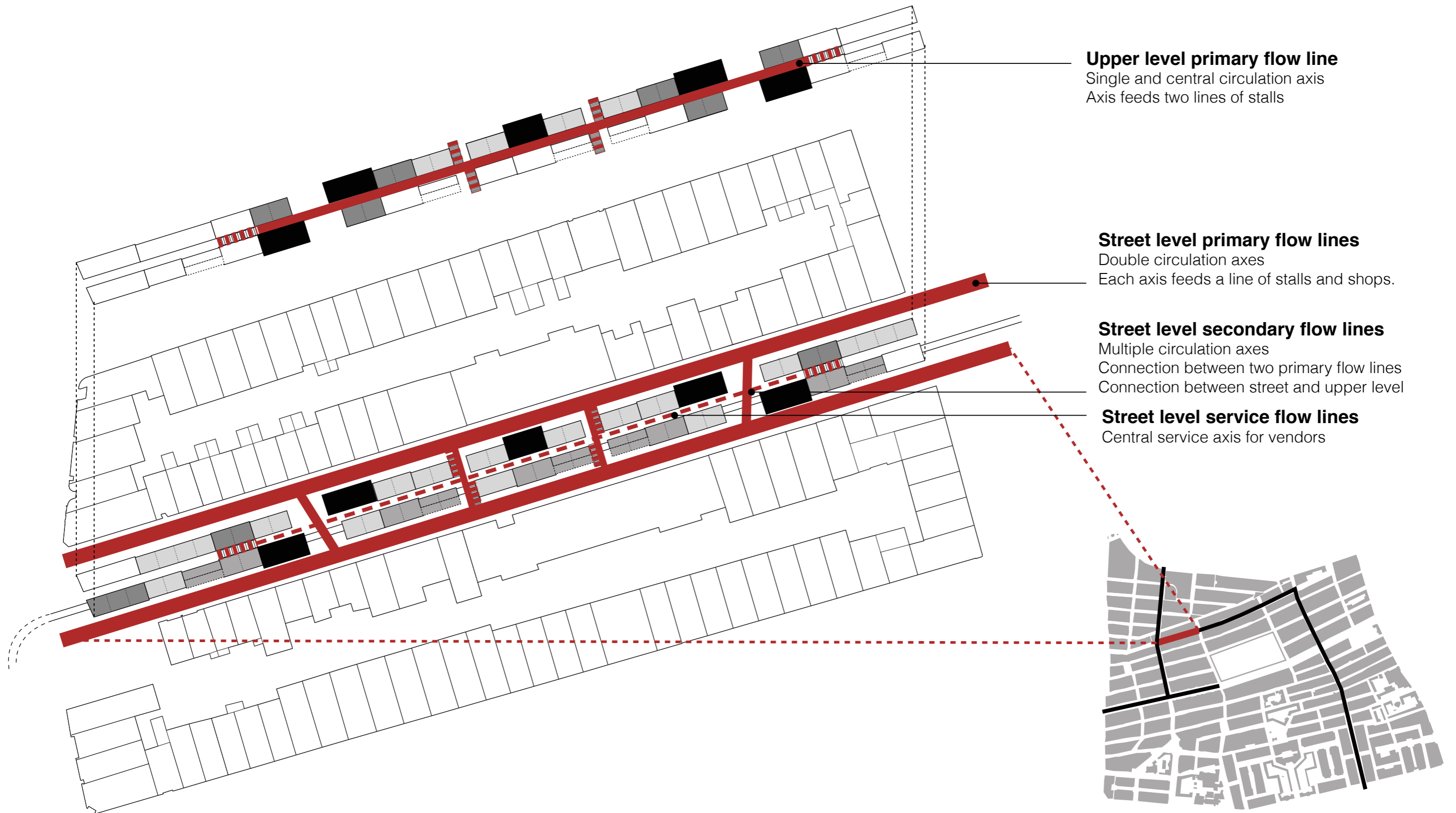


Analysis Proposed Situation

Spatial Organization
Temporal Dynamics
Socio-Economic Structure

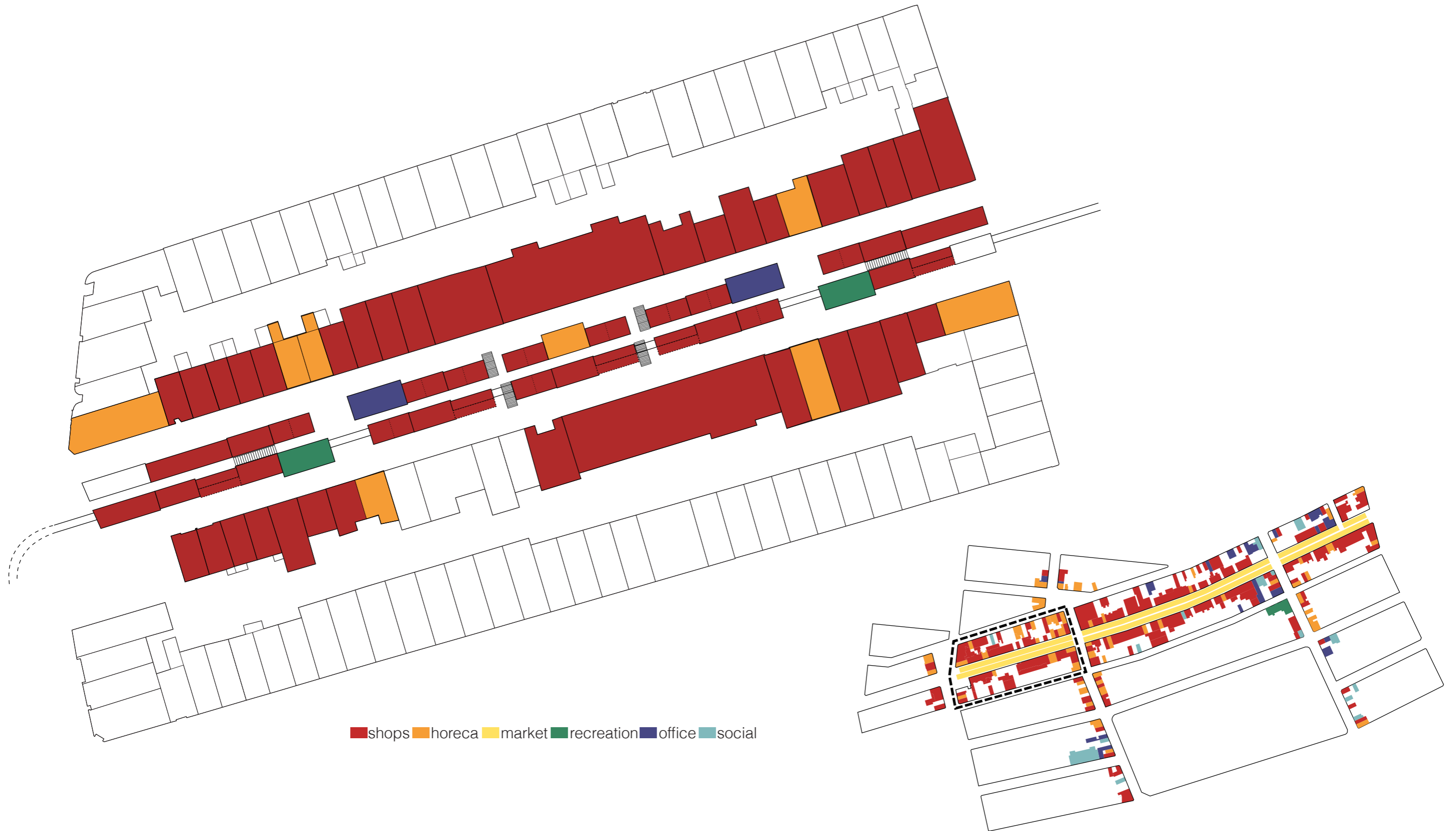
Analysis Spatial Organization

The circulation is **re-organized laterally and centrally** on street level and upper level respectively, in order to **equally distribute customer flow** for both the market stalls and the existing shops.



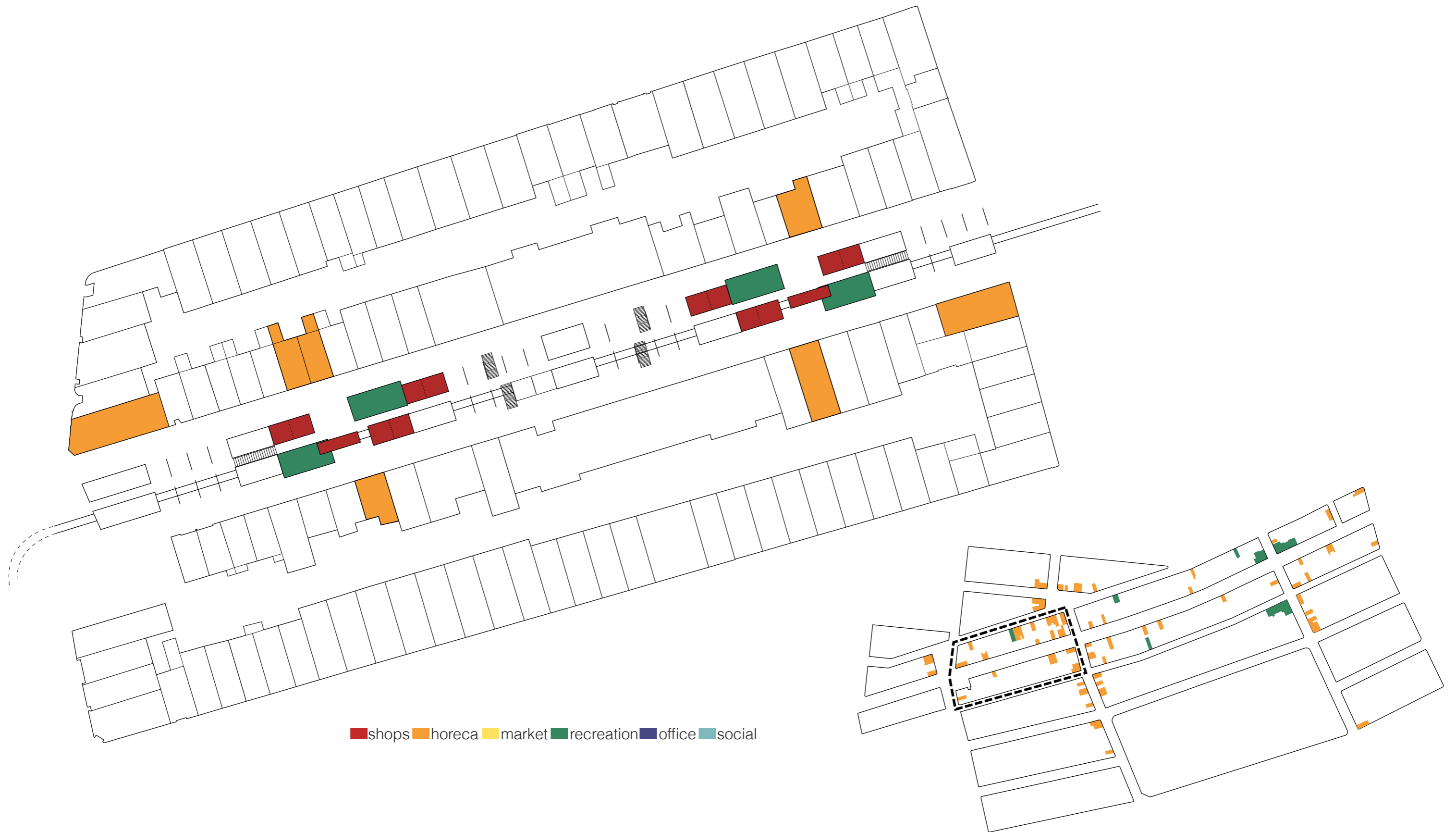
Analysis Temporal Dynamics

The re-organization introduces recreational and office spaces into the market structure, in order to create a more **hybrid program along Albert Cuypstraat** during the day.



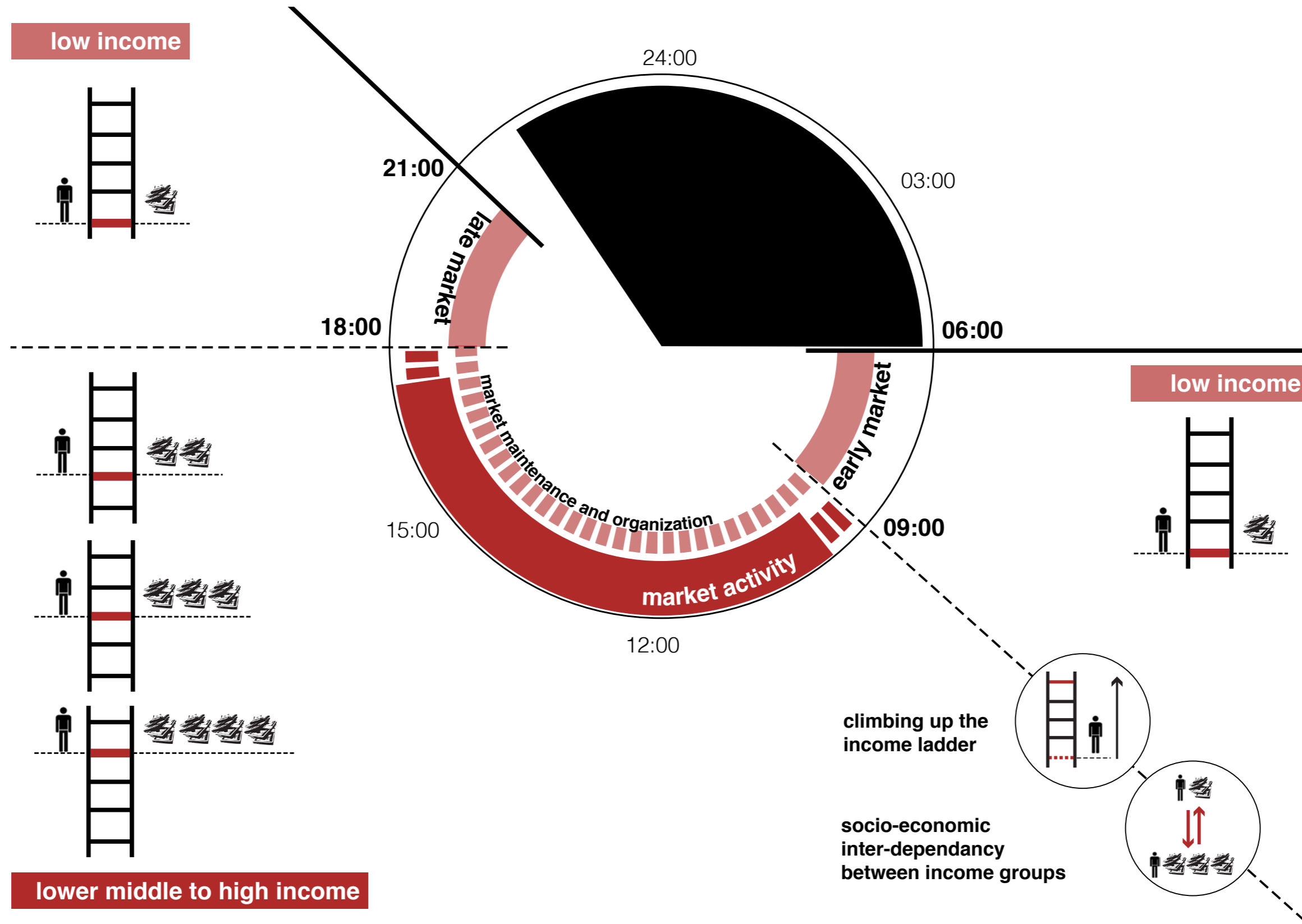
Analysis Temporal Dynamics

Recreational spaces and the early morning/ night market activity **extends the hours of use of Albert Cuypmarkt** beyond 09:00-18:00, adding to **the security and the urban space quality** of the area after market hours.



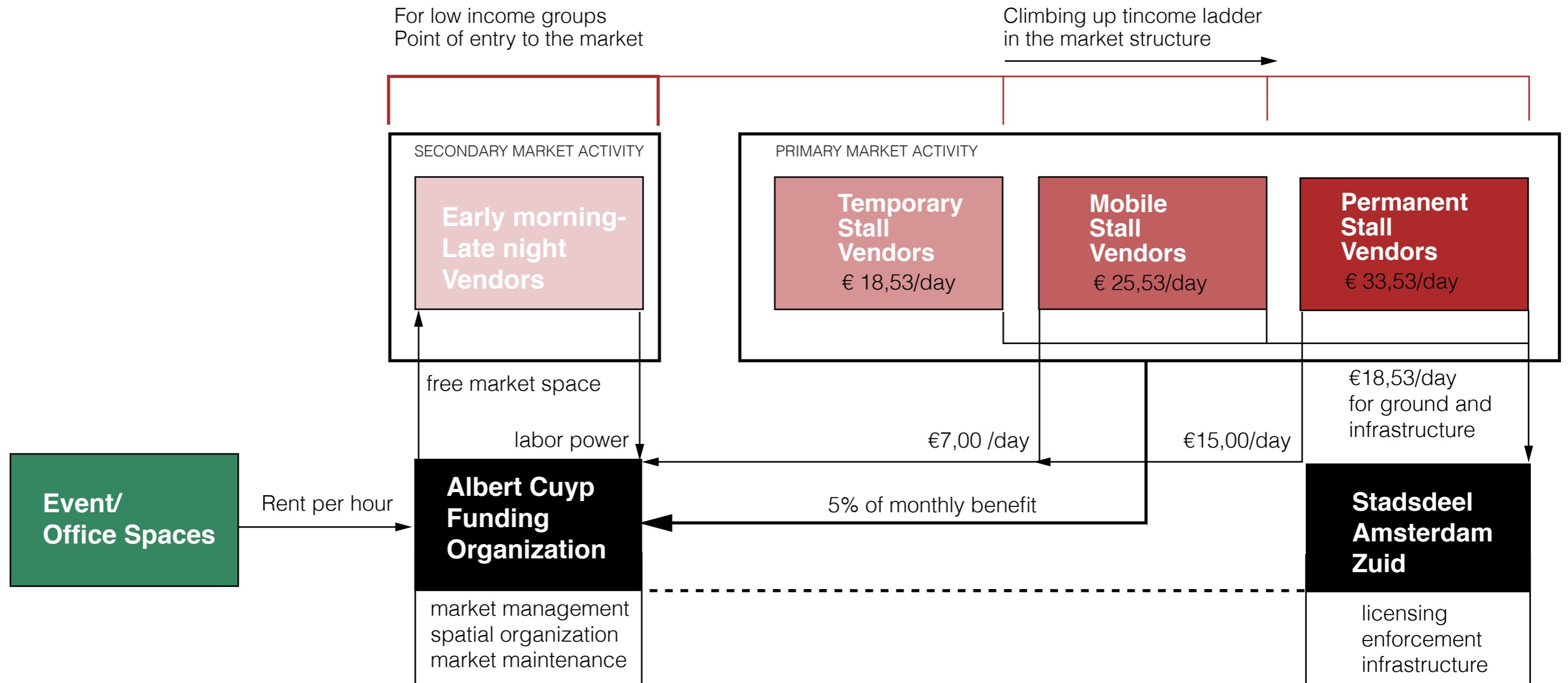
Analysis Temporal Dynamics

The new division and use of time allows all income groups to be integrated into the same market structure.

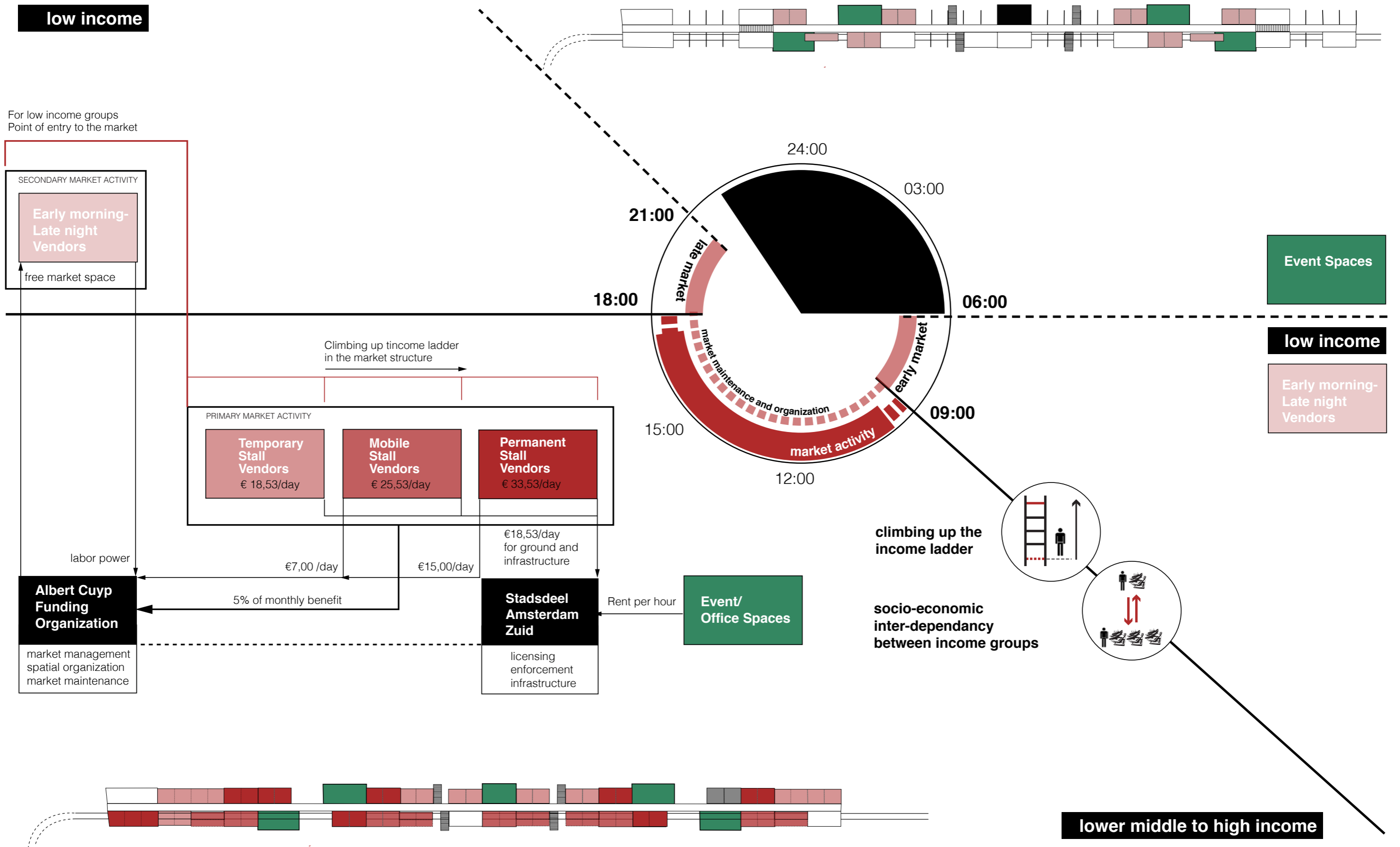


Analysis Socio-Economic Structure

The **labor power, service and money flow** of the new Albert Cuypmarkt is as following:



Analysis Conclusion





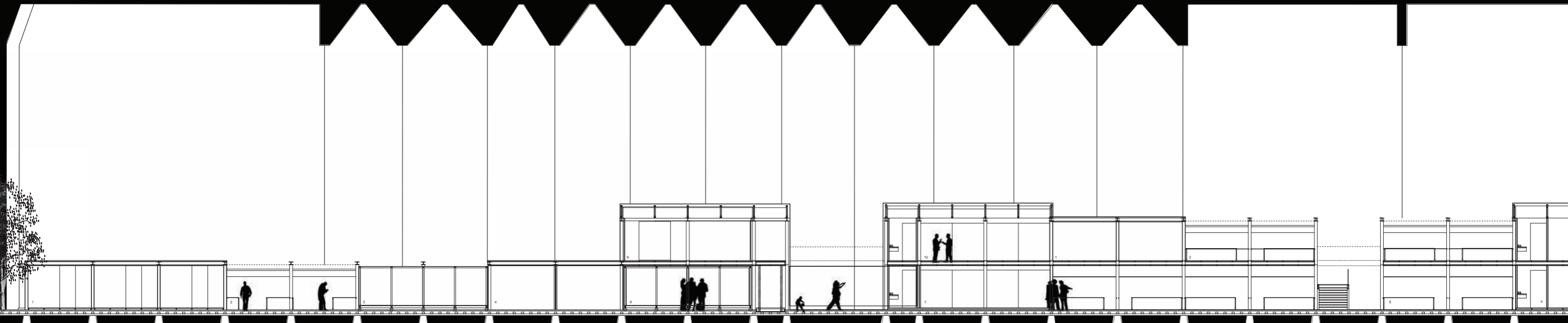
Conclusion

Conclusion

The **spatial and temporal differentiation and re-organization** of the stalls in proposed market space allows **differentiation of rent price and working hours**. This creates an opportunity for the **inclusion of low-income groups** into the Albert Cuypmarkt.



Permanent Stall
Temporary Stall



Permanent Stall
Temporary Stall

06:00-09:00/18:00-21:00/21:00-06:00

Mobile Stall:
Mobile Component + Fixed Component

Mobile Core:
Storage, Event Space, Mobile Night Stall

Open Public Space

Fixed Core:
Office and Event Space, Restrooms

Upper Level: Permanent Stall
Ground Level: Temporary Stall/
Early morning-Night Stall

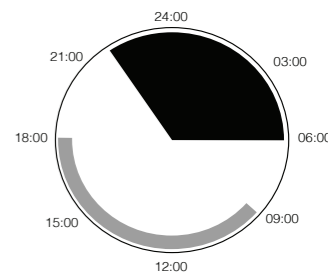
Upper Level: Temporary Stall
Ground Level: Temporary Stall/
Early morning-Night Stall

Upper Level: Temporary Stall
Ground Level: Temporary Stall/
Early morning-Night Stall



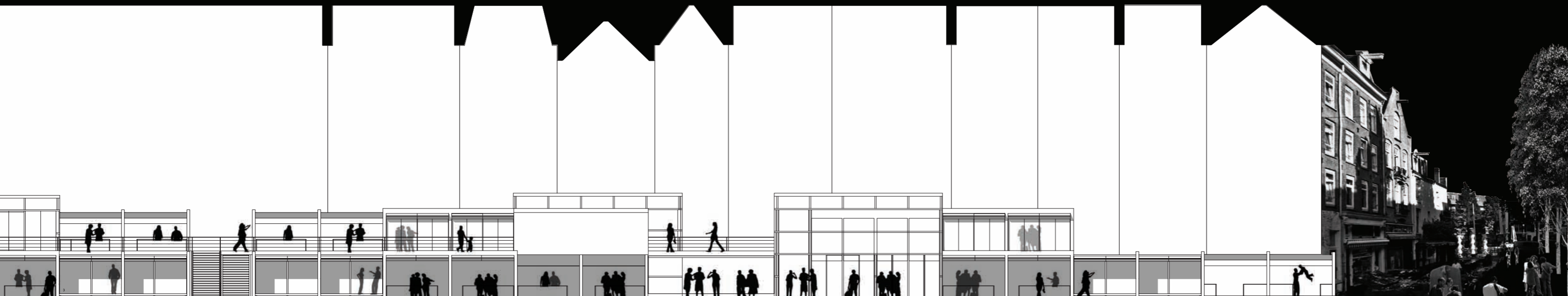
Conclusion

Different income groups co-exist in the same urban space, and generate wealth from the same economic structure. An investment that increases the land value of the urban space achieves to benefit the low-income groups and to house future urban-economic value.



People's cafe
Mobile Stall

Mobile Core: Storage and Event Space
Early morning-Night stall

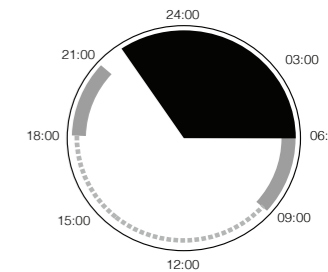


People's cafe
Mobile Stall

Mobile Core: Storage and Event Space
Early morning-Night stall

06:00-09:00/18:00-21:00/21:00-06:00

06:00-09:00/18:00-21:00/21:00-06:00



Thank you.

