

Site Analysis of Binckhorst

Application of the ecosystem framework on the assessment of Binckhorst

Research Paper | Tim Jun Li | January 2019 | TU Delft

Mentors

Dr. ir. R. Cavallo (Roberto)

Dr. ir. M.G.A.D. Hartevelde (Maurice)

ir. Kuijper (Joran)

Preface

“Although it is impossible to predict how the future will look like, as architects we can steer the future through empowering the people in creating the optimal environment for innovation”

This investigation started from a simple observation, as I was walking down the street of Den Haag, I came across a building that had a co-working space on the ground floor, which I came to learn was run by a company called SPACES. The interior was very pleasant and sociable, with a nice cafe, comfortable seating and presence of many people who were working independently. I thought to myself “what a great place to simply work in.”

Later, in the Venice Bienalle session, regarding the national project “Stad van de Toekomst”, I was working with the Den Haag BNA team, leading the workshop on creating a central innovation district in a junction that lies between Den Haag HS, Den Haag Lan van Nooi and Den Haag Centraal. I was inspired to reflect on my encounter with the co-working space, and realized that it was an excellent space that cultures innovation, given the diversity of people. Unlike a traditional office space owned by a singular company, SPACES was filled with people of different disciplines, age group and income levels, with many social spaces that encourages the interaction between the occupants. I was intrigued by how as architects, we can design spaces that optimizes innovation.

Through working with the BNA, although it was fascinating to learn about their proposals and their research on integrating green technology, I realized that their design lacked an empirical foundation, and a comprehensive understanding on the user groups of innovation spaces. Furthermore, in my preliminary research on innovation spaces, I came to learn that although the success stories of Urban Innovation Districts (UIDs) are well documented, defined as “geographic areas where leading-edge anchor institutions and companies cluster and connect with start-ups, business incubators, and accelerators” (Katz & Wagner, 2014), there is a lack of studies on the mechanism behind their success. As such, I decided to focus my thesis on understanding how to spatialize innovation culture, and in developing a design framework for Urban Innovation Districts (UIDs).

This research document is the second part of my study. In my first paper on “Cultivating Innovation Culture in the Physical Environment,” I created an ecosystem framework, made of 4 levels of social connection systems (External Connection, Outdoor Spaces, Program Interconnection and Work/Dwelling) to inform the design of UIDs. This was derived from the phenomenological inquiry on the economic, cultural and demographic forces that gave rise to innovation spaces, and then identifying how this is translated into the physical environment that attracted a cluster of knowledge workers. The framework demonstrates how the architect can shape the physical environment to embody innovation culture, through designing in context of the different forces that shape it, to attract user groups that support the social patterns encouraging innovation.

As acknowledged in the discussion of the research paper, even though the ecosystem framework is potentially an effective tool-base to assess the situation of a UID, and a preliminary evaluation on how it should develop, a more place-based approach is needed to understand the specifics of the intervention. In this research document, Binckhorst, a UID in Den Haag that is still in its early stages of development, is used as a study for the application of the ecosystem framework. The goal is to identify how the ecosystem model can be applied in the design process so that the end proposal is people-based, and the architect is able to maintain a sustained dialogue with the public.

Ch.3

ANALYSIS

External Connection

Binckhorst as an island	25
Car transport to Fokkerhaven	27
Bus transport to Binckhorst	29
External Connection feedback	31
Congestion at Binckhorstlaan	33
Opportunity: Trekvliet Canal	35
Opportunity: Tram, Rijswijkseweg	37

Outdoor Spaces

General impression of Fokkerhaven	39
Problems and opportunities	41
Preservations and connections	43

Program Interconnection

The I'M BINCK festival	45
Problem/Opportunity: Amenities	47
Types of office space	49

Work/Dwelling

Reciprocity	51
Juno-blok	53
Income diversity	55

Conclusion

Binckhorst assessment summary	57
-------------------------------	----

App.

APPENDIX

Appendix A: Worker, email template	58
Appendix B: Residential contact flyer	59
Appendix C: Residential survey	60
Appendix D: Worker survey	62
Appendix E: Residential survey, results	64
Appendix F: Worker survey, results	74
Appendix G: Interview transcript	84

Ref.

REFERENCE

Publications	88
Website and images	89



Introduction

Binckhorst - gateway to Den Haag

Ranstad is an area of Netherlands that is used most intensely. The southern part of Ranstad, otherwise known as Southwing, consists of two major cities, Den Haag and Rotterdam. Binckhorst (fig. 1) lies at the central point of this region, at the outer district of Den Haag (South East from the inner city). As can be seen in figure 2, there are 2 major highways that enters into Den Haag through Binckhorst. The A12 motorway connects Den Haag to Utrecht and all the way to the German border, Zevenaar (“A12 Motorway”, 2018). The other highway is a junction from the A4 Mortorway that is currently under development, and connects Den Haag to Rotterdam and eventually reaches to the Belgium border, Zandvliet. (“A4 Mortorway” 2018)

As a result of Binckhorst’s central position with good private and public transport infrastructure, there is significant pressure from the municipality to transfrom its current use as an industrial area into an innovation district (Zandt, 2018). Currently Binckhorst covers an area of 130 hectares, with 6 hectares of water, 29 hectares of streets and parks, 15 hectares of office space and 8 hectares of others. The municipality plans 73 hectares for redevelopment. (Bouten, 2008)

Figure 1

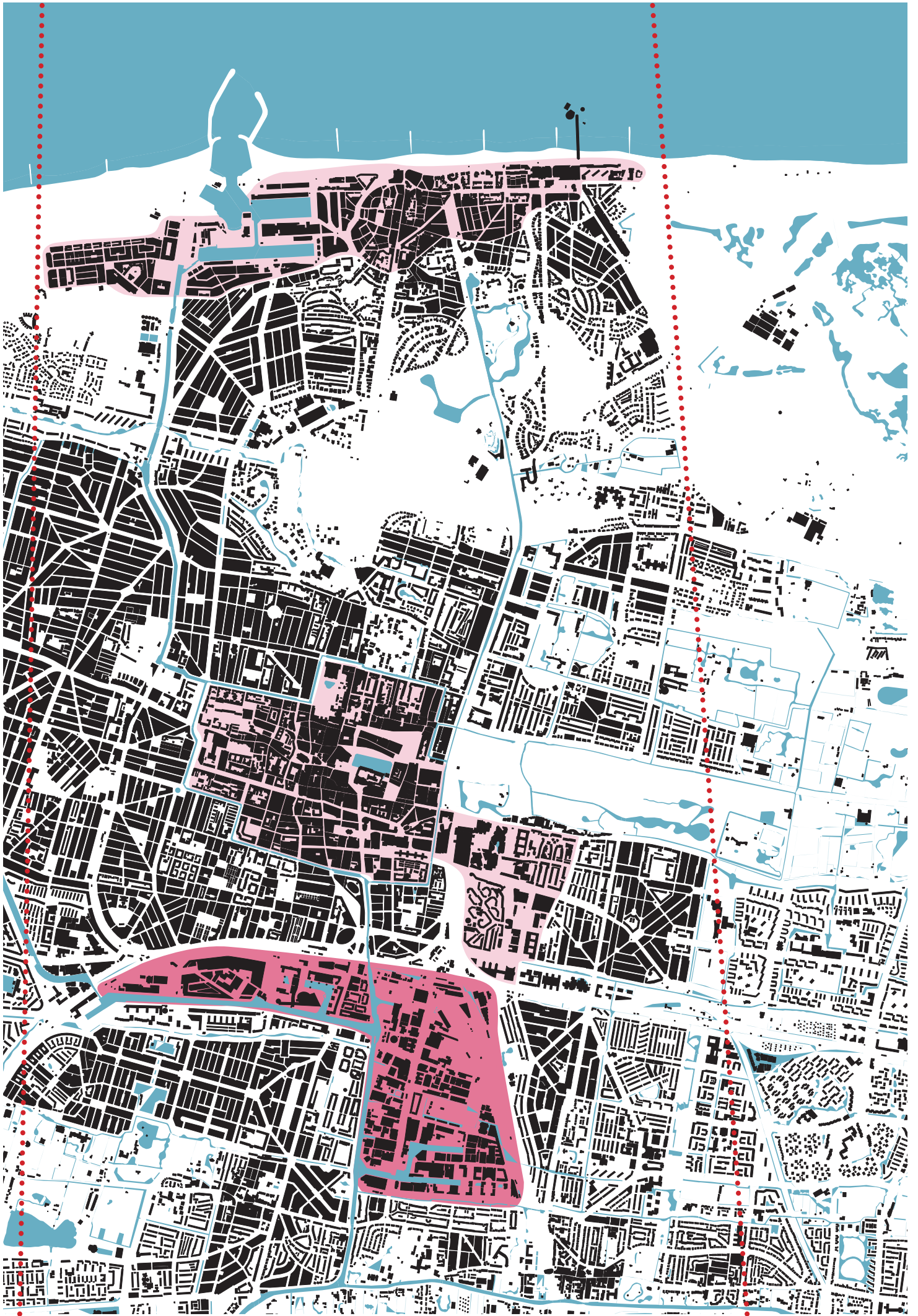
Aerial view of Binckhorst

(“Innovatief”, n.d.)

Figure 2

Binckhorst as the gateway into Den Haag

(self illustration)



The central zone of Den Haag

Although Den Haag only has half a million inhabitants, many European and International organization resides there, amounting up to more than 300 enterprises. These enterprises ranges from intergovernmental embassies and NGOs to intergovernmental organizations, to embassies and consulates. Den Haag also accommodates the house of representatives, the Dutch royal family and the national government. Given the presence of the many public institutions represented in the city, The Hague has a prominent economic profile that complements the other major cities of the Randstad metropolitan region. (Bouten, 2008)

Binckhorst is a central area for development according to the Den Haag municipality plan (fig. 3), and will be part of the new creative economy, along with the Haagse Hogeschool and the International Business Center. It lies in the central zone of Den Haag where most of the institutions, businesses enterprises and governmental bodies are located. ("Netherlands", 2015)

Figure 3

The central zone of Den Haag

(self illustration)



Scheveningen



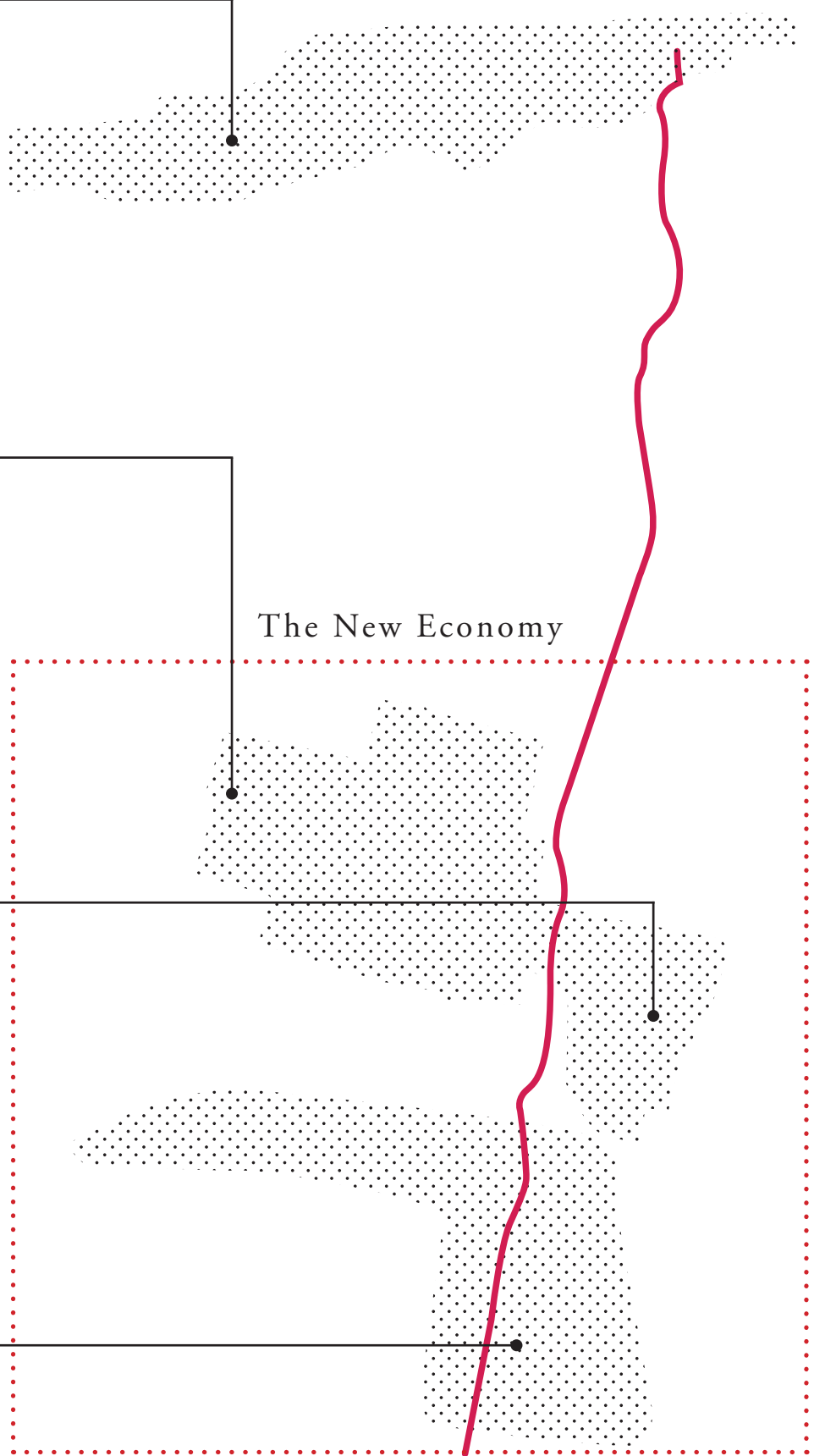
Inner City



Beatrix Quarter



Binckhorst



The New Economy

The new economy

There are 4 key areas within the central zone (fig. 4). The first is the Scheveningen district, a tourist destination and regarded as Holland's most famous seaside resort. It is characterized by a long sandy beach followed by a boulevard. It has many cultural and recreational amenities and is a popular destination for windsurfing and kite-boarding (Scheveningen, n.d.).

The other 3 key areas of Den Haag are part of a collective whole regarded by the municipality as the Central Innovation District. Together, they are expected to accommodate for half of the projected growth of 90,000 inhabitants by 2040 (Bouten, 2008). In an effort to secure the branding of "The International City", the municipality plans to enforce policies that will significantly change the urban environment of the three areas in the following ways (Bouten, 2018):

1. Improve knowledge infrastructure.
2. Cluster international organizations.
3. Cultivate hospitality of the city.
4. Create and maintain an attractive live/work environment.

The three key areas all serve different functions and are designed to accommodate for different needs, they are the following:

The Inner City:

The inner city of Den Haag, is a mixed-used area that accommodates up to 32 million visitors annually. It is regarded as the historic center with many recreational and cultural amenities such as shopping districts, heritage sights and restaurants. (Bouten, 2008)

The Beatrix Quarter:

The Beatrix Quarter is the main business area of Den Haag; its location is ranked as top 2 best valued area for offices. It houses Den Haag's World Trade Center as well as Den Haag Security Delta (Bouten, 2008).

Binckhorst:

Still in the early stage of development, Binckhorst is planned to become the creative economy of Den Haag. With the presence of Haagse Hogeschool and the International Business Center, the district area of Binckhorst, Laakhaven already accommodates for up to 25,000 students. It is now under development to create an environment for entrepreneurs and start-ups. ("Netherlands", 2008)

Figure 4

The 4 key areas of Den Haag along the central zone.

Top left image:

Scheveningen district - tourist area

("Scheveningen", n.d.)

Second left image:

Inner city of Den Haag

("Novotel", n.d.)

Third left image:

Beatrix Quarter

("The Hague Beatrixkwartier", n.d.)

Bottom left image:

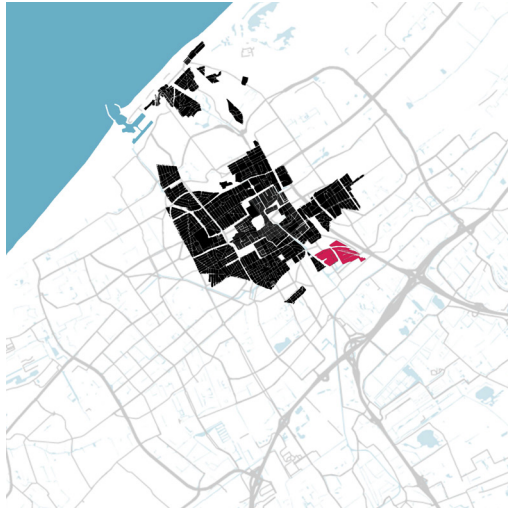
Binckhorst

("Binck36", n.d.)

1350-1750



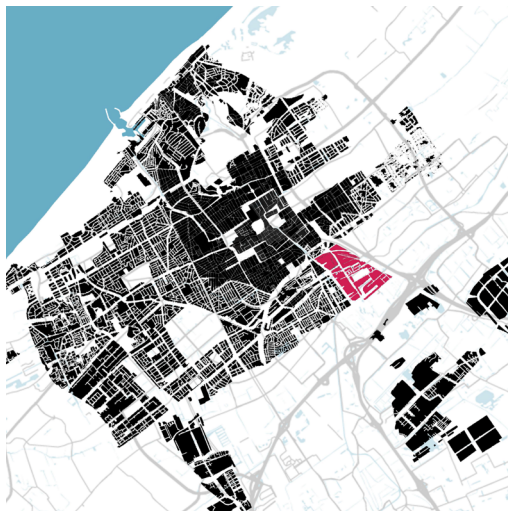
1900



1950



2010



History of Den Haag

In the following, a quick overview of Den Haag's development will be given, as to establish the context of Binckhorst's emergence (fig. 5)

Early settlement in Den Haag 1350-1750

The pioneers of Den Haag first settled in AD1230, upon the establishment of a residence for the Count of Holland. The manifestation of the court attracted the development of settlements, and by the 14th century, Den Haag had two independent cores. Within a century, the two cores merged together to form a town. In the 17th century, as part of the Dutch Golden Age, the upsurge of trade resulted in more infrastructure development by the harbor. However at the end of the 17th century, the economic recession stagnated the development of Den Haag and the population growth until the 18th and 19th century. (Abrahamse, 2016)

Den Haag industrial era, 1900

In the 18th and 19th century, due to the industrial revolution, there was an exponential growth in population. A pivotal cause of the transformation was the construction of the railway lines from Amsterdam (1843) and Rotterdam (1847). As part of the industrial development, Binckhorst was located at the very outskirts of the inner city to harbor industrial activity - the Trekvliet canal was used as a major mode of transporting goods. (Abrahamse, 2016)

Den Haag postwar era, 1950

After WWII there was a huge housing crises, as much of Den Haag was bombed or demolished by the Germans. The council hired the architect A.M. Dudok, who planned the construction of post WWII housing estates on the South-West of Den Haag (next to Binckhorst). The area was dedicated to the working and middle-class, as such characterized with monotonous apartment complexes made of rows of terraced housing. (Abrahamse, 2016)

Den Haag postwar era, 2010

Located in the province of Zuid-Holland, Den Haag is now the third largest city in the Netherlands, with over 500,000 residents. It is the central location for many international and national governmental institutions and is recognized as the "International City of Peace and Justice." (Abrahamse, 2016)

Figure 5

Historical development of Den Haag.

Top image: right

Den Haag 1350-1750, image of farmland in the Trekvliet looking inwards to the inner city.

Second right image:

Binckhorst in the 1900's. Industrial use of the Trekvliet region.

Third right image:

Laakhaven, industrial towns next to Binckhorst.

Bottom right image:

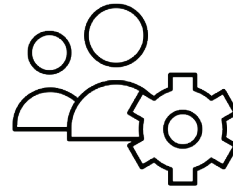
Aerial view of Den Haag inner city.

(Abrahamse, 2016)

Early Development



Companies



Workers



Residents

Late development



Visitors

The current position of Binckhorst

Binckhorst is still in its early stages of development; there are some infrastructure built to attract companies and workers, however still does not have the proper environment to accommodate for future residents (fig. 6). Since it used to be an industrial era, located on the outskirts of the city center, Binckhorst has very poor urban infrastructure. Even though the municipality has created new policies to attract companies, resulting in the construction of office buildings, much of it is still vacant, and a large portion is used by car dealers and as garages. There are however three noteworthy innovative work places in the area, namely Mooof (a creative workplace for artists) as well as Binck36 and The Caballero Factory (innovative workplace for start-ups and entrepreneurs). There are also two major cultural heritage in Binckhorst, De Binckhorst castle and the St. Barbara Cemetery. The potential of these development will be further elaborated in the later stages of the analysis. (Bouten, 2018)

Figure 6

Current development of Binckhorst in context of UID user groups.

(self illustration, icons by noun project)

Municipality plans for Binckhorst

As described by Pluijmen (2017) Urban Innovation Districts (UIDs) typically cover a large area, Binckhorst is no exception with a coverage of 130 hectares. As it is too expensive to develop the entire area in one sitting, UIDs are typically transformed by area. In the case of Binckhorst, the municipality has declared a commission in 2015 (RIS 278681) to concentrate investments on 3 ports (fig. 7) (“Netherlands”, 2015). They are the following:

Poolsterhaven:

Poolsterhaven is planned to have a functional use of parking and storing excursion boats. (“Netherlands”, 2015)

Binckhorsthaven:

Binckhorsthaven is planned to become a creative manufacturing area, with a concentration on cultivating a business office environment. (“Netherlands”, 2015)

Fokkerhaven:

Fokkerhaven is intended to be a mixed-used area for both working and living. Due to its central location by the Trekvliet canal, and with the development of the A4 exit next to Fokkerhaven along the Binckhorstlaan road, the municipality has already demolished existing buildings in the area to accommodate for new functions. The following are the key ambitions of the municipality for Fokkerhaven (fig. 8):

Work environment (“Netherlands”, 2015):

1. Accommodate for 40 one-day to multi-day events, up to 80,000 visitors annually.
2. Create venues for 8000-10,000m² of business space.

Living environment (“Netherlands”, 2015):

1. Cultivate amenities supporting education, arts and culture, hospitality and nature.
2. Create a density of 150 houses per hectare, a total of 700-1000 homes in the whole Trekvliet zone.
3. Introduce new home-work typologies.
4. Introduce new investment strategies for instance, collective-private contract-ship and small scale commissioning.
5. Develop two central parking facility so that 0.8/1.0 of parking spaces are resolved within buildings, and only 0.2/1.0 of parking spaces are located in public areas (“Netherlands”, 2015). This is to improve the walk-ability and bike-ability of the area, which is a key factor in creating high quality environments as stipulated by Pluijmen (2017).

Figure 7

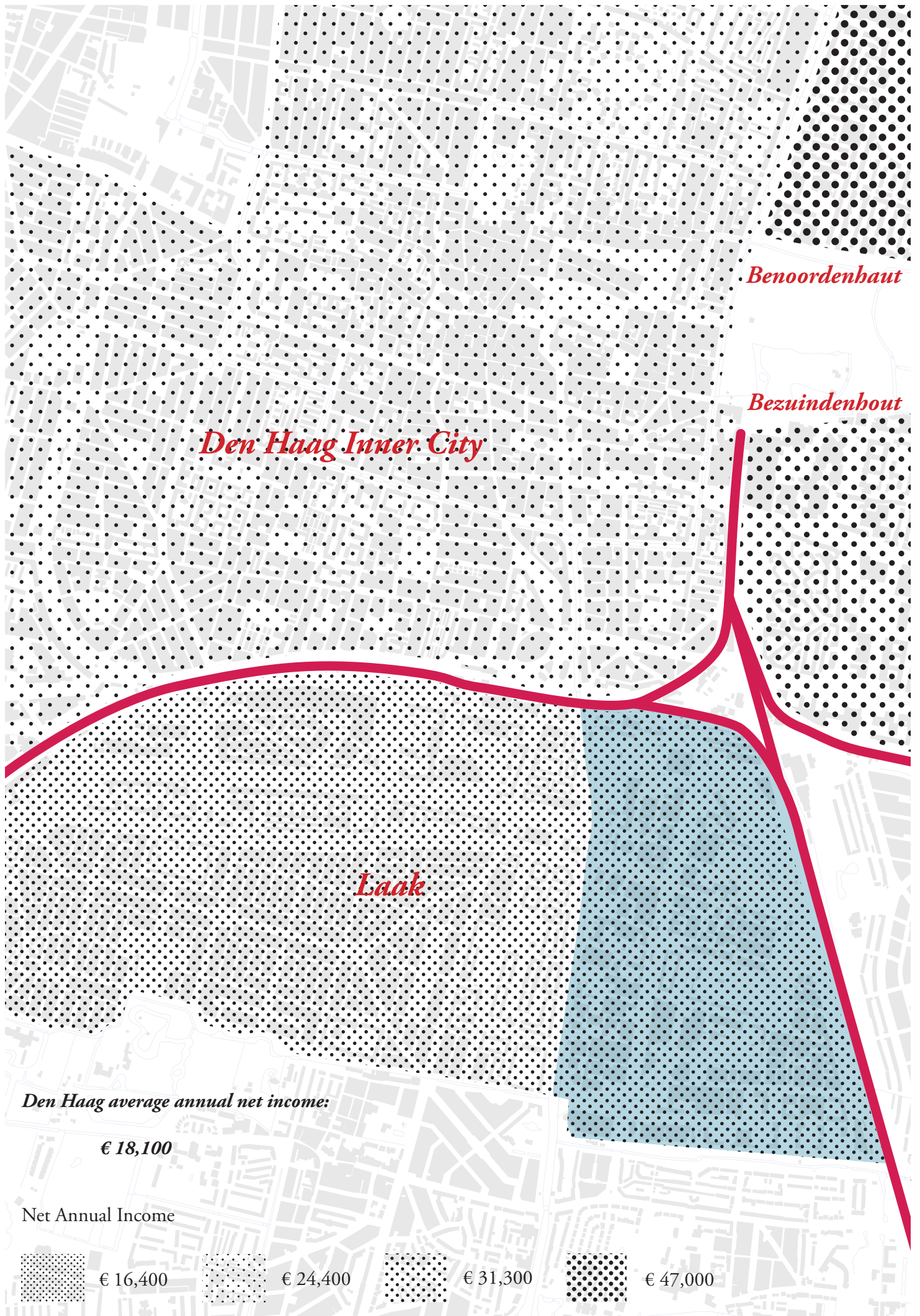
Municipality investment on the 3 port areas of Binckhorst.

(“Netherlands”, 2015)

Figure 8

Municipality plans for Fokkerhaven

(“Netherlands”, 2015)



Income segregation in Den Haag

The Laak district as a disadvantaged neighborhood

Binckhorst as part of the Laak district is next to a post war neighborhood. Similar to the many problems of post-war neighborhoods around Europe, it was conceived for the lower income class. The area as a result is monotonous in building type and public spaces, and lacks the necessary amenities to liberate the poor from their current lower socio-economic prospect (Allecijfers.nl, 2019) It is apparent that the income segregation of the different districts are demarcated by the railway development. The Laak district faces the greatest issue in the cluster of people with lower socio-economic background, with an average annual salary of €16,400, which is below the standard income salary of Den Haag of €18,100 (fig. 9).

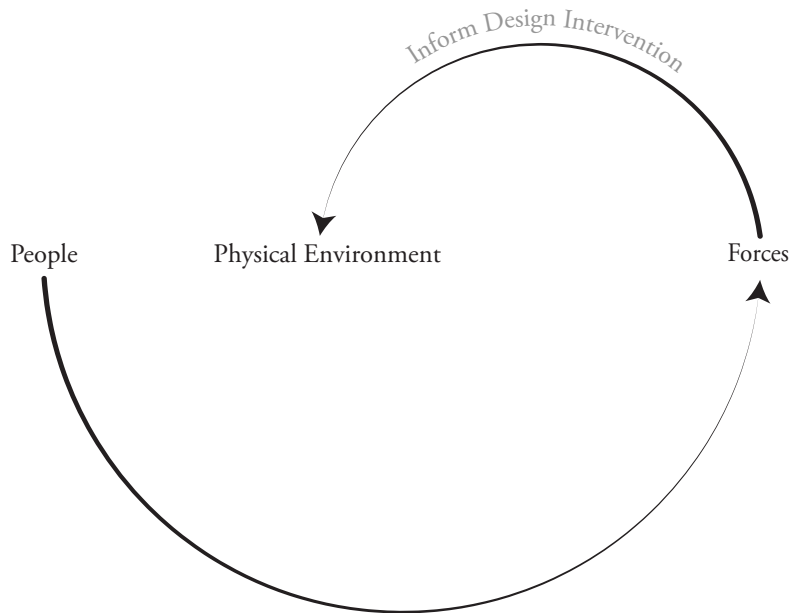
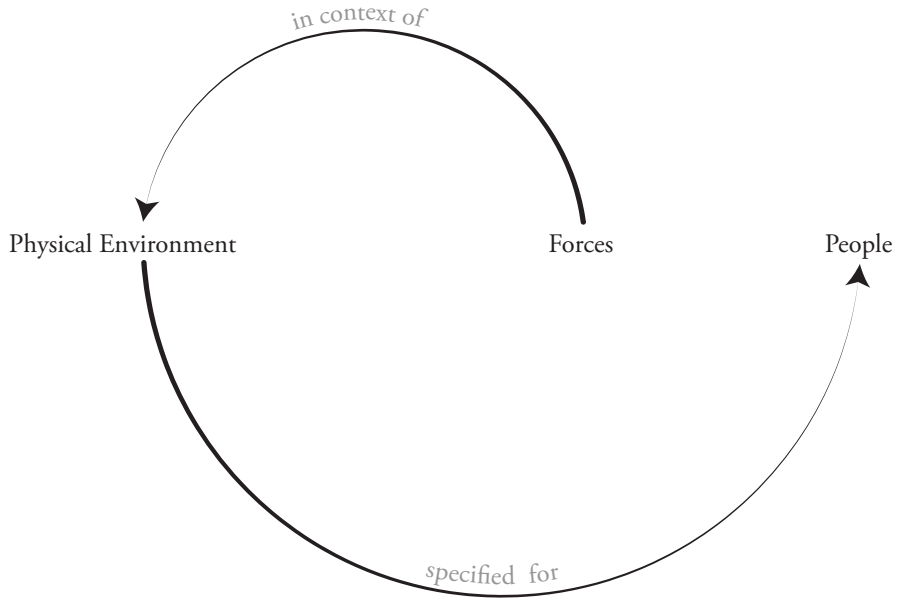
Opportunity of Binckhorst development to improve post-war neighborhood

Since the 1950's the district next to Binckhorst apart from the development of transport infrastructure barely facilitated change, a typical problem with post-war neighborhoods as raised by Engels et al., (2013). The development of the Fokkerhaven area in Binckhorst therefore is a great opportunity to counter this situation; the master plan of Fokkerhaven should consider the needs of not only future residents, but also the existing residents of the nearby post-war neighborhood. This could be a win-win situation, as attracting residents from the post-war neighborhood can encourage the diversity that is required for UIDs. ("Héél", 2018)

Figure 9

Income segregation demarcated by transport infrastructure.

(self illustration)



Methodology

A praxeology study on Binckhorst

From my research paper on “Cultivating Innovation Culture in the Physical Environment” I have developed a framework to spatialize innovation culture in Urban Innovation Districts (UIDs). Through the study of the forces that create and sustain innovation spaces, I was able to interpret how they are embodied in the physical environment so that appropriate interventions can be made to encourage social patterns of the people that coerce innovative processes (fig. 10).

As raised in the discussion of the research paper, although the ecosystem framework proposed is a good tool base, it can only be used as a preliminary structure for the assessment of a UID's current situation. In the following assessment of Binckhorst, I will employ a place-based approach to examine the current situation in all four levels of the ecosystem framework, from External Connection to Outdoor Spaces to Program Interconnection and finally Work/Dwelling. The place-based approach will entail a praxeology study on the existing user groups of Binckhorst through questionnaires and interviews, to understand the forces at play, in order to create an idea on how the physical environment can be designed to optimize innovation.

Figure 10 (top image)

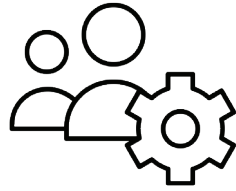
Architect's position in spatializing innovation culture through embodying the forces of innovation spaces in the physical environment to support social patterns within innovation culture.

(Self illustration)

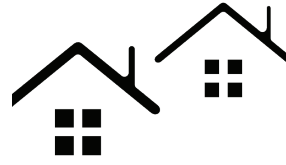
Figure 11 (bottom image)

Place based approach on the application of the ecosystem framework.

(self illustration)



Workers
27 respondents



Residents
20 respondents

Binckhorst Age Diversity



- 34-44
- 25-34
- 55 and over
- 45-54
- 0-24

Binckhorst Education Diversity



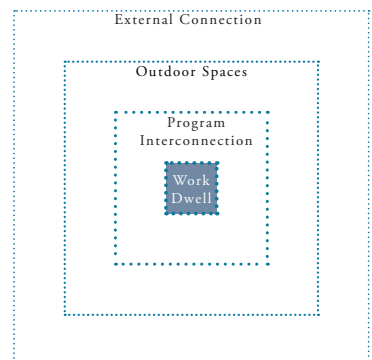
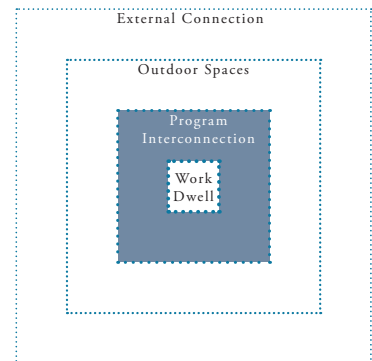
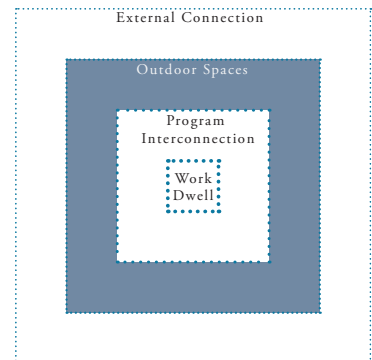
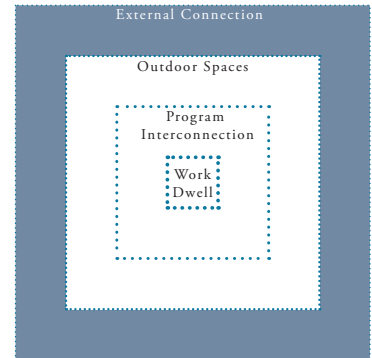
- University
- Technical school (hbo)
- Highschool
- Post-graduate

Binckhorst Income Diversity



- 15,000-30,600
- >46,000
- 30,600-46,000
- Not Reveal
- <15,000

Inform



User groups of Binckhorst

In the following, I will conduct a place-based approach praxeology research on the user groups of Binckhorst. As established earlier, since Binckhorst is still in the early stages of development, and only has the infrastructure for workers and companies, the intent of this investigation is to understand how can the physical environment of Binckhorst be shifted towards accommodating for residents. As a result, the primary focus is on the existing residents and workers of Binckhorst.

I have gathered results from a total of 47 respondents. 27 respondents are workers, and they were obtained from sending out the survey through email (refer to appendix A) to companies from the directories of Binck36 and the Caballero Fabriek (innovative workplaces in Binckhorst). 20 respondents are residents, and they were obtained from posting the survey (refer to appendix B) in the post boxes of residents in Junoblok (the only mix-income residential unit in Binckhorst), as well as on-site interaction.

The content of the surveys were referenced from Zandt's (2018) questionnaire on her research regarding Strijp-S an Urban Innovation District in Eindhoven. The adapted worker survey can be found in appendix C, and the residential survey can be found in appendix D. The raw data of all the results can be found in appendix E and F. I have also conducted an interview with Peter van de Pas, an entrepreneur tax consultant/advisor of the company Tax Pas at Binck36 who has provided a valuable insight into the existing Binckhorst community, this can be found in appendix G.

In the next few pages, I will conduct an analysis on Binckhorst with the ecosystem model. I will carry out a series of standard top down mapping of Binckhorst to identify major issues and opportunities, while corresponding the results with the data obtained from the questionnaires and interview. The goal is to identify people-based interventions that will be most effective for the future development of Binckhorst. As can be seen on the graphs on the left (fig. 12), Binckhorst already encompasses diversity in terms of age, education degree and income, which is a valuable for UIDs according to You & Bie's (2017) study. The focus of this investigation is therefore to understand how this diversity is translated into the physical environment: what combination spaces are necessary to optimize the interaction between the different user groups, and how to accommodate for their individual needs.

Table showing respondents for age group (combined results of workers and residents)

	0-24	25-34	35-44	45-54	>55	Total
Respondents	4	13	17	7	6	47

Table showing respondents for education level (combined results of workers and residents)

	Postgraduate	University	HBO	High-school	Total
Respondents	5	27	9	6	47

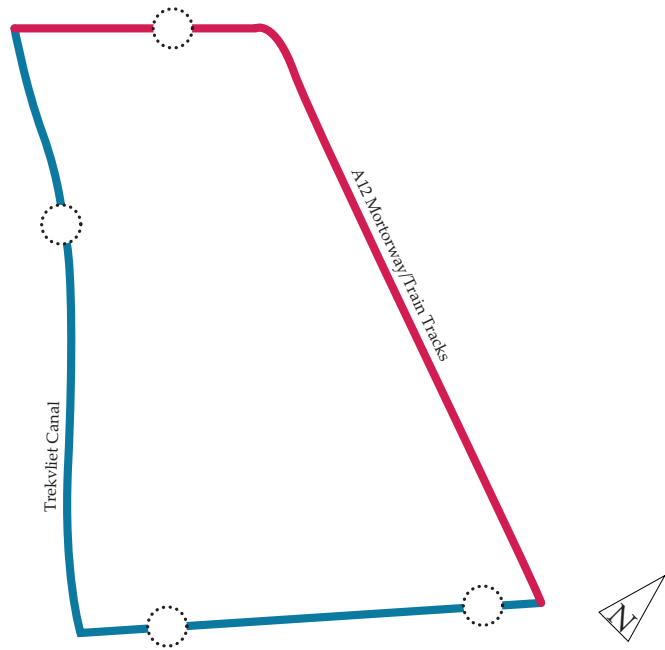
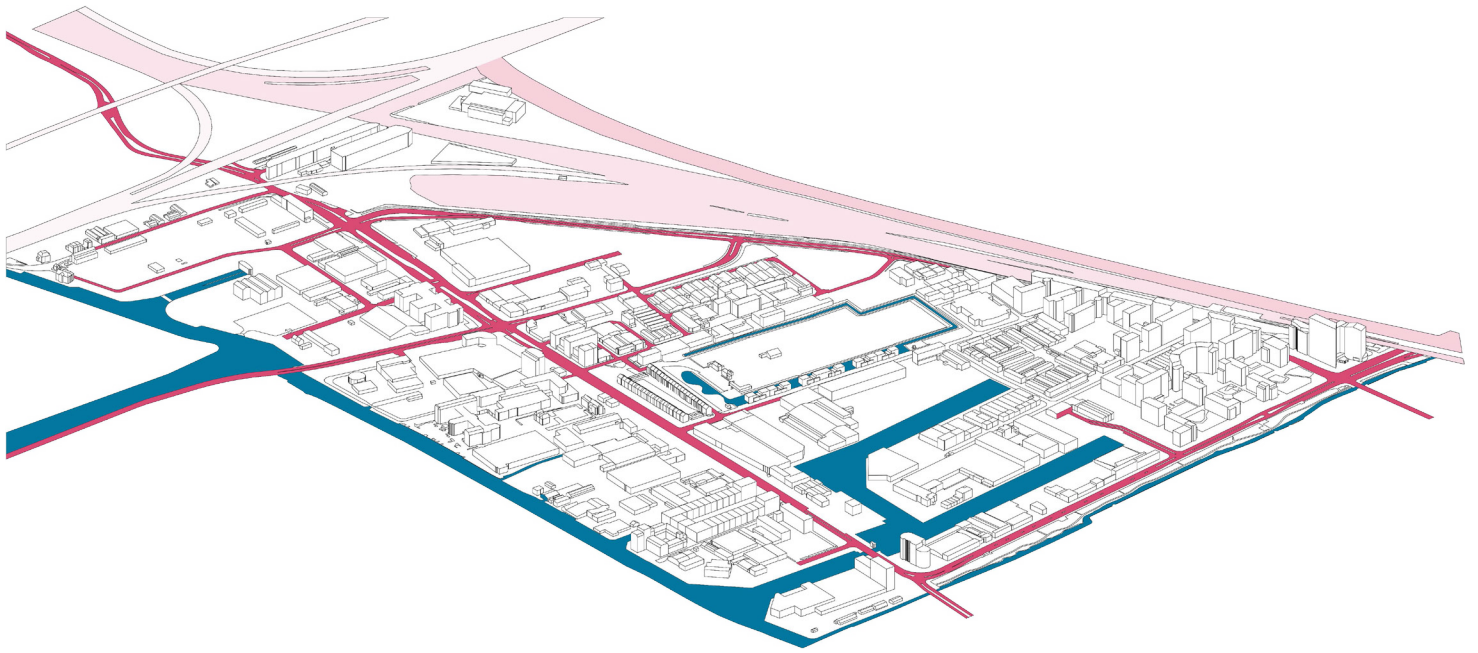
Table showing respondents for income level (combined results of workers and residents)

	<€15,000	€15,000 to €30,600	€30,600 to €46,000	>€46,000	Do not reveal	Total
Respondents	3	17	9	14	3	47

Figure 12

Diversity in Binckhorst. Translating their needs to the physical environment.

(self illustration, icons by noun project)



External Connection Analysis

Binckhorst as an island

As can be seen in fig. 13, the urban composition of Binckhorst is very much like an island. The South and the West of Binckhorst is cut from the rest of the neighborhood by the Trekvliet canal. On the East, the A12 motorway segregates Binckhorst from Voorburg. At the moment there are only 4 entry ways into Binckhorst, one from the North near the Beatrix Quarter, one from the West, next to the Laak district, and two from the South, the entry way into Den Haag from Vlietbuurt (fig. 14).

Figure 13 (top image)

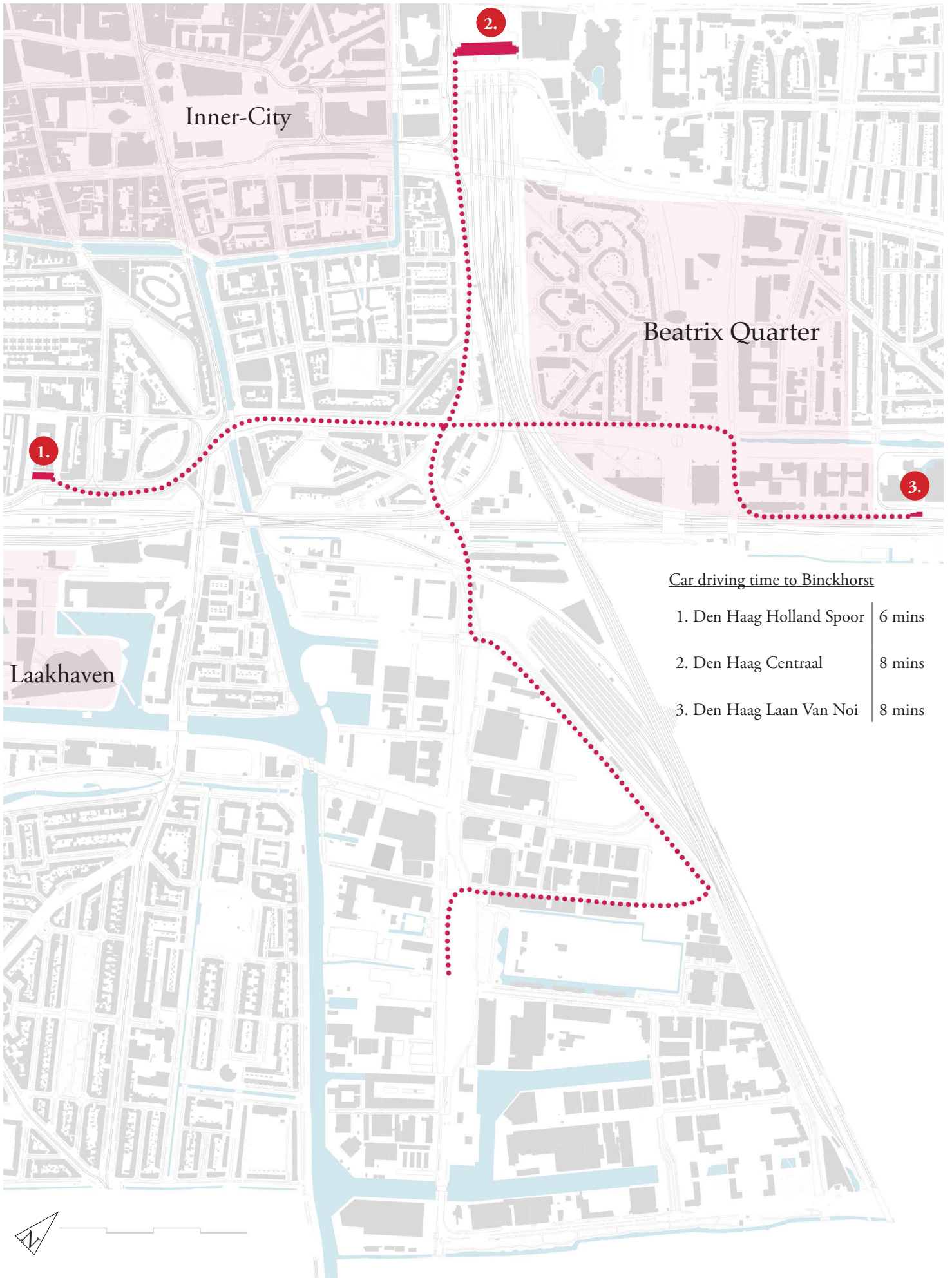
The segregation of Binckhorst from rest of neighborhood.

(self illustration)

Figure 14 (bottom image)

The segregation of Binckhorst from rest of neighborhood.

(self illustration)



Inner-City

Beatrix Quarter

Laakhaven

Car driving time to Binckhorst

1. Den Haag Holland Spoor	6 mins
2. Den Haag Centraal	8 mins
3. Den Haag Laan Van Noi	8 mins



Car transport to Fokkerhaven

Despite the segregation of Binckhorst, it has a prime location and is very accessible from the 3 major stations of Den Haag, the Den Haag Holland Spoor station, the Den Haag Centraal station and the Den Haag Laan Van Noi station (fig. 15). Each of these stations are connected to a key area of Den Haag, Den Haag Holland Spoor is right next to the Laakhaven district, which has a high occupation of students as it is located near the Haagse Hogeschool. The Den Haag Centraal is right next to the inner city of Den Haag, and Den Haag Laan Van Noi is walking distance from the Beatrix Quarter, the business district of Den Haag. The driving distance from all three stations is all within 10 minutes traveling time.

Figure 15

Travel time from the 3 stations to Fokkerhaven in Binckhorst by car.

(self illustration)



Inner-City

Beatrix Quarter

Laakhaven

Bus driving time to Binckhorst

1. Den Haag HS	Bus 26	Every 15 mins	11 mins
2. Den Haag Centraal	Bus 43	Every 10 mins	14 mins
3. Den Haag Laan Van Noi	Bus 23	Every 15 mins	28 mins



Bus transport to Binckhorst

Despite the great accessibility to Fokkerhaven in Binckhorst from the three stations by car, there is a lack of diversity in public transport; the travel time also takes double if not triple the amount of time by car. At the moment, there is only 1 bus station from each station to Fokkerhaven. From Den Haag Holland Spoor, there is the bus 26 which comes every 15 minutes, with an estimated travel time of 11 minutes. From Den Haag Centraal, there is the bus 43, which comes every 10 minutes with an arrival time of 14 minutes. The bus from Den Haag Laan Van Noi comes every 15 minutes, and takes a total of 28 minutes as it exits from Den Haag and travels through Voorburg before arriving at Fokkerhaven in Binckhorst. Furthermore all the buses stop at only one point along the main road of Binckhorst, Binckhorstlaan which is about 10 minutes walk away from Fokkerhaven.

Figure 16

Travel time from the 3 stations to Fokkerhaven in Binckhorst by bus.

(self illustration)

How do you get to work?



■ Private transport ■ Bicycle/walking ■ Public transport

How important do you find public transport?
5 most important, 1 least important



■ 5 ■ 4 ■ 3

External Connection feedback

From examining the statistics on the respondents of the Binckhorst residential and worker survey, there appears to be a discrepancy between how people get to work, and how important they find public transport infrastructure. Regarding the response of the respondents for how people get to work, only a minority uses public transport (7/47 respondents, fig. 17). This contrasts significantly with their response on how important they find public transport, with the majority, 31/47 respondents (fig. 18) rating it as 5 (very important). This set of results suggests that the public transport infrastructure in Binckhorst is significantly lacking. It also reaffirms Wagner & Watch’s (2017) research findings stipulating that user groups of UIDs find the diversity of public transportation critical.

The respondents negative perception of Binckhorst’s public transportation infrastructure is further apparent in the comment section regarding the question “What in your opinion is missing at Binckhorst.” 9 respondents explicitly stated their dissatisfaction with the public transportation infrastructure.

Figure 17 (top diagram)

Respondents on how people get to work.

(Figure 17)

Figure 18 (bottom diagram)

Respondents on how important they find public transport.

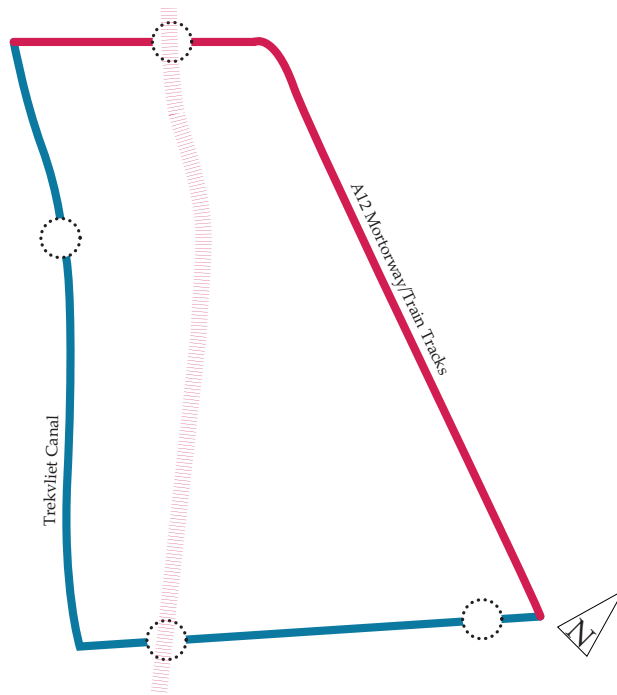
(Figure 18)

Table showing respondents for age group (combined results of workers and residents)

	<i>Private transport (car)</i>	<i>Public transport</i>	<i>Bicycle/Walking</i>
<i>Respondents</i>	20	7	20

Table showing respondents on their opinion of how important they find public transportation (combined results of workers and residents). 5 as very important, 1 as not important.

	<i>5</i>	<i>4</i>	<i>3</i>
<i>Respondents</i>	31	12	4



Congestion at Binckhorstlaan

Another critical problem with the External Connection of Binckhorst is the congestion at Binckhorstlaan (the main road connection between Vlietbuurt and Den Haag city center, figure 19). This is evident also in figure 15, where the recommended route for cars deliberately takes a detour away from Binckhorstlaan. The heavy traffic at Binckhorstlaan creates a segregation in the urban fabric of Binckhorst (fig. 20). This calls to attention the need to divert traffic from the area or provide alternatives.

Figure 19

*Traffic congestion at Binckhorstlaan
(self taken photo)*

*Binckhorstlaan and the segregation of
Binckhorst urban fabric*

(self illustration)



Opportunity: Trekvliet Canal

An opportunity that can be explored to diversify the public transport system is the Trekvliet canal. Due to the historical development of Den Haag, the canal has a direct connection with both the Laak education district with the Haagse Hogeschool (near Den Haag Holland Spoor), as well as the inner city center (near Den Haag Centraal), figure 20. There are 2 advantages to incorporating the Trekvliet canal in the urban renovation of Binckhorst.

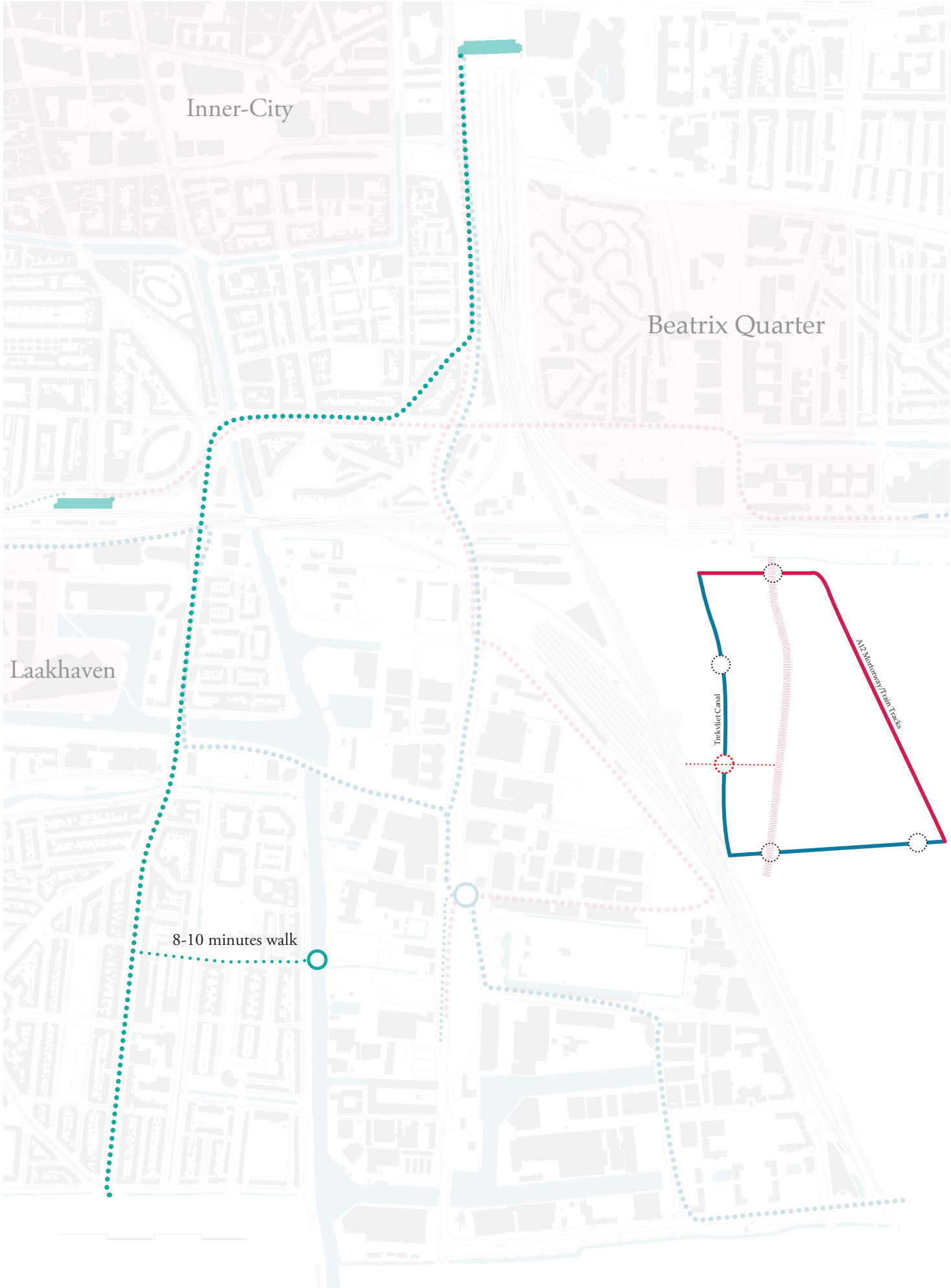
The first immediate advantage is that the canal can provide an alternative transport from the two main train stations, Den Haag Holland Spoor and Den Haag Centraal. If Binckhorstlaan becomes too congested during rush hour, residents/visitors/workers can use this as an alternative mode of transportation.

Another reason is that Binckhorst is one of the few innovation districts that has a waterfront with a history of an industrial port. Re-establishing the use of the Trekvliet canal, can be a significant cultural value for the area, which is critical for its later stages of its development to attract visitors (Zandt, 2018). Furthermore it can help establish a unique identity for Binckhorst. The importance of city branding is highlighted in Anholt's (2006) study with the notion that "positive identity transforms how people think about a place and behaves towards it".

Figure 20

The Trekvliet canal connecting Fokkerhaven with Laak and the inner city center.

(self illustration)



Inner-City

Beatrix Quarter

Laakhaven

8-10 minutes walk

Trekfiet Canal

A2 Highway/Train Tracks

Opportunity: Tram, Rijswijkseweg

Another opportunity that can be explored to diversify the public transport infrastructure of Binckhorst is the tram line on Rijswijkseweg (figure 21). By creating another entry point from the Fokkerhaven area with the neighboring Laak district, future residents can get to the tram stop with only 10 minutes walk. The tram line, 1 and 15 has a direct connection to the Den Haag Holland Spoor station, and the Den Haag Centraal station. This can give an immediate alternative to public transport from the two key stations to Fokkerhaven without having to develop an entire internal tram line system.

Figure 21

*Connecting Fokkerhaven with tram line 15
by Rijswijkseweg.*

(self illustration)



How important do you find natural amenity (i.e. greenery)?
5 most important, 1 least important



■ 5 ■ 4 ■ 3 ■ 2 ■ n/a

Outdoor Spaces Analysis

General impression of Fokkerhaven

Figure 22 is a collage of photos that I have taken from my on-site visit to the Fokkerhaven area of Binckhorst. As evident from the pictures, Fokkerhaven at the moment is severely under-developed in terms of road infrastructure and outdoor public spaces. A majority of Fokkerhaven is under-developed, and due to the construction of the Rotterdamsebaan along Binckhorstlaan, there is no clear defined path for pedestrians or bikers. Binckhorst from the appearance is still very much resembles an industrial area, with the monotonous color palette and deficiency in green spaces.

The need for the development of green infrastructure and proper pedestrian/cycling path is also represented in the results of the survey regarding the importance of natural amenity (fig. 23). The overwhelming majority of respondents (34/44) consider natural amenity as important. This is also reflected in the comment session of the question “What in your opinion is missing at Binckhorst?” 7 respondents expressed their dissatisfaction with the quality of the public space (appendix E and F). One even remarked on the details such as “No pedestrian space, cannot walk to a restaurant or lunch, etc.”

Table showing respondents on their opinion of how important they natural amenity (combined results of workers and residents). 5 as very important, 1 as not important.

	5	4	3	2	n/a
Respondents	23	14	4	4	2

Figure 22

*Collage of outdoor spaces at Fokkerhaven
(self taken photo)*

Figure 23

*Respondents on how important they find natural amenity.
(self illustration)*



GREY BRICK

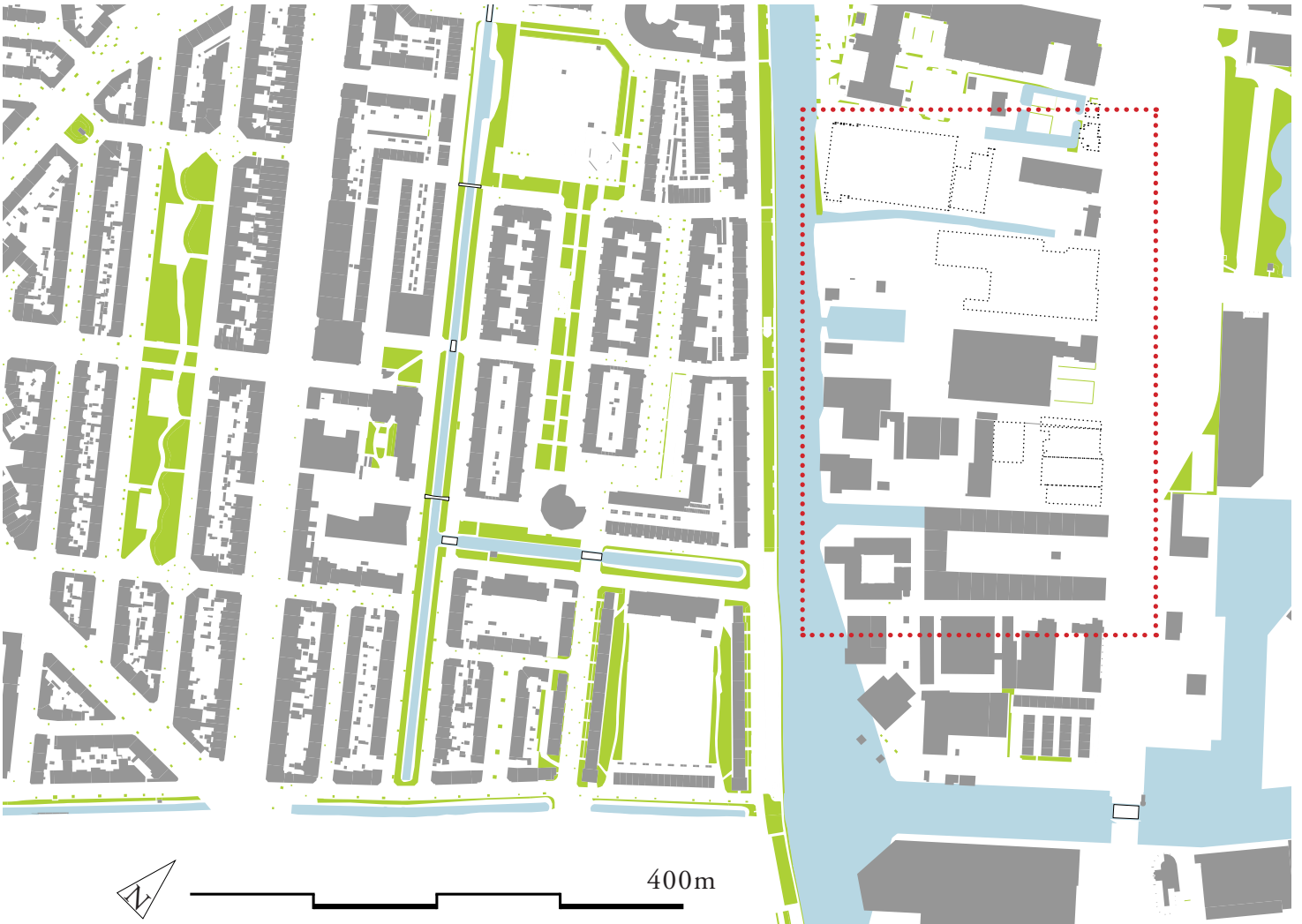
ASHPHALT

ASHPHALT TILE

RED BRICK

STONE

CONCRETE



Problems and opportunities

Despite the presence of some diversity in terms of paving as demonstrated in the catalog of pavement materials from my on-site visit in figure 24, the top down mapping of Binckhorst reveals that there is a significant lack of green spaces (fig. 25). Al-Hagla (2010) in his publication on “Towards a sustainable Neighborhood: The Role of Open Spaces” draws attention to the need of a diversity in open spaces to culture different forms of activity. He classified 6 different typologies of green spaces, and 3 different typologies of gray spaces. This mapping reveals that more types of outdoor spaces should be accommodated in the urban planning of Fokkerhaven. This notion is also supported by Pluijmen’s (2017) study, who further elaborated that the open spaces in UIDs should have a range of small scale plazas and parks for cultural and event spaces, and intimate pockets of spaces that interplay with the ground floor of the buildings.

The top down mapping of the green spaces also reveals an opportunity to extend the park in the Laak district to Fokkerhaven. A running or cycling track can be introduced to link the upcoming green spaces in Fokkerhaven with the park in the Laak district; this will benefit Binckhorst because it will introduce social diversity, while it can also benefit the Laak district (a post-war neighborhood with a high concentration of low income occupants) as the residents will be able to enjoy the new amenities and functions that will be introduced in Binckhorst.

Figure 24

Catalog of pavement materials in Fokkerhaven

(self illustration)

Figure 25

Mapping of green spaces.

(self illustration)

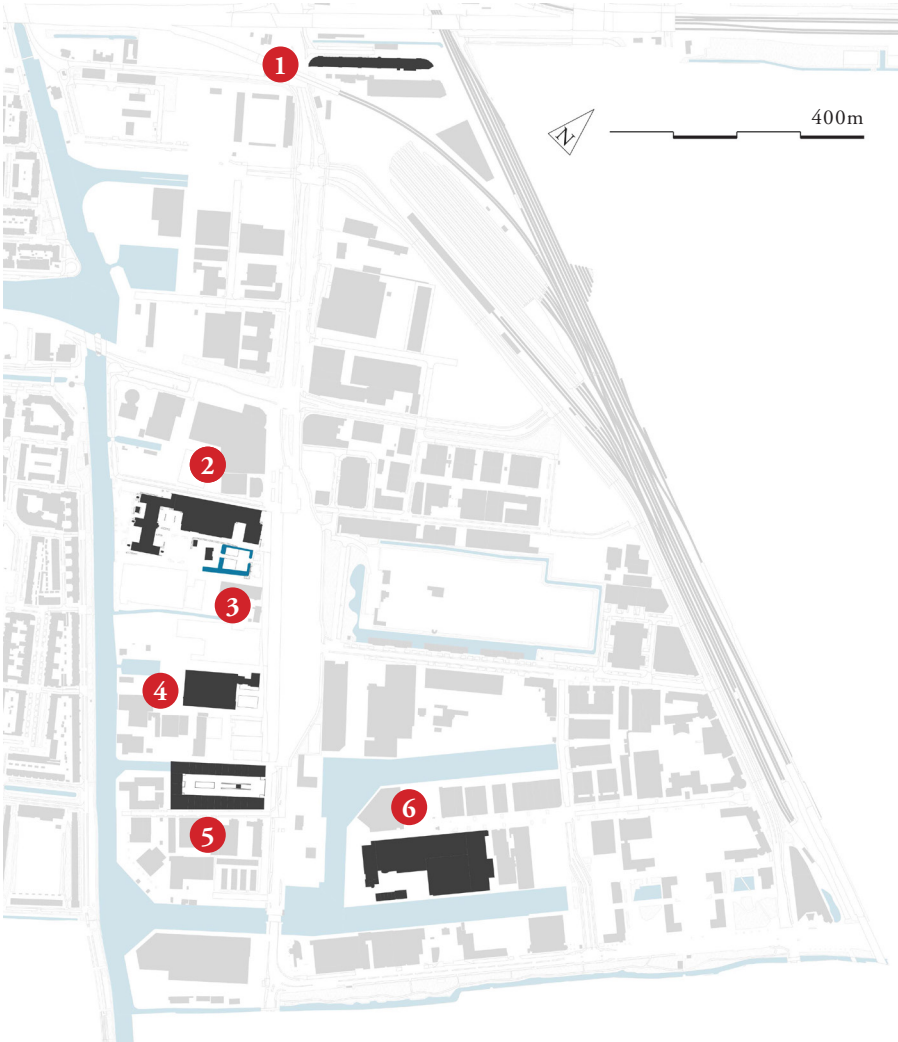


Preservations and connections

In the Fokkerhaven district of Binckhorst, there are 3 noticeable areas where the open spaces are well designed (fig. 26). The first is the by the port which is well paved and designed with 2 high-end restaurants with a clear view of the Trekvliet canal. The second is one of the few heritage in Binckhorst, the Binck Castle, with its own personal garden and moat. The last is the Fokker Terminal, which is a huge rent-able event space that holds the annual introduction ceremony of the I'M BINCK festival; the back entrance of Fokker Terminal has a direct link to the port. In the design of the outdoor spaces in Binckhorst, there is the potential to link all three of these important site area.

Figure 26

*The three different key areas of Fokkerhaven.
(self illustration)*



1. Binck36



2. Mooof



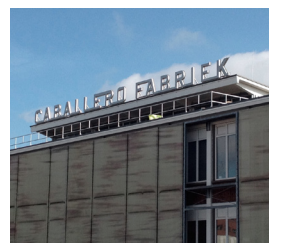
3. Binckhorst Castle



4. Fokker Terminal



5. Binck Twins



6. Caballero Factory

Program Interconnection Analysis

The I'M BINCK festival

At Binckhorst, there is a social platform organized by the local community for encouraging entrepreneurs and start-ups. Since 2011, they have held monthly meetings to establish a network between old and new potential stakeholders; this is celebrated since 2012 in the annual I'M BINCK festival (fig. 27), where Binckhorst opens to the public to promote its wealth in the field of “entrepreneurship, craft, innovation and culture” (I'M BINCK”, n.d.). There are few key buildings in the area that play a key role in this community (fig. 28), they are the following:

Binck36, Mooof, Caballero factory and Binck twins

Binck36, Binck Twins, Mooof and Callebaro factory (CabFab) are a new typology of working spaces known as incubator, with the aim to provide services for new entrepreneurs and start-ups. Each building hosts a cluster of companies ranging from financial accountants to more creative companies - and they have many social and recreational amenities such as restaurants, bars and flex spaces (this will be elaborated in the later chapter on Work/Dwelling chapter). Each of the building is a preservation of the historical industrial era, KPN's former headquarters was transformed to what is now Binck36, the old Caballero Factory cigarette factory is now the CabFab, and lastly, the old ministry of defense has now been converted to Mooof (I'M BINCK”, n.d.).

Fokker Terminal

Fokker Terminal used to be the former aeronautical engineering school redeveloped in 2009 as a large event space for businesses. At the central heart of the building, is a 9m height event space spanning 35m wide and 68m long; in the past it was used as a workshop for students to build test planes. Around this hall is 18 different sub-spaces to host more small-scale conferences (Auteur”, n.d.).

Binckhorst Castle

Binckhorst castle is the only castle in the whole of Den Haag. It dates back to 1308 and has its garden and moat; it is currently acquired and restored by Menno Smitsloo, who leased it to a private laser surgery clinic. The castle however is still open for cultural visits, and is planned by the municipality to become a major cultural attraction of Binckhorst (Kasteel”, n.d.).

Figure 27 (Top image)

The annual I'M BINCK festival, an event celebrating the gathering of entrepreneurs and start-ups at Binckhorst.

(I'M BINCK”, n.d.)

Figure 28

Bottom left image:

Mapping of the key areas of Binckhorst.

(self illustration)

Bottom right images:

Images of the key areas of Binckhorst

Image 1

Binck36

(Binck36”, n.d.)

Image 2

Mooof

(Mooof”, n.d.)

Image 3

Binckhorst castle

(Kasteel”, n.d.)

Image 4

Fokker terminal

(Auteur”, n.d.)

Image 5

Binck Twins

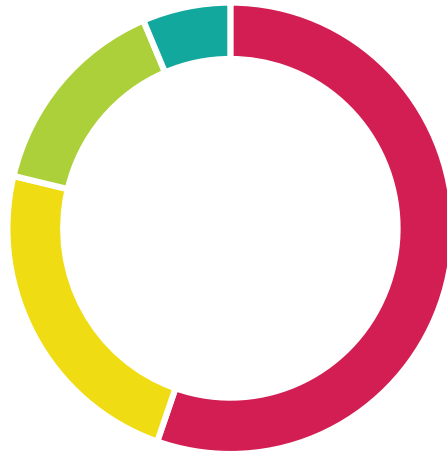
(Mens & Dier”, n.d.)

Image 6

Caballero Factory

(Caballero Fabriek”, n.d.)

How important do you find functional amenity?
5 most important, 1 least important



■ 5 ■ 4 ■ 3 ■ 1



Problem/Opportunity: Amenities

In the respondents data on how important they find functional amenities such as supermarkets and drug stores, the great majority (37/47) voted for either 4/5 or 5/5 (fig. 29). Despite that it is considered as vital for the area, the mapping of the functional amenities in the Fokkerhaven area shows that functional amenities are not readily present. This finding is supported by the discontent of the respondents in their response on the question: “What in your opinion is missing at Binckhorst?” 13 respondents explicitly stated their dissatisfaction with the availability of amenities; they expect more diversity in amenities, from functional amenities such as supermarkets, to more recreational amenities such as a place to have a coffee or more high-end restaurants to meet with clients (appendix E and F).

Despite the lack of amenities in Fokkerhaven, in the neighboring Laak district, there are plenty of amenities as it is a residential area, such as schools, bakeries and supermarkets. This can be an opportunity that can be explored. By creating a bridge from the Fokkerhaven area to the Laak district, all the amenities available can immediately be accessible within 10 minutes walking distance. The sharing of resources can benefit both the community of Laak, and the future residents of Fokkerhaven.

Table showing respondents on their opinion of how important they functional amenity (combined results of workers and residents). 5 as very important, 1 as not important.

	<i>5</i>	<i>4</i>	<i>3</i>	<i>1</i>
<i>Respondents</i>	26	11	7	3

Figure 29 (top diagram)

Respondents on how important they find functional amenity.

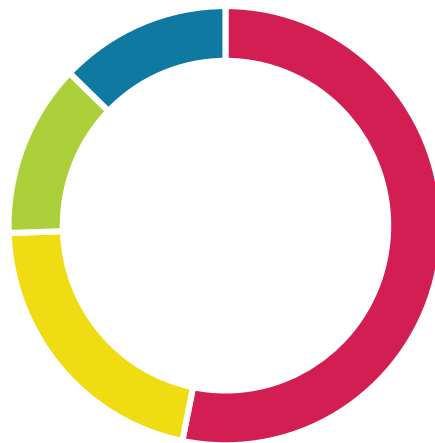
(self illustration)

Figure 30

Mapping of functional amenity in the area.

(self illustration)

What kind of workplace do you want to work in?



- A shared office, but with my own spot
- A personal office
- A flex-space
- At home

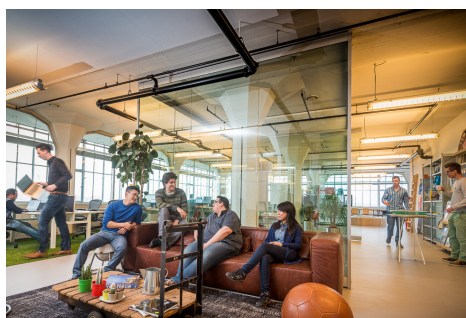
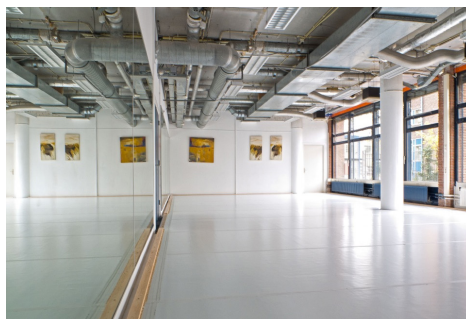
Caballero Factory



Mooof



Binck36



Work/Dwelling Analysis: (Work Places)

Types of office space

It is clear from the respondents on the type of workplace that they would like to work in, there is a shift in attitude towards the preference of new, more flexible work places over traditional types of office spaces (fig. 31). More than half of the respondents claims that they prefer shared office space but with their own spot. With a noticeable few who want to work at flex spaces and at home. Binckhorst in this department is very successful, they have three key buildings, Caballero Factory, Mooof and Binck36 that provide a diversity of office spaces. The satisfaction of the respondents is reflected on their comment to the question “What are the key factors that made you decide to stay/work/visit Binckhorst?”. 20 respondents explicitly stated that they either liked the price of the rental space, the atmosphere of the area and/or the presence of people and other companies (Appendix E and F).

The reason why the Caballero Factory, Mooof and Binck36 is so popular because they all encompass 3 different types of spaces (figure. 32). The first row shows all the recreation spaces such as bars, cafe or restaurants. The second row shows all the functional spaces that can be rented out for conferences or events. The third is the providence of flexible work spaces and or private spaces which the workers or companies can use or rent. Each building has its own innovation ecosystem proposed by Katz & Wagner (2014). The presence of recreational spaces are a good social asset (first row of pictures), the availability of different office spaces are good physical asset (second row of pictures), and the cheap office rentals are a good economic asset (third row of pictures).

The economic asset of Mooof was further elaborated in my interview with Peter van de Pas, an entrepreneur financial consultant of Tax Pas at Binck36. He explained to me the reason why Mooof at the moment has a high concentration of artists, is because the policy regulations in the building does not require them to pay VAT. Mooof is also a cultural center, and has the many social facilities such as dance rooms and exhibition space.

A key issue to note is that despite the success of these buildings the richness of the spaces are all introverted. There is a lack of interaction between the buildings and the rest of Binckhorst’s urban tissue. As all of the buildings are currently privately owned, there is not much that can be done to change them, however in the future planning of work-spaces, a key consideration will be to extrovert some of the qualities into public outdoor space.

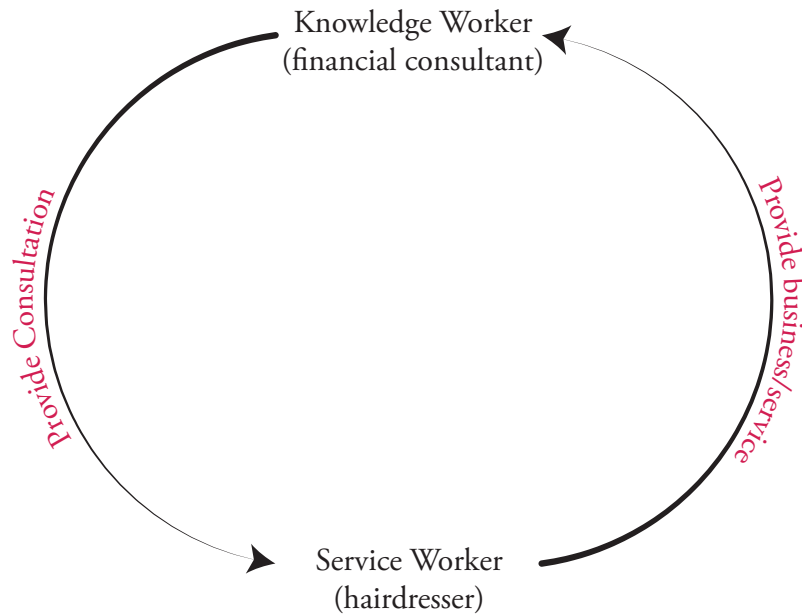
Figure 31 (top diagram)
Respondents on how important they find functional amenity.
(self illustration)

Figure 32 (bottom image)
The three different type of spaces available in Caballero Factory, Mooof and Binck36
(“Mooof”, n.d.;
“Binck36”, n.d.;
“Caballero Fabriek”, n.d.)

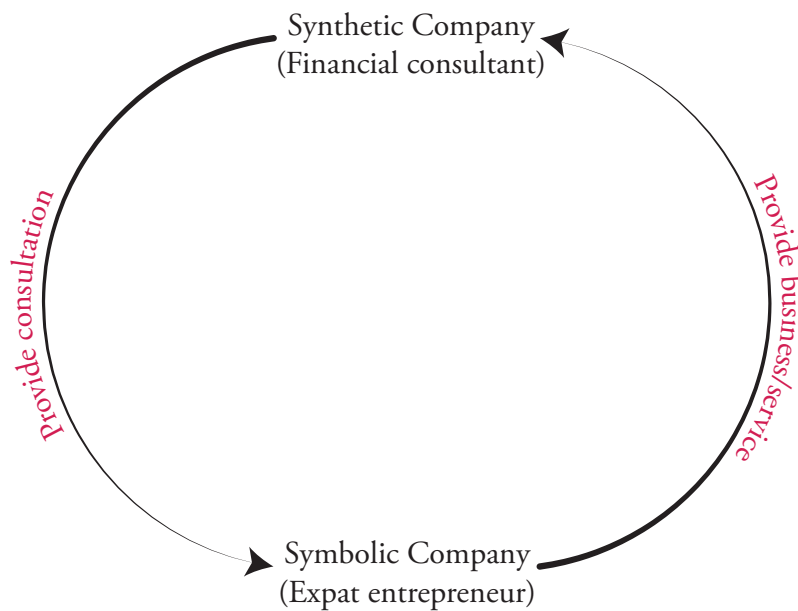
Table showing respondents preference over work spaces (combined results of workers and residents):

	<i>A shared office but with my own spot</i>	<i>A personal office</i>	<i>A flex-space</i>	<i>At home</i>
<i>Respondents</i>	25	10	6	6

Mutual relationship between knowledge worker and service worker.



Mutual relationship between different types of knowledge workers (symbolic and synthetic).



Reciprocity

In my interview with Peter van de Pas, an entrepreneur financial accountant, I acquired some insight why social diversity is important for UIDs as stipulated in You & Bie's study (2017). Through our conversation I learned that there are many mutual benefits between the collaboration of different types of workers. In his story regarding how he obtained a client from the hairdresser, it demonstrates how he as a knowledge worker was able to contribute something valuable to the sustenance of a new start-up/entrepreneur, while the small business is essential as it gives the knowledge worker business at the same time providing a valuable service to the community (figure 33).

The same kind of value is also present between different types of knowledge workers. When Peter was exploring Binck36 and introducing himself to all the companies in the building, he came across a branding consultant, who helped him with the branding of his own company. Furthermore, due to his physical presence in the building, and through "word of mouth", he was recommended to clients by the people he interacted with (figure, 34). Although Peter does a lot of his business through digital means, he constantly stresses on the importance of having a space for face to face communication, in order to build trust, which is necessary for business (appendix G).

Figure 33 (top diagram)

Diagram showing mutual relationship between knowledge and service worker.

(self illustration)

Figure 34 (bottom diagram)

Diagram showing mutual relationship between different knowledge workers.

(self illustration)



Juno-blok

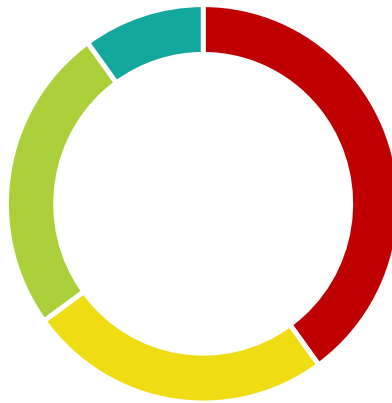
Juno-blok is the only residential building in Fokkerhaven (fig. 35). It is a former office building covering over 9,000 square meters, which has been transformed to mixed-income residential complex. As it is a renovation project, Juno-blok offers the unique opportunity for buyers to purchase their own lot which can be personally customized. In total, Juno-blok offers 67 plots for either living or working. This type of small-scale commissioning is an ideal example of the municipality's strategy to decentralize investors (as to prevent real estate companies from creating in-affordable housing for the medium or higher income class), it also allows residents to create their own identity at Binckhorst which is described by Zandt (2018) as critical for place-making in UIDs. Through diversifying the typologies, through incorporating a mixture of units from studios, to small student residence, to more luxurious penthouse with an a view over the city, Juno-blok was able to bring together a rich mixture of residence diversity (this will be elaborated in the following page).

Figure 35

Residential complex, Juno-blok

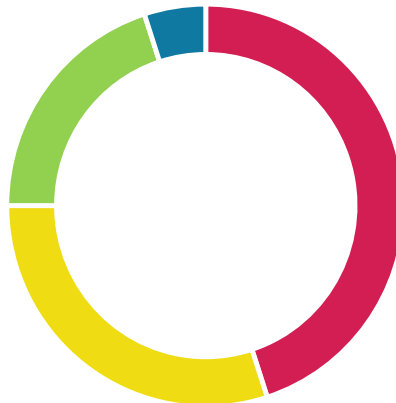
(self taken photo, self illustration)

What is your monthly budget for housing?



■ 500-1000 ■ 1000-1500 ■ More than 1500 ■ Less than 500

What is your household composition?



■ With partner ■ With partner and children ■ With friends and family ■ Alone

What is your housing tenure?



■ Rental dwelling ■ Owner occupied dwelling

Income diversity

As the results from the residence survey is solely obtained from occupants of Juno-blok, it is clear that the residential building is able to bring in social diversity to the complex - a feature that is highly valued in UIDs (You & Bie, 2017; Pluijmen, 2017; Zandt, 2018). This is apparent as there is quite a variety of people from different income classes, life stages, as well as different forms of ownership as can be seen in figure 36. Similar types of complex projects is required for Fokkerhaven in order to meet the municipality's density requirement of 135 units per hectare ("Netherlands", 2015).

Table showing respondents on their monthly budget on housing (only results from residential survey)

	<€500	€500-1000	€1000-1500	>€1500
Respondents	2	5	8	5

Table showing respondents and their housing composition (only results from residential survey)

	With partner	With partner and children	With friends and families	Alone
Respondents	9	6	4	1

Table showing respondents and their housing tenure (only results from residential survey)

	Rental dwelling	Owner occupied dwelling
Respondents	14	6

Figure 36

Top diagram:

Respondents monthly budget on housing.

(self illustration)

Middle diagram:

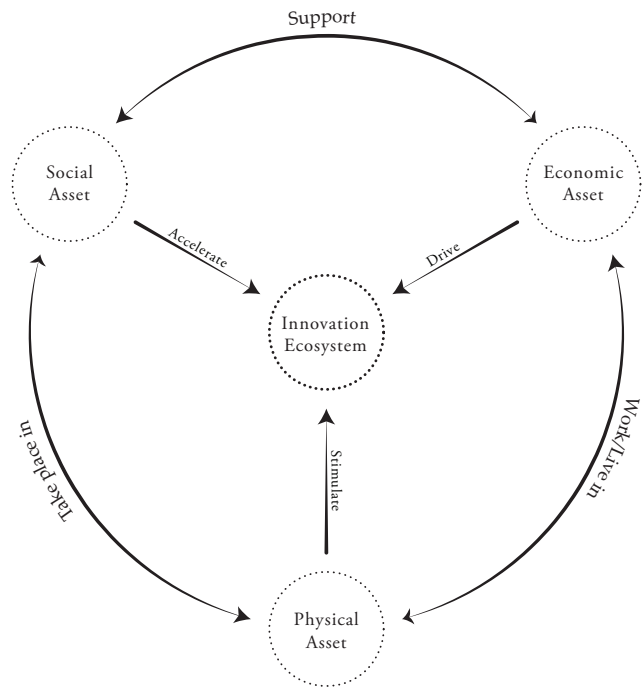
Respondents household composition.

(self illustration)

Bottom diagram:

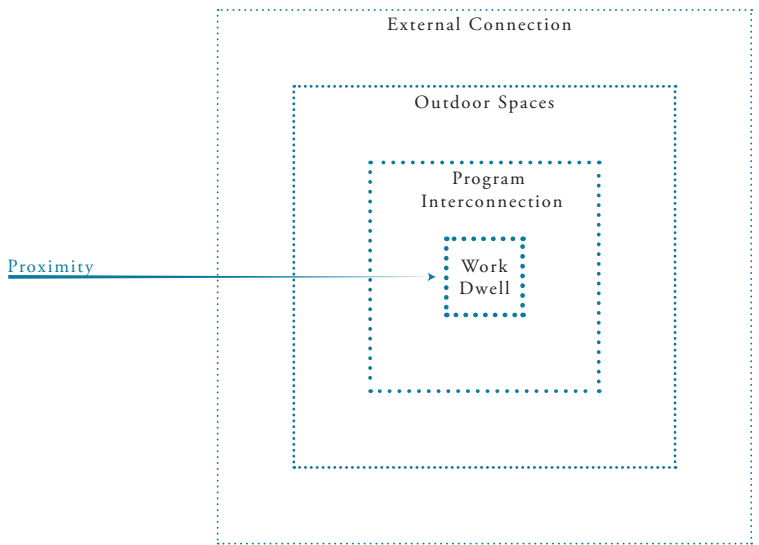
Respondents housing tenure.

(self illustration)

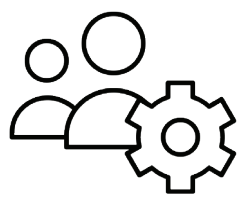


Forces embodied in physical environment

specified for the people



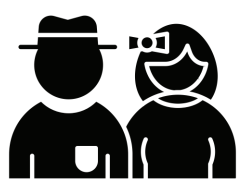
Companies



Workers



Residents



Visitors

Conclusion

Binckhorst assessment summary

In this research study, the ecosystem system framework for the cultivation of innovation culture in the physical environment was applied to the assessment of Binckhorst. A placed-based approach was taken based on the theoretical framework and supplemented with praxeology research on the existing occupants of Binckhorst. It can be concluded that Binckhorst is still in the early stages of development, and that although it has the proper infrastructure to start attracting workers and companies, much improvement is required to accommodate for future residents. A summary of the weaknesses, strengths as well as opportunities for each social network system of the ecosystem framework is provided below:

External Connection:

<i>Strengths</i>	<i>Weaknesses</i>	<i>Design/Opportunities</i>
<ul style="list-style-type: none"> • Good private transport infrastructure. • Close proximity to the 3 main train stations in Den Haag. 	<ul style="list-style-type: none"> • Lack of diversity in public transport infrastructure. 	<ul style="list-style-type: none"> • Establish boat route in Trekvliet canal connecting Binckhorst with Laakhaven and the Inner City of Den Haag. • Build bridge across to Laak district to access the tram lines at Rijswijkseweg.

Outdoor Spaces:

<i>Strengths</i>	<i>Weaknesses</i>	<i>Design/Opportunities</i>
<ul style="list-style-type: none"> • Binckhorst Castle • Port 	<ul style="list-style-type: none"> • Lack of natural amenities/ green infrastructure. • No clear differentiation on pedestrian, cycling and car path. • Lack of diversity in open spaces. 	<ul style="list-style-type: none"> • Design of outdoor spaces can connect Binckhorst Castle with the port and Fokker terminal. • Park in the Laak district can be extended into Fokkerhaven, fostering cross community interaction. • Have direct access to water-front, opportunity to build a promenade.

Program interconnection

<i>Strengths</i>	<i>Weaknesses</i>	<i>Design/Opportunities</i>
<ul style="list-style-type: none"> • I'm Binck community • Fokker Terminal, Moof, Binck36, Caballero Factory, Port 	<ul style="list-style-type: none"> • There is a lack of functional and recreational amenities. • The community is very much invisible. Most of the programs are introverted within the buildings and may not be known to visitors. 	<ul style="list-style-type: none"> • Build bridge to Laak district so that the amenities are accessible for future residents of Binckhorst. This can also benefit the Laak community. • The mix-functions in future buildings must be more extroverted.

Work/Dwelling

<i>Strengths</i>	<i>Weaknesses</i>	<i>Design/Opportunities</i>
<ul style="list-style-type: none"> • Incubators: Moof, Bink36 and Caballero factory. • Juno-blok, mix income residential building. 	<ul style="list-style-type: none"> • The buildings are very introverted, does not encourage communal participation beyond interior. • Lack of residential units. 	<ul style="list-style-type: none"> • More dynamic working typologies are required that engages with the outdoor spaces. • More complex residential dwellings are required.

Figure 37:

The ecosystem framework.

(self illustration)

Appendix A: Email template

Subject: TU-Delft Graduation Thesis, Binckhorst Survey

Greetings,

My name is Tim and I am a master architecture student at TU Delft. I am currently conducting a demographic research on Binckhorst, regarding a study on the attraction and retention factors of Urban Innovation Districts. As part of the working sector at Binckhorst, your anonymous input towards my graduation thesis will be invaluable. Please see below for the link of the survey, I can assure you that it will not take more than 5 minutes of your time.

<https://www.surveymonkey.com/r/Binckhorst-Working>

I would also be most grateful if you could kindly forward this link to your colleagues or employees. Thank you very much for your time!

Kind regards,

Tim

Appendix B: Residential contact flyer

Greetings, I hope this letter finds you well. My name is Tim and I am a master architecture student at TU Delft. I am doing a demographic research on Binckhorst, on the attraction and retention factors of Urban Innovation Districts. As a resident at Binckhorst, your anonymous input is critical for my graduation thesis, and I would be eternally grateful if you could kindly give no more than 5 minutes of your time in responding to the survey provided in the link below.

<https://www.surveymonkey.com/r/Binckhorst-Residential>

Here is a little comic for you, from my favorite comic, Calvin and Hobbes, I hope it brightens your day a little bit.

Cheers, Tim



Appendix C: Residential survey

What is your age group?

- 0-24
- 25-34
- 34-44
- 45-54
- 55 and over

What is your marital status?

- Single
- In relationship
- Married

Do you have children?

- Yes
- No

What is your educational background?

- None
- Primary school
- High school
- Technical school (hbo)
- University
- Postgraduate

How long have you lived in Binckhorst?

- Less than 1 year
- 1-5 years
- 5-10 years

How long do you plan to live in Binckhorst?

- I am currently searching for a new dwelling place
- Less than 5 years
- 1-5 years
- Longer than 10 years

What is your housing tenure?

- Rental dwelling
- Owner occupied dwelling

What is your monthly budget for housing?

- Less than €500
- Between €500-1000
- Between €1000-1500
- About €1500

What is your household composition?

- Alone
- With partner
- With friends/family
- With partner and children

Do you work in or outside of Binckhorst?

- In Binckhorst
- Outside of Binckhorst

What type of company do you work for?

- Service (i.e. restaurant/café/supermarket)
- Synthetic (Engineering and problem solving based i.e. lawyers/doctors/accountants)
- Analytical (Science based)
- Symbolic (Aesthetic/art based)

What is the size of the company are you working for?

- A one-man company
- A start-up company
- A small company (<50)
- A middle-sized company (50-250)
- A large company (>250)

Which income do you belong?

- Less than €15,000 net per year
- Between €15,000 to €36,000 net per year
- Between €36,000 to €46,000
- More than €46,000 per year
- I do not want to reveal my income

What kind of workplace do you have?

- A personal office
- A shared office, but with my own spot
- A flex-space
- At home

What kind of workplace would you like to work in?

- A personal office
- A shared office, but with my own spot
- A flex-space
- At home

How do you get to work?

- Private transport
- Public transport
- Bicycle/working

*How important do you consider the factors in an area?
 1 as not important, 5 as very important, N/A is not relevant*

	1	2	3	4	5	n/a
Cultural amenities (i.e. museums, exhibitions)						
Natural amenities (i.e. parks/water)						
Recreational amenities (i.e. restaurants/shops)						
Functional amenities (i.e. supermarkets/bakery)						
Meeting places in public spaces (i.e. bench)						
Shares spaces in buildings (i.e. common room)						
Accessibility by public transport						
Cost of space/services/goods						
Presence of other people/firms						

What in your opinion is missing in Binckhorst?

What are the key factors that made you decide to stay/work/visit in Binckhorst?

In mid-December, I am going to organize a focus group with several users of Binckhorst, which will also take place in Binckhorst to further understand your likes and dislikes. If you are interested, please provide your email.

Appendix D: Worker Survey

What is your age group?

- 0-24
- 25-34
- 34-44
- 45-54
- 55 and over

What is your marital status?

- Single
- In relationship
- Married

Do you have children?

- Yes
- No

What is your educational background?

- None
- Primary school
- High school
- Technical school (hbo)
- University
- Postgraduate

Do you live in Binckhorst, if so how long?

- Less than 1 year
- 1-5 years
- 5-10 years
- Not relevant

What is your housing tenure?

- Rental dwelling
- Owner occupied dwelling

What is your monthly budget for housing?

- Less than €500
- Between €500-1000
- Between €1000-1500
- About €1500

What is your household composition?

- Alone
- With partner
- With friends/family
- With partner and children

What type of company do you work for?

- Service (i.e. restaurant/café/supermarket)
- Synthetic (Engineering and problem solving based i.e. lawyers/doctors/accountants)
- Analytical (Science based)
- Symbolic (Aesthetic/art based)

What is the size of the company are you working for?

- A one-man company
- A start-up company
- A small company (<50)
- A middle-sized company (50-250)
- A large company (>250)

Which income do you belong?

- Less than €15,000 net per year
- Between €15,000 to €36,000 net per year
- Between €36,000 to €46,000
- More than €46,000 per year
- I do not want to reveal my income

What kind of workplace do you have?

- A personal office
- A shared office, but with my own spot
- A flex-space
- At home

What kind of workplace would you like to work in?

- A personal office
- A shared office, but with my own spot
- A flex-space
- At home

How do you get to work?

- Private transport
- Public transport
- Bicycle/working

*How important do you consider the factors in an area?
 1 as not important, 5 as very important, N/A is not relevant*

	1	2	3	4	5	n/a
Cultural amenities (i.e. museums, exhibitions)						
Natural amenities (i.e. parks/water)						
Recreational amenities (i.e. restaurants/shops)						
Functional amenities (i.e. supermarkets/bakery)						
Meeting places in public spaces (i.e. bench)						
Shares spaces in buildings (i.e. common room)						
Accessibility by public transport						
Cost of space/services/goods						
Presence of other people/firms						

What in your opinion is missing in Binckhorst?

What are the key factors that made you decide to stay/work/visit in Binckhorst?

In mid-December, I am going to organize a focus group with several users of Binckhorst, which will also take place in Binckhorst to further understand your likes and dislikes. If you are interested, please provide your email.

Appendix E: Residential survey, results

Q1: What is your age group?

	0-24	25-34	34-44	45-54	55 AND OVER	TOTAL
Q1: 0-24	100.00% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	10.00% 2
Q1: 25-34	0.00% 0	100.00% 5	0.00% 0	0.00% 0	0.00% 0	25.00% 5
Q1: 34-44	0.00% 0	0.00% 0	100.00% 6	0.00% 0	0.00% 0	30.00% 6
Q1: 45-54	0.00% 0	0.00% 0	0.00% 0	100.00% 2	0.00% 0	10.00% 2
Q1: 55 and over	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 5	25.00% 5
Total Respondents	2	5	6	2	5	20

Q2: What is your marital status?

	SINGLE	IN RELATIONSHIP	MARRIED	TOTAL	
Q1: 0-24	50.00% 1		50.00% 1	10.00% 2	
Q1: 25-34	80.00% 4		20.00% 1	25.00% 5	
Q1: 34-44	16.67% 1		33.33% 2	30.00% 6	
Q1: 45-54	50.00% 1		0.00% 0	50.00% 1	10.00% 2
Q1: 55 and over	20.00% 1		0.00% 0	80.00% 4	25.00% 5
Total Respondents	8	4	8	20	

Q3: Do you have children?

	YES	NO	TOTAL	
Q1: 0-24		0.00% 0	100.00% 2	10.00% 2
Q1: 25-34		0.00% 0	100.00% 5	25.00% 5
Q1: 34-44		50.00% 3	50.00% 3	30.00% 6
Q1: 45-54		100.00% 2	0.00% 0	10.00% 2
Q1: 55 and over		100.00% 5	0.00% 0	25.00% 5
Total Respondents	10	10	20	

Q4: What is your education background?

	NONE	PRIMARY SCHOOL	HIGHSCHOOL	TECHNICAL SCHOOL (HBO)	UNIVERSITY	POST-GRADUATE	TOTAL
Q1: 0-24	0.00% 0	0.00% 0	0.00% 0	50.00% 1	50.00% 1	0.00% 0	10.00% 2
Q1: 25-34	0.00% 0	0.00% 0	60.00% 3	20.00% 1	0.00% 0	20.00% 1	25.00% 5
Q1: 34-44	0.00% 0	0.00% 0	0.00% 0	33.33% 2	50.00% 3	16.67% 1	30.00% 6
Q1: 45-54	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 2	0.00% 0	10.00% 2
Q1: 55 and over	0.00% 0	0.00% 0	20.00% 1	0.00% 0	80.00% 4	0.00% 0	25.00% 5
Total Respondents	0	0	4	4	10	2	20

Q5: How long have you lived in Binckhorst?

	LESS THAN 1 YEAR	1-5 YEARS	5-10 YEARS	TOTAL
Q1: 0-24	50.00% 1	50.00% 1	0.00% 0	10.53% 2
Q1: 25-34	40.00% 2	60.00% 3	0.00% 0	26.32% 5
Q1: 34-44	50.00% 3	50.00% 3	0.00% 0	31.58% 6
Q1: 45-54	50.00% 1	50.00% 1	0.00% 0	10.53% 2
Q1: 55 and over	75.00% 3	25.00% 1	0.00% 0	21.05% 4
Total Respondents	10	9	0	19

Q6: How long do you plan to live in Binckhorst?

	I AM CURRENTLY SEARCHING FOR A NEW DWELLING.	LESS THAN 5 YEARS	1-5 YEARS	LONGER THAN 10 YEARS	TOTAL
Q1: 0-24	50.00% 1	0.00% 0	50.00% 1	0.00% 0	10.53% 2
Q1: 25-34	20.00% 1	40.00% 2	40.00% 2	0.00% 0	26.32% 5
Q1: 34-44	0.00% 0	16.67% 1	66.67% 4	16.67% 1	31.58% 6
Q1: 45-54	50.00% 1	0.00% 0	50.00% 1	0.00% 0	10.53% 2
Q1: 55 and over	25.00% 1	0.00% 0	25.00% 1	50.00% 2	21.05% 4
Total Respondents	4	3	9	3	19

Q7: What is your housing tenure?

	RENTAL DWELLING	OWNER OCCUPIED DWELLING	TOTAL
Q1: 0-24	100.00% 2	0.00% 0	10.00% 2
Q1: 25-34	80.00% 4	20.00% 1	25.00% 5
Q1: 34-44	66.67% 4	33.33% 2	30.00% 6
Q1: 45-54	100.00% 2	0.00% 0	10.00% 2
Q1: 55 and over	40.00% 2	60.00% 3	25.00% 5
Total Respondents	14	6	20

Q8: What is your monthly budget for housing?

	LESS THAN €500	BETWEEN €500-€1000	BETWEEN €1000- €1500	ABOUT €1500	TOTAL
Q1: 0-24	0.00% 0	50.00% 1	50.00% 1	0.00% 0	10.00% 2
Q1: 25-34	40.00% 2	40.00% 2	20.00% 1	0.00% 0	25.00% 5
Q1: 34-44	0.00% 0	50.00% 3	33.33% 2	16.67% 1	30.00% 6
Q1: 45-54	0.00% 0	0.00% 0	50.00% 1	50.00% 1	10.00% 2
Q1: 55 and over	0.00% 0	40.00% 2	0.00% 0	60.00% 3	25.00% 5
Total Respondents	2	8	5	5	20

Q9: What is your household composition?

	ALONE	WITH PARTNER	WITH FRIENDS/FAMILY	WITH PARTNER AND CHILDREN	TOTAL
Q1: 0-24	50.00% 1	50.00% 1	0.00% 0	0.00% 0	10.00% 2
Q1: 25-34	40.00% 2	40.00% 2	20.00% 1	0.00% 0	25.00% 5
Q1: 34-44	16.67% 1	33.33% 2	0.00% 0	50.00% 3	30.00% 6
Q1: 45-54	50.00% 1	0.00% 0	0.00% 0	50.00% 1	10.00% 2
Q1: 55 and over	20.00% 1	80.00% 4	0.00% 0	0.00% 0	25.00% 5
Total Respondents	6	9	1	4	20

Q10: Do you work in or outside of Binckhorst?

	IN BINCKHORST	OUTSIDE BINCKHORST	TOTAL
Q1: 0-24	0.00% 0	100.00% 2	10.00% 2
Q1: 25-34	0.00% 0	100.00% 5	25.00% 5
Q1: 34-44	16.67% 1	83.33% 5	30.00% 6
Q1: 45-54	50.00% 1	50.00% 1	10.00% 2
Q1: 55 and over	60.00% 3	40.00% 2	25.00% 5
Total Respondents	5	15	20

Q11, What type of company do you work for?

	SERVICE (RESTAURANT/CAFE/SUPERMARKET)	SYNTHETIC (ENGINEERING AND PROBLEM SOLVING BASED I.E. LAWYERS/DOCTORS/ACCOUNTANTS)	ANALYTICAL (SCIENCE BASED)	SYMBOLIC (AESTHETICS/ARTISTIC BASED)	TOTAL
Q1: 0-24	0.00% 0	50.00% 1	50.00% 1	0.00% 0	11.11% 2
Q1: 25-34	50.00% 2	50.00% 2	0.00% 0	0.00% 0	22.22% 4
Q1: 34-44	33.33% 2	50.00% 3	16.67% 1	0.00% 0	33.33% 6
Q1: 45-54	0.00% 0	100.00% 2	0.00% 0	0.00% 0	11.11% 2
Q1: 55 and over	25.00% 1	75.00% 3	0.00% 0	0.00% 0	22.22% 4
Total Respondents	5	11	2	0	18

Q12, What is the size of the company you are working for?

	A ONE- MAN COMPANY	A START- UP	A SMALL COMPANY (<50 EMPLOYEES)	A MIDDLE- SIZED COMPANY (50-250 EMPLOYEES)	A LARGE COMPANY (>250 EMPLOYEES)	TOTAL
Q1: 0-24	0.00% 0	50.00% 1	0.00% 0	0.00% 0	50.00% 1	10.00% 2
Q1: 25-34	0.00% 0	0.00% 0	20.00% 1	20.00% 1	60.00% 3	25.00% 5
Q1: 34-44	0.00% 0	0.00% 0	66.67% 4	0.00% 0	33.33% 2	30.00% 6
Q1: 45-54	0.00% 0	0.00% 0	50.00% 1	0.00% 0	50.00% 1	10.00% 2
Q1: 55 and over	40.00% 2	0.00% 0	20.00% 1	0.00% 0	40.00% 2	25.00% 5
Total Respondents	2	1	7	1	9	20

Q13, Which income group do you belong?

	LESS THAN €15,000 NET PER YEAR	BETWEEN €15,000 TO €30,600 NET PER YEAR	BETWEEN €30,600 TO €46,000 NET PER YEAR	MORE THAN €46,000 PER YEAR	I DO NOT WANT TO REVEAL MY INCOME	TOTAL
Q1: 0-24	50.00% 1	50.00% 1	0.00% 0	0.00% 0	0.00% 0	10.00% 2
Q1: 25-34	0.00% 0	80.00% 4	0.00% 0	0.00% 0	20.00% 1	25.00% 5
Q1: 34-44	16.67% 1	33.33% 2	33.33% 2	16.67% 1	0.00% 0	30.00% 6
Q1: 45-54	0.00% 0	0.00% 0	50.00% 1	0.00% 0	50.00% 1	10.00% 2
Q1: 55 and over	0.00% 0	20.00% 1	0.00% 0	80.00% 4	0.00% 0	25.00% 5
Total Respondents	2	8	3	5	2	20

Q14: What kind of workplace do you have?

	A PERSONAL OFFICE	A SHARED OFFICE, BUT WITH MY OWN SPOT	A FLEX-SPACE	AT HOME	TOTAL
Q1: 0-24	50.00% 1	0.00% 0	50.00% 1	0.00% 0	10.00% 2
Q1: 25-34	20.00% 1	80.00% 4	0.00% 0	0.00% 0	25.00% 5
Q1: 34-44	0.00% 0	66.67% 4	16.67% 1	16.67% 1	30.00% 6
Q1: 45-54	0.00% 0	0.00% 0	50.00% 1	50.00% 1	10.00% 2
Q1: 55 and over	0.00% 0	20.00% 1	0.00% 0	80.00% 4	25.00% 5
Total Respondents	2	9	3	6	20

Q15: What kind of workplace would you like to work in?

	A PERSONAL OFFICE	A SHARED OFFICE, BUT WITH MY OWN SPOT	A FLEX SPACE	AT HOME	TOTAL	
Q1: 0-24	50.00% 1		50.00% 1	0.00% 0	0.00% 0	10.00% 2
Q1: 25-34	20.00% 1		40.00% 2	20.00% 1	20.00% 1	25.00% 5
Q1: 34-44	16.67% 1		50.00% 3	33.33% 2	0.00% 0	30.00% 6
Q1: 45-54	0.00% 0		0.00% 0	50.00% 1	50.00% 1	10.00% 2
Q1: 55 and over	0.00% 0		20.00% 1	0.00% 0	80.00% 4	25.00% 5
Total Respondents	3	7	4	6	20	

Q16: How do you get to work?

	PRIVATE TRANSPORT (E.G. CAR)	PUBLIC TRANSPORT (E.G. BUS, TRAM, CAR)	BICYCLE/WALKING	TOTAL
Q1: 0-24	0.00% 0	0.00% 0	100.00% 2	10.00% 2
Q1: 25-34	40.00% 2	20.00% 1	40.00% 2	25.00% 5
Q1: 34-44	16.67% 1	33.33% 2	50.00% 3	30.00% 6
Q1: 45-54	100.00% 2	0.00% 0	0.00% 0	10.00% 2
Q1: 55 and over	60.00% 3	20.00% 1	20.00% 1	25.00% 5
Total Respondents	8	4	8	20

Q17, How important do you consider the factors in the area?

1 as not important, 5 as very important, N/A as not relevant.

Cultural amenities (i.e. theater/exhibitions)								
	1	2	3	4	5	N/A	TOTAL	WEIGHTED AVERAGE
Q1: 0-24	0.00% 0	0.00% 0	50.00% 1	0.00% 0	50.00% 1	0.00% 0	10.00% 2	4.00
Q1: 25-34	0.00% 0	20.00% 1	40.00% 2	20.00% 1	20.00% 1	0.00% 0	25.00% 5	3.40
Q1: 34-44	0.00% 0	33.33% 2	16.67% 1	16.67% 1	33.33% 2	0.00% 0	30.00% 6	3.50
Q1: 45-54	0.00% 0	0.00% 0	50.00% 1	50.00% 1	0.00% 0	0.00% 0	10.00% 2	3.50
Q1: 55 and over	0.00% 0	0.00% 0	60.00% 3	0.00% 0	40.00% 2	0.00% 0	25.00% 5	3.80
Natural amenities (i.e. parks/water)								
	1	2	3	4	5	N/A	TOTAL	WEIGHTED AVERAGE
Q1: 0-24	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 2	0.00% 0	10.00% 2	5.00
Q1: 25-34	0.00% 0	0.00% 0	20.00% 1	40.00% 2	20.00% 1	20.00% 1	25.00% 5	4.40
Q1: 34-44	0.00% 0	0.00% 0	16.67% 1	16.67% 1	66.67% 4	0.00% 0	30.00% 6	4.50
Q1: 45-54	0.00% 0	100.00% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	10.00% 2	2.00
Q1: 55 and over	0.00% 0	0.00% 0	0.00% 0	20.00% 1	60.00% 3	20.00% 1	25.00% 5	5.00
Recreational amenities (i.e. restaurants/shops)								
	1	2	3	4	5	N/A	TOTAL	WEIGHTED AVERAGE
Q1: 0-24	0.00% 0	0.00% 0	0.00% 0	50.00% 1	50.00% 1	0.00% 0	10.00% 2	4.50
Q1: 25-34	0.00% 0	0.00% 0	60.00% 3	40.00% 2	0.00% 0	0.00% 0	25.00% 5	3.40
Q1: 34-44	0.00% 0	0.00% 0	16.67% 1	0.00% 0	83.33% 5	0.00% 0	30.00% 6	4.67
Q1: 45-54	50.00% 1	0.00% 0	0.00% 0	0.00% 0	50.00% 1	0.00% 0	10.00% 2	3.00
Q1: 55 and over	0.00% 0	0.00% 0	0.00% 0	100.00% 5	0.00% 0	0.00% 0	25.00% 5	4.00

Q17, How important do you consider the factors in the area?

1 as not important, 5 as very important, N/A as not relevant.

Functional amenities (i.e. supermarket/bakery)								
	1	2	3	4	5	N/A	TOTAL	WEIGHTED AVERAGE
Q1: 0-24	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 2	0.00% 0	10.00% 2	5.00
Q1: 25-34	0.00% 0	0.00% 0	40.00% 2	40.00% 2	20.00% 1	0.00% 0	25.00% 5	3.80
Q1: 34-44	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 6	0.00% 0	30.00% 6	5.00
Q1: 45-54	50.00% 1	0.00% 0	0.00% 0	0.00% 0	50.00% 1	0.00% 0	10.00% 2	3.00
Q1: 55 and over	0.00% 0	0.00% 0	0.00% 0	40.00% 2	60.00% 3	0.00% 0	25.00% 5	4.60
Meeting places in public spaces (i.e. bench)								
	1	2	3	4	5	N/A	TOTAL	WEIGHTED AVERAGE
Q1: 0-24	0.00% 0	0.00% 0	50.00% 1	0.00% 0	50.00% 1	0.00% 0	10.00% 2	4.00
Q1: 25-34	0.00% 0	20.00% 1	40.00% 2	40.00% 2	0.00% 0	0.00% 0	25.00% 5	3.20
Q1: 34-44	0.00% 0	16.67% 1	33.33% 2	16.67% 1	33.33% 2	0.00% 0	30.00% 6	3.67
Q1: 45-54	0.00% 0	0.00% 0	50.00% 1	0.00% 0	50.00% 1	0.00% 0	10.00% 2	4.00
Q1: 55 and over	0.00% 0	0.00% 0	0.00% 0	60.00% 3	20.00% 1	20.00% 1	25.00% 5	4.60
Shared spaces in buildings								
	1	2	3	4	5	N/A	TOTAL	WEIGHTED AVERAGE
Q1: 0-24	0.00% 0	50.00% 1	0.00% 0	0.00% 0	50.00% 1	0.00% 0	10.00% 2	3.50
Q1: 25-34	0.00% 0	0.00% 0	60.00% 3	20.00% 1	20.00% 1	0.00% 0	25.00% 5	3.60
Q1: 34-44	0.00% 0	0.00% 0	50.00% 3	16.67% 1	16.67% 1	16.67% 1	30.00% 6	4.00
Q1: 45-54	0.00% 0	0.00% 0	50.00% 1	0.00% 0	50.00% 1	0.00% 0	10.00% 2	4.00
Q1: 55 and over	0.00% 0	0.00% 0	40.00% 2	40.00% 2	0.00% 0	20.00% 1	25.00% 5	4.00

Q17, How important do you consider the factors in the area?

1 as not important, 5 as very important, N/A as not relevant.

Accessibility by public transport								
	1	2	3	4	5	N/A	TOTAL	WEIGHTED AVERAGE
Q1: 0-24	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 2	0.00% 0	10.00% 2	5.00
Q1: 25-34	0.00% 0	0.00% 0	20.00% 1	40.00% 2	40.00% 2	0.00% 0	25.00% 5	4.20
Q1: 34-44	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 6	0.00% 0	30.00% 6	5.00
Q1: 45-54	0.00% 0	0.00% 0	0.00% 0	50.00% 1	50.00% 1	0.00% 0	10.00% 2	4.50
Q1: 55 and over	0.00% 0	0.00% 0	20.00% 1	0.00% 0	80.00% 4	0.00% 0	25.00% 5	4.60
Accessibility by private transport								
	1	2	3	4	5	N/A	TOTAL	WEIGHTED AVERAGE
Q1: 0-24	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 2	0.00% 0	10.00% 2	5.00
Q1: 25-34	0.00% 0	0.00% 0	25.00% 1	25.00% 1	50.00% 2	0.00% 0	20.00% 4	4.25
Q1: 34-44	16.67% 1	0.00% 0	50.00% 3	0.00% 0	33.33% 2	0.00% 0	30.00% 6	3.33
Q1: 45-54	0.00% 0	0.00% 0	0.00% 0	50.00% 1	50.00% 1	0.00% 0	10.00% 2	4.50
Q1: 55 and over	0.00% 0	0.00% 0	40.00% 2	40.00% 2	20.00% 1	0.00% 0	25.00% 5	3.80
Cost of space/services/goods								
	1	2	3	4	5	N/A	TOTAL	WEIGHTED AVERAGE
Q1: 0-24	0.00% 0	0.00% 0	0.00% 0	100.00% 2	0.00% 0	0.00% 0	10.00% 2	4.00
Q1: 25-34	0.00% 0	0.00% 0	40.00% 2	40.00% 2	20.00% 1	0.00% 0	25.00% 5	3.80
Q1: 34-44	0.00% 0	0.00% 0	50.00% 3	16.67% 1	33.33% 2	0.00% 0	30.00% 6	3.83
Q1: 45-54	0.00% 0	0.00% 0	0.00% 0	50.00% 1	50.00% 1	0.00% 0	10.00% 2	4.50
Q1: 55 and over	0.00% 0	0.00% 0	40.00% 2	40.00% 2	20.00% 1	0.00% 0	25.00% 5	3.80

Q17, How important do you consider the factors in the area?

1 as not important, 5 as very important, N/A as not relevant.

Presence of other people/firms								
	1	2	3	4	5	N/A	TOTAL	WEIGHTED AVERAGE
Q1: 0-24	0.00% 0	50.00% 1	0.00% 0	0.00% 0	50.00% 1	0.00% 0	10.00% 2	3.50
Q1: 25-34	0.00% 0	20.00% 1	20.00% 1	60.00% 3	0.00% 0	0.00% 0	25.00% 5	3.40
Q1: 34-44	0.00% 0	0.00% 0	0.00% 0	66.67% 4	16.67% 1	16.67% 1	30.00% 6	4.50
Q1: 45-54	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 2	0.00% 0	10.00% 2	5.00
Q1: 55 and over	0.00% 0	20.00% 1	20.00% 1	0.00% 0	60.00% 3	0.00% 0	25.00% 5	4.00

Q18, What in your opinion is missing in Binckhorst?

Q1:0-24

“Lack of public transportation in certain areas.”

“Restaurants”

Q1: 25-34

“Shops and bus stops”

“Public transportation, local shop/supermarket”

“Supermarkets”

“Parking space”

Q1: 34-44

“More houses where people can live.”

“Public transport”

“Green, OV, safety, cleanliness”

“More housing”

Q1: 45-55

“Nothing”

“Supermarket”

Q5: 55 and over

“Public transport”

“Public transport”

“Groen, cultuur, openbaar, transport en winkels”

“Store for daily shopping.”

Q19, What are the key factors that made you decide to stay/work/visit Binckhorst?

Q1:0-24

“The neighborhood is nice and calm.”

“Starting up”

Q1: 25-34

“Beautiful environment and near my office.”

“Industrial/location”

“Nice and quiet location”

“It’s located in an area that is quiet but still close to the center, plus the rent is not too bad.”

Q1: 34-44

“It is developing for new business and they all need an accountant or financial advisors.”

“Upcoming neighborhood”

“Nearby school children in Voorburg, short stay and near freeway.”

“Proximity to train stations; feels like an upcoming area, presence of canals and cool cafe/restaurants that are slowly developing.”

“Close to town”

“The area is quiet, beautiful and is close to the city center and highways.”

Q1: 45-55

“Creative place, good price”

“Urgent need for a dwelling, short stay.”

Q5: 55 and over

“To have an own apartment.”

“None”

“We vonden een woning met goed uitzicht, voldoende ruimte en mogelijk interessante ontwikkelingen in de toekomst.”

“Apartment, size and price.”

Appendix F: Worker survey results

Q1, What is your age group?

	0-24	25-34	34-44	45-54	55 AND OVER	TOTAL
Q1: 0-24	100.00% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	7.41% 2
Q1: 25-34	0.00% 0	100.00% 8	0.00% 0	0.00% 0	0.00% 0	29.63% 8
Q1: 34-44	0.00% 0	0.00% 0	100.00% 11	0.00% 0	0.00% 0	40.74% 11
Q1: 45-54	0.00% 0	0.00% 0	0.00% 0	100.00% 5	0.00% 0	18.52% 5
Q1: 55 and over	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 1	3.70% 1
Total Respondents	2	8	11	5	1	27

Q2, What is your marital status?

	SINGLE	IN RELATIONSHIP	MARRIED	TOTAL
Q1: 0-24	100.00% 2		0.00% 0	7.41% 2
Q1: 25-34	0.00% 0		75.00% 6	29.63% 8
Q1: 34-44	0.00% 0		54.55% 6	40.74% 11
Q1: 45-54	0.00% 0		20.00% 1	18.52% 5
Q1: 55 and over	0.00% 0		100.00% 1	3.70% 1
Total Respondents	2	14	11	27

Q3, Do you have children?

	YES	NO	TOTAL
Q1: 0-24		0.00% 0	100.00% 2
Q1: 25-34		12.50% 1	87.50% 7
Q1: 34-44		90.91% 10	9.09% 1
Q1: 45-54		100.00% 5	0.00% 0
Q1: 55 and over		0.00% 0	100.00% 1
Total Respondents	16	11	27

Q4, What is your education background?

	NONE	PRIMARY SCHOOL	HIGHSCHOOL	TECHNICAL SCHOOL	UNIVERSITY	POST-GRADUATE	TOTAL
Q1: 0-24	0.00% 0	0.00% 0	50.00% 1	0.00% 0	50.00% 1	0.00% 0	7.41% 2
Q1: 25-34	0.00% 0	0.00% 0	12.50% 1	50.00% 4	25.00% 2	12.50% 1	29.63% 8
Q1: 34-44	0.00% 0	0.00% 0	0.00% 0	0.00% 0	81.82% 9	18.18% 2	40.74% 11
Q1: 45-54	0.00% 0	0.00% 0	0.00% 0	20.00% 1	80.00% 4	0.00% 0	18.52% 5
Q1: 55 and over	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 1	0.00% 0	3.70% 1
Total Respondents	0	0	2	5	17	3	27

Q5, Do you live in Binckhorst, if so how long?

	LESS THAN 1 YEAR	1-5 YEARS	5-10 YEARS	NOT RELEVANT	TOTAL
Q1: 0-24	0.00% 0	0.00% 0	0.00% 0	100.00% 2	7.41% 2
Q1: 25-34	0.00% 0	0.00% 0	0.00% 0	100.00% 8	29.63% 8
Q1: 34-44	0.00% 0	9.09% 1	0.00% 0	90.91% 10	40.74% 11
Q1: 45-54	0.00% 0	0.00% 0	20.00% 1	80.00% 4	18.52% 5
Q1: 55 and over	0.00% 0	0.00% 0	0.00% 0	100.00% 1	3.70% 1
Total Respondents	0	1	1	25	27

Q6, What is your housing tenure?

	RENTAL DWELLING	OWNER-OCCUPIED DWELLING	TOTAL
Q1: 0-24	100.00% 2	0.00% 0	7.69% 2
Q1: 25-34	62.50% 5	37.50% 3	30.77% 8
Q1: 34-44	10.00% 1	90.00% 9	38.46% 10
Q1: 45-54	20.00% 1	80.00% 4	19.23% 5
Q1: 55 and over	0.00% 0	100.00% 1	3.85% 1
Total Respondents	9	17	26

Q7, What is your monthly budget in housing?

	LESS THAN €500	BETWEEN €500-€1000	BETWEEN €1000-€1500	BETWEEN €1500-€2000	OVER €2000	TOTAL
Q1: 0-24	0.00% 0	50.00% 1	50.00% 1	0.00% 0	0.00% 0	8.00% 2
Q1: 25-34	25.00% 2	37.50% 3	25.00% 2	12.50% 1	0.00% 0	32.00% 8
Q1: 34-44	0.00% 0	20.00% 2	50.00% 5	20.00% 2	10.00% 1	40.00% 10
Q1: 45-54	0.00% 0	25.00% 1	50.00% 2	0.00% 0	25.00% 1	16.00% 4
Q1: 55 and over	100.00% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	4.00% 1
Total Respondents	3	7	10	3	2	25

Q8, What is your household composition?

	ALONE	WITH PARTNER	WITH FRIENDS/FAMILY	WITH PARTNER AND CHILDREN	TOTAL
Q1: 0-24	50.00% 1	0.00% 0	50.00% 1	0.00% 0	7.69% 2
Q1: 25-34	25.00% 2	50.00% 4	12.50% 1	12.50% 1	30.77% 8
Q1: 34-44	0.00% 0	10.00% 1	0.00% 0	90.00% 9	38.46% 10
Q1: 45-54	0.00% 0	0.00% 0	0.00% 0	100.00% 5	19.23% 5
Q1: 55 and over	100.00% 1	0.00% 0	0.00% 0	0.00% 0	3.85% 1
Total Respondents	4	5	2	15	26

Q9, How long have you worked in Binckhorst for?

	0-5 YEARS	5-10 YEARS	> 10 YEARS	TOTAL
Q1: 0-24	100.00% 2	0.00% 0	0.00% 0	7.41% 2
Q1: 25-34	75.00% 6	25.00% 2	0.00% 0	29.63% 8
Q1: 34-44	45.45% 5	45.45% 5	9.09% 1	40.74% 11
Q1: 45-54	60.00% 3	40.00% 2	0.00% 0	18.52% 5
Q1: 55 and over	100.00% 1	0.00% 0	0.00% 0	3.70% 1
Total Respondents	17	9	1	27

Q10, What type of company do you work for?

	SERVICE (RESTAURANT/CAFE/SUPERMARKET)	SYNTHETIC (ENGINEERING AND PROBLEM SOLVING BASED I.E. LAWYERS/DOCTORS/ACCOUNTANTS)	ANALYTICAL (SCIENCE BASED)	SYMBOLIC (AESTHETICS/ARTISTIC BASED)	TOTAL
Q1: 0-24	0.00% 0	100.00% 2	0.00% 0	0.00% 0	7.41% 2
Q1: 25-34	0.00% 0	25.00% 2	12.50% 1	62.50% 5	29.63% 8
Q1: 34-44	9.09% 1	54.55% 6	36.36% 4	0.00% 0	40.74% 11
Q1: 45-54	0.00% 0	80.00% 4	0.00% 0	20.00% 1	18.52% 5
Q1: 55 and over	0.00% 0	0.00% 0	0.00% 0	100.00% 1	3.70% 1
Total Respondents	1	14	5	7	27

Q11, What is the size of the company you are working for?

	A ONE-MAN COMPANY	A START-UP	A SMALL COMPANY (<50 EMPLOYEES)	A MIDDLE-SIZED COMPANY (50-250 EMPLOYEES)	A LARGE COMPANY (>250 EMPLOYEES)	TOTAL
Q1: 0-24	0.00% 0	50.00% 1	50.00% 1	0.00% 0	0.00% 0	7.41% 2
Q1: 25-34	12.50% 1	0.00% 0	75.00% 6	12.50% 1	0.00% 0	29.63% 8
Q1: 34-44	0.00% 0	18.18% 2	81.82% 9	0.00% 0	0.00% 0	40.74% 11
Q1: 45-54	20.00% 1	0.00% 0	60.00% 3	20.00% 1	0.00% 0	18.52% 5
Q1: 55 and over	0.00% 0	0.00% 0	100.00% 1	0.00% 0	0.00% 0	3.70% 1
Total Respondents	2	3	20	2	0	27

Q12, Which income group do you belong?

	LESS THAN €15,000 NET PER YEAR	BETWEEN €15,000 TO €30,600 NET PER YEAR	BETWEEN €30,600 TO €46,00 NET PER YEAR	MORE THAN €46,000 PER YEAR	I DO NOT WANT TO REVEAL MY INCOME	TOTAL
Q1: 0-24	0.00% 0	50.00% 1	0.00% 0	0.00% 0	50.00% 1	7.69% 2
Q1: 25-34	12.50% 1	37.50% 3	25.00% 2	25.00% 2	0.00% 0	30.77% 8
Q1: 34-44	0.00% 0	36.36% 4	27.27% 3	36.36% 4	0.00% 0	42.31% 11
Q1: 45-54	0.00% 0	0.00% 0	25.00% 1	75.00% 3	0.00% 0	15.38% 4
Q1: 55 and over	0.00% 0	0.00% 0	100.00% 1	0.00% 0	0.00% 0	3.85% 1
Total Respondents	1	8	7	9	1	26

Q13, What kind of workplace do you have?

	A PERSONAL OFFICE	A SHARED OFFICE, BUT WITH MY OWN SPOT	A FLEX-SPACE	AT HOME	TOTAL
Q1: 0-24	0.00% 0	100.00% 2	0.00% 0	0.00% 0	7.41% 2
Q1: 25-34	25.00% 2	75.00% 6	0.00% 0	0.00% 0	29.63% 8
Q1: 34-44	27.27% 3	72.73% 8	0.00% 0	0.00% 0	40.74% 11
Q1: 45-54	40.00% 2	20.00% 1	40.00% 2	0.00% 0	18.52% 5
Q1: 55 and over	0.00% 0	100.00% 1	0.00% 0	0.00% 0	3.70% 1
Total Respondents	7	18	2	0	27

Q14, What kind of workplace would you like to work in?

	A PERSONAL OFFICE	A SHARED OFFICE, BUT WITH MY OWN SPOT	A FLEX SPACE	AT HOME	TOTAL
Q1: 0-24	0.00% 0	50.00% 1	0.00% 0	50.00% 1	7.41% 2
Q1: 25-34	25.00% 2	75.00% 6	0.00% 0	0.00% 0	29.63% 8
Q1: 34-44	36.36% 4	63.64% 7	0.00% 0	0.00% 0	40.74% 11
Q1: 45-54	40.00% 2	20.00% 1	40.00% 2	0.00% 0	18.52% 5
Q1: 55 and over	0.00% 0	100.00% 1	0.00% 0	0.00% 0	3.70% 1
Total Respondents	8	16	2	1	27

Q15, How do you get to work?

	PRIVATE TRANSPORT	PUBLIC TRANSPORT	BICYCLE/WALKING	TOTAL
Q1: 0-24	0.00% 0	0.00% 0	100.00% 2	7.41% 2
Q1: 25-34	25.00% 2	12.50% 1	62.50% 5	29.63% 8
Q1: 34-44	45.45% 5	18.18% 2	36.36% 4	40.74% 11
Q1: 45-54	100.00% 5	0.00% 0	0.00% 0	18.52% 5
Q1: 55 and over	0.00% 0	0.00% 0	100.00% 1	3.70% 1
Total Respondents	12	3	12	27

Q16, How important do you consider the factors in the area?

1 as not important, 5 as very important, N/A as not relevant.

Cultural amenities (i.e. theater/exhibitions)								
	1	2	3	4	5	N/A	TOTAL	WEIGHTED AVERAGE
Q1: 0-24	0.00% 0	0.00% 0	0.00% 0	50.00% 1	50.00% 1	0.00% 0	7.41% 2	4.50
Q1: 25-34	0.00% 0	50.00% 4	25.00% 2	25.00% 2	0.00% 0	0.00% 0	29.63% 8	2.75
Q1: 34-44	27.27% 3	0.00% 0	0.00% 0	27.27% 3	18.18% 2	27.27% 3	40.74% 11	3.91
Q1: 45-54	0.00% 0	20.00% 1	60.00% 3	20.00% 1	0.00% 0	0.00% 0	18.52% 5	3.00
Q1: 55 and over	0.00% 0	0.00% 0	0.00% 0	100.00% 1	0.00% 0	0.00% 0	3.70% 1	4.00

Q16, How important do you consider the factors in the area?

1 as not important, 5 as very important, N/A as not relevant.

Natural amenities (i.e. parks/water)								
	1	2	3	4	5	N/A	TOTAL	WEIGHTED AVERAGE
Q1: 0-24	0.00% 0	0.00% 0	50.00% 1	0.00% 0	50.00% 1	0.00% 0	7.41% 2	4.00
Q1: 25-34	0.00% 0	12.50% 1	0.00% 0	50.00% 4	37.50% 3	0.00% 0	29.63% 8	4.13
Q1: 34-44	0.00% 0	9.09% 1	9.09% 1	36.36% 4	36.36% 4	9.09% 1	40.74% 11	4.27
Q1: 45-54	0.00% 0	20.00% 1	0.00% 0	40.00% 2	40.00% 2	0.00% 0	18.52% 5	4.00
Q1: 55 and over	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 1	0.00% 0	3.70% 1	5.00
Recreational amenities (i.e. restaurants/shops)								
	1	2	3	4	5	N/A	TOTAL	WEIGHTED AVERAGE
Q1: 0-24	0.00% 0	0.00% 0	50.00% 1	50.00% 1	0.00% 0	0.00% 0	7.41% 2	3.50
Q1: 25-34	0.00% 0	0.00% 0	50.00% 4	37.50% 3	12.50% 1	0.00% 0	29.63% 8	3.63
Q1: 34-44	0.00% 0	0.00% 0	9.09% 1	63.64% 7	18.18% 2	9.09% 1	40.74% 11	4.27
Q1: 45-54	20.00% 1	0.00% 0	20.00% 1	20.00% 1	40.00% 2	0.00% 0	18.52% 5	3.60
Q1: 55 and over	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 1	0.00% 0	3.70% 1	5.00
Functional amenities (i.e. supermarket/bakery)								
	1	2	3	4	5	N/A	TOTAL	WEIGHTED AVERAGE
Q1: 0-24	0.00% 0	0.00% 0	50.00% 1	0.00% 0	50.00% 1	0.00% 0	7.41% 2	4.00
Q1: 25-34	0.00% 0	0.00% 0	25.00% 2	50.00% 4	25.00% 2	0.00% 0	29.63% 8	4.00
Q1: 34-44	9.09% 1	0.00% 0	9.09% 1	18.18% 2	63.64% 7	0.00% 0	40.74% 11	4.27
Q1: 45-54	20.00% 1	0.00% 0	20.00% 1	20.00% 1	40.00% 2	0.00% 0	18.52% 5	3.60
Q1: 55 and over	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 1	0.00% 0	3.70% 1	5.00

Q16, How important do you consider the factors in the area?

1 as not important, 5 as very important, N/A as not relevant.

Meeting places in public spaces (i.e. bench)								
	1	2	3	4	5	N/A	TOTAL	WEIGHTED AVERAGE
Q1: 0-24	50.00% 1	0.00% 0	0.00% 0	0.00% 0	50.00% 1	0.00% 0	7.41% 2	3.00
Q1: 25-34	0.00% 0	12.50% 1	50.00% 4	25.00% 2	12.50% 1	0.00% 0	29.63% 8	3.38
Q1: 34-44	0.00% 0	0.00% 0	36.36% 4	27.27% 3	36.36% 4	0.00% 0	40.74% 11	4.00
Q1: 45-54	0.00% 0	0.00% 0	40.00% 2	40.00% 2	20.00% 1	0.00% 0	18.52% 5	3.80
Q1: 55 and over	0.00% 0	0.00% 0	0.00% 0	100.00% 1	0.00% 0	0.00% 0	3.70% 1	4.00

Shared spaces in buildings								
	1	2	3	4	5	N/A	TOTAL	WEIGHTED AVERAGE
Q1: 0-24	0.00% 0	50.00% 1	0.00% 0	50.00% 1	0.00% 0	0.00% 0	7.41% 2	3.00
Q1: 25-34	0.00% 0	50.00% 4	25.00% 2	25.00% 2	0.00% 0	0.00% 0	29.63% 8	2.75
Q1: 34-44	9.09% 1	18.18% 2	18.18% 2	36.36% 4	18.18% 2	0.00% 0	40.74% 11	3.36
Q1: 45-54	0.00% 0	0.00% 0	40.00% 2	20.00% 1	40.00% 2	0.00% 0	18.52% 5	4.00
Q1: 55 and over	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 1	0.00% 0	3.70% 1	5.00

Accessibility by public transport								
	1	2	3	4	5	N/A	TOTAL	WEIGHTED AVERAGE
Q1: 0-24	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 2	0.00% 0	7.41% 2	5.00
Q1: 25-34	0.00% 0	0.00% 0	12.50% 1	37.50% 3	50.00% 4	0.00% 0	29.63% 8	4.38
Q1: 34-44	0.00% 0	0.00% 0	0.00% 0	27.27% 3	72.73% 8	0.00% 0	40.74% 11	4.73
Q1: 45-54	0.00% 0	0.00% 0	20.00% 1	60.00% 3	20.00% 1	0.00% 0	18.52% 5	4.00
Q1: 55 and over	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 1	0.00% 0	3.70% 1	5.00

Q16, How important do you consider the factors in the area?

1 as not important, 5 as very important, N/A as not relevant.

Accessibility by private transport								
	1	2	3	4	5	N/A	TOTAL	WEIGHTED AVERAGE
Q1: 0-24	0.00% 0	0.00% 0	0.00% 0	50.00% 1	50.00% 1	0.00% 0	7.41% 2	4.50
Q1: 25-34	0.00% 0	0.00% 0	12.50% 1	50.00% 4	37.50% 3	0.00% 0	29.63% 8	4.25
Q1: 34-44	0.00% 0	18.18% 2	0.00% 0	18.18% 2	63.64% 7	0.00% 0	40.74% 11	4.27
Q1: 45-54	0.00% 0	0.00% 0	20.00% 1	40.00% 2	40.00% 2	0.00% 0	18.52% 5	4.20
Q1: 55 and over	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 1	0.00% 0	3.70% 1	5.00
Cost of space/services/goods								
	1	2	3	4	5	N/A	TOTAL	WEIGHTED AVERAGE
Q1: 0-24	0.00% 0	0.00% 0	50.00% 1	0.00% 0	50.00% 1	0.00% 0	7.41% 2	4.00
Q1: 25-34	0.00% 0	12.50% 1	37.50% 3	25.00% 2	25.00% 2	0.00% 0	29.63% 8	3.63
Q1: 34-44	0.00% 0	0.00% 0	36.36% 4	36.36% 4	27.27% 3	0.00% 0	40.74% 11	3.91
Q1: 45-54	0.00% 0	0.00% 0	20.00% 1	20.00% 1	60.00% 3	0.00% 0	18.52% 5	4.40
Q1: 55 and over	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 1	0.00% 0	3.70% 1	5.00
Presence of other people/firms								
	1	2	3	4	5	N/A	TOTAL	WEIGHTED AVERAGE
Q1: 0-24	0.00% 0	0.00% 0	0.00% 0	100.00% 2	0.00% 0	0.00% 0	7.41% 2	4.00
Q1: 25-34	0.00% 0	0.00% 0	37.50% 3	50.00% 4	12.50% 1	0.00% 0	29.63% 8	3.75
Q1: 34-44	9.09% 1	0.00% 0	18.18% 2	27.27% 3	45.45% 5	0.00% 0	40.74% 11	4.00
Q1: 45-54	0.00% 0	0.00% 0	20.00% 1	40.00% 2	40.00% 2	0.00% 0	18.52% 5	4.20
Q1: 55 and over	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 1	0.00% 0	3.70% 1	5.00

Q17, What in your opinion is missing in Binckhorst?

Q1:0-24

“A supermarket”

“Airco”

Q1: 25-34

“Green parks and activities.”

“Fun places to eat or to have lunch.”

“Good public transport and safer bike paths.”

“Supermarket”

“Green”

“A coffee place to meet with clients & supermarket.”

Q1: 34-44

“Nature, nice place to get simple lunch nearby.”

“Good public transportation”

“Lunch spots, parks, supermarket”

“Supermarket, cafe, park with benches”

“Public transport, cultural spots”

“More houses where people live or can live.”

“Public transport”

“Small supermarket”

“Functional and recreational facilities.”

“No pedestrian space, cannot walk to a restaurant or lunch, etc.”

“Supermarket lunchroom”

Q1: 45-55

“Free or less costly parking.”

“Sufficient road space solving congestion.”

“Nothing”

“Quality of public space.”

Q5: 55 and over

“Public transport”

Q18, What are the key factors that made you decide to stay/work/visit Binckhorst?

Q1:0-24

“The atmosphere is very cool and creative; it is also quite cheap.”

“The job was located here.”

Q1: 25-34

“My work is at Binckhorst.”

“Familiarity”

“Good priced work office.”

“My employment”

“Location and price”

Q1: 34-44

“Low costs, central, accessibility, presence of other firms.”

“CabFab”

“Start-up area”

“The feeling of growing, having good colleagues and doing relevant work.”

“The energy of the places.”

“Cheap”

“Costs”

“Binck36 is a ‘cultural hot-spot’ of the Hague; good value of money.”

“Bink36: Vibrant community of entrepreneurs who are open to helping. Strong business networks: easy to find designer, videographer, in own building; low rents.”

“Price and accessibility”

Q1: 45-55

“Lively area with urban professionals.”

“Other companies, nice building.”

“Creative place; good price.”

“Expectations that things will improve.”

“Low rent”

Q5: 55 and over

“I have a nice job here.”

Appendix G: Interview transcript

Interview with Peter van de Pas: Entrepreneur tax advisor/consultant of Tax Pas at Binck36

I started by business from home as a bookkeeper, an accountant. Now I transferred my organization in steps to the office that I have here. I am a tax administration consultant, advising businesses, what to do with their administration, and what is their best tax solution. I did not expect to have an office here. I worked 10 years ago for an educational company, we made educational projects for civil servants. I was working at a building next to this one, and was thinking to myself, wouldn't it be awesome to work there? It has such a good vibe, it would be great to have an office there! I was unaware at the time that the building did not simply house 1 company, but rather it was a place for many start-ups, entrepreneurs and medium enterprise businesses – it is a place that brings different companies together. When I was looking for an office and got here, I was really excited to get here, because it is what I need. All my clients are here!

So, are all your clients internal?

I have some internal clients, but I have clients in Amsterdam, clients all over the world. The Hague is a really international city, more than some cities in the Netherlands. We have expats, we have international servants like the International Criminal Court, you have the UN situated here etc. They have all kinds of employees working here. Most of them are expats, and they have all kinds of tax services and tax benefits; most of the time their partners they are sitting at home, very intelligent and highly educated. They sit at home for four to five hours a day, doing nothing except taking care of their kids. They come in contact with me, to do their annual income tax declaration. We talk about businesses, about the different kind of companies in Binck36, and they are thinking that they also have ideas. They start business in the Netherlands, but they don't understand anything about Dutch regulations, and that is something that is really funny in the Netherlands about accountants. Accountants have really international education, but they do not speak English. My English is good enough to do business. It's really funny that many of my clients are from France, Hong Kong, Australia; they choose to work with me because I speak English, and I can explain what they have to do, or what the problems are, or why is something not working.

What I find it very interesting right now is that I came here because I like the building. Not really thinking about the prospect that there will be clients. I needed a location. I am situated here, I have clients at the Binck who recommend me. Sometimes they leave, it's also happening because clients grow, and sometimes they grow bigger than I can handle, or we don't match that well. We sometimes plan meeting at Mooof, some of my clients are there because they are artists; they have artist foundation. In Mooof, there are only, almost only artists in that building.

The benefit of Mooof is that they don't charge VAT. They can rent to clients without VAT. Clients do not have to pay VAT for the rent. There is therefore a physical motivation for them to position their office at Mooof. In this building, (binck36). It used to be an artist building, more than 50% of the clients here have to pay VAT. Binck management has to charge VAT – all kinds of physical regulations. All artist who are sitting here, they have to move because they have to pay VAT. They don't get the VAT back, then it is very pricey for them to have their business here, or to run their office. If they can charge it back from the tax office, then it is nice and it is very cheap.

Tax regulations have and, in the future, will have a significant impact on how businesses will develop, and that is business for me. I advise people on how people develop their business. I am sitting here for myself, on a goldmine. I have many clients in the building, and many people who I can meet, run business with them in a nice and pleasant way. I know that in Binckhorst 2020-2021, the Rotterdamsebaan will be ready, it's a goldmine!

“it's a two-way kind of streak”

It took a lot of peace with myself to start a business. I worked as a teacher, I worked as an investigator like you for a university, I worked for a traffic investigator... It makes you mind wander... I was always thinking like that. In 2005-2006 I got unemployed. I was sitting at home, I knew where I was going to work, but I just had to wait till I can start, cause the job was not starting until the 1st of April. I was sitting at home, and I often photograph things, and I was just walking around in my city taking pictures. When I was hanging out with a friend of mine, which at the time I had more spare time so I could afford to. He asked me already in 2006, how many jobs do you have? How many employers did you have?

I started counting and I said maybe around 30ish. They said it's not really normal, it's not really healthy. You are still smiling and looking good, however it's not really good for your resume/portfolio. They told me to start my own business, then you can always do you have always done. I had however a job, and I was already working there for 3-4 years. I gave education to civil servants and I had a portfolio of 800,000 euros and I developed it to 2.4 million euros so it was a real nice thing. It was about taxes, my favorite subject. For the province, for the city hall, for the tax office. It was great to develop a network with those people, and I still benefit from the network. If you have a problem with city hall, or even the tax office, I can help you. It's really nice for me to have developed such a network. I don't have to do everything myself or know everything myself. You need to know the people at the right moment. I also worked with Elsevier, a publisher situated in Amsterdam (it's nearby). If you work for some kind of publishers, you have a preference for them, especially because you know the people from behind the scenes. This is something I can benefit from Elsevier.

Other than the presence of the companies, what do you like?

The building. If I tell them that I am at Binck36, they do not know what it is. However, if I tell them that I worked at the post office from the Netherlands. You can look at the building on google, a lot of my clients respond to me with: “wow you work there!” You can see it from the railway road, the highway. It’s very close to HS, Centraal station (10 minutes from bike, sometimes even walk). There is a big parking space around the building. Tram buses, railway road, taxis can easily find it. There are all kinds of services, like rental bikes. All the facilities are available, some of the company owners have electric cars, they can charge their cars. It’s a recognizable building, and they have all the facilities. What they plan for the future, a combination of working, living and recreation, it will be perfect. When I first came to Den Haag, the police academy was also situated in Binckhorst, and they are still here. Then it was an industrial environment. In the morning everyone was coming, and in the evening everyone went home. This was every day of the week except for Sunday. On Sunday it was death. I heard about the crime rates, they were huge. There was no social security. When a building is used or an environment is used, there is more control. The control is not from the police force, but from the people themselves. The chance of burglary is smaller.

That is not to say it is not happening, recently there was a break in for one of the companies. It is not nice, but it is understandable cause its public space. This is a very closed box office, it’s really nice cause there is a big window there.

So, I get a sense that you seem to really know your way around here and all the companies... it must be a tight community.

It’s not only tech. Funny thing is, when I started my job when back in 2012, I was sitting at home. When I was sitting at home, clients don’t come to me. We have the internet, we have webpages, we need all kinds of things to communicate, but my business is about tax, and it’s about trust. So, what I did is that when my children went to school, my wife went to her work, and I was sitting at home again, I just put on a coat and went outside and walked into stores, into businesses, to the bakeries. The bakeries were saying to me, I don’t need an advisor, I don’t need an accountant, but my neighbor, my neighbor you should talk to him. His business is not very well, and could use some advice – and that is when I had my first clients. Some of my clients extends all the way back to 2012.

So, this is the power of face to face communication

Exactly, you meet someone, you can touch someone, when people see each other, then they know it is good. There will be mistakes, there will be things that go wrong, but when people trust each other it is good. What I did when I came here is that I just went looking for businesses. I planned last year to just go around the building and knocking on their door asking “what are you doing?” Ricardo, this guy, he did branding. He told me that he can make my brand visible. Not only through business card, or website; it is more than that. He can explain to you what you have to do. Most of the time he is doing not only to small companies, but also moving from small companies to national the Netherlands. He is telling employees whether the brand that they are publishing matches with their personal branding. He is just doing his business. A few weeks ago, someone had problems with branding, and I told them to call him.

In regards to civil procedures, they (pointing to a lawyer name card) do the same. They are really nice cause they are very international. I also need lawyers, we talked and we are going to do educational roots for small entrepreneurs, who are a little bit bigger and they need more legal counseling. This is a cleaning company (points to name card). He moved, he is a Frenchman who does photography. He does photography in war zone. It’s really interesting. This is a client of mine. She is a hairdresser. I went in because I needed a haircut, she just started talking to me about her troubles. I needed a hairdresser, and she needed an accountant. The Binck36 managerial team, they know their clients, they know which business don’t work, and they would advise them to me. There are 5-6 businesses like mine in this building. We are not really in competition with each other. Cause every office have their own connections. Perhaps I am not the best bookkeeper. Most of time I do things digitally. But I am a very good advisor, to help people in a problem situation to a good situation. These are my coffee suppliers, they supply my coffee, fresh beans, best coffee there is.

I bought electric bikes for myself, and two for my children. They had some problems so now they are my clients. You can’t say there is one kind of business here. Sometimes I believe the only thing I am missing is a bed in the house. For everything, there is some kind of company in this building. This will be again better in the future development of Binckhorst. I think it will be really great.

References

Publications

- Abrahamse, J. (2016). The Hague. *Atlas of the Dutch Urban Landscape* (pp. 128-131). Bussum: THOTH.
- Al-Hagla, K. S. (2008). Towards a Sustainable Neighborhood: The Role of Open Spaces. *International Journal of Architectural Research*, 2(2). doi:DOI: 10.26687/archnet-ijar.v2i2.239
- Altes, W.K., & Tambach, M. (2008). Municipal strategies for introducing housing on industrial estates as part of compact-city policies in the Netherlands. *Cities*, 25(4), 218-229. doi10.1016/j.cities.2008.04.005
- Bouten, M. (2008). *Flexibility in Urbanism, Research on Flexibility and Transformation Design for Binckhorst* (Master's thesis, TU Delft, 2008). Delft.
- Engel, H., Velzen, E. van, Wal, O. van de., Linders, J., & Franke, S. (2013). *Vernieuwing van de stadsvernieuwing: pleidooi voor nieuwe ontwerpkraft*. Amsterdam SE: Trancity & valiz.
- Katz, B., Wagner, J. (2014). The rise of innovation districts: A new geography of innovation in America. *Metropolitan Policy Program at Brookings*, May.
- Netherlands, Vrede En Recht, Den Haag. (2015). *Ontwikkelingsperspectief Trekvlieszone*. Den Haag.
- Pluijmen T. (2017). *A closer look at the physical characteristics of innovation districts* (Unpublished master's thesis). TU Delft.
- Tordoir, P. (2017). Den Haag Central Innovation District spin in een web van vernieuwing. Ruimtelijk Economisch Atelier Tordoir. Retrieved January 7, 2019.
- Wagner, J., & Watch, D. (2017). *Innovation spaces: The new design of work*. Washington, D.C.: The Anne T. and Robert M. Bass Initiative on Innovation and Placemaking at Brookings.
- You, H., & Bie, C. (2017). Creative class agglomeration across time and space in knowledge city: Determinants and their relative importance. *Habitat International*, 60, 91-100
- Zandt, B. V. (2018). *The attraction and retention of users to Urban Innovation Districts* (Unpublished master's thesis). TU Delft.

Website and images

- Allecijfers.nl. (2019). Overzicht wijk Voorhof. Retrieved January 3, 2019, from <https://allecijfers.nl/wijk/voorhof-delft/>
- Auteur. (n.d.). Fokker Terminal - Den Haag. Retrieved January 10, 2019, from <https://www.fokkerterminal.nl/>
- A4 motorway (Netherlands). (2018, August 26). Retrieved January 7, 2019, from [https://en.wikipedia.org/wiki/A4_motorway_\(Netherlands\)](https://en.wikipedia.org/wiki/A4_motorway_(Netherlands))
- A12 motorway (Netherlands). (2018, April 28). Retrieved January 7, 2019, from [https://en.wikipedia.org/wiki/A12_motorway_\(Netherlands\)](https://en.wikipedia.org/wiki/A12_motorway_(Netherlands))
- Bink36. (n.d.). Retrieved December 24, 2018, from <https://takethehague.nl/nl/location/bink36>
- Caballero Fabriek. (n.d.). Retrieved January 10, 2019, from <https://www.cabfab.nl/>
- Héél véél informatie over Binckhorst. (2018, November 29). Retrieved December 12, 2018, from <https://allecijfers.nl/wijk/wijk-binckhorst-den-haag/#top>
- IM BINCK Festival. (n.d.). Retrieved December 24, 2018, from <https://impactcity.nl/event/im-binck-festival/>
- Innovatief wonen en werken in de Binckhorst. (n.d.). Retrieved December 29, 2018, from <https://www.denhaag.nl/nl/in-de-stad/wonen-en-bouwen/bouwprojecten/gebiedsontwikkeling-binckhorst/innovatief-wonen-en-werken-in-de-binckhorst.htm>
- Kasteel de Binckhorst. (n.d.). Retrieved January 10, 2019, from <http://www.smitsloogroep.nl/en/portfolio/kasteel-de-binckhorst-nieuw/>
- Mens & Dier in Steen & Brons. (n.d.). Retrieved January 10, 2019, from <http://vanderkrogt.net/standbeelden/object.php?record=ZH15ke>
- MOOOF Den Haag - Dans - Muziek - Sport - Beweging. (n.d.). Retrieved January 10, 2019, from <https://www.mooof-den Haag.nl/>
- Novotel Den Haag City Centre. (n.d.). Retrieved December 29, 2018, from <https://www.accorhotels.com/gb/hotel-1180-novotel-den-haag-city-centre/index.shtml>
- Scheveningen. (n.d.). Retrieved December 29, 2018, from <https://wonenindenhaag.nl/en/neighbourhoods/scheveningen/>
- The Hague Beatrixkwartier. (n.d.). Retrieved December 29, 2018, from <https://theofficeoperators.com/be-fr/bureaux/the-hague/>