

# THE BREABURN ENSEMBLE

*A suitable alternative for golden agers in the city centre of Amsterdam.  
Green and luxurious.*

P5 PRESENTATION | MSc 4 | DUTCH HOUSING

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# DUTCH HOUSING GRADUATION STUDIO

The Apple Market, Amsterdam

Living and working theme

Sustainability

Social Context



## PART 1

Site Analysis & Target Group Research

## PART 2

Design

## PART 3

Conclusion

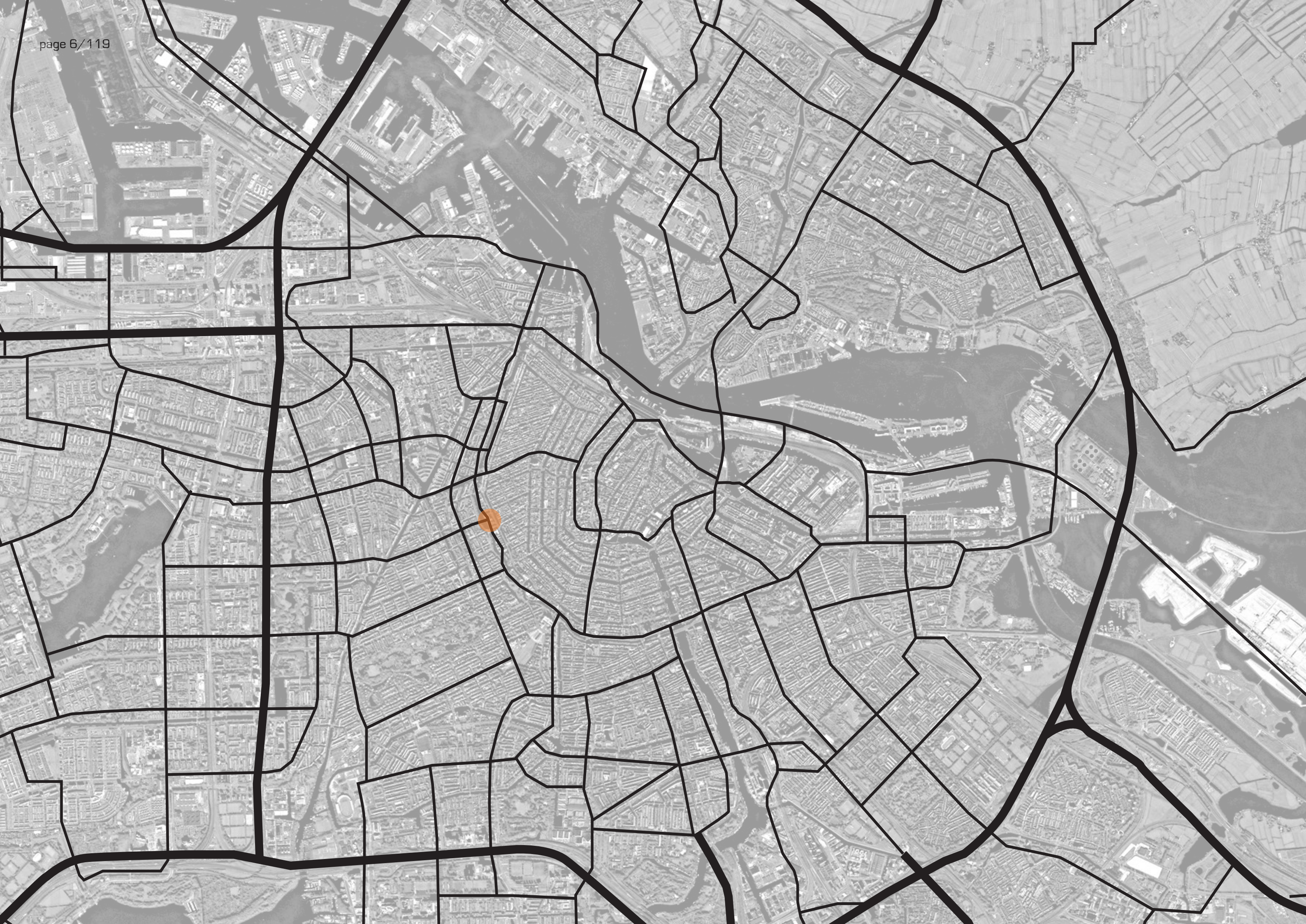
# PART 1

Site Analysis & Target Group Research

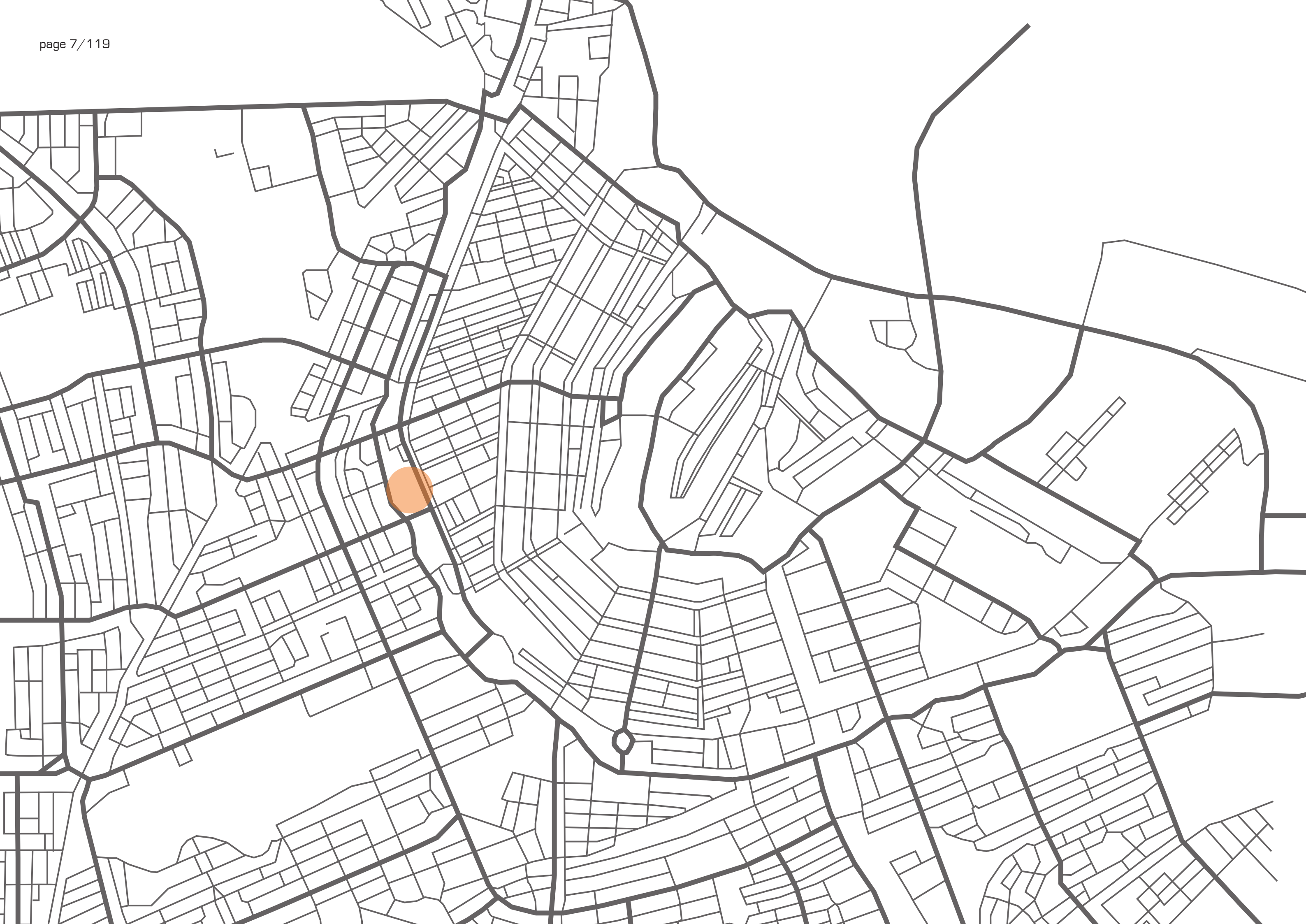
















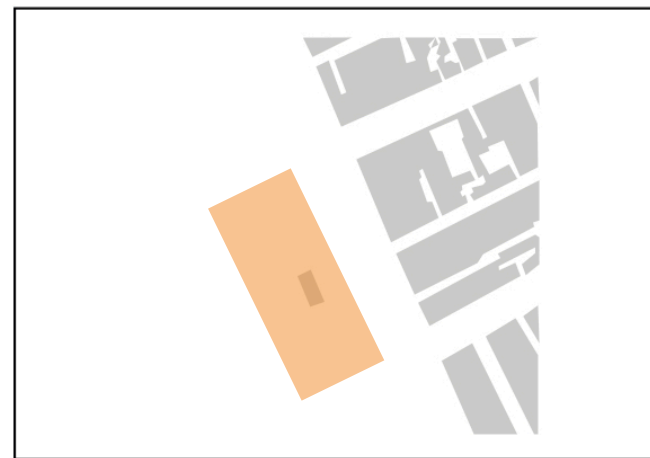
The Apple Market, Amsterdam



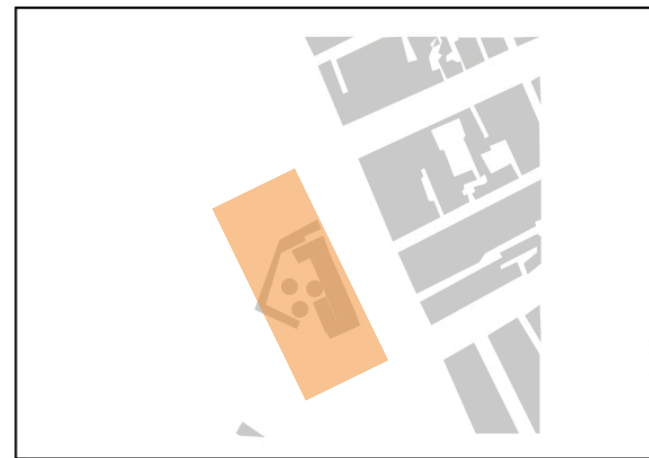


The Apple Market, Amsterdam

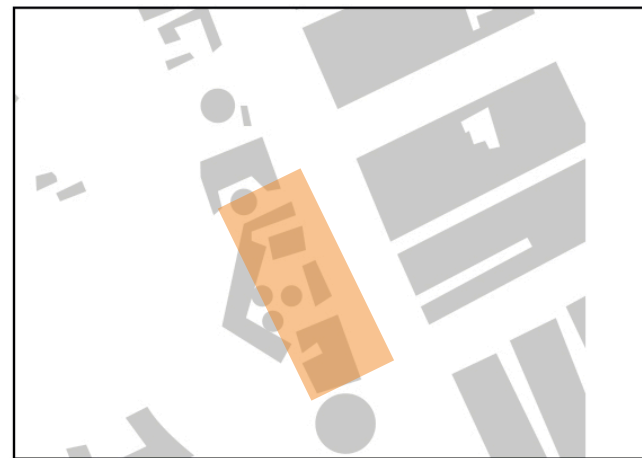




Before 1800



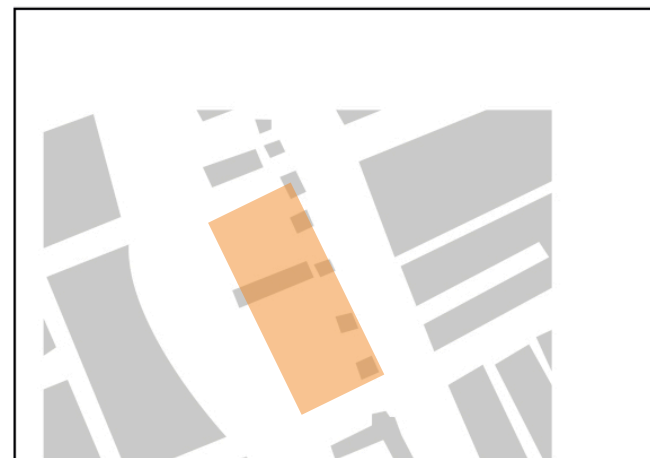
1842



1883



1900



1940



1950



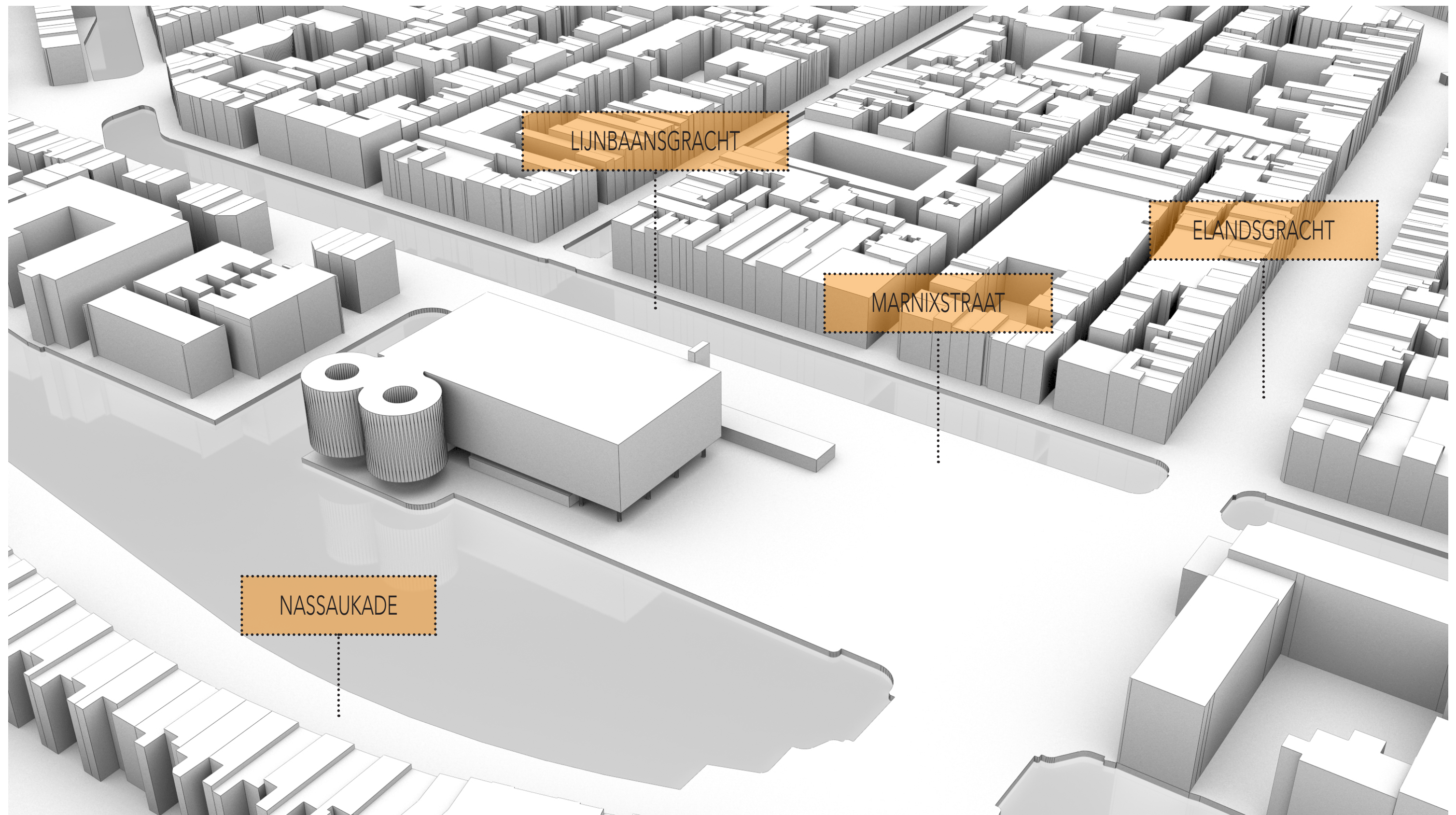
1966



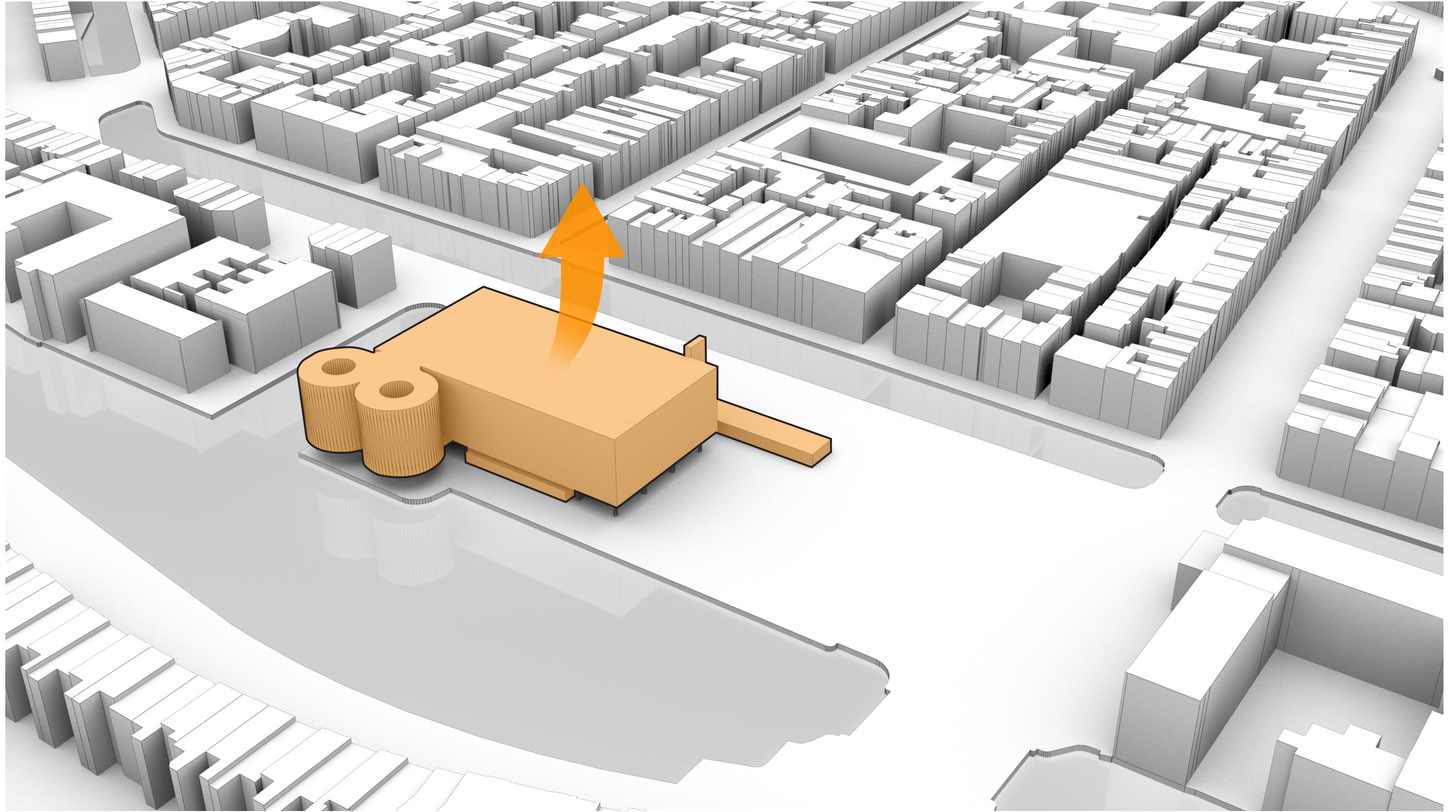
2007

Morfological transformation





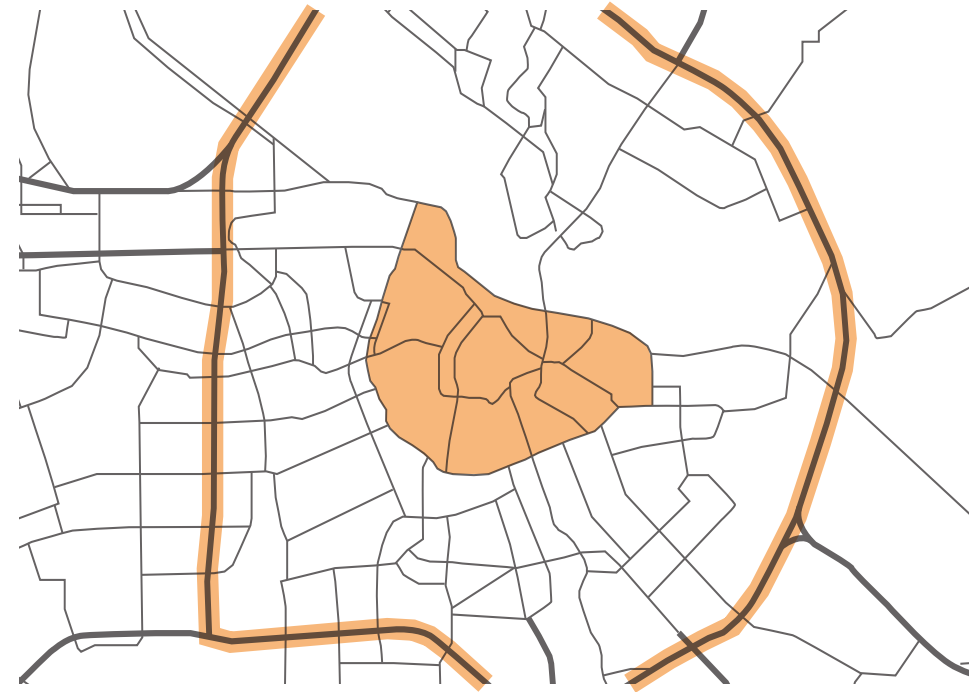




The Apple Market

Removing existing buildings on the plot

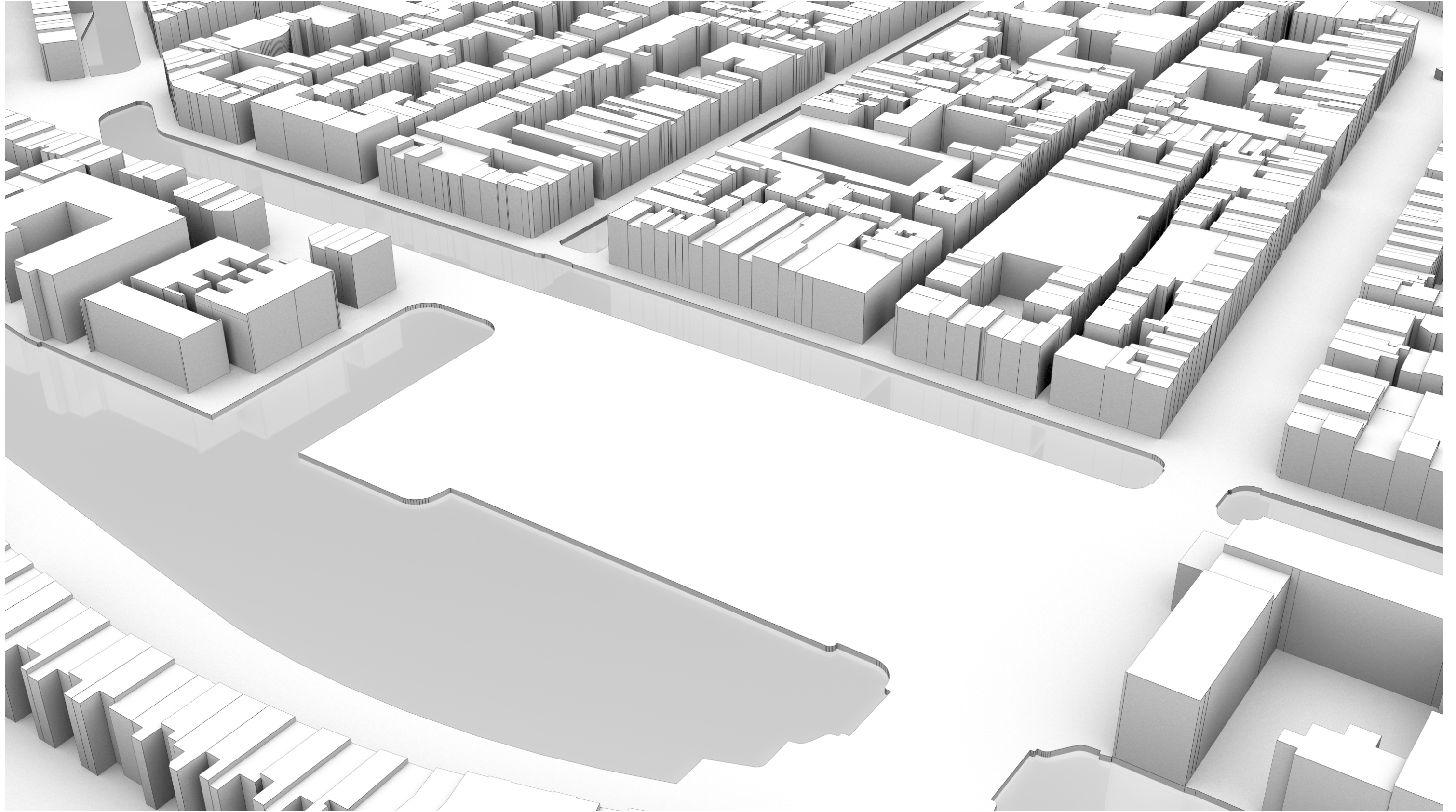
Amsterdam is aiming for making the city center **car free**  
Parking will be organized near the **ring A10**



**Limited options** for **transformation** due to floor height



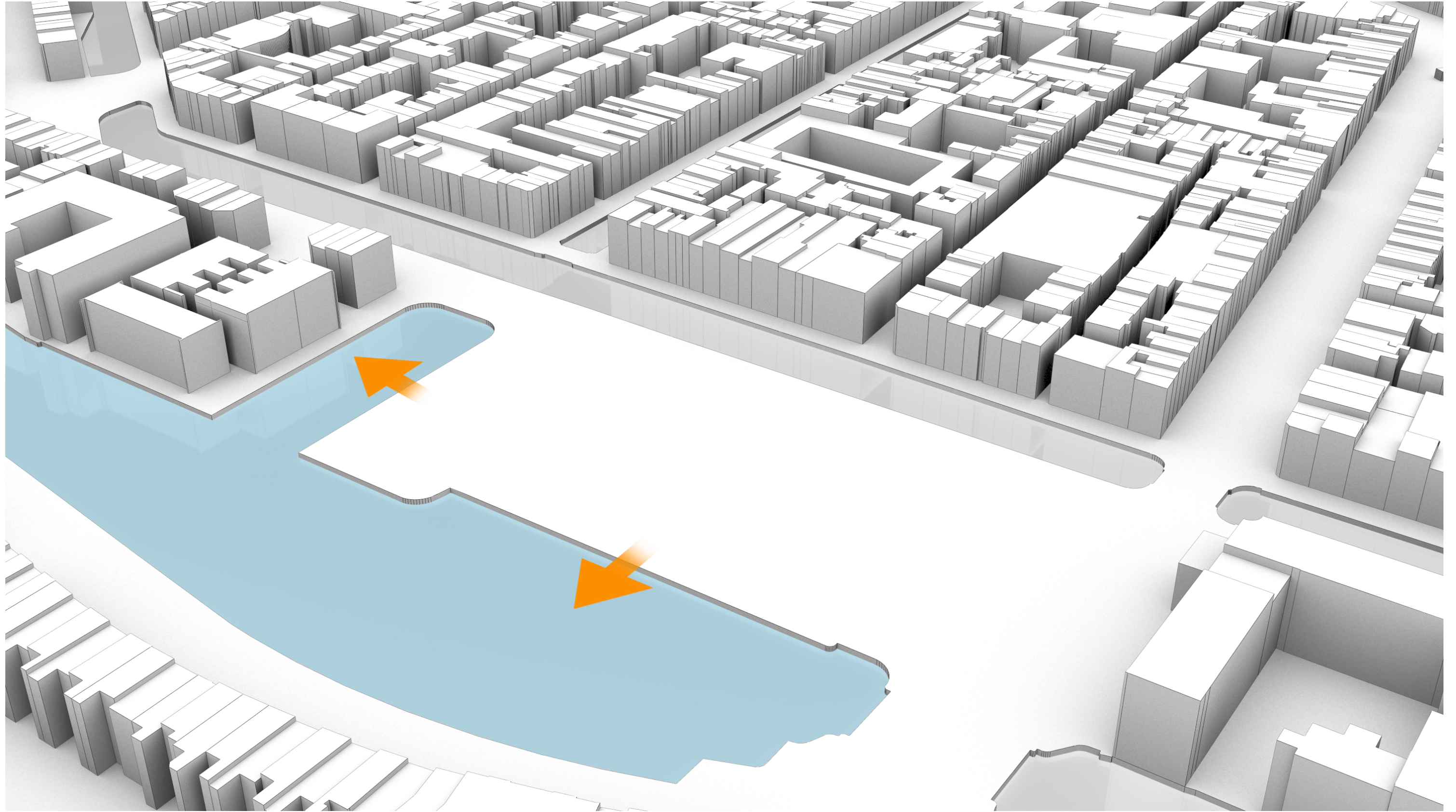




The Apple Market

Empty plot





The Apple Market

Full potential





## APPROACH

Ambition of Amsterdam for 2040 is to densify the city

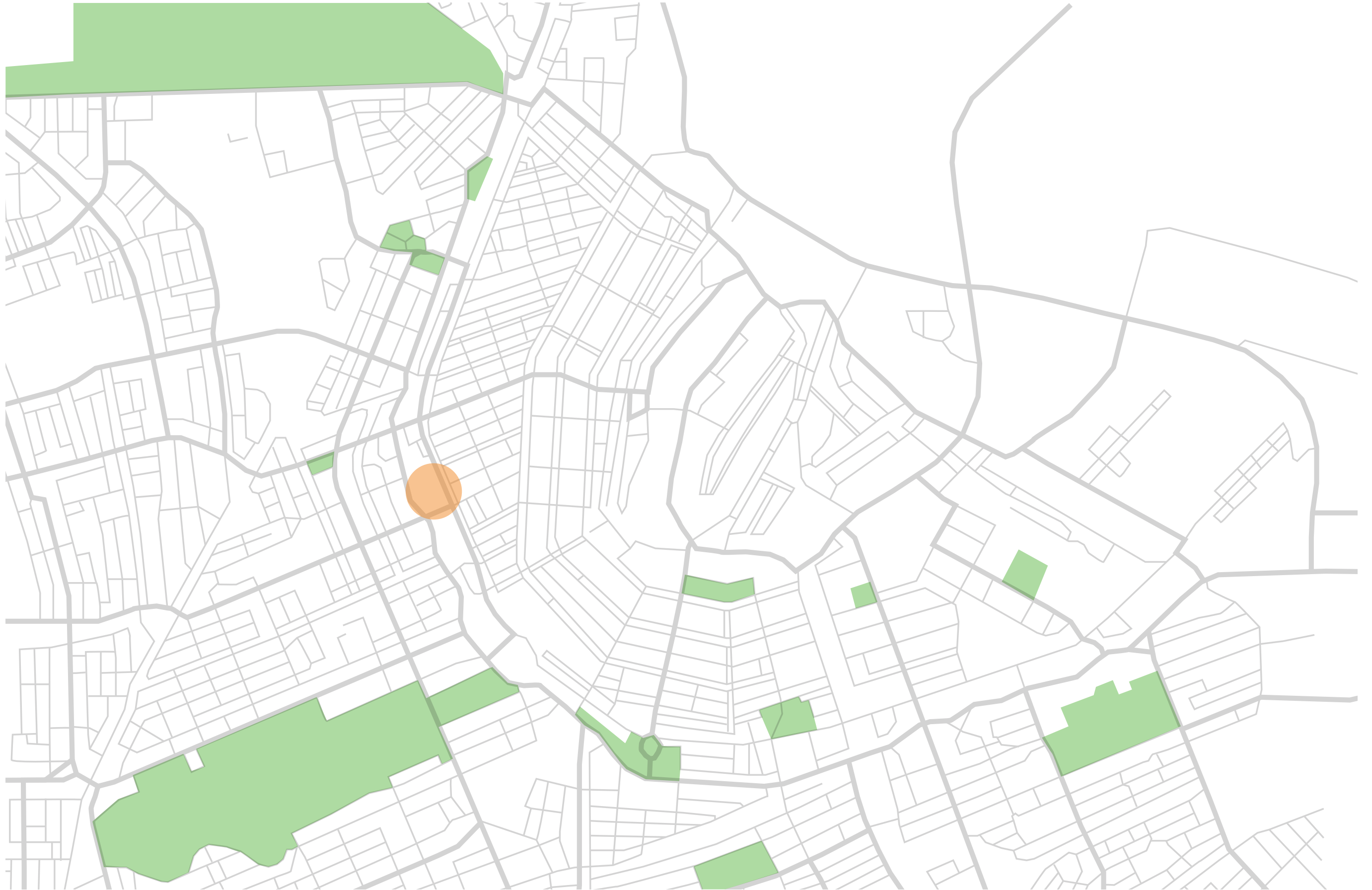
Consequence of densification is the decrease in public (green) space

*Source:*

*Burgess, R., & Jenks, M. (2000). Compact Cities: Sustainable Urban Forms for Developing Countries. London, United Kingdom: Spon Press.*

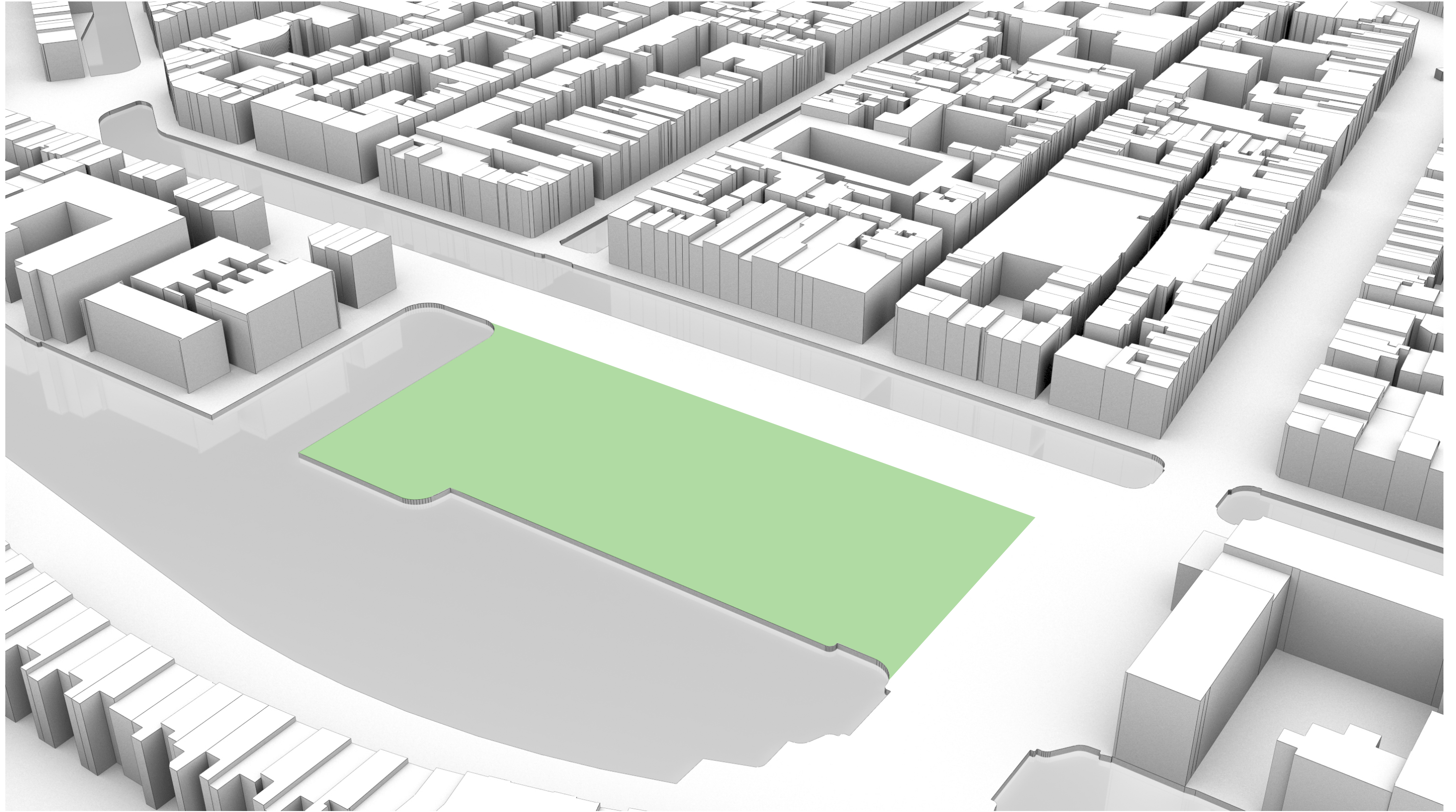
*Structuurvisie Amsterdam 2040 (pp. 89-97)*





Amsterdam

Public green space



The Apple Market

Public “green” plot



Approaching the site as a **public green plot** the possibilities are:

Adding **buildings** to this plot

**Occupy** as **little** as possible/minimize **footprints**

**Acessibility** of the waterfront

Adding a **recreational green** to the city center

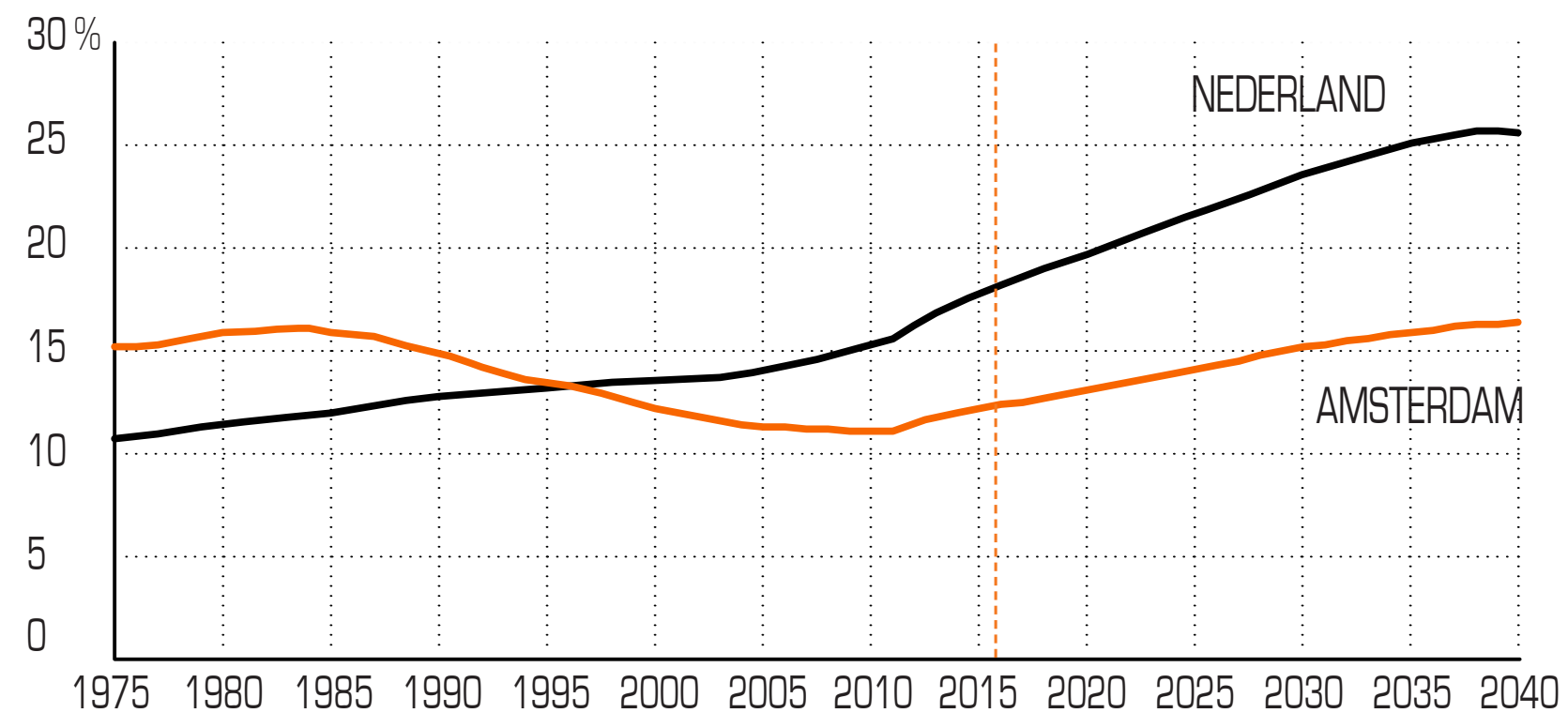
Large surface of **permeable soil** for rainwater

Counter the **negative side effects** of densification

TARGET GROUP

**25%** expected increase of people over 65 years of age in the **Netherlands** by 2040

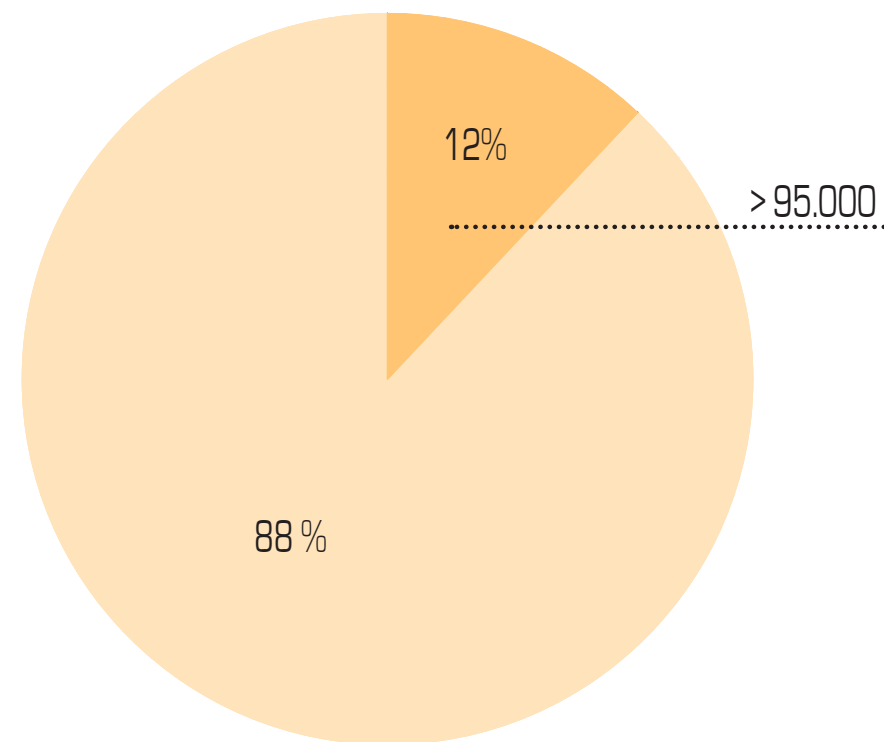
Prognose aantal 65-plussers in Amsterdam en Nederland (source: O+S/DRO, CBS)



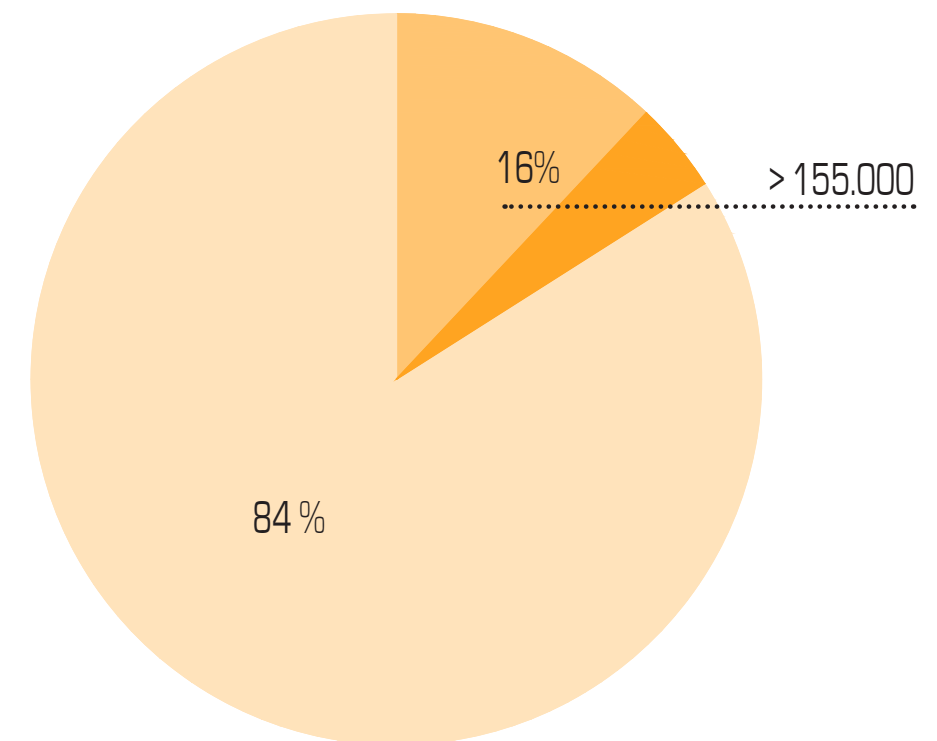
**11-16%** expected in **Amsterdam** by 2040

This results in an influx of **60.000** people 65+ in **Amsterdam**

Percentage 65+ in Amsterdam, 2014 (source: O+S/DRO, CBS)

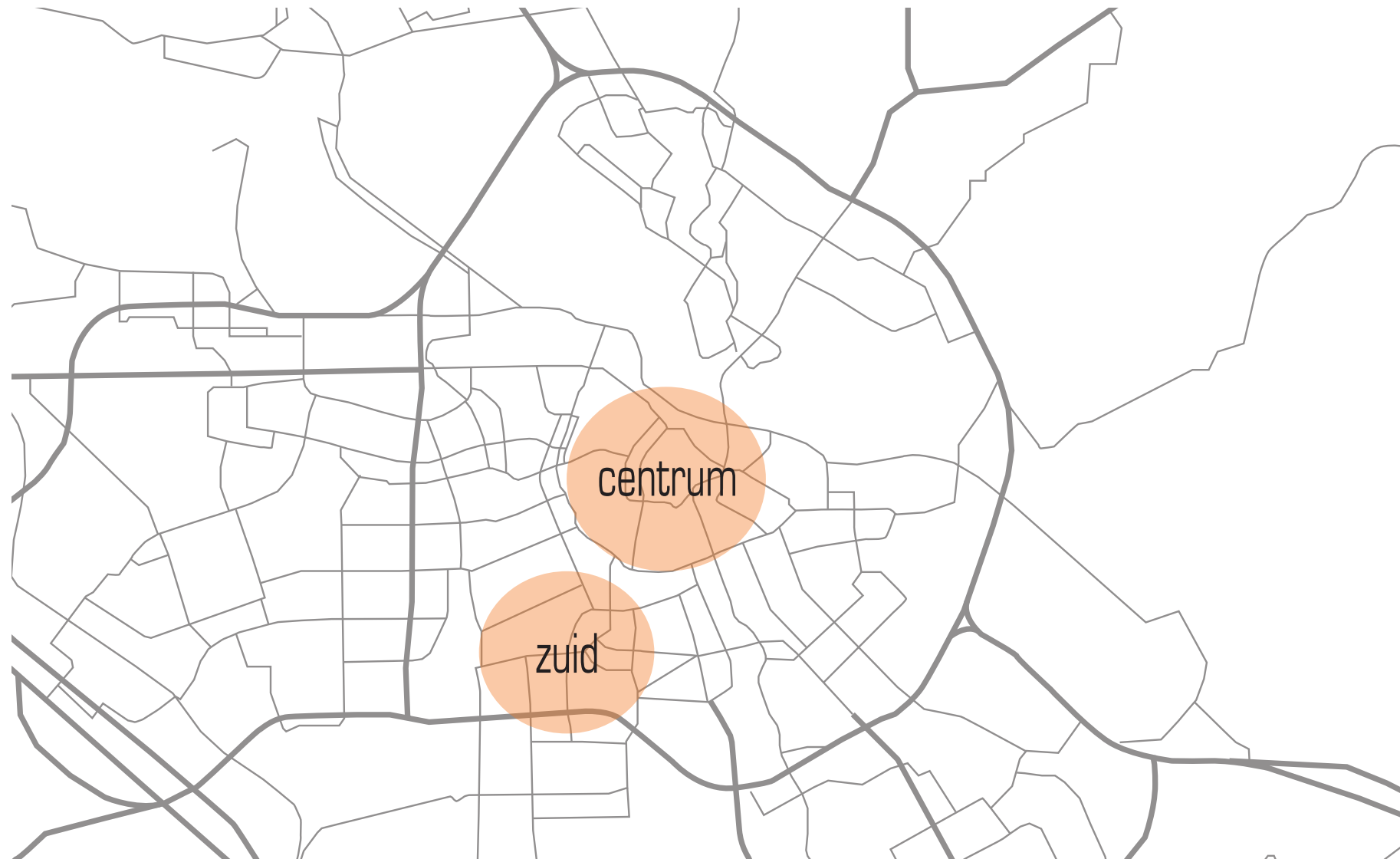


Percentage 65+ in Amsterdam, 2040 (source: O+S/DRO, CBS)



Strong **differences** between **districts**

IJburg only **3%** while Buitenveldert has **27%**



Influx will be the **highest** in the districts :

**Centrum and Zuid.**

*Source:*

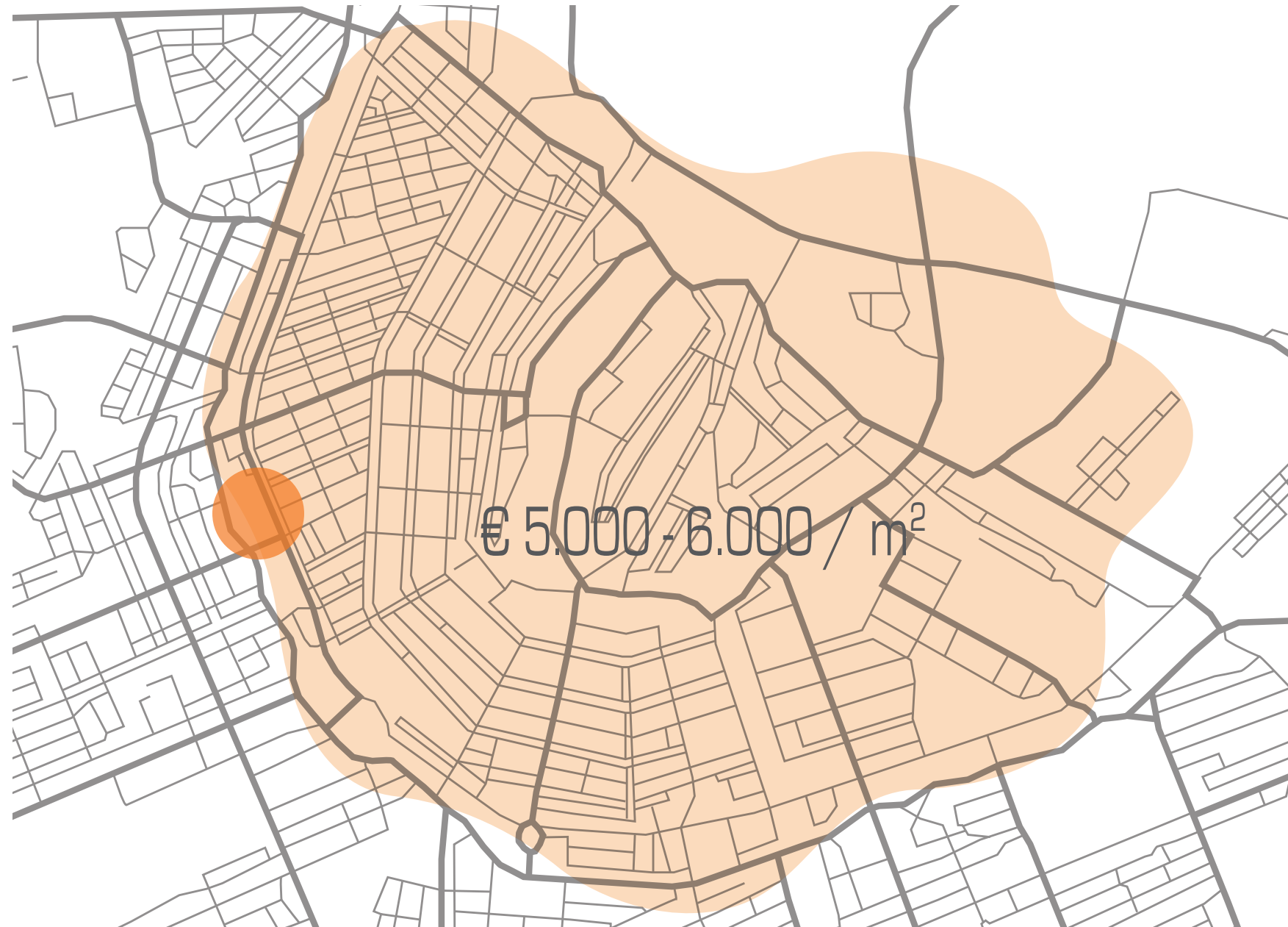
*Structuurvisie Amsterdam 2040 (pp. 89-97)*

Almost **14%** of the total population in the **Centrum** district is over the age of 65.

That is currently more than **11.000** people.

[source: OIS]

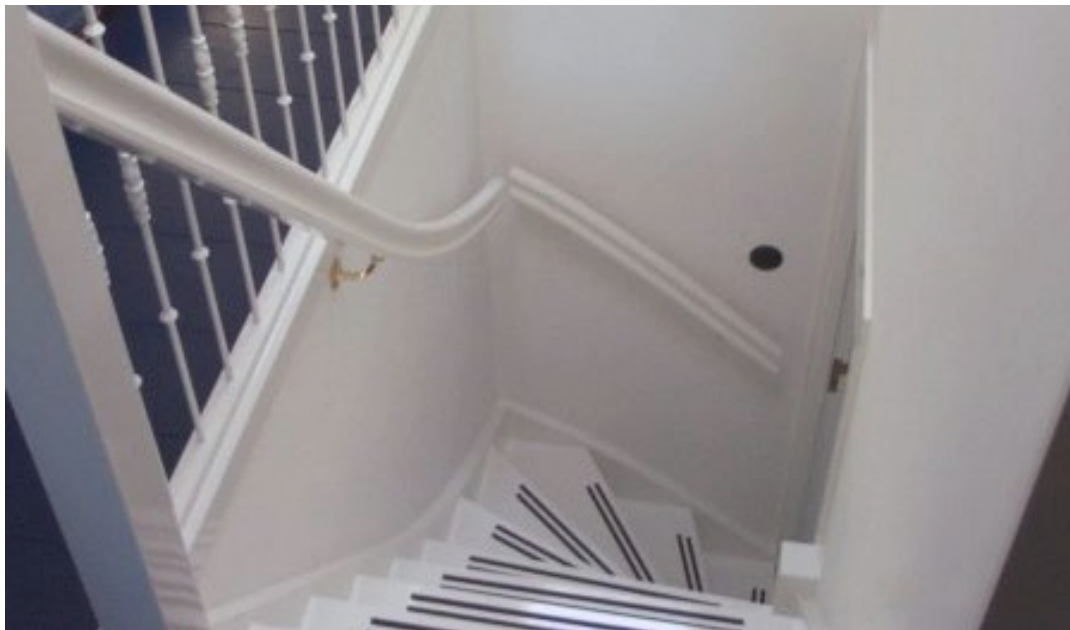




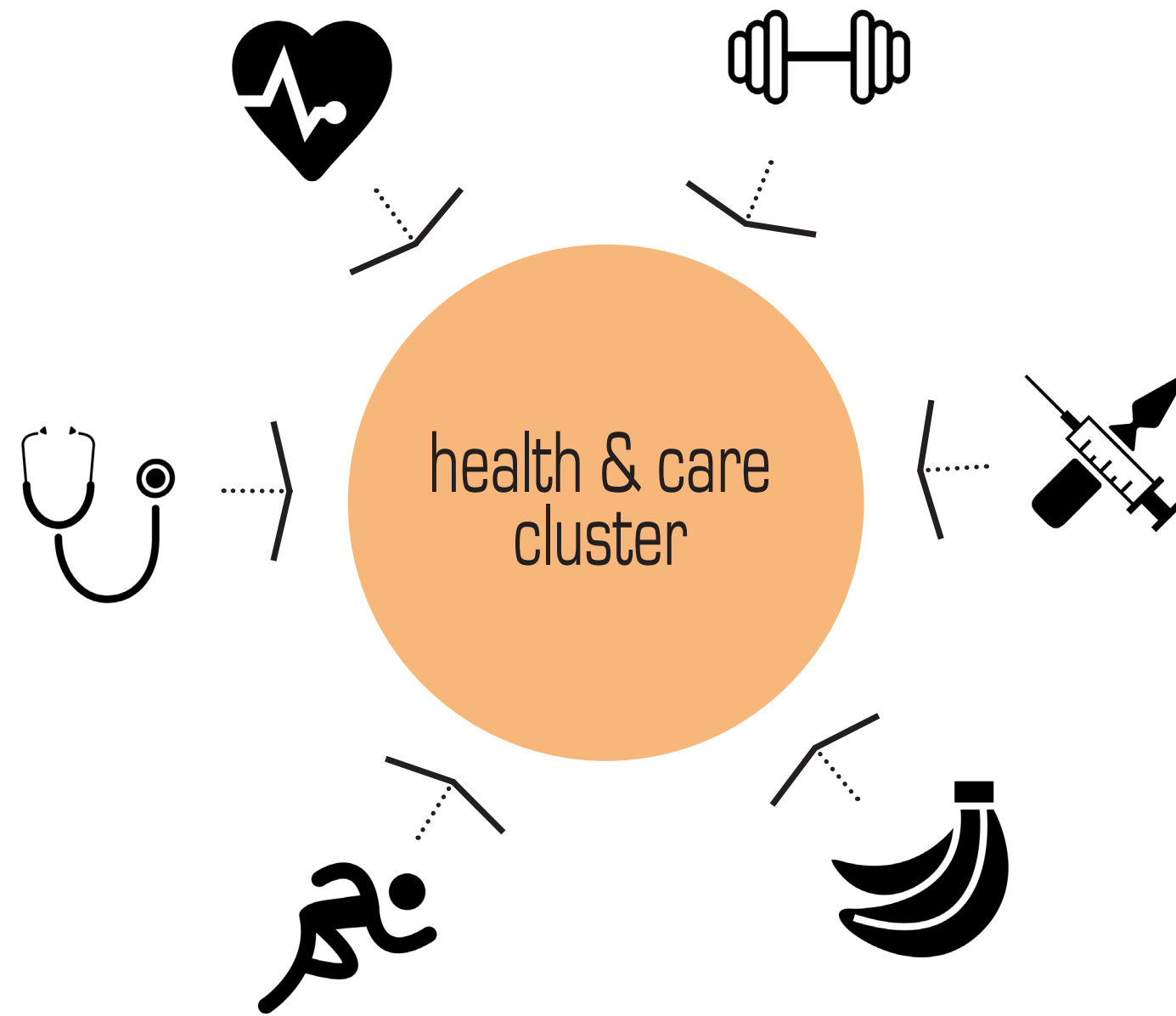
Most expensive place to live in the Netherlands

Source:

<https://financieel.infonu.nl/geld/173129-huizenmarkt-van-amsterdam-prijzen-per-stadsdeel-en-per-m.html>

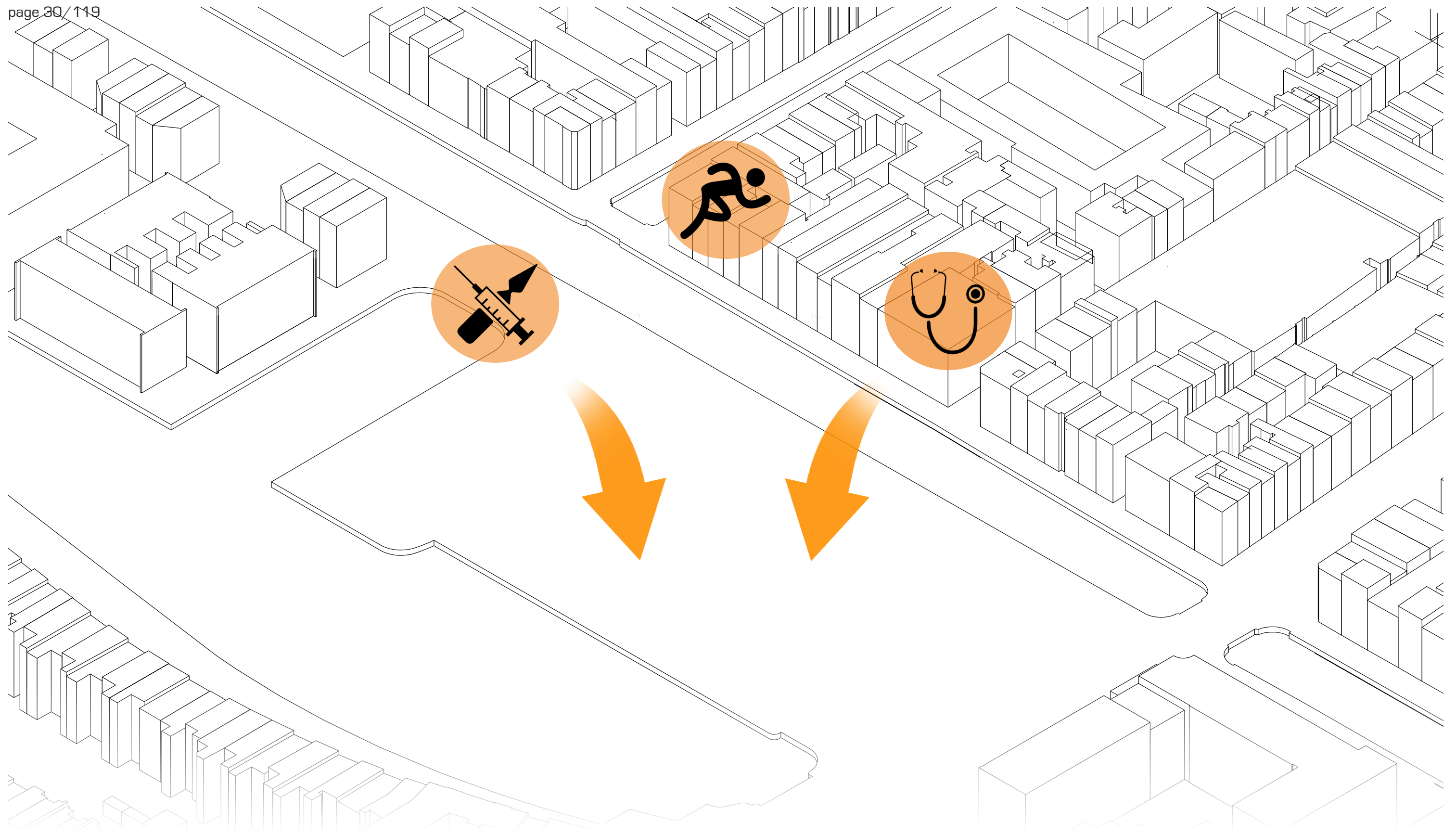


Place with often **bad technological qualities** and **mobility** possibilities for elderly



A **Health & Care cluster** is a viable proposition for this target group





A **Health & Care cluster** accessible to the **public** and **embedded** in the urban tissue

More and more people over the age of 65 want to stay in their current neighborhood.

They are also willing to move to a suitable alternative in the same neighborhood.

*Source:*

*<http://www.nu120.nl/dossiers/senioresn-zitten-wel-goed>*

*Structuurvisie Amsterdam 2040 (pp. 89-97)*

So what are the current alternatives for people over the age of 65 who can not stay in their canal house and have financial means?



**Renovate** canal house





**New** apartment **outside** the city center





**Sober** retirement home

A new **alternative** for 'golden agers' in  
the city center of Amsterdam

LUXURY

People over the age of 65 with financial means (golden agers) in the city center of Amsterdam are often people that prefer a certain type luxury

But what type of luxury?



Besides the obvious luxury of being closed to the heart of the city,  
for Dutch people, there are other luxury elements at play:

**Rich history** of the city center of Amsterdam is appealing to many people.

The **majestic expression** of the buildings - size, facade

**Craftsmanship** - material, ornament, decoration

**Character of place** - many people lived in the same house before

**Space** - large gardens, high ceilings (not all floors)

**Esthetic Luxury**

**Technical luxury** is in most cases **absent** in canal houses

Hardly any dwellings with an **elevator**.

Insufficient **insulation** and **single glazing**.

Old **weathered structure**.

Comfortable indoor **climate** hard to realize.

**Acoustic** levels not sufficient.



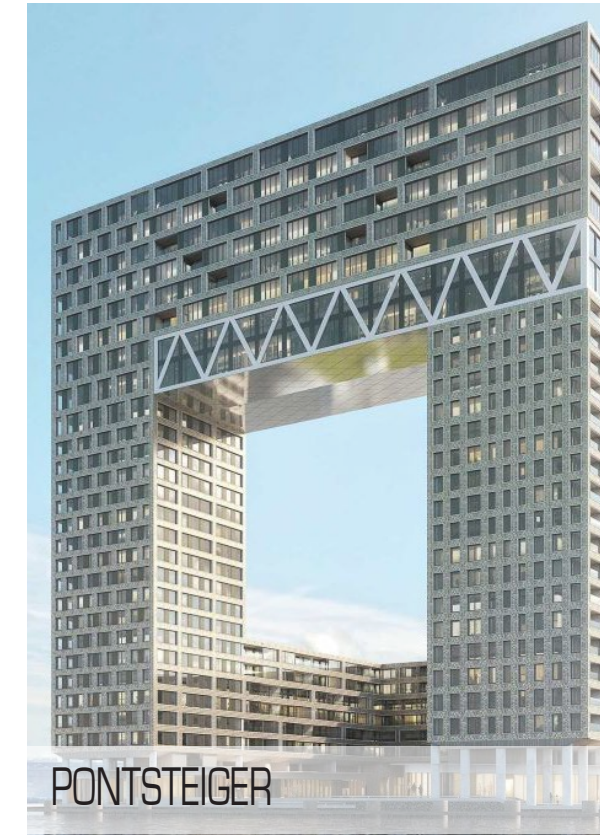
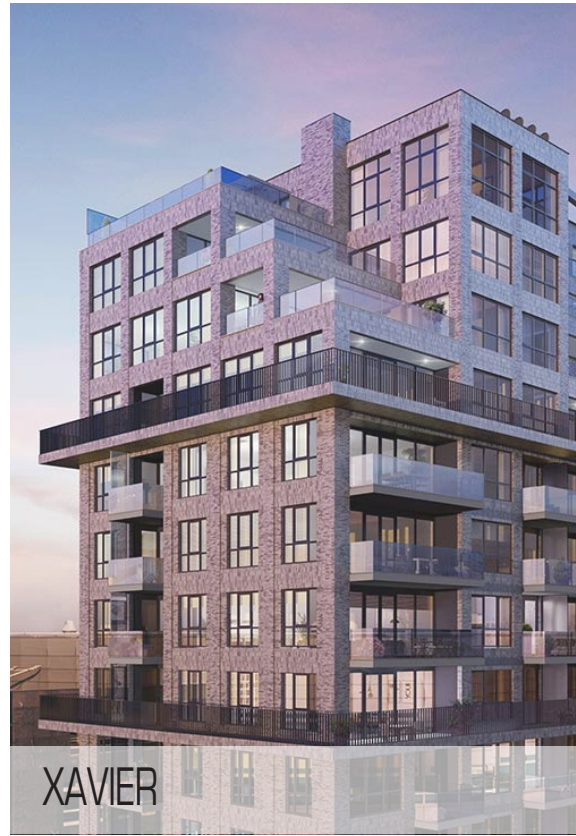
New alternative for people over the age of 65 who are willing to enjoy the best of both worlds

**Esthetic Luxury**

**Technical Luxury**

*How can the expression of contemporary luxurious residential buildings in  
Amsterdam be defined?*





VS



Facade & rhythm



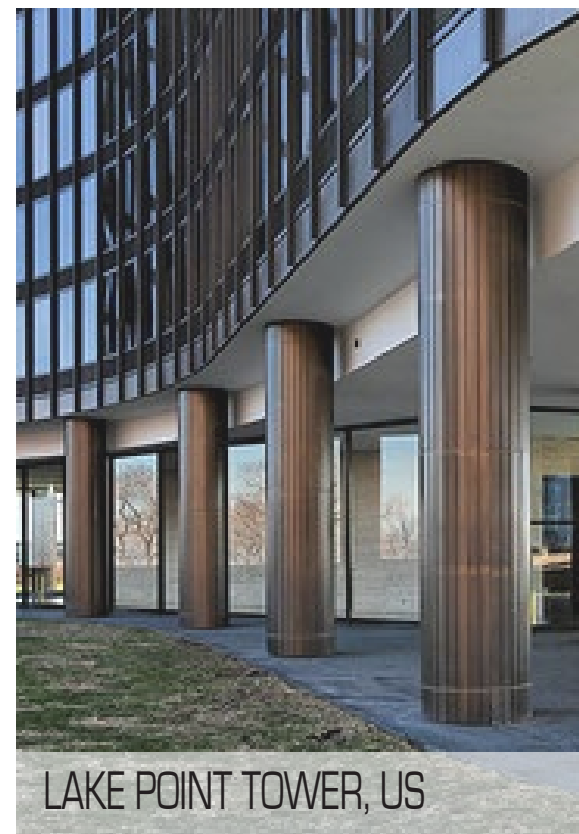


VS

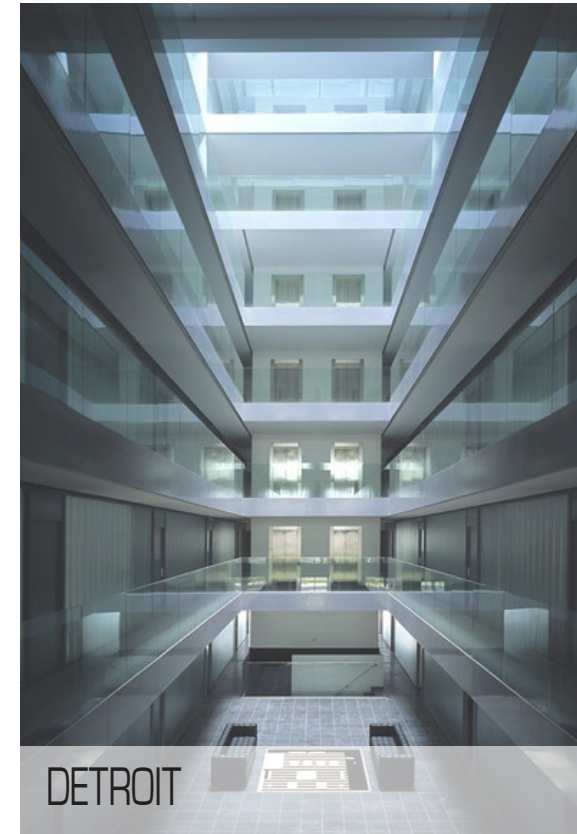
Detailing

Colors

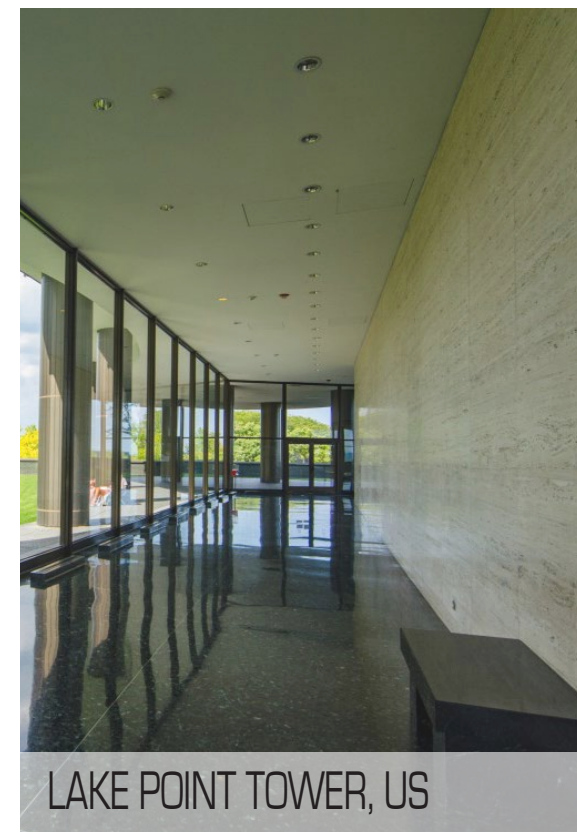
Materials exterior







VS

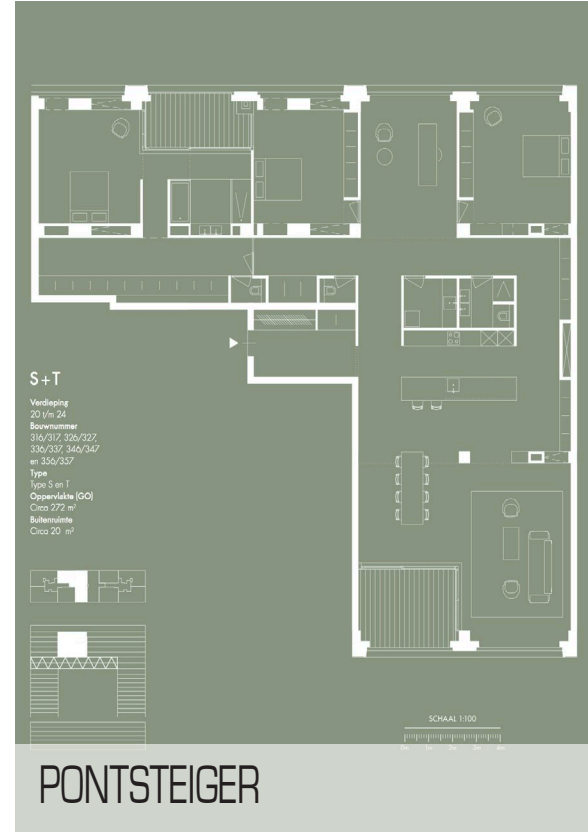


Common spaces

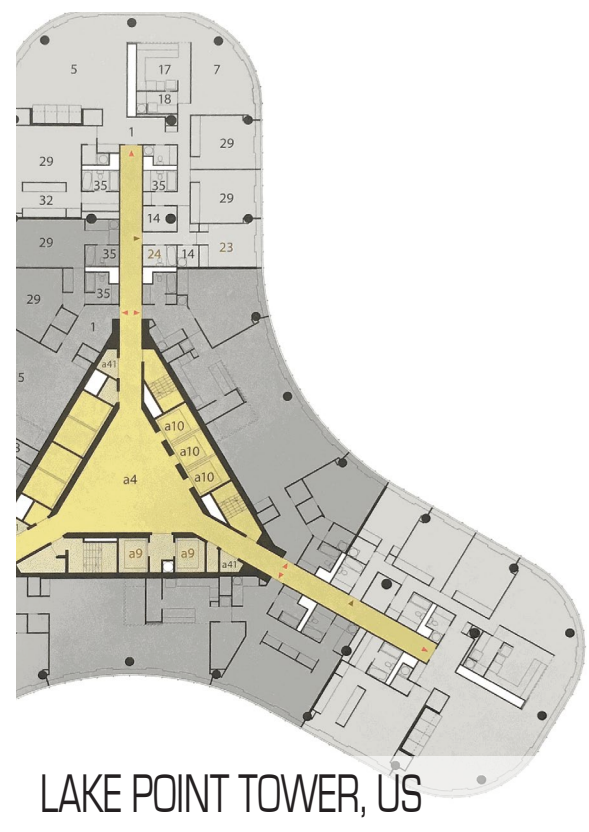
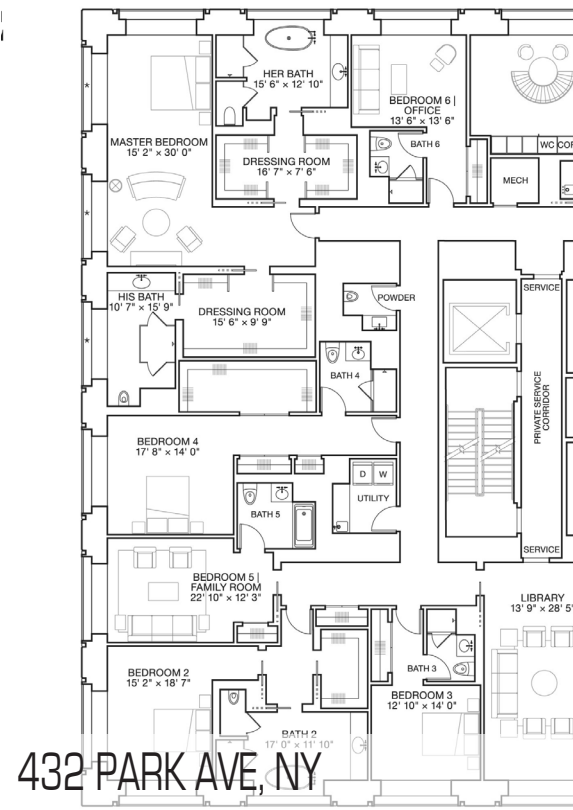
Entrance lobby

Materials interior





VS



Organization

Functions

Size outdoor space

Size dwellings



The contemporary luxurious style in Amsterdam can be defined as **Subtle Chic**.

This means:

**Integer expression**

**Structured facade organization**

**Craftsmanship** in the use of **materials** such as brick, concrete and natural stone

Luxurious **amenities**

Large **outdoor spaces**

## Conclusion

**Removal** of the parking garage

**Empty 'green' plot** as starting point

Target group: **65+ with financial means: Golden Agers**

Public **H & C cluster** on ground floor

Building expression: **Subtle Chic**



# PART 2

Design

## THE BREABURN ENSEMBLE







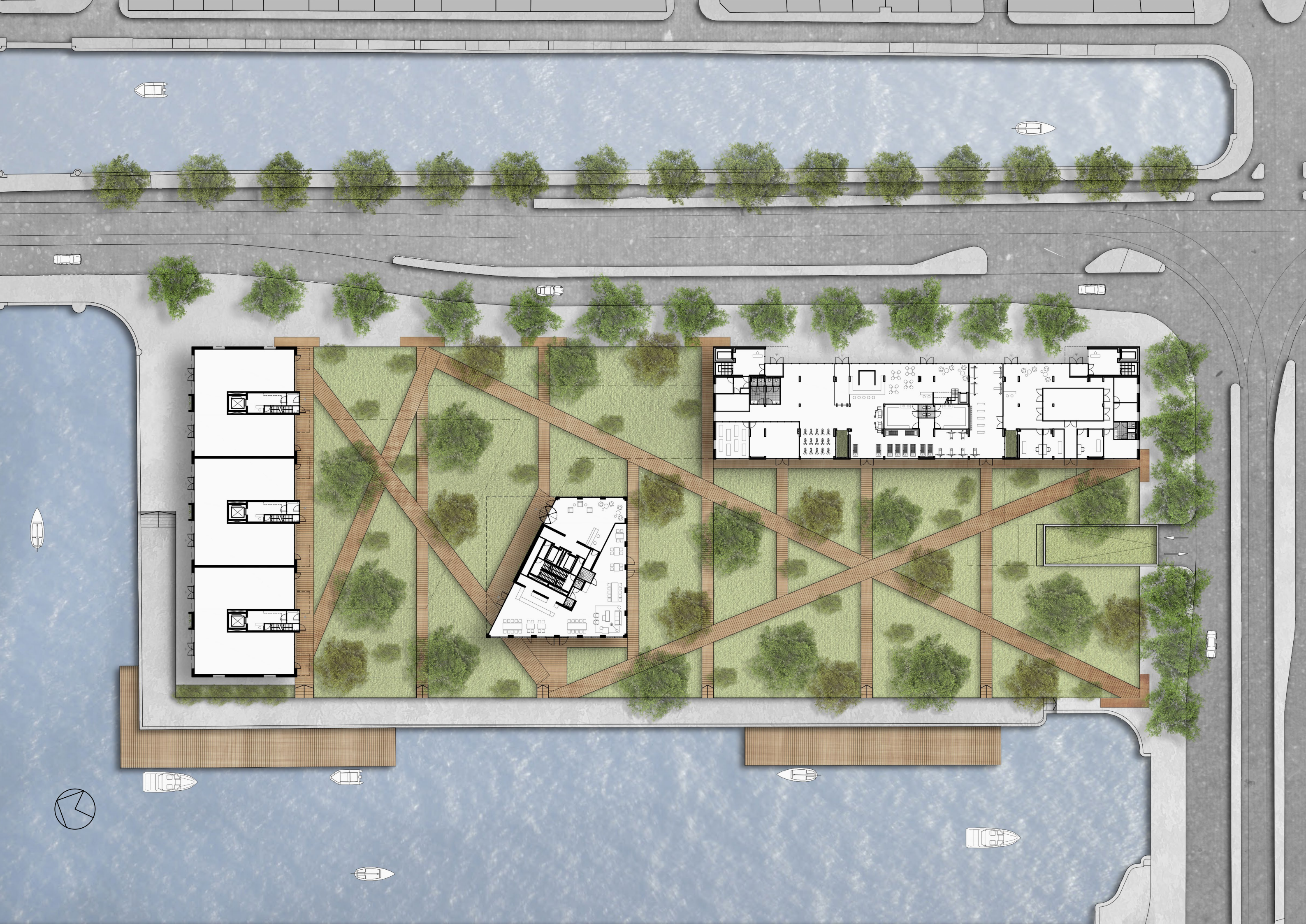






Urban section





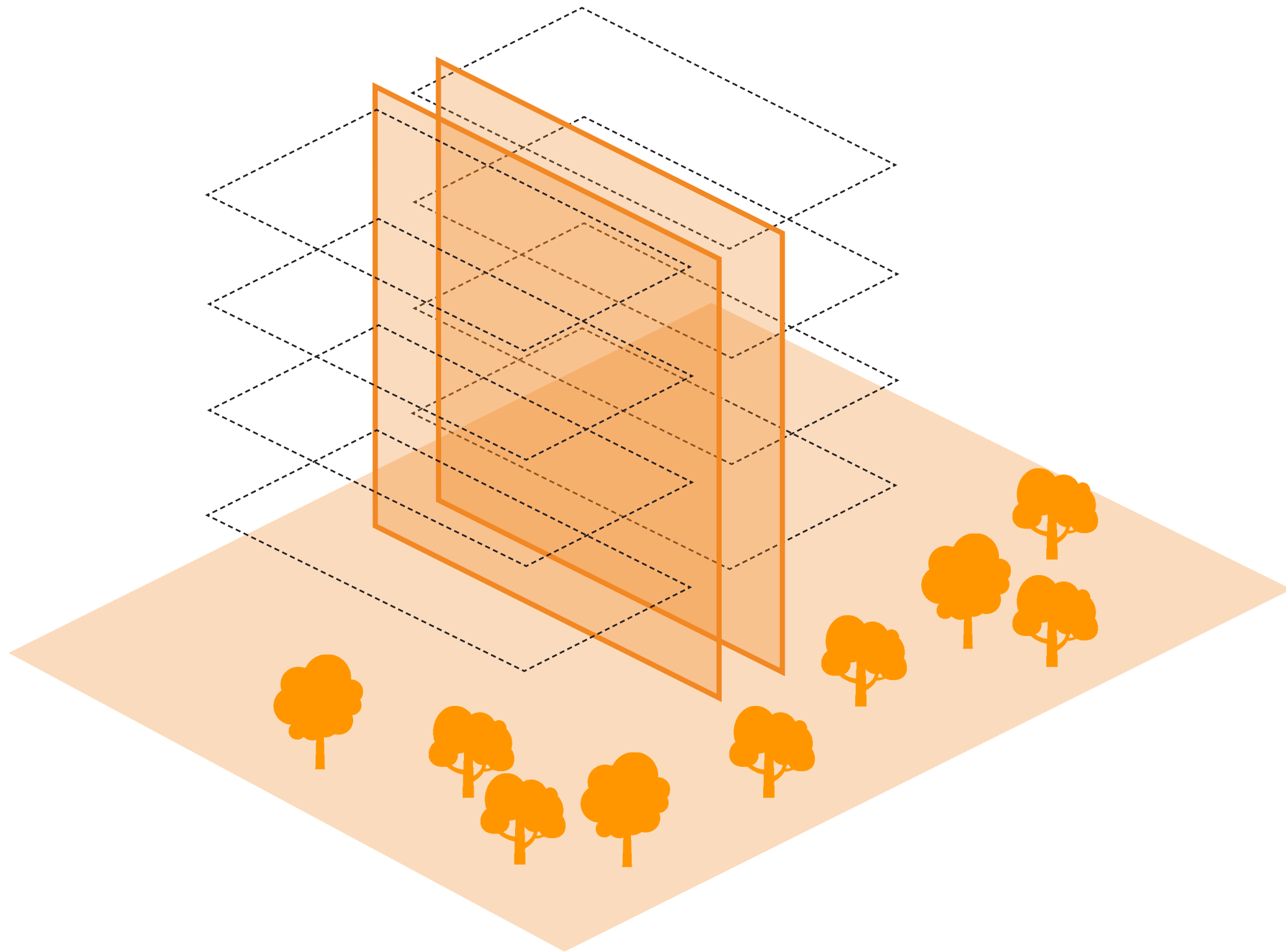


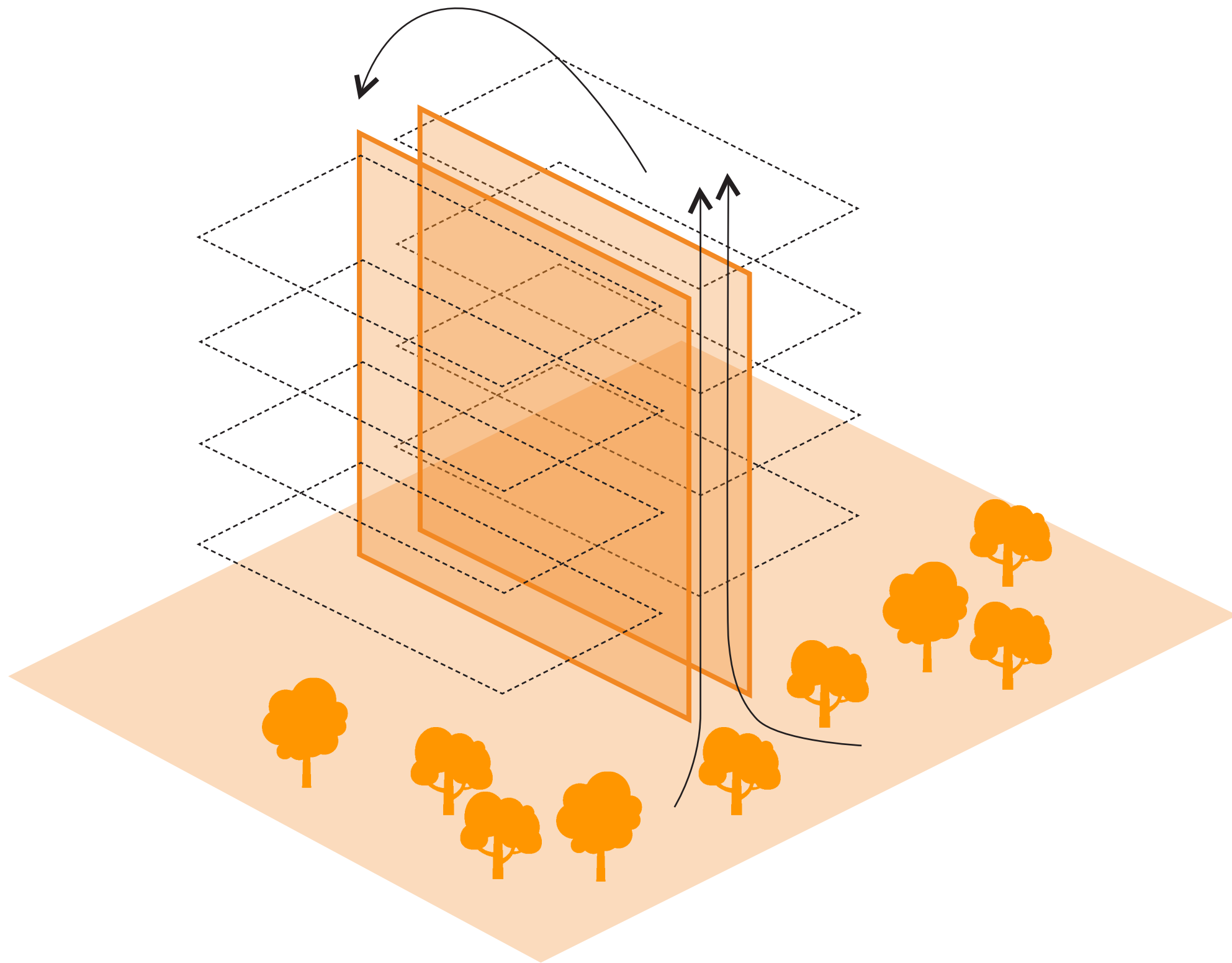




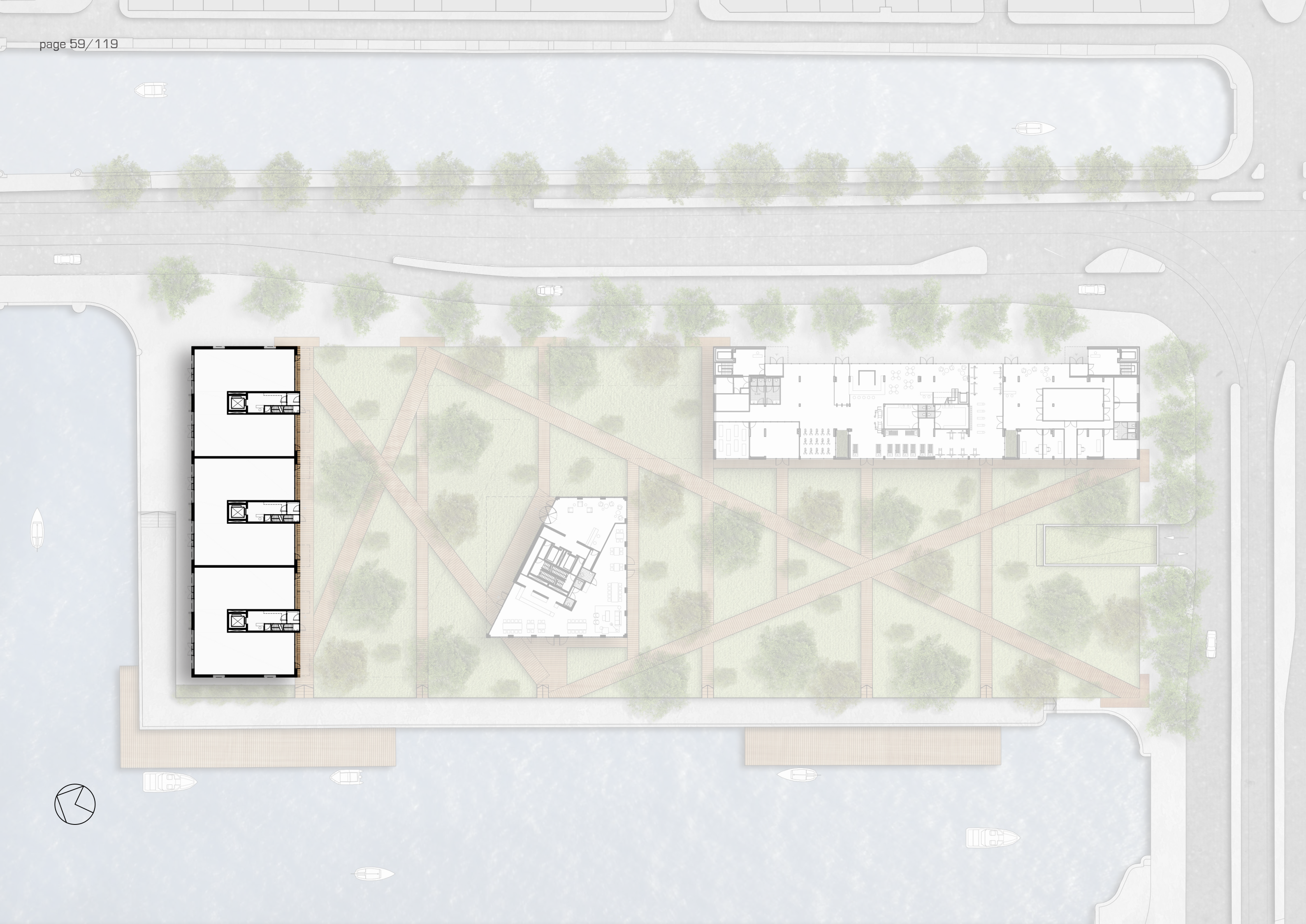




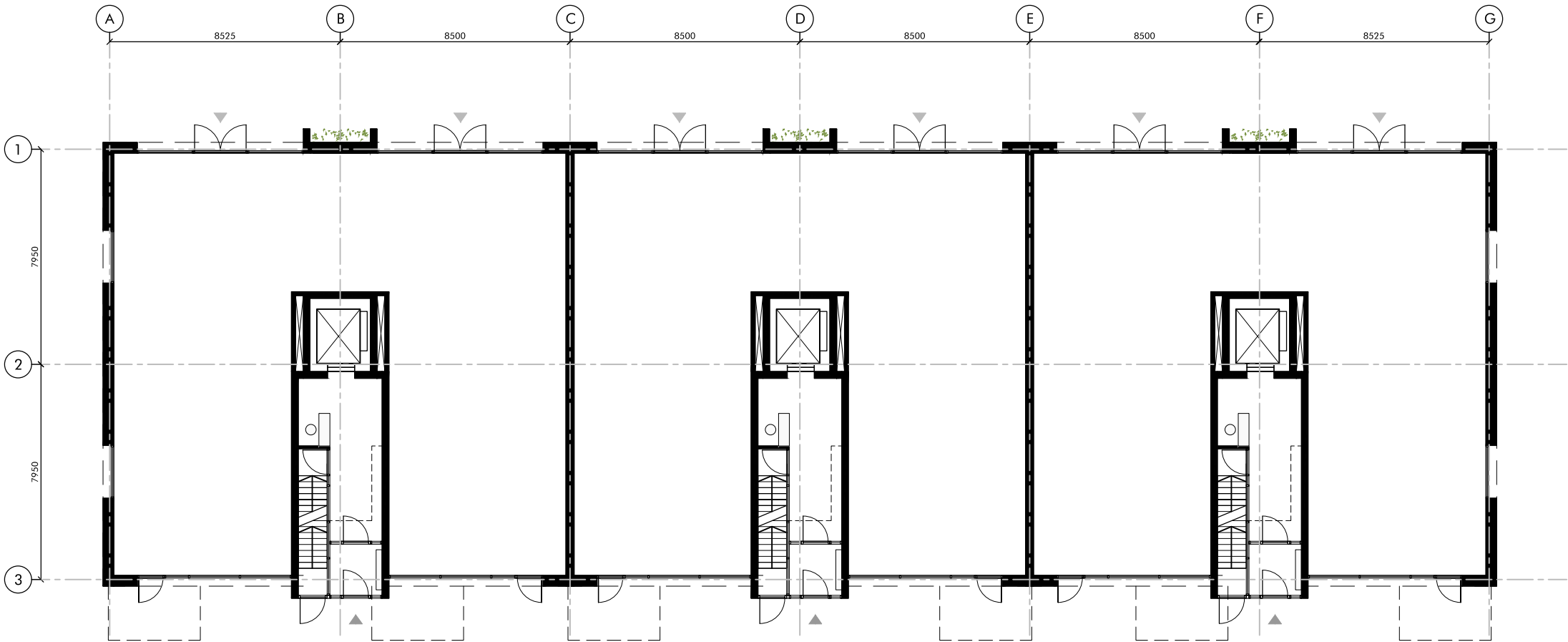




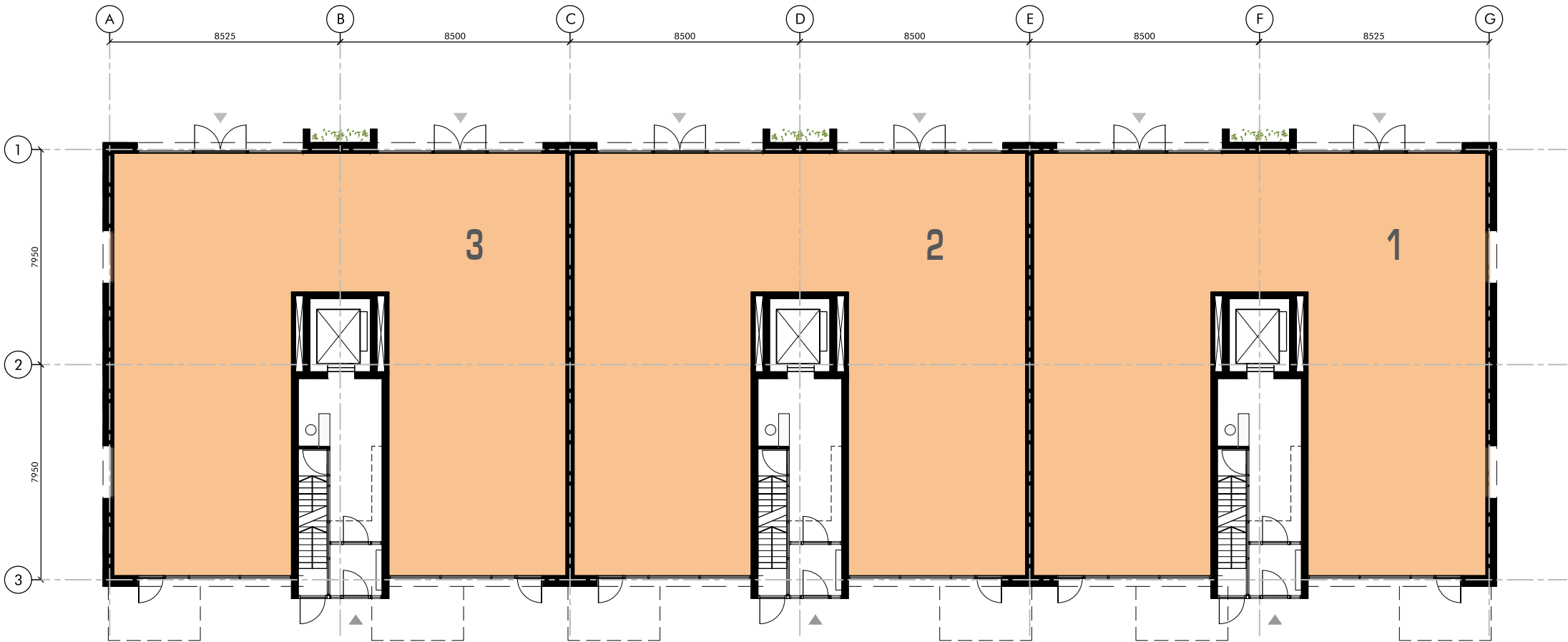




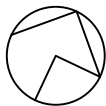


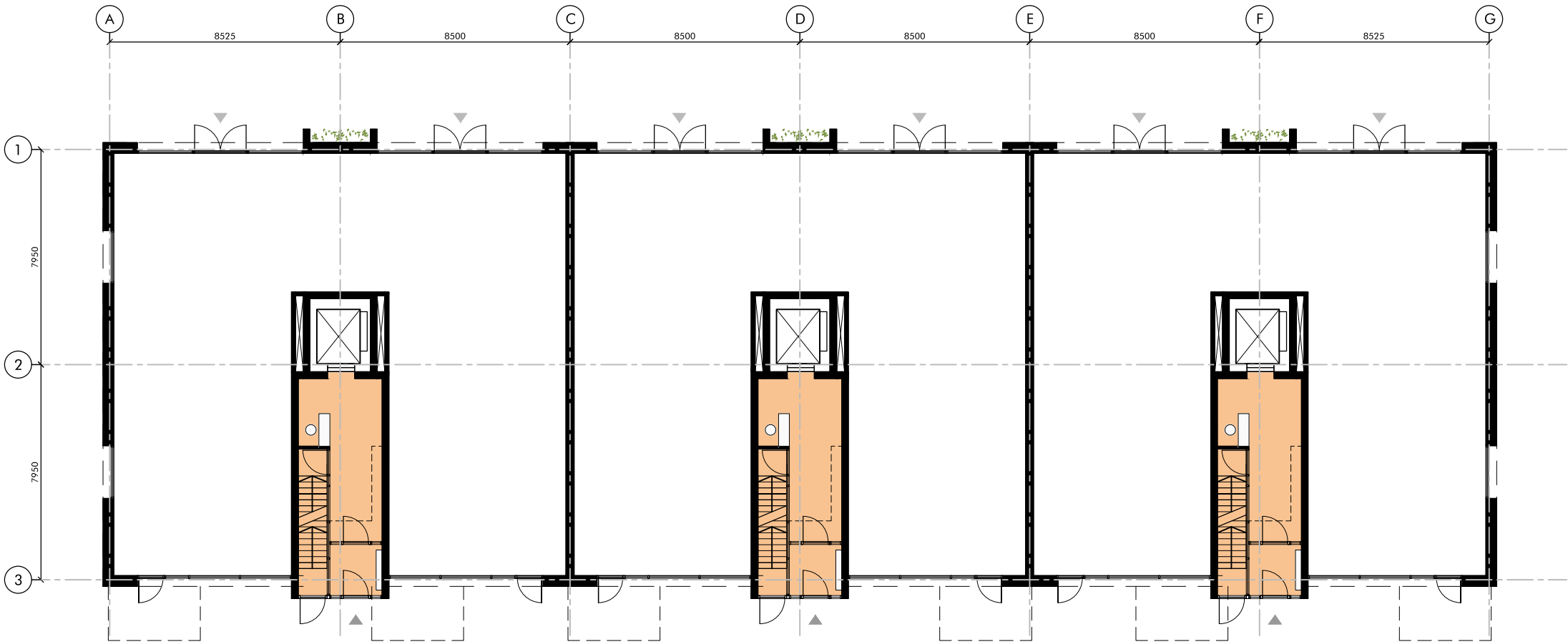




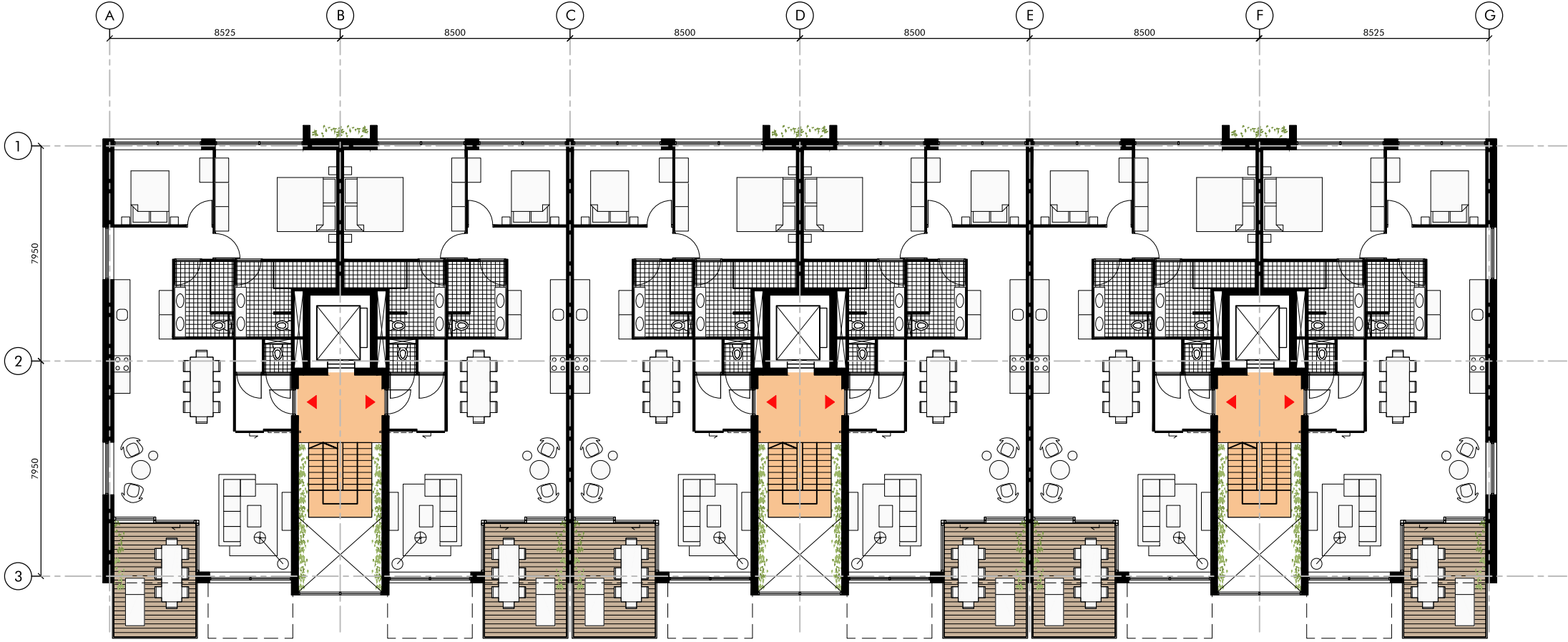


1 = Pharmacy, 225 m<sup>2</sup>  
2 = Dental Practise, 225 m<sup>2</sup>  
3 = General Practise, 225 m<sup>2</sup>





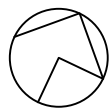






6 Dwellings

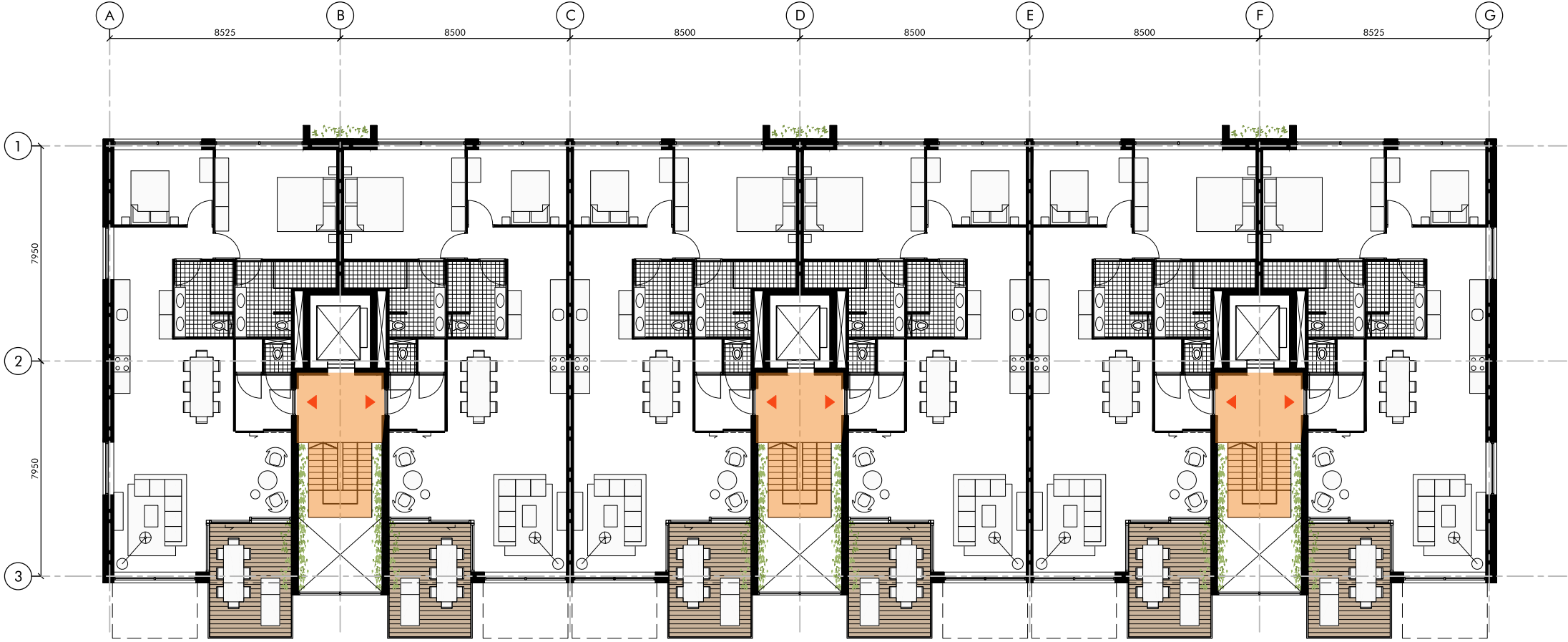
105 m<sup>2</sup> (excl. outdoor space)



THE SMITH

First Floor

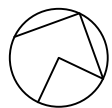






6 Dwellings

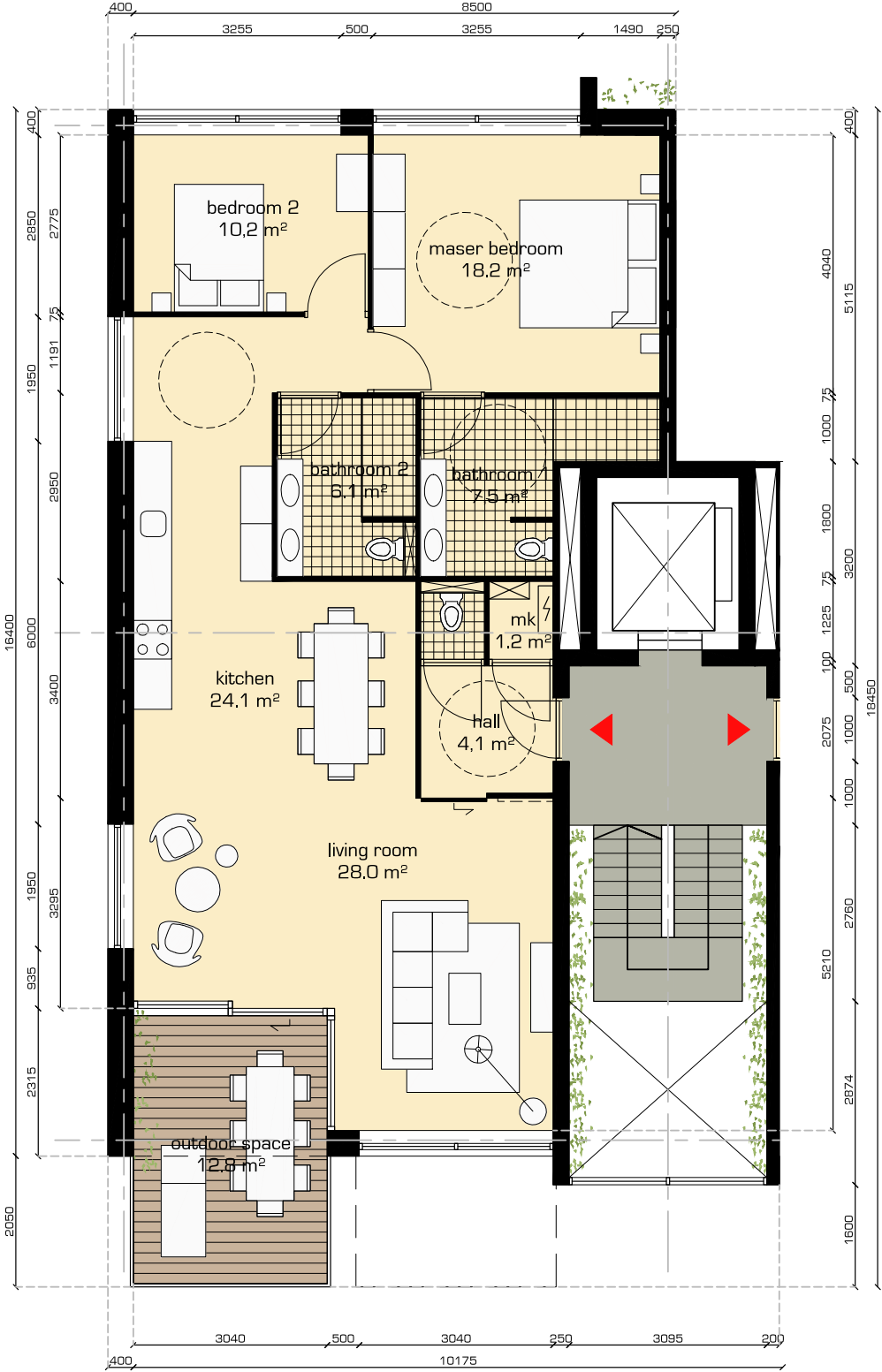
105 m<sup>2</sup> (excl. outdoor space)



THE SMITH

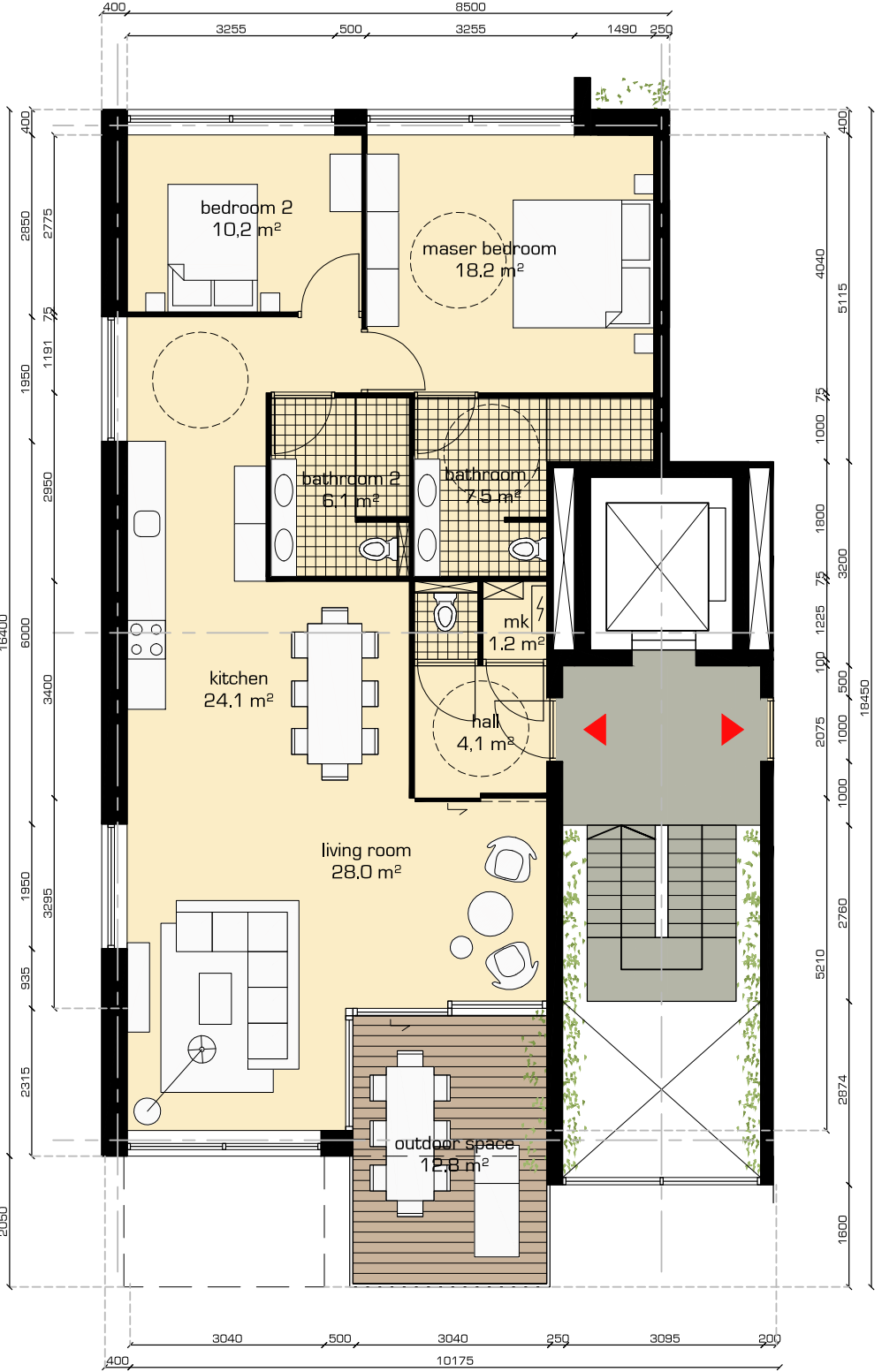
Second Floor





Type A - 105 m<sup>2</sup>

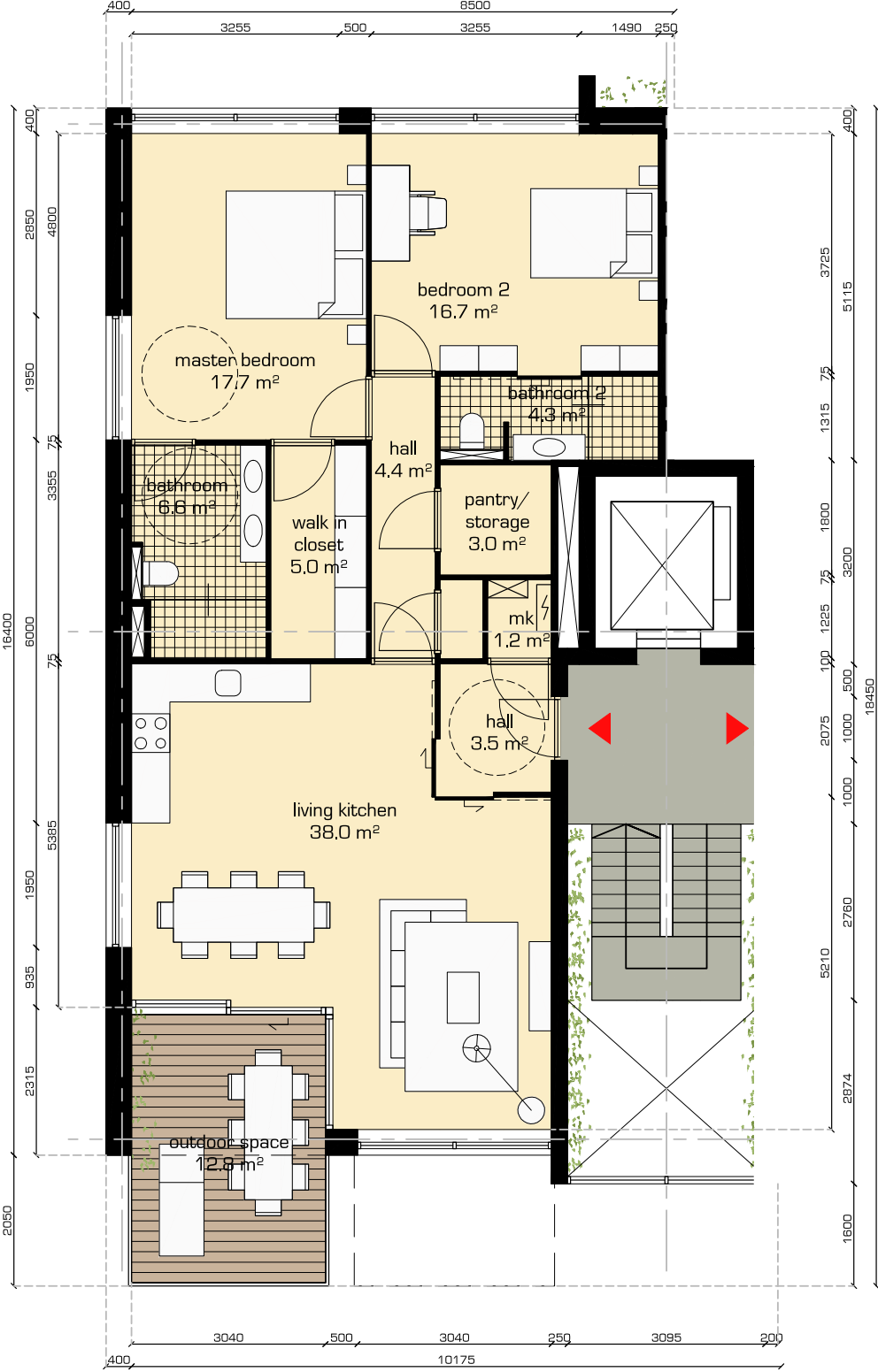
6 x (and 6 x mirrored)



Type B - 105 m<sup>2</sup>

6 x (and 6 x mirrored)



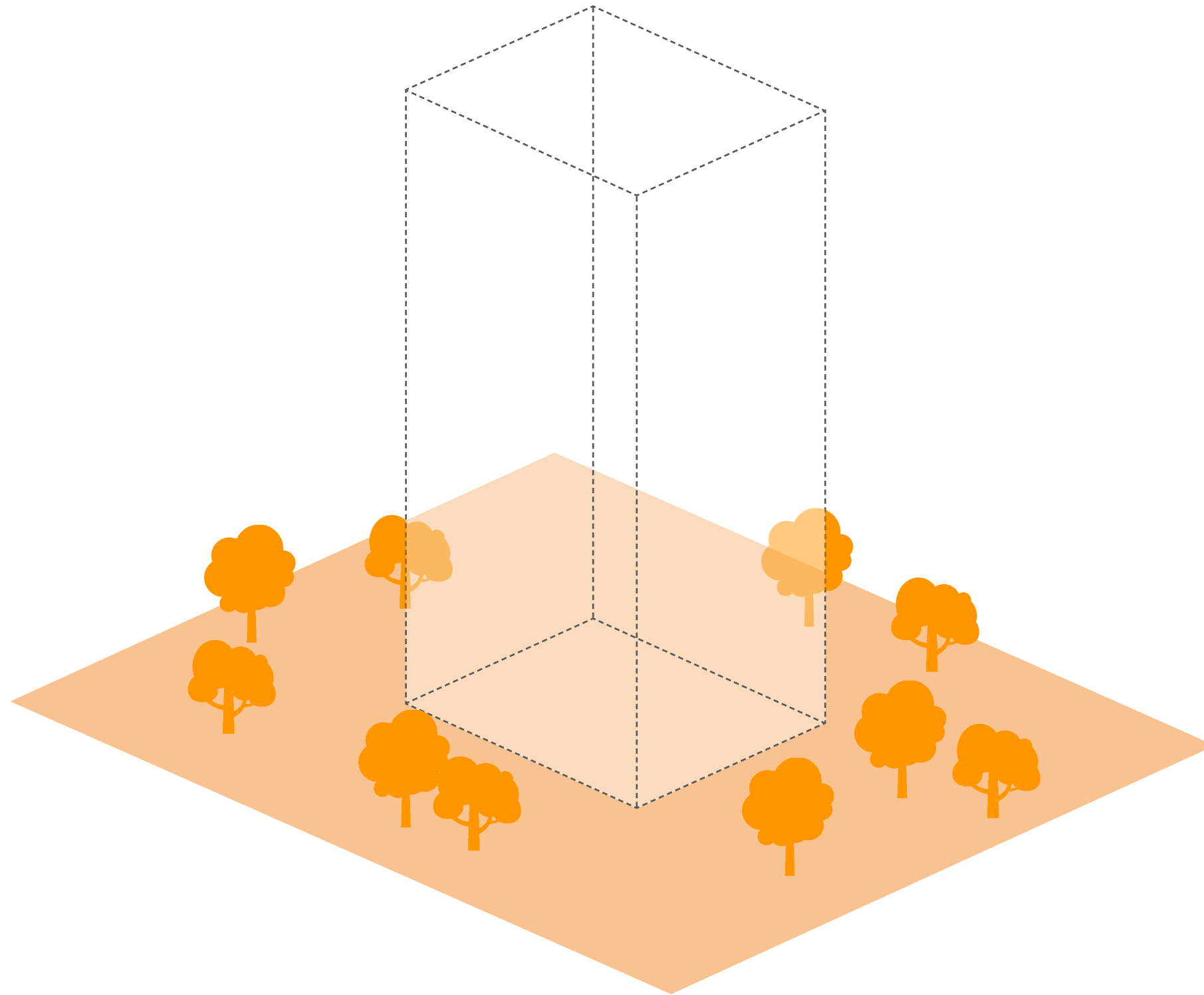


Variant - 105 m²

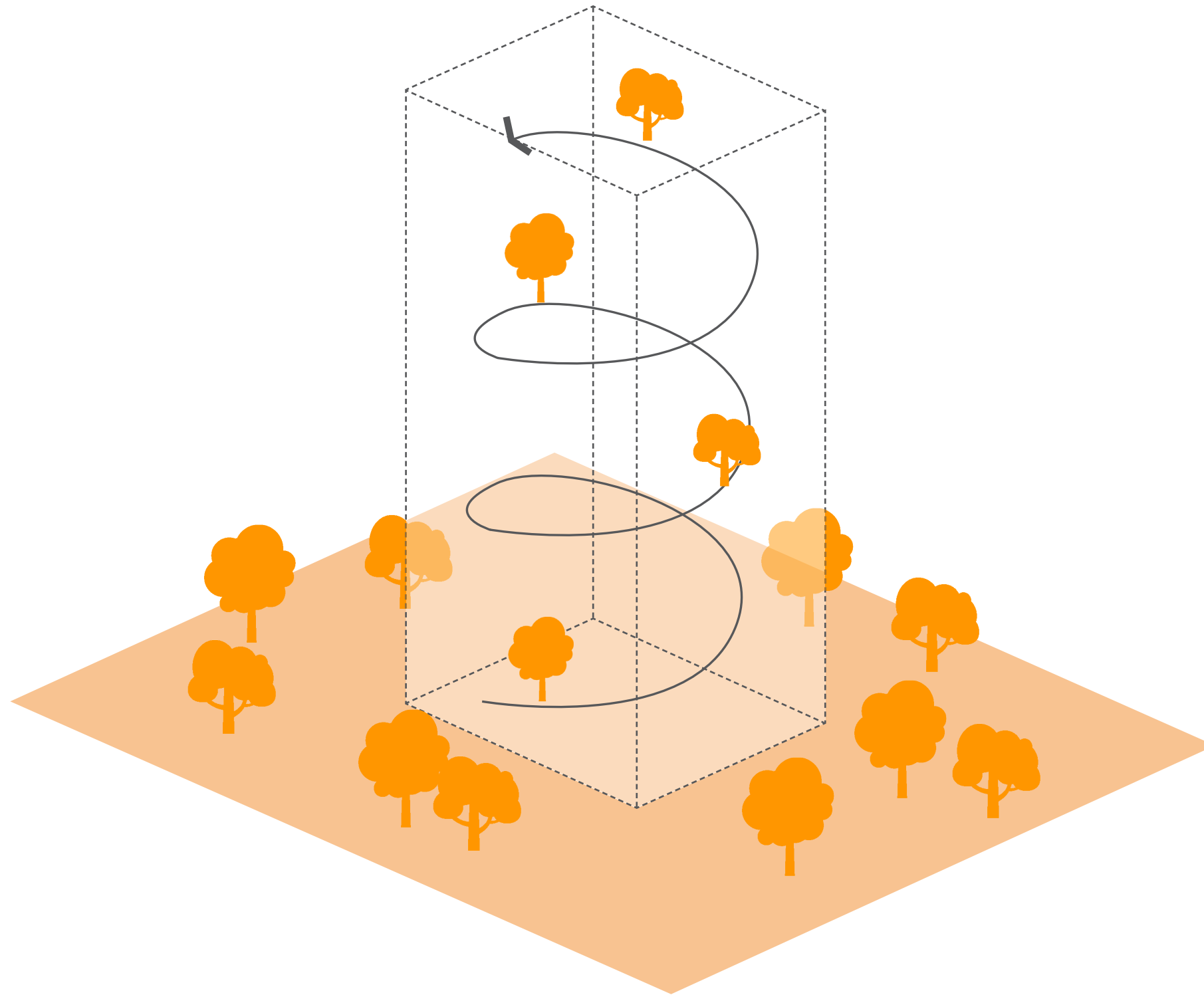
living kitchen

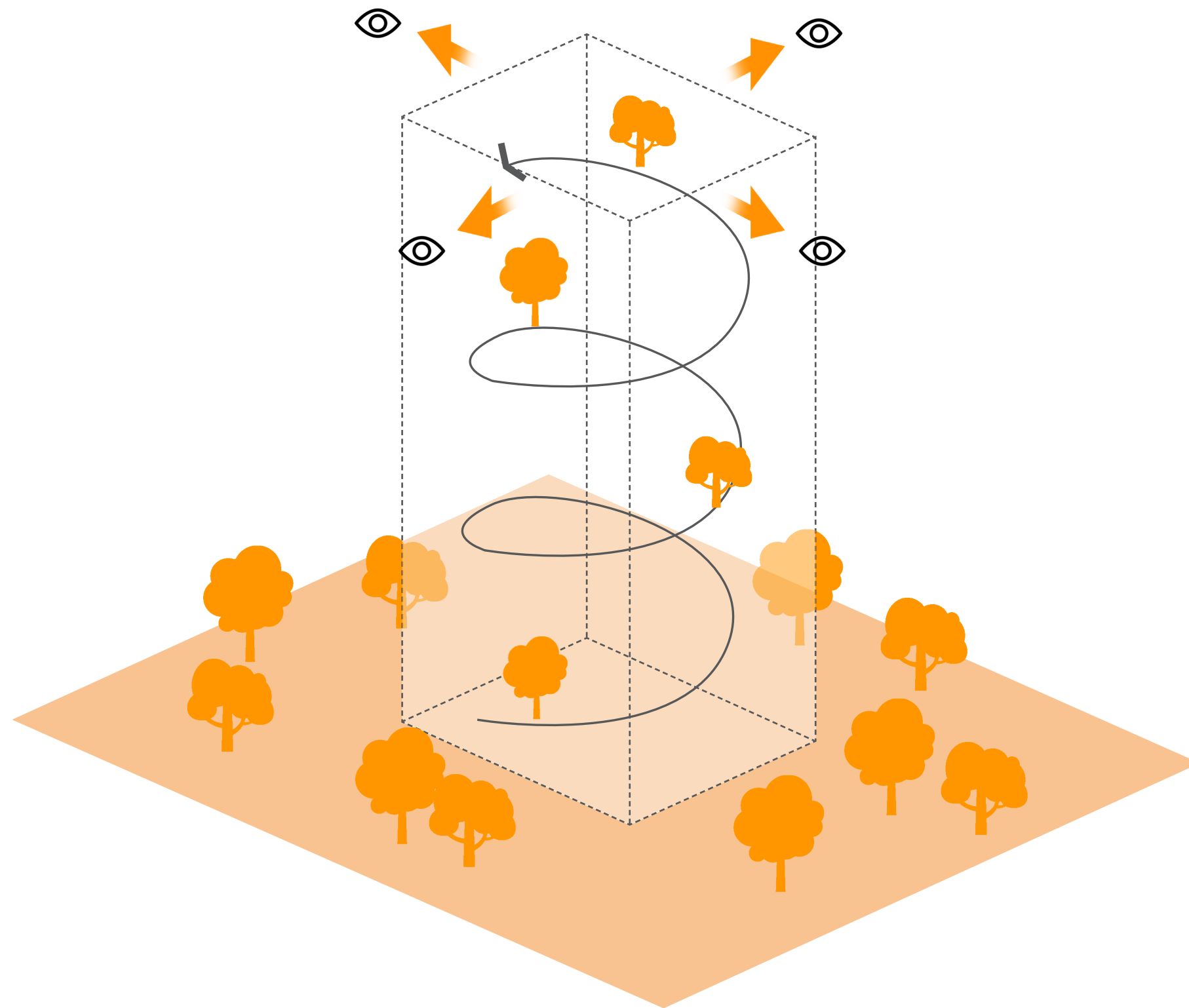




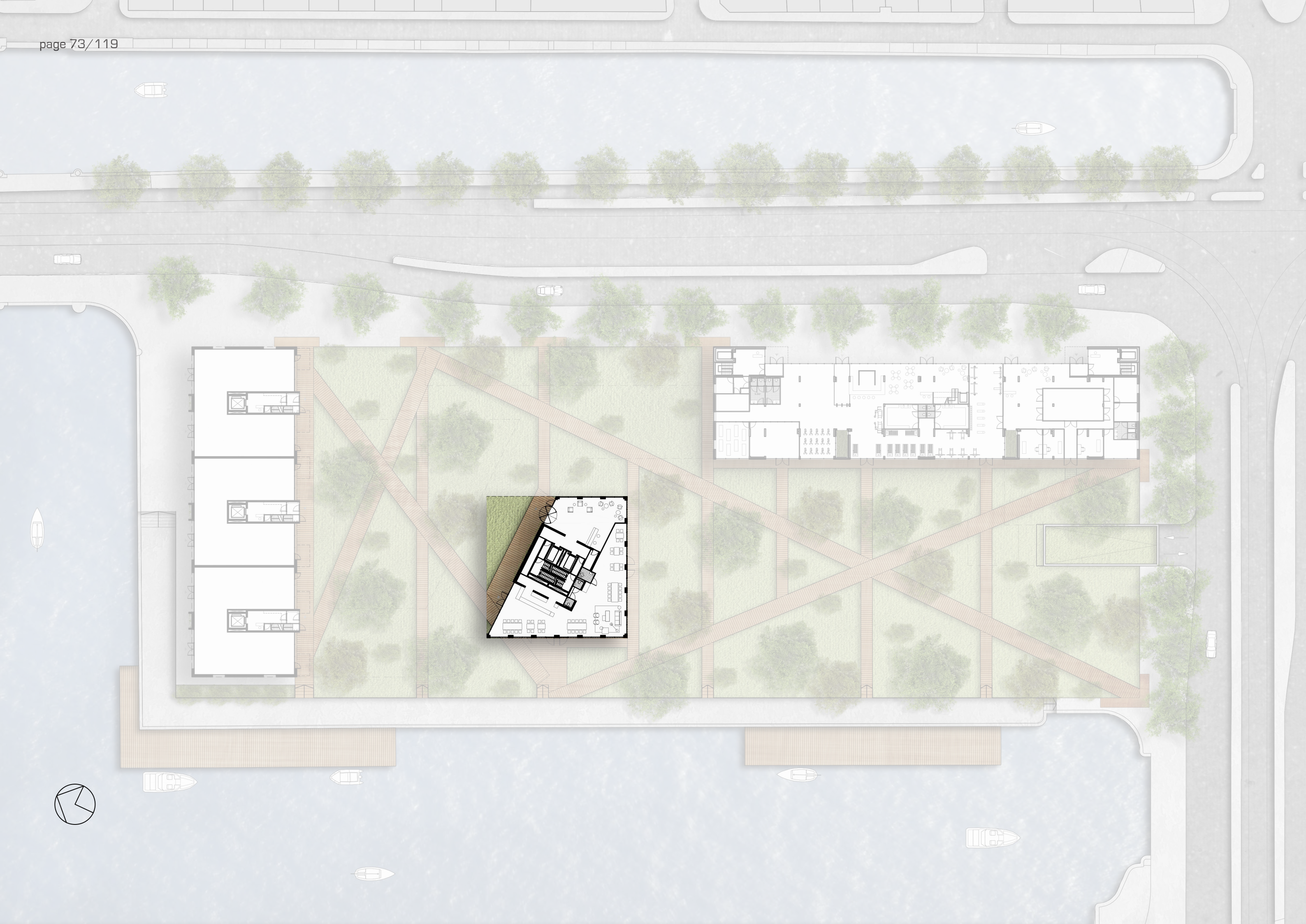






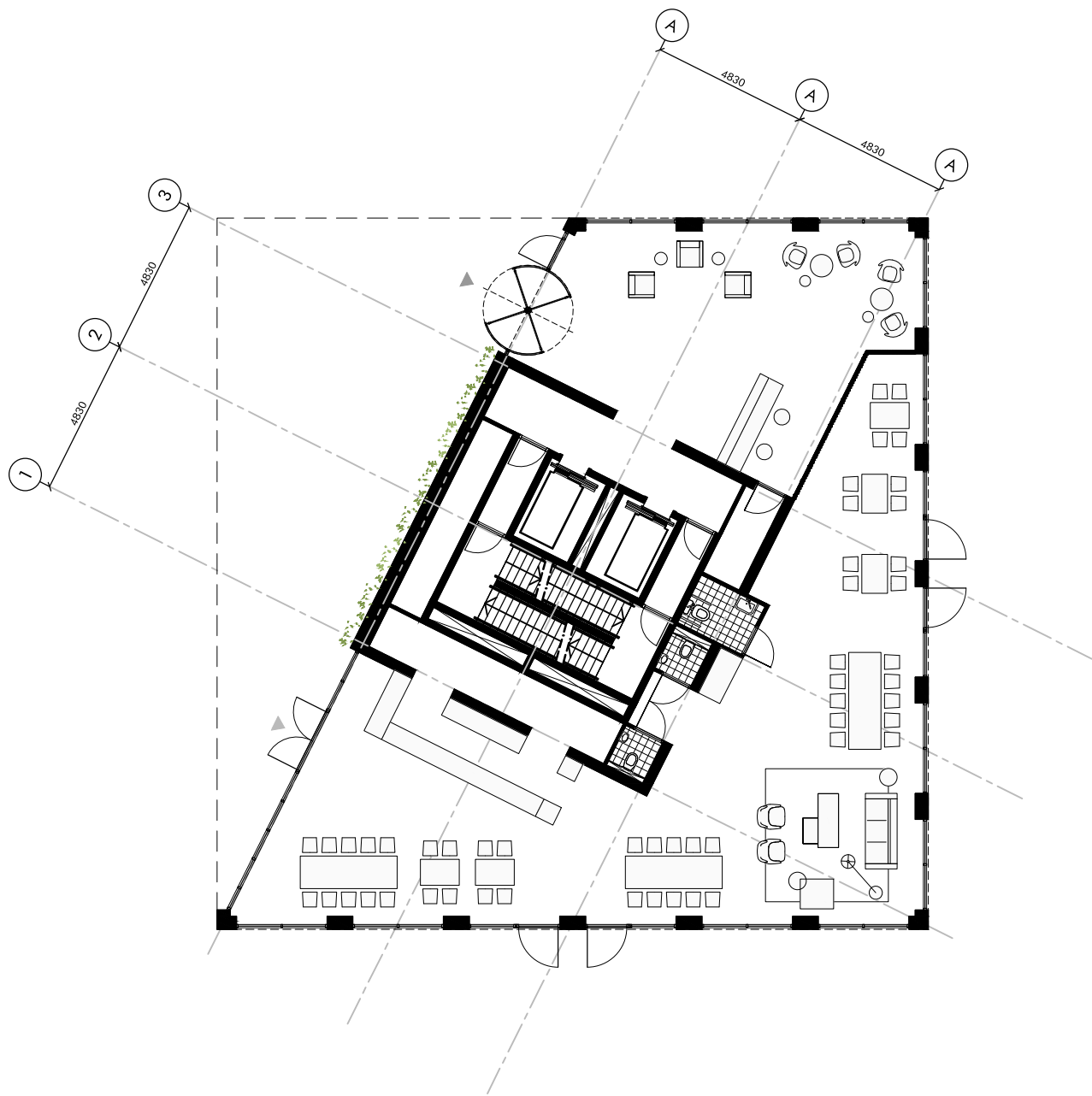




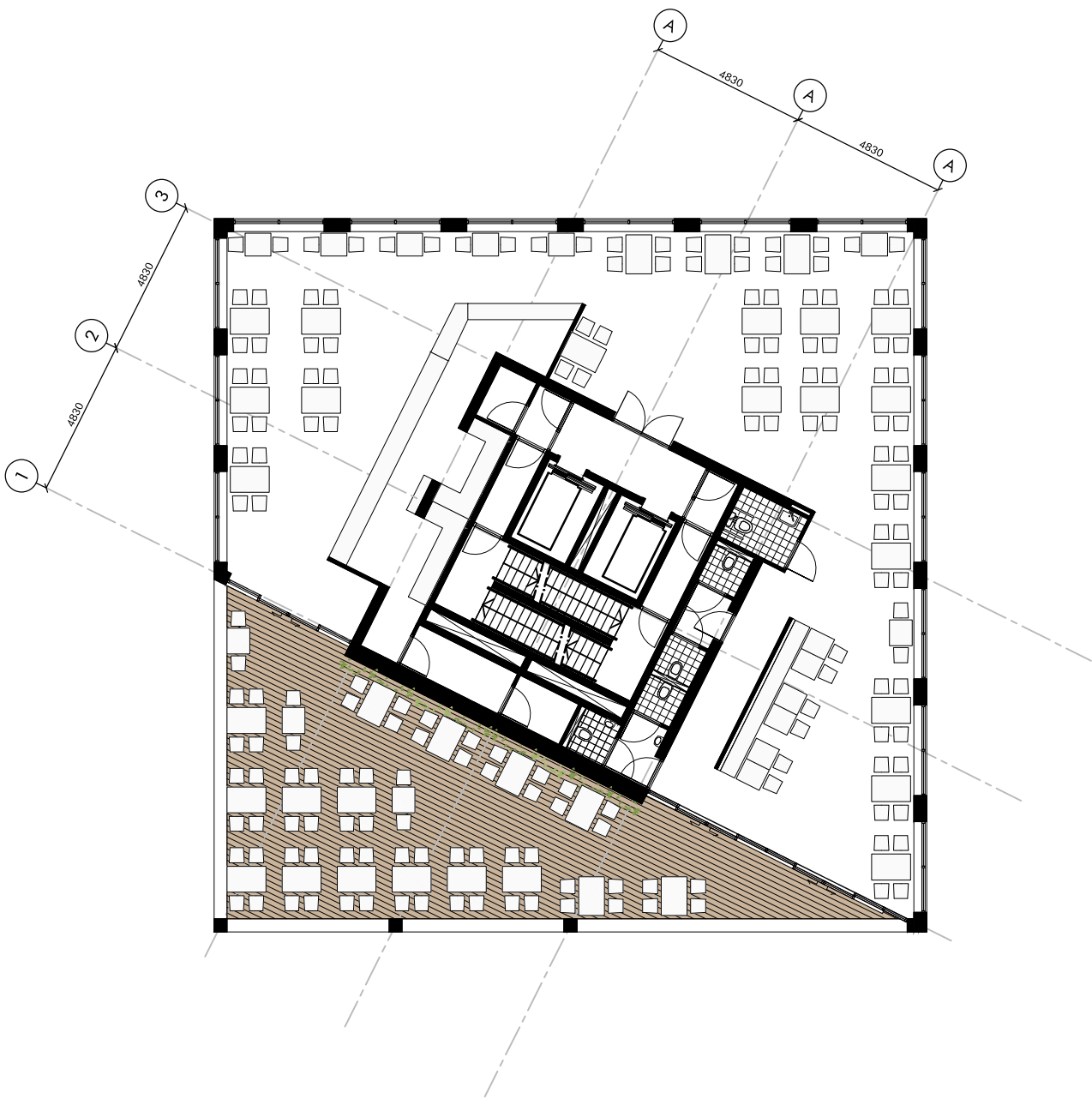




Ground Floor

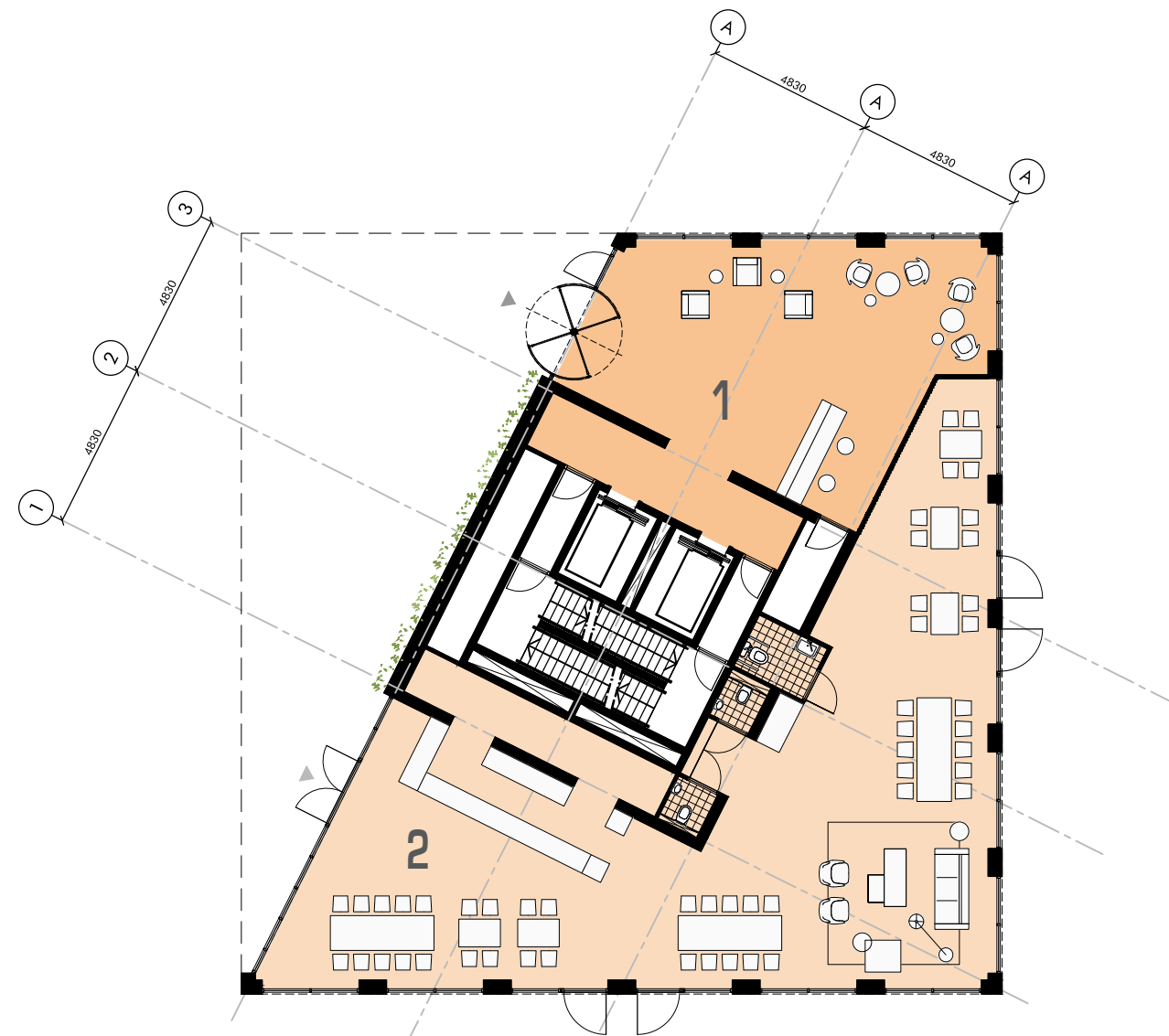


First Floor



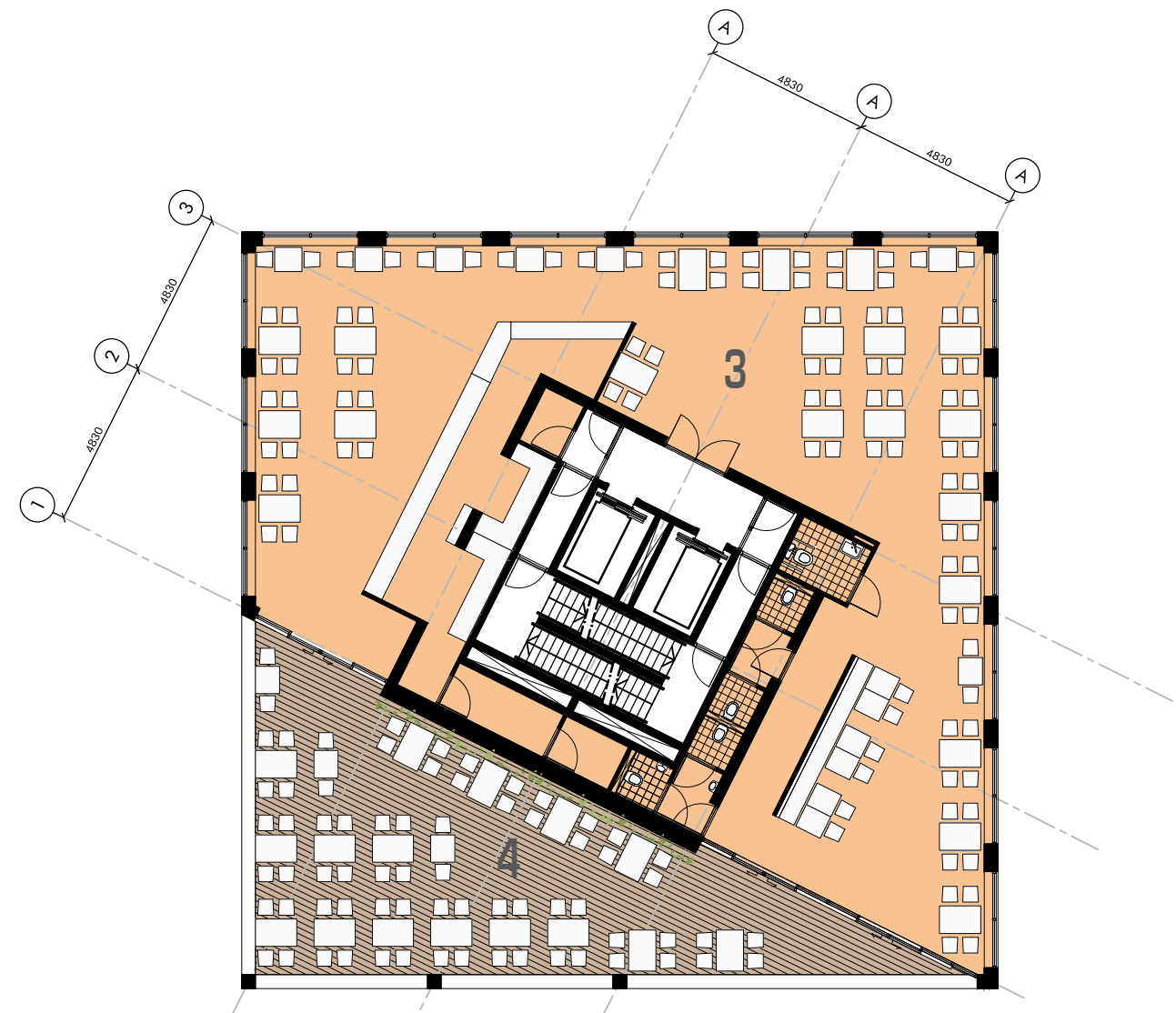


Ground Floor

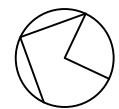


1 = Lobby Residents, 90 m<sup>2</sup>  
2 = Coffee bar, 200 m<sup>2</sup>

First Floor



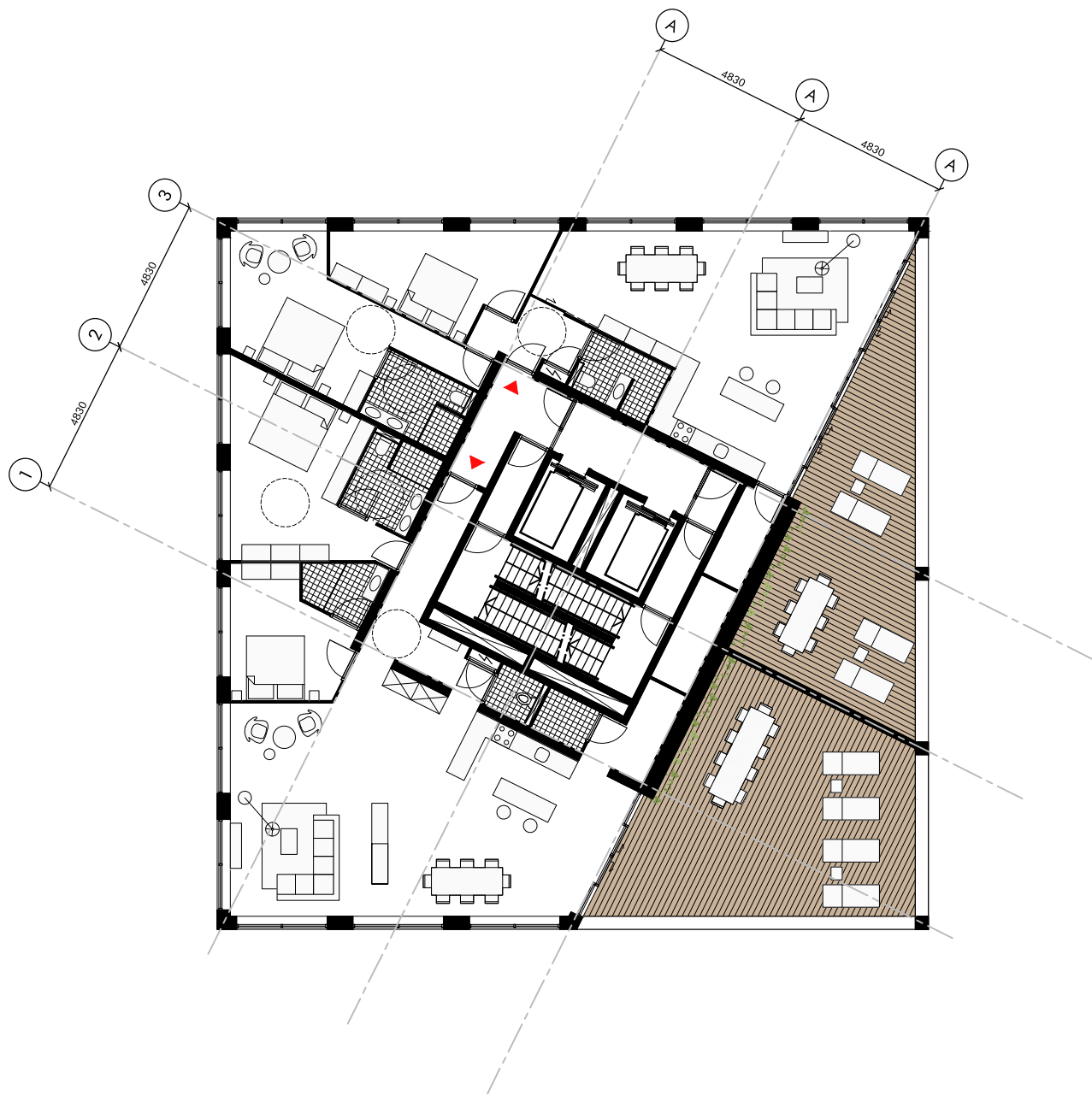
3 = Restaurant - Social hub, 290 m<sup>2</sup>  
4 = Outdoor space, 100 m<sup>2</sup>



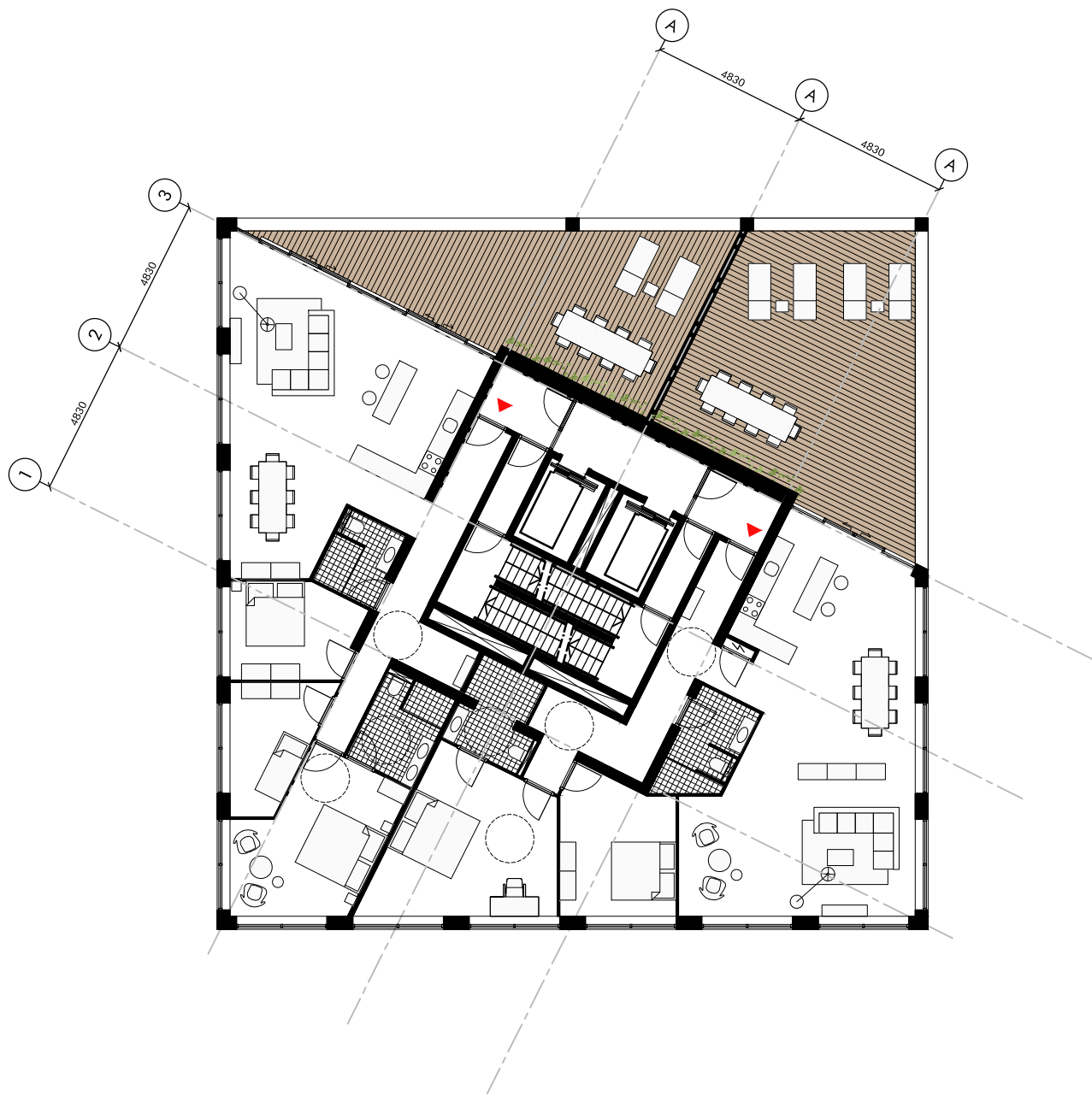
THE JAZZ

Ground Floor & First Floor

Second Floor (Sixth Floor)

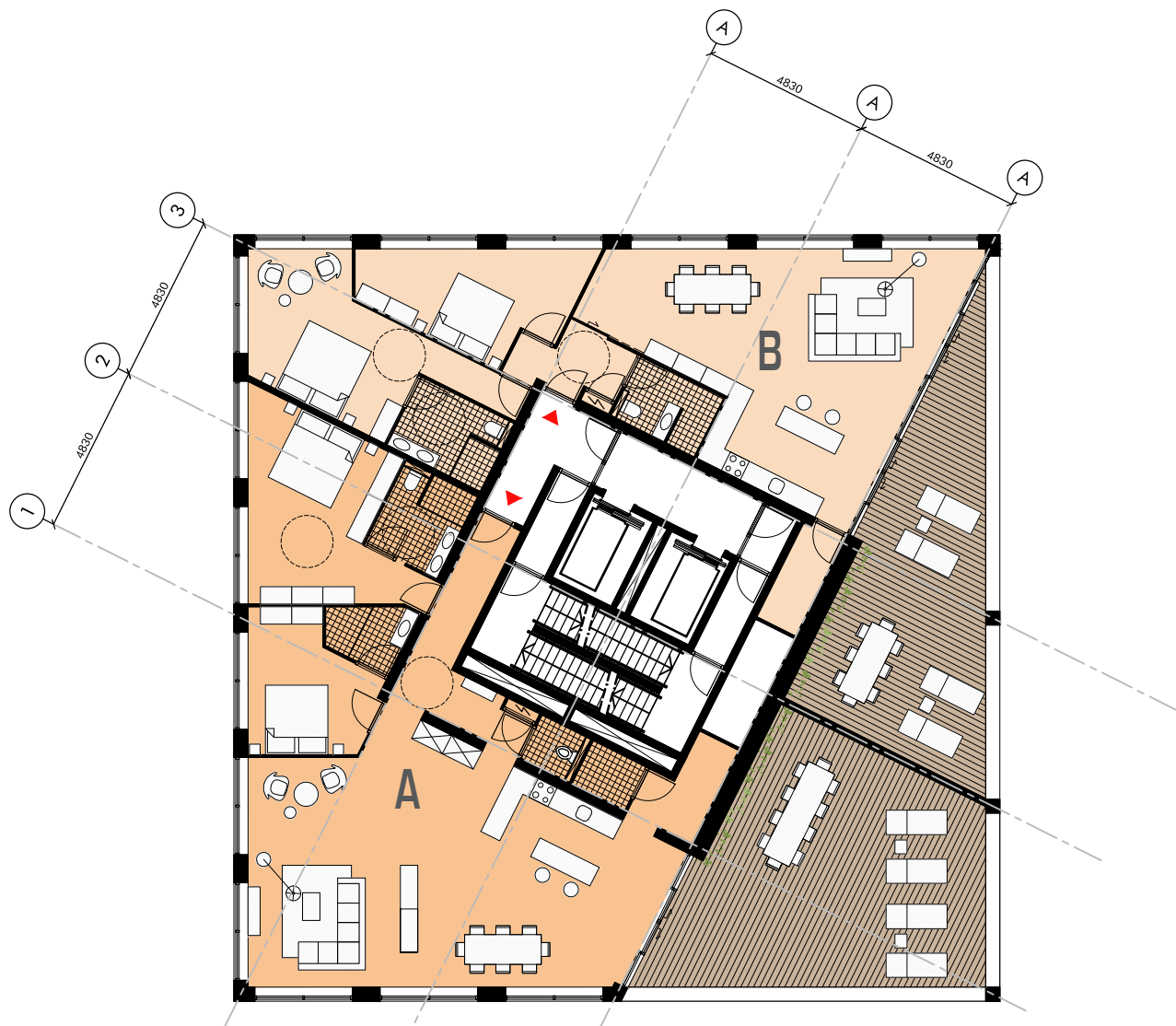


Third Floor (Seventh Floor)





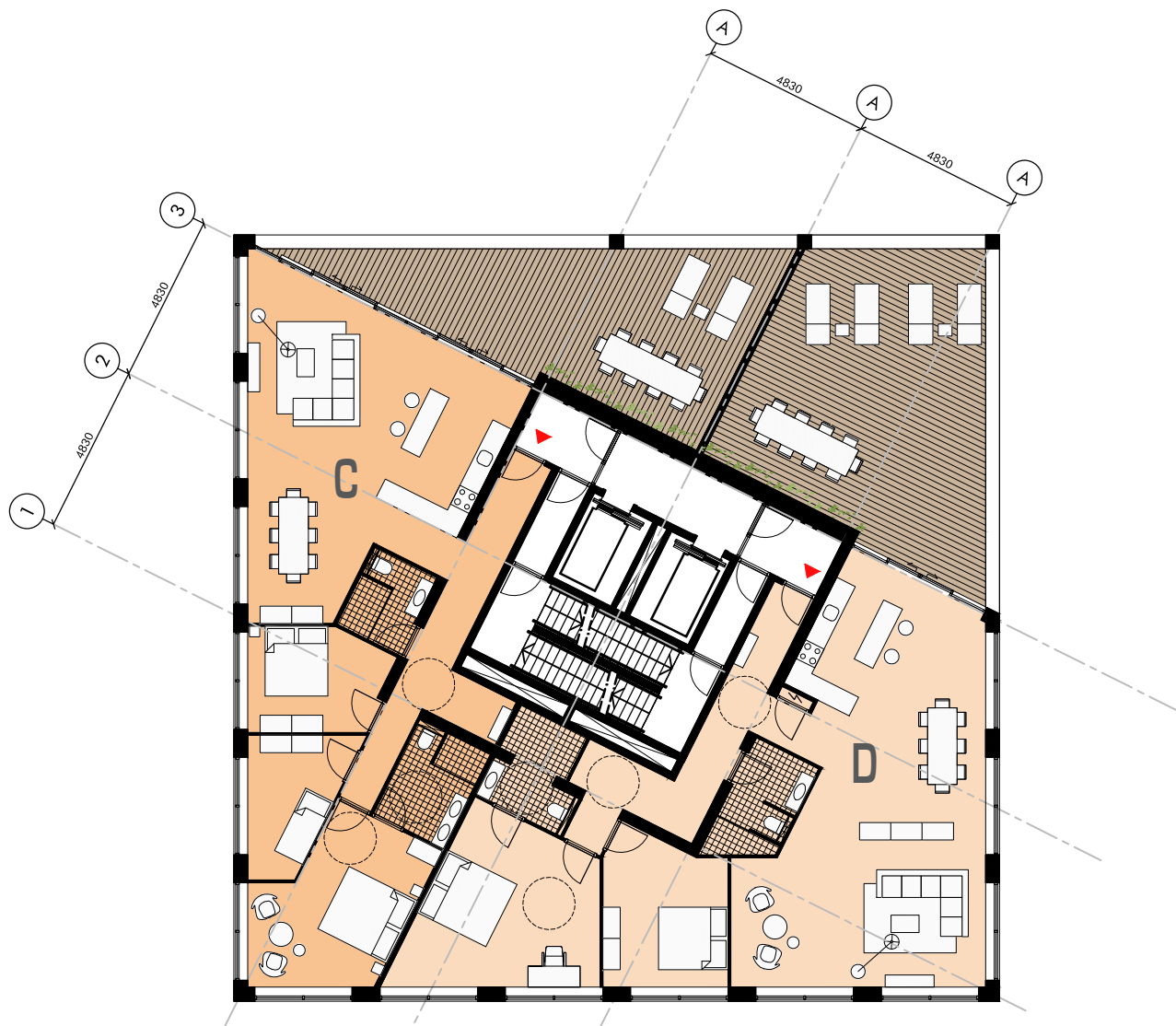
Second Floor (Sixth Floor)



2 Dwellings

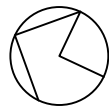
Type A = 145 m<sup>2</sup> (excl. outdoor space)  
Type B = 118 m<sup>2</sup> (excl. outdoor space)

Third Floor (Seventh Floor)

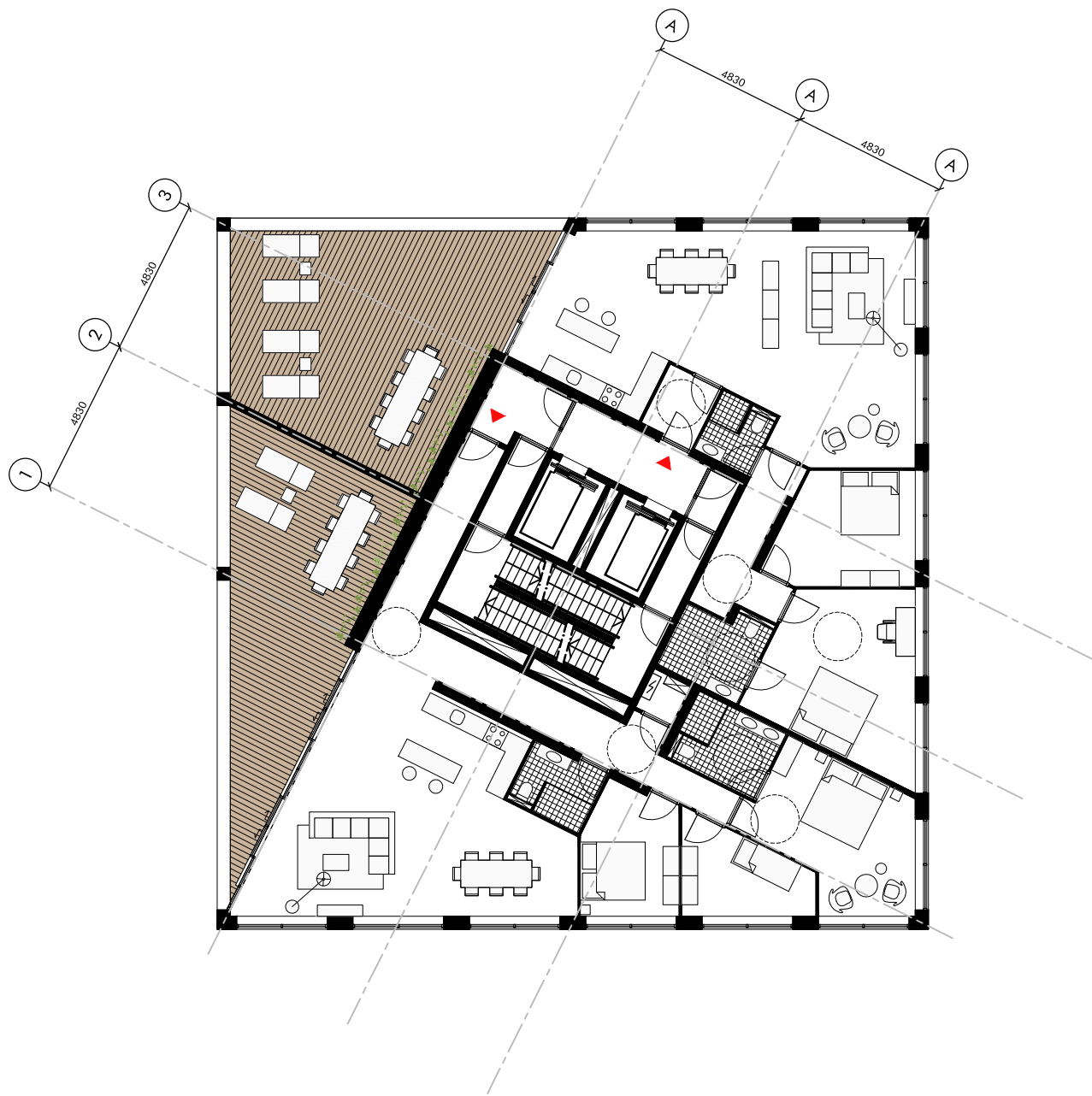


2 Dwellings

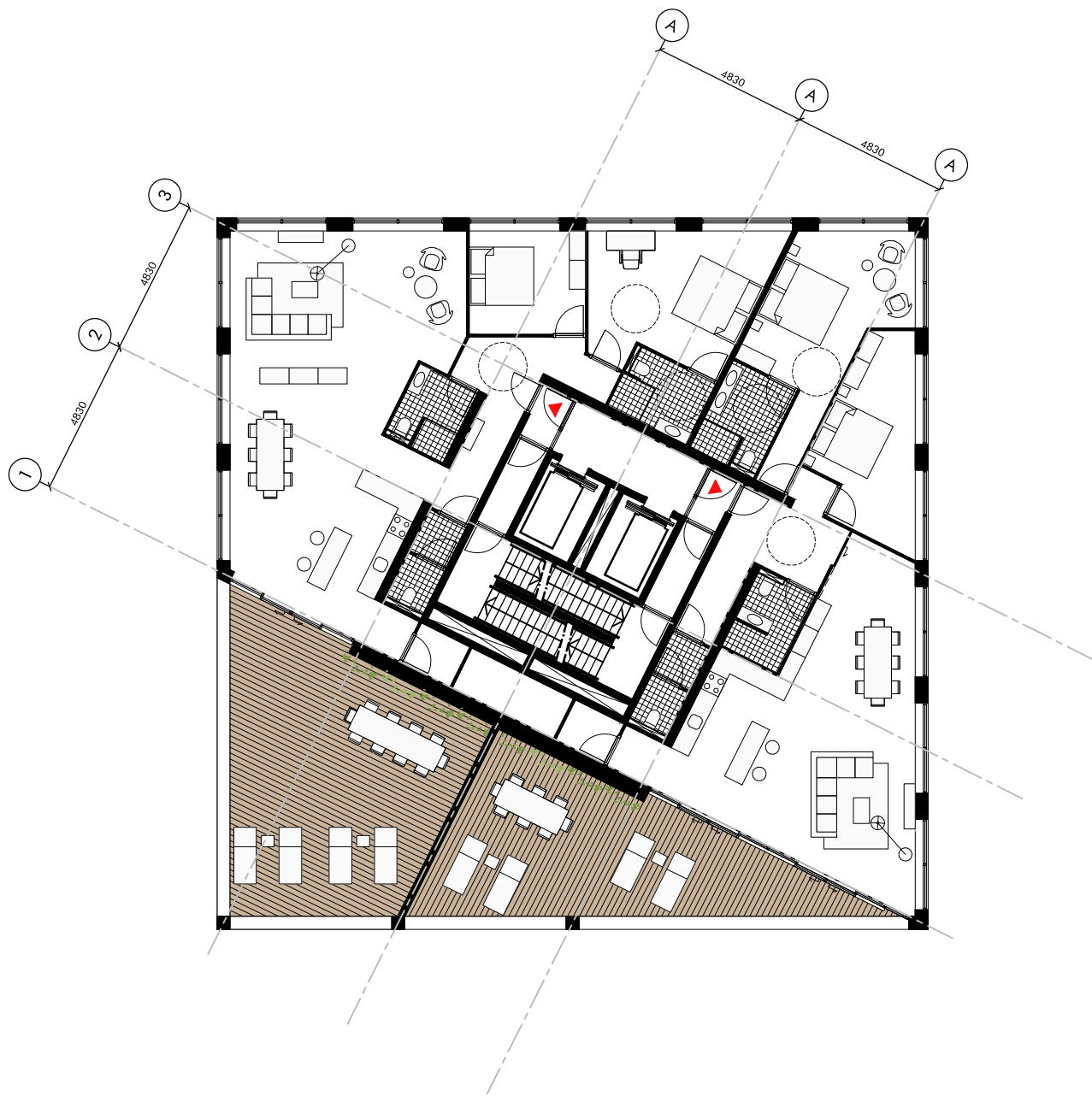
Type C = 130 m<sup>2</sup> (excl. outdoor space)  
Type D = 145 m<sup>2</sup> (excl. outdoor space)



Fourth Floor (Eight Floor)



Fifth Floor (Ninth Floor)





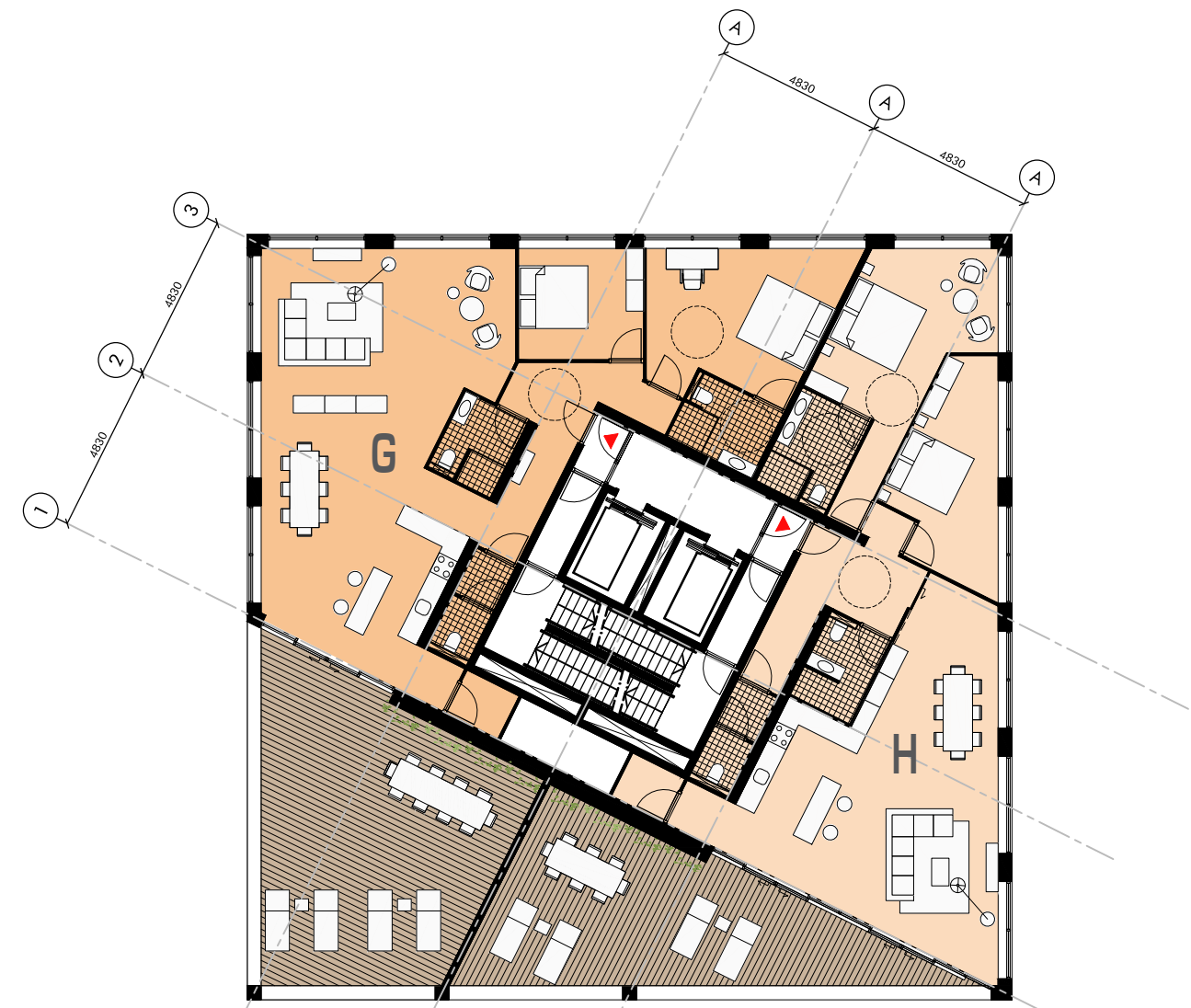
Fourth Floor (Eight Floor)



2 Dwellings

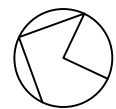
Type E = 140 m<sup>2</sup> (excl. outdoor space)  
Type F = 130 m<sup>2</sup> (excl. outdoor space)

Fifth Floor (Ninth Floor)



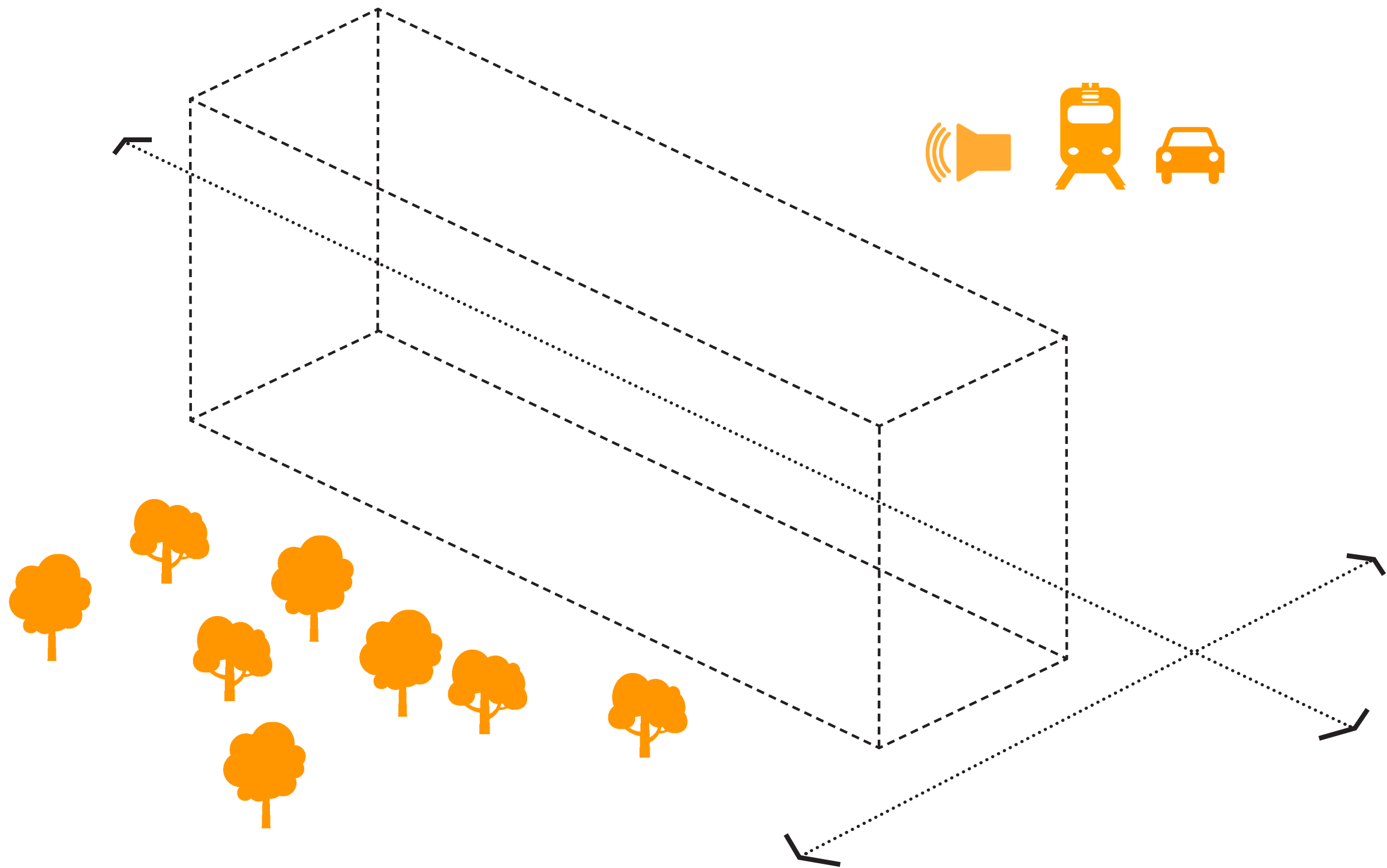
2 Dwellings

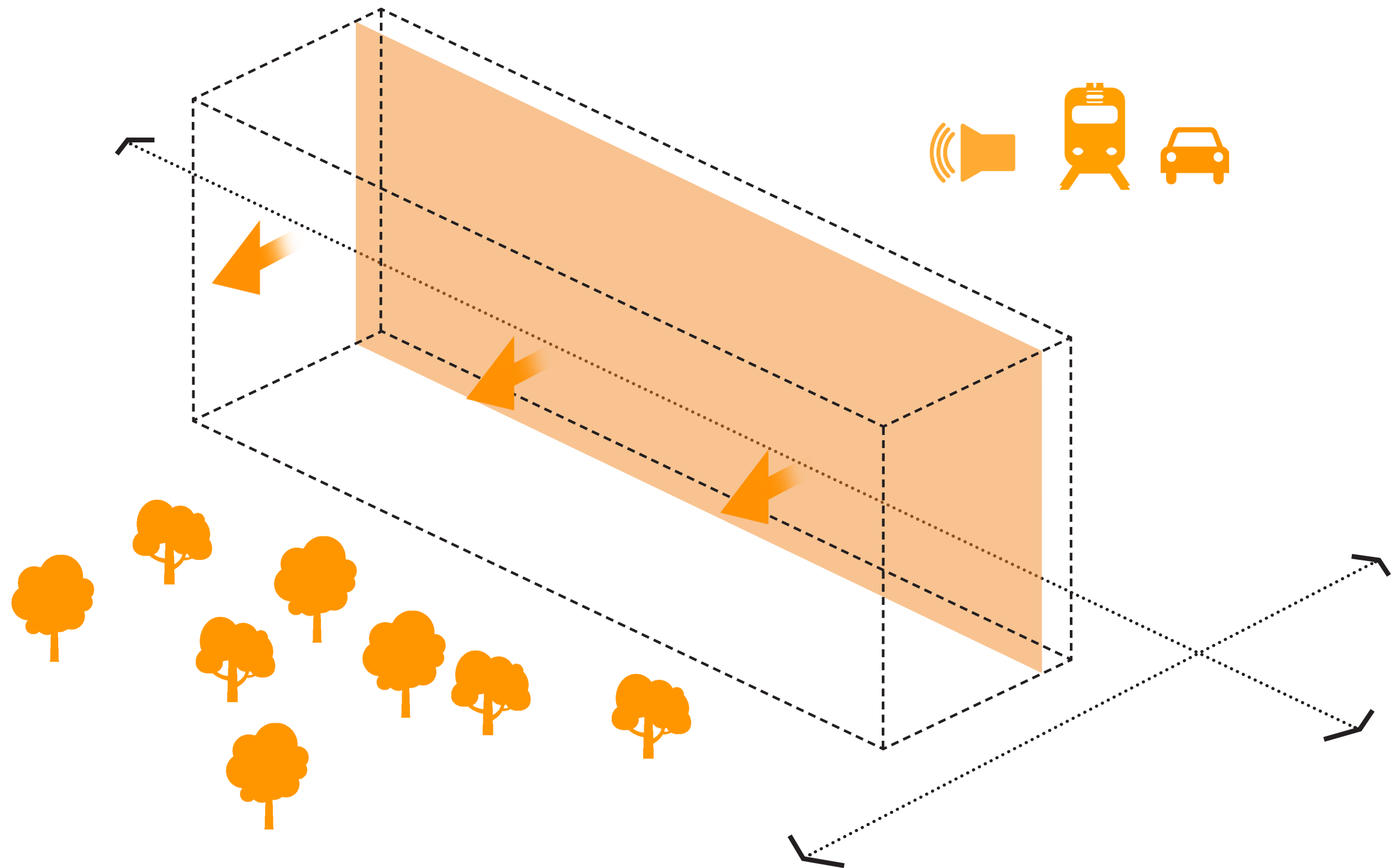
Type G = 140 m<sup>2</sup> (excl. outdoor space)  
Type H = 130 m<sup>2</sup> (excl. outdoor space)



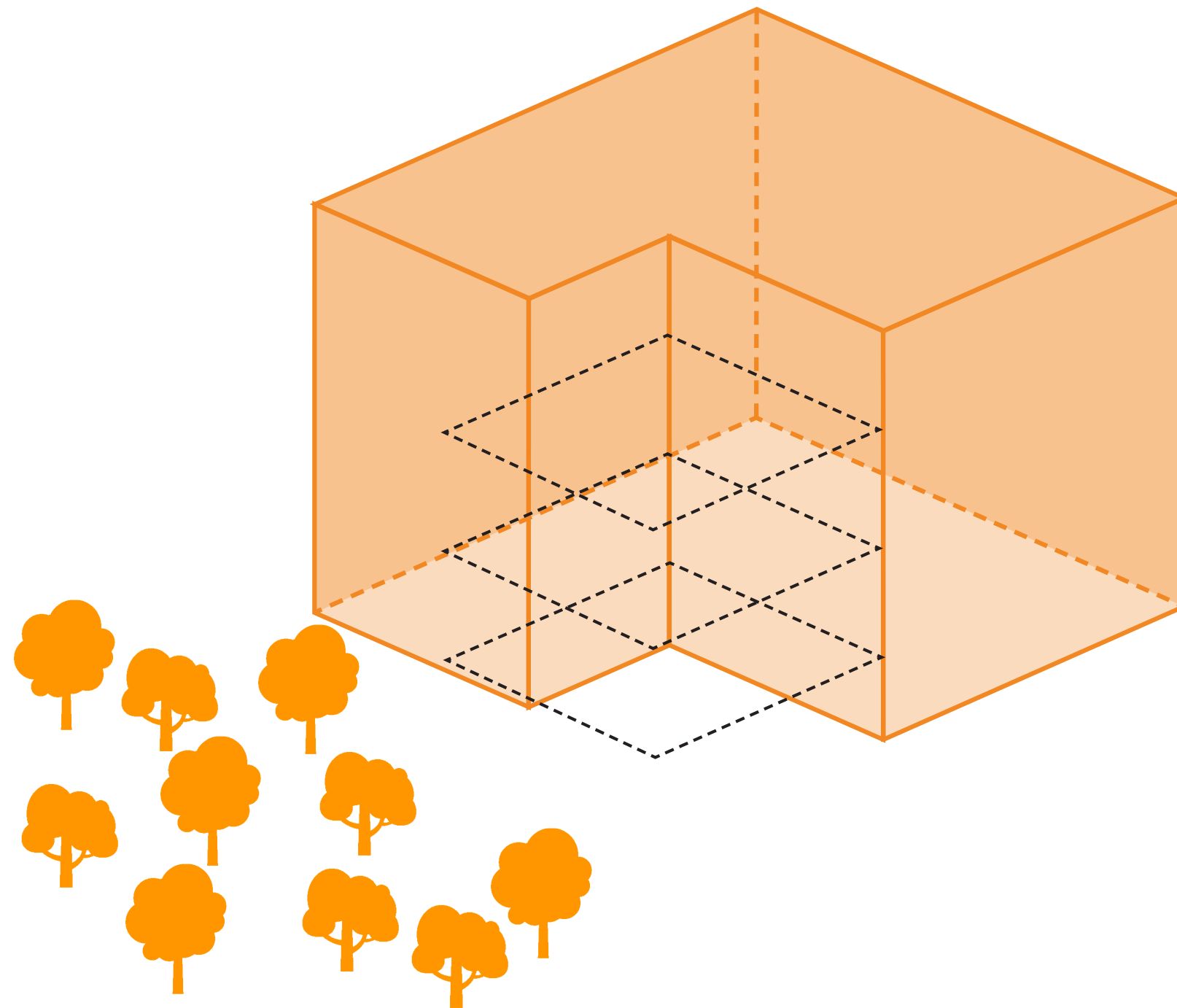


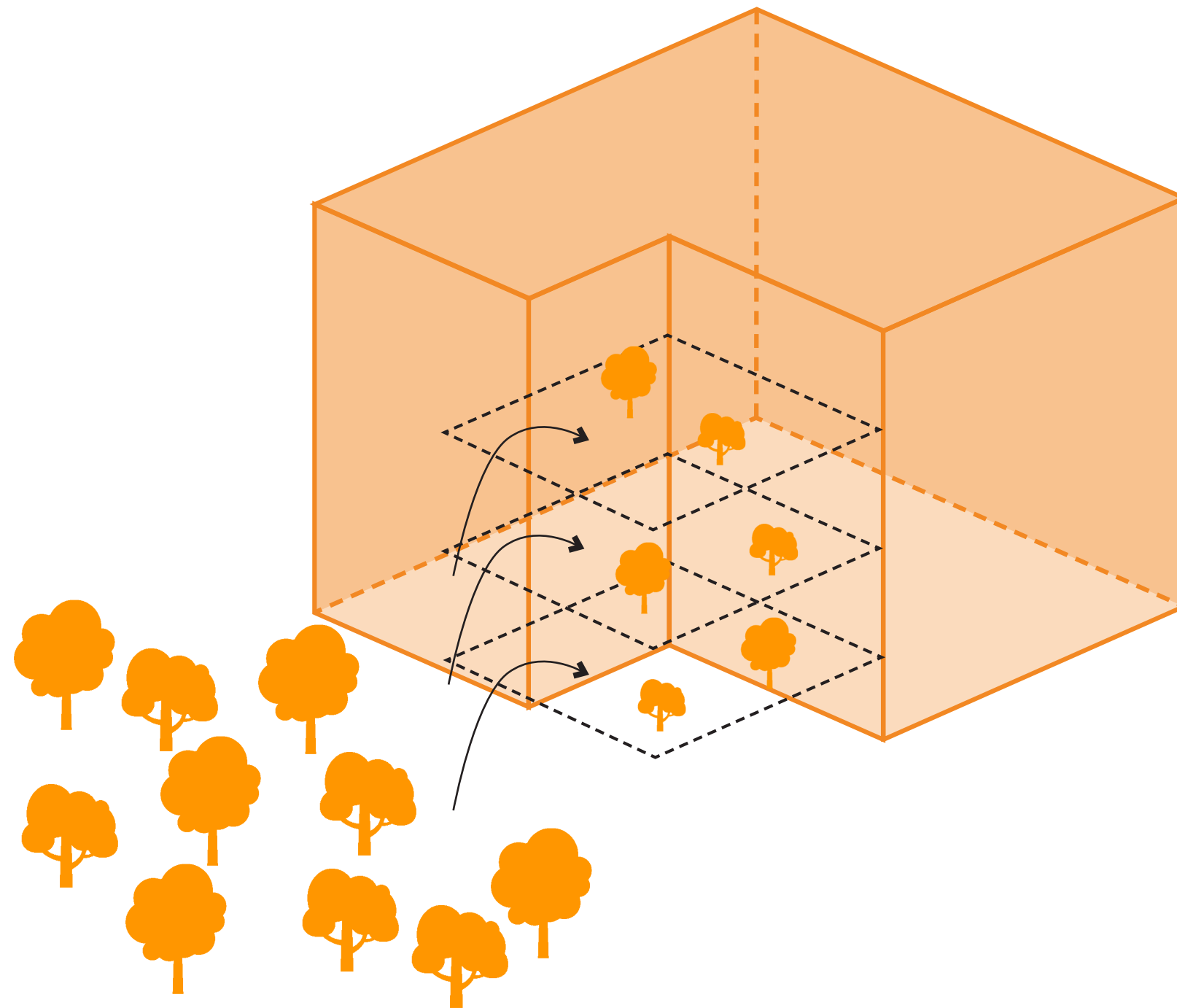




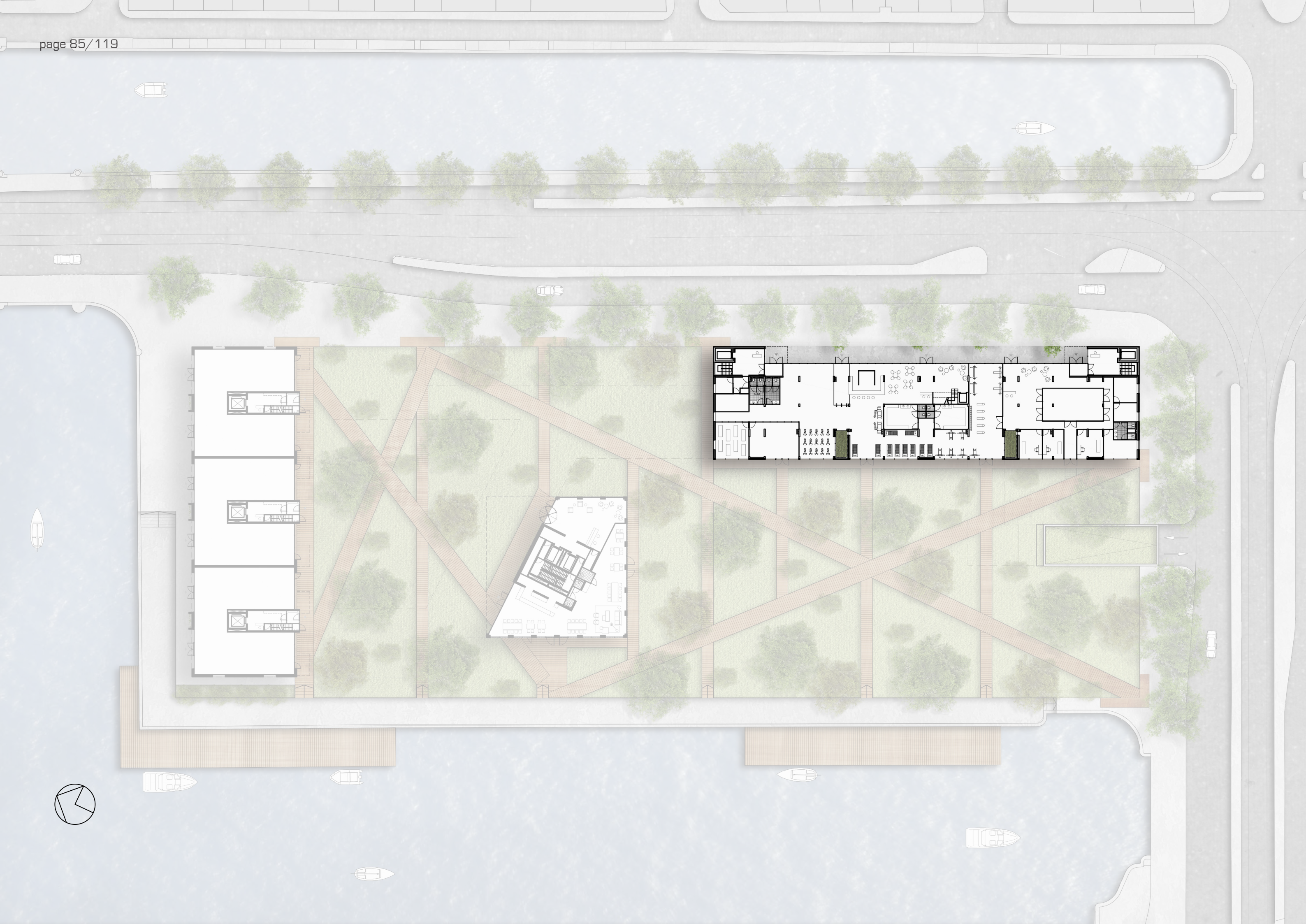




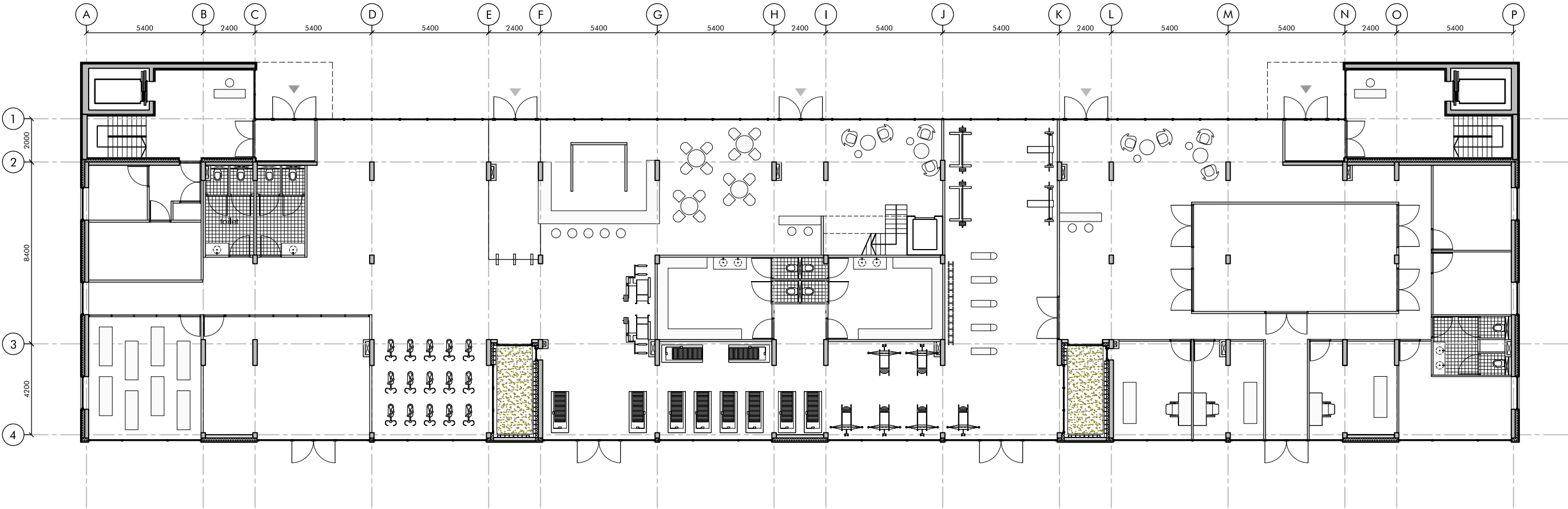




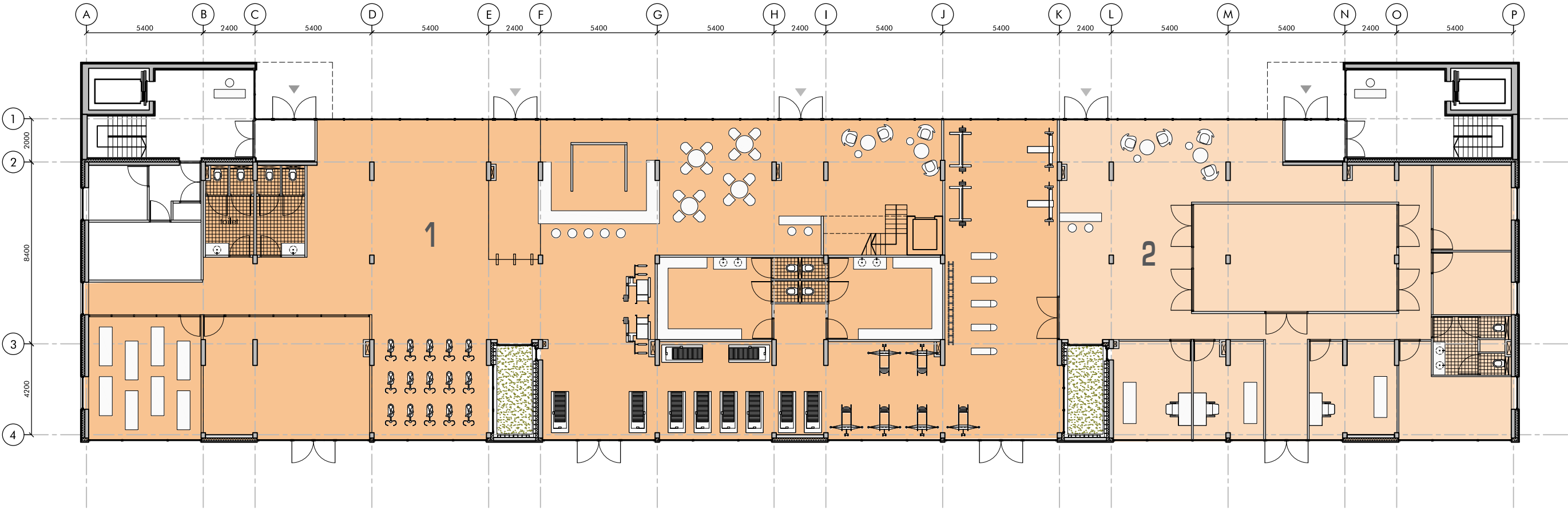




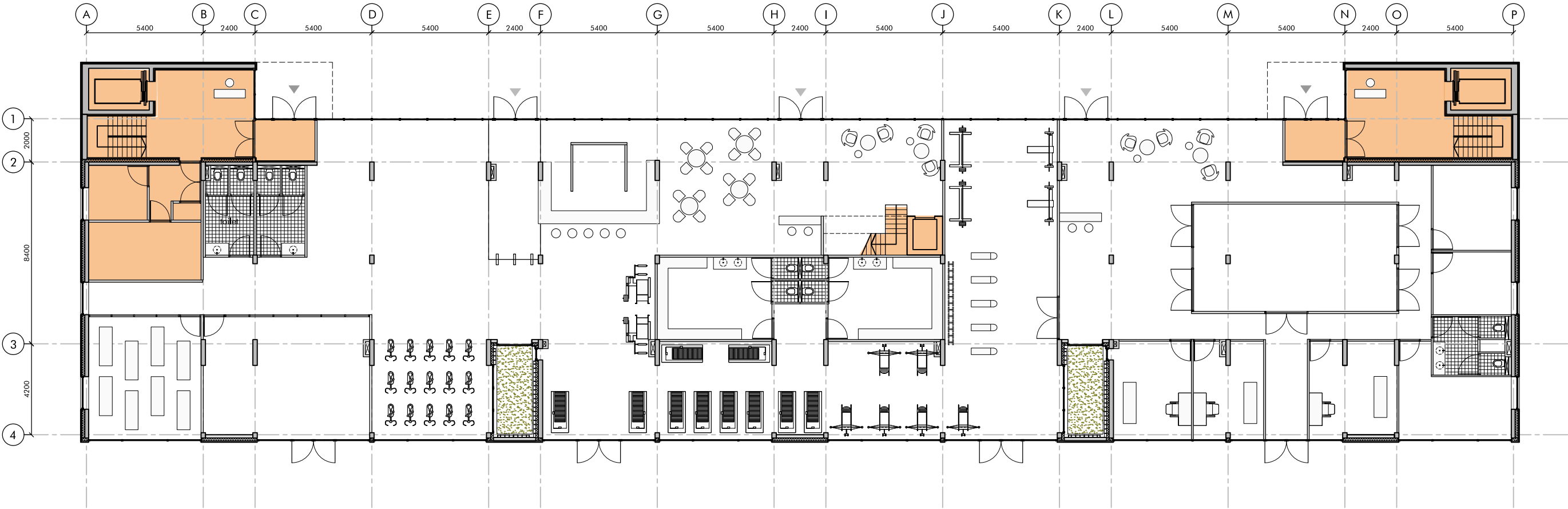




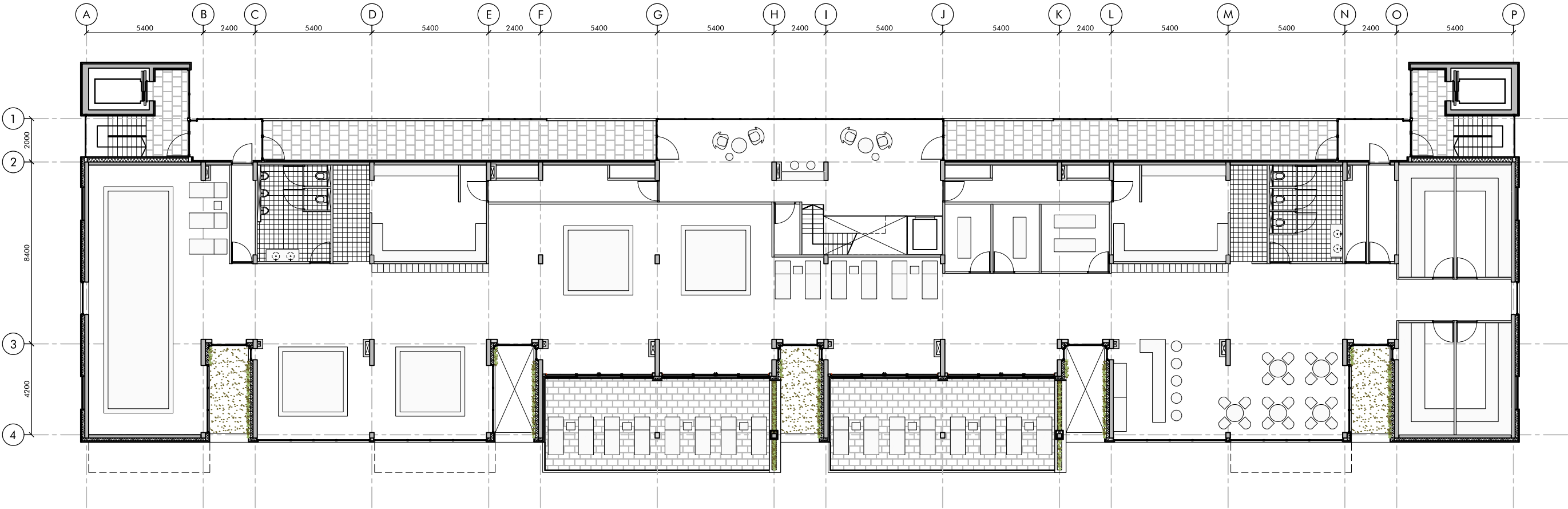


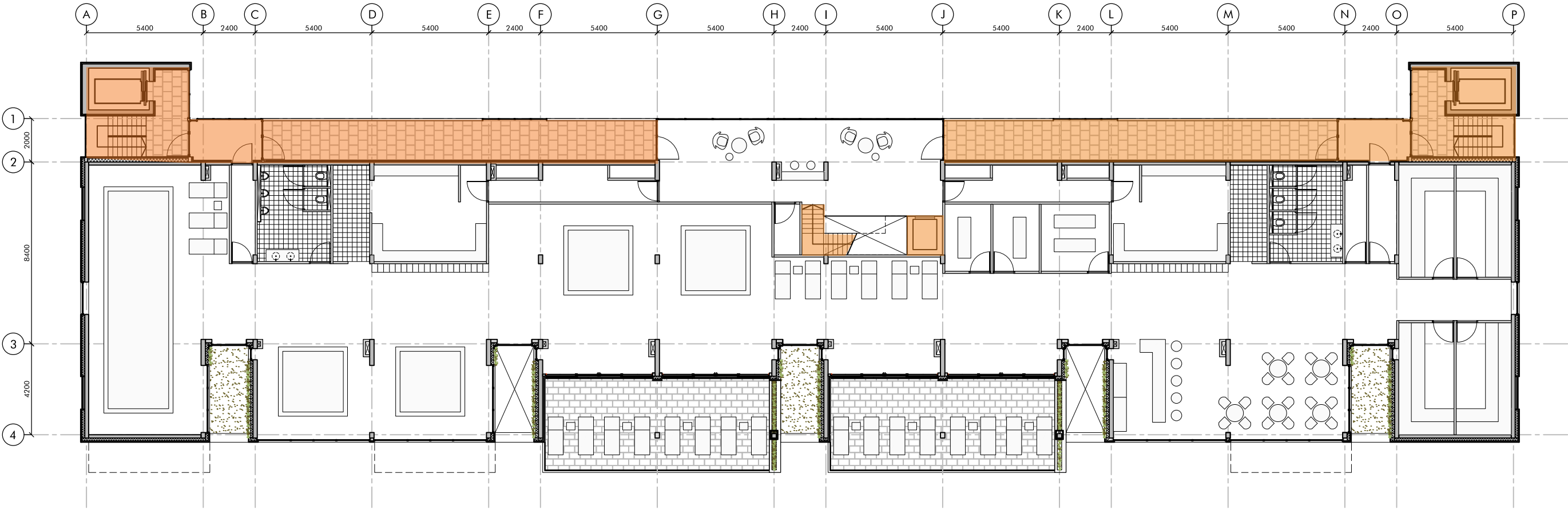


1 = Gym, 590 m<sup>2</sup>  
2 = Fysiotherapy, 270 m<sup>2</sup>

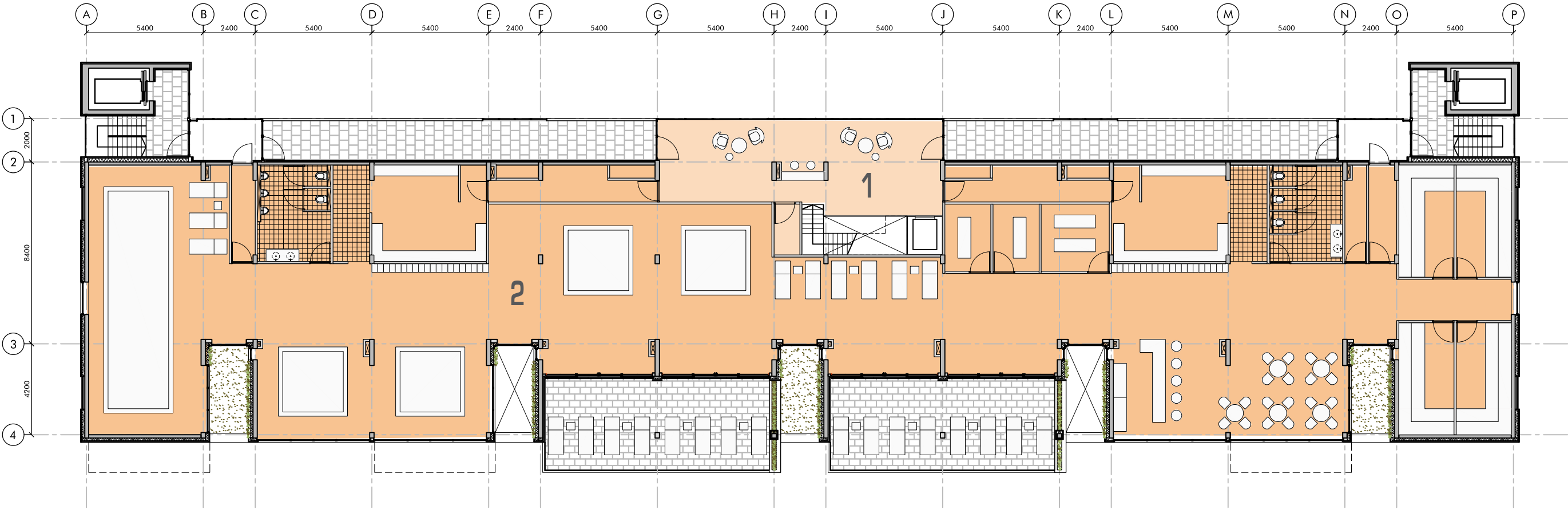












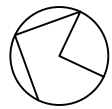
1 = Reception, 55 m<sup>2</sup>  
2 = Spa, 665 m<sup>2</sup>

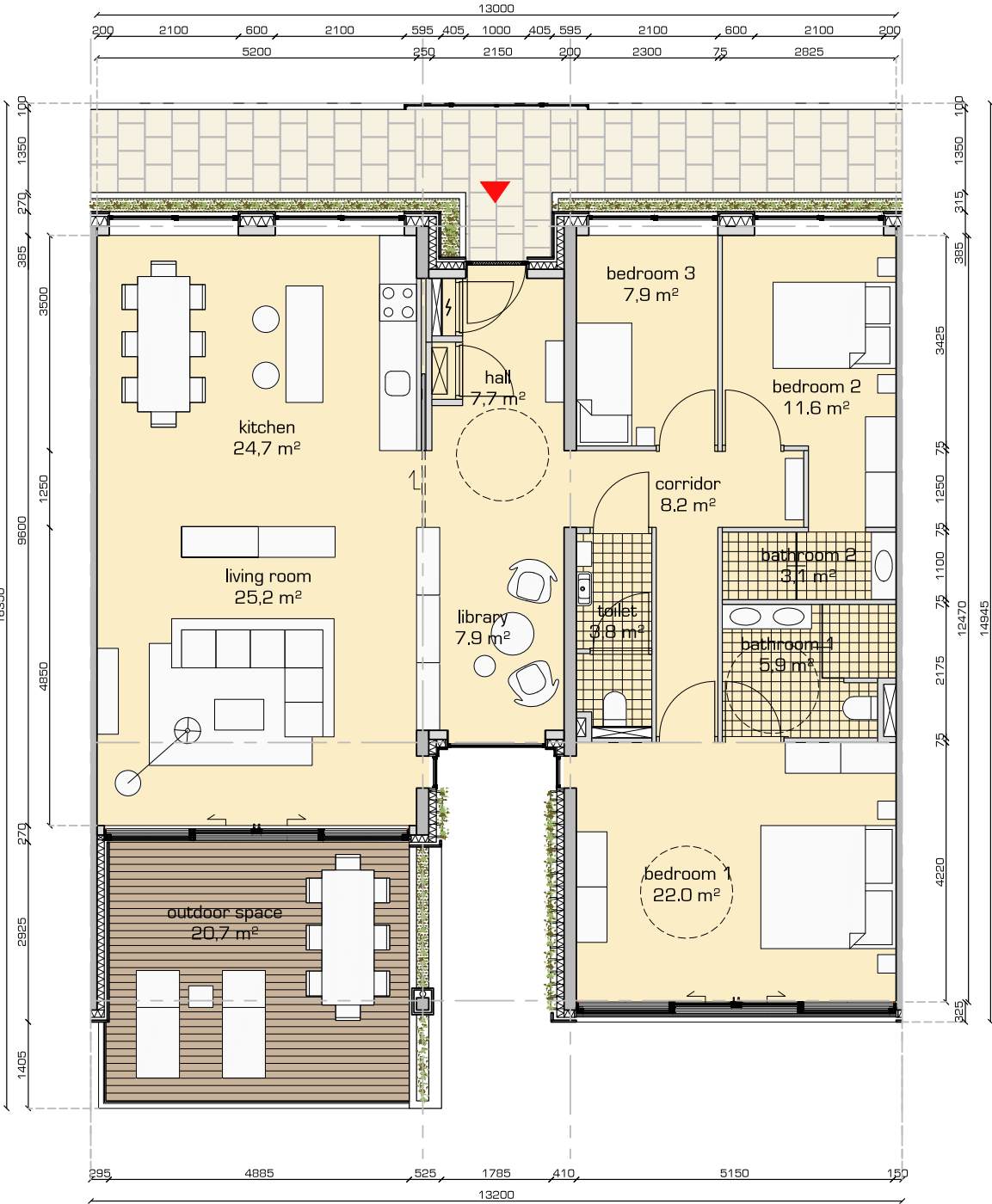






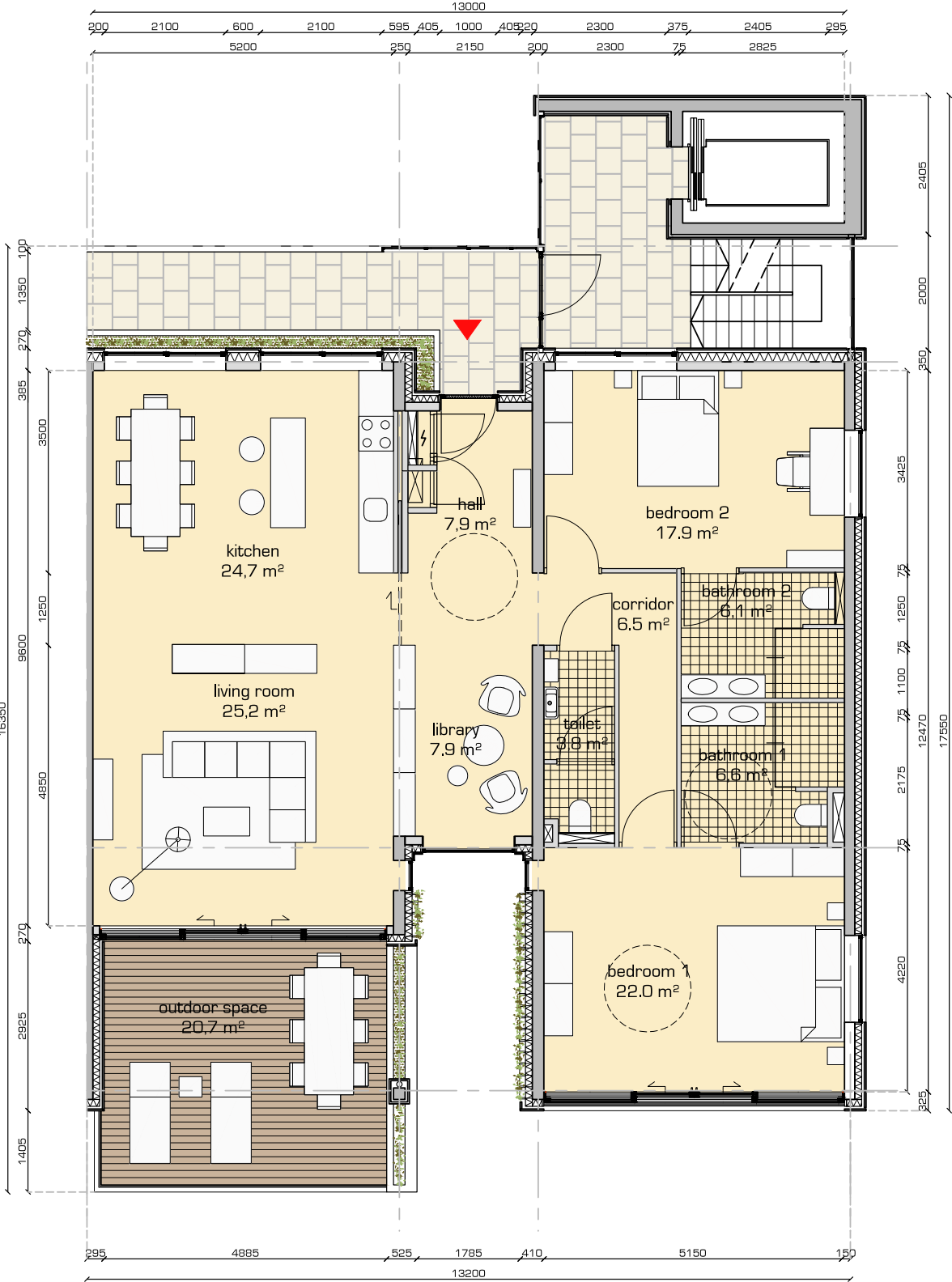
5 Dwellings  
130 m<sup>2</sup> (excl. outdoor space)





Type A - 130 m<sup>2</sup>

12 x



Type B - 130 m<sup>2</sup>

4 x (and 4 x mirrored)

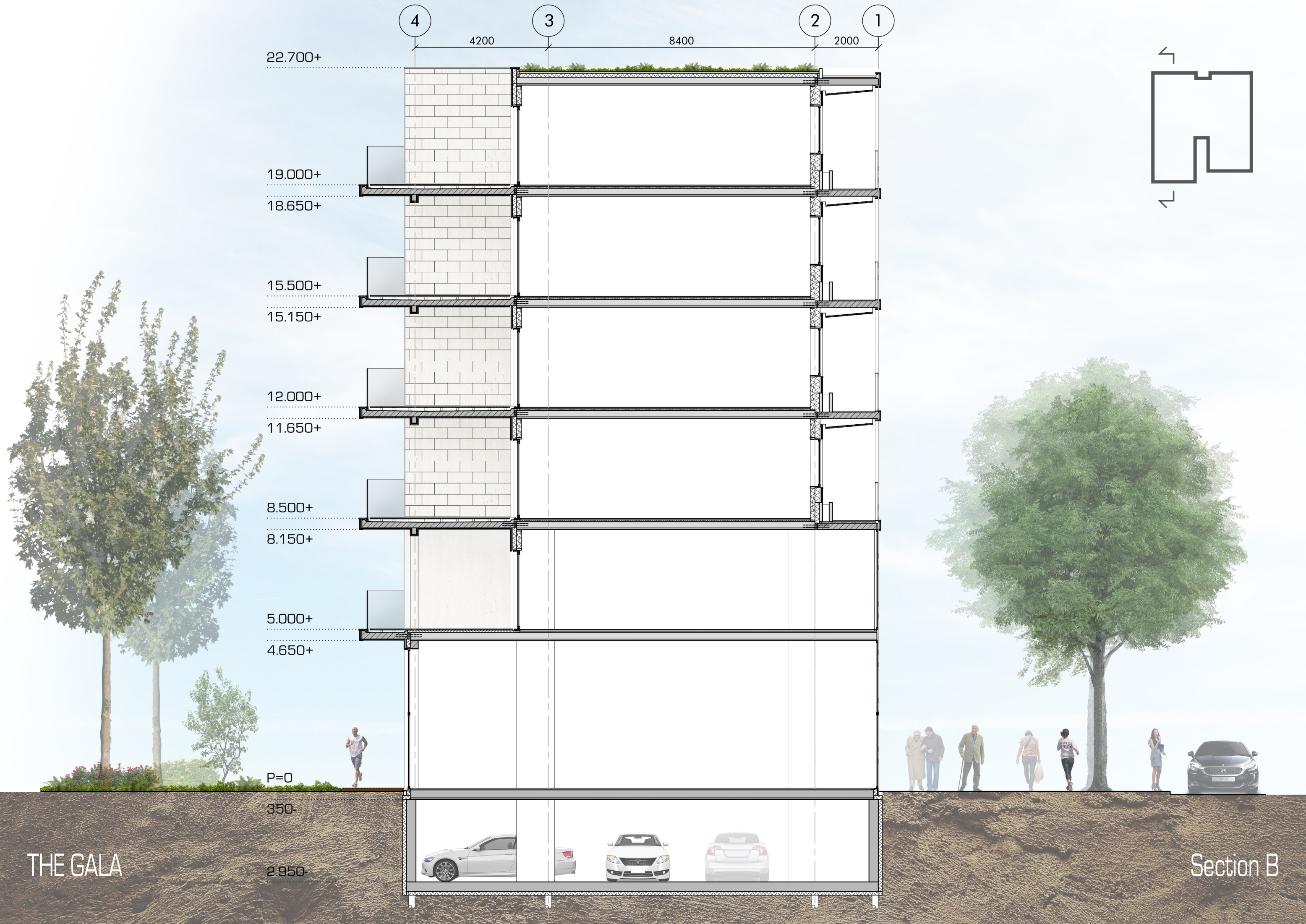




THE GALA

Section A

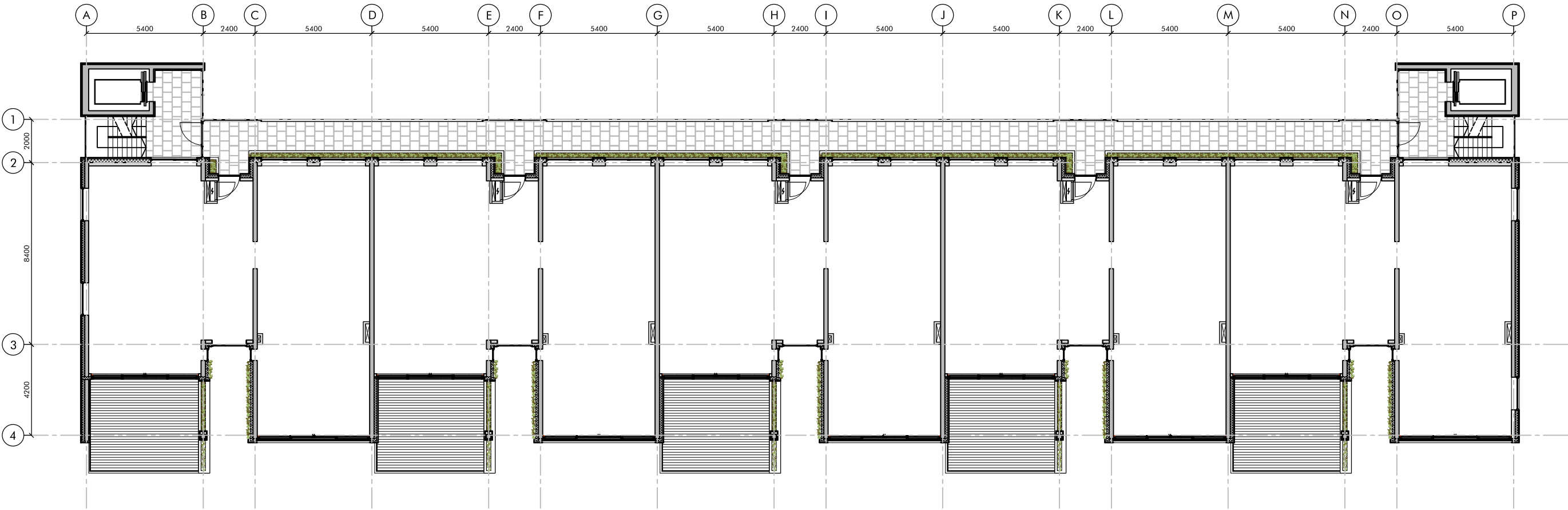


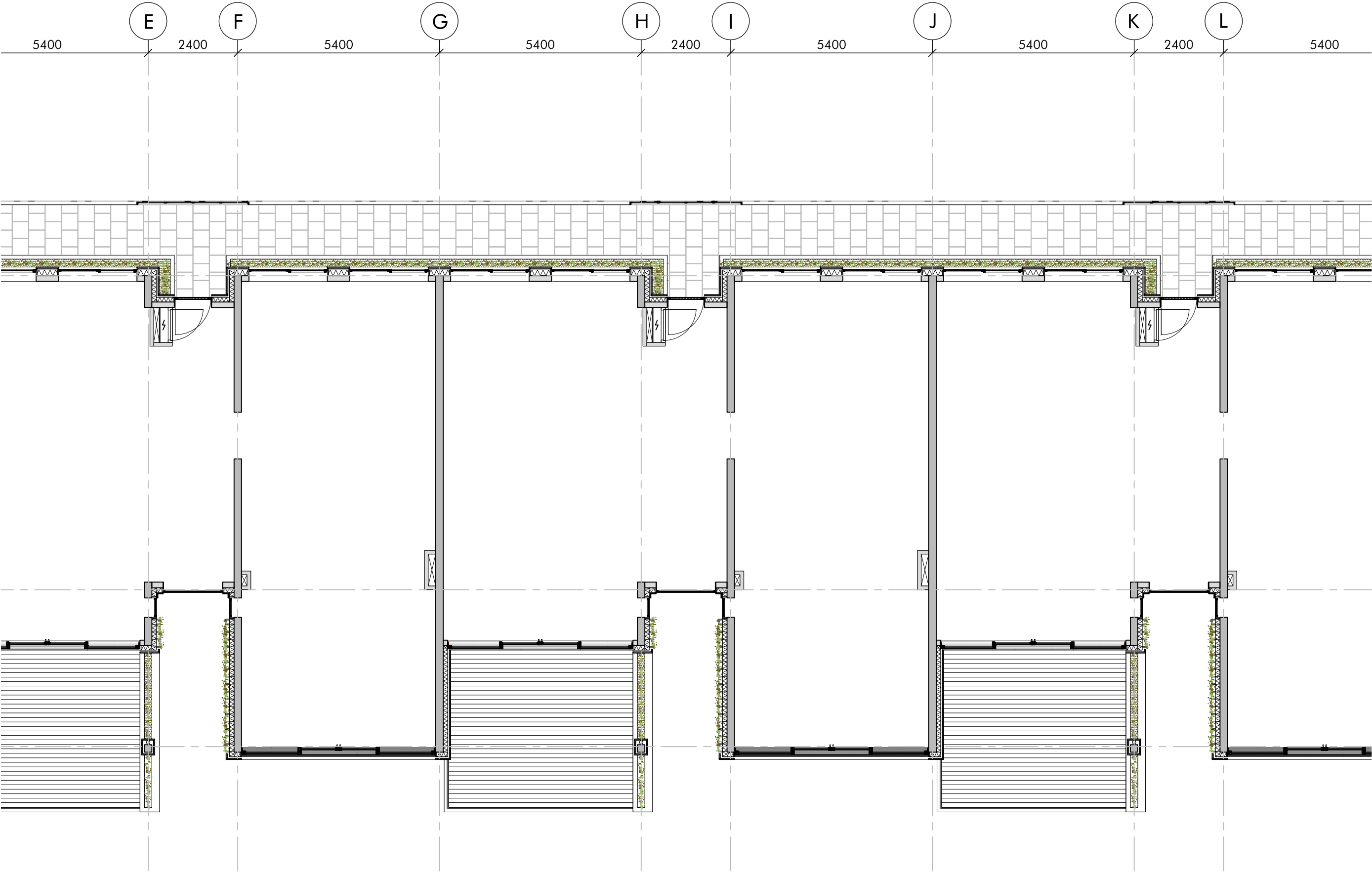


THE GALA

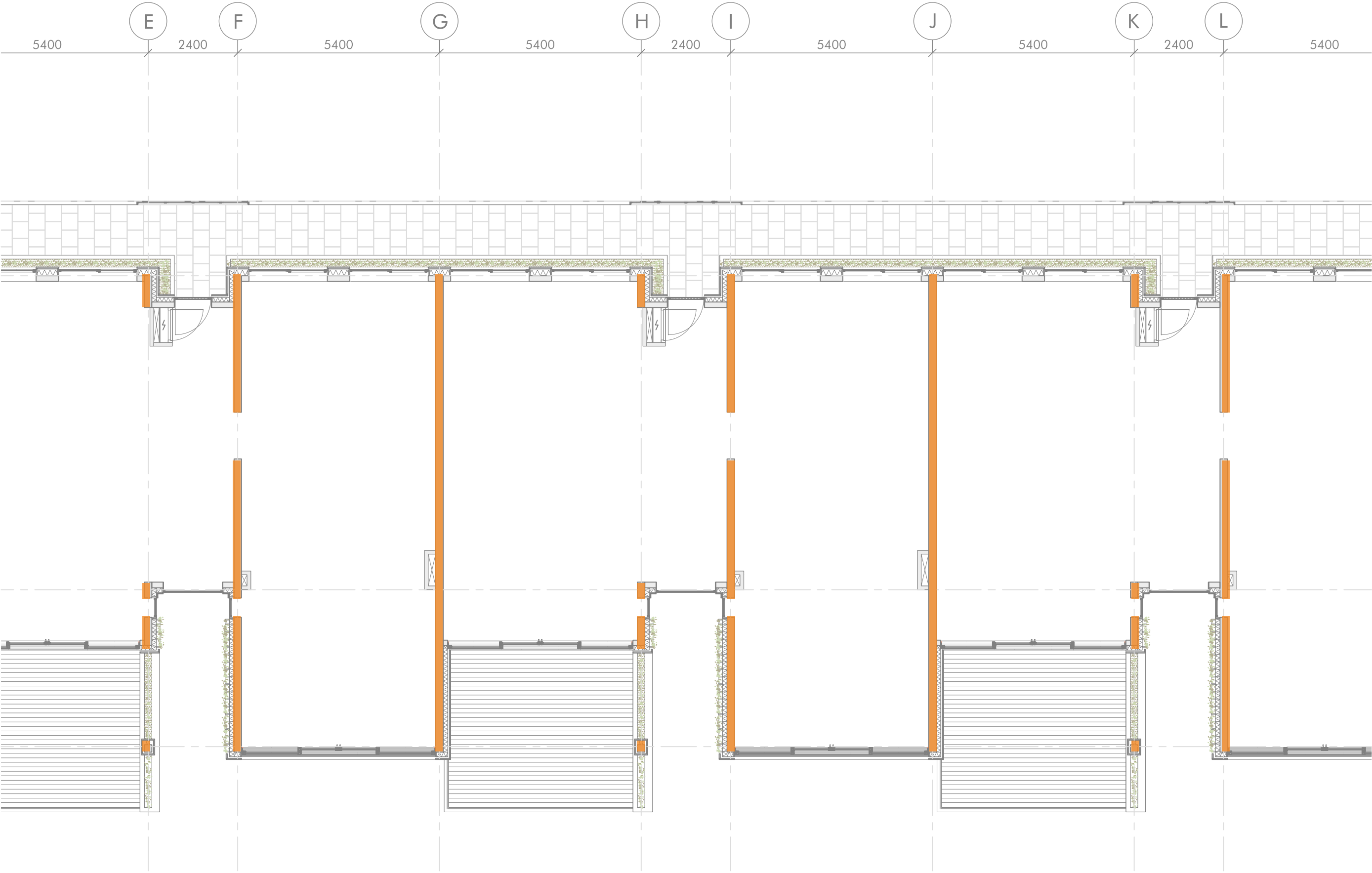
Section B

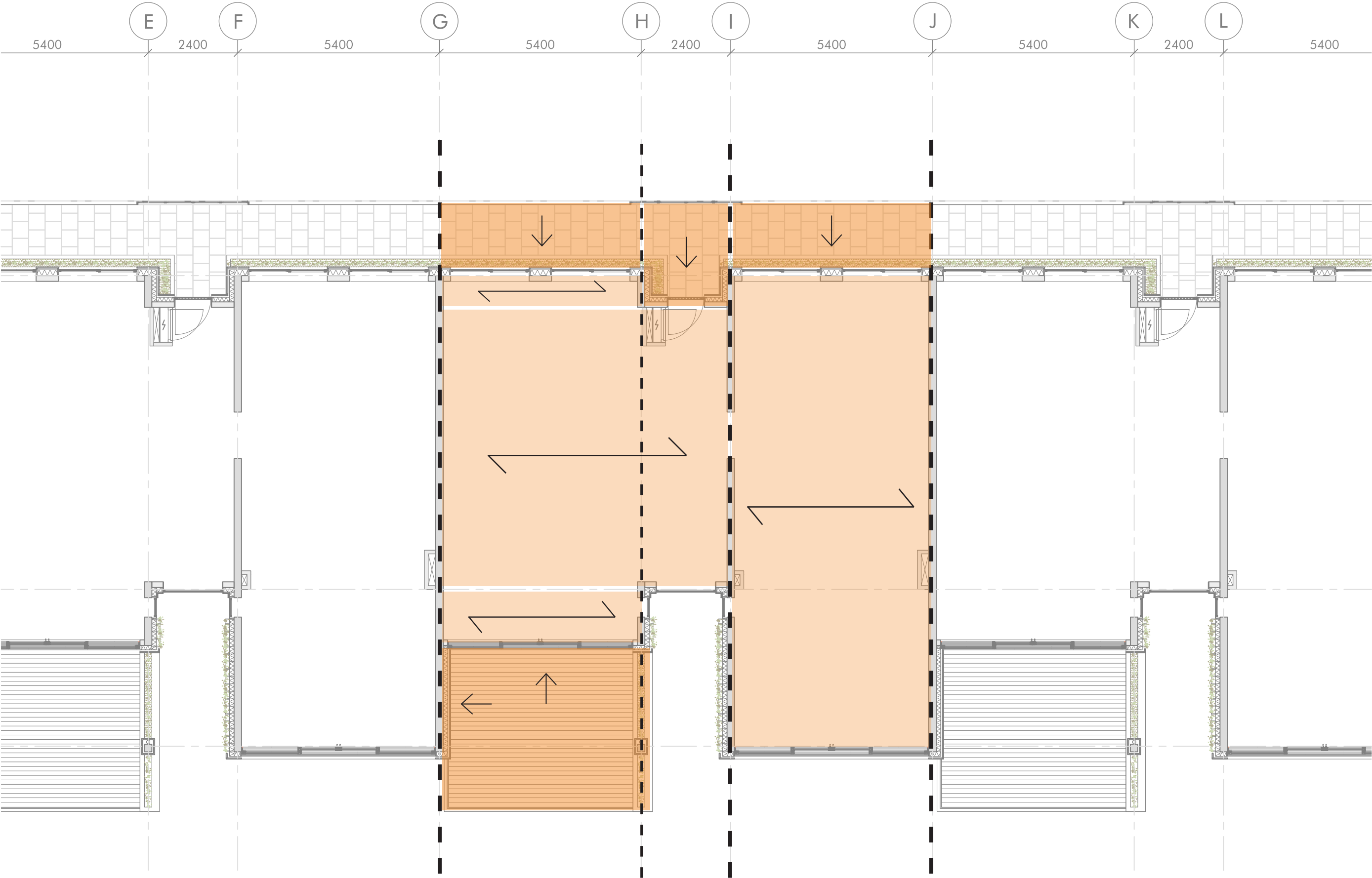




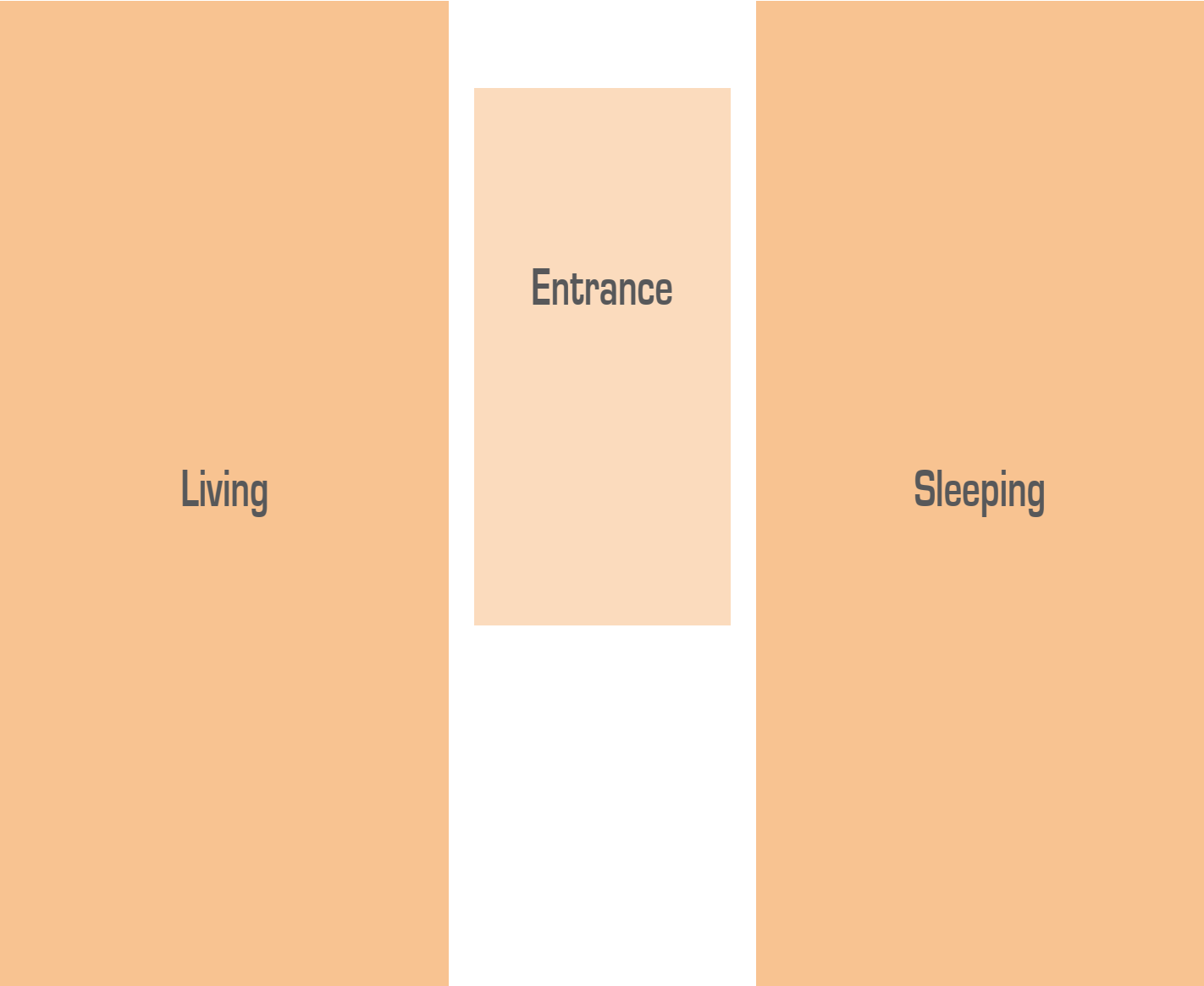


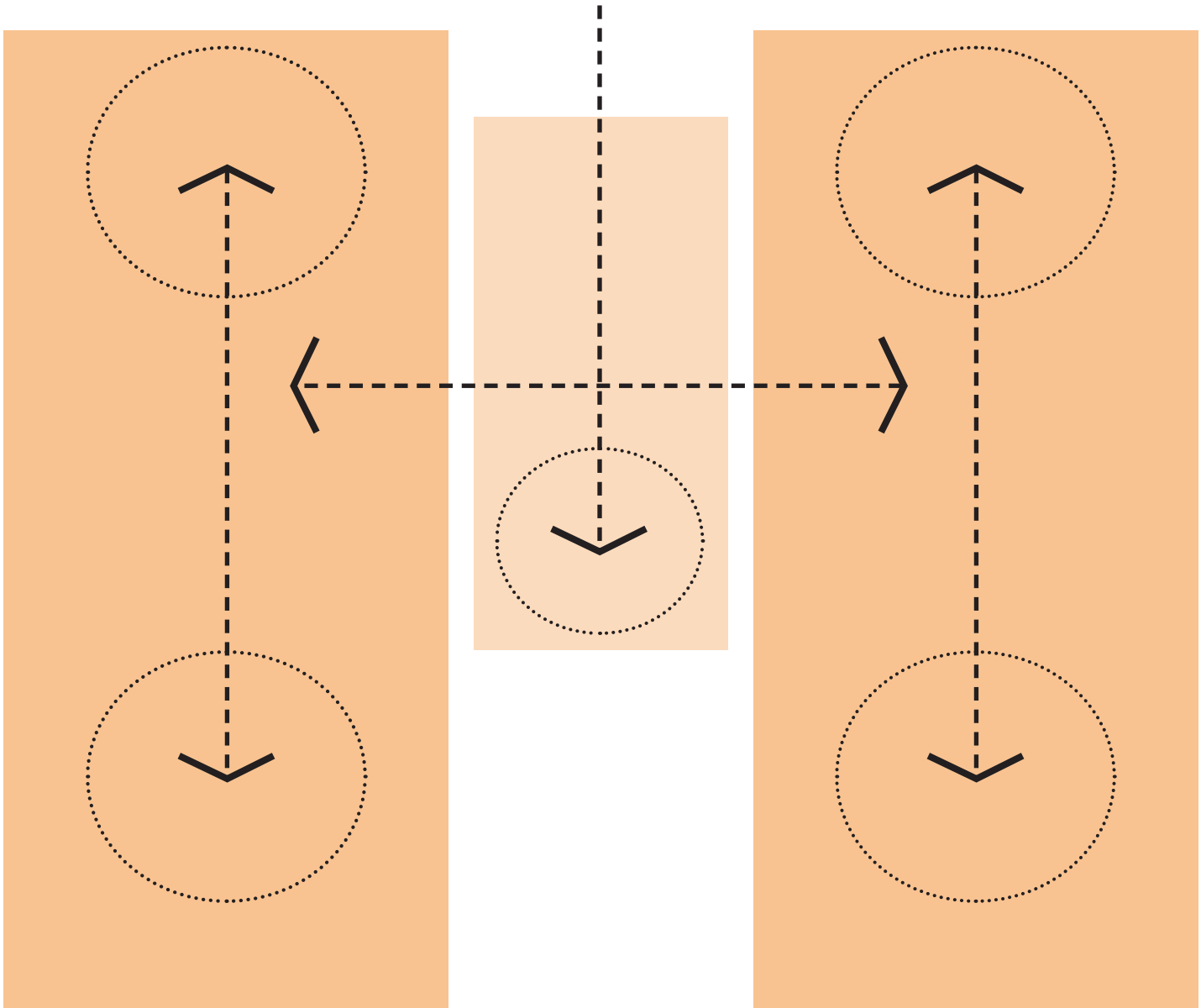




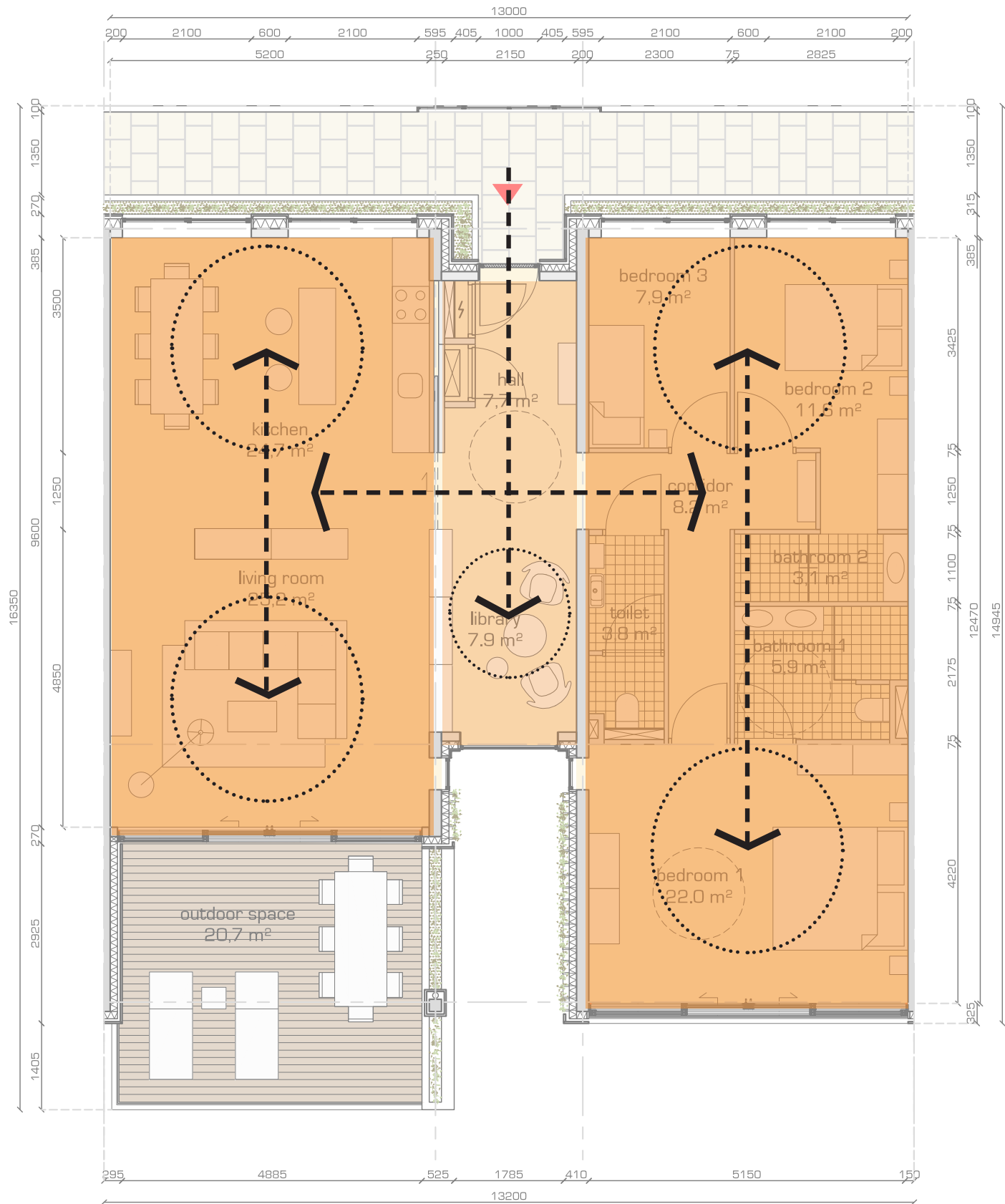


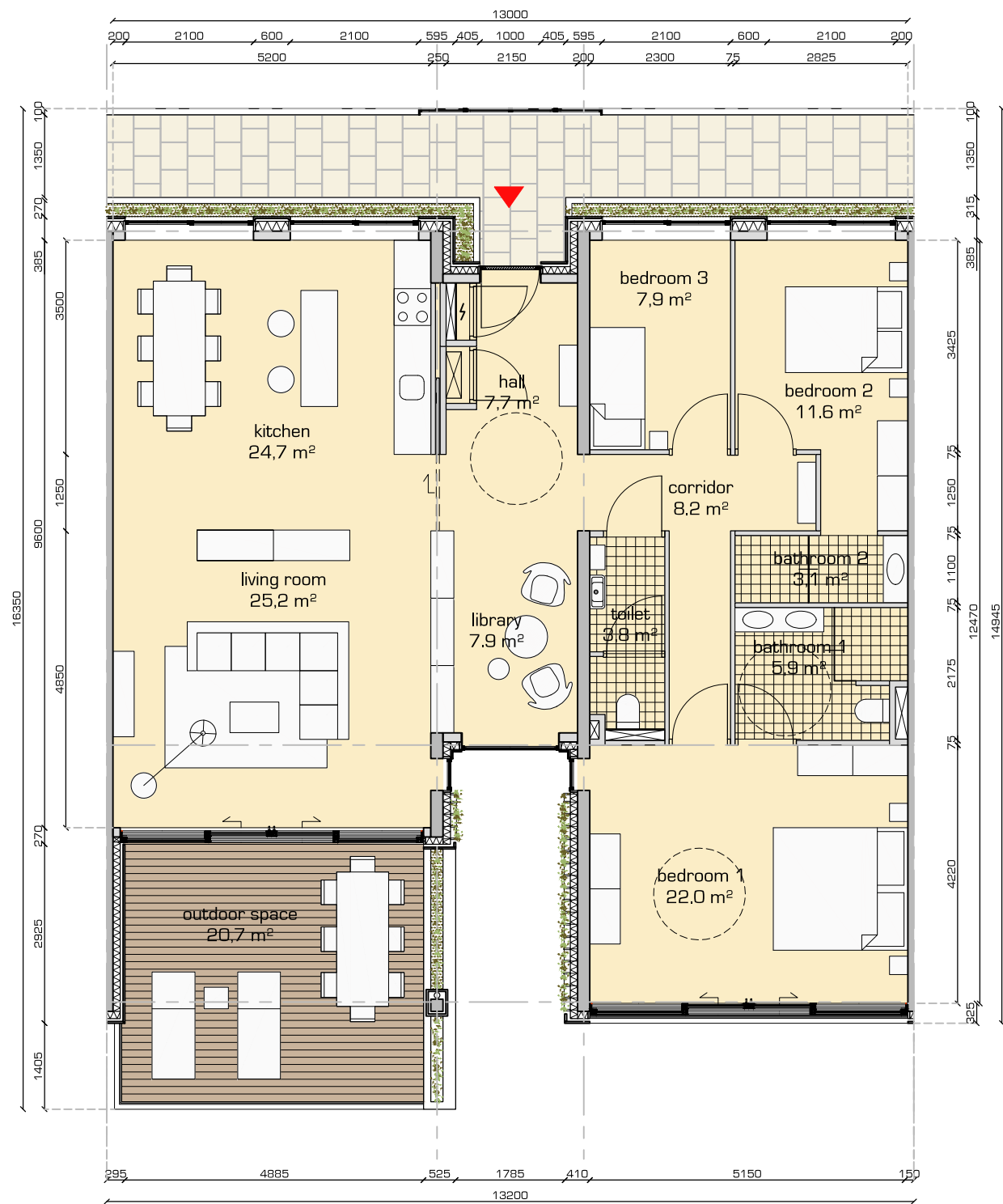




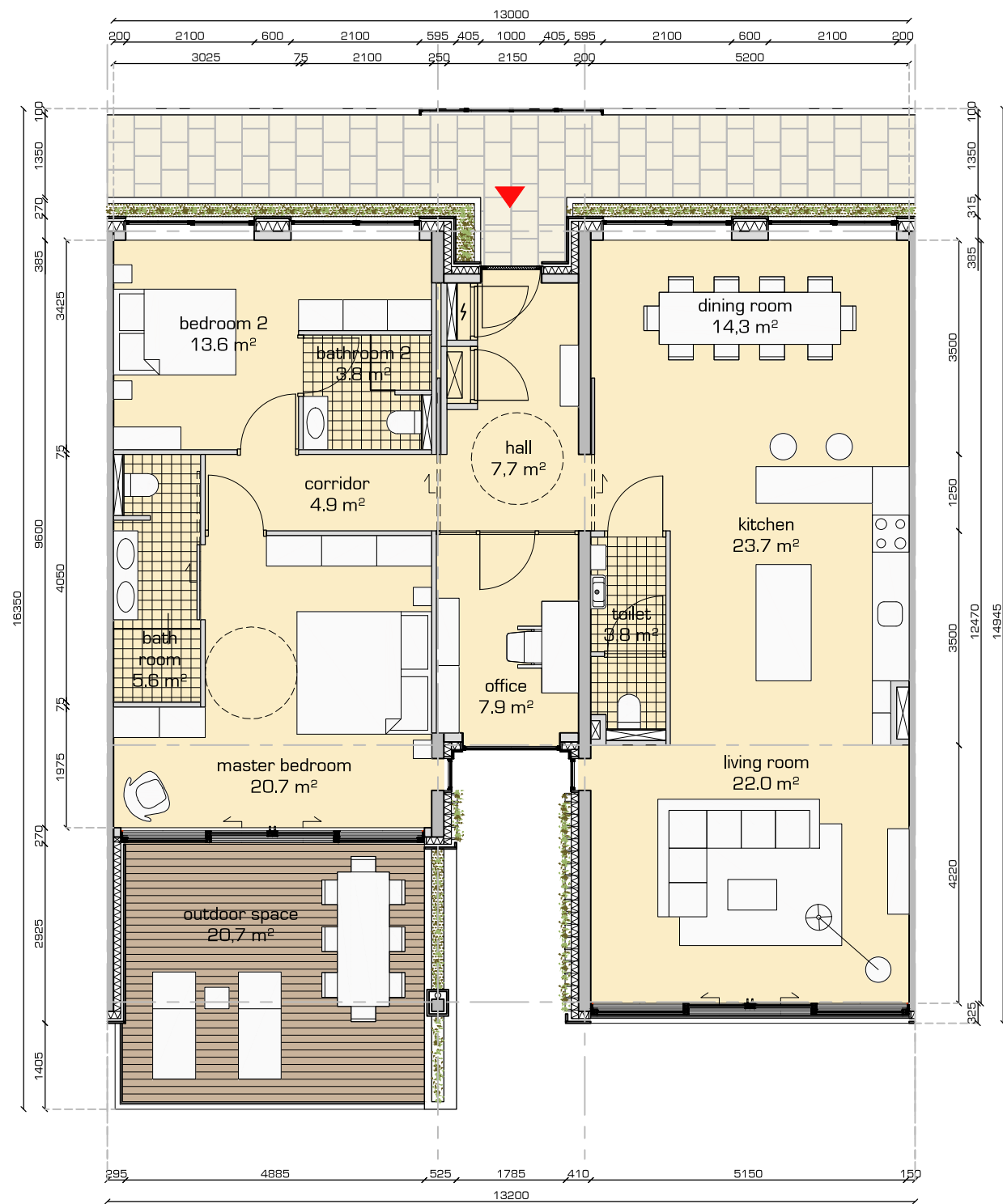








Type A - 130 m²  
3 bedroom apartment



Variant  
2 bedroom apartment









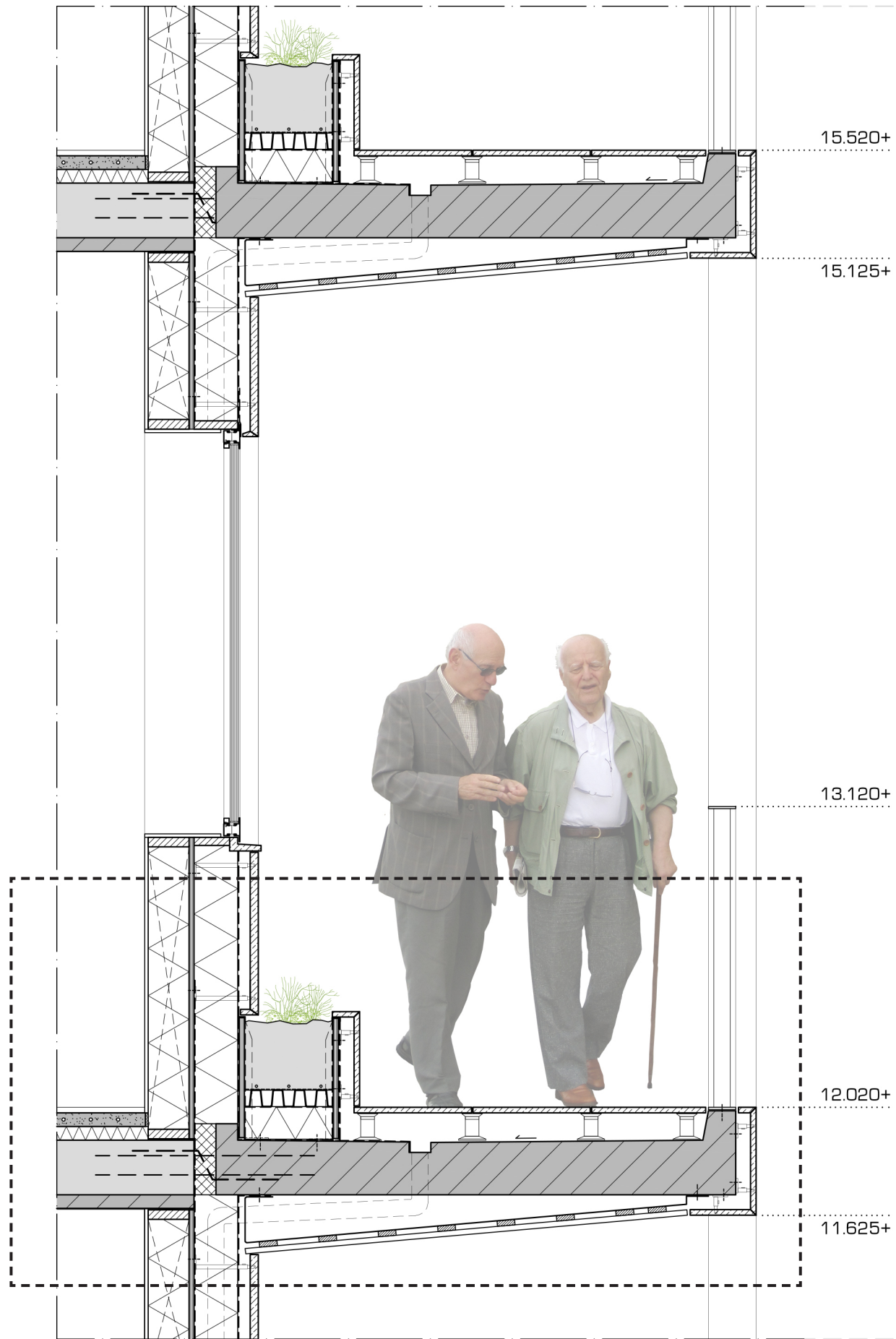




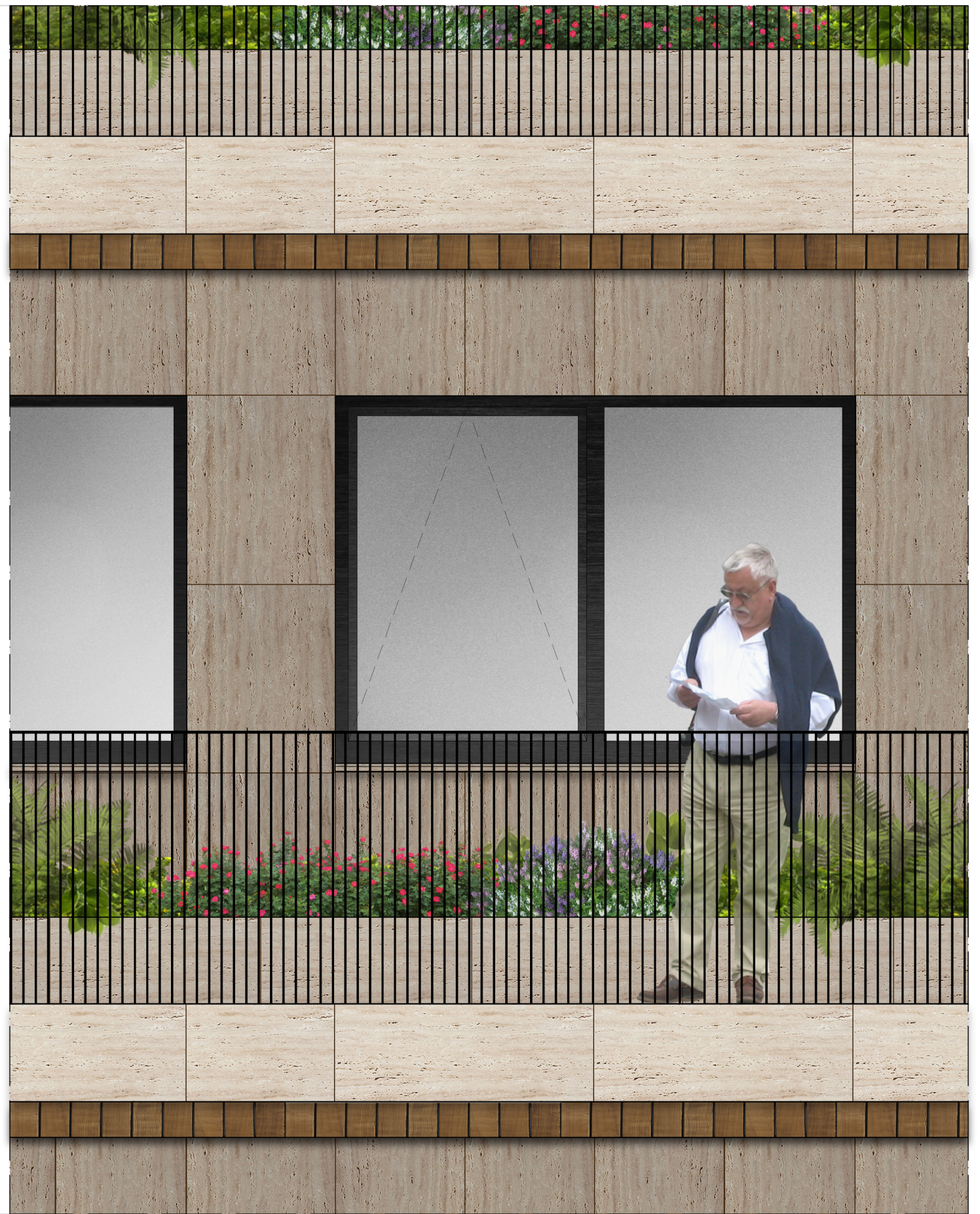






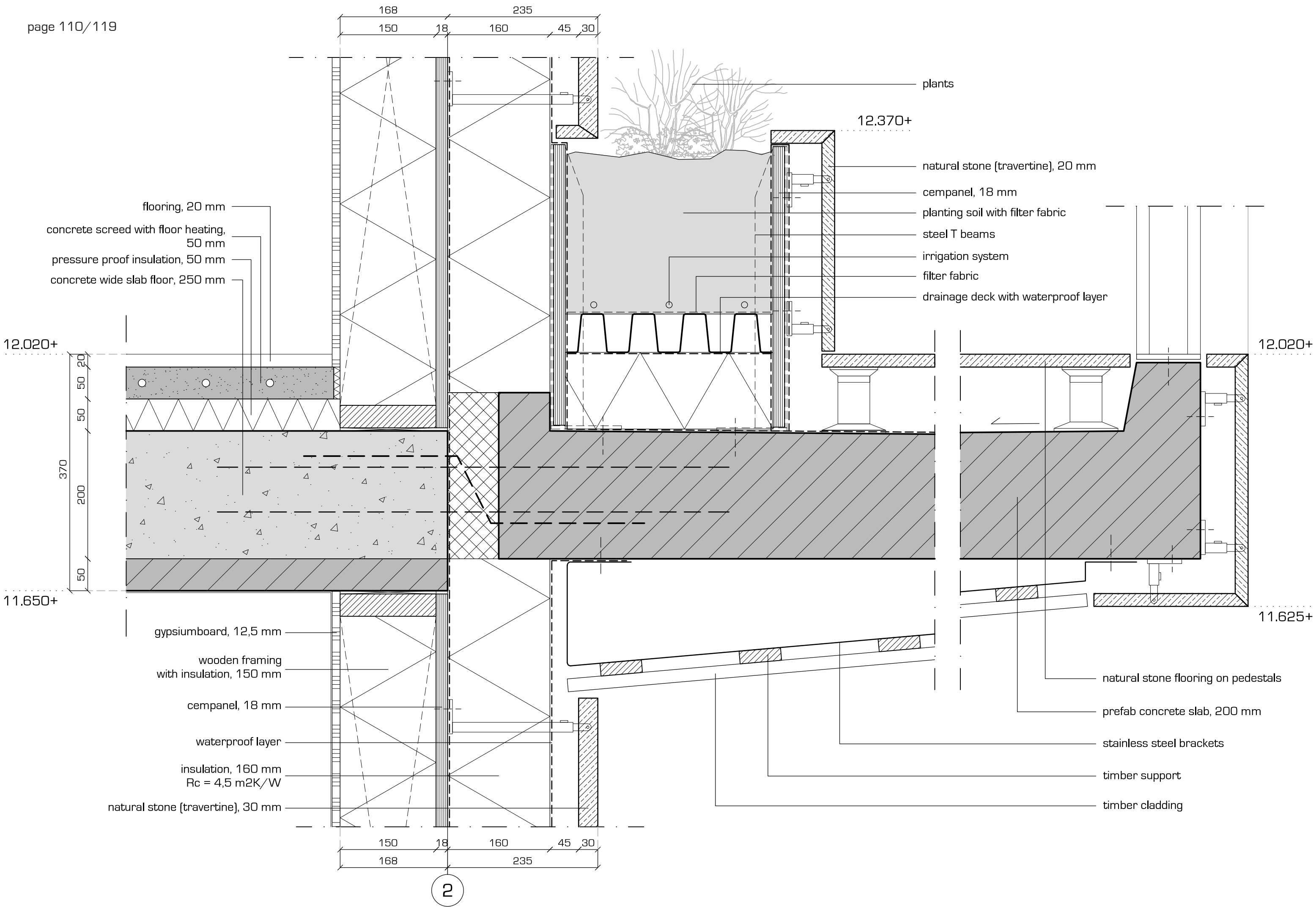


Facade Fragment



Gallery



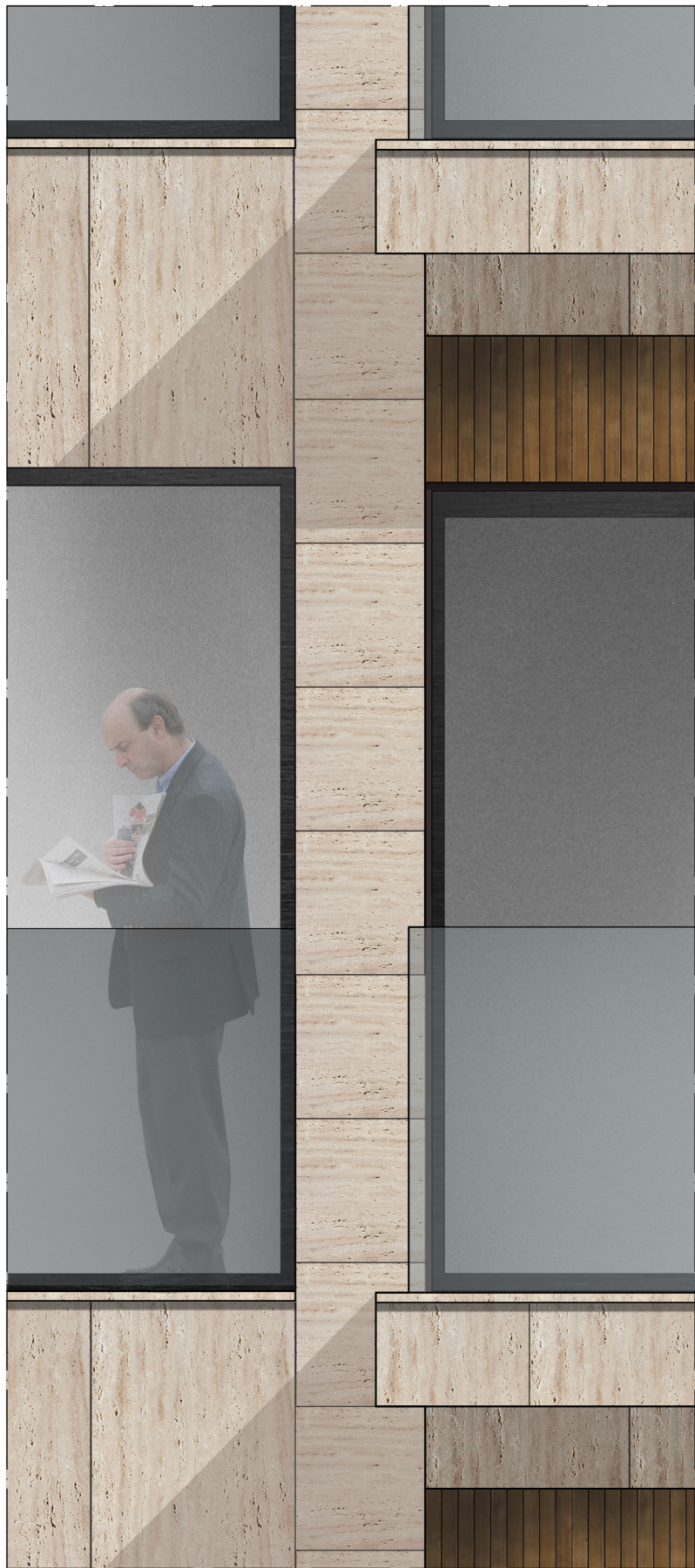






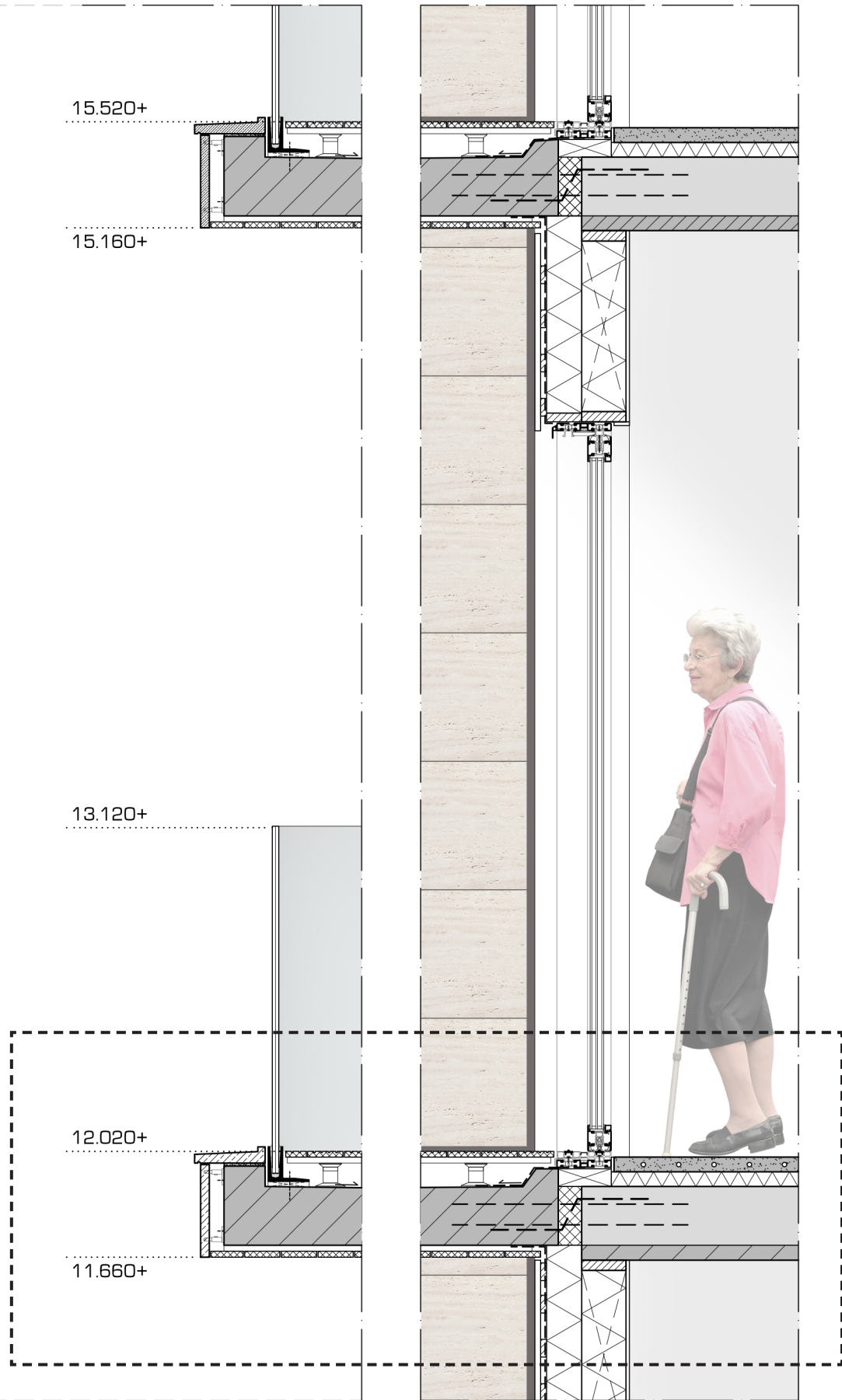


↙



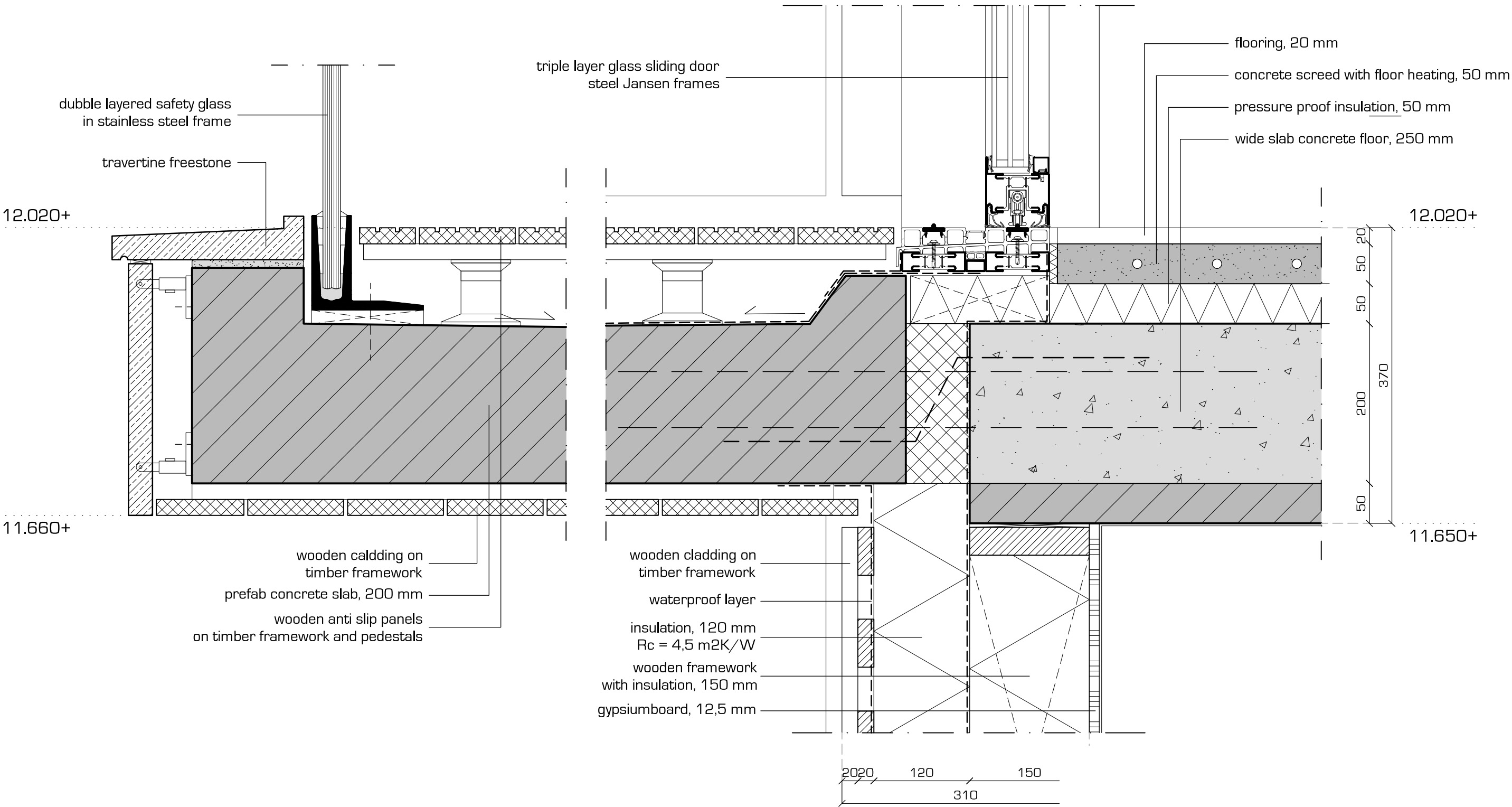
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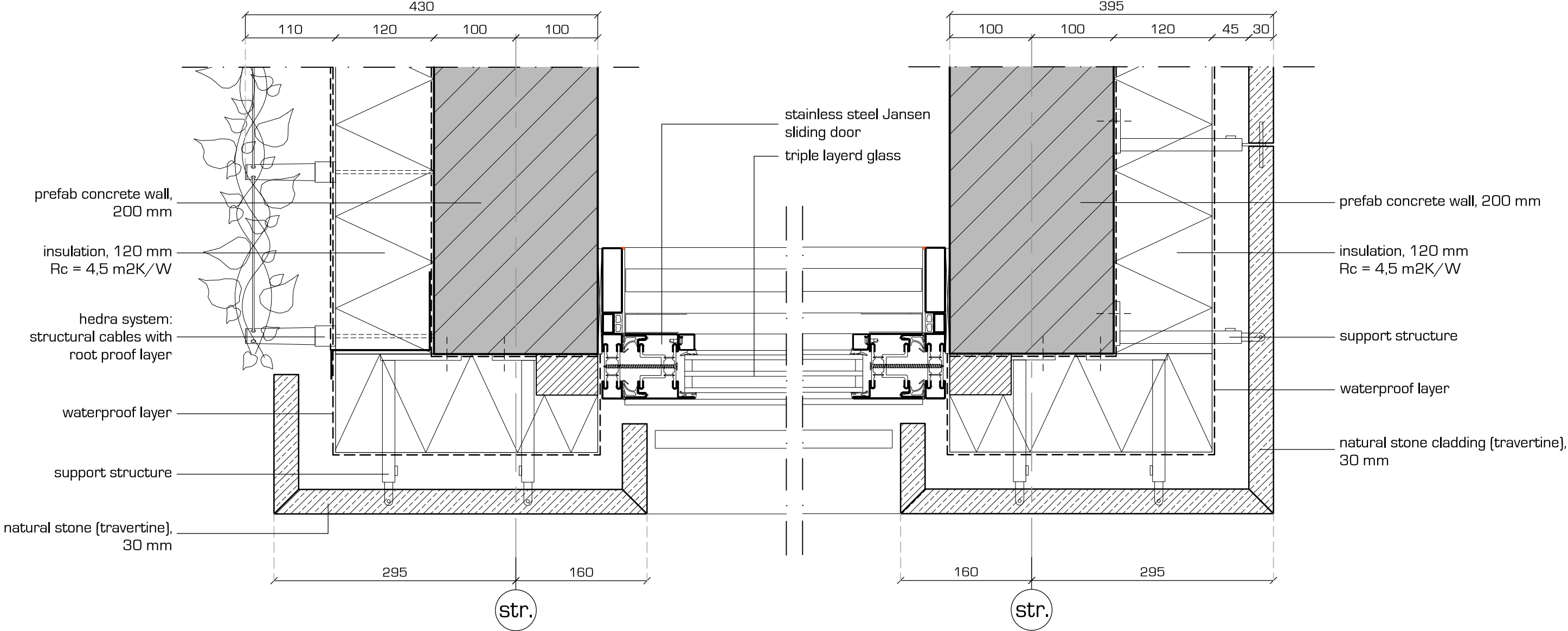
Facade Fragment



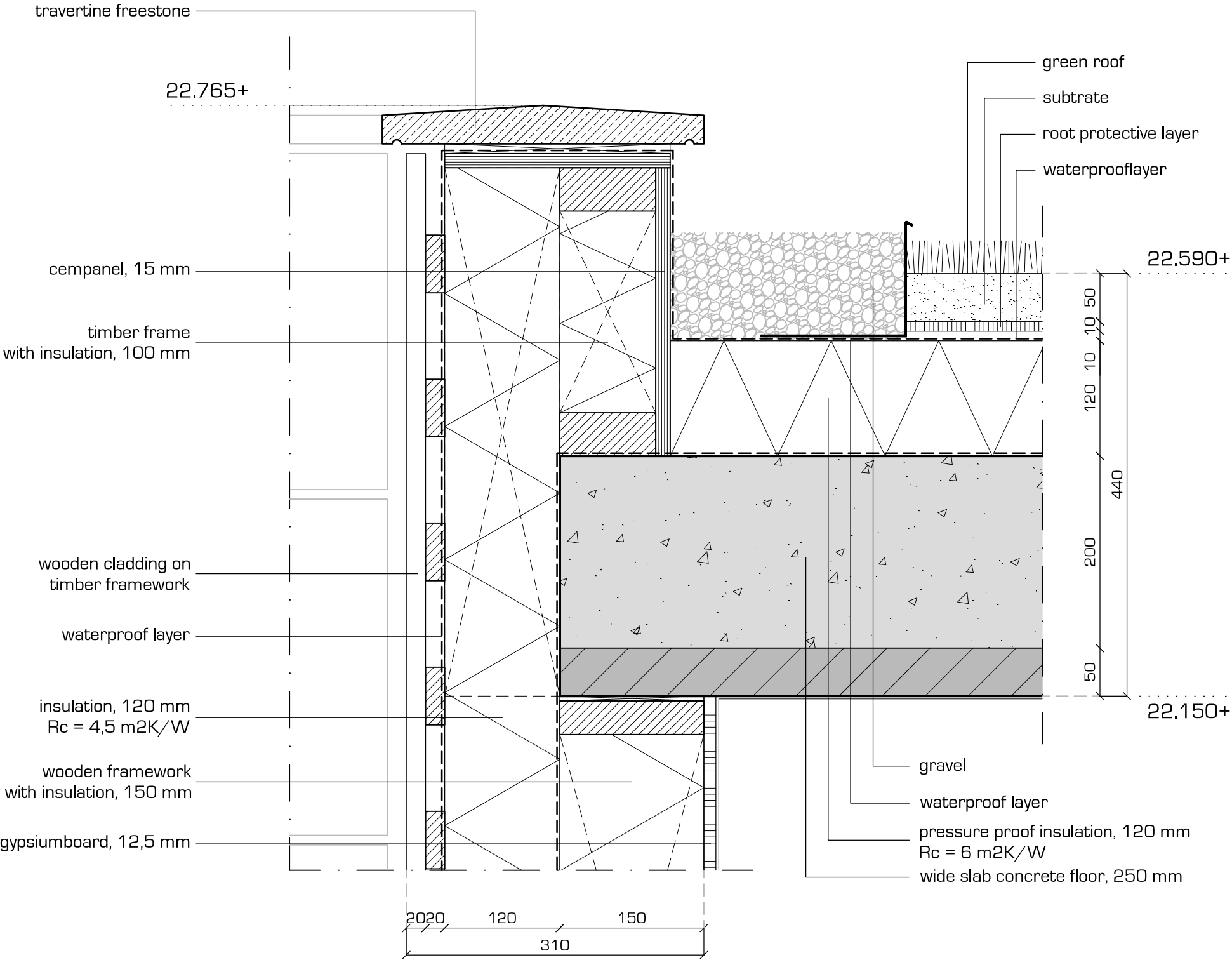
Balcony



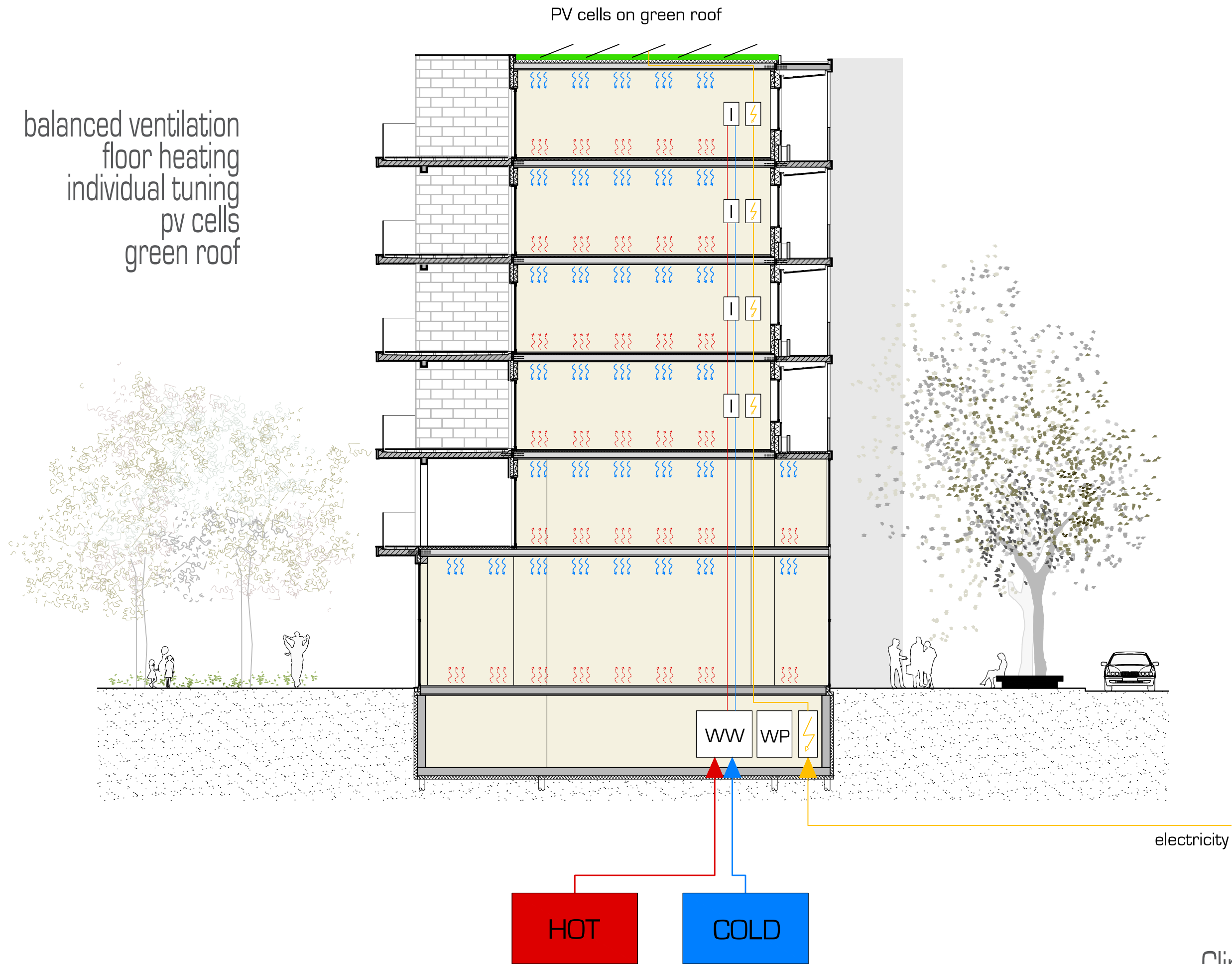








balanced ventilation  
floor heating  
individual tuning  
pv cells  
green roof



Building C

Climate design



# PART 3

## Conclusion

The Breaburn Ensemble meets the needs of:

**AMSTERDAM**

Adding public green space to the city center

Clustering Health & Care related functions

Example of how to approach a scarce void in the city center

**TARGET GROUP**

Offering a well suited alternative that is currently lacking

Enjoy the comfort of having health and care related functions within walking distance

An expression that fits their standard



The Breaburn Ensemble creates an all in one concept for golden agers in familiar surroundings and in a new green heart of the city.

