THE BREABURN ENSEMBLE

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

P5 PRESENTATION | MSc 4 | DUTCH HOUSNG

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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
Morphological transformation
The Apple Market

Current state
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
The Apple Market

Size

> 10,000 m²
APPROACH
Ambition of Amsterdam for 2040 is to densify the city

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

Source:
Structuurvisie Amsterdam 2040 (pp. 89-97)
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

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)

- 88% (84%)
- 12% (16%)
- >95,000
- >155,000

Strong differences between districts

IJburg only 3% while Buitenveldert has 27%
Influx will be the highest in the districts: 

Centrum and Zuid.
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.nui20.nl/dossiers/senioren.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?
Facade & rhythm
Materials exterior

Colors

Detailing
Common spaces
Entrance lobby
Materials interior
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
THE BREABURN ENSEMBLE
Urban section
1 = Pharmacy, 225 m²
2 = Dental Practise, 225 m²
3 = General Practise, 225 m²

THE SMITH

Ground Floor
6 Dwellings

105 m² (excl. outdoor space)
6 Dwellings

105 m² (excl. outdoor space)
Type A - 105 m²
6 x (and 6 x mirrored)

Type B - 105 m²
6 x (and 6 x mirrored)
Variant - 105 m²

living kitchen
Ground Floor

1 = Lobby Residents, 90 m²
2 = Coffee bar, 200 m²

First Floor

3 = Restaurant - Social hub, 290 m²
4 = Outdoor space, 100 m²
Second Floor (Sixth Floor)

2 Dwellings

Type A = 145 m² (excl. outdoor space)
Type B = 118 m² (excl. outdoor space)

Third Floor (Seventh Floor)

2 Dwellings

Type C = 130 m² (excl. outdoor space)
Type D = 145 m² (excl. outdoor space)
Fourth Floor (Eight Floor)

- Type E: 140 m² (excl. outdoor space)
- Type F: 130 m² (excl. outdoor space)

Fifth Floor (Ninth Floor)

- Type G: 140 m² (excl. outdoor space)
- Type H: 130 m² (excl. outdoor space)
1 = Gym, 590 m²
2 = Fysiotherapy, 270 m²
1 = Reception, 55 m²
2 = Spa, 665 m²
5 Dwellings

130 m² (excl. outdoor space)
Type A - 130 m²

12 x

Type B - 130 m²

4 x [and 4 x mirrored]
Living

Entrance

Sleeping
Building C

Type A - 130 m²
3 bedroom apartment

Variant
2 bedroom apartment
balanced ventilation
floor heating
individual tuning
pv cells
green roof

PV cells on 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.