Socio-Economic and Spatial Re-organization of Albert Cuypmarkt
Integration of Low Income Groups into Wealth-Generating Urban Structures

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Introduction

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

[NETWORK]

[MORPHOLOGY]

[RE-FIGURING]

[AMSTERDAM]

[PUBLIC-SPACE]

[SOCIO-TYPELOGY]
Introduction

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

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

Based on the polycentric model of urban development, three distinctive patterns are evident, which divides the city into three major areas.
Introduction Conflict of Income in Urban Space

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

Low-income groups are excluded from privileged urban locations and from wealth generating urban structures. Their access to urban resources are limited. They rarely benefit from important social and economic investments.
Introduction Guiding Principles of Action

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

Henri Lefebvre

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

\textbf{Accessibility and proximity} of low-income groups to socio-economically advantaged locations and urban resources of the city, which are currently dominated by middle to high income groups.
Introduction Area of Intervention

Amsterdam Albert Cuypmarkt
Introduction Area of Intervention

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

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

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

Gemeente Amsterdam; Dienst Ruimtelijke Ordening. “Economische visie winkelgebied Ferdinand Bolstraat” (Amsterdam: 2009). Figure 3

Oude Pijp becoming a part of Amsterdam’s commercial and cultural center.
Introduction of Noord-Zuid Metrolijn: De Rode Loper from Damrak to Europaplein

**Introduction** Area of Intervention: *Why Oude Pijp?*

The land value in Oude Pijp is increasing resulting in extraction of low-income groups from the area.  
[Land value in **2005:** € 2,770-3,570/m² Land value in **2009:** € 4,310-5,900/m² Increase in land value: %160]

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Concentration of Middle Income Households  
€2670-€3340/m²

Concentration of Low Income Households  
€2020-€2670/m²

Concentration of High Income Households  
€5900/m²

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http://www.gisdro.nl/WONINGWAARDE/, last accessed February 16, 2011
Introduction Area of Intervention: Why Oude Pijp?

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

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

Dienst Onderzoek en Statistiek, "Wijkanalyses Zuid: Fact sheets buurtcombinaties stadsdeel Zuid" (Amsterdam: 2009), 9: Figure 1.2
Oude Pijp is undergoing a socio-economic change and receiving investments, which will only favor the high-income groups, at expense of the low-income. Therefore it is an area where an alternative urban investment should be presented, which will also benefit low-income groups.
Introduction Area of Intervention: Why Albert Cuypmarkt?

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

http://www.gisdro.nl/FUNCTIEKAART/, last accessed February 16, 2011
Wealth generated by Albert Cuypmarkt currently benefits only the middle to high income groups.

Introduction Area of Intervention: *Why Albert Cuypmarkt?*

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

Renting a stall in Albert Cuypmarkt
€ 12,230/year (4mx4m)
Introduction Area of Intervention: Why Albert Cuypmarkt?

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

Gemeente Amsterdam
Dienst Ruimtelijke Ordening

Economische visie
winkelgebied Ferdinand Bolstraat

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

Aanleiding.

De Pijp en het (kern)winkelgebied Ferdinand Bolstraat zijn aan het veranderen. Onder invloed van de uitbouwing van het centrummilieu, de verandering van bevolkingsaanwas en de komst van de Noord/Zuidlijn staat het unieke karakter van het gebied onder druk. Verwacht wordt dat deze ontwikkelingen zullen leiden tot een verandering in de karakteristieke vraagstructuur ten schade van de kenmerken van het winkelgebied. De gevolgen daarvan voor het winkelmeubilair, de authentieke karakteristieken en het potentiële van de Pijp voor de stad Amsterdam.

Bijdrage aan een economische visie

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

(Kern)winkelgebied Ferdinand Bolstraat

Geografisch hoort de opdracht in eerste instantie betrekking op Ferdinand Bolstraat aan de Albert Cuypstraat tot de Centurraarbaan; het kernwinkelgebied. Maar de ontwikkelingen in het kernwinkelgebied Ferdinand Bolstraat kunnen niet los worden gezien van de ontwikkelingen in het gehele winkelgebied, inclusief de winkelstraten Ferdinand Bolstraat, Centurraarbaan, Van Woustraat en Albert Cuypstraat. Geografisch hebben we het dan over het gebied van de Stadhouderskade tot de Centurraarbaan en van de Van Woustraat tot de Ruysdaelkade (zie figuur 1).
Albert Cuypmarkt has the potential to house an urban intervention for socio-economic inclusion of low income groups into existing wealth-generating urban structures.
Inter-relational working mechanism of residential and commercial spaces on Albert Cuypstraat:

1. Interviews conducted with vendors on 19 February, 2011.
Rent prices of residential and commercial spaces on Albert Cuypstraat are considerably high.

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

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

Renting a shop in Albert Cuypstraat € 19,200 / year (32 m²)
Renting a stall in Albert Cuypmarkt € 12,230 / year (4mx4m)
Albert Cuypmarkt is **not accessible as a vendor**, by low-income groups.

1. **Rent prices of both shops and market stalls are considerably high:**
   Very difficult for low-income groups to become a vendor in the market.

2. **Shop tenures also rent a high share of the market stalls:**
   Middle to high income groups dominate the market space due to economic advantage.

3. **High share of the market stalls are rented by long-established vendors:**
   Very difficult for new vendors to enter the market due to social and economic disadvantage.
Analysis Spatial Organization

Layout of Albert Cuypstraat: The stalls and shops are organized according to various types of inter-dependency.

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

2. Only shop tenant
   60% of shops

3. Only stall tenant
   57% of stalls

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

- 268 with fixed position: 115 [43%]
  with changing position: 153 [57%]
Circulation in Albert Cuypmarkt:

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

**Secondary flow lines** feed the **shops**, shops receive less customer flow.
Public and commercial space quality of the Albert Cuypmarkt is considerably low.

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

The difficulty of accessibility to the shops, increases the number of ‘shop+stall’ tenures.
The area is highly active economically and socially during day time. (06:00-18:00)
The economic activity of the area decreases drastically at night time. There are recorded problems of crime and prostitution. (18:00- 06:00)
The time and labour force spent in market logistics activities, could be invested in income-generating or recreational activities.

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

Constitutive units
Total Configuration
Structure and Construction
The first principle in the re-organization of Albert Cuypmarkt is the differentiation of stall types in terms of their spatial qualities, rent price and opening hours.
Re-Organization of Albert Cuypmarkt  
Constitutive Units: Stalls

Permanent Market Stall
Temporary Market Stall

**Opening Hours** 09:00-18:00

**Rent Price** € 33,53

**Income Group** Higher Middle

**Spatial Qualities**
- Permanent space
- Stall space is storage space
- Protected against climate
- Permanent envelope

**Opening Hours** 09:00-18:00

**Rent Price** € 18,53

**Income Group** Low-Lower Middle

**Spatial Qualities**
- Temporary space
- Storage available in market
- Roof fabric brought by vendor
- Set-up and removed daily
Re-Organization of Albert Cuypmarkt

Constitutive Units: Stalls

Permanent Market Stall
Temporary Market Stall
Re-Organization of Albert Cuypmarkt Constitutive Units: Stalls

Mobile Market Stall:

- **Opening Hours**: 09:00-18:00
- **Rent Price**: €25.53
- **Income Group**: Middle

**Spatial Qualities**
- Mobile space
- Stall space turns into storage
- Partially protected against climate
- Permanent envelope
Re-Organization of Albert Cuypmarkt Constitutive Units: Stalls

Mobile Market Stall:
Re-Organization of Albert Cuypmarkt

Constitutive Units: Stalls

Early Morning-Night Stall
**Opening Hours** 06:00-09:00 -18:00-21:00

**Rent Price** Labor power/ €6,53

**Income Group** Low

**Spatial Qualities**
- Highly temporary space
- Storage available in market (for extra price)
- Market construction forms the roof
- Space ready to install in
Re-Organization of Albert Cuypmarkt

Constitutive Units: Cores

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

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

Core Type C
- Public Albert Cuypcafe
- Restrooms
- 1 core in every 180 m
Re-Organization of Albert Cuypmarkt  Constitutive Units: Cores

Core Type A: Storage-Event Space- Mobile Night Stall
Core Type B: Office Space- Event Space- Restrooms

09:00-18:00
Office space for rent
Restrooms

09:00-18:00
Common Storage Space
Space for market related re-creational activity
Re-Organization of Albert Cuypmarkt
Constitutive Units: Cores

Core Type A: Storage-Event Space- Mobile Night Stall
Core Type B: Office Space- Event Space- Restrooms
Re-Organization of Albert Cuypmarkt

Constitutive Units: Cores

Core Type C: Public Albert Cuyp Cafe-Restrooms

09:00-18:00
Public Cafe
Restrooms
Re-Organization of Albert Cuypmarkt

Constitutive Units: Cores

Core Type C: Public Albert Cuyp Cafe-Restrooms
Re-Organization of Albert Cuypmarkt Total Configuration

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

**Rail Track**
- Infrastructure for mobile stalls
- Built from old tram tracks

**Cores**
- Non-commercial activity
- Service

**Market Stalls**
- Commercial activity
- Permanent, temporary, mobile stalls

**Public Open Space**
- Circulation spaces
- In-market squares
Re-Organization of Albert Cuypmarkt Total Configuration

The components of the new Albert Cuypmarkt, as well helps to organize the transformation of the existing Albert Cuypmarkt through the course of time.
Re-Organization of Albert Cuypmarkt Total Configuration

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

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

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

The second section of the new Albert Cuypmarkt is transformed.
Re-Organization of Albert Cuypmarkt Total Configuration

The final section of the new Albert Cuypmarkt is transformed. The transformation would continue in the rest of the Albert Cuypstraat.
Re-Organization of Albert Cuypmarkt Total Configuration

The transformation would continue in the rest of the Albert Cuypstraat.
Re-Organization of Albert Cuypmarkt Total Configuration
Re-Organization of Albert Cuypmarkt

Total Configuration

Expansion of existing market typology
Re-Organization of Albert Cuypmarkt Total Configuration

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

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

The organization of the market stalls and cores between 09:00-18:00 is as following:
The organization of the market stalls and cores between 18:00-06:00 is as following:
The main structural system of the new Albert Cuypmarkt is composed of steel construction portals. Main principle is to construct the portals of different heights from few types of mass-produced unit elements. The structural system can be modified for alternative configurations and program through time.

**Core Construction:**
- Double height portals
- I-section steel beams and columns
- Truss elements
- Steel SHS Truss

**Market Stall Construction:**
- Single- Double height portals
- I-section steel beams and columns

**180 m long Market Construction**
- Total Number of I-Section Steel Profiles (For Primary Construction)
  - 252 x 2.60 m as columns
  - 83 x 3.70 m as beams
  - 5 x 3.30 m as beams
Re-Organization of Albert Cuypmarkt Structure and Construction

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

New materials:
- metal mesh facade
- various types of light-weight timber panels

Materials from the existing market stock:
- roof fabric
- steel hollow section profiles

mobile stall: fixed unit
mobile stall: mobile unit

temporary stall
temporary stall
Spatial Organization
Temporal Dynamics
Socio-Economic Structure

Analysis  Proposed Situation

Spatial Organization
Temporal Dynamics
Socio-Economic Structure
Analysis Spatial Organization

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

- **Upper level primary flow line**
  - Single and central circulation axis
  - Axis feeds two lines of stalls

- **Street level primary flow lines**
  - Double circulation axes
  - Each axis feeds a line of stalls and shops.

- **Street level secondary flow lines**
  - Multiple circulation axes
  - Connection between two primary flow lines
  - Connection between street and upper level

- **Street level service flow lines**
  - Central service axis for vendors
Analysis Temporal Dynamics

The re-organization introduces recreational and office spaces into the market structure, in order to create a more hybrid program along Albert Cuypstraat during the day.
Recreational spaces and the early morning/night market activity extends the hours of use of Albert Cuypmarkt beyond 09:00-18:00, adding to the security and the urban space quality of the area after market hours.
The new division and use of time allows all income groups to be integrated into the same market structure.
The labor power, service and money flow of the new Albert Cuypmarkt is as following:

**Secondary Market Activity**
- Early morning-Late night Vendors
  - Free market space
  - Labor power

**Primary Market Activity**
- Temporary Stall Vendors €18.53/day
- Mobile Stall Vendors €25.53/day
- Permanent Stall Vendors €33.53/day

For low income groups:
- Point of entry to the market
- 5% of monthly benefit

Climbing up the income ladder in the market structure:
- Early morning-Late night Vendors
- €7.00/day
- Mobile Stall Vendors €15.00/day
- Permanent Stall Vendors €18.53/day for ground and infrastructure

**Event/Office Spaces**
- Rent per hour

**Albert Cuyp Funding Organization**
- Market management
- Spatial organization
- Market maintenance

**Funding Organization**
- Event/Office Spaces
- Stadsdeel Amsterdam Zuid

**Stadsdeel Amsterdam Zuid**
- Licensing enforcement infrastructure
For low income groups:
Point of entry to the market

Low income

**Event Spaces**

- **Early morning-Late night Vendors**
  - Free market space

**Secondary Market Activity**
- **Early morning-Late night Vendors**

**Primary Market Activity**
- **Temporary Stall Vendors**:
  - €11.53/day
- **Mobile Stall Vendors**:
  - €8.53/day
- **Permanent Stall Vendors**:
  - €15/day

**Stadsdeel Amsterdam Zuid**
- Licensing enforcement infrastructure

**Rent per hour**
- €18.53/day for ground and infrastructure
- 5% of monthly benefit

**Albert Cuyp Funding Organization**
- Market management
- Spatial organization
- Market maintenance

**Event/Office Spaces**
- Socio-economic inter-dependancy between income groups

**Climbing up the income ladder**

For low income groups:

- **Point of entry to the market**

For lower middle to high income:

- **Mobile stall pair**
- **Event space**

**Analysis**

**Conclusion**

- **Event Spaces**
  - **Temporary stalls**
  - **Mobile stall pair**
  - **Event space**
  - **Climbing up the income ladder**
  - **Socio-economic inter-dependancy between income groups**
Conclusion
Conclusion

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

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