Verkade Study Factory

A Catalyst for the Urban Regeneration of Zaandam-Verkadebuurt

P5 Presentation

Student: Ruben Smits

Student number: 1320106

Committee: Esther Gramsbergen
            Tamara Rogic
            Henk Mihl
            Lei Qu

Date: July 2nd, 2013
How to transform industrial heritage into (semi-)public use in an urban context?
Verkade Study Factory - A Catalyst for urban regeneration in Zaandam-Verkadebuurt
Structure of Presentation

Zaanstad 2030; a Masterplan

Zaandam-Verkadebuurt; an Urban plan

Verkade Study Factory; an Architectural design
Zaanstad 2030; a Masterplan
Prognosis Growth of Zaanstad’s Population
(source: CBS)

Prognosis decrease of household size
(source: CBS)

Need of 10,000 dwellings in Zaanstad 2030
Verkade Study Factory - A Catalyst for urban regeneration in Zaandam-Verkadebuurt
Important conclusions

Infrastructure
- The 'Zaan' river formed the first backbone of the area.
- The railway / provincial road is the current backbone of the area.
- Industrial nodes cover large parts of the 'Zaan' river-sides.

Cross connection
- Cross connections are often related to river crossings.
- Exceptional is the Natura 2000 nature area near Wormerveer.

Nature
- Exceptional is the Natura 2000 nature area near Wormerveer.

Monuments
- Monuments are mostly situated along the old dike road along the 'Zaan' river.
- Monuments in Krommenie are positioned along the old 'Zuiderhoofdstraat'.

Visual orientation points

Legend
- Nature
- Industrial area
- Provincial road
- Railway
- Cross connection
- Monument
- ...
Zaanstad as a commuter town of Amsterdam

72 % of the population of Zaanstad commute, of which 60 % go by car
Odor Nuisance  Sound Nuisance  Soil Pollution

Verkade Study Factory - A Catalyst for urban regeneration in Zaandam-Verkadebuurt

Ruben Smits - 1320106
Verkade Study Factory - A Catalyst for urban regeneration in Zaandam-Verkadebuurt
Make Zaanstad a more sustainable city with a higher quality of living and put Zaanstad on the map as a real part of Amsterdam metropolitan area, while keeping the unique identity of the area.
The Zaanlijn Sprinters from and to Amsterdam will run more frequently in 2020.
Densification in station areas.

Additional stations to the Zaanlijn.

Re-use characteristic industrial heritage for public or regional use.
Zaandam Verkadebuurt; an urban plan
Verkade Study Factory - A Catalyst for urban regeneration in Zaandam-Verkadebuurt
Verkade Study Factory - A Catalyst for urban regeneration in Zaandam-Verkadebuurt
Verkade Koekjesfabriek
Den Bosch
Theater, Cinema

Verkade Chocoladefabriek
Zaandam
Public library, Restaurant, Office, Bakery, Fitness
Verkade Study Factory - A Catalyst for urban regeneration in Zaandam-Verkadebuurt

Ruben Smits - 1320106
Verkade Study Factory - A Catalyst for urban regeneration in Zaandam-Verkadebuurt
Verkade Study Factory - A Catalyst for urban regeneration in Zaandam-Verkadebuurt

Biscuitfabriek (in use)

Beschuitfabriek (empty)

Chocolade fabriek (Re-used)
Transform the private industrial terrain into a study campus, combined with the design of dwellings and student housing and connect this urban renewal to the future station.
Verkade Study Campus
Design a sequence of different public squares as a route to connect the different factories of the study campus and to connect the campus to the future station.
Verkade Study Factory; an architectural design
Verkade Study Factory - A Catalyst for urban regeneration in Zaandam-Verkadebuurt
Verkade Study Factory - A Catalyst for urban regeneration in Zaandam-Verkadebuurt
Verkade Study Factory - A Catalyst for urban regeneration in Zaandam-Verkadebuurt
Verkade Study Factory - A Catalyst for urban regeneration in Zaandam-Verkadebuurt
Verkade Study Factory - A Catalyst for urban regeneration in Zaandam-Verkadebuurt
## Program of Requirements

<table>
<thead>
<tr>
<th>Category</th>
<th>m²</th>
<th>Category</th>
<th>m²</th>
</tr>
</thead>
<tbody>
<tr>
<td>laboratory</td>
<td>1000</td>
<td>study spaces</td>
<td>600</td>
</tr>
<tr>
<td>laboratory entrance</td>
<td>80</td>
<td>exhibition space</td>
<td>400</td>
</tr>
<tr>
<td>laboratory storage</td>
<td>120</td>
<td>conference rooms</td>
<td>150</td>
</tr>
<tr>
<td>greenhouse</td>
<td>1000</td>
<td>coffee bar</td>
<td>100</td>
</tr>
<tr>
<td>greenhouse entrance</td>
<td>40</td>
<td>bathrooms</td>
<td>180</td>
</tr>
<tr>
<td>greenhouse storage</td>
<td>60</td>
<td>student association space</td>
<td>75</td>
</tr>
<tr>
<td>crop gardens</td>
<td>1000</td>
<td>class rooms x 4</td>
<td>300</td>
</tr>
<tr>
<td>garden entrance</td>
<td>40</td>
<td>student bar</td>
<td>120</td>
</tr>
<tr>
<td>garden storage</td>
<td>60</td>
<td>E-point</td>
<td>120</td>
</tr>
<tr>
<td>offices</td>
<td>600</td>
<td>Book store</td>
<td>75</td>
</tr>
<tr>
<td>canteen</td>
<td>700</td>
<td>Vegetable store</td>
<td>75</td>
</tr>
<tr>
<td>kitchen</td>
<td>70</td>
<td>Verkade store</td>
<td>90</td>
</tr>
<tr>
<td>2 lecture rooms</td>
<td>800</td>
<td>Infodesk</td>
<td>35</td>
</tr>
<tr>
<td>library</td>
<td>800</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**around 15,000 m² BVO**
Transform the private, industrial factory into a (semi-)public faculty for food sciences with a clear internal organisation of spaces, embedded in the urban surroundings.
Verkade Study Factory - A Catalyst for urban regeneration in Zaandam-Verkadebuurt
Verkade Study Factory - A Catalyst for urban regeneration in Zaandam-Verkadebuurt
Verkade Study Factory - A Catalyst for urban regeneration in Zaandam-Verkadebuurt
Verkade Study Factory - A Catalyst for urban regeneration in Zaandam-Verkadebuurt
Add a building part, making use of contrasting facade materials, while continuing the rhythm of the factories facade and its elevated plinth.

Place strategic entrances connecting the urban situation with the internal organisation.

Designing a double-height hallway axis through which all different functions can be accessed as well as the extension.
Thank You
IR. Smits !!!

Kom het vieren met een hapje en een drankje:

‘Het Meisjeshuis’
Oude Delft 112