The SuikerUnie Factory towards a creative future
A gradual and flexible strategy for the site in Groningen towards a creative urban based development

Summary:
The shift in society from industrial towards a society where innovation, knowledge and creativity are the pillars of the economy is among others the detachment of industrial sites. Governmental organisations are increasingly looking for a new strategic approach for former industrial areas to redevelop, with the help of local (creative) entrepreneurs with limited big investments. We apply this strategy with a design on a former sugar factory in the city of Groningen. This former sugar factory is a 125 hectare big site, with a banana factory site and weaving shop in the periphery of the city. The municipality bought the area in 2010 and is now wondering what to do with this plot of opportunities within their borders. The council has no direct building need, as the resources was needed largely in the area, or the other hand it is aiming to become a ‘city of talent’. The research question is: How to create a spatial strategy for a smaller industrial area, with limited financial means on a former industrial site, in the case of the sugar factory in the city of Groningen?

Research shows that creative entrepreneurs can play an important role in transforming former industrial sites into attractive areas. Therefore it is important to know what spatial elements can attract these creative entrepreneurs to a certain area. It is important for them to aggregate and meet in social places like bars and galleries in a certain area because that why they can enter into contact with cultural gatekeepers. In order to serve this function as well as others, the area can be used as a creative laboratory for other areas. Research shows that creative entrepreneurs are drawn to an area that:

- has a certain sense of place, and is mixed in nature, functions and scale.
- is flexible in their use and provides contrasts of old (industrial) heritage and new (creative) development.
- is a form of inspiration out of others, and the area
- use the creative reputation for their own cause.

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The strategy to redevelop a former, not so popular enclosed site with creative entrepreneurs is by using a form of inspiration out of others, and the area c) use the creative reputation for their own cause. Research shows that creative entrepreneurs are drawn to an area that: a) has a certain sense of place, b) is mixed in nature, functions and scale. c) is flexible in their use and provides contrasts of old (industrial) heritage and new (creative) development. d) is a form of inspiration out of others, and the area.

The strategy to redevelop a former, not so popular enclosed site with creative entrepreneurs is by using a form of inspiration out of others, and the area. The creative district is located on the hardened area of the site. The former factory is redeveloped in a creative factory, the station is placed next to it and provides a link to the other side of the train track. It connects to the current infrastructure and to two redeveloped hangars. One hangar is redeveloped into a biological market and attract potential new inhabitants to the site. A gradual and flexible development strategy is being used to create a new station. The site is split up in three parts; a new creative district, an agricultural park, and a rural area. The creative district is located on the hardened area of the site. The former factory is redeveloped in a creative factory, the station is placed next to it and provides a link to the other side of the train track. It connects to the current infrastructure. The creative factory site is divided into three parts:

- Phase 1: Temporary place-making (provided by municipality & owner)
- Phase 2: The parceling with guidelines (provided by owner)
- Phase 3: Individual use of land (provided by private parties)

Rules and guidelines

- Height main building: < 10m
- Width plot: Min. 4m
- Parking lots: 1 parking spot per residents
- Depth from past 50m: Lining of canal: 4m; Lining of canal: 4m

Analysis:
Connect with surrounding
Ecological value
Upgrade public transport
Waterfront development
Improve accessibility
Use the real estate

Strategy:

- Phase 1: Temporary place-making (provided by municipality & owner)
- Phase 2: The parceling with guidelines (provided by owner)
- Phase 3: Individual use of land (provided by private parties)

Concept:
- Main building: Built a closed front
- Height main building: < 10m
- Width plot: Min. 4m
- Depth main building: < 5m
- Parking lots: Provided by owner
- Depth from past: 50m

Map:

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