



PROJECT SCALE: L - urban & architectural

TEAM LEADER: Architect, Urban Planner or Landscape Architect

SITE FAMILY: From functionalist infrastructures to productive city

LOCATION: Piarcopein, Amsterdam

POPULATION: Amsterdam 835,000

STRATEGIC SITE: 10.2 Ha

PROJECT SITE: 1.86 Ha

SITE PROPOSED BY: City of Amsterdam

ACTOR(S) INVOLVED: Gemeente Amsterdam

OWNER(S) OF THE SITE: Gemeente Amsterdam

COMMISSION AFTER COMPETITION: Assignment to design one part of the public space in Piarcopein

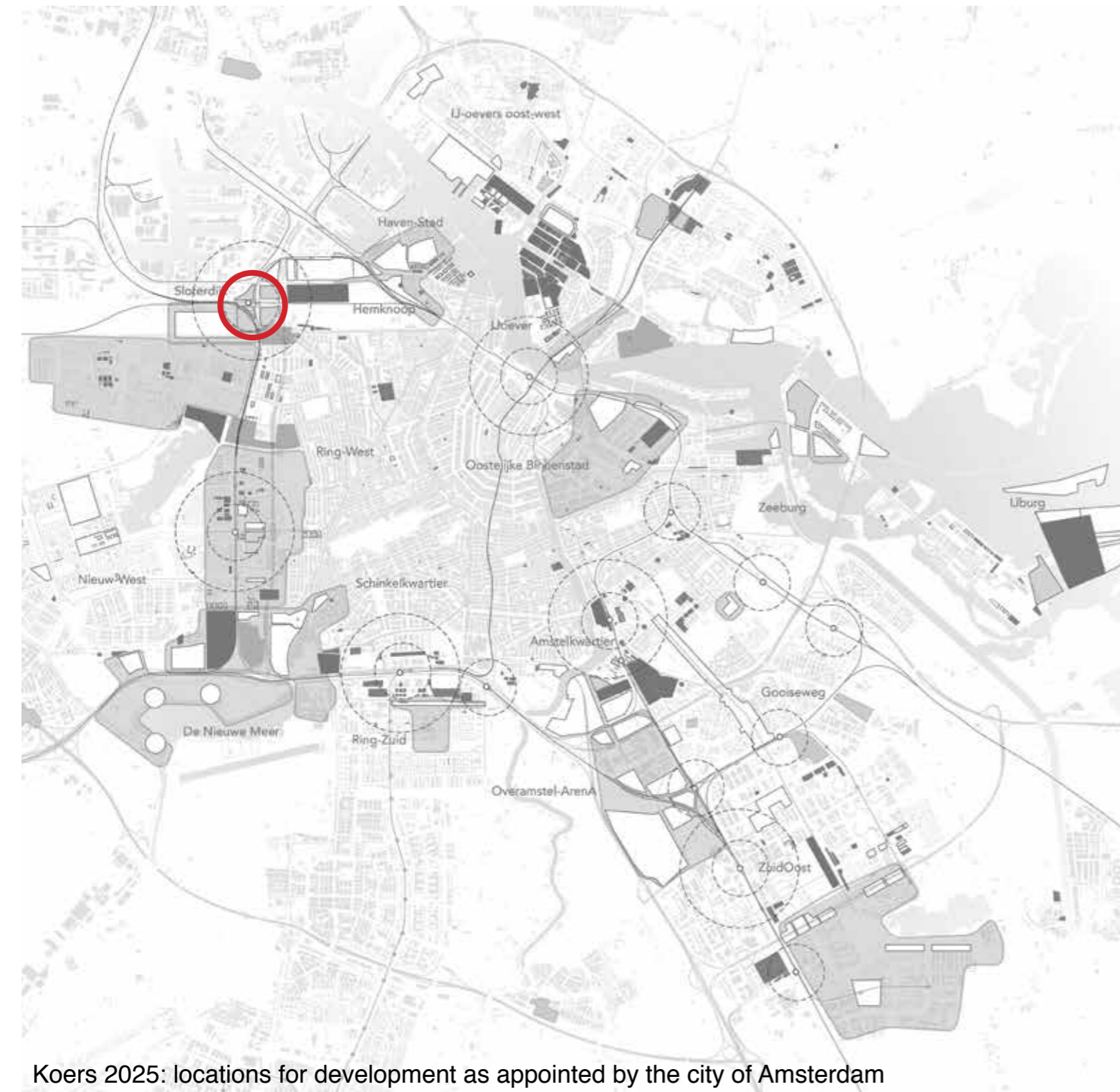
HOW CAN THE SITE CONTRIBUTE TO THE PRODUCTIVE CITY?

Work-related functions characterise the area but the quality of buildings and in-between spaces are poor. After the economic crisis, the city successfully initiated a series of bottom-up regeneration strategies. Looking to the future, the site requires further transformation. The question is what to do and how to do it? For the municipality, this is an open question, but one in which the theme of productivity can be explored in the widest possible sense in search for, perhaps, radical solutions. The site is surrounded by productivity. How can this influence and help orchestrate a new vision for the area?

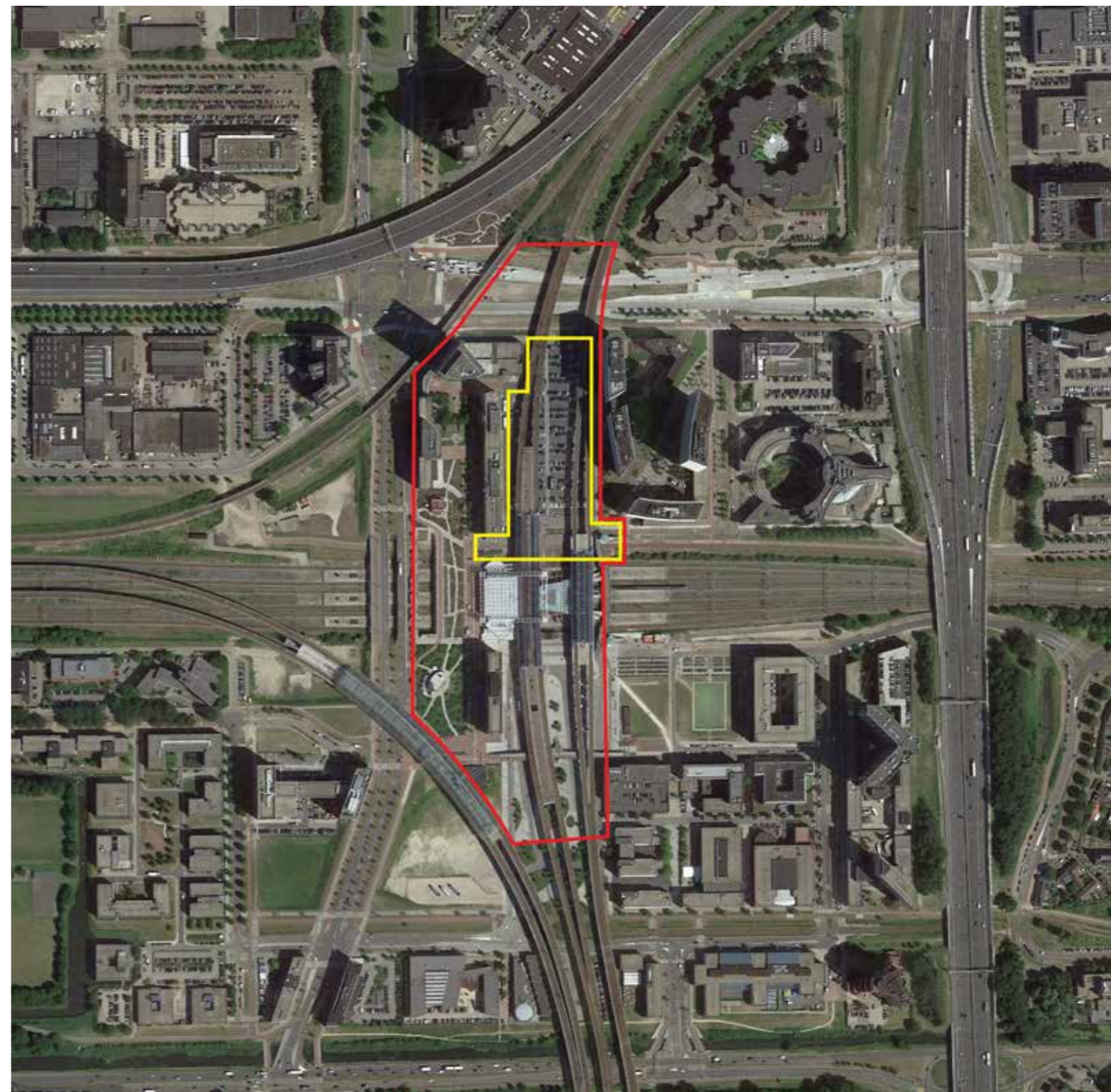
CITY STRATEGY

The long-term strategy is to transform Sloterdijk Centrum from a monofunctional business area into a vibrant, mixed-use urban quarter. Recently, redundant offices have been converted to hotels, student housing, short stay accommodation, retail and other amenities. These changes have been guided by some of the most flexible zoning policies in the Netherlands. Sloterdijk Centrum's location mid-way between Schiphol international airport and the city centre helps to ensure that it will continue to be a dynamic area. There is no clear final image in sight but the large amount of infrastructure will remain a given.

European 14 – Piarcoplein Amsterdam (NL)



Koers 2025: locations for development as appointed by the city of Amsterdam



SITE DEFINITION

Piarcoplein is currently a 'park and ride' area; it's a place where cars are parked for long periods. For people who live in this region of Amsterdam, this is a convenient place to park their car and then travel by public transport either to the airport or to the city centre. Piarcoplein is the least attractive place in Sloterdijk Centrum. The site is both framed and trapped by streets, privatized open spaces and elevated train and metro tracks. The area currently lacks liveliness. The combination of cars on the ground and the bundles of roads, and regional and local transport infrastructure make the area feel like a non-place. And due to the lack of social control there is regular (minor) crime e.g. car burglary.

HOW IS PRODUCTION CONSIDERED IN THE URBAN DIVERSITY PROGRAM?

The city is seeking a vision to transform the site by defining an urban program for Piarcoplein that embraces productivity and mixed-use. Design proposals can range from propositions for new public spaces and/or new buildings. It is expected that the role of the car will change over time. Design proposals are therefore expected to integrate visions on the evolution of mobility and parking. On the project site it is important to consider the connections and public routes that pass through and around the site to and from Sloterdijk Station. By blending new forms of urban activities on Piarcoplein, the area could function as a district node as well

as a gateway to Amsterdam's Haven-stad where in the future, 40,000 new residential units will be realised.

At the scale of the study area, the task is to consider how recent and future developments can be integrated into the context in meaningful ways, both spatially and functionally. An innovative vision for the soft programming of the open areas is expected, focused on ideas to enhance productivity or to show-case the productive qualities of the surroundings. Proposals are expected to create meaningful connections between the three main squares around the station (Piarcoplein, Orlyplein and Carrascopelein) to improve the user experience for visitors and residents.

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Carrascopein



Hatostraat



Orlyplein

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