Eco-Inclusive Districts
Case Study
Kogerveldwijk Zaandam
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Case Study: Kogerveldwijk, Zaandam

- Introduction of the case (area, demographic, etc)
- Challenges for development and assignment for AM
- Sustainability topics (mobility, energy, green, renovating existing houses)
- Social topics
- Working on new tools and models for coöperation
- Spelregelkaart / gebiedsfonds / other ideas
- Opportunities for eco-inclusive approach
- Barriers for eco-inclusive approach
- Discussion
Location

Introduction of the case (area, demographic, etc)
Kogerveldwijk
Zaandam
Kogerveldwijk
Zaandam
MAAK Midden
Kogerveldwijk
Zaandam
MAAK Midden
Assignment & Challenges

Challenges for development and assignment for AM
Request for proposal by Municipality Zaanstad (June 2018):

Looking for a partner:

• Familiar with complex urban development

• Can fulfill an intermediary role between stakeholders / owners and the municipality

• Can organize the necessary investments
Kogerveldwijk Facts (2019):

- Ca 1500 dwellings. Urbanization will add up to 2500 dwellings;
- 165 businesses;
- 60% home-owners, 33% social housing (rent), 7% market rent;
- Hofwijk: >90% social housing;
- Housing value € 177,000 (+16% compared to 2018);
- Average year income € 27,700,-;
- Majority in age group: 25-45;
- 70% non western background;
- 53% inhabitants overweight;
- 53% of 65+ population cronical illness or (medical) condition.
Ambitions:

- River side access, view of the water
- Keep identity (Zaan industrial buildings/culture)

- Better connection between neighborhoods
- Benefits for Kogerveldbuurt by the urban transformation in social terms
- Add jobs
- Good education
- Improve balance housing/industry
- Improve the existing housing and add typologies

- Quality of public space/green
- New buildings; energy neutral, existing; improved, climate neutral neighborhood
- Infrastructure/mobility hubs
- Sustainable mobility
- Electric pylons
WHY?
HOW?
Five Essentials

1. Scales at different scale levels
2. Clear responsibilities for each party
3. Framework for cooperation (integraal samenwerkingsmodel)
4. No direct financial risks for governmental parties
5. Encourage stakeholders and owners to take action
• Stakeholders analyses - BRES
WORKING ON NEW TOOLS AND MODELS FOR COÖPERATION

- DNA Kogerveldwijk (Concept)
• Plots for development (associated assessment framework)
• Map with ‘Game rules’ (concept)
Financial Dashboard

• Insight in district financial model (grex)
• Prioritize investments and actions
• Bring together investment from government and market parties

Legal Urban Planning Framework

• Planning by opens to market initiatives
• Set goals in intention agreements and land-use agreements
• Other legal tools can be used when they contribute to overall goals (wet voorkeursrecht gemeenten e.a.)
Independent “District Master”

• Intermediary between municipality and developers/owners

Platform area development Kogerveldwijk

• Platform for developers in the area led by the district master
Opportunities
Eco-Inclusive approach
Energiearmoedebeleid moet beter: 'Houd rekening met mensen met kleine beurs'

Bij het energie- en klimaatbeleid wordt onvoldoende rekening gehouden met mensen die maar moeilijk de energierekening kunnen betalen.

Deze groep is een groot deel van hun inkomen kwijt aan energiekosten en
OPPORTUNITIES ECO-INCLUSIVE APPROACH
OPPORTUNITIES ECO-INCLUSIVE APPROACH
Barriers for an eco-inclusive approach
How to avoid ‘participation-fatigue?’
Which unconventional partners could benefit from eco-inclusive investments? How do these cashflows run?
Urban developments like Kogerveldwijk are long term processes, but are at crucial moments often depending on political decision making or policies (4 year terms).
ENJOY!