

**THE CITY AT EYE LEVEL**

**SPRING MASTERCLASSES**

**ROTTERDAM**

**APRIL 3RD, 4TH & 5TH, 2017**

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# WELCOME

Dear participant,

We are happy to announce that the Spring Masterclass has officially begun!

To start, we give you this bag, filled with goodies. You can not only find this program book but also:

- the book "The City at Eye Level - second and extended version - Lessons for Street Plinths"
- freshly submitted articles by the scholarship winners
- the case study from B+B on Shared Space in the Mariahilferstrasse.

## ABOUT THE MASTERCLASS

The City at Eye Level platform is all about sharing and open-source. Since we have launched the first book in 2013 we would like to share our experience and world wide cases through lectures and place games. But why not host a in house three day masterclass? We not only share our knowledge and experience, but also hope to connect with different working fields and countries all over the world.

The first masterclass was launched in the Summer of 2016, on a hot day in August. This Spring will be our second, and hopefully, many more will come.

So please use the knowledge gained in the coming three days, spread it around, create more knowledge, co-create with your own community and become a part of the City at Eye Level community.

Enjoy, the City at Eye Level team



# THE SCHEDULE

## DAY 1: GREAT STREETS

Exploring streets. We will experience high quality people-centred public spaces in the city that is continually transforming itself. We'll visit streets in higher and lower income areas, in existing and newly built situations. We will learn about how to get great 'plinths' -- active ground floors -- and streets We will walk and talk with the people behind the transformations. We'll implement the Eye Level game tool for analysing and improving streets in Rotterdam.

Host: CAEL team

Guest: Ron van Gelder (Woonstad Rotterdam) & Frank Belderbos (City of Rotterdam)

Tourleaders: Hans Karssenberg, Jeroen Laven, Siënna Veelders, Yuri Impens & Ioanna Tsakalakidou

## DAY 1: THE CITY AT EYE LEVEL, GREAT STREETS & STORIES FROM PRACTICE - ROTTERDAM INNER CITY

9.00 start @ ZOHO, coffee

9.15 check in: introduction of the group and their aspirations for the masterclass

10.00 intro The City at Eye Level

10.45 intro best practices in Rotterdam

11:30 visit Nieuwe Binnenweg & Kruiskade

13.15 lunch @ZOHO

13.45 Plinth Safari

14:45 introduction to the Eye Level Game, learning by doing

14.00 to the streets (newly build area)

15.30 back at ZOHO, groups work on their presentations

16.30 present & reflect

17.30 relax time

18.00 dinner @Dunya Lokanta

## DAY 2: GREAT PLACES

Explore the city. Learn about the theory behind turning anonymous spaces into exciting, lively places where people feel at home -- and put your knowledge into practice. We'll walk and learn about ZOHO and check out good and bad examples of inner city plinths in newly build blocks. After an deeper introduction on placemaking we'll be learning by doing by implementing the Place Game tool in a concrete place. We'll reflect on the method for your own practice afterwards.

Speaker: Jeroen Laven

Guest: Simona Serafino (B+B – Urbanism and Landscape) & Blanka Bracic (bike & mobility expert)

## DAY 2: PLACEMAKING, TACTICAL URBANISM AND COMMUNITIES - ZOHO

9.00 start @ ZOHO, coffee

9.30 intro placemaking

10.15 visit ZOHO

11.00 intro to the Place Game, learning by doing - Schouwburgplein

11.15 walk to Schouwburgplein

11:30 intro on the square

11:45 start place game: analyse

12.30 walk back to ZOHO

12:45 lunch at ZOHO, lunch and groups work on their presentations

13.45 groups present

14.45 coffee break

15:00 Shared Space - case by B+B – Urbanism and Landscape Architecture

15.45 Mobility and bike friendly cities - guest lecture by Blanka Bracic

17.00 round up - what is still lacking?

### **DAY 3: STREET AND PLACE MANAGEMENT**

A day of reflection, developing process strategies and putting ideas into action. We will learn about how to set up processes of change by a range of sessions developing organisation models, processes and business cases for concrete streets and places -- inspired by a range of examples from practice. A great chance to share your own practice with the international group.

Host: Hans Karssenberg

### **DAY 3: STREET & PLACE MANAGEMENT**

9.00 start @ZOHO, coffee

9.30 intro to street & place management  
introduction

10:15 workshop on everyone's own next steps

11:30 present and discuss

12:30 lunch @ZOHO

13:15

Option 1: city wide strategies and personal casus.

Option 2: design your own newly developed area

- hardware - software -orgware

17:00 check out

17:30 Drinks

18:00 END

# PARTICIPANTS

- Marijke Kuijpers (Municipality of Almere, program Secretary 'Hart van de Stad en aanjager Rondje Weerwater', NL)
- Aleida Winkelman-van Doornum (Municipality of Almere, Project manager Area development, NL)
- Michel Cossee (Municipality of Almere, Senior Plan Economist Floriade 2022, NL)
- Irene van Egmond (Municipality of Nieuwegein, Neighbourhood Coordinator / Project Manager 'Mooi Merwestein', NL)
- Nadine Onrust (Municipality of Nieuwegein, Programmahouder Spacial Domain, NL)
- Esther Weggeman (Municipality of Nieuwegein, Urban designer & project manager, NL)
- Maartje van der Veen (Municipality of Zoetermeer, NL)
- Martijn Noordam (Municipality of Zoetermeer, Project/Program manager, NL)
- Marjan Otter (Reinwardt Academy: Cultural Heritage, Lecturer Marketing and Management, NL)
- Nancy van Asseldonk (Reinwardt Academy: Cultural Heritage, Coordinator Heritage Lab, NL)
- Willemijn van Enk (City of Amsterdam, Urban designer, NL)
- Bram van Melis (City of Amsterdam, Area manager Zuidas, NL)
- Gregory Meckstroth (RobertsDay, Urban Designer, AUS)
- Peggy Totté (Freelance Urban Designer, BE)
- Ronald Backers (Port of Rotterdam, NL)
- Bulelwa Makalima-Ngewana (Cape Town Partnership, CEO, ZAF)
- André Gonçalves (Sobreurbana, Co-founder, BRA)
- Ana Carolina Farias (Sobreurbana, Co-founder, BRA)
- Viktor Kasala (scholarship winner, SVK)
- Dorothee Huber (scholarship winner, AUT)
- Arik C. Day (scholarship winner, CAN)
- Jan Ytterborn (Strategisk Arkitektur, SWE)
- Peter Gotsch (GLORA Associates, DEU)
- Lisette van Rhijn (Freelance & consultant UN-Habitat, NL)
- Lydia Mak (Singapore Tourism Board, Assistant Manager, Lifestyle Precincts Development, SGP)
- Michele Tubaldi (ITA)

# SPEAKERS

## **FRANK BELDERBOS**

*Program manager Bureau Rotterdam Interim Management, City of Rotterdam*

Frank is an experienced area developer, with a feeling for administrative and social relations. Frank was project manager in the process of revitalizing the Nieuwe Binnenweg in Rotterdam, one of the sites we will visit on day 1: best practices in Rotterdam.



## **RON VAN GELDER**

*Project manager Alliance West-Kruiskade, Woonstad Rotterdam*

Ron is project manager in the process of revitalizing the Kruiskade in Rotterdam, one of the sites we will visit on day 1: best practices in Rotterdam.



## **SIMONA SERAFINO**

*Landscape Designer, Bureau B+B - Urbanism and Landscape*

Simona is a landscape designer from Italy, but now living in the Netherlands. For Bureau B plus B she is doing research on Great Streets and wrote an article for The City at Eye Level on their case study in Viena, Mariahilferstrasse (Austria). She will present this on day 2 on shared space.



## **BLANKA BRACIC**

*Transportation engineer, The City of Calgary & University of Amsterdam*

Blanka strives in making her city a more liveable and humane place by improving the walking and biking experience and opening travel options. She will share her experience on pedestrian and bicycle policy, public policy, urban strategy from Canada, America and The Netherlands.



# CAEL TEAM

## HANS KARSSENBERG

*Partner & Senior Advisor, STIPO*

Hans is the founding partner of STIPO, team for urban strategy and development. He advises cities, housing providers, developers and NGOs in the Netherlands and internationally. Hans works on complex urban (re)development and co-creation processes and was project manager for the Rotterdam Plinth Strategy.



## JEROEN LAVEN

*Partner & Senior Advisor, STIPO*

Jeroen is partner at Stipo. He was the project manager for the three plinths pilots STIPO worked on in Rotterdam. He is an urban planner, working on diverse projects in the Netherlands and abroad. Jeroen is active in revitalising ZOHO Rotterdam, a board member of the Vereniging Verenigd Schouwburgplein and Architecture Film Festival Rotterdam. In all his projects he has a love for co-makership, good public space and plinths, and combining long-term vision and short-term action.



## SIENNA VEELDERS

*Junior Advisor & urban heritage expert, STIPO*

Siënna is a recently graduated urban heritage expert at STIPO. She is projectmanager of the City at Eye Level academy, researcher for the inner city of Doetinchem and shares the world of STIPO and The City at Eye Level with the world through the online channels like the website and social media channels.







# EVALUATION FORM

The Spring Masterclass has come to an end, we hoped you enjoyed it.

To get your feedback it would be great if you could fill in this evaluation form, tear it out and give it to our team. Many thanks!

## OVERALL

What is your overall evaluation of the Masterclass?

1	2	3	4	5	6	7	8	9	10
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How useful were the debriefs at the end of each day?

1	2	3	4	5	6	7	8	9	10
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Would you recommend the Masterclass to colleagues?

1	2	3	4	5	6	7	8	9	10
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## DAY 1

The City at Eye Level (Hans)

1	2	3	4	5	6	7	8	9	10
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Best practices Rotterdam (Frank & Rob)

1	2	3	4	5	6	7	8	9	10
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The City at Eye Level Game

1	2	3	4	5	6	7	8	9	10
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## DAY 2

Placemaking (Hans)

1	2	3	4	5	6	7	8	9	10
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Walk n Talk ZoHo (Jeroen)

1	2	3	4	5	6	7	8	9	10
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Place Game (Schouwburgplein)

1	2	3	4	5	6	7	8	9	10
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Shared Space (Simona)

1	2	3	4	5	6	7	8	9	10
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Mobility & bike friendly cities (Blanka)

1	2	3	4	5	6	7	8	9	10
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## DAY 3

Street & place Management (Hans)

1	2	3	4	5	6	7	8	9	10
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Final Workshop: Ideas in Action

1	2	3	4	5	6	7	8	9	10
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# ABOUT THE CITY AT EYE LEVEL

Public space quality is the backbone of a sustainable city. Great streets, places where you intuitively want to stay longer, human scale interaction between buildings and streets, ownership by users, placemaking and good plinths (active ground floors) and a people-centred approach based on the user's experience – that is what The City at Eye Level is all about.

The City at Eye Level is a book, an open source learning network, and a program for improving cities, streets and places all over the world. The second edition was written by over 90 contributors, edited by Stipo and put together in partnership with UN Habitat, Future of Places, Gehl Architects, PPS Project for Public Spaces, the Faculty of Architecture and Urbanism of PUCRS – Porto Alegre, and Copenhagenize.

We turn streets, plazas and areas into places where people feel at home and want to stay (placemaking). We let buildings contribute to the quality of public space with their ground floors (plinths). With the communities, we set up strategies for cities, areas, streets and plazas. Our method combines use, design and organisation (software, hardware and orgware). We work on the level of the building, the street and the context. We are aimed at improving the city at eye level and at creating a public space with human scale, interaction and human experience. [Cover\\_CityatEyeLevel](#)

With knowledge as a fundament, we help cities and their partners to develop strategies to create and improve their own great City at Eye Level. With our worldwide network of local partners, we:

- set up rules and strategies for new city development;
- help change existing streets and districts;
- set up place and plinth games to co-create with the local network;
- set up street coalitions and place management;
- give public lectures;
- and organize training programmes and master classes.

# ABOUT STIPO & THE CITY AT EYE LEVEL

STIPO initiated The City at Eye Level. We are a multi-disciplinary consultancy team for urban strategy and city development. Our operating area consist of spatial planning and strategy with economic, social and cultural area development, community planning and co-creation, public space quality and placemaking.

## **STIPO offers an open window to a better city.**

We are based in Rotterdam, Amsterdam, Stockholm and Thessaloniki and have extensive experience in international exchange settings. STIPO works for cities, housing providers, regions, ministries, NGOs, private developers, knowledge and innovation centres, international networks and universities.

“STIPO” stands for Strategy, Innovation, Process development and Open-source. STIPO started at the University of Amsterdam in 1992. Our core values are long lasting quality, soul of the city, variation of functions, ownership of citizens and public quality.

We approach the city as a whole with connecting spatial, social, economic, and cultural components. Our team works by the innovative and strategic STIPO approach. We work in collaborative networks, involving partners and co-makers from both the ‘planned city’ and the ‘lived city’. We bring knowledge and action together. As a public developer we make ourselves co-responsible to bring these ideas from the strategic level to

implementation, always with the co-makers we involve in the projects.

STIPO has developed an extensive experience in innovative projects, both in The Netherlands and internationally. Stipo shares its knowledge open source through training programmes, concept development, complex project management in urban practice, knowledge exchange, and social media.

We work on urban development, the shift from making to being a city, co-creation and community-based urban development, area coalitions and setting up collaborative investment strategies, social and technological innovation, incubator strategy, cultural clusters and innovation districts, organic renewal, urban anthropology and urban psychology, social enterprise, public space and placemaking, child-friendly areas, vacant buildings and temporary use, tactical urbanism and long-term strategies, and The City at Eye Level.

[www.stipo.nl](http://www.stipo.nl)

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