ENTRADA

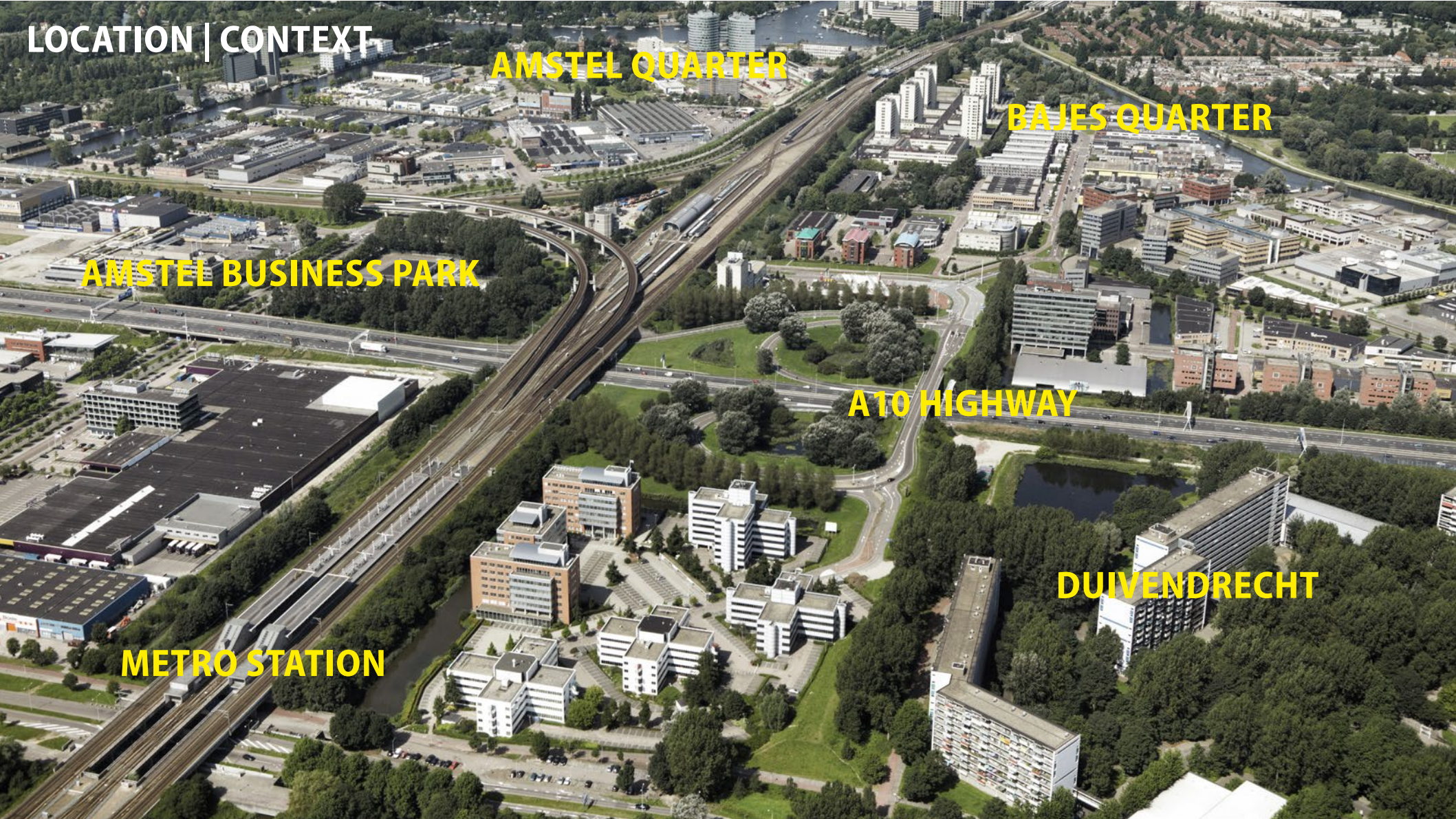
25 SEPTEMBER 2018

CONCEPT

URHAHN
STEDENBOUW
& STRATEGIE

CONTENT

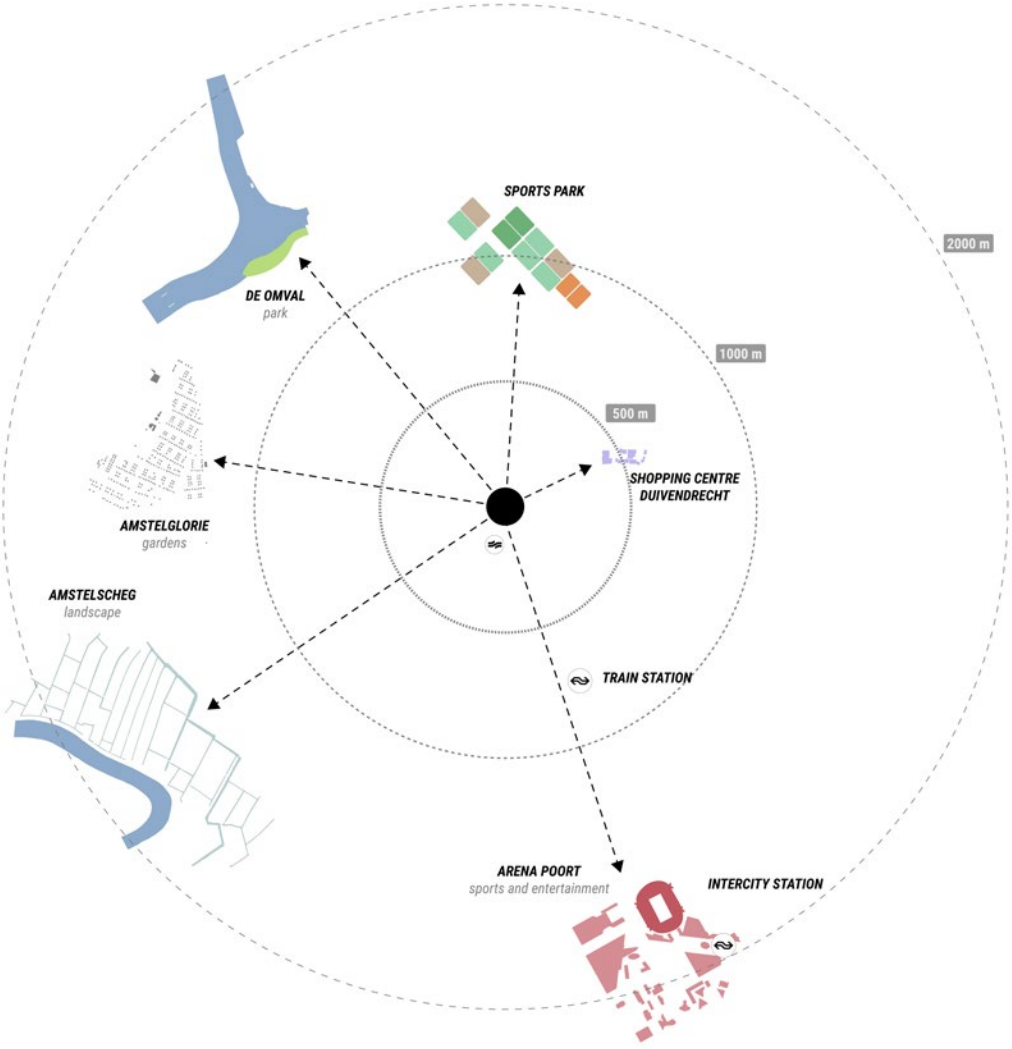
LOCATION | CONTEXT



CONTEXT | POSITIONING

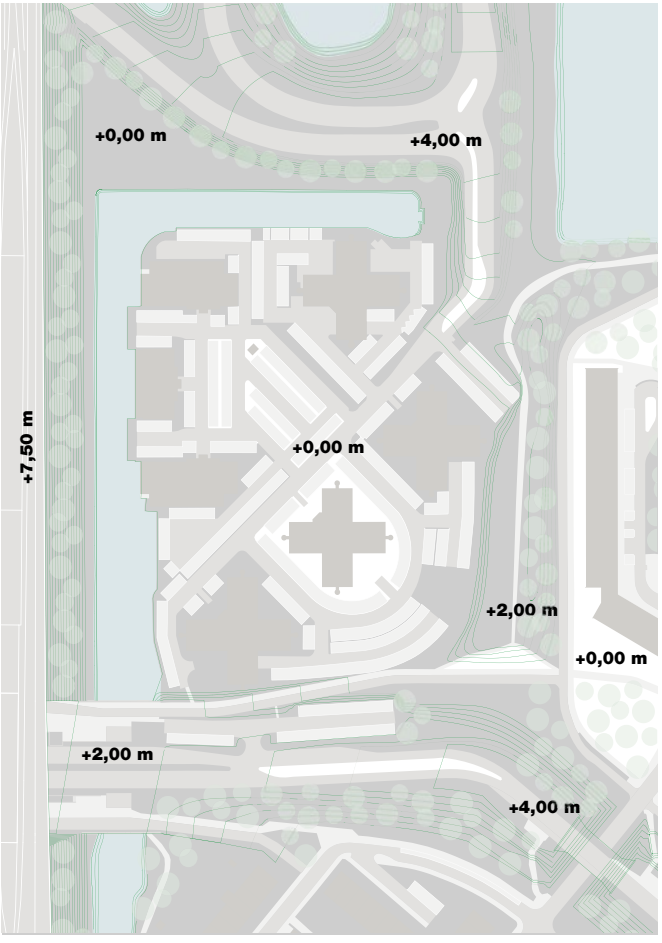
Entrada is well connected on the regional and city scale.

> density fits the location



CONTEXT | ISLANDS

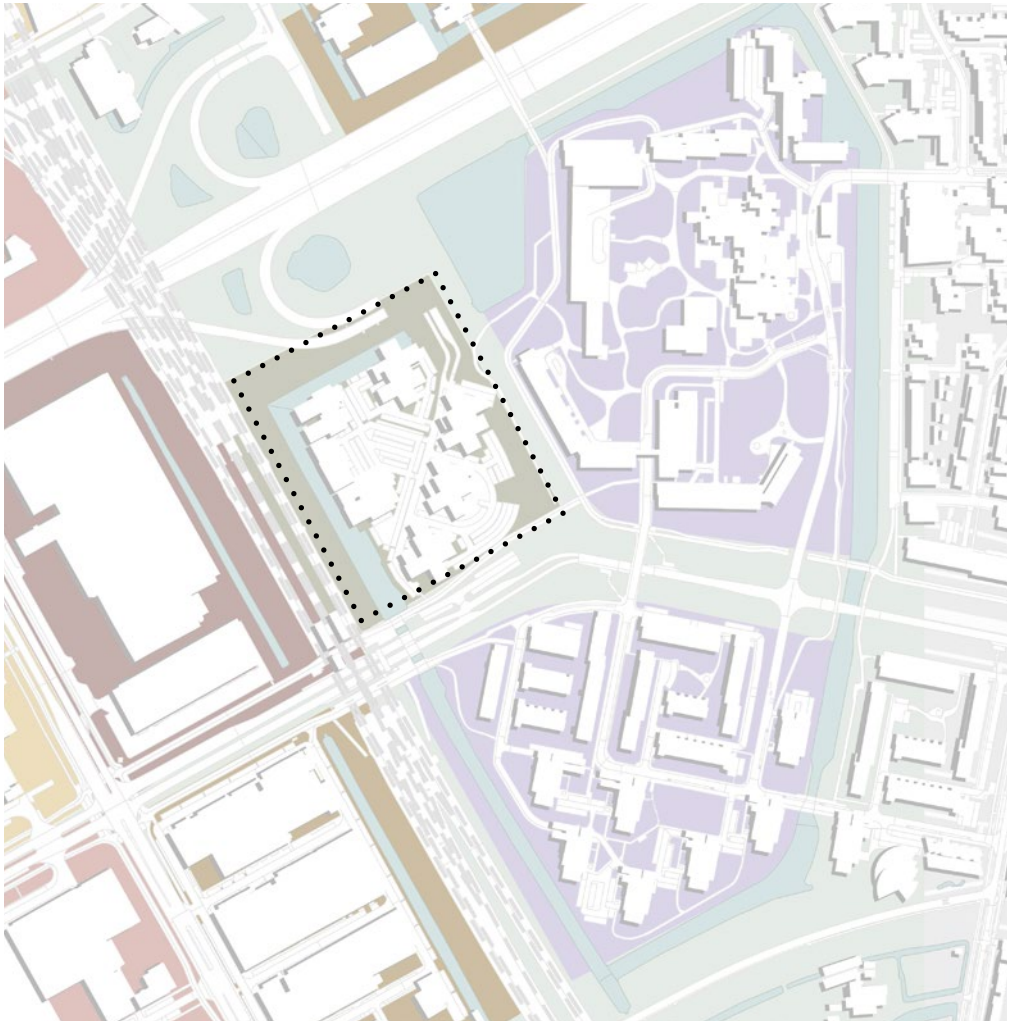
Slopes around the area isolate the area from the surroundings (visually and physically)



CONTEXT | ISLANDS

Neighbourhood scale: different islands

Discontinuity in spatial configuration and quality.

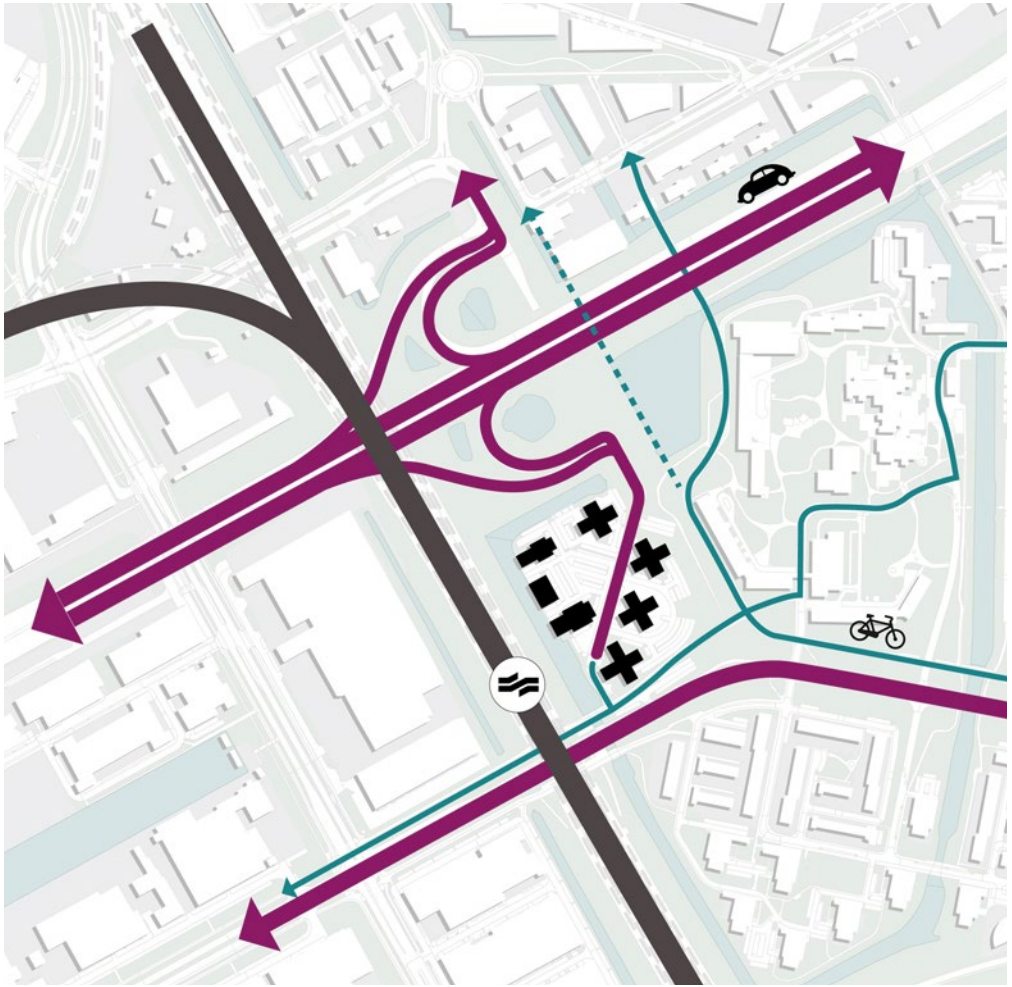


CONTEXT | NEIGHBOURHOOD SCALE

Isolated from the direct surroundings.

> it is hard to make a qualitative connection

to the direct surroundings



CONTEXT | DUIVENDRECHT

Living quality / family life:

private garden / terrace;

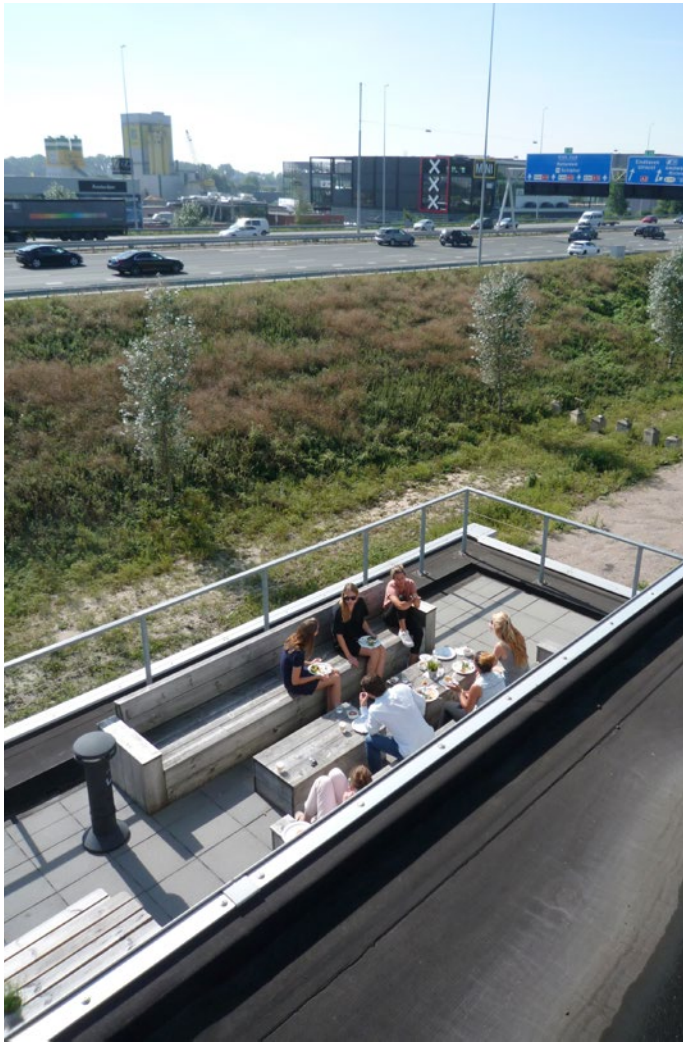
ameneties at walking distance;

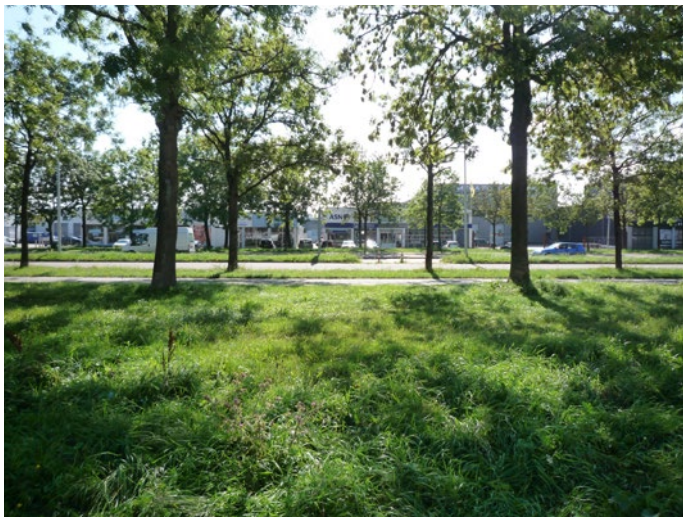
playgrounds;

green;

school and facilities

CONTEXT | AMSTEL BUSINESS PARK



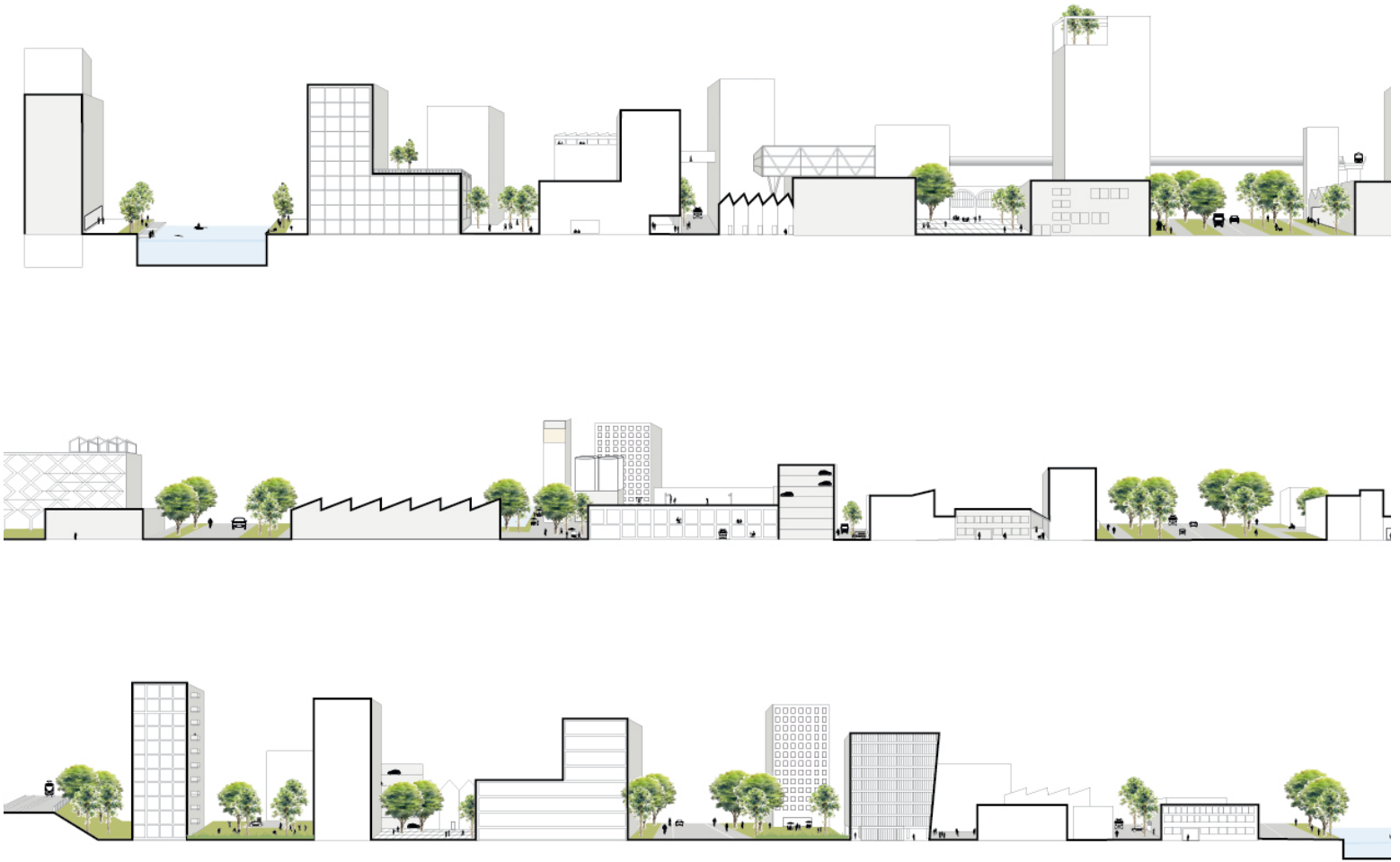


CONTEXT | AMSTEL BUSINESS PARK

The ABP will transform into

a dense and high quality

urban area



CONCLUSIONS

Entrada is an island in its surroundings,

yet very well connected to the metropolitan area of Amsterdam.

Therefore, considering the growth and market demands in the MRA

we believe high density fits this location.

However, we need to create urban quality within the area itself.

HARD CONDITIONS

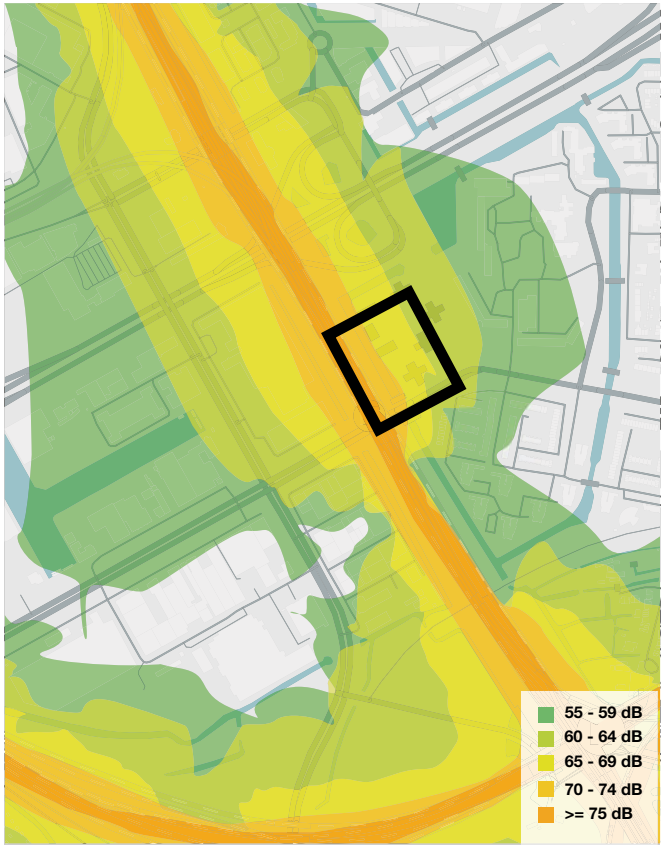
Basic conditions we need to take into account in order to make this area suitable for living.

HARD CONDITIONS | NOISE POLLUTION

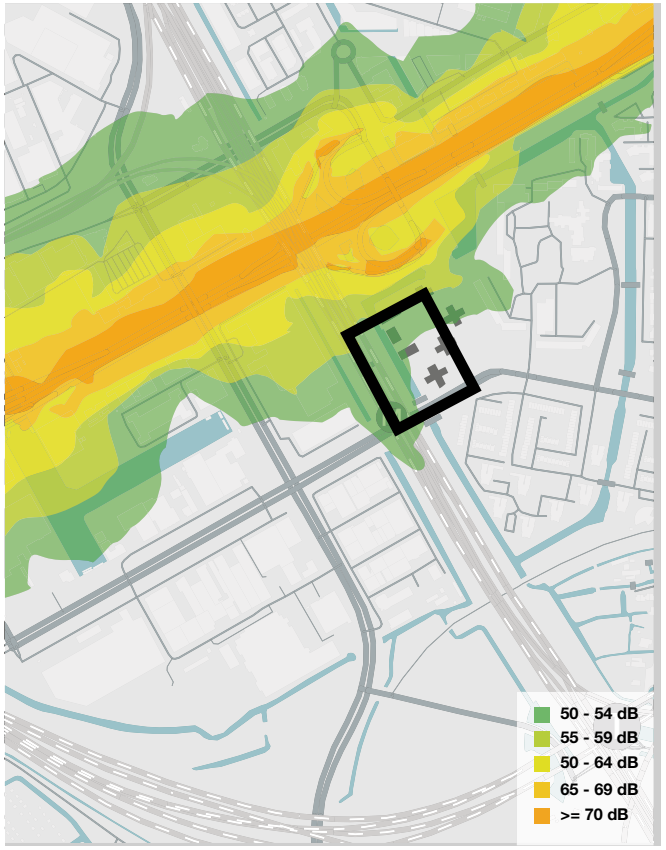
Consequences for living:

- Option A: development as sound barrier on the north and west side *
- Option B: noise barriers & development with a soundproof facade

ATTENTION: *Noise pollution Van der Made weg unknown; *Prognoses noise pollution due to the possibility of future increase in traffic.*



Noise pollution TRAIN traffic:
Entire area is above preferred limit value; Edge is above limit value

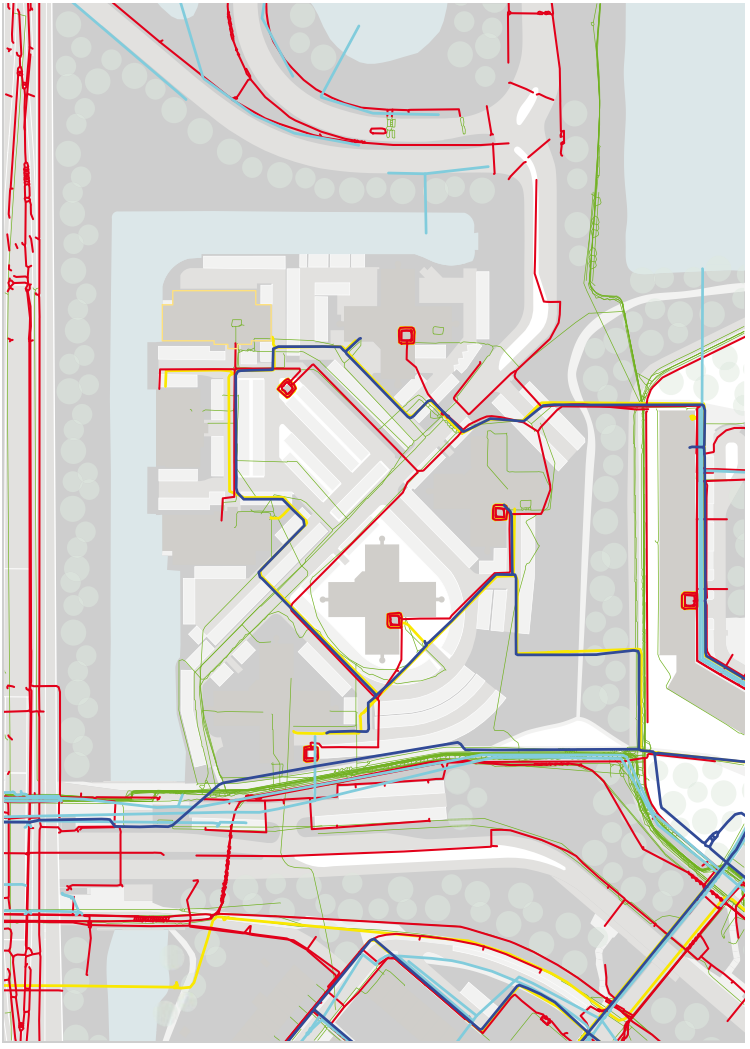


Noise pollution CAR traffic (A10)
Entire area is above the preferred limit value, below the limit value

HARD CONDITIONS | UNDERGROUND INFRASTRUCTURE

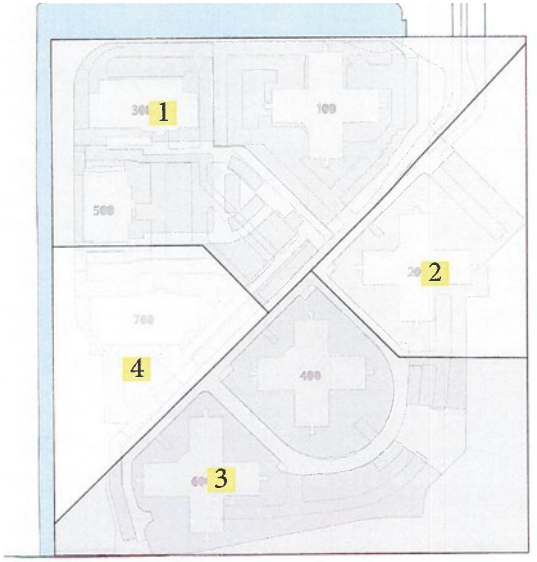
The sewer pipe to the southeast edge of the area

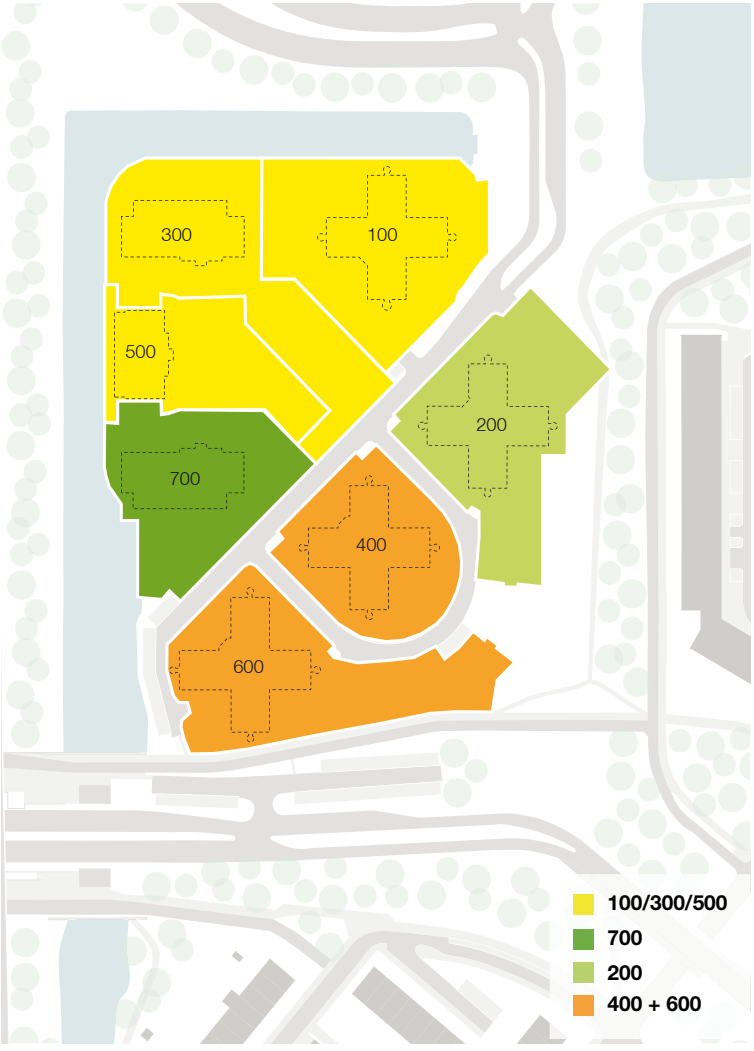
concerns a main pressure pipe.



HARD CONDITIONS | PROPERTY OWNERSHIP

The property in the area is divided over several owners. The roads in the area are part of a co-ownership agreement and are managed by the Association of owners (VVE).

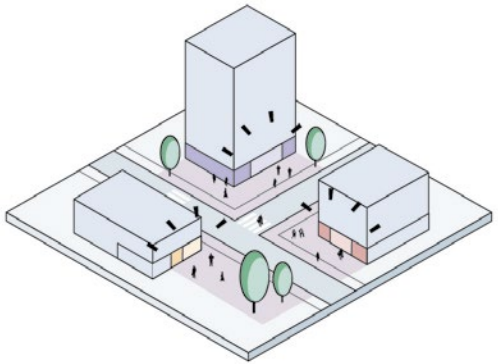




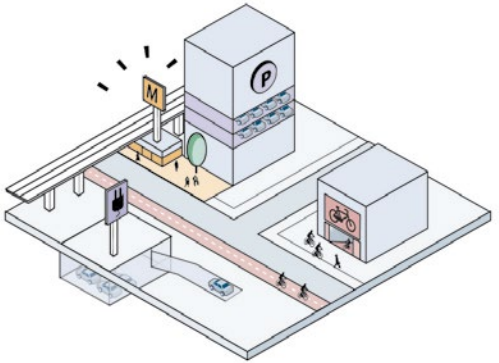
HARD CONDITIONS | PROGRAM

TOTAL	**100.000 GFA**
RESIDENTIAL	**85.OOO GFA**
30% SOCIAL	
70 % RENT (MID&EXPENSIVE /OWNERSHIP)	
COMMERCIAL	**10.000 GFA**
20% OFFICES	
20% RETAIL	
20% LEISURE	
40% HOTEL	
PUBLIC FUNCTIONS	**5.000 GFA**

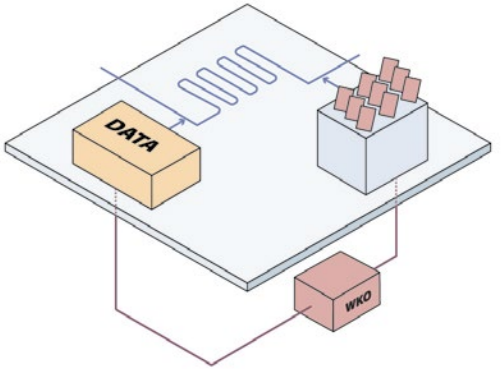
CONDITIONS | AMBITIONS FOR THE DEVELOPMENT



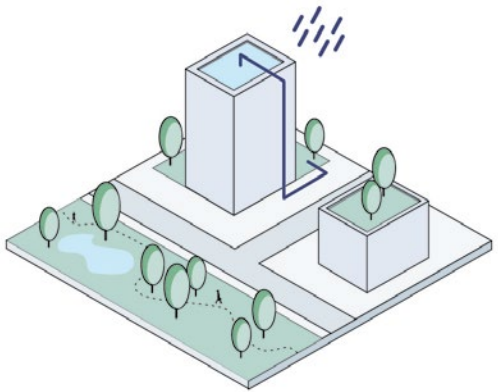
1. Activate the street and organize interaction



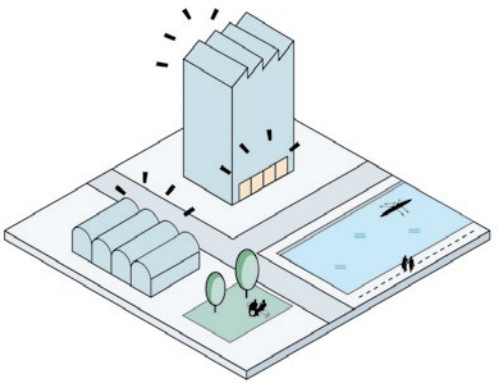
2. Work on innovative mobility



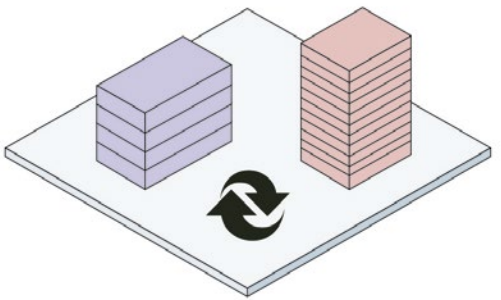
3. Work on fossil-free energy supply



4. Create livable and climate-adaptive public space



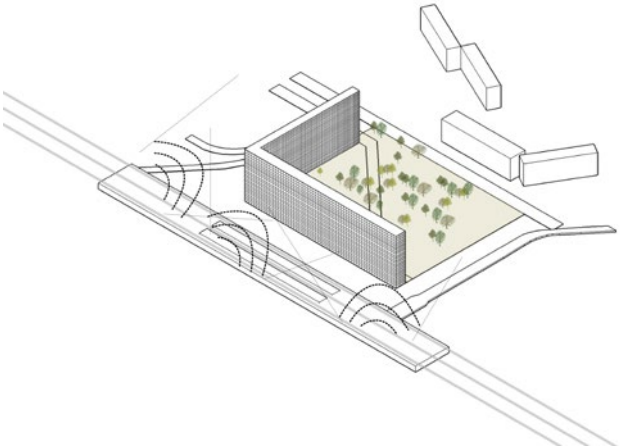
5.Build a readable and divers city



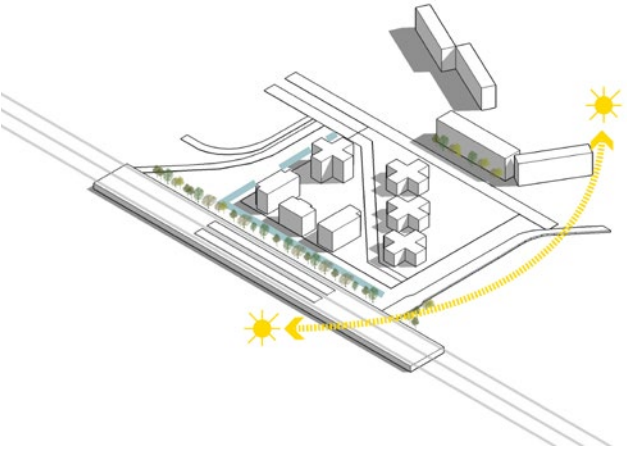
6. Develop flexible and robust buildings

SITE CONDITIONS | DEVELOPMENT PRINCIPLES

OWNERSHIP

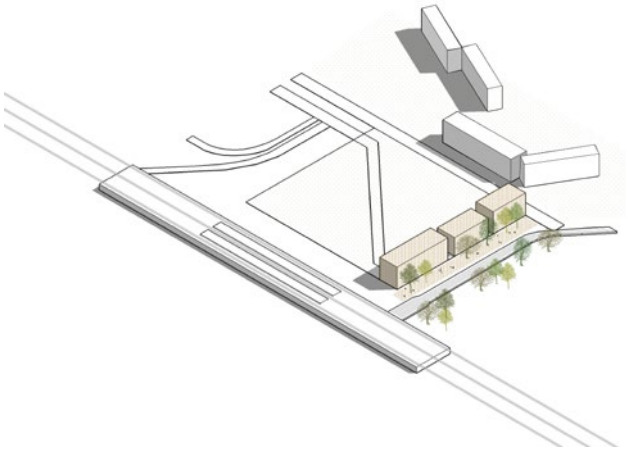


SOUND

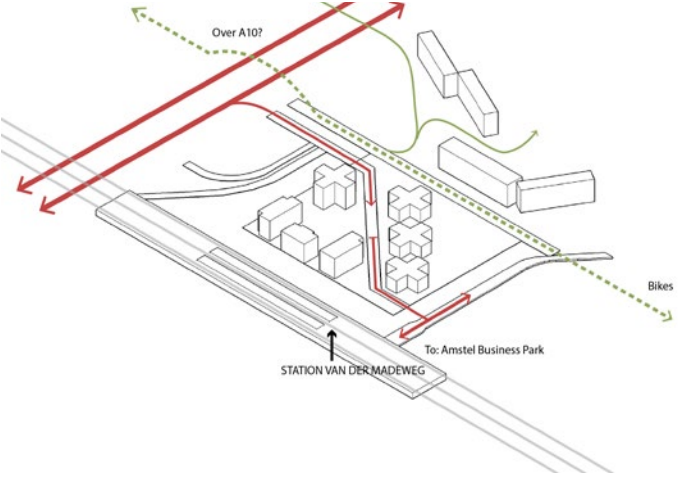


SUN

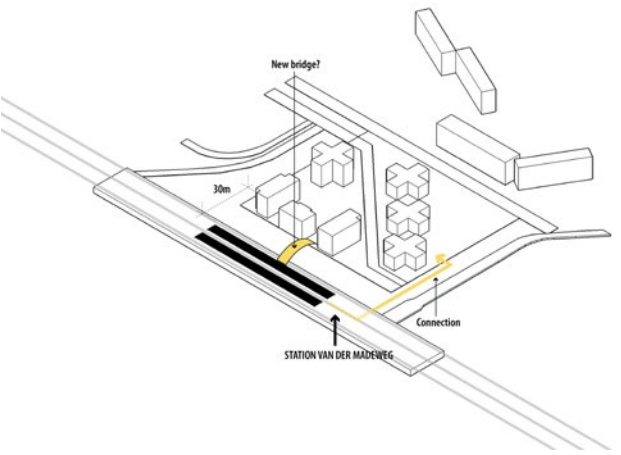
SITE CONDITIONS | DEVELOPMENT PRINCIPLES



VAN DER MADEWEG

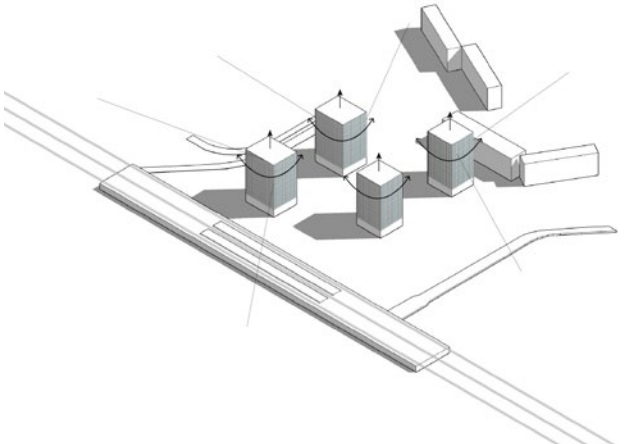


ACCESSIBILITY

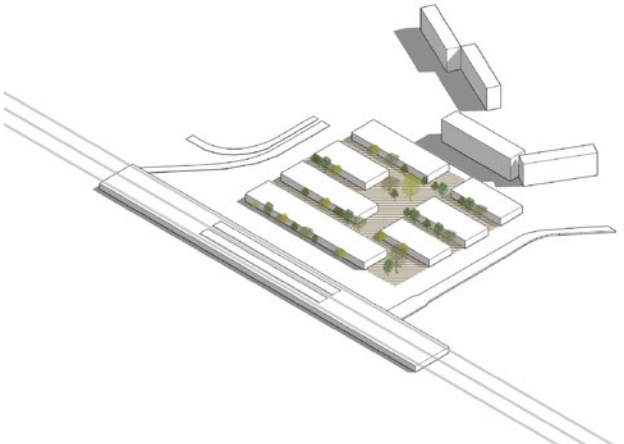


STATION

SITE CONDITIONS | DEVELOPMENT PRINCIPLES



VIEWS



GROUND CONDITION

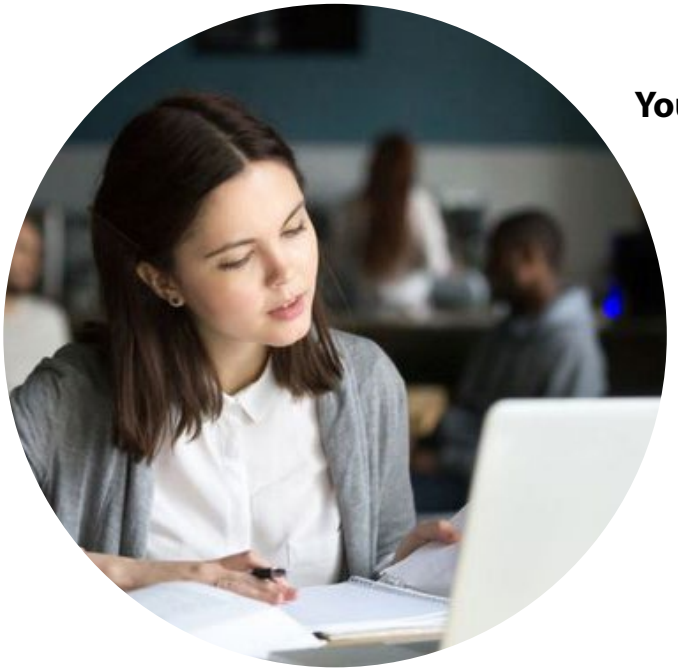
SOFT CONDITIONS

What kind of place do we want to make?

- **Community: target groups**
- **Living quality: dwelling vs public space**
- **Flexibility: adaptivity**
- **Sense of place: identity**

SOFT CONDITIONS | TARGET GROUP

Urban families



Young professionals

Seniors

Singles

SOFT CONDITIONS | TARGET GROUP

Culture minded

Creative

city consumers

Amenities on cycling or walking distances

Commute by train

Healthy livestyle

SOFT CONDITIONS | COMMUNITY

What kind of community can evolve here....

SOFT CONDITIONS | LIVING QUALITY

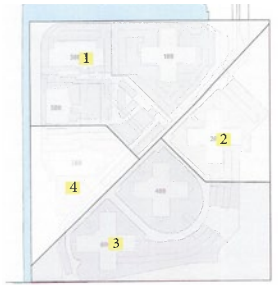
SOFT CONDITIONS | SENSE OF PLACE

CONCEPT: METROPOLITAN VILLAGE

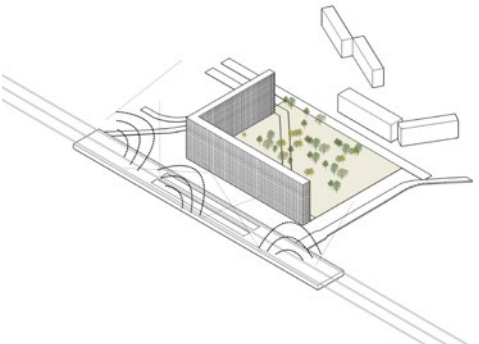
an area with .....

amenities in walking distance
places to meet
diversity of traget groups-households
a strong sens of place

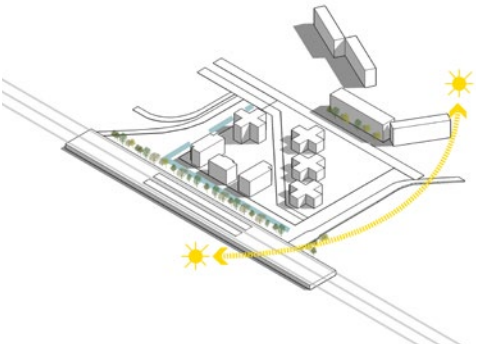
ENTRADA | DEVELOPMENT PRINCIPLES



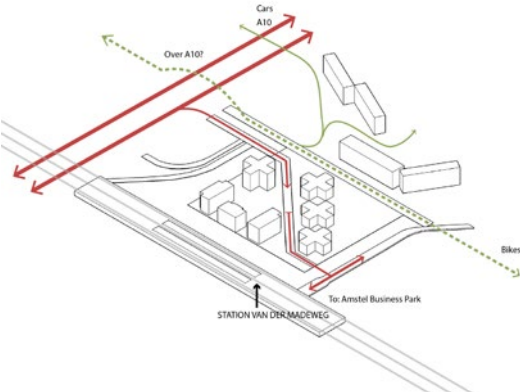
OWNERSHIP



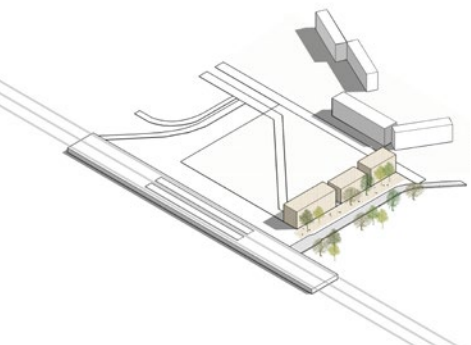
NOISE BARRIER



SUN



ACCESSIBILITY



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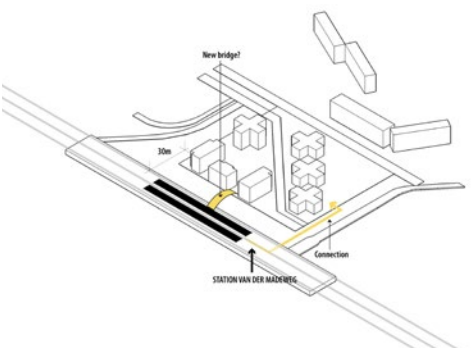
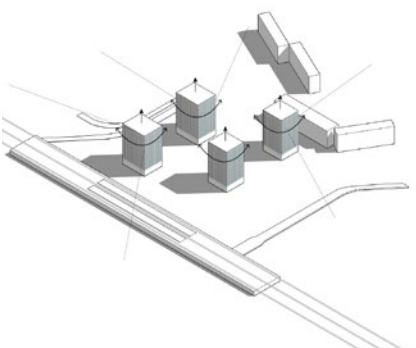


STATION



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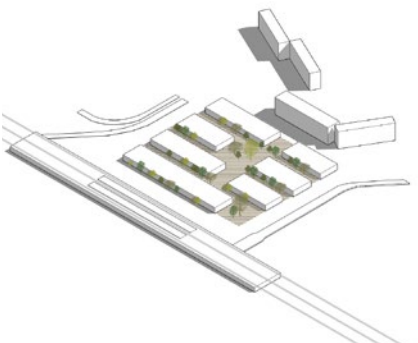


GROUND CONDITIONS

METROPOLITAN VILLAGE

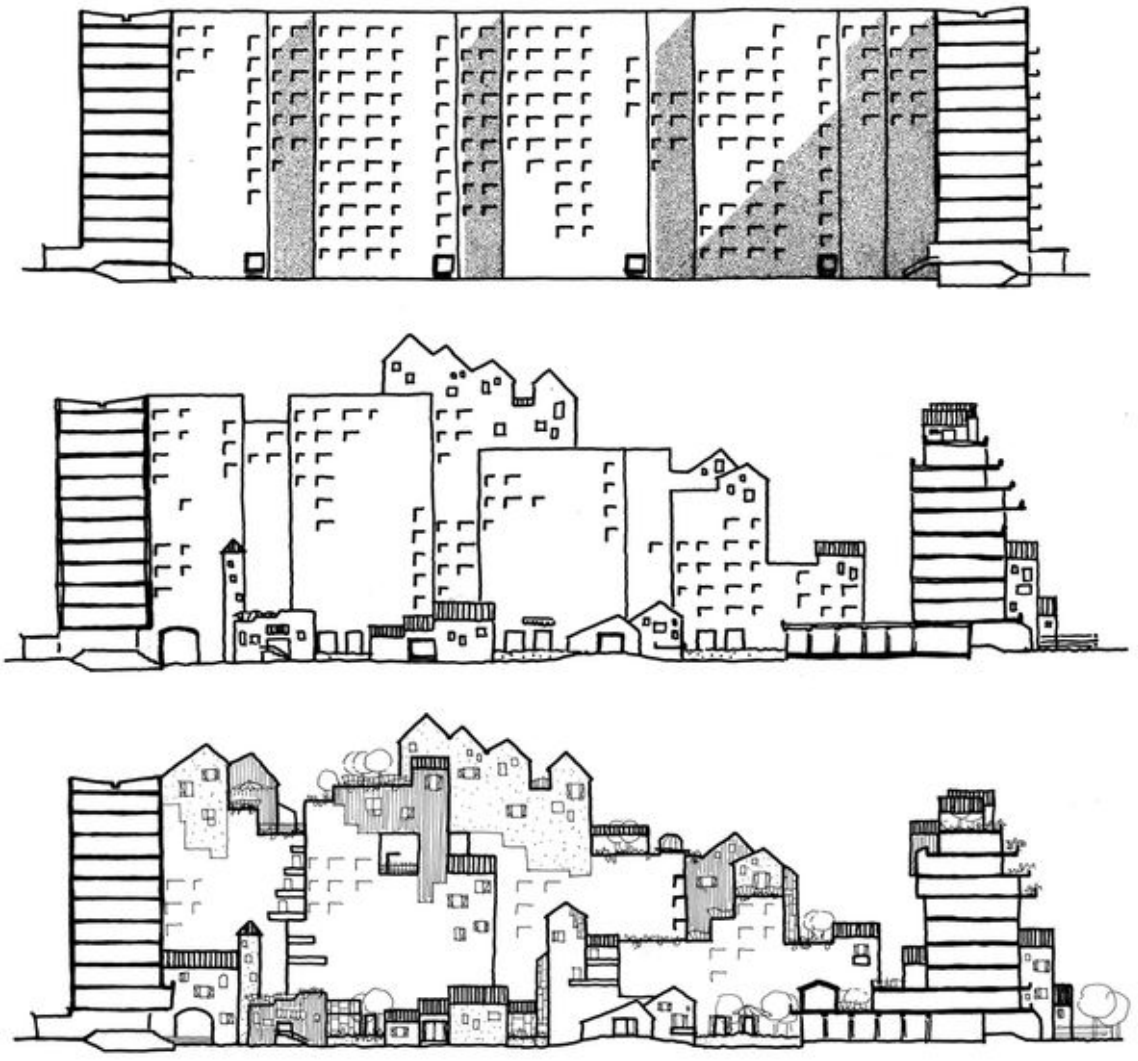
Spatial concept adressing different site conditions

Model 1. Vertical Village

Model 2. Urban Maze

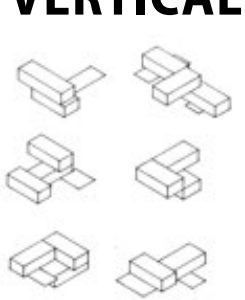
Model 3. Superblock

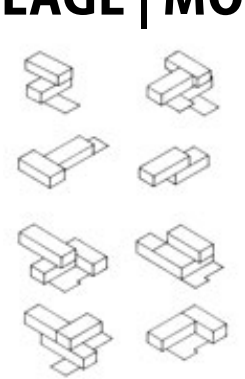
MODEL 1 | VERTICAL VILLAGE

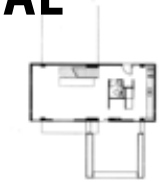


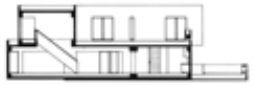
Sketch Lucien Kroll

VERTICAL VILLAGE | MONTREAL



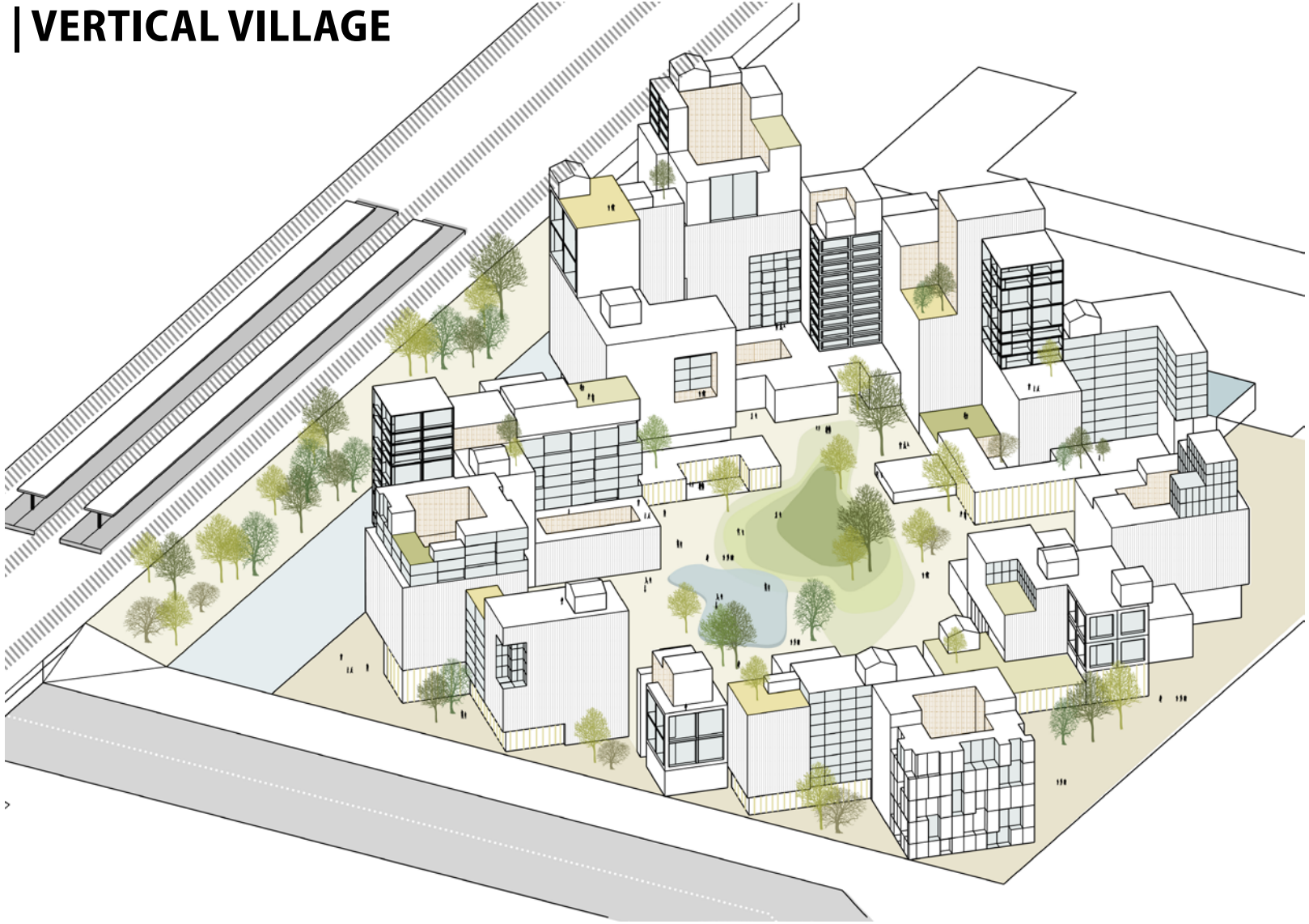




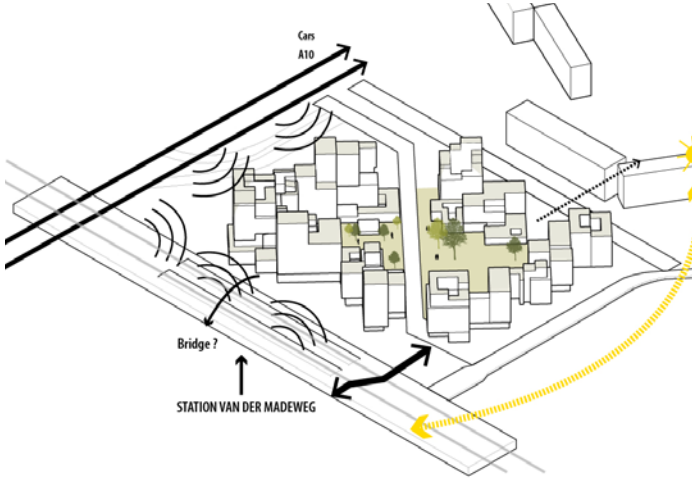


VERTICAL VILLAGE | LILLE

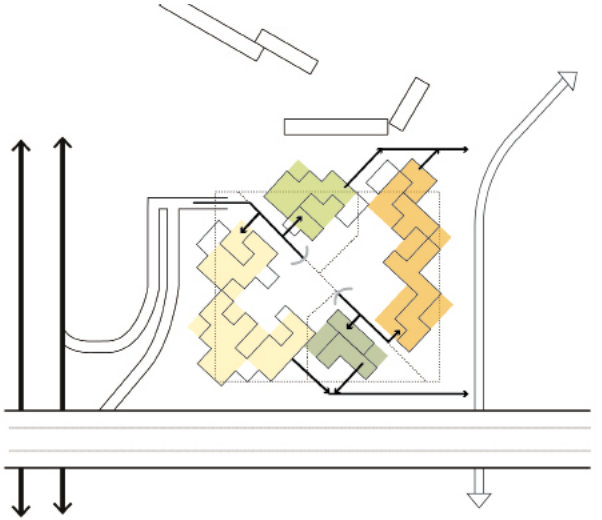
MODEL 1 | VERTICAL VILLAGE



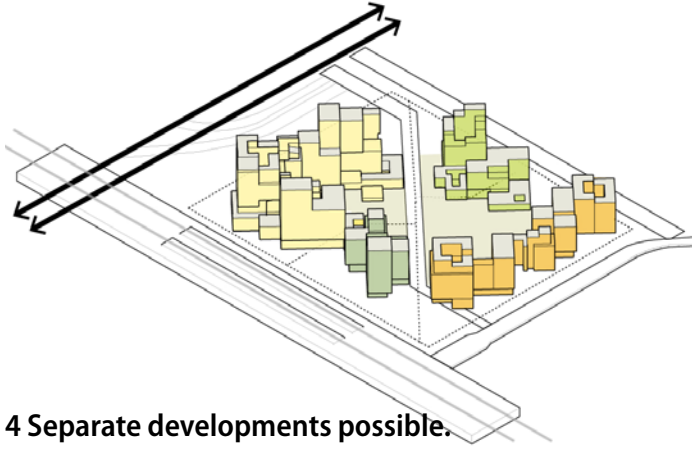
VERTICAL VILLAGE | SCHEME



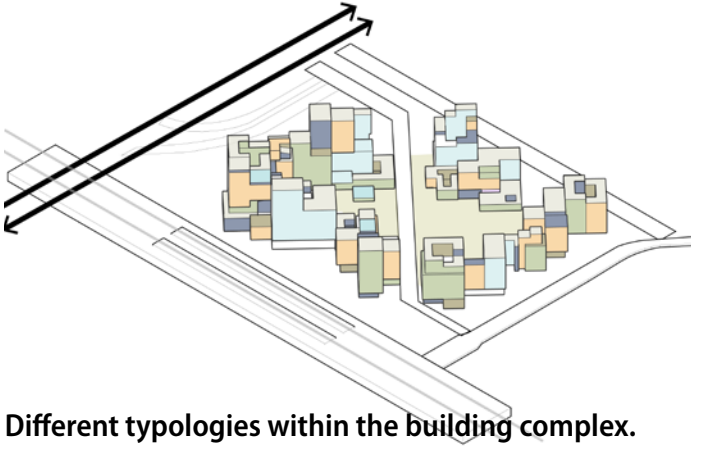
Adressing all 4 edge conditions and creating maximum quality within the site. Optimizing the orientation for sun and views.



Slow lane from A10 through the diagonal; connections to and from the Van der Madeweg at the edges.

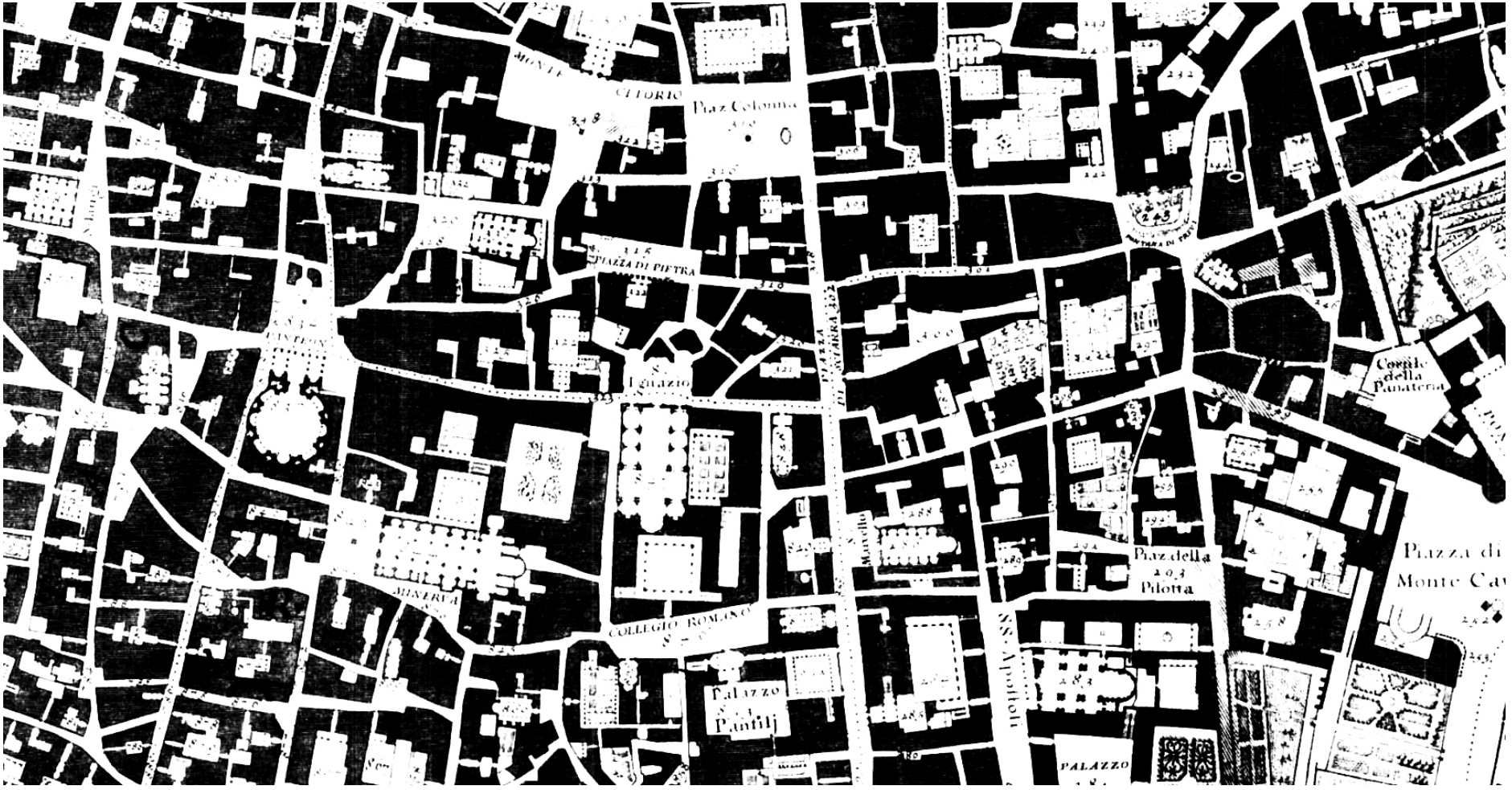


4 Separate developments possible.



Different typologies within the building complex.

MODEL 2 | URBAN MAZE

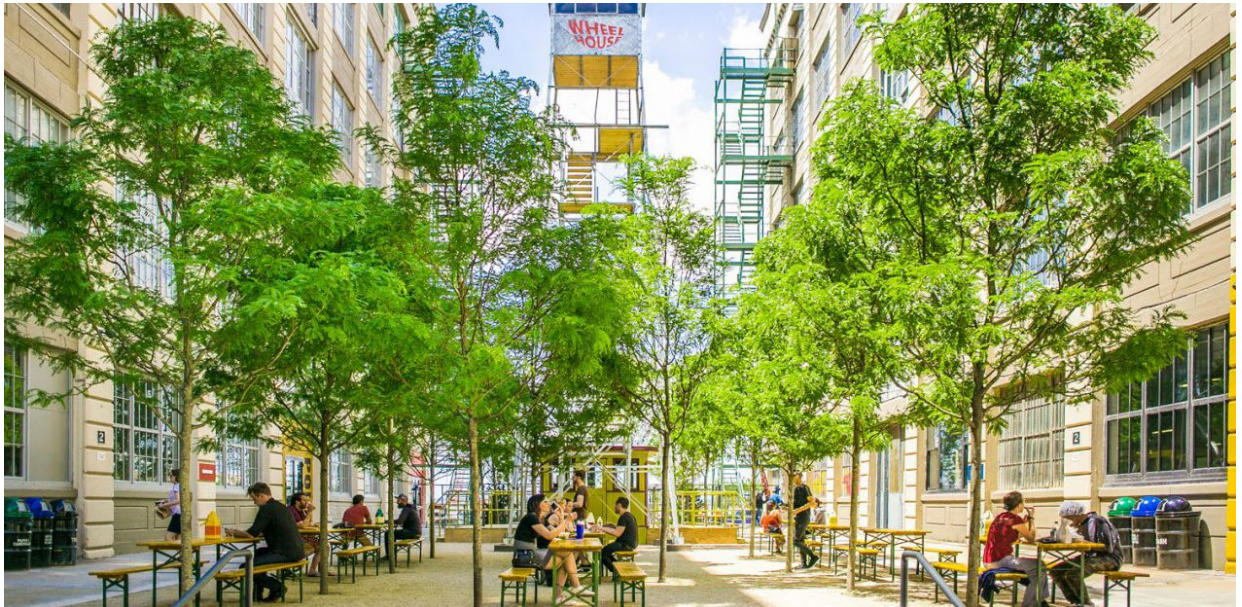


Nolli map

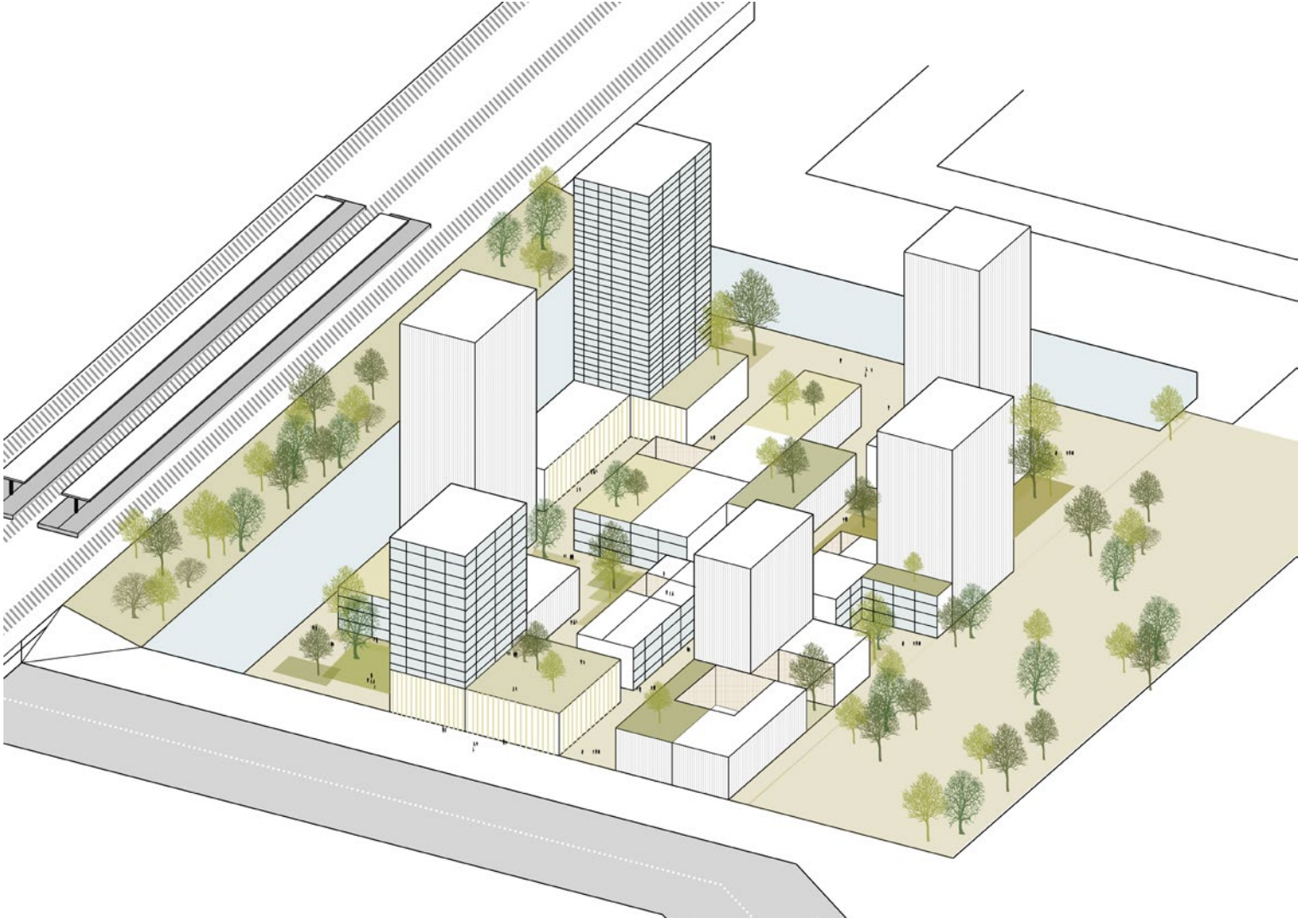
URBAN MAZE | LILLE

Xaveer de Geyter, Lille, Saint Maurice

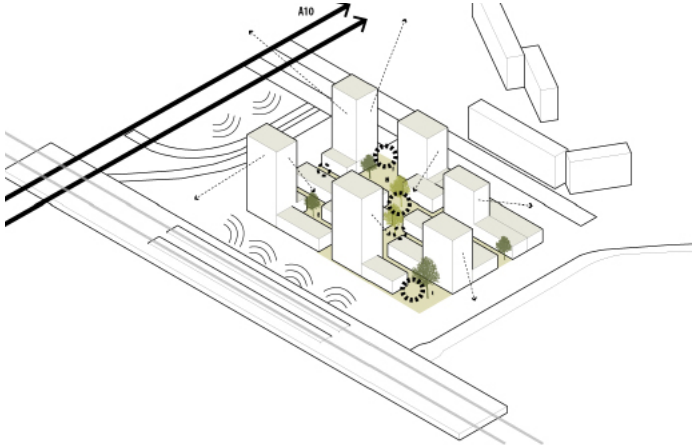
URBAN MAZE | REFERENCES



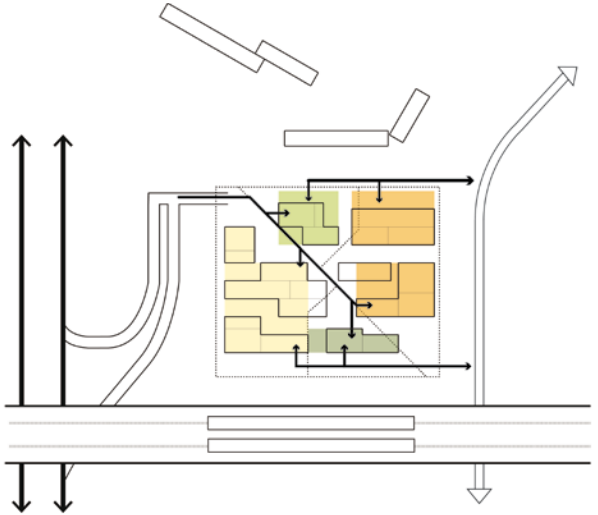
MODEL 2 | URBAN MAZE



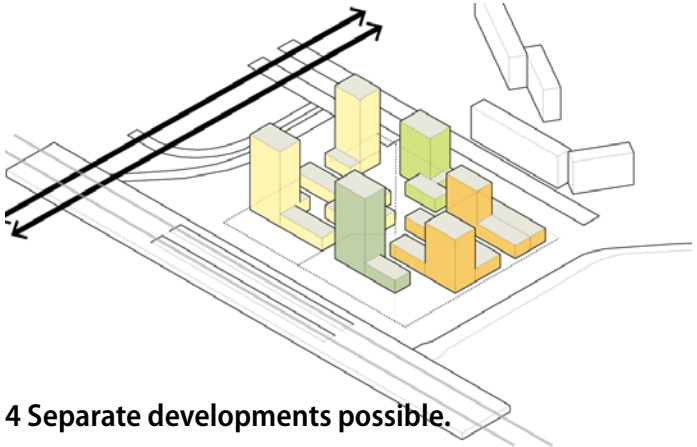
URBAN MAZE | SCHEME



Creating ground quality with streets and courtyards. Position highrise for maximum sunlight on the ground, taking full advantage of the surrounding views.



Slow lane from A10 over the diagonal; connection to and from the Van der Madeweg at the edges. Efficient parking within the 16 meter grid.



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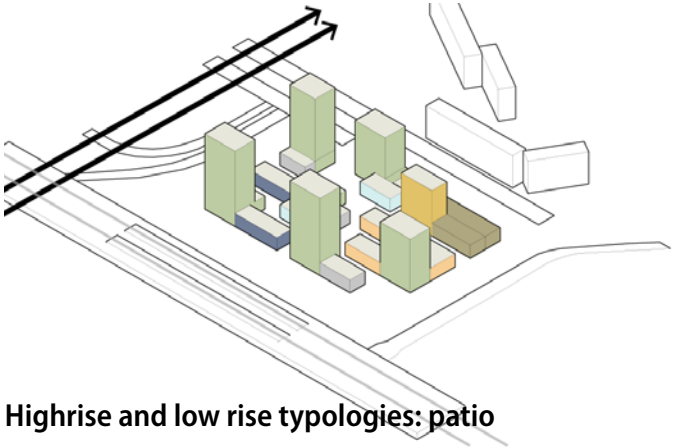
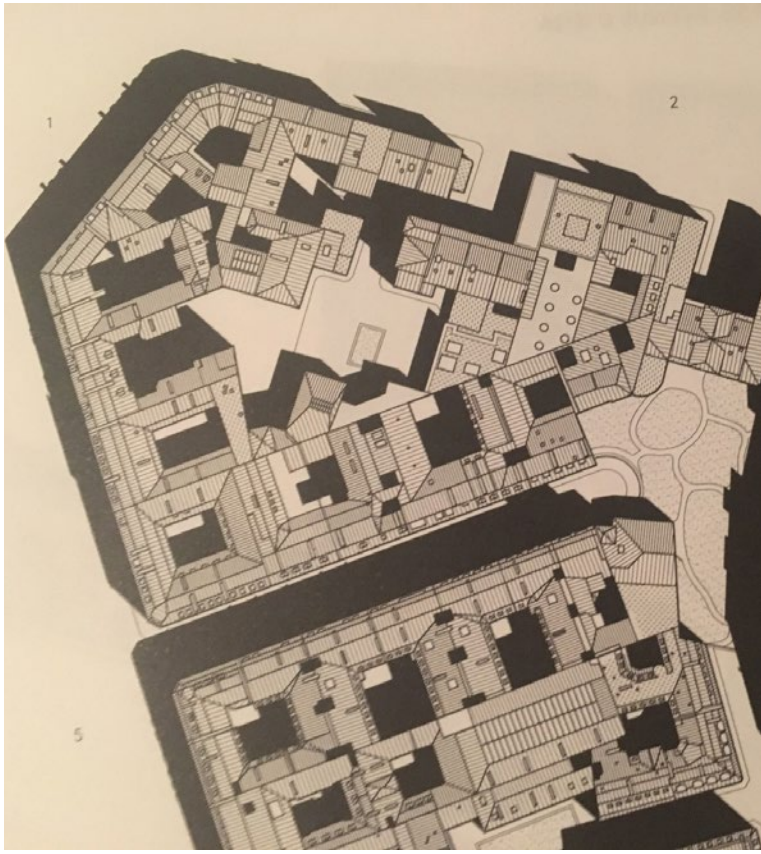
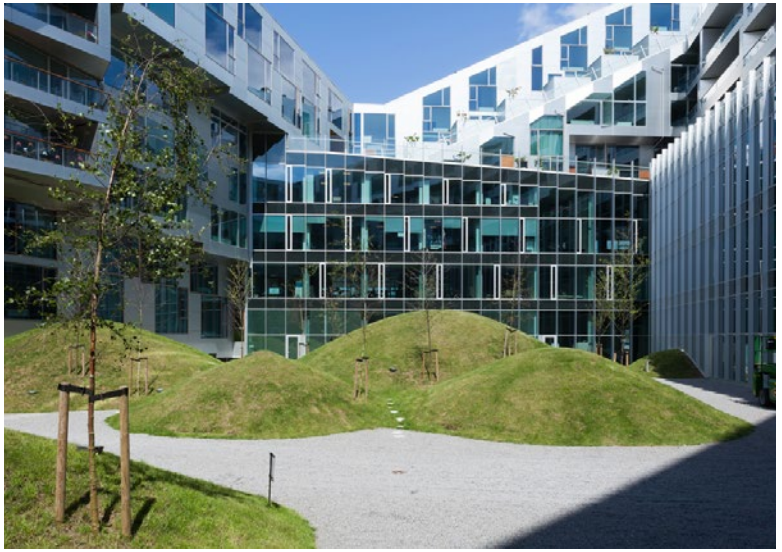


Highrise and low rise typologies: patio

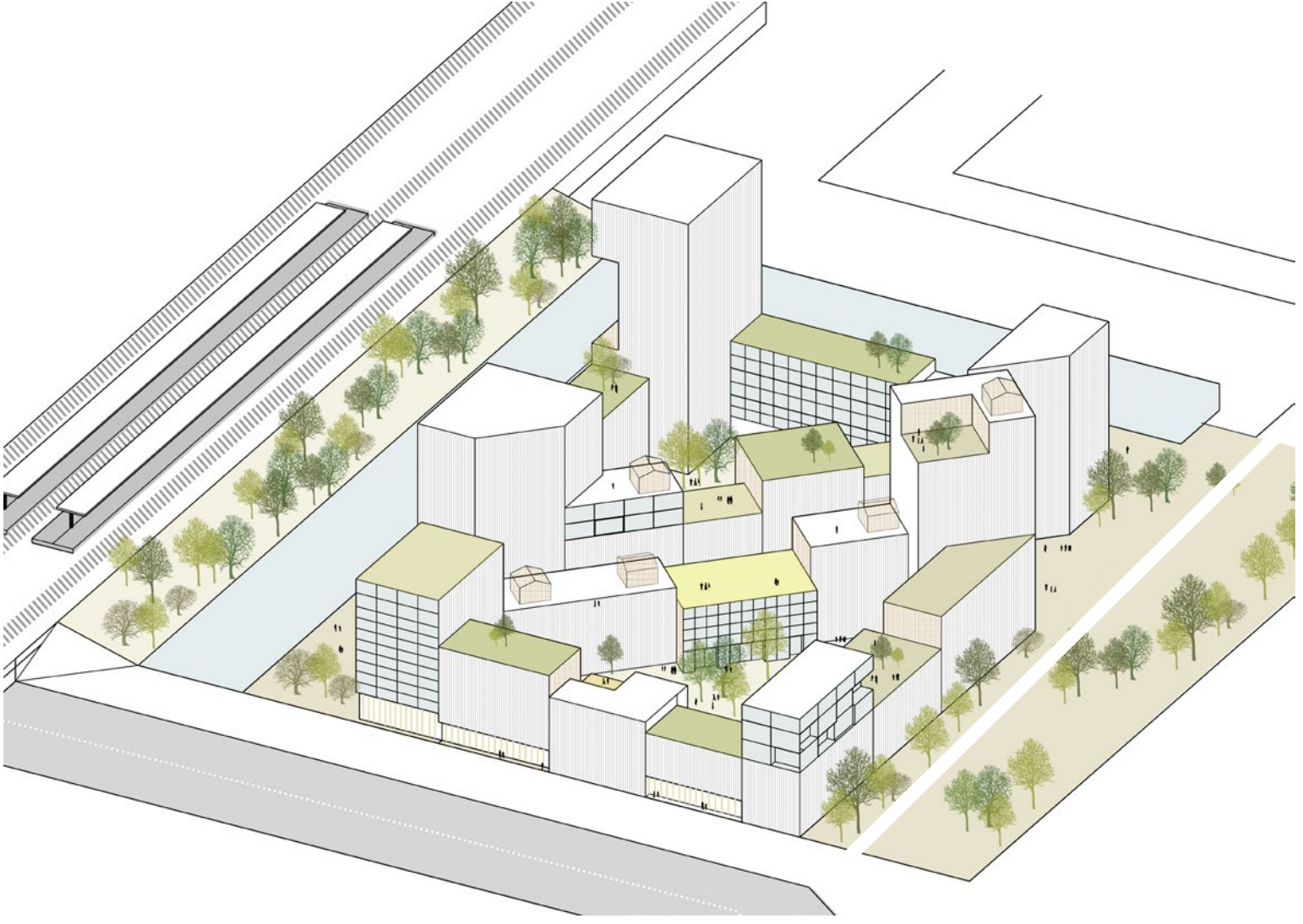
MODEL 3 | SUPER BLOCK



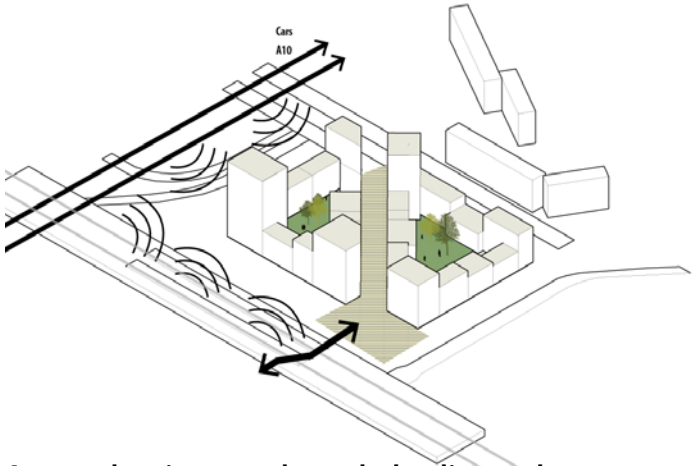
SUPER BLOCK | REFERENCES



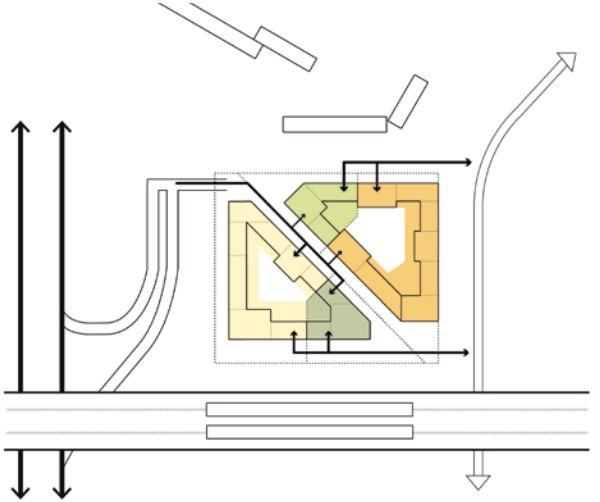
SUPER BLOCK | SCHEME



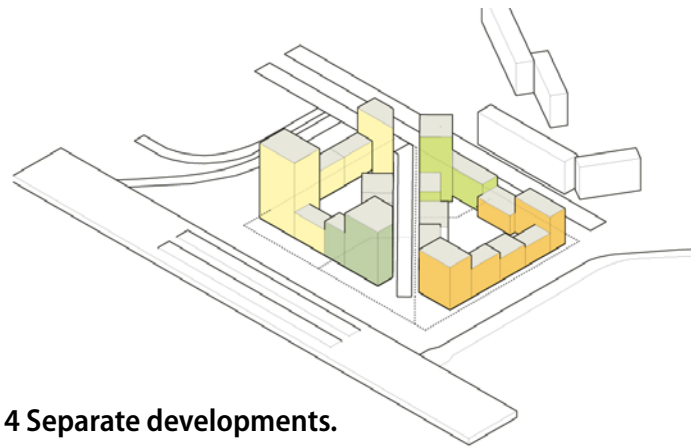
SUPER BLOCK | SCHEME



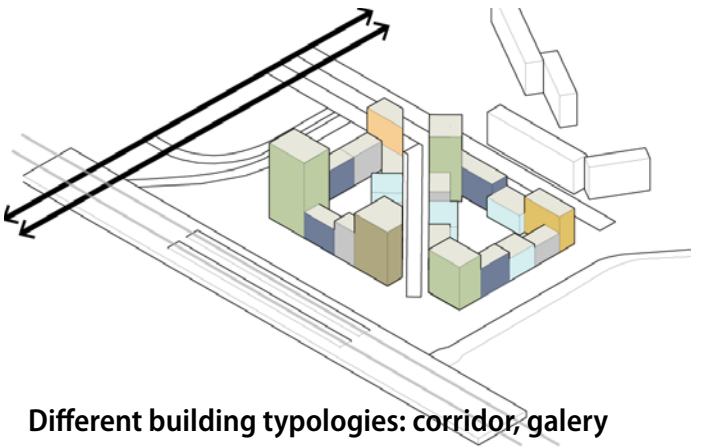
A central mainstreet through the diagonal connects to the station square creating two super blocks. The interior of the blocks are collective greenspaces.



Slow lane from A10 through the diagonal gives access to the different parking; Connections to and from the Van der Madeweg at the edges.

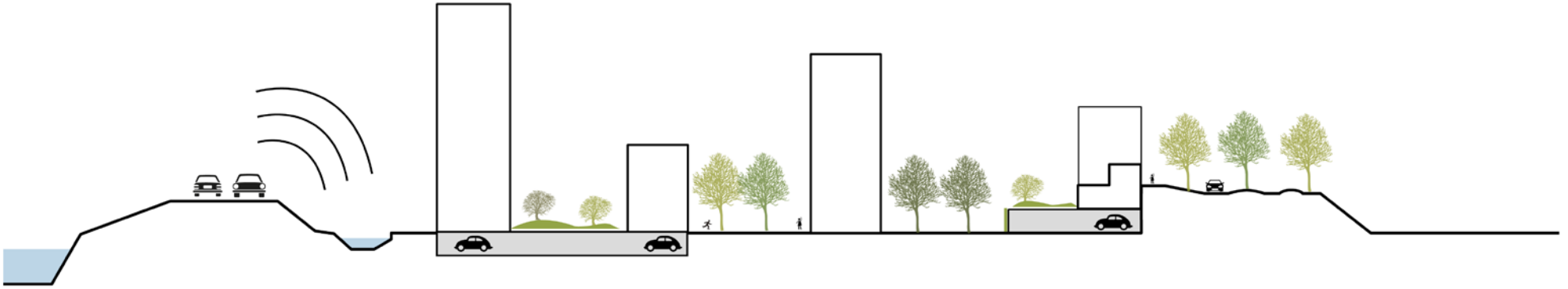


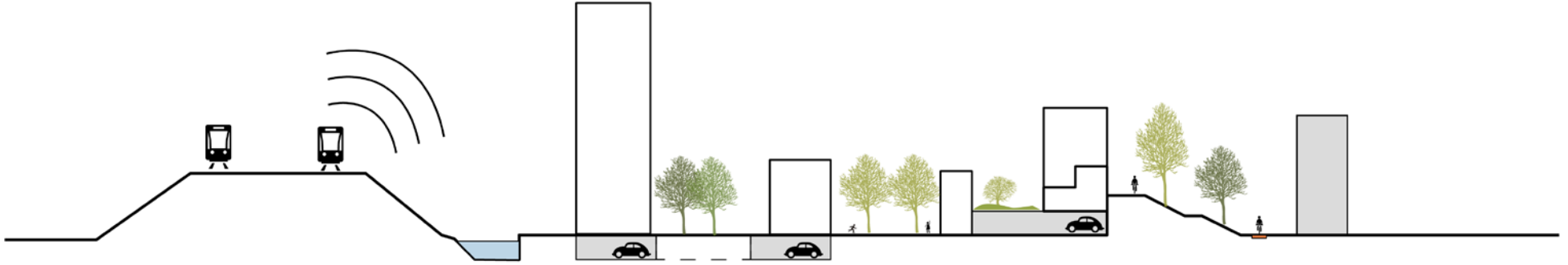
4 Separate developments.



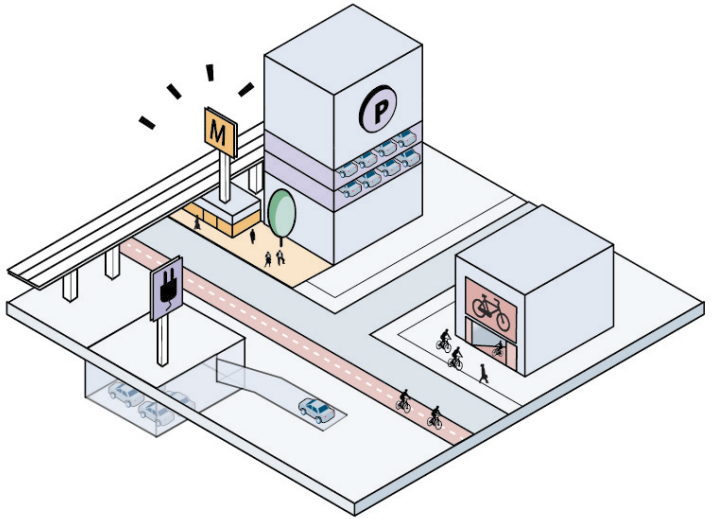
Different building typologies: corridor, galery appartments etc.

MODELS | PARKING





PARKING | EFFICIENT EN SUSTAINABLE



Work on innovative mobility

collective solutions.....