

BeBinck.

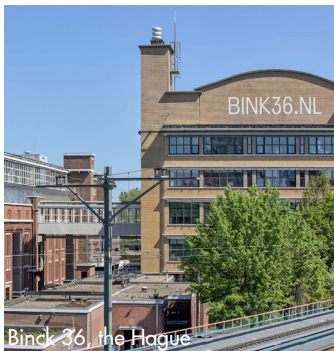
"Redefining industry in the city by transforming into a highly accessible and sustainable district, where people can live, work, enjoy and grow."

- Group One -

BeBinck.

THE PURPOSE

The Netherlands is facing multiple challenges that come with increased urbanization. The four largest cities of Amsterdam, Rotterdam, The Hague, and Utrecht continue to grow in population each year. With growing populations, municipalities are under great pressure to stimulate the development of livable neighborhoods with homes across a wide spectrum of affordability. Often, the solution takes form as a large-scale development in an underutilized industrial area within the city limits. While this trend can solve the challenge of housing and amenities, it often displaces small, local businesses, overlooking their potential to foster more vibrant neighborhoods. In the case of The Hague, the city has shortages in housing and offices, and aims to increase the number of locally provided jobs. The municipality has honed in on the (post-) industrial district of the Binkhorst as a suitable location for such large-scale mixed-use development. This offers the opportunity for unique placemaking in the Binkhorst area by and for its users and visitors. BeBinck!



The Binkhorst is centrally located close to the city centre, and is adjacent to two nearby train stations. By use of the Rotterdamsebaan, the district also serves as a connection point at the metropolitan level between The Hague and Rotterdam. Traditionally, the municipality focused on creating jobs and businesses, but now envisions the area as a central innovation district. The case area is characterised by heavy and light industrial businesses, and is divided into two areas, the Trekvliet- and the Cemetery Zone. It's current low density offers a great opportunity to add houses, horeca, offices and other functions to create a liveable area. The challenge then becomes:

“ Can the district transform to meet modern urban demands without displacing the local businesses that inhabit it today and without losing its industrial character? ”

THE PROCESS

The vision for the BeBinck (re)development project is the result of the alignment of values and priorities of the public parties and the market parties involved. The 3 main pillars that make up the combined vision are: (1) Housing & Economy, (2) Accessibility, (3) Sustainability.



Housing & Economy centers on the concept of mixed-use, place making, proper allocation of public facilities and ensuring job creation while providing adequate housing for a diversity of target groups.



Accessibility covers the concepts of connectivity and mobility within the case area as well as with the rest of Binkhorst and to and from larger scales.



Sustainability is to be achieved through several means including the re-use and adaptation of existing buildings where possible, the provision of green public spaces, the transition to sustainable practices in current and future businesses and to greener transportation alternatives.

Flexible Reservation System

Together with the general vision, a flexible use of the reservation was determined necessary to reach the desired results. By adapting the reservation system, this allows the municipality to remain in control of developments, without limiting the development of the area. Based on market research provided by Economic Affairs and spatial input from the Urban Planning department, the framework for the area was established.

An agreement was settled on the basis of a critical set of requirements. The total amount of dwellings that can be reserved was increased on the basis that the market parties would comply with the rules of the municipality. The desired amount of housing is set at 60-65% of the total floor area, while the other functions (utilities) are to make up the remaining 35-40%. Housing is divided into social, mid segment and high segment, where social housing is at least 30%. For every dwelling built, a component of utility must also be incorporated in the district specifically the same building in order to stimulate balanced development and the concept of mixed use. Furthermore, development proposals were accepted based on not only bid amounts, but also quality and integration of the general vision, which stimulated input of market parties within the area development.

THE PLAN

The spatial plan of BeBinck will focus on three pillars of the vision and are achieved at the three following scales:

Building scale: Within the adapted framework of the reservation system, the plots are to be developed at a high-level in terms of construction and contribution to the quality of the area placemaking wise. The plan incorporates a more organic approach with high collaboration between parties that enhances the character of the area. This makes way for large-scale projects that set the scene in our final proposal for the Binckhorst. By retaining the vital local manufacturing industry and by adapting the characteristic industrial buildings, we can capture the interest of all involved parties for an extended period of time.

Zone scale: The two zones that make up the case area are the Trekvlizone and the Cemeteryzone. The Trekvlizone will mainly comprise of housing developments with the

exception of necessary amenities and public facilities. The Cemeteryzone will be primarily working functions for a range of businesses and industries.

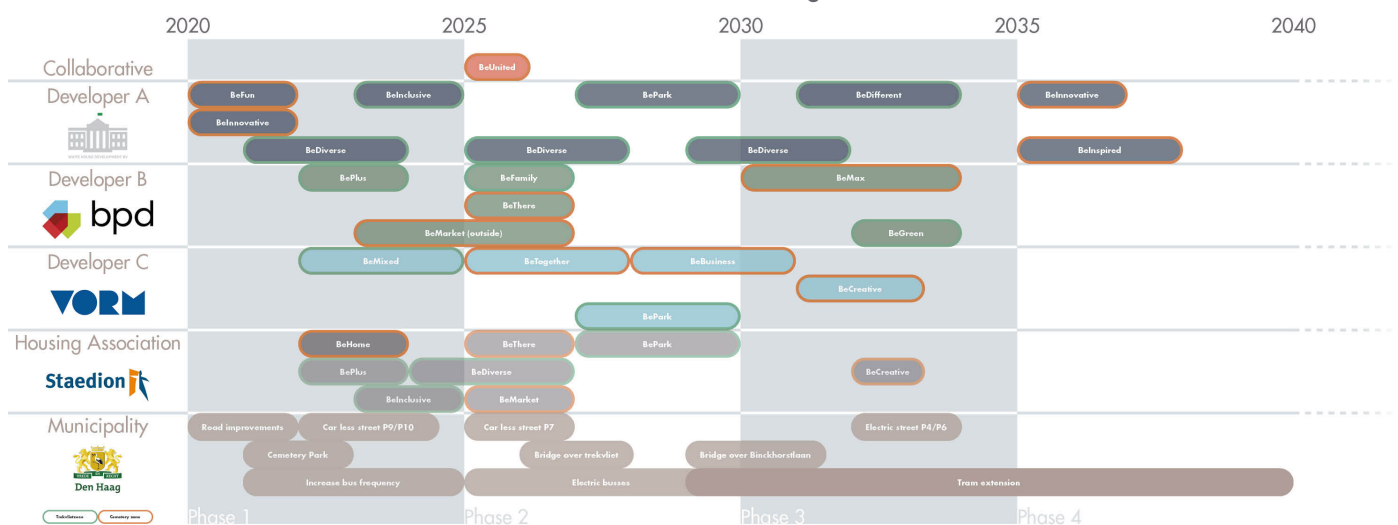
Area scale: In Binckhorst, mobility and the public space are main points of attention. Area-wide proposals include a new slow traffic bridge over the Binckhorstlaan, green modes of public transport, alterations to existing road infrastructure, and public space connections throughout the case area.

Phasing

There are four phases of five years.

Early phases (1&2): Short-term organic approach combined with larger developments (mainly Trekvlizone)

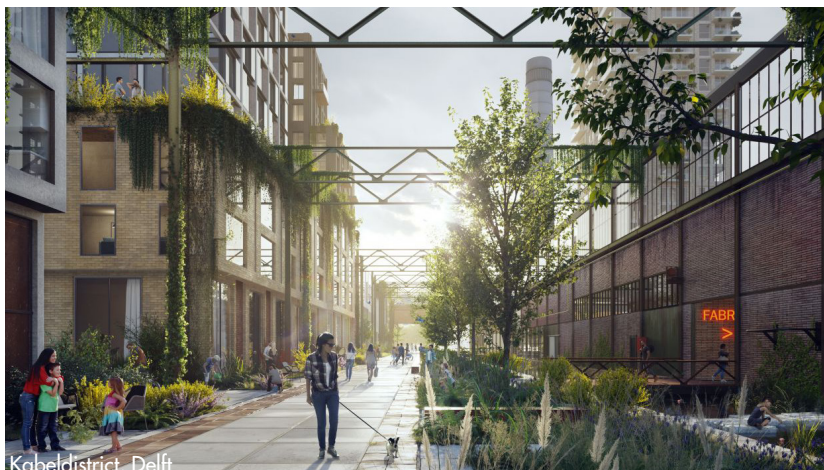
Later phases (3&4+): Longer term implementation of larger and diverse plans to ensure the quality of the Binckhorst heading to the future.



Strijp S, Eindhoven



Merckt, Groningen



Kabeldistrict, Delft



Zalmtoeren, Rotterdam

Group One

Gabriela Jimenez Ablanque | Boaz Amit | Max Appels | Cagrihan Aslan
| Corné de Broekert | Anil Buz | Lars Cazemier | Jamila Jones | Robin Meijer |
Suzanne Oskam | David Parker | Zakaria Semlali | My-le Tsan

Group supervisor:

S. Zijlstra



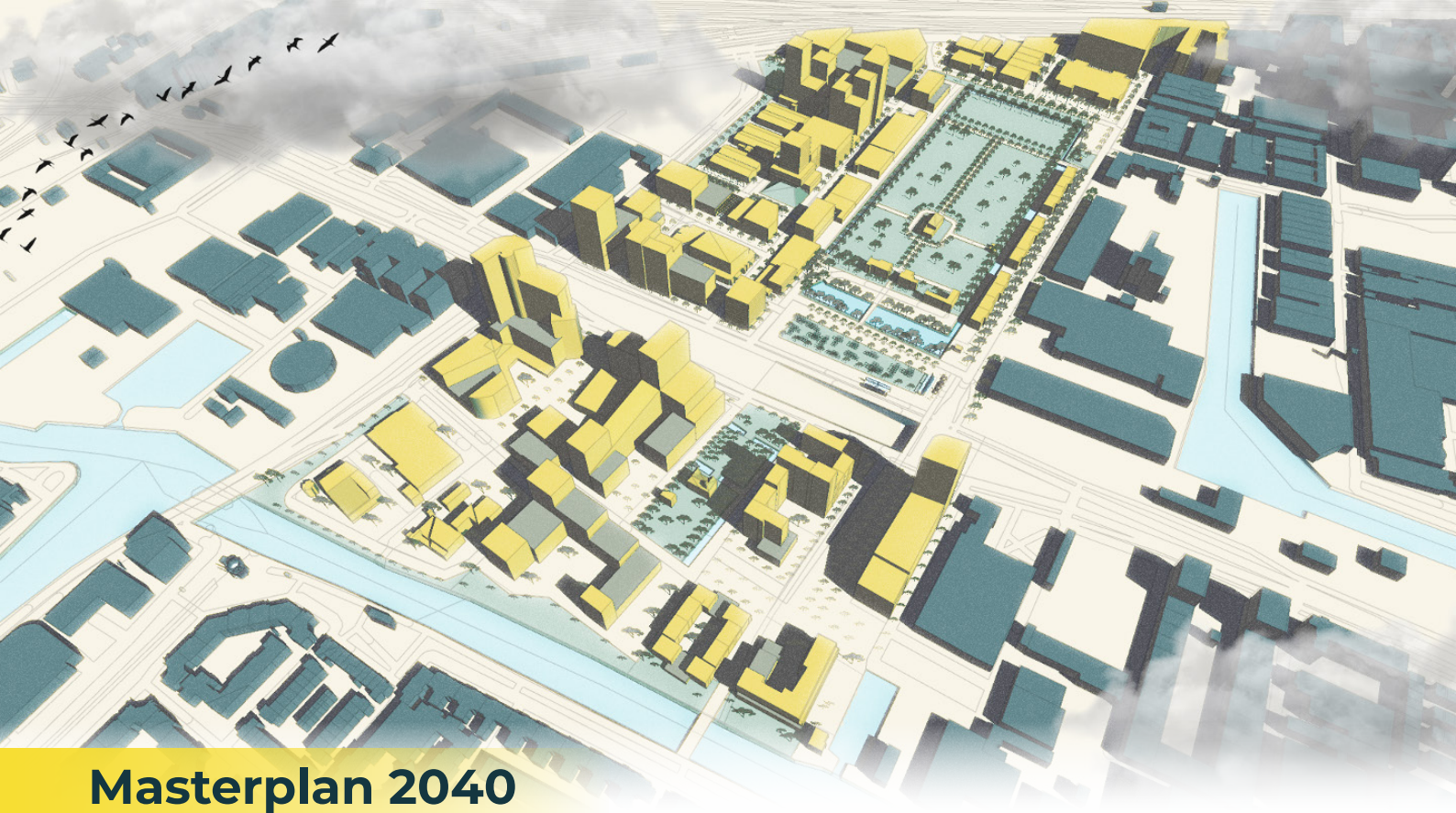
SUMMARY PROPOSAL | GROUP II

STEPPIN' BINCK

Steppin' Binck provides an innovative and integral approach on how to tackle all these potential problems in Binckhorst and at the same time providing a mixed-use area coexisting with the existing industrial businesses.

Steppin'Binck is a collaborative approach by both public and private parties for **Developing Apart Together**.

June, 2020



Masterplan 2040

By 2040 Steppin' Binck will have transformed the Binckhorst into an area suited for both working and living while maintaining and enhancing its unique industrial character. The industrial character will be enhanced by emphasising on the light manufacturing business, and adding knowledge and innovation hubs which will provide a **circular environment**. To make this industrial character

liveable for new residents retail, horeca and several parks, including public square for events to showcase the circularity and industrial character, are added. In addition, by giving a platform to the existing users to enhance their activities and providing new private and public areas, a more **inclusive environment** is supplied, where users of different backgrounds live together.

The 5 pillars



Being a former industrial area, the municipality identified Binckhorst as a significant economic factor for The Hague. This existing unique character needs to be maintained and simultaneously improve the quality of living in this area by transforming Binckhorst into a potential space for the circular economy. For this reason, Steppin' Binck established

a vision that is translated into 5 pillars as a foundation to provide essential support in this project. The 5 pillars are shown as follows; (1) Improved physical accessibility, (2) Resilient economy, (3) Sustainable public space, (4) Unique character, and (5) Social and spatial justice. Each pillar has its own goals to achieve the vision.

Why?

To make the Binckhorst a success some issues from different aspects have to be overcome which include (1) liveability, (2) unsustainable environment, (3) barriers and (4) unclear identity. The high quality of life in Binckhorst is threatened by the significant lack of greenery and soft mobility. As it is mainly industrial terrain, green public spaces are missing and little mobile connections are available to the surrounding neighbourhoods for pedestrians and cyclists. Furthermore, the whole area of Binckhorst provides a significant negative heat island effect. This is strengthened by the lack of greenery and by the high emissions of carbon dioxide. With the combination of existing monumental building and manufacturing companies, the Binckhorst has some distinctive features that need to be integrated into one urban design.



liveability



unsustainable environment



barriers



unclear identity

Who?

Students



Student housing

Startups & studies

Young professionals



Social-Mid-High rental housing

Working in firms/ entrepreneurs

Urban family



Owner occupied

Working in firms/ entrepreneurs

Empty nesters



Owner occupied & high rent

Pension & working in firms

Expats



High-rental

Law & financial sector

Skilled workers



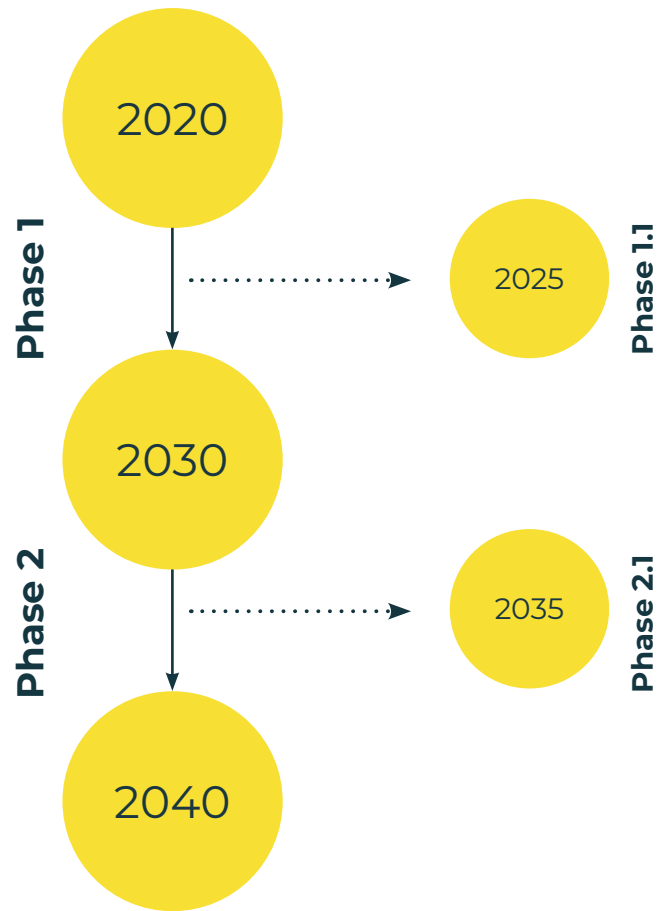
Social housing

Vocational employees

How?

Phase 1

The Binckhorst will not be developed in one day. Therefore, the process is divided into two main phases. Phase 1.1 and 1.2 are from 2020 until 2030 and focus on making the unique character known to the world and wanting them to move to the area. To accomplish this, public space such as the park alongside the Trekvliet and the public square next to the cemetery are developed right away. The public square is closely related to the knowledge hub, the light manufacturing economy, innovation and circularity theme as it allows for events that promote and discuss these topics. Besides, an actual knowledge and innovation hub is created where people can develop and share their ideas daily. In the first phase, the focus is on attracting young people to create liveliness in the Binckhorst. Moreover, phase 1 starts right away with supplying the high demand for social housing and single households. Students, young professionals and key workers are the main target groups for this phase. For them, mostly social, mid-segment and student housing is developed as a kick-start of the area.



“An inclusive and circular strategy to transform the Binckhorst into a diverse manufacturing and knowledge hub.”

Phase 2

In phase 2.1 and 2.2, the benefits can be reaped from the first phase where the Binckhorst has become more attractive to businesses and residents. The created character will draw more people to the area and make it flourish. In this phase, the tramline is developed which allows the area to be better accessible. The start-ups and creative industries had time to mature as well as their employees. This gives the students and young professionals opportunities to grow in their housing career and family situation. The perception of the area will change from an industrial port area to a more residential area. To ensure a good flow in housing careers, higher rental and owner-occupied homes will be realized. With the increase in residents, more supporting amenities will be made, which, in turn, provide for more employment opportunities. Skilled workers need housing but will also make use of this opportunity in employment and work in the area they live in. Steppin' Binck's process allows for the healthy growth of the area and for people to benefit the people.



STEPPIN' BINCK

*a place where
people benefit the people*



Christiaan Hanse | Kristi Fishta | Pim Lambert | Jan van Vliet | Mare Santema
Hugo Smid | Dennis Tran | Pritha Hayuningtyas | Carlos Lüchau | Akshit Parmar
Tessa Meij | Fieke Noordam | Stijn Olthof

BINCK 4.0

“An innovative live-work district for the new industrial age”

The Hague is growing and needs to respond to the increasing demands concerning housing, businesses, and sustainability ambitions. The Binckhorst has high potential to contribute and react to these demands while safeguarding the industrial and urban characteristics that make the area so unique. While our ambition is to foster the industrial character and current users, we also strive for making the city denser and creating a hybrid environment that is attractive for living and working. These ideas fuel our ambitions to develop the area as new challenges are arising as industries are changing, therefore, Binck 4.0 provides an up to date development system.

With Binck 4.0, the area will become an innovative live-and-work district accommodating the new industrial age: Industry 4.0. To reach this ambition, the development will be based on 4 pillars.

- Binck 4 mixed-use
- Binck 4 mobility & public space
- Binck 4 circular economy
- Binck 4 data-driven developments



IFigure 1: impression business area

Binck 4 mixed-use

We want to transform the Binckhorst into an inclusive and lively neighbourhood. This will be achieved through the implementation of mixed-use buildings and functions, the scope of these interventions will mainly affect the Trekvlietzone and Begraafplaatszone. For the first one, the focus has an emphasis on residential development, which will be complemented with local businesses and commercial establishments. For the Begraafplaatszone, the focus lies more on the preservation of existing business and its industrial character. However, some residential buildings will be included too. The area will also provide higher segment offices, while the warehouses will be transformed for affordable start-up spaces



Figure 2: Impression Binck 4.0 with the two Trekvlietzone and the Begraafplaatszone

es and creative business. Regarding the growing demands for housing in The Hague; social housing, mid-segment and high-segment housing will be provided in the new buildings.

Binck 4 mobility & public space

To make the Binckhorst an attractive area for both living and working, improvements in the public space and mobility will be done. With the introduction of a new parking concept, car-free zones will be created in the Trekvlietzone. For the rest of the areas, car-use will be discouraged by giving more space to pedestrians and cyclists, thus reducing the number of cars. This makes Binck 4.0 a more inviting area to visit, enjoy the outdoor space, grab a coffee and come to work. The waterfront in the Trekvlietzone will have a large park and green grid to increase the quality of the living environment. With the ambition of further transforming the Binckhorst into an integrated area, multiple connections between the Trekvlietzone and the Begraafplaatszone will be made, such as a pedestrian bridge. Similarly, a drawbridge will also be developed to link the area to the Molenwijk neighborhood. Eventually, the interventions done in the public space and mobility will foster an area that is aimed at creating a vibrant community focused on the wellbeing of its users.



Figure 3: Impression Trekvlietzone waterfront

Binck 4 circular

In order to create a robust and resilient district, the Binckhorst development aims to take a circular approach with high sustainability requirements. To support this ambition, a material warehouse for reused materials, and an innovation hub will be developed in the area to support the circular economy. Connecting the circular aspects to a physical innovation hub makes the users aware of the circular measures that are taken in the area.

Binck 4 data-driven developments

The Binckhorst is a pilot project where everything that goes in and out of the area is monitored: materials, the number of visitors, traffic, etc. This information provides opportunities for addressing challenges in real-time, as well as to produce a more accurate future development of the Binckhorst, in terms of circularity and in terms of neighbourhood demands. The hub functions as a centre in which the data is collected and turned into future development.

Phasing

In order to fulfil the ambition to create an innovative live-and-work district, the transformation of the Binckhorst into Binck 4.0 can be separated into three main phases and one introduction period:

0.0 Download (2020)

Phase zero is considered as the first approach to the redevelopment of the area. In this introductory stage, negotiations and agreements have been made between the public and private parties. Moreover, a common vision has been decided for the overall development of the Binckhorst, in which all stakeholders assume their future tasks and responsibilities. Finally, an informative and promotional campaign will be conducted in the area with the objective of advertising future events that will soon take place, encouraging interest and participation in the coming process.

1.0 Install (2020 - 2025)

This phase can be categorized as a branding phase focused on attracting the first pioneers and investments. This will concern augmented events, light- and drone shows, but also the first developments will be realized. A warehouse for recycled building materials will be established, and many investments in the public space will be done. Simultaneously, the first developments in housing and offices in the Trekvlizone will start in order to accommodate pioneers. First buildings will be delivered along the public space in the Trekvlizone and first student apartments will be realized to activate the east side of the Binckhorstlaan.

2.0 Upload (2025 - 2035)

In this phase, more offices and housing are going to be developed in order to fulfil the demand and create integrated places. High rises will complete the Binckhorstlaan as an entrance to The Hague. As the development of the Binckhorst is progressing the Innovation Hub will be also established. Ran by Foundation 4.0 this facility will focus on collecting, managing and sharing data and knowledge. This will be our one-stop shop for innovation and circularity. Meanwhile the monumental and characteristic warehouses in the business area will be transformed to attract and house creative industry and start-ups.

3.0 Play (2035 - future)

In this final phase, the data collected will be processed. The Innovation Hub collects information regarding building data and material usage, with this information the needs regarding the future can be determined. The empty plots function as grounds on which these needs can be implemented in the Binckhorst. With this Innovation Hub and the data that is collected the Binckhorst will decide its own future developments. We cannot predict the future, so we determine later what needs to be realized and right now determine places where developments can take place.

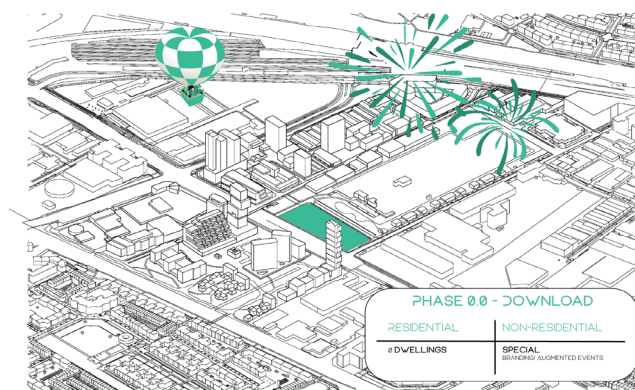


Figure 4

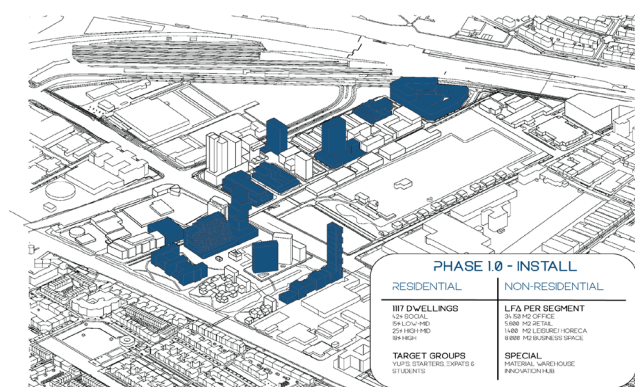


Figure 5

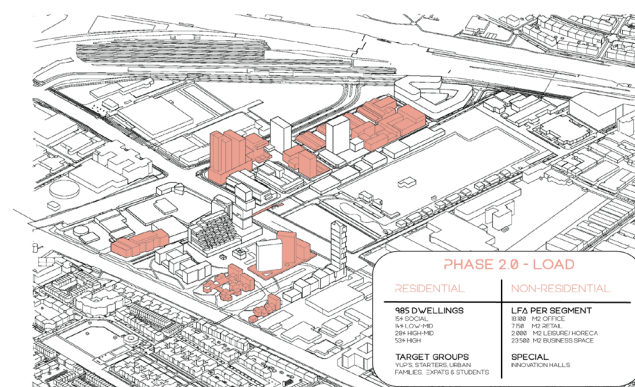


Figure 6

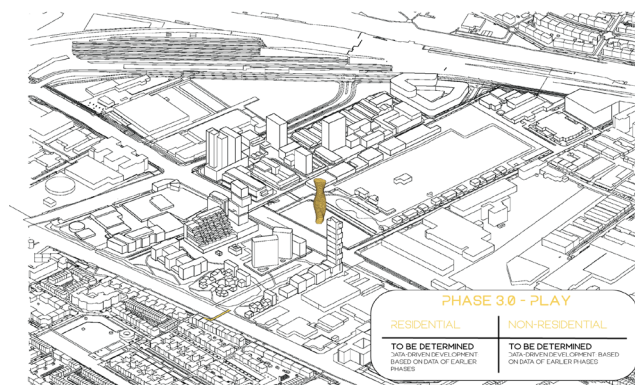
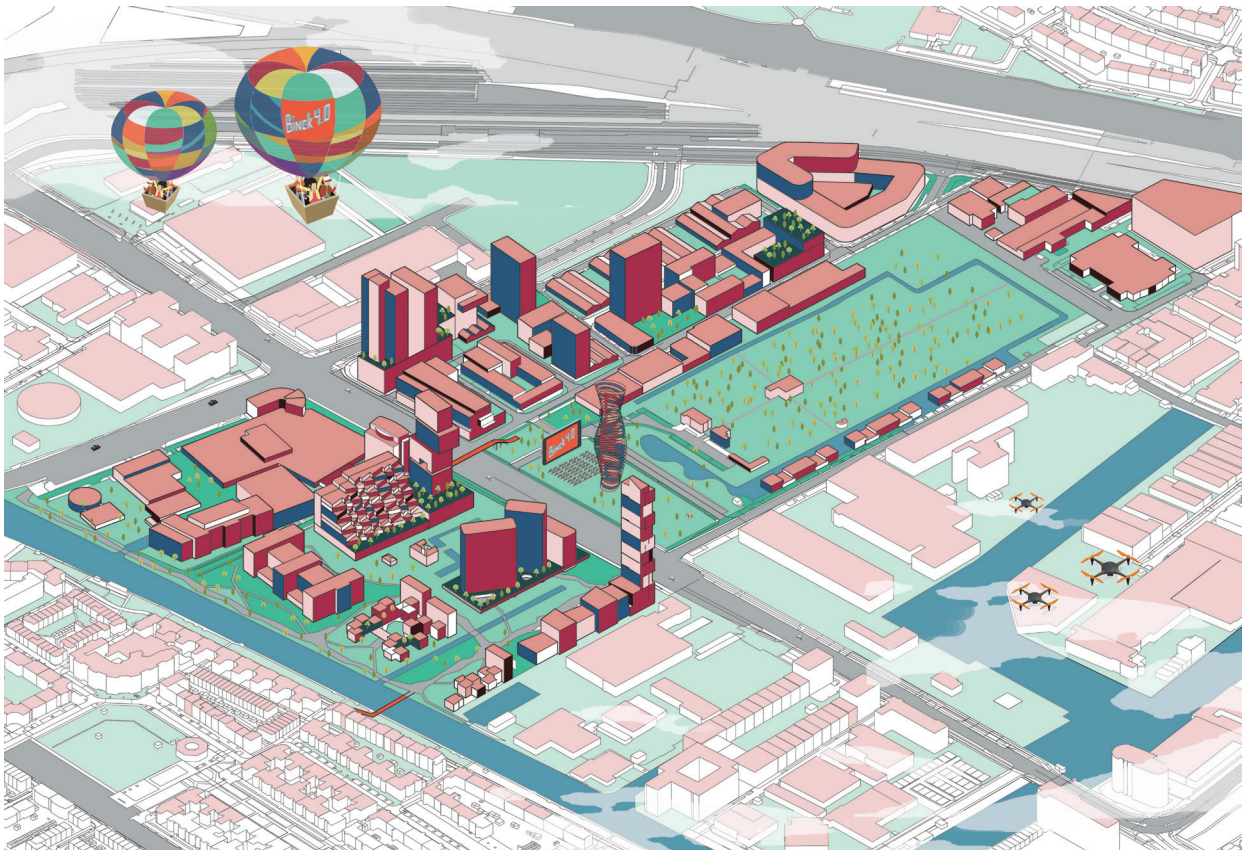


Figure 7

Feasibility

A feasibility study is done on each of the phases regarding different perspectives, which are as follows: social, economic, political, safety, developer and sustainable perspective. Regarding the political feasibility, the plan is in accordance with the reservation system and the market analysis made by the municipality. Social feasibility is reached by providing an inviting area for pedestrians and cyclists with a variety of users, greenery and connections between the two neighbourhoods. The sustainable feasibility is established by confirming that the circular objectives of Binck 4.0 contribute to the greater context of The Hague. Binck 4.0 is economically feasible as well, shown in figure 9. In order to realize a successful Binck 4.0 the municipality plays an important role. Investments in the public space and urban amenities are needed up-front and will be covered by the revenues that are generated through sale of development plots. Also at the later stages of the redevelopment project the municipality will support the realization of the Binck 4.0 vision, as the municipality of the Hague views this project as one that has the potential to shift the way we shape our built environment.

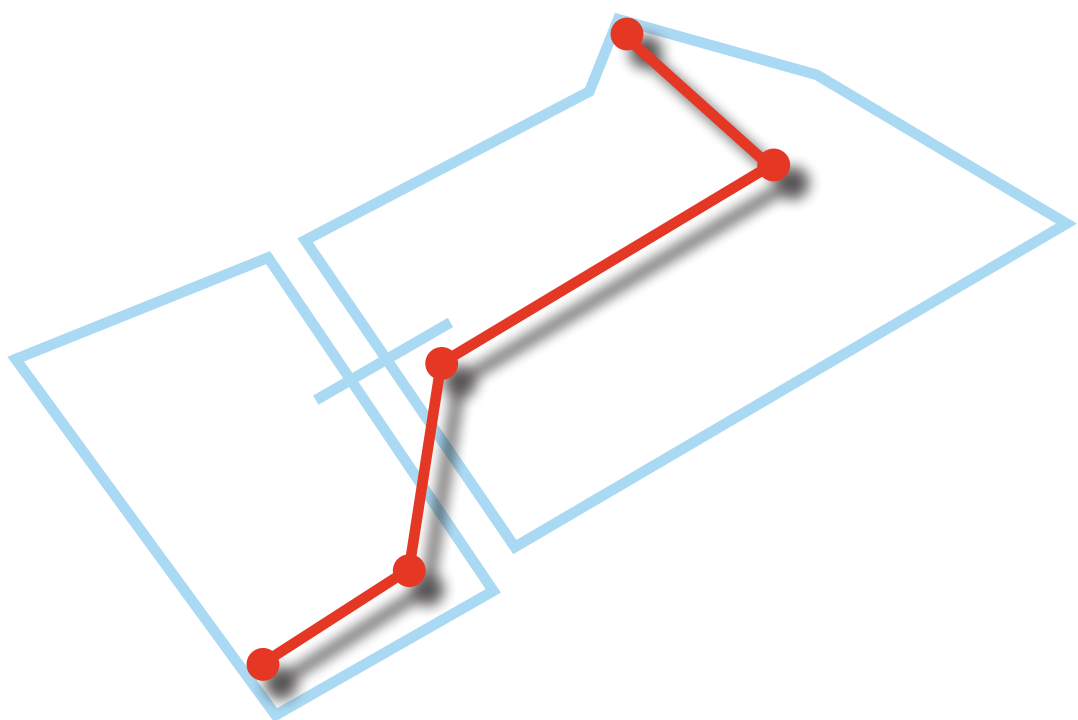


"An innovative live-work district for the new industrial age"

THE BINCK LINK!



A LINKING PLACE WITH
INDUSTRIAL GRACE



PREFACE

Dear Jury,

We are proud to present our redevelopment plan for the Binckhorst area, **The Binck Link!** The redevelopment has been an exciting and fun challenge. This plan represents coherence and the linkage of ideas of all team members. As Group 4 it was our goal to create a liveable place while still maintaining the overarching sense of place and character. This plan provides a link between the old identity and future experience. We have developed the Binckhorst area but always thought of the surrounding neighbourhoods as well and provided both physical and non-physical links.

With regard to the motion of the erotic centre proposed by the aldermen Boudewijn Revis (area development) and Kavita Parbhudayal (prostitution policy), we as group 4 have decided not to implement the erotica centre within our area development. For further reasoning, we would like you to refer to the letter which has been written to the alderman and is added to the appendix of this chapter.

We hope you enjoy reading our plans for the redevelopment of the Binckhorst area.

Kind regards Group 4

CONTENT

3.1 Introduction of Binck Link

3.1.1 Vision

3.1.2 Market and Target Groups

3.1.3 Zoning of The Binck Link!

4.

3.2 The Development Plan

3.2.1 The Binck Link! Place-making

3.2.2 Housing

3.2.3 Offices

3.2.4 Retail & Leisure

3.2.5 Other amenities

3.2.6 Mobility

3.2.7 Water structure

6.

3.3 Strategy

3.3.1 Phasing

3.3.2 Collaboration strategy

3.3.3 Scenarios

3.3.4 Risks

1.

1.

3.4 Feasibility

3.4.1 Financial feasibility

3.4.2 Economic feasibility

3.4.3 Political feasibility

3.4.4 Social feasibility

3.4.5 Environmental feasibility

1.

3.5 Conclusion & Process

1.

References

1.

Appendices

3.1 | INTRODUCTION OF THE BINCK LINK

The history of the Binckhorst is mostly linked to the eponymous castle still existing in the centre of the area. It dates back to at least 1308 and the name is related to a wooded piece of high lying land in a swampy area, which is very typical for a Dutch castle. In the 15th century the area was drained to create a polder. At the beginning of the 20th century it became an industrial area for the city of The Hague, for which new harbours were dug. From the seventies, some industries were replaced by large office buildings but limited housing was realised (Verbruggen, 2019). The Binckhorst area is characterised by two large collective business buildings, Caballero Factory and BINK36, as well as its water structure. Furthermore, it is split in half by the large motorway of Binckhorstlaan, which is currently also transformed into a highway exit through the Rotterdamsebaan. Lastly, a large cemetery is located at the center of the case, between Zonweg and Wegastraat.

3.1.1 | Vision

The Binck Link! aims to be a vibrant neighbourhood of the Hague where high modernity meets industrial heritage, where Holland meets The Hague and where The Hague meets the Binckhorst. All walks of life will come together. The Binck Link! will be a place of connection, a pivot in the urban tissue of the Hague and through the Victory Boogie Woogie Tunnel, of the entire country.

Placemaking became the focus of the urban design to accomplish the desired connection. Placemaking is a very broad term and as many of its aspects as possible should be embraced. Because the Binckhorst currently lacks most of the features attributed to a liveable place, this is of utmost importance. Otherwise, people will not come to live there. To achieve the goal of vitalising the Binckhorst, the area needs better green spaces, walkability, diversity, urban

hierarchy and human scale, while retaining its industrial character and an improvement in social sustainability and cohesion. A difficult task but definitely not impossible. Since it is not only focused on physical aspects but on activities and events as well, an attractive sense of place in the Binckhorst will be created.

First of all, the livability will be improved by adding much needed public space to the area, much of which will be green parks with various themes and usage. In the public spaces, events will be held to attract people, create a new public perception and thus bring residents together. Think of sports, markets, exhibitions of local industries at Caballero factory or BINK36 and a communal herb garden. This will make the entire Binckhorst area much more attractive. Furthermore, the infrastructure from car-oriented to pedestrian friendly, by adjusting the area to a human-scale through the activation of its plinths. This concept is also in line with the aspiration of providing thousands of dwellings that results in the emergence of high-rise buildings. Through the strategy of creating vibrant plinths, the eye-level space will be attractive and lively (Stipo, 2016). Plinths with permeable facades functions like daycare facilities, restaurants and retail will ensure the creation of spaces in The Binck Link!, despite the high rise buildings.

Another one of the priorities is keeping the character of the place intact. The unique character creates social sustainability and cohesion as the residents need to develop their sense of belonging with the place. Some buildings have a unique industrial character that would be fitting to preserve as a placemaking element of the area. The water structure is also an integral part of the industrial harbour function the Binckhorst has, therefore enhancing the water experience is aspired. This is not only good for the image of the area but, like green

space, for drainage and the heat island effect as well. Moreover, water creates a higher land value for future development (source!).

Lastly, a diverse Binckhorst, both socially and visually, is desired. Diversity is not only a philanthropic goal but also improves spatial quality. Diversity is, along with the hierarchy, important in recognisability and identity, which are factors of good spatial quality. This subsequently invites people more to stay around in the public realm and increases social contact dramatically. The buildings will be primarily mixed-use to further help this aim. However, the west of the Binckhorstlaan will consist of mostly housing, while this function will gradually change into commercial going east of it. Sustainability as a whole is an important part of development, which is seen as indispensable in

contemporary urban development. It speaks for itself that the developments are energy neutral. In addition, circular industries and initiatives like urban farms will be stimulated. Additionally with water and green structures peak water and heat will be solved and by creating pedestrian oriented infrastructure car pollution will be reduced.

3.1.2 | Market and Target Groups

Industrial architecture, with their edgy and hip character, may be attractive to the young generations. Hence The Bink Link! in its earlier phases will focus on housing, amenities, and events for start-ups, students and young families. Other target groups will be drawn to the Binck Link! naturally when it becomes a successful place, see figure 1

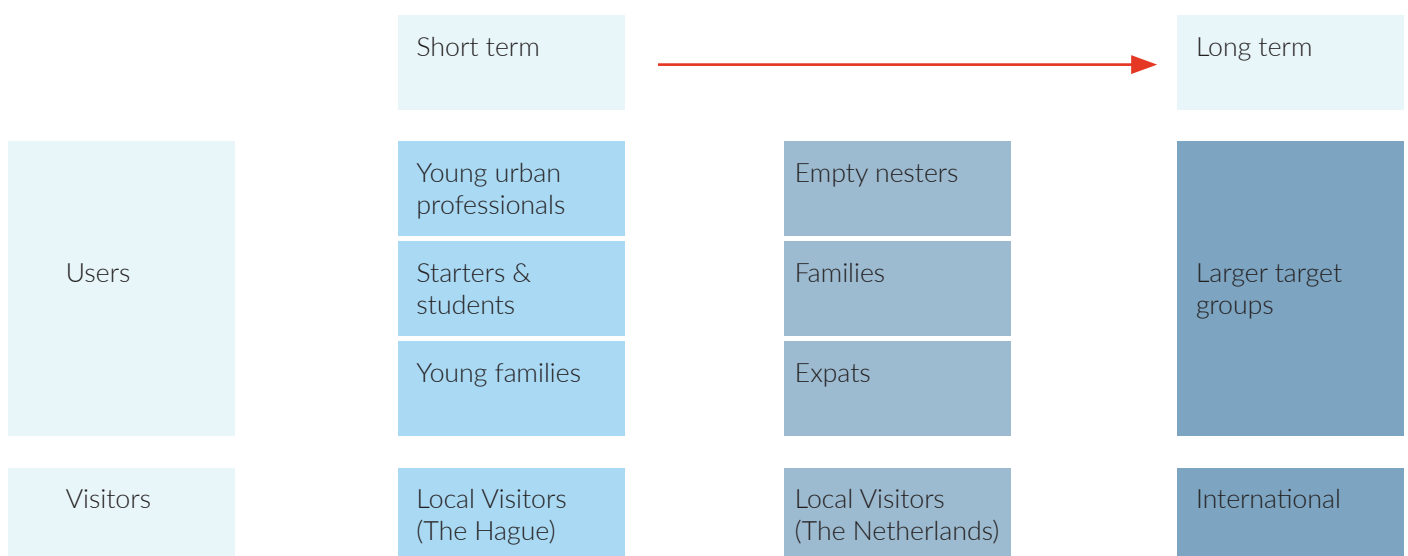


Figure 1, Target Groups

3.1.3 | Zoning of The Binck Link!

The figure below shows the zoning plan. Along the Trekvliet canal, the residential zone is situated combined with several leisure functions. Moving towards the Binckhorstlaan, the function shifts towards more commercial and mixed-use. On the other side of the Binckhorstlaan, there are cultural and leisure zones. Focused on communities, the cultural zone is located at the heart of the area. Leisure and mix-use functions are also planned along the Binckhorstlaan, creating a lively area near the main road. Moving towards the rail tracks, the industrial and office zones are placed. Between the existing cemetery and the office zone, the agricultural zone has been added.



Figure 2, zoning of The Binck Link!

3.2 | THE PLAN

A development plan was made based on the vision, market and target groups. The Binck Link! redevelopment plan is focused on place-making as the main thematic area. Through place-making, social inclusivity, circularity and livability will be achieved and thus create a resilient and innovative live-work environment with its unique industrial grace. The following subchapters will dissect the spatial concept of The Binck Link! through place-making activities, followed by the program divided into five categories; (1) housing, (2) offices, (3) retail and leisure, (4) other amenities, and (5) mobility (see figure 3).

3.2.1 | The Binck Link! Place-making

Through place-making activities, planners and actors would design and create a place based on the people and their values and thus create a community through the emergence of place. Place-making enables the actors to collectively envision and reinvent its public spaces to become the heart of their communities.

Transitioning towards a more urban context, The Binckhorst is focused not only on its physical and functional environment but also on the environment of experience. Place-making can be achieved through the creation of well-connected and distinctive public spaces, as well as implementing plinths to increase its safety and the positive experience on the eye-level (Adams & Tiesdell, 2012; Stipo, 2016). The Binck Link! serves as an entrance gate of The Hague, since it is located at the border of this municipality. Visitors and daily commuters will enter The Hague from Rotterdamsebaan tunnel through The Binck Link!, hence this transformation provides a spatial experience of entering a vibrant urban district. Upon entering The Binck Link! from the tunnel, a lively community center, the vibrant plinths and plazas, as well as an iconic building can be seen. The detail of this place-making concept will be explained further in this subsection.

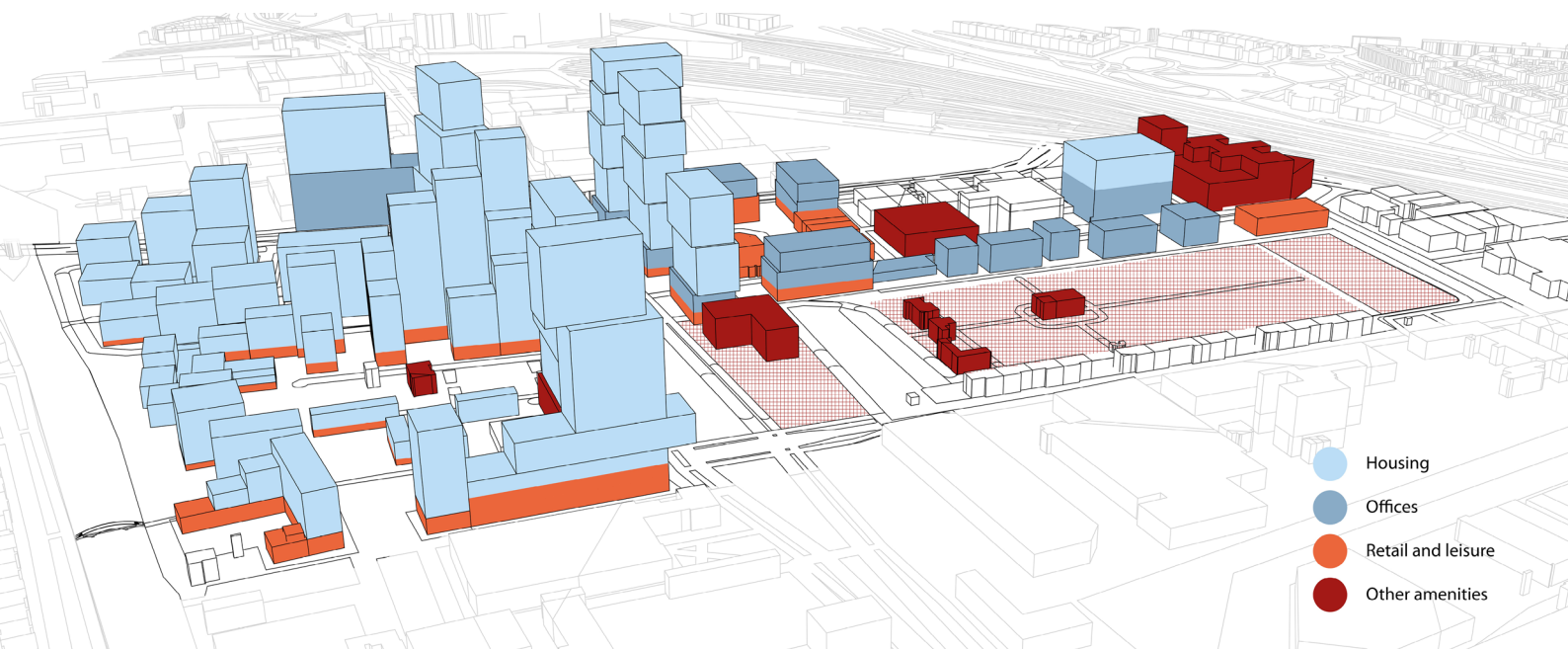


Figure 3, Functions in The Binck Link!

The Binck Link! provides six unique public spaces (as shown in Figure 4) that are spread throughout the case area to actively create a safe and well-connected space, thus serving as a catalyst towards an inclusive livable community. These six public spaces will be built along with the redevelopment of The Binck Link! area, in which the detailed phasing schedule will be explained later in section 3.3.1.

Fokkermarkt

Community is the foundation of the place-making process (Stipo, 2016). Creating communities should be central and in line with the development of dwellings in The Binck Link.

Fokkermarkt is a plaza that emerged along with the first batch of the new residential spaces in The Binck Link! redevelopment area. Therefore, this plan provides a suitable space for the creation of communities in the new residential area. Fokkermarkt is planned to host small-scale resident-led event spaces, weekly markets, and

a meeting place for all the residents living in the vicinity.

Fokkermarkt is connected with other places that are planned to be built, including the Trekvliet Boulevard by passing through the horeca spaces, and the Mondriaanplein by walking through the green belt of Binckhorstlaan and the Binckhorstlaan Bridge.

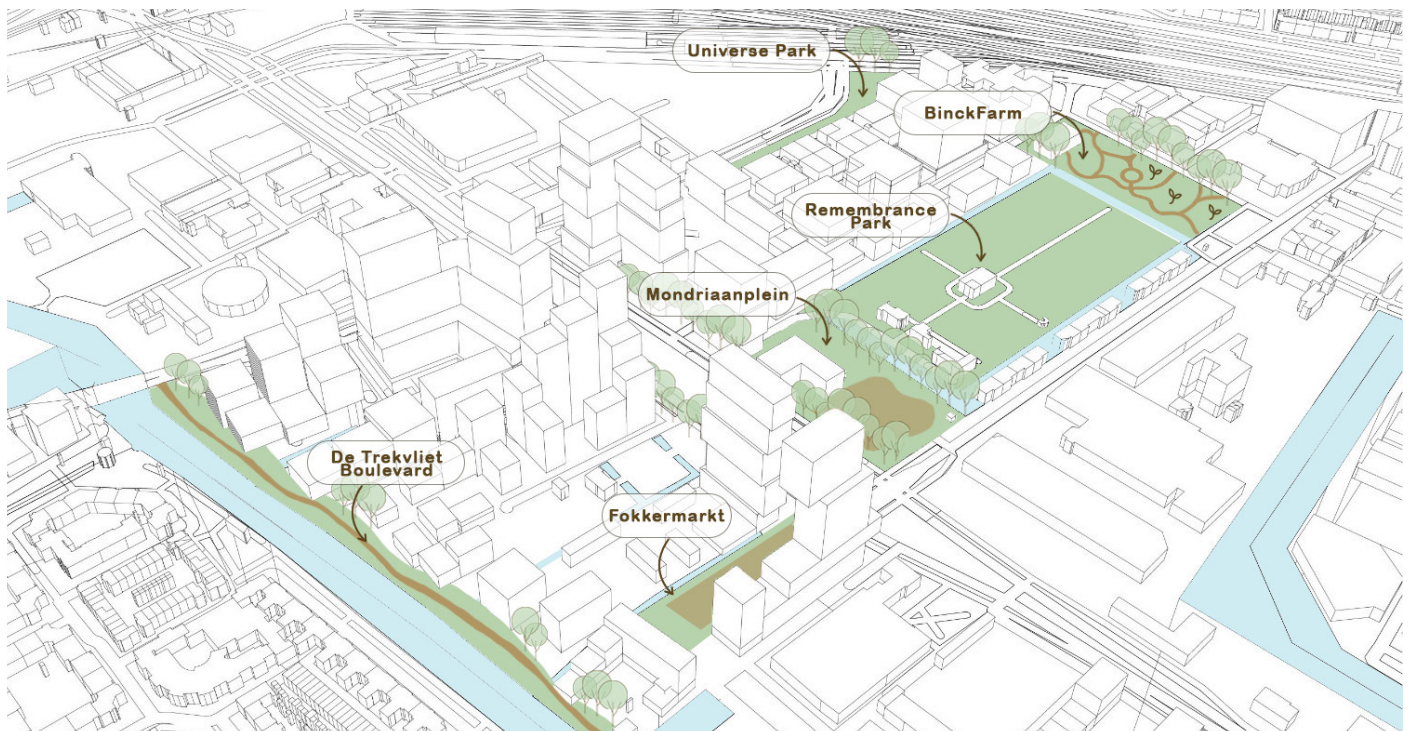


Figure 4, Six public spaces in The Binck Link!

Remembrance Park

In The Binck Link!, the current cemetery is modified to be a Remembrance Park while still retaining its main function as a cemetery. Currently, the cemetery is already quite dense and there will be a crematorium built near the main entrance.

The Remembrance Park is a cemetery that also provides a serene place for the public to visit. This particular park is planned to be developed in the latest stage, when the whole area of The Binck Link! has grown to a lively place with its strong communities and active events. The modification includes improvement of the connectivity from Mondriaanplein to Binckfarm, and adding more benches in the free spots. The cemetery is currently owned by Stichting R.K. Begraafplaatsen, and modification in the later phase when the place has fully grown will ensure more collaboration between stakeholders.



Universe Park

Located in the northern border of the case area, this square provides a leisure space for the office workers and also serves as a space for events with louder noise production such as outdoor cinemas, summer fairs, and other suitable events. By encouraging activities in this square, it increases the livability of this area that would otherwise be rather empty outside the office hours



De Trekvliet Boulevard

De Trekvliet Boulevard is located along the Trekvliet canal. Providing a nice walkway with the view of the canal and the Laakmolen windmill, this boulevard provides a connection from retails and horeca space near Fokkerhaven and Fokkermarkt to the “Waterfront Park Binckhorst” that will be built in the northern part of The Binck Link! case area. In De Trekvliet Boulevard, residents and other visitors can stroll along the canal or picnic in its wide recreation space. This boulevard is hoped to improve the quality of life of its residents.



The conscious interventions of place-making activity is not only achieved through providing the physical attributes. The experience of a place is also created through the functions and the diversity of activities in each designated place. Table 1 provides an overview of the diverse activities that can be held in each public space in The Binck Link!.

Based on Adams and Tiesdell (2012), creating distinctive places is one of the main characteristics of a successful place. Each of the six public spaces in The Binck Link! provides different identity and character, that will create movements at eye-level within our case area, and thus enhance the livability of The Binckhorst. The Fokkermarkt as a square within the residential towers provides spaces for daily and weekly events for its residents, while the Mondriaanplein is designated to be a more cultural and community-based center. In

the Remembrance Park, the current cemetery area is transformed to be more livable and open to the public while still retaining its original function. On the other hand, the Binckfarm provides agricultural space for the residents, and hopefully for the larger communities of The Hague in the future. Universe park provides an urban square for the office workers, and serves as gathering space to enhance the livability of the area outside office hours. De Trekvliet Boulevard provides a connection to the northern part of Binckhorst, as well as to improve the quality of life of its residents that are mainly located in this area.

The specialty of these public spaces also lies in their ability to grow over the years, adapting and adjusting to the development of the whole area and its people. The plan provides flexibility and room to grow along with the growth of the community, being dynamic and organic.

Table 1, Various events that can be held in each of the public spaces

Public spaces	Spring	Summer	Fall	Winter
Fokkermarkt	Sunday markets and event spaces			Skating rink
Mondriaanplein	Markets of local creative products, exhibition of The Binckhorst			
	Cultural and sport events, workshops			Christmas Market
Remembrance park	Serene cemetery area			
Binckfarm	Urban farm			
	Agriculture workshops, pop-up salad and juice bars			Pop-up coffee kiosks
Leisure square	Tulip garden	Outdoor cinemas, mini festival, summer fairs	Picnic area	Pop-up coffee kiosks
De Trekvliet Boulevard	Picnic and barbeque area			

3.2.2 | Housing

Because of the big housing shortage in the Netherlands, a lot of new housing needs to be developed (Woonbond, 2019). This is also the case for the Binckhorst. Therefore, the biggest part of the area development consists of housing. In this plan, a total of 5,375 residences are going to be developed. These residences are developed by The White House, BPD, and VORM in collaboration with Staedion representing the housing association. The distribution of housing can be found in

Table 2, Distribution of residential development in the Binckhorst

	WHD	BPD	Vorm	%
Social housing	691	525	420	30,68%
Med	534	645	320	28,15%
High	1100	580	560	41,18%
Total	2325	1750	1300	100%

table 2. All social housing, a total of 1648, and 16.6% of the middle segment dwellings will be managed by the housing association Staedion. 42% of all housing is owner-occupied and 58% is designated for the rental sector.

The residences can mostly be found between the waterfront and the Binckhorstlaan (figure 5). This area is designated by the municipality as the place with an emphasis on housing. Near De Trekvliet Boulevard, the developers are only allowed to build on 40% of the land, so the area becomes as green as possible. The buildings are high at the Binckhorstlaan and lower towards the waterfront. In the more working oriented area (between the Binckhorstlaan and the railway tracks) housing is developed as well. So, the housing is spread all over the area. All residences are built energy neutral and include multiple parking spaces.

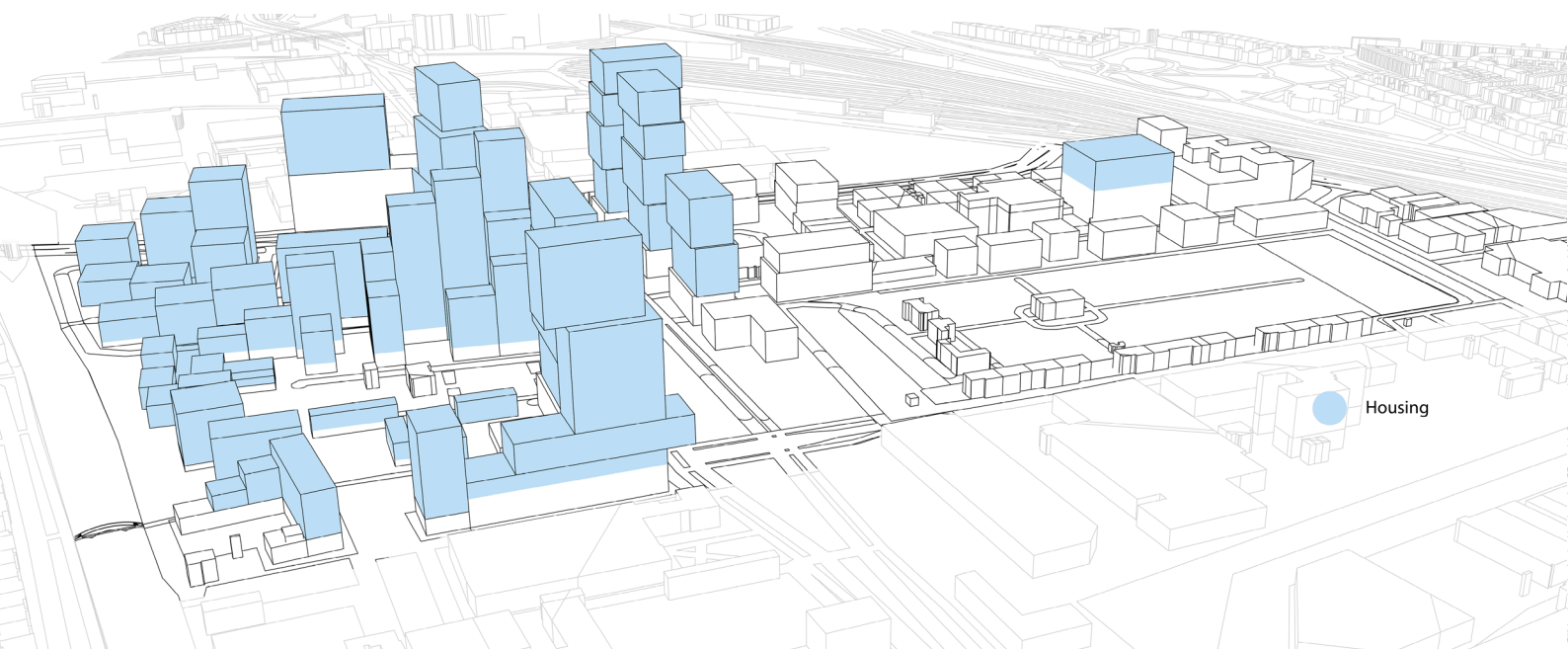


Figure 5, Housing in The Binck Link!

3.2.3 | Offices

74,337 m² of office space is included in the current development plan (figure 6). These offices are incorporated into several buildings. The majority can be found in the working oriented area, mostly at the Binckhorstlaan. These offices are needed to develop a mixed-use area with different usage. Along with the cemetery some small office space can be found and 50% of office and workspace for the creative industry. The offices can be used as traditional offices, co-working spaces, and also be used by start-ups. The already existing business activity that is now located in the Binckhorst will be retained as much as possible.

3.2.4 | Retail & Leisure

To make the area as livable as possible, the emphasis is found on the eye-level. Along the Binckhorstlaan, only retail and leisure can be found on the ground floor and some floors above, the so-called 'plinth' (figure 7). This is also the case for the buildings towards the water. Stipo (2016) mentioned that activating plinths are central to creating an attractive urban space. In total 74,253 m² commercial space will be realised. This includes shops and restaurants, but also fitness facilities. So, the 'plinth' is as vibrant as possible and accessible for residents, employees, and visitors.

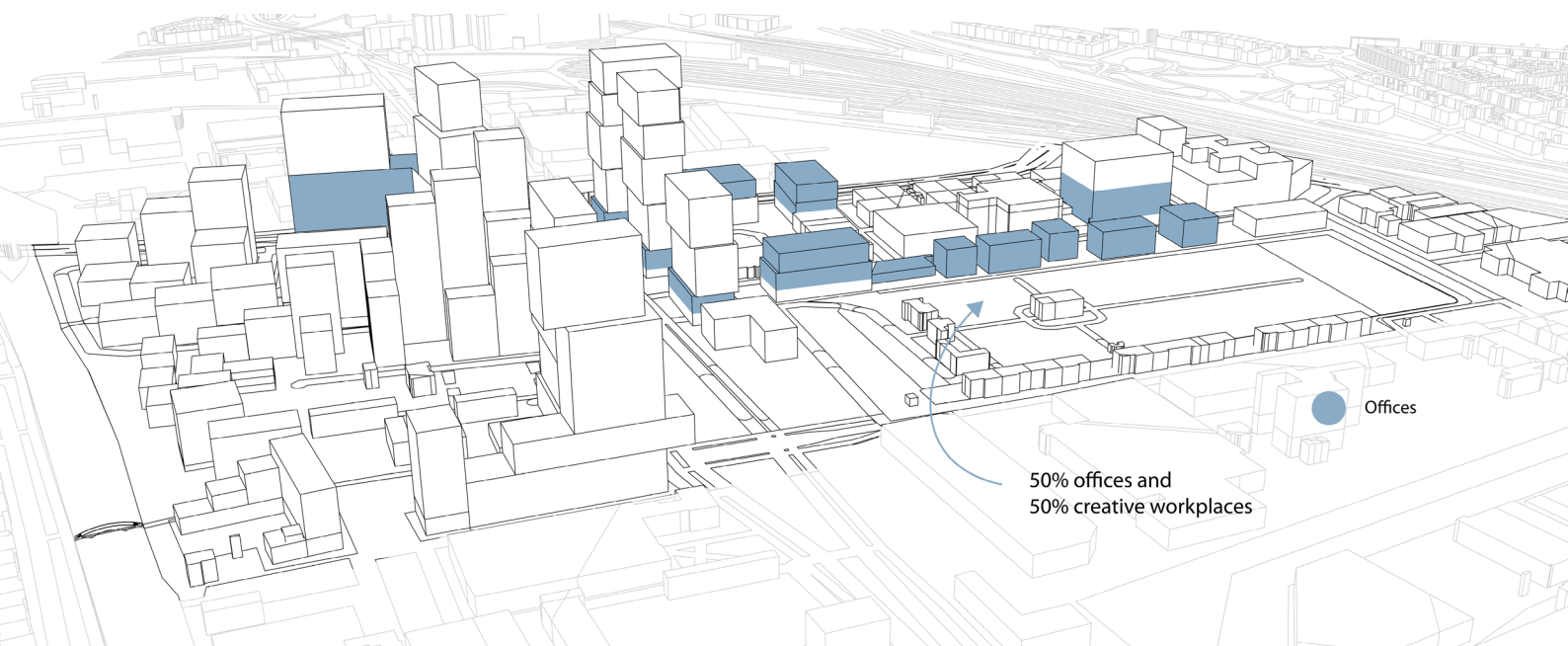


Figure 6, Office in The Binck Link!

Behind the high buildings of the Binckhorstlaan, towards the train tracks, there is a Food Factory that consists of restaurants and bars to have a drink or snack after work or during the day. These restaurants and bars will be located in already existing buildings surrounding a square. These buildings have a semi-monumental status and therefore contribute to the industrial character of Binckhorst. By using already existing buildings with a new purpose a smaller impact is made on the environment.

3.2.5 | Other amenities

Last, some places are identified as 'other amenities' (figure 8). The amenities will mostly be located at the plinths to create vibrant activities at eye-level, to create a positive experience for the users. This includes most of the place-making areas, such as the Fokkermarket, Mondriaanplein and the Remembrance park, but also a school and daycare are built. Besides, the water and green structures around the castle give the castle a more prominent place in the Binckhorst (see also section 2.7 Water structure) and a police station is planned near the train tracks.

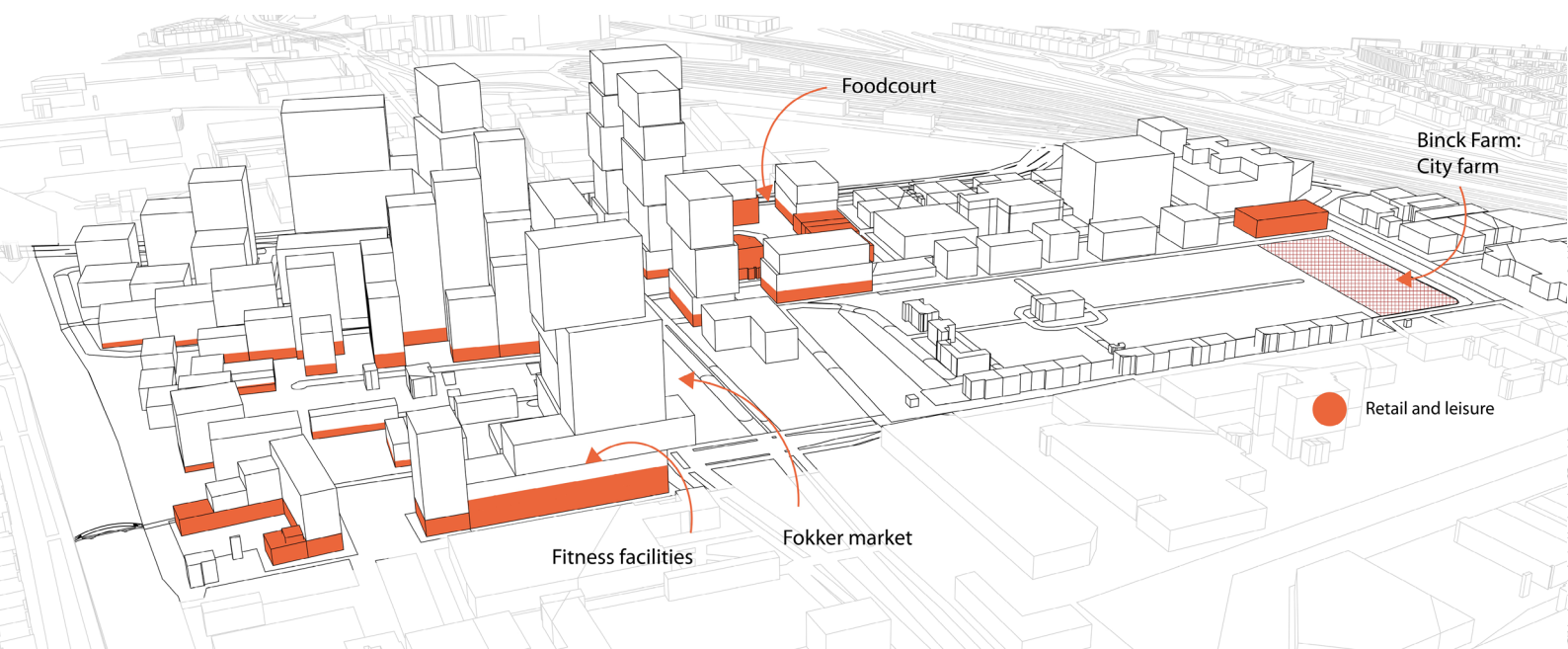


Figure 7, Retail and leisure in The Binck Link!

The emergence of daycare and kindergarten in the plinths of residential zones creates a livable environment in the residential area during the day, and the noise emitted from these two social functions will not disturb the working activities in The Binck Link!, since it is located far from office spaces.

Extra above-ground parking is built to allow the employees to come to the Binckhorst by car. In this parking, but also within the buildings where parking is included near the residences, “one-way” shared cars are introduced. One-way carsharing means that publicly available cars are offered throughout the city without a fixed location. The municipality provides a subsidy for this new use of cars (Gemeente Den Haag, 2020).

3.2.6 | Mobility

For the Binckhorst area, mostly slow traffic (bicycle and pedestrian) and public transport need to be improved. In the case area, three hard boundaries are designated that do not connect the area, both in and outside the area. First, the area is split in two by the Binckhorstlaan. This street is hard to cross by cyclists and pedestrians and will be more difficult once Rotterdamsebaan operates. Secondly, the case area is closed off on two sides, by the water and the train tracks. For the development plan, three bridges are proposed; one crossing the Binckhorstlaan, one crossing the water, and the last crossing the train tracks. All bridges serve cyclists and pedestrians. The bridge crossing the Binckhorstlaan will end at the cultural centre. So, Mondriaanplein, both figuratively and literally, connects the housing and working area.

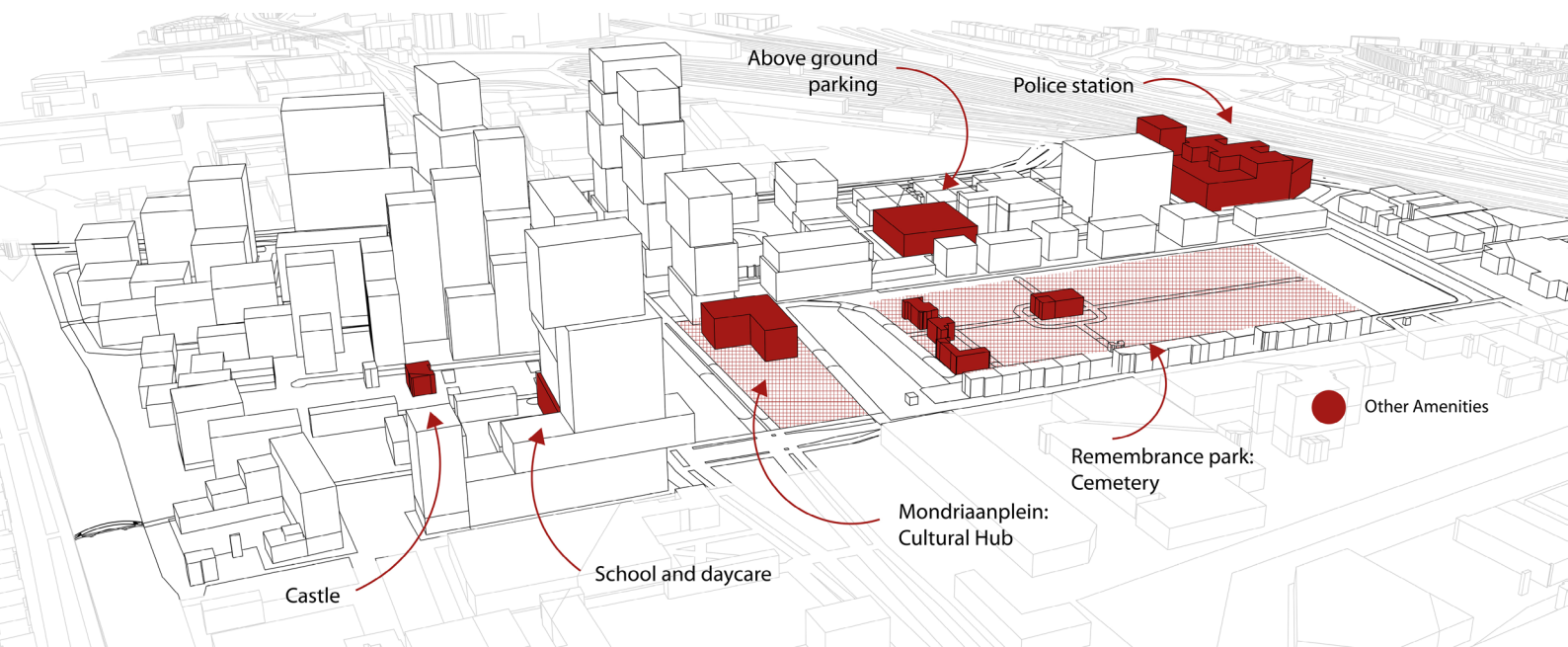


Figure 8, Other amenities in The Binck Link!

Because a lot of housing is going to be built in the area, more and larger traffic flows will arise. First, the already existing bus lines will be expanded. Secondly, a new tramline is proposed, that moves from Den Haag HS station to Voorburg station. Trams have a high capacity and are a sustainable alternative for busses. To make the Binckhorst more exclusive, a water taxi is proposed from Den Haag HS station to De Trekvliet Boulevard.

3.2.7 | Water structure

The history of the Binckhorst shows a huge connection with water. The Trekvliet has been in the area since medieval times and the emergence of bigger industries in the 20th century created a need for new harbours. Therefore, maintaining the current water structure is an important element of the design. The existing three arms of the Trekvliet through the residential neighbourhood will be enhanced, and a fourth waterway will be added. First of all, high-end housing where people can dock their boats directly to their own homes around the existing inlet on the Uranusstraat will be developed. Secondly, the castle moat to the Trekvliet will be extended and the current ditch along the Wubbo Ockelskade will be enhanced to a beautiful singel. Finally, the Fokkerhaven is a distinctive harbour with industrial qualities. Here the current horeca function will be enhanced with more quality restaurants. Moreover, a piece of water will be added to enclose the cemetery, to separate it from the urban farm and create a water buffer for irrigation.

3.3 | STRATEGY

3.3.1 | Phasing

The phase is separated based on the target group and the financial feasibility of each developer as figure 9 shows. It is estimated that the development period of a plot is four to five years, including preparation, construction and selling. There is also some overlap between the phases. Based on the proposals from all developers, the whole development of Binckhorst is divided into three phases, namely place to settle, place to create, place to live and grow.

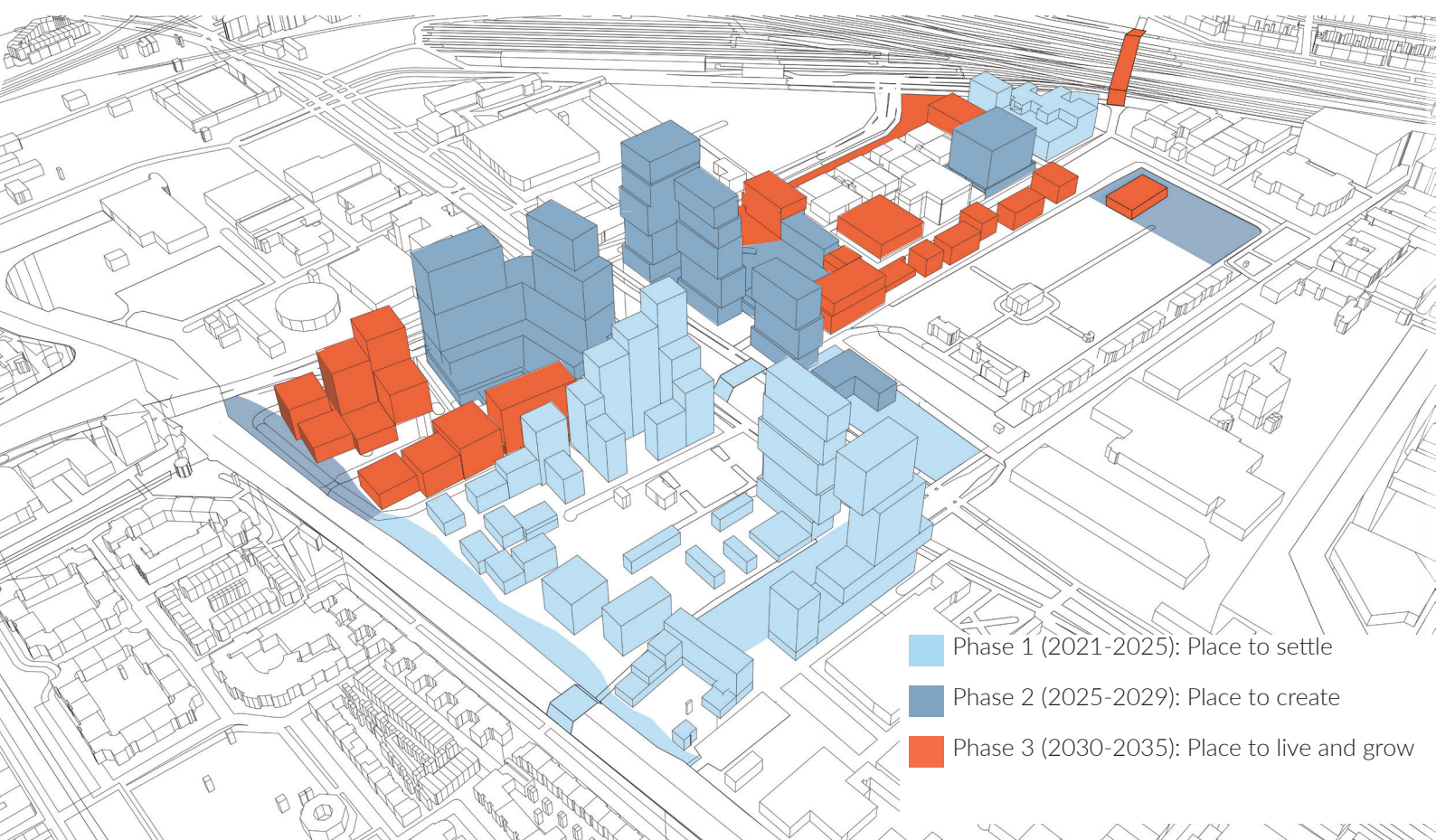


Figure 9, Phasing of the Binck Link! subprojects

Phase 1 (2021-2025): Place to settle

In phase 1, the municipality aims to mitigate the huge housing shortage in The Hague by adding more housing in Binckhorst. The target groups are starters, students and families, who are more drawn to the industrial characteristics of Binckhorst. Therefore, all three developers start with the plots in the residential zone to build family-oriented housing and social housing with retail and amenities like daycare, gyms and schools. De Vliet Boulevard and Fokkermarkt, as well as some restaurants & cafes, will also be added near the canal to offer an attractive living environment. During this phase, the two bridges (across the Trekvliet and Binckhorstlaan) will be built to provide better accessibility from this residential area to other parts of Binckhorst and the city from the onset of the project. At the same time, the Mondrian square will start in an incremental manner with a less initial investment.

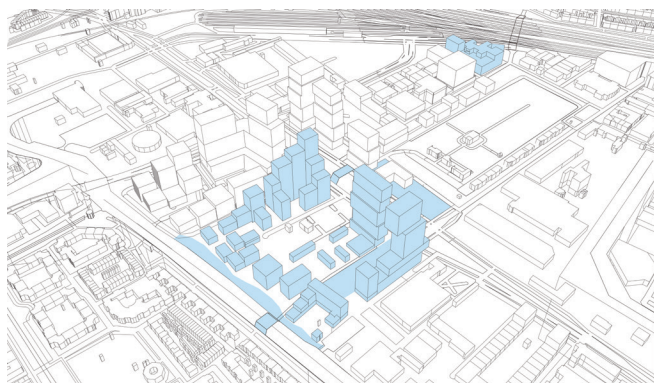


Figure 10, Phase 1 (2021-2025): Place to settle

Phase 2 (2025-2029): Place to create

After developing 1,935 dwellings in the first phase, the second phase is focused on providing more work opportunities, enhancing local identification and diversity in the Binckhorst. Developers do this by focusing on creating more commercial spaces, offices and areas for the creative industry. In this phase, all three developers plan to build mixed-use buildings with housing, retail and offices. In addition, BPD will build the food court on plot 8. The Mondrian square and cultural hub will be finished in this phase to work as a community centre of residents and to attract tourists. The Binckfarm will also start in phase 2 to contribute to the sustainability goal and also attracting visitors from other cities. Other infrastructures, like the tram line, will start to be built in this phase to improve the accessibility of the Binckhorst area.

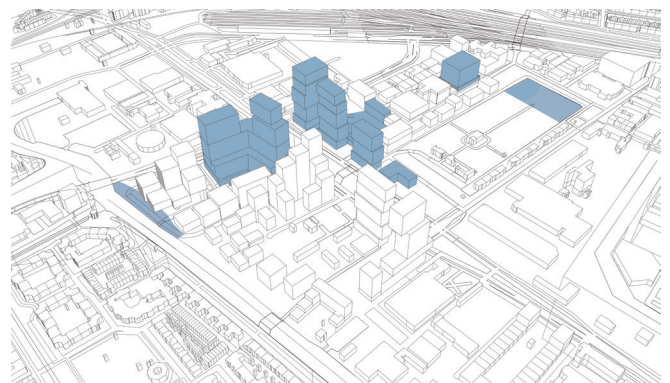


Figure 11, Phase 2 (2025-2029): Place to create

Phase 3 (2030-2035): Place to live and grow

The third phase can be seen as the 'grande finale' of The Binck Link! project. During this phase, the tramline will be put into operation, and the last bridge will be constructed which connects the Binckhorst with Voorburg. In addition, the cultural hub 'Mondriaan square' will be expanded, and the Binckfarm will get its own organic restaurant. The Universe park will be developed next to the police station, which derives its name from the outdoor cinema it will host. The developers VORM and White House Development together will finish the construction of 2,453 dwellings, while BPD will focus on developing 58,000 square meters of corporate and creative-industrial real estate. In 2035, all developments will be finished, making the Binckhorst the new well-connected center for its surrounding residential neighbourhoods. The Binckhorst will be a popular place to visit due to its vibrant mixed-use and distinctive industrial place-making.

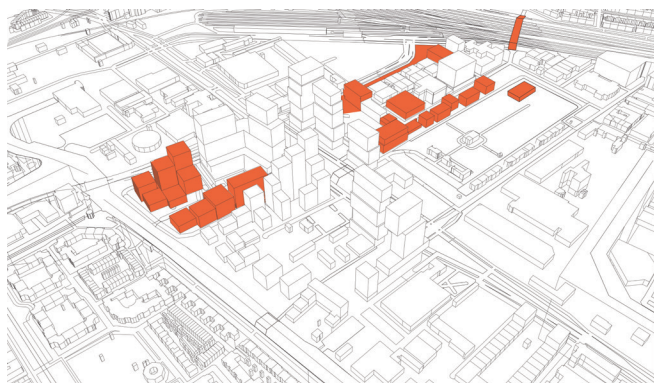


Figure 12, Phase 3 (2030-2035): Place to live and grow

3.3.2 | Collaboration strategy

The collaboration strategy that will be implemented in the Binckhorst area is closely related to the land ownership of the municipality of The Hague. The municipality owns a lot of land and has already issued a lot of plots in leasehold. For the various developments, the municipality will conclude collaboration agreements with private parties to further develop the area. The collaboration agreements will eventually lead to leasehold issues.

The municipality will conduct land exploitation in which the income from these issues will end up. In addition, contracts will also be concluded with developers (anterior agreements) for their contribution to public works. This is a private law agreement, just like the leasehold issues that lead to private law leasehold agreements.

Any land development agreement that is closed for the determination of an exploitation plan is an anterior agreement. Via private law, whereby (financial) agreements are made on the basis of an (anterior) agreement about the plan of the private initiator. Although the anterior agreement is an instrument for cost recovery, the content is broader. The agreement includes all aspects of the project, such as the public space, the extra bridge that will be constructed, environmental law aspects, payment dates and securities and building real estate (Akro Consult, Instituut voor Bouwrecht, NEPROM, Ministerie van Binnenlandse Zaken en Koninkrijksrelaties, & VNG, 2019).

3.3.3 | Scenarios

A scenario analysis is conducted on this project. Scenario analyses are used to draw possible, plausible futures and are based on uncertainty. They are needed to make decisions for the project. One of the main features of a scenario analysis is to illustrate risks (Lindgren & Bandhold, 2003), which will be done in the next chapter.

In a scenario analysis, two possible trends are taken into account, in which each trend has a relatively large bandwidth and therefore can have a low or high impact in the future. This leads to four scenarios (Lindgren & Bandhold, 2003). In this case, the trends of urbanisation and economic growth are taken into account. These trends are relevant because the demand for urban functions in the Hague is great at this moment and COVID-19 seems to have a great impact on economic development. The scenarios can be found in figure 13.

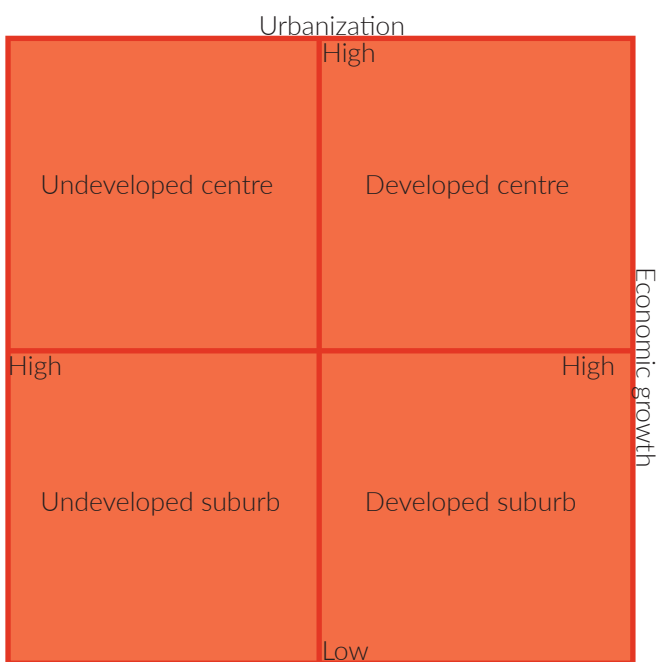


Figure 13, Scenarios

Undeveloped centre

In this scenario, urbanization is high and economic growth is low. This means that there is a lot of demand for housing commercial functions. Developments will still take place but a shortage of investment space and employment rates are expectable because of the low economic growth or economic shrinkage. The low employment rate leads to an undesirable distribution of city functions. The uncertain economic development will lead to a poor overall quality level. Only basic investments will be done to prevent investments from being loss-making.

Developed centre

In this scenario, both urbanization and economic growth are high. Demand to all functions is high and enough investment capacity is available to realise new developments. Therefore, it is possible to get the desirable distribution of functions in the area. As a lot of parties are willing to invest a lot of money, it is likely that the area will be densified and the infrastructure has to be upgraded. In return, the developing parties will probably invest in the surroundings of the area.

Undeveloped suburb

In this scenario, both urbanization and economic growth are low. Demand for new functions and employment is low and there is no money to invest. The area is expected to be untouched and maybe even to run down.

Developed suburb

In this scenario, urbanization is low and economic growth is high. There will not be a lot of demand for city functions but there is for employment. Because of its strategic location, few high-end houses can be built and probably will be sold to some prosperous people that profit from the economic growth. This will probably not add a lot of commercial functions. Especially spaces to work are expected to be developed to satisfy the demand for employment.

3.3.4 | Risks

In the scenarios chapter, a few risks are already identified, such as the COVID-19 crisis, an undesirable function distribution and insufficient infrastructure. Next to that, political change, for instance, is a risk. Table xx gives an overview of how these risks can be mitigated

Table 3, Overview of risks and how these are mitigated

Risks	Mitigation
COVID-19	COVID-19 brings uncertainty in the economy of the Netherlands. It can lead to temporary but also definite changes in markets. The project is divided into multiple phases, so that it can be adjusted if the market changes in the long term. Next to that, mixed-use is implemented on building level. This way, a proper distribution of functions is available, even if projects will be cancelled.
Undesirable function distribution	The municipality has negotiated with the private parties to get a desirable function distribution. As compensation, the private parties can build more real estate than was intended at the beginning of the project.
Insufficient infrastructure	Multiple measures will be taken to lower the burden on the infrastructure. Developers will build a sufficient amount of parking spaces and vehicle-sharing will be stimulated. The municipality already gives out subsidies to electrical car-sharing. Next to that, public transport will expand, e.g. by constructing a tramline and introducing a water taxi.
Political change	The political situation of Dutch cities changes every four years. To ensure that the plans will go through, a contract between public and private parties is set up with mutual obligations. Private parties, therefore, can develop their plans and are obliged to invest in determined municipal plans.

3.4 | FEASIBILITY

3.4.1 | Financial feasibility

The realisation of the Binckhorst developments will mostly be done by private parties in collaboration with the housing association. They will build and invest in the different kinds of buildings. To make this all possible the municipality will invest in all kinds of public space and the municipality will manage the land exploitation of the area. In this exploitation the proceeds from land issues will be managed. The issue will be done in leasehold.

The municipality has already done some major investments in the area and will do more in the near future. The area is well connected for cars by the realization of the 'Rotterdamsebaan' and for further development of the area the municipality will make some extra investments in public transport. The total investments in the area will contribute to a new and transformed Binckhorst. The project itself is feasible and will have a positive outcome.

The developers are expected to obtain a bandwidth of 6-12% property returns on investments after all three phases of the development. The three developers' backgrounds of residential development in different segments are the main reason why the majority of the developments has a residential function and why despite the high number of middle income rent (29%), all were able to obtain positive returns. As developers stuck to their target markets (BPD- low and mid income, VORM-mid to high income and WHD- mid to high income), this balanced out the percentages that the municipality aimed for which in-turn created better deals for the developers that then reflected positive returns. The mix of developers was crucial as this is what allowed the area to reach the municipality goals of social, mid and high residential functions. This would not have been possible if the developers that focused on the same market segment were present.

Figure 14 shows the graph of the cumulative cash flows of each public and private actor of the development. The key feature of the financial feasibility is that all parties have a positive return on the investment. In some cases the revenues per phase surpass the costs per phase, however at the end of the development the balance is positive and the required returns are reached. This shows the level of interdependency of each phase and the relevance of analysing future trends taking into account different scenarios to ensure the continuity of the process. Finally, it is evident that some parties get much more revenue than others since for example the housing association is a non-profit driven organization aiming to improve housing affordability and accessibility for vulnerable households in the Binckhorst, helping the municipality to create a social, inclusive community, responding to the housing vision of The Hague and the market necessities.

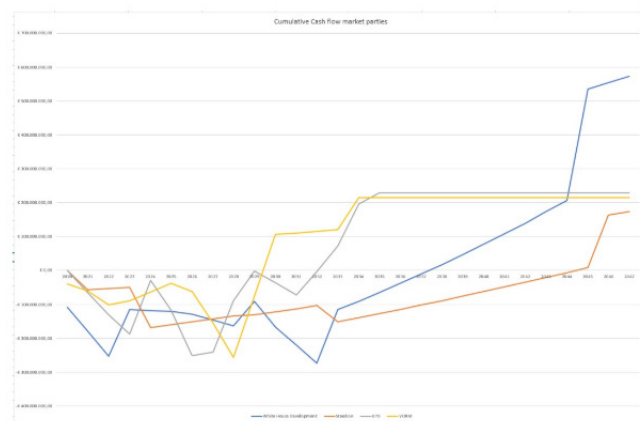


Figure 14, Financial feasibility for public and private actors

3.4.2 | Economic feasibility

The economic feasibility of the project requires an estimation of the benefits and costs. Estimating the benefits of a municipal supply are generally more difficult to quantify than costs. The primary costs associated with municipal are the investments in the cultural hub, bridges and

parking lots. The benefits associated with the provision of improved and developed municipal land includes direct benefits to the residents in the Binckhorst and indirect benefits to all of the Hague and surroundings.

In order to make the Binckhorst economically successful in the longer term, the municipality strives to make optimal use of the home-work quality in the Binckhorst, and after research, a distribution of a maximum of 60% housing and a minimum of 40% utilities has been chosen(source). The developers had to adhere to this as much as possible unless this would no longer be profitable for them. The 60% homes are subdivided in consultation between the municipality and the housing association into a 30% social housing, 30% mid incomes and 40% high incomes. Furthermore, after researching the economic affairs, 40% of utilities focused on the following important aspects: 30% offices and 15% commercial and 10% industrial. A large part of the remaining space will make way for

parking facilities. The 60% homes could consist of a maximum of 5,200 new homes, including the reservations. This max was chosen on the basis of the maximum amount that the housing association could pay for social rented homes to which it would meet the 30%.

Naturally, a lot had to be shifted with the numbers and proportions to make the project feasible for all parties. The table below shows the comparison between the aim of the municipality and the numbers which are realised at the end of the BinckLink.

Table 4 shows that The Binck Link is economically and financially feasible, while there are also subsidy options and things such as, if the sale of Eneco goes according to plan, the proceeds will be credited to the bank account of the municipality of The Hague before the summer of next year. This would mean that The Hague can use the proceeds from the share sale, up to 500 million, to pay for its sustainability plans, among other things (Omroepwest, 2019).

Table 3, Economic ambitions of the municipality

The aim of the municipality		Implemented in the project
Housing	60% max.	54,48%
Total number of new dwellings	5200	5375
Social dwellings	30%	30,68%
Mid dwellings	30%	28,15%
Utilities	40% min.	45,52%
Offices	30%	24,91%
Commercial	15%	15,35%
Parking	40%	42,23%
Industry	10%	7,79%
Other	5%	9,72%
Money developers invest extra in the environment.	As much as possible	€8.800.000,-
Income municipal land	As much as possible	

3.4.4 | Social feasibility

The social feasibility of the development plan is guaranteed by the healthy mix of different social groups throughout the area. All the parcels developed have a variety of functions and target groups that promote social integration and inclusivity. The proposal seeks for a social sustainable development which means preserving or improving the well being of the current and the future generations through enhancing social cohesion, social stability and life quality in the Binckhorst (Chiu, 2003). This will not only be by offering different types of quality and affordable social and middle rent dwellings but also by enhancing the livability of the area through offering quality public spaces, good transportation system and building facilities and complementary services like the community center in the heart of the development. In general the Bink link aims to create an appealing and attractive place with a positive impact in the future inhabitants' life promoting equity, social inclusion and social cohesion.

3.4.3 | Political feasibility

The goals of the municipal council are stated in a coalition agreement (Coalitieakkoord). Political feasibility will be achieved through approval of the development plan by the majority of the City Council. Based on Coalitieakkoord 2019-2022 'Samen voor de Stad' (Gemeente Den Haag, 2019), the primary goals includes:

- A safe city
- A promising city
- A beautiful and livable city
- A sustainable city
- A growing city
- An international city

Several elements from the current coalition agreement have been incorporated in The Binckhorst. Firstly, the sports and recreation area is integrated in The Binck Link!. Secondly, in accordance with the municipal ambition 'Schaal Jump OV', transportation within the Binckhorst is improved by increasing its accessibility, creating better connection through bridges and its spatial quality. 'Schaal Jump OV', with the support of the municipality, aims to improve a good connection from other cities to The Hague, through Binckhorst. The municipality thus aims to improve public transport and bicycle mobility on the Binckhorst.

Thirdly, the Binck Link project is based on the urban development ambitions in The Hague the 'Agenda Space for the City. The municipality of The Hague focuses on integrating more greenery and sustainability in the urban fabric, and only adding homes in neighborhoods (compacting) that will benefit from that and only in close consultation with the residents. The Binck Link project implements this Agenda with highly compact, sustainable and green mixed-use developments. The Binckhorst redevelopment increases the liveability of the city, by developing a high diversity of dwellings with a good ratio between social rent, middle segment and homes for the higher incomes. In addition, a dwelling / utility ratio of 60/40% has been maintained.

Therefore, it can be concluded that the goals stated in the coalition agreement have been incorporated with The Binck Link! redevelopment plan. Nevertheless, the plan includes a more ambitious vision towards the future, which exceeds the initial ambition.

3.4.5 | Environmental feasibility

The environmental feasibility in the Binckhorst area will show the possibilities to create a healthy, sustainable and vibrant living and working area. The use of gathered and analyzed information helps to (re)develop the Binckhorst area and evaluate potential alternatives. The goal is to create the most effective environment, preferably an environment in which negative factors for human and environmental health are eliminated or reduced. The Binckhorst area used to be a polluted industrial area with no focus on housing. The need for new dwellings and commercial functions drastically asked for a healthy environment considering that the new dwellings mostly consist of vulnerable functions (schools, housing and child daycare).

One of the main issues is the noise pollution due to the closely positioned railways, highway and a big main road (Anteagroup, 2018). The solution is to position non-vulnerable functions, such as offices, on the noise polluted sides. This will also be done at the first floors of dwellings which are situated along the Binckhorstlaan. In this case, vulnerable functions do experience less noise nuisance. Another big aspect within the area is nature. The (re)development will have a focus on greenery. New vibrant squares will be created and added with trees and plants. A new green boulevard along the water of the Trekvlietzone, will let people experience the water and bring a more nature-like feeling. All the greenery that will be added, will have a positive effect on the heat stress in the area and the greenery will support the smaller ecosystems within the neighborhood. The implementation of the Binckfarm will make residents more conscious of what can be done regarding lifestyle and local

food. Next to the Binckfarm, a wadi will be added to collect (rain)water. This water can be used to cultivate crops. Other environmental aspects like hazardous routes, soil contamination, air quality and cultural heritage are also taken into account and the plans proposed all harmonize with the set regulations from the municipality. The regulations from the municipality are seen as the minimum, in aspects like noise, air pollution and greenery, stricter regulations have been maintained within the plan. Every developer has reserved a two-hundred-euro budget per square meter for sustainability. In this case, all the new buildings will be energy neutral and contribute to a sustainable (re)development of the Binckhorst.

3.5 | THE CONCLUSION

Due to the interactive process between the various stakeholders, the different ideas and wishes have been linked properly and resulted in a coherent redevelopment plan, The Binck Link!, that is financial, economic, social and political feasible. For future development it is important to incorporate the inhabitants of the area, therefore the flexibility of the places in the plan provides the link which includes their interests.

The Binck Link! focuses on place-making, different zones and places with different experiences have been created while still enhancing the industrial character, a link between the old identity and future experience. By adding physical and non-physical connections a coherent area is provided that functions as the Gateway to The Hague. The Binck Link! allows for a mixed group of people to settle and provides the combination of living and working. Circularity and sustainability have been incorporated in the plan in such a way that inhabitants will become more aware of this important topic nowadays. The Binck Link! a liveable area and a place to stay.

REFERENCES

Akro Consult, Instituut voor Bouwrecht, NEPROM, Ministerie van Binnenlandse Zaken en Koninkrijksrelaties, & VNG. (2019). Reiswijzer Gebiedsontwikkeling 2019: Een praktische routebeschrijving voor marktpartijen en overheden. Retrieved from <https://europadecentraal.nl/wp-content/uploads/2019/10/Reiswijzer-Gebiedsontwikkeling-2019.pdf>

Anteagroup (2018). Bijlage 47: Akoestisch onderzoek - in Omgevingsplan Binckhorst te Den Haag. Retrieved from <https://www.denhaag.nl/nl/algemeen/binckhorst-omgevingsplan-ontwerp-gewijzigde-vaststelling-ex-artikel-619-awb-.html>

Chiu, R. L. (2003). Housing and social change: Chapter 12. In R. L. Chiu, Social sustainability, sustainable development and housing development (p. 221). 239.

Crampton, E. (2018, August 31). Red light districts and house prices. Retrieved 9 June 2020, from <http://sex-drugs-economics.blogspot.com/2018/08/red-light-districts-and-house-prices.html?m=1>

Gemeente Den Haag. (2020, April 21). Subsidie parkeervergunningen voor one-way elektrische deelauto's aanvragen. Retrieved June 18, 2020, from <https://www.denhaag.nl/nl/subsidies/subsidies-milieu-en-duurzaamheid/subsidie-parkeervergunningen-voor-one-way-elektrische-deelautos-aanvragen.htm#>

Lindgren, M., & Bandhold, H. (2003). Scenario planning: the link between future and strategy. New York, New York: Palgrave Macmillan. Retrieved from https://pdfs.semanticscholar.org/2b5f/cabd13376344cf7781fc2ebb62a95994964b.pdf?_ga=2.263166601.423288663.1592221125-1795622810.1592221125

Lingen, I. (2019, March 28). Opbrengst verkoop Eneco medio 2020 op rekening gemeente Den Haag. Retrieved from <https://www.omroepwest.nl/nieuws/3816678/Opbrengst-verkoop-Eneco-medio-2020-op-rekening-gemeente-Den-Haag>

Ombudsman metropool Amsterdam. (2019, March 8). Feesten of Beesten? Deel 3. Retrieved 12 June 2020, from https://www.ombudsmanmetropool.nl/uploaded_files/article/2019_Rapport_Feesten_of_Beesten_3.pdf

Stipo. (2016). The City at Eye Level: Lessons for Street Plinths (Second Version ed.). Delft, Netherlands: Eburon.

Woonbond. (2019, February 12). Woningnood nog groter dan gedacht. Opgehaald van Woonbond: <https://www.woonbond.nl/nieuws/woningnood-nog-groter-gedacht>

APPENDICES



LETTER TO ALDERMAN MOTION EROTIC CENTRE

Dear Aldermen Mr. Revis and Ms. Parbhudayal,

This brief is written regarding the motion of the moving of the sex workers to an erotic centre in the Binckhorst. I am writing this brief on behalf of Group 4 of the Urban (Re)Development Game for the redevelopment of the Binckhorst area. We understand your concern regarding the safety of the sex workers within the city centre. And the societal urban issues caused by the window prostitution in the city centre of The Hague.

The safety and societal urban situation of the city centre of The Hague is critical for the redevelopment of the Binckhorst, as the Binckhorst will be the entrance of The Hague. Therefore it is of great importance for us that the situation of the sex workers is dealt with. We think developing an erotic centre is a good solution to this problem.

However, we don't think the erotic centre should be situated within our development area of the Binckhorst. Our concept for the redevelopment of the area is about place making and connecting. We want to create different places with distinctive identities and experiences. The target groups we are first focusing on include young families, and an erotic centre will absolutely not be suitable with this. Also the area will be the entrance of The Hague therefore we create an inviting and safe image, an erotic centre will not support this image as prostitution often increase criminal activities, drunkenness and decreases safety at night (Ombudsman metropool Amsterdam, 2019). Based on the report made by Crampton (2018), the existence of an erotic center may decrease the housing prices within the vicinity by 24%. Thus, including the erotica center in The Binck Link! may threaten the land value. This will make it less attractive for the developers to invest in the area.

Nevertheless, we are willing to help think about a suitable solution for this problem. Therefore we would like to propose to situate the erotic centre close to the railway near the junction of the S100 and S108. This is an area where no houses will ever be built as it is situated next to the railway, so that the residential area in the Binckhorst will not experience the negative effects that may be caused by the erotic center. The vicinity of Binckhorst to the erotic center ensures safety of the sex workers.

Yours sincerely,

Lisa Cornelissen
process manager of Group 4