

PROJECT CÉRAMIQUE / MAASTRICHT; REASSESSMENT OF A  
REGENERATION PROJECT

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DENİZ MUTLU

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submitted by **DENİZ MUTLU** in partial fulfillment of the requirements for the  
degree of **Master of Architecture in Architecture Department, Middle East  
Technical University** by,

Prof. Dr. Gülbin Dural Ünver  
Dean, Graduate School of **Natural and Applied Sciences**

\_\_\_\_\_

Prof. Dr. Elvan Altan Ergut  
Head of Department, **Architecture**

\_\_\_\_\_

Prof. Dr. Ali Cengizkan  
Supervisor, **Department of Architecture, METU**

\_\_\_\_\_

**Examining Committee Members:**

Prof. Dr. Cana Bilsel  
Department of Architecture, METU

\_\_\_\_\_

Prof. Dr. Ali Cengizkan  
Department of Architecture, METU

\_\_\_\_\_

Prof. Dr. Nil Uzun  
Department of City and Regional Planning, METU

\_\_\_\_\_

Assoc. Prof. Dr. Müge Akkar Ercan  
Department of City and Regional Planning, METU

\_\_\_\_\_

Prof. Dr. Zeynep Onur  
Department of Architecture, Çankaya University

\_\_\_\_\_

September 10, 2015

**I hereby declare that all information in this document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results that are not original to this work.**

Name, Last name: Deniz Mutlu

Signature:



## **ABSTRACT**

### **PROJECT CÉRAMIQUE / MAASTRICHT; REASSESSMENT OF A REGENERATION PROJECT**

Mutlu, Deniz

MS, Department of Architecture

Supervisor: Prof. Dr. Ali Cengizkan

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Urban transformation is an economically, politically, socially and physically conscious behavior and approach executed to designate planned, man-made interventions. The content of the phenomenon comes with a complexity due to;

- The involvement of actors both in the pre-implementation with discussions and arguments and during/after implementation with involvements and monitoring.
- The dynamics of economic and political conditions as well as cultural and technological alterations.
- The ambiguity in its definition.

This study analyzes one of the large-scale urban regeneration projects, Maastricht Céramique, starting from the early functionality of the site - operating as an industrial plant owned by NV Koninklijke Céramique - till its finalization with the implementation of the master plan design of the Limburgian Architect/Urbanist Jo Coenen. The purpose of this thesis is to elaborately examine the different stages of the project and reveal statements about ‘how to generate healthy and liveable spaces’ making inferences with regard to the case. Along the work; Maastricht City with its features, the early developed renewal projects in the city, the policies on renewal and

the case in relation to its context will be studied in depth. The study in the track of the given framework will be finalized with inferences on Céramique. The execution of the outcomes of case for the future projects have been summarized as; problems related with the area have been well defined and clear, explicit and accurate evaluations have been generated, the project suggests long-term usages/perspectives for regeneration, there have been active collaboration and reconciliation among contributors through the whole project and the project have been supported with policies that will cultivate and maintain the design applications.

Keywords: urban transformation, inner-city regeneration, revitalization, Project Céramique.

## ÖZ

### PROJE CÉRAMIQUE / MAASTRICHT; YENİDEN CANLANDIRMA PROJESİ İÇİN BİR DEĞERLENDİRME

Mutlu, Deniz

Yüksek Lisans, Mimarlık Fakültesi

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Kentsel dönüşüm temelinde ekonomik, politik, sosyal ve fiziksel konularda belirli bir tutum ve duyarlık geliştirilerek uygulanan planlı müdahaleler olarak tanımlanabilir. Bu anlamda olgunun içinde bulundurduğu kompleks yapı;

- Gerek uygulama öncesinde yaşanan tartışma ve argümanlarla gerekse uygulama sürecinde veya sonrasında barındırdığı katılım ve gözetimlerle, farklı aktörlerin müdahalesini barındırmasına,
- Ekonomik ve politik durum dinamiklerinin ve kültürel, teknolojik değişimlerin etkisine,
- Kapsadığı farklı tanımlamalar dolayısıyla yarattığı anlam kargaşasına bağlı olarak çeşitlilik gösterebilir.

Bu çalışma büyük ölçekli bir yeniden canlandırma projesi olan Maastricht-Céramique'in dönüşümden önceki durumundan (NV Koninklijke Céramique'e bağlı bir endüstri bölgesi oluşundan) Coenen'in (Hollandalı mimar ve şehir plancısı) bölgeye dair oluşturduğu plan tasarımıyla yeniden şekillendirilmesi sürecine kadar olan evreyi incelemeyi hedefler. Tezin amacı projenin farklı aşamalarını gözden geçirerek 'sağlıklı, yaşanılabilir çevreler oluşturma' adına belirli çıkarımlara varmaktır. Çalışma süresince; Maastricht Şehri, şehirde daha önce uygulanmış

dönüşüm projeleri, dönüşümün temeli ve Hollanda'da uygulanma esaslarının tümü Céramique Projesiyle ilişkilendirilerek verilmeye çalışılmıştır. Belirtilen içerik düzeninde çalışma, Céramique Projesi'nden edinilen çıkarımlarla (Türkiye'de yaşanan sorunlar dâhilinde gözetilen çıkarımlarla) sonlandırılacaktır. Bu anlamda gelecek projelere de yön gösterebilecek bu çıkarımlar/sonuçlar (bir dönüşüm projesinin nasıl olması/hangi noktalara dikkat edilmesine dair hedefler); proje alanıyla ilgili sorunsalların ve buna bağlı değerlendirmelerin net, anlaşılır ve sade bir biçimde ortaya konması, projenin uzun dönem hedefler/kullanımlar içermesi, projeye dahil olan aktörlerin etkileşimli ve uzlaşmacı bir tutumla süreci tamamlaması ve hem proje sürecinde hem de projenin tamamlanması sonrasında tasarlanan yeni çevrenin benimsenmesi, işleyişi ve kullanılabilirliği noktasında etkin politikalarla desteklenmesi olarak belirtilmektedir.

Anahtar kelimeler: kentsel dönüşüm, yenileme, yeniden canlandırma, Céramique Projesi.

*To my beloved mother, father and dearest Merve,*

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## **CHAPTER 1**

### **INTRODUCTION: PREMISES AND PROMISES OF STUDYING A CITY IN TRANSFORMATION**

Before conducting a study on the reassessment of a regeneration project in the Netherlands, there was a deep interest of realization in the various applications of ‘urban transformation’ projects in Turkey; the preservation and rehabilitation policies of deteriorated inner-city residential areas with unique historical and architectural ‘identity’, the (contra) reinvasion of sites with design solutions corresponding to their formation ideology and historical importance. The urban transformation policies and transformation projects been applied in Turkey are still in the process of evolvement and maybe because of the ongoing progression stage it is on the architectural/spatial agenda. The question of ‘how to regenerate our cities’ especially metropolitan cities where the necessities of the daily era are more intense - since the city itself contains a diverse social structure, a changing dynamic in the economic and political structure and cultural and technological alterations- is still an open discussion that will be interrogated and comprehend within this study. The deadlock/ short-term solutions related with the deteriorated areas in Turkey triggered the author’s interest to look through the international methods of dealing with ‘urban regeneration’; hence a specific and significant case from the south of the Netherlands have been chosen to be analyzed and understood; Céramique, Maastricht.

#### **1.1 ‘Urban transformation’; the complexity of the phenomenon**

*Not only the urban areas transformed with the triggering force of political and legal means in the recent years but also the self-developing*

*transformation processes or transformations due to external factors affecting the cultural changes in the last fifty years have been in the context of the phenomenon urban transformation. This definition covers the urban spaces transforming into squatter settlements [gecekondu], the development of urban sprawls to public housings, the regeneration of the deteriorated urban areas or the protection and revitalization of inner-city historic cores which are distinct transformation typologies with physical and cultural extensions.*<sup>1</sup>

The words of Ataöv and Osmay (2007) indicate that there have been various variables active on shaping and structuring a methodology in urban transformation. The explanation covers a broad range of typologies of cases, ranging from the urban spaces transforming into squatter settlements [gecekondu], the development of urban sprawls to public housings, the regeneration of the deteriorated urban areas or the protection and revitalization of inner-city historic cores, each of which necessitate diversified approaches, distinct forms of interventions and design solutions in relation to the specified method of intervention.

Each distinct case is interdependent on another with their own physical conditions, own drawbacks/challenges and own method of dealing in relation to these challenges. On that point, it may be necessary to redefine the terminology and conceptual framework used in the context of ‘urban transformation’. The conceptual framework manifested by Kayasu and Uzun (2009) have clarified the notions; urban renewal, urban regeneration, urban revitalization, urban redevelopment, urban upgrading/ rehabilitation and preservation, not just on the level of meaning but on the level of meaning in relation to context and time. This study refers to the urban regeneration principles with the forms of intervention ‘revitalization’ and ‘rehabilitation’.

In the words Kayasu and Uzun (2009) the meaning of rehabilitation has been defined as:

*The process ‘rehabilitation’ has been considered as the amelioration of the structures within the site and environment. While the deteriorated parts in the*

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<sup>1</sup> Anlı Ataöv Sevin Osmay, “A Methodological Approach to Urban Transformation in Turkey”, METU JFA 2007/2:57.

*site and the environment have been improved, there are certain examples with which the target becomes adding up an economic value to the site with the change of function. By this aspect, the form of intervention - rehabilitation- can be handled and applied with revitalization.*<sup>2</sup>

The discussion further continued with the words as:

*Revitalization is the type of intervention in which the target goal is to revive the local economy (in the areas where economic stagnation is observed) by redefining the functionalities in the site. Although this type of interventions can be practiced on residential areas, the most prevalent applications are the inner-city cores or sub-cores and the brownfields (non-operating industrial/production sites).*<sup>3</sup>

The explanations reveal the close relation between the implementations/design decisions and the type of intervention chosen for the regeneration project. In order to generate statements about this relation, the necessities of the site and the case has to be accurately defined. Through the definition of ‘revitalization’, the target/goal, the mean and the method necessary to achieve the goal has been asserted. In this case; the target/goal is to *revive the local economy* and to achieve the goal the mean is *revitalization* and the method is *to redefine the functionalities in the site*. Direct statements put forward concerned with the case might ease to find efficient urban design solutions; nonetheless there are still other parameters influential on the issue.

The phenomenon becomes complex in the fact that;

- Each case is unique and interdependent of one on another (site specific, area-based approach).
- There might have single or multiple forms of interventions among different cases.

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<sup>2</sup> Serap Kayasu Nil Uzun, “Kentsel Dönüşüm/Yenileme-Kentsel Yeniden Canlandırma/Yenileş(tir)me: Kavramlara Yeni Bir Bakış, In Gecekondu, Kent, Dönüşüm, edited by Serap Kayasu, Oğuz Işık, Nil Uzun and Ebru Kamacı, (Ankara: Ortadoğu Teknik Üniversitesi Mimarlık Fakültesi, 2009), 153-154.

<sup>3</sup> ibid, 154.

- Different actors are involved in the process both in the pre-implementation with discussions and arguments and during/after implementation with involvements and monitoring.
- The dynamics of economic and political conditions as well as cultural and technological alterations are effective on the issue.

## **1.2 Case: Céramique - Maastricht**

Céramique - Maastricht is a large-scale urban regeneration project applied in the city of Maastricht, the southwest part of the Netherlands near the border of Belgium and Germany. The city itself has a long history dating back to Roman times. Both the valuable historical background of the city (and of course the need to preserve this background with respect to present day condition and necessities) and the strategical geographical location of the settlement triggered Maastricht to be a favourable location for urban transformation.

Céramique is a project that has been started with the master plan design of Jo Coenen (1987) and it has been 15-20 years till the project finalized. The stated feature of the project was a criterion for the selection of the case for this study since it contains the opportunity to be reassessed. Both the duration of design stage (from master plan design to the application of the first residential blocks - Porta I- 15 years) and the duration of the implementation stage till the construction of the last element in the master plan (starting with the residential blocks till its finalization with the pedestrian bridge 10-11 years) show that details have been thought with careful consideration. The design has been put forward including a major flexibility that though time and necessities change it still is a well-operating site within the city.

The research aims to find answers relative (beneficial) to Turkey's urban transformation implementation and understanding making inferences from the Céramique Case. The study will start with *The city and Its features* with Chapter 2. The details related with the significance geographical location of the city, the role of internationality and the city history will be given along the chapter respectively. The flow will continue with selection of early-applied urban renewal projects under

Chapter 3; *Shaping the City; spatial development and renewal projects*. Details related the formation of the districts, the lifestyle within the districts and the transformation methodologies will be mentioned in the Small-scale renewal projects (Stokstraatkwartier, Ravelijn and Boschstraatkwartier), Large-scale urban projects (Randwyck) and recent projects (Avenue2 National Motorway). Chapter 4 will be provided with a theoretical review of *Urban Revitalization and Urban Renewal*. The section covers the history of renewal, the legislation and policies, the general characteristics of Dutch urban policy, recent developments and current approaches and actors active in the process of urban renewal. Chapter 5 gives explanations, thoughts and visuals related with the case; Céramique Maastricht. The chapter is composed of four main subtitles; the project definition, process, actors and achievements. The project definition with the ambitions and methods used to enhance the prestige and internationality of the project are underlined in the first part, continuing with the progression of the project. Process is subgrouped under chronological order to define the three stages of the project; Till Project Céramique (with the era of Société Céramique and the period after, in 1958, - the merge of Société Céramique with Royal Sphinx), Project Céramique and After Céramique, respectively. The roles of each actor involved in the process will then be given and the study is finalized with the achievements. The last part of the study will indicate the outcomes of Céramique Case considering the achievements/improvements of the project and making inferences with regard to Turkey's cases to have systematic, running mechanisms in urban transformation processes and 'liveable environments' as the final results of these implementations.



## CHAPTER 2

### THE CITY AND ITS FEATURES

#### 2.1 Geographical Location; a diversified cultural identity, a critical point in the access routes and a crucial point on the political agenda

Maastricht is a former city of the Netherlands situated in the south-east part of the country near the border to the neighboring countries Belgium and Germany, with a population of 122,383 people (Municipality of Maastricht, December 2014) and a land area of 58,81 km<sup>2</sup> (figure 1) .



**Figure 1.** Map of the Netherlands; the geographical position of the city Maastricht  
source: Gutkind, E.A. *International History of City Development; Urban Development in Western Europe: The Netherlands and Great Britain (Volume VI)*.

It is a middle-scale city of South Limburg, composed of five main districts- Centrum, South-West, North-West, South-East and North-East, and forty neighborhoods in total.

Unlike many other cities of the Netherlands, the population of Maastricht continued to increase, made a decline within a few years but started increasing again in the recent era, in between 2010 - 2015 (table 1-2). There were many factors influential on the change of population; surely the industrial character of the city revealed starting from 19<sup>th</sup> century, the valuable historical background which now develops with the preservation policies of the city supporting the tourism sector and the new economic and business opportunities - investments which promote the livability of the city both socially and financially. All of these considerations lead to the

**Table 1.** Population growth of Maastricht from 1960 till 2015

source: Centraal Bureau voor de statistiek (CBS), 10 june 2014, in Maastricht Municipality, 2015

year	1960	1970	1980	1990	2000	2005	2010	2015
<b>Population (January 1)</b>	90.202	93.927	109.285	117.008	122.070	121.456	118.533	122.383

**Table 2.** Population growth of Maastricht from 2001 till 2015

source: Centraal Bureau voor de statistiek (CBS), 10 june 2014, in Maastricht Municipality, 2015

year	2001	2002	2003	2004	2005
<b>population (January 1)</b>	122,163	122,005	121,982	122,183	121,456

year	2006	2007	2008	2009	2010
<b>population (January 1)</b>	120,175	119,038	118,004	118,286	118,533

year	2011	2012	2013	2014	2015
<b>population (January 1)</b>	119,664	121,05	122,819	122,488	122,383



progressive and planned development of the city, increasing the attractiveness among the inhabitants and the foreigners and enhancing its position both in the context of the cities' in the Netherlands but also among Europe.

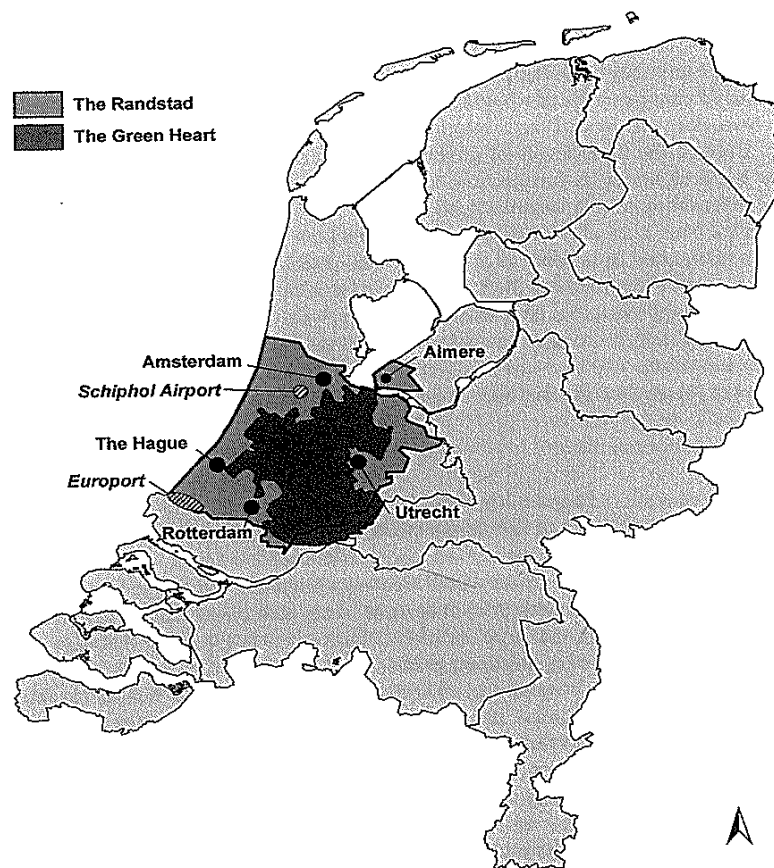
The economic and social opportunities offered within the city are not so coincidental. One of the biggest parameters effective on the nascence of the opportunities is the city's substantial geographical position. Maastricht has the feature of being a frontier (Belgium in west and Germany in east) which generates a cultural diversity within the city. In the context of the city among the Netherlands, Maastricht is distanced from the Randstad (figure 2)<sup>4</sup>; however it is in the trunk-line railroad network and easy accessible both from a city in Randstad or any other city throughout the Netherlands. The network connections to Belgium and Germany in east-west direction are also satisfactory in the manner of supporting both tourism and economy. Through the North-East side of central Maastricht lays the Maastricht Aachen Airport located near Beek, a small town in the Province of Limburg. The airport only provides flights to Amsterdam, London and several locations in the Southern Europe; though a small contribution, it still contributes to the network system of Maastricht. The city is formed in the two sides of the River Meuse. There are three main big rivers in the Netherlands; River Rhine (Rijn), Scheldt (Schelde) and Meuse (Maas). River Meuse is a considerable potential for the city.

## **2.2 Internationality; the role of Maastricht Treaty and EuroRegion**

The city's geographical position not only creates variability among cultural diversity or generates accessible routes to its periphery but also becomes a political power. On 7 February 1992, The Maastricht Treaty also known as The Treaty of European Union was signed by the members of European Council and euro was introduced.

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<sup>4</sup> Randstad/Ring City is a terminology used for the region defining an area of Amsterdam in the north, Rotterdam in the south, Utrecht in the east and Den Haag in the west. A more extensive definition given in the Encyclopedia Britannica is “**Randstad**, industrial and metropolitan conurbation occupying an area of peat and clay lowlands, west-central Netherlands. The Randstad (“Ring City,” “Rim City,” “City on the Edge”) consists of major Dutch industrial cities extending in a crescent (open to the southeast) from Utrecht in the east to Dordrecht in the south and including Hilversum, Amsterdam, Haarlem, Leiden, The Hague, and Rotterdam.”



**Figure 2.** The Randstad and the Green Heart  
source: Needham, Barrie. *Dutch Land-use Planning: The Principles and the Practice*.

**Table 3.** The significance of the Randstad in the Netherlands  
source: Needham, Barrie. *Dutch Land-use Planning: The Principles and the Practice*.

#### The significance of the Randstad in The Netherlands

Indicator	Randstad	Comparison with the Netherlands
Population (2004)	6.7 mln	41% of the national total
Resident labour force (2004)	3.2 mln	43% of the national total (7.5 mln)
Workplaces (2004)	3.6 mln	51% of the national total (7.0 mln)
Gross regional product (2004)	216 bln euro	46% of the national total
Surface area (2000)	542,000 ha	15% of the Dutch surface area
Built up area as % total surface area	26%	13%
People with income below social minimum (2002)	11%	9.4% in the Netherlands as a whole
Unemployment rate (2004)	6%	6.8% in the Netherlands as whole
Annual growth of population aged 15–64 years (2001–2004)	0.6%	0.4% in the Netherlands as a whole
Gross labour participation (2003)	77.4%	76.9% in the Netherlands as a whole

The main aims of the treaty cover the provisions on economic unity and security policies. Spaans indicates the progression in her publication as:

*Not only has Maastricht developed into an international center of knowledge and services and turned into an international congress venue, but the core shopping area of the city has also developed into a high-quality retail center. All these elements, together with the fame that came with the Treaty of Maastricht, give the city an international image.*<sup>5</sup>

As Spaans has also mentioned within her article, the international character gained with the help of Maastricht Treaty<sup>6</sup> have built up the recognition of the city. The interest to the city provided the city to be the new location of the organizations (educative-entertainment business); a focus for European/International Festivals, a preferable meeting point for conferences/congresses, an establishment area for international institutes, scientific institutes and educational facilities. To make a comparison; it is said that in 1989 there have been 18 international institutes presented in the city. This number has increased to more than 100 institutes incorporated under the Hogeschool Zuyd or the University of Maastricht. It is also indicated that the former name of the university exist in the city was Rijksuniversiteit Limburg (State University Limburg, RUL) and in 1996, it has been changed to Maastricht University (UM). The name change was a purposefully done action of the university that aims to reveal their vision.<sup>7</sup>

Maastricht is an international city. The city history provides the fact that Maastricht became a part of the Meuse - Rhine Euroregion created in 1976 and legally approved in 1991. In addition to Maastricht - the southern part of Limburg- , Euroregion

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<sup>5</sup> Marjolein Spaans, "Case Studies; Implementation of urban revitalization projects: The Netherlands, Maastricht", In *The Implementation of urban revitalization projects; an international comparison*, edited by OTB Research Institute for Housing, (Delft: Delft University Press, 2002), 108.

<sup>6</sup> The international character and significance of Maastricht Treaty is also emphasized in the publication "Maastricht het verdrag the treaty" by Joost P. van den Akker. This publication is composed of half Dutch, half English text and photographs and was commissioned by the Maastricht Municipality. The treaty itself has an international character; but besides then that its significance is underlined with publications to the world (see Appendix A).

<sup>7</sup> Joost P. van den Akker, *Maastricht het verdrag the treaty* (Maastricht: Thieme MediaCenter Nijmegen, 2007), 196.

covers the western part of Cologne, the southern part of Belgium Eupen, the province of Liege and the province of Limburg (Cities Aachen, Eupen, Hasselt, Liège and Tongeren are included in the region). The territory defined not only limits the boundaries of the region but also signifies the variety of the languages; Dutch, Limburgian, French, German and English, spoken in the area. Spaans also mentions that one of the beneficial characteristics of Euroregion is the multilingualism which not only generates a social integration in the city but also provides an economic advantage especially in determining locations for new offices or business centers for the companies and/or institutions with international operations.

### **2.3 The City in History**

Maastricht is one of the oldest cities of the Netherlands. The city's name comes from the Latin term *Trajectum ad Mosam* which has the meaning of 'crossing the Mosa - Maas/Meuse -'. In 50 BC., the Romans invaded Maastricht and built a bridge. The bridge was constructed in the location of the St. Servaas Bridge(Aw Brök) and maintained its presence up until 1275, till its collapse. In 1280 - 1298, the bridge was constructed in the form of today's bridge and undergone to several repairments till today (First renovation after the Eighty Years' Wars in between 1683 - 1716, second renovation after World War II in 1946- also with the 2.5 meters broadening of the road). The bridge has substantial importance especially for the purposes of accessibility, trade and provisioning of the armies until the construction of the second bridge on the River Maas; Wilhelmina Bridge (Nuij Brök) in 1932 (table 4).

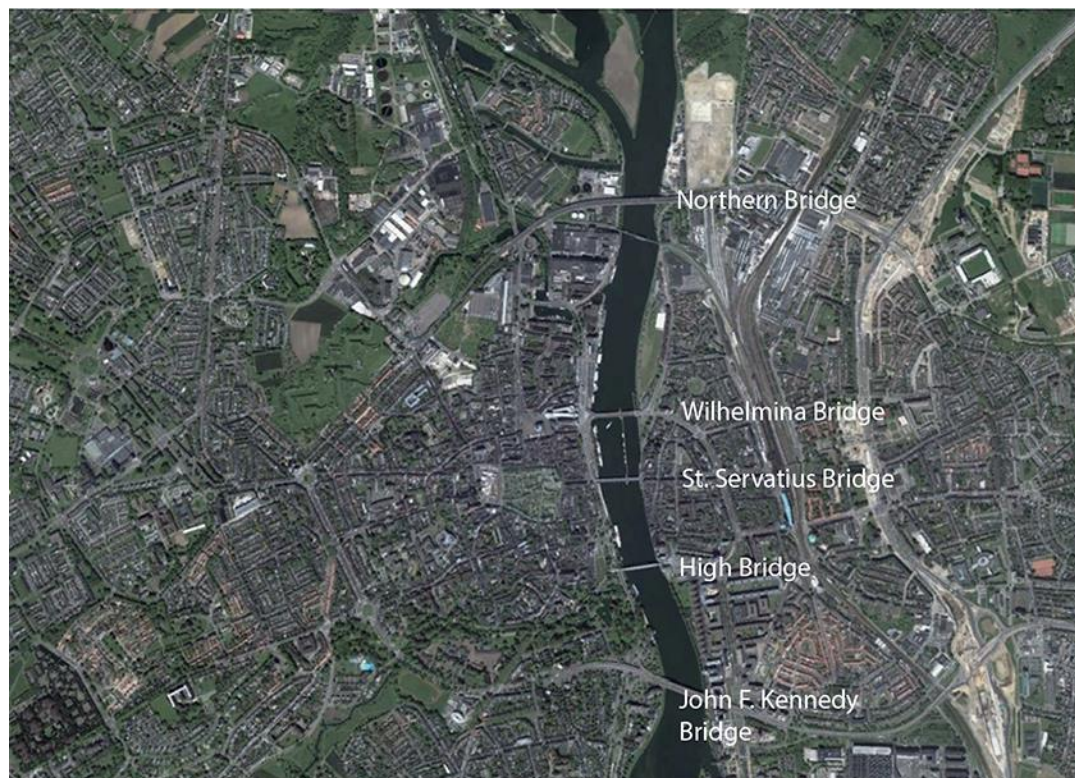
The city development<sup>8</sup> has started with the invasion of Romans' and subsequently many nations have occupied the region. In 1229, the first fortifications around the developing settlement have been constructed for the purposes of protection from outer hazard and have been expanded with a second circumvallation after 1350. In

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<sup>8</sup> For more information related with this topic, the Overview of urban developments in Maastricht compiled and published by R.A.F. Smook in his PhD. work "Binnensteden veranderen: Atlas van het ruimtelijk veranderingsproces van Nederlandse binnensteden in de laatste anderhalve eeuw [Inner cities change: Atlas of the spatial change of Dutch inner cities in the last half century]" can be found in Appendix C.

**Table 4.** City development of Maastricht; the construction/opening dates of the bridges on the River Maas in Maastricht (chronological order)  
source: author's compilation

Name of the Bridge	Construction/opening dates
De Hoeg Brögk (High bridge)	2003
Noorderbrug (Northern Bridge)	1984
John F. Kennedybrug	1968
Wilhelminabrug (Wilhelmina Bridge/ Nuij Brök)	1932
St. Servatius Bridge	50 BC. (renovations in 1683-1715 and in 1946)



**Figure 3.** The locations of the bridges in the city map of Maastricht  
source: author's work

1579, the Spanish army led by Alexander Farnese, Duke of Parma, conquered Maastricht. It is controlled under the hands of Spanish until French conquered the city in 1673 with the leading of Sun King Louis XIV. The fortifications were improved after the French invasion. The battle continued throughout years between Dutch and French people. In 1814, the city has been taken under the control of the Netherlands.

The battle of strength and the city's existence of becoming a crucial *fortress* in the times of war have finally been over. In 1803, the city has founded its first Chamber of Commerce in the Netherlands and in 1815 Maastricht became the capital of the province with the Treaty of Vienna. The progressions in the beginning of 1800's have laid a base for the development of trade and industry in Maastricht. In 1830, the first steam engine was introduced to Maastricht by Petrus Regout; the glass/ceramics manufacturer and the founder of the Sphinx Pottery. This was the start of the Dutch industrialization. The rapid development in the industrial field of Maastricht is explained more elaborately within the words of Derix, Sloun and Ramaekers as;

*The initiatives of the Regout family exactly filled the gaps left in the market after the transport channels had been cut off. In 1834 Petrus Regout have set up the Netherlands' first glass and crystal factory, followed by the potteries in 1836. His brother Thomas started with the production of nails and tacks. From 1851, the Regouts' Sphinx factory faced competition from the Céramique pottery, built by Winand Clermont on the opposite side of the Maas in Wyck. That same year, there was also a competitor for the paper-mill located since the eighteenth century in the 'plague house' by the Helpoort. Within only a few decades, the skyline of Maastricht, made up for centuries of the spires of the churches and fortifications, became dominated by a forest of smoking chimneys.<sup>9</sup>*

The initial Sphinx factory has been built within the fortifications (1850). The fortifications around the city were dismantled in 1868. The small, narrow paths in the

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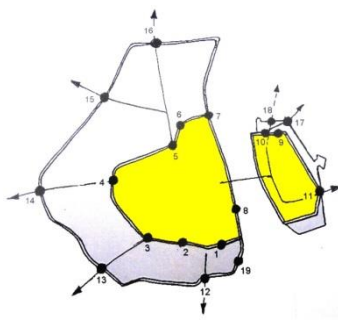
<sup>9</sup> Govert Derix et al., *Maastricht: een stad steekt over*, (Schiedam : Scriptum, 1998), 69.





**Figure 4.** Maastricht in 1690

source: Gutkind, E.A. *International History of City Development; Urban Development in Western Europe: The Netherlands and Great Britain (Volume VI)*



**Figure 5.** The City of Maastricht ; a modern replica of the model made in the middle of 18<sup>th</sup> century by the French King Louis XV (right) and the graphical illustration of the former and latest fortifications (left).

source: author's photography, illustration and model presented in the Centre Céramique

medieval city center with the condensed nature of attached one-two story housings are still apparent in the heart of Maastricht. The city structure is highly influenced by the fortifications which are more than five hundred years old right now (figure 3). Starting from the early 20<sup>th</sup> century, the industrial areas began to lose their importance and became abandoned areas (brownfields) which are now located almost in the heart of the city. The rapid development and the expansion of the cities' is one of the reasons why industrial areas face the risk of being dead, non-operating areas. But this is not the only parameter. City development and creation of the built environment has direct ties with the political, economic and social condition/ tendency of that day. The process is explained within Coenen words as;

*In many European cities major expansions took place after the second world war. These often involved incorporating old industrial areas into the city. With the economic shift from manufacturing to the service sector and because requirements for the industrial zones have changed due to increases in scale, environmental requirements and logistic, many of these areas have to be redeveloped.*<sup>10</sup>

The situation is also explained within the words of Spaans' as;

*Maastricht's industrial development ran more or less parallel to that of Belgium. Even back then, Maastricht was oriented toward the Euregion. The source of that orientation lay in the city's location and the historical events associated with the place. In this period, the foundation was laid for the city's traditional industry. This led to strong industrial clusters in chemicals, metals, ceramics, and paper. **One result of the industrial growth was a shortage of space, eventually causing the traditional industry to gradually leave the city. By leaving, they made room for housing in the city center and for improvements in the quality of inner city.***<sup>11</sup>

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<sup>10</sup> Jo Coenen and Joop Slangen. "O terreno Céramique em Maastricht/ The Céramique Site in Maastricht", *óculum* 10-11(1997): 49.

<sup>11</sup> Marjolein Spaans, "Case Studies; Implementation of urban revitalization projects: The Netherlands, Maastricht", In *The Implementation of urban revitalization projects; an international comparison*, edited by OTB Research Institute for Housing, (Delft: Delft University Press, 2002), 107.



Another milestone within the urban development of the city Maastricht is the establishment of institutions and university. The process started in the 1970's. In 1976, The University of Limburg was founded and in 1996, the name of the institution has been changed to Maastricht University. Progressions continued with the opening of Maastricht Exhibition and Congress Center (MECC) and the university hospital (Academisch Ziekenhuis Maastricht, AZM). The constitution of educational foundations is substantial for the growth and formation of knowledge/intellectual capacity and so the progress of the city.

As mentioned earlier, 1992 was an important year for Maastricht especially on the political field. Maastricht Treaty has been signed with 12 European countries and in 2009, the European Council decided Maastricht as a candidate of European Capital of Culture for 2018.



## CHAPTER 3

### SHAPING THE CITY; SPATIAL DEVELOPMENT AND RENEWAL PROJECTS

Like other European countries, Netherlands was a country that got badly injured from the Second World War and has suffered with heavy losses. The effects of the war highly required a recovery not just a mental one, but also a spatial one. Compared to other cities of the Netherlands, Maastricht was a city with lower injuries and damage. Despite the positive status, the city has been recorded as the settlement with highest shortage of housing in the census executed after the war (National House Count, 1947).

The postwar period, architecturally housed the projection, construction and development of new neighborhoods. The priority given when constructing these neighborhoods was not so much related with *the quality of space* but more associated with *the quantity of housing* to fulfill the demand of the citizens. The desire to overcome this problem and to revitalize the space has risen up around 1950's and 1960's, with the small-scale renewal projects in Maastricht. The interventions on urban fabric then continued with large urban renewal projects in 1970's.

In the context of city development of Maastricht, it may be important to indicate principal city plans revealed starting from the end of WW II that has been influential on the revitalization process of the city. These were; The Development Plan (1941), the Structure Plan (1954) and the Spatial Development Plan (1962).



**Figure 6.** The positions of the districts Stokstraatkwartier, Ravelijn and Boschstraatkwartier in the city map.  
source: author's work

### **3.1 Small-scale renewal projects; Stokstraatkwartier, Ravelijn and Boschstraatkwartier**

Maastricht is an early-formed city of the Netherlands which have been developed and shaped with different urban development projects. Some of the small-scale renewal projects that will be presented within this work are Stokstraatkwartier, Ravelijn and Boschstraatkwartier (figure 6).

#### **3.1.1 Stokstraatkwartier**

##### **3.1.1.1 Position of the district and evolvement**

Stokstraat was the early center of the city which housed the city's town hall and the jail. It is located near the west part of the River Maas, perpendicular to the Maastrichter Brugstraat- the street that's headed to after crossing the St. Servatius Bridge.

Stokstraatwartier was a district of Maastricht that people with high income have preferred to live. Along the years, the situation has changed. With the era of industrialization, the formerly inhabitants of the area have left the street and moved to other places like Villapark or locations close to station - the popular areas for settlement which were highly preferred at that time-. The emigration of the inhabitants and the decrease of interest on the district, have lowered the renting prices in Stokstraatwartier. The engendered economic position of the area triggered the occupation of working class and poor people in the street.

### **3.1.1.2 Life in Stokstraat**

The social structure in Stokstraat until the 1950's was composed of poor people with low education; people whom have limited opportunities to obtain knowledge and healthy living standards. The economic crisis in 1930 has also affected the inhabitants negatively, many people have become unemployed. The people that were living in Stokstraat were big families (around 10 children in a family). The houses contained small rooms for daily requires without proper toilets. The living conditions were inadequate and unhealthy. The inhabitants of the street have the feeling of living as a 'community'; because they were sharing the same harsh conditions. Stokstraat was one of the locations that got seriously affected by the cholera outbreak in 1894 and the area has continued to deal with some problems like poverty, prostitution, tendency to get into criminality and unemployment.

### **3.1.1.3 Stokstraat on the way to transformation**

The first initiative related with Stokstraat has been attempted by Pastor Castorius, who rented a place close to Stokstraat both to socialize with the community and to get a better understanding related with their lifestyle and needs. The concern of his related with the street triggered him for material and moral help (food, money, events for social cohesion and lead to good); yet the desire to overcome the problems couldn't go much further than becoming temporary solutions, the area has the

necessity **to be revitalized both physically and mentally** (the meaning/method of urban renewal for Stokstraat).

The physical transformation has started to be discussed again in 1952 with the support of Maastricht Municipality. The pre-war plan related with Stokstraat Maastricht was to demolish the area; yet it also was a 'quality' with its unique architecture and city identity. For that reason, the decision related with the area has changed to renovation and the cleaning-up of the area; preserving the existing physical structure. The regeneration project was finished and opened in 1973. After the project was finished, the principal director of public works of Maastricht Jacques van de Venne stated that:

*Stokstraat Area in 1953: a district with appalling housing conditions, social deprivation and social misery, barely hidden behind façades of a monumental allure. The Stokstraat Area in 1973: an area with exclusive shops, 'qualified people' and institutions whose allure is partly determined by the charm of its restored or renewed old façades.*<sup>12</sup>

The early inhabitants of the street were moved to other locations in the city- like Hoge Fronten or Wittevrouweveld-. The renovated structure housed boutiques and shops for retail. The project 'Wonen boven winkels (Living over the shops)' was applied in the place which promotes the ground floor for the tenancy/owner of the people in the business of retail and first floor to the tenancy/owner of the residencies.

### **3.1.2 Ravelijn**

Ravelijn is a district in the left bank of the River Maas located in the north-west of Hoge Fronten (the former fortifications). It is a district built in 1955-1956 for the purpose of re-educating children of the poor families.

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<sup>12</sup> "Stokstraat", Andre Tijden- archive 2007-2008, accessed May 7, 2015, <http://www.npogeschiedenis.nl/andere-tijden/afleveringen/2007-2008/Stokstraat.html>



**Figure 7.** Ravelijn; residential units (the first three figures) and the dwelling-school (woonschool, last figure at the bottom)  
source: photography by Mark Ashmann, 2014.

### **3.1.2.1 Formation of the district**

The main idea behind building the district is to construct dwelling-schools (woonschool) for the purpose of educating poor about how to dwell. 1950's and 1960's were the times when the intellectual cultivation of the poor neighborhoods, enhancing the living quality with knowledge and integration of these groups of people with neighborly inhabitants (the problem of social downgrading) was an issue and a vision to accomplish for the city of Maastricht. The renovation project in Stokstraat physically rehabilitated the place but has become insufficient especially in the social integration of the community with other communities. Stokstraat was a closed community where among themselves they were helpful to each other embracing the way of living 'a community/neighborhood life' (Sharing the same social status and income level was a substantial factor that lead to this formation). The need for social unity was another triggering factor for the application of urban renewal. Unfortunately, the renewal policies and applications remained limited in terms of collaboration and have tried to solve the problematic in another location – Ravelijn – with constructing residential and educational units.

Ravelijn was a neighborhood composed of 104 houses lined around a central square with the education unit located in the center. The houses were grouped in four categories from the inner skirt to outer skirt and people are located in these houses according to their social status.

### **3.1.2.2 Renewal of the site; 'De Ravelijn' a cultural heritage**

Ravelijn is a project constructed for educative purposes, specifically the social development of the individual; nevertheless the project couldn't succeed. It remained its physical existence until the discussions related with the demolishment of the site in 1982. The discussions reappeared around the mid-1990's. The demolishment was protested by the locals. The reaction lead to a new approach on renewal: the physical preservation of the site with renovation for its significance of cultural heritage. The preservation of the district has taken place. Now, the majority of inhabitants in the district are composed of artists and students.



*De Ravelijn' in Maastricht (1955-1956) is the best example of a dwelling-school created with notice of the newest ideas about re-educating. Nevertheless the projects didn't succeed, the isolation had an opposite effect and didn't lead to social integration. The turning point came in the 1970s. Antisocial behaviour is to be seen as a result of the social structure of society. Instead of 'antisocial' the families are being called 'economical weak'. Most dwelling-schools had already been demolished. 'De Ravelijn' in Maastricht functioned, without success, until 1982. Nowadays its remaining buildings are the last relics of a dwelling-school in the Netherlands.<sup>13</sup>*

### **3.1.3 Boschstraatwartier**

#### **3.1.2.1 Position of the district and evolvement**

Boschstraatwartier is a district in the left banks of the River Maas, located north to the ancient historical city core.

In 1836 Petrus Regout, a young entrepreneur at the age of thirty-five, established his pottery factory on Boschstraat (The industrial development of Regout with Company Sphinx have been more elaborately explained in Chapter 5, under *Till Project Céramique* section titled as *Industry & Maastricht; the leading figures*). Both the well-progressing situation of the industry and the availability of the area have created the opportunity of generating new industries; a nail factory, a rifle factory (1846) and gasworks (1850) on the same industrial site. The massive building located parallel to Boschstraat was named as 'Eiffel' which partially constructed in 1929, then 1930 and 1941. To the south of Eiffel building situated the gate of the complex 'Penitentenport'. The complex had a strategical location; both its closeness to Channel Maastricht-Liege (opened in 1850) and to The Bassin (an area for the supply of materials and transport of finished goods) have been favorable for the industry. The site had also housed other industries; the carpentry factory (wood works) just opposite to the complex called 'Timmerfabriek' and to the east of the Timmerfabriek

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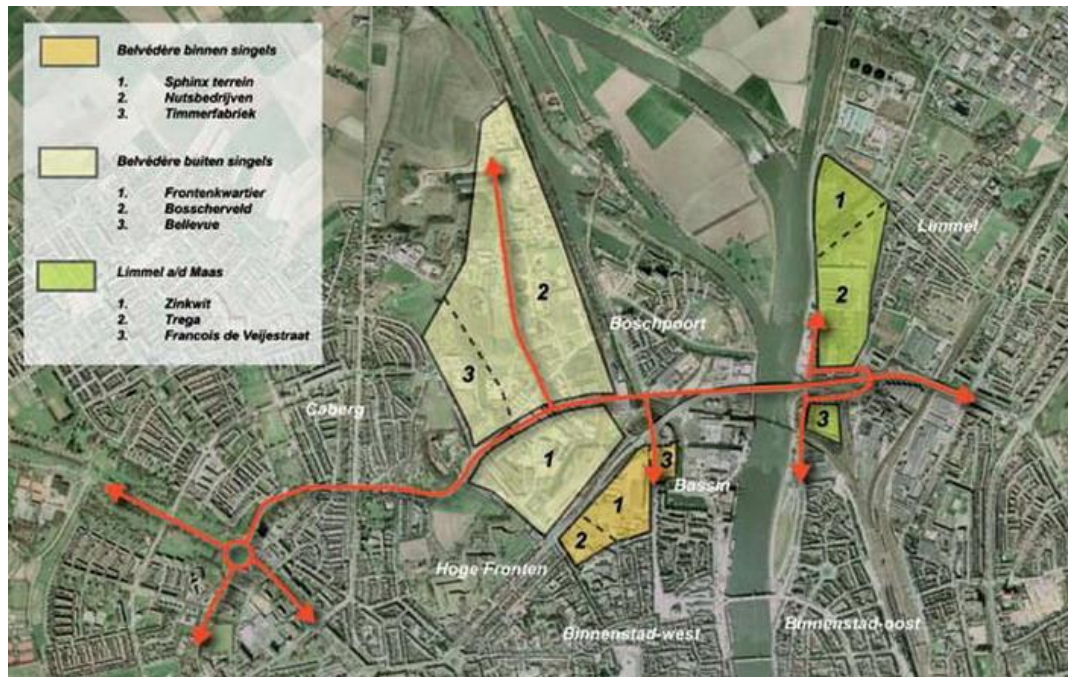
<sup>13</sup> "Ravelijn; Buurt", accessed in May 25, 2015, <http://www.deravelijn.nl/>

the paper factory called Sappi Maastricht B.V. To the north of The Bassin, there was the residential area in which the workers of the industry were living.

### **3.1.2.2 Boschstraat on the way to transformation**

Boschstraatkwartier has been an early industrial area with an operating industrial complex, a residential quarter which workers have inhabited and a transitional point with which the products have been stored and transported (The Bassin). Within time like other industries, the companies within the quarter have also been pulled off from the inner-city areas. The areas become deteriorated and a new method for reintegrating these areas to its periphery (and to the whole city) has become a necessity.

Two regeneration projects have been designed for Boschstraat; one in 1970's and one in the very recent (2014-15). The target areas for rehabilitation were different. 1970's regeneration project was called 'Boschstraatkwartier Oost' which included the regeneration of the workers' houses located to the north of The Bassin. The neighborhood has been entirely replaced with the demolishment and rebuilt of the new structure. The second and most recent project of all is the 'Plan Belvédère' (figure 8, for more detail see Appendix D) which not only focuses on Boschstraat but a total of several neighborhoods close to the actual Belvédère Site located in the north of Maastricht. It is a large-scale urban regeneration project that covers the neighborhoods of Boschstraatkwartier (former Sphinx terrain), Nutsbedrijven, Timmerfabriek, Frontenkwartier, Bosscherveld, Bellevue - from the left banks of the River Maas - and Zinkwit, Trega and Francois de Veijestraat - from the right banks of the River Maas -. The project has been designed (Bureau Palmbout) and will be implemented with the cooperation of Province of Limburg, Municipality of Maastricht also with the contributions of the Zuyd and Maastricht University.



**Figure 8.** Plan Belvédère  
 Belvédère inside ring (orange); Sphinx terrain (1), Nutsbedrijven (2), Timmerfabriek (3)  
 Belvédère outside ring (yellow); Frontenkwartier (1), Bosscherveld (2), Bellevue (3)  
 Limmel and Maas (green); Zinkwit (1), Trega (2) and Francois de Veijestraat (3)  
 source : The Municipality of Maastricht's website.

The legal actions related with the project have started in February 24, 2011 (the envisaged date for finalizing the project is 2025) with the cooperation agreement among parties. It is a project that not only covers the regeneration of an individual inner-city area (like in the examples of Stokstraatkwartier or Ravelijn) but the regional development and rearrangement of a larger area; the Belvédère Site.

The project covers several aims; the inner-city regeneration, the improvement on the accessibility routes (together with the A2 Maastricht Project which will explained further), the preservation of cultural heritage as well as shaping of the landscape and nature of the site. For the development of the site several design decisions have been made (from these decision some which are more related with the development of Boschstraatkwartier will be emphasized); the renovation of the former factor building of Sanitary Sphinx 'Eiffel', the design of The Nuts Land (Nutsterrein) - a residential part of the project with 177 homes -, the relocation/rearrangement of some parks (Bosscherveld, Frontenpark...) and the relocation (shift) of the Noorderbrug

(Northern Bridge which has been built in 1984 have been determined to get shifted in spring 2016).

In December 8, 2012; The Municipality of Maastricht have published a document entitled as ‘Het antwoord van de Sphinx (The response of the Sphinx)’ which explains in the ambition in Belvédère, and although it only states the preliminary envisions of what the project, it gives an idea about what is aimed to be achieved.

### **3.2 Large-scale urban development projects, Randwyck**

*... the city did not quite know what to do with the large and more complex urban development projects such as Randwyck, where projects were implemented with financing based on the Perspectievennota Zuid-Limburg. Nor did the municipality really know how to deal with the large inner-city restructuring areas that came up for development from the end of the seventies onward as a consequence of the restructuring processes in the manufacturing industry.<sup>14</sup>*

The implementation of urban renewal projects in Maastricht (like other cities of Netherlands) has started after World War II; yet it was in 1970's that the large-scale urban renewal projects commenced to be designed and applied. Randwyck is one of the districts of Maastricht that developed and expanded with these kinds of large-scale projects. It is located in the right bank of the River Maas, to the south of the old district Wyck and the workers neighborhood Heugemerweld. The expansion of the University of Maastricht, construction of large governmental buildings (1985), the formation of Maastricht Exhibition and Congress Center (Maastrichts Expositie en Congres Centrum- MECC) and the university hospital (finalized in 1992) are all examples of the projects that became substantial in the development and restructuring of the inner city, not just spatially but also economically.

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<sup>14</sup> Marjolein Spaans, “Case Studies; Implementation of urban revitalization projects: The Netherlands, Maastricht”, In *The Implementation of urban revitalization projects; an international comparison*, edited by OTB Research Institute for Housing, (Delft: Delft University Press, 2002), 110.

### **3.3 Recent Projects**

As indicated, Plan Belvédère is one of the most crucial projects that will reshape the northern part of the city of Maastricht. In relation to this project, another large-scale transformation project in the content of reshaping the infrastructure started to be implemented; A2 Maastricht.

#### **3.3.1 Avenue2 National Motorway; a new transformation project in Maastricht-East**

One of the recent large scale urban projects that covers the cooperation of Ministry of Transport, Public Work and Water Management, the Ministry of Housing, Spatial Planning and the Environment, the municipal councils of Maastricht and Meerssen and the Provincial Government of Limburg is *the Avenue2 National Motorway (A2 Maastricht)*. It is a public-private partnership project which has been awarded with a European grant (from TEN fund; Trans-European Network) especially because of the international importance of the project. The construction of the project started in 2011 and the whole project is aimed to be finalized in 2026 (the tunnel will be completed in 2016). The design has started to be constructed by the contractor firms Ballast Nedam and Strukton.

The project focuses on the new arrangements made on A2 motorway which visions to decrease the overloaded vehicle capacity by constructing new roads for separate traffic flows (selection of choices for either local traffic flow or regional/national flow). The new construction aims to reach high-speed traffic flow that connects the Netherlands with its neighbouring countries (to and from Belgium, Germany and France). In order to not to disturb the city structuring of Maastricht-East, the high-speed route (approximately 2 km) will be taken to the underground with the help of twin-layer tunnel structure starting from Geusselt till Europaplein (figure 9). The structuring of the upper-layer will contain the infrastructure for the city transport giving emphasis to cycling and pedestrian routes (slow-speed vehicle routes will still exist, but it will be a more livable environment).



**Figure 9.** Plan Belvédère and A2 Maastricht, two recent regeneration projects in the city of Maastricht  
source: author's work in relation to figure 8.

The preliminary design ideas envisage creating possible routes without disturbing the physical environment. The value of the design, especially in the consideration of providing connection, clean air (livable environment) and reduction of noise pollution, is distinct; yet in addition to the significance of the design idea, the construction stage and the risks of the project - both in the implementation phase and in the later-use - has to be well-processed. With these considerations Deltares, the applied research institute specialized on the field of water and subsurface, has been offered a job to generate a 'GeoRiskScan' in the area in 2007<sup>15</sup>.

The firm was also responsible take part in the construction phase with the contractor by assigning geo-engineers to collaborate in the design and working plans. Decisions

<sup>15</sup> The 'GeoRiskScan' has been conducted by Deltares in 2007. The studies related with the subsurface including soil structure and the construction methods suitable for the conditions have started as early as 2006 with the cooperation of expertise from Delft University of Technology.

on groundwater flow and soil structure vs. excavation method are the two issues underlined by Deltares that have to be resolved with intent.





## CHAPTER 4

### URBAN REVITALIZATION - URBAN RENEWAL

#### 4.1 Understanding the Dutch Policies

##### 4.1.1 The history of renewal: applications starting from early projects to the recent (from 1940's till the present day)

Urban renewal in the Netherlands started around the second half of 1970's in the major cities; yet construction for the purpose of recovery and improvement have been an ongoing process since the end of the Second World War.

Second World War has generated a shortage in the housing stock of the Netherlands. After the war, the goal envisioned by the authorities was to recover the lack in housing stock with new and rapid construction. Rotterdam was one of the cities that seriously got damaged. The city obliged to restructure itself wholly after the war.

Priemus, in his article *Urban Renewal, Neighbourhood Revitalization and the Role of Housing Associations*, generated a categorization, focusing on how the renewal policies were shaped and applied within different time intervals in the Netherlands. Every period had its different necessities dependent on varying sociological, economic, political and environmental structuring. The policies and procedures were shaped according to these necessities. The categorization defines the periods as; the first wave of neighborhood revitalization: 1940's and 1950's, the second wave of neighborhood revitalization: 1960's and 1970's, the third wave of neighborhood revitalization: 1980's and 1990's and the recent developments (that includes the beginning of 2000's). The first categorization defines the 1940's and 1950's Dutch urban policies; the times just after the physical and mental ruins of the war. According to Priemus' perspective;

*Neighborhoods should no longer function just as social communities but also as a new form of democracy. In the larger towns and the cities in particular, expectations were high with regard to the potential of the neighborhood. Besides solutions based on the idea of social compartmentalization, community life at neighborhood level was thus a new ideal.*<sup>16</sup>

With the mentioned goal, new neighborhoods have been constructed. Individual have to be an important part of the small community. For that purpose, neighborhood councils were formed. The ideology of creating ‘a community life at neighborhood level’ was aimed to be achieved with the construction of a new spatial organization. Nevertheless, the understanding started to change especially in the second half of 1950’s. The individual’s position in the context of a metropolitan structure became the issue rather than its belongingness to a community. As in Priemus’ words, ‘the neighborhood played almost no significant role as an integrative framework’. Urbanization with the influence of globalization has eliminated the understanding of a ‘community life’. In 1950-1960, the focus on urban renewal policies was more on the post-war housing with the mission of generating completely new cities and small town neighborhoods. Wassenberg in his article *Key Players in urban renewal in the Netherlands* indicates that this was a period where large-scale urban projects were designed and applied. The vision of the projects was to achieve the city to expand with speeding up urban reconstructions and new high-rise structuring. These expansions had to have connections with historic city centers and old neighborhoods. Accordingly, importance was given on developing major traffic schemes- with constructing large motorways/roads- from new parts of the expansion to the old structure. Slum clearance was also a crucial urban issue that has started to be dealt with during this period. During 1970’s, the housing policies shifted more to the design and implementation of small-scale projects. The goal is to renovate the formerly houses and redevelop the existing sites. The terminology *revitalization* indicates the vision aimed within applied housing policies during this time interval and has been the start of renewal in the Netherlands. During the period, the projects designed and applied are referred to as the projects ‘building for the neighborhood’.

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<sup>16</sup> Hugo Priemus, “Urban Renewal, Neighborhood Revitalization and the Role of Housing Associations. Dutch Experience.” (paper presented in the National Policy Forum on Neighborhood Revitalization, Ottawa, October 25, 2005), 2.

The projects cover demolitions, new constructions and renovations with a project group containing the municipality, civil servants, housing associations, shopkeepers and residents. In 1980's, the construction industry declined, the economy is affected by stagnation and as a result the level of unemployment have increased. The economic condition affected the housing policies, nonetheless the renewal policies continued to be applied with an environmental consciousness. The renewed site/area started to be considered not as an individual unit but as a monolithic part of a system that has to have integration with its living environment/ periphery. Environmental issues -like pollution, vandalism, safety - have become more crucial during this period.

Early in the 1990's, social considerations and ethical issues, the idea of prior attention given to the user- tenant/landlord-, have also been involved in the renewal policies.

*New urban renewal was thus a continuation of urban renewal, but also included the 'restructuring' of (in particular post-war) neighborhoods. This restructuring meant that the existing housing stock should be improved, but also redifferentiated, creating a wider variation in types of homes and the accompanying price categories.<sup>17</sup>*

The new understanding still focuses on economic sides of the procedure; but the economic consideration was neither for the market sector nor for the municipality or the locals. The consideration was given to formulate and implement diversified opportunities for the residents. In other words, economic considerations were rethought for the benefit of the social structure - the inhabitants/citizens living in that city or neighborhood-. Recent renewal policies in the Netherlands have embraced an integrated approach which pays equal attention on physical, social, economic goals and strategies. (table 5; the summary of the policies applied in the Netherlands). Wassenberg in his article indicated the significance of 'social considerations' with regard to residents and applied methods as;

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<sup>17</sup> ibid, 5.

*Contemporary urban renewal is not only aimed at achieving better housing, healthier environments and stronger cities, but also on improving the position of individuals. Urban renewal should lead to social improvements for residents, according to one influential report (VROM-raad, 2006; van der Pennen, 2006), particularly in the field of education, work, leisure and housing ... The approach of contemporary urban renewal is to locate the deprived households and to improve not only their physical housing and living situations, but also to attack individual social problems...*<sup>18</sup>

Important steps are taken till achieving the understanding and approach related with ‘contemporary urban renewal’ and it is still an open question of what to do next for a *well-operating city* and it still houses lively discussions on how to evolve the parts of our cities that are not functioning *properly*.<sup>19</sup> Nevertheless, it is also quite clear to recognize the change from earlier policies to the recent if the selected cases, elaborately explained in chapter three, are reconsidered again. Turning back to chapter three, there have been selected cases from Maastricht both in small-scale and large-scale renewal projects (Small-scale renewal projects; Stokstraatkwartier, Ravelijn and Boschstraatkwartier, large-scale urban projects; development of Randwyck and recent projects; Belvedere and A2 Maastricht). On that point it is relevant to refer to one of the cases: Stokstraat. 1950’s Stokstraat had contained a community life within a neighborly atmosphere yet it has the necessity to be transformed. Both the physical inadequacies and lacks of the neighborhood and the social corruption have generated a boundary for the unity of the neighborhood with its periphery. The problematic is clear; yet the method of renewal has still been discussed within heated debates. The first solution was the thought of demolition and reconstruction of the area; but architectural quality of the area and the identification of the inhabitants with their settlement had shown that the solution will not *properly* solve the problematic. The second and applied solution was the

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<sup>18</sup> Frank Wassenberg, “Key Players in urban renewal in the Netherlands” in *Social Housing in Europe II*, (London: London School of Economics, 2008), 201.

<sup>19</sup> The terminology used above is still challenging and still being discussed among the people whom have expertise along the area, yet the aim of the thesis is to redefine some of these terminologies and with the selected case of Céramique- Maastricht, identify the weaknesses and strengths of the project that will generate inferences and might become the leading figures of the further cases, implementation and principles.

**Table 5.** Housing and renewal policies through years starting from post-war (WWII) period till now in the Netherlands  
source: author's compilation; with regard to the information taken from Wassenberg (2008)

<b>Netherlands' renewal policies within different time periods</b>	
<b>1950</b>	repairing war damage and new construction
<b>1950-1960</b>	more on large-scale projects; city expansion, urban reconstruction, slum clearance, traffic schemes, high-rise construction
<b>1970</b>	more on small-scale projects; renovation of old houses, redevelopment of existing sites (focusing on social housing but the role of housing associations are still limited)
<b>1980</b>	urban renewal of housing but also with the attention given on the living environment around it - environmental issues like pollution, vandalism, safety are several issues crucial within the policies of this period. (still physical renovation/renewal)
<b>1990</b>	urban renewal with the consideration of 'social renewal policies'; target group is on deprived people, focusing to improve the social relations between different groups.
<b>recent</b>	integrated urban renewal policy; consideration given to the physical, social, economic goals and strategies

relocation of the residents to other locations (like Hoge Fronten or Wittevrouweveld) and the restoration-rehabilitation of the site. The methodology of urban renewal architecturally (physically) improved the conditions of Stokstraat. For the social rehabilitation, another project has been designed and constructed, it is also indicated in Chapter Three, Ravelijn. Ravelijn is one of the dwelling-schools in the Netherlands <sup>20</sup> composed of 104 houses. The main purpose of the formation of the district was educational; yet it also contained residential function. Like many dwelling-schools', Ravelijn became unsuccessful in realizing its vision.

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<sup>20</sup> The goal of these dwelling-schools (woonschool) is to increase the intellectual level and enhancing the lifestyle of the inhabitants, especially the poor. The attempt on developing dwelling-school projects started after WWII. The initiative hasn't only existed in Maastricht (with Ravelijn) but also in Amsterdam (Asterdorp and Zeeburgerdorp), The Hague (Zomerhof and The Red Village), Haarlem (Parkwijk), Nijmegen (Kolpingbuurt), Rotterdam (Zestienhovense) and Utrecht (Houtplein and Concrete Area); yet Ravelijn is quite valuable because it is the only school/district that protects its existence till recent, all the others have been demolished.

Stokstraat is a nicely-transformed (physically) place and today it serves a completely different function, mainly retail; but it is a case that social considerations have failed and contemporary understanding of urban renewal not only necessitates physical and economic considerations of the day but also social considerations regarding to residents/inhabitants. The vision within the architectural/spatial planning has to be in consensus with the considerations of the social groups (especially the former residents) and ease their lives.

#### **4.1.2 Legislations and Policies**

Along the years, urban problems necessitate the formation of discreet and solution-oriented policies. Till 1970's, urban growth was dominated with large-scale projects to provide a strong urban economy. **Defining and generating Central Business Districts** is a purposeful urban policy to achieve the goal to strengthen the urban economy. 'Central parts of cities were regarded as the core areas of the city, which should be stimulated economically and be made accessible to all via all sorts of infrastructure'. In 1970's, the focus was directed to the renewal of old housings /neighborhoods - **urban renewal** - and the priority is given to the urban poor; building new housing and developing the old structure - **revitalization of the area** - . The renewal on small-scale projects then shifted to a monolithic understanding that covers the 'development of the **compact city**' (**city renewal**, formalized in Town and Renewal Act; 1985). The policy covers a methodology that focuses on the development of existing urban centers. Arnold van der Valk defined the policy 'compact city' with reference to its role in the Dutch planning experience as:

*The compact cities concept has been at the heart of national, regional and local urbanization policy in the Netherlands since 1985. The underlying idea is to intensify the use of land within existing settlements. This implies redevelopment of urban wasteland and concentrate development on agricultural land adjacent to the old built-up areas. With respect to transportation, proximity is preferred to accessibility. Compact cities and*

*restrictive building policy are corner stones of national spatial policy aimed at the prevention of uncontrolled urban sprawl.*<sup>21</sup>

Compact cities policy is directly associated with the renewal policies. As indicated, it involves the vision ‘to intensify the use of land with existing settlements’. The policy is quite substantial in the redevelopment of un-used, non-operating or inefficient spaces. The concept not only defines a more systematic and efficient way of using the land/space; but also limits the expansion of urbanization to green fields that are intended to be protected by the national, regional and local authorities. Late 1980’s and 1990’s were also the times where **public-private partnerships** have been established and numerous actors have become active on different stages of the procedure of urban renewal. According to the report of Fullarton: ‘The Netherlands has a high proportion of social housing and a long history of using PPPs [Public-private partnerships] for urban renewal and expansion projects’. The article further explains the issue, public-private partnerships developed in the Netherlands, as:

*In Holland, PPPs are common practice and have been used regularly to develop new greenfield sites as well as to renew existing urban areas with a component of social housing stock. This usually makes them very complex (involve several issues and a number of players) and they take a long time to complete (approximately 20 years).*<sup>22</sup>

In the selected article, Fullarton indicated the advantages and disadvantages of public-private partnerships in order to achieve better quality and affordable housing for inhabitants generating a comparative analysis with the studies from Australia and the Netherlands. For the studies from the Netherlands, author selected four cases, Groningen-Meerstad Project, Utrecht-Kanaleneiland urban renewal project,

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<sup>21</sup> Arnold van der Valk, “The Dutch planning experience”, *Landscape and Urban Planning* 58(2002): 207.

<sup>22</sup> Fiona Fullarton, “Public private partnerships for affordable housing: A comparison of case studies from Australia and the Netherlands”, *Australian Planner* Vol. 42 no.2 (2005), 29.

Fiona Fullarton’s entitled report/article ‘Public Private Partnerships for Affordable Housing: A comparison of case studies from Australia and the Netherlands’ is a compiled and edited version of her presentation in the PIA National Congress (Melbourne, 2005).

Nijmegen-Waalsprong Project and Maastricht-C ramique urban redevelopment project, from which the first three involves municipal government and the fourth involves the governing of all three authorities; national, provincial and municipality. When explaining about the roles of these authorities Fullarton states that the three tiers of government have direct relations with each other both horizontally and vertically. With the effect of PPPs, the financial risk on one actor (public/local) is distributed to several actors (private parties) and the agreement among several parties trigger cooperation and decision-making by consensus. It will probably take more time since there might have different approaches, even corresponding ideas, on the stage; yet the participation of all stakeholders will be beneficial for the final product.

Along the years towards 1990's, in addition to the physical and economic aspect of renewal, the social considerations became the issue. The intention was supported with the policies of **Social Renewal** and further lead to the policies of **new urban renewal** and **Major Cities Policy** (around 1995-1997), which are important steps for preserving the neighborhood with respect to its qualities as it has before. Major Cities Policy, as understood from its name, is aimed to be applied in four big cities of the Netherlands; nevertheless the spread of the policy to other large cities was inevitable (30 cities and 56 areas from these cities' and about 500, 000 dwellings). The major principles underlined in the Major Cities Policy Plan of Action 2002-2009 are:

- *safety, integration and naturalization of the citizens, social support for vulnerable groups, social cohesion;*
- *investment in youth and education;*
- *restructuring of neighborhoods – with the emphasis on combating the exodus from the cities of people in the middle and higher income groups;*
- *improvement of the economic structure and entrepreneurial climate.*<sup>23</sup>

The period starting from 1994 was the times when **Big Cities Policies** were defined and decided to be applied. The policy had shown a serial development that continued

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<sup>23</sup> Hugo Priemus, "Urban Renewal, Neighborhood Revitalization and the Role of Housing Associations. Dutch Experience." (paper presented in the National Policy Forum on Neighborhood Revitalization, Ottawa, October 25, 2005), 5.



with Big Cities Policy I, Big Cities Policy II, Big Cities Policy III and finally Big Cities Policy+ which still preserve its existence in the legal ground.

From Social Renewal and onwards, social considerations became as important as physical or economical aspects of the procedure. Big City Policy I was a policy structured with the focus on poor neighborhoods. The threat among these neighborhoods is that the level of income creates a homogenous community in the district that will sociologically lead to a closed physical environment, closed community and isolated way of living. The sociological problems can easily lead to a more serious issue: fragmentation. The idea in the policy is create a mixing housing stock that can generate various opportunities to diversified income groups. Big City Policy II has changed its direction slightly, still considering the poor neighborhoods not in the level of individual households but more in the level of the whole neighborhood. It was during this time that a program has been developed, entitled as 'It's Our Neighborhood's Turn'. The program started in 2001 and finalized in 2004 and had covered the issues of safety, liveability, integration, participation and social cohesion. (table 6-7)

After all the legislative, policy-based explanations, it is better to conclude with the argument of Priemus'. He suggests that the recent policies on urban renewal is quite different from the earlier scenarios and in making a comparison, with his terminology, between 'traditional' and 'new' policies of renewal, he says:

*Whereas 'traditional' urban renewal targeted pre-war neighborhoods, concentrating mainly on the construction of social rented housing and on the improvement of technical quality, 'new' urban renewal specifically targets post-war neighborhoods, trying to improve not just the dwellings but the whole living environment and urban structure as well, and aiming particularly at redifferentiation of the housing stock by means of more owner-occupier property and less social rented housing.*<sup>24</sup>

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<sup>24</sup> *ibid*, 7.

**Table 6.** Urban policies in the Netherlands; policy, main goal, period  
source: Musterd, Sako and Wim Ostendorf. “Integrated urban renewal in the Netherlands:  
a critical appraisal”

Urban policies in The Netherlands.

Name of policy	Main goal	Period	Orientation	Slogan
Creating CBDs Urban renewal	Stronger urban economy Improving urban housing	To 1970 1970–1980	Efficiency Social justice	New jobs New housing for neighbourhood
City renewal	Stronger urban economy	1980–1990	Efficiency	Stop urban degradation
Multiple-problem	Help disadvantaged neighbourhoods	1985–1990	Social justice	Stop cumulating problems
Social renewal	More social cohesion	1990–1994	Social justice	Higher participation
Big Cities Policy I	Mixed neighbourhoods	1994–1998	Social justice	Immigration of high incomes
Big Cities Policy II	Stable neighbourhoods	1998–2004	Social justice	Prevent leaving neighbourhood
Big Cities Policy III	Stronger neighbourhoods	2004–2009	Efficiency	Powerful cities
Big Cities Policy+ Big Cities Policy+	Integrated neighbourhoods	From 2007	Social justice	Prevent parallel societies

**Table 7.** Urban policies in the Netherlands; policy, the definition of the issue and policy action  
source: Musterd, Sako and Wim Ostendorf. “Integrated urban renewal in the Netherlands:  
a critical appraisal”

Urban policies, social issues and policy actions.

Name of policy	Period	Definition of social issues	Typical policy actions
Creating CBDs	To 1970	None (stronger urban economy)	Demolition of old quarters
Urban renewal	1970–1980	Bad housing	New housing for neighbourhood residents
City renewal	1980–1990	Unemployment/ strength of economy	Improvement of economic climate
Multiple-problem	1985–1990	Disadvantaged in several respects	Moderate social policies, no physical upgrading
Social renewal	1990–1994	Lack of social cohesion	Moderate social policies stimulating participation
Big Cities Policy I	1994–1998	Homogeneous poor neighbourhood (segregated)	Neighbourhood restructuring, attract better-off
Big Cities Policy II	1998–2004	Housing career within neighbourhood	Creating opportunities in the neighbourhood
Big Cities Policy III	2004–2009	Ethnic concentrations/ integration	Neighbourhood restructuring, social mix
Big Cities Policy III+ Big Cities Policy III+	From 2007	Ethnic and social integration	Neighbourhood restructuring, social mix, housing association involvement

#### 4.1.3 General Characteristics of Dutch Urban Policy

The recent Dutch urban policies and renewal understanding cover an integrated approach that involves different parties and has given the importance on both the number and the characteristic of housing been built. Wassenberg in his article 'Key players in urban renewal in the Netherlands' mentioned that Dutch policies have limitations in the housing stock not just in quantity but also in quality; so although there is an increase in population and a demand in housing stock, it is still strictly controlled. Decision-making with the conciliation among parties is another issue that's quite crucial in the operation/application of the policies.

Firstly, **the number of housing constructed per year** is one of the key points in housing policies in the Netherlands. The country's vision aims to have a growth on population and the number of inhabitants rises in the latest decades. The situation creates a necessity in the increase of number of housings; nevertheless the legal policies in the Netherlands reserve planning restrictions that limits large numbers of construction in dwellings. 'Housing has been the central concern for urban planning for the last 60 years.'

Secondly, **the characteristic of the housing** within the housing stock is controlled in the Netherlands. It is mentioned that besides the biggest cities Amsterdam and Rotterdam, the highest number of social housing within the housing stock is composed of single-family housing. The situation might be slightly different in the post-war period and the municipalities are now dealing with the issue by urban renewal.

*The years of greatest housing production were in the 1960's and production peaked in the early 1970's at over 150,000 dwellings per year - double the current rate of production. A large proportion of these dwellings were in multi-family complexes now owned by housing associations. Contemporary urban renewal policies focus on areas with high concentrations of 1950's and 1960's social housing.*<sup>25</sup>

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<sup>25</sup> ibid, 198.

Finally, in the Netherlands and in Dutch society **consensus of different parties** gains a crucial role in the housing policies and urban planning. ‘Decisions usually involve many players’. The characteristic might have been seen as a delaying process within the decision-making phase; yet the cooperation of several parties generates the achievement of a variety of different ideas and conduct financial relief (support).

#### 4.1.4 Recent developments and current approaches

*The primary goal of spatial planning and growth management is **to enhance the quality of life**. In the Netherlands quality of life is linked to sustainability, liveability and the quality of spatial environment ... Sustainability, liveability and spatial quality are linked to **a well-maintained physical environment** (townscape, landscape, neighborhood, public space), **a clean and healthy environment, a safe environment, an environment that allow residents freedom of choice** (mobility, living conditions, amenities) and finally **variation and opportunities for identification**. Common indicators for the determination of the quality of life are: employment, adequate housing, clean air and water and adequate level of servicing.<sup>26</sup>*

Van der Valk, in his article The Dutch Planning Experience, defines why spatial planning and growth management is an important part of the legal policies applied in the Dutch treatment. His words state that the principal cause to generate and implement ‘spatial planning’ is to enhance the quality of life and the terminology refers to sustainability, liveability and spatial quality in the Dutch context. Furthermore, the explanation denoted that these three factors are closely related to a well-maintained physical environment, a safe, clean and healthy environment with a freedom of choice, variation and identification. The indicated points not only define the reasons of ‘why we plan’, but also state an elaborative explanation of the goals for designing and applying ‘urban renewal’. The planning principles should be elaborately thought, ‘specifying and balancing the impacts of proposed actions in

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<sup>26</sup> Arnold van der Valk, “The Dutch planning experience”, Landscape and Urban Planning 58(2002): 201.

order to improve the quality of life on the short and long term'. The case is completely the same for urban renewal projects. With these projects an area has been redefined and when finalized it will become an additional part of the whole; an operational mechanism of a body that will work not only for 5 years but maybe 40-50 years after it has been constructed (renewal projects are assumed to have long sighted visions)

Urban renewal is a method of rebuilding/reorganizing places to make a more suitable/preferable environment *for people* to live. Recent developments/approaches suggest that the methodology to achieve an operative mechanism in urban renewal is to form a setting that approves the decision making by consensus.

#### **4.1.5 Actors active in the process of urban renewal; Governmental Authorities, Housing Associations, Residents**

Before starting to talk about the roles of each actor in the process of renewal, it may be essential to define the actors who are or who might be involved in the process.

- Governmental authorities; national, provincial and local (municipal)
- Housing Associations
- Project developers, property investors, estate agents
- Design team; architects, urbanists, landscape designers and implementation; constructors
- Users; residents and/or tenants
- Land-owner (previous occupant)

The roles of each actor are substantial in every step along the procedure of renewal; yet in this chapter the interest will be given on governmental authorities and housing associations. The involvement of the user/resident in the procedure of renewal will also be one of the questions that will be explained further in the chapter.

#### **4.1.5.1 Governmental authorities; national, provincial and local (municipal)**

There are three main tiers of authority in the Netherlands, each having substantial roles in shaping and directing the land-use policies. Central governments (national) are the higher tier of authority that is responsible for making key decisions. In the national level, the Ministry of Housing, Physical Planning and Environment (VROM) is the main body responsible for the coordinations related with renewal. In addition to VROM; the Ministry of Economic Affairs, the Ministry of Transport and Public Works and the Ministry of Welfare, Public Health and Culture may have roles depending on the target area/aim of the project. Provincial governments are the lower tier of authority that is in charge of formulating and adopting regional plans (streekplannen). Generally, central and provincial governments don't involve in the details of the renewal projects; rather they handled the role to local authorities. Local authorities (municipal government) are the lowest tier of authority that are formulating and adopting structure and local plans (bestemmingsplannen).

As mentioned, national government is only responsible for key decisions and does not actively involved in the process other than generating related policies (like the Big Cities Policy) and doesn't require active participation unless the renewal project involves such importance as to provide a national wealth to the country (The approach is the idea of contemporary urban renewal understanding. In the earlier cases the role of national government was higher). Interestingly, in the 1980's and in 1990's, two generations of Dutch key projects - regeneration projects <sup>27</sup> - are defined that involves participation of national government.

*The Dutch key projects are an example of a national government becoming actively involved in local urban redevelopment. In the 1980s and 1990s, the national government intended to devote special attention to these projects by means of procedural and financial coordination. Previously, active involvement in local urban redevelopment had been limited to local*

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<sup>27</sup> Also mentioned as 'key spatial development projects' in the scope of the government's new renewal policy.

*authorities and private parties, with national government only playing a generic, facilitating role.*<sup>28</sup>

The idea of selecting some Dutch key projects came with the necessity of urbanization vs. economy challenge. During 1970's and 1980's, the economy in the Netherlands became deteriorated and with the influence of economic crisis and deindustrialization the level of unemployment increased. An international competition started to appear after the implementation of Single European Market (1992). The circumstances stimulated both the national and the local authorities to designate regeneration areas which necessitate regeneration (and also financial support). From these, the ones applied in 1980's are defined as first-generation projects which are Brabantse Poort in Nijmegen, Centraal Stadsgebied Amersfoort, Céramique Maastricht, Eindhoven-Welschap Corridor, Kop van Zuid (Rotterdam), Nieuw Centrum Den Haag, Oostelijk Havengebied (Amsterdam) and Stationsgebied NW (Groningen). The main goal of the projects (generally the projects incorporating office buildings/business centers) from the first-generation are stated as 'to strengthen the economies of Dutch cities by developing internationally competitive locations'. The implementation of many of the project from the first-generation projects' - except Kop van Zuid - has been finished. The ones chosen to be applied in 1990's are defined as second-generation projects which are Arnhem Centraal, Den Haag Centraal, Rotterdam Centraal, Breda Stationskwartier, Utrecht Centraal and Amsterdam Zuidas. With second-generation projects, the function shifted more on to enhancing the urban quality and generally these ongoing projects are related with the development of infrastructure (high-speed train stations, business locations). Unlike the first projects; the Ministry of Housing, Spatial Planning and the Environment and the Ministry of Transport, Public Works and Water Management both had given financial support on the projects (figure 10).

The national government active involvement on these regeneration projects is an exception, in other words it's not the main responsibility of the highest authority. The

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<sup>28</sup> Marjolein Spaans et al. "Evaluating the impact of national government in local redevelopment projects in the Netherlands", *Cities* 31(2013), 31.

**First-generation key projects**

- ① Brabantse Poort (Nijmegen)
- ② Centraal Stadsgebied Amersfoort
- ③ Céramique Maastricht
- ④ Eindhoven-Welschap Corridor
- ⑤ Kop van Zuid (Rotterdam)
- ⑥ Nieuw Centrum Den Haag
- ⑦ Oostelijk Havengebied (Amsterdam)
- ⑧ Stationsgebied NW (Groningen)

**Second-generation key projects**

- ⑬ Arnhem Centraal
- ⑭ Den Haag Centraal
- ⑮ Rotterdam Centraal
- ⑯ Breda Stationskwartier
- ⑰ Utrecht Centraal
- ⑱ Amsterdam Zuidas



**Figure 10.** First-generation and second-generation key projects, geographical location in the map of the Netherlands  
source: Marjolein Spaans et al. “Evaluating the impact of national government involvement in local redevelopment projects in the Netherlands”

condition on the first and second generation key projects and the role of the state is extensively explained within the words of Spaans, Trip and Wouden as:

*...national government had developed a vision of the kind of locations required to attract international and high-profile investment, but observed that they were not being developed by private sector, and that cities were inclined to compete with each other for public investment. If efforts were concentrated on a small number of urban redevelopment projects [14 in total], this would improve the chance of success on the international level ... Subsequently, the cities themselves ‘had to do the “follow-up” in attracting private investors or partners in joint public-private projects: in short, central-state money was used as a “leverage” for capitalist economic growth.<sup>29</sup>*

<sup>29</sup> *ibid*, 31.



National government was a triggering force for such internationally significant projects which not only the local but the country itself would benefit from. The rest is more related with the initiatives of provinces but mainly with the locals. Recently, these initiatives cover the implementation of generating public-private partnerships (PPPs).

The duties of the different parties in the context of PPPs have been explained as:

*...in the Netherlands, PPPs are generally used by the municipality (who have a long history of developing land) and/or one or more housing corporations (who are responsible for developing and managing social housing) and usually several developers or investors (to implement the private components of the development). Usually the provincial and national government agencies are involved if there are issues of significance to these levels of government and to provide financial assistance and advice to the municipalities as required.*<sup>30</sup>

The local authorities (municipalities) are the actors whom have to think more deeply on the necessities of city structuring, social and economic necessities of inhabitants and changing physical environment (up to the smallest scale of a building).

*...all building works require a building permit which a developer must obtain from the municipality, which tests the application against all relevant policies, including the local plan. Since local plans are legally binding, an application contrary to the local plan cannot be granted until the plan is changed, or until steps are taken to bring about such a change.*<sup>31</sup>

The legal regulations give a substantial role to municipalities in the manner of controlling the expansion and structuring of the city.

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<sup>30</sup> Fiona Fullarton, "Public private partnerships for affordable housing: A comparison of case studies from Australia and the Netherlands", Australian Planner Vol. 42 no.2 (2005), 30.

<sup>31</sup> John McCarthy, "Waterfront Regeneration in the Netherlands: The Cases of Rotterdam and Maastricht", European Planning Studies Vol. 4 Issue 5(1996): 3.

*...while the operation of land policy has involved a great deal of flexibility for municipalities to regulate the operation of land prices, it is intended that this function will increasingly be transferred to the provinces. Nevertheless, the role of municipalities remains significant for the effective implementation of urban regeneration... Municipalities therefore commonly play a further role as the provider of most land for development, since they acquire much of the land considered suitable for development, parcel it into convenient plots, provide the necessary servicing, and then offer it to developers.<sup>32</sup>*

The early urban policies define a more monolithic approach within the control mechanism of the municipalities'; yet recent regulations no longer define the municipalities as the single actors. Municipalities are one of the stakeholders that have crucial roles in the arrangement and implementation on land issues; yet there exists other stakeholders in the process- the city council, the developers, the inhabitants, the constructors, the designers... - whom are also active in the process. It is not possible to disregard the roles of municipality; nevertheless alternative actors have the right to interfere or reject the decision as long as they have a reasonable motive in different stages of the procedure.

#### **4.1.5.2 Housing Associations**

Housing Associations are individual non-profit institutions whom are authorized in selling/renting social housing. There are about 500 housing associations in the Netherlands. The formation of these units started with the industrialization in the 19<sup>th</sup> century. The lack in the number of workers in the new sector triggered the agricultural laborers to migrate to the cities. The need for new habitation areas created a demand within the urban housing market which maintained the base to the organization of employers and people from municipality. Housing Associations get into the legal basis with the Housing Act (1901). The Housing Act not only justified the roles of Housing Associations, it also gave the right to use government funding on the issues related with housing.

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<sup>32</sup> *ibid*, 5.

In January 1995, with a new legislation - grossing legislation (Bruteringswet) -, the withdrawal of the government subsidies for Housing Associations has been held. The legal change gave financial independency to the associations. With regard to current regulations, the government does not interfere with the procedures of the associations if and only if these institutions obey the agreement among parties. The most crucial of all these agreements - surely - states that the mission of associations is not to make profit and use the gain on implementing new social housing projects and renovation of the old rented ones.

#### In the context of renewal...

The involvement of the Housing Associations, also with the cooperation of municipality is necessary in order to restrain the monopoly of one actor. The most critical situation also explained in the words of Priemus' is the influence of market demand:

*When commercial developers tackle a problem neighborhood it usually means: a strategy aimed at driving the current residents to other neighborhoods (re-housing), the demolition of dwellings and the construction of far more attractive and expensive housing to suit the demand at the top end of the market. This results in a dramatic improvement to the physical environment, but it does not always improve the situation of the sitting tenants. Obligatory rehousing puts pressure on social ties. Meantime, problems in depressed neighborhoods (vandalism, noise nuisance, crime etc.) which were connected with the characteristics and behavior of the original residents are not solved but merely moved elsewhere.*<sup>33</sup>

As mentioned earlier Housing Associations have general agreements with the government (national authority) and direct ties with the municipality (local authority); yet the position of these institutions among the residents is also crucial. They are intermediary among the municipality and residents, especially in the cases

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<sup>33</sup> Hugo Priemus, "Regeneration of Dutch Urban Districts: the role of Housing Associations" (paper presented in the 45<sup>th</sup> Congress of the European Regional Science Association, Amsterdam, August 23-27, 2005)

where the methodology of renewal (a solution for the regeneration of the depressed area) is not clear. Sometimes the tenants/landlords don't have the financial support to renew their houses, yet they are not satisfied their condition of housing. On that point, it may be also possible that rather than the demolition of the whole structure, they may want large-scale maintenance and housing improvements (there is an identity which they don't wholly want to erase or simply because they are bound to/happy with their living area). There might have the cases where the resident can't find a proper house that fits with their lifestyle and needs. If locally, there have been more variety on the typology of houses (both a financial range and spatial considerations; owner-occupier/tenant, single-family houses, family houses with gardens, larger homes etc.), the problem may locally be solved, with the existence of early-inhabitant in the area. On such contradictory cases, the responsibility of the Housing Associations is not to treat the inhabitant like a client coming to an estate agent; but to really try to focus on the needs to generate a long-lasting solution, before new projection or implementations, not according to the wants of market, not according to the desires of the designers but according to the people whom are really the users of that area. The cooperation between housing associations and civil society organizations are therefore having a substantial importance.

In the website of the government of the Netherlands, the responsibilities and duties of Housing Associations are listed as;

- *housing older people, people with a disability and those needing assisted housing;*
- *building and letting social property such as schools and sports facilities;*
- *appointing caretakers and neighbourhood managers;*
- *maintaining houses and the immediate surroundings, such as alleyways and parking spaces;*
- *selling rented properties to tenants and other house seekers.*<sup>34</sup>

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<sup>34</sup> "Government of the Netherlands", accessed June 30, 2015,  
<http://www.government.nl/issues/housing/housing-associations>

#### **4.1.5.3 Project developers**

Although the role of project developers' change with regard to the agreements made between parties, it could be said that the role of these parties in public-private partnerships are more crucial and engendering further responsibilities starting from the design process till its operation.

#### **4.1.5.4 Design team;architects, urbanists, landscape designers**

The role of design team in renewal processes is not so much different from the regular project design procedures. The financial expenditure of the project and the service incorporated with the work is one of the issues that need to be dealt with among parties. In the early cases, the financial costs were mostly subsidized by the public authorities; yet recent implementations consist of partnerships. Another crucial issue within the projection/design phase is to build a consensus between parties related with the design. The designed project has to be applicable (somehow needs to fit/be suitable with the market) providing reasonable/reliable solutions concerning the physical and social necessities of the site. To design by determining the necessities of the site taking into consideration the current desires is a focus of the recent renewal policies.

The intent of renewal projects applied in the Netherlands tersely indicated in the Urban and Village Renewal Act 1985 as;

*The systematic effort in the field of planning and building as well as of the social, economic, cultural and environmental standards of living in order to preserve, repair, improve, restructure or clear built-up areas within municipalities.*<sup>35</sup>

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<sup>35</sup> Hugo Priemus and Gerard Metselaar. "Urban Renewal as a field of government policy: Responsible Ministries, Definition of Concepts and Characterization" in *Urban Renewal Policy in a European Perspective: An International Comparative Analysis (Housing and Urban Policy Studies 5)*, (Delft: Delft University Press, 1992), 5

#### 4.1.5.5 Users; residents and/or tenants

Priemus in his article ‘The path to successful urban renewal: Current policy debates in the Netherlands’ offered some suggestions with regard to how to form well-operating spaces and what methods in the content of ‘urban renewal’ are applicable in reaching these aims. The first indication the author has made is to *target the social climbers in the neighborhood*:

*National documents and many municipal papers associate urban renewal with a balanced population and the prevention of spatial segregation. To some people this means upgrading the neighborhood to attract better-placed residents from elsewhere. Others argue that the first priority should be improving the living conditions of the resident. There is an excellent way around to this dilemma: target social climbers in the neighborhood. ... what is needed is a new interpretation of the old slogan ‘build for the neighborhood’, in which the building activities were targeted to the current residents.*<sup>36</sup>

‘Build for the neighborhood’ was a policy formed and applied in 1970’s in the content of renewal projects in the Netherlands. The understanding not only involved the administrators (local/provincial/national), design groups, contractors, developers but also the residents/tenants as *the users*. The whole process of the projects is to formulate better-operating cities/neighborhoods/areas which will be beneficial and suitable to obtain liveable spaces. In other words, users have to be an integrated part of the involved parties. Their active participation in revealing their ideas; housing preferences, environmental preferences, lacking functionalities within the site etc, will be a step forward within the progression/shaping of the city. The position of the city council is relevant especially in the cases where there is an ambiguity related with the site; its integration to its periphery, its re-use or re-functioning with another design. Like housing associations, the words of the city council legitimize the words of the residents within the political domain.

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<sup>36</sup> Hugo Priemus. “The path to urban renewal: Current policy debates in the Netherlands”, *Journal of Housing and the Built Environment* 19 (2004): 203.

#### **4.1.5.6 Land-owner (previous occupant)**

For a regeneration project, the land has to be either expropriated with the involvement of the municipality or purchased by a private party whom is involved in the process. The agreement among the parties whom purchase and whom buy the land is then valid.





## **CHAPTER 5**

### **CÉRAMIQUE - MAASTRICHT**

#### **5.1 Project description; Céramique “An International Project”**

##### **5.1.1 Definition**

The city Maastricht has an international character since the formation of the settlement, primarily because of the geographical position of the city but also with the political decisions, treats and agreements.

Due to its strategic location, Maastricht has housed a variety of cultures from the earliest times till achieving its national borders as the country of the Netherlands and even today the multi-culturalism of the city continues to exist (elaborative information related with the history of Maastricht is given on Chapter 2). The strategic location of the city created potential advantages in the political domain that also assisted the ‘internationality’ of the city to grow. In 1976, the city has become a part of the EuroRegion (which have been legally approved in 1991). In 1992, the city has made an agreement with the members of European Council known as the Maastricht Treaty. The geographical location of the city leads to the existence of a variety of cultures in the city which created internationality on the social domain. The international character continued on the political domain as seen with the treaties and agreements made along the city history. The city itself also wants to preserve the internationality with its architectural qualities, both the historic ones that are conserved and the newly-built ones being built, also due their value of creating an ‘identity’ to the city. Céramique Maastricht is among one of the recent applications which will become ‘an international project’ with its characteristic features.

### **5.1.2 Methodology: How to generate ‘An International Project’?**

In fact, both the city itself and the City Council (the municipality) desired the area to be regenerated with a well-structured/carefully-thought plan. The main reason for that desire is that the early condition of the area, an industrial complex of Royal Sphinx, is no longer operating and situated in the inner-city as a physically-defined boundary (walled and completely isolated from its periphery) that negatively affects the continuity and connectivity of the city. In response to the announcement of NV Koninklijke Céramique to sell the land situated in the right banks of the River Maas surrounded by the districts Wyck, Heugemerveld and Randwyck (in clockwise) just across the old historic core, the reassessment/reappraisal of the area has been put into consideration. Unfortunately the municipality is unable to undertake the project due to the financial load it brings; yet in this period of the process the National Civil Servants’ Pension Fund (ABP) announced its interest in attending the project as the co-sponsor, ultimate investor and landowner of the site. The process further continued with finding partners that will take responsibility on further support for estate agency, design and implementation.<sup>37</sup> It may be important to indicate that all the actors involved in the process are aware that Céramique will be an international project that will not only develop the area, be usable-friendly but also generate a prestige with the qualities it will bring to the neighborhood.

#### **5.1.2.1 Engagement with world’s famous architects [through the start, planning]**

The agreement between municipality and ABP lead to the step of choosing a designer to define the general principles of the regenerated area and design a master plan for the site. The common decision is the selection of the Limburg architect and urban designer Jo Coenen for the project, he then will be offered with the responsibility of being the supervisor of the project.

Jo Coenen was responsible to specify several architects that will collaboratively participate in the design phase of structures/buildings. There are twenty-three design offices that have been selected for the projection and implementation phase. From these twenty-three, eleven of them are from the Netherlands. Some of the foreign

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<sup>37</sup> The process will be more elaborately explained further in the same chapter.

architectural offices that have participated in the process are Bureau Greisch (René Greisch), Aurelio Galfetti Architetto, Yann Keromnes Architectes, Siza Arquitetura (Álvaro Siza Vieira), Mario Botta Architetto, Bruno Albert Architecte & Associés SC, AWG Architecten (Bob van Reeth), MBM Arquitectes, Cruz y Ortiz Arquitectos (Antonio Cruz, Antonio Ortiz), Christian Kieckens Architects, Arn. Meijs Architekten Bv (Arn. Meijs, Roel Graven), Rossi Architettura, Luigi Snozzi Architetto. The Swedish landscape architect Gunnar Martinsson was another designer that have participated in the design of Céramique Project.

These names not only designed the site in collaboration with local and foreign Dutch architects and but also assisted the international character of the city.

#### **5.1.2.2 Architectural/Spatial Quality of the design; design considerations in buildings and public spaces [during planning and implementation]**

Maastricht is an old, historic city of the Netherlands. The urban development of the city has been settled in the two sides of the River Maas. Due to protection and defense mechanism, the earlier city-dwellers have constructed ramparts (city-walls) around their settlement. (visuals with maps) Although these physical structures; bastions, ditches, demi-lunes, lunettes, generate a barrier against external threats, they also stunned the expansion of the city. The medieval architectural style which contains narrow streets and congested structure of housing can be the result of the historical background of the city.

Interestingly, the historical ambiance with regard to the built environment is well conserved within the city. It was indicated that the Helpoort, the city-gate that was constructed in 1245, still preserve its physical existence unlike the condition of many other cities in the Netherlands. On contrary to the well-structured early architectural quality of the city, the vision of Coenen aims to reflect the new, modern side of Maastricht and show as an architect/urbanist that the development of a new city in harmony with the old can be achieved, especially after a carefully considered regeneration project.

### **5.1.2.3 Presentation/display of the project with publicities, advertisements and words of specialists [during planning and implementation]**

During the projection and implementation phase, Céramique has been publicized not just because it is a new project; but because it is a new technique applied in Maastricht both with the vision and methodology it has put forward (the design decisions with collaboration and reconciliation among actors, the financial approach to support the project - public private partnership-, the architectural style, the method of applying a new understanding in regeneration)

**“Céramique. One more reason to move to Maastricht”** (figure 11)

Not only the display of the project itself but also experiencing the ‘privilege’ of living in the city Maastricht

**“Céramique is not being developed solely as either a residential or work.”** (figure 11)

The variety in the program of the Project Céramique makes the design more complex in the manner of the opportunities it puts forward to the resident. Céramique needed a complex program simply because it is the regeneration of a 23 hectare area that will house residential purposes and necessitate other cultural, recreational, retail purposes that will increase the livability/preferability of the site.

**“We maken een stadsdeel! We’re building a part of the city!”**

A phrase of Huisman, one of the authors of Cahier Céramique I + II in cooperation with John Cüsters published also with the collaboration of the Municipality of Maastricht. Céramique is an important project; because it has formed proper solutions to the quite a large area of 23 hectares that Sphinx - the owner of the porcelain factory- no longer wanted to operate. Before the Céramique Project, the site has been simply a deteriorated area; a non-operating industrial plant and a discontinuity within the city. The phrase that Huisman used simply indicates that the design and projection related to the site is a step in constructing a part of the city that will interlink other parts of the city among with itself.

**“Centre Céramique is a meeting place of knowledge, culture, history and architecture<sup>38</sup>”**

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<sup>38</sup> “Centre Céramique is ontmoetingsplaats van kennis, cultuur, historie en architectuur”, a phrase of Wim Kuiper published in the May 2000 issue of Business Highlights page 10.



# CÉRAMIQUE

CÉRAMIQUE is a 23 hectare site located directly on the river Meuse in Maastricht. Until a short time ago, the site was home to the pottery of the Sphinx Company and, even earlier, of the Société Céramique, from which the project has taken its name. The area is now on its way to becoming a new district of Maastricht. A central district, right on the water, facing the historic city centre. Maastricht is the oldest city in the Netherlands. A city with a compact centre, an attractive, traffic-free shopping area and numerous restaurants, pubs and pavement cafes. The city has a population of some 120,000 and offers a large number of facilities: the conference and exhibition hall MECO, the University of Limburg, the University Hospital and numerous international institutes. Maastricht is situated on the A2 (Amsterdam-Brussels) motorway, not far from the West-East artery linking Antwerp with Germany.



**CÉRAMIQUE IS A TERRAIN**  
23 hectares in Maastricht, directly adjacent to the Meuse river. The site is located on the West-East artery, linking Antwerp with Germany. The site is a 23 hectare site located directly on the river Meuse in Maastricht. Until a short time ago, the site was home to the pottery of the Sphinx Company and, even earlier, of the Société Céramique, from which the project has taken its name. The area is now on its way to becoming a new district of Maastricht. A central district, right on the water, facing the historic city centre. Maastricht is the oldest city in the Netherlands. A city with a compact centre, an attractive, traffic-free shopping area and numerous restaurants, pubs and pavement cafes. The city has a population of some 120,000 and offers a large number of facilities: the conference and exhibition hall MECO, the University of Limburg, the University Hospital and numerous international institutes. Maastricht is situated on the A2 (Amsterdam-Brussels) motorway, not far from the West-East artery linking Antwerp with Germany.

## CÉRAMIQUE. MOOI IN MAASTRICHT.

**CÉRAMIQUE IS NOT BEING DEVELOPED SOLELY AS EITHER A RESIDENTIAL OR WORK AREA.** Céramique will be a unique combination of residences, offices, shops, hotels, pubs and a shopping centre. The site is a 23 hectare site located directly on the river Meuse in Maastricht. Until a short time ago, the site was home to the pottery of the Sphinx Company and, even earlier, of the Société Céramique, from which the project has taken its name. The area is now on its way to becoming a new district of Maastricht. A central district, right on the water, facing the historic city centre. Maastricht is the oldest city in the Netherlands. A city with a compact centre, an attractive, traffic-free shopping area and numerous restaurants, pubs and pavement cafes. The city has a population of some 120,000 and offers a large number of facilities: the conference and exhibition hall MECO, the University of Limburg, the University Hospital and numerous international institutes. Maastricht is situated on the A2 (Amsterdam-Brussels) motorway, not far from the West-East artery linking Antwerp with Germany.

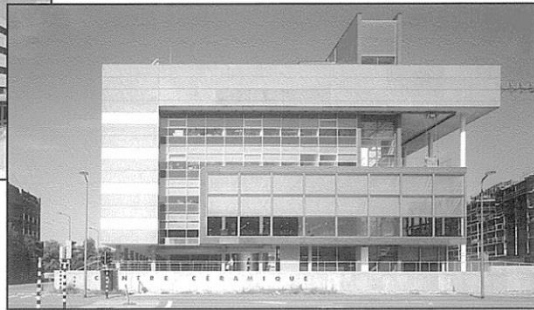
## CÉRAMIQUE. ONE MORE REASON TO MOVE TO MAASTRICHT.

**CÉRAMIQUE IS NOT BEING DEVELOPED SOLELY AS EITHER A RESIDENTIAL OR WORK AREA.** Céramique will be a unique combination of residences, offices, shops, hotels, pubs and a shopping centre. The site is a 23 hectare site located directly on the river Meuse in Maastricht. Until a short time ago, the site was home to the pottery of the Sphinx Company and, even earlier, of the Société Céramique, from which the project has taken its name. The area is now on its way to becoming a new district of Maastricht. A central district, right on the water, facing the historic city centre. Maastricht is the oldest city in the Netherlands. A city with a compact centre, an attractive, traffic-free shopping area and numerous restaurants, pubs and pavement cafes. The city has a population of some 120,000 and offers a large number of facilities: the conference and exhibition hall MECO, the University of Limburg, the University Hospital and numerous international institutes. Maastricht is situated on the A2 (Amsterdam-Brussels) motorway, not far from the West-East artery linking Antwerp with Germany.

**Figure 11. Céramique advertisements: ‘Céramique one more reason to move to Maastricht/ Céramique mooi in Maastricht’**  
Céramique is not being developed solely as either a residential or work

An advertisement about the project that includes information about the atmosphere, the architects, the buildings and general knowledge about the content of the project both in Dutch and English. source: “Sphinx- Ceramique Site”, *A and U; Architecture and Urbanism* 266/11 (1992), 105

# Hurks Bouw & Vastgoed en IBC Utiliteitsbouw feliciteren Maastricht met het nieuwe Centre Céramique!



Hurks Bouw & Vastgoed en IBC Utiliteitsbouw. Twee sterke partijen die regelmatig samen uitdagingen aangaan. Een vruchtbare samenwerking die tot aansprekende resultaten leidt. Zoals de realisatie van het Centre Céramique: de Stadsbibliotheek, het Gemeentearchief, het European Journalism Centre en de stadshal c.a.

Bouwcombinatie Céramique Noordknoop v.o.f.



**Figure 12.** Céramique advertisements: ‘Hurks Construction & Real Estate and IBC Residential Buildings congratulate the new Maastricht Centre Céramique!’

Hurks Construction & Real Estate and IBC Residential Building. Two strong parties that regularly face together challenges. A fruitful collaboration that leads to impressive results. As the realization of the Centre Céramique: the Municipal Library, the Municipal Archives, the European Journalism Centre and the town hall c. a.

source: “Centre Céramique, Een nieuw cultureel informatiecentrum in Maastricht”, *Business Highlights* (May 2000): 1.



Het Bonnefantenmuseum in Maastricht is een van de spraakmakende projecten van ARCADIS. Een museum van ca. 12.000 m<sup>2</sup> vloeroppervlak voor kunst in de meest algemene betekenis. Het complex is als een drietand gesitueerd aan de Maas, met beeldentuinen die tussen de gebouwen liggen. Het zeer herkenbare dak bestaat uit een staalconstructie, waarbinnen de lichtregeling en installatie zijn geïntegreerd. Vanuit de visie dat elk project deel is van

een groter geheel werken de mensen van ARCADIS aan innovatieve oplossingen waarin economie, functionaliteit en leefbaarheid duurzaam samen gaan.

Met projecten in meer dan 100 landen en ruim 8000 medewerkers behoort ARCADIS tot de grootste adviserende en uitvoerende ingenieurbureaus ter wereld. Onze brede expertise en internationale ervaring koppelen wij aan een diepgaande

kennis van de lokale situatie. Dat stelt ons in staat om integrale oplossingen te bieden voor complexe projecten op het gebied van milieu, ruimtelijke inrichting, infrastructuur en bouw. Het verbeteren van de leefomgeving staat daarbij altijd voorop. Dat is onze missie, al meer dan 100 jaar.

Bel voor meer informatie 0800 - 0349 of bezoek ons op [www.arcadis.nl](http://www.arcadis.nl)

PART OF A BIGGER PICTURE

 **ARCADIS** BOUW/INFRA

**Figure 13.** Céramique advertisements: Arcadis

The Bonnefanten Museum is one of the most controversial projects of ARCADIS. A museum of approximately 12,000 m<sup>2</sup> of floor space for art. The complex is like a trident situated on the river having sculpture gardens that lie between the buildings. The highly distinctive roof consists of a steel structure in which integrates light control systems. From the vision that each project is part of a bigger picture the people of ARCADIS create innovative solutions which economy, functionality and livability to generate a sustainable mix.

With projects in more than 100 countries and over 8000 employees, ARCADIS is among the largest advisory and executive engineering firms in the world. Our broad expertise and international experience we associate with a deep understanding of the local situation. That enables us to offer integrated solutions for complex projects in the fields of environment, spatial planning and infrastructure construction. Improving the environment is always our priority. That is our mission for over 100 years. For more information call 0800 - 0349 or visit us at [www.arcadis.nl](http://www.arcadis.nl)

source: "Centre Céramique, Een nieuw cultureel informatiecentrum in Maastricht", *Business Highlights* (May 2000): 7.





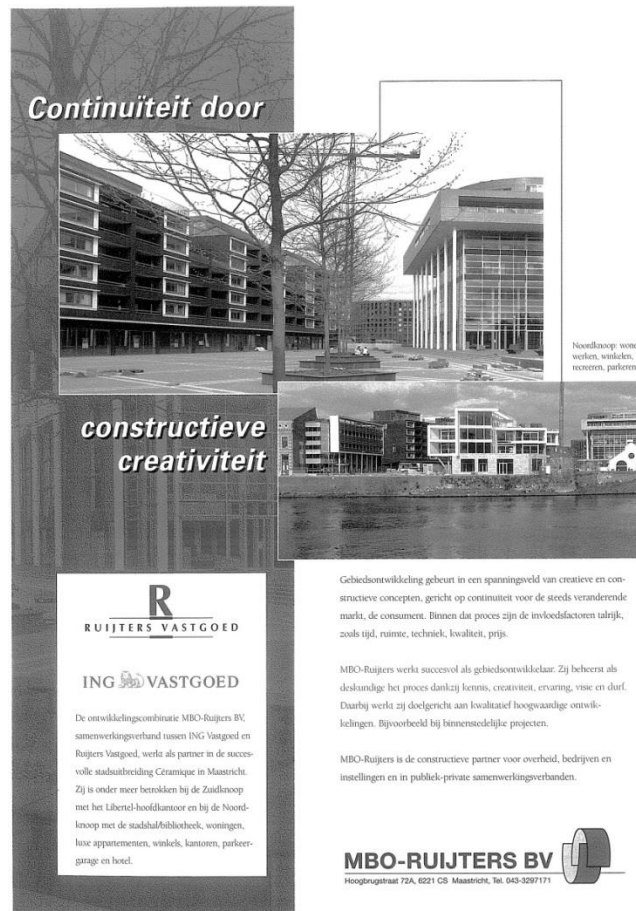
**Uw toekomst  
is ook onze toekomst.  
Wij bouwen eraan.**

Medio 2001 opent SNS bank Limurg haar kantoor in de Siza Toren aan de Avenue Céramique.

**SNS bank Limburg**  
Groot geworden door klein te blijven

**Figure 14.** Céramique advertisements: ‘Your future is our future. We build it.’

In mid-2001, SNS Bank Limburg opens its office in Siza Tower on Avenue Céramique.  
source: “Centre Céramique, Een nieuw cultureel informatiecentrum in Maastricht”, *Business Highlights* (May 2000): 15.



**Figure 15.** Céramique advertisements: ‘Continuity through constructive creativity’

The development partnership MBO Ruijters BV is a joint venture between ING Real Estate and Ruijters, a partnership in the successful urban development Céramique in Maastricht. She is also involved in the South Node in the Libertel headquarters and at the North Node of the city hall / library, houses, luxury apartments, shops, offices, hotel and parking garage (translation of the text on the left).

Area development is done in a tension between creative and constructive concepts aimed at continuity of the ever-changing market, the consumer. Within that process, there are numerous influencing factors such as time, space, technology, quality, price.

MBO Ruijters is working successfully as an area developer. She speaks as an expert process based on knowledge, creativity, experience, vision and daring. In addition, she works targeted to high-quality developments; as example in urban projects.

MBO Ruijters is the constructive partner for government, enterprises and institutions and public-private partnerships (translation of the text on the right)

source: “Centre Céramique, Een nieuw cultureel informatiecentrum in Maastricht”, *Business Highlights* (May 2000): 17.<sup>39</sup>

<sup>39</sup> Figures 13-14-15-16 are advertisements/publicities taken from the issue May 2000, *Business Highlights*. The English text under the figures is the direct translation of the text placed on the original figure (author’s translation).

#### **5.1.2.4 Publications; published articles in various languages within starting from 1988 to 2007 [during planning and implementation]**

C ramique Project officially started with the masterplan design of Coenen in 1987. The project not only proves its international character with the attendance of various architects originated from various countries; but with a variety of articles published in several languages in the time interval starting from 1988 till the 2000's (The last publication specified related with the topic is from 2007).

Below is a compilation of sources published in various languages to publicize the project not just among the Netherlands but through worldwide.

**Table 8.** Publications related to the urban regeneration project in Céramique, Maastricht

<u>Source</u>	<u>Language</u>
<b>1988</b>	
Drs. Genders, Charles. “Maastricht voorportaal naar Europese samenwerking [Maastricht gateway to European cooperation]”, (R&O, 1988) nr. 5, 42-43	Dutch
Editorial, “Céramiqueterrein wordt brug tussen oud en nieuw Maastricht [Céramique is a bridge between old and new Maastricht]”, (ABP wereld, 1988) nr. 3, 6-9	Dutch
Editorial, “Coenen neemt revanche in Maastricht [Coenen takes revenge in Maastricht]”, (ab architectuur/bouwen, 1988), 9	Dutch
Editorial, “De Sphinx ontrafeld [Sphinx unraveled]”, (CDA Bestuursforum, 1988)	Dutch
Rodermond, Janny. “Toekomst Europese stad ter discussie tijdens symposia [Future European city for discussion during symposiums]” <i>De Architect</i> (June 1988): 49-55	Dutch
Rovers, Ronald. “Bruggen naar het Zuiden [Bridges to the South]”, (Bouw, 1988), nr. 10, 10-14	Dutch
<b>1989</b>	
Editorial, “Stedebouwkundigplan Sphinx Céramique [Urban plan Sphinx Céramique]”, <i>Archis</i> 7(1989): 14-15	Dutch
<b>1990</b>	
Rutten, Jan. “Maastricht heeft moeite met eigen success [Maastricht has trouble within its own success]”, (Bouw, 1990) nr. 14/15, 33-36	Dutch
<b>1991</b>	
“Aldo Rossi’s Bonenfantenmuseum in Maastricht”, <i>Bauwelt</i> 11(1991): 476	German
Barbieri, Umberto S. “Planbeschrijving [Plan description]”, <i>Oase</i> 31(1991): 62-71	Dutch
Barbieri, Umberto S. “Traiectum”, <i>Oase</i> 31(1991): 56-61	Dutch
“Een museum voor Maastricht [A museum of Maastricht]”, <i>Bouw</i> 46/7(1991): 4	Dutch
Genders, Charles. “Museum Rossi een hoofdgerecht in Maastricht [Museum Rossi, a main course in Maastricht]”, <i>AB Architectuur Bouwen</i> 3(1991): 14-15.	Dutch
Grevenstein, Alexander van. “Brief aan Aldo Rossi [Letter to Aldo Rossi]”, <i>AB Architectuur Bouwen</i> 7/3(1991):15	Dutch
“Neue Museen – Projekte [New museums – Projects]”, <i>Baumeister</i> 88/4(1991): 10	German
Rossi, Aldo. “Verlust der Mitte [Loss of the Center]”, <i>Oase</i> 31(1991): 72-75	
Rossi, Aldo. “Verlust der Mitte [Loss of the Center]”, <i>Oase</i> 31(1991): 72-75	Dutch
<b>1992</b>	
Ibelings, Hans. “Works by Jo Coenen”, <i>A+U, Architecture and Urbanism</i> 266 (1992): 102-105	English, Japanese

**Table 8 (continued)**

**1993**

“Bouw Bonnefanten Museum te Maastricht bereikte hoogste punt; uniek project op het v/m Céramique-terrein [Construction of Bonnefantenmuseum Maastricht reached highest point ; unique project in Céramique terrain]”, *Stedenbouw* 505(1993): 9-13 Dutch

Martin, Marijke. “Een choreografie van stedelijkheid [A choreography of urbanity]”, *Archis* 7 (1993): 27-44 Dutch

**1994**

“A Modern Art Museum by Aldo Rossi”, *Progressive Architecture* 11(1994): 33 English

Confurius, Gerrit. “Miszellen; ein Italiener in einem Niederländer / Miscellanea; an Italian within a Dutch Painting”, *Daidalos* 53(1994): 140-141 Dutch, English

“Nieuwe huisvesting Bonnefanten Museum [New housing Bonnefantenmuseum]”, *B en U; Bouw en uitvoering voor rijk, provincie en gemeente* 26/11(1994): 25 Dutch

Wortmann, Arthur. “Bonnefantenmuseum in Maastricht”, *Baumeister* 9(1994): 34-39 German

Zardini, Mirko. “Aldo Rossi; Maastricht, Gifu”, *Lotus International* 83(1994): 102-113 English

**1995**

Arnaboldi, Mario Antonio. “In Olanda sotto il muro di Berlino [In the Netherlands under the Berlin Wall]”, *L' Arca* 90(1995): 99 English, Italian

Bodenbach, Christof, *DB* 5(1995) : 112-114 German

Dijk van, Hans. “Maastricht Céramique masterplan by Jo Coenen, with projects by Rossi, Siza, Botta and Hertzberger”, *Architecture today* 57 (1995): 11-14 English

Doutriaux, Emmanuel. “Bonnefantenmuseum Aldo Rossi in Maastricht”, *Aplus: Belgisch tijdschrift voor architectuur* 135(1995): 42-48 Dutch

“Étoiles et toiles; deux musées hollandais [Stars and paintings ; two Dutch museums]”, *Architecture d' Aujourd'hui* 299(1995): 48-53 French

“Friche détournée; Musée de Bonnefanten, Maastricht [Diverted wasteland; Bonnefanten Museum , Maastricht]”, *Techniques et Architecture* 418(1995): 50-53 French

Fuchs, Hans. “Rossi's Bonnefanten; ook Wiebengahal uit 1912 gerestaureerd[Rossi's Bonnefanten ; also restored Wiebengahal from 1912]”, *Bouwwereld* 91(1995): 24-28 Dutch

Lemmens, Frits. “Strikte eisen vormen uitdaging bouwfysicus; daglichttoetreding, klimaatbeheersing en akoestiek in Bonnefantenmuseum [Strict requirements present a challenge to constructors: access to daylight, climate control and acoustics of the Bonnefantenmuseum]”, *Architectuur en Bouwen* 3(1995): 32-35 Dutch

“Maastricht; the museum by Aldo Rossi; interiors and exteriors Molteni & C”, *Rassegna* 17/62(1995): 86-89 Italian

**Table 8 (continued)**

Melis, Liesbeth. "Verlust der Mitte; Bonnefantenmuseum Aldo Rossi in Maastricht [Loss of the center ; Aldo Rossi Bonnefantenmuseum in Maastricht]", <i>Architect</i> 29/1 (1995): 42-55	German
Schröer, Carl Friedrich. "Das Bonnefantenmuseum in Maastricht", <i>Bauwelt</i> 86(1995): 118-125	German
Singmaster, Deborah. "Easy-to-read design gives art Maas appeal; Aldo Rossi's Bonnefanten Museum in Maastricht solves the problem of housing different", <i>Architects' Journal</i> 201(1995): 24	English
"Zeitlos; das Bonnefanten-Museum in Maastricht [Timeless; the Bonnefanten museum in Maastricht]", <i>AIT Architektur Innenarchitektur Technischer Ausbau</i> 5 (1995): 58-63	German
<b>1996</b>	
"Bonnefantenmuseum te Maastricht; Aldo Rossi", <i>Bouwen met Baksteen</i> 79(1996): 1-3	Dutch
<b>1997</b>	
Alarcon, Tatiana & Masson, Maurizio, "Óculum Jo Coenen Céramique", <i>óculum</i> 10-11, (1997): 102-103	English, Portuguese
Alarcon, Tatiana & Masson, Maurizio, "Óculum Jo Coenen Céramique", <i>óculum</i> 10-11, (1997): 104-105	English, Portuguese
Alarcon, Tatiana & Masson, Maurizio, "Óculum Jo Coenen Céramique", <i>óculum</i> 10-11, (1997): 96-100	English, Portuguese
Cortenraedt, Jo, "Jo Coenen: Maastricht gaat op de schop [Coenen:Maastricht has to be redeveloped]", (Chapeau,1997), 56-61	Dutch
Cüsters, John, "Luctor et Emergo, Céramique profiteert van vertraging [Luctor and Emergo , Ceramique benefits from delay]", (Bouw,1997) nr. 5, 40-44	Dutch
Guerra, Abilio. Jo Coenen; céramique, Centro de Apoio Didático(Óculum 10-11series), 1997	English, Portuguese
Joop Slangen and Coenen, Jo, "The Céramique Site in Maastricht", <i>óculum</i> 10-11, (1997): 50-67	English, Portuguese
<b>1998</b>	
Editorial, "Special Céramique, Maastricht", (Ruijters VastGoed, 1998), 1-50	English
Heusschen, Peter. "Maastricht; cultuurcentrum voor Céramique; onderdeel uitbreidingsplan van f 300 miljoen [Maastricht; cultural center for Céramique; an expansion of 300 million]", <i>Stedenbouw</i> 50(1998): 58-60	Dutch
Rodermond, Janny. "De heilzame werking van het stedelijk ensemble; stadsontwerpen van Jo Coenen [The beneficial effect of the urban ensemble ; city design by Jo Coenen]", <i>Architect</i> 29 (1998):46-57	Dutch
<b>1999</b>	
Coenen, Jo. "Die Qual der Wahl [The Agony of Choice]", In <i>AIT Skript: 3.Architektur-Diskurs</i> , (1999), 52	German

**Table 8 (continued)**

Coenen, Jo. “Die Qual der Wahl [The Agony of Choice]”, In AIT Skript: 3.Architektur-Diskurs, (1999), 59-61	German
Cortenraedt, Jo. “C.C.: dominerend ontwerp van Jo Coenen [C.C.: dominating design by Jo Coenen]”, (Bouwen aan Limburg, 1999), nr. 1/99, 62-65	Dutch English,
Cüsters, John and Jaap Hulsman. “Cahier Céramique I + II”, (Maastricht: Gemeente Maastricht, 1999)	Dutch
Di Domenico, Giovanni. <i>L’industria delle costruzioni</i> 327-2(1999): 42-46	Italian
Di Domenico, Giovanni. <i>L’industria delle costruzioni</i> 327-2(1999): 47-54	Italian
Di Domenico, Giovanni. <i>L’industria delle costruzioni</i> 327-2(1999): 42-43	Italian
Heusschen, Peter. “Maastricht; Maastricht krijgt nieuwe stad erbij; Céramique: verfijnd maar niet breekbaar [Maastricht; Maastricht gets new city there; Céramique: refined but not fragile]”, <i>Stedenbouw</i> (1999): 77-82	Dutch
Krol, Jan. “Centre Céramique: imponerend cultureel baken aan de Maas [Centre Céramique : impressive cultural beacon on the Maas]”, <i>Bibliotheekblad</i> , (December 1999): 10-12	Dutch
Notrott, Ina. “Zukunft der Städte: Urbanistische Korrespondenzen [Future of Cities : Urbanist correspondences]”, <i>Der Architekt</i> , (April 1999):12-13	German
<b>2000</b>	
Coenen, Jo, “Maastricht, The new Céramique”, <i>Abitare</i> (2000), Italy.	English
Editorial. “Manzana residencial en Céramique [Residential block in Céramique]”, <i>AV Monografías Monographs</i> , (2000): 112-113	Spanish
Editorial. “Multimediale ontmoetingsplaats van historie en cultuur [Multimedia meeting place of history and culture]”, <i>PI Projekt &amp; Interieur</i> (2000): 68-73	Dutch
JS, “Über dem fluss [About the River]“, <i>AIT</i> , (2000), 23	German
Kuiper, Wim. “Centre Céramique is ontmoetingsplaats van kennis, cultuur, historie en architectuur [Centre Ceramique is the meeting point of knowledge , culture, history and architecture]”, <i>Business Highlights</i> , (2000): 10-11	Dutch
Marx, Annette, “Moderne stedelijke conditie [Modern urban condition]”, <i>De Architect</i> (2000): 46-51	Dutch
Smeets, Huub. “Je moet altijd een paar jaar voorliggen op wat mensen zelf vragen [You always have a few years ahead of what people themselves questions]”, <i>Business Highlights</i> , (2000): 4-5	Dutch
<b>2001</b>	
Coenen, Herman. “Schetsen   Roughs Noordknoop Céramique, Maastricht [Sketches  Roughs North Node Ceramique , Maastricht]”, Rotterdam: NAI Publishers, 2001	English, Dutch
Editorial. “Ancora il Céramique [Still the Céramique]”, <i>Abitare</i> , (2001): 88	Italian

**Table 8 (continued)**

Editorial. “Céramique een van de grootste bouwlocaties van Nederland [Céramique one of the biggest construction sites in the Netherlands]”, Real Estate, 2001	Dutch
Editorial. “Hypermoderne architectuur in het eeuwenoude Maastricht [Ultra-modern architecture in the ancient Maastricht]”, Eigen Huis & Interieur, (2001): 69	Dutch
Horstink, Jan. “Van fabriek tot modelwijk: Céramique [From factory to model district : Céramique]”, Bouwteam, (2001): 26-27	Dutch
Kokke, Brad. “Modern Maastricht, Céramique”, Eigen Huis & Interieur, (2001): 42-45	English
Molinari, Luca. “Quartiere Céramique”, Abitare, (2001): 147-157	Italian, English
<b>2002</b>	
Coenen, Jo. “Quartiere Céramique”, In Maastricht: il nuovo Céramique [Maastricht: the new Céramique] 8-15, Milano: Abitare, 2002.	Italian, English
Editorial. “Biblioteca del centro Céramique a Maastricht, Olanda [Library downtown Céramique in Maastricht , Netherlands]”, L’Industria delle costruzioni, (2002): 66-75	Italian
Nelissen, Nico. “Leve de diversiteit [Long live diversity]”, Residence, (2002): 52-53	Dutch
<b>2003</b>	
Editorial. “Centre Céramique, Maastricht”, Interior, (2003): 152-155	English
Editorial. “Céramique geeft Maastricht aanzien [Céramique Maastricht gives respect]”, Sigmafoon, (2003): 12-17	Dutch
<b>2004</b>	
Editorial. “Coherence dans la ville: l’architecture et l’urbanisme de Jo Coenen [Coherence in the City : Architecture and Planning Jo Coenen]”, Septentrion, (2004): 24-28	French
Editorial. “De buitenruimte kent geen sjabloon [The outdoor area has no template]”, Contour, (2004): 4-7	Dutch
Nio, Ivan and Wouden, Ries van der. “Stadscultuur en stedelijke revitalisering [City Culture and urban revitalization]”, S&RO, (2004): 24-25	Dutch
Schaap, Peter-Michiel. “Stad of stadsdecor? [Town or city scene?]”, S&RO, (2004): 46-49	Dutch
<b>2005</b>	
Editorial. “De beste bieb [The best library]”, Vrij Nederland, (2005): 44-51	Dutch
Dormans, Karin. “Verbouwing maakt Centre Céramique compleet [Renovation Centre Céramique makes it complete]”, Informatiebulletin Bremen Bouwadviseurs, (2005): 6-7	Dutch



**Table 8 (continued)**

**2006**

Editorial. “Van kinderboeken tot kunstmarokkanen Centre Céramique [From children's books to art Moroccans Centre Céramique]”, *Savoir Vivre aux Chateaux*, (2006): 62-67 Dutch

Orioli, Valentina. “The restyling of the Maastricht riverfront in the projects by Jo Coenen”, *Arreda & Città* (2006) : 30-33 English

**2007**

Editorial. “NAi Maastricht Euregionaal centrum voor architectuur en vormgeving [NAI Maastricht Euregional center for architecture and design]”, *Programma* jan-jul, (2007): 13 Dutch

Editorial. “Vernieuwde kijk op wonen en werken [A renewed look at live and work]”, *Het goede wonen*, (2007): 22-27 Dutch

Swakhoven, Dymphy. “Een leven in het teken van bier [A life devoted to beer]”, *Excellent Leven & Wonen*, (2007): 44-49 Dutch

### **5.1.2.5 Achievements and awards with the project [after concluding the project]**

The success of the regeneration project will be interrogated and evaluated in the last part of Chapter 5, within ‘the Achievements of the Project’. The evaluation will be based on several factors that will examine the situation as a whole; yet if individual units have been considered or to be more specific the success of the project can be rethought due to concerns that are more tactile, it could be easily said that Céramique has gained several awards that made it internationally acceptable.

#### **5.1.2.5.1 Europahouse Award 2009**

The award has been given to the ‘Piazza Céramique’ to the design by Jo Janssen Architecten and Wim van den Bergh. The project, built in the years 2004-2007, has been financed by Vesteda Project Bv. Some of the details given related with the program of the project is that it contains 92 buildings (varying from 87 to 182 m<sup>2</sup>) covering a floor area of 18970 m<sup>2</sup> (13300 apartments, 378 working units and 542 commercial space).

One of the reasons why Piazza Céramique has been awarded with the prize is the concern it has given to functional needs and its organizational schema. As mentioned in the beginning, there is a variety of opportunities within the housing typologies both in size and organization. Another interesting point within the design that may lead to gaining the award is the integration of residential units with offices (business) especially if the cross-sections of the layouts of spaces have been examined.<sup>40</sup>

#### **5.1.2.5.2 Hoeg Brögk; ‘Foundation Building with Steel’**

In 2004 Hoeg Brögk (High Bridge), the pedestrian and cycling bridge that connects the left banks of Maas -the historical city center- with the right banks of Maas - Céramique District-, has been awarded to the ‘Foundation Building with Steel (Stichting Bouwen met Staal)’ prize.

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<sup>40</sup> The booklet of Europahouse Award 2009; Building the future, 32-33.

The original brochure of Europahouse Award 2009 with Piazza Céramique can be found in Appendix E.

The building is the design of Belgian Architect René Greisch which has been constructed in 2003. The bridge's total length is 261 meters and its width is 7.20 meters. It is the highest bridge of Europe and it is the fifth bridge of the city of Maastricht.



**Figure 16.** Hoeg Bröggk, night view  
source: author's photography, December 2014.

#### **5.1.2.5.3 Design Catalogue 2005-2006**

'The design catalogue; successful examples of high-density urban development in Europe' has been a compilation of projects in the period of October 2005 - December 2006 with the commissioning of London Development Agency & Government Office for London. The works have been selected and explained by Urhahn Urban Design within several sections; small-scale infill and individual add ons, courtyard housing and mews development, high-density low-rise housing, high quality tower, living with shops, city block transformation: re-inventing the fabric, special target group housing complex, building in constrained areas, urban generator, intense suburban types, public buildings and civic space and parking solutions.

Céramique is in the design catalogue with two individual designs; in the high quality tower section with the design of Siza 'Céramique Apartments & Offices Maastricht, Alvaro Siza' and in the public buildings and civic space with the design of Coenen 'Library Centre Céramique, Jo Coenen'.

#### **5.1.2.5.4 Documentation of project developers; Vesteda Project Report 2002 and 2008**

Vesteda Project BV 2002 report covers two project designs from the Céramique district; Project Stoa and Project Cortile. General project details have been given in the booklet. Project Stoa is a design by Luigi Snozzi along the River Maas (Bellefroidlunet) with a total number of 131 homes (65 owner-occupied, 66 rental). The project has started to be constructed in 2000. Project Cortile is a design by Bruno Albert situated in Avenue Céramique that incorporates 159 rental and 30 short stay houses. The project has started to be built in 1998.

Vesteda Project BV 2008 report also covers the last project design that will be applied for the Céramique district; Maison Céramique (Block 30a, design by Charles Vandenhove, Charles Vandenhove et Associés). The construction of Maison Céramique started early in 2008.

#### **5.1.2.5.5 The City Guides/Stadsgids 2013 and 2014**

Céramique Project is recognized and publicized as ‘building a part of the city’, a new neighborhood that people want to spend time in (the vision of the project). Both the historical background of the site- its significance of being a documentation of an *early industrial city in the Netherlands*- and the opportunities that today’s Céramique serves (cultural activities, retail, leisure within its parks and courtyards as well as the daily routine of Maastricht with the residents) reveal its role as a district in Maastricht. That’s why both in the city guide 2013 and 2014 the district’s position are remarked.

In the city guide, Céramique has not been given just as a highlight within the city, the regeneration aspect of this part of the city is indicated giving a small summary of the process and recent initiatives related with the renewal of the city.<sup>41</sup>

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<sup>41</sup> The City Guide 2014 (Stadsgids 2014) with the indication of Céramique area has been attached to Appendix F.

## **5.2 Process**

### **5.2.1 Till Project Céramique; the era of Société Céramique and the period after with NV Koninklijke Céramique**

Before Project Céramique, the site has been used as an industrial complex owned by NV Koninklijke Céramique. NV Koninklijke Céramique originates from the mergence of the early to two big industries of Maastricht; Petrus Regout & Co. and Société Céramique.

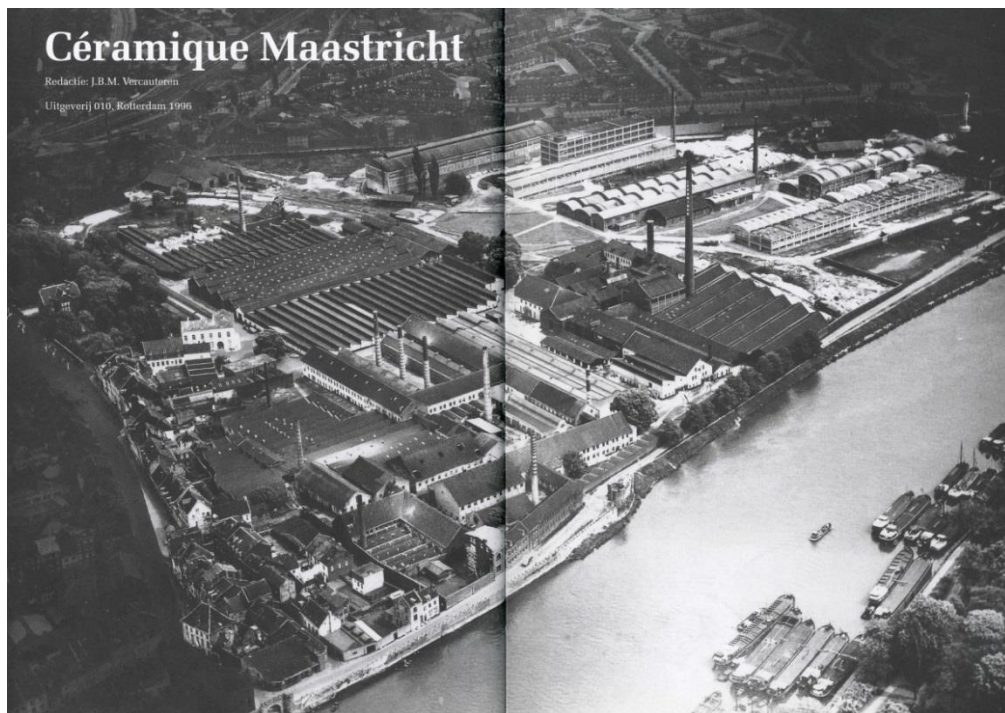
#### **5.2.1.1 Industry & Maastricht; the leading figures**

Three main pottery industries in Maastricht:

- Petrus Regout & Co. (Sphinx): Boschstraat, 1836
- Société Céramique: Wyck, 1850
- Mosa: Wyck, 1883

Maastricht was the earliest city of the Netherlands that got into the process of industrialization and careful consideration to the historical background of the city signifies three important names for industrialization: Petrus Regout & Co., Société Céramique and Mosa; yet the industrial development of the city is not limited with these three names. After Petrus Regout's initiative -the founder of the Petrus Regout & Co. in Boschstraat 1836- new establishments have been formed; a paper mill with the attempts of lhoest G. and J. Weustenraad in the right banks of the River Maas (1850) and another pottery factory also in the Wyck with the attempt of N.A. Bosch.

Petrus Regout & Co. with its further name -the Royal Sphinx- was the pioneer of the sector. The builder of the Sphinx, Petrus Regout, was a challenger entrepreneur



**Figure 17.** Société Céramique, the whole factory complex  
source: Vercauteren, Jan B. et.al. *Céramique Maastricht*



**Figure 18.** Société Céramique  
source: Vercauteren, Jan B. et.al. *Céramique Maastricht*

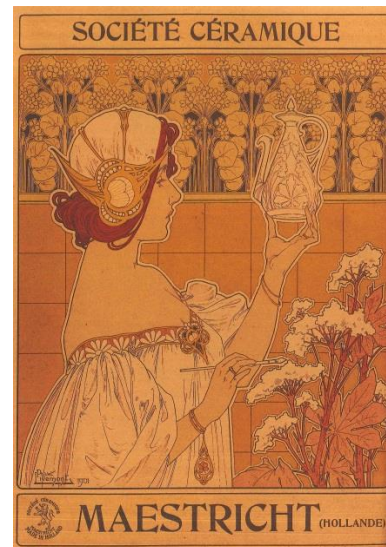
coming from a merchant family who, in advance, was a member of the Senate of the Dutch Parliament. The firm has been established for the production of glass, crystal and pottery in 1836, in Boschstraat, a district in the left bank of River Maas inside the second ring of the old fortifications located north to the central city core. The area has been purposefully chosen for the supply of materials, the transport of products and the availability of expansion of the industry (the site was vacant and convenient). The pottery factory has manufactured household earthenware that further added sanitary ware to their production agenda. The industry has operated for 136 years in Céramique until it became a brownfield within the inner-city and proposed to be regenerated. With its new name, BV de Sphinx Maastricht, the firm is still continuing to produce sanitary products. (Throughout the time, the firm had changed several names starting with Petrus Regout & Co. 1836-1870, N.V. Petrus Regout & Co. 1870-1899, N.V. De Sphinx v/h Petrus Regout & Co. 1899-1958, N.V. Sphinx-Céramique 1958-1960, N.V. Koninklijke Sphinx 1960-1994, N.V. Koninklijke Sphinx Gustavsberg 1994-2001, Koninklijke Sphinx B.V 2001-2012, BV de Sphinx Maastricht 2012-now)

Another important pottery factory in Maastricht founded by Louis Regout in 1883 is Mosa. Like Sphinx, Mosa continues to operate in the Meerssenerweg, Maastricht.

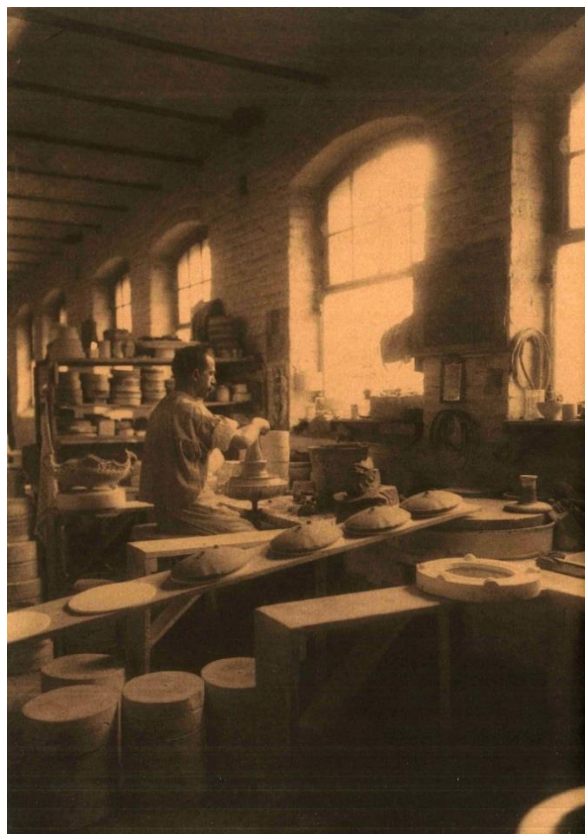
#### **5.2.1.2 The formation of Société Céramique and its cooperation with Sphinx in 1958**

1850's Maastricht had efficient atmosphere for the development and expansion of the city's industry (enhancing the number of industrial plants and correspondingly the number of workers and the industrial production); the city was out of the economic crises occurred in 1842 and 1848, the infrastructure of the city has been growing with the constructions of the new highways to Venlo (1847) and Bilsen (1854) and the Dutch national government was building new canals - Maastricht-Liège Canal (opening 1850) - that will function for commercial purposes especially the transport of raw materials and products. The city has also been facing progress related with the railroad transport system. In 23 October 1853, on the ground of opening the Maastricht-Aachen railway line, the Maastricht Central Train Station has come into





**Figure 19.** Société Céramique ; Catalogue, 1901  
source: Vercauteren, Jan B. et.al. *Céramique Maastricht*



**Figure 20.** The shape and modeling of pottery, from 1890's; original photography by E. van Sloun/G.  
Ramaekers, Maastricht  
source: Vercauteren, Jan B. et.al. *Céramique Maastricht*



service. The development further led to the new connections; to Hasselt (1856), to Liege (1861) and to Venlo (1865). In addition to these progress, the communication systems got improved with the construction of National Telegraph Office in Maastricht in 1854. The up growth events all triggered the formation of the new industries.

After the formation of the firm Petrus Regout & Co. in 1836, the entrepreneurs Winand Nicolaas Clermont and Charles Chainaye founded another pottery factory in the other side of the River Maas in the district Wyck, an older district of Maastricht situated just across the older city core (1851). In 1859, Guillame Lambert, a Belgian engineer got involved with the company and the company became a limited partnership. There have been several names that played an active role in the success of the company; Victor Jaunez (1863-1913), P.J. Lengersdorff (1902-1915) and Edgar Michel (1915-1954).

In 1958, Société Céramique announced their decision to merge with the company Sphinx under the name of N.V. Sphinx-Céramique, that has further changed its name to N.V. Koninklijke Sphinx (1960). The industry has been operated till the late 1987 until the decision of selling the land.

### **5.2.2 Project Céramique**

The site has been a contradictory issue since the NV Koninklijke Céramique has lost its early success in industrial manufacturing, the site remained idle: an occupied space that people couldn't enter or use.

The growth of the city and the Céramique site becoming a brownfield area existing in the inner city are some of the factors that triggered the regeneration of the site. The site has been a barrier that had negative influence on the connection of the city both in the north-south and east-west direction, from Wyck to Randwyck and from the historical city core to the Heugemerweld. Due to these factors, it was crucial to generate a design solution that overcomes these problems. The unity and the connection of the city were the key words that are important for the city of

Maastricht and the Municipality. The site was not only claimed to be transformed by the authorities but also by the users - inhabitants - as well.

The process will be defined within several steps, some of which are quite crucial in the progress of the project. To have a brief summary, the process started with the sale of the land, the announcement of the company NV Koninklijke Céramique. After the treaties, the designation of the partners/collaborators has been formed. The three main parties involved in the Céramique Project were National Civil Servants' Pension Fund (ABP), municipality and as the urbanist/supervisor Jo Coenen. The process continued with the start of the design phase which includes;

- The design of a master plan
- Selection of architects
- Assemblies among the design teams

During these phases, there have been informative talks with citizens (collaborative and participatory). The infocentrum, a center/unit which explains the details of the regeneration of the neighborhood, is a formation of this step of the procedure; so not only with the assemblies but also with the publication of advertisements, booklets and catalogues the distribution and the publicity of the project has been made. Progression continued with the design phase and start of implementation. (table 10)

The redevelopment of Céramique site was on the minds of the authorities since the early eighties, yet both the land is on another private party and the financial condition of the city was incapable of affording the expenditure of such a big

**Table 9.** Timeline for Sphinx-C ramique Project

source: Marjolein Spaans. "Case Studies; Implementation of urban revitalization projects: The Netherlands, Maastricht", In *The Implementation of urban revitalization projects; an international comparison*, edited by OTB Research Institute for Housing, Urban and Mobility Studies(TU Delft), 105-129. (Delft: Delft University Press, 2002), 117.

Year	Event
1978	Cabinet approves Perspectives Memorandum for South Limburg
1982	Municipal memorandum Structural Plan for City Center of Maastricht, including Sphinx-C�ramique site
1986	Main points of policy 1986-1990
Feb. '87	Sphinx-C�ramique site taken up in Regional Plan for South Limburg
June '87	NV Koninklijke Sphinx offers to sell land to municipality
July '87	ABP lets municipality know it would like to take part in the project
Dec. '87	Study commissioned to Wilma Vastgoed BV for market prognosis
Dec. '87	Jo Coenen commissioned to work out plan for urban design
Dec. '87	Statement of intent signed by municipality and ABP
March '88	Plans presented to the public and the media
Aug. '88	Definitive sales agreement signed by municipality, ABP, and Sphinx
Aug. '88	Cooperative agreement signed by ABP and municipality
Sept. '88	City council adopts proposed development plans and makes 19 million guilders available as subsidy
Sept. '88	Investment committee ABP endorses plans
Oct. '88	Subsidy covenant signed by state, province, and city government
1988	State designates project as PPP demonstration project
Apr. '88	Information to inhabitants of Maastricht and public consultation on the plan
Aug. '88	Draft land-use plan for Sphinx-C�ramique site presented for public viewing
Oct. '89	Agreement on property development and implementation between property developers (Wilma Vastgoed BV, Bouwfonds Woningbouw, and MBO Ruijters) and the ABP signed
Nov. '89	City Council approves land-use plan
Jan. '90	Publication of description of plan for urban design of Sphinx-C�ramique site
June '90	Provincial Executive approves land-use plan
June '90	Coenen, city, and ABP sign agreement on supervisory position
June '90	Start demolition of old buildings on Sphinx-C�ramique site
July '90	Selection and announcement of architects for first phase of construction
Jan. '91	Structural Vision 1990-2000 adopted
Feb. '91	Design by Rossi for Bonnefanten Museum ready
Feb. '91	Opening permanent information center
Apr. '92	Start construction on blocks 1-4 (rental apartments)
June '92	Relocation of Sphinx factories
June '92	Start construction on Bonnefanten Museum
Dec. '92	Start construction on road system Sphinx-C�ramique
End '93	Completion first construction projects: Porta I and II
1993	Process stagnates
Jan. '94	ABP and property developers sign protocol
Begin '94	Start construction on blocks 6 and 7 (Siza)
Nov. '94	Completion Bonnefanten Museum
June '94	Opening Avenue C�ramique
March '95	Opening Bonnefanten Museum
1995	ABP split up into three funds
Dec. '95	Official opening Indigo, first office building
1996	Completion first block of owner-occupancy dwellings
Sept. '96	Presentation of new building for city library and municipal archives

**Table 10.** Timeline for the Spinx-C ramique Project; relevant dates starting from the very early period the formation Sphinx by Petrus Regout (1836).  
source: author’s compilation

1836	formation of pottery industry in the hands of Petrus Regout in Boschstraat, the formation of Sphinx (further lead to glass and crystal industry, the firm continued to operate till December 31, 2006 in Boschstraat)
1863 - 1958	the formation and operation of Soci�t� C�ramique (pottery firm)
1958	mergence of Soci�t� C�ramique with Sphinx.
1970	the demolishment of the fortifications the industry operated in the C�ramique terrain
June 1987	NV Koninklijke Ceramique announced to sell the land.
July 1987	National Civil Pension Fund (ABP) wants to get involved in the project as the ultimate investor and landowner; the main developer in the project
Dec. 1987	agreement between ABP and the municipality (statement of intent)
Dec. 1987	Jo Coenen was selected by the Maastricht Local Authority and ABP to submit a design for rebuilding the former factory site, C�ramique.
1988	The project has been designated as a public-private partnership. (C�ramique has also been defined as a first-generation project that involves national government finance)
Apr. 1988	the plan has been introduced to the inhabitants, public consultation
Aug. 1988	agreement between ABP and the municipality (cooperative agreement)
Oct. 1988	final collaboration btw. ABP and the municipality sale of the land to ABP by Sphinx
1989	demolition and clearance of the site
Oct. 1989	agreement between property developers and ABP (property development and implementation)
June 1990	Coenen as the supervisor of the project (Coenen - ABP - municipality)
Feb. 1991	Rossi’s design; Bonnefanten Museum
1992	approval of zoning plan
Apr. 1992	Start of construction; Rental buildings 1 and 4, by Office Boosten
June 1992	Start of construction; Bonnefanten Museum
Dec. 1992	Start construction of infrastructure; road system in C�ramique
Nov. 1994	Completion of Bonnefanten Museum
June 1994	Opening of the avenue
1996	Completion of first homes
2003	The construction of the pedestrian bridge “Hoeg Br�gk”

investment. After the announcement of the sale of the land, the municipality - city council - looked for partners. Céramique Maastricht is a large-scale urban redevelopment project and a risky investment since it necessitates a high budget/cost. To decrease the financial risk and concerns, a public-private partnership<sup>42</sup> has been made between National Civil Pension Fund (ABP) as the main developer and the municipality as the local authority. The project will later be financed with the funding of the provincial (Province of South Limburg) and national authorities (Ministry of Economic Affairs, Ministry of Housing Spatial Planning and Environment - VROM - in the content of first-generation key projects<sup>43</sup>) too. The start of the design/projection phase of the process began with the master plan design of the Dutch architect and urbanist Jo Coenen.

#### 5.2.2.1 Master plan; design decisions and principles

The master plan of Céramique site has to be rebuilt with several new considerations that are not just necessary for the functioning of the site but also for the functioning of the whole city and Jo Coenen, as the designer, specified several aspects that form the general principles of the design:

- *bring about a **reconciliation** with the historical inner city;*
- *form an **extension of the inner city**, with the same rich mix of **functions**.*
- *form a **good link** between the historical inner city and the outlying areas;*
- *to be spatially **coherent** in terms of urban planning, public spaces and architecture.*<sup>44</sup>

These design aspects are claimed to be implemented with the arranged design elements and organization within the master plan. Coenen, both with the

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<sup>42</sup> For the time being considered (1980's), public-private partnerships within regeneration projects were not very common.

<sup>43</sup> The idea of these first-generation key projects have been more elaborately explained in Chapter 3 Shaping the City; spatial development and renewal projects under the case of Small-scale renewal projects, Stokstraatkwartier.

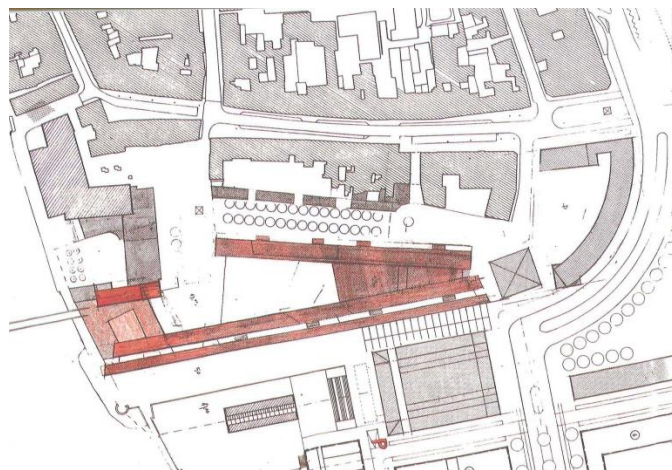
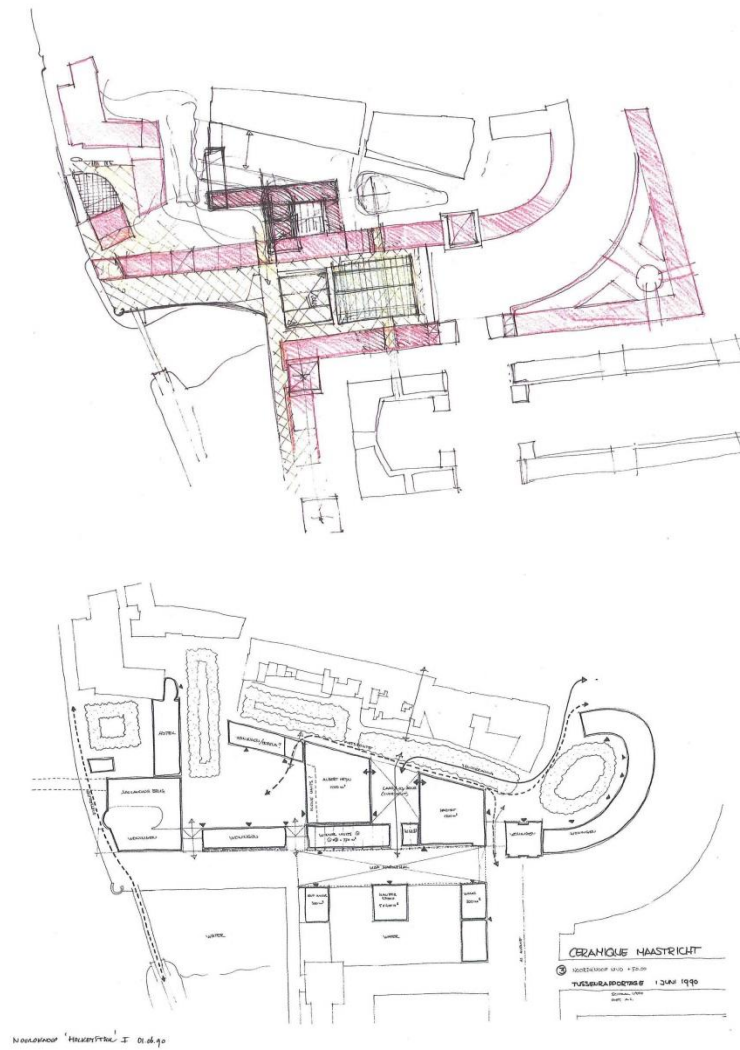
<sup>44</sup> Jo Coenen and Joop Slangen. "O terreno Céramique em Maastricht/ The Céramique Site in Maastricht", *óculum* 10-11(1997): 52.

experience/practice he had with regard to the earlier projects done in Maastricht and the analysis he had done related with understanding of the old city structure, knows about the project area and the city. One aspect of his is the reconciliation of the design with the historical inner city. He had examined that the medieval city core is composed of squares that are in harmony with the narrow roads and public spaces and he wanted to continue the lively atmosphere present in the historic squares with a modern architectural style/square model. There are three squares in the core; Vrijthof, Markt and Onze Lieve Vrouweplein and with the Céramique Project 'Plein 1992' was added to the structure of the city as a common gathering place.

According to Coenen, Céramique has to be an extension of the old city core. Although the city itself has settled in the two sides of the river, the early city structuring was more dominated on the left bank of Maas. Within the recent years, especially after the initiatives related with the infrastructure (railroad and highways) and connections, more attention has been given to the right banks of Maas. The developments in Randwyck, a recently growing part of the city located to the south of the Céramique site that now houses the University Hospital, the government and the Maastricht Exhibition and Congress Center (MECC) and new residential areas, is a clear example of that policy. Céramique lies in between the newly developing Randwyck and early formed settlement Wyck (as early as the first fortifications). Not only does the master plan have the importance of connecting these two neighborhoods; but also the two sides of the River Maas focusing on the historic core. The aim is also justified with the construction of a bridge; a pedestrian/cycling bridge. The parking problem and the use of vehicles have been an issue within the master plan - it was intended to be eliminated with the embodiment of underground parking to the design- but it was not a priority of the plan itself. The consideration given may also be a part of the urban design policy of the Netherlands. Since the priority of the Dutch urban design methodology is given to pedestrian, cyclist and driver from shortest to longest distance of arrival - and maybe from direct to devious- respectively. In short, the design methodology of Céramique both aims the physical accessibility and attractiveness of the site with the extension and connection (linkage) of the old city core.

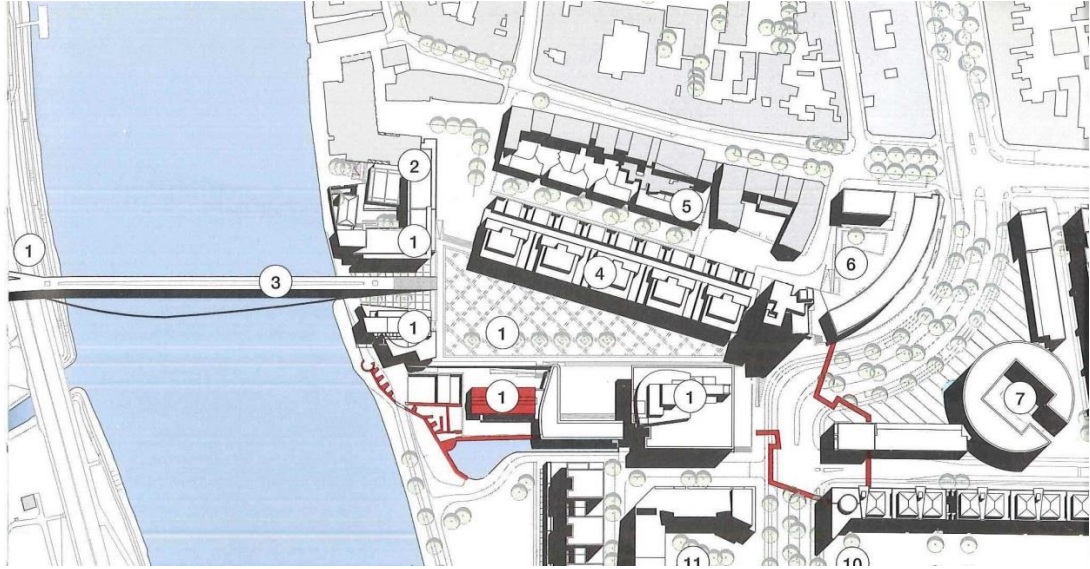
#### **5.2.2.2 Key design elements within the masterplan**

To achieve these four main aspects that Coenen mentioned in his article ‘The Céramique Site in Maastricht’, the design includes three key design elements/areas: the north node, the south node and the connection in between these two. These specified areas were designed nestling architectural landmark/key points. In the north node; the Siza Tower, Centre Céramique and the early mentioned Plein 1992 (City Balcony) has crucial importance. The design of north node covers a central square, offices/shops that designate and form the boundaries of that square, the residential buildings and the pedestrian bridge (Hoeg Brögk) that reunites the two sides of the river. The north and the south node have been connected to each other with Avenue Céramique; a 42 meters width boulevard with two large pedestrian sidewalks in each side covering 4 rows of trees along the length. The major traffic artery in the design links Wilhelminasingel from the north to Limburglaan to the south (In the east-west direction comes the second major traffic artery, Sphinxlunet, that links the waterfront/riverside to the inner side through Heugemerveld). The avenue mostly contains residential units with semi-public courtyards and commercial functions in the ground-floors. The architecture along the avenue contains the circuses- Circus Major and Circus Minor-; a naming that Coenen had given to the residential buildings with courtyards that opens up to the avenue. With such kind of design consideration, Coenen want to form a connection with the avenue and the buildings, interrogating the levels of privacy (the transition from public to private). Another important part of the design is the division of the waterfront (river side) area with the avenue (more to the central part of the design). The Stoa - a building block along the river- and the green triangle -a city park (Charles van Eyck) just beside the river- are the two elements that form this division. The public/private space relations within this part of the master plan are an interesting value to assess in the design. The south node of the master plan contains the Bonnefanten Museum, a design of Rossi that contains one of the historic (former industrial) buildings Wiebengahall.



**Figure 21.** Coenen's master plan ; North-Node sketches  
 source: Hermann Coenen, *Jo Coenen Schetsen, Roughts Noordknoop Céramique, Maastricht*

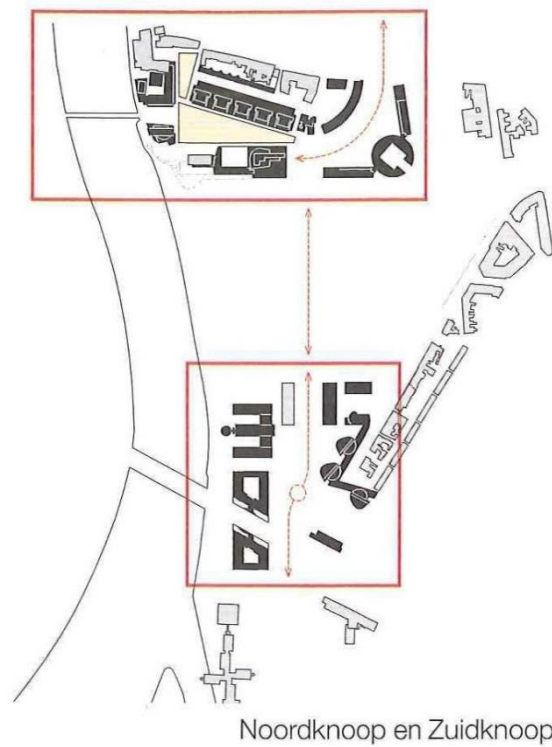




**Figure 22.** Coenen's master plan; North-Node final design  
source: Hilde de Haan et al. *Jo Coenen, van stadsontwerp tot architectonisch detail*



**Figure 23.** Coenen's master plan; air photograph of North-Node  
source: Hilde de Haan et al. *Jo Coenen, van stadsontwerp tot architectonisch detail*

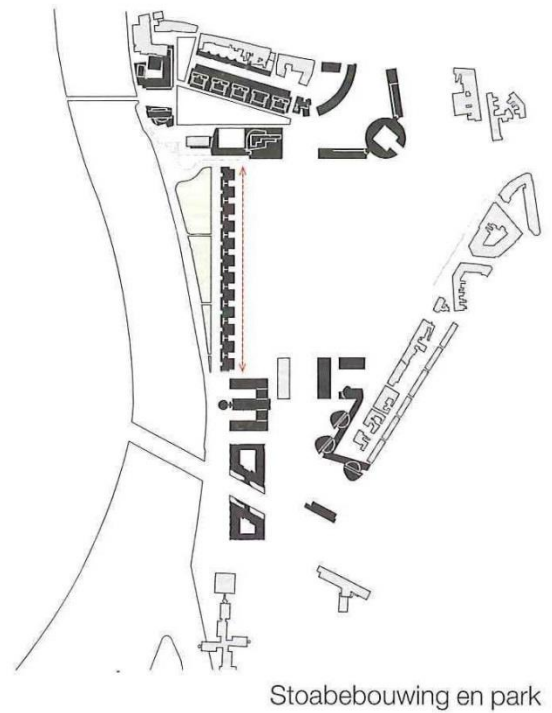


**Figure 24.** Key design elements within master plan; North-Node, South-Node and the connection between the two-Avenue Céramique (for more details related with design principles see Appendix I)  
source: Hilde de Haan et al. *Jo Coenen, van stadsontwerp tot architectonisch detail*

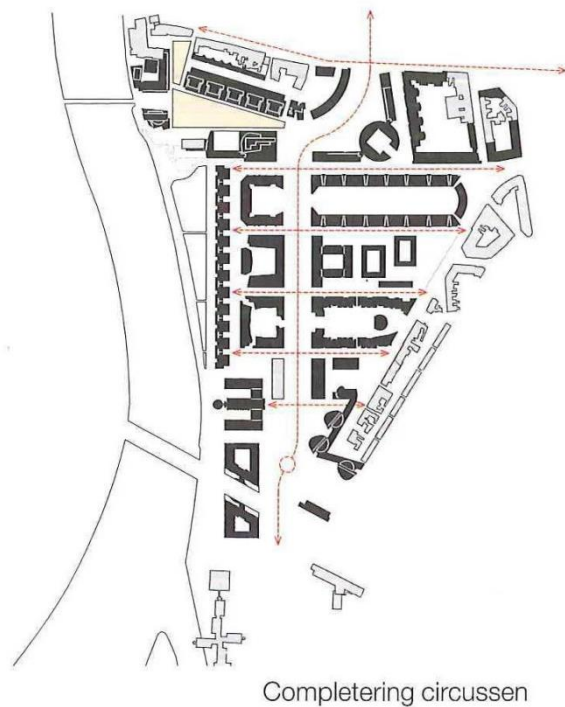


**Figure 25.** Avenue Céramique; birds eye view from Centre Céramique through the end of the boulevard Bonnefantenmuseum  
source: Hilde de Haan et al. *Jo Coenen, van stadsontwerp tot architectonisch detail*





**Figure 26.** Key design elements within master plan; Nodes relation with the park/waterfront  
source: Hilde de Haan et al. *Jo Coenen, van stadsontwerp tot architectonisch detail*



**Figure 27.** Key design elements within master plan; whole plan with the North-Node, South-Node, Circuses and the waterfront (Stoa)  
source: Hilde de Haan et al. *Jo Coenen, van stadsontwerp tot architectonisch detail*

### **5.2.2.3 The inconveniences/problems faced during the projection and implementation phases of the project:**

The project has faced with several inconvenience and problems during the projection and implementation phases of the project.

#### **5.2.2.3.1 Catching up with the deadlines-time constraint**

##### Through the start of the project:

Due to the deadline specified by the Sphinx Company (NV Koninklijke Céramique), the initial stages of the project - the organization of the project; the necessities with the programming, financing, procedures that will be implemented - have been planned and occurred within restricted time. The local authority (municipality) with the cooperation of the main investor (ABP) had nine months to do the arrangements. It was the first challenge of the project that has been faced with success.

##### The public-private partnership:

As mentioned earlier, the former renewal projects have been done with the support and initiative of the public authority, generally the municipalities. This was the common method applied within 1980's; but both with the financial inadequacy of the municipality and the intent to integrate private parties into the issue, a partnership were decided to be put forward. ABP's interest within the project triggered the progress of the projection phase.

Although formation of partnerships had decreased the pressure on individual parties, it also enhanced the number of parties involved in the process. In the perspective of formation of new ideas and the production of a variety of design solutions attendance of different actors was beneficial; yet it also had the consequence spending much more time compared to the conditions with one or two parties.<sup>45</sup>

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<sup>45</sup> Public-private partnership has been more elaborately explained in Chapter 4; *Urban revitalization. Urban Renewal. Cultural Heritage* under the subtitle *Legislations and Policies* with referencing to the words of Fiona Fullarton.

#### **5.2.2.3.2 Time vs. budget**

##### Remediation of the site:

The former function of the Céramique site was an industrial area. Thus, in addition to the regeneration of the site by refunctioning and new construction; the physical remediation of the area was also a necessity. Soil contamination was one of the issues that the authorities forecasted; yet they were not assuming that it will have the consequences of increasing the budget substantially and be a procedure that will be time consuming. From Huub Smeets' words:

*When we approached the government with these figures [with the increase of the average cost related to soil contamination], they didn't want to know about it. We had received a grant keyed to the total cost of land development, and so we could not come back to them when soil remediation turned out to be more of a problem than we had envisaged. That was how they saw it. For us it was a major problem.*<sup>46</sup>

The problem has been solved with the permission of a landfill; the soil in the site will be used as a covering layer for the landfill in Belvédère (the recent regeneration area). Yet a delay within the deadlines of the project had occurred.

##### Government funding:

The recent developments related with urban renewal policies in the Netherlands gives the authority more on the local governors. The projects which will not only have influences within the small picture but will have greater impacts on to the national economy are the ones that the national authority has the responsibility on. The physical and socio-economic condition of what the country has been through (stagnation in economy, decline in construction industry, economic crisis, cities being neglected with their deteriorated areas) necessitate the selection of urban nodes for development and Maastricht with Project Céramique was one of them. For the projection and implementation phase of the project, the financial support of the national authority was also an addition to the budget.

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<sup>46</sup> Cüsters, John and Jaap Huisman. "Financing and organization (Chapter 4)", in *Cahiers Céramique I+II, Maastricht builds a part of the city*, (Maastricht: Maastricht Municipality, 1999), 32-33.

After facing with these inconveniences and encountering the risks in the case of an economic stagnation; municipality (the city of Maastricht?), ABP and the developers have signed a protocol defining responsibilities with the provisions named under ‘1994 Protocol’. Nevertheless;

*The 1994 Protocol was never in fact used. The improved state of market was enough reason for the developers and the ABP to get started on the construction projects... ‘It was always there in reserve. Obviously, the favourable economic climate meant that it was not necessary to use it, but if the state of the market had been less favourable, the protocol would certainly have come up for a discussion.’<sup>47</sup>*

### **5.2.3 After Céramique; further developments and shaping of the site’s periphery after concluding Project Ceramique**

The construction of the first residential buildings of the Céramique Project was finalized in 1996. Developments, in the area of implementation of the designed projects have proceeded till the 2000’s. The Avenue has shaped its formation with finding tenants/owners and within time residencial units have been occupied. It has been almost 15-20 years time since the project has been finalized; hence the indicated time interval is a good opportunity to reassess the success/failures of the project.

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<sup>47</sup> John Cüsters and Jaap Huisman, *Cahiers Céramique I+II, Maastricht builds a part of the city* (Maastricht: Maastricht Municipality, 1999), 33-34.

According to Cüsters and Huismann mentioned in *Financing and Organization* (Chapter 4) of Cahier Céramique I+II, the most important provisions of the protocol were mentioned as;

- *The parties undertook to directly construct projects involving a total of 329 rented and owner-occupied homes, 22,500m<sup>2</sup> of office space and 4000m<sup>2</sup> of shop space.*
- *Other construction projects could only be suspended if 70 or more rented apartments and/or 3500m<sup>2</sup> of office space in the completed blocks were vacant, or if 70 or more apartments in the housing blocks under construction had not been sold.*

The reassessment of the Céramique Project will be done based on personal comparisons and experiences acquired within the site; nonetheless certain key points visioned during the projection phase can help the evaluation. In the design process of Céramique Master Plan, several aspects have been considered in order to form an operative, liveable environment. The same aspects will be reconsidered to query the achievement of the project based on the missioned goals.

‘reconciliation with the historical inner city’ and formation of a ‘good link’

[Role of Plein 1992, Hoeg Brök, Centre Céramique]

Coenen’s intention was to learn from the old city structure of Maastricht (not just from the city itself, but also from the early implemented planning principles; the most influential name on him was certainly the Dutch planner Berlage) and to carry the lively, vital atmosphere of the medieval squares to a new square with which the Maastricht people will also experience the modern approach of architecture/spatial design.

The design of **Plein 1992** certainly worked well if the design goal of uniting the two sides of the banks and directing the people from old city core to the left bank of Maas have been considered. On that point, the role of the pedestrian and cyclists’ bridge, Hoeg Brök, was undeniable. If the connection was provided with a vehicle access, the functionality of the square might not work as it is now.

Plein 1992 is the center point of north node surrounded by several designs, some of which have active participation in the functionality and liveability of the area. The most important of all, is the **Centre Céramique**. The building contains the Municipal Library, the City Archives, the Municipal Exhibition Hall and the European Journalism Center. Coenen, when explaining his intentions related with the master plan design, indicates the significance of a boulevard with which the design will connect the neighborhoods Wyck with the Randwyck. However; the boulevard was not only aiming to be the passage way that targets vehicle access, it also intends to be an attractive route for the pedestrians. With that aim, Coenen specified certain landmarks - that include prestigious designer names and cultural functions to gather different social groups into the site – which were integrated into



**Figure 28.** Plein 1992; Centre Céramique on the right and Galfetti-Keromnes' office buildings La Résidence on the left  
source: author's photography, December 2014



**Figure 29.** Centre Céramique from the river side  
source: author's photography, December 2014

the design to keep up the usage. These are; from the north node Centre Céramique in corporation with the Siza Tower, Plein 1992 and Charles van Eyck Park and from the south node Bonnefanten Museum (Wiebengahall, an industrial building designed by

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*Located on the north of the Céramique district, the Centre provides a balance to the Bonnefantenmuseum on the south side. These two cultural poles emphasise the urban nature of life in the Céramique district. The link between them will be more than visual; their opening hours and exhibitions they put on will be synchronized in such a way that visitors will be guided from one building to the other almost as a matter of course.<sup>48</sup>*

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<sup>48</sup> Jacques Herraets. *Centre Céramique, Maastricht's new cultural information center*, City of Maastricht (Urban Planning and Education, and Culture, Welfare and Sport Departments) (Maastricht Municipality, 1999), 2.

**Table 11.** Statistics from Centre Céramique, Kumulus and Natural History Museum Maastricht; number of visitors and online users in 2011, 2012 and 2013.

source: Integraal Jaarverslag van Centre Céramique, Kumulus\* en Natuurhistorisch Museum, Maastricht over 2013 (Integrated Annual Report Centre Céramique, Kumulus and Natural History Museum, Maastricht in 2013), 34 - author's translation- .

Statistics from Centre Céramique, Kumulus* and Natural History Museum Maastricht			
Results in figures 2013, Centre Céramique			
	2013	2012	2011
Number of visitors (CC, Heer, Mlp) in total	325.163	376.882	423.305
<b>Centre Céramique</b>	<b>290.728</b>	<b>300.862</b>	<b>342.469</b>
Heer	15.783	37.203	41.324
Malpertuis	18.652	38.817	39.512
Online			
visitors, website	179.490	290.396	206.075
members, newsletter	12.442		
facebook - likes	1.818		
facebook - visitors	3.020		
twitter - followers	2.484		

\* Kumulus is the center for amateur arts in and around Maastricht, official website: <http://www.kumulus.nl/nl/over-kumulus/kumulus-maastricht.aspx>

**Table 12.** Statistics from Centre Céramique, Kumulus and Natural History Museum Maastricht; number events, tours and exhibitions in 2011, 2012 and 2013.

source: Integraal Jaarverslag van Centre Céramique, Kumulus\* en Natuurhistorisch Museum, Maastricht over 2013 (Integrated Annual Report Centre Céramique, Kumulus and Natural History Museum, Maastricht in 2013), 34 - author's translation –

Statistics from Centre Céramique, Kumulus and Natural History Museum Maastricht			
Results in figures 2013, Centre Céramique			
	2013	2012	2011
Events / tours / exhibitions etc.			
<b>total number of activities in Centre Céramique</b>	<b>701</b>	<b>430</b>	<b>464</b>
events	224	145	160
exhibitions (big events: museum space, city hall, gallery)	7	8	7
exhibitions (small events: presentations of the departments, inside display)	9	7	18
courses / computer workshops	21	9	10
Other (guided tours, school visits, meeting room rental, etc.)	440	261	269
<b>number of visitors during the following activities in Céramique</b>	<b>121.536</b>	<b>105.524</b>	<b>90.042</b>
events	9.858	7.898	8.602
exhibitions (big events: museum space, city hall, gallery)	83.583	69.627	54.498
exhibitions (small events: presentations of the departments, inside display)	18.103	20.913	20.929
courses / computer workshops	330	175	167
Other (guided tours, school visits, meeting room rental, etc.)	9.662	6.911	5.846

Centre Céramique opened in 18 May 1999 with the vision of being a well-operating cultural center and had the expectation of servicing 600,000 visitors annually.<sup>49</sup> Within the 16 years time, the preliminary goal has been almost achieved. According to official website of the city library, the building has been offering service with its 120 employees and have been servicing to 500,000 visitors annually.<sup>50</sup> According to the data obtained from the *Integrated Annual Report Centre Céramique, Kumulus and Natural History Museum (2013)* (table 12) the annual number of visitors made a clear decline within the last 3 years (from 2011 to 2013) and become 325.163 in 2013. One method may be to make an analysis with regard to population-usage comparison.

The population of the city of Maastricht in 2013 was 122.417. The number of visitors whom used the city library has almost tri fold the population rate; hence it may be an achievement that the design of Coenen achieved. The usage of cultural buildings is an essential part of the operating mechanism of the neighborhoods. Table 13 shows the data related with the events, tours and exhibitions organized both by Centre Céramique (the ones that have taken place in Céramique) and the total number of activities arranged in District Céramique.

‘extension of the inner city, with the same rich mix of functions’

[the program included in the master plan and the functional relations]

The historical core of Maastricht consists of 2-3 storey houses (residential units) with its narrow paths and roads that open up to medieval squares. The city core itself houses different functionalities from retail to entertainment. The same integrated, complexed programming is intended to be achieved in Céramique District too. With that vision the building programme is designated as; 1600 apartments, 70,000 m<sup>2</sup> of office area, 5,000 m<sup>2</sup> of shopping area, 20,000 m<sup>2</sup> for hotels, 20,000 m<sup>2</sup> for cultural functions and 4,400 m<sup>2</sup> of underground parking area.

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<sup>49</sup> *ibid*, 2.

<sup>50</sup> “Bedrijfsinformatie (Company Information)”, Official website of Centre Céramique, accessed in August 11, 2015, <http://www.centreceramique.nl/bedrijfsinformatie>.

As mentioned in the previous part, the cultural units designed in the north and south node are aimed to be connected with the waterfront park Charles van Eyck, the residential semi-courtyarded buildings and the service sector business/office area in the ground floor of these buildings especially on the Avenue Céramique.

‘spatially **coherent** in terms of urban planning, public spaces and architecture’

Another aspect of Coenen’s design was to reach coherence in planning. On that point, the balance in the distribution of private-public spaces is an interesting aspect of the design that can be analyzed. The initiative to use semi-public courtyards is an interesting idea within the design. The courtyards are aimed to have a connection with the Avenue (a public open space mainly used as a transitional area) and the apartments (private areas); yet personal experiences of the space execute that these places become rather lonely and unoperative.



**Figure 30.** Courtyards opening up to Avenue Céramique  
source: author’s photography, December 2014



**Figure 31.** Courtyards opening up to Avenue Céramique; Jardin Céramique, design by MBM Architects  
source: author’s photography, December 2014



**Figure 32.** Stoa, view from the left banks of River Maas  
source: author's photography, December 2014

The design of the waterfront residential blocks Stoa, the design of the Swiss Architect Luigi Snozzi, also have a distinct perspective about the privacy of spaces created. The terraces of the building are almost 3 meters high from the park and although it seems like it is reachable and accessible with the ramps from the riverside, the ramps lead the visitor directly to the next street parallel to the Avenue Céramique. The privacy within the design especially for the residents can be a characteristic which is desired. It could be stated that the degree of privacy increase from riverfront to the Stoa (public open space for walking/cycling - individual transit - to preferred leisure area - the park - to the completely resident based buildings - Stoa -) and decrease from Stoa to the Avenue again.



**Figure 33.** The Stoa; terraces looking to the park and the river  
source: author's photography, December 2014



**Figure 34.** Passageways from the riverside to the upper street  
source: author's photography, December 2014

## 5.3 Actors

### 5.3.1 Landowner; NV Koninklijke Céramique

NV Koninklijke Céramique was the former landowner of the site that had announced their intention of selling the land in June 1987. As indicated in the first part of the *Till Project Céramique* (Chapter 5.2.1.), the origin of the company lies in the merge of the early to two big industries of Maastricht; Petrus Regout & Co. and Société Céramique.

Before the sale, the company asserted two conditions:

*...two divisions of the firm could be housed elsewhere in Maastricht and that the entire transaction would work out to be budgetarily neutral for the firm. The sales contract stipulated that the expense of cleaning up the soil would be covered by the company up to a given maximum, and any amount in excess of that ceiling would be paid by the municipality and the ABP on a fifty-fifty basis.*<sup>51</sup>

These two conditions within the sales contract guaranteed the convenience/ support on the future location of the company (the support, predictably, will be given by the municipality) - the industry will still operate but in another location off the inner-city - and the indication to the expense of cleaning up the land will assure the specific responsibility of each actor in different cases that might appear, resolving the ambiguity on financial subjects.

### 5.3.2 Developers

#### 5.3.2.1 Main developer; National Civil Servants' Pension Fund (ABP)

National Civil Servants' Pension Fund, with its short name ABP, was the future landowner of the site after the project was decided to be implemented. The fund was the co-sponsor of the project and the main investor.

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<sup>51</sup> Marjolein Spaans, "Case Studies; Implementation of urban revitalization projects: The Netherlands, Maastricht", In *The Implementation of urban revitalization projects; an international comparison*, edited by OTB Research Institute for Housing, (Delft: Delft University Press, 2002), 120.

The enthusiasm of ABP to take part in a project, despite its undeniable financial risks, is explained with the words of Dick Regenboog:

*When you buy land in a good location, it's of long-term value, certainly when it's within an existing urban area. In the case of the Céramique site, that was all the more so because of the fact that the historic city centre was close by, something which gave the site special potential. By adding long-term quality to such a site, you create extra value and you make optimum use of the potential land value. In this way you can invest your money in a highly effective and secure manner.*<sup>52</sup>

Regenboog's explanation is a clear definition of the reason why ABP wanted to take part in the regeneration project: its crucial, strategic location within the inner-city, its potential to become incorporated with the well-functioning city center. It may also be necessary to mention the active role of municipality that gave reliance on the project.

The fund, later in 1994-95, was divided into three branches according to the functioning of the estate; the Netherlands Office Fund (Kantorenfonds Nederland), Netherlands Retail Investments (Winkel Beleggingen Nederland) and Vesteda (dwellings).

### **5.3.2.2 Property developers; Wilma Vastgoed BV, Bouwfonds Woningbouw, MBO Ruijters**

There have been three property developers which ABP have engaged with, these are; Wilma Vastgoed BV, Bouwfonds Woningbouw, MBO Ruijters.

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<sup>52</sup> Custers, John and Jaap Huisman. "Ambitions (Chapter 2)", in *Cahiers Céramique I+II, Maastricht builds a part of the city*, (Maastricht: Maastricht Municipality, 1999), 18.

Dick Regenboog is the head of ABP's Department of Housing under the Operating Unit Real Estate, he was one of the authorized names responsible from the project.



### 5.3.3 Governmental authorities

#### 5.3.3.1 Municipality (main, local)

The municipality of Maastricht is a substantial actor in Project Céramique both as triggering force within the planning stage of the project and in the design-implementation stage. It was one of the main collaborators that worked hand in hand with the main developer ABP and the urbanist / supervisor Jo Coenen. The local authority was not the landowner of the Céramique site; yet it co-signed the treaty with ABP to show its approval on the transaction. Spaans' in her article related with Maastricht-Céramique stated the role and responsibilities of the municipality as;

*The municipality is directly responsible for a number of activities: among others, to initiate the land-use procedures, acquisitions, and expropriations of a number of lots on the northern side; to review and issue building permits; and to perform all the formalities with regard to subsidies...The municipality was represented in the policy team as well as in the project team: by the municipal executive in the policy team, and by the bureaucratic apparatus in the project team. The municipality ran virtually no risk; it was not a landowner and only had to extend subsidies to a limited degree.*<sup>53</sup>

Huub Smeets, the director of the municipal Department of Urban Development and Land, was one of the important names that gave interest and effort within the duration of Céramique Project.

#### 5.3.3.2 Province of South Limburg (provincial)

Maastricht is the capital city in the province of South Limburg. As the provincial authority, it played a role within the preparation of regional plans. It also subsidized the Bonnefanten Museum by Aldo Rossi which I personally believe has the role of being a landmark and a prestigious iconic figure within the city of Maastricht and the Province of South Limburg.

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<sup>53</sup> Marjolein Spaans, "Case Studies; Implementation of urban revitalization projects: The Netherlands, Maastricht", In *The Implementation of urban revitalization projects; an international comparison*, edited by OTB Research Institute for Housing, (Delft: Delft University Press, 2002), 118.

### **5.3.3.3 The State; The Ministry of Housing, Spatial Planning and Environment (VROM), and Ministry of Economic Affairs (central)**

The state subsidized the project under the framework of Subsidy on Large Building Sites (Subsidie Grote Bouwlocaties) and the Perspectives Memorandum for South Limburg (Perspectievennota Zuid-Limburg).

### **5.3.4 Designers**

Urbanist, supervisor: Jo Coenen, Landscape architect: Gunnar Martinsson, Architects and Construction firms

Jo Coenen was one of the important names within the project who has designed the master plan of Céramique Site and later, has been offered a job for being the supervisor of the project. He had a variety of responsibilities which especially increased after his acceptance of the supervision; starting with the design of the master plan, being an intermediary between ABP and municipality (a common ground for the bureaucratic authority and the design-implementing team), selecting architects, organizing and arranging the design meetings, being an intermediary among the design team (landscape designer, construction firms, architects), controlling the implementation phase and public consultation with the end users (owners/tenants of Céramique, inhabitants, visitors).

In addition to all these supervision roles and responsibilities, Jo Coenen himself was one of the architects/designers in the Céramique Project. He has designed the city library Centre Céramique, Café Zuid, Derlon Theatre (the restoration and re-use of the Bordenhall- the old biscuit factory building-), Restaurant Beluga and Villa Jaunez (restoration and re-use of the former manager's house) as well as Plein 1992 (City Balcony), the square in the north node. He has worked with Gunnar Martinsson within the design of infrastructure and greenery; from which the most crucial is Charles van Eyck Park, the park designed in the riverfront. It was mentioned within one of his early articles of Coenen that the ultimate plans related with the park will

be finalized at the end of 1997 and the implementation process will began in the early 1998.<sup>54</sup>

As indicated earlier, a wide range of architects have active role in the design process of the project both local and foreigner; Ger Rosier, Hans Zuketto, Theo Teeken, Hubert-Jan Henket, Hari Gulikers, Roel Hochstenbach, Herman Hertzberger, Wiel Arets, Jo Janssen, W.H.J. van den Bergh, Arn. Meijs, Roel Graven (from Netherlands) as well as René Greisch, Aurelio Galfetti, Yann Keromnes, Álvaro Siza, Mario Botta, Bruno Albert, Bob van Reeth, Josep Martorell, Oriol Bohigas, David Mackay, Antonio Cruz, Antonio Ortiz, Christian Kieckens, Aldo Rossi, Luigi Snozzi. (figure 25)

### **5.3.5 End users**

#### Owners/tenants of Céramique, inhabitants and visitors/tourists

The former Céramique area was the industrial complex of Sphinx Company which was a gated, closed area without any access to the functioning of the public. Due to such circumstances, especially after the non-operating status of the factory, the inhabitants of Maastricht were willing the site to regenerate to a more liveable neighborhood.

The functioning of Infocentrum; publications and advertisements have all been done for the purpose of informing the end users about the process.

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<sup>54</sup> Jo Coenen and Joop Slangen. "O terreno Céramique em Maastricht/ The Céramique Site in Maastricht", *óculum* 10-11(1997): 58.



**Figure 35.** Céramique; architects, buildings, functions

1	Jo Coenen	16	Christian Kieckens
2	Arn. Meijs Architecten, Ger Rosier	17	Architectuurstudio Herman
3	René Greisch/Bureau d'Études Greisch		Hertzberger
4	Aurelio Galfetti, Yann Keromnes, Boudewijn Snelder	18	Wiel Arets architect & associates
5	Hans Zuketto	19	Jo Janssen
6	Alvaro Siza Vieira	20	Arn. Meijs Architecten bv, Arn. Meijs Roel Graven
7	Mario Botta	21	Aldo Rossi
8	Bureau Boosten Rats	22	Luigi Snozzi
9	Theo Tekken	23	Gunnar Martinsson / Taken Landschapsplanning
10	Bruno Albert Architecte et Associés		
11	AWG- Bob van Reeth – Architecten		
12	Hubert-Jan Henket Architecten bna		
13	MBM Architectes		
14	Antonio Cruz, Antonio Ortiz		
15	Hari Gulikers, Roel Hochstenbach		

source : Maria Giulia Zunino, "Maastricht: il nuovo Céramique/ Maastricht: the new Céramique"  
*Abitare: Rivista d'Architettura e Design* 417 (May 2002)

### **5.3 Achievements: Significant points in relation to “urban renewal” in**

#### **Céramique - Maastricht**

This part emphasizes some of the significant points either in the organization, design or implementation phase of the Céramique Project. According to the researcher, some of these points mentioned under the title have direct influence, great attempt and organized systematic in rethinking the question of ‘how to reshape/regenerate our spaces/environment’.

#### **5.4.1 City’s envisions matching with the project visions**

Before the implementation of Céramique Project, the site was owned by the Sphinx Company (NV Koninklijke Céramique), operating as an industrial area. The site has been surrounded by factory walls having clear cuts affecting the functionality of the space (the periphery of the site incorporates different functionalities; one of the oldest residential areas in Maastricht -District Wyck- in the North, residential units with new business centers and educative units -District Randwyck- in the South and another residential area- Heugemerweld; the former residence of workers’- in the South-East<sup>55</sup>) due to the limitations of the physical boundaries. The complex was almost 23 hectares (the size of the area being transformed with Céramique Project) and it’s not possible to pass through the industrial plant when achieved from the north side of the city to move through the south. The same condition exists when there is a necessity to transit from riverside to the inner Districts Heugemerveld (to the east of Céramique), Heer (to the east of Heugemerveld) and Randwyck.

The connection problem related with the site has been reconsidered (there have been several discussions related to the topic in the earlier times, yet due to the condition of the area being the private property of the company, it got postponed) especially after NV Koninklijke Céramique announced its land sale. Both the municipality and the inhabitants of Maastricht are willing to formulate a solution for the pre-existing condition to make efficient use of the area. The problem triggered the users and the

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<sup>55</sup> District Wyck mostly contains buildings constructed in between 1800-1900, District Heugemerweld mostly contains buildings constructed in between 1945-1960 and District Randwyck mostly contains new units 1980’s to 2000’s.

bureaucratic authority to formulate a financial arrangement and come up with a design with necessary design team.

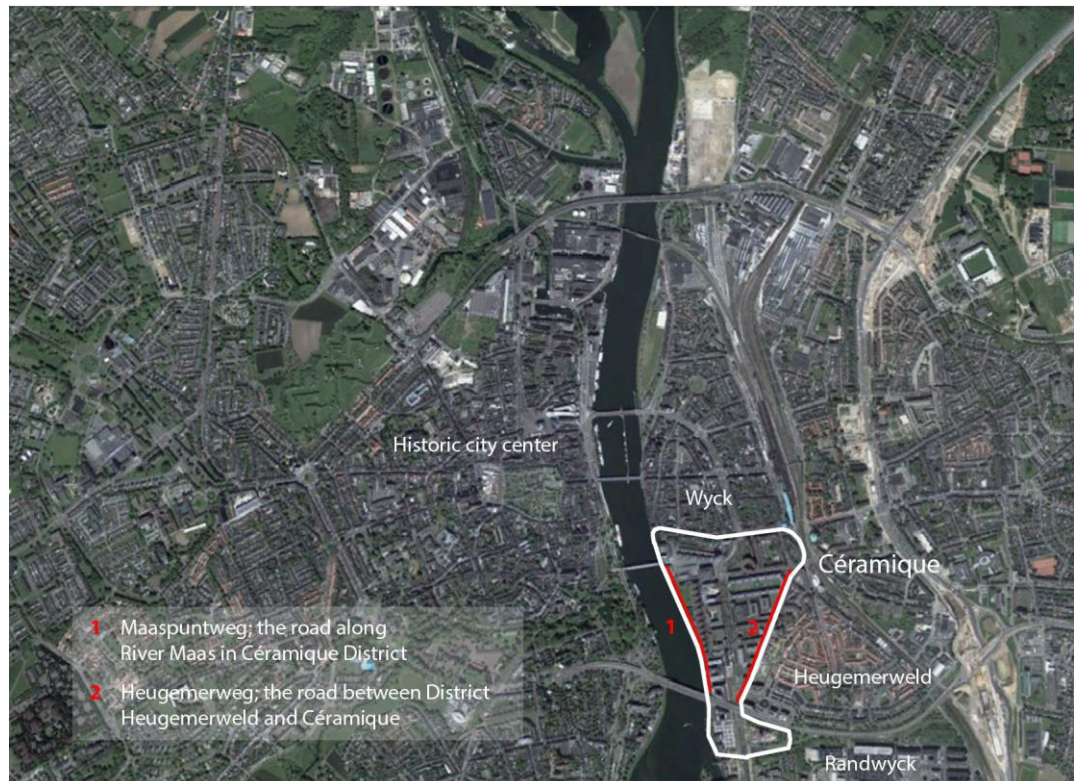
The former condition of the site before the application of the new master plan has been emphasized with the words of Smeets, the former director of the municipal Department of Urban Development and Land, as:

*Certainly given the way the new Randwyck district had developed, the Céramique site was an intrusion into the continuity of the city. It took a large bite out of the city centre and it hampered the organic expansion of the city. It wasn't just the council that felt that way, but also the people of Maastricht. That meant that in the eighties there was a great deal of support for doing something about the Céramique site.*<sup>56</sup>

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<sup>56</sup> Cüsters, John and Jaap Huisman. "Renewal within the boundaries (Chapter 1)", in *Cahiers Céramique I+II, Maastricht builds a part of the city*, (Maastricht: Maastricht Municipality, 1999), 10-11.





**Figure 36.** Locations of the streets with the indication of District Céramique  
source: author's work



**Figure 37.** Periphery of Céramique District;  
Maaspuntweg in 1987



**Figure 38.** Periphery of Céramique  
District; Heugemerweg in 1987

source: John Cüsters and Jaap Huisman. *Cahiers Céramique I+II, Maastricht builds a part of the city*

#### 5.4.2 Roles of project actors; collaborative but with confined responsibilities / duties

The integrated approach of renewal (recent policy aimed to be achieved from the projects applied in the Netherlands) suggests the idea that regeneration projects have to be developed with equal consideration on the physical/spatial, economic, social and political aspects of the design. The ambition in formulating all these aspects into the project without creating a contradiction or dominance on one unit necessitates to have the contribution of different actors.

Gathering of actors in the same platform contributes new ideas to the process of the project. Query of ideas; discussions about the design, possible solution to design and implementation problematics, evaluations/precautions to the risks of the project, all support and develop the project. The collaboration among actors will also help to deal with the contradictory issues in the projection/implementation phase and have handled in the pre-liminary stage of the project. Especially in the beginning of the Céramique Project, workshops have been organized with the participation of architects and Jo Coenen himself as the architect/urbanist/supervisor of the project. These meetings have been influential on the designs of the individual projects still protecting the unity in design, even leading to adaptations within the master plan.<sup>57</sup>



**Figure 39.** Design workshops; Coenen and the architects involved in Céramique Project  
source: John Custers and Jaap Huisman. *Cahiers Céramique I+II, Maastricht builds a part of the city*

<sup>57</sup> The point stated in the text, have been mentioned in Cahier Céramique(Chapter 6; Architects). The further detalization related with the topic have been expressed as: ‘The workshops also led in some cases to the master plan being adapted. As supervisor, it was Coenen’s task to determine what consequences changes in one place would have in others, for example changes in the design, height and programme. **This led to an ongoing process of fine tuning involving all the parties concerned.**’



The three significant planners/contributors of the project were the municipality (local authorizer), the ABP (the co-sponsor of the project, the ultimate investor and the landowner) and Jo Coenen (the architect, urban designer and the supervisor of the project). The reconciliation and contribution among these three was also a fundamental within the progress and lead to collaborative but confined responsibilities of each contributor. The planned work division in Regeneration Project Céramique is seen as an achievement gained from the whole process. The responsibilities and duties given to actors whom have active role on the process of the project and the legal agreements made among them have been illustrated with a diagram (APPENDIX J) prepared with regard to the information gained from ‘The Implementation of Urban Revitalization Projects: an international comparison’ by Marjolein Spaans.



## **CHAPTER 6**

### **CONCLUSION: OUTCOMES OF A CASE WITH ITS CONSEQUENCES FOR THE FUTURE PROJECTS**

The thesis established an understanding to the 1980's urban regeneration project Céramique - Maastricht; the vision, the progress and the outcomes. The concern of the work was to interrogate 'the methods of regeneration' with regard to the inferences revealed from the case.

The work has been structured forming a theoretical framework about the city of Maastricht, the renewal history with selected cases 'Shaping the City; spatial development and renewal projects', a return to Dutch policies 'Urban revitalization. Urban renewal' and the case 'Céramique - Maastricht'. The city itself has a significant geographical location which leads to the formation of its diversified cultural identity, its existence of being a critical point in the access routes and its effective role on the political agenda. The international character of the city enhanced after the Treaty of Maastricht and EuroRegion and due to being one of the oldest cities of the Netherlands it nestles a broad history. The role of Maastricht has been extensively explained; hence all the features add a value to the city generating the intent for investment and development of the city. Referring to the former renewal cases; Stokstraatkwartier, Ravelijn, Boschstraatwartier (and Belvédère), Randwyck and from the recent A2 Maastricht, this intent has been revealed. The methods/means of regeneration is redefined in every case due to the necessities - both the necessities of the user and the necessities of the day- and the condition of the site. In that point, it was necessary to define the terms urban renewal and regeneration in relation to the understanding appeared in the Netherlands; the history of renewal, the legislations and policies, the general characteristics of Dutch urban policy, recent development

and current approaches and lastly the actors active in the process of renewal. The theoretical background of understanding the Dutch policies generates an approach related with the topic and ease to form the connection with regard to the renewal case, the condition and the time.

The research is finalized with the reassessment of Céramique - Maastricht, which forms the basis of the whole work. The significance of Céramique comes from the fact that; it is an inner-city area with substantial location along the river, close to the historic city core and nestles a historical significance due to its value of being an industrial heritage area. All the stated features designate the area to be valuable for transformation.

Project Céramique was an urban redevelopment project designed in 1987 by the Dutch architect/urbanist Jo Coenen and started to be implemented in the early 1990's. The case was intended to be given by the author within four sections; the description of the project emphasizing its *international* character, the process Céramique has been through (within three stages; before projection, project phase, after implementation), the actors which have been involved in the project and the achievements underlining significant points determined in relation to the project formulating a generalization with the concept of urban regeneration.

After the elaborate analysis and understanding gained with the reassessment of the case, certain inferences are revealed about the means/methods of regeneration:

### **6.1 Problems related with the area; clear, explicit and accurate evaluations**

It is quite crucial within the regeneration projects to clearly state the problems of the area. The accurate and explicit statements related with the condition of the site will lead to a vision and design approach. The organizational aspects and financial arrangements go hand in hand with this phase.

Céramique is an interesting case to reassess since it contains multiple issues within different scales and various ambitions with regard to that. It is a project that nestles national, regional and local aspects/visions/benefits. On the national level, the aim was seen to develop the *internationality* of the city with a prestigious project. An international project (Chapter 5.1.2) was achieved with the engagement of famous architects- both local and foreign-, with the design consideration of the buildings and public spaces, with the presentation/display of the project with publicities, advertisements and words of specialists, with the publications starting from 1988 till 2007 and with the achievements and awards that the project has taken. On regional level, the aim was to enhance the significance of the area especially with a cultural center -Bonfanten Museum (Chapters 5.2.3 and 5.3.3.2)- with the support of the Province of Limburg and the municipality. On local level, aim was to reformulate the connection of the site with its periphery. The waterfront regeneration (Charles van Eyck Park; Chapters 5.2.2.2, 5.2.3 and 5.3.4) and the ambition to create a multi-functional district (Chapter 5.2.3) were the two ways to approach the goal.

## **6.2 Long-term usages/perspectives for redevelopment**

Céramique-Maastricht has been a regeneration project that started in 1987 with the master plan design of Coenen and the whole complex has been finalized with the construction of the pedestrian bridge in 2003. The whole process took 16 years to complete. The implementation of the designs haven't started till the mid of 1990's. Even the assessment of years suggests that the design of these kinds of redevelopment projects have to incorporate long-term usages/perspectives.

## **6.3 Collaboration and reconciliation of contributors**

Through the analysis of Céramique, work division and involvement of actors was a significant part of the assessment. In *Actors* Section (the subtitle under the *Process* Section; Chapter 5.3), an elaborate explanation has been given related with the contributors of the project and their responsibilities/duties within the project. Through the end of the research, the collaborative but confined responsibilities of

each actor supported the progress of the project and seen as an achievement that has to be considered in all the cases/policies which holds the concept of urban renewal.

#### **6.4 Policies to corporate with, during and after the implementation of the project**

Generally, the responsibility in urban renewal projects in the Netherlands is on the local authority (municipalities); however Céramique, with its feature of being among the First-generation key projects (Chapter 4.1.5.1) got the financial support of the national authority; the Ministry of VROM and Ministry of Economic Affairs. Furthermore, the project is supported by the provincial authority and the local (although limited) authority and has the feature of being a public-private partnership which is a rare practice of its time.

As well as the financial arrangement with regard to certain policies, it is also possible to support the project after the implementation phase. Urban renewal projects have been done with the purpose of revitalizing/regenerating the area either with same or with varied functions, to generate operating, liveable spaces. In practice, if these intents have been supported with necessary policies, it would coincide with its vision and may become more successful. For the Céramique case:

*In 1999, the parties involved agreed to a reduction in rents for the first five years so as to encourage interest on the part of potential tenants<sup>58</sup>.*

The policy supports and promotes the users -in this case; tenants- to be a place that's attractive and preferable.

To conclude, the outcomes of the Céramique case with the awareness of its consequences assessed in the thesis is a beneficial and valuable source for the formation and progress of the future regeneration projects. Throughout the initial phase, generating an overall concept with accurate problem statements, formation of

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<sup>58</sup> Custers, John and Jaap Huisman. "Financing and organization (Chapter 4)", in *Cahiers Céramique I+II, Maastricht builds a part of the city*, (Maastricht: Maastricht Municipality, 1999), 48.

long-term solutions with necessary flexibility and collaboration and reconciliation of actors are simple solutions that can be challenging but necessary in the continuous implementation and successful outcomes of the procedure.





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## APPENDIX A

### MAASTRICHT TREATY



**Figure 40.** Maastricht Treaty; ‘Chapter I: On the way to Maastricht, The diplomatic game at European level’  
source: Maastricht het verdrag the treaty [The Maastricht Treaty]; 135.



## APPENDIX B

### A2 NATIONAL MOTORWAY; THE GREEN CARPET



**Figure 41.** General Brochure of the project; A2 Maastricht  
source: A2 Maastricht,

<http://www.a2maastricht.nl/data/files/alg/id762/General%20brochure%20the%20green%20carpet.pdf>



## APPENDIX C

### OVERVIEW OF URBAN DEVELOPMENTS; MAASTRICHT

1817	construction South-Willemsvaart
1825	demolition of the monastery Nieuwe Biesen
1826	preparation of the Bassin
<b>1834</b>	<b>early industrial activity of Petrus Regout on Boschstraat (nail factory)</b> <b>the northern part of the city is a business destination</b>
1837	park construction inside the fortress
1838	demolition St . Nicolaaskerk next to the O.L. Vrouwekerk
1839	construction of a synagogue Bogaardenstraat
1845	demolition of St. Maartenskerk in Wyck
1846	demolition of Batpoort and block of houses on the Bokstraat, Kesselkade
1848	widening Helmsteeg
1848	demolition Anthonietenkerk
1850 - 1963	construction of canal Luik-Maastricht
<b>1850 - 1978</b>	<b>industrial development Biesenweg, Frankensingel</b>
1853	railway construction to Aachen- building first station- 1861 rail with Liege, 1864 Sittard
1855	build railway bridge and railway to Hasselt
1857	demolition of St. Maartenspoort (Wyck)
1859	the use of Gas factory in Capucijnenstraat
1865	widening of Statenstraat
<b>1866</b>	<b>the demolition of Penitent monastery after the fire. the land is released for further expansion of the Spinx complex</b>
<b>1867</b>	<b>lifting the fortress</b>
1868 - 69	destruction of all remainings till the Gates, except the Helpoort.

1871 -73	broadening the Maastrichter Brugstraat by pushing the southern façade
1880	construction RK Patronaat Bogaardenstraat
<b>1881</b>	<b>expansion Spinx complex to Boschstraat, further developments done are in 1891 and 1930-33</b>
1882	breakthrough of Wijcker Brugstraat (Percee); after ten years a direct connection is established between the city center and the railway station.
1882	The development of Wyck; development of Wijckergrachtstraat and Bourgognestraat. (till 1898)
1885-87	Partial demolition Dominicanenklooster for construction of the Gymnasium and the HBS.
1886	Construction of the Gate Waerachtig to achieve good access to the city from the South.
1887	Begin construction of the villa complex and thus development of the former fortress grounds. Date of completion; 1913.
1891	Commissioning of the hospital Calvarienberg; beginning the construction of a vast courtyard.
1882-1901	construction of Stationsstraat.
1895	Excavation of islands in the context of the canalization of the Meuse.
1896	Building the main monastery Beyart; a large courtyard built - extensions in 1910, '33, '37, '50, '64 and '80.
1897-99	Damping intermediate branch of the Jeker (Looierstraat and Bagijnestraat)
1899-1901	Construction of the first part Wilhelminasingel, later section in 1915, '25, '26.
1900	Broadening Achter de Molens by demolition of a mill on the Witmakerstraat.
1903	Completion of Hertogsingel and Statensingel; construction starting from 1892.
1904	Demolition of the wall houses(muurhuizen) on Long Grachtje.
1904	Building St. Vincentiusgesticht St. Pieterstraat.

1914	The new PTT building; local office of the States House
1915	Relocation and construction of the station at the head of the Stationsstraat.
1916-1917	Building Tapijnkazerne.
1916	Commencement of the demolition in the area around the Gubbelstraat (till 1926).
1930	Demolition in the area Gubbelstraat – commissioning of the bridge in 1932.
1930	Construction of the city hall of the government.
<b>1930 and '33 Building Eiffel ( Sphinx) on Boschstraat.</b>	
1933	Building a telephone central in St. Bernardusstraat
1935	Broadening of Hondstraat.
1938	Construction of the Jesuit Monastery in Tongersestraat.
1949-53	Rehabilitation plan Stokstraatkwartier; developments in planning started from 1939.
1956	Construction of Aldenhof at St. Servaasbolwerk.
<b>1956 New Office at the Sphinx</b>	
1957	Fire station construction and building of flats in Capucijnenstraat
1957	Reconstruction starts at Stokstraatkwartier. Work completed in 1973.
1959	Construction of Jan van Eyck Academy in the Kakeberg.
1960	Construction of Central Administration building and office of the Provincial Water Management to the Stadhuisstraat.
1960-76	Sanitation of Boschstratenkwartier
1963	Damping Channel Maastricht-Liège
1963	Skyscraper Klevarie
1964	Building Municipal buildings in Maagdendries
1965	Jan Van Eyck Academy expansion (conservatory) at the site of the mill Dagger
1965-68	John F. Kennedy Bridge construction and commissioning phase of the Maasboulevard.
1968	Demolition buildings on Helmstraat (including the Dominican Monastery )
1969	The new V&D Building in the Kleine straat

1970	Building Gubbelstraat parking
1970	New construction of Molenhof in the former spot of St. Vincent(demolished in 1962)
1972	Opening of Vrijthof Garage
1974	Construction of Eurohal
1974-76	New construction of Klevarie
1975	Construction of a garage in Maasboulevard
1976	Extension of the library to Grote Looiersstraat
1976	Construction of Hotel Maastricht to Stenen Wal
1976	Construction of the first part Boschstratenkwartier
1977	Demolition of Basin area.
1977	Housing construction in Ridderstraat
1980	Demolition of Mabroterrein up to O. L. Vrouweplein

The chronological overview of urban developments done in the city Maastricht is a direct translation of the table which is retrieved from *Changing Inner Cities: The Atlas of spatial change for Dutch inner cities in the last half century*\* written by R. Smook

**Table 13.** Overview of Urban Developments; Maastricht

\* The original name of the publication is ‘Binnensteden veranderen: Atlas van het ruimtelijk veranderingsproces van Nederlandse binnensteden in de laatste anderhalve eeuw’, the doctorate thesis of R.A.F. Smook (1984)

source: author’s translation from the book;

R.A.F. Smook. “Binnensteden veranderen: Atlas van het ruimtelijk veranderingsproces van Nederlandse binnensteden in de laatste anderhalve eeuw [Inner cities change: Atlas of the spatial change of Dutch inner cities in the last half century]” (Phd. thesis, TU Delft, 1984): 142-146.



## APPENDIX D

### REPORT OF REASSESSMENT PROGRAM BELVÉDÈRE



**Figure 42.** ‘The response of the Sphinx’, Ambition Document Reassessment Program Belvédère, December 8, 2012  
source: Report of the Reassessment Program Belvédère, ‘The Response of the Sphinx’,<sup>1</sup>



**Figure 43.** ‘photograph: Noorderbrug, Sappi, Inner Basin and Sphinx Building’  
source: Report of the Reassessment Program Belvédère, ‘The Response of the Sphinx’,<sup>8</sup>



**Figure 44.** ‘New landuse plan for Noorderbrug in Maastricht-West’  
source: Report of the Reassessment Program Belvédère, ‘The Response of the Sphinx’, 14



‘Inner Basin overlooking the Timmerfabriek and Ketelhuis, photography taken in April 14, 2012’  
source: Report of the Reassessment Program Belvédère, ‘The Response of the Sphinx’, 26



## APPENDIX E

### EUROPAHOUSE AWARD 2009; PIAZZA CÉRAMIQUE

**Piazza Céramique®**, Boschcour, 2221 JR, Maastricht



**Principal:** Vesteda Project bv Maastricht

**Owner:** Vesteda Project bv

**Architect:** Jo Janssen Architecten - Wim van den Bergh

**Urban planner:** Jo Coenen

**Structural engineering:** Ingenieursbureau Palte Valkenburg aan de Geul

**Electrical and mechanical engineering:** WRI Consultant Engineers

**Housetypes and numbers:**

92 apartments from 87 to 182m<sup>2</sup> of which 27 living/working houses, separate working units and commercial space.

**Floor area (gross):**

18970m<sup>2</sup>: 13300 apmts. / 378 working units / 542 commercial space.

**Contractors, general, electrical and mechanical:**

1. Contractor Van Kan-Jongen Maastricht
2. Electro Scheepers Heerlen
3. Windows + Shutters Alhaco Aluminium Stamproy
4. Interieur Paulus Eggers + Jo Janssen

**Cost data:** € 18 500 000

**Financed by:** Investment Vesteda Project bv

**Construction period:** 2004-2007

**Explanation illustrations:**

1. Céramique Area Maastricht © Kim Zwartsw
2. Piazza Céramique © Kim Zwarts
3. Interior © Kim Zwarts
4. Plans © Jo Janssen Architecten
5. Circulations © Kim Zwarts
6. Dutch Dance Festival © Philip Driessen

**Characteristics concerning cost saving, energy saving**

As energy concept, we opted for a low tech building employing traditional ventilation and folding shuttles as sun protection. Investments were done to provide a flexible building which could be transformed according to functional needs. During construction, the foreseen number of apartments were changed to generate the market needs.



#### Design explanation

In the 'Céramique Area' of Maastricht, the scheme opts for a spatial strategy in which urban space is opened up. By strategically placing three volumes, it not only makes the public space flow through the site, but it also involves the triangular green area to its east into this interlinking of urban spaces. The program to be housed within the block was that of an integrated form of dwelling and working characterized by the separation of entrances, leading to the public practice and the private house. Thus, one of the themes informing the design of these integrated apartments is the double entry and the psychological split between the more private space for living, and the more public space for working and receiving clients. Another result of the synergy of integrating dwelling and working within the same block is the possibility to create a more spacious entry-hall. In this case, it is a glassed atrium that acts as a sort of public lobby for both the apartments and the workspaces.

#### Europahouse philosophy

Piazza Céramique, is opening the urban block and generating public space and green for quality of life. Regional materials were employed to house the mixed functions. The interior of Piazza Céramique is turned to the public space where you can feel the inhabitants organising her facade to their needs. Loggias are arranged in the strict rhythm of the facade and provide a maximum of privacy. The inside spaces are generating a reception area to welcome clients and visitors. In housing building, rationalisation often leads to a little scope for spatial flexibility. The constructive principle thought for Piazza Céramique allows a large degree of flexibility with regards to the size and layout of the houses. This lay-out flexibility has led to a realisation accommodating 92 apartments with 53 different housing typologies. This multi-functionality and adaptability is providing a sustainable building which is able to inhabit the needs of society.

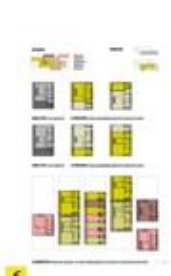


5



#### Jury comment

The jury was intrigued by the interesting cross-section in this plan which offers working spaces on the third floor internal connections with residential units on floors 1, 2, 4 and 5. However there is doubt whether the initial flexibility at the introduction will present inflexibility during operation. The jury also questioned the rather relentless exterior for this mainly residential scheme. But this might also be appealing to a certain group of tenants. This is certainly a project to follow and evaluate.



6



**EUROPAHOUSE AWARD 2009**

**Figure 46.** Europahouse award 2009; Piazza Céramique  
source: Anonymous, Europahouse Award 2009; Building the future, 32-33.

## APPENDIX F

### THE CITY GUIDE 2014



**Figure 47.** The City Guide 2014; Céramique  
source: The City Guide 2014 (Stadsgids 2014), 11

#### URBAN DEVELOPMENT

Céramique is the modern neighbourhood on the east bank of the Meuse. The neighbourhood owes its name to the Société Céramique ceramics factory which used to be here. In 1987, Jo Coenen, the former Government Architect, started implementing his master plan for the redevelopment of the former factory grounds. He called on internationally renowned architects such as Botta, Siza, Galfetti, and Cruz & Ortiz for the design of the office and apartment buildings. The Italian architect Aldo Rossi designed the Bonnefantenmuseum. Jo Coenen himself designed the Centre Céramique, a library and cultural centre. Impressive monuments of the city's industrial past also mark some of the district's architectural highlights. The best example is the Wiebengahal dating from 1912, built using construction methods which at the time were pioneering in their use of concrete.

Bureau Europa addresses current topics on the developments in architecture and design from a sociocultural point of view in a varied exhibition programme.

Maastricht is also currently developing the Belvédère neighbourhood, which is intended to be an international, dynamic district with a 24-hour knowledge and culture economy. The district will combine the elegance of Maastricht life with the raw energy of an urban centre.

49

## City in motion

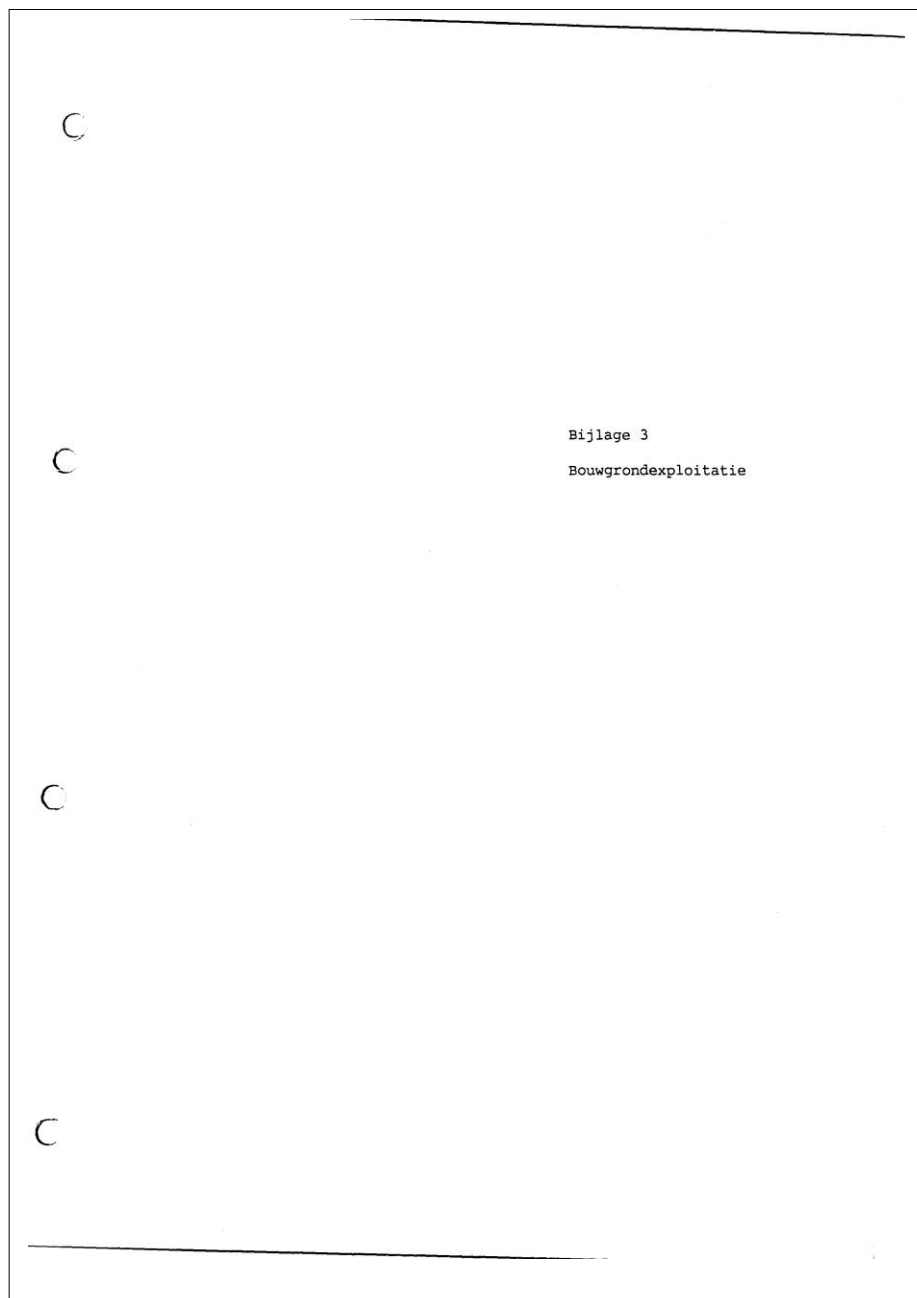


**Figure 48.** The City Guide 2014: 'City in Motion; Urban Development'  
source: The City Guide 2014 (Stadsgids 2014), 49.



## APPENDIX G

### CÉRAMIQUE FEASIBILITY REPORT



**Figure 49.** Céramique; Construction Land Development  
source : Céramique Feasibility Report, Appendix 3

## **Appendix 3**

**Céramique; Construction Land Development**  
**source : Céramique Feasibility Report, Appendix 3**

## **Appendix 3**

**Céramique; Construction Land Development**

### **Contents**

**Financial-economic feasibility study, Construction land development, Sphinx  
Ceramique site in the District Wyck from 1 August 1988**

Mathematical model, Construction land development, Sphinx Ceramique-grounds in  
the Wyck from 1 August 1988

1. Assumption  
Building program (housing purposes, offices, shops / retail, hotels, cultural  
purposes, parking
2. Housing types
3. Spatial planning division
4. Plan costs
5. Coverage resources
6. Coverage plan
7. Mathematical model, construction land development, Sphinx-Ceramique area



blad 1

Bijlage : VI  
Volgno. : 211 - 1988

Gemeente Maastricht  
Grondbedrijf/B.S.R.O.

RECAPITULATIE FINANCIËEL-ECONOMISCHE HAALBAARHEIDSSSTUDIE BOUWGRONDEXPLOITATIE  
SPHINX-CERAMIQUE-TERREIN IN HET STADSDEEL WYCK PER 1 AUGUSTUS 1988.

**Programma**

- aantal woningen	1.600
- aantal m <sup>2</sup> vloeropp. kantoren	70.000
- aantal m <sup>2</sup> vloeropp. winkels	5.000
- aantal m <sup>2</sup> vloeropp. hotels	20.000
- aantal m <sup>2</sup> vloeropp. culturele/niet commerciële doeleinden	20.000

**Plankosten**

- grondverwerving	56,5 mln.
- sloop, bodemsanering en bouwkundige voorzieningen	6,9 mln.
- bouw- en woonrijpmaken	40,7 mln.
- v.t.o.	5,2 mln.
- omslagkosten	0,5 mln.
- niet terugvorderbare omzetbelasting	3,8 mln.
- bijdrage in culturele/niet commerciële functies	0,8 mln.
- rente	8,6 mln.
- totale plankosten	123,0 mln. =====

**Dekkingsmiddelen**

- opbrengst bouwterreinen	65,0 mln.
- subsidies/bijdragen	58,0 mln.
- totale dekkingsmiddelen	123,0 mln. =====

**Dekkingsplan**

- plankosten	123,0 mln.
- dekkingsmiddelen	123,0 mln.
- geraamd exploitatieresultaat	-,- mln. =====

3023R/MD



blad 2

Bijlage : VI  
Volgno. : 211 - 1988

Gemeente Maastricht  
Grondbedrijf

REKENMODEL BOUWGRONDEXPLOITATIE SPHINX-CÉRAMIQUE-TERREIN IN HET STADSDEEL WYCK  
PER 1 AUGUSTUS 1988.

1. Uitgangspunten.

1.1. Stedebouwkundige visie van architect Prof. Ir. J. Coenen d.d. 5 januari 1988.

1.2. Uit te geven terreinen worden als bruto-bouwvlekken beschikbaar gesteld waarbij als uitgangspunt geldt voor de bouwgrondexploitatie dat inrichting van de binnenterreinen - welke geen openbaar of semi-openbaar karakter hebben - en aanleg parkeervoorzieningen door en voor rekening van de bouwexploitant plaatsvindt.

1.3. Bebouwingsprogramma  
- 1600 woningen met een totale vloeroppervlakte van 160.000 m<sup>2</sup>  
- kantoren, winkels, hotels en culturele doeleinden 115.000 m<sup>2</sup>  
- parkeren (oppervlakte indicatief). 90.000 m<sup>2</sup>  
365.000 m<sup>2</sup>  
=====

1.4. Parkeercapaciteit plan:

* t.b.v. wonen:		
- overdekt onder woningen	1600 tot 2000	p.p.
- semi-openbaar op eigen terrein (niet overdekt)	320 +	P.M. p.p.
* t.b.v. kantoren:		
- overdekt onder kantoren	1400	p.p.
* t.b.v. winkels en hotel:		
- via semie-openbare parkeer-garage	400	p.p.
* t.b.v. culturele of andere niet commerciële doeleinden en hotel (gedeeltelijk overdekt)	270	p.p.
* parkeren op openbaar terrein	P.M.	p.p.

3990 tot 4390 p.p.  
+ P.M. + P.M.  
=====

3023R/MD



blad 3

Bijlage : VI  
Volgno. : 211 - 1988

- 1.5. Verwerving terrein N.V. Koninklijke Sphinx door Abp in gesloopte toestand.
- 1.6. Afstand tussen bouwblokken en hoofdontsluitingsweg 45 mtr. aangehouden in verband met Wet Geluidshinder.
- 1.7. De opbouw van de eenheidsprijzen van de infra-structuur maken onderdeel uit van dit rekenmodel (Bijlage A) en zijn mede bepalend voor het bij de uitvoering van werken te hanteren kwaliteitsniveau. In verband met te verwachten prijsbederf maakt deze bijlage geen onderdeel uit van het raadsstuk.
- 1.8. Gescheiden gemeentelijk rioolstelsel (betekent eveneens dubbel rioolsysteem in bouwblokken).
- 1.9. Rioolaansluitingen door en voor rekening van bouwexploitant  
\* geen afzonderlijke doorberekening van standaardtarieven voor huisaansluitingen  
\* toezicht op uitvoering begrepen in kosten voorbereiding - toezicht (v.t.o.).
- 1.10. Aansluitingen op nutsvoorzieningen volgens standaardtarieven nutsbedrijven.
- 1.11. Kosten voorbereiding en toezicht 15% normatief benadert (Gemeente, Abp en derden).
- 1.12. Alle bedragen zijn exclusief omzetbelasting en prijspeil 1 augustus 1988.
- 1.13. Dekking loon- en prijsstijgingen via indexering grondkosten bouwterreinen. Budgettaire neutraliteit is hierbij als uitgangspunt genomen.

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blad 4

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2. Bouwprogramma.

2.1. Woningbouwdoeleinden.

Totaal aantal woningen : 1600.  
Totaal 160.000 m<sup>2</sup> B.V.O. (bruto-vloeroppervlakte)  
Proeve woningverdeling o.b.v. pagina 21 rapport Wilma Vastgoed B.V.  
marktverkenning Sphinx-Céramique-terrein;

- \* luxe vrije-sector koopwoningen (20%) à 150 m<sup>2</sup> vloeroppervlakte
- \* luxe vrije-sector  
huur- of koopwoningen (30%) à 120 m<sup>2</sup> vloeroppervlakte
- \* huursector (45%) à 90 m<sup>2</sup> vloeroppervlakte
- \* huurwoningen met niveau  
gelijk aan woningwet (5%) à 70 m<sup>2</sup> vloeroppervlakte

2.2. Kantoren.

70.000 m<sup>2</sup> bruto-vloeroppervlakte.

2.3. Winkels/detailhandel.

5.000 m<sup>2</sup> bruto-vloeroppervlakte.

2.4. Hotels.

20.000 m<sup>2</sup> bruto-vloeroppervlakte

2.5. Culturele doeleinden.

8.500 m<sup>2</sup> grondoppervlakte Wiebingahallen e.o.

2.6. Parkeren

Parkeercapaciteit bebouwd: 90.000 m<sup>2</sup> bruto-vloeroppervlakte.

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3. Ruimtelijke planindeling.

3.1. Uit te geven terrein 79.100 m<sup>2</sup> (34%)

t.b.v. woningbouw  
t.b.v. kantoren  
t.b.v. winkels/detailhandel  
t.b.v. hotels  
t.b.v. culturele/niet commerciële  
doeleinden

3.2. Openbaar/semi-openbaar terrein

3.2.1. macro-structuur

hoofdontsluitingsweg

- wegverharding 12.300 m<sup>2</sup>  
- fietspaden 6.150 m<sup>2</sup>  
- trottoirs/sier-  
bestrating 16.400 m<sup>2</sup>  
- groenvoorziening 6.150 m<sup>2</sup>

41.000 m<sup>2</sup>

parkzone's

- groenvoorziening 45.200 m<sup>2</sup>  
- waterpartij 4.500 m<sup>2</sup>

49.700 m<sup>2</sup>

90.700 m<sup>2</sup>

3.2.2. micro-structuur

pleinen

20.000 m<sup>2</sup>

wegverharding

37.500 m<sup>2</sup>

parkeren

1.200 m<sup>2</sup>

trottoirs/

sierbestrating

1.500 m<sup>2</sup>

groenvoor-

zieningen

5.000 m<sup>2</sup>

65.200 m<sup>2</sup>

155.900 m<sup>2</sup> (66%)

235.000 m<sup>2</sup> (100%)  
=====

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4. Plankosten.

4.1. Verwervingskosten.

Sphinx-C�ramique-terrein:	21.16.04 ha.	f. 54.500.000,=
Overige verwervingskosten	<u>2.26.00 ha.</u>	<u>f. 2.000.000,=</u>
	23.50.00 ha.	f. 56.500.000,=
	=====	=====

Gemiddelde verwervingskosten: f.240,= per m<sup>2</sup>  
=====

Specificatie overige verwervingskosten: bijlage B (i.v.m.  
vertrouwelijk karakter niet bijgevoegd bij raadsstuk).

4.2. Kosten sloop, bodemsanering en bouwkundige voorzieningen i.v.m. sloop.

Sloopkosten totale plangebied inclusief bouwkundige voorzieningen	f. 1.900.000,=
Bodemsanering	<u>f. 5.000.000,=</u>
	f. 6.900.000,=
	=====

4.3. Kosten bouw- en woonrijpmaken.

4.3.1. Macro-structuur.

4.3.1.1. Hoofdontsluitingsweg

(vanaf kruispunt Wilhelminasingel tot aan Limburglaan na afslag Kennedybrug).	
- kruispunt Wilhelminasingel incl. bocht	10.000 m <sup>2</sup>
- hoofdontsluitingsweg recht gedeelte	27.000 m <sup>2</sup>
- reconstructie gedeelte Limburglaan	3.000 m <sup>2</sup>
- aansluiting avenue/afslag Kennedybrug	1.000 m <sup>2</sup>
	<u>41.000 m<sup>2</sup></u>
	=====

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Profiel hoofdontsluitingsweg: (indicatief)  
.....

30% wegverharding  
15% fietspad  
40% trottoir/sierbestrating  
15% groenvoorzieningen  
100%  
=====

Kosten:  
.....

- wegverharding (inclusief riolering) 30% van 41.000 m <sup>2</sup> = 12.300 m <sup>2</sup>	f.	-,--
- fietspad 15% van 41.000 m <sup>2</sup> = 6.150 m <sup>2</sup>	f.	-,--
- trottoir/sierbestrating 40% van 41.000 m <sup>2</sup> = 16.400 m <sup>2</sup>	f.	-,--
- groenvoorzieningen 15% van 41.000 m <sup>2</sup> = 6.150 m <sup>2</sup>	f.	-,--
- bomen 200 stuks	f.	-,--
- grondwerk (ophogen/ontgraven) 41.000 m <sup>2</sup> x 0,50	f.	-,--
- brandkranen 950 m'	f.	-,--
- openbare verlichting 950 m'	f.	-,--
		<u>f. 5.990.000,--</u> =====

4:3.1.2. Parkzône's  
=====

## 1. oostelijk deel

* grondwerk 17.700 m <sup>2</sup>	f.	-,--
* groenzône (incl. paden) 17.700 m <sup>2</sup>	f.	-,--
* aankleding parkzône (bomen, banken, verlichting c.a.) =	f.	-,--

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## 2. westelijk deel

## 2.1. nabij winkels (driehoek)

* grondwerk		
10.000 m <sup>2</sup>	f.	-,--
* groenzône (incl. paden)		
10.000 m <sup>2</sup>	f.	-,--
* aankleding parkzône		
(bomen, banken, verlichting c.a.) =	f.	-,--

## 2.2. \* waterpartij

4.500 m <sup>2</sup>		
- ontgravingen	f.	-,--
- waterdichtmaken bodem		
ondiep bassin	f.	-,--
- bekledingen taluds	f.	-,--
- houten brug	f.	-,--
* lang 60 m'		
* breed 7 m'		
* incl. aansluitingen		
Maaspuntweg		
* excl. kademuuren zie		
onderdeel 4.4.1.	f.	-,--

## 2.3. naast Kennedybrug

* grondwerk		
17.500 m <sup>2</sup>	f.	-,--
* groenzône (incl. paden)		
17.500 m <sup>2</sup>	f.	-,--
* aankleding parkzône		
(bomen, banken, verlichting c.a.) =	f.	-,--
	f.	2.670.000,--
		=====

## 4.3.1.3. Verkeerslichtinstallaties, bebordingen en markeringen.

- verkeerslichtinstallaties	
- markeringen en bebordingen	
	f. 600.000,=
	=====



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4.3.2. Micro-structuur.

4.3.2.1. Oostelijk gedeelte.

4.3.2.1.1. Ontsluitingsweg van hoofdontsluitingsweg naar Lelie-terrein.

- grondwerk 4500 m <sup>2</sup>	f.	-,--
- wegverharding (incl. riolering) 1800 m <sup>2</sup>	f.	-,--
- parkeren 1200 m <sup>2</sup>	f.	-,--
- trottoirs 1500 m <sup>2</sup>	f.	-,--
- groenvoorzieningen/aankledingen	f.	-,--
- bomen 30 st.	f.	-,--
- brandkranen 300 m <sup>1</sup>	f.	-,--
- openbare verlichting 300 m <sup>1</sup>	f.	-,--
	f.	635.000,--

4.3.2.1.2. Overige ontsluitingswegen.

- grondwerk 22.700 m <sup>2</sup>	f.	-,--
- wegverharding (van gevel tot gevel bestrating inclusief riolering) 22.700 m <sup>2</sup>	f.	-,--
- bomen 200 st.	f.	-,--
- aanleg micro-groen (incl. grondwerk) 2.000 m <sup>2</sup>	f.	-,--
- brandkranen 1700 m <sup>1</sup>	f.	-,--
- openbare verlichting 1700 m <sup>1</sup>	f.	-,--
	f.	3.740.000,--



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4.3.2.2. Westelijk gedeelte.

=====

- grondwerk 13.000 m <sup>2</sup>	f.	--
- wegverharding/bestrating (inclusief riolering) 13.000 m <sup>2</sup>	f.	--
- bomen 30 st.	f.	--
- aanleg micro-groen (incl. grondwerk) 3.000 m <sup>2</sup>	f.	--
- openbare verlichting 5.000 m <sup>2</sup> 600 m'	f.	--
- brandkranen 5.000 m <sup>2</sup> 600 m'	f.	--

f. 2.125.000,--  
=====

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4.4.	<u>Bouwwerken</u> (macro-structuur).	
4.4.1.	<u>Keer- en kademuren</u> (inclusief hekwerken/pompinstallatie).	
	640 m <sup>1</sup>	f. 3.700.000,--
4.4.2.	<u>Pleinen, passage en trappartijen.</u> (inclusief waterdichtmaken, afwatering en verharding op betondekken parkeergarages).	
	- verharding (bestrating) 20.000 m <sup>2</sup>	
	- groenvoorzieningen, bomen en aankleding pleinen	
	- brandkranen 20.000 m <sup>2</sup>	
	- openbare verlichting 20.000 m <sup>2</sup>	f. 4.440.000,--
4.4.3.	<u>Parkeergarage</u> (noord-west-hoek). (semi-openbaar).	
	Bijdrage in onrendale top 400 parkeerplaatsen à f.7.500,=	f. 3.000.000,=
4.4.4.	<u>Algemene Bouwkundige voorzieningen</u>	
	raming	f. 200.000,=
4.4.5.	<u>Overkapping</u>	
	Overkapping t.p.v. aansluiting Maasfront aan afbouw Wyck: 3000 m <sup>2</sup> (markthal)	f. 2.250.000,=
4.4.6.	<u>Fiets- en voetgangersbrug over Maas.</u>	
	- lengte : ± 270 m'	
	- breedte: 6,5 m'	
	* brugdek	
	* pijlers	
	* verlichting	
	* aansluitingen over oost- en westzijde	
	* leuningen en hekwerken	f. 5.500.000,--
4.4.7.	<u>Verbreden tunnel.</u>	
	- verbreden rijbaan tunnel (zuidzijde)	
	- 150 m <sup>1</sup> nieuwe keermuur (inclusief wegver- harding en omleggen riolering en kabels en/of leidingen)	f. 3.300.000,--
		f. 22.390.000,-- =====



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4.5.	<u>Bijkomende werken.</u>		
4.5.1.	<u>Herinrichten bestaande Maaspuntweg.</u>		
	450 m <sup>1</sup>	f.	250.000,--
4.5.2.	<u>Uitlaatwerken op Maas:</u>		
	t.b.v. afvoer H.W.A. conform voorschriften R.W.S.	f.	495.000,=
4.5.3.	<u>Zandleveringen</u>		
	Grond afvoeren en zand leveren	f.	100.000,=
4.5.4.	<u>Kosten t.g.v. langdurige gefaseerde uitvoering. (uitbreken, herstraten c.q. vervangen)</u>		
	verharding:		
	95.050 m <sup>2</sup>	f.	300.000,--
	groenvoorzieningen:		
	56.350 m <sup>2</sup>	f.	55.000,--
		f.	355.000,--
		f.	1.200.000,--
			=====
4.6.	<u>Voorbereiding en toezicht.</u>		
	<u>Sloopkosten/bodemsanering/bouwkundige voorzieningen</u>		
	15% van kosten sloop, bouwrijpmaken en bouwwerken	f.	5.200.000,--
			=====
4.7.	<u>Artistieke verfraaiing.</u>		
	± 1% van f.37.480.000,=	f.	350.000,--
			=====
4.8.	<u>Omslagkosten.</u>		
	79.100 m <sup>2</sup> à f. 6,50 =	f.	500.000,--
			=====
4.9.	<u>Niet terugvorderbare omzetbelasting</u>	f.	3.800.000,--
			=====
4.10.	<u>Bijdrage aan culturele/niet commerciële functies</u>	f.	850.000,--
			=====

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4.11.	<u>Rentekosten</u> (zie specificatie bijlage C).	f. 8.600.000,-- =====
4.12.	<u>Kosten t.b.v. inbreng kwaliteit</u> <u>micro-structuur i.v.m. woon- en leefklimaat.</u> - hekwerken, muurtjes, fontein, bijzondere bestratingsmaterialen e.d. - kosten incl. 15% v.t.o.	f. 1.000.000,-- =====
4.13.	<u>Totaal generaal plankosten</u> (afgerond)	f. 123.000.000,-- =====

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5.	<u>Dekkingsmiddelen.</u>	
5.1.	<u>Opbrengst bouwterrein.</u>	
5.1.1.	<u>Woningbouwdoeleinden.</u>	
	1600 woningen à f.24.000,= per woning (gemiddeld) =	f. 38.400.000,--
5.1.2.	<u>Kantoren.</u>	
	70.000 m <sup>2</sup> vloeroppervlakte à f.240,= per m <sup>2</sup> =	f. 16.800.000,--
5.1.3.	<u>Winkels/detailhandel.</u>	
	5.000 m <sup>2</sup> vloeroppervlakte à f.250,= per m <sup>2</sup> =	f. 1.250.000,--
5.1.4.	<u>Hotels.</u>	
	20.000 m <sup>2</sup> à f.200,=	f. 4.000.000,--
5.1.5.	<u>Culturele/niet commerciële doeleinden.</u>	
	8.500 m <sup>2</sup> grondoppervlakte à f.100,=	f. 850.000,--
5.1.6.	<u>Nog te concretiseren opbrengsten</u>	f. 3.800.000,--
	afgerond	f. 65.000.000,-- =====

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5.2.	<u>Subsidies/bijdragen.</u>	
5.2.1.	Europese Fondsen. .....	n.v.t.
5.2.2.	Rijk. .....	
5.2.2.1.	<u>Bijdrage Grote Bouwlokaties:</u> 1600 woningen x f.15.000,=	f. 24.000.000,--
5.2.2.2.	<u>Bijdrage in Bijzondere Openbare Werken</u> .....	n.v.t.
5.2.3.	Provincie/Economische Zaken .....  bijdrage in kosten van economische structuurversterkende elementen van het plan op basis van P.N.L.	f. 15.000.000,--
5.2.4.	Bijdrage gemeente. .....	f. 19.000.000,--
5.2.5.	Totale subsidies/bijdragen	f. 58.000.000,-- =====
5.3.	<u>Totaal generaal dekkingsmiddelen</u>	f. 123.000.000,-- =====

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6. Dekkingsplan

6.1.	Plankosten (4.13)	f. 123.000.000,--
6.2.	Dekkingsmiddelen (5.3.)	f. 123.000.000,--
6.3.	Geraamd exploitatieresultaat	f. -----,--

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7. Rekenmodel bouwgrondexploitatie Sphinx-C ramique-terrein.7.1. Plankosten. (4.13)

- verwervingen	f.	56.500.000,--
- kosten sloop, bodemsanering en bouwkundige voorz.	f.	6.900.000,--
- bouw- en woonrijpmaken		
* macro-structuur		
+ hoofdontsluitingsweg	f.	5.990.000,--
+ parkz�nes	f.	2.670.000,--
+ verkeerslichtinst.,		
bebordingen		
+ markeringen	f.	600.000,--
		f. 9.260.000,--
* micro-structuur		
+ ontsluitingsweg van		
hoofdontsluitingsweg		
naar Lelie-terrein		
(oostelijke		
gedeelte)	f.	635.000,--
+ overige ontsluitings-		
wegen		
oostelijk gedeelte	f.	3.740.000,--
+ ontsluitingswegen		
westelijk gedeelte	f.	2.125.000,--
		f. 6.500.000,--
		f. 15.760.000,--
- bouwwerken		
+ keer- en kademuren	f.	3.700.000,--
+ pleinen, passage en		
trappartijen	f.	4.440.000,--
+ parkeergarage	f.	3.000.000,--
+ algemene bouwkundige		
voorzieningen	f.	200.000,--
+ overkapping	f.	2.250.000,--
+ fiets- en voetgangers-		
brug	f.	5.500.000,--
+ verbreden tunnel	f.	3.300.000,--
		f. 22.390.000,--
- bijkomende werken	f.	1.200.000,--
- v.t.o.	f.	5.200.000,--
- artistieke verfraaiing	f.	350.000,--
- omslagkosten	f.	500.000,--
- niet terugvorderbare omzetbelasting	f.	3.800.000,--
- bijdrage aan culturele/niet commerci�le functies	f.	850.000,--
- rentekosten	f.	8.600.000,--
- kosten t.b.v. verhoging micro-kwaliteit	f.	1.000.000,--
- plankosten (afgerond)		f. 123.000.000,--

7.2. Dekkingsmiddelen. (5.3.)

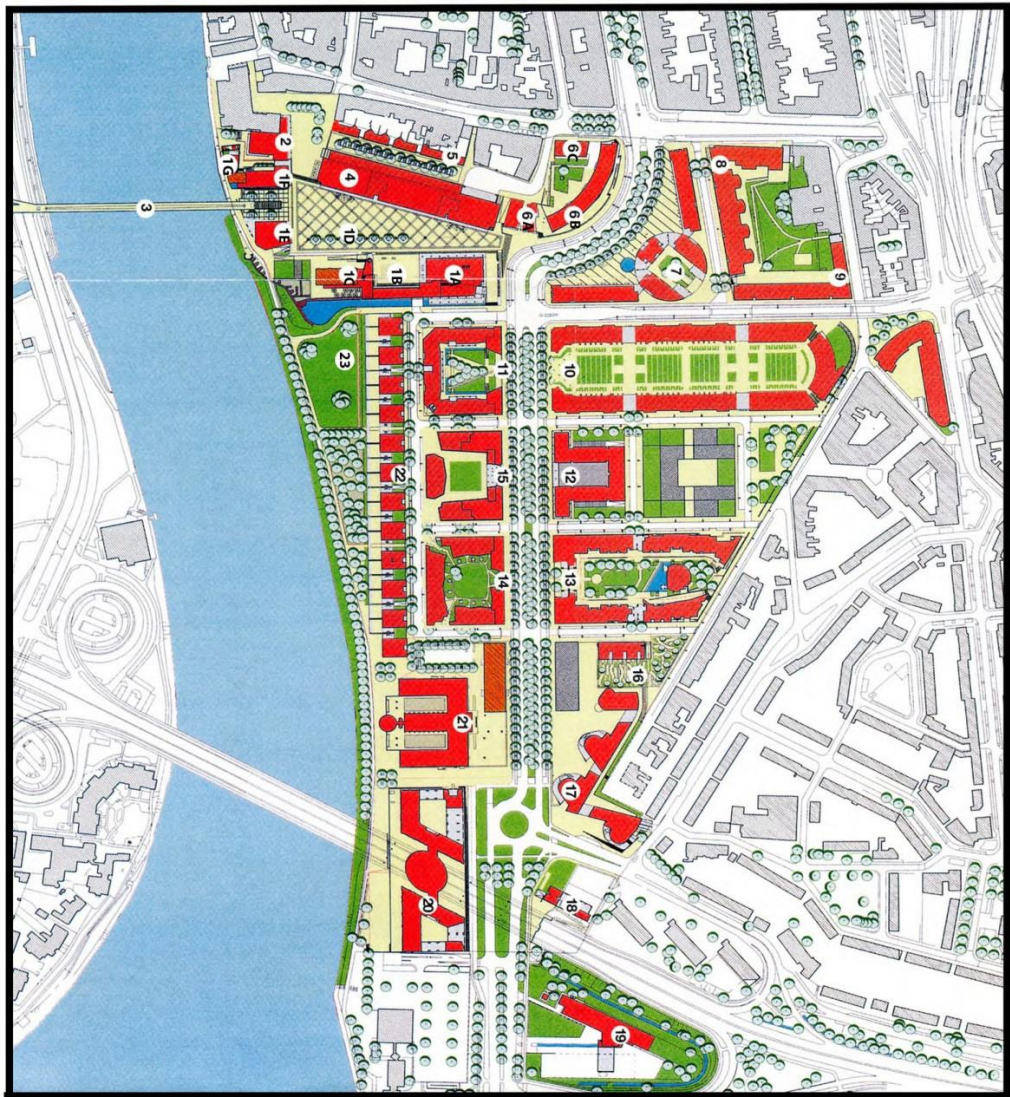
- opbrengst bouwterreinen	f.	65.000.000,--
- subsidies/bijdragen	f.	58.000.000,--
- dekkingsmiddelen (afgerond)		f. 123.000.000,--

7.3. Geraamd exploitatieresultaat (6.3.)f. --,--  
=====Maastricht, 15 augustus 1988.  
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## APPENDIX H

### ARCHITECTS – BUILDINGS – FUNCTIONS



**Figure 50.** Coenen's final master plan design for C ramique

source: Maria Giulia Zunino, "Maastricht: il nuovo C ramique/Maastricht : the new C ramique"  
Abitare : Rivista d'Architettura e Design 417 (May 2002)

**Table 14.** Architects-Buildings-Functions

<b>Architects - Buildings - Functions</b>						
architect	firm	building / structure	usage	design	construction	
Jo Coenen (The Netherlands)	Jo Coenen & Co	Centre Céramique	city library; collection of sources, archaeological collection and exhibition rooms	1995-1998	1997-1999	1A
		Café Zuid	cafe			1B
		<b>Derlon Theatre (Bordenhall / The hall of plates)</b>	theatre, early Sphinx biscuit works (restoration)			1C
		Plein 1992 (City Balcony) *	square			1D
		Maas Apartments	Restaurant Beluga and apartments			1E
		Maas Offices	offices			1F
		<b>Villa Jaunez</b>	office, early former manager's house (restoration)			1G
Arn. Meijs, Ger Rosier (The Netherlands)	Arn. Meijs Architecten - Dedrie Architecten	Crowne Plaza	hotel			2
René Greisch (Belgium)	Bureau Greisch	De Hoeg Brögk (High bridge)	bridge		2003	3
Aurelio Galfetti, Yann Keromnes, Boudewijn Snelder (Switzerland-France- The Netherlands)	Aurelio Galfetti Architetto, Yann Keromnes Architectes and Boudewijn Snelder	La Résidence	office		2000	4

Hans Zucketo (The Netherlands)	Architetto Zucketo Architecten	Hoge Barakken	housing	1995	1998	5
Álvaro Siza Vieira (Portugal)	Siza Arquitetura	Tower of Siza (De Toren)	housing		2001	6A
		Arco Iris	housing		1995-1996	6B
		A Fachada	housing		1995-1996	6C
Mario Botta (Switzerland)	Mario Botta Architetto	La Fortezza	housing	1990- 1998	1997-2000	7
Bureau Boosten Rats (The Netherlands)	Boosten Rats Architecten	Porta I	housing	1991	1992-1993	8
Theo Teeken (The Netherlands)	Teeken Beckers Architecten BV	Porta II- Résidence Cortile	housing	1990	1993	9
Bruno Albert (Belgium)	Bruno Albert Architecte & Associés SC	[Grote Circus]	housing		1994-2002	10
Bob van Reeth, Jan Verreist (The Netherlands)	AWG Architecten	Résidence Sonneville	housing	1994- 1995	1996-1997	11
Hubert-Jan Henket (The Netherlands)	Hubert-Jan Henket Architecten Bna	Kantoorgebou w Rijkswaterstaat	offices for the Dutch government	1995	1997-1998	12
Josep Martorell, Oriol Bohigas, David Mackay (Spain)	MBM Arquitectes	Jardin Céramique [Kleine Circus]	housing	1994- 1996	1996-1998	13
Antonio Cruz, Antonio Ortiz (Spain)	Cruz y Ortiz Arquitectos	Patio Seville	housing	1999	2001(start of implementation)	14
Hari Gulikers, Roel Hochstenbach (The Netherlands)	Gulikers Architecten	Carré Cité	housing	2000- 2001		15
Christian Kieckens (Belgium)	Christian Kieckens Architects	Allogio Giardino (Block 30 A2)	housing	1999- 2001	2002-2003	16

Herman Hertzberger (The Netherlands)	Architectuurstudio Herman Hertzberger	Il Fiore	office and sports complex	1998	2002	17
Wiel Arets (The Netherlands)	Wiel Arets Architect and Associates	Indigo office building	office	1990-1994	1995	18
Jo Janssen, W.H.J. van den Bergh (The Netherlands)	Jo Janssen Architecten	Piazza Ceramique				19
Arno Meijs, Roel Graven (The Netherlands)	Arn. Meijs Architecten Bv	Libertel Building (Vodafone)	office	1995	phase 1; 1996-1997, phase 2; 1997-1998	20
Aldo Rossi (Italy)		Bonnefanten Museum	museum	1990-1991	1992-1993	21A
		<b>Wiebengahall</b> **	museum (restoration)	1912		21B
Luigi Snozzi (Switzerland)		Stoa	housing		1991-2002	22
Gunnar Martinsson (Sweden), Jo Coenen		Charles van Eyck Park	park			23

\*Jo Coenen worked in collaboration with Paul Kuitenbrouwer, Hans Franssen and Bert Jeunssen

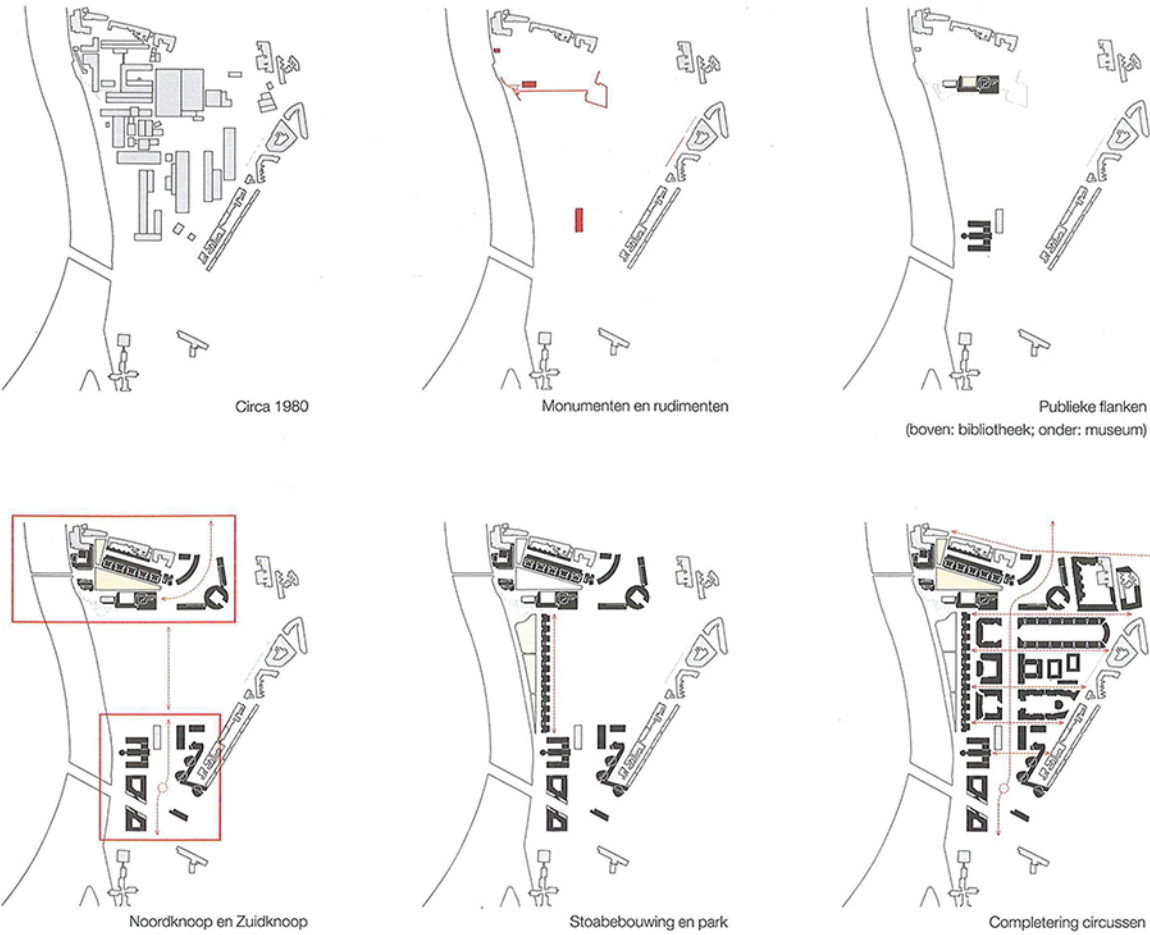
\*\* Wiebengahall renovation has been done as part of the design of Bonnefantenmuseum (originally designed by J.G. Wiebenga)

source: author's work

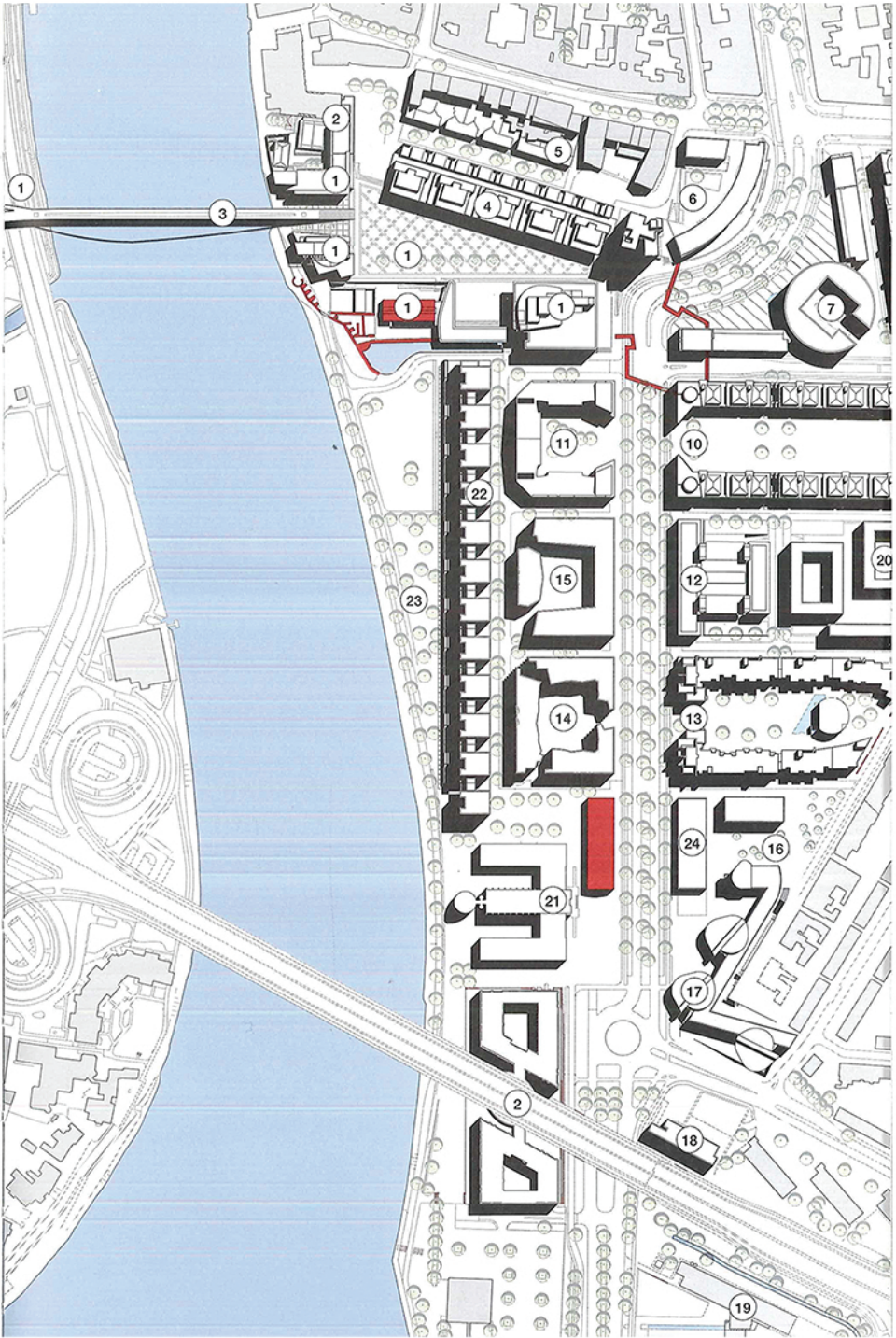


APPENDIX I

COENEN'S DESIGN PRINCIPLES



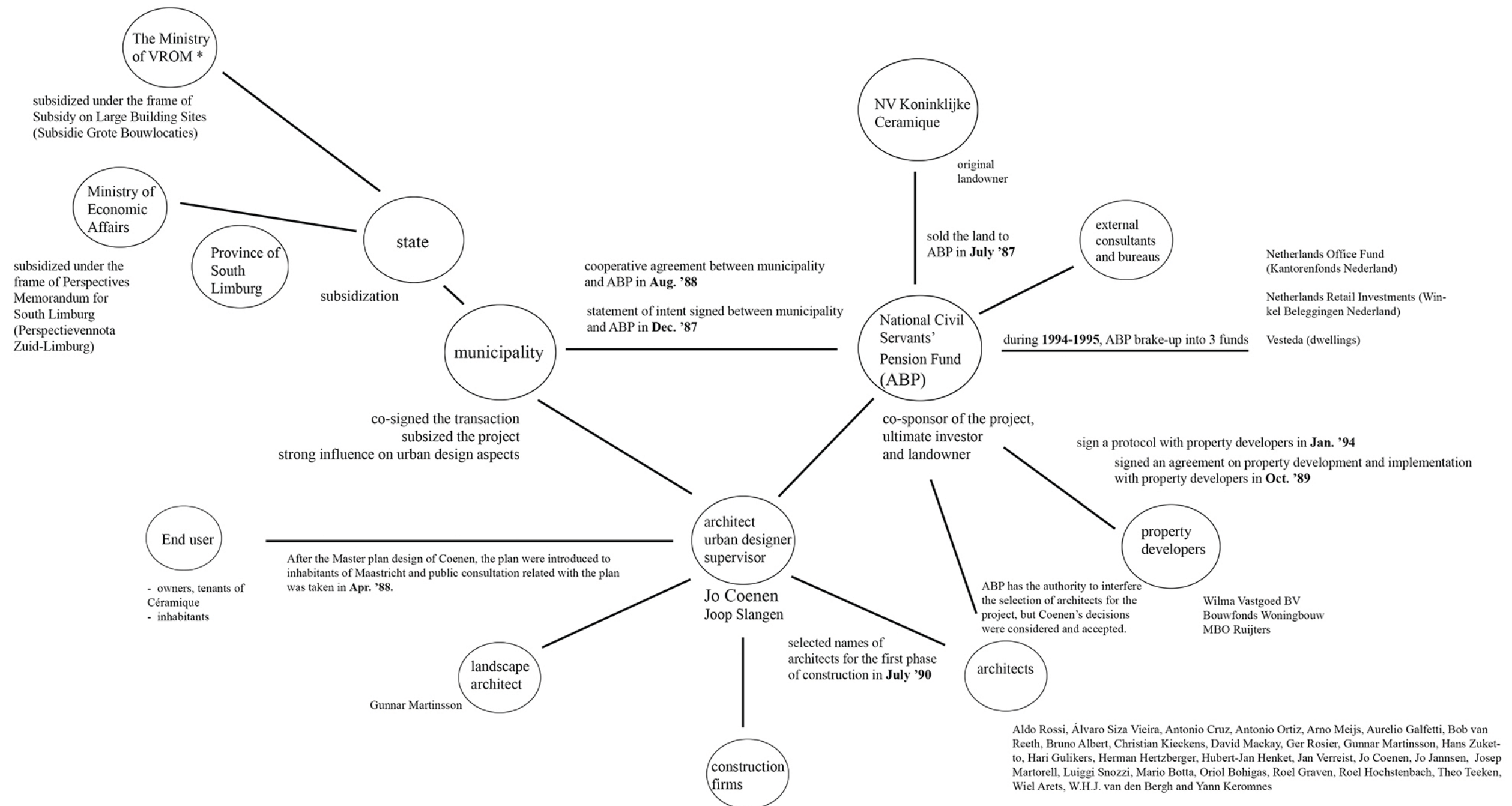
- Masterplan Sphinx-Cérámique:
- |  |  |
|--|--|
| 1 Jo Coenen & Co Architecten                         | 14 Antonio Cruz, Antonio Ortiz                 |
| 2 Arn. Meijs Architecten                             | 15 Harrie Gullikers                            |
| 3 René Greisch/Bureau d'Études Greisch               | 16 Christian Kieckens                          |
| 4 Aurelio Galfetti, Yann Keromnes, Boudewijn Snelder | 17 Architectuurstudio Herman Hertzberger       |
| 5 Hans Zuketto                                       | 18 Wiel Arets                                  |
| 6 Alvaro Siza  | 19 Jo Janssen                                  |
| 7 Mario Botta  | 20 Jo Janssen, Henk Verheij, Wim van den Bergh |
| 8 Bureau Boosten Rats                                | 21 Aldo Rossi                                  |
| 9 Theo Teeken  | 22 Luigi Snozzi                                |
| 10 Bruno Albert                                      | 23 Gunnar Martinsson/Taken Landschapsplanning  |
| 11 AWG – bOb van Reeth – Architecten                 | 24 Charles Vandenhove                          |
| 12 Hubert-Jan Henket Architecten                     |  |
| 13 MBM Architectes                                   |  |



**Figure 51.** Coenen's Design Principles  
source: Hilde de Haan, Jo Coenen, van stadsontwerp tot architectonisch detail

## APPENDIX J

### PROJECT CÉRAMIQUE; WORK DIVISION



Work division; responsibilities and duties given to the actors whom have active role on the process of the Regeneration Project in Ceramique and the legam agree-ments made among them.

The diagram is prepared by the author with the help of the information gained from the book 'The Implementation of urban revitalization projects: an international comparison' by Marjolein Spaans

**Figure 52.** Project Céramique; Work Division  
source: author's work