Making a Street

Participative process

Hoooidrift is a street in the west of Rotterdam, in a deprived neighbour hood with relative large amount of social housing. The collective hous ing project ‘Hoooidrift’ made a new street in this area, on a 107 m long plot which lied vacant for a long time. Middle class families invested in this area, by making new homes and diversifying the social structure of the street.

The concept of the housing project was developed by the architects, and draws on the tradition of Dutch urban housing ensembles, while breaking with the tradition of efficient floor plans and seriality. Contemporary demands for private housing are focused on specific and spatially well dimensioned interiors, with interesting spatial relationships like split levels and double height rooms. On the other hand, a 107 m long street in a 19th century urban tissue demands continuity in the facade, and a moderate individual expression.

To develop a participative design frame for this assignment SUBoffice analysed the regularities and exceptions in the street compositions on the areas around, which consisted both of housing ensembles in narrow streets and individual housing on wider avenues. In the strip three ‘anchor plots’ were defined, which asked for a different typology and, in one case on the corner, for a different volumetry. Working with these anchors, and design rules for the facade, public qualities were secured in a private design process. The project was awarded the Rotterdam Architecture Prize in 2017.