



# Information market design for the **future of Genderhof**

Participation report

For **Woonbedrijf**

April 24th 2026



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# Approach | Information market & guided tour

👉 On Monday, April 13, we organized an information market where we presented FAAM Architects' updated design to residents and other interested parties. We provided explanations regarding the plan, ecology, mobility, shading, and the program. In addition, residents were given a chance to explore the plan through guided tours around Genderhof.

## 👉 Content:

- 👉 Poster looking back at the recent information market and previewing Woonbedrijf's planning.
- 👉 Posters featuring the architects' plan, including ecology, mobility, solar study, site plan, program, and target groups.

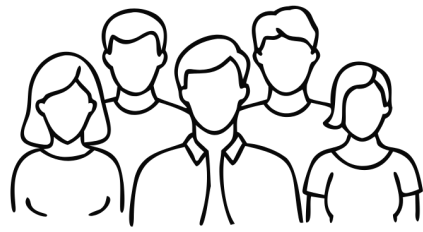
## 👉 Interaction:

- 👉 A project team member was stationed next to each poster to engage in conversation and answer questions.
- 👉 Next to each poster, residents could use stickers to highlight points of interest, with space provided for ideas and additional comments.

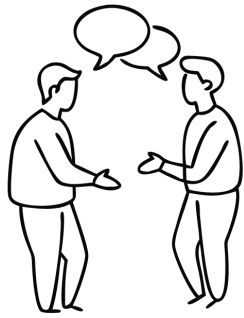




# Facts & figures | Information market & guided tour



**28 visitors** present as expert by experience at the information market.



**11 project team members** present as experts to provide explanations.



**6 stations** with explanations per subject and room for reactions



**3 guided tours** through the greenery surrounding Genderhof.



# Impression | Information market & guided tour





# Results information market

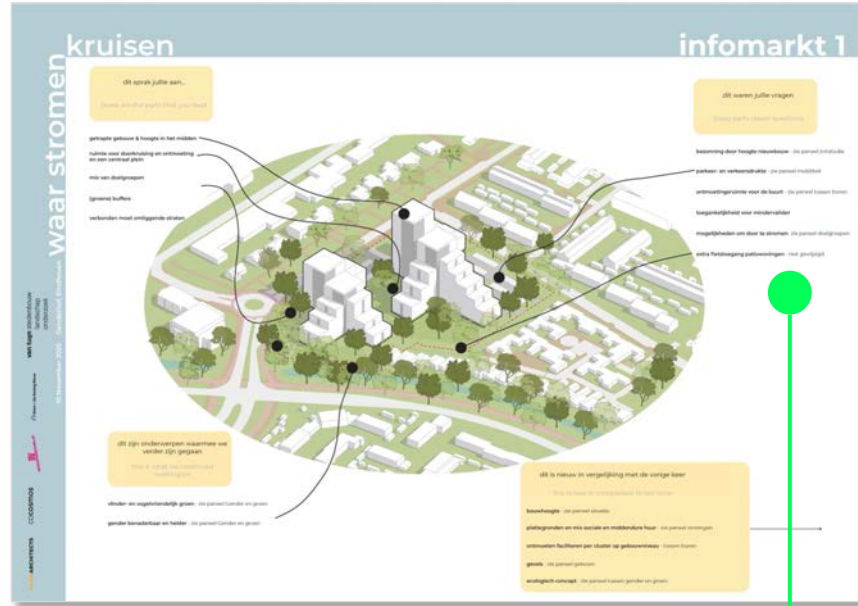


# Station 1 | What we did with the input from last information market

- Residents say they appreciate seeing how the designs have evolved since the last information session. At the same time, they mention areas where they had hoped to see further improvements, specifically a greater number of parking spaces (see page 13) and the lack of a new community gathering space.

- Gathering place:** Residents are once again highlighting the need for an accessible gathering space, for residents from across the entire neighborhood, within the new development. This is partly because the sports hall and the bike repair shop in the neighborhood are closing, and Kastelenplein is too far away for people with limited mobility.

**Response Woonbedrijf:** A facility for residents of the neighborhood is part of the renovated Kastelenplein. As a result, the new building will feature only small-scale gathering spaces for residents, in addition to “De Kamer” as the central outdoor space.



The sports hall is being torn down, and we'd like to have a community space again. Not just for the apartment complex. Just something simple and centrally located.

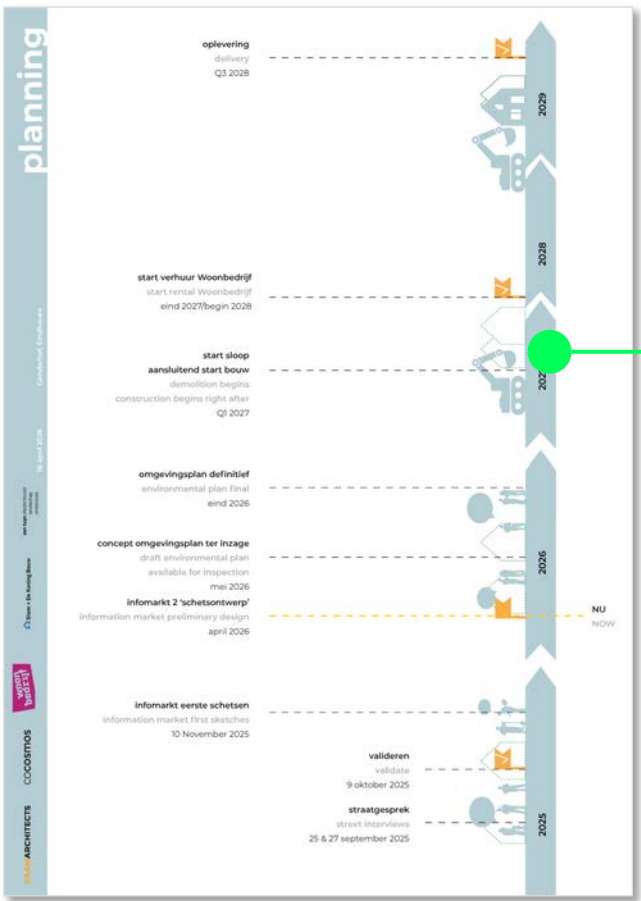
Perhaps we could do more for the neighborhood here, beyond just this lot.



# Station 1 | Timeline

Demolition: A number of residents have expressed concerns about the planned demolition, particularly regarding noise pollution, dust, and construction traffic on the street. They asked questions about the duration of the demolition work and the layout of the construction site and want to be kept informed in a timely manner.

**Response Woonbedrijf:** Woonbedrijf will provide more information in due course and is committed to minimizing the disruption caused by demolition and construction for nearby residents.



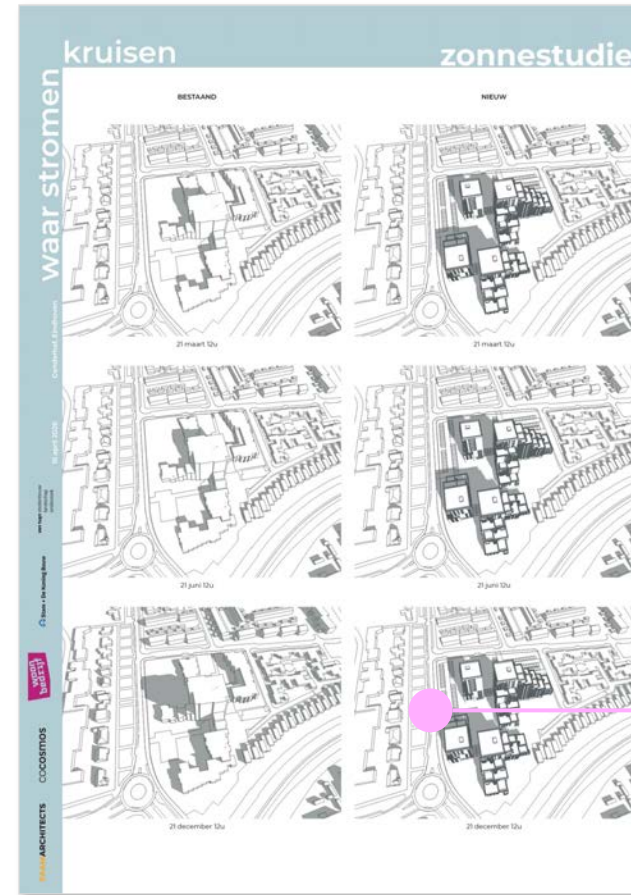
[The demolition] is going to be really noisy, but we'll just have to put up with it for a while.

How long will the demolition take?



## Station 3 | Sun study

- 👉 **Height:** Residents appreciate that the number of stories in the tower design has been reduced compared to previous sketches. Nevertheless, some residents had hoped for fewer stories and more sunlight compared to the current building.
- 👉 **Residents:** For some residents, the solar study was reassuring, while for others it raised concerns. In particular for those living directly on Bouvigne Street, the number of hours of sunshine and the amount of shade were still disappointing.



That's almost as high as it is now.

Sensible that there are fewer floors than in the previous design.

After 6:00 p.m., the sun no longer reaches us, because the tower is too closely.



# Station 4 | Where streams cross between Gender and green

- Gender:** Some residents view the increased visibility of the Gender and its inclusion in the design as a positive development. At the same time, they are asking whether the Gender will be cleaned, a task for which Waterschap De Dommel is responsible as managing authority.
- In addition, residents of the patio homes regularly report issues with high water levels in the Gender, which reach their patios and gardens. They appreciate that the new design addresses this by creating a rainwater retention area on the property.
- Recreational activities:** There is a demand in the neighborhood for more places where people of all ages can enjoy the green spaces. One resident notes that seating areas in these green spaces are important for this purpose.



When it rains, the Gender river rises by 80 cm, and in no time at all, everything is flooded, including my patio.

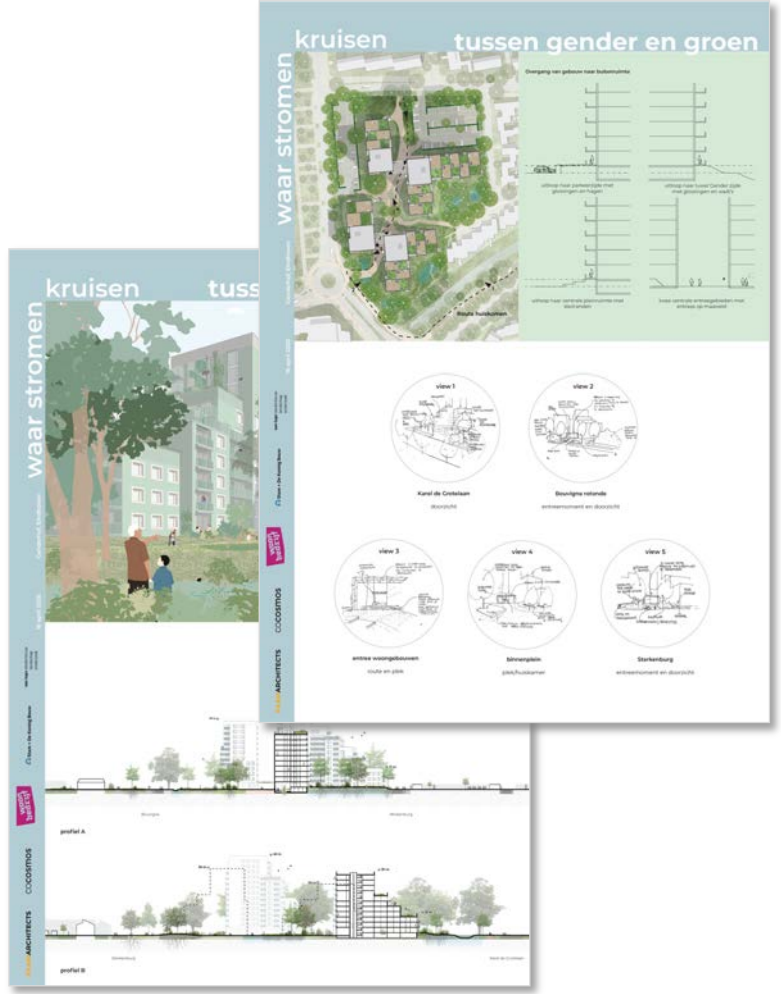
It's great that the Gender is becoming more visible.

Create more seating areas, so people of all ages can enjoy the green space.



# Station 4 | Where streams cross between Gender and green

- Greenery: When selecting plant species and locations, the following should be taken into account:
  - Promoting biodiversity.
  - Preserving as much greenery as possible and/or replanting existing greenery (in consultation with the Struikrovers Foundation).
  - Ensuring there is as much walkable greenery as possible and that homes remain accessible through the greenery (passable).



Ensure that green shrubs and trees get a second chance at life.

Will homes remain accessible despite the increase in green space?



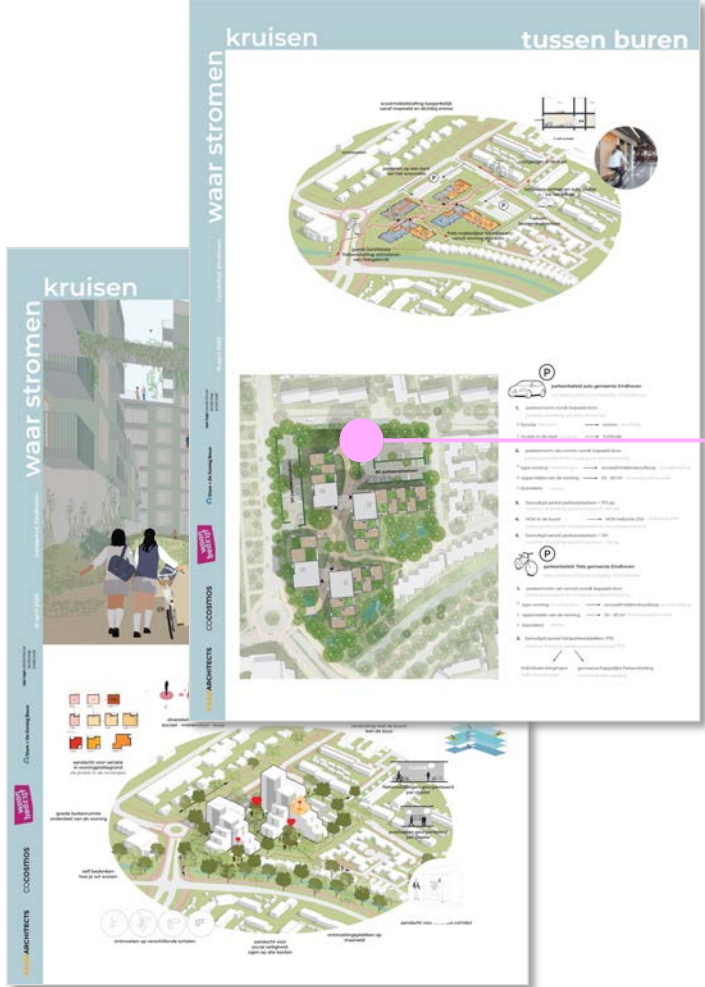
# Station 5 | Where streams cross between neighbors

Many of the concerns raised at the previous information session have resurfaced. For the sake of completeness, we have listed them below along with comments from residents.

- ▶ **Parking spots:** Many residents are experiencing parking problems in the neighborhood and expect the situation to get worse in the future with the arrival of these new buildings. They feel that their concerns are not being taken seriously. This problem is particularly acute for visitors from outside the neighborhood or from ASML, especially if the bus stop is removed. Immediate neighbors fear disturbances from headlights or slamming car doors.
  
- ▶ There is little understanding of the of Eindhoven’s parking standards, as residents argue that the neighborhood is located outside the city center. Furthermore, the results of the parking survey are not accepted. Residents have proposed various solutions:
  - ▶ An extra layer of parking spots underground
  - ▶ Restrict parking to residents only, for example, by installing a barrier.
  - ▶ Spread parking spaces more evenly across the site, for example toward the industrial park or the roundabout, to improve traffic flow.

**Response Woonbedrijf:** The new development plan must comply with the parking standards of the municipality of Eindhoven. Creating more parking spaces than required by the standards is not permitted and will be enforced. An underground parking garage is costly, and since the number of parking spaces can be integrated into the landscape, this option is preferred. .

- ▶ **Bike parking:** One resident mentions the value of adding a secure bicycle parking facility to the design.



I don't have the illusion that there will be fewer cars in the neighborhood.

I'm afraid there will be headlights shining into our place from the parking lot.

The design is fine, but I don't agree with the parking situation



# Station 6 | Where streams cross in the building

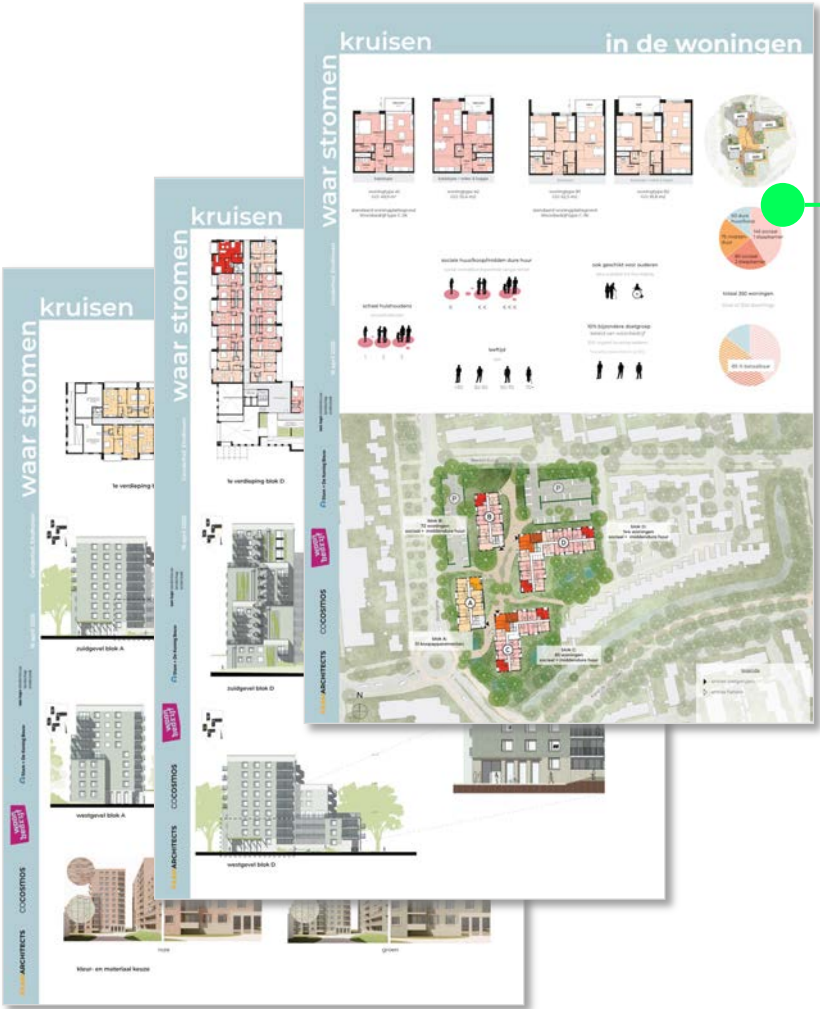
**Flow-through:** Several residents have expressed interest in moving from their current neighborhood to the new Genderhof development. They have asked various questions about the relocation process and the priority system.

**Appartements:** A number of residents are asking about the prices and square footage of the apartments in the new development. They indicate that the size of the living space and the terrace or balcony play an important role in their decision to move here in the future.

**Response Woonbedrijf:** We are aware of this. In the next phase, we will share more detailed drawings showing the dimensions of the terrace.

**Program:** Residents have responded positively to the mix of target groups and the variety of floor plans.

**Placement:** A few people mention that the homes, particularly the owner-occupied homes, are built close together or right on the street.



It's good that the target groups are being mixed.

Will I be given priority if I own a (large) home and live in Genderbeemd?

We'd prefer the largest terrace.

# Evaluation | What stood out?

- **Sketch design:** Residents appreciate seeing the architects' detailed plans and sketches, as this provides greater insight into the future of Genderhof. In general, residents respond to the design with neutrality, resignation, or positivity, but some are critical of the shadowing effects on immediate neighbors and the number of parking spaces included in the design.
- Residents recognize their needs reflected in the conceptual design, particularly in the terraced layout, the emphasis on greenery, and the space for movement and interaction in the central "Kamer" of the site.
- This design does not alleviate the concerns about parking pressure, which residents have raised since the very first discussions. In fact, the number of parking spaces shown in the plan and the explanation provided by the City of Eindhoven only reinforce these concerns, as local residents feel their voices have not been heard and had expected a solution given how significant they perceive the problem to be.



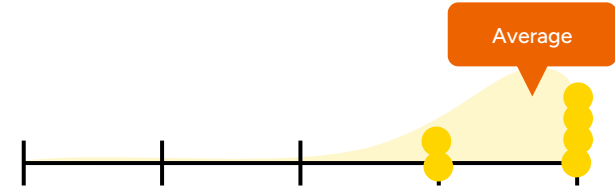
I'm happy something will finally happen [to Genderhof].



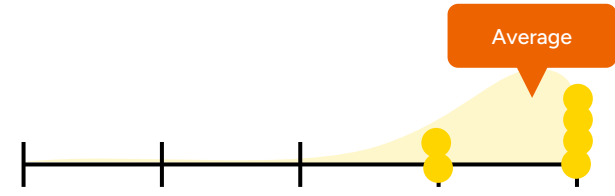
# Evaluation | Participation moment

- 👉 **Informing:** Residents say they appreciate being informed clearly and in a timely manner and therefore ask that this approach to providing information be maintained. They are very positive about the information provided at the stations during the information fair, in conversations with project team members, and during the tour with the architect. At the same time, not all residents are confident that the ideas or questions they have raised will be incorporated into the design.
- 👉 **Guided tour:** Many residents responded enthusiastically to this new way of providing information through an outdoor tour of the area surrounding the current Genderhof. They say this is a fun and clear way to share information.

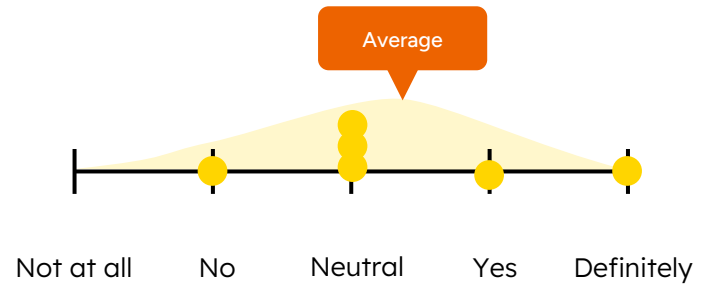
How satisfied are you with the information provided?



How satisfied are you with the way you were able to submit your feedback?



How confident are you that your ideas will be taken into account?





# Appendix approach



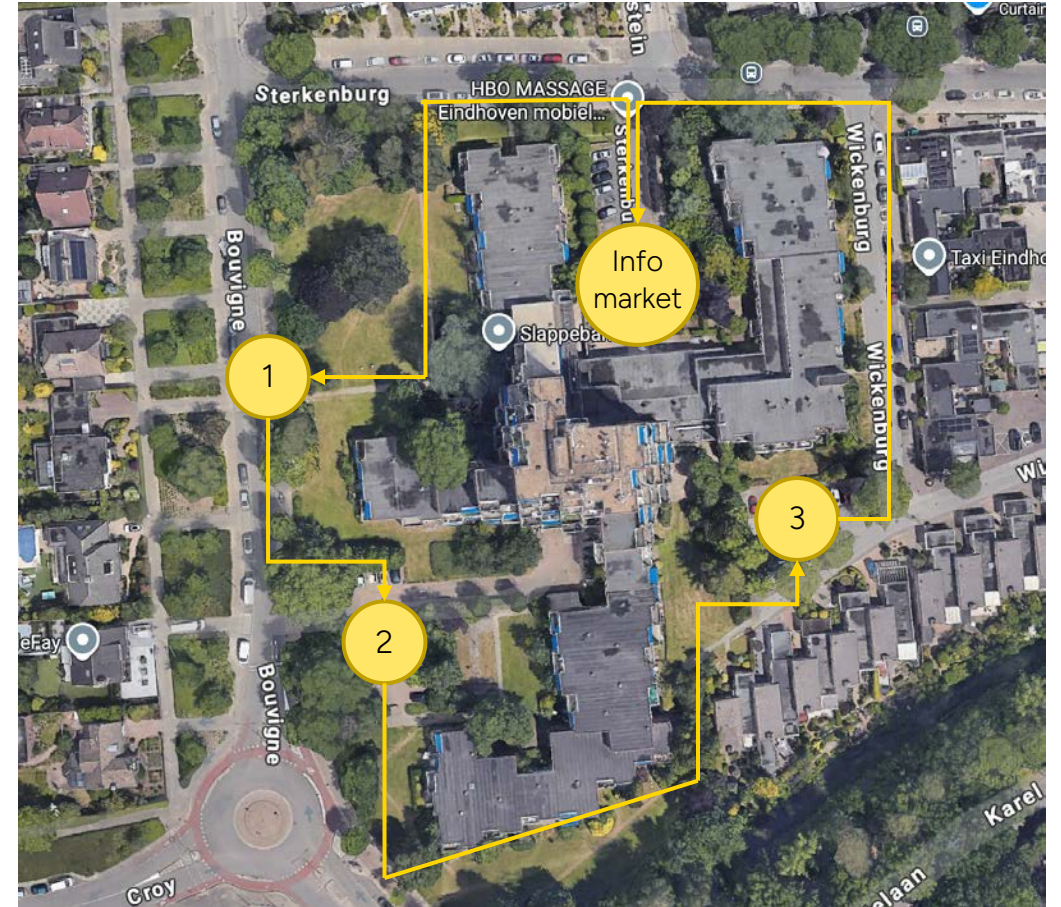
# Approach | Invitation

- Invitation to local residents via flyer within the participation distribution area. Option to join a guided tour during one of the three time slots:
  - Timeslot 1: 18:30-19:00
  - Timeslot 2: 19:00-19:30
  - Timeslot 3: 19:30-20:00
- The information market took place in the parking lot at Genderhof, Sterkenburg.



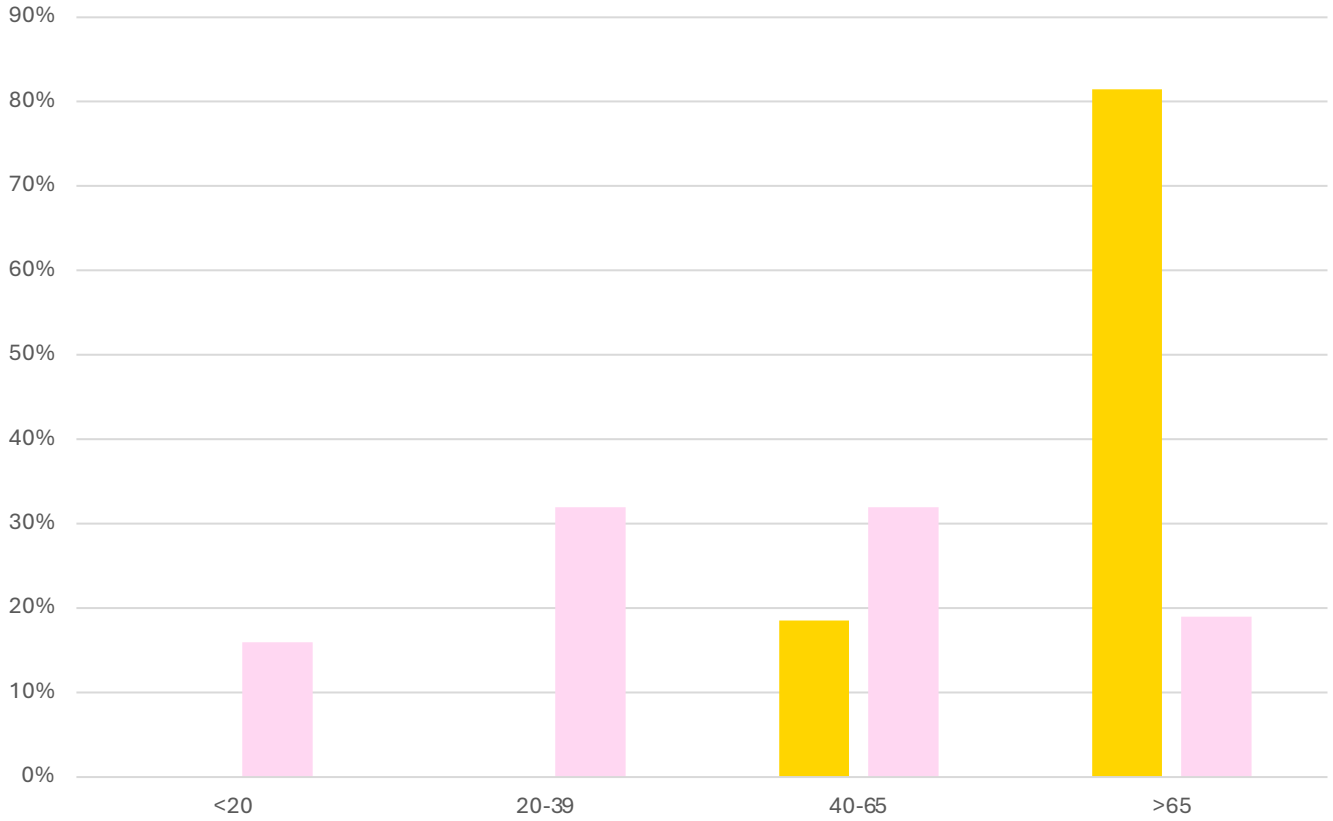
# Approach | Guided tours

- Guided tours of the Genderhof were organized for groups of 6–12 residents. During these tours, residents were given a spatial overview of the future plans, with a focus on the outdoor spaces. The tour included three stops (see the map):
  - Stop 1: Where streams cross high-rise buildings
  - Stop 2: Where streams cross between neighbors
  - Stop 3: Where streams cross between Gender and green





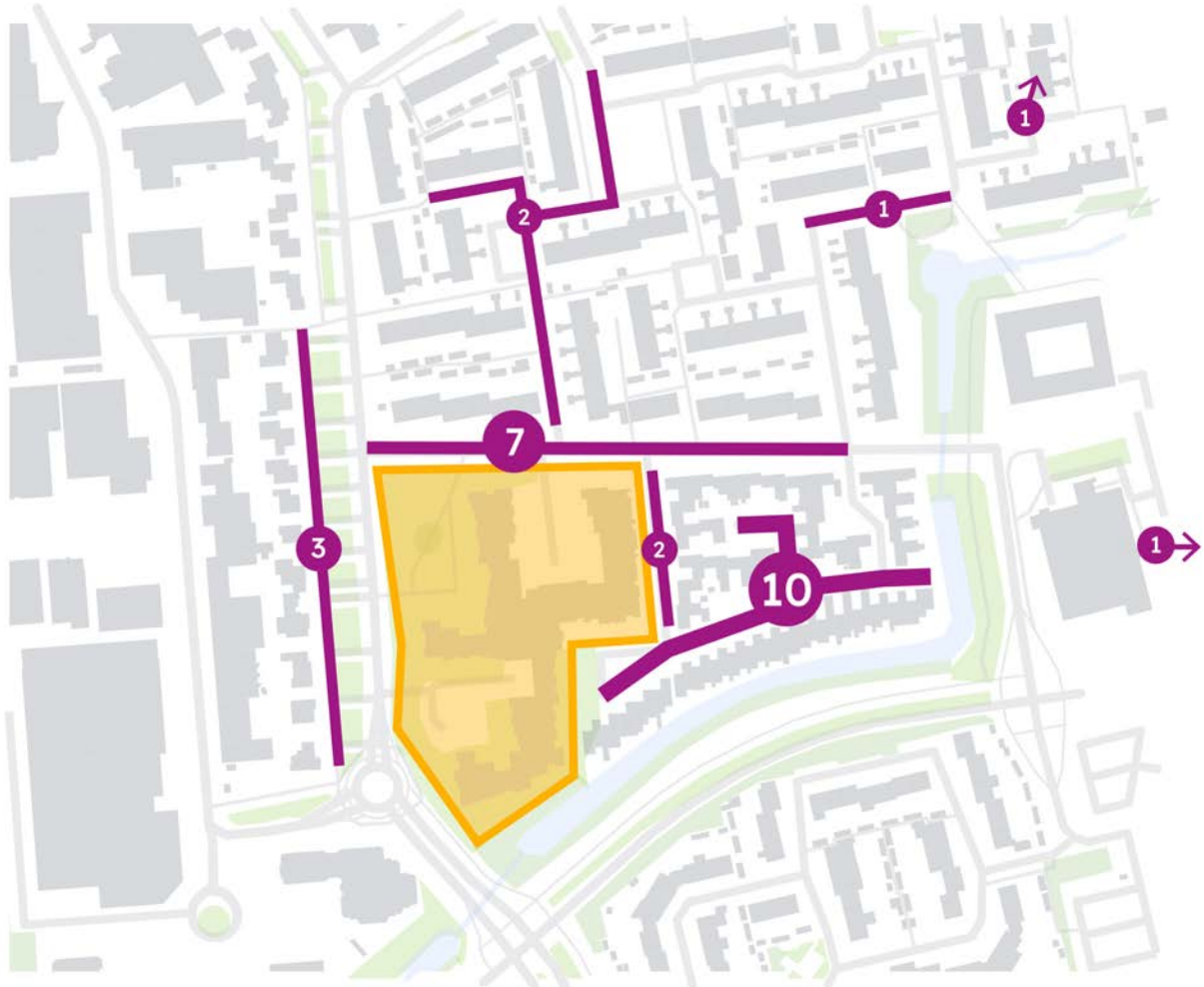
# Participants | Age distribution





- Participants information market
- Residents flyer distribution area



# Participants | Postal codes



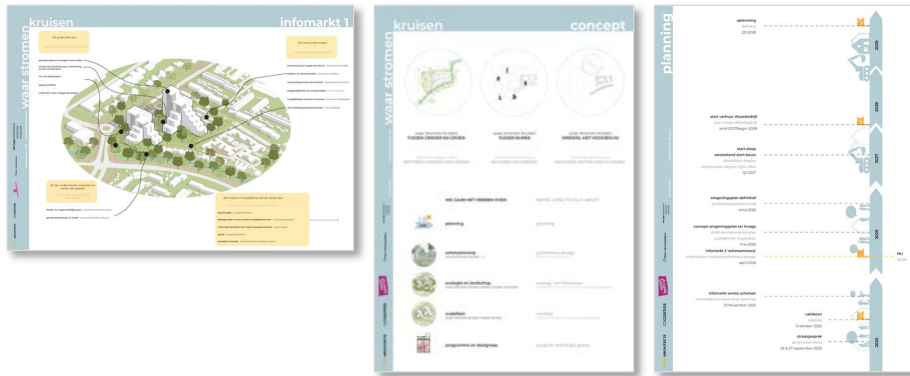
-  Plot
-  Participants information market

Postal codes and the age distribution of the participants show that the majority of participants were residents from the immediate vicinity. As a result, the turnout is representative of that immediate vicinity, but not of the entire coverage area.



# Materials

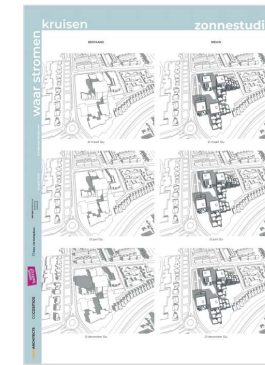
Station 1



Station 2

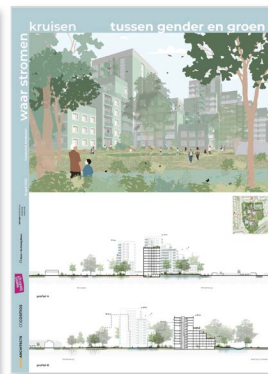


Station 3

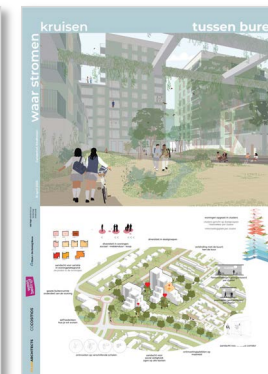


Here is an overview; all posters can be downloaded from the project page: <https://www.woonbedrijf.com/projecten/genderhof>

Station 4



Station 5



Station 6





# Samen maken we de stad.

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

**Cocosmos**  
samen maken we de stad