



# Information market first sketches for the **future of Genderhof**

Participation report

For **Woonbedrijf**

November 25<sup>th</sup> 2025

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# Approach | Informationmarket

On Monday, November 10th, we organized an information market where we presented the initial sketches by FAAM Architects to local residents and other interested parties. Explanations were provided about the plan, ecology, mobility, sun exposure, and program.

## Content:

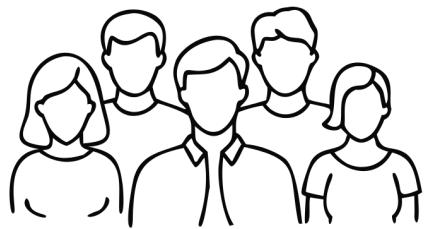
- Poster summarizing the three themes in text with quotes
- Posters showing the architects' plan, including ecology, mobility, sun study, location, and program
- Posters with the timeline of Woonbedrijf

## Interaction:

- A project team member was available at each poster to engage in conversation and answer questions.
- Next to each poster, local residents could indicate positive points and areas for improvement using green and red stickers, with space for ideas and additional comments.



# Facts & figures | Feedback



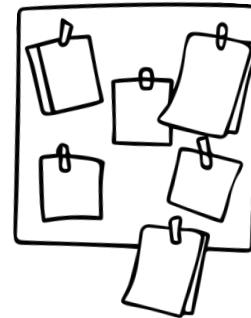
**24** visitors walk-in  
market  
(local residents)



**1** participant  
via online  
questionnaire



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



**88** reactions noted  
during the event  
  
**34** reaction stickers  
pasted during the  
event

# Impression | Walk-in market





# Results meeting

# Station 1 | Themes

- Local residents once again confirm the recognizability of the themes. The following points are emphasized:
  - (un)rest:** Genderhof now feels like a closed-off place. Local residents give examples of unrest in hidden parking lots around Genderhof, because that is where “everything comes together.” There is therefore a need for more spatial connection between Genderhof and its surroundings.
  - Neighborhood-oriented:** Local residents point to the need for an accessible meeting place in the new development, specifically: a dining group, catering facilities, a sports hall, or a place for billiards and card games.

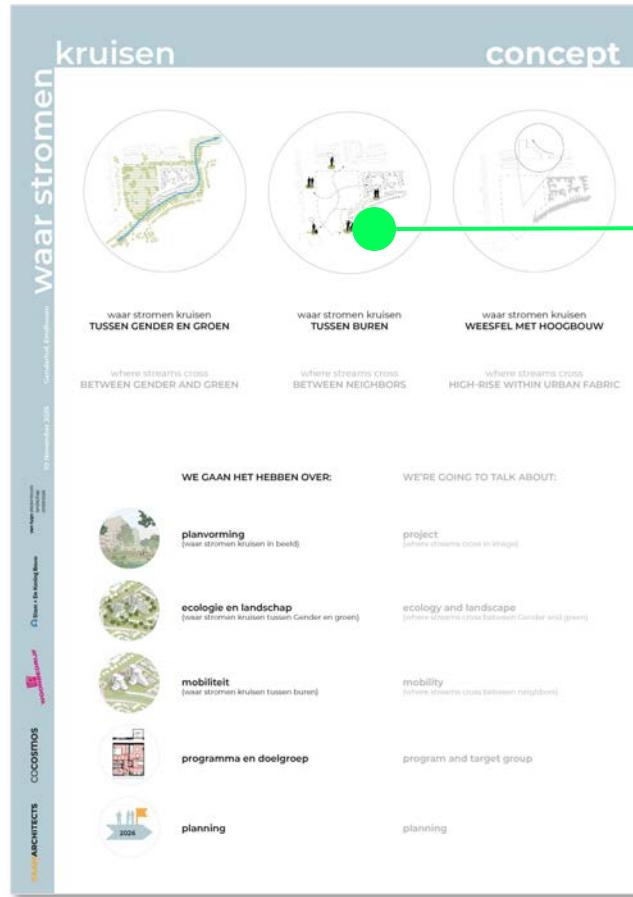
Make sure people can meet each other; it's very quiet.

There is already enormous car use during events in the neighborhood.

It would be nice to have an accessible central meeting place. Currently, everything is very closed off.

# Station 1 | Concept

- **Between neighbors:** The central square and connecting paths to the surrounding streets appeal to local residents because they create a more connected whole in and around Genderhof.
- **Between Gender and green:** For local residents, the greenery is a positive aspect of the concept. With this, the hope is that creative green solutions will make it also a bird- and butterfly-friendly place too.



I would like to see it as a more connected whole with the surrounding streets.

## Station 2 | Where streams cross in the picture

- Yellow arrow icon: Local residents were positive about the plan. Positive features include:
  - Yellow arrow icon: The stair-like structure
  - Yellow arrow icon: No massive blocks
  - Yellow arrow icon: Many corners
  - Yellow arrow icon: Use of brick
  - Yellow arrow icon: Placement of the highest point in the center
- Yellow arrow icon: Sun study: The sketches for the new building affect the amount of sunlight reaching surrounding homes. Local residents appreciated being able to see at this early stage in the digital mass study how sunlight is affected by the sketch of the new building, also compared to the current situation. For some local residents, viewing the 3D model is reassuring. However, the sun study was also viewed critically, because the new construction causes more shade in the front or back gardens of a number of local residents.



I think it's a nice plan, friendlier than those blocks again.

A meeting place for the whole neighborhood, including the patio homes.

I would like to keep the area around my house green.

# Station 3 | Where streams cross between Gender and green

- Gender: Local residents mention the color and quality of the water in the Gender. In the future, local residents would like to see a clear Gender included in the plan.
  - Making the Gender accessible from Genderhof is an idea that appeals to many local residents.
- Bicycle access: Several bicycle access routes have been drawn up, but not yet between Genderhof and the patio houses. Some residents of the patio houses would also like to see a passageway there.



Nice transition from [patio] houses to building.

I would also like a cycling route starting from my house.

Can we also make the gender clearer at the same time?

# Station 4 | Where streams cross between neighbors

- Many local residents understand that the plan is based on the municipality's parking norm. However, they consider the result of 130 parking spaces for 350 homes to be far too few. They indicate that the following factors must be taken into account in this area:
  - The difference between parking inside and outside the ring road.
  - The HOV4 bus line.
  - The number of cars in the neighborhood, with current residents owning an average of two cars per household.
- Local residents are therefore asking the municipality to reconsider the number of parking spaces. The following has been discussed:
  - Request from residents for a parking pressure measurement, specifically in the evening or during a (sports) event in the neighborhood.
  - Preparing a plan B for parking in advance, such as converting lawns into reserve parking spaces.
  - Are there any comparable examples of reference projects where a low parking norm works well?
- At the corner of Bouvigne and Sterkenburg, several local residents have reported that buses have difficulty making the turn after the road narrows, resulting in damage to local residents' cars.



“

People just have cars.

“

What will happen to parking when PSV expands and we want to be emission-free in the city center by 2030?

“

The municipality is implementing a policy to discourage people from using their cars, which is unfortunate.

“

## Station 5 | Situation sketch

- ▶ **Parking spaces:** Almost every local resident mentions that parking is the biggest concern in the neighborhood now and in the future. This is seen as a particular problem for visitors to Genderhof or ASML.
  - ▶ Residents have already proposed various solutions for this:
    - ▶ An additional underground parking level.
    - ▶ Restrict parking to residents only (for example, by adding a barrier).
    - ▶ A parking garage in the nearby industrial area.
    - ▶ Use of existing sidewalks as parking lanes.
- ▶ **Accessibility:** It is stated that accessibility for local residents with a walker or mobility scooter should be taken into account. This concerns:
  - ▶ Paving and widening paths.
  - ▶ Ramps at entrances.
  - ▶ Elevators easily accessible from the entrance.
  - ▶ A disability parking space a 100 meters from each house.



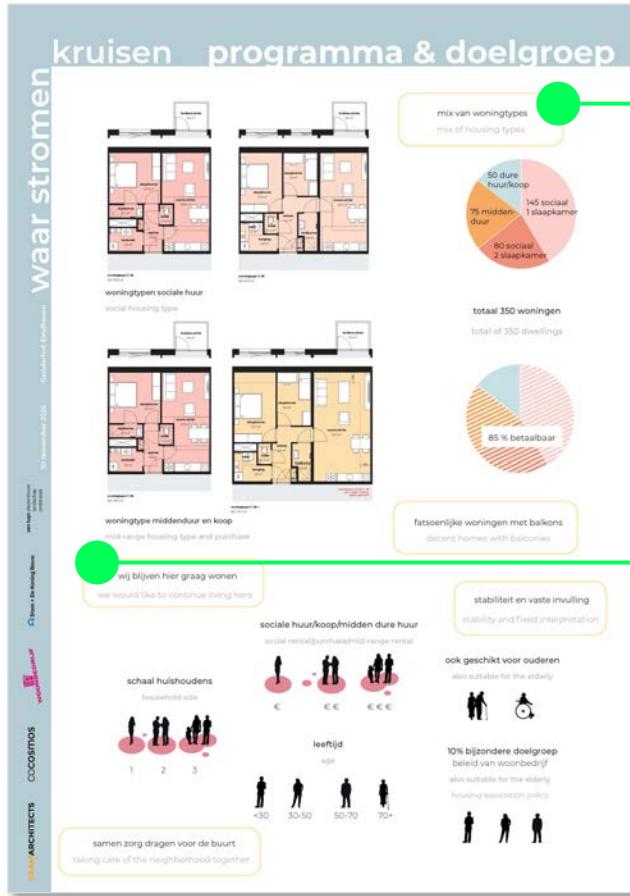
“ [I am] glad that the parking spaces are no longer here.

“ 130 parking spaces for 350 homes is really not enough. It's already a problem for ASML.

“ Parking should be reserved exclusively for residents themselves.

# Station 6 | Program & target group

- Moving into new development: Several local residents have indicated that they are interested in moving from the neighborhood to the new Genderhof development.
- Program: Local residents have responded positively to the mix of target groups and the different floor plans. Attention has been requested for the preserving the larger floor plans.
- Wheelchair users: The apartments are now lifetime-proof, consequently the question has been raised as to whether it is possible to make apartments accessible to wheelchair users as standard.



[I am] positive about the program and mix.

[I am] interested in moving into the new development. I am considering this.

We are looking for something smaller in the neighborhood close to social contacts.

# Reactions | Mentioned ideas

## Prettier

- Stained glass
- Higher

[In my opinion] the buildings should be taller, more beautiful!

## Greener

- Making the Gender approachable
- Making the Gender clear
- Dog walking area
- Butterfly- and bird-friendly greenery

I hope that creative green ideas will emerge.

## Meeting place

- Sports hall
- Horeca or dining area
- Billiards & cards

We are thinking of, for example, a restaurant or a place to play billiards and cards.

## Parking

- With barrier gate
- Additional parking level or parking garage
- Parking garage nearby or in industrial area
- Narrow sidewalks and planting beds to create more parking space

Parking should be reserved exclusively for residents.

Bringing stained glass back into the new Genderhof.

[I hope for] underground or semi-underground parking garages.

# Evaluation | What stood out?

- 👉 **First sketches:** Local residents appreciate seeing the architects' plans and sketches, as this gives them more insight into the future of Genderhof. In general, local residents respond neutrally or positively to the sketches but some local residents are critical of the sunlight exposure and height of the new buildings in the sketches.
- 👉 Local residents recognize their needs in the preliminary design, particularly the stepped stair-like structure, the height in the middle, the buffer zones, and the space for crossing and meeting in the area.
- 👉 The concerns that local residents have expressed since the initial conversations about parking pressure and traffic congestion are not yet removed by the sketches presented and are emphasized once again due to the number of indicated parking spaces.



# Evaluation | What stood out?

- **Information:** Local residents indicate that they appreciate being informed clearly and on time, particularly about the future situation regarding mobility. Local residents appreciate that there was an opportunity to ask questions and leave ideas.
- **Online responses:** After this walk-in market, the sketches were posted online with an online questionnaire. Only one response was received. However, the questionnaire was viewed 33 times to examine the materials in more detail. After the previous walk-in market, also only one online response was received. The project team has therefore decided not to send out any more online questionnaires in the future, but to continue to share all information and reports on the project website, including an email address for submitting responses.





# Samen maken we de stad.

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

**COCOSMOS**  
samen maken we de stad



# Appendix approach

# Approach | Invitation

- 👉 Invite to the local residents via flyer and local Facebook group, within participation area.
  - 👉 Timeslot: 18:30-20:00h
- 👉 The meeting took place in the meeting space of Genderhof, Sterkenburg.



Op dit moment bekijkt Woonbedrijf wat er mogelijk is, als de oude appartementen van Genderhof worden vervangen. Dit doen we samen met de gemeente Eindhoven en met jou als buurtbewoner. Je krijgt deze brief omdat we je graag willen uitnodigen voor een informatiemarkt. Meer informatie lees je hieronder.

In september hebben we in de buurt gesprekken gehouden. Op 9 oktober heeft Cocosmos aan de buurt verteld wat er uit deze gesprekken is gekomen. Hierna hebben we de belangrijkste drie thema's voor de buurt nog wat aangepast met jullie reacties. De resultaten hiervan staan op de website [www.woonbedrijf.com/genderhof](http://www.woonbedrijf.com/genderhof).

De uitkomsten van de straatgesprekken zijn meegenomen in het eerste ontwerp. De architect is met deze thema's aan de slag gegaan. En nu kunnen we de eerste schetsen aan jullie laten zien. En willen ook jouw graag mening weten.

We nodigen je uit voor een informatiemarkt op 10 november in Genderhof. Tijdens deze avond kun je in gesprek met de architecten van FAAM en medewerkers van Woonbedrijf. Je kunt binnenlopen tussen 18.30 en 20.00 uur in de ontmoetingsruimte in Genderhof.

We willen graag weten of je erbij kunt zijn. Je kunt je aanmelden op de website [www.woonbedrijf.com/genderhof](http://www.woonbedrijf.com/genderhof).

Kun je er op 10 november niet bij zijn? Je kunt je mening geven ook digitaal geven. Vanaf 11 november staan de schetsen op [www.woonbedrijf.com/genderhof](http://www.woonbedrijf.com/genderhof). Daar staat een vragenlijst, waar je je ideeën en gedachten hierover kunt laten weten.

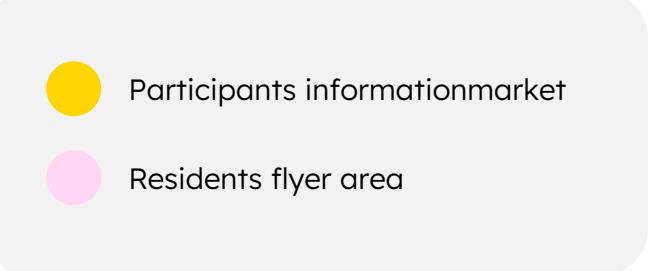
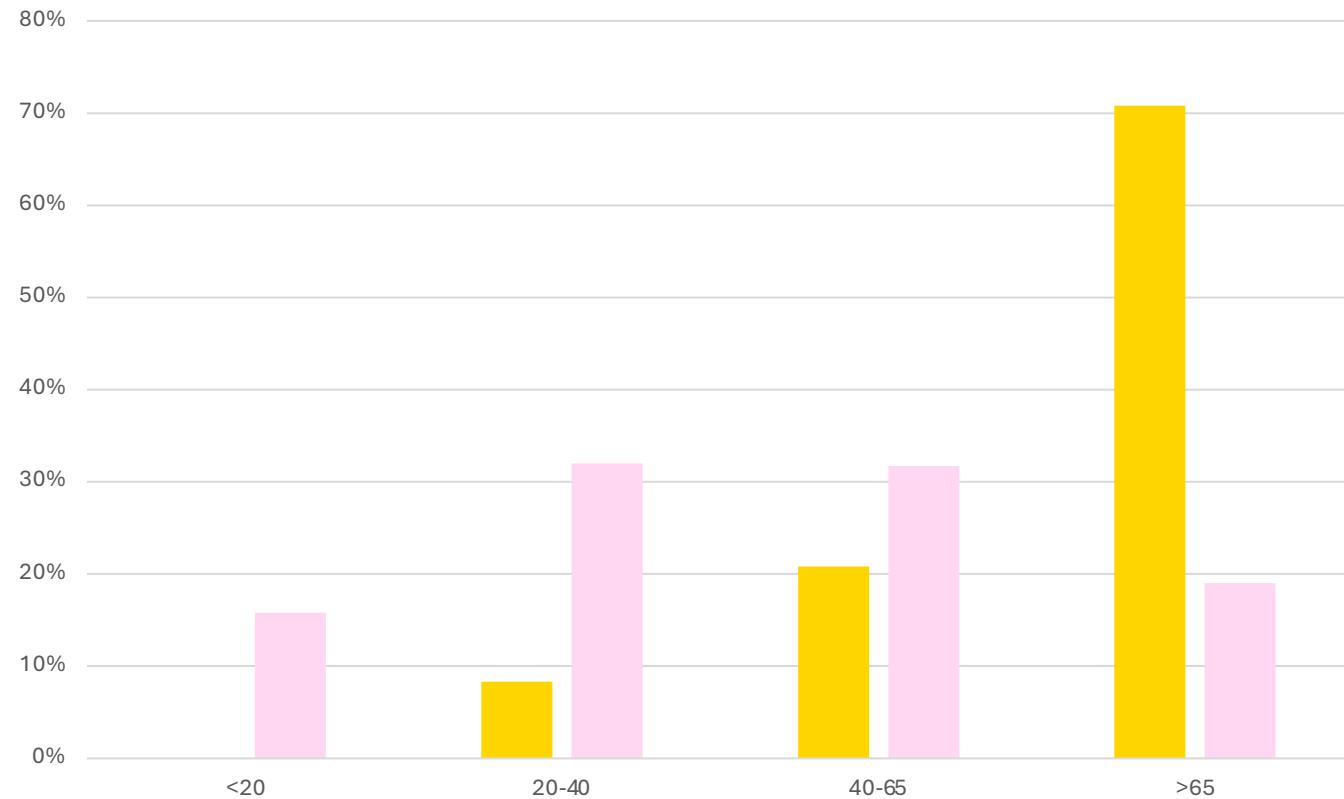
Wij hopen je te spreken tijdens de informatiemarkt en kijken uit naar jouw ideeën en suggesties.

Graag tot ziens op 10 november!

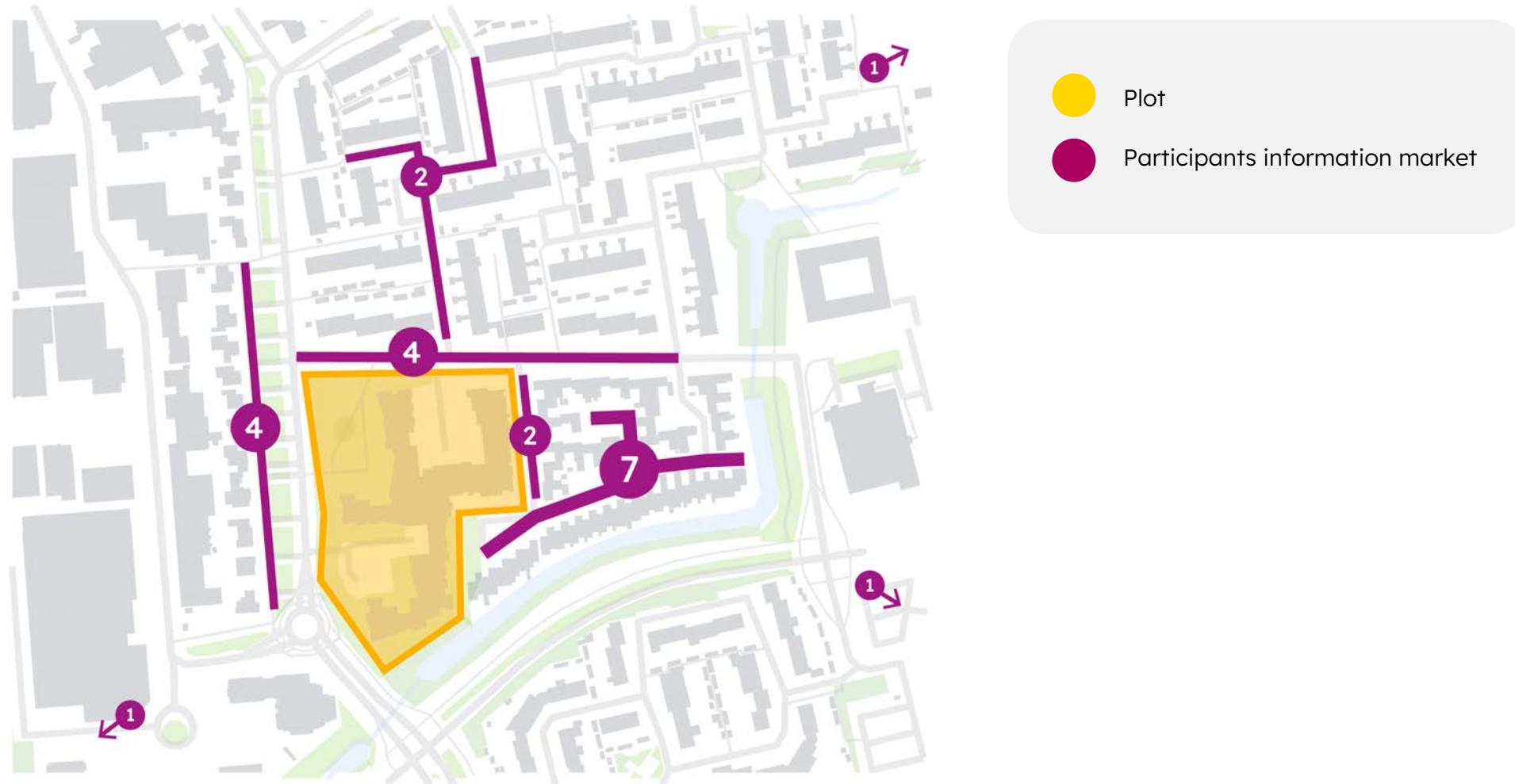
Met vriendelijke groet,  
Karlien van der Linden

Information in English:  
Don't understand this letter because it's in Dutch?  
Then ask someone you know to help you, or contact us at [genderhof@woonbedrijf.com](mailto:genderhof@woonbedrijf.com).

# Participants | Age distribution

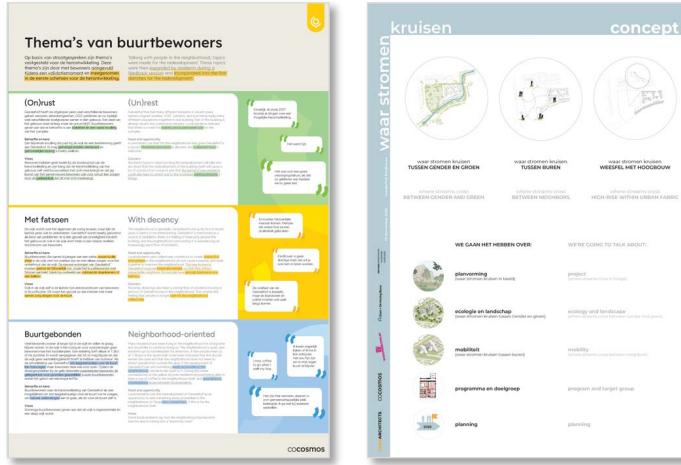


# Participants | Postal codes



# Materials

## Station 1



## Station 2



## Station 5



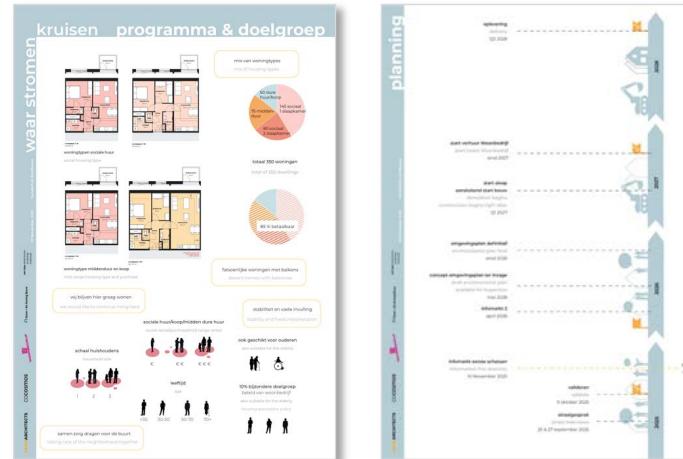
## Station 3



## Station 4



## Station 6



Posters with themes from the empathic study, the architects' plan, site plan, and Woonbedrijf's timeline