



Understanding the needs of local residents for **the future of Genderhof**

For **Woonbedrijf**

October 7, 2025



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Motive and objective

Motive

- Woonbedrijf intends to demolish the 190 apartments at Genderhof because they are in poor technical condition.
- Current residents have been informed of this and can continue to live in their homes until the end of 2026.
- Woonbedrijf wants to start planning the redevelopment of the site where Genderhof currently stands and believes it is important to talk to as many local residents as possible. Step by step, we are working with the neighborhood to develop a plan for new apartments.
- Woonbedrijf is collaborating with the architect and cocosmos on these plans. The researchers at cocosmos will discuss with residents on what they consider important.



Objective & outcome

- 👉 We involve local residents in the development of the preliminary design for Genderhof by approaching them as stakeholders. We engage in open discussions about the needs, pain points, threats, and opportunities that stakeholders have and see for the future in order to potentially create added value to the development of Genderhof.
- 👉 The most important insights from the street interviews:
 - 👉 Local residents indicate that there is a need for stability and a permanent use for Genderhof.
 - 👉 Local residents indicate that they would like to see decent neighbors living in the neighborhood in the future in order to keep the neighborhood safe, clean, and reliable.
 - 👉 Local residents see the redevelopment of Genderhof as an opportunity to add something easily accessible to the neighborhood, to forge new connections, if this is for the neighborhood itself.
- 👉 On the following pages of this report, you can read how these results were achieved.



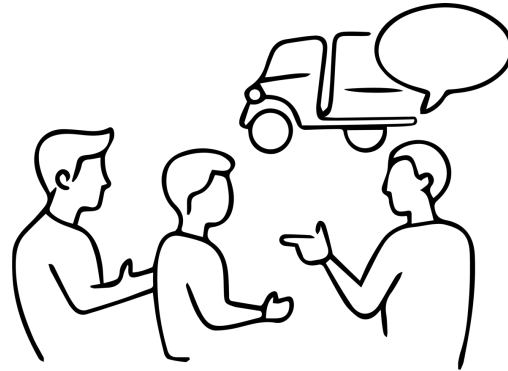


Method

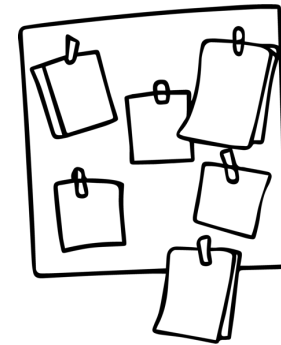
Method | Empathic research



- To announce the street interviews, flyers were distributed door-to-door to local and adjacent neighborhoods.
- The invitation was also shared via the Information Sheet and Facebook of Stichting Buurtbeheer Genderbeemd.

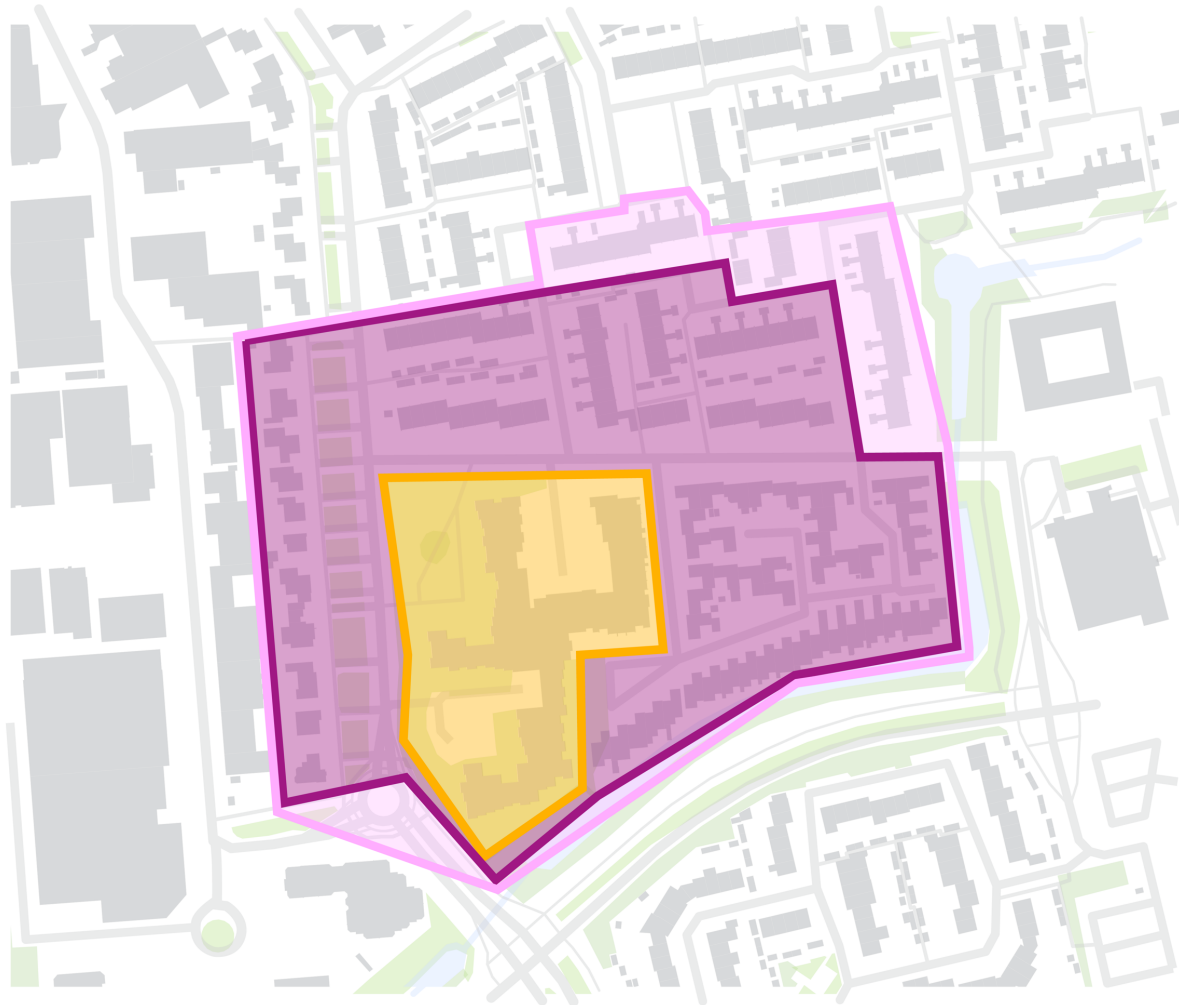





- On September 24 and 27, residents were able to engage in conversation at the parking lot near Genderhof, next to the yellow Piaggio. Researchers also went door-to-door to residents in the flyer distribution area to gather information about their needs.
- Residents could also contribute their ideas and share their needs for the neighborhood online, via the Woonbedrijf project page.



- All insights gathered have been clustered by theme and summarized into points of interest for the redevelopment of Genderhof.

Method | Distribution area



-  Plot
-  Door-to-door area
-  Flyer distribution area

Method | Conversation set-up and online questionnaire

✎ We conducted semi-structured interviews about the needs, wishes, and opportunities for the future of Genderhof, based on a set of questions. Some of the questions asked were:

- ✎ What makes living in this neighborhood pleasant for you? How would you describe the character of the neighborhood in three words?
- ✎ If Woonbedrijf is going to redevelop the building, what functions could be added? What is missing now that could be added in the future?
- ✎ What do you see as an opportunity? What do you see as a threat? What are your hopes? What are your concerns?
 - Woonbedrijf estimates that there will be approximately 350 apartments. Would you like to connect with your new neighbors? In what way?

✎ Residents could share their thoughts online via the project page on the Woonbedrijf website. This was possible until October 1st.





Impression of the atmosphere | Street conversations





Facts & figures

Facts & figures | Participants



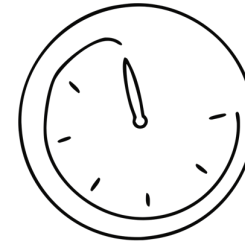
99 street interviews in total

75 interview forms completed



6 online responses

On the online questionnaire
Including interviews 38% of
total number of households in
flyer area reached



8-10 minutes

Average interview duration

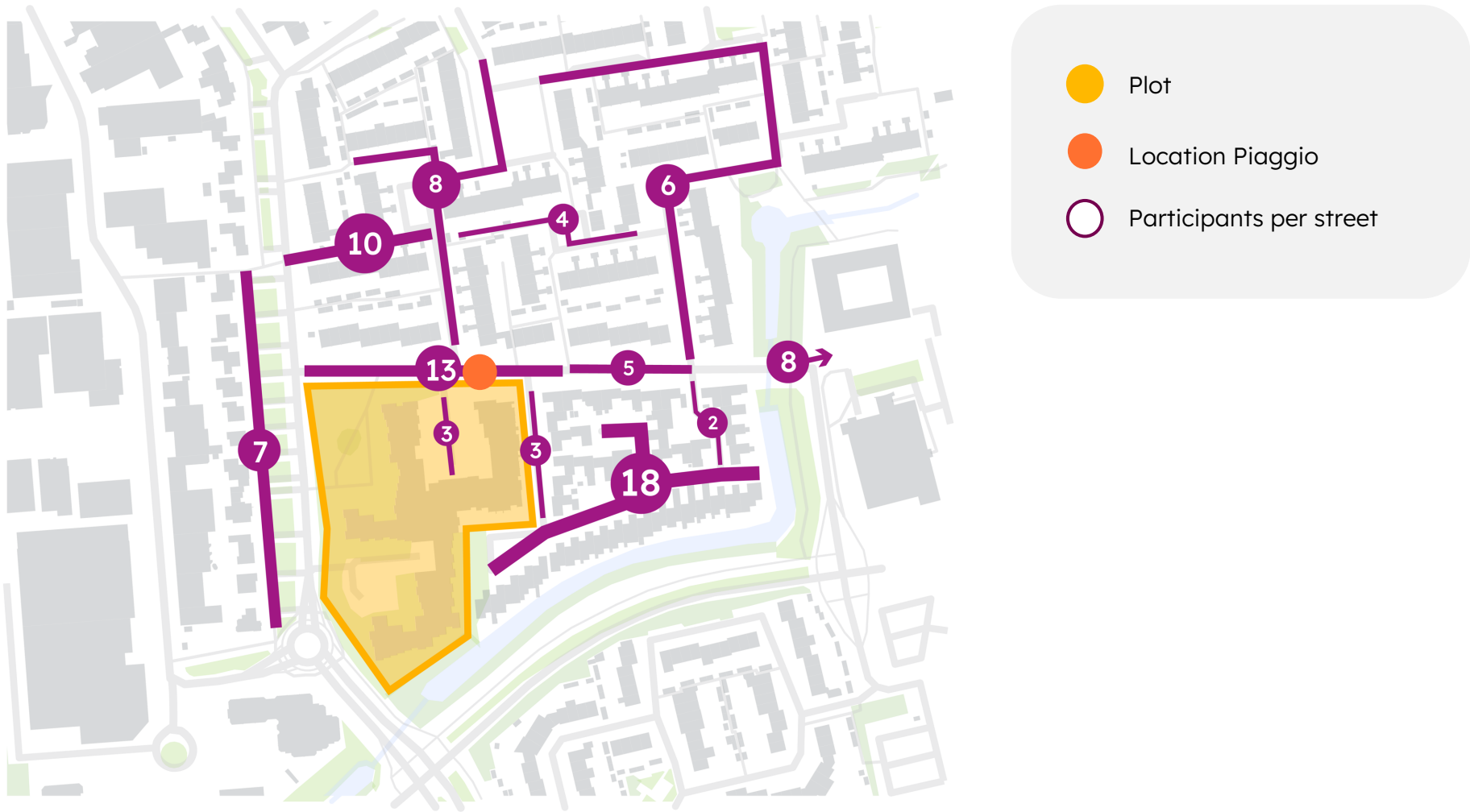


110 houses visited

44% opened and engaged in
conversation

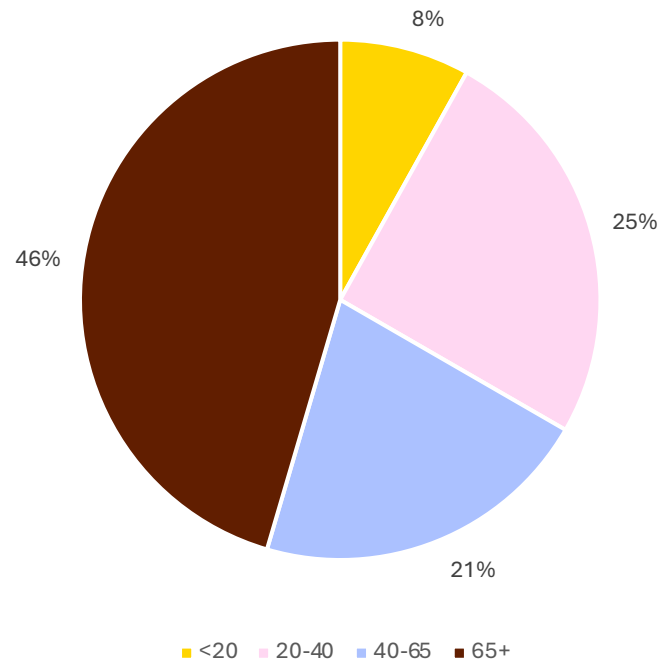


Facts & figures | Participants per street



Facts & figures | Participant ages

Leeftijdsverdeling deelnemers straatgesprekken



If possible, we will compare this with the age distribution of the flyer area.



Points of interest from the neighborhood

Neighborhood character | In words

- Local residents describe the neighborhood around Genderhof as quiet, with friendly people and everything nearby.
- The composition of the neighborhood has changed over the years, and a number of local residents indicate that the neighborhood has deteriorated as a result. It is important to preserve its calm character in the future.



Starting points | Reactions

Local residents say they understand the housing challenge and show understanding for the starting points of the redevelopment. A number of concerns are shared for each starting point.

350 units: who will live there?

Local residents understand the increase in apartments, but have many questions about the target group that will live here. A number of senior citizens are interested in moving houses within the neighbourhood, and the neighborhood itself has indicated that it would like to have decent neighbors.

15 stories: where will the building be located?

Residents understand that with the arrival of 350 apartments, the building will have to be built in height. Local residents are used to the current height and there is plenty of buffer space between the building and other homes. Residents expect that additional floors will mean less daylight and that people living directly next door will be able to see into their homes. They also indicate that they would like to see the building constructed as far as possible towards Karel de Grotelaan.

Parking: where will residents park their cars, especially with the increasing traffic from the HOV-line and the parking policy of the municipality of Eindhoven?

Most of the concerns of local residents are about parking. At present, residents on Sterkenburg sometimes already experience parking problems and they expect this to increase with the arrival of the HOV-line. Where will the new residents park their cars and is the municipality's parking policy appropriate for the number of cars that residents will bring with them?

Construction: is there any more information about the construction period? How long will it take?

Residents expect the demolition and new construction to take a long time and cause a lot of nuisance. They have no idea when this all will take place.

You don't have a drawing, so I can't say much about it yet.

I am concerned about the height of the building and how that will affect daylight.

What about parking? We already have a lot of parking traffic.

At the moment, you can't see into our garden, but soon they'll be able to.

Ideas | For the redevelopment

I miss coffee to go when I walk my dog.

A place for meeting

It would be nice for my grandchildren if there were more playgrounds in the area.

I want to preserve the green buffer zone; that's the charm of the neighborhood.

With activities to go to

There are a lot of seniors here, which is why a communal space like this is important.

If you create a meeting place, you have to organize something so that people will go there.

Green and quiet, like now

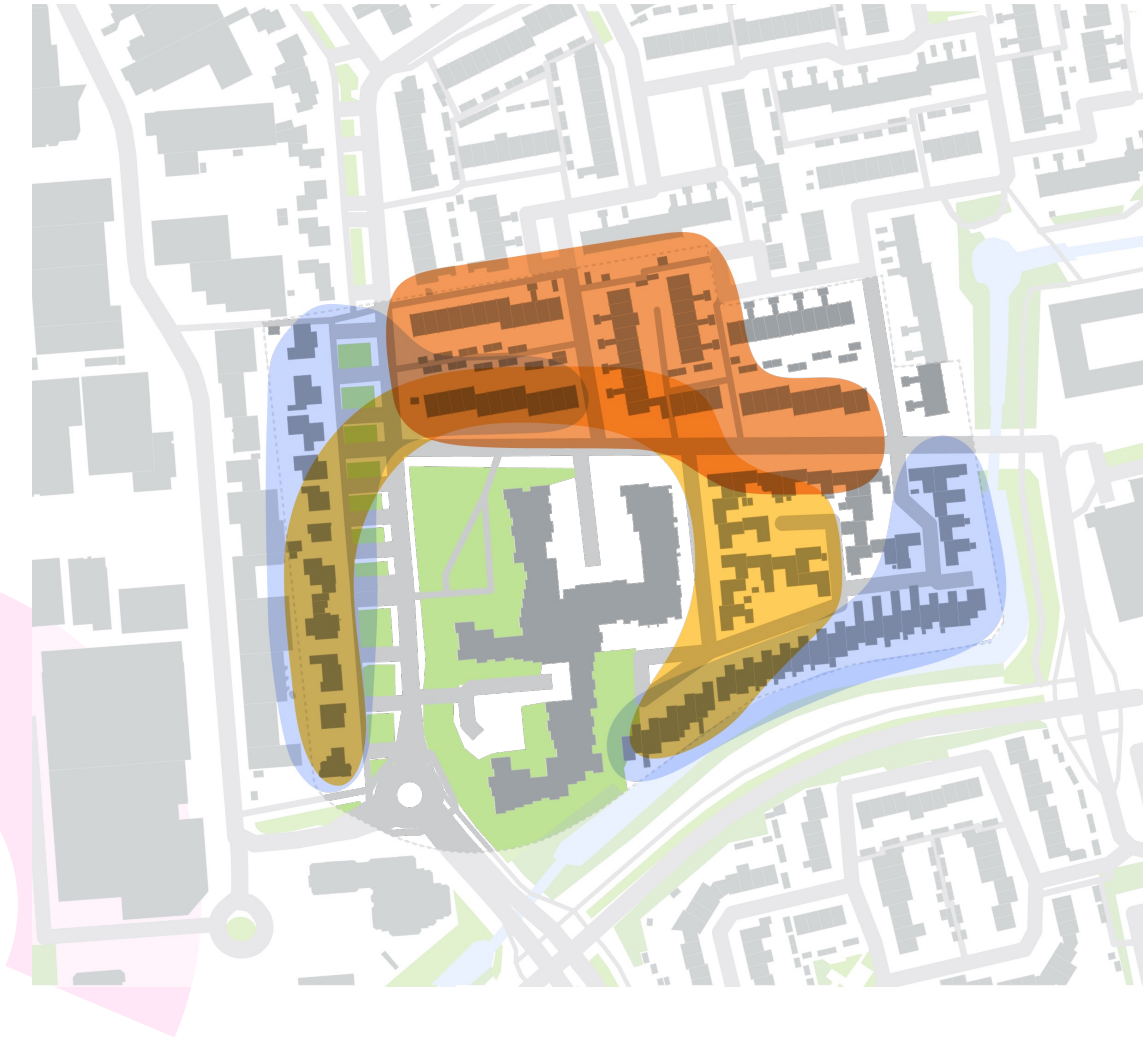
It's a quiet neighborhood, and I'd like to keep it that way.

The bus stop really has to stay.



Different perspectives from the neighborhood

On the map | Needs



Parking facilities

Residents in this area are already experiencing parking problems and are apprehensive about the future situation; there is a need for sufficient parking facilities.

Daylight and privacy

Residents in this area border the Genderhof and are concerned about the problems that could potentially arise with high-rise buildings, mainly the fear that there will be no more privacy in their own backyards and that sunlight will be blocked by the development.

Greenery

Residents in these areas described the character of the neighborhood as green and consider preserving that aspect to be very important.



Themes

Three themes | For the future of Genderhof

- Local residents see potential and opportunities for redevelopment based on their experiences of living in this neighborhood. These experiences can be summarized under three themes:
 - (Un)rest
 - With decency
 - Neighborhood-oriented



*NB: not in order of priority

Theme 1 | (Un)rest

Genderhof has had many different residents in recent years: seniors, migrant workers, GGZ -patients, and now temporarily many different populations together in one building. Part of the building is already vacant, but commotion remains. Local residents indicate that there is a need for stability and a permanent use for the complex.

👉 Opportunity

The redevelopment could provide Genderhof with a permanent use.

For example:

- Opportunities for seniors to move houses in the neighborhood via the arrival of senior housing, with a meeting place for residents and the neighbors
- Consider housing seekers, students, or young families, as they are also looking for a place to live

Need

A permanent use that fits the neighborhood and gives Genderhof a purpose. Moderate renovation is allowed, and a pleasant buzz is welcome.

👉 Concern

Residents have no idea how long the redevelopment will take and are afraid that the redevelopment of the building itself will cause a lot of construction nuisance.

Finally. Since 2017, there were already rumors about a possible redevelopment.

It was about time.

I'm starting to get a little fed up with it.

It used to be a good nursing home. If it had stayed that way, we wouldn't be having any troubles now.

Theme 2 | With decency

The neighborhood is generally considered to be quiet, but in recent years it seems to be deteriorating. Genderhof is mentioned as a source of problems: there is a feeling of insecurity around the building, and the neighborhood surrounding it is experiencing an increasingly rapid flow of residents.

📌 Opportunity

Local residents indicate that they would like to see decent neighbors living in the neighborhood in the future in order to keep the neighborhood safe, clean, and reliable

For example:

- Residents who look out for each other in order to maintain the village feel between Eindhoven and Veldhoven
- Well-maintained appearance of the building, with lots of greenery as a buffer between houses

Need

Local residents who collectively contribute to a neat, respectful atmosphere in the neighborhood, do not cause nuisance, and work together to maintain the neighborhood

📌 Concern

Recently, there has also been a strong flow of residents moving in and out of (rental) homes in the neighborhood itself. This creates the feeling that people no longer care for the neighborhood collectively.

Decent people need to move in. People who know how to use a trash can.

The nuisance caused by Genderhof is limited, but the fire department and police do have to visit often.

Eindhoven is not a messy city; and you don't want it to become one.

I feel like we live in the cesspool of Eindhoven. It has become extremely run-down over the years.

Theme 3 | Neighborhood-oriented

Many residents have been living in the neighborhood for a long time and would like to continue doing so. The neighborhood is quiet, and residents go to Kastelenplein for amenities. A few people meet up at 't Slotje or the sports hall. It has been indicated that this should remain the case and that the neighborhood does not need to attract people from outside the area. If the development of Genderhof can add something easily accessible to the neighborhood, residents are open to it. During the street conversations at the yellow tricycle, residents enjoyed being able to have a cup of coffee in the neighborhood itself, and spontaneous conversations arose between local residents.

Opportunity

Local residents see the redevelopment of Genderhof as an opportunity to add something easily accessible to the neighborhood, to forge new connections, if this is for the neighborhood itself.

For example:

- A playground for (grand)children
- A meeting place with activities, so that local residents can get to know each other
- Retain the bus stop, as the neighborhood makes extensive use of it

Need

Local residents want to preserve the peace and quiet in the neighborhood, because that makes it a pleasant place to live.

Concern

Some local residents say that the neighborhood has become inactive and is turning into a "dormitory town".

You can go to the sports hall or 't Slot to meet people, but I don't really feel the need to.

A playground for my grandchildren would be nice.

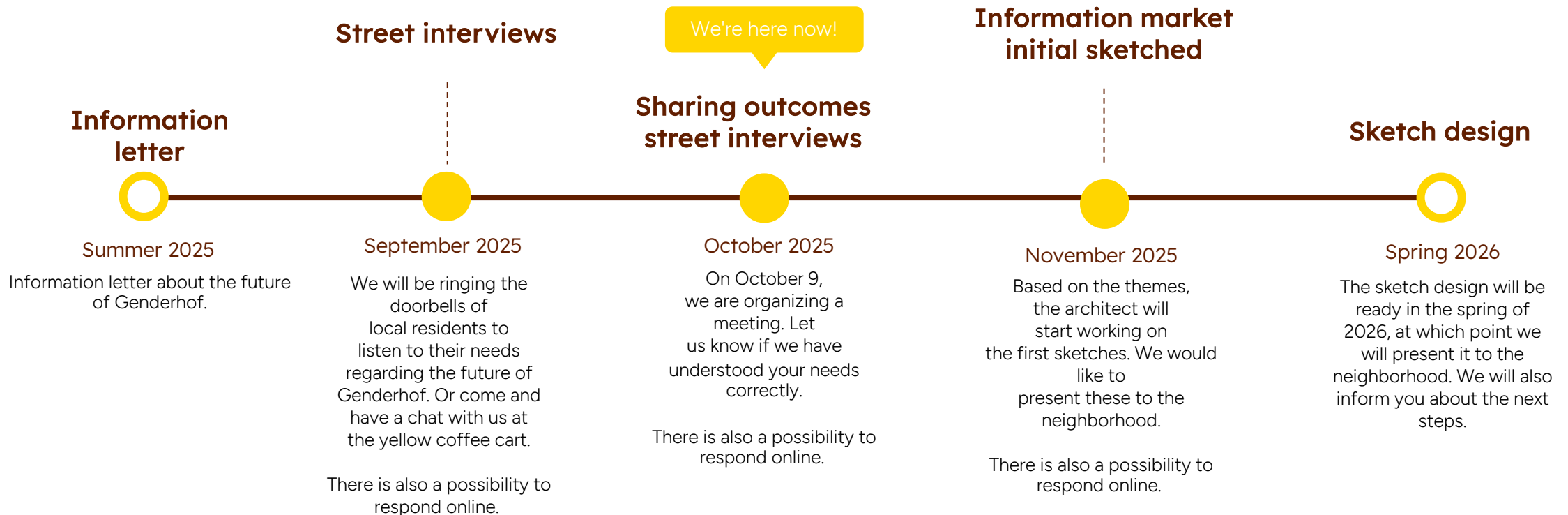
I actually came to see if I could sign up. It would be nice to stay in my own neighborhood.

These are seniors, which is why a communal space is important. I'm not going to ring everyone's doorbell.



Process

Timeline | Process steps Genderhof - preliminary design phase



Process | Review

- 👉 Bilingual: some of the street interviews were conducted in English. This calls for multilingual communication during the participation process.
- 👉 Appreciation and questions: residents welcome the redevelopment of Genderhof and are generally open to contributing ideas. They appreciate Woonbedrijf involving the neighborhood but would also like to see the plans.
- 👉 No opinion: it is striking that many residents have yet to share their ideas about the new building or indicate that they do not care. This does not mean that some residents have no opinion, but that they need to be continuously involved in order to give them room to contribute their ideas.





Samen maken we de stad.

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