

STRAATGESPREKKEN BUIKSLOTERMEERPLEIN WOENSDAG 15 APRIL 2026

Introduction

On April 15, De Wijde Blik was present for part of the day at Buikslotermeerplein to inform the area about the plan for Hartje Noord. The goal was to inform people in the area about the plan for Hartje Noord. At the same time, short interviews were held with people passing by. We collected concerns, wishes and ideas that can be used in the next steps of the plan.

For recognisability, a column was placed on the street with more information about Hartje Noord. People could read the main starting points of the plan, see the schedule, and sign up for the newsletter with a QR-code.

In total, we interviewed eighteen people. This involved a very diverse group: from young people and students from different backgrounds, to older breed northerners and mothers who came to Buikslotermeerplein with their children to relax.

We first asked if people lived in Noord and if they visited Buikslotermeerplein often. Then we asked some more detailed questions:

- What should we take into account? And how can we make sure the plan really becomes part of Amsterdam Noord?
- How do you experience this place? What are the best and least appealing spots around 't Wardschip?
- In Hartje Noord, in addition to housing, there will be restaurants, community facilities, cultural venues, and recreational spaces. What would you like to see included?
- We're going to renovate the exterior of the ground floor of 't Wardschip. What would you like to see there?

Summary of the street interviews

The responses paint a fairly clear picture of what people consider important. Above all, they hope that Hartje Noord will contribute to the vibrancy of the area and that there will be space for affordable and inclusive gathering places that truly fit in with Amsterdam Noord.

What residents value most

Meet and stay

The square in front of 't Wardschip is already used as a central gathering place. Residents want to preserve and enhance this, with more places to sit without having to buy anything.

Affordable and for everyone

There is significant concern about gentrification and the disappearance of affordable places in Noord. Residents emphasize that the area should not only become attractive to affluent newcomers, but must remain accessible to current residents, people with limited means, and the diverse communities that characterize Noord.

The logo for Hartje Noord features the word "hartje" in a lowercase, rounded, pink font, with a small heart symbol above the letter 'j'. Below it, the word "Noord" is written in a larger, bold, uppercase, pink font.

Keep diversity

People see the diversity of Noord as a big quality. Several people said it is the strength of Buikslotermeerplein. They prefer homes and facilities for different groups, cultures, and incomes.

More atmosphere, green, and warmth

Many people think the square now looks empty, hard, old, and sometimes cold. There is a strong wish for more plants, flowers, climbing green, a warmer look, and public space with more character.

Child-friendly and socially safe

Families say the place is central and practical, but also chaotic and not very child-friendly. Cyclists and fatbikes create unsafe situations. Some people also feel unsafe in the evening. Residents want better safety, clearer routes, and more space for children.

Residents are positive about

- The diverse and relaxed atmosphere
- People easily talking to each other
- The central location in Noord
- The large number of shops and supermarkets
- The lively areas around the building, on the grass, and near the benches
- The Modestraat with local initiatives
- The green area near the cinema

What residents like less

- Chaos and danger caused by cyclists and fatbikes
- An empty, old, and sometimes dirty square
- Little atmosphere and too much stone
- Not enough bins, public toilets, and pleasant places to stay
- A market that is too small and not attractive enough
- Too little restaurants or cafes
- Feeling unsafe in the evening
- Nuisance from groups of youths

Collected answers from the street interviews

Do you live in Noord?

Of the eighteen people we spoke to, seventeen lived in Noord, usually directly on or near Buikslotermeerplein. A few live a little further away, about fifteen minutes away, but still come here regularly for larger groceries or to meet other people. One person did not live in Noord, but worked there. He had a music studio in De Punt.

Do you come to Buikslotermeerplein regularly?

All residents indicate that they often visit Buikslotermeerplein. For many, this is daily, while others go there for two to three times a week. Most people visit the square mainly because of its amenities, especially for daily shopping. The wide range of facilities is appreciated by many residents.

The market in the square is a popular place for some residents, while others are less interested in it. Of the current facilities in 't Warderschip, the Wisselboetiek and Bakkie Noord, both located in the Modestraat, are called positive. The thrift store in the old bowling building is also a favourite. A few participants also appreciated the benches on the grass opposite the greenery.

What should we take into account? And how do we ensure that the plan really becomes part of Amsterdam Noord?

Meeting

- I don't go on vacation often, so this is really my place to relax. I like it here. Make sure there are enough places to sit (where you don't have to consume).
- Also think of shared spaces, places where people gather. Encourage meeting. A bit of high-rise buildings have already been built at the metro stop. In that area I miss the places where people gather, which makes it very individualistic. There is a need for places where people gather. The Modestraat is a good example for that.
- As young people, we meet a lot with friends in the square. It is a meeting place, it would be nice if it remains.

Diversity, for everyone and lively

- Keep it affordable and diverse!
- For many people, Noord is one of the few places that is affordable and it is slowly disappearing. It is a shame that places like Overhoeks are completely taken over by prosperous people who have little connection with Noord. It would be nice if this place remains for the residents on a tighter budget. No Noordermarkt practices here.
- Make it a place that benefits everyone!
- There are already many facilities in the shopping center, so make sure that the facilities contribute to the neighborhood.
- Ensure diversity! That makes Noord so special. Don't just make provisions for wealthy people. I prefer to see social rent here. Don't just make places for residents with a lot of money!
- I lived here twenty years ago and then moved abroad. I recently returned and so much has changed here. It used to be concrete here, lifeless. Now it has become so much more lively. Keep stimulating that.
- The diversity on the Buikslotermeerplein is unique. All kinds of people come here. Keep it that way.

Appearance

- There is a lot of contrast between new construction and existing construction: the new building is surrounded by a lot of greenery, the square looks rather bare here. Can this contrast be softened slightly?
- You often see that in poor neighbourhoods that the municipality wants to brighten up the neighborhood by means of very bright colours. That is not necessary, it does not happen in rich neighbourhoods, does it?
- Make it beautiful! Plantation and more atmospheric
- It doesn't have to be polished, don't make the place soulless!
- This place needs green and even more people. It is certainly so gray in winter now, just like the old Soviet Union. Green and people give the place warmth.
- I am from Curacao and now live in the student flat. I am used to sun and heat and especially on the opposite of 't Warderschip I sometimes find it cold. Only stone, there is also shade from the tower. Therefore, make it even more of a meeting place and ensure that there is enough light.

Other

- Make it more child-friendly. We (four mothers from Noord with children) often meet here because it is central. The grass in front of the cinema is fine. But it is also chaos because of all cyclists and there is little for children. It would be nice if this can be more taken into account.
- Give space to initiatives from Noord.

How do you experience this place? What are the fine and less fine places around 't Warderschip?

Nice:

Atmosphere

- In the beginning I did not find this place so attractive, but over the years I have appreciated the ugliness.
- Cozy, people are often open to a chat.
- Fun, many people have a chat with each other. The atmosphere is relaxed.
- Urban character: many different cultures. I really appreciate the diversity.
- There is lot of life, especially on the lawn and on the benches.
- Diversity in terms of people, as an Asian person I feel welcome in the neighbourhood because of the many nationalities.
- The diversity.
- The buzz around the building.

Facilities

- Nice to have so many facilities!
- The many facilities are great! I have everything I need here.
- Many facilities. I am especially happy with the wide range of supermarkets
- The market is fine.
- The market, although it's a bit thin.
- The market, that makes the buzz on the square.
- The many facilities.
- The shopping center is nice, everything you need is there!
- It's not so pretty, but I don't really care. It's functional.
- The Modestraat. It's always lively there.

Green and meeting places

- The green in front of the cinema, which provides contrast.
- The many benches, They are well used.

Other

- The central location in Noord, an ideal meeting place.

Not nice:

Inadequate facilities

- I never go to the market, it's not so special. It's a weird place. I prefer walking through a market. These are just a few random stalls together.
- Market is sad, only a few stalls and way too small. It would be much better to have a market similar to Plein 40-45, with many fruit and vegetables stalls, clothing and kitchen items.
- Public toilet is missing.
- A gathering place around water, for example a fountain, is missing.
- A lot of new and changing companies.
- Too less restaurants or cafes.

Cyclists

- Fatbikes racing across the square give an unsafe feeling. You want to be able to walk normally without being knocked over.
- Fatbikers who drive fast.
- The chaos with cyclists.
- There is no clear cycle path. Cyclists are everywhere.

Appearance

- The square looks bare.
- A lot of trash, a lack of trash cans.
- It's very empty, for example the parking deck.
- Plenty of chewing gum on the ground.
- Outdated appearance. Not very atmospheric now.
- Outdated appearance, but I don't find that disturbing. It actually fits the character of the square.
- The square is rather grubby, also attracts drowsiness in the evening. It's because the square looks outdated, with skewed tiles and faded paint stripes on the tiles.
- It looks a bit like the DDR, while it should be a nice entrance to the shopping centre.

Other

- There are a lot of groups hanging around, which also causes nuisance.
- It feels a bit unsafe in the evening. More social safety would be nice.

In Hartje Noord, in addition to new homes, there will also be restaurants, social facilities, culture and relaxation. What would you like to see?

Affordable

- Affordable, traditional restaurants. For example the Indonesian cuisine.
- Affordable tailor.

For everyone and diverse

- Something that benefits everyone!

**hartje
Noord**

- Community center (6x).
- Variety in type of facilities: of course it is important that there are affordable places, but for the economic well-being of the square it's better to have a mix. This also fits the demographics of Noord.
- Companies with diverse ethnic backgrounds.
- Something for the big communities you have here, like the Turkish or the Surinamese.
- Meeting places:
 - An open, modern community center. Not outdated as most community centers are now.
 - May also be outdoors, for example a picnic table. Make it inviting!
- A place for meeting.

Hospitality

- Restaurants, international. Thai for example.
- Nice terrace, not just a bar where you can get drinks like the pub we have on the square now, but more like a place where you can eat a nice sandwich. No takeout, but more like a Bagels & Beans concept.
- Affordable coffeebar.
- A social coffee place. Preferably keep the place that is already there. And otherwise a nice local coffee place (not a large chain like the Coffee Company) that also offers language lessons for example.
- A children's café or something child-friendly like a library.
- A place where you can have breakfast.
- Walk in hospitality

Local

- Keep the local makers who are already there (thriftstore and clothing repair in Modestraat).
- The facilities we already have in 't Warderschip right now.
- 'Get to know your neighbourhood' evenings where residents can join for a hot meal (for a small price or on donation).
- Make places for local makers and entrepreneurs.

Culture

- An accessible culture stage
- Culture! A small-scale theatre for different nationalities and cultures. To me it seems very nice and educational to get a glimpse into other people's culture through theatre.

Other

- An initiative against food waste, for example in collaboration with the market or supermarket. For example, take a look at De Ceuvel! I think it's very good for social cohesion in the neighbourhood to get to know each other better.
- Roof garden: space for allotment gardens, possible with kitchen.

We are giving the outside of the ground floor of 't Warderschip an upgrade. What would you like to see?

Children

- More places for children. A playground, for example.

- In my opinion the market can disappear. Alternative: children's play areas.
- Nice playground for younger children.
- Playground

Green

- Flower boxes would be nice, now it's very bare.
- More green. No trees, but plants and flowers.
- Grass with slightly more plants than the lawn at the skate park. Now there is only grass.
- On the outside of 't Warderschip I would like to see nice plants, like you can find in prosperous neighbourhoods in the city. Make people feel like they are seen by the municipality!
- Planters
- Green

Seating

- Benches (already there, but keep them)
- More greenery, it currently feels very paved and concrete
- Seating areas with a shelter
- More seating areas (2x)
- More places to sit, the benches are often full

Other

- Public restroom
- Tash bins
- Fountain
- Invest more in the skate park, it could be bigger and more impressive
- Bring more life to the square by organizing events
- Art, there's none at the moment
- Sports, play and social interaction