

Report street conversations and information market

Tuesday 22 September 2026



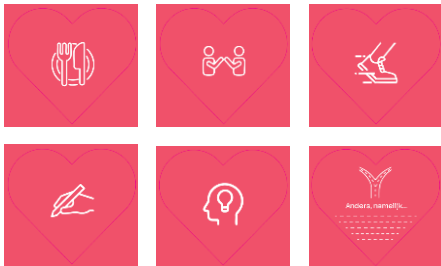
About the street conversations

On 22 September, we held street conversations on Buikslotermeerplein for the Hartje Noord project. We spoke with passersby about two themes: the facilities on the ground floor, and the design of the ground floor and entrances. Two questions were central:

- Which design of the façade appeals to you most?
- Which facilities would you like to see in the new design?

Passersby could use a sticker to vote for one of three façade options: a façade with greenery, a façade with built-in seating, or a façade with a terrace. For the facilities, we used value cards in six categories:

- Food and drinks
- Meeting
- Exercise
- Creating
- Learning,
- Other, (...)



Why street conversations?

Street conversations allow us to reach people who are less likely to attend a meeting, such as young people, business owners and people who only pass through the area. They will also be users of the square and the new facilities.

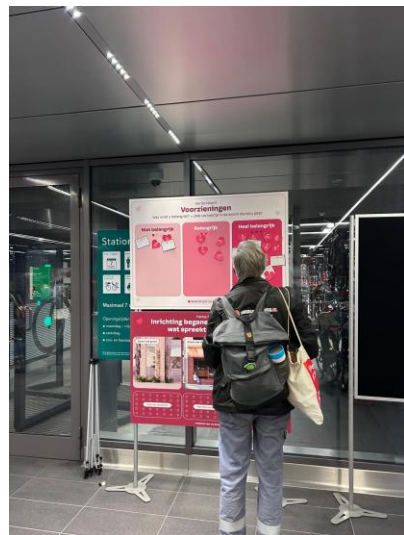
The design of the façade plays an important role in how people experience Buikslotermeerplein. The look of the ground floor and entrances largely determines whether people step inside or stay a while. An attractive, welcoming ground floor draws people in and helps make the square a lively place.



Teenagers sharing their views

Information market at Noord metro station

On the same day, the municipality of Amsterdam organized an information market at Noord metro station. The Hartje Noord project team was present. Using the same panels and cards, we asked visitors for their view on the facilities and the design of the façade. The information market attracted many people from the surrounding area, as well as metro passengers.



A visitor at the information market

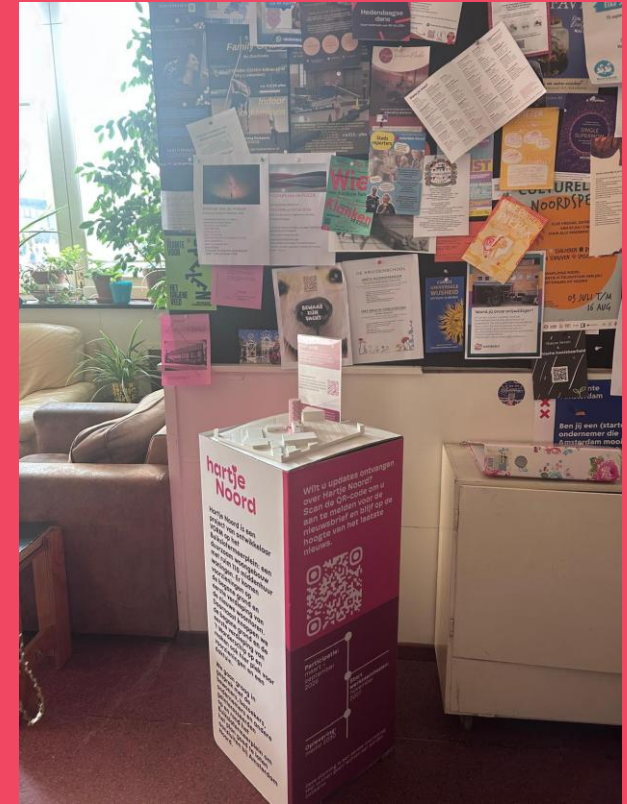
Online survey & scale model

In addition to the conversations, we ran an online survey via Mentimeter. We placed a scale model of Hartje Noord in De Modestraat, together with a QR-code linking to the online survey. Between 3 September and 13 October 2026, 20 people completed the survey. The full results of the online survey can be found in the appendices to this document.

Participants

Through the street conversations, the information market and the online survey, we reached a broad group of people, young and old. We spoke with local residents and people living in Noord, visitors who shop or go to the market on Buikslotermeerplein, and travellers who cross the square on their way to or from the metro. Older people, young people and local business owners also took part.

The different methods complemented each other well. On the street and at the information market, we mainly spoke with passersby and travellers. The survey was mainly completed by residents and regular visitors to Buikslotermeerplein.



Scale model in De Modestraat with a QR-cde linking to the online survey

Results

Façade design

A total of 59 votes were cast across the street conversations, the information market and the survey. The façade with a terrace was clearly the most popular choice, with 40 votes. The façade with greenery received 11 votes and the façade with built-in seating 8 votes.

The comments show that people do not see the options as separate choices. Several participants wrote 'with greenery' next to the terrace façade, and one person said they would like to combine all three options. In the survey, 'lots of greenery' was the most frequently mentioned additional idea, along with flowers, trees, art and play equipment for children.

Participants also raised some points of concern. Regarding the seating, people asked how to prevent it from becoming a place where homeless people stay. People also asked how the square can become a truly pleasant place to spend time. At the moment, you often look at the back of the market stalls, and there are many cyclists.



Results from the street conversations & information market



Results online survey



Results from the street conversations & information market



Results online survey

Facilities

A total of 45 value cards were placed during the street conversations and information market. The vast majority of these (36) were placed under 'very important'. In the survey, participants gave each value a score from 1 (not important) to 5 (very important).

Food and drinks was chosen most often on the street: 13 times as very important. In the survey, it scored 3.9. People mentioned terraces, a proper bakery, a coffee bar and more small restaurants and bars. There is also a need for affordable specialist shops, such as a cheese shop or a bakery selling sourdough bread.

Meeting was chosen 7 times as very important on the street and scored 3.8 in the survey. Participants mentioned a conversation café or language café, places for music and dancing and activities for older people. De Modestraat was often mentioned as an example.

Learning and creating were chosen less often on the street: learning 6 times and creating once. In the online survey, however, they received high scores: 4.1 and 3.8 respectively. Participants mentioned a library, a sewing studio and a clothes swap shop.

Exercise was chosen 6 times as very important on the street and scored 3.3 in the survey. People would like more opportunities to exercise, such as pilates or boxing. A larger skate park and play equipment for children were also mentioned.

Under '**Other**', comments mainly concerned shops. Participants would like a wider variety of clothing shops, a household goods shop, a sports shop and a second-hand shop. Several people said there are already enough nail studios and beauty salons. There was also a request for space for small businesses.

De Modestraat

De Modestraat was mentioned in all parts of the engagement. According to participants, an accessible meeting place in a central location is important for community ties, especially for older people. At this stage, there is no clarity yet about the future of De Modestraat. We will take the wish to keep De Modestraat into account as the plans are developed further, and we will keep you informed.

Other points for attention

Besides the facilities and the design of the ground floor and entrances, participants also shared points for attention about the public space:

What do these results tell us?

People want a lively place to spend time and meet each other, with food and drinks as an important draw. The terrace with greenery emerged as the favourite façade design across all parts of the engagement

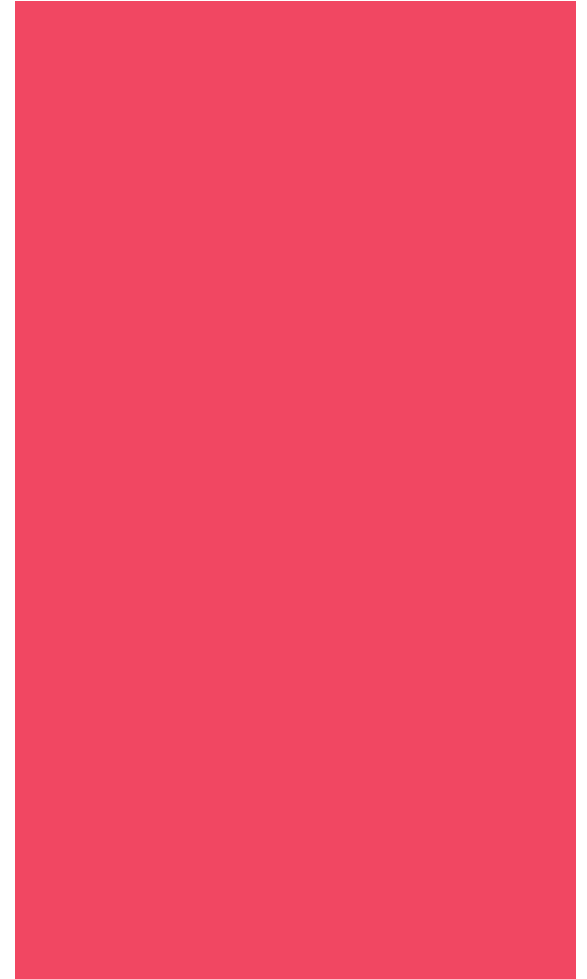
Passers by and travellers mainly think of terraces, food and drink outlets, and shops. Residents and regular visitors consider places to learn and make things together at least as important. They often mentioned De Modestraat as an example of what meeting people in the neighbourhood means to them. What people value now and do not want to lose gives insight into what a place needs.

In addition, few participants visit the square in the evening. A sense of feeling unsafe after dark was also mentioned. Facilities that are also opened in the evening can help make the plan more alive and safer.

Not all wishes fit within the framework of the project. For example, there is no space for retail, such as shops, on the ground floor of Hartje Noord. However, we will take the underlying wish, a lively place with a varied offer, into account.

Next steps

An independent agency will use the information gathered to further develop the ground floor strategy for Hartje Noord. The results will also be shared at the meeting on Tuesday 27 October. More information about the project can be found at www.hartjenoord.nl/english/

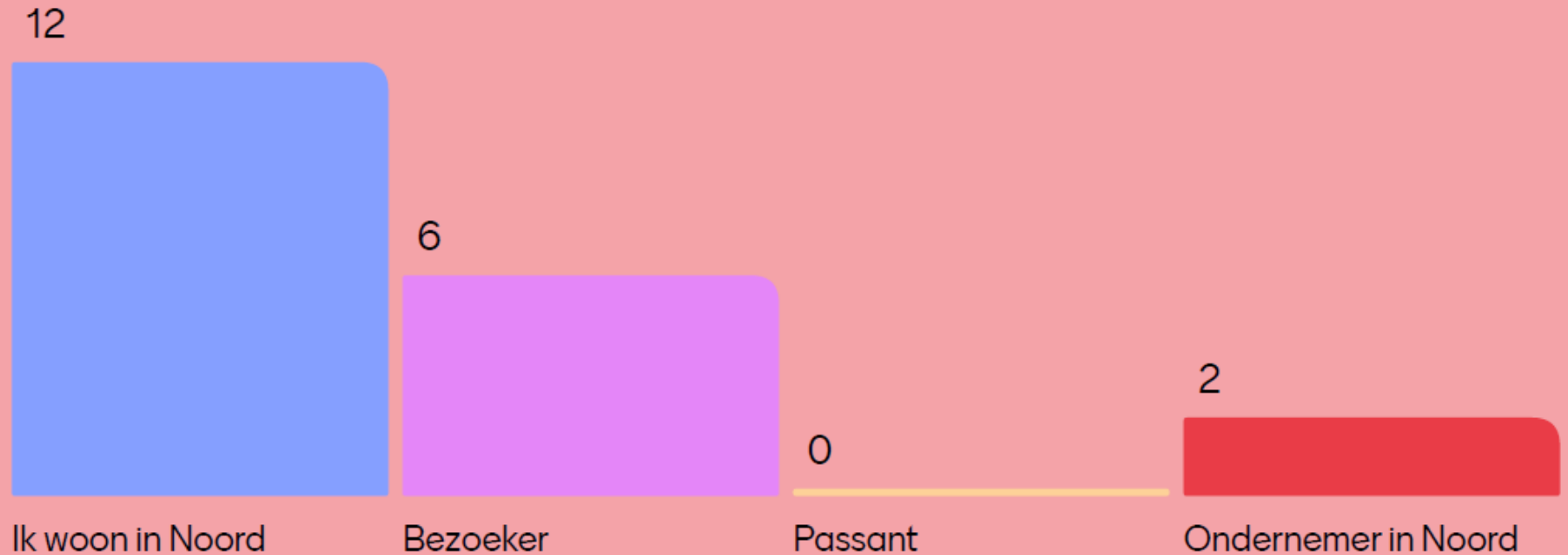


Apendices

Results online survey

(results in Dutch)

Welke van de volgende opties past het beste bij u?



Voorzieningen

Op de begane grond en de eerste verdieping van Hartje Noord is plek voor voorzieningen zoals kantoren, maatschappelijke functies, horeca en andere voorzieningen. Wat ziet u hier graag terug? Geef de thema's in de volgende slide een rating van 1 tot 5.

1 = niet belangrijk, 5 = heel belangrijk

Hoe belangrijk vindt u de onderstaande voorzieningen?



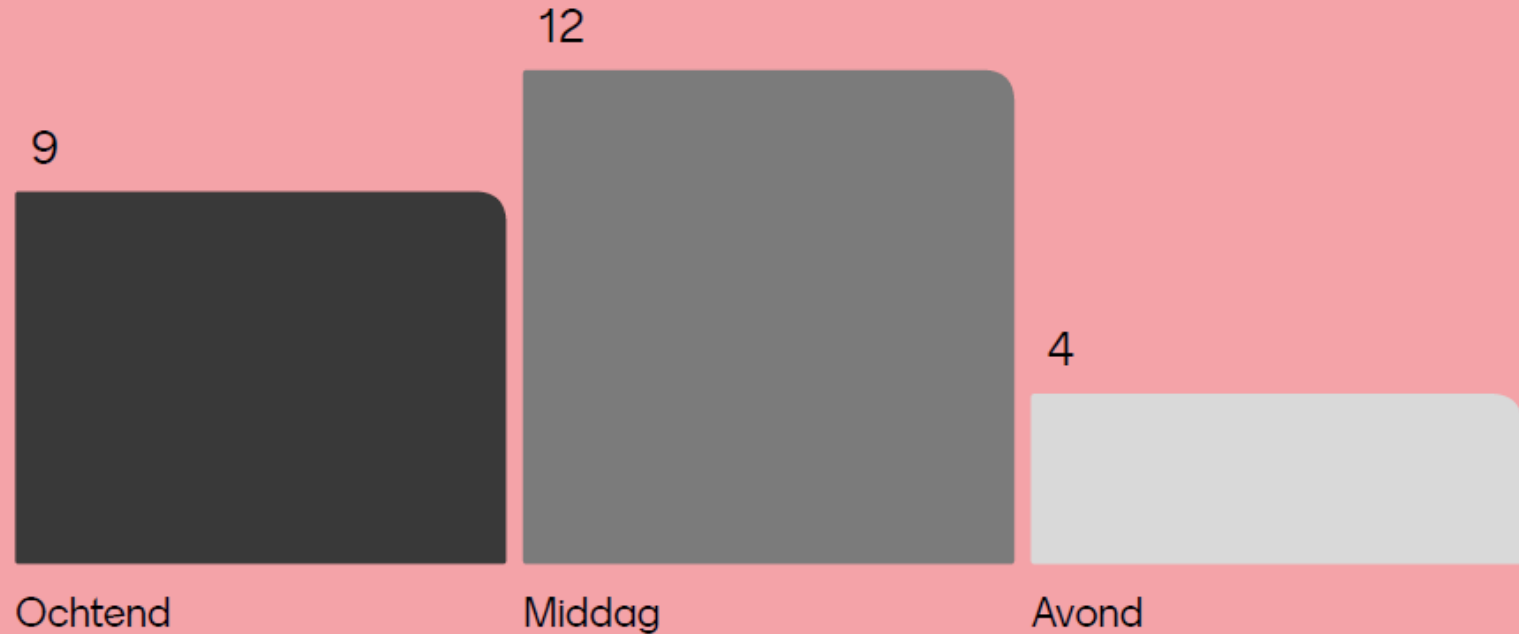
Niet belangrijk

Heel belangrijk

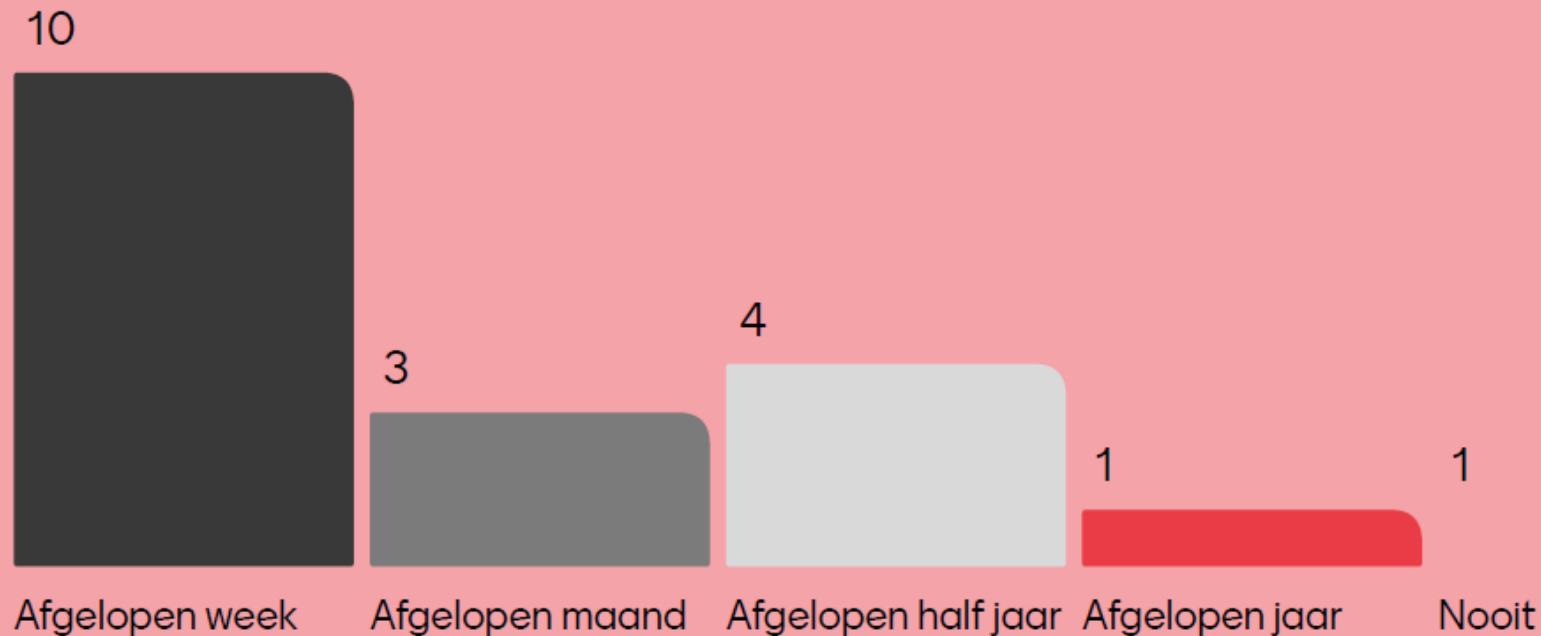
Voorzieningen: zijn er andere dingen die u graag terugziet?



Wanneer bezoekt u het Buikslotermeerplein meestal?



Wanneer heeft u voor het laatst de Modestraat bezocht?



Inrichting van de gevels en entrees

De gevel op de begane grond biedt ruimte voor verschillende invullingen. Denk aan groen, zitjes of een andere openbare inrichting. Wat spreekt u het meest aan?



Inrichting gevel & entrees: wat spreekt u het meest aan?

3



Gevel met groen

2



Gevel met
ingebouwde zitjes

8



Terrassen voor de
gevel

Inrichting gevel & entrees: heeft u andere ideeën?

meer bloemen
open structuur
fssf
veel groen
de modestraat
boom
nee kunst
moderne maken
iets moois neer zetten
speeltoestellen voor kind
onmoetingsplek
een plek om te ontmoeten

Algemeen: zijn er nog andere zaken die u kwijt wil over de voorzieningen in Hartje Noord?

fsf

Nee als het maar mooi word

Meer groen

De Modestraat is een hele belangrijke plek waar mensen elkaar kunnen ontmoeten. Het is laagdrempelig door de locatie omdat het centraal is. Heel belangrijk dat de Modestraat hier weer terug komt!

Modestraat moet blijven

Plekken waar sociale ontmoetingen en plekken waar je kan leren en creëren zijn heel belangrijk voor de buurtbinding. De Modestraat is daar nu bijvoorbeeld een heel goed voorbeeld van.

Mijn moeder heeft door ziekte jarenlang binnen gezeten met de modestraat heeft zij haar straatvrees overwonnen , dit is een voorziening die niet te koop is maar wel heel krachtig is voor mensen



Results of the street conversations and information market

Façade design: votes and comments

Façade with greenery	Façade with built-in seating	Façade with terrace
8 votes	6 votes	33 votes

Comments

- Façade with built-in seating: "How do you make sure it doesn't become too attractive to homeless people? And what would be behind a seat like that (in terms of facilities)?"
- Façade with terrace: "With greenery" (2x)
- General: "Combine all three."
- General: "How do you make sure it's also a nice place to spend time? At the moment, you look at the back of the market stalls and there are lots of cyclists."

Facilities: number of value cards

	Not important	Important	Very important
Food and drinks	2	1	13
Meeting	0	0	7
Exercise	0	2	6
Learning	0	4	2
Creating	0	0	1
Other	0	0	7
Total	2	7	36

Facilities: comments (1/2)

Not important

- There is already enough food and drinks here

Important

- Bike FREE
- Regional role: becoming a shopping centre for the region (Waterland) again
- Library
- Library and media

Very important (part 1)

- It would be nice to have more sports options in the neighbourhood. Think of pilates, boxing... (exercising)
- Second-hand shop like 'De Locatie'. A proper bakery, proper shops (food and drinks)
- Being able to shop covered is very important! A canopy!
- De Modestraat is very important for older people!
- Meeting people like at De Modestraat. That is a really important place!
- Terraces! Open-air theatre (food and drinks)
- Nice (affordable) non-supermarket cheese, the same for olives, sourdough bread. Not a 'fancy treats' bakery (food and drinks)
- Facilities for older people. Meeting places. No more nail studios and hair and beauty shops! But more variety in clothing shops and household goods. Blokker!
- Terrace, dancing/music, everyone on the move! Open-air performance (meeting)
- Make the skateboard area bigger and more challenging! No owner-occupied homes, but lots of social housing instead (exercise and other)
- More sports and exercise options (exercise)

Facilities: comments (2/2)

Very important (part 2)

- Lots of bikes, few cars. Enough play areas for children. Greenery, Native plants and trees.
- Clothing shops: De Modestraat must stay!
- Variety in clothing shops
- A nice shopping centre
- A theatre, like a proper playhouse
- More shops (sports) for young people
- Conversation café or language café
- More cafés/bakeries, music venues, etc. As far as I know, there is only a community centre at the moment (meeting)
- Bakery, fresh bakery
- Several options: coffee and food (food and drinks)
- Facilities for older people: meeting, day care, games
- Accessibility for people with reduced mobility
- The tall buildings right next to Noord station: cycling to Noord station doesn't feel nice. Always litter, no greenery, lots of wind. It feels neglected and therefore also unsafe after dark
- A good sports shop: football kicks
- More clothing shops
- More small restaurants and bars! There's hardly anywhere to go (food and drinks)