

MASTER

Working on the fringe

new area development based on Amsterdam's economic transition

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The background of the slide is a detailed, light-colored aerial map of Amsterdam, showing the city's characteristic canal network and building footprints. The map is centered and covers the entire page.

Working on the fringe

New area development based on Amsterdam's economic transition

P.C.G. Moolenaar

Colophon

WORKING ON THE FRINGE

NEW AREA DEVELOPMENT BASED ON AMSTERDAM'S ECONOMIC
TRANSITION

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TAKING THE INFRASTRUCTURE OF AMSTERDAM TO THE NEXT LEVEL.

ARCHITECTURE, BUILDING AND PLANNING

MASTERTRACK URBAN DESIGN AND PLANNING

EINDHOVEN UNIVERSITY OF TECHNOLOGY

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Preface

Writing this graduation thesis, the sudden realization comes that this is the end of a one year long journey of my graduation project, and at the same time the end of a six year long journey at the Eindhoven University of Technology. I am ending this phase of my life with a personal and individual project and design. A project that I have made my own in the past months.

The possibility of designing my own personal project and my own way of thinking within this graduation project has made this project to be a reflection of my personal interest and fascination. As can be read all the way through this report, this personal fascination lies in urban areas that are in upcoming transitions and lies in the roughness and dynamics of the so-called "in-between" spaces of the city. The combination between the unseen, unimagined, maybe even junkspaces, in cities, provokes a reaction from my part. As a planner and designer, I am always looking for the next phase in urban development and in my opinion this next step will be taken in these types of spaces. That is why I decided to involve this fascination into my graduation project, and have been able to take this interest to the next level.

Writing a graduation thesis is not an easy task, as was the whole graduation project itself. Especially in the first phase of the project I was unsure of how my personal ideas and mind would fit into a proper graduation project, and how the project would take shape. Sometimes I experienced it like a rollercoaster, being thrown from one topic to another and with ups and downs. Fortunately being

strapped in by my tutors and friends and family kept me on the right track, and at the end I was able to grasp the final project, set my opinion straight and make it my own.

I have had a lot of support and help from many people that I would like to thank in this preface.

First of all both my weekly tutors, Ad de Bont and Johan van Zoest, for their constant flow of motivation, new ideas and critical feedback. Ad de Bont for his straight forward feedback and gentle pushes for new topic and aspects to investigate, and Johan van Zoest for believing in me and pushing me to make it my own and to do what I want to do, in combination with fun anecdotes and occasional personal experiences.

Secondly I want to thank my family, my parents Sissy and Kees Moolenaar, and my sister and brother in law Maartje Moolenaar and Thijs Hoonings, for believing in me and helping me to keep motivated and working hard throughout the year and my entire career at the university. Their support during the rougher times means a lot to me. Special thanks go out to my graduation studio and fellow students. We all shared the same goals and motivation, and experienced the same struggles and ups and downs during the entire graduation process. We helped and supported each other and I might say we have become great friends. I will always cherish the memories of our studytrip, which I had the pleasure of organizing together with Lieke Robben, to Copenhagen, Malmö and Stockholm, in which we had an amazing time together.

In general, my tight group of friend that were always there for me, mentioning my good friend Tim Bosman, Sjoerd Tolboom, Claire Goriot, and my dear housemate Rob Wolfs.

Lastly there are two very special people would like to thank at the end of this long journey. First Marinde van Rooij, who I got to know though this graduation project, have grown very close to and have shared many moments with. Lastly, my colleague, housemate, but most of all my good friend, Sebastiaan Brons. He has helped my during my entire project, kept all of our spirits up, and was the best friend anyone could wish.

Summary

The city of Amsterdam has multiple fringe zones that are up for discussion due to recent plans of the municipality. The Sloterdijk fringe zone is one of those fringe zones (between the city center, the harbor and the western garden cities) which consist out of multiple working areas and part of the recreational Brettenscheg. Because of changing economic ambitions and changing economic conditions in Amsterdam, together with a renewed interest and rising popularity for this fringe zone, new guidance and plans are needed for this fringe zone and its working areas. A new profile and vision is created for the working areas in the fringe zone together with a complementary strategy. This resolves in three different overall plans according to new forms of designing and planning, with multiple core interventions acting as catalyst or initiator of transformation.

Amsterdam's city urban structure consists roughly out of regular urban fabric and fringe zones. Whereas the regular fabric is static and policy is oriented towards maintenance, the fringe zones contain capacity for development and densification for the city and are therefore more dynamic. The Sloterdijk fringe zone is one of the fringe zones up for discussion at the moment. The fringe zone, which contains the working areas Teleport, Sloterdijk 1 and Minervahaven (in addition to a part of the green Brettenscheg) is up for discussion due to a renewed interest in these working areas. Moreover, the current plans of the municipality of Amsterdam contain new ambitions and policies for this fringe zone while at the same time, current projects and events give direct new potentials for the fringe zone.

The situation is being made more complex due to the fact that current plans for the fringe zone and its working areas have become very outdated and are not conform the new way of planning regarding the retracting governmental involvement and the recent financial crisis. Moreover, working areas in the fringe zone are affected by the new economic ambitions of Amsterdam, which wants to make the transition to a knowledge and innovation driven economy instead of a financial driven one. Moreover, all segments of the economy in Amsterdam are changing, seeing a rise of startups and commercialization and downscaling of larger companies. These complexities demand more guidance and new plans for the entire fringe zone and its working areas.

After taken into account how the working areas in the fringe zone are embedded in the city structure, the question is asked how we can cope and integrate these economic changes in attitude and ambition, and how we can make a clear and viable future for this fringe zone.

The answer lies in creating a new profile for every working area which concurs with its economic profile and segment of the economy. After that, the complementary strategy is determined in order to achieve this profile. For Teleport, it is the focus on tourism and services by "stimulating and facilitating", Sloterdijk 1's profile is the middle economic segment while "letting go" of the entire area, and the Minervahaven becomes a new startup entrepreneurs area achieved by the strategy "arranging and handling".

These strategies are implemented in the specific working areas in different ways. The Minervahaven is given a new flexible masterplan to guide the coming transition and make the area suitable for startup companies. The strategy of "Letting go" means a deregulation of the Sloterdijk 1 working area, giving complete freedom for development, and Teleport receives an intervention plan with key-project as reaction to ongoing processes in this working area. Besides these plans, overall interventions are designed which affect the entire fringe zone, such as the revitalization of the Haarlemmertrekvaart and the extension of the metro line in the area.

A zoom in is given into the key-projects in each area. This is done to show the spatial interventions in the area and its effect on their context. Moreover it illustrates the desired image of the city and shows the potential for the future.

The result of the Sloterdijk fringe zone plan, the "Working on the fringe"- project, is a realistic and viable future plan for the fringe zone which makes the area fit for the economic changes and ambitions in Amsterdam, while at the same time offering enough flexibility to anticipate on unknown influences in the future. The plan builds upon the current state and influences of the fringe zone and succeeds in answering the demand of new guidance and plans for the fringe zone.

Content

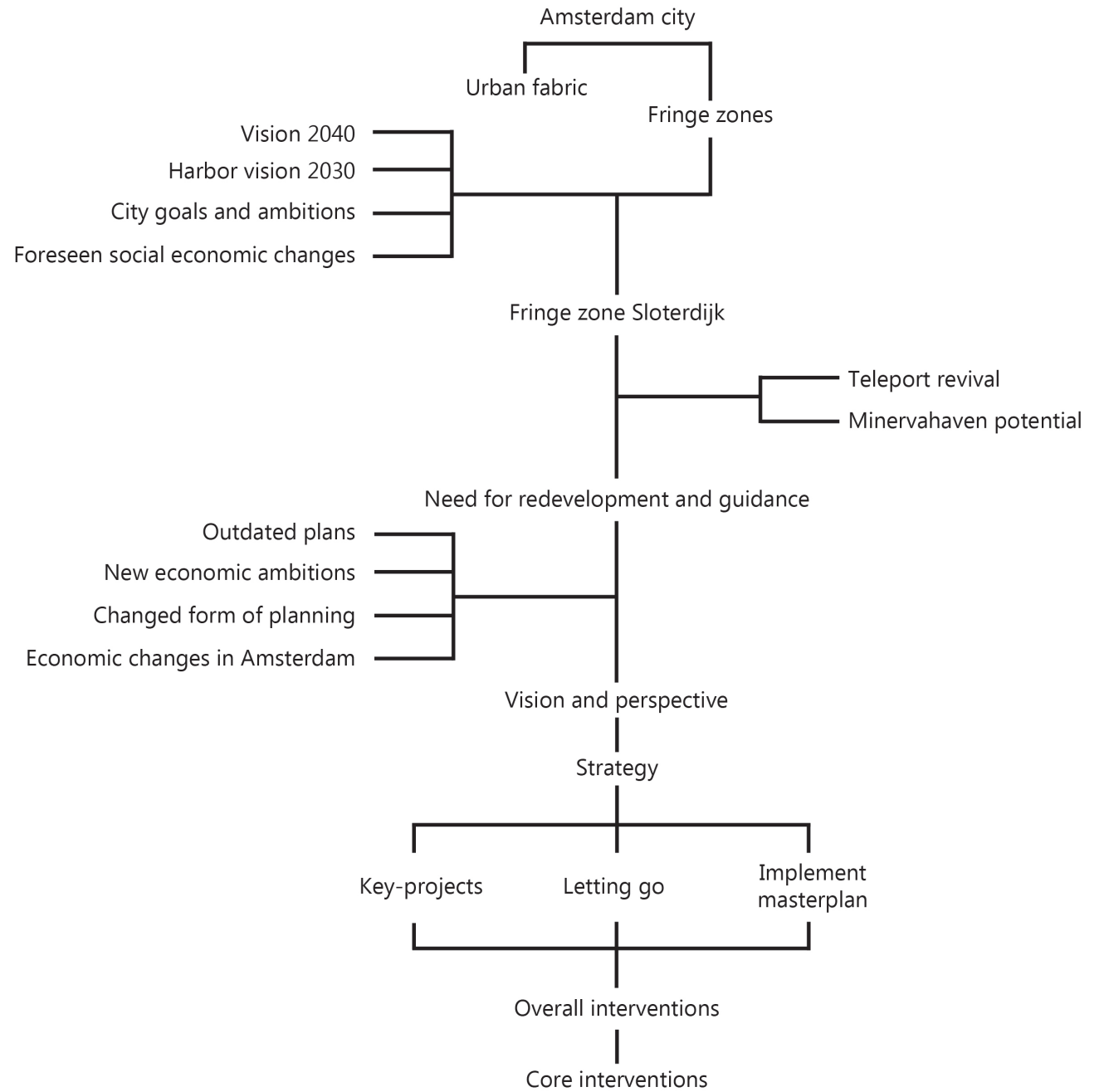
Preface	4	The question	62
Summary	6	Method of answering	63
Content	8	Vision and strategy	64
Reading directions	10		
Introduction	12	Vision and strategy for three working areas in the Fringe zone.	67
The Sloterdijk fringe zone	14	Future perspective	67
		Minervahaven	68
Introduction to the Sloterdijk area	20	Sloterdijk 1	70
Hidden values	32	Teleport	72
Interfering policies	34	Brettenscheg	74
Current Influences and context	36	Strategic plan	76
The challenge	40	Minervahaven	77
		Sloterdijk 1	78
Outdated plans	42	Teleport	79
Recent shifts	44	Brettenscheg	80
Form of planning and designing	44	Implementation and design	82
Economic shifts in Amsterdam	46		
Embedding in urban system	52	Minervahaven	86
Conclusions	60	Sloterdijk 1	90
		Teleport	94

Overall interventions	98
IJ front Minervahaven	98
Metro line extension	100
Haarlemmertrekvaart revitalized	102
Core interventions	104
Minervahaven waterfront	106
Sloterdijk 1, two axis	110
Teleport, Brettenscheg connection	116
Timeframe and phases	122
Results and the next step	134
Evaluation	138
Epilogue	140
References	142
Images	146

Reading directions

This report unfolds itself using five main chapters to explain the overall plan from start to finish. During the introduction, an explanation will be given about the main topic and the social relevance of the project. After this, in the chapter "The Sloterdijk fringe zone", the current situation and location will be shown and analyzed. In the second chapter, the current challenges and complexities regarding the location and main topic will be stated and examined. This complexity will be concluded with the main question and method of answering this question. In the "Vision and strategy" chapter, the future perspective and strategy regarding this perspective will be explained, and after this, in the next chapter will show the implementation and design of these strategies in the location. The core interventions are illustrated in the end, to further explain and show the effects of the implementations and designs.

Finally a short evaluation of the project will be given at the end.



Introduction

Human nature, from the core of its existence, is to be able to survive, and reproduce. This biological approach of mankind resolves around the simple principle that in order for a human to survive and live, it needs to consume a certain amount of energy for the body to function, in the sense of food and liquids. Also, the human body has to invest a certain amount of energy to obtain food and liquids. Whereas prehistoric societies invested in an effort to hunt animals, or climb trees for fruits, today this effort is changed into "working", the act of a doing labor for currency which can be used for self-preservation. This "working" for self-preservation is shown today in our consumerism, our society and our build environment. We are living in a working society.

Historically seen, our build environment has always been linked to the act of living and working alongside each other. From the prehistoric age, through to the early civilizations, Middle Ages and industrial revolution, our build environment has always been linked to the working environment. It has only been in the last 60 to 70 years, through the increasing welfare and individual mobility that an increasing amount of people tend to commute from living areas to working areas. Still, when we look at the mayor cities around the world, the relationship between working and living is a determining factor in the success of those cities. What most successful cities around the world have in common is that they share a strong reliable economic core which ensures international allure, a working population, commercial facilities and the necessary infrastructures and systems. Therefore, the economic strength of a city partially

determines its success.

This also goes for the city of Amsterdam, which has a clear history of economic value and innovation in the Netherlands, and has helped the country become what it is today. This city of 825.000 inhabitants and capital of the Netherlands acts as the economic gate to the country, and is well-known as the city of Schiphol airport and the city of banks.

Society and livability in cities does not only resolve around the strong economic cores and the identity carriers of the city, but also resolves on the basic needs of a city's population and the supportive economic activities. There is a wide scale of companies, working areas and functions that every city needs but does not carry a city's identity or acts as economic core of the city. Think about distribution, food, building materials and ICT for instance, all economic activities vital for the city, but not profiling the city's identity.

Off course, looking at the past 100 to 150 years, the economic potential of a city and economic profiles have changed radically through technological innovations, growing welfare and changing commercial patterns. With this, cities have evolved to cope with economical evolutions in a programmatic but also spatial way. This is the point where the working areas in city are being transformed and redeveloped, and this is the point where the flexibility of urban working areas is shown.

Amsterdam, as city with a strong history of planned development, has experienced a very erratical growth in the past 200 years

(Amsterdam, 1994). Short periods of large scale expansions were alternated by long periods with no development. This has caused the occurrence of the so-called fringe zones in the city, areas where the old urban fabric met with the new urban fabric. At many places in the city, these fringe zones are used by heavy infrastructures and informal activities but also for working areas, giving them economic purposes for the city. As Amsterdam has a strong planned history, most of the planned urban fabric is very stiff and static. Its value mostly lies in the fabric itself, which reduces its policy to maintenance and small scale adjustments. These so-called fringe zones on the other hand, offer a more dynamic space with more capacity and possibilities for redevelopment. Therefore fringe zones are a valuable asset for the economy of a city, as these areas contain enough flexibility and capacity for the ever changing economy of a city. The spatial characteristics of these economic changes can be adjusted or implemented easily in these areas. (Municipality of Amsterdam, 1994).

This project aims to investigate the value and potential of a specific fringe zone in Amsterdam connected to its economic value for the city. It will show the general upcoming economic changes in the city of Amsterdam and how this will affect a currently relevant fringe zone in the urban fabric. This report will give an example and study about how economic changes in modern cities can affect the working areas and fringe zones in cities, and how policy makers and areas can react to these changes. As can be read in this report, this demands a changing attitude, ways of planning and designing

towards transforming areas in the city.

As economic changes happen nationwide but also internationally, and every city in the world has fringe zones in the urban fabric in some sort of shape, this research and report can be relevant for policy makers around the nation and worldwide. With a growing population in cities, increasing consumerism and radical shift in economic preferences, it is vital to know how to guide the working areas and fringe zone during these types of transitions.

The approach of choosing an example area in Amsterdam will show how the new approaches to fringe zones can work, and acts as proof for the stated attitude towards fringe zones.

This report and investigation will revolve around the Sloterdijk area in Amsterdam because of two reasons. First of all it is one of the most visible and complex fringe zone in Amsterdam. Secondly, it contains three large scale divers working areas and is therefore susceptible for economic changes overtime. In the report, this choice will be further elaborated.

This graduation project is the final part of the Mastertrack Urban Design and Planning, of the Master Architecture, Buiding and Planning of the faculty Build Environment at the Eindhoven University of Technology. This graduation project, and with it this report, is the result of a one year analysis, research and designing from September 2014 till August 2015.

The Sloterdijk fringe zone

The Sloterdijk fringe zone

Looking at the historical growth of Amsterdam, the city has had a tradition of wide scale urban expansions. For a long time, the city was circular shaped, with round expansions of the inner city. All city expansions were designed beforehand, tested and later implemented. As already stated in the introduction of this report, Amsterdam is a city with a very erratical growth, meaning that large scale expansions were implemented in a very short period of time, while on the other hand the city had relatively long periods without any urban expansions. This causes Amsterdam to have many different types of urban fabric and the historical characteristics of these areas are clearly visible. The historical heritage of these neighborhoods gives these different urban fabrics a historic value and identity for the city. At the same time, this strong identity and historic value makes redevelopment and interventions in these neighborhoods often impossible and neighborhood policy is oriented towards public space and maintenance (Amsterdam, 1994).

DIFFERENT URBAN EXPANSION OF AMSTERDAM:

- THE FIRST AND SECOND EXTENSION (1585 – 1606)
- THE THIRD EXTENSION (1613 – 1625)
- THE FOURTH EXTENSION (1655 – 1663)
- THE '20 – '40 BELT (1920 – 1940)
- THE ALGEMEEN UITBREIDINGSPLAN AUP (1951 – 1966)
- THE BIJLMERMEER (1968 – 1969)

(AMSTERDAM, 2014)

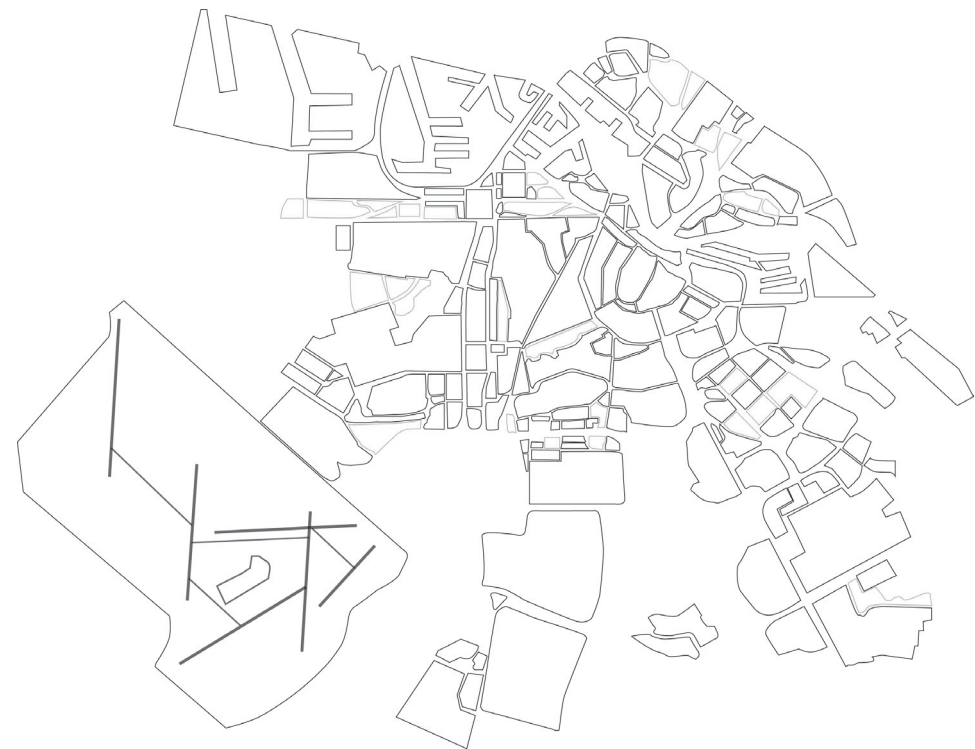


Figure 1: The urban fabrics of Amsterdam.

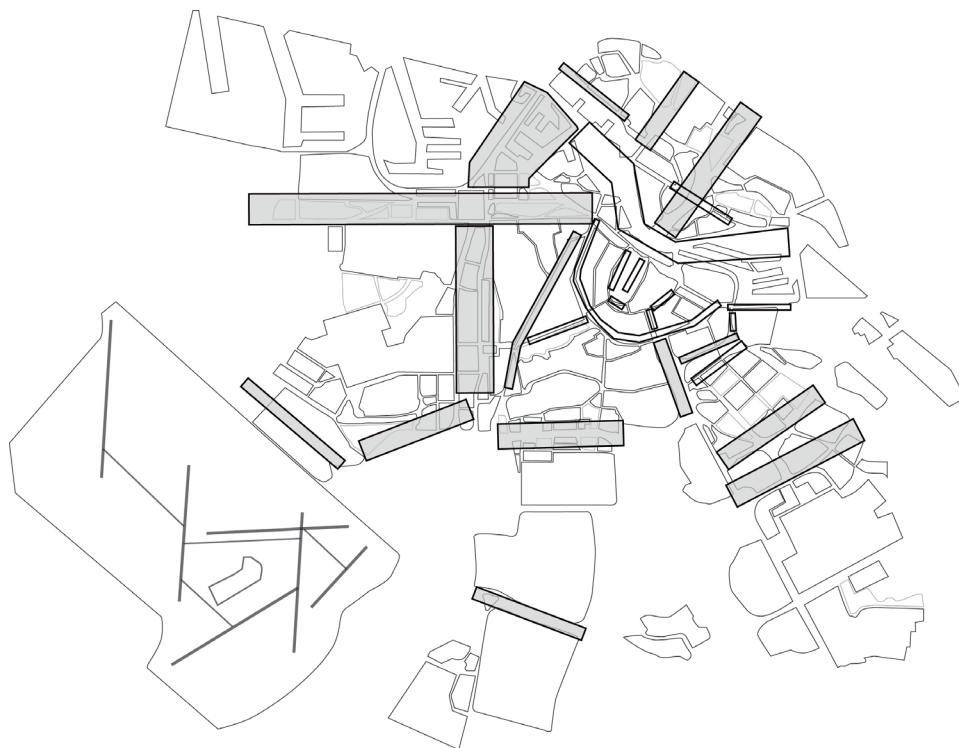


Figure 2: The different fringe zones in the Amsterdam urban fabric.

The erratical growth has also formed several fringe zones in the city; areas where the old fabric met the new one, areas of the heavy infrastructures and neglected informal spaces. These areas manifested themselves along the entire history of the city, but are currently only visible in the later expansions of the city. These fringe zones hold capacity for densification, are dynamic and flexible for redevelopment and often contain supporting functions for the city or expressions of individualism and informal economic activities (Morales, 1995). These are areas in constant change and are susceptible to social, economic and spatial influences. Looking at the morphological growth of Amsterdam, multiple fringe zones can be identified, stretching from the inner city to the later expansions. Some of them are still very visible in the urban fabric, such as the zone along the A10-West highway in the western expansion of the city, but others have been molded in its surroundings such as the zone created by the old defensive works around the city center. When taking a closer look to these fringe zones, it shows not all of them are still as flexible and dynamic as fringe zones usually are. Especially the older ones that are molded into their surrounding urban fabric do not hold any spatial capacity for development or hold a special value for the city. They have become an accepted fact in the spatial setup of the city and have become part of the desired image of the city. The core characteristics of the fringe zones (holds capacity, dynamic, informal, unique) are mostly seen in the "fresher" zones, along the more recent urban expansion such as the Western garden cities and the Zuidas. The future for possible densification in the city, introduction of new functions or large scale redevelopment

will lie in these fringe zones (Amsterdam, 1994).

A common characteristic of these fringe zones in Amsterdam is that they are all unique and no typology can be found in the different zones. Each area came into its existence in its own way, with different circumstances under influence of different policies and policymakers. Therefore the sizes, functions and shapes differ which makes them non-comparable. This makes it necessary to look at each fringe zone on its own, building on its own identity, history and characteristics. This is the reason one of the fringe zones in Amsterdam was chosen as example for this research, namely the Sloterdijk area in the north-west of Amsterdam.

The Sloterdijk area is one of the most prominent fringe zones in the urban fabric of Amsterdam. It has a very small scale structure of different islands with different functions. It is the collision place of different worlds, of different functions and different forms. Moreover, the area has been affected by many external influences overtime in economic, spatial and social sense. In other words, this fringe zone can be seen as one of the most dynamic and characteristic fringe zone, but also as one of the most complex due to its location, size and current functions.

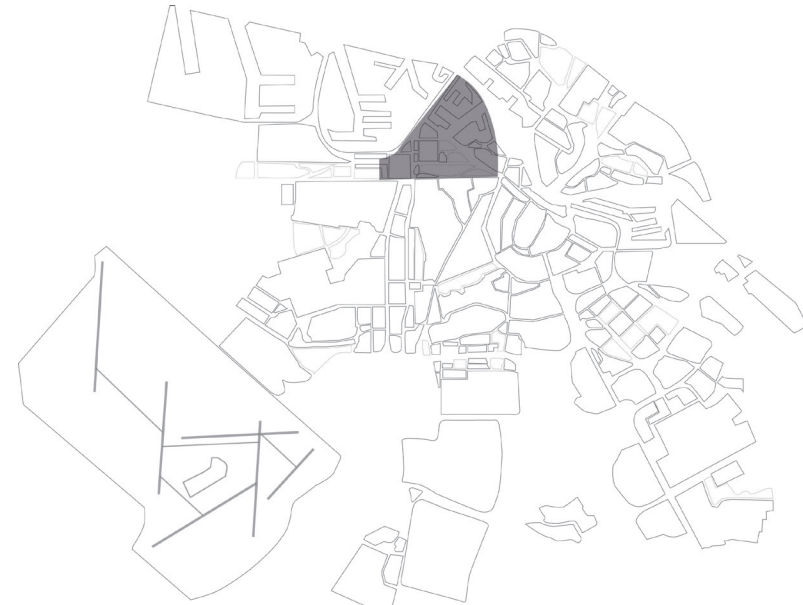


Figure 3: Selected fringe zone in Amsterdam.



Figure 4: Selected fringe zone in Amsterdam including the heavy infrastructure.



Figure 5: Aerial photo of the selected fringe zone.

Introduction to the Sloterdijk area

The Sloterdijk area is formed by the edges of three different districts of the city; the western harbor to the north-west, the city center to the east, and the western garden cities in the south. To the north lies the IJ, one of the lifelines of the city and the harbor, and an identity carrier for the city.

The eastern border at the city center is formed by the Spaarndammer- en Zeeheldenbuurt and the Staatsliedenbuurt. The southern border is created by the entire western garden cities, which consist mostly of large scale housing, and is marked by the Haarlemmertrekvaart, an old canal which connected Amsterdam to Haarlem. To the north and west, the IJ and the A5 highway separates the fringe zone and the harbor area, except for the Coenhaven, which is officially territory of the harbor (figure 5).

Dominant in this fringe zone are three major working areas (Teleport, Sloterdijk 1 and Minervahaven) and the heavy infrastructures (A5 highway, A10 highway, railroad tracks and metro tracks) but this very fine layered area consists of much more than just these elements. The area has many secondary infrastructures that allow access to the city center from the edges of the city. Other functions that can be found in the entire area are allotment gardens, educational institutions, a youth prison, sports facilities, distribution and logistics, light industry and cultural institutions.

Some historical elements can be found in the form of remainings of a set of dikes that used to run through the area, protecting the land from flooding. This dike was also used as main route to Haarlem before the Haarlemmertrekvaart was opened in 1631. After the opening of the Noordzeekanaal in 1876, which connected

Amsterdam to the Northsea, the Sloterdijk area was step by step drained to make room for the expanding harbor of the city. This made the dikes redundant, and they were partially destroyed. What was left was a very flat landscape dominated by industry along the IJ. After the creation of the Western garden cities, the western expansion of the city, the Brettenscheg took shape and the remaining "in-between space" was filled up with working areas supporting the harbor or the city center and recreational functions. Over the past 60 years, the amount of infrastructures developed rapidly and the area quickly became dominated by the heavy infrastructures, which increased its accessibility and visibility, but had a negative influence on the livability (Amsterdam, 2014) (figure 6 till 9).

Basically the entire fringe zone is built out of four main areas; the Brettenscheg, Teleport, Minervahaven and Sloterdijk 1 (figure 10).



Figure 6: Sloterdijk area in 1899. An area with dikes.



Figure 7: Sloterdijk area in 1937. Further extension of the harbor.



Figure 8: Sloterdijk area in 1967.



Figure 9: Sloterdijk area in 2007.





Figure 10: Locations of Teleport, Sloterdijk 1, Minervahaven, Coenhaven and the Brettenscheg. This terminology is used throughout this report.

Brettenscheg

Looking at the larger structure of the entire fringe zone, clearly visible is the southern horizontal green structure, known as the "Brettenscheg". This green axle was created along the Haarlemmertrekvaart, which form the border to the south and the railway to Haarlem as border to the north. Before the realization of the Western garden cities, this area was a natural area south of the Amsterdam Harbor, but when the neighborhoods were realized in the 1950's, the area functioned as a buffer zone between the industries and housing, ensuring the livability and quality of the neighborhoods. In the past 50 years, the Brettenscheg has step by step been claimed and used for mostly recreational functions. Nowadays, the very successful Westerpark is located in this Scheg, there is a huge sport facility and many allotment gardens. This Brettenscheg, which is a fringe zone on its own, has grown from a simple buffer zone to a valuable addition to everyday life in Amsterdam (Boekschooten & Koster, 2015).



Figure 11: The Brettenscheg and selected fringe zone the Amsterdam structure.



Figure 12: Impressions Brettenscheg.

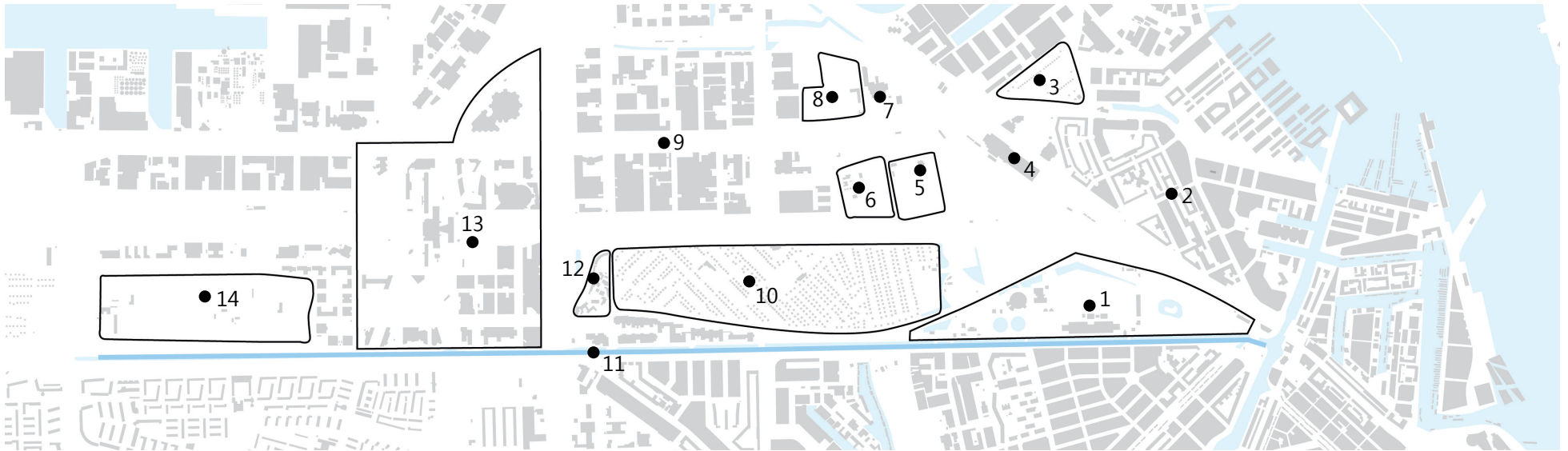


Figure 13: Functions in the Brettenscheg.

- | | |
|----------------------------------|-----------------------------|
| 1. WESTERPARK. | 8. SPORTS FIELDS. |
| 2. SPAARNDAMMER- ZEEHELDENBUURT. | 9. SLOTERDIJK 1. |
| 3. ALLOTMENT GARDENS ZONNEHOEK. | 10. ALLOTMENT GARDENS. |
| 4. NEDTRAIN. | 11. HAARLEMMERTREKVAART. |
| 5. CEMETARY ST. BARBARA. | 12. OLD VILLAGE SLOTERDIJK. |
| 6. PUBLIC FARM "ONS GENOEGEN". | 13. TELEPORT. |
| 7. YOUTH DETENTION CENTER. | 14. SPORTS FIELDS. |



Figure 14: Impressions Brettenscheg.

Teleport

The area Teleport, also known as Sloterdijk centrum, was one of the core working areas of the entire city. This area was developed with the purpose to facilitate the upcoming telecom business in the 1980's. Teleport was marked as a large scale office location, which would be the Dutch hotspot for the so-called "Telematica". This meant that there were large investments in communication systems for the area to attract these types of companies, such as heavy underground energy and information networks, and easy accessibility to the main highways. Unfortunately the marked location meant that the Brettenscheg was cut into two pieces. Later on, in the 90's, Teleport became less successful as many companies left the area to settle in the Zuidas, which had better connectivity to Schiphol and the rest of the country. Teleport was left with a large amount of vacant office buildings and a negative name. Many saw the entire Teleport project as a failure, but approximately 15.000 people still work in this area and due to its great accessibility and connection to the city center, it still has the qualities of a large scale office area (Amsterdam, 2012).

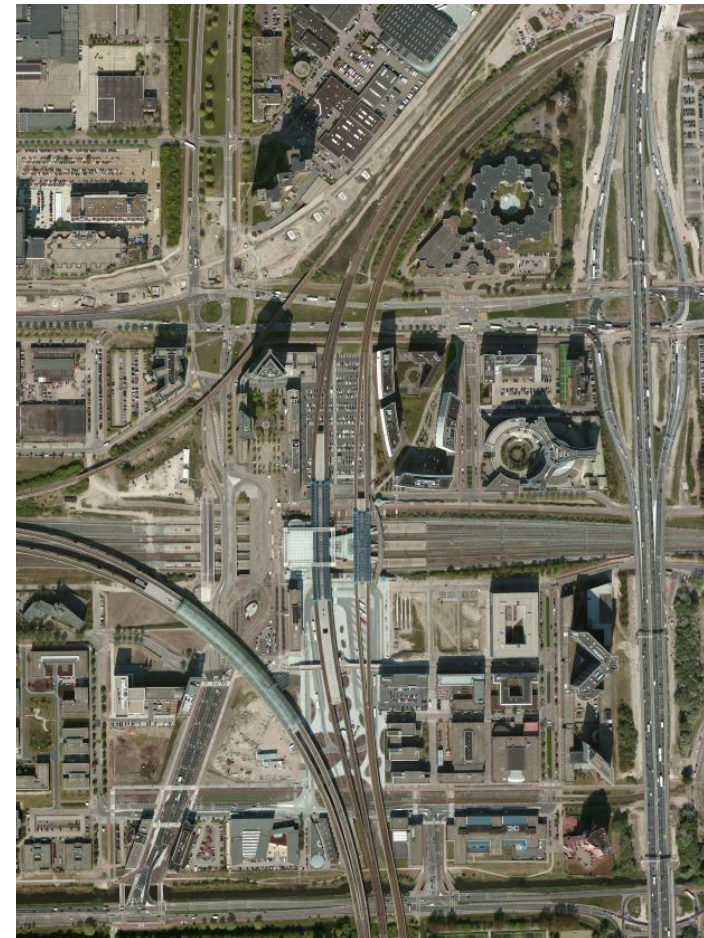


Figure 15: Aerial view of the Teleport working area.



Figure 16: Impressions of the Teleport working area.



Figure 17: Functions in the Teleport area.



Figure 19: Aerial view of Teleport.

- | | |
|------------------------|--|
| 1. MBO SCHOOL. | 5. MEININGER HOTEL. |
| 2. ROC AND HBO SCHOOL. | 6. KPN OFFICE, SOON CONGRESS BUILDING. |
| 3. HOLIDAY INN HOTEL. | 7. APG OFFICE BUILDING. |
| 4. SLOTERDIJK STATION. | 8. ID APARTHOTEL. |



Figure 18: Impressions of the Teleport working area.

Minervahaven

The Minervahaven lies at the edge of the fringe zone, at the IJ. This former harbor area is officially part of the city of Amsterdam, and is not part of the Amsterdam Harbor. The entire Minervahaven was used for the storage and transshipment of wood, but as the harbor expanded to the west, the Minervahaven slowly transformed into an area with more city oriented functions and companies. Nowadays large parts of the Minervahaven are used for storage of building materials and trade products for the harbor such as coffee beans and cacao. Next to the Minervahaven lies the Houthavens, the former woodproduction and distribution for Amsterdam. This area is nowadays used for temporary student housing, but plans are well on the way for redevelopment for housing. The Minervahaven is basically the soft link between the light industry of the Amsterdam harbor and the housing areas linked to the city center (Haven-Stad, 2009).

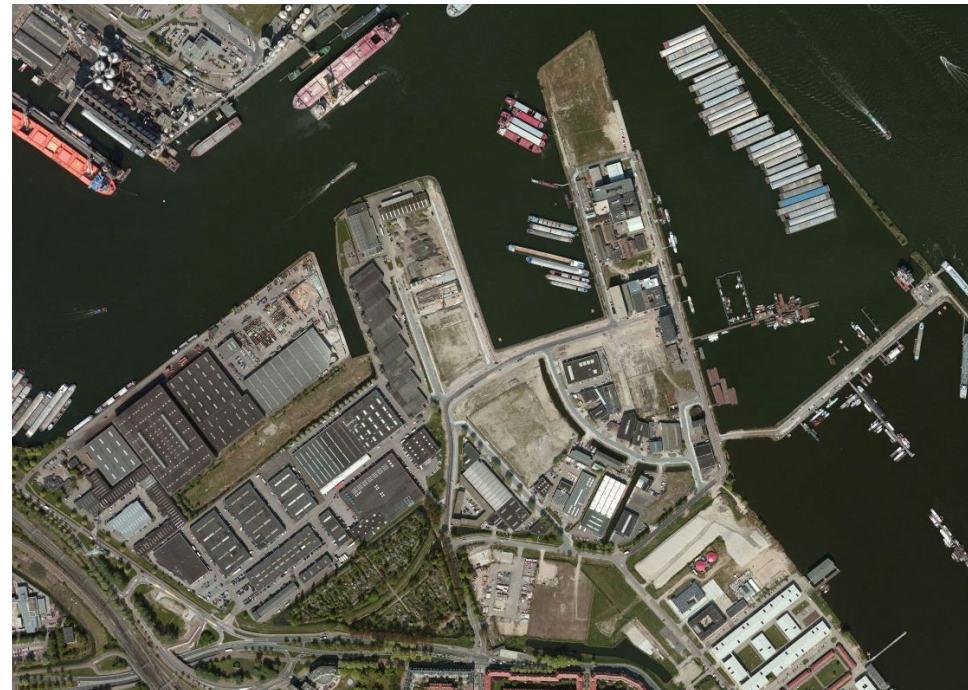


Figure 20: Aerial view of the Minervahaven.



Figure 21: Impressions of the Minervahaven.



Figure 22: Functions in the Minervahaven.

- | | |
|--------------------------------|-------------------------|
| 1. HOUSHAVENS HOUSING PROJECT. | 6. PONTMEYER AMSTERDAM. |
| 2. THEATER. | 7. MAAKPLAATS HEM. |
| 3. ALLOTMENT GARDENS. | 8. SOCIAL EMBASSY. |
| 4. HARBOR STORAGE. | 9. STARCOM. |
| 5. PONT 13 RESTAURANT. | |



Figure 23: Aerial view of the Minervahaven.



Figure 24: Impressions of the Minervahaven.

Sloterdijk 1

Lastly Sloterdijk 1 is the middle working and office area in the center of the fringe zone. This area developed rapidly after the realization of the harbor to the east and Teleport. The area used to consist mostly out of supporting companies for the harbor and distribution to the city center. The area grew along the main road, the “transformatorweg” which was build wide enough for heavy trucks and a lot of traffic. The creation of the metro line and metro station in the northern part of Sloterdijk 1 brought more companies to the area. Today Sloterdijk 1 has lost some its supporting facilities for the harbor and orients more to the commercial and city oriented functions. There are multiple DIY stores to be found, as well as ICT companies and warehouses .

The mentioned working areas in this report, Minervahaven, Teleport and Sloterdijk 1, and their exact borders drawn and used in this project are not according to the official edges used by the municipality. These official borders are not relevant for the project. This is also why the names of the different areas are also different from the official names used by the municipality. This is done to make the entire project easier to grasp and to make more clear distinctions, and to stop seeing these different areas as islands but in a wider context. The names used in this report and the areas they describe are shown in figure 10.

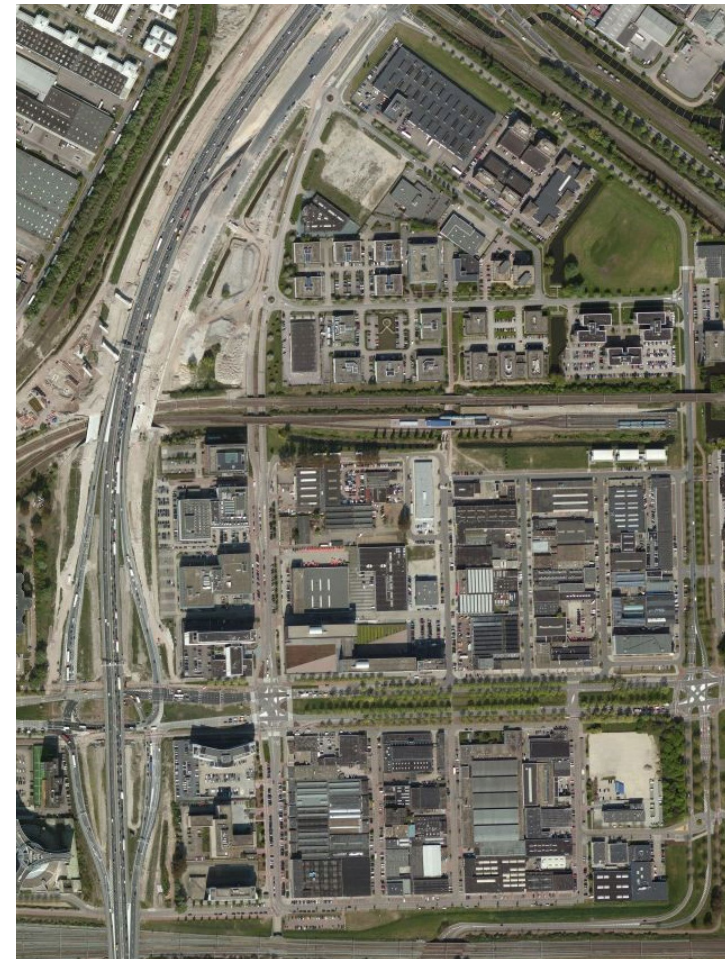


Figure 25: Aerial view of the Sloterdijk 1 working area.



Figure 26: Impressions of Sloterdijk 1.



Figure 27: Functions in Sloterdijk 1.



Figure 28: Aerial view of the Sloterdijk 1 working area.

- | | |
|-------------------------|-------------------------------|
| 1. MEDIACOLLEGE SCHOOL. | 6. METRO STATION. |
| 2. CAFE. | 7. MOSQUE. |
| 3. THRIFTSTORE. | 8. IEDERSLAND COLLEGE SCHOOL. |
| 4. IBIS HOTEL. | 9. IBOOD.COM. |
| 5. DJ SCHOOL. | 10. ZIGGO. |



Figure 29: Impressions of Sloterdijk 1.

Hidden values

For the residents of Amsterdam, the Sloterdijk area is mostly known for the Westerpark, the old village of Sloterdijk, the Houthavens and business district of Sloterdijk Teleport. These areas are most prominent visible in the entire area, but inside the entire fringe zone other smaller scale values can be found when looking close enough. While diving into the area, some diamonds in the rough are easy to be found.

First of all, there is the old village of Sloterdijk. This old village, where there used to be a rail station of the first railway in the Netherlands, has been embedded in the Brettenscheg and is a small scale historical housing area along the A10 highway. Many buildings here are marked as historical heritage, including the old church, which is undergoing a renovation at the moment. The old village of Sloterdijk is one of the historical elements in the fringe zone, but is overgrown by the heavy infrastructures and traffic.

Quite near to be found are a wide range of allotment gardens in the Brettenscheg, gardens used by residents of Amsterdam as an escape from the hectic city life. These private gardens were used for the growth of fruits and vegetables for own usage, but nowadays, most of them are furnished as regular garden. Momentarily there is an increasing popularity in owning an allotment garden and there are waiting lists to obtain one. Also along the Brettenscheg in the Westerpark, the "transformatorhuis" can be found, an old transformed industrial building, now used for events including lectures and concerts.

This cultural value of the area can also be found in the Minervahaven, where recently a new theatre was build, and the pier on the IJ is used

by two restaurants. The overall location and characteristics of the Minervahaven, along the IJ and with its typical harbor shape, is an overall value of the entire area, which is a hidden value and potential for the area.

Deeper inside the fringe zone, between the Minervahaven and Sloterdijk 1, there are some small scale recreational functions to be found, for example a community farmhouse, a horseback riding club and a soccer club. Besides that, there is an old cemetery with a chapel in a quiet section of the fringe zone. This ensures a constant amount of visitors for the area and its makes the Brettenscheg a livelier zone, which almost starts to function as an urban park.

Besides the obvious small scale valuable facilities in the area, even inside the workings areas some elements can be found of bottom-up activity and small scale companies which are an unseen value for the area, but also mark a point of transition in area development. This transition will be explained later on in this report. These smaller scale companies can be found throughout the fringe zone. Examples are the Maakplaats HEM (a transformed distribution center for startup craft companies, located in the Minervahaven), a pro DJ school (located in Sloterdijk 1) and the modeling agency VIPmodels (also located in Sloterdijk 1). These are three examples of small scale companies located in working areas dominated by logistics, storage and distribution. These companies mark the start of a transition of the entire fringe zone.

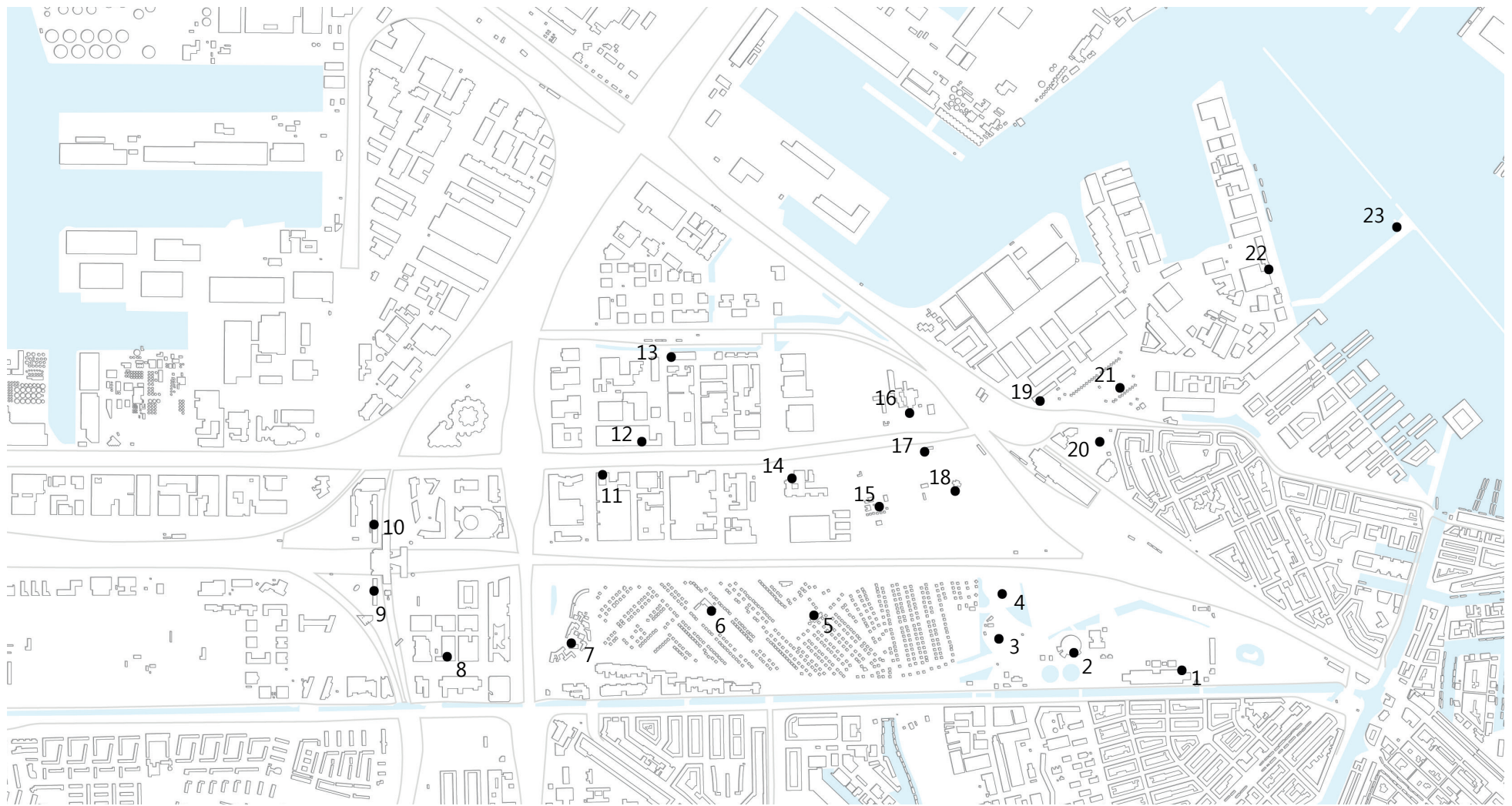


Figure 30: Hidden values in the fringe zone.

- | | | | | |
|---|---|-------------------------------|-------------------------------|----------------------------|
| 1. KETELHUIS. | 6. ALLOTMENT GARDENS
"SLOTERDIJKERMEER". | 10. MEININGER HOTEL. | 16. YOUTH DETENTION CENTER. | "ZONNEHOEK". |
| 2. WESTERGAS FABRIEK. | 7. SAINT PETRUS CHURCH. | 11. THRIFT SHOP. | 17. HORSEBACK RIDING. | 22. AMSTERDAM THEATRE. |
| 3. PETTING ZOO. | 8. HBO EDUCATIONAL
INSTITUTION. | 12. IBIS HOTEL. | 18. CEMETARY ST. BARBARA. | 23. REM ISLAND RESTAURANT. |
| 4. SCHOOL FARM. | 9. HOLIDAY INN HOTEL. | 13. THRIFT SHOP. | 19. HEM STARTUP. | |
| 5. ALLOTMENT GARDENS "NUT &
GENOEG". | | 14. MEDIACOLLEGE EDUCATION. | 20. BREDIUSBAD SWIMMING POOL. | |
| | | 15. PUBLIC FARM "ONS GENOEG". | 21. ALLOTMENT GARDENS | |

Interfering policies

As already stated in the introduction and description of the Sloterdijk area, the fringe zone is characterized by the collision of three different world and points of view, which makes the area complex for policymakers. On the one hand there is the harbor, as economic core of Amsterdam. Then there is the municipality with its spatial planning department, creator of the vision Amsterdam 2040 and focuss on the spatial quality of the housing, working and recreational areas in the city. Lastly there is the point of view of the citizen of Amsterdam, and their influence on the spatial development of the city.

The harbor

The harbor of Amsterdam mostly functions as a separate institution with the attitude of a commercial company. As a harbor city, Amsterdam has always relied on a constant flow of goods and products through the city, and therefore relies on a constant flow of money into the city. The harbor is one of the strongest economic cores of the city and the region, and is one of the main connections abroad. Seen by the changes overtime in types of companies in the main working areas in the fringe zone, it is safe to say that the harbor is losing ground when it comes to dominance over the fringe zone. Still, the presence of the heavy industrial functions near the fringe zone, such as the power plant and the petroleum industry affect the fringe zone due to regulations and necessary heavy infrastructures. The harbor uses the fringe zone for storage and partially for supporting secondary economics, such as distribution and ICT companies. The harbor relies on the heavy infrastructures in the fringe zone, it wants to have its supporting functions close by, and hopes for

a resilient and flexible future for its company. Due to an overall economic transition, the harbor itself is also changing in shape and program, but this will be explained in the next chapter (Amsterdam, 2015).

Municipality and spatial planning department

The spatial planning department of Amsterdam (dienst ruimtelijke ordening, or in short DRO) acts as the official policymakers for the build environment of the municipality of Amsterdam. This department focusses in the fringe zone on the working and housing areas, and on the recreational facilities in the city. DRO is the dominant party in the fringe zone as they have the final saying in development and regulations, but due to the economic value of the harbor, both parties have a strong grip on the area. The municipality of Amsterdam is bounded by the vision for 2040. In this vision the entire Sloterdijk area, including the Coenhaven, is marked as a mixed working and housing zone, and the Brettenscheg as an urban park. This shows the goals of the planning department, focusing on creating more housing and working within the cities geographical boundaries and working on the desired image of the city. Within the municipality and the vision 2040 some clear goals have been stated for the future, but as always there are only limited financial means to achieve these goals (Municipality of Amsterdam, 2011).

The municipality and the spatial planning department are currently in need for new ways of urban development if its wants to achieve its ambitions for this specific area. The combination with two other parties will make it more complex to achieve these ambitions.

GOALS OF THE MUNICIPALITY FROM VISION 2040:

- BUILD 70.000 NEW HOMES IN AMSTERDAM.
- EXPAND THE WATERSYSTEM.
- WORK ON A HIGH QUALITY PUBLIC TRANSPORT NETWORK
- BECOME START-UP CITY OF EUROPE.
- EXPANDING OF THE CITY CENTER.
- ACTIVATE THE SOUTHERN AXIS OF THE CITY.

(AMSTERDAM, 2011)

The people

The citizens of Amsterdam have always been involved with urban plans and development in the city. Since a few years, the participation of the citizen and self-organization has become a new trend when it comes to place-making and urban development in cities. This is one way for the municipality to cope with the limited financial means and to activate its citizen. In the concerning fringe zone, the residents of Amsterdam have claimed a significant amount of space and functions in the form of the recreational facilities and routes and allotment gardens. For a long time this was no point of discussion, but as the city is now looking for space for densification instead of expansion, a discussion has started about the location and characteristics of these claimed spaces (Amsterdam, 2011). In this case, the ground upon which these functions are standing, has become more valuable for the municipality, which states that the spatial characteristics of these functions now are not according to their desired image. All in all, this means some of these claimed spaces and facilities for the

citizen are under pressure, and it is unsure how this will be resolved in the future.

The citizens of Amsterdam see the fringe zone mostly as a necessary working area, but are fond the green Brettenscheg which acts as an "escape zone" from the hectic city life.



Figure31 : How to combine three worlds?

Current Influences and context

Fringe zones are dynamic areas of cities and are in constant movement and transformation, and the Sloterdijk area is no exception. Specific new projects are going on in this area alongside subtle and slow transformations in different spots. Both are the cause of a renewed interest in this area by the municipality and the citizen of Amsterdam. In the entire fringe zone there is a sense of change in the air. This chapter will sum up the most important changes, projects and their context from the near past, the present and the near future.

One of the largest projects in the city, near the fringe zone, is the extension of the A5 highway and the opening of the second Coentunnel. This highway ensured a faster connection around Amsterdam, and relieves the pressure of the A10-west, which for a long time was a highway with daily traffic jams. For the fringe zone, the adding of the A5 made the area even more accessible, especially to Schiphol (figure 32 and 35).

One of the most visible and successful projects in the area, is the creation of the Westerpark (figure 34). This public park includes some recreational facilities and transformed industrial building now used for cultural events. The Westerpark at the moment is concerned as the best public park in the entire city, and is used intensely by citizen. Therefore the park is nowadays often used as location for events and sports activities. This has even come to a point where events were refused from the park because the park could not handle the amount of visitors. The success of the Westerpark is also causing a renewed interest in the Spaarndammer and Zeehelden

neighborhoods, both to the north of the Park. These neighborhoods have gained in their popularity and are being refurbished in the near future. Both neighborhoods are also profiting from the entire project in the Houthavens (Snel, 2012). This project started with the demolition of the old industrial buildings in the area and making room for temporarily student housing. A new plan was designed for the creation of a new housing area along the water. This was done using a traditional masterplan, but the plans also included several blocks designated for collective commissioning. The entire plan is planned to be finished between 2015 and 2020. In addition to the plan, the municipality has decided that the southern border of the Houthavens, the Spaarndammerdijk and the Tasmanstraat, will become a tunnel for ongoing traffic, creating a public park on top (figure 33). This means that the Houthavens will have a better connection to the neighborhoods to the south and the livability in the area is increased. The Houthavens-project is the latest expansion of the city along the IJ. Upcoming is the project of Cruquius Island, in the eastern harbor of the city. All together, the Westerpark, the upgrade of the Spaarndammer and Zeehelden neighborhoods and the housing project at the Houthavens create a renewed interest in the western edge of the city center and with it in the eastern part of the fringe zone. It is safe to say that a momentum was created by the Westerpark and the students in the Houthavens, which attracts new investors and new project in the surrounding areas. The question arises whether this momentum is strong enough to proceed in this area and what next step is possible using this momentum.

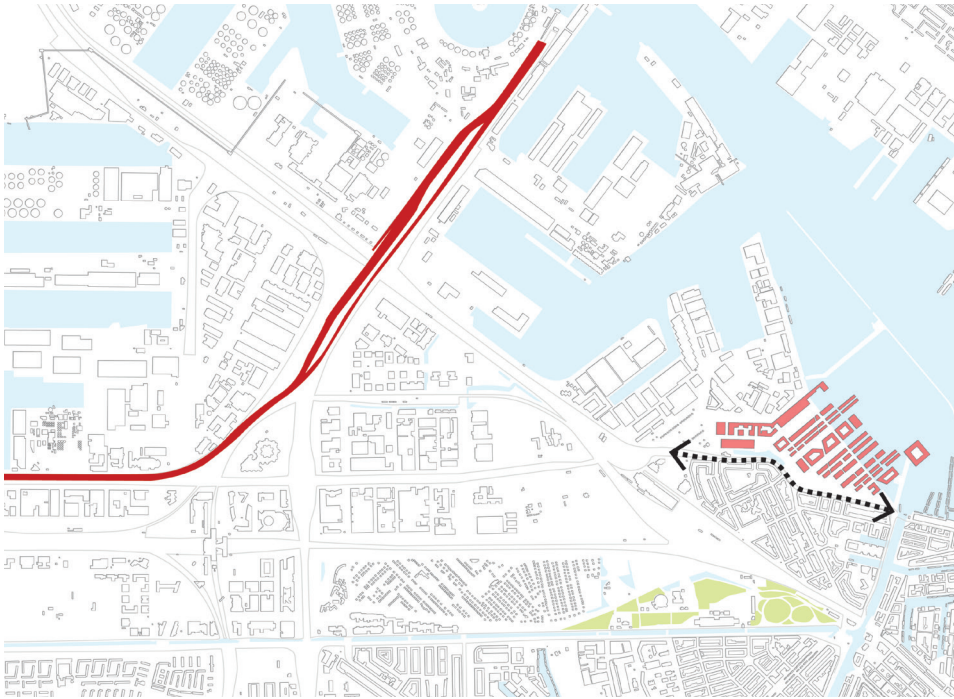


Figure 32: Recent projects in the Fringe zone.



Figure 33: The design for the Houthaven housing project, including the new tunnel.



Figure 34: Image of the successful Westerpark.



Figure 35: Image of the new A5 highway.

From the concrete and strong momentum from the development at the city center's edge, the working areas in the fringe zone are also changing in a more subtle way. These changes mostly consist out of programmatic diversification instead of only spatial adjustments, but still, programmatic diversification will give other demands and characteristics to certain areas overtime.

Overall, the entire area of the fringe zone, and in specific the working areas, is known for its large scale vacancy. Especially in the areas of Teleport and Minervahaven, there is a relative large amount of vacant office and warehouse spaces. Recently, the amount of vacant office and working space in teleport rose to 29 percent and the amount in Minervahaven to approximately 30 percent, whereas between 5 and 10 percent would be healthy for these types of areas (Kruif, 2009). This vacancy was created by the attracting forces of the Zuidas, which became the new financial hotspot of the city. As many large companies left, a huge amount of office real estate was left abandoned. Many of the supporting companies in Sloterdijk 1 followed their example, or became obsolete for the harbor. This went on up till the financial crisis of 2008 which left many companies bankrupt, further increasing the vacancy in the area. What was left is a huge amount of abandoned office and working space which was only partially fit for transformation. Transforming the large scale office buildings proved to be a challenge as the vacant buildings were often booked at a too great value, making it financially almost impossible. Nevertheless, the amount of vacant buildings has been slightly reduced in the past years, and buildings are being used by

more divers companies (Kruif, 2009).

Regarding the specific areas, both Teleport and the Minervahaven are experiencing a subtle change in function. In the past few years, the Minervahaven lost its industrial function and was mostly used as storage space for the harbor. At the moment the area still has this function, but new companies have settled at the prime locations of the harbor. These companies are in the cultural, fashion and ICT-innovation sector. Together with the creation of a new theatre and restaurants along the IJ, a new sense of working and a new function of the area is initiated. This subtle change has just started, but marks the start of a new way of seeing this old harbor.

The same goes for the Teleport. This center of Sloterdijk is experiencing a renewed interest and already had some key-projects showing a subtle change in form and function. Instead of being a high-rise office and working center with a mono-functional attitude, there is a rising interest for the creation of educational institutes, healthcare, tourism and hotels and even housing. Especially the touristic industry has its eye on Teleport as it is easy to travel to the city center, overnight stay can be cheaper than in the center and the surroundings are considered to be safer and quieter than the city center. A start was made by transforming two office buildings into hotels, and at the moment these are quite popular for touristic families.

Concluding, it can be stated that there is a change in a programmatic way in the working areas of the fringe zone. These consist out of a transition from large scale office and harbor supporting functions, to more city oriented and small scale functions. These changes have started recently and are causing a renewed interest for the area. These changes have also been made possible by changing regulations concerning noise and environmental borders around the harbor. Due to more precise calculations the sound and environmental contours have been partially pushed back to the harbor, making it possible for other types of functions to be introduced (Amsterdam, 2015) (figure 36).

To conclude, there are multiple influences and coming change in the fringe zone regarding the working areas, the functions in the zone and the spatial characteristics of the different areas. These coming changes and renewed interest in the area demand a reaction from the municipality and the spatial planning of the area. Changing functions demand changing spatial interventions and a renewed public interest demand the regulation and guidance by policy makers. But, as will be explained in the next chapter, the situation is not that simple.

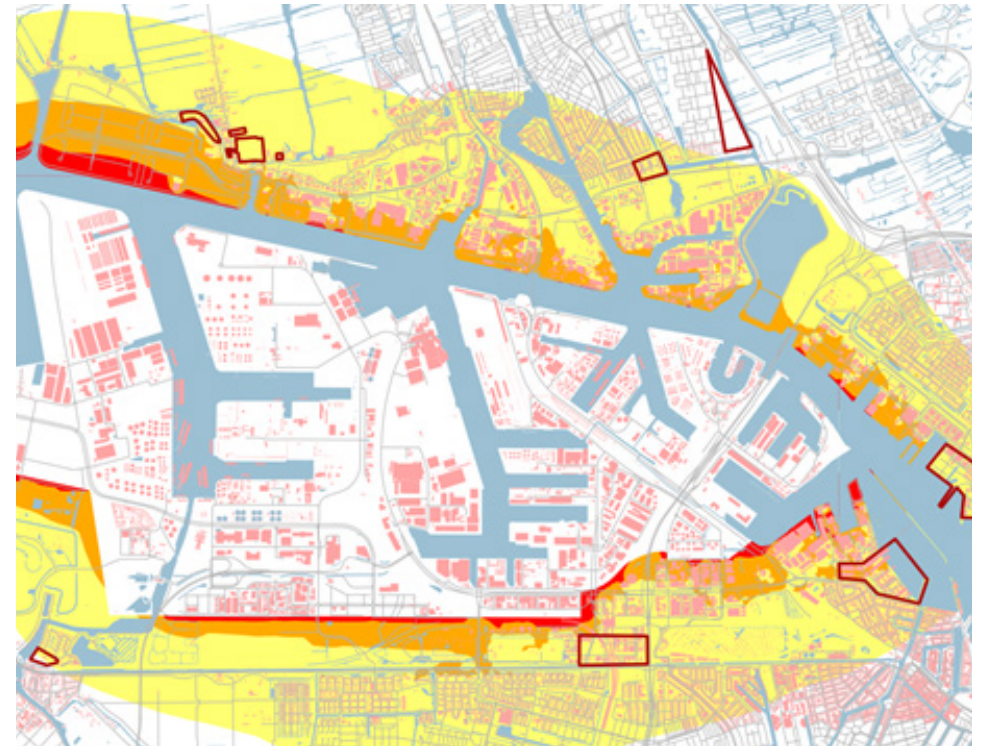


Figure 36: Sound regulations around Westpoort harbor. Yellow is safe, orange the former border and red the new border. By the municipality of Amsterdam.

The challenge

The challenge

As is explained in the previous chapter, the Sloterdijk fringe zone is experiencing a renewed interest and is changing in form and function in a subtle way. This goes especially for the working areas in the fringe zone which are influenced by economic trends and profiles in the city. The demand and need for new guidance and policy regarding the fringe zone is being made more complex due to several aspects that are explained in this chapter.

Outdated plans

One circumstance that has to be taken into account is that in the past, several plans and researches have been done about this area. Unfortunately, due to changing circumstances in the past years, these plans do not fit into the current state and upcoming changes in the fringe zone. First off all, the current and most recent plans for the fringe zone and the working areas are almost all dated before the financial crisis, which was a huge game changer for working areas and area development. These plans all rely on large scale interventions and sudden changes in form and function and are very traditional in that way. The financial crisis has made it for many investors and municipalities financially impossible to implement these plans, making them unfit for the current state.

One more thing is that all plans are also quite ambitious. They all depend on a strong vision and idea of a designed and regulated image and spatial quality of the areas. Thus they are lacking the basic knowledge of what is going on in these specific areas.

Most plans have in common that they see the area developing into a mixed used housing and working area. This is especially the case for the Minervahaven (Stadhaven Minerva, 2007) as this would be the next step in the expansion of the IJ-front. Also the rediscovering of Teleport is pointed out quite often, but still in the sense of large scale office areas. Still the plans sketch the consequences of redevelopments and introductions of other functions in the fringe zone. For example, the adding of public transportation has been recently investigated, as well as the possible expansion of the Metroline to the north and the transformation of the allotment gardens into more public space (Dienst Ruimtelijke Ordening, 2009).



Figure 37: Image of the plan to make Teleport an all park area, even with parks upon the railroad tracks. By Barcode architects. 2006.

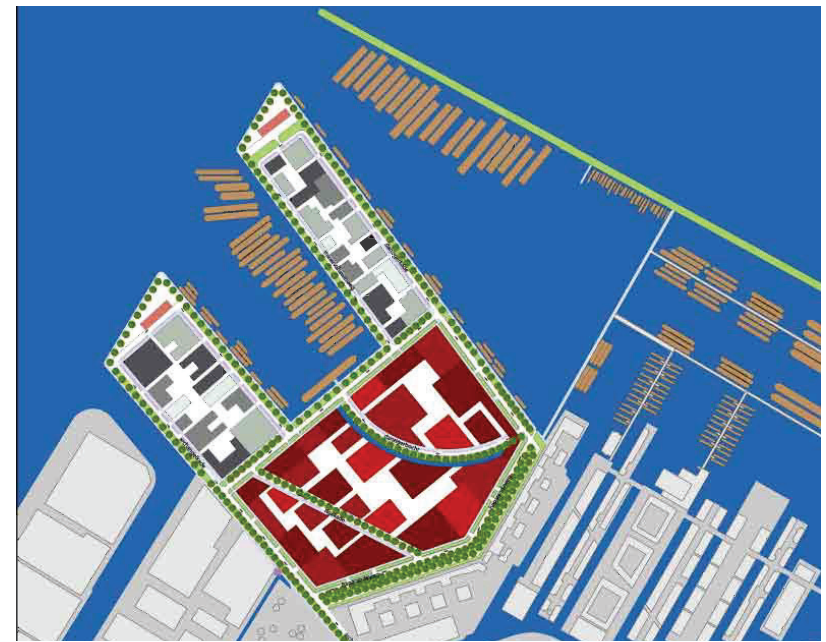


Figure 38: A masterplan made for the entire redevelopment of Minervahaven and transforming it for housing and working. 2006.

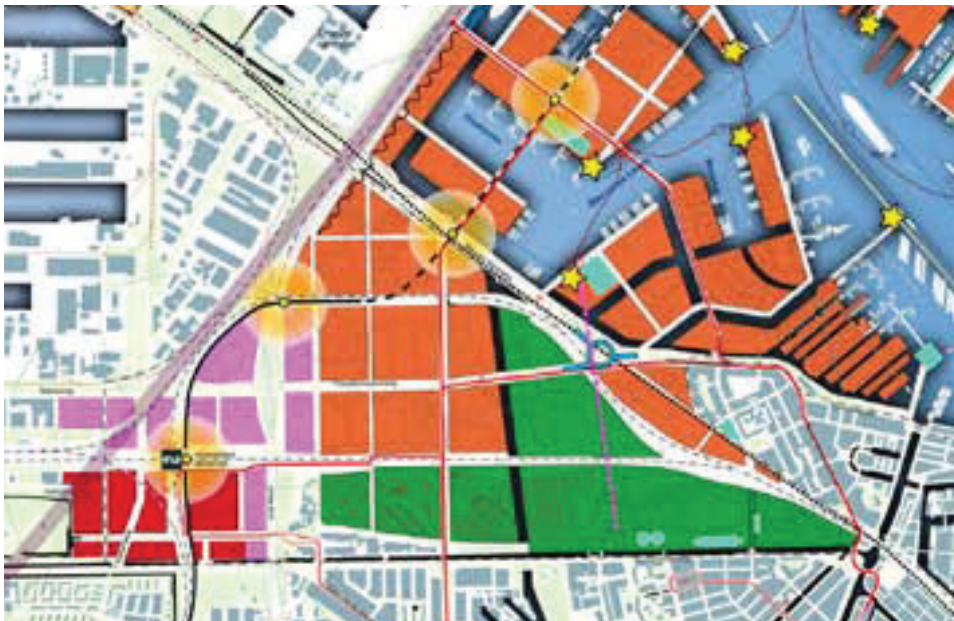


Figure 39: Ambitious plan by municipality of Amsterdam to transform the entire fringe zone in housing and working areas. 2008.



Figure 40: The plan for the Houthavens. A traditional masterplan although collective private commissions is used, the plan relies on the traditional approach. 2001.

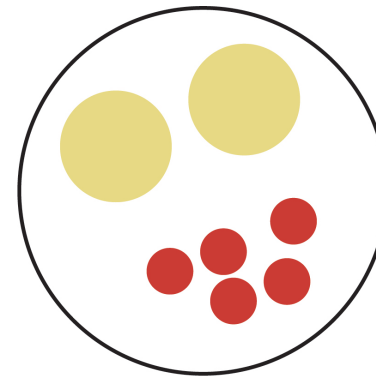
Recent shifts

Form of planning and designing

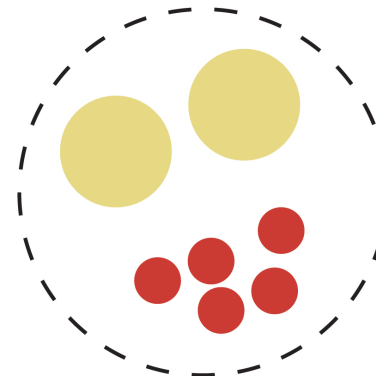
Looking at the plans one step further, our entire way of designing and planning has changed in the past decade. Municipalities and designers had to deal with changing circumstances and economic contexts and other wishes of policy makers.

The huge game-changer in this aspect is again the financial crisis of 2008. Investors and municipalities have become afraid to take certain risks when it comes to large scale urban development, and the basic lack of money to invest, demands other types of plans. To keep the risks low and the possibilities open, the demand has come for more flexible plans which can be easily adjusted overtime or can be realized partially. The demand has gone from high risk overall area development towards non-risk area development or even project and plot development without area development.

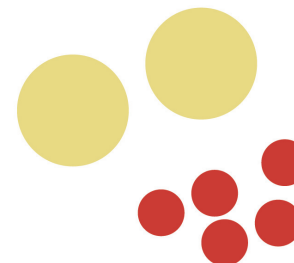
What happens is a process of so-called "long lines, with a small grain", a planning process which sets overall goals and ambitions over a long period, as a possible dot on the horizon, which can be created by small scale step by step interventions. This makes the plan adjustable overtime, and makes development less risky. Plans have stopped being the strict blueprints that they used to be, and are replaced by spatial frameworks and design structures, vague enough to offer multiple interpretations and freedom for potential developers. Of course there is a threat in this way of planning, as plans can be too vague and anything becomes possible (Ministerie van Infrastructuur en Milieu, 2014). The distinction between traditional plans and new types of masterplans and visions can be clearly seen in the types of images that are being made of urban development plans (page 47).



- AREA DEVELOPMENT WITH RISKY INVESTMENTS. ITS GOAL IS TO TRANSFORM A LARGE AREA WITH DIFFERENT FUNCTIONS, OFTEN WITH LARGE RISKS.



- AREA DEVELOPMENT WITHOUT RISKY INVESTMENTS. AN OVERALL VISION IS CARRIED, WITH FRAMES AND STRUCTURES. INVESTMENTS ARE MOSTLY DONE FOR PROJECTS AND PLOTS DEVELOPMENT.



- PROJECTS AND PLOTS DEVELOPMENT WITHOUT AREA DEVELOPMENT. SPECIFIC PROJECT AND PLOTS WITH NO OVERALL PLAN OR DIRECTIONS.



Figure 41: Vathorst Amersfoort, by West8. Year 2000.

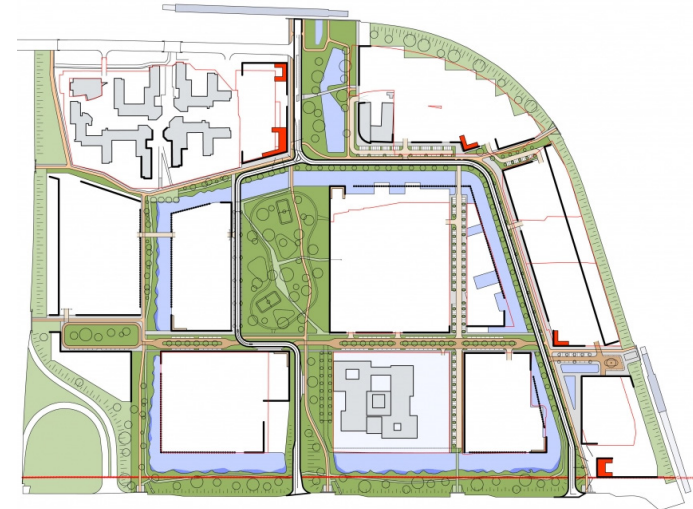


Figure 42: Berwijkpark Diemen, by KAW. Year 2012.



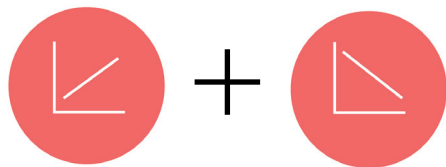
Figure 43: Neighborhood in Vugt, by Qualitas Exsto.



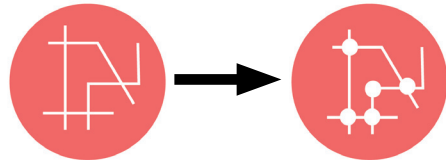
Figure 44: Anna's Hoeve, by Zwarte Hond. Year 2012.

TRADITIONAL PLANS, AS SEEN ABOVE, DETERMINE THE EXACT REDEVELOPMENT IN A CERTAIN AREA. ALL BUILDING VOLUMES ARE DETERMINED, THE CHARACTERISTICS OF THE PUBLIC SPACE, AND EVEN THE EXACT LOCATION OF THE TREES IS DETERMINED BEFOREHAND. THIS TYPES OF MAPS AND PLAN WERE COMMON BEFORE THE FINANCIAL CRISIS AND GAVE AN EXACT IMAGE OF WHAT WOULD BE CREATED.

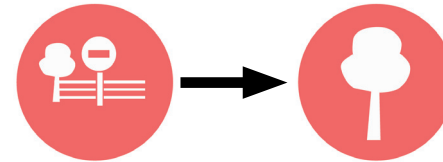
THE NEXT GENERATION PLAN, AS CAN BE SEEN ABOVE, LEAVE MUCH MORE FREEDOM AND GIVE FLEXIBILITY IN THE PLANS. ONLY THE PLOTS OR EDGES ARE DRAWN, AND NO BUILDING VOLUMES ARE VISIBLE. IT GIVES THE GUIDELINES AND CONTOURES OF THE PLANS, AND ITS BASIC QUALITY, WITHOUT IMPLYING AN ACTUAL IMAGE FO WHAT SHOULD BE BUILD.



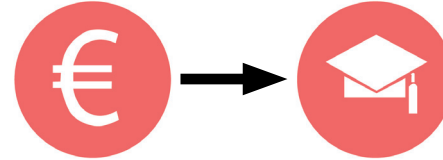
GROWING POPULATION + LESS REALIZATION:
FOCUS POINT TO DENSIFY THE CURRENT CITY
AND FOCUS ON SMALLER SCALE REALIZATION
FOR SPECIFIC USERS WITHIN THE GEOGRAPHICAL
BORDERS OF THE CITY.



INVESTING IN NETWORKS TO INTEGRATE
NETWORKS AND KNOTS: FOCUS ON THE
COMBINATION BETWEEN WORKING NETWORK
AND LIVING, USING THE NETWORK KNOTS AS
BASE FOR INTEGRATION IN THE CITY.



FROM PROTECTING TO USING: USING AND
EXPLORING THE POTENTIAL OF THE LANDSCAPE
AND GREEN AREAS INSTEAD OF SIMPLE
PROTECTION.



FINANCIAL SECTOR TO KNOWLEDGE AND
INNOVATION: SHIFTING FROM A FINANCIAL CORE
OF BANKS, TO INNOVATIVE AND KNOWLEDGE
BASED COMPANIES ON A GLOBAL SCALE.

Economic shifts in Amsterdam

As the fringe zone is dominated by working areas and the most recent changes affected these working areas, it is necessary to take the current economic context and profile of Amsterdam into account. The economic strength and potential of Amsterdam is shifting due to social and economic trends and influences. This is being picked up by the policy makers as they created a new economic vision and profile for the city in the coming years, included into the ambitions and goals set in Vision 2040 (Amsterdam, 2014).

Amsterdam want to grow into a metropole of Europe, and has recently made important policy decisions regarding their focus points in the future. It is facing ever changing economy and demography, so it needs to anticipate fast to these changes and new insights. The purpose of the new goals and shifts in focus points are to make the city more economical resilient and sustainable, international competitive and to ensure a high quality of living and working.

The economic shifts in Amsterdam are focused on creating an attractive environment for all companies. This demands a pleasant living and working context, but also for a strong and fast infrastructural network. The population growth, that is foreseen, demands densification of the city and the intensifying of transformation, so that the economic engine such as Schiphol and the harbor can still operate in their spatial environment. Housing will shift from purchase

to rent, and will be organized into a demand-driven market to better reflect the needs of specific users. Together with the new types of urban planning and financial struggles of investors, this means that this has to be done with smaller projects on a local scale. Thus arises the question whether this can all be done fast enough.

An overview of the shift in focus can be seen above (Graaf, 2014).

Most relevant for the fringe zone are ambitions to create a knowledge based and innovation driven economy instead of focusing on the financial sector, investing in knots and transforming instead of expanding. This is because the fringe zone is potential space for densification, is dominated by working areas and is an infrastructural knot in the Amsterdam system. All together these new focus points have to be taken into account when looking at the future of the fringe zone.

Looking at the economic ambition of Amsterdam becoming a knowledge and innovation economy, the profile of the city and its economy will change radically. The profile and the spatial characteristics of the city's economy will differ from now in the future. Previously the city attracted and focused on the financial services as their most important economic force, besides the harbor and their Schiphol policy. Along the financial services, insurance companies, multinationals and business services were the main carriers of the Amsterdam economy. What all these types of companies had in



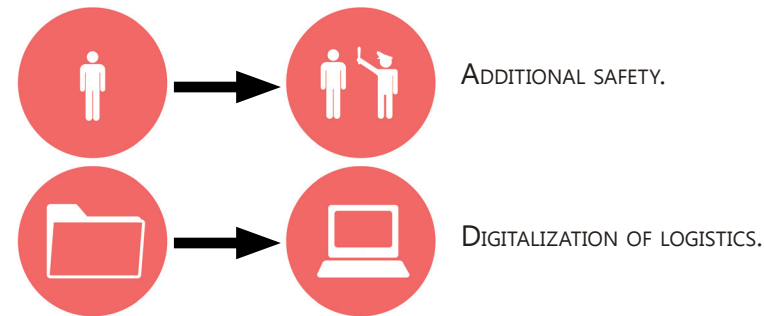
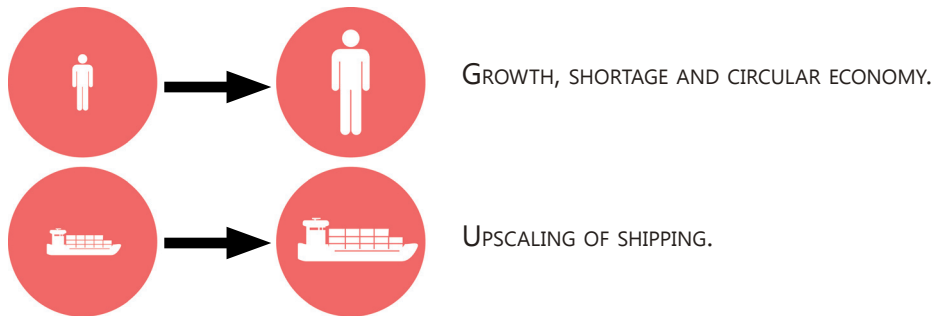
common, it that they all relied on large scale office areas and spaces, with great visibility and good accessibility. The economic engine used to exist from high-rise office buildings, large open floor spaces, business campuses and a money making society. All of these aspects can be clearly seen in Teleport and the Zuidas, both high-rise office buildings, heavy infrastructures and mono-functional office space. This is combined with grand and flashy architecture which reminds of a game of “who can build the biggest” (Graaf, 2014). One can imagine that these types of areas are not able to fit the profile of the knowledge and innovation economy. These types of companies have a much different focus point and spatial characteristics than the previously mentioned economic carriers. The knowledge and innovation sector is a much wider oriented segment of the economy and the profile of these companies are more difficult to grasp. Whereas in the world of banks there are few mayor players with a wide range of services for example, innovation and knowledge companies often have heaps of companies, all with a more specific services and profile. This makes all companies and institutes of the new economy in Amsterdam more individual and more specific oriented. These types of companies also work on a much smaller scale with fewer resources and space needed in the city. Instead of companies with over 2500 employees, these new knowledge and innovation services can range from 1 to 200 employees, working in more horizontal organizations and more flexible and small office



Figure 45: Amsterdam’s startup focus.

spaces. This makes them more dynamic and flexible overtime, but also financially less strong and vulnerable for takeovers (Ollongren, 2015).

Next to that, these types of companies do not have to be clustered in the traditional working areas cities now have. The smaller scale makes them easier to accommodate anywhere in the city. This is also because the presence of heavy infrastructure is not as valuable anymore for these companies, giving them more freedom. In order to grow from a financial, multinational driven economy in Amsterdam to a knowledge and innovation based economy, the city has adopted the ambition to become the startup city in Europe. The goals of Amsterdam is to attract more relevant startup talent and knowledge, attract more international capital, make more startups to settle in Amsterdam, and to gain a stable place in the top three of startup cities in Europe (figure 45). In order to achieve this, the action program “StartupAmsterdam” was set up, working on attracting talent, gaining capital and increase the visibility of the Amsterdam startups. This recently started action program has helped increasing the amount of startups in the city, and has taken the first step towards the new economic profile of Amsterdam (Ollongren, 2015).



The harbor

The harbor of Amsterdam is the fourth largest transit harbor in Europe and is one of the biggest economical carriers of the city of Amsterdam. Amsterdam has always been a city of trade and harbor activities, and the current harbor of Amsterdam is still a big player in the country's shipping industry.

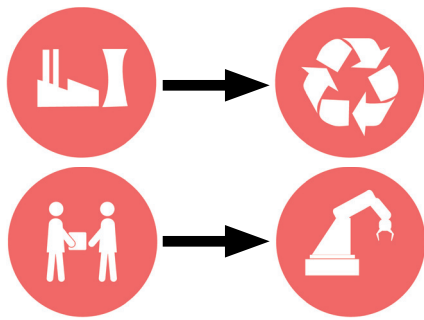
The harbor started out as the edge of the city center as gate to the IJ. Later on, during further development, a distinction was made between the eastern and western harbor of Amsterdam. At the moment, most parts of the eastern Amsterdam harbor are transformed into housing areas, such as Java and Borneo island and the Cruquius islands. Nowadays the Amsterdam harbor is located along the Noordzeekanaal to the west of the city center. This vast area includes many different industries and companies, such as the petroleum harbor, car transshipment and soil industry (Amsterdam, 2014).

In a programmatic sense, the harbor has changed overtime but has always had a preference for raw materials, building materials and transshipment. Today the core industries of the Amsterdam harbor are Agribulk, Minerals & recycling, food, maritime services, cruise, energy and Logistics. These core industries stretch from transshipment, to process and production. Recently the vision 2030 of the harbor was introduced, giving the new focus points for the harbor in the future. This was done to cope with many international "megatrends" in the harbor and shipping business. These megatrends are; Growth, shortage & circular economy, upscaling of shipping, additional safety,

digitalization of logistics, bio-based economy, industrial renovation, speeding of innovation & knowledge and sustainability & livability. The goal of the harbor is to strengthen the existing clusters and to become more resilient and flexible in the future and to work on connecting the knowledge and activities of the different clusters. This can make the harbor economically strong, but also more sustainable and environmentally healthy in the future. Its status as international hub will ensure a wide flow of raw materials, such as agribulk necessary for renewable energy sources. Its industrial hotspot will focus on the production and processing in the entire region, focusing on the manufacturing, wholesale and construction industry. Its status as metropolitan city goes hand in hand with its logistical flows, waste flows, energy network and other supplies. This can be used to create a final circular economy in the city, where the harbor can have a leading role (Havenbedrijf Amsterdam, 2015).

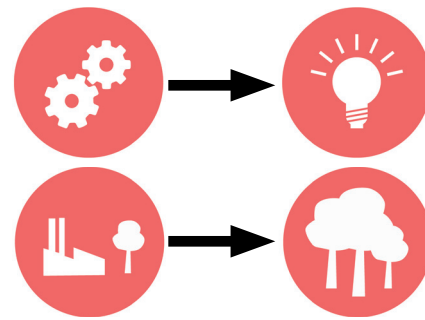
All in all the transformation of the harbor can be seen from merely an economic core and static addition to the city, towards a more divers and flexible organization and industry which is actually part of the city and part of the city's infrastructures and systems. The harbor has taken on a leading role of making the entire city more environmental friendly and more energy efficient.

Spatially seen the harbor has transformed in ways of displacement, as the center is constantly being stretched out, and is annexing parts of the harbor, and the harbor moves more to the edges of the city. The fringe zone in question lies exactly at the point where the next displacement step could take place in the coming years (figure 46).



BIO-BASED ECONOMY AND CHANGING ENERGY.

INDUSTRIAL RENOVATION.



SPEEDING OF INNOVATION AND KNOWLEDGE.

SUSTAINABILITY AND LIVABILITY.



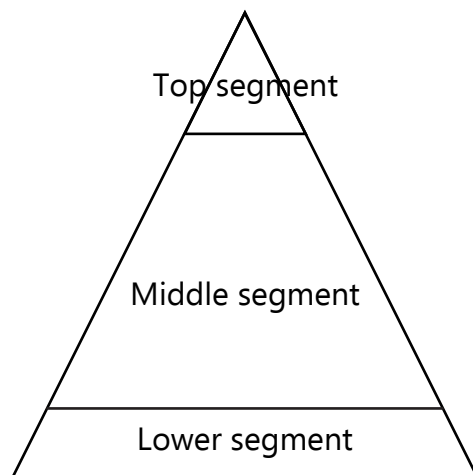
- Former harbor areas.
- Current harbor area.

Figure 46: Transformation of the harbor by relocation.

Economic transition

Getting deeper in the economy of the Amsterdam city, and what kind of shift this economy is taking, a closer look is given into the economic segments of the city.

Looking at a city's economy, the entire amount of companies, services and industry can be divided into three different segments; the top segment, middle segment and lower segment. All these economic segments are present in every city but dividing in segments can be different. The top segment consists out of the recognizable companies of a city, according to their desired image. The middle segment consists out of the vital parts of city, basically its engine. The lower segment consists out of the creative and innovative companies of the city. For each of the segments a description will be given, its current state in Amsterdam, and what transition it will undergo the coming years.



Top segment

The top segment of Amsterdam's economy is the recognizable economy of the city, the companies the city wants to be associated with and gives the city allure. Next to that it is the strongest determining segment of the entire economy. In other words, it makes the most money for the city. Also, it is the most visible and present in the city. For Amsterdam, these are the banks, the multinationals, the telecom business, insurance companies and the Amsterdam harbor and Schiphol. These are the companies the city has profiled itself with in the past years. Moreover this segment, especially the harbor and Schiphol, generates the most money for the municipality and has a strong presence in the city. This makes the leaders of these companies into powerful and influential stakeholders. Momentarily the top segment of Amsterdam is changing into a new profile. Due to the financial crisis the current top segment has been proven to be weaker and more fragile than assumed and are therefore not always reliable for the city. The current consumer has the desire towards more small scale and horizontal companies, and is criticizing the current state of the financial companies. In Amsterdam this means a shift from a financial oriented top segment, to a more social oriented top segment. A good example is the increase of services and transportation, and financial innovation on a small scale (Fintech), but the most visible is Amsterdam as upcoming tourist city. The touristic sector has grown vastly, and will keep growing in the coming decades. Amsterdam is going from "the city of bank and offices" to "the city of tourism and services" (Economische zaken Amsterdam, 2012).

Middle segment

Looking at the middle segment of the economy of Amsterdam, it is seen as the vital engine that every city needs. It consists out of the supporting facilities for the residents, the top segments and stand-alone companies for the city. These companies are often unseen and unvalued, but are necessary for the functioning of the entire city. Often they are segregated from the rest of the city and are therefore unrecognizable. These companies house in large working areas, such as can be found in the fringe zone. Some examples of these companies are warehouses, transportation hubs, logistics, ICT support, food supply and rental services. These companies are both commercial as supporting oriented.

In the next years the middle segment will change in a subtle way. The supporting factor and the middle segment being the engine of the city ensures that the functions will stay the same for the city. There is a constant demand for supporting facilities which makes the segment stable. On the other hand the middle segment is susceptible for social economic changes overtime. Therefore the ICT support has grown exponentially as well as internet and home shopping. Due to the technological improvements of the last decades the segment has become more commercially oriented, as home shopping has made warehouses in to transportation hubs and the internet has made the logistics offices into the front desk of a company.

Lower segment

The lower segment is the segment of the small scale companies with very specific products and services. This includes the craftsmanships, one-man companies and manual labor. These companies can be found inside and outside the city. Often these companies are weak and fragile, as they are not financially strong or resilient. Also, these companies do not always concur with the desired image of the city. These were not the companies that the city profiles itself with. Still this lower segment is a source of innovation and creativity in a city. This relatively negative image of the lower segment and the simple labor man has radically changed in the past years. The lower segment and the small scale has become a desired and valued segment in a city. It is seen as an essential aspect of city and a source of innovation and knowledge that can keep a city leading. In the past years, the one-man companies and entrepreneurships are stimulated and encourages by society. For Amsterdam this is clearly seen by its ambition to become startup city of Europe. Off course the aspect of craftsmanship and manual labor has partially been replaced by ICT innovation, mobile services and Fintech.

Embedding in urban system

Going back to the fringe zone itself it has to be taken into account how its working areas are embedded in the city's structure. These working areas have different profiles and have different positions and orientations in the city. This has to be taken into account in order to develop a clear future, perspective and goal for the different areas, and to guide their coming transitions. An analysis is made to determine and visualize the embedding of the three working areas in Amsterdam.

The analysis is made with by looking at the several relationships area can have: spatial, economic, functional, water, infrastructural, recreational, tourism, societal .



SPATIAL RELATIONSHIP



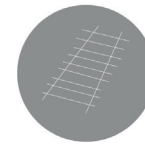
ECONOMIC RELATIONSHIP



FUNCTIONAL RELATIONSHIP



RELATIONSHIP THROUGH THE WATER



INFRASTRUCTURAL RELATIONSHIP



RECREATIONAL RELATIONSHIP



SOCIAL CULTURAL RELATIONSHIP



TOURISTIC RELATIONSHIP

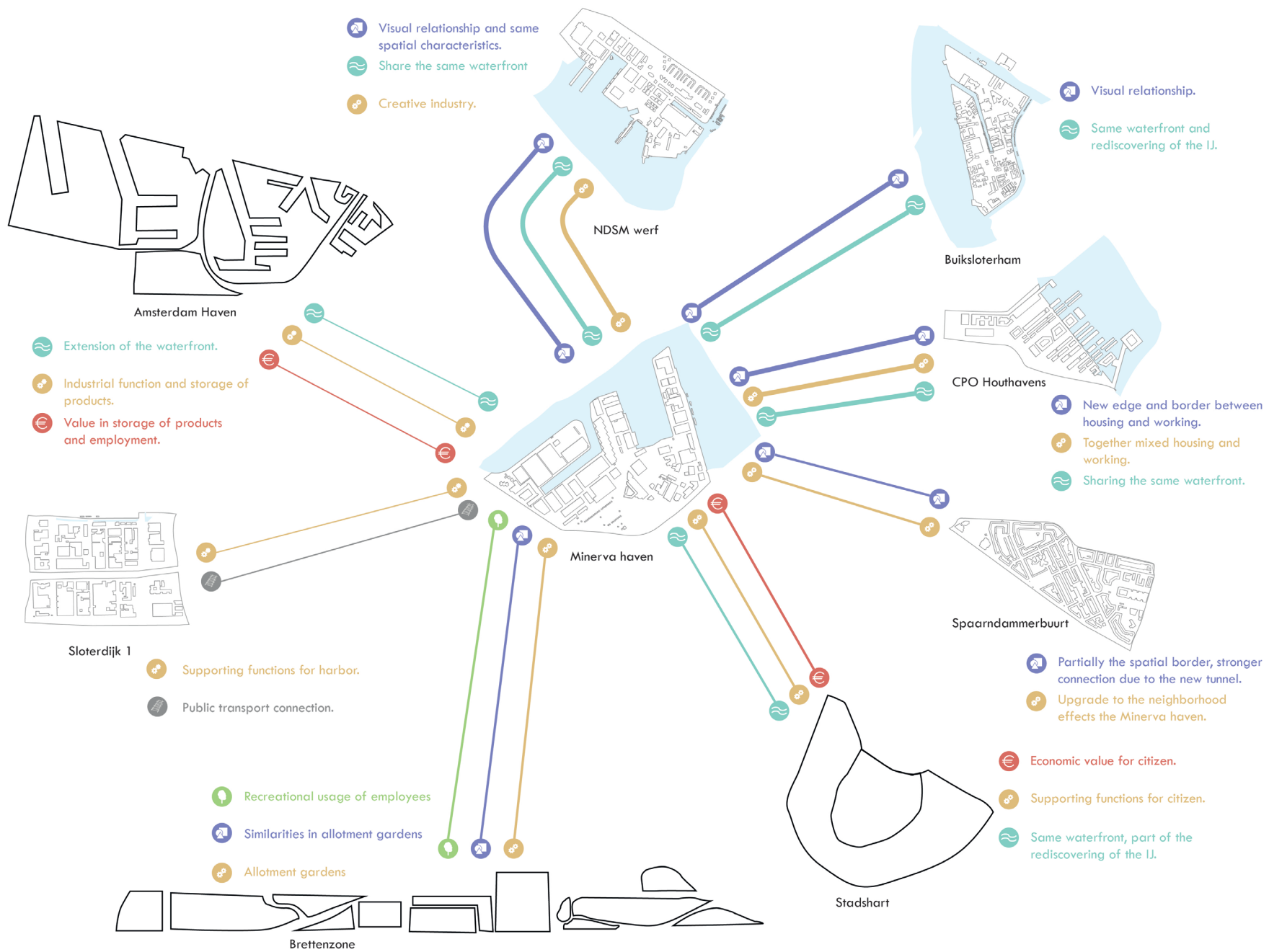


Figure 47: Embedding of Minervahaven in the urban system of Amsterdam.

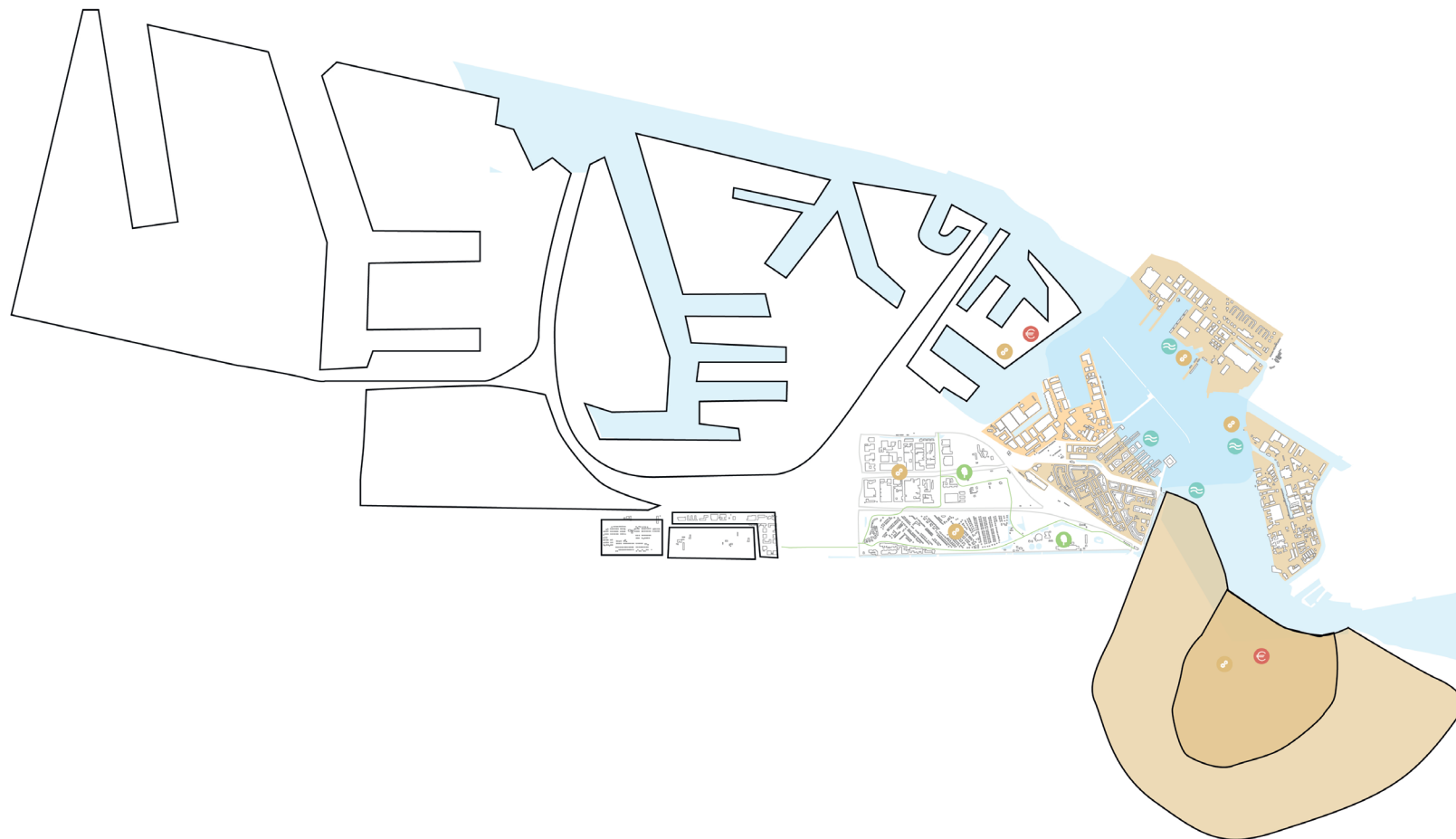


Figure 48: Embedding of Minervahaven in the urban system of Amsterdam seen on the map.

Minervahaven

Minervahaven works on a semi-city scale in Amsterdam. The area used to be part of the harbor of Amsterdam, but as the harbor slowly moves towards the edges of the city, and the city center expands, the Minervahaven has come into a new phase where its orientation is changing from the harbor to the city center and across the IJ. As the industry left the area, the connection with the harbor became thin, but the introduction of new companies that were commercially oriented, the area now focusses on its connection to the city center. Together

with the Westerpark and Spaarndammer Zeelhelden neighborhoods, the area also connects well with the Houthaven project, which gives new momentum for redevelopment in the Minervahaven. Moreover, the policy of the municipality of rediscovering the IJ, creates a stronger connection to the areas across the IJ, namely the NDSM werf, and the Buiksloterham (Haven-Stad, 2009). All in all the orientation of the Minervahaven is changing from a harbor focus to a city center and IJ focus (image 47 and 48).

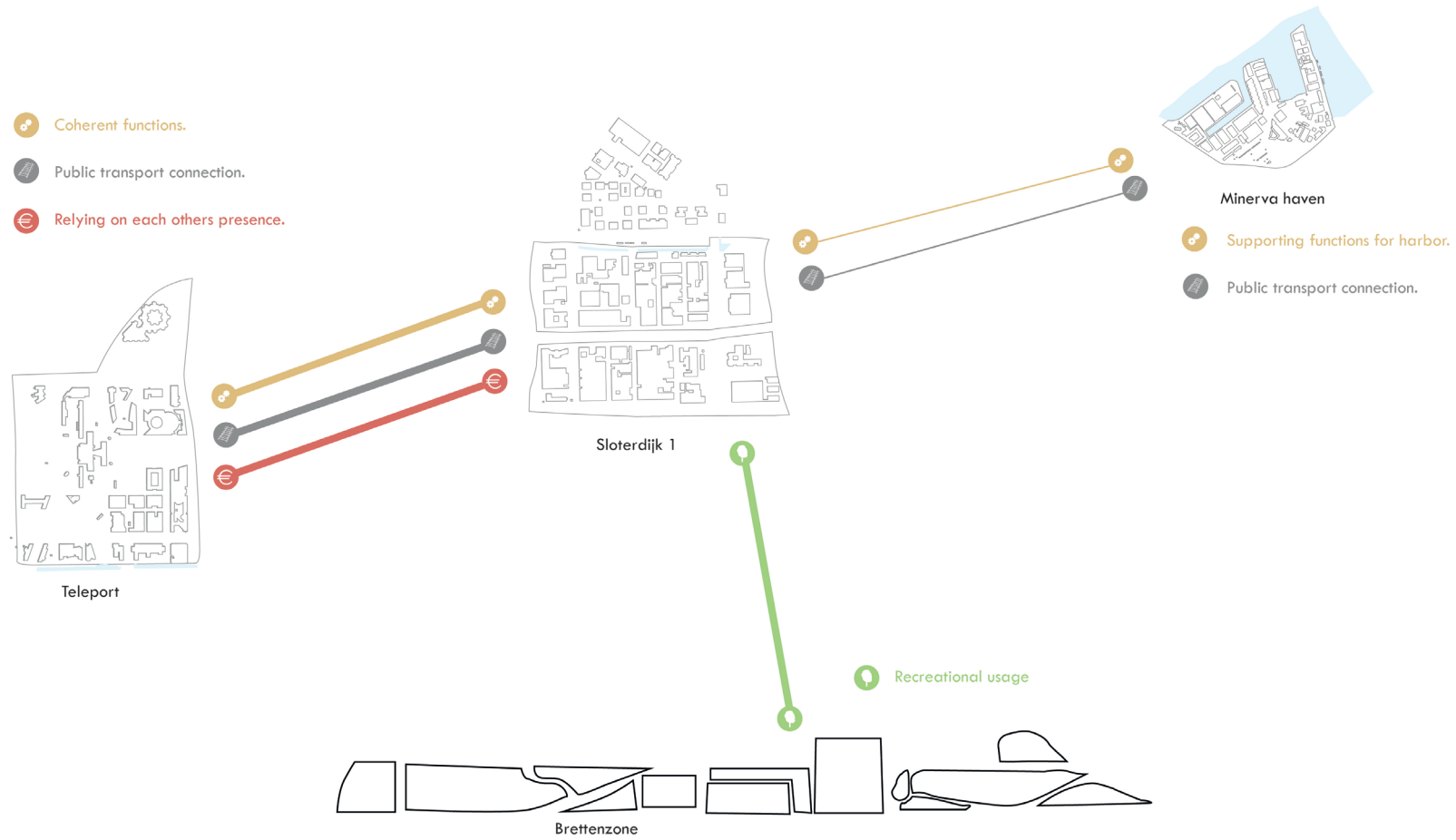


Figure 49: Embedding of Sloterdijk 1 in the urban system of Amsterdam.



Figure 50: Embedding of Sloterdijk 1 in the urban system of Amsterdam seen on the map.

Sloterdijk 1

The working area of Sloterdijk 1 relies very much on the presence of Teleport. This area has many functions that are supportive for the teleport companies, and it relies on the accessibility and transportation hub of Teleport. Sloterdijk 1 was created by the presence and investments made in Teleport. Teleport's popularity ensured a flow of companies in Sloterdijk 1, but the downfall of Teleport also caused large scale vacancy in Sloterdijk 1. At the

moment, Sloterdijk 1 has become a more independent working area but it still build on the infrastructures and allure of Teleport. Next to that the area has spatial similarities to the Minerva haven, but this connection is not that strong. To conclude, the Sloterdijk 1 area depends on the presence of Teleport but is independent enough due to its economic profile. Therefore the working area acts on a local scale (image 49 and 50).

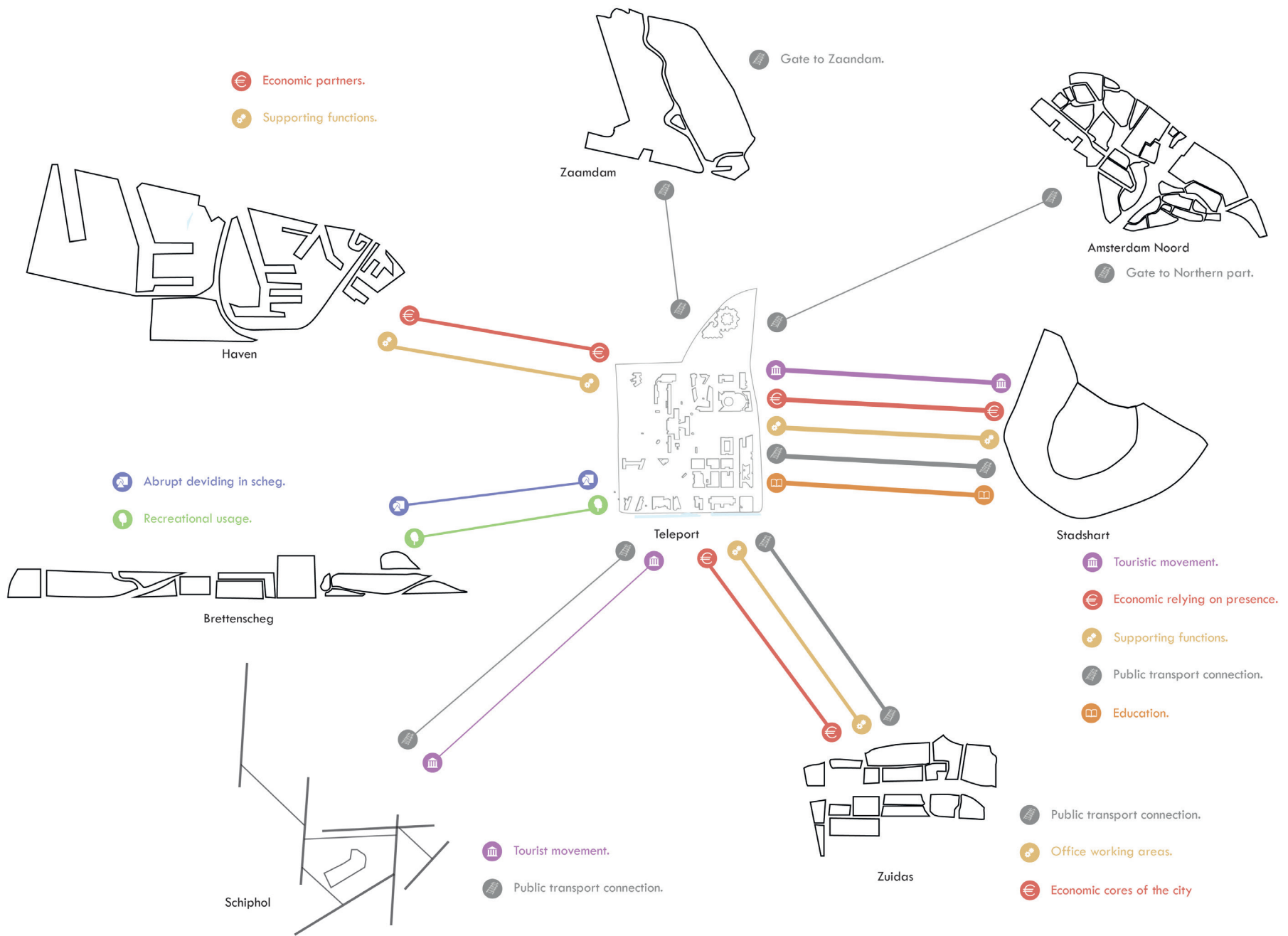


Figure 51: Embedding of Teleport in the urban system of Amsterdam.

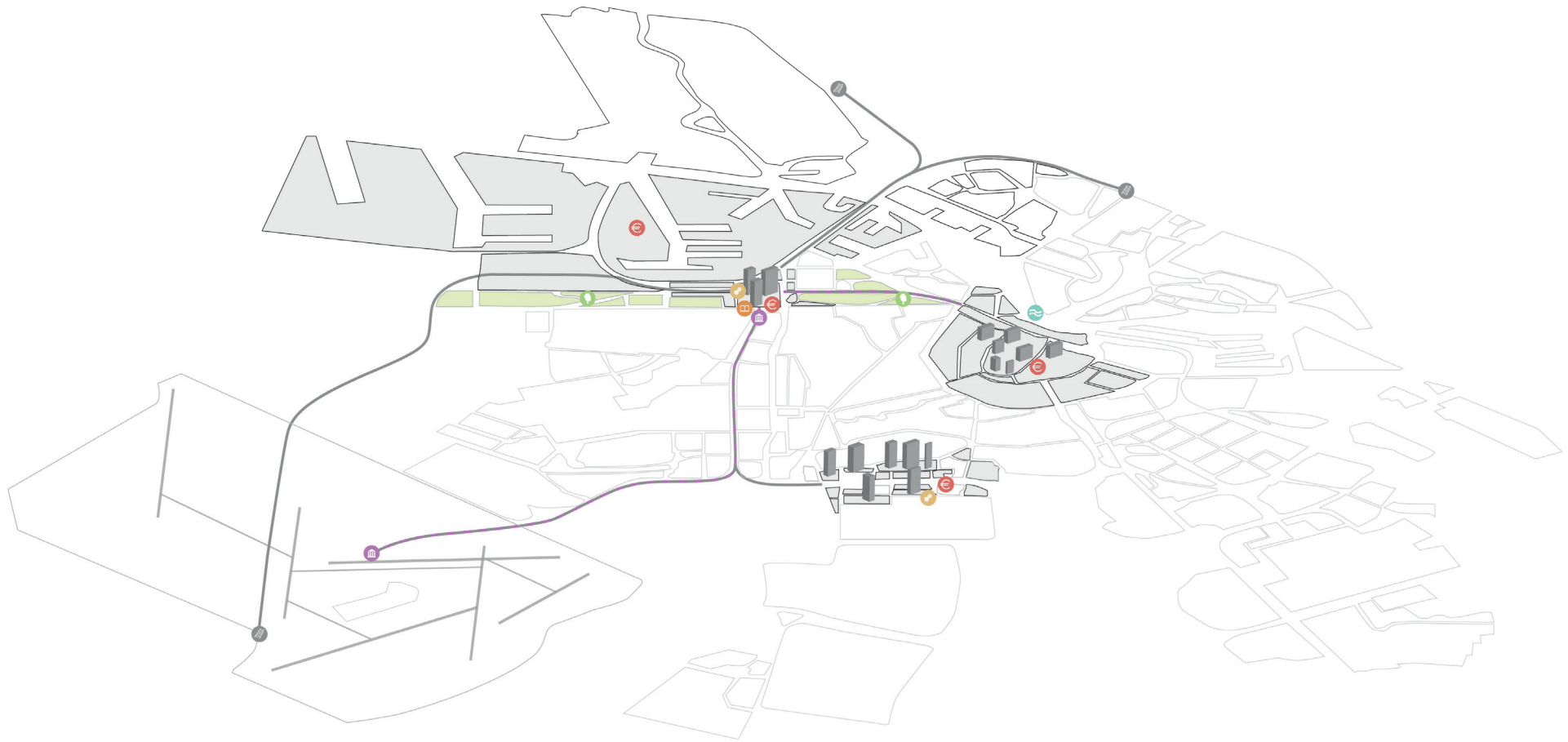


Figure 52: Embedding of Teleport in the urban system of Amsterdam seen on the map.

Teleport

The working district of Teleport is a transportation hub in the Amsterdam network and is therefore connected on a city scale to the rest of the city. Teleport as a former financial and telecom district had to be strongly connected to Schiphol and the city center, as well as Zaandam, the harbor and the Zuidas. This connection used to be economical and functional, but recently, due to the growing tourism and hotels in Teleport, the tourism has increased its connection to the city center. Moreover, the educational institution enforced this

connection. Besides this, Teleport has a strong spatial connection to the Brettenscheg, and an economic connection to the harbor with its supporting functions and their economic partnership.

Teleport is a hub on the city scale of Amsterdam which keeps its connection to the city because of its changing profile towards tourism and services. This city scale connection is created by the heavy infrastructures and functions that work on a city scale (figure 51 and 52).

Conclusions

To conclude the complexities in this specific fringe zone this subchapter will sum up the current situation with the task at hand.

The municipality of Amsterdam is looking for spaces for densification and has to use fringe zones in that process. The fringe zone at the Sloterdijk area is one of the fringe zones in the city that is up for discussion and is experiencing a transition phase in form and function, which demands for guidance, a future vision and strategy. This is being made more difficult as the mayor working areas are influenced by economic transitions, new ambitions of the city and their embedding in the city structure. Moreover, many of the current plans for the area are outdated and traditional. The renewed interest in this fringe zone in the urban fabric needs to be guided and plans have to be made for the future to cope with these circumstances, especially for the working areas in the fringe zone.

Minervahaven, which works on a district scale, is changing its orientation from the harbor towards the city center and the IJ. At the same time new functions are introduced in the area; companies that are commercially oriented towards resident of the city.

Sloterdijk 1 works on a local scale and relies heavily on its direct neighbors. There are no direct trends or external influences which initiate change except for the overall change in its economic middle segment. Therefore it is very unsure which way this area will go.

Teleport is a former office hotspot which is rising again after its downfall. The city scale oriented area is using its embedding in the city structure to initiate a change in function and is therefore introducing a new type of urban character.

The question

Taking the previously explained situation of the Amsterdam fringe zone, located at the old Sloterdijk area, and the complexity surrounding it with its changing economic profile, outdated plans, and other ambition of the policy makers, this forms two mayor questions. It is essential to know how the current working areas and fringe zones can react to new economic ambition and changes in the city, as well as seeing how spatial embedding and orientation can change the form and function of an area. Therefore the following question is formed:

HOW CAN WE COPE WITH AND INTEGRATE THE ECONOMIC CHANGES IN ATTITUDE AND AMBITION, TOGETHER WITH THE SPATIAL ORIENTATION AND TRENDS WITHIN THESE WORKING AREAS OF AMSTERDAM?

This question can be divided into several sub questions:

- HOW DOES THE ECONOMIC TRANSITION OF AMSTERDAM AFFECT THE CURRENT WORKING AREAS?
- HOW DOES THE SPATIAL EMBEDDING INFLUENCE FUTURE DEVELOPMENT IN THE WORKING AREAS OF AMSTERDAM?
- WHAT ARE THE SPATIAL CHARACTERISTICS OF THE NEW ECONOMIC PROFILE OF AMSTERDAM?

Taking the knowledge from the previous chapters about the changing economic profile of Amsterdam, the selected fringe zone and its working areas and its embedding in the city, the following question arises about the future of this fringe zone:

HOW CAN WE MAKE A CLEAR AND VIABLE FUTURE FOR THIS FRINGE ZONE IN ORDER TO GAIN A VALUE FOR THE CITY, CONCUR WITH THE CITIES AMBITIONS AND IS REALIZABLE ACCORDING TO THE NEW ECONOMIC CONDITIONS AND PLANNING TRENDS?

The answer of this question will show how the previous questions can be integrated into the specific location in Amsterdam. It will show how the changing economic profile will influence the spatial environment, how new ways of planning can be integrated, and how the future of this fringe zone can take shape.

Once again this question can be divided into sub questions:

- WHAT WILL BE THE FUTURE FUNCTION OF THE FRINGE ZONE IN AMSTERDAM?
- HOW CAN THE MUNICIPALITY REACT TO THE CURRENT TRENDS AND CHANGES IN THE FRINGE ZONE?
- HOW DOES THE CHANGING ECONOMY INFLUENCE DEVELOPMENT IN THE WORKING AREAS IN THE FRINGE ZONE?
- HOW CAN A FUTURE FOR THE FRINGE ZONE BE DESIGNED ACCORDING TO NEW PLANNING TRENDS?
- HOW WILL THE WORKING AREAS INFLUENCE THEIR SURROUNDINGS IN THE FUTURE DURING REDEVELOPMENT?

These questions are stated in a general way so that can be applied to all fringe zones and working areas in cities which are in transition or need new guidance and plans .

Method of answering

To answer these question a vision and strategy will be made for the Sloterdijk fringe zone in Amsterdam. This vision and strategy will implement all previously mentioned aspects of the situation and complexity in the entire matter. A vision and strategy for this specific fringe zone will show how these types of redevelopments can be done in the future, and how the external influences can be integrated into a viable vision and strategy for the future. Note that the concept of the vision is not to set a precise and definite ending point in the future. A vision is used to give guidance to the area in the coming years, and is flexible enough to adapt to new trends and influences in the future, which we cannot foresee at the moment. The vision will give a new profile and function to the different working areas, and will give the directions to the surrounding areas. The strategy which will be created is the development approach to the different areas, and the course to be taken in the future which concurs with the overall vision. Next to that, the strategy will show several key-project as carrier or catalysts which can be implemented. These key-projects will be explained further in order to show their potential and desired effect. The vision, strategy and key-projects in this report will show the potential of the fringe zone for the city, the effects of the changing economic profile of the city, and will implement the new forms of planning and designing.

Vision and strategy

Vision and strategy

In order to forecast the future of the fringe zone and how this future will take shape, a clear profile has to be made for the future which offers guidance for the municipality and the future investors and project managers. This profile determines what course the fringe zone will take in the future. This vision and goal is partially established by the current view on the area and the enforced visions by the municipality, like Vision 2040, but is also created by looking at the recent changes and trends in the area, building upon recent events and projects instead of radial enforcements of overall plans . As stated in the first chapter, introducing the fringe zone, it was made clear that the working areas, Teleport, Sloterdijk 1 and Minervahaven, are dominant in this fringe zone. Therefore they are seen as the core areas on which the vision and strategy is build. These areas are also most susceptible for the upcoming changes in the city. Still, the surrounding areas such as the Brettenscheg will be included in the overall vision and strategy as these are a valuable asset to the city and need to keep up with the rest of the fringe zone.

The Coenhaven, the areas across from the Minervahaven, is not taken into account in this vision and strategy, as this area is still dominated by industry and is very close to the power plant and petroleum harbor. Basically, the environmental and noise regulations forbid any other function than industry, and decisions whether new functions are possible have been moved to 2025 (Dienst Ruimtelijke Ordening, 2009). Even if the decision is made by then, the entire project would involve the moving of heavy industry and interventions in the petroleum harbor, which is a project on its own. The same goes for the working area on the other side of the A5 highway. This working

area is not undergoing any changes and is not susceptible for the economic transition in Amsterdam as there is less vacancy and its functions are oriented towards the harbor, making the area stable and viable for the near future. Rethinking this working area can be done at the same time as the decision about the Coenhaven can be made .

Vision and strategy for three working areas in the Fringe zone

As seen in the previous chapters, the economic profile of Amsterdam is changing and with it its working areas in the city. The new economic ambition, from going to a large scale financial profile to a smaller scale knowledge and innovation based profile, and the changing segments of the city's economy can be seen back in the different working areas. The three working areas in the fringe zone differ on multiple aspects: their spatial characteristics, their current function, their current changes, and their embedding in the city structure. Therefore their future profile in the city will also differ so for each area. On its own a future profile and perspective has to be developed, taking into account its current characteristics and trends, but also the future ambition potential for the city. In the following subchapter these future profiles will be explained.

Future perspective

The future perspectives and profiles of the three working areas in the Sloterdijk fringe zone are developed according to the ambition of the city and the current changes in the different areas. To better explain the profiles, the three economic segments are used to shown where the focus points of the areas are in the future.

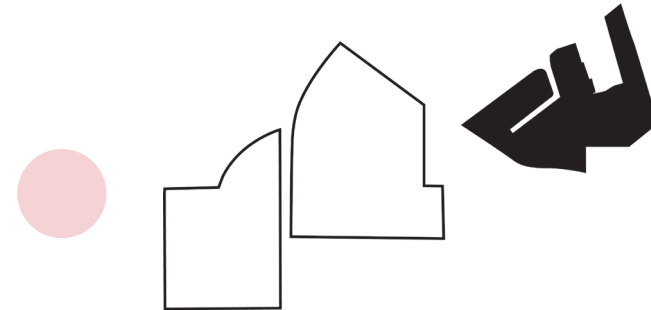


Figure 53: Minervahaven.

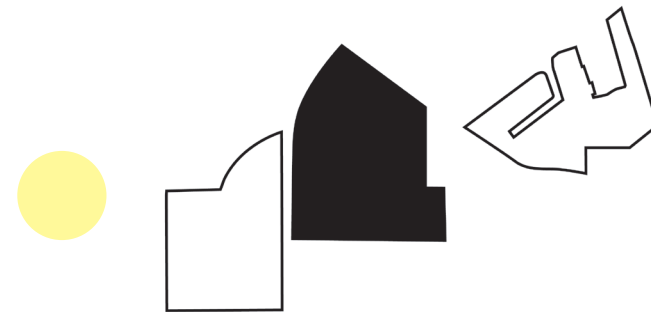


Figure 54: Sloterdijk 1.

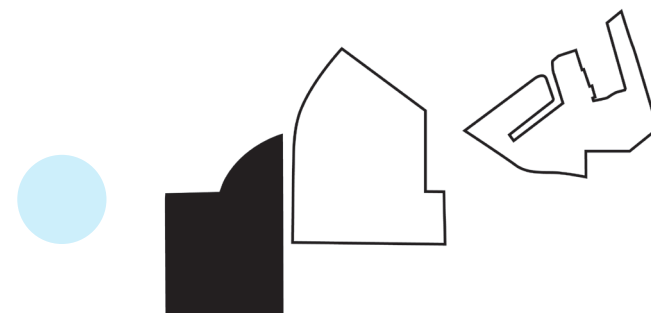


Figure 55: Teleport.



Minervahaven

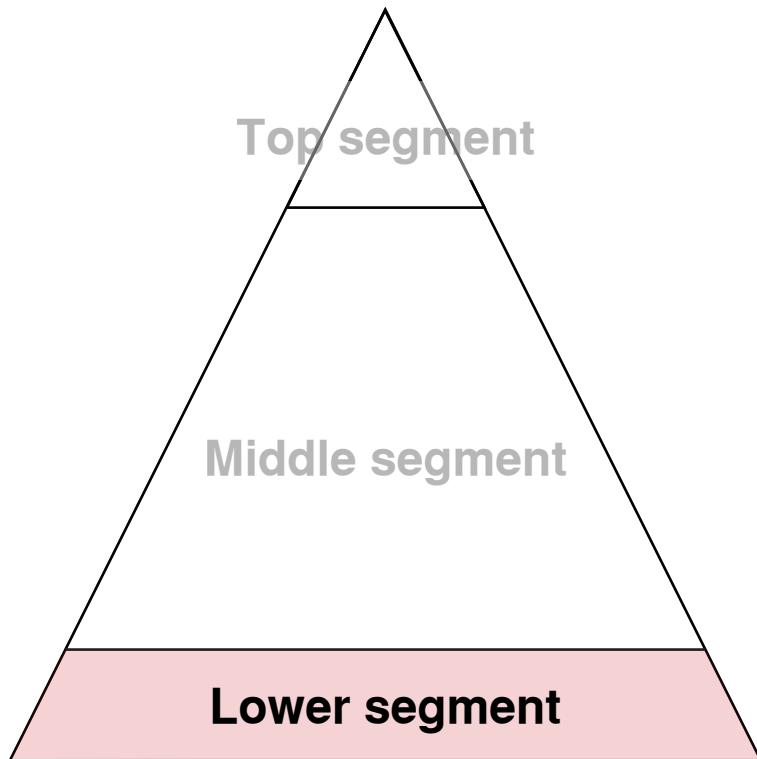
As stated before, the Minervahaven is the most susceptible for change in the coming decades. The former industrial area is now dominated by the storage and introverted companies, but is seeing a rise in commercial and citizen oriented functions. This is part of its changing orientation from the harbor to the city center and the IJ. The type of urban character that is being developed in the areas is the one of small scale bottom-up approaches and introduction of small scale creative companies. A fine example of this is the Maakplaats HEM, which is a transformed distribution center, now used for startup craft companies. Also the creation of the new theater and restaurant along the IJ is the beginning of a new urban character of the Minervahaven.

Looking at these subtle changes and new orientation, the profile for the Minervahaven will be the answer to the ambition of Amsterdam of becoming startup city of Europe. The area will gain the profile of startup area of Amsterdam, focusing on the knowledge and innovation based companies on a small scale. With this profile the areas also exploits its new orientation to the city center and the areas across the IJ. For instance, the NSDM wharf has been a startup and entrepreneurs area for some years, which was organized through bottom-up initiatives. The Minervahaven has more prime location in the city structure than the NSDM wharf, and can therefore focus on more financially strong startup companies. Still, the profile of the Minervahaven enables companies to start businesses in the area with no specific agenda.

The profile of the Minervahaven and its foreseen future is in line with

the characteristics of the lower segment of the economy. It tends to attract the smaller scale companies, oriented towards innovation and knowledge. It is a wide scale in different types of companies, oriented on different markets. It concurs with the ambition of the municipality, who wants to promote itself with these types of startup areas. These areas cannot be the foundation of the city's economy, but gives Amsterdam an international allure and creative profile, something that the city desires to have.

To be complete, the Minervahaven does not have the same profile as for instance the NSDM wharf which is the most core bottom-up approach possible in Amsterdam. The Minervahaven has no large scale vacant warehouses or squatters creating new working spaces. The changes in the Minervahaven are done step by step, plot by plot, by private investors. Currently development is going on the scale of buildings changing function or demolition. The difference between the NSDM and Minervahaven is that the Minervahaven is a startup area on a more organized and official sense in a more formal way than the NSDM wharf .

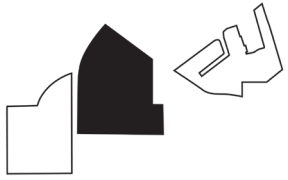


EXAMPLES OF LOWER SEGMENT COMPANIES:

FREELANCERS, GRAFIC DESIGN BUREAUS, ARCHITECTURE FIRMS, RESTAURANTS, ENTREPRENEURS, FINTECH, CREATIVE INDUSTRY, SHARING ECONOMY, MOBILE ICT, INTERNET SERVICES, CRAFTMANSHIPS, ART, MUSIC INDUSTRY, THEATER.



Figure 56: Impression of startup area Minervahaven.



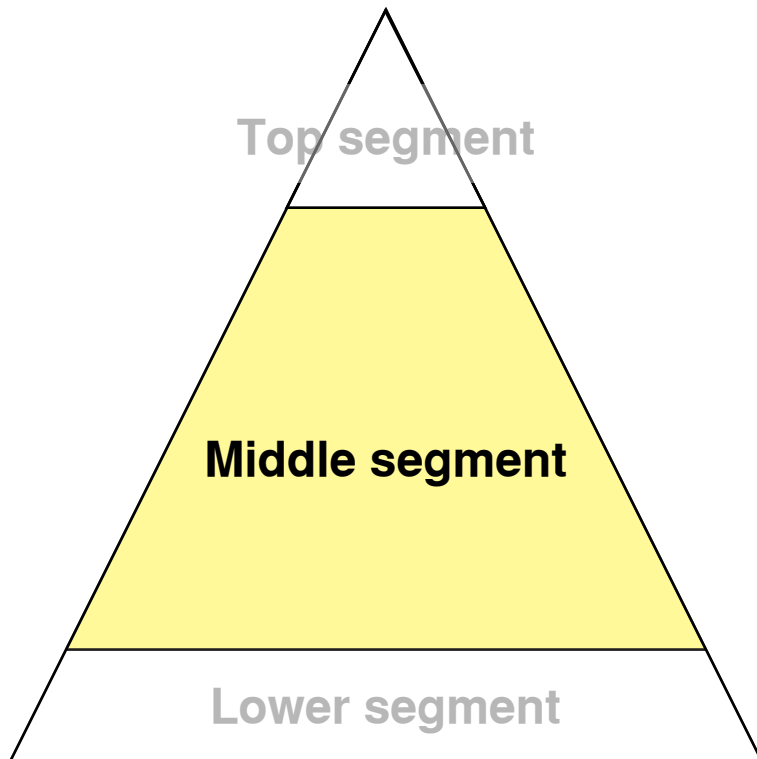
Sloterdijk 1

The Sloterdijk 1 working area is an area that has subtly changed in the past decade and has become a more mixed used area with different functions for the city. The former logistics and transportation area has become more commercially oriented with functions for the citizen of Amsterdam. The Sloterdijk 1 working area is becoming a more independent working area, but has not direct external influences causing mayor changes in this area. The fact that the environmental regulations have changed in this area makes it easier for new functions to be introduced.

The profile for Sloterdijk 1 will not change radically in the future. Currently the functions are vital and necessary for the city and its residents. Sloterdijk 1 is one of the necessary working areas with supporting companies for the entire city. The profile of the working areas will therefore be the same as it is right now; being the mixed used working area. As there are no direct projects or influences that cause mayor change or demand a reaction in form or function, the area is functioning as it should be. The subtle change in the entire area will come from the changing social economic context of the entire city.

As can be concluded, the economic middle segment fits this area best. It offers a wide scale of midsized companies, which are all viable, healthy and necessary for the city. The middle segment acts as the foundation of a city's livability and offers functions that every citizen needs. As stated in the chapter about the economic transitions of the three economic segments, this middle segment will change overtime. Technological influences have made the companies of the middle

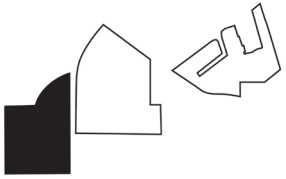
segment more commercially oriented and visible for the citizen of a city. Therefore these types of working areas will become more public accessible and visible, and should become more extraverted in form and function. This is a transition that is going on in a subtle step by step way, but has to be taken into account in the vision and strategy. This does not mean that the logistics and transportation function located in the area have to be moved. As the matter of fact, these companies are the strongest core of Sloterdijk 1 and are the constant factor in the area .



EXAMPLES OF MIDDLE SEGMENT COMPANIES:
 FOOD DISTRIBUTION, PRODUCT DISTRIBUTION, LOGISTIC OFFICES, EDUCATIONAL INSTITUTIONS, CONSTRUCTION MATERIALS SALES, WAREHOUSE SELLING, FUNERAL SERVICES, BOOK BINDING, PRODUCT PACKAGING, STORAGE.



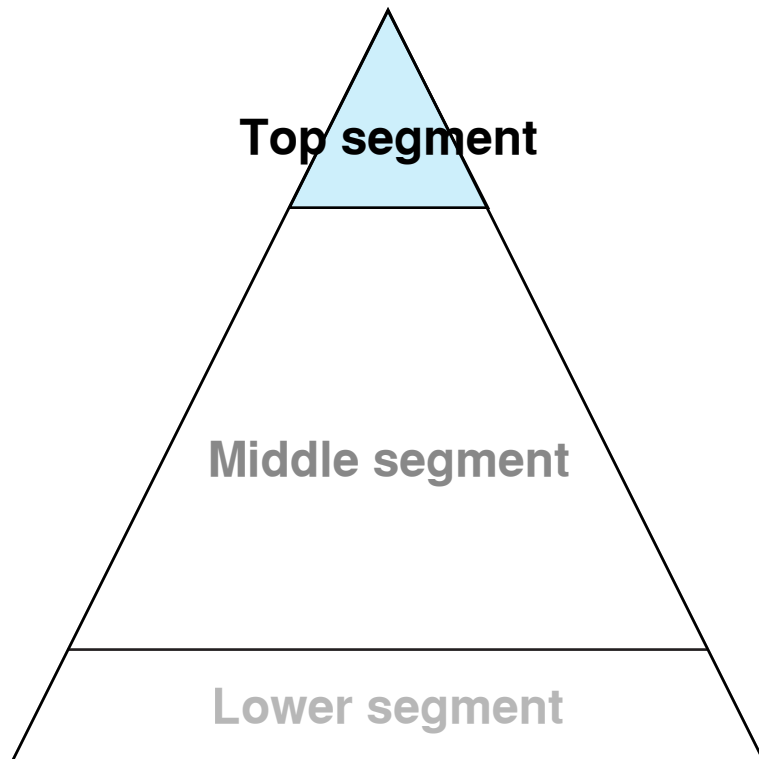
Figure 57: Impression of Sloterdijk 1 vision.



Teleport

Teleport is experiencing a form of revival. There is a new urban sense in the area, which used to be considered as a failed telecom office hotspot. This new revival is caused by a sudden change in popularity and realization that Teleport has more to offer than just office space. The rise in touristic facilities such as hotels, educational institutions and an upgrade of the public space around the public transport station has given a new impulse to Teleport. This shift in function, from office hotspot to socially oriented functions, characterizes the shift in economic profile of the entire city. As the Zuidas has become the new financial hotspot in Amsterdam, Teleport can start working on filling in a new profile for the city, one according to the new policies and ambition. The new perspective and profile of Teleport will therefore be the one of the social transportation hub, using its infrastructures and embedding in the city to become the city's new mixed used housing and working area focused on the social economy of the city. Using the new ambitions of the city, Teleport will be the new hotspot for extended touristic stay, educational institutes, (student) housing, and healthcare and service offices. Its infrastructures and systems, which were used to provide the telecom businesses, can now be used for citizen and visitors of the city. This new profile for Teleport concurs with Amsterdam's new top segment of the economy. The transition from a financial city, to a touristic and service driven economy in this segment is implemented in the new perspective for Teleport. This working area is now ripe for a new focus point and now has the possibility to do so, whereas the Zuidas can build upon the old top segment of the city.

It is visible that this change in function has already been adapted by Teleport, and therefore its new profile is in line with the current trends in this area. On the other hand, this vision and perspective for the future is necessary to give more guidance in this process. Otherwise, there is a risk that the sudden rise in popularity will attract powerful companies of the old top segment, which could lead to another downfall as we have seen in the 90's. The new profile and perspective for Teleport is a reaction to the ongoing increase in popularity and introduction of new functions, works on the new ambitions of economic profile of Amsterdam, and offers a clear guidance for the coming years .



EXAMPLES OF TOP SEGMENT COMPANIES:
 TRANSPORTATION HUBS (SCHIPHOL), UNIVERSITIES, BANKS, INSURANCES COMPANIES,
 GENERAL INTERNATIONALS, TELECOM, TOURISM SERVICES, POPULAR SPORTS CLUBS
 (AJAX).



Figure 58: Impression of Teleport vision.

Brettenscheg

The Brettenscheg, as the former bufferzone between housing and industry, has attracted new functions over the years and will be influenced in the future by ongoing processes in their surroundings. The recreational functions in the Brettenscheg, such as the allotment gardens, sports facilities and public farms, are of value for the city, but can become under threat in the future. In the ongoing process of the densification of the city, the land price can rise, making it attractive for investors and project developers. Next to that, there is already a mismatch happening between the rising land price and the amount of rent being paid at the moment, which has made the policymakers thinking about the future of these areas. Nonetheless, the municipality cannot neglect the fact that these facilities are an important asset for the city, and their popularity has grown overtime. Therefore, the stated intention of the municipality is that these functions need to change into more public oriented facilities, as momentarily many functions are hidden and introverted. On the other hand these recreational institutes do not have the financial resources to largely adjust their lands or the public space around it, which would insinuate further investments coming from the municipality.

In the vision for the future, the Brettenscheg and its recreational functions has to rely on the surrounding transitions in their near surroundings and has to use the transitions in the working areas to its benefits. This means that the Brettenscheg can slowly be adjusted by involving it in the plans for the working areas. Goal is to keep the same functions in the Brettenscheg, but some concessions, regarding

visibility and public use, have to be made from their part to answer the widening mismatch between rent and land price (Amsterdam, 2011). This way the same functions can stay in the Brettenscheg, keeping it current value for the city, but still involve it in the rest of the fringe zone and can respond to the intention of the municipality. This will ensure their survival in the city.

Strategic plan

From establishing the profile and the future perspective and goal of the different working areas, the question arises how these goals and ambitions are going to be realized. What kind of strategy can be used in order to set course to the possible dot in the horizon?

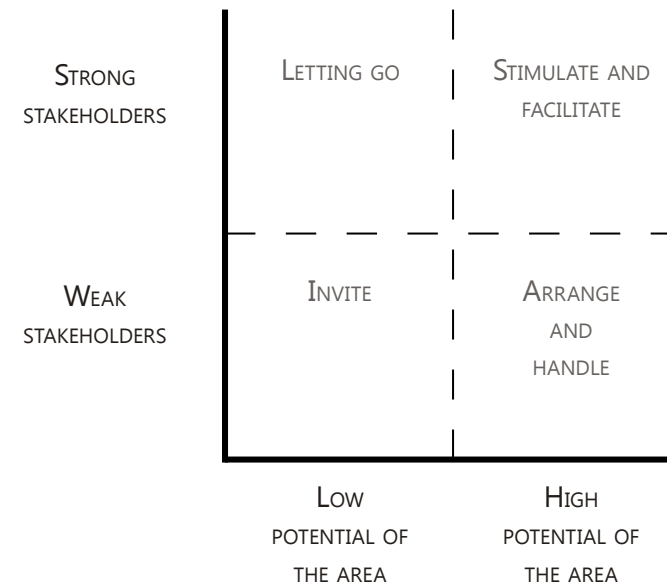
In regard of the new ways of planning and designing and area development, the stakeholders and investors have become the center of attention, as financial feasibility has become the number one trouble for the project since the financial crisis. Next to that, the role of the authorities has been shrinking for the past decade which has put them in a more facilitating role. It is not necessary for them to be involved everywhere, and do not have to take on a leading role every time. The amount of involvement of the municipality, and the amount of organization of the project depends on the strength of the stakeholders in a project. Strong stakeholders do not need that much guidance or financial support, and can therefore be let free in their doing. On the other hand, when stakeholders are not strong enough, or the potential of the specific area is high enough, the municipality will stay involved in potential ways of facilitating, arranging or inviting, depending on the kind of situation. High potential areas are the ones where not every intervention is allowed, and where interventions are desperately needed. An example can be an empty plot in the inner city of Amsterdam, where something has to be built to complete block alignment and avert informal usage, but not all types of buildings may be built according to the zoning plan and desired image of the inner city.

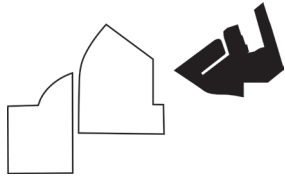
All in all, the strategy and the future of the working areas and the role of the municipality in the fringe zone can be determined by the

scheme seen below.

Low potential and weak stakeholders demand for invitation of stakeholders and giving an area potential. Low potential and strong stakeholders resolves the letting go of the area and monitoring what happens. High potential and weak stakeholders makes the municipality want to arrange and handle the process of redevelopment themselves, whereas high potential and strong stakeholders make them want to stimulate development and facilitate the process.

This scheme will be filled in for the three working areas in the fringe zone to determine what strategy can be used best for them (Ministerie van Infrastructuur en Milieu, 2014).





Minervahaven

For the Minervahaven the strategy goes to “Arranging and handling” the area.

As explained in the first chapter, but also in later chapters of this report, the Minervahaven is at the location where the next city center expansion might take place overtime, and currently the changing in function and spatial orientation gives the area a high potential for the future. This causes a potential rise in popularity and rising land prices in the area. A huge potential and value lies in its connection to the IJ and its easy accessibility to the city center and the Westerpark. Especially the edges of the area are the prime locations of the future. On the other hand, as given by the vision, the Minervahaven has to deal with relatively weak stakeholders. The lower segment of the economy, and Minervahaven’s profile as startup area, has high potential for the city and is according to the ambitions of Amsterdam, but on their own, as company, these startups are not (financially) strong enough to carry the responsibility of a larger scale area development. In this case they are unable to gain enough momentum or financial strength to initiate key-project, or to invest in the future.

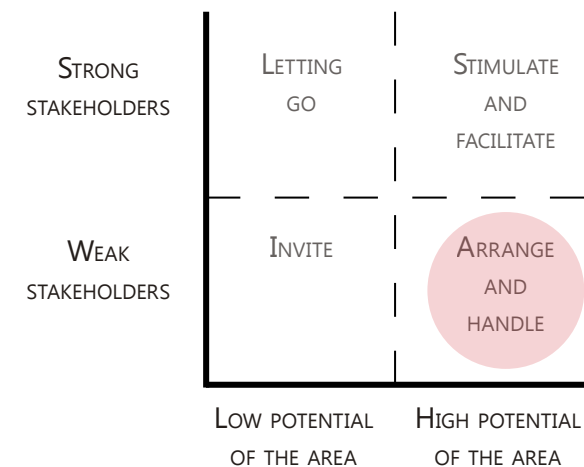
Therefore the strategy fit for this area is arranging the transformation and taking control of the process .

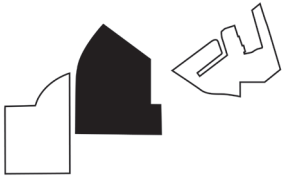
But what does “arranging and handling” actually mean for the area itself and how can this type of strategy be implemented?

For the Minerahaven this means that clear development boundaries and rules have to be made, which are all based on the profile given in the vision. These boundaries are set up to ensure the proper investors

are attracted for the right projects, while the municipality is keeping control of the overall process. These boundaries can go from plot dividing and building block orientation, to building heights and the desired functions. This way the right conditions are created to ensure smooth and straight forward development according to the vision and profile for the area, and prevents the area from slipping or going off course.

All in all, this set of rules and boundaries can be summed up in a masterplan. One that has all elements and rules integrates, but is vague and flexible enough to be up to the standards of today’s form of planning and area development. As the financial strength of the stakeholders is not that strong, it needs to give enough chance for new investors and developers to initiate projects in the area, as long as they follow the area’s vision.





Sloterdijk 1

The proper strategy for the Sloterdijk 1 working area is to “Let go” of this area.

Sloterdijk 1 has no direct potentials and has not already had key-projects that provoke a renewed interest or gives initiatives for redevelopment in the future. There is no momentum present at the moment and no efforts are taken to create any momentum. The lack of concrete plans or new projects gives the Sloterdijk 1 area a low direct potential for the near future. This does not mean there are no potentials at all, but at the moment there are no concrete developments or plans to count on.

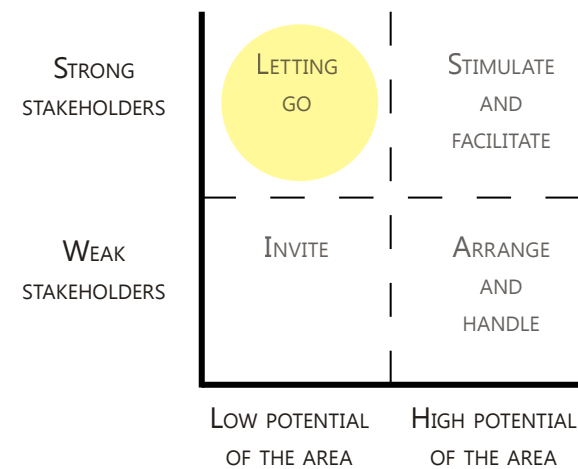
On the other side, the stakeholders in the Sloterdijk 1 area are relatively strong. These midsized supporting companies are financially stable and can count on a constant demand from the market. The middle economic segment is vital for the city, which makes it a constant factor in the entire fringe zone. Altogether, or by making smart alliances, they hold enough (financial) strength and power to start developments and initiate projects in their surroundings, when it has necessity.

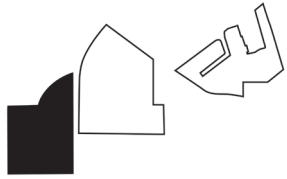
The combination of strong stakeholders but no direct potentials will give the strategy of letting go for the area.

But again, how does this strategy of “letting go” land on a specific area and what does this mean for the policymakers?

The implementation of this strategy basically speaks for itself. Complete freedom for development in form and function is given to the area, and no regulations are given besides from the overall environmental and safety regulations that apply to the area. This

means that any project in the future is possible and that it is unsure how Sloterdijk 1 will develop overtime. The focus on the middle segment of the economy and the types of companies that are involved are therefore an indication and expectation for the future as the characteristics, value and general purpose of the area all breathe this middle segment. The upcoming changes in the middle segment, the commercialization and slight change in functions, will overtime affect this working area. On the basis of letting the area go and giving complete freedom to the area, there still has to be a constant monitoring of the area, so that, when necessary, the municipality can interfere or mediate in the process.





Teleport

Teleport's strategy for the coming future is to "Stimulate and facilitate" the working area.

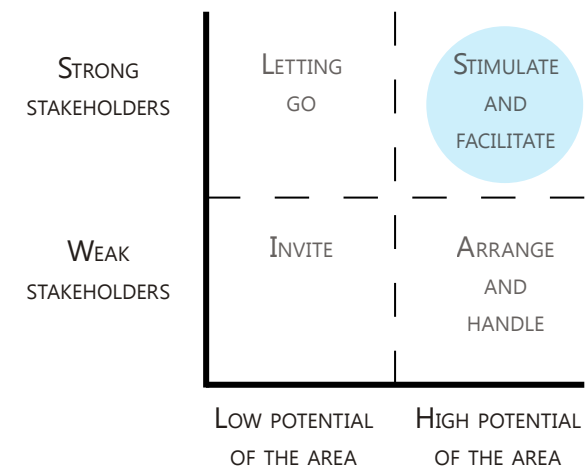
The high potential of Teleport comes from the renewed interest and renewed urban character that is happening in the area. There is a rising popularity causing Teleport to rise again after its downfall in the 90's. The introduction of new functions, such as hotels for tourists, gives a new potential for the area, and the changing environmental regulation provoke a new reaction.

The stakeholders that are involved in this area can be regarded as relatively strong. The renewed popularity of the area attracts new financially strong investors and developers. The focus on the top segment of the economy of Amsterdam also guarantees a stable economic profile with stable stakeholders. So the task for the municipality is in stimulating and facilitating these stakeholders and guiding the process.

The implementation of the strategy "stimulating and facilitating" lies in reacting on the current events and trends in Teleport. The already created momentum of redevelopment or shifts in the area can be strengthened or smoothed by identifying key-projects in the area or working with catalysts in the process. A key-project can be a vital part of area development and can convince future investors. Also the presence of future plans or the guarantees that key-projects will take place at a certain point in time can be enough to attract developers and investors. Thus interventions can be done as a reaction to an ongoing process, or as a starting point to initiate a process.

The key for this strategy to work is to determine the exact projects

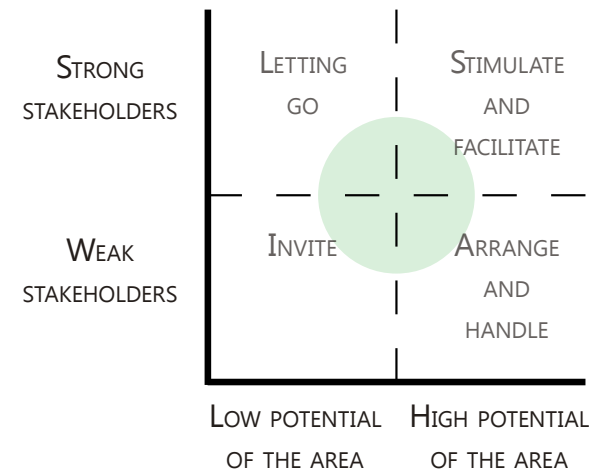
and interventions that need be done at what point in time. These key-interventions form the base for the plan made for the area and will determine beforehand what course the area is going to take. These key-projects can come from any scale or any form, from larger scale infrastructural upgrades to small scale intervention on a placemaking scale and depends on the circumstances in the area.



Brettenscheg

The Brettenscheg is not affected by the economic changes in the area nor has any direct changes in the near future. On the other hand the Brettenscheg is influenced by its surrounding areas and policy changes in the future. Therefore the Brettenscheg has to, and will react on the transformations of the working areas in the fringe zone. As vision for the Brettenscheg, it has been stated that the current functions and usage need to be protected, but concessions have to be made to the municipalities wishes. Next to that, the Brettenscheg has to be involved in the transformations of the working areas, and can react or can be part of strategic interventions. This causes the Brettenscheg to not have a separate strategy as the working areas have. The Brettenscheg reacts to the different transformations which all happen based on different strategies and visions, and possible interventions in the Brettenscheg can be implemented according to the strategy used by the working area. For example, possible transformations of allotment gardens at the Minervahaven will follow its strategy "arranging and handling", while interventions combined with key-projects in Teleport will follow the strategy of "Stimulating and facilitating".

The Brettenscheg will be the dynamic and flexible area between the working areas, which can adapt itself in the coming decades to whatever may happen in the fringe zone.



Implementation and design

Implementation of the strategy

For the three working areas and the Brettenscheg a vision and profile is made for the coming years and the strategy to achieve this profile is explained in the previous chapter. The different strategies cause different interventions and different types of plans. Within the three very different strategies for the working areas, the Brettenscheg acts as a combining force, being the link between the working areas.

The entire strategy is seen in figure 59. The image shows the implementation of the three different strategies in the working areas and the core interventions in the entire area. In the next subchapters the individual plans of the working areas are explained into more detail, and later on the core interventions with it. The influences in the Brettenscheg will be explained along the core interventions which affect the Brettenscheg. The three different strategies in the fringe zone cause a combination of rather odd looking maps placed together, but these maps in itself show the different strategies.

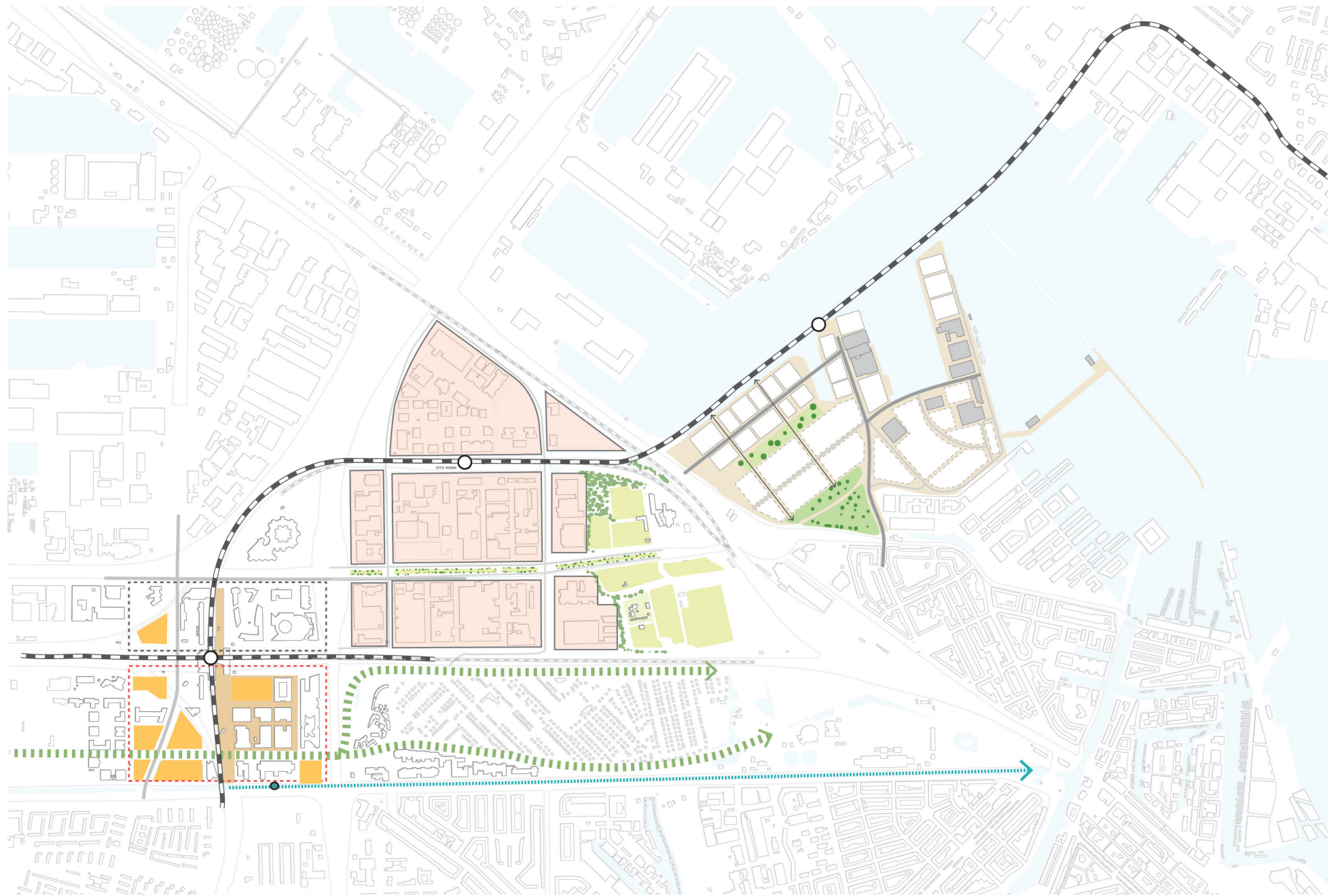
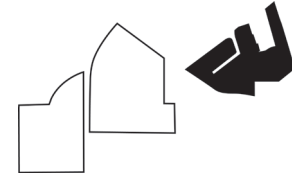


Figure 59: Three different strategies combined.



Minervahaven

In the previous chapter it was explained that the strategy “arrange and handle” resolves into a masterplan according to the new ways of urban design and urban planning. This masterplan gives a loose indication of volume and has a set of regulations and rules which have to be honored. For the Minervahaven the following plan was designed, seen in image 62 on page 90).

The plan for the Minervahaven unfolds itself using the qualities of the area, the changing orientation and the new profile for the future. The demands and wishes of the startup companies and entrepreneurs are different from what the current area has to offer. The basic needs of the lower segment of the city’s economy are in cheap and flexible working spaces in a mixed used and visible area. This has to do with the weaker financial strength of startups and the willingness of being discovered. This means no isolated areas with huge land prices, or startup campuses, but a dynamic area with housing, recreation and working all in one. The Minervahaven has great potential to become this mixed used area, but the rising popularity can cause the rise of land prices, making it unaffordable for new companies or developers. The masterplan (figure 62) for the Minervahaven strives to give enough guidance to ensure the economic profile is honored, but leaves enough freedom for flexible interpretation. In this masterplan, the area is splitted into small scale plots of different sizes. This is done so no larger scale developments can take place, as the individual plots are cheap enough. No strong profile or purpose is given for each plot, which makes any function and any form possible. One step further, it is to be expected that the change in function and the start of the transformation will happen in the edges of the area.

These areas are the ones with the greatest potentials and highest quality (along the IJ) (figure 60). The areas in between are currently a combination of the working and office area and some vacant areas. Where in the edges planned redevelopment will take place (seeing its high potential), the area in between the Houthavens and edges of Minervahaven is fit for informal development with temporarily usage and transformations, as long as this is conform the masterplan and the profile of the area. For instance, the temporarily student housing, currently located in the Houthavens, can be partially relocated to empty spaces in the Minervahaven.

A task for the municipality is to develop the infrastructures in the area, making it more accessible. These roads also create the boundaries for the building plots. This also includes the extension of the metro line to the NDSM-wharf. This metro line, including its station, will give, at a certain point in time, a great impulse to the Minervahaven . It will increase the accessibility of the entire area and gives another character to the main road connected to it. Moreover, it will strengthen the connection to the NSDM wharf, which has the same economic profile and the same characteristics in function.

For the entire area a set of rules is developed about the transformation and the plan for the former harbor, seen on the next page.

These set of rules are implemented in the rules map of the Minervahaven (figure 63) .

THEME.	RULES.
PLOTS	NEW AREA DEVELOPMENT BASED ON AMSTERDAM'S ECONOMIC TRANSITION. FLOOR-SPACE-INDEX TO BE DETERMINED FOR EACH PLOT.
FUNCTIONS	DIVERSITY IN ARCHITECTUUR IS NECESSARY. FUNCTIONS ACCORDING TO THE LOWER SEGMENT OF THE CITY'S ECONOMY. ENTREPRENEURS AND STARTUP COMPANIES. OTHER FUNCTIONS ARE POSSIBLE. 70% WORKING 30% OTHER. NO SPECIFIC FUNCTIONS OBLIGATED.
ROUTING	MOERMANSKKADE AND ARCHANGELKADE AS NEW MAIN ROUTE. ROOM FOR CYCLING PATHS AND PARKING AND SLOW TRAFFIC. STREET WIDTH OF APPROXIMATELY 9 METERS. RESERVE ENOUGH SPACE AT THE METROSTATION FOR PUBLIC SPACE. PARKING ON OWN TERRAIN AND NOT IN PUBLIC AREAS. ACCESSIBLE FOR ALL TYPES OF TRAFFIC.
BUILDINGS	MAXIMUM BUILDINGS HEIGHT OF 30 METERS. POSSIBLE TO DEVIATE FROM THE BUILDING HEIGHT IF THE MUNICIPALITY AGREES. NO SPECIFIC ARCHITECTURE DETERMINED. CREATE FLEXIBLE BUILDINGS WHICH BE USED BY ALL TYPES OF COMPANIES.
GREEN	TRANSFORMATION OF ALLOTMENT GARDEN INTO PUBLIC GREEN PARK. PARK SHOULD BE USABLE FOR EVENTS.
ORGANIZATION	PRIORITY IS GIVEN TO TRANSFORMATION OF BUILDINGS. DEMOLISHION WHEN TEMPORARILY USAGE OR TRANFORMATION IS IMPOSSIBLE. CURRENT VALUABLE FUNCTIONS, ACCORDING TO THE LOWER ECONOMIC SEGMENT NEED TO BE RELOCATED IN THE SAME AREA. OTHER COMPANIES MAY BE RELOCATED TO THE SLOTERDIJK 1 WORKING AREA. INITIATE A HIGH MUTATION GRADE IN THE SMALLER COMPANIES.
SPOTS	GIVE FREEDOM FOR INITIATIVES ALONG THE WATER. FOCUS ON RECREATIONAL AND COMMERCIAL FUNCTIONS.
TEMPORARILY USAGE	USE VACANT AREAS FOR PLACEMAKING INITIATIVES (EVENTS). INTRODUCTION OF TEMPORARILY USAGE IN VACANT AREAS SHOULD BE ENOURAGED. FUNCTION OF TEMPORARILY HOUSING, WORKING, AND RECREATION.

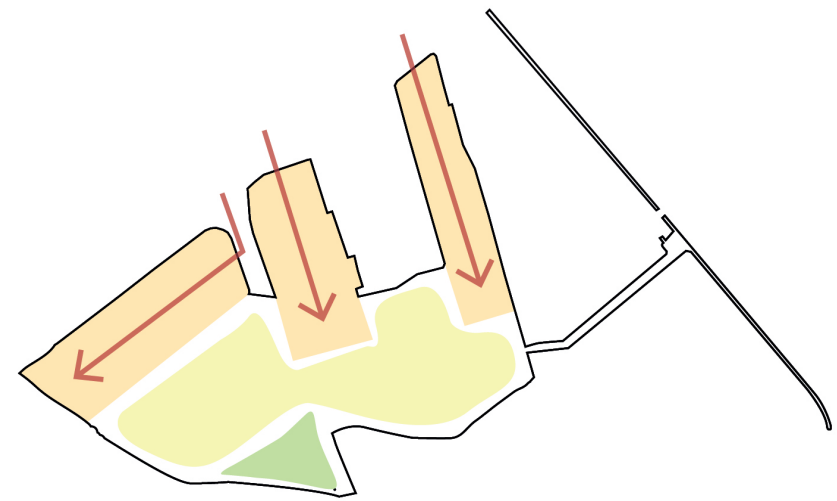


Figure 60: Development in Minervahaven, starting at the edges.

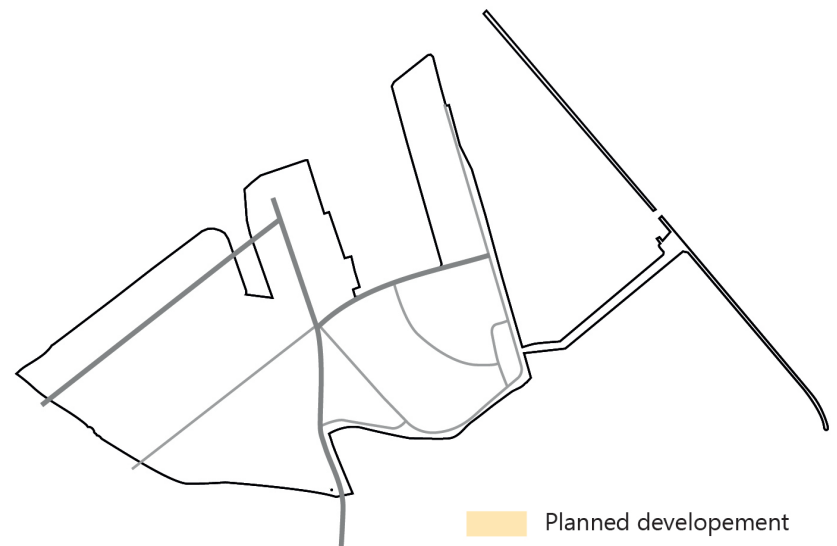


Figure 61: Routes in Minervahaven.



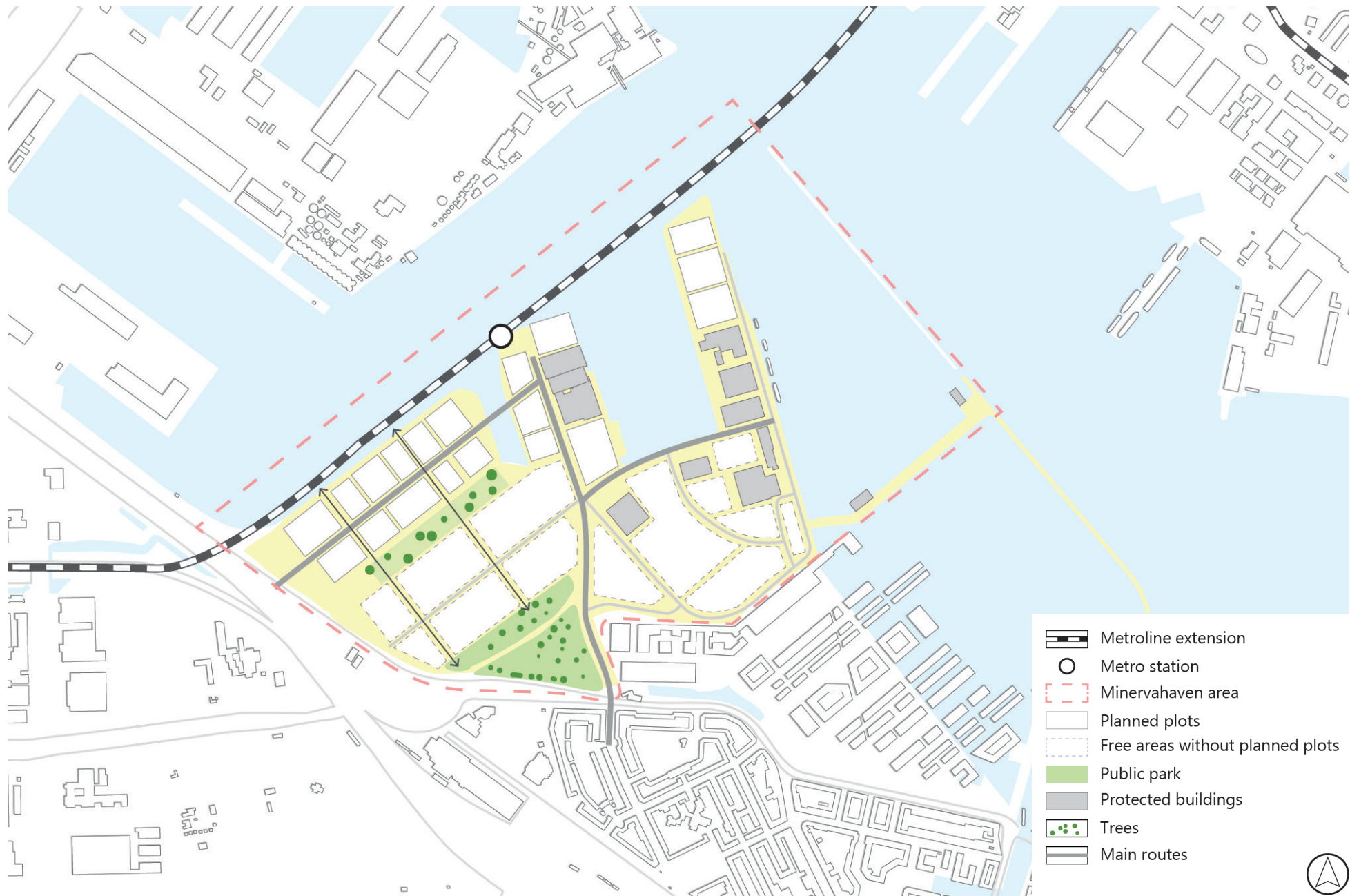


Figure 62: Masterplan Minervahaven.

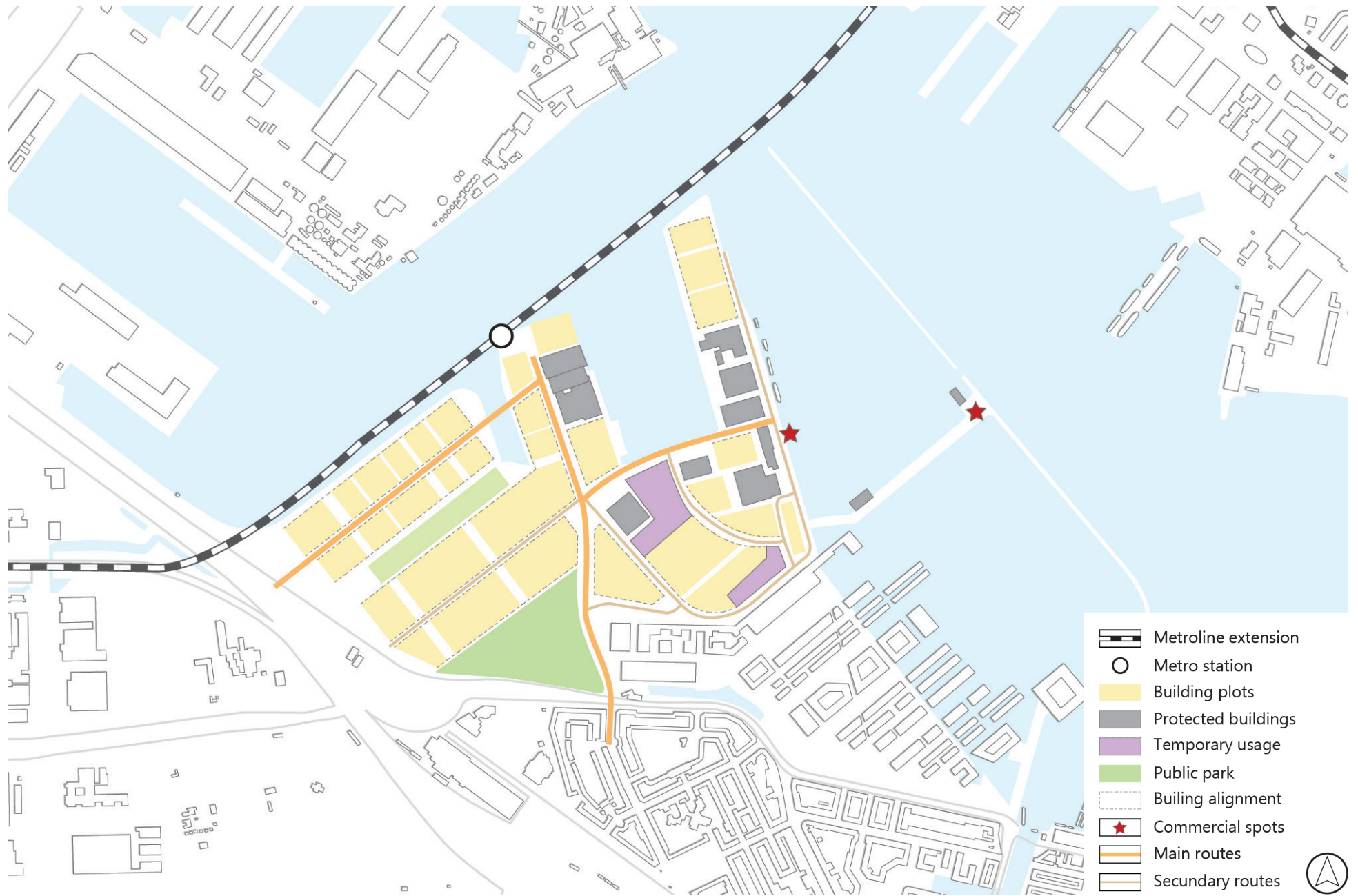
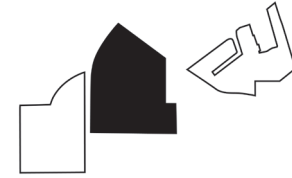


Figure 63: Rules for the Minervahaven.



Sloterdijk 1

The plan for Sloterdijk 1 was to implement the strategy of “letting go” which means that no regulation or specific plans or rules will be setup for the working area. The area will be influenced by the transition in its economic middle segment, which means a commercialization and more public orientation.

But all in all, seen as the area relies on its close neighbors, it is affected by the rising popularity of Teleport, and the possible transitions in the Brettenscheg. Moreover, the overall plan implements the extension of the metro line from Sloterdijk 1, to the Minervahaven and the NDSM wharf. So a plan can be made of what can be let go off, and what may be seen as “protected” in the area, while at the same time implementing and showing what is expected to happen in Sloterdijk 1.

For Sloterdijk 1 a set of vague boundaries is set up along the public routes through the area. Within these boundaries, the policy of everything is possible is enforced (figure 65 on page 94). Within these boundaries, there is complete freedom in form and function. There are no regulations regarding the interventions, building sizes and program. Due to the presence of the industry in the harbor the environmental regulation will be honored, as this is done for the health and safety of the citizen.

In theory, anything can happen within the setup boundaries. Still, with the environmental regulations housing will only be possible in the southern part of Sloterdijk 1. The rest will be fit for all types of functions. It is to be expected that the transition of the area will come from a programmatic change and more commercial oriented companies. This means more extraverted buildings instead of

introverted ones. Moreover, the appearance of more cultural/art types of companies and educational institutions attract other types of citizen (younger ones) which offers opportunities for additional services such as restaurants or cafés. The possibility exists that Sloterdijk 1 can be much more than the working area it has been for a long time. With the freedom and trust in the transformation not let by the municipality, but by the people themselves, Sloterdijk 1 has the potential to become a dynamic mixed used housing and working area with additional functions and services.

As already said, the boundaries of letting go are set around the public traffic roads in the area. These roads are protected from any changes, and interventions to these public roads can only be implemented by the municipalities. The public roads need to be protected to ensure a stable and basic amount of accessibility and visibility. Currently many companies in the area need good accessibility, such as the logistics and transportation companies. This is especially the case at the Transformatorweg, which is the lifeline for the area at the moment. This wide road is very fit for transportation vehicles and therefore has to be maintained (figure 64). Roads can be adjusted as long as this does not influence the accessibility and it should be usable for all types of traffic.

The extension of the metro line will also influence the area. The metro line will increase the accessibility and give easier access to the area from Amsterdam north. It can be expected, that with the slow and subtle transition and change in functions in Sloterdijk 1, the amount of visitors and costumers will grow overtime.

The Transformatorweg now acts as the lifeline for the area. Almost all

traffic to and from this area goes via this southern road. This makes this road attractive for logistics and transportation companies. The metro station, from where the extension will take place, is located more to the north of Sloterdijk 1. As the Transformatorweg is attractive for the logistics and transportation companies, the other functions can be oriented towards other roads and areas. With the possible increasing amount of visitors coming from this station, it can be expected that the traffic from north to south will increase. This gives a possibility to introduce the new vertical axis. This expected intervention will be explained in the next chapter.

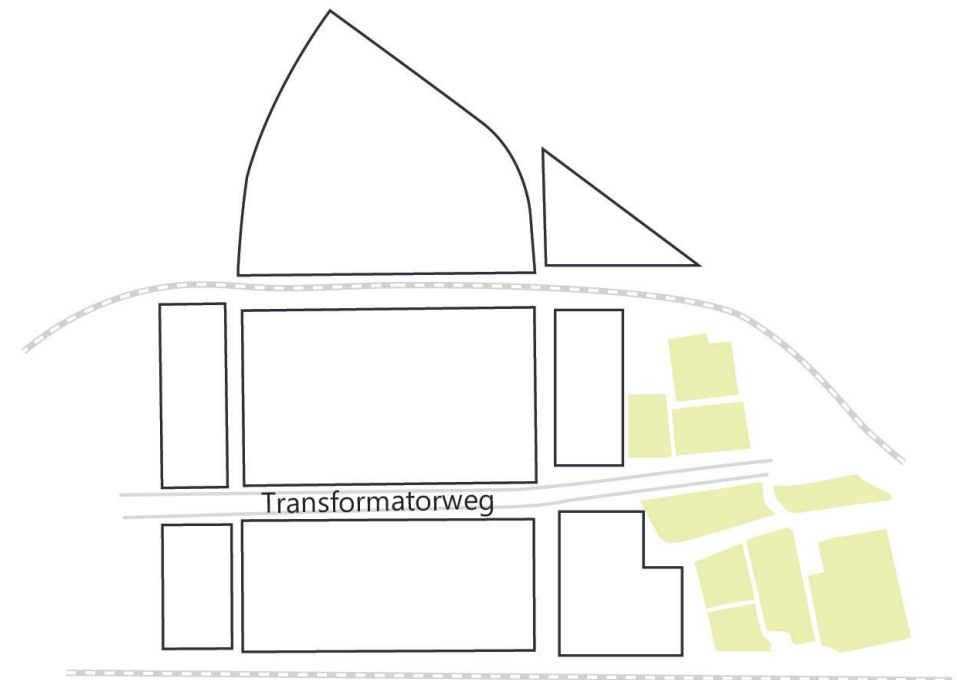


Figure 64: Conceptual image of Sloterdijk 1 area.

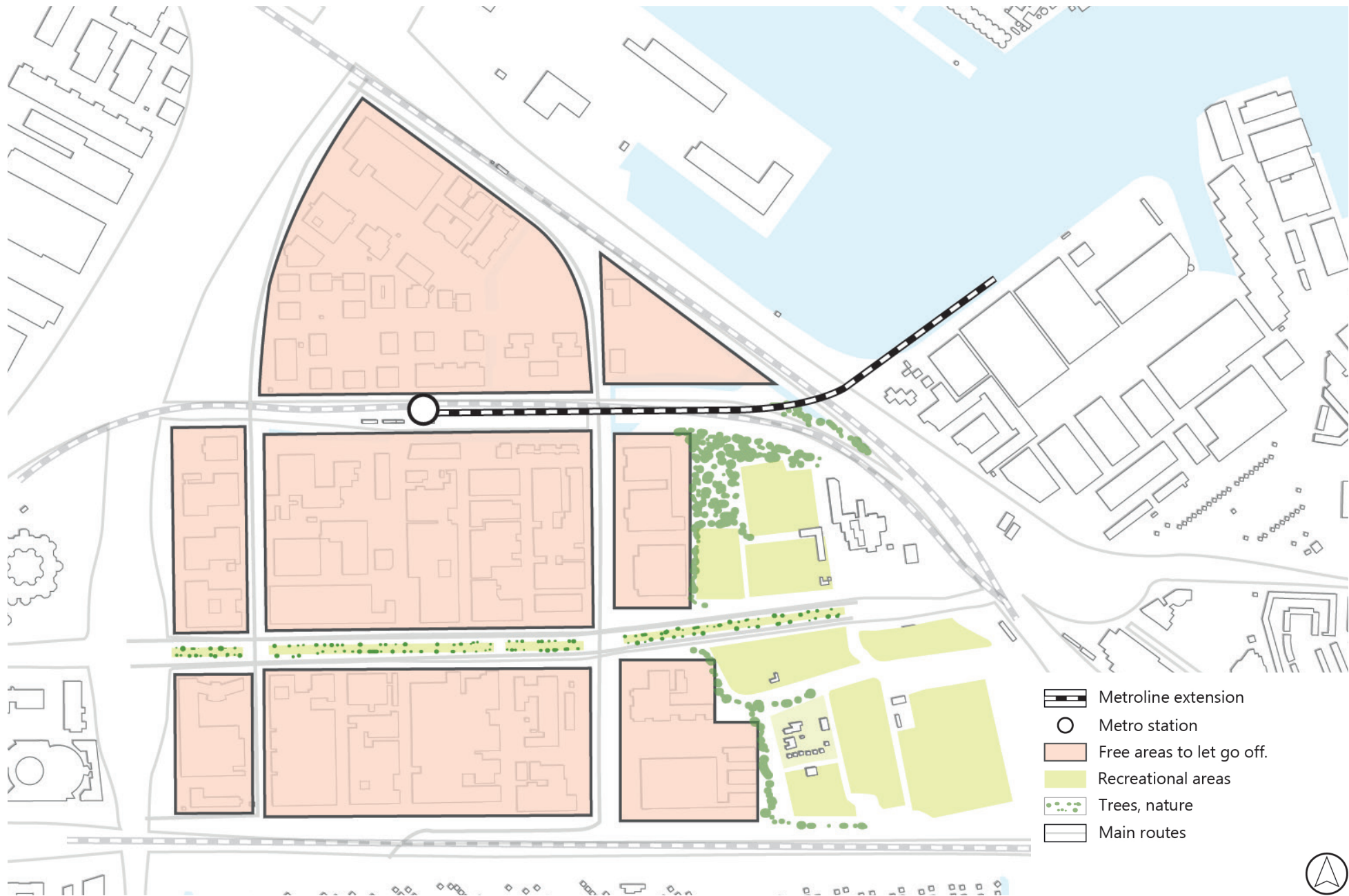
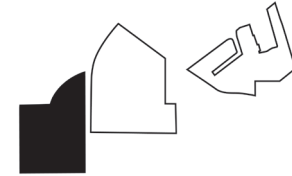


Figure 65: Letting go of Sloterdijk 1.



Figure 66: Collage of possible transition in Sloterdijk 1, with commercial, touristic and recreational initiatives.



Teleport

The plan for Teleport is built upon the strategy of stimulating and facilitating. As explained in the previous chapter, this strategy revolves around the search and creation of key-interventions for the area, which are in line with the current state and the current events. These key interventions initiate a process or act as a catalyst to speed up a process.

As for the working area of Teleport, it was earlier stated that a subtle transition is going on. A new urban character is developed, and its popularity is rising once again. This transition is caused by the introduction of new functions and transformation of office buildings. Teleport will focus in the future on tourism, extended stay, education, working and maybe even housing. The redevelopment of Teleport has started with the introduction of two new hotels, an upgrade in public space around the station and the transformation of the KPN office to a congress building. Especially this last transformation has marked the starting point of the rise of Sloterdijk. Just like the Ziggo Dome concert hall did in the Bijlmer working area, this new congress building and hotel will act as the first catalyst for a new step (Rooijers, 2014).

A rising popularity for Teleport will mean that new companies and investors will be attracted to the area. To guide this project in the future, certain key-projects are developed and designed for Teleport. This is to ensure mistakes are not repeated, and to fit the profile and ambition of the top segment of the economy.

In the plan for Teleport, three main interventions are designed as key-projects and regulations for the future; assigning areas for different functions, reconnect the Brettenscheg, and revitalizing the

Haarlemmertrekvaart (figure 67 on page 98).

Assigning different areas for different functions is the first key intervention that is needed. After the rising popularity there is a threat that Teleport will once again become the large scale office area of Amsterdam, due to the strength of international companies. This might seem good at first, but these companies do not conform the new economic profile and ambition of the city. These types of companies should be located at the Zuidas, the financial hotspot, which is also in line with other visions and interventions happening at the moment in the southern part of Amsterdam (Dienst Ruimtelijke Ordening, 2011). In order for Teleport to become a successful mixed used area, there should be enough room for other functions instead of only offices. Therefore a division is made for where certain functions are possible (figure 68 on page 99). In the southern part of Teleport, south of the railway tracks, the environmental regulations allow other functions, so this part is best for housing, education, hotels and healthcare. This southern half is also the one with most vacant areas, which can be redeveloped overtime. The northern part is more suitable for offices on a large scale. This part is also most visible and connected. This loose division facilitates and stimulates the creation of new functions and ensures a mixed used area.

The reconnection of the Brettenscheg will be the next catalyst in the process of redeveloping Teleport. Teleport is the area which separated the Brettenscheg in the first place, and now the connection between the two parts is very paved and hard build environment. In order to keep the Brettenscheg viable, it is vital the two parts are connected to form one continuous route. This will give an impulse

to the usage of the Brettenscheg and can be implemented together with a route through the allotment gardens, reacting on the wishes of the municipality. Moreover, Teleport is now often seen as a paved world, dominated by heavy infrastructures and loud noises. This negative image can be upgraded by an increase in green public space in the southern part. This goes hand in hand with the functions that are assigned in this area. A better green public corridor in the center of the southern part of Teleport will improve the attractiveness of the area and will make it easier to attract investors and developers for the vacant plots. Also the increasing amount of public green space can improve the extended stay in the area.

The last key-intervention reacts on the strongest change in function in Teleport, the transition from telecom companies to tourism. The revitalizing of the Haarlemmertrekvaart can be the final catalyst and intervention for the area. The Haarlemmertrekvaart, which was dug in 1631, used to be the quickest route to Haarlem, but has become a neglected and secluded waterway. Currently it is not connected to other canals and is not accessible for boats. The key-intervention is to reconnect the Haarlemmertrekvaart to the canals system of Amsterdam, making it accessible for the boating, and especially for the touristic canal boats. In the future, there could be a pick up place at Teleport for tourists to travel to the center by boat. They could begin their boat tour at Teleport, near their hotel, and can be dropped off in the city center. This way, the tourists in Teleport will have a free choice on how they want to travel to the center of Amsterdam; by train (quickest way), by bike or on foot (recreational way), or by boat (the sightseeing way). This intervention can be implemented

when the amount of tourists in Teleport is great enough for it to be viable. Still, the appearance of the plans for this intervention can already evoke a reaction and stimulate the transformation of offices to hotels. Next to that, the extension of the water system in general is an ambition of the municipality in order to slightly decrease the pressure on the city center, and to make the water system more dynamic in usage. This intervention could act as part of this water system expansion for Amsterdam.

The interventions will be explained in the next chapters.



Figure 67: Intervention plan for Teleport.

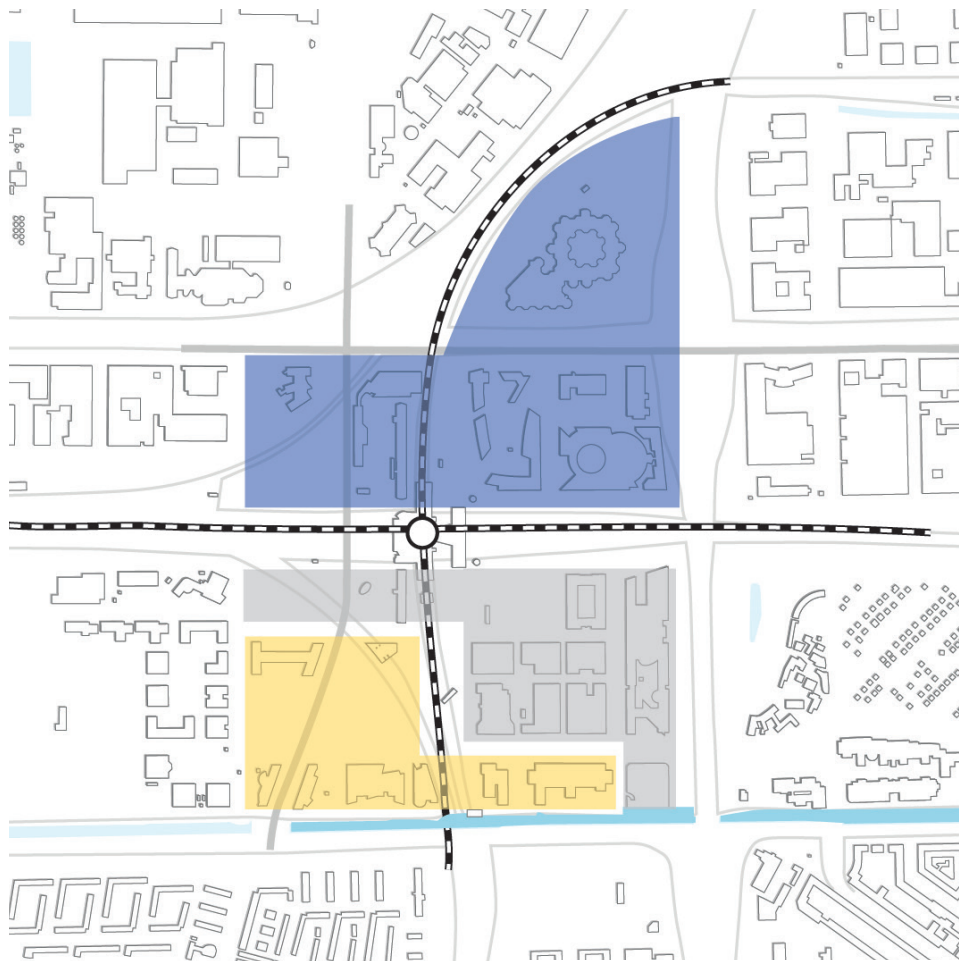


Figure 68: Functions in Teleport.

-  Metro and traintracks
-  Metro station
-  Offices and hotels
-  Housing, healthcare, students
-  Hotels, working, offices, commercial facilities, education



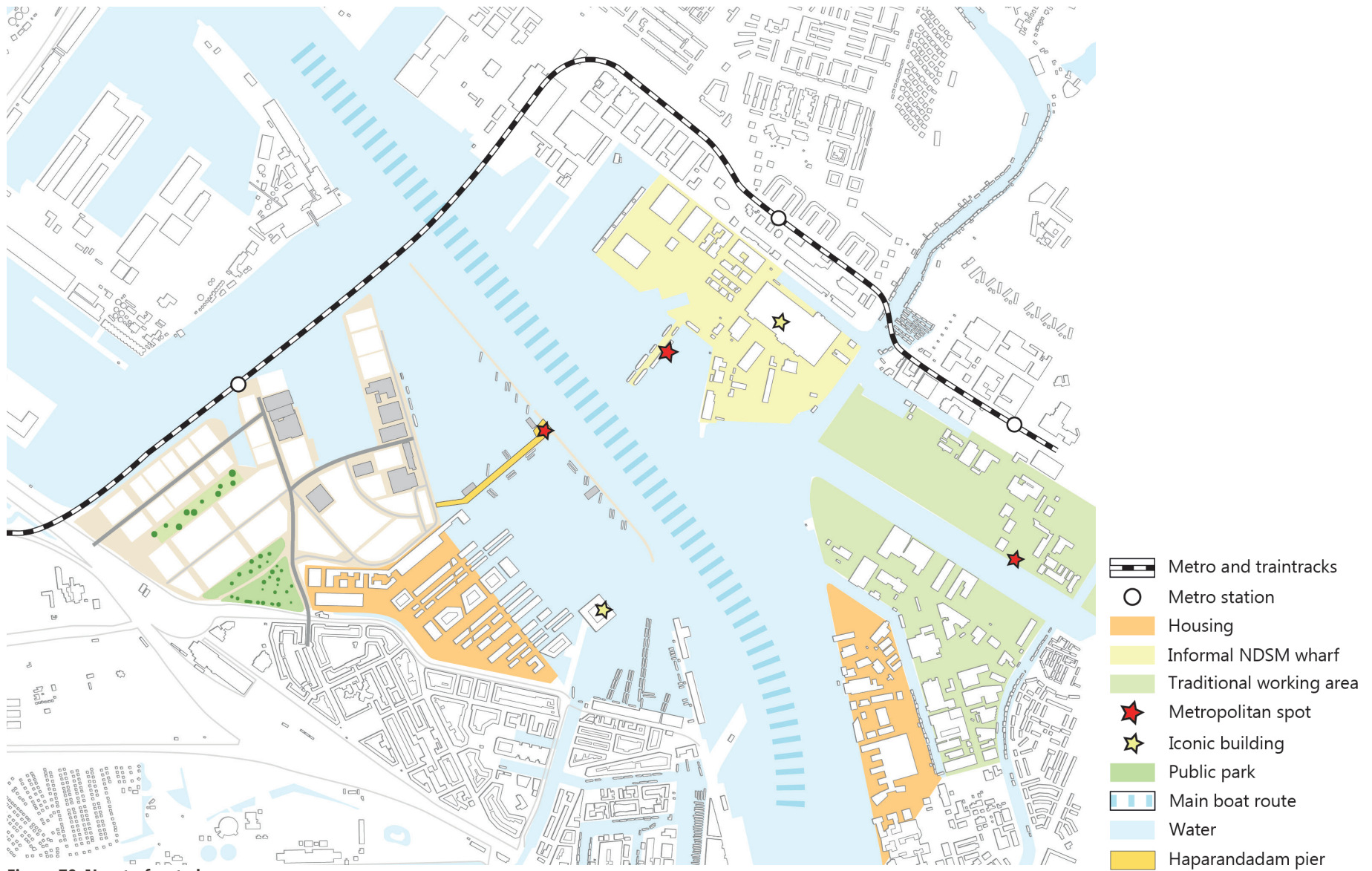
Figure 69: Impressions of the current state of Teleport.

Core interventions overall

In this chapter the overall interventions will be explained in more detail and an image will be given into the spatial effects and possible transformations caused by the interventions. Keep in mind that these core interventions are part of a wider plan and strategy for the working areas, and that there is an amount of uncertainty of how the exact transformations will end up. In this chapter, the plan for the IJ front at the Minervahaven will be explained, the extension of the metro line and the revitalizing of the Haarlemmertrekvaart along the Brettenscheg.

The IJ waterfront

The extension of the metro line will connect the northern part of the IJ to the Minervahaven and the entire fringe zone of Sloterdijk. In combination with the new function of Minervahaven and the current events at the NSDM wharf, a new urban character is rising at the IJ front. The former industrial edges of the city are being transformed into public waterfronts with increasing usage of the water. Between the NSDM wharf and Minervahaven, the IJ will be rediscovered as a major quality for both areas. Therefore it has to be made possible to build a stronger relationship between the two working areas. The metro line will ensure a great accessibility for both areas, but across the IJ the visual relationship and usage of the waterfront can be improved. At the NSDM, the usage of the waterfront has intensified and is being recognized as a huge quality for the area. The appearance of events along the water, commercial functions and certain "spots" such as the NDSM-pier, give a strong sense of the IJ. The freedom given to explore this waterfront has meant a lot for the NDSM wharf. The same freedom has to be given to the Minervahaven, which also has an iconic location along the IJ. With the realization of the Houthavens project, the quality of the water is used, and this can be done again at the Minervahaven by making the haphazard area more accessible and to explore it for commercial and recreational functions. Together, the Houthavens, NDSM wharf and Minervahaven form a specific piece of IJ characterized by informality, creativity and recreation. The three different spots characterize itself in different ways; living along the IJ (Houthavens), informal working and events along the IJ (NDSM wharf) and recreating and consuming along the IJ (Minervahaven). With the strong visual relationship



and shared interest, this can be the dynamic used part of the IJ characterizing the new ambition and the rediscovering of the IJ.

Metro extension

The extension of the metro line is one of the most ambitions and big interventions in the plan. It requires a huge investment and will take several years to develop, but it can be the next big step in the expansion of the public transport system, and is a vital part of the strategy for the fringe zone.

Currently the metro ends in the northern part of Sloterdijk 1 working area and ends at Gein, in Amsterdam South east. The extension to the north of Amsterdam would mean an extra stop at the Minervahaven, NDSM wharf and possibly an extension to the North-South metro line, which is currently under construction. The extension of the metro would mean an increasing accessibility from the northern part to the three working areas of Amsterdam in the fringe zone. The North-South line will increase the accessibility to the city center but lacks in connectivity to the western part of the city. For citizen and tourists it is possible to transfer to the eastern metro lines but not to the western, while the hub of Teleport, the working areas, and the connectivity to the harbor and Schiphol could be of value, especially for the people working in the south while living in the north. For the commercial oriented companies in Teleport and Sloterdijk 1, as well as the startups in Minervahaven, new visitors and increasing accessibility in public transport would give a new impulse and improves growth and value.

The metro line would be dug underground, under the IJ. The decent would happen just after the station in Sloterdijk 1, a stop would be made at the Minervahaven, and the ascent would happen in Amsterdam north, where the turn can be made at the spot where there is a vacant building at the moment. The next stop should be

the NDSM wharf (figure 72). This way boating across the IJ would still be possible and the metro would be kept from sight.

As explained earlier the extension will also act as a catalyst for the development in the Minervahaven, the Sloterdijk 1 transformation and could also positively influence the northern part of Amsterdam, increasing the visibility and accessibility of the NDSM wharf and surrounding neighborhoods.

In the meantime, there could be an interest in a ferry crossing between the two piers, to already increase the connection and make the idea of a crossing at that point present in the city.

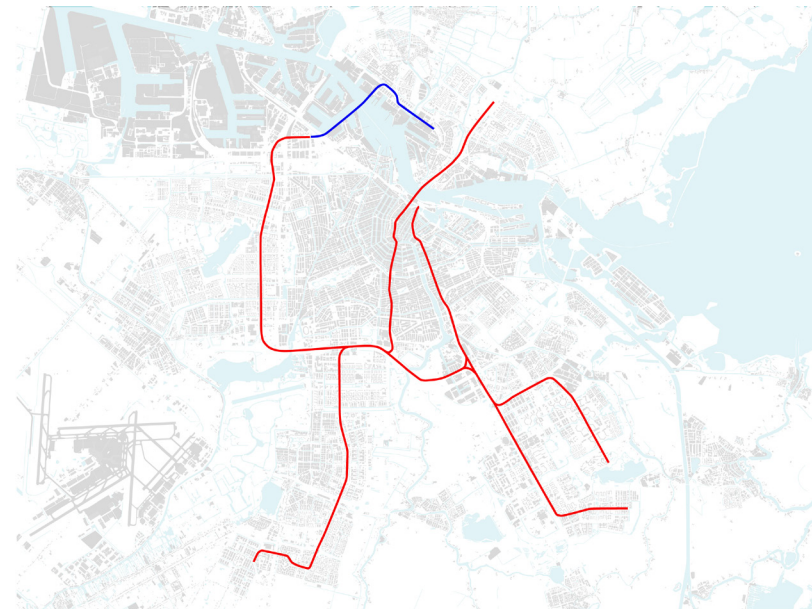


Figure 71: Planned metro extension in blue.

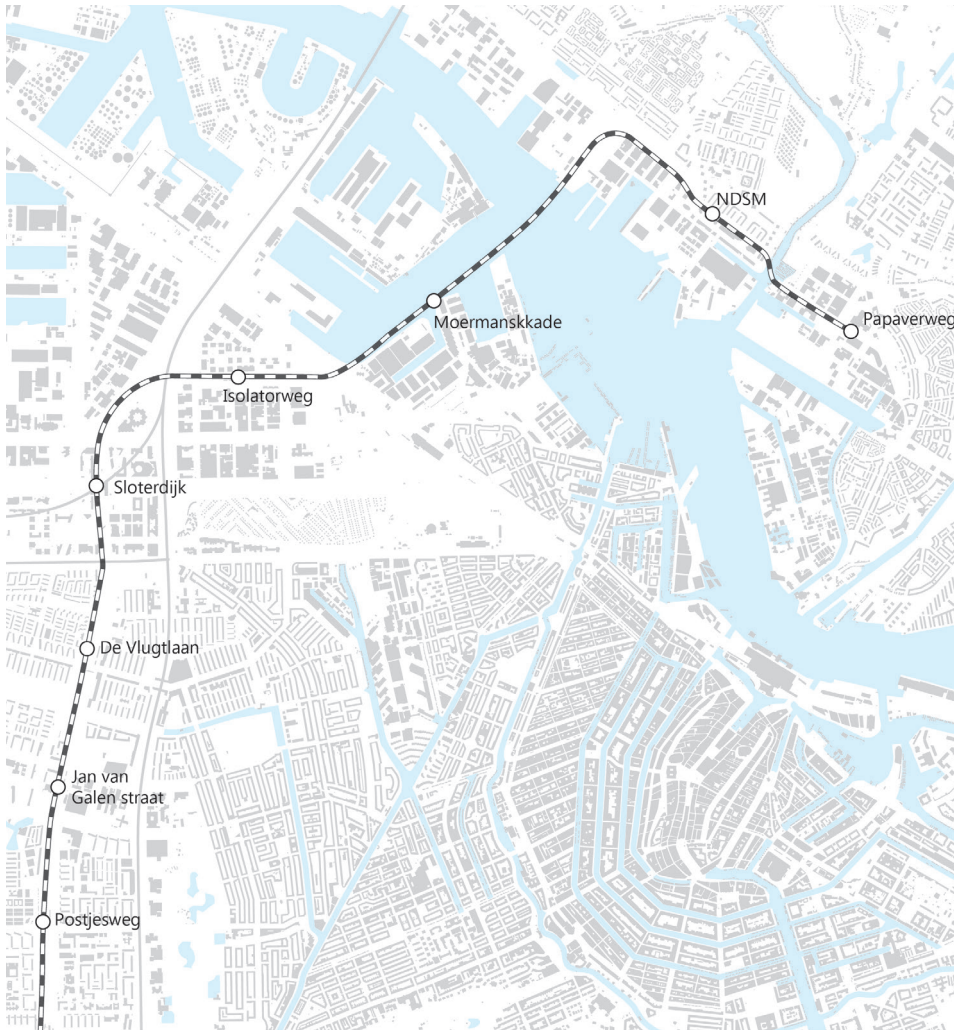


Figure 72: Metro line extension with new metro stations.

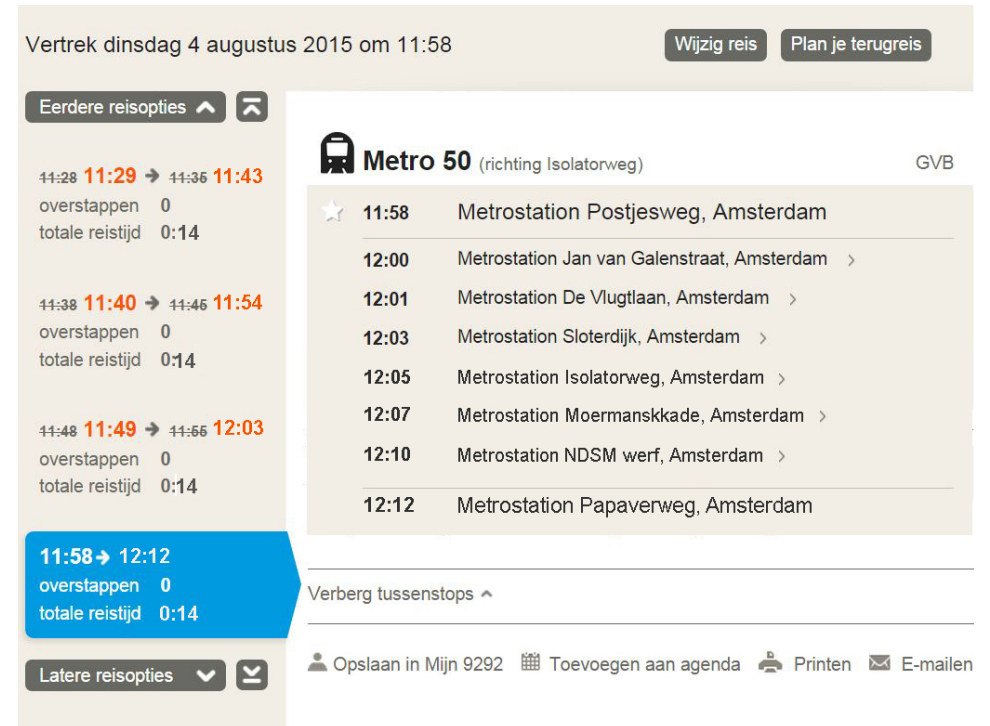


Figure 73: Possible timetable for the traveling from Postjesweg to Papaverweg.

Haarlemmertrekvaart revitalized

A revitalization of the Haarlemmertrekvaart would mean that the old canal would become accessible for boating and would be once more connected to the rest of the water system of Amsterdam. This project would affect the entire strip from Teleport to the edge of the center of Amsterdam, coming along the allotment gardens and Westerpark on one side, and having the Haarlemmerweg and western garden cities and staatsliedenbuurt on the other side. At the moment the waterway is in a bad condition and overgrown by plants, while it used to be a busy canal. With the revitalization of the waterway, it gives the impulse to the entire context of the waterway. The revitalization could go hand in hand with the downgrade of the Haarlemmerweg, which is currently being investigated by the municipality, transforming the southern edge of the fringe zone into a public accessible canal front, softening the border between Brettenscheg and western garden cities. On the other side, it would give the possibility for the Westerpark to involve the waterway and boating in their events and their success. A small stop at the Westerpark could mean more connectivity to the rest of the city by boat. Next to that, the northern front at the allotment gardens could have a more public character with increasing visibility to and from the water. This would answer in the municipalities wish to increase a public character of the allotment gardens.

Next to that, the revitalization of the Haarlemmertrekvaart would also mean accessibility to the westelijke Marktkanaal, the canal going south along the foodcenter of Amsterdam. This would make traveling by boat to the southern part of the center, Rijksmuseum, Vondelpark and even the RAI, also possible.



Figure 74: Current state of the Haarlemmertrekvaart.

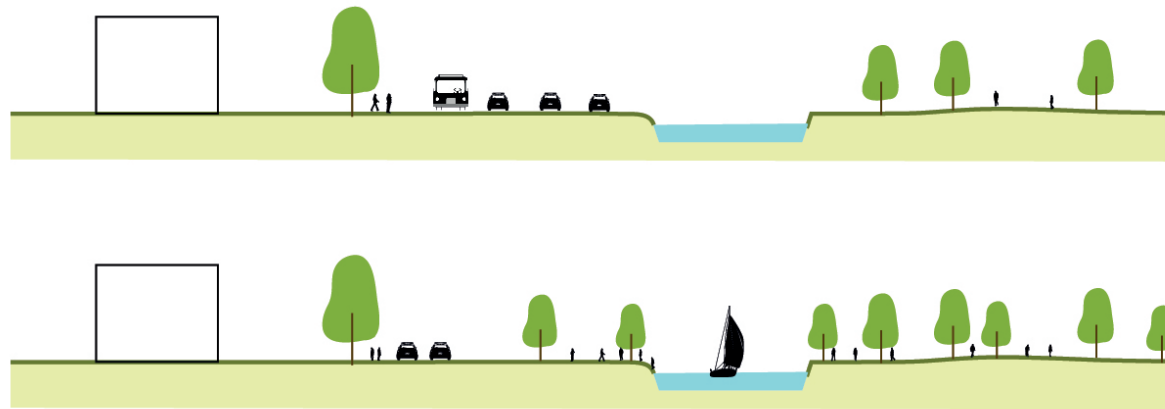


Figure 75: Schematic change in section.

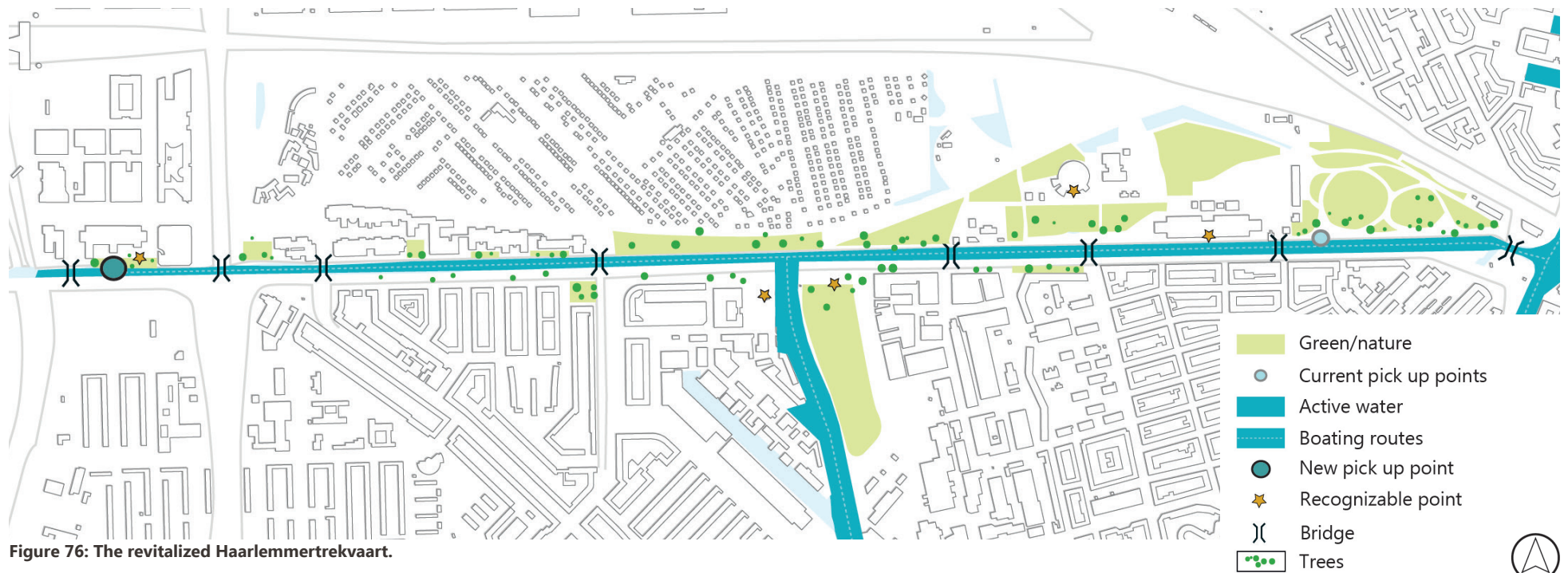
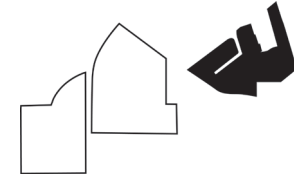


Figure 76: The revitalized Haarlemmertrekvaart.



Core interventions

Core interventions in different areas



In this chapter the core intervention will be explained for the three projects in the working areas. The desired effects will be illustrated and the potential future view will be given for each intervention. For Minervahaven, the edges of the area, with the most potential, will be shown as this is where the transformation will start in the future. For Sloterdijk 1 an extra explanation and view will be given for the two axis in the area, the old and potential new one. For Teleport the connection of the Brettenscheg and revitalization of the Haarlemmertrekvaart are illustrated and explained further.

Minervahaven waterfront

The edges of the Minervahaven, the Danzigerkade, Moermanskkade and nieuwe hemweg, are the base of the implementation of the strategy and the overall plan for the Minervahaven. As already stated the profile and ambition for this area is to become a startup and entrepreneurs area in the future, and to achieve this goal a loose masterplan was made and game rules were setup using the strategy of handling and taking control.

The transition will start in these areas as these are the ones with the highest potentials and biggest quality along the water. Moreover the creation of the metro line and station will give a huge impulse to the redevelopment of these areas. Using the setup rules, these edges will gradually transform into a mixed used area with different forms and functions. The rules ensure a certain amount of quality and organization, but further the possibilities are endless. By involving organizations such as startupdelta, startup Holland and venture capital investors, there are many possibilities in how this area is equipped for startup companies. Leading is the masterplan, ensuring small affordable plots, certain regulation and an accessible infrastructural system in the area. This is especially important for the routes that become more important through the metro station .

Overall the transformation of the edges of the Minervahaven are given a huge amount of freedom in forms and functions, and this is done to answer the demand of startup companies to house is an affordable mixed used area. The characteristics of buildings, usage of public space and sequence of redevelopment are let go off, but

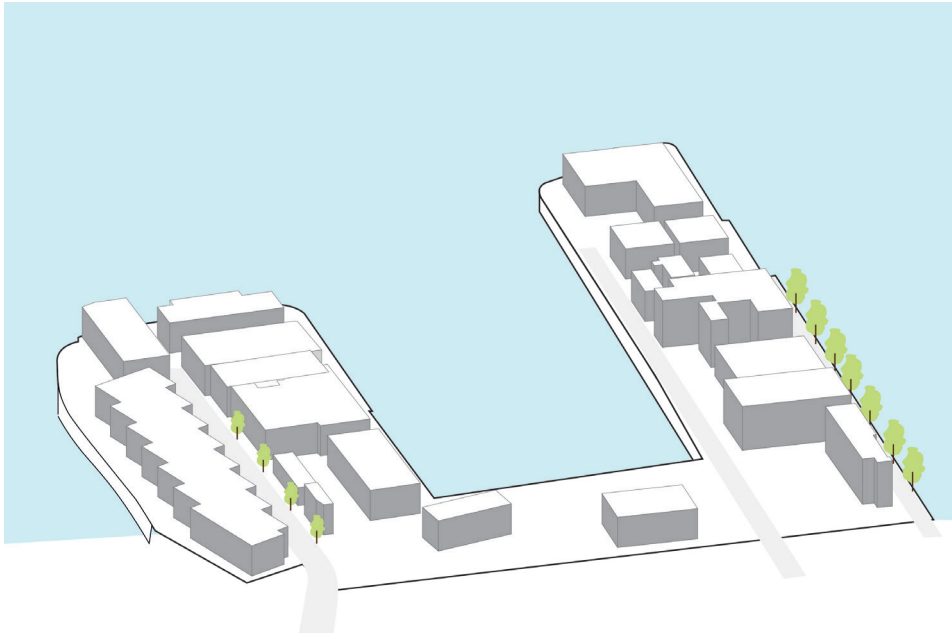


Figure 77: Current state of Minervahaven waterfront, conceptual sketch.

the overall structure of the area and goals are still honored. It is to be expected that the waterfront will be vitalized and used in the future, and the routes from and to the metro station need to be upgraded.

IN THESE SCHEMATIC IMAGES THE FREEDOM AND POTENTIAL OF THE MINERVAHAVEN EDGES ARE SHOWN (FIGURE 77 TILL 79). THE STATIC AND INTROVERTED BUILDINGS MAY CHANGE TO DIFFERENT FORMS AND FUNCTIONS. THE WATERFRONT MAY TRANSFORM INTO A USABLE SPACE, WITH PUBLIC ROUTES AND GREEN AREAS. THESE CONCEPTUAL SKETCHES ILLUSTRATE THE FREEDOM IN FUNCTION AND DEVELOPMENT, WHILE THE MASTERPLAN IS STILL ENFORCED. INITIATIVES IN VACANT AREAS AND ALONG THE WATERFRONT ARE PROMOTED.

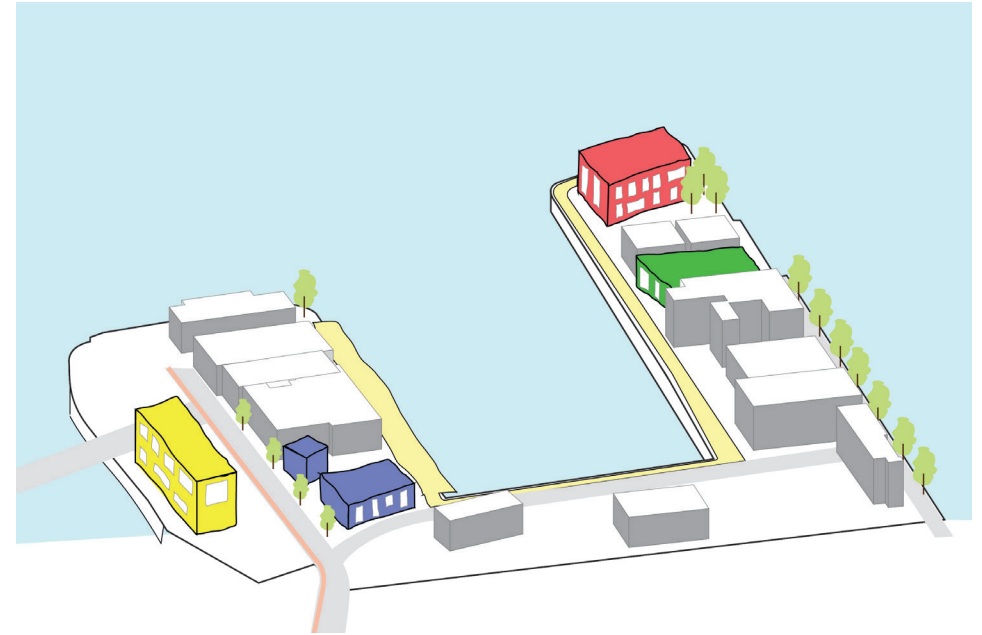


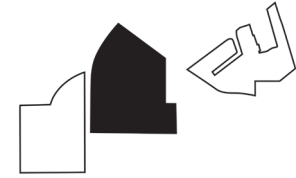
Figure 78: In between stage of Minervahaven waterfront, conceptual sketch.



Figure 79: Possible result of Minervahaven waterfront, conceptual sketch.



Figure 80: Collage illustrating the potential and usage of the future Minervahaven, with temporary usage, active waterfront, and startup companies.



Sloterdijk 1, two axis

As explained in the previous chapter, Sloterdijk 1 has the strategy of letting go of the area and basically seeing what happens overtime, relying on the economic transition in the middle segment and the people themselves to determine what happens. It was also explained that the Transformatorweg momentarily acts as a lifeline for the area, which is very fit for transportation and logistics. The more commercial oriented companies are spread out over the area, but it is to be expected that the north-south movement will increase in the area with the extension of the metro line. Therefore a plan and idea is given about a second axis, the vertical axis.

The Transformatorweg is a vital part of the areas infrastructure, and many companies rely on its spatial structure regarding trucks. It is therefore important that this road will keep as it is right now and maintains its status as infrastructural lifeline and core infrastructure. As a reaction to this, the area can and will benefit from a vertical axis with more gentle and public characteristics. This would mean an axis not oriented towards logistics and transportation, but to commercial usage, public space, slow traffic and possible extended stay. This vertical axis could be the place where the popular commercial activities can take place; the cafés, the event centers, the educational institutes and other small scale companies. Introducing this smaller scale will show the diversity in companies and usage of the area (figure 83). The introduction of a separate bicycle lane could improve the sense of slow traffic and access by bike. This bike lane can be connected to the bike lines in the Brettenscheg, making Sloterdijk 1 part of the recreational routes.

The creation of the second axis would mean an upgrade to the public space and the refurbishment of the road with a new street profile. Next to that, there could happen a clustering of functions in Sloterdijk 1. Whereas many types of companies are now spread out through Sloterdijk 1, in the new situation these functions can be clustered around the right axis. Even now there can be swaps or relocations of companies without even introducing new ones (figure 84).

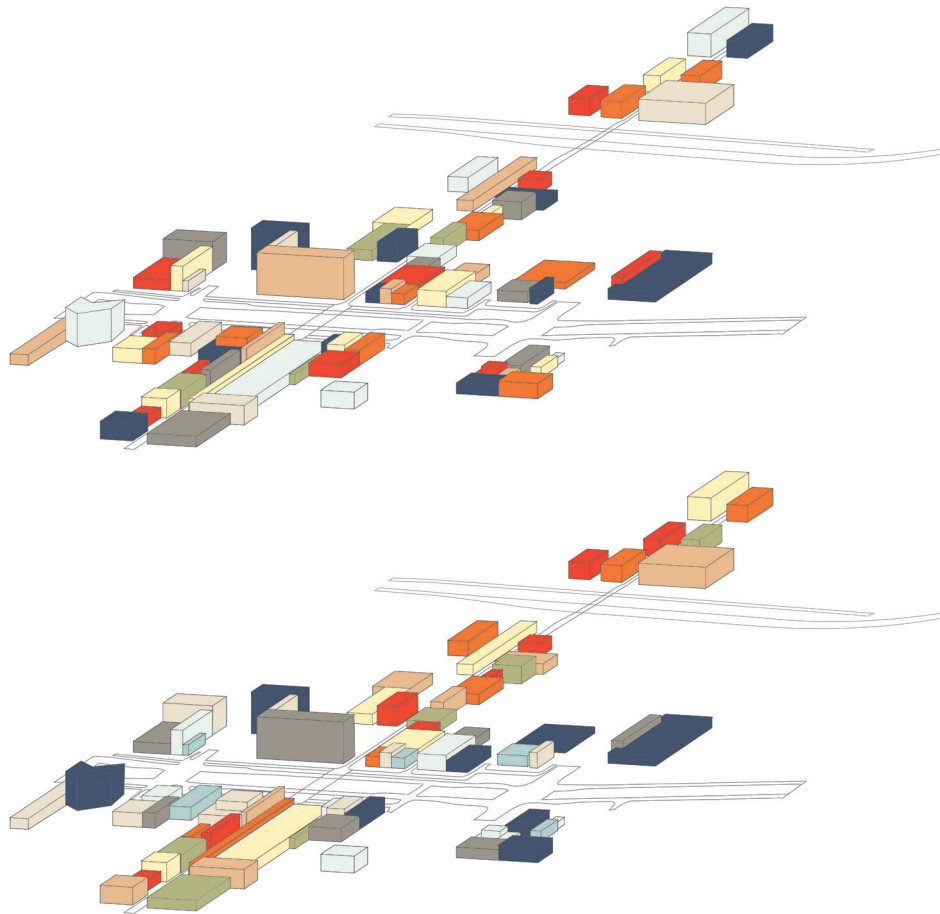


Figure 81: Change in functions along the two axis.

CURRENTLY, ALL FUNCTIONS IN SLOTERDIJK 1 ARE SPREAD OUT OVER THE ENTIRE AREA, WITH NO ORGANIZATION. WITH THE EXPECTATION OF THE SECOND AXIS IN THE FUTURE, A CLUSTERING OF FUNCTIONS MAY HAPPEN OVERTIME. INSTEAD OF AXIS WITH MIXED FUNCTIONS, THE TWO STREETS CAN CREATE THEIR OWN CHARACTERISTICS. PLANNED RELOCATION CAN HAPPEN, BUT THIS CAN ALSO BE DONE BY THE COMPANIES THEMSELVES ACCORDING TO THE STRATEGY OF LETTING GO.

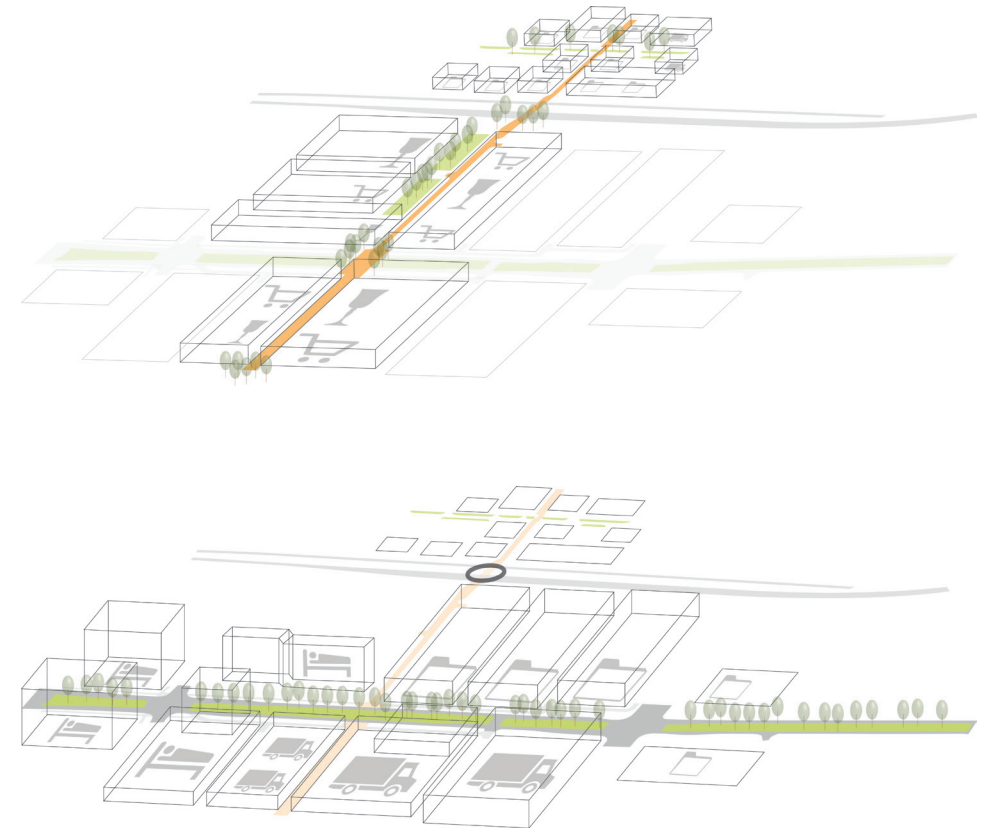


Figure 82: Spatial impression of the two axis in Sloterdijk 1.

FUNCTIONS IN SLOTERDIJK 1 ALONG THE AXIS:

1. JEUGSDENTENTION CENTER
2. HORSEBACK RIDING
3. MEDIA COLLEGE
4. VACANT AREA
5. GARAGE
6. CAFÉ
7. TILES AND STONE WHOLESAL
8. MEDIA COLLEGE
9. PIPELINES WHOLESAL
10. SQUATTERS
11. SQUATTERS
12. NUTS AND BOLTS WHOLESAL
13. GARAGE
14. SECOND-HAND STORE
15. IBIS HOTEL
16. BURGER KING
17. PARTY AND EVENT CENTER
18. DATACENTER
19. GARAGE
20. ANIMAL HOSPITAL
21. SATURN
22. RAPIDSUGAR
23. VMBO SCHOOL
24. SMS HOSTING
25. INSURANCE
26. AVANTIUM TECHNOLOGY
27. SECOND-HAND STORE
28. GARAGE
29. DJ SCHOOL
30. CATERING DISTRUBUTION
31. LIVERY WHOLESAL
32. MARKETING BUREAU
33. CONDUIT AND HOSE SYSTEMS
34. VACANT BUILDING
35. GARAGE
36. SHIPYARD RECRUITMENT
37. SELF STORAGE
38. STEALCABLE WHOLESAL



Figure 83: Companies in Sloterdijk 1.

- | | |
|--------------------------|-------------------------|
| 34. VACANT BUILDING | 37. SELF STORAGE |
| 35. GARAGE | 38. STEALCABLE WHOLESAL |
| 36. SHIPYARD RECRUITMENT | |



Figure 84: Possible relocation of companies as start.

FUNCTIONS IN SLOTERDIJK 1 ALONG
THE AXIS:

- 1. JEUGSDETENTION CENTER
- 2. HORSEBACK RIDING
- 3. MEDIA COLLEGE

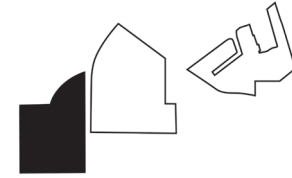
- 4. VACANT AREA**
- 5. GARAGE
- 6. CAFÉ**
- 7. TILES AND STONE WHOLESAL
- 8. MEDIA COLLEGE
- 9. PIPELINES WHOLESAL
- 10. SQUATTERS
- 11. SQUATTERS
- 12. NUTS AND BOLTS WHOLESAL
- 13. GARAGE
- 14. SECOND-HAND STORE**
- 15. IBIS HOTEL
- 16. BURGER KING
- 17. PARTY AND EVENT CENTER
- 18. DATACENTER
- 19. GARAGE
- 20. ANIMAL HOSPITAL
- 21. SATURN
- 22. RAPIDSUGAR
- 23. VMBO SCHOOL
- 24. SMS HOSTING
- 25. INSURANCE
- 26. AVANTIUM TECHNOLOGY
- 27. SECOND-HAND STORE
- 28. GARAGE**
- 29. DJ SCHOOL
- 30. CATERING DISTRIBUTION**
- 31. LIVERY WHOLESAL**
- 32. MARKETING BUREAU
- 33. CONDUIT AND HOSE SYSTEMS**
- 34. VACANT BUILDING**
- 35. GARAGE
- 36. SHIPYARD RECRUITMENT
- 37. SELF STORAGE
- 38. STEALCABLE WHOLESAL



Figure 85: Collage illustrating the Transformatorweg axis, used by logistics and transportation companies.



Figure 86: Collage of new axis, used for commercial and recreational functions.



Teleport, Brettenscheg connection

The key intervention of Teleport is to reconnect the Brettenscheg and to revitalize the Haarlemmertrekvaart. Both interventions are a reaction to the current events in the area and act as catalysts for future developments. They improve the value of the surrounding land, making it more attractive for investors, increase the ease of tourists and improve the quality of the Brettenscheg.

In the specific area of the southern part of Teleport, the horizontal strip nowadays is much paved world. Wide streets and separate rails for trams cover most of the public space and pedestrians and cyclists are pushed towards the edges. Both elements are necessary for the area, but have negative influence on the livability and the areas context.

To once again reconnect the Brettenscheg, more space has to be given to public green and to public usage. This can be done by combining the traffic routes and tram routes together, as already happens in the city center. This would give more space for public green and would give room and light for trees and vegetation to grow. The adding of a wide cycling lane facilitates bike riding through teleport. For new investors and developers it would be possible to implement the green structure in their design for the plots and buildings or use the connected Brettenscheg as selling point. Future residents, employees and users of Teleport will have the connectivity of a transportation hub on a city scale, while at the same time having the recreation and green environment of the Brettenscheg. The reconnected Brettenscheg is a green haven for the residents and users of Teleport, and adds to the newly found urban character of the working area.

Within the section of this intervention, also added is the revitalization of the Haarlemmertrekvaart, which in this design, has a pick up spot for tourists at Teleport. As seen in the sections (figure 88 and 89), the Haarlemmerweg has been downgraded for traffic, and the canal banks have been given more space. Most important, the canal front can now finally be used by people.

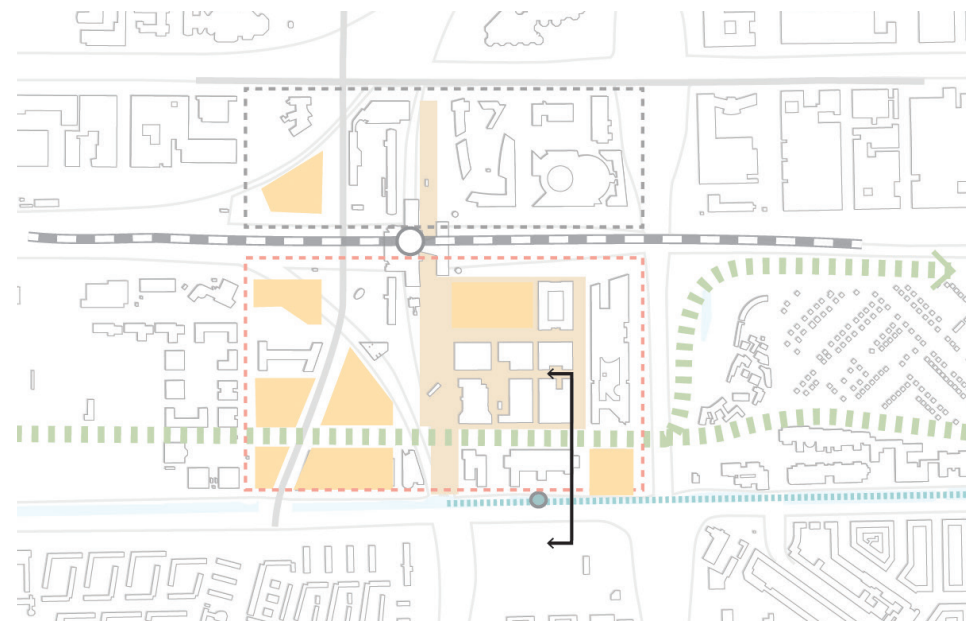


Figure 87: Location of spatial section.

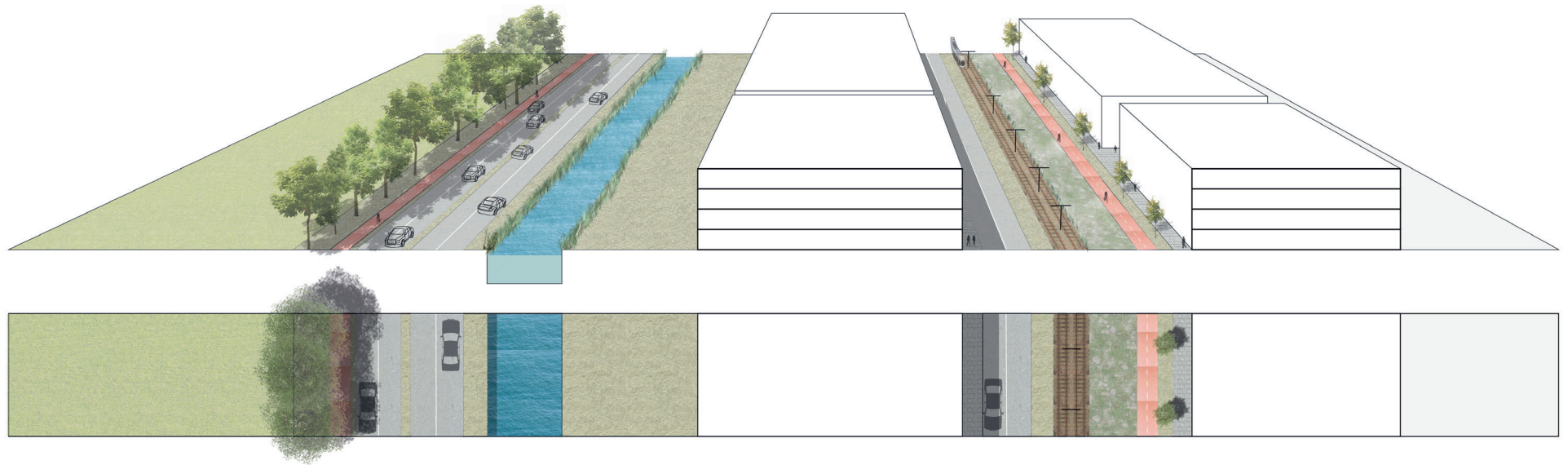


Figure 88: Current spatial section of the Haarlemmertrekvaart and Brettenscheg connection.

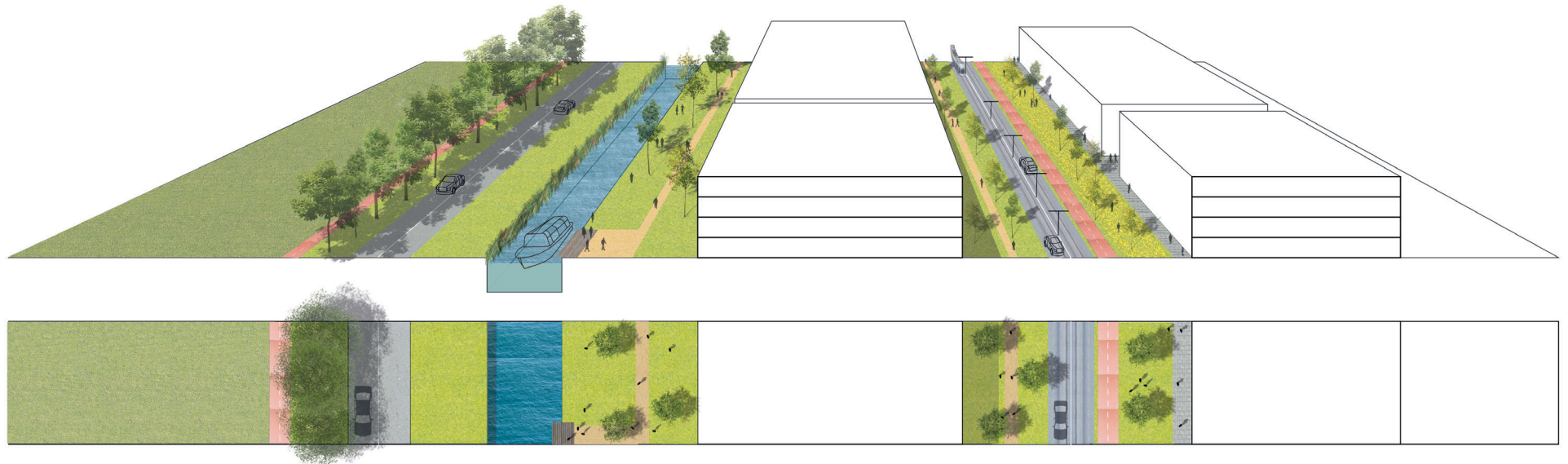


Figure 89: New spatial section of the Haarlemmertrekvaart and Brettenscheg connection.

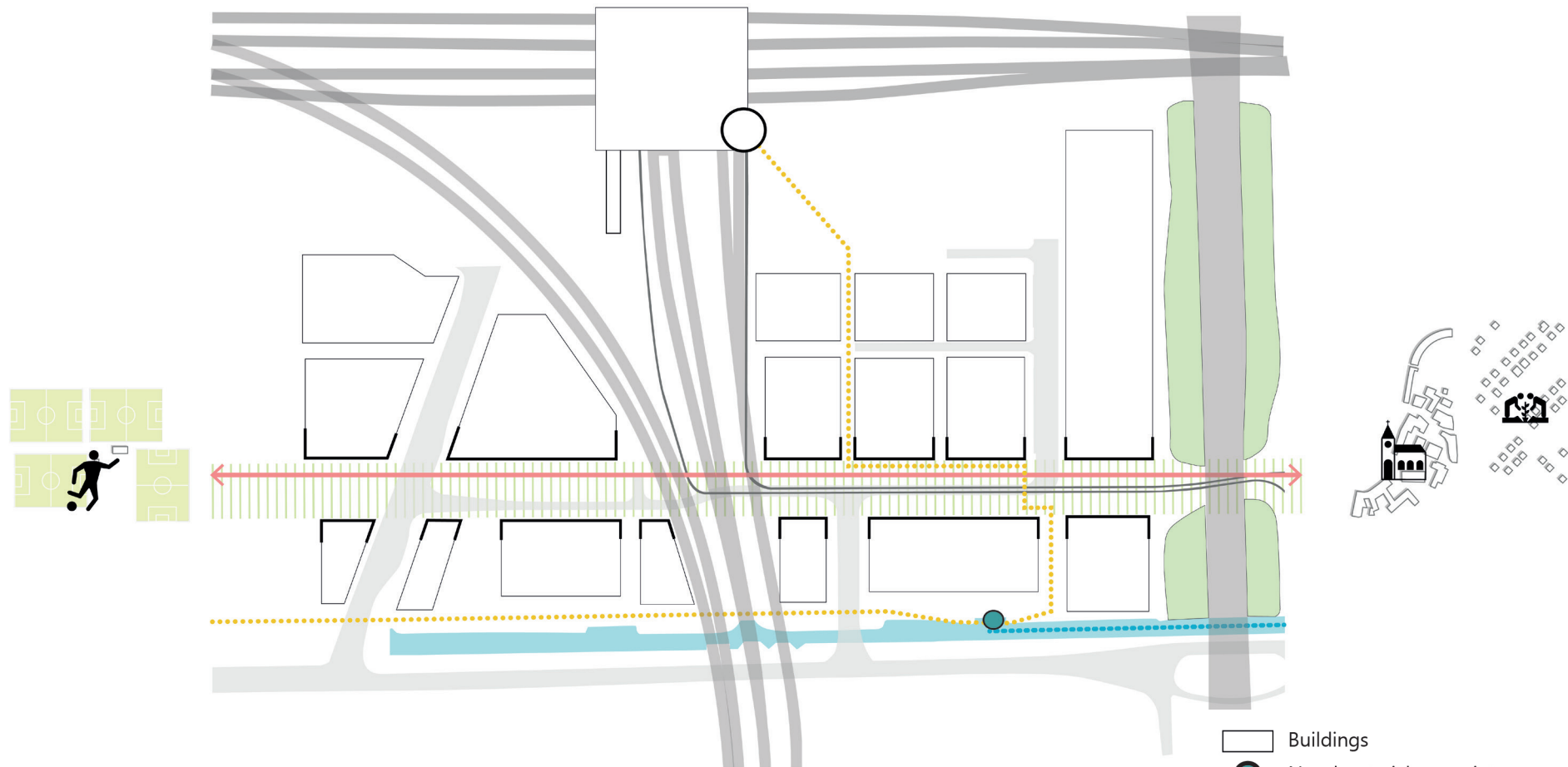


Figure 90: Conceptual drawing of the Teleport Brettenscheg connection.

-  Buildings
-  New boat pick up point
-  Walking route
-  Boating route
-  Sloterdijk station
-  Normal traffix
-  Brettenscheg connection
-  Tram line
-  Old Sloterdijk village
-  Sports facilities
-  Allotment gardens



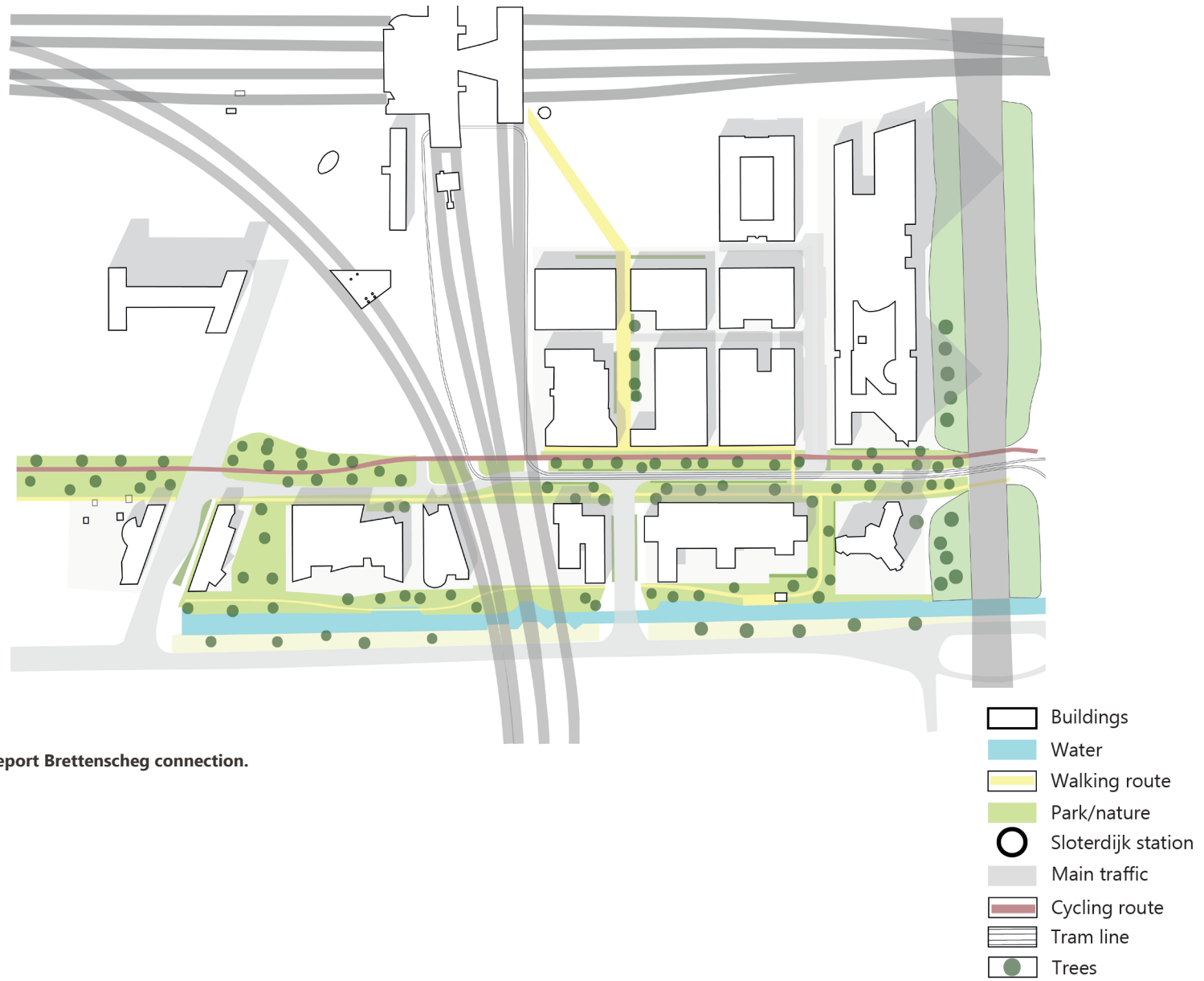


Figure 91: Plan of the Teleport Brettenscheg connection.





Figure 92: Collage of the spatial quality and usage of the Brettenscheg connection.



Figure 93: Collage of the spatial quality and usage of the revitalized Haarlemmertrekvaart.

Timeframe and phases

The entire transformation of the fringe zone is not seen as a project on its own with a starting and finishing date. Transitions mentioned in the previous chapters happen slightly overtime, and on a small scale. At the same time, a number of larger interventions as catalysts and initiators are designed and can be implemented at a certain point in time. Next to that, possible relocations need to happen overtime, and policy decisions have to be implemented. All this can be put into a timeframe and into phases, to give an overview of the sequence of interventions. In this chapter the phasing in the project will be explained and the transition of the areas shown in the future. The phasing of the entire projects starts off with the current state of the fringe zone and with it the current influences that are of effect. This includes the changing environmental regulations, the successful Westerpark and the Houthavens housing project. Also taken into account is that slight transformations in the areas are already happening, especially in function. Therefore this phasing is an expectation of the future, and is subjective to changes overtime. As the larger interventions are things that can be planned in overtime, these have become directive in the phasing. This is also because they rely on intervention of the municipality and need to be planned. The subtle changes overtime and the transformations that happen without guidance are impossible to plan; only guessing is possible. Nevertheless, these small scale changes are shown in the phases as it can be expected that these will continue to happen overtime and the fringe zone can count on a certain amount of mutation and transformation all the time.

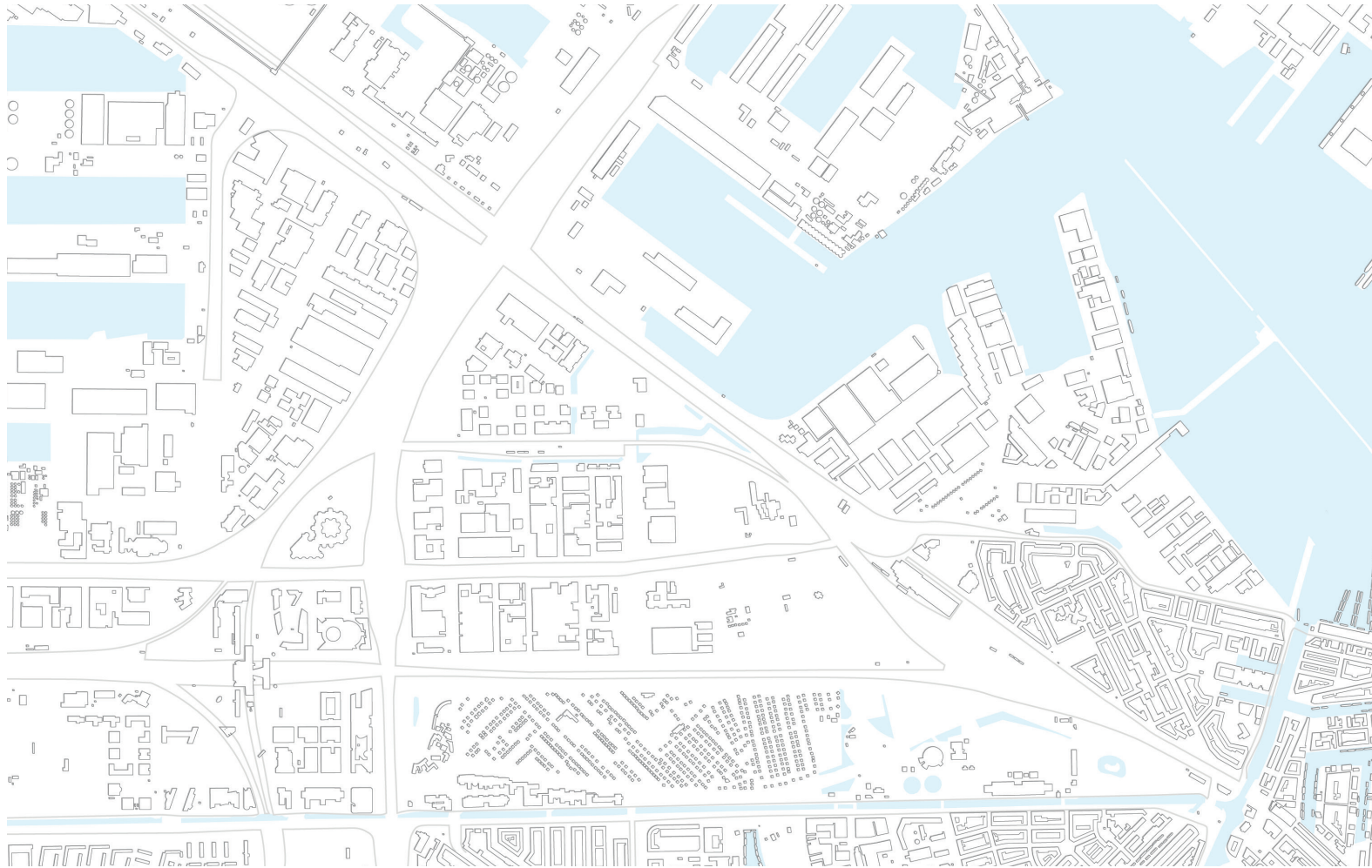


Figure 94: Starting point. The current state of the fringe zone.

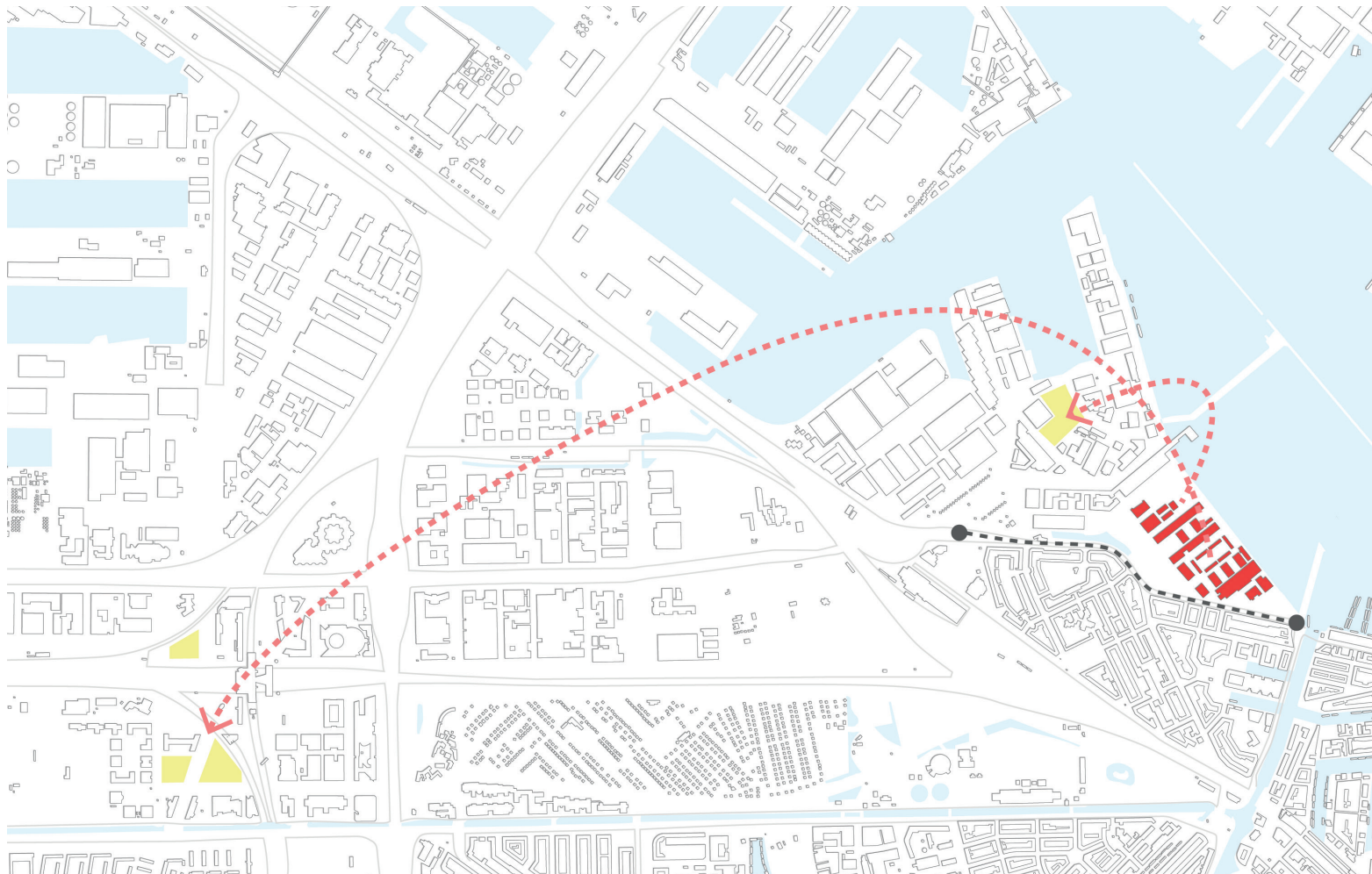


Figure 95: Phase 1. Relocating the students and the creation of the tunnel.

1. In the first phase of the transformation, there is the possibility of relocating the temporary student housing, which are currently located at the Houthavens. These temporary houses need to be relocated for the housing project which is currently on the way. Relocating them to the Minervahaven would mean a relatively small rehusing, and give a purpose to the vacant areas in the Minervahaven. The

appearance of students and young professionals does also concur with the developed profile and future for the Minervahaven, namely attracting new innovative companies, startups and entrepreneurs. Practically seen, the container homes are fairly easy to relocate over this small distance.

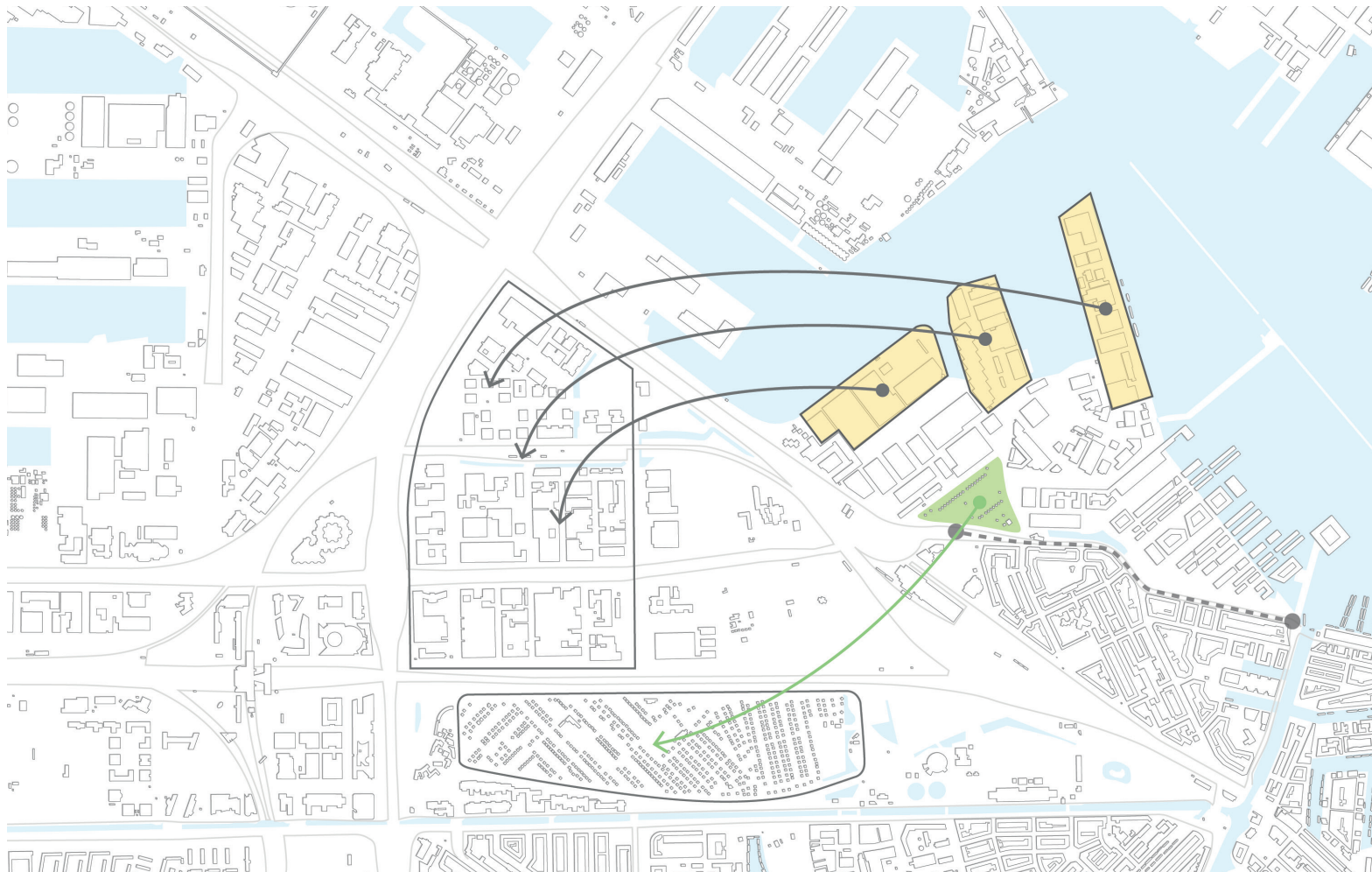


Figure 96: Phase 2. Relocating companies and relocating allotment gardens.

2. In the second phase the relocation of the allotment gardens is implemented. These can be relocated to the other allotments garden areas which are quite near in the Brettenscheg. Momentarily these allotments gardens are very introvert, but this does not concur with the new profile and future plans of the area, especially as it is located at an important point, as link between the Minervahaven and Spaarndammer- Zeehelden neighborhood. This relocation can

take a while, and will happen during the next three phases. Next to their relocation, the possibility is also given to relocate business space and warehouses from the Minervahaven to other areas in the fringe zone or Amsterdam. Especially the storage for the harbor can be easily relocated to other areas. Moreover, a part of the vacancy in Sloterdijk 1 can be solved by this relocation.

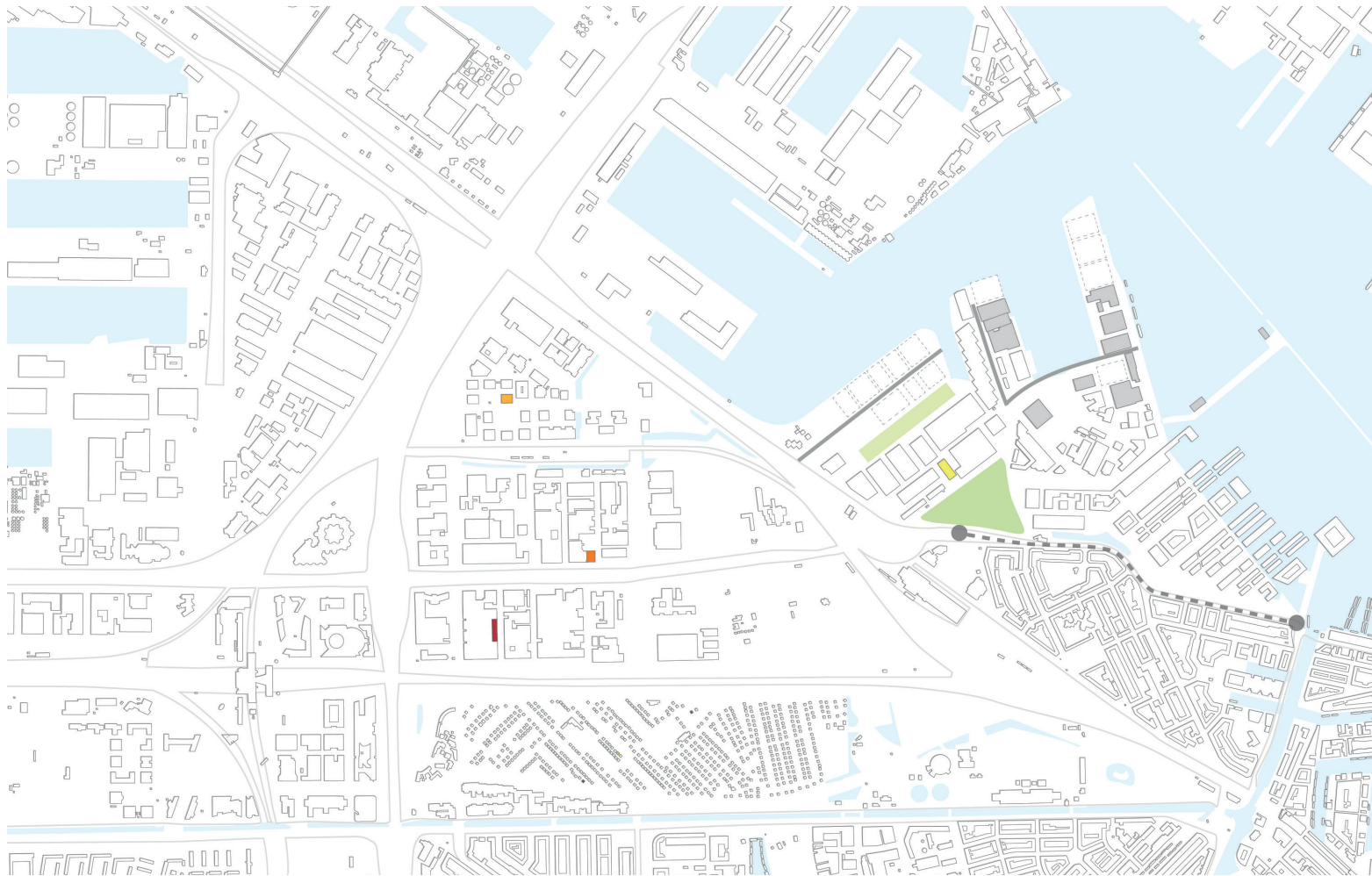


Figure 97: Phase 3. Start of implementation of Minervahaven masterplan.

3. After this, the implementation of the Minervahaven masterplan can be done. This marks the start of the future policy towards the area and the imposing of the rules that were setup for future development in the area. The focus will lay on the edges of

the area, the places with most potential and value. Transformation can be started as some companies have already left in phase two.

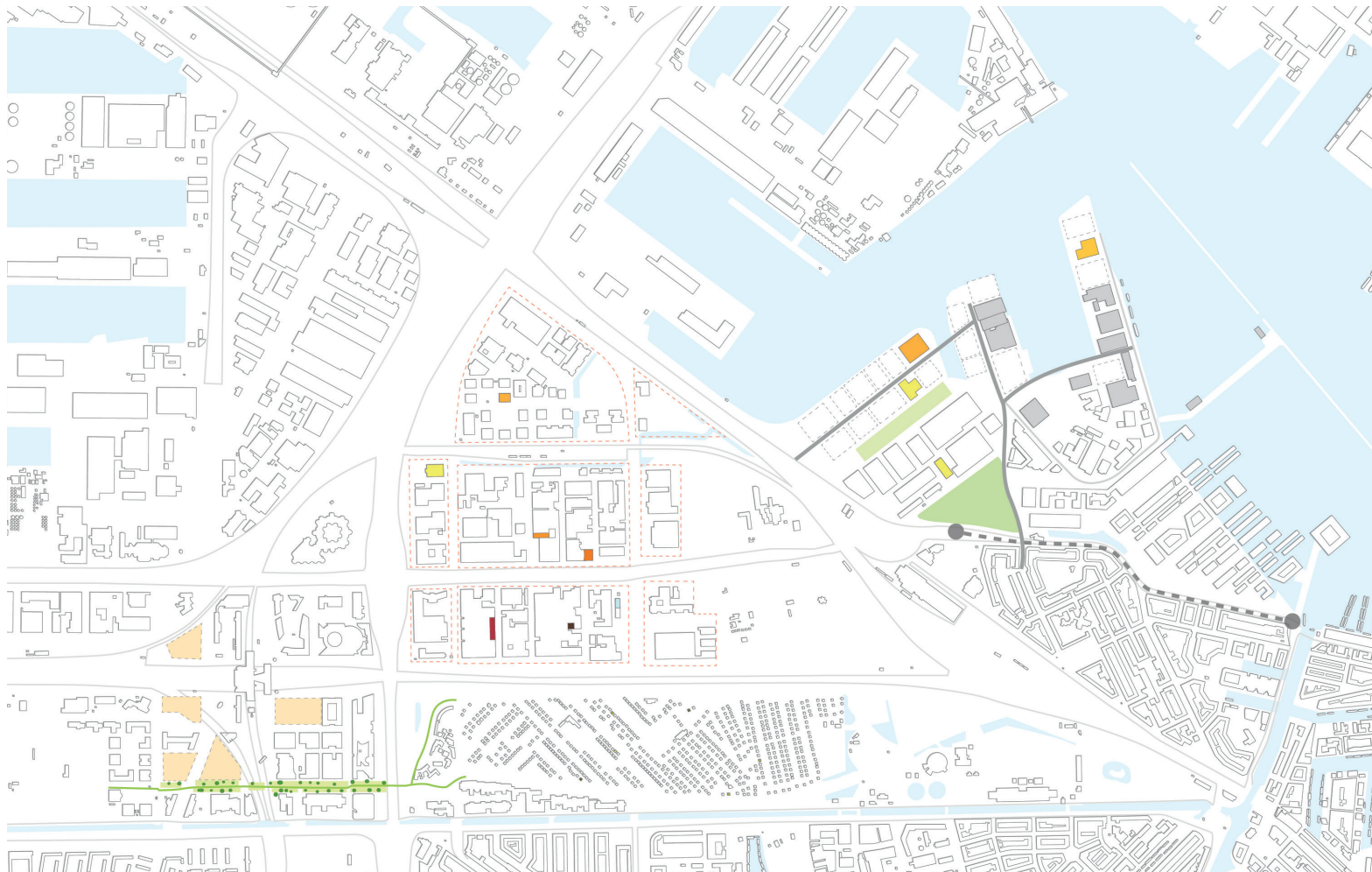


Figure 98: Phase 4. Creation of Brettenscheg connection, expanding Minervahaven masterplan and let go of Sloterdijk 1.

4. The fourth phase initiates the start in Sloterdijk 1 and introduces the policy of letting go of the area. After the masterplan project of the Minervahaven, this is the second implementation of a strategy in the area. This can initiate the first projects in the area so it has to be monitored from the beginning of what is going on. Besides the letting go of Sloterdijk 1, the start is made to create the core infrastructures and roads in the Minervahaven, to give an impulse to investors and strengthen the new structure in the area.

This intervention would mean the adding of new roads and the upgrading of current roads. If possible, the start will also be made to reconnect the Brettenscheg in Teleport, and to upgrade the public space in this area. This is to give more attention to the southern part of Teleport and the empty plots to be developed in the future. It is expected that the upgrade in public space will increase the value of these plots, and make them more attractive for redevelopment.

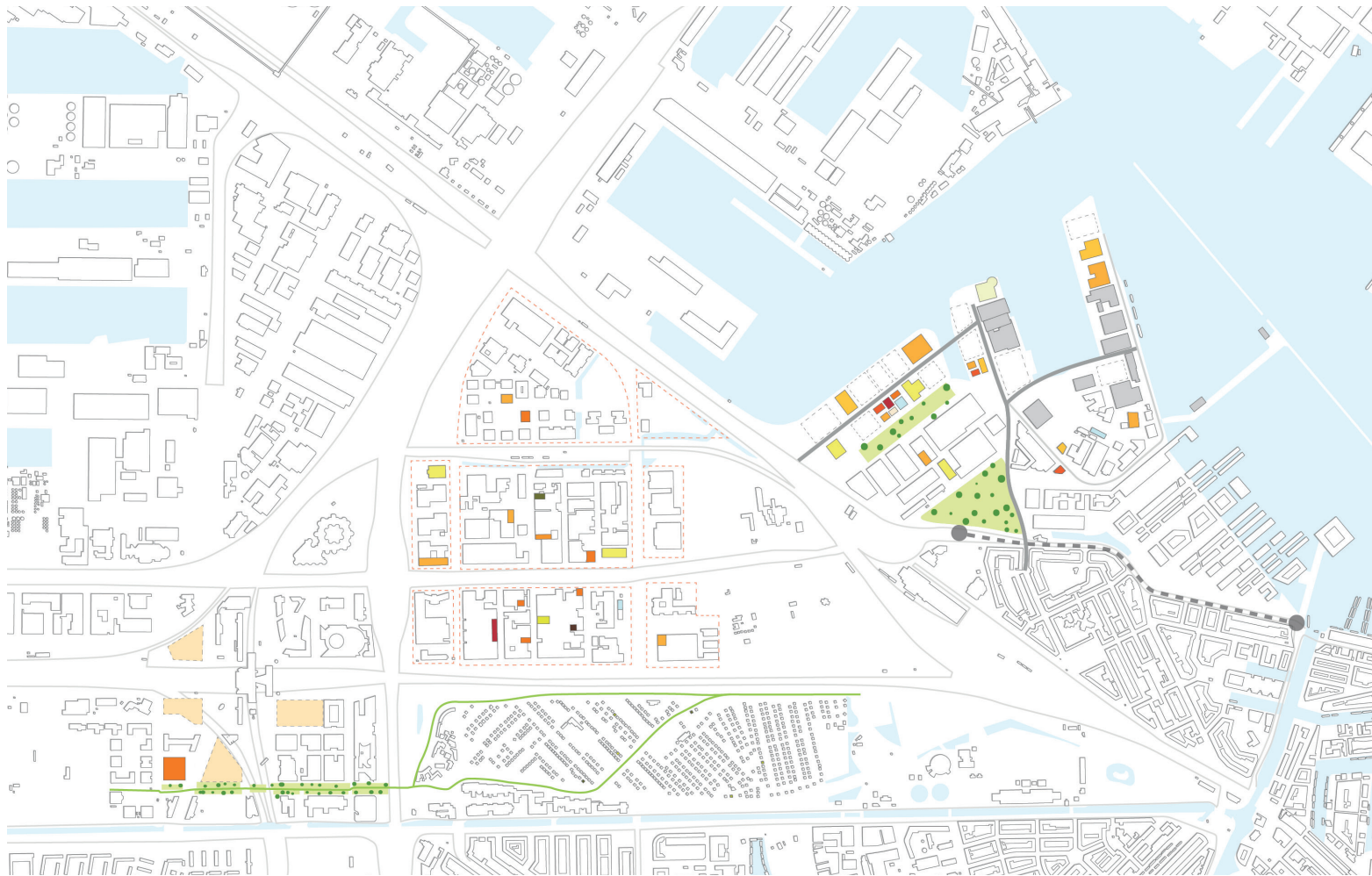


Figure 99: Phase 5. Expanding of Brettenscheg route and creation of public park in Minervahaven.

5. In phase five, the letting go policy in Sloterdijk 1 has shown its effect and multiple small scale changes are taking place in the area on different locations. This can vary from change in function, to demolition and creation of new buildings. In the meantime, some parts of the edges of the Minervahaven can be already developed on some plots. This includes the creation of a public park at the former allotment gardens. In the area between the Houthavens and the edges of Minervahaven minor changes can take place but this

area is regarded as free for any initiative.

Meanwhile in Teleport, a first development of empty plots can be seen as a result of gradual increasing popularity and investments in public space.

To also answer the demand of public use of allotment gardens, after the realization of the Brettenscheg connection, a route may be created through the allotments garden, giving it a slight public accessibility.

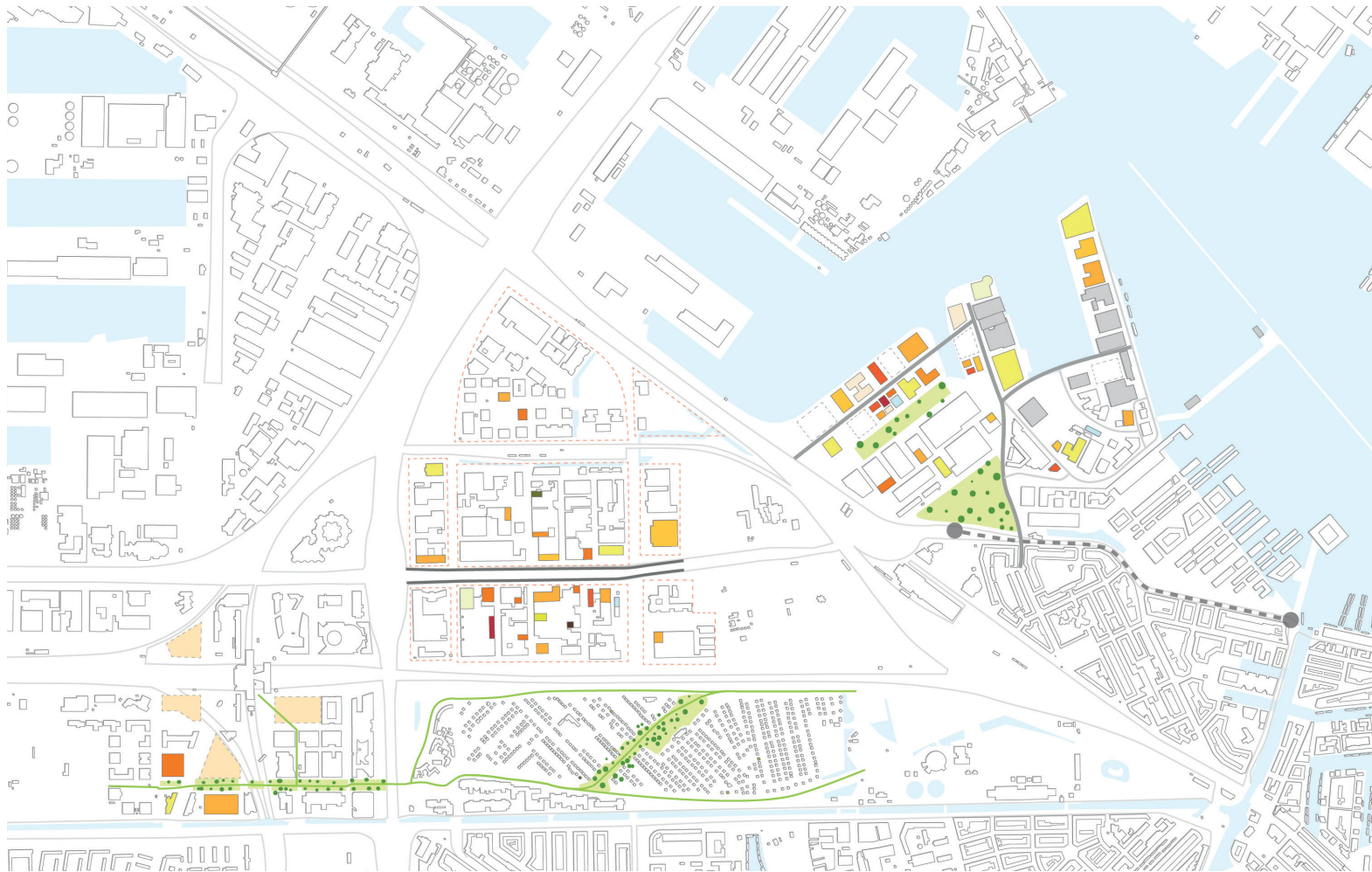


Figure 100: Phase 6. Public accessibility of allotment gardens, horizontal axis in Sloterdijk 1.

6. In the sixth phase it can be seen that the Minervahaven is developing more rapidly and a big step is taken. It is unsure how this development actually will happen but a possible image is shown. The policy of letting go in Sloterdijk 1 has created more initiatives in the area, and now the time has come to take a step in the policy regarding the transformatorweg, the lifeline of the area. The policy decision

can now be made to only attract the logistics and transportation companies to the transformatorweg, and to avert other functions. In Teleport new development might be going on and an extra link is needed between the train station and the Brettenscheg connection, for easier traveling to the educational institutes and the future pick up point at the Haarlemmertrekvaart.

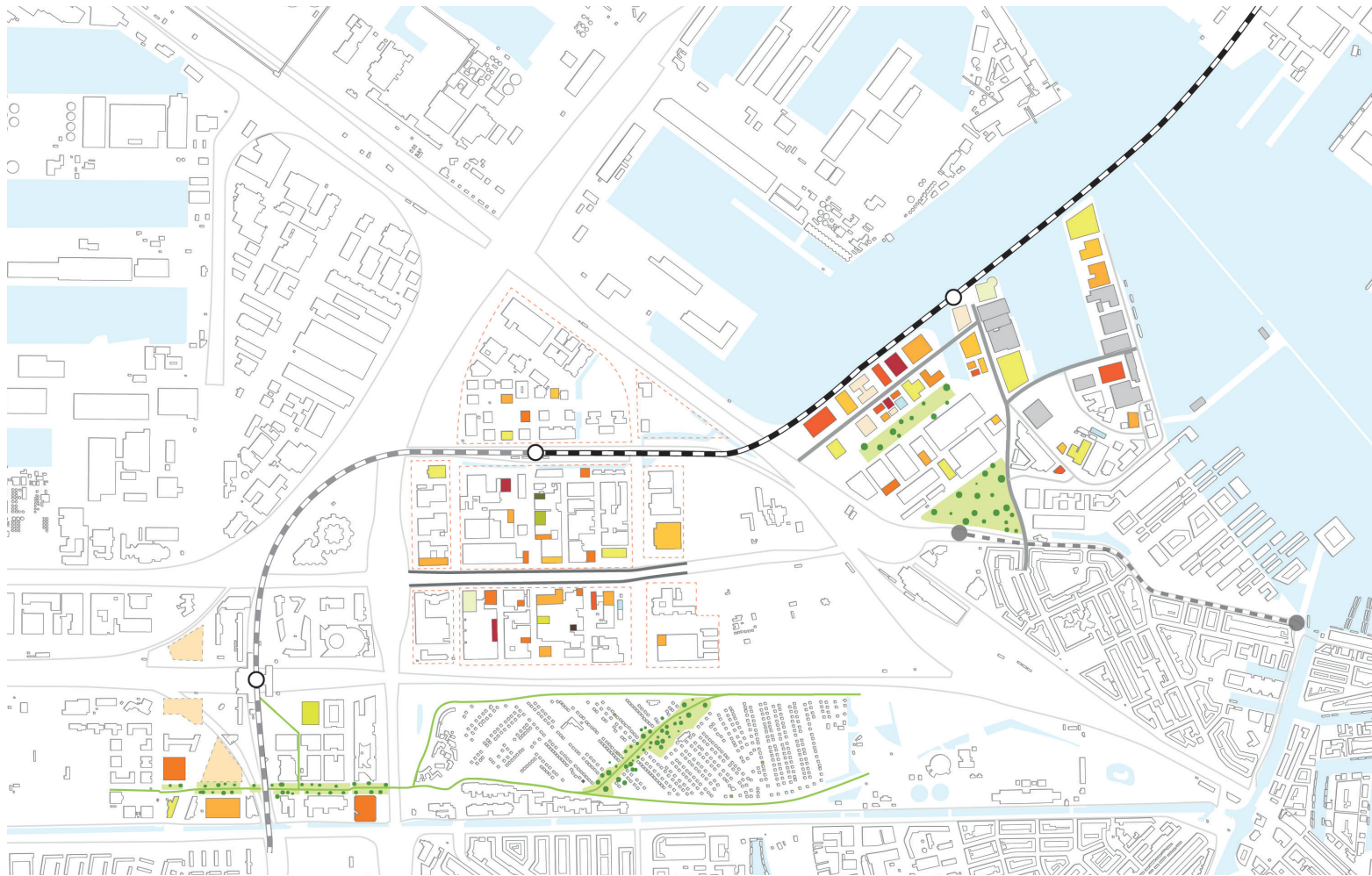


Figure 101: Phase 7. Creation of the metro line extension.

7. Now there is time to look back to what has happened in the area so far and to evaluate what is the status of the fringe zone and if plans and expectations should be adjusted and whether new or other interventions are needed than originally planned, and if the previous policies and interventions have had the desired effect. But more important in this phase is the extension of the Metro line to the NDSM wharf and the realization of the metro station at the Minervahaven. This extension of the public transport can take some

time and requires a large investment so during the previous phases the viability and necessity need to be determined. Especially as the effects of the North-South metro line are not certain yet. The expectations are that the metro line extension is a valuable part of the fringe zone transformation and will have a positive influence on the fringe zone itself, but also the other areas, such as the NDSM wharf, which become more accessible after the realization.

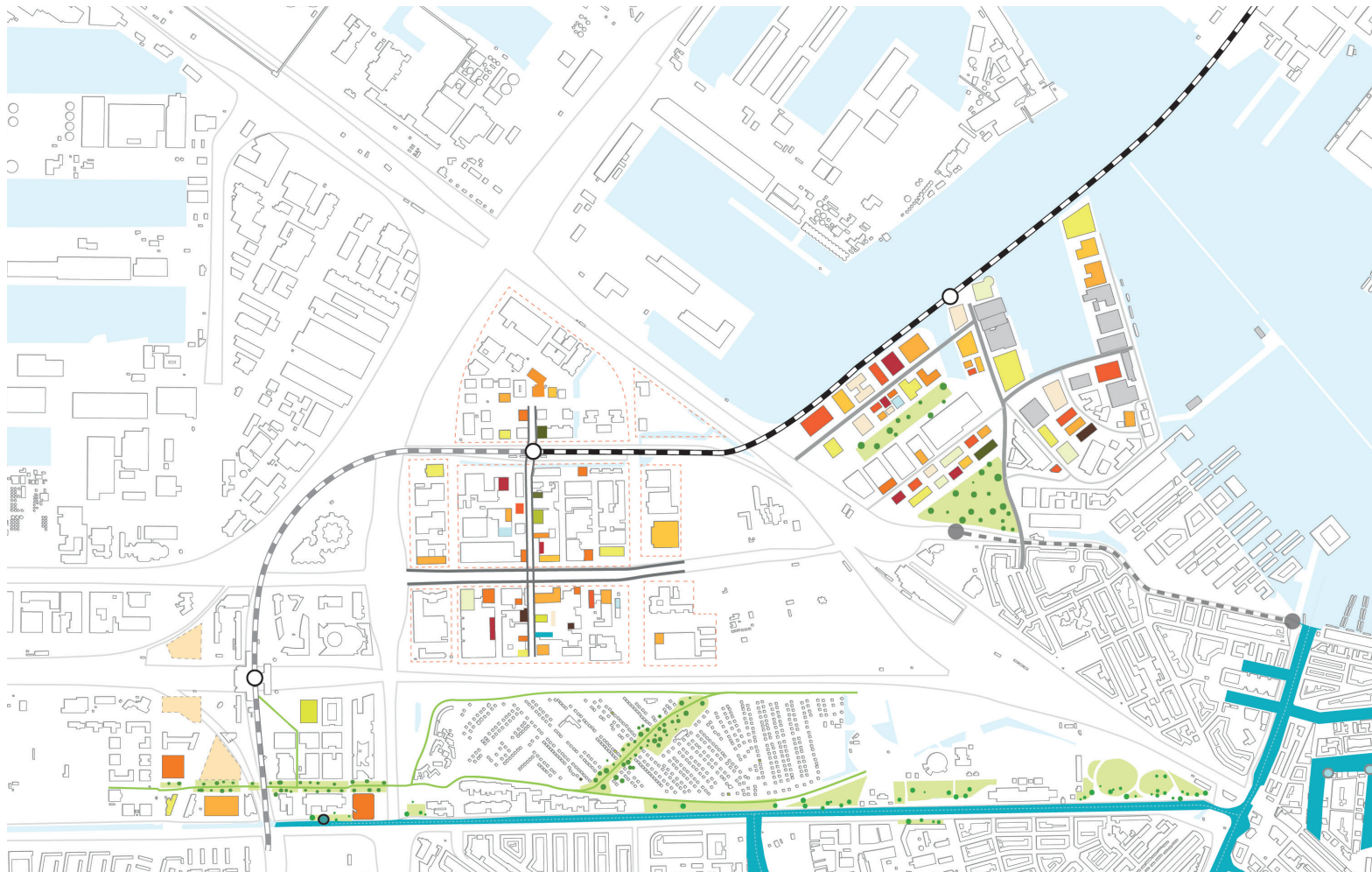


Figure 102: Phase 8. Revitalizing the Haarlemmertrekvaart and introduction of the vertical axis in Sloterdijk 1.

8. After the realization of the metro line extension, the final impulse is given to the Minervahaven, and this working area will soon be completely redeveloped. The area between the edges and the Houthavens project will have seen step-by-step changes overtime, and will have become an integral part of the entire area. Looking at the transformations that happened overtime in Sloterdijk

1, and the realization of the metro line extension, the decision can be made to implement the idea of the second, vertical, axis in this area and locating the smaller scale functions and commercial functions in along this axis. The development of plots in Teleport has continued, and the time has come to start with the revitalization of the Haarlemmertrekvaart and the adjustments of the canal front.

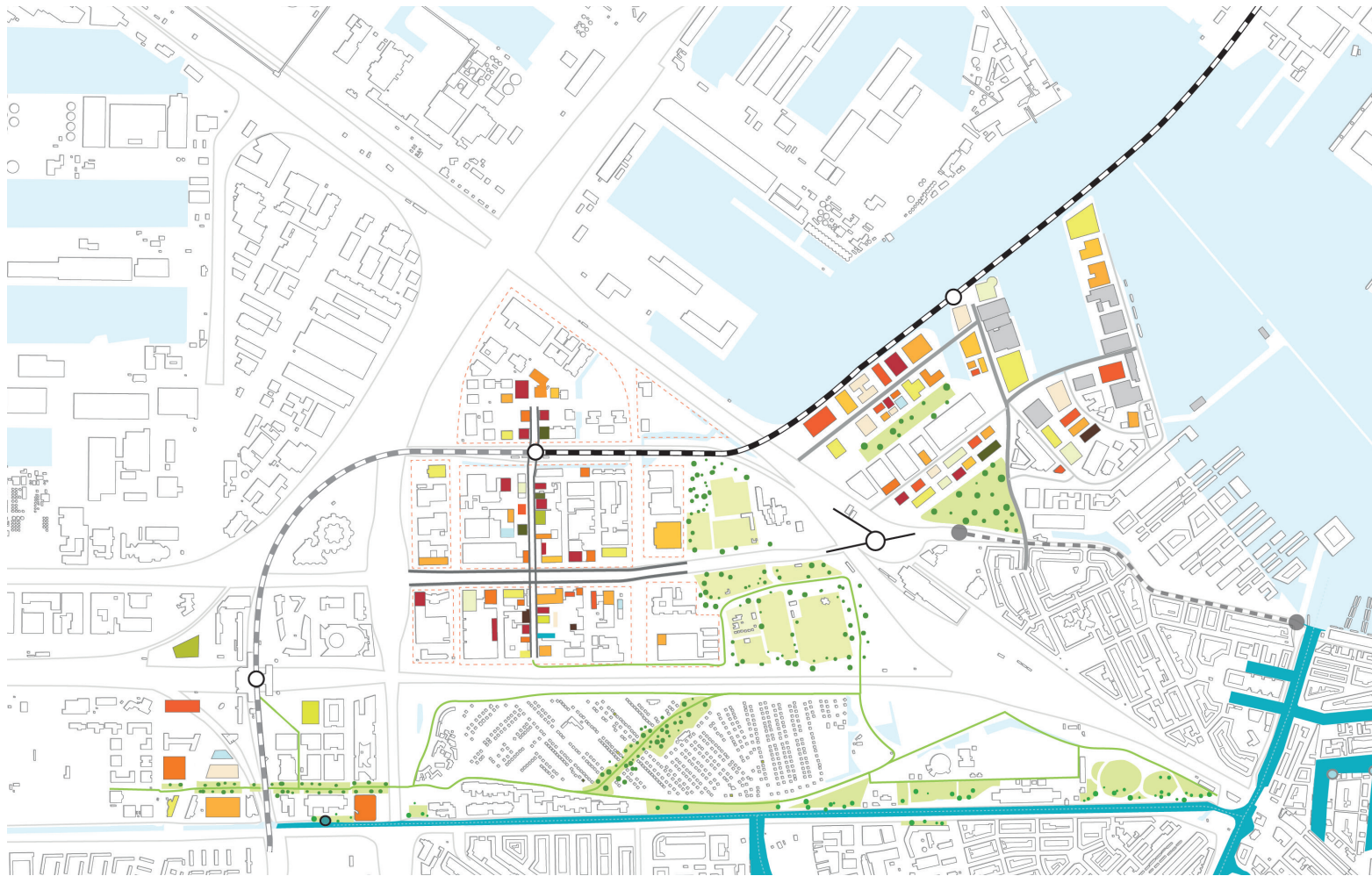
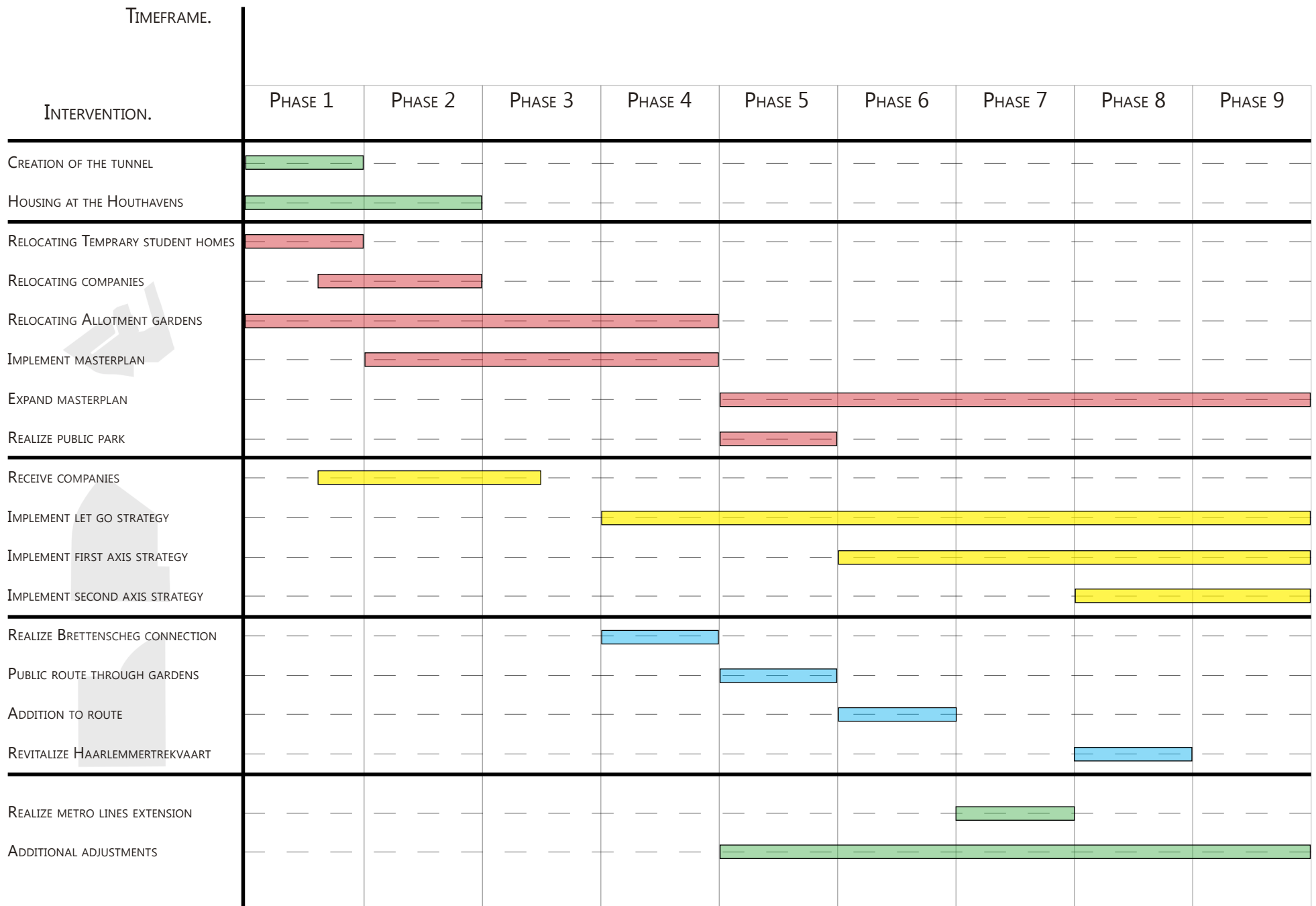


Figure 103: Phase 9. Adding of minor adjustments.

9. In the last phase the canal front will be redeveloped and the Haarlemmertrekvaart is ready for touristic boating. A pick up point at Teleport is created for tourists and the downgrade of the Haarlemmerweg has made the canal front on both sides a more attractive space. In the last phase, there is a possibility for the adding of minor adjustments to the area, such as the connection of the recreational routes in the Brettenscheg to the Sloterdijk 1 axis, the possible realization of a roundabout and further upgrades to the

Brettenscheg recreational functions.

The entire fringe zone is now redeveloped and redesigned according to the new economic profile and strategies implemented on the separate areas. Thanks to the creation of catalysts and key-projects, the area is transformed according to Amsterdam's ambitions in a flexible and realistic way. Private investors, developers and citizen have been given enough room and freedom for own initiatives, and guidance and boosts haven been given by the municipality .



Results and the next step

When we look back to the start of this project, a complex fringe zone was introduced in the urban fabric of Amsterdam which holds a strong potential for the city and is undergoing a subtle transition in form and function. External influences such as current projects and a changing economic profile of the city and its segments are boosting this transformation. An analysis of the fringe zone and its working areas was made to investigate its potential and to determine the complexities behind the project. From this analysis it is concluded that the zone holds value in working, economic strength of the city and recreation which can be exploited and needs to be protected. The complexity lies in the outdated plans, changing economic profiles and the embedding in the urban system. A new form of urban planning and development is implemented to initiate a project in the fringe zone, a project for gradual transformation of the area. This plan used different visions, strategies and interventions in the area connected to each other and phased in a certain point in time.

At the end it can be concluded that the overall plan developed for the fringe zone is extensive and requires a lot of effort if entirely completed. Nevertheless the project and future plans act as a guiding line throughout the future and the ending image of the plan is a dot on the horizon. It is unsure what the future will bring to the area and that is why the overall plan contains enough freedom and flexibility to cope with these changes. The larger interventions are built upon assumptions and predictions of the future, but are still realistic and viable interventions.

The Minervahaven is the most radically transformed area in the fringe zone, and is subjective to many changes, but this is also what the future will hold for it without this project. As the ambitions of Amsterdam lie in the startups and entrepreneurs, this area can offer a viable future and the right conditions for this profile. The difficulty in the realization of the plan will lie in the fact that these startups and entrepreneurs have a strong effect on their context and surrounding, and that the uncertainty of which startups will be attracted gives uncertainty of how the area will transform in the future. For example, startups in craftsmanship and art give different influences on the area than ICT and service startups. The result of this project is that the Minervahaven can look forward to an innovative and creative working future with a mix of companies and initiative throughout the area. The agreed rules ensure a certain amount of quality and spatial characteristics but leave enough freedom for own interpretation and ideas about urban development and function of the area.

The Sloterdijk 1 area will be one of the prime examples in Amsterdam when it comes to the deregulation of working areas and the subtle transformation of the economic middle segment. The result can be very divers, and the possibilities are endless. A threat can lie in that the present companies do not yet know what is possible with this renewed freedom and that the first initiative has to be shown by the municipality. On the other hand, the changing middle segment of the economy will influence coming changes and users might be very pleased with the fact that they can react instantly when they want to. The adding of second axis is a shown possibility of a reaction to

the metro line extension, but can also be implemented without it. It remains to be seen whether the Sloterdijk 1 will embrace the new policy or will be reluctant to coming changes.

The area of Teleport is a well-known area in Amsterdam and will continue to be so for the next decades. The renewed interest and popularity has a positive influence on this working area, but is clear that it won't be used as it once was. The result of this project and strategy for Teleport can be summoned by the statement that Teleport remains an amount of reticent. The rising popularity is channeled in different functions to create a mixed-use area instead of an office colossal that Amsterdam does not need. The interventions act on both Teleport and the Brettenscheg and the change in top segment of the economy. Teleport chooses for a reliable and certain future instead of jumping in the deep.

For the Brettenscheg multiple projects have influenced this area in this plan, and the Brettenscheg is adjusted at certain points to answer the demand of the municipality. Nevertheless, large scale interventions have not taken place in the Brettenscheg while this could be a possibility in the future. Also, depending on the actual interventions that might take place in the future, the Brettenscheg can be influenced otherwise than shown in this plan.

The project starts with the Sloterdijk area as a fringe zone, and it will end with the Sloterdijk area as a fringe zone. The implementation of the plan does not affect the urban fabric in such a way that the

fringe between the center, the harbor and the Western garden cities is "solved" or "glued together". The fringe zone will stay a fringe zone over the coming years. The functions and transformation in the area is still according to the fringe zone principle: they are still dynamic and ever changing processes and the area will remain the rougher edge of the city. The startup Minervahaven, commercial engine Sloterdijk 1 and renewed touristic Teleport will keep the status of working areas within the fringe. Their potential is being exploited and value is being increased, but their core purpose is not going to change.

The next step for this project is for it to be adopted by the municipality of Amsterdam and to be tested whether it can be implemented together with the current visions and strategies that are operative at the moment. This includes the vision 2040, but also the vision of the harbor and the mobility and water vision. Next to that, the plan should be tested and adjusted according to the wishes of the different stakeholders and policymakers. It is to be expected that there are minor adjustments needed to convince all parties that this is a viable and solid plan, although effort has been done to accommodate every stakeholder already. As the formation of the policymakers change overtime, the plan needs to rely on a stable and broad support within the municipality. A big plus is the plan's flexibility which makes it easily adjustable, but can also act as a plan for a long period.

What will need to happen is to investigate the technological and financial aspects of the key-interventions in this plan. Especially

the extension of the metro line and the revitalization of the Haarlemmertrekvaart need further investigation whether it is profitable and what amount of money needs to be invested, next to the effects on the surrounding areas outside the fringe zone and the effect on the current public transportation and water system.

When, or if, this plan will be implemented in the city, it is necessary that there is a constant amount of monitoring of what will happen in this area, and how the transformation of the area will actually take place.

This plan, working on the fringe, about the Sloterdijk fringe zone, its future function, strategy and interventions ensure the guidance and dot in the horizon that the fringe zone needs and to become resilient for the economic transition in Amsterdam. This plan is the answer to the question of what to do with the in between space between the harbor and center of the city, and how to achieve the set goals and ambitions for the future.

Evaluation

This project about the Sloterdijk fringe zone has created a product that can hopefully be used by the municipality in the future. The plan foresees in the coming economic transition of the city and follows the current events of the area. Another step could have been taken in making a stronger link between the different interventions and the different working areas within the fringe zone. This would have resolved into a stronger plan, but could also influence its flexibility, something that is also very important. A graduation project is off course never complete.

In the base of the project, due to the characteristics of the fringe zone with its working areas, the plan starts to resolve about the economic potential and profile of Amsterdam, which gives a solid base from which to think and reason. The result is that this project tends to focus solemnly on finding value, in an economic sense. This seems almost unethically, although effort is taken to involve other forms of value as well. Nevertheless, the overall plan has become an integral plan for the entire fringe zone, based on economic transition. It has not tried to show the money to be made or the increase of land value. It has shown how area development based on economic transition can cause working areas to transform into dynamic and healthy areas, and to get rid of the mono-functional, hidden characteristics. Moreover, it has shown how new ways of urban design and planning can be implemented in area transformation, and what can be expected as their results. This redevelopment of Amsterdam's fringe zone builds upon the current events of the city and the area itself and the core characteristics of the area, which ensures a viable and realistic plan for the future of the fringe zone.

Epilogue

While writing this final graduation report I look back at the entire year and the entire project. During this final year at Eindhoven University of Technology I can state that this graduation project has turned out to be a twist of fate. I started out with a personal fascination, and not with a specific topic or issue, and this made it more difficult to turn this into a final project and product. It was a gradual process where I had to grasp everything that attracted my attention in order to shape my project. Fortunately my tutors were of much help in this process.

As the graduation project slowly took more shape, I was able to grasp the themes that I was comfortable with, namely the new ways of design and planning, economic transition and fringe areas in cities. Overtime I was able to set my project and personal opinion straight, and form the final project the way I wanted it to be. This made me more comfortable at the end of the project, and I made a lot of progress in the last few months. This was the moment where all pieces of the puzzle fell on their place.

All in all I may say that I am proud of this graduation project and final product. It is a viable, integral and realistic plan for the future, which can be used by the municipality of Amsterdam. I am happy with the results of this project and can look forward to a new start. With these final words I will end this report.

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Images

IMAGE 1: OWN PRODUCTION

IMAGE 2: OWN PRODUCTION

IMAGE 3: OWN PRODUCTION

IMAGE 4: OWN PRODUCTION

IMAGE 5: [HTTPS://WWW.BING.COM/MAPS/](https://www.bing.com/maps/)

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IMAGE 46: OWN PRODUCTION

IMAGE 47 TILL 55: OWN PRODUCTION

IMAGE 56: IMAGE COMPILATION

IMAGE 57: IMAGE COMPILATION

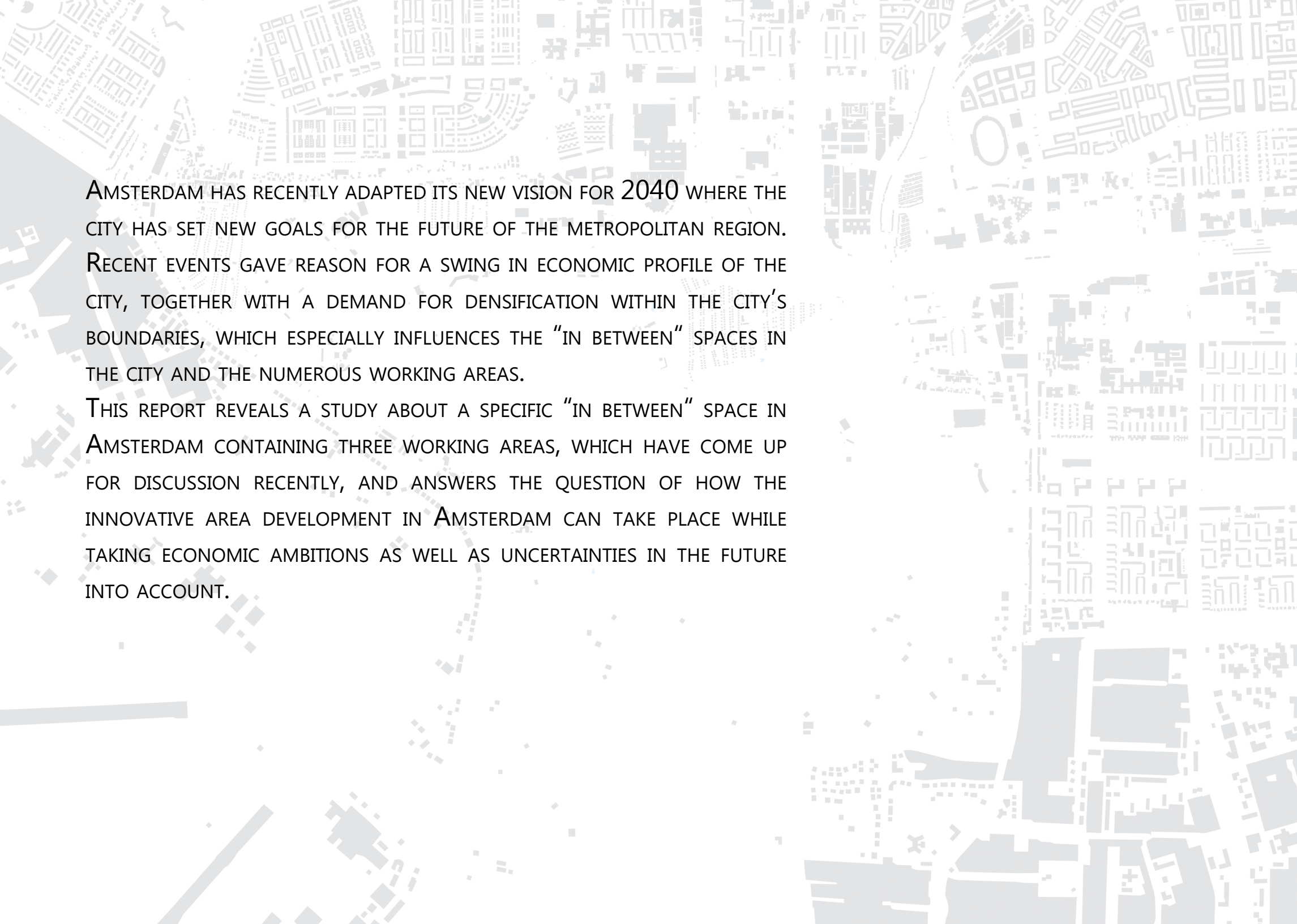
IMAGE 58: IMAGE COMPILATION

IMAGE 59 TILL 68: OWN PRODUCTION

IMAGE 69: IMAGE COMPILATION [HTTPS://WWW.GOOGLE.NL/MAPS](https://www.google.nl/maps)

IMAGE 70 TILL 103: OWN PRODUCTION

COVER IMAGE: OWN PRODUCTION



AMSTERDAM HAS RECENTLY ADAPTED ITS NEW VISION FOR 2040 WHERE THE CITY HAS SET NEW GOALS FOR THE FUTURE OF THE METROPOLITAN REGION. RECENT EVENTS GAVE REASON FOR A SWING IN ECONOMIC PROFILE OF THE CITY, TOGETHER WITH A DEMAND FOR DENSIFICATION WITHIN THE CITY'S BOUNDARIES, WHICH ESPECIALLY INFLUENCES THE "IN BETWEEN" SPACES IN THE CITY AND THE NUMEROUS WORKING AREAS.

THIS REPORT REVEALS A STUDY ABOUT A SPECIFIC "IN BETWEEN" SPACE IN AMSTERDAM CONTAINING THREE WORKING AREAS, WHICH HAVE COME UP FOR DISCUSSION RECENTLY, AND ANSWERS THE QUESTION OF HOW THE INNOVATIVE AREA DEVELOPMENT IN AMSTERDAM CAN TAKE PLACE WHILE TAKING ECONOMIC AMBITIONS AS WELL AS UNCERTAINTIES IN THE FUTURE INTO ACCOUNT.