

Zuidas Amsterdam at home in the city.

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A Second Centre.

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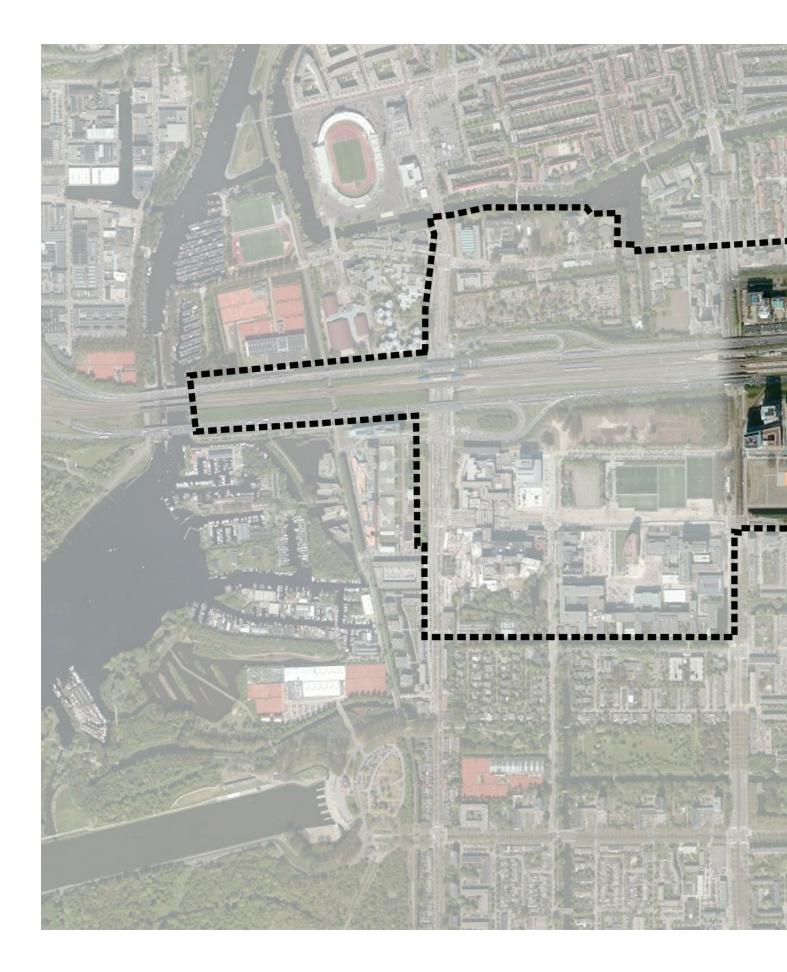
Introduction to Zuidas

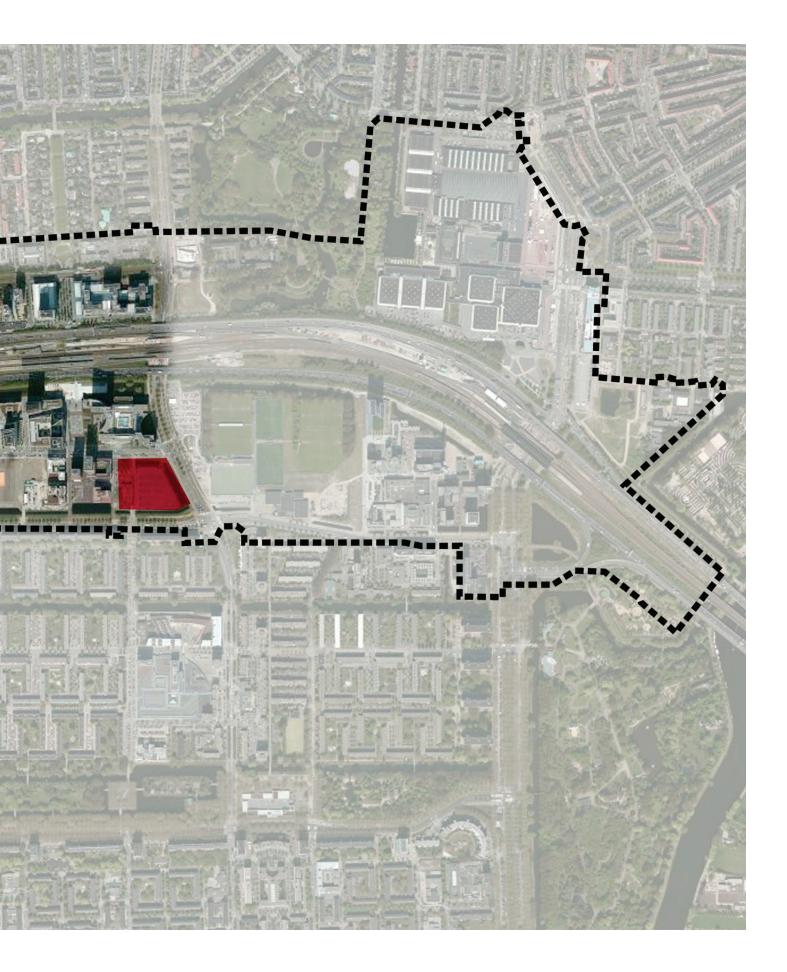
The Zuidas site is promoted for its ideal location in the transportation network, and as a competitive business district not only in Amsterdam, but in Europe.

Pi de Bruijns masterplan for Zuidas was meant as an intervention in the city to connect the Berlage expansion plan with the Van Eesteren modernist expansion of Amsterdam, but more importantly, it is aiming to turn the area into a second centre of Amsterdam¹. This is a big claim, as it means that the area should be vibrant and offer a variety of activity that can attract residents not only by the contemporary architecture, but by the amenities. This however is not the case.

Zuidas is an example of a business district implanted within an existing city context. The European Business district is part of a multi-centric planning system, where activity is distributed to nodes of activity, different from the North American model, where the "downtown" area is surrounded by concentric circles of real state becoming cheaper as it distances from the centre.

The area has been compared to the Docklands in London, La Defense in Paris and Northern Quarter in Brussels. However, according to De Bruijn these projects have been referenced for Zuidas, but they all have low percentage of housing, particularly La Defense; which he attributes as a big mistake - leading to the dissadvantages of one-sided program. He explains that the brief for Zuidas consisted of 42.5% offices, 42.5% for houses and 15% for facilites these are the relative proportions of the centre of Amsterdam.²





Google

GERSHWIN, ZUIDAS

Search

About 1,620 results (0.10 seconds)

Web

Images

Maps

Videos

News

Shopping

More

Any time

Past 24 hours Past week Custom range...

All results By subject

Any size

Large Medium Icon Larger than... Exactly...

Any color

Full color Black and white



Zuidas according to Google

Typing in our location - Gershwin, Zuidas - on google search engine gives an impression of how the area is percieved. Clearly, the image of our site is one of ambitious real estate projects presented through shiny render images.

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SafeSearch off

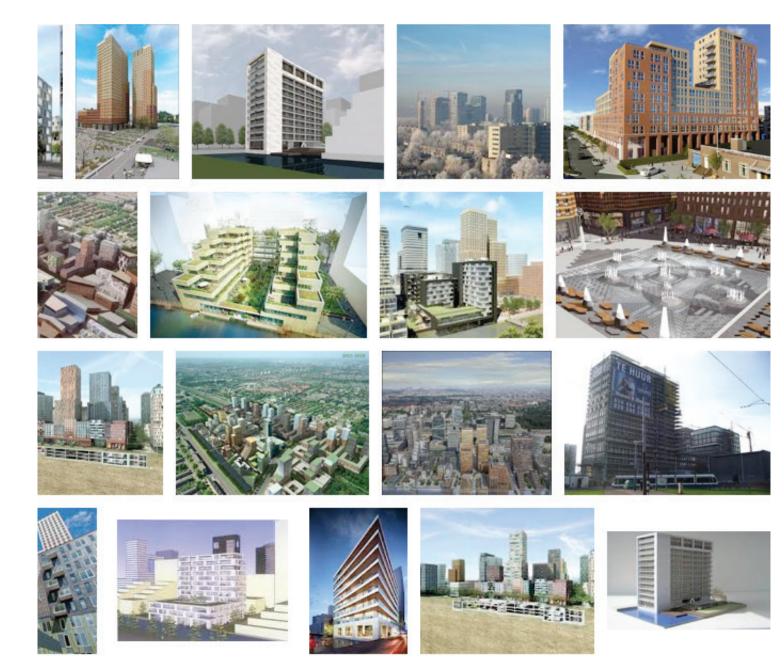
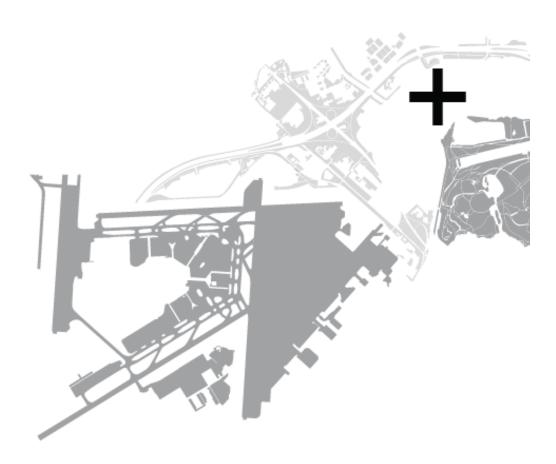


Fig. No. 4

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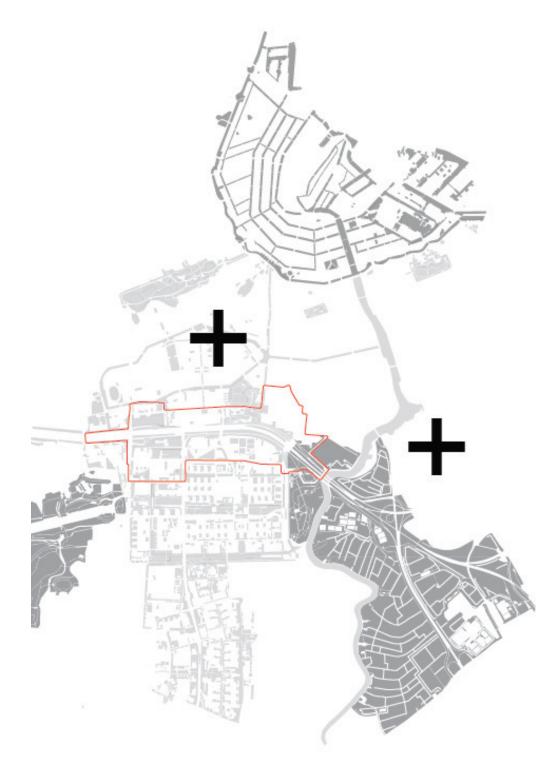
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At Home In The City Amsterdam Zuidas 9



Zuidas according to the municipality

This scheme from a planning document from the municipality of Amsterdam shows how they prefere to promote this area: as an ideal location linking all Amsterdam's positive qualities: the historical city centre, the airport, and large green areas.



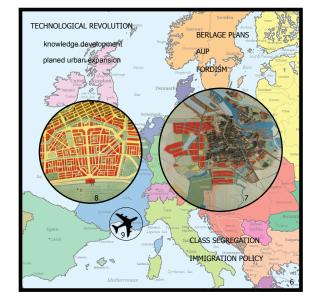
The Business District.



The general picture is that Amsterdam is a commercial city. All in the Golden Age was not without industries such as shipbuilding, brewing, rope, sawmill, business exhibition services, insurance, banking, communications, publishing, printing, science Atheneum Illustrious, knowledge institutes and facilities services pubs, theaters and restaurants. But also international.

> The end of the Eighty Years' War ushered in the golden age; age dominated by religion; the rise of a great transnational commercial empire.

Technological revolution as a result of knowledge development dominated the era; shift in production systems caused by Fordism; government expans the city trough control regulations.





A time dominated by decentralization due to globalization of economy and knowledge development gained in the industrial age and post-industrial age; economic shifts of the traditional urban centers to the periphery; ARISE OF THE BUSINESS DISTRICTS

1 bataviawerf.nl 2 denhelderopzondag.nl 3 333travelblog.nl 4 obsidianwings.blogs.com 5 blog.csfineartscenter.org 6 mtholyoke.edu 7 blog.amsterdammuseum.nl 8 stipo.nl 9 flight404.com 10 visie Zuidas p. 12

Berlage To Van Eesteren.

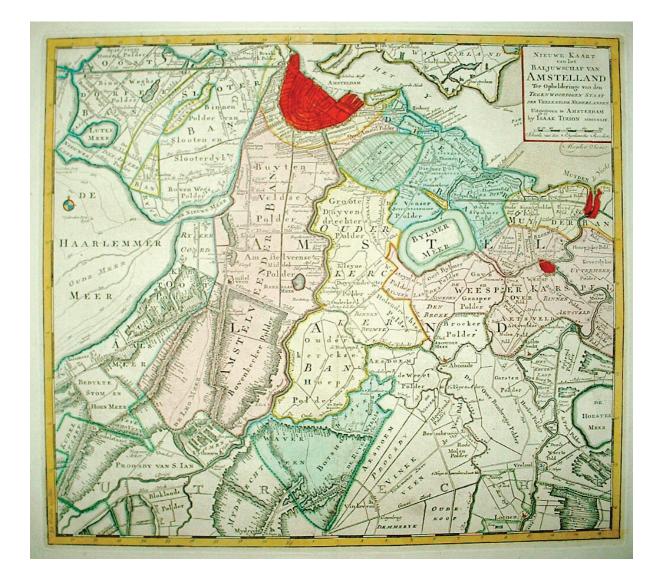
Fig. No. 6

Zuidas in historical context

The development of Zuidas is some kind of historical accident, that happend in the space left between Berlages 1915 expansion plan Plan Zuid, and van Eesterens 1934 Algemeen Uitbreidingsplan.

The space left between these plans was assigned to infrastructure and sporting facilities, but developed an increasingly good connectivity, leading to the relocation of ABN/AMRO's headquarters in the area.

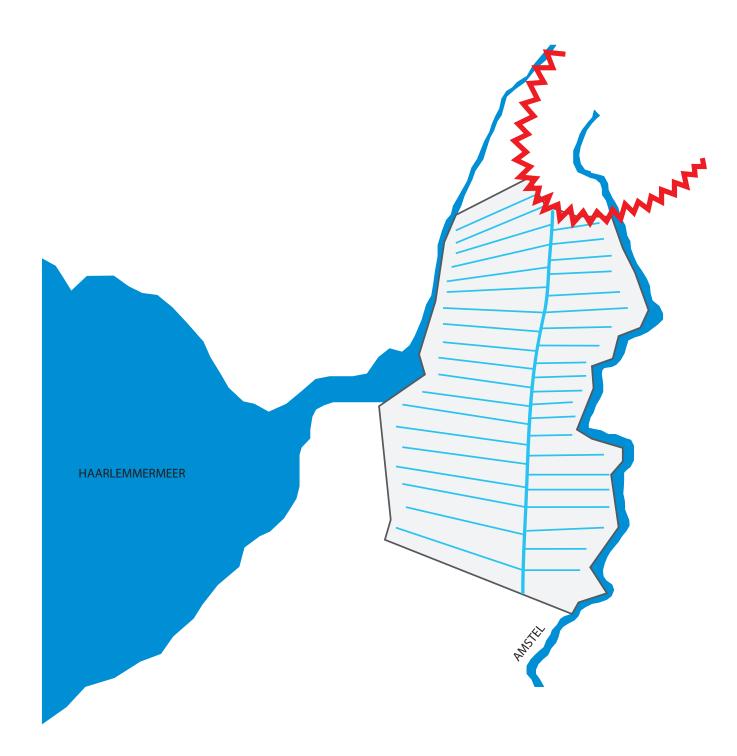
This sparked the development of a new masterplan, this time by Pi de Bruijn, which is currently being execuced in the area, although it remains unclear if an important part of this plan - the tunnel for the infrastructure connecting both sides - will ever be built.



Polder map, 1749

Fig. No.7

Zuidas lies in the Buitenveldertse Binnendijkse Polder, which was created in 1634. This polder lies between the Amstel to the east, and the Haarlemmermeer/Schinkel to the west. Ditches run in a more or less east/west direction, the water is carried off to the sea via Amsterdam, in the south/north direction.



Buitenveldertse polder, 1634

Fig. No. 8





Fig. No. 9

1876 Kalff extention plan Fig. No. 10

1915 Berlage extention plan

City expansion

After about 1850 the city of Amsterdam begins to develop outside it's city walls. The Kalff plan from 1876 is the first planned expansion, creating neighbourhoods as De Pijp.

Berlages extension plan from 1915 brings the city close to the current location of Zuidas. His plan already contains a station at the end of a grand axis, on the place where years later Amsterdam Zuid station has been built. In van Eesteren's expansion plan from 1934 a new neighbourhood is planned to the south of Berlages Plan Zuid. This is what would later become Buitenveldert. An open space is planned between Amsterdam Zuid and Buitenveldert, meant to give room to a future railroad, a ring road, and functions as sports fields.





Fig. No. 11

Fig. No. 12

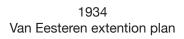
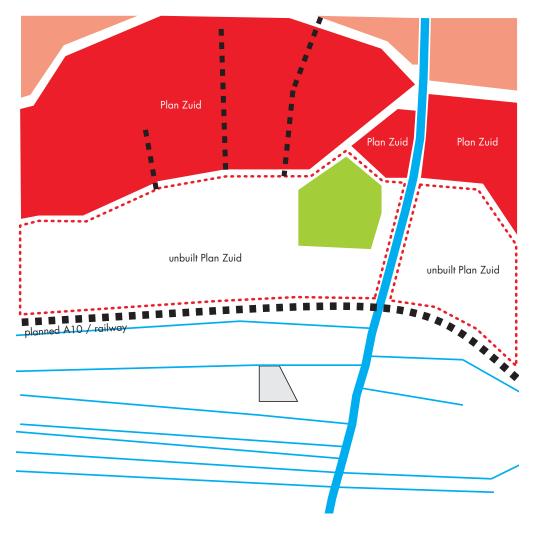




Fig. No. 13

Situation 1952

Looking at the map from 1952 you see that the southern half of Berlages Plan Zuid was never executed. Amsterdam Zuid ends at what was supposed to become its central canal. The planned southern rigroad is present, as is a rudimental link to one of the main north-south axes of Amsterdam Zuid, leading to the current location of Zuid station. Construction on the planned neighbourhood Buitenveldert has not yet started, leaving the Buitenveldertse polder still untouched.







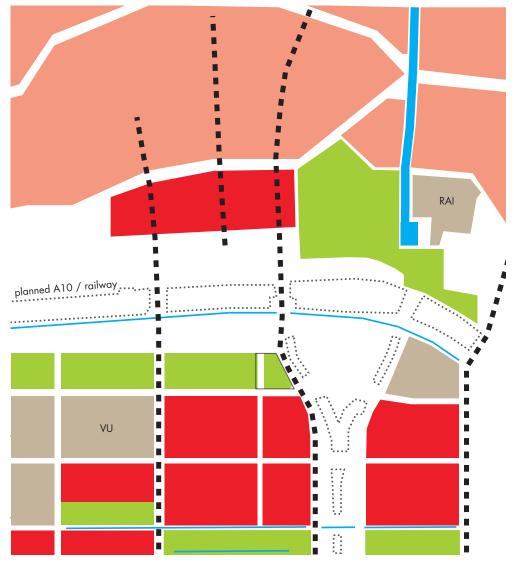
Situation 1969

Between the beginning of the 1950s and the end of the 1960s a large part of the southern expansion of Amsterdam has been completed. To begin with, a van Eesteren-style addition to Berlages Plan Zuid, with the Beatrixpark to the right of it.

Three main north-south axes from the existing city connect with the new neighbourhood Buitenveldert. The neighbourhood is devided into large rectangles, each with it's own function: housing, a shopping area, sports fields, university buildings, and hospital buildings.

Two large zones are left open, and have been filled with large sand dikes for the construction of future motorways: the ringroad (A10) in east-west direction, and the A3 in north-south direction.

The A3 was planned as a direct link between Amsterdam and Rotterdam, but never got built. The planned route of the motorway would have run next to our project site, and accounts for its strangely curved border.



planned A3 motorway

Fig. No. 16



Fig. No. 17

Situation 1994

After the completing of Buitenveldert the zone between this neighbourhood and Amsterdam Zuid stayed an undefined left-over zone for years. The railroad+station and ringroad A10 were only built in respectively 1975 and 1981. The area between this bundle of infrastructure and Amsterdam Zuid became a destination for large office buildings for which no other convenient place could be found within the city. An example of this is the court that was built in 1975, followed by the WTC in 1985.

At the beginning of the 90's the A3 plan is finally cancelled, and this zone is built up.

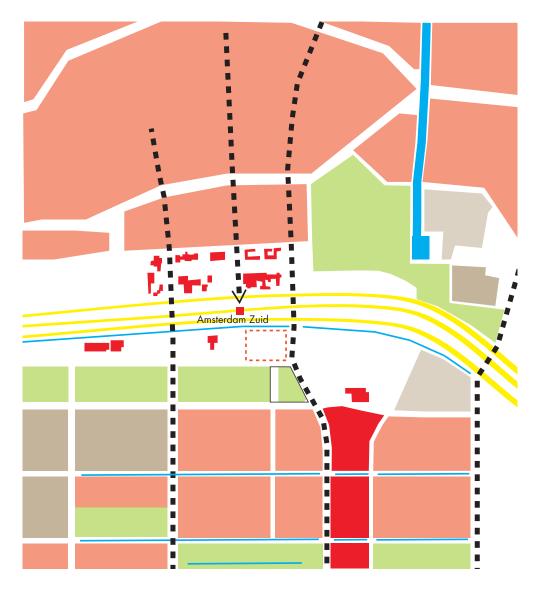


Fig. No. 18





ABN/Amro and the development of a masterplan

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Duitenvelde

In 1994 the bank ABN/AMRO makes its first plans to build a new headquarters south of the A10, just north of our site. This is a contested development, as the municipality of Amsterdam intended to develop the south bank of the IJ as new Central Business District. When ABN/Amro threatens to leave the city the municipality gives in, and decides to direct it's attention to the area around Amsterdam Zuid station instead.

This development marks the 'birth' of the Zuidas concept, as Pi de Bruijn is asked to develop a masterplan for the area.

An important aspect of the plan is to put the infrastructural bundle under ground, creating an opportunity to connect both sides of Zuidas and turning it into a 'real' city centre.

Comparing the original images of the plan with later renders, it is striking to see how much bigger, taller and more exuberant they became over time.



vision 1998



Fig. No. 22

vision 2009 (?)



Situation 2012

At the moment, the first developments of the Zuidas masterplan by Pi de Bruijn have become clear, as more new buildings have appeared next to the ABN/AMRO building, south of the railway and motorway. The north-south axis has been extended through Zuid station, and now terminates as a small square in front of Pi de Bruins Symphony buildings.

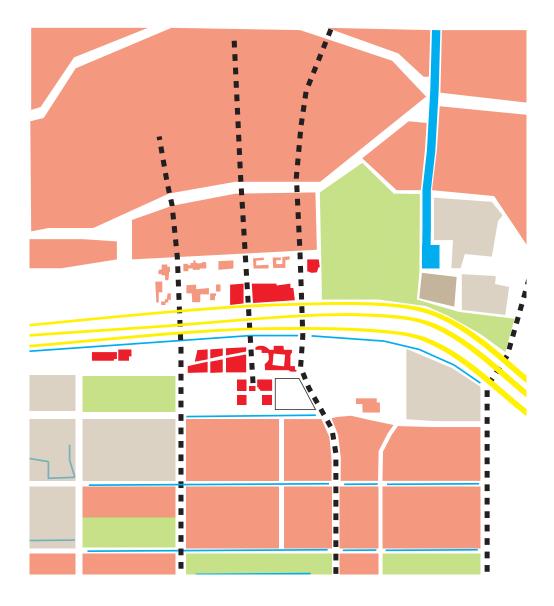
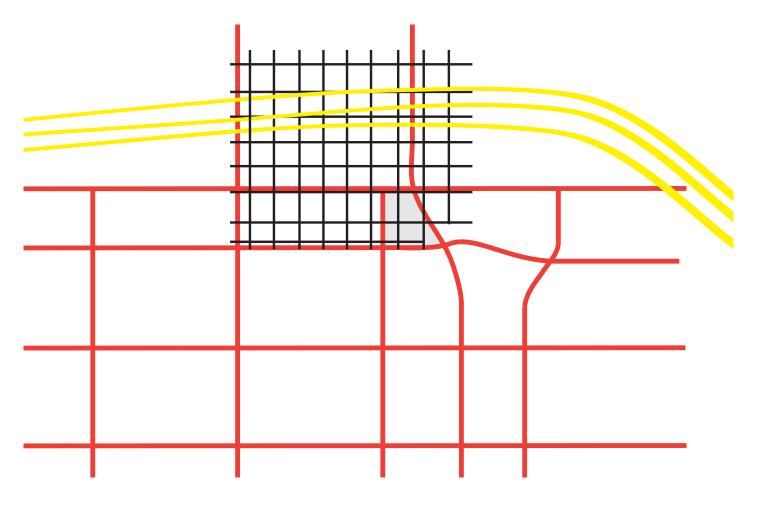


Fig. No. 24



Conclusion: overlapping grids

Looking at the site from a historical point of view, one can say it has been formed by different influences. First of all, the polder structure with its east-west running water channels. This pattern returns in a straightened out form in the urban grid of Buitenveldert.

Secondly, there are the flowing lines, due to the A10 motorway, and, immediately next to the site the unbuilt A3 motorway.

Then, as newest layer, there is the Zuidas grid from Pi de Bruins masterplan, which does not precisely 'match' the existing grid of Buitenveldert.



Fig. No. 27

Current plans

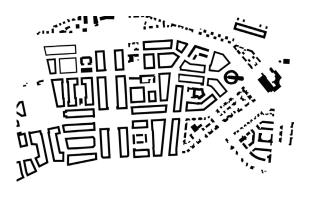
These two plans show the current building regulations for the southern part of Zuidas, in which our site is situated.



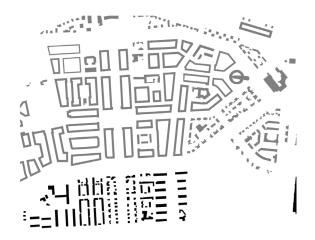
In Zuidas.

A closer look to the physical aspects of Zuidas reveal a complex urban system. Considerations for projects in the site include rules such as height limitations by Schiphol airport, flows of movement caused by the Amsterdam Zuid station, variety of materiality and public spaces. This section evaluates these aspects of the complex as an important part of the dwelling experience in Zuidas.

Berlage



Van Eesteren



Morphology

The following images show the southward growth of Amsterdam through the 20th century to this day. They highlight the different times of growth and expansion of Amsterdam and and the different characteristics of the urban fabrics that make up Amsterdam Zuid.

The 1915 Berlage Plan Zuid expansion is an urban tissue of Amsterdam that is characterised by it's grand avenues and monumental planning. The block housing typology is dominant, containing typical workers housing. Along the ground level are a scattering of various other functions. One of Berlages main sources of inspiration was Camillo Sittes treatise 'City Planning According to Artistic Principles'.

The first Van Eesteren plan fills in the unbuilt part of the Plan Zuid and still maintains elements from Berlages plan, but shows the beginnings of Garden City planning principles.

Van Eesteren

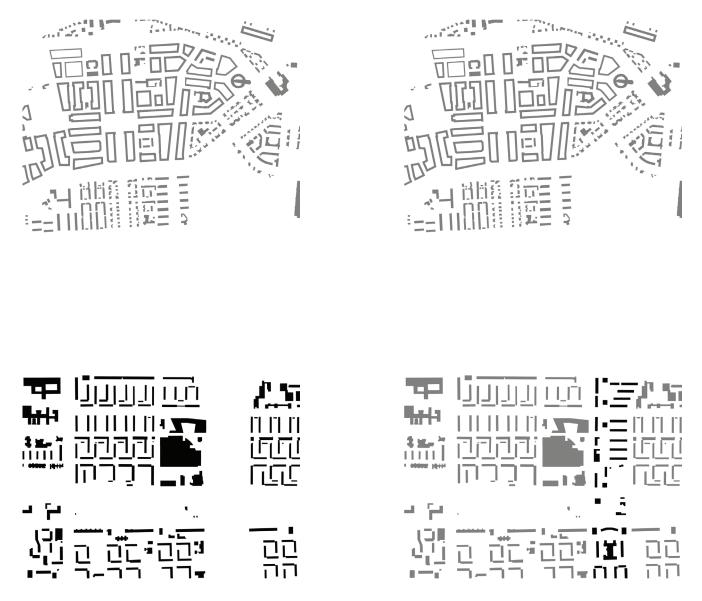


Fig. No. 29

The second Van Eesteren expansion is Buitenveldert, south of the planned railway lines and A10 motorway. This part of the expansion contrasts much more with the previous expansions of Amsterdam, and embodies values of Modernist city planning which can be seen in the rigid grid and free standing dwelling blocks as well as centralised functions.

The last small infill of the Van Eesteren expansion plan fill s in a path previously planned for the route of the A3 motorway and maintains a similar urban fabric to the previous expansion.





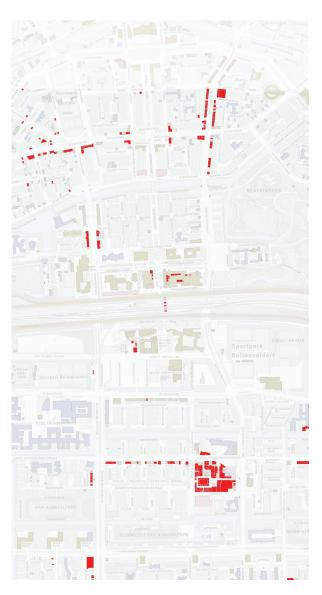


The last and current expansion of Amsterdam is the Zuidas financial district which is slowly filling in, connecting the centre and southern outskirts of Amsterdam across the A10. This urban fabric is characterized by large scale, high density urban planning characteristic of financial centres. This expansion is characterised by tall monolithic scale buildings and context with much capacity for expansion.



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Retail



Catering



Functions

Retail areas can be seen highly concentrated north and south of Zuidas, but very little in between. North of Zuidas the retail is spread out on various streets in the Berlage expansion but is seen to cluster at two points. South of the Zuidas the functions are mainly concentrated into one area and along one road illustrating the difference between the two urban fabrics and the lack of retail in the Zuidas region.

Catering is clustered in large pin points within the Zuidas, as opposed to the little pin pricks highlighted in the north west.

Leisure







Fig. No. 32

Leisure is scattered fairly evenly across the Zuidas and the whole surrounding area and does not immediately highlight any differences between the districts.

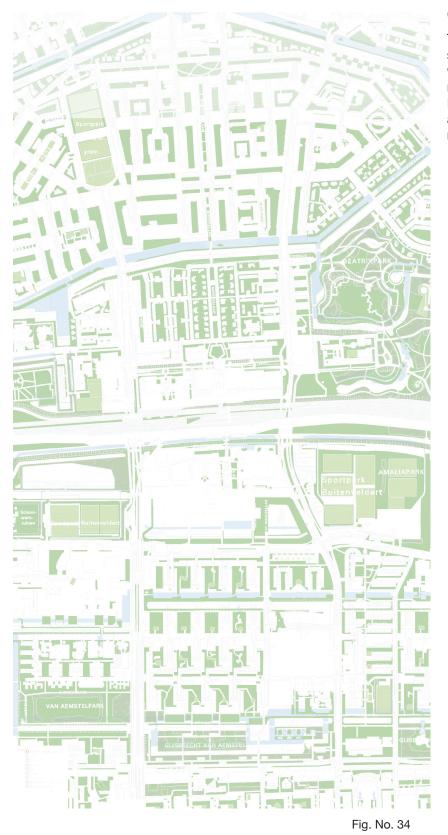
Offices can be seen to be highly concentrated in the Zuidas vicinity showing a heavy bias to a monofunctional new district of Amsterdam. The high concentration of offices in the Zuidas region correlates to the concentration of Catering around the same region.

Functions

Combining the function maps highlights the polarity of Zuidas in contrast to its neighbours north and south and illustrates the deficiencies of the Zuidas areas.

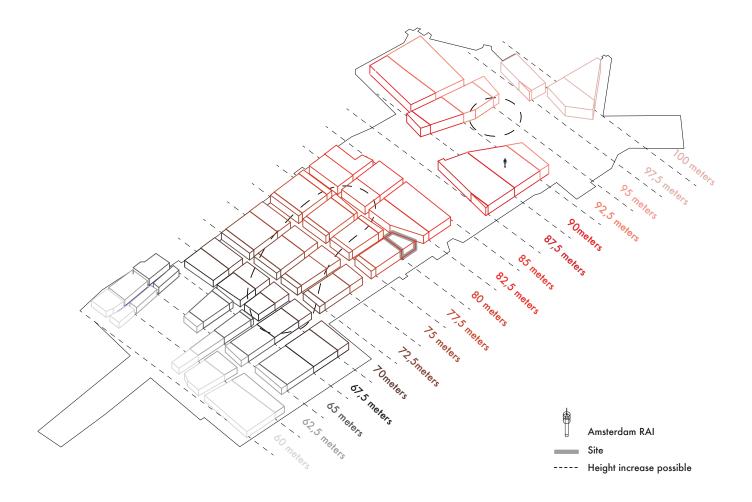


Fig. No. 33



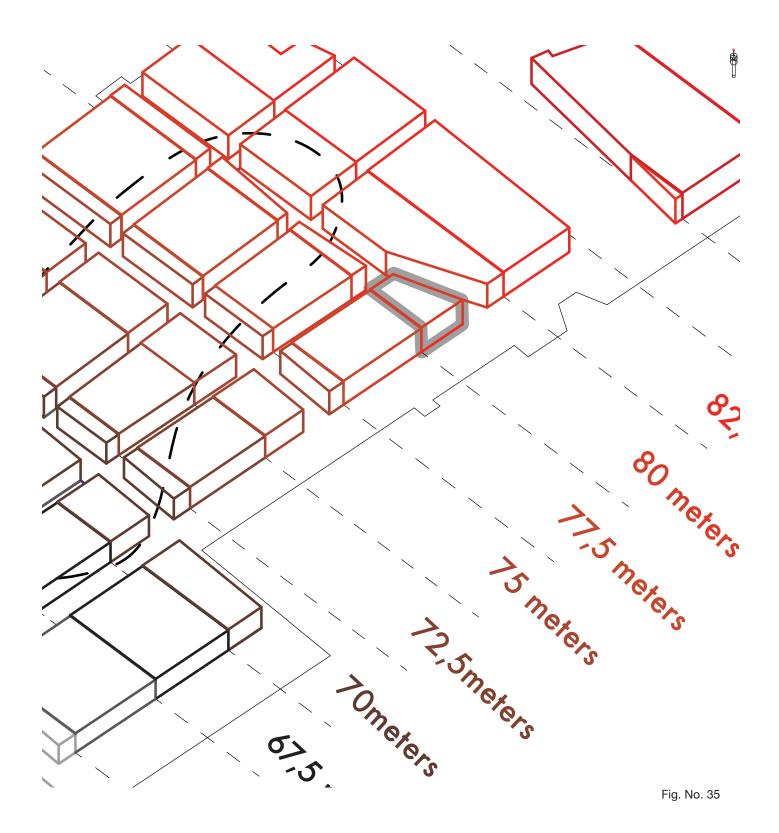
Green and Water

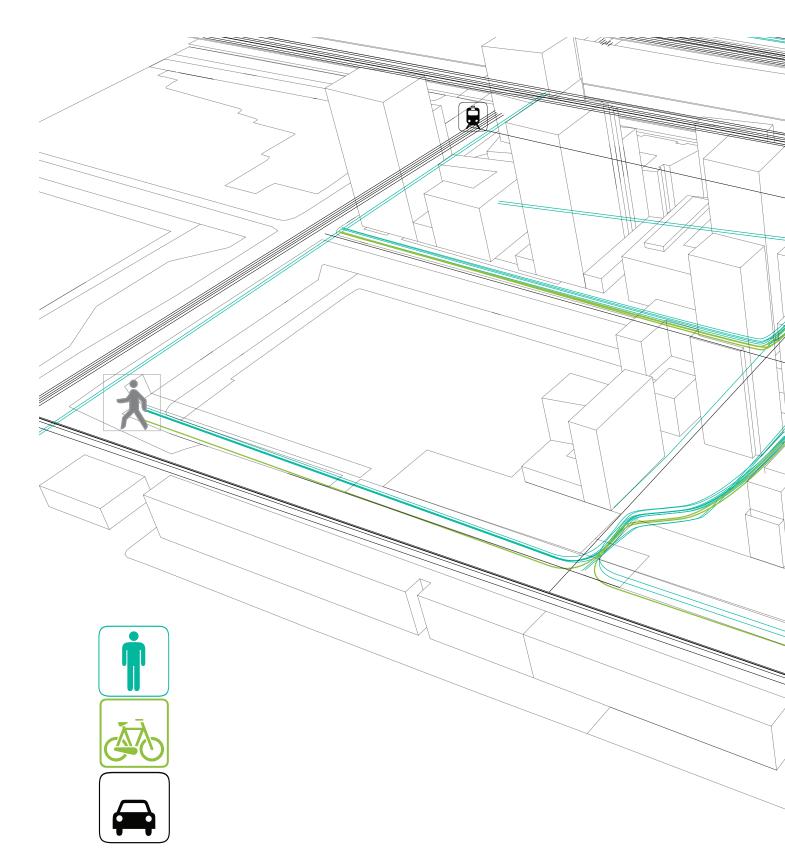
The map indicates the lack of open green space within the Zuidas development as well as the Buitenveldert directly south. The most open areas of green space are the Beatrixpark and the two open spaces east and west of the highly developed Zuidas region.



Height Limitations

Given the proximity to Schiphol airport, important attention is given to height limits in Zuidas. The Gershwin site falls in the category of maximun height of 80 metres- adjacent buildings have a difference of 2.5 metres. Lower on the west, higher on the east.



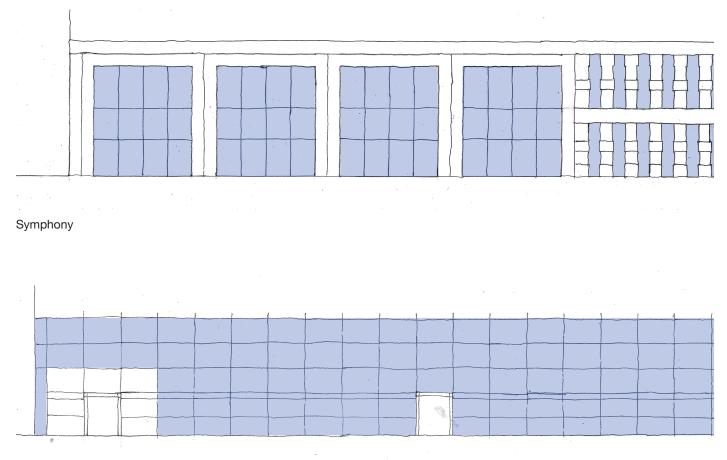


Flows

The diagram above depicts an approximate pattern of movement of people through the site, with the station as a crucial node - with every train arrival, people flow in and out of the station in waves. Because of the our site location and it's current state hosting the construction of an adjacent residential mid-rise, very little of this flow goes through, but rather around it.

It is interesting to note, that car and pedestrian flow is for the most part separate, allowing a constant sense of safety as one strolls around the site.

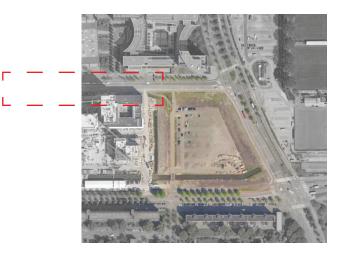


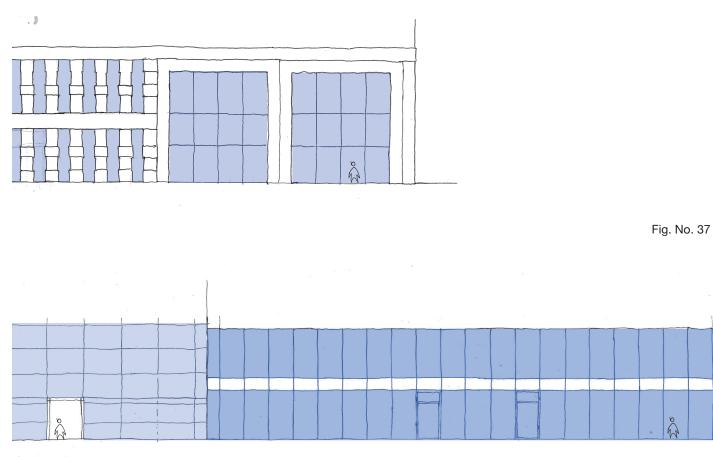


SOM 1 & Ito Toren

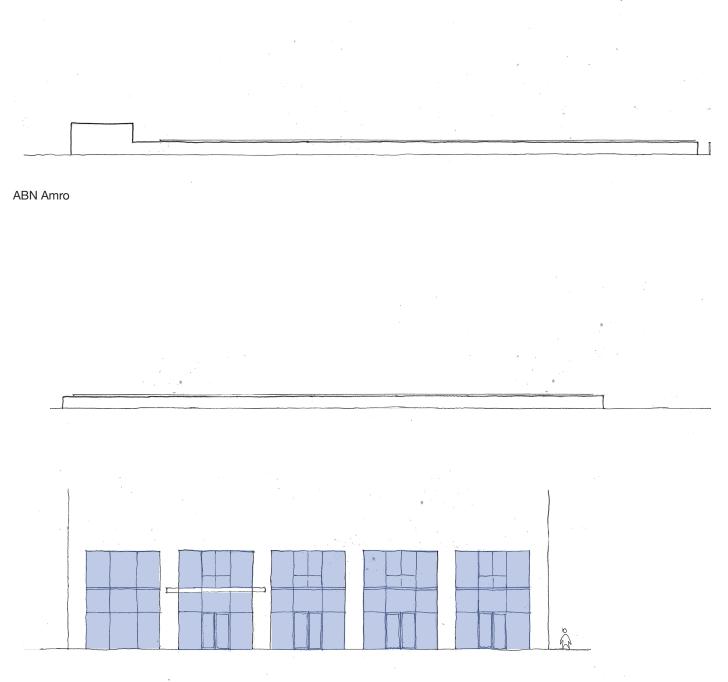
Facades

The following diagrams show the ground level elevations of the surrounding street facades of the Zuidas blocks. The diagrams highlight the amount of glazed openings in the facades (blue) as opposed to the solid elements of the facade. It also illustrates the large scale and monotony of the majority of these facades. These diagrams highlight one of the reasons or rather results of the Zuidas as monofunctional area. For most of the Zuidas office high rise buildings the elevations show a lot of glazed opening that allows visual connection between the surroundings but no immediate interaction.

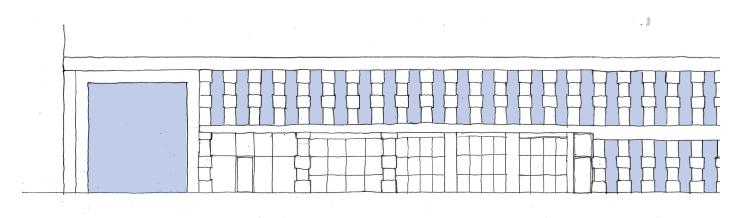




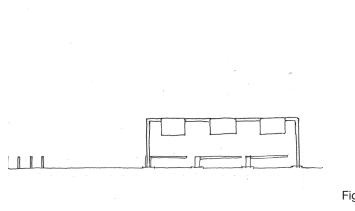
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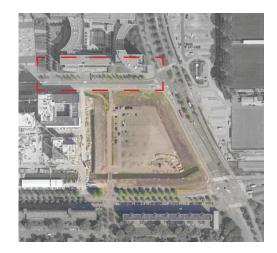


Hotel Continental



Symphony







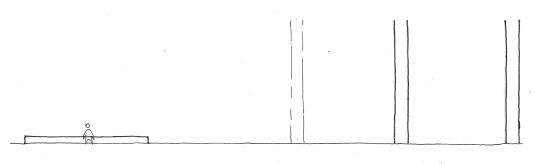
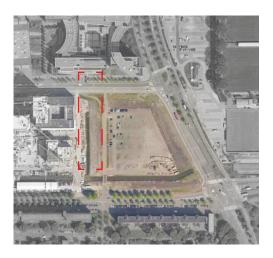


Fig. No. 40



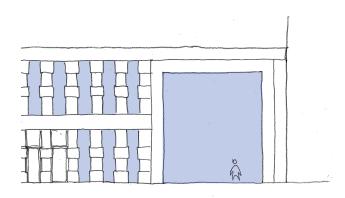
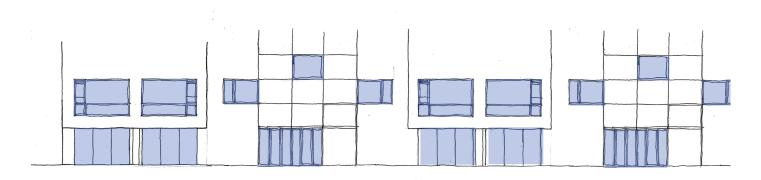
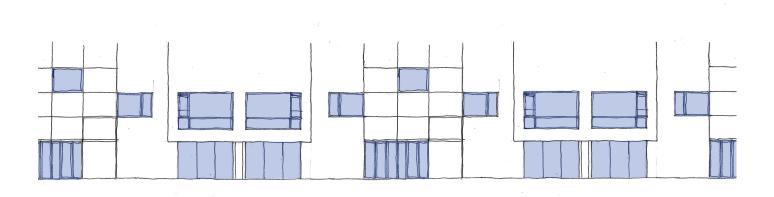


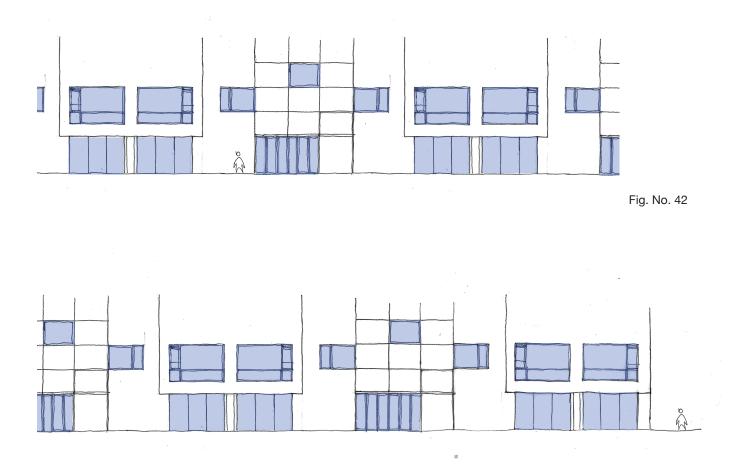
Fig. No. 41



Dwelling Block South





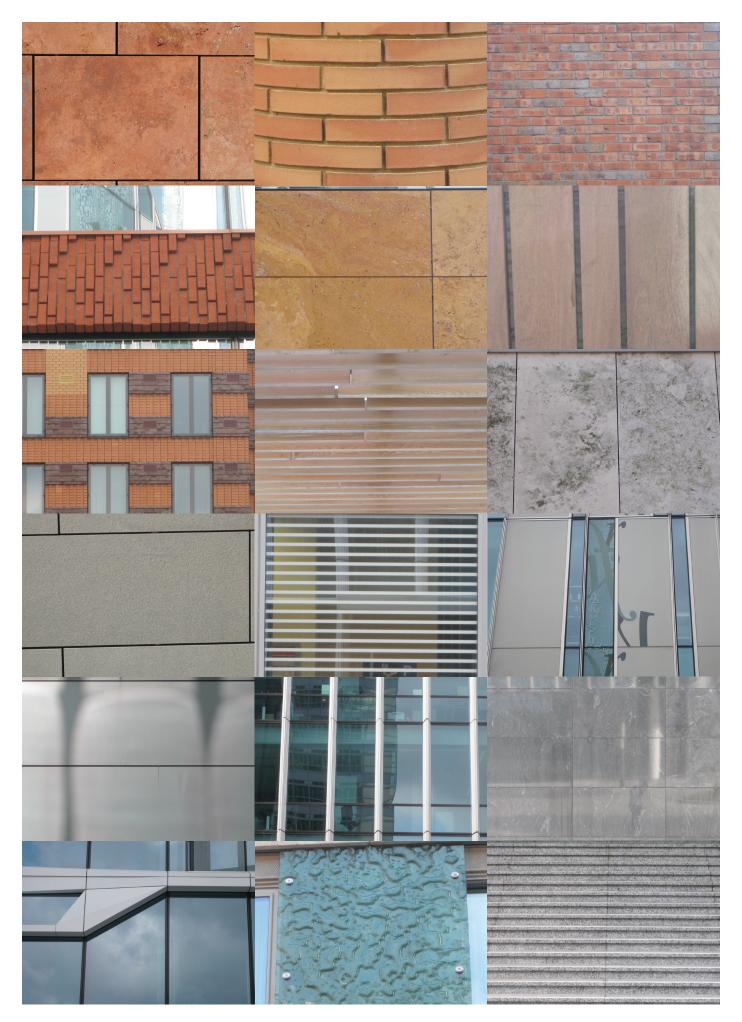


Textures

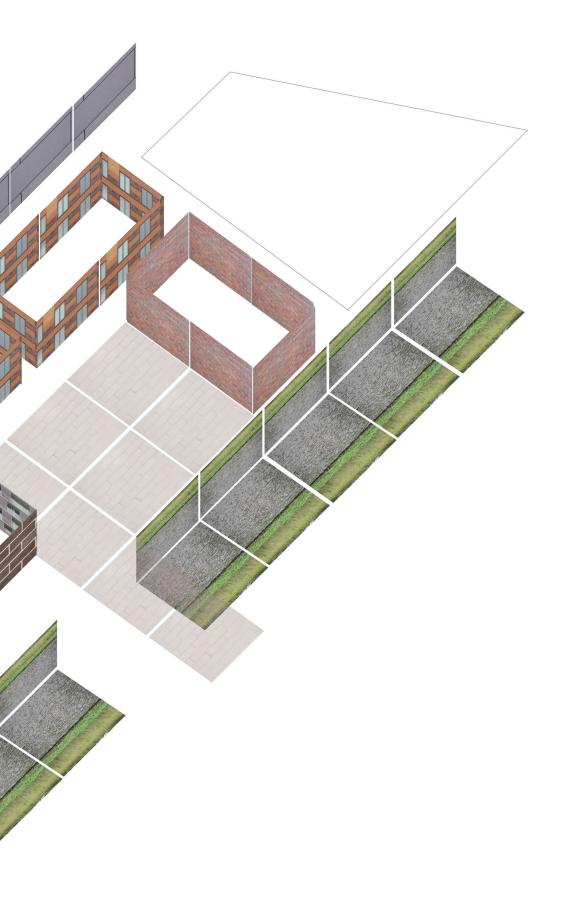
It is immediately apparent that the Zuidas is an architectural mosaic. Every building has a repertoire of materials as a unique expression. According to Martijn Overmulder from the Amsterdam Gemeente (Zuidas District) there are no specific requirement on the type of materialization, their welstandsnota (building normative) does not estipulate anything specific on materials for a building in the site.

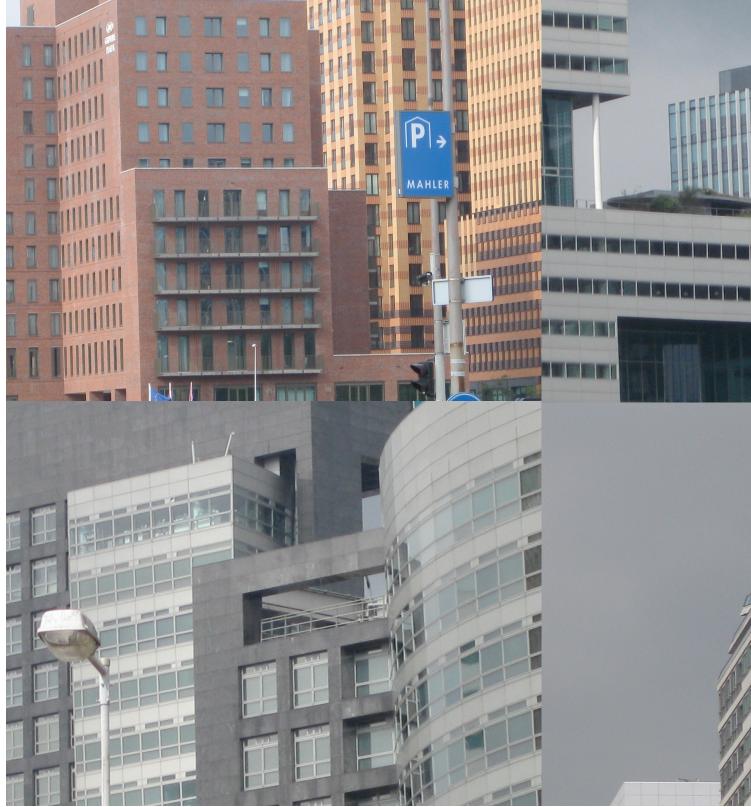
"We do want to create a residential and sustainable neighbourhood, and thus materialization must be in line with those requirements."







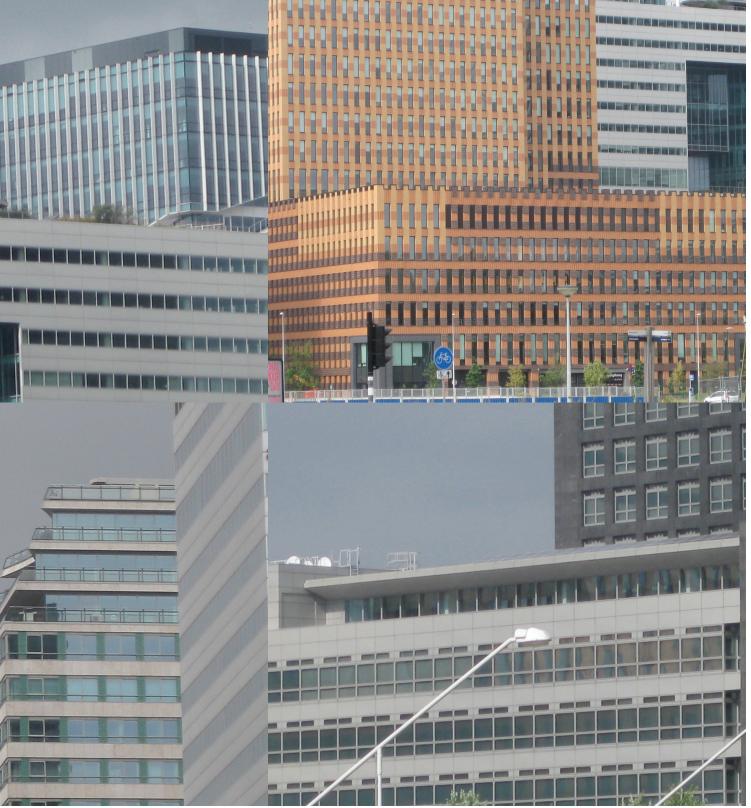




Terraces

Fig. No. 46

Because the only the maximum height is determined, surrounding buildings have volumetric differences appropriated as terraces. The notion of looking down on you and see and be seen is prominent in Zuidas, and should also be a consideration in for the intervention.



Public Space

There are seven main squares around the Station Zuidas. To examine the current use and evaluate the quality of these squares, we did some comparative analysis for them. First, the scale and enclosure of each square is compared to see how they are perceived as a space and if they provide an environment of human scale. The facilities are marked to show their diversity in every square. The evocated elements show where people are inclined to stay. Also the activities that take place at different time in these squares are compared which shows these public spaces turn into dead places on the evening and weekends. But sometimes, a few of these squares are well appropriated for some instant activities as well which bring people especially the office workers together and really activates this area.

At the end a ranking chart was made according to previous analysis to compare the quality of these squares on 4 aspects: human scale, diversity of facilities, attractiveness, and the capability for appropriation. It shows there're few good public spaces especially in the south of A10.



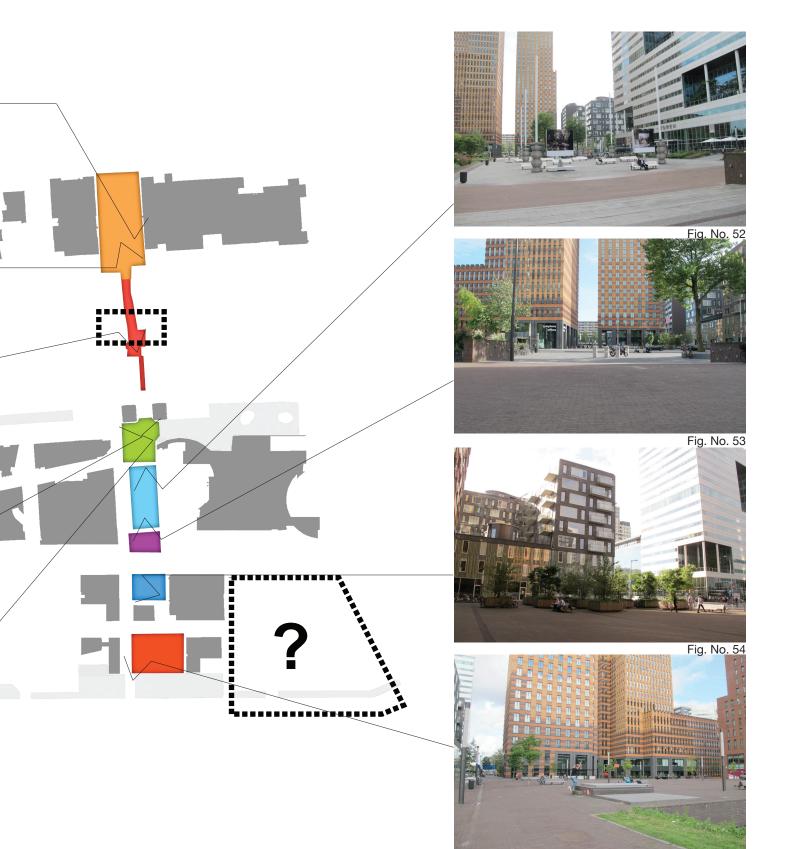
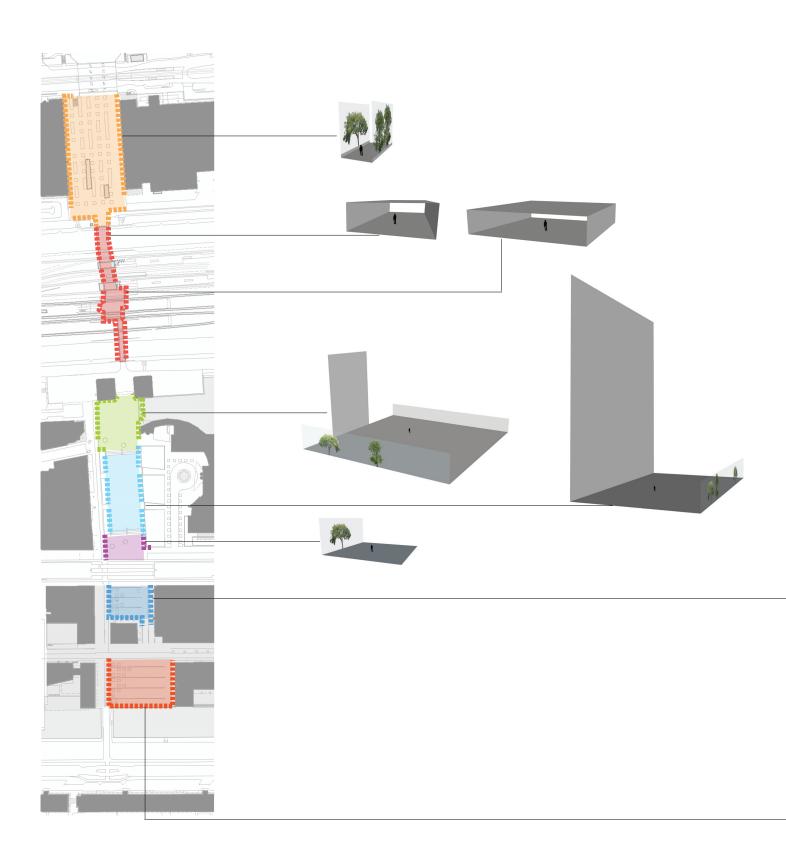
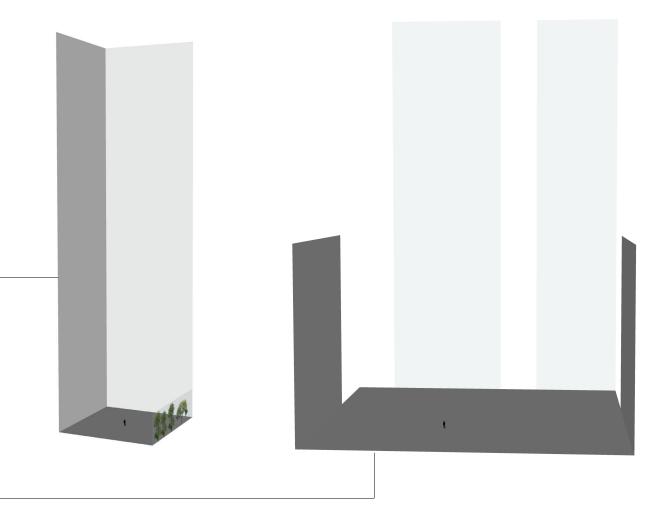


Fig. No. 55

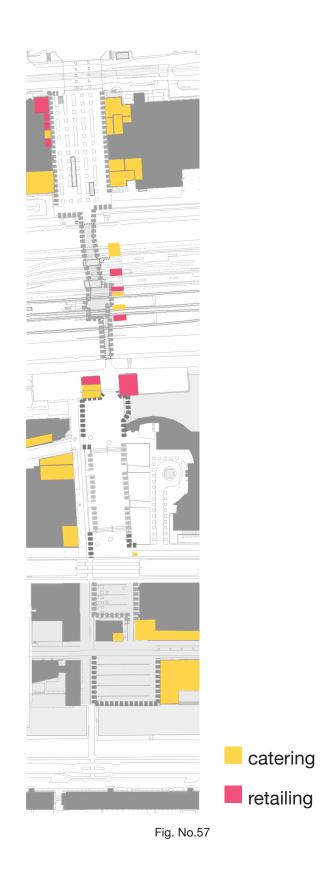
Border

Scale & Enclosure





facilities



evocative elements







Fig. No. 60





Fig. No. 62



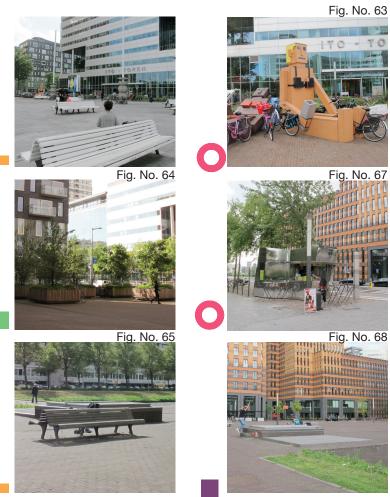
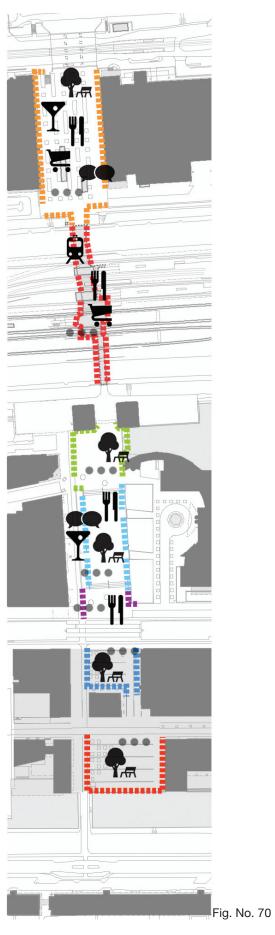
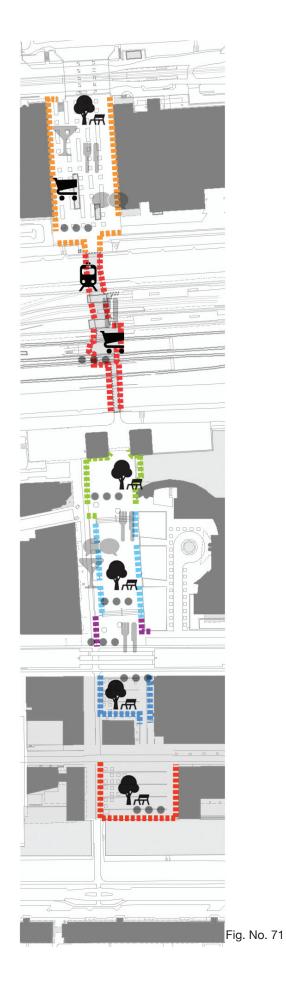


Fig. No. 66

lunch hours/ early evening

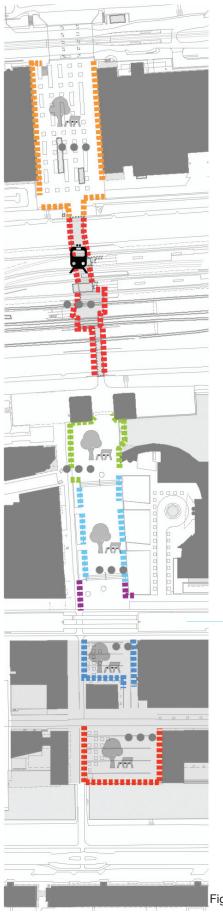


working hours



64 Zuidas At Home In The City Amsterdam

other time



••• instant apporopriation



Fig. No. 73



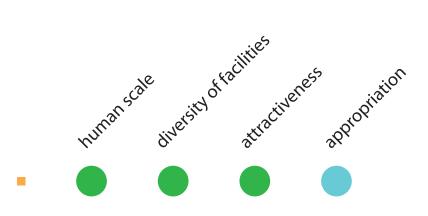


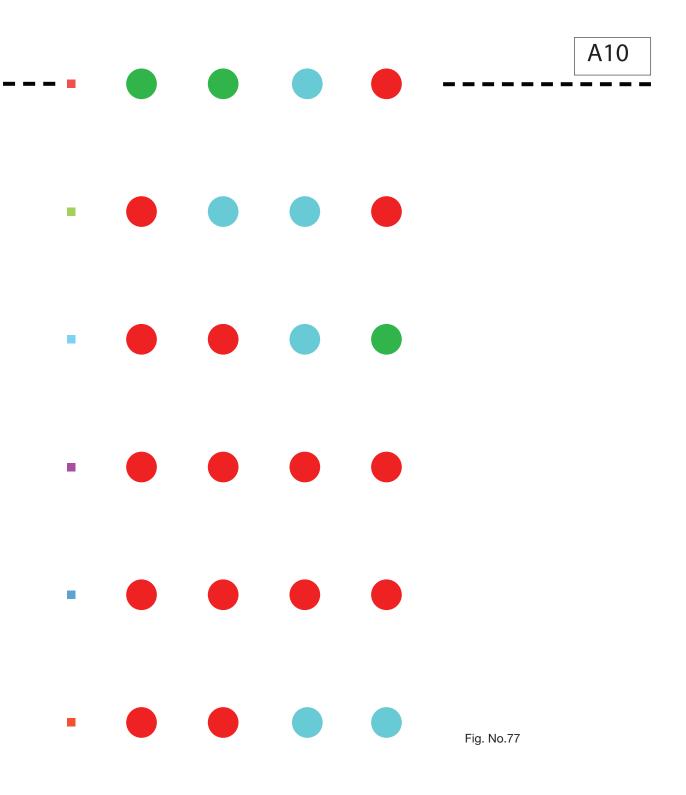
Fig. No.75



Fig. No. 76







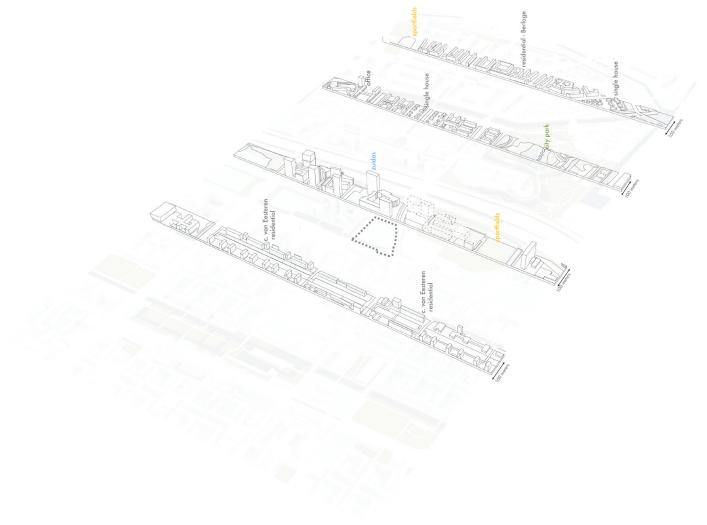
Meet The Neighbours.

In order to explore the possibilities and challenges of the project, the environment around the site should be explored, refining the necessary characteristics of a future intervention. The research conducted at this level is important to the thematic premise of the dwelling studio - At Home in The City; the Site is evaluated within the larger context and reveals not only the physical characteristics of the area in relation to the surroundings, but also the negative and positive perception that the community has of the site.



title (if needed)

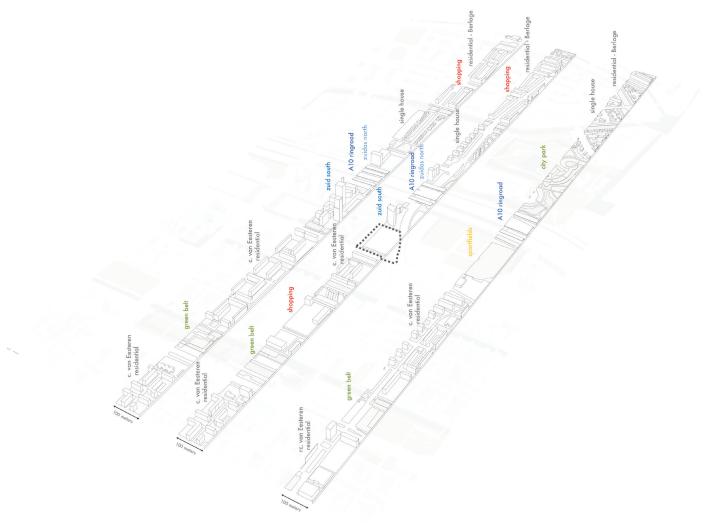
Looking at the historical and morphological background of Zuidas, one is tempted to analyze the area following east-west chronological strips; this approach is valid but reveals very limited information, not only in the reality of the typological composition of the area, but in the variety of the programme-hidding the site's true potential.



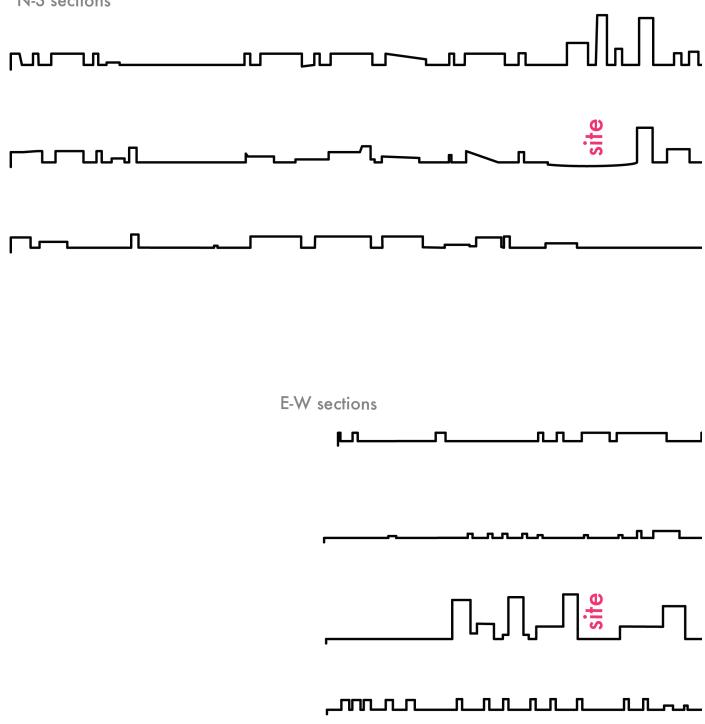


When studying the site in north-south sections, the morphological reality of the area is exposed; suddenly more typologies are appear so do the links between them.

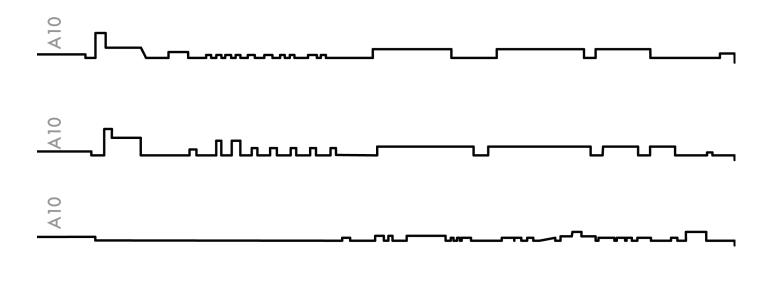
This sectional diagram suggest the possible paths that a resident of the Zuidas may use, with shopping nodes north and south of the site.







A simplification of the comparative sectional analysis shows the richer north to south texture surrounding Zuidas. This supports the potential of the site as a true south axis.





Interview

To see who's currently using this area and what their impression about Zuidas is, we interviewed 57 people at the business area and the shopping center, including 32 office workers, 6 students and 17 inhabitants. The next few pages show the positive views and the negative views about Zuidas from the interviews and the respective expectation for future Zuidas by different target groups. We concluded that currently only people who work there could benefit from Zuidas and it's just perceived as a posh and exclusive business area.



(office) workers 32

- inhabitants (live nearby) 17
 - students 6
 - others 4
 - TOTAL 57



Fig. No. 84

What do they like about Zuidas ?

accessible by train, nice buildings

It's nice to see **all in one place** here, I like working here. **It's a posh area.**

high buildings,

Architecture is nice.

I like the diversity of business and the dynamic business atmosphere here which has inspired me a lot.

offices, shops restaurants, stations.

accessible location everything is new

What do they dislike about Zuidas ?

I hate the concetration of wind in the area.

There's not enough spaces for parking bicycles.

There's nothing in weekends.

it is out of scale, its too not enough green areas.

There is **no green areas**, too many It's **too business like**,

The area doesn't feel local, it feels commercialized.

There is **no green**, the cor lack of shops v

purely business environment, no diversity.

cold, Too expensive.

hardscapes, feels disconnected from the centre.

it's not cosy, it's static.

nplex has no human scale, ariety.

it's a business area, it's a dead area.

current activites



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(office) workers

Fig. No.85



inhabitants (live nearby) Fig. No.86



students

Expectation

More diversity of retail More diversity of restaurant and cafes More green spaces Less windy

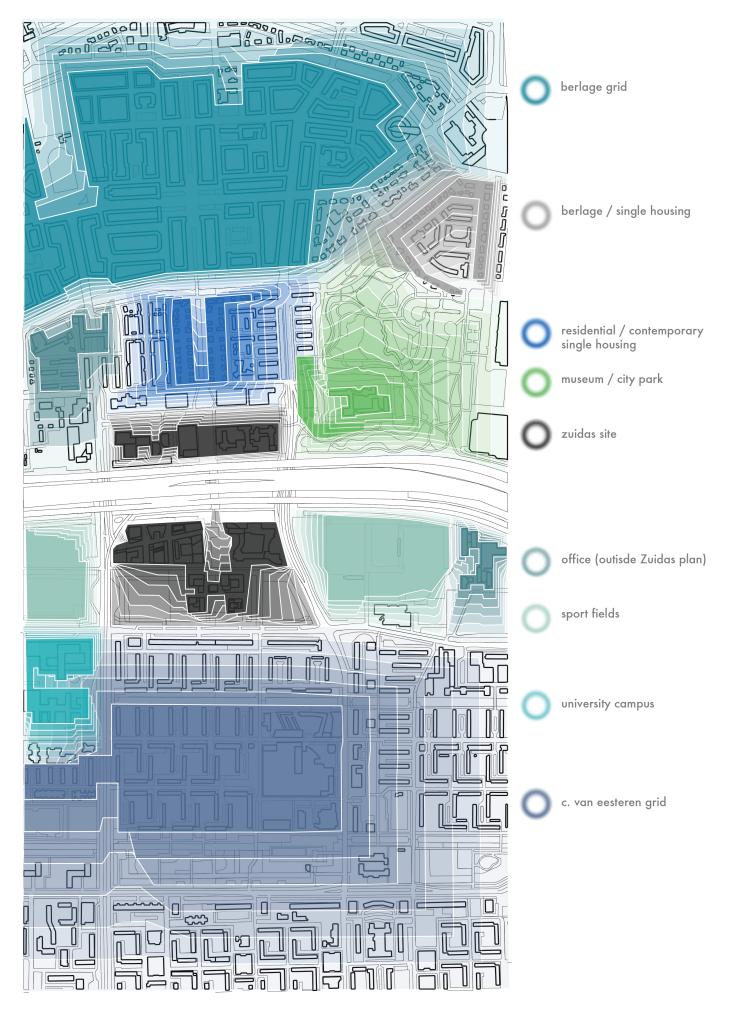
More diversity of retail More social facilities they can go on the evening and weekends More facilities for entertainment (with long opening) hours)

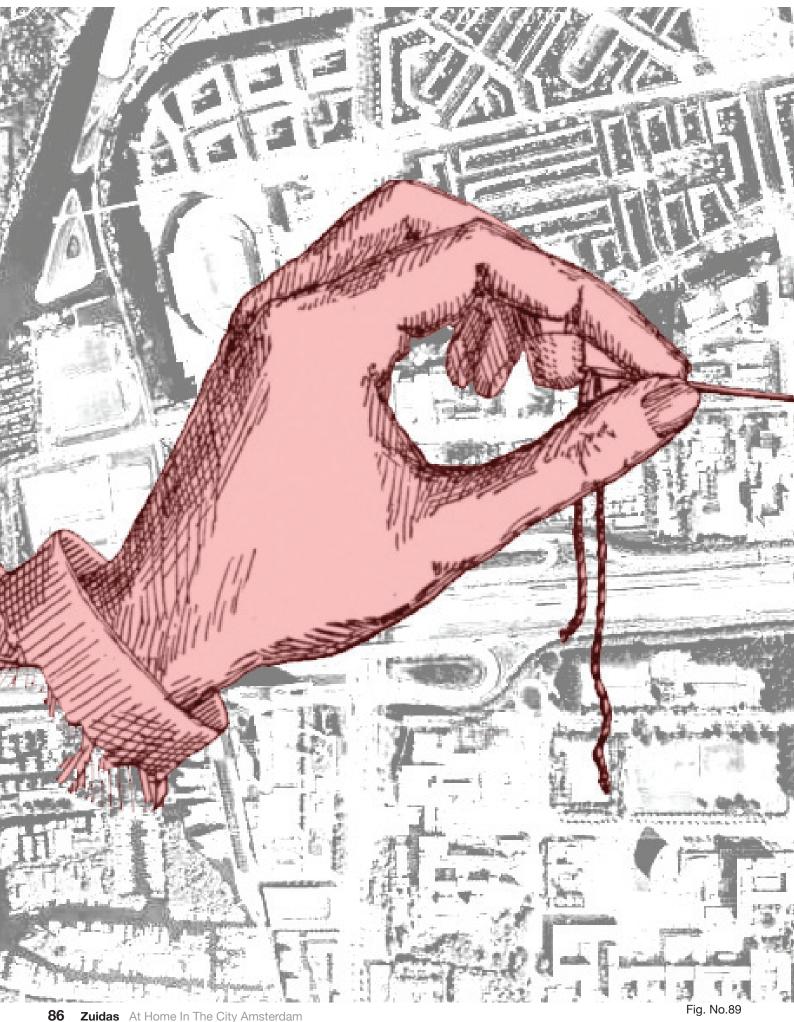
More social facilities they can go on the evening and weekends

Mental map - Perception

The map (right) depicts a mental map of zone connotations, comparing what an individual thinks are the borders of an area vs the actual area. In Zuidas, the typical connotation of the area, are the financial towers, but this is only limited to an area, where this skewed perception does not take into account the public space which becomes overshadowed by the initial thought of the office tower. The actual site for the dwelling project falls in a transitional area, where the van Eesteren residential neighborhood and the business district meet, or rather don't- another layer of potential influence for the dwelling studio intervention.

It is important to highlight that not all districts in a city need to be connected, particularly when the types of activities are conflictive. In the case of Zuidas, however special attention was paid by de Bruijn to balance the strictness of the office schedule with the relaxed nature of the public space and social collectivity, however the usage is not there yet.







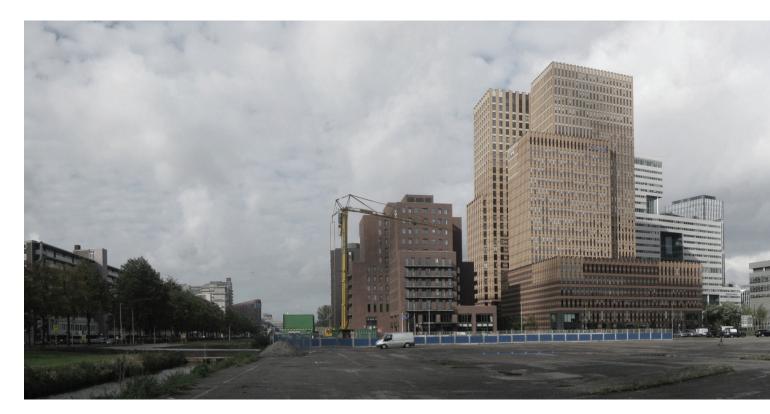










Fig. No. 92

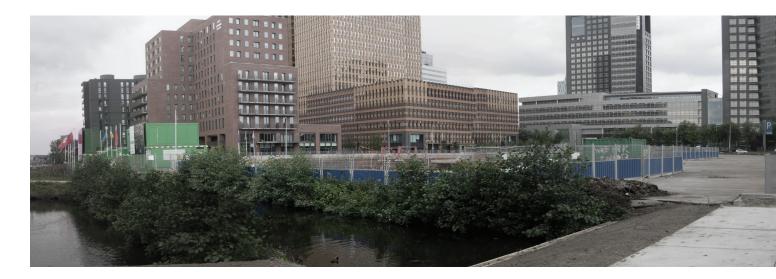














Image Source

94 Zuidas At Home In The City Amsterdam

F i 04	
Fig.01	http://nl.wikipedia.org/wiki/Bestand:PanoramaZuidasAmsterdamtheNetherlands.jpg-
Fig.02	image: http://capturingmyworld.files.wordpress.com/2011/03/amsterdam-
Fig. 00	zuidas-vic3b1oly-by-night1.jpg - modified
Fig.03	Google maps
Fig.04	Google.com
Fig.05	Municipality of Amsterdam 2009
Fig.06	http://www.designhistory.nl/wp-content/uploads/2011/01/berlage_91.jpg
	http://www.online-utility.org/image/ImageCache?file=e/e4/Cornelis_van_
	Eesteren_and_Theo_van_Doesburg_2.jpg/800px-Cornelis_van_Eesteren_and_
F ! 07	Theo_van_Doesburg_2.jpg
Fig.07	www.watwaswaar.nl
Fig.08	Zuidas group - Henk de Haan
Fig.09	www.watwaswaar.nl
Fig.14	Zuidas group - Henk de Haan
Fig.15	www.watwaswaar.nl
Fig.16	Zuidas group - Henk de Haan
Fig.17	www.watwaswaar.nl
Fig.18	Zuidas group - Henk de Haan
Fig.19	www. dekkernatuursteen.nl
Fig.20	www.archined.nl
Fig.21-22	Municipality of Amsterdam 1998 / 2009
Fig.23	opensourcemaps
Fig.24	Zuidas group - Henk de Haan
Fig.25	Zuidas group - Henk de Haan
Fig.26-27	Municipality of Amsterdam 1998 / 2009
Fig.28	source source source source source source source source
Fig.29-31	Zuidas group -Joe Platt
Fig.32-34	http://maps.amsterdam.nl/functiekaart/
Fig.35	Zuidas group -Felipe Aldana source Muncipality of Amsterdam
Fig.36	Zuidas group -Felipe Aldana
Fig.37-43	Zuidas group -Joe Platt
Fig.44-47	Zuidas group -Felipe Aldana
Fig.45-55	Zuidas group -Xinghua Zu
Fig.56-72	Zuidas group -Xinghua Zu
Fig.73	http://www.accenture-blogpodium.nl/site/wp-content/uploads/2011/06/
	phoca_thumb_l_0965.jpg
Fig.74	http://www.enkeling.nl/beeld/read-in_hemmerechts_enkeling.jpg
Fig.75	http://925.nl/images/2011-05/hakkenpakken_dickys_nl.jpg
Fig.76	http://www.indianexpatsociety.org/site_album/show_photo/5881371264152502273
Fig.77	Zuidas group - Xinghua Zu
Fig.78	http://www.photoplan.co.uk/blog/wp-content/uploads/2012/06/2007NeighborLookingOver
Fig 70, 90	Fence.jpeg Modified.
Fig.79-83	Zuidas group -Felipe Aldana
Fig.84	Google Earth
Fig.85	http://www.amsterdam.nl/publish/pages/464477/940px/subhomeontwikkelt1.jpg
Fig.86	http://www.gelderlandplein.nl/galleries/index/Bezoekers_GelderlandpleinCoffee_Company
Fig.87	Zuidas group - Xinghua Zu
Fig.88	Zuidas group - Felipe Aldana
Fig.90-95	Zuidas group -Felipe Aldana