



# #Amsterdam after 6 pm

Planning for a diverse and balanced night-time economy

Graduation Thesis P5 Presentation

Zhe Hou

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First Mentor: Arie Romein

Second Mentor: Akkelies van Nes

Delegate Board of Examiners: Alper Alkan



# Contents

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# Problem Field

## Night-time economy

Production or consumption behavior

6 p.m. to 6 a.m.

## Sectors

food, alcohol, entertainment  
  
transport, accommodation, retail, education services

## Engine for development

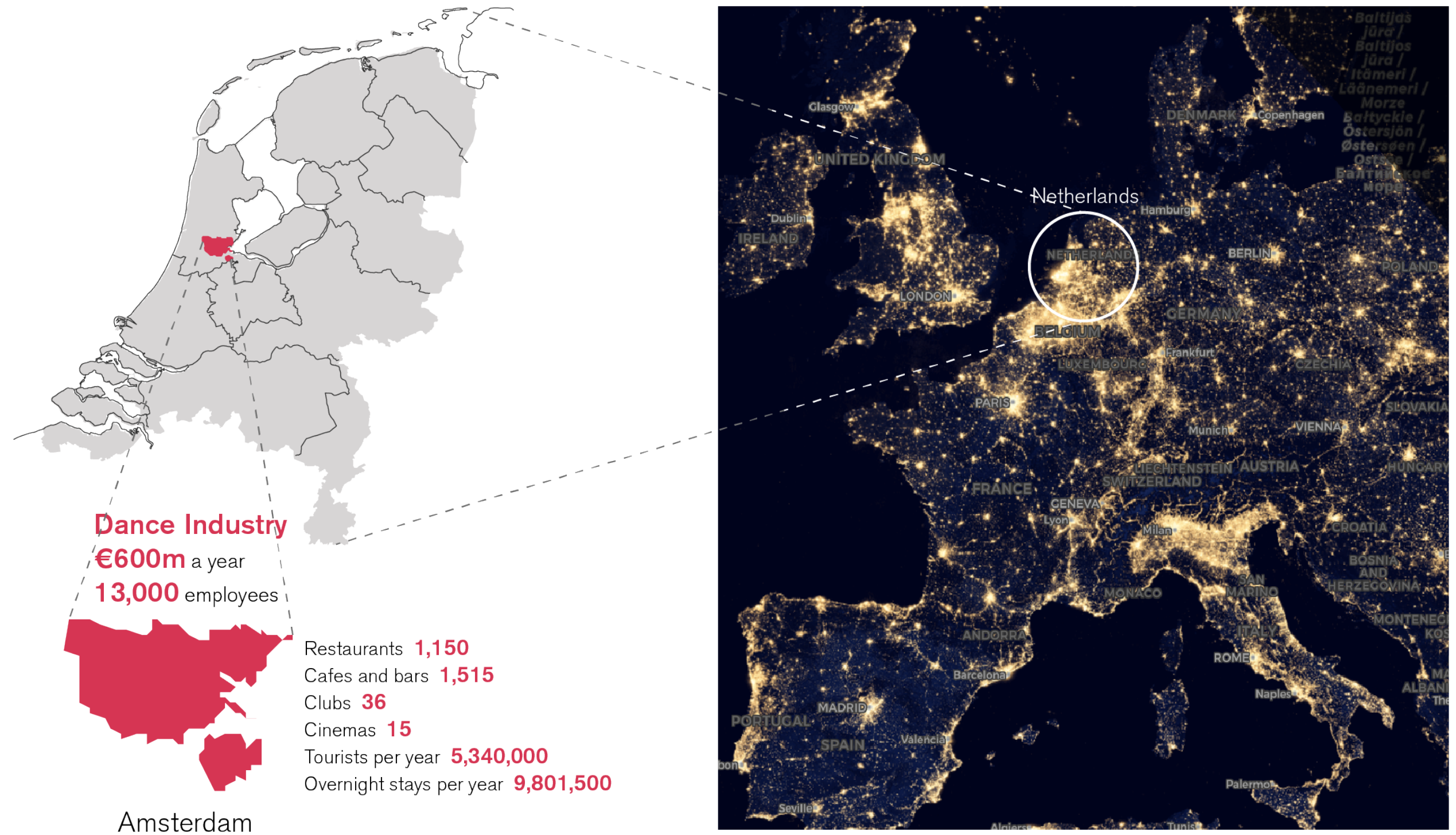
Urban regeneration, economic growth and cultural creation



Source: <https://amsterdamnightlifeticket.com/blogs/amsterdam-nightlife-areas>



## The night-time economy in Amsterdam

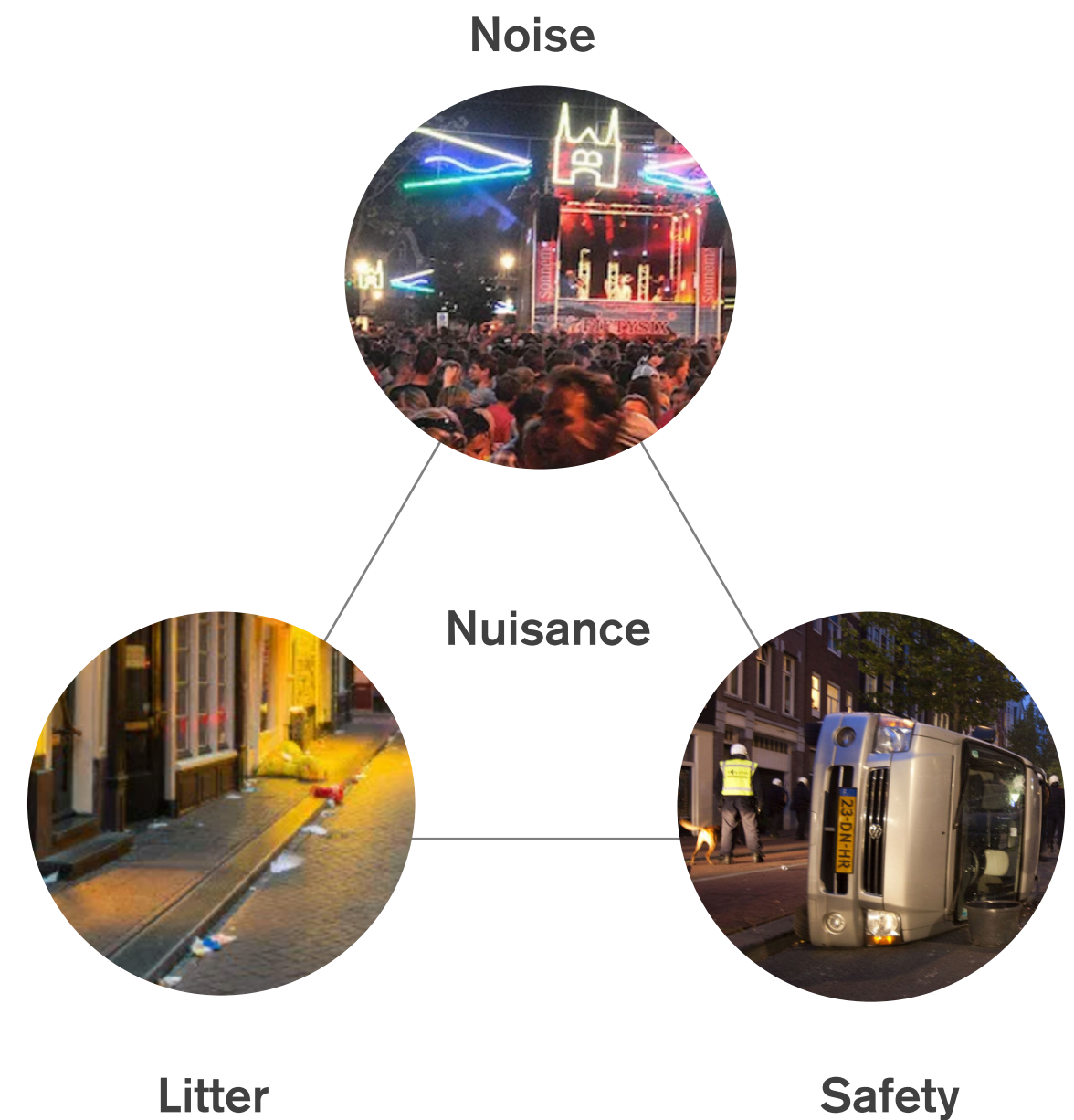


Source: Global Night Light Map (NASA, 2016)



## Negative externalities of the night-time industry clusters deteriorate the livability

“ 4 a.m. war zone”

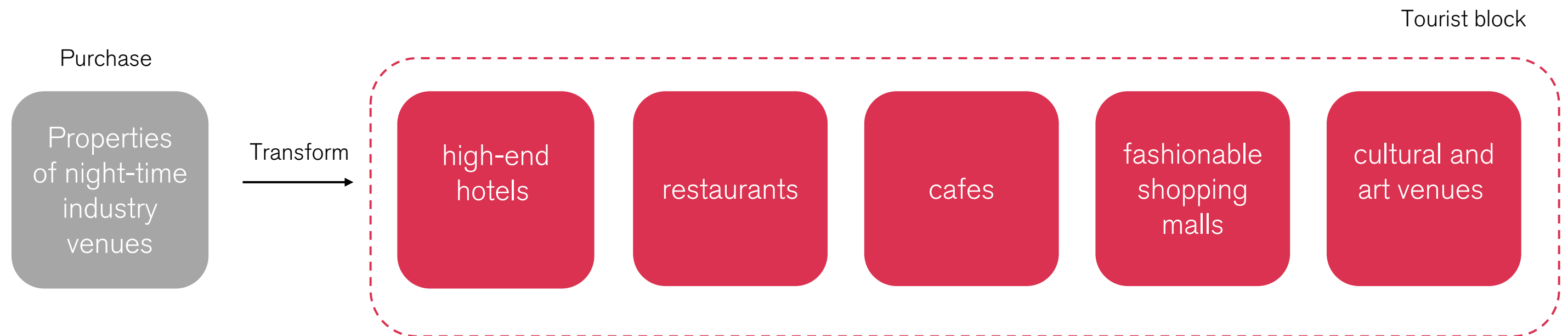


Source: <http://northwoodsministries.blogspot.com/2018/07/police-can-no-longer-handle-lawless.html>



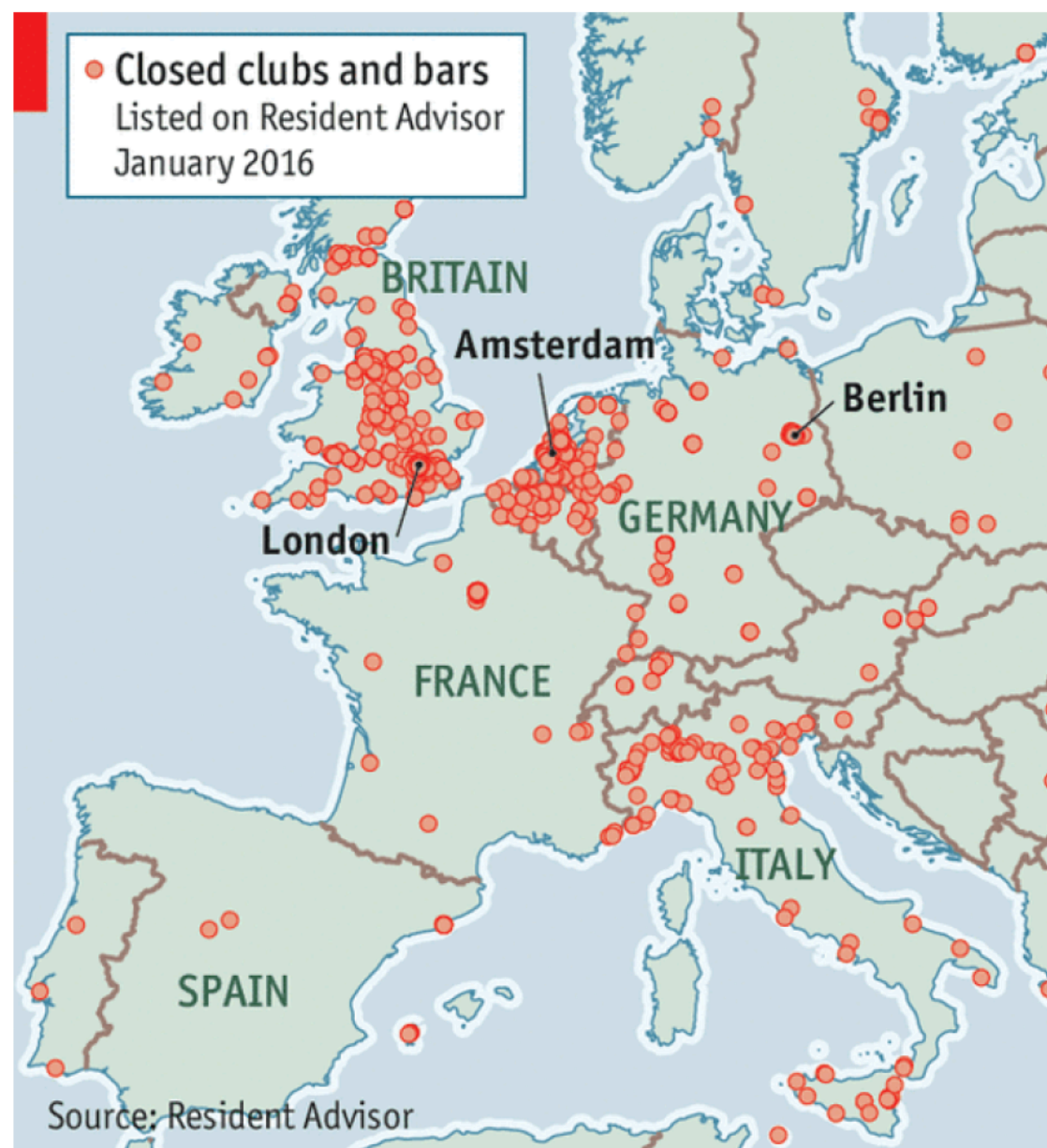
## State-led gentrification of the inner-city

eg. *Plan 1012* in 2007

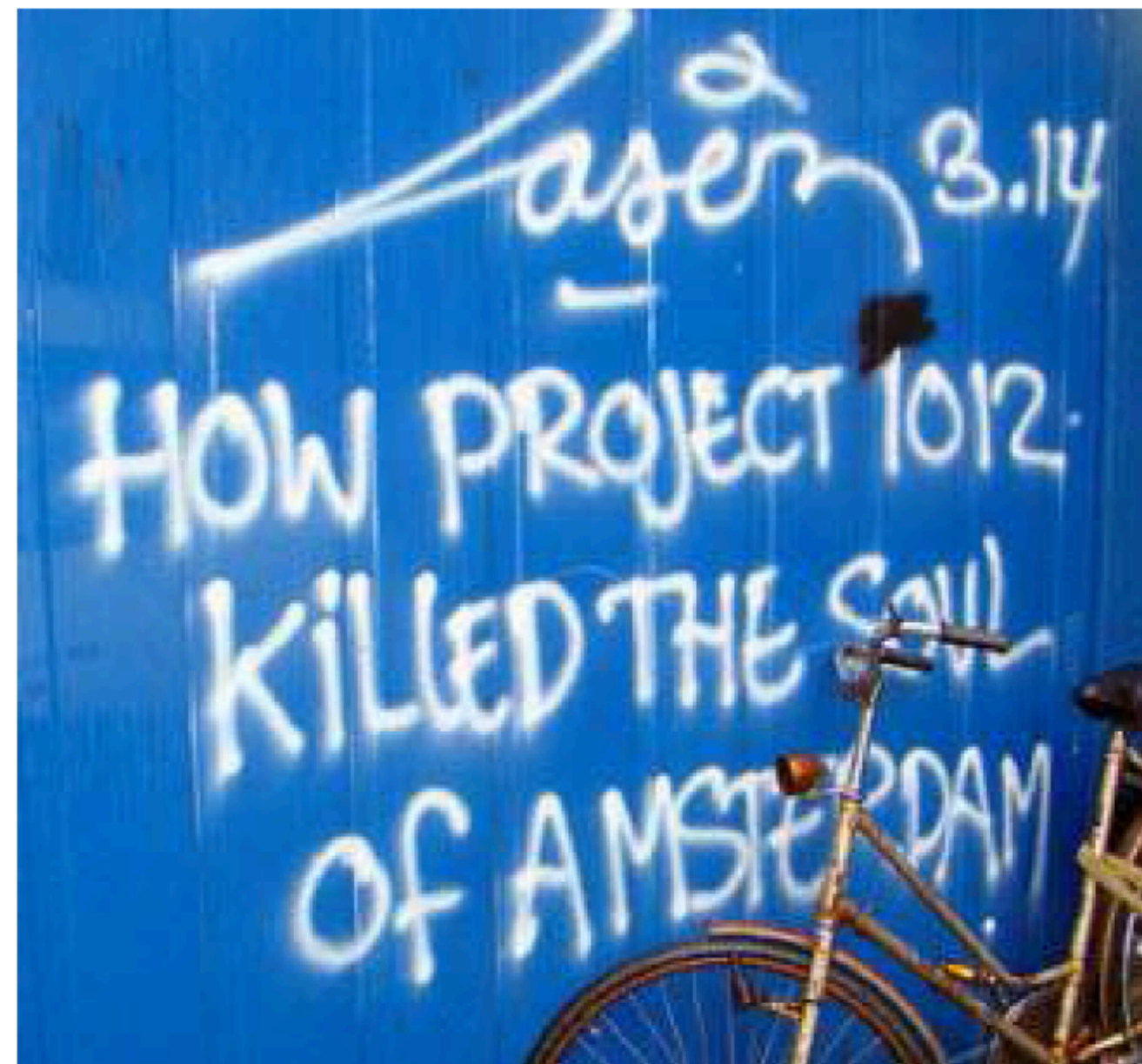




State-led gentrification caused massive closures of nightlife venues, leading to **cultural displacement, social injustice and urban identity loss.**



Closed clubs and bars (The Economist, 2016)



Source: <https://www.dutchamsterdam.nl/747-amsterdam-project-1012-downtown>

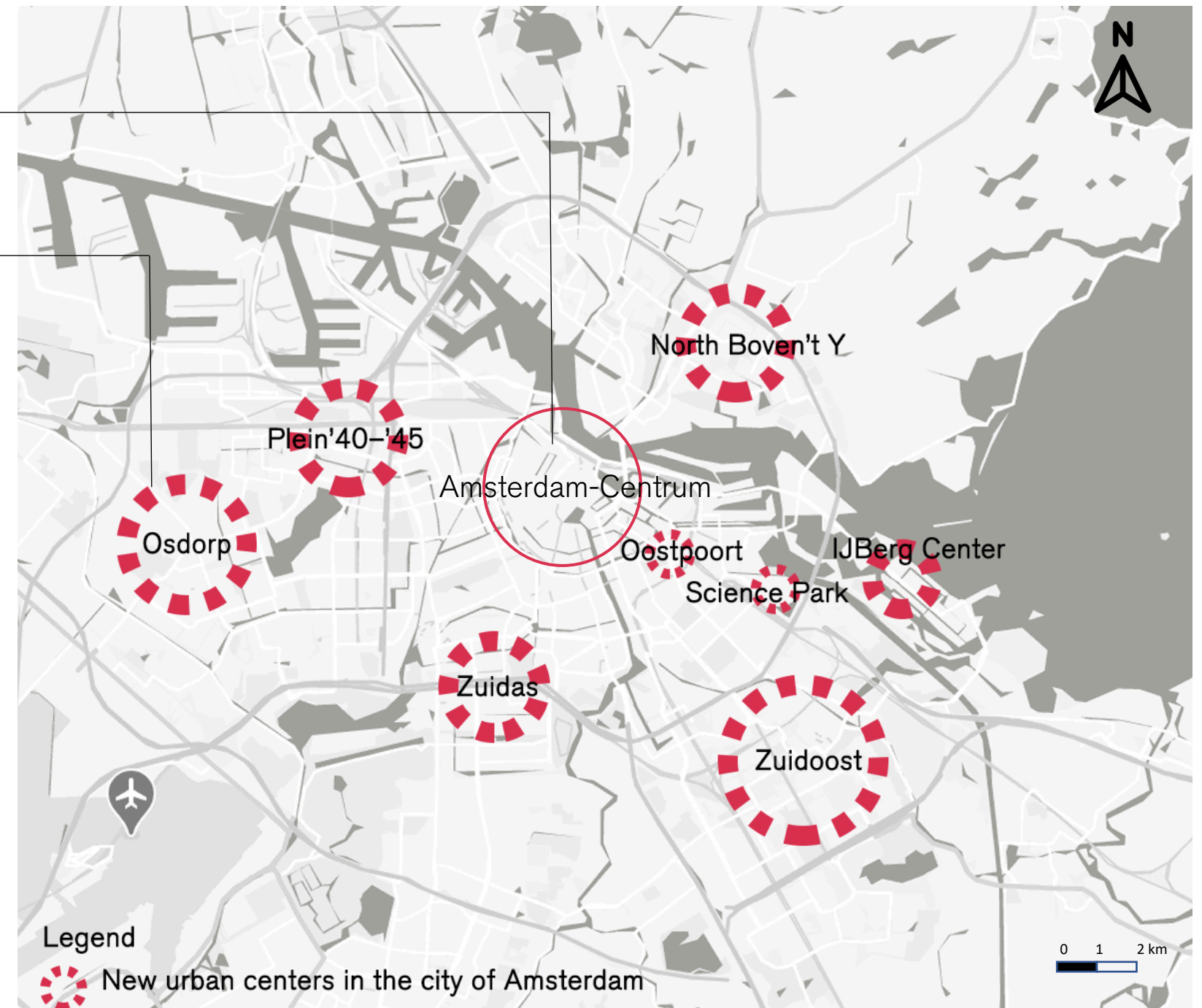


## Amsterdam: from monocentric city to polycentric city

Core center: inner city

Peripheral new centers

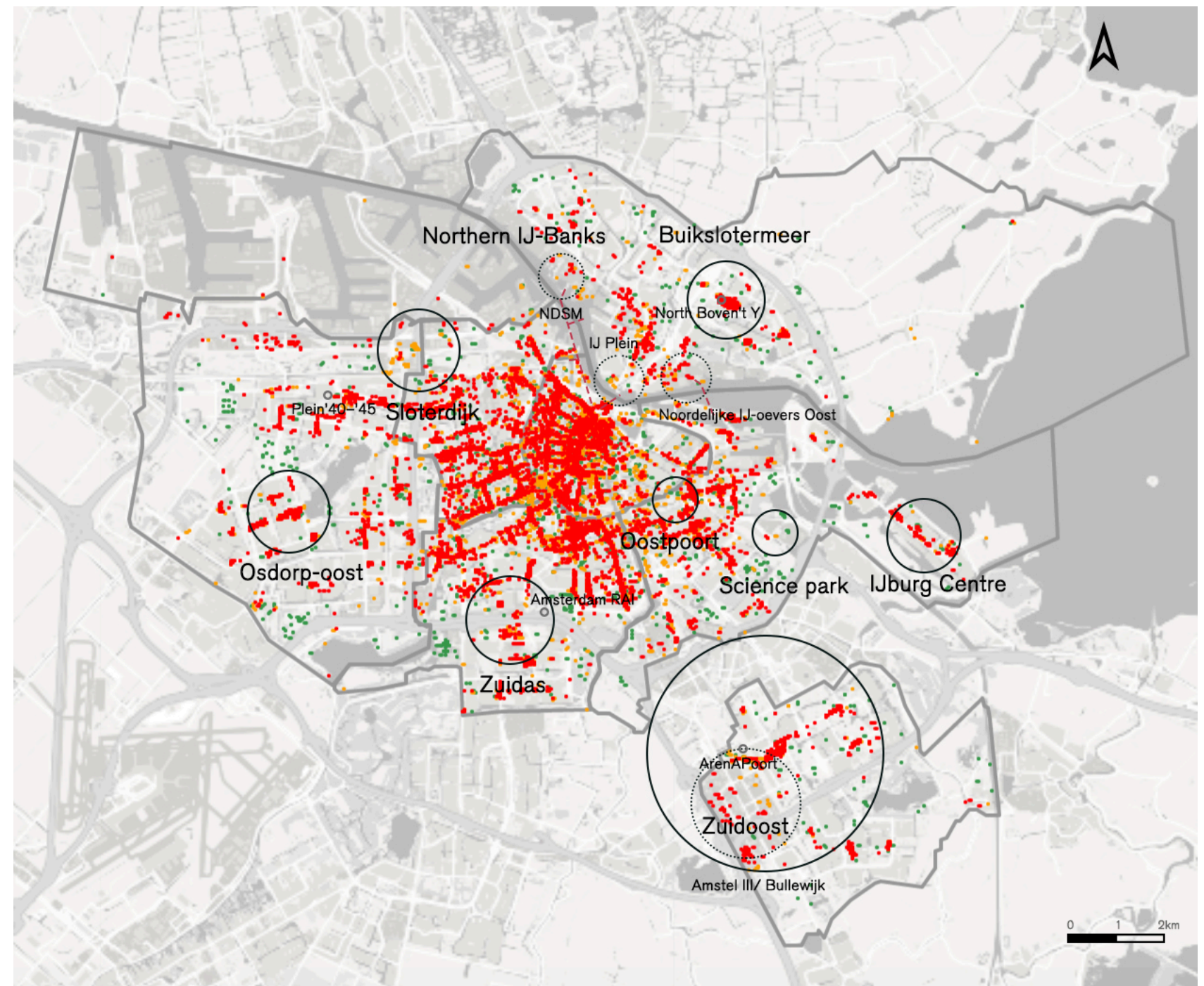
*van Der Heijde (2012)*



## Polycentricity of consumer services

Shopping, leisure, and entertainment in peripheral centers

- Red hexagon: Retail
- Orange hexagon: catering industry
- Yellow hexagon: accommodation
- Green hexagon: Culture
- Dark green hexagon: Sports and recreation





## Policymaking and practices: night-time economy from the inner city to the periphery



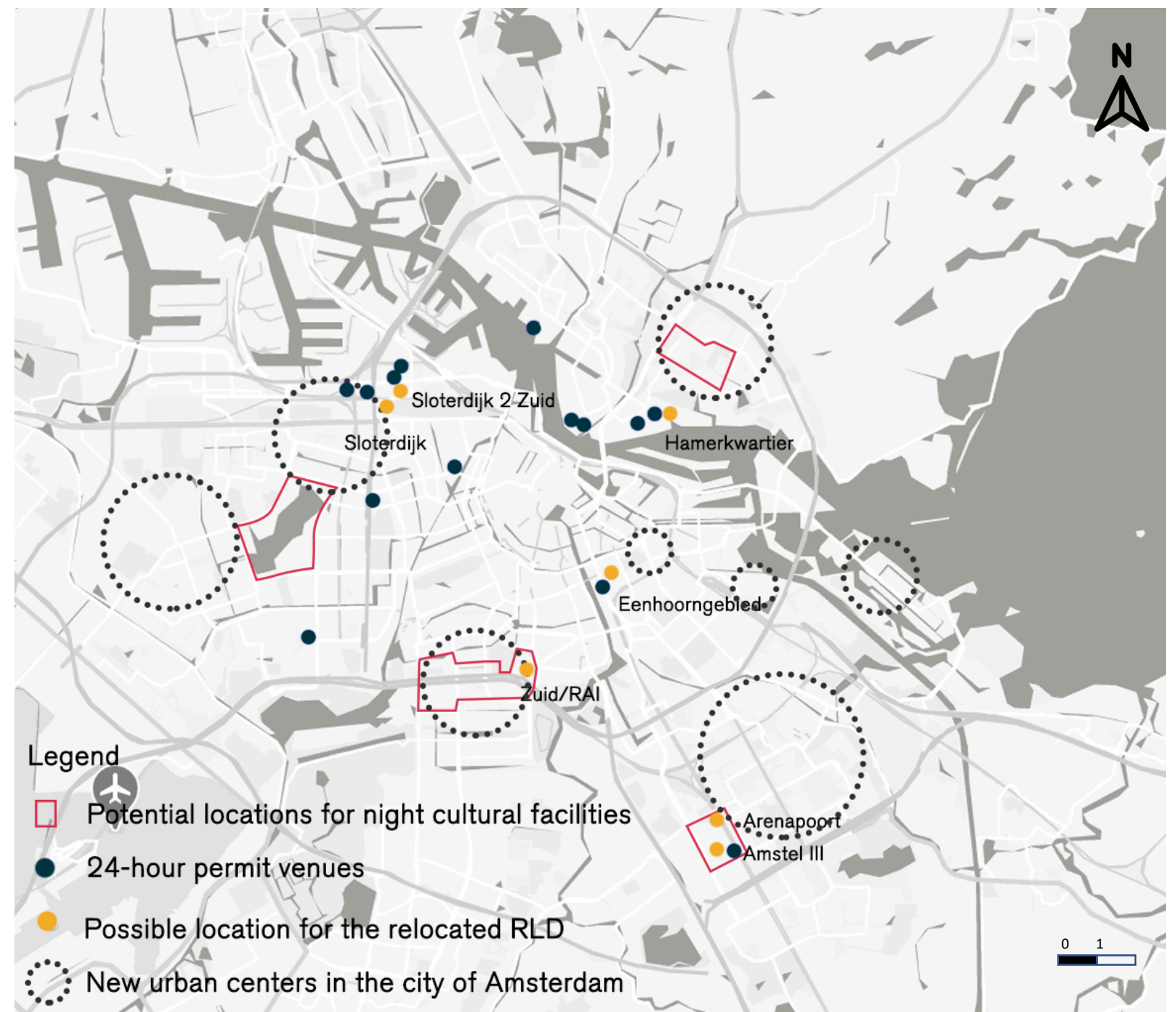
**Ambitions and implementation plan 2019**  
(Gemeente Amsterdam, 2018)

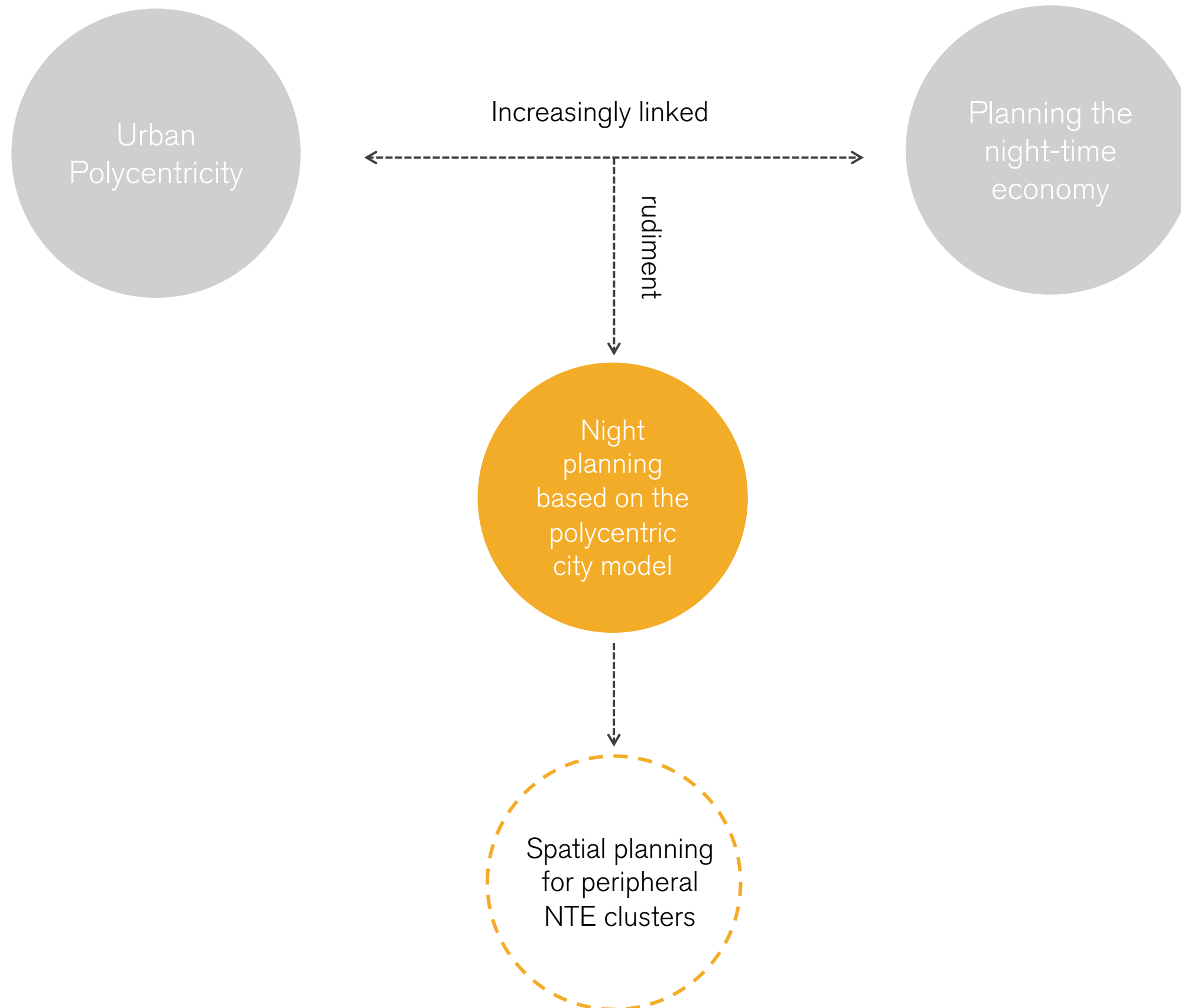


**24-hour license**  
(24-uursvergunning)



**Plan: Relocate the Red-Light District (De Wallen)**



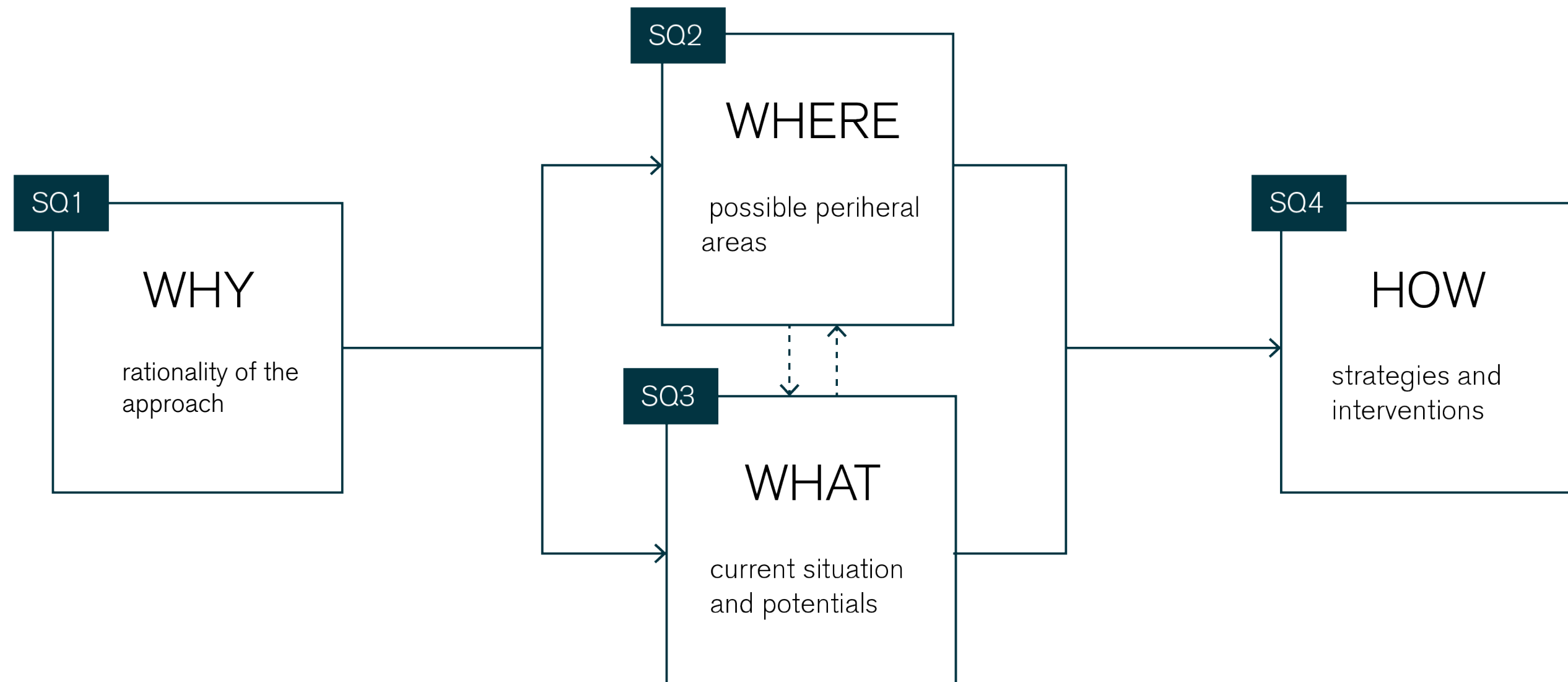




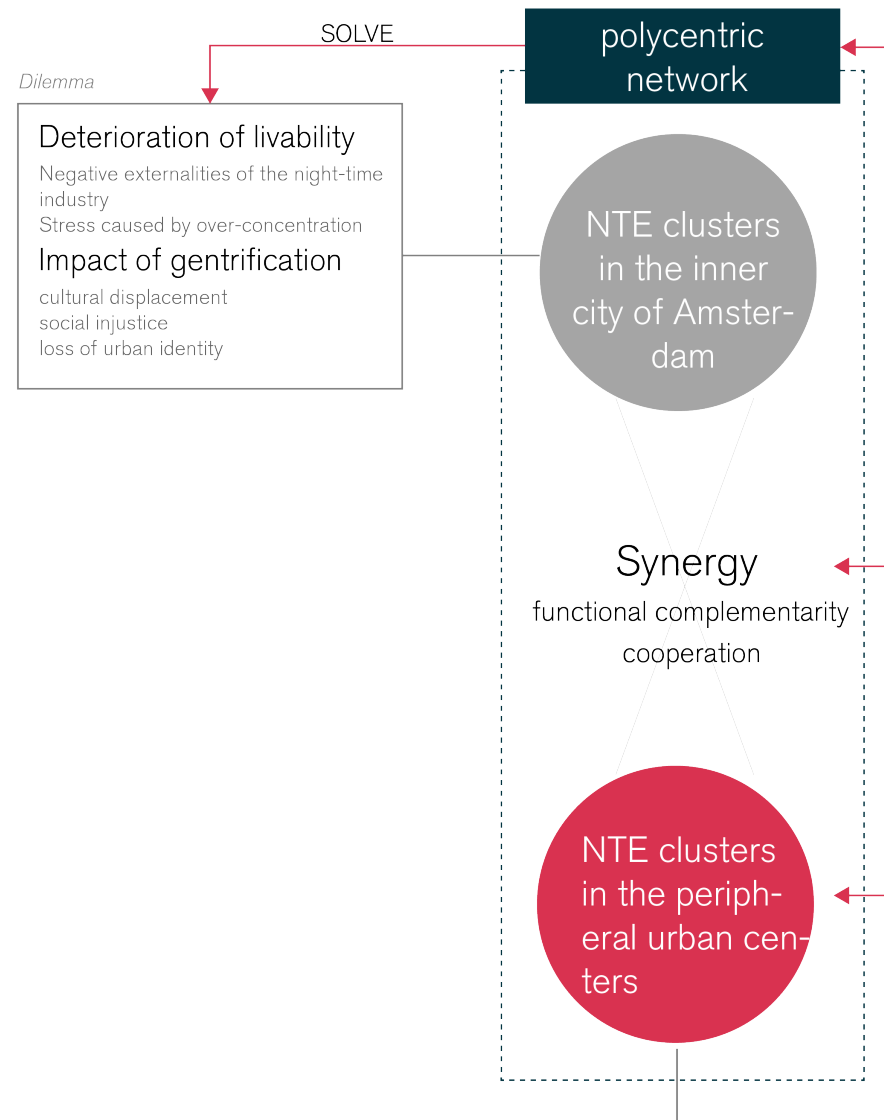
## Main Research Question

How to facilitate the development of **night-time economy clusters** in the **peripheral centers of Amsterdam**, in order to relieve the environmental pressure and social tension in the city center and contribute to a diverse and balanced night-time economy?

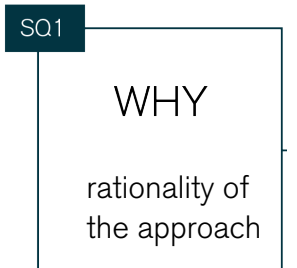




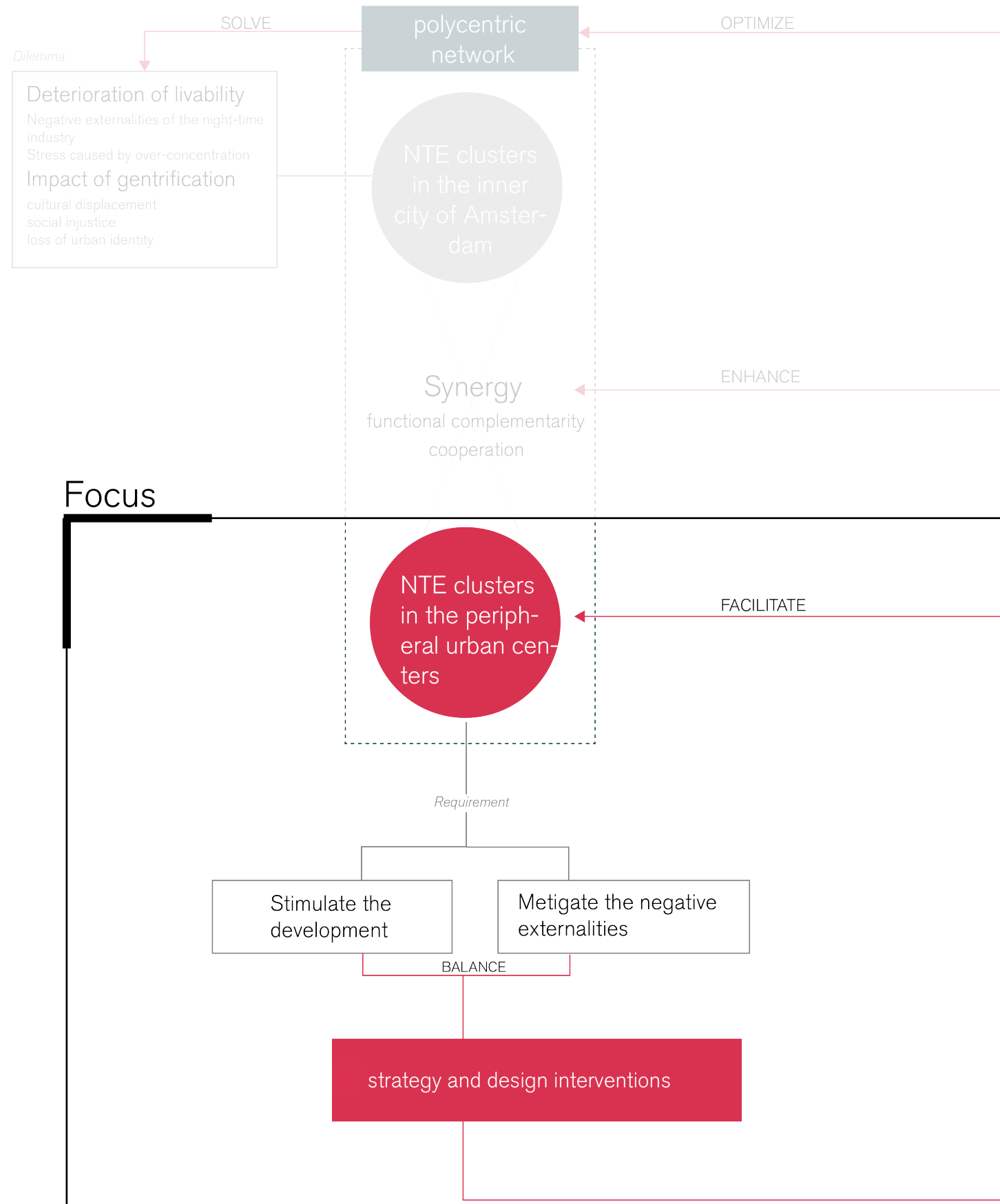
# Conceptual Framework



- Disperse clustering pressure in a single center
- Increase functional diversity



# Focus



SQ1

WHY

rationality of the approach



# Peripheral Night-time Economy Clusters



SQ2

WHERE

possible peripheral areas

- Van Der Heijde's research (2012)
- Peripheral night-time economy premises mentioned in the policies
- Questionnaire survey

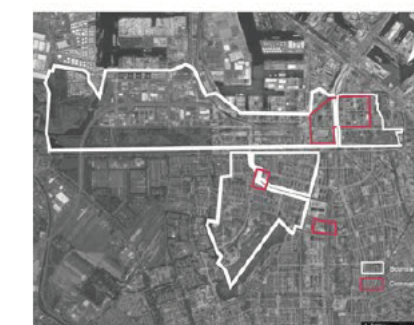
Bulkslootermeer



Northern IJ-Banks



Sloterdijk

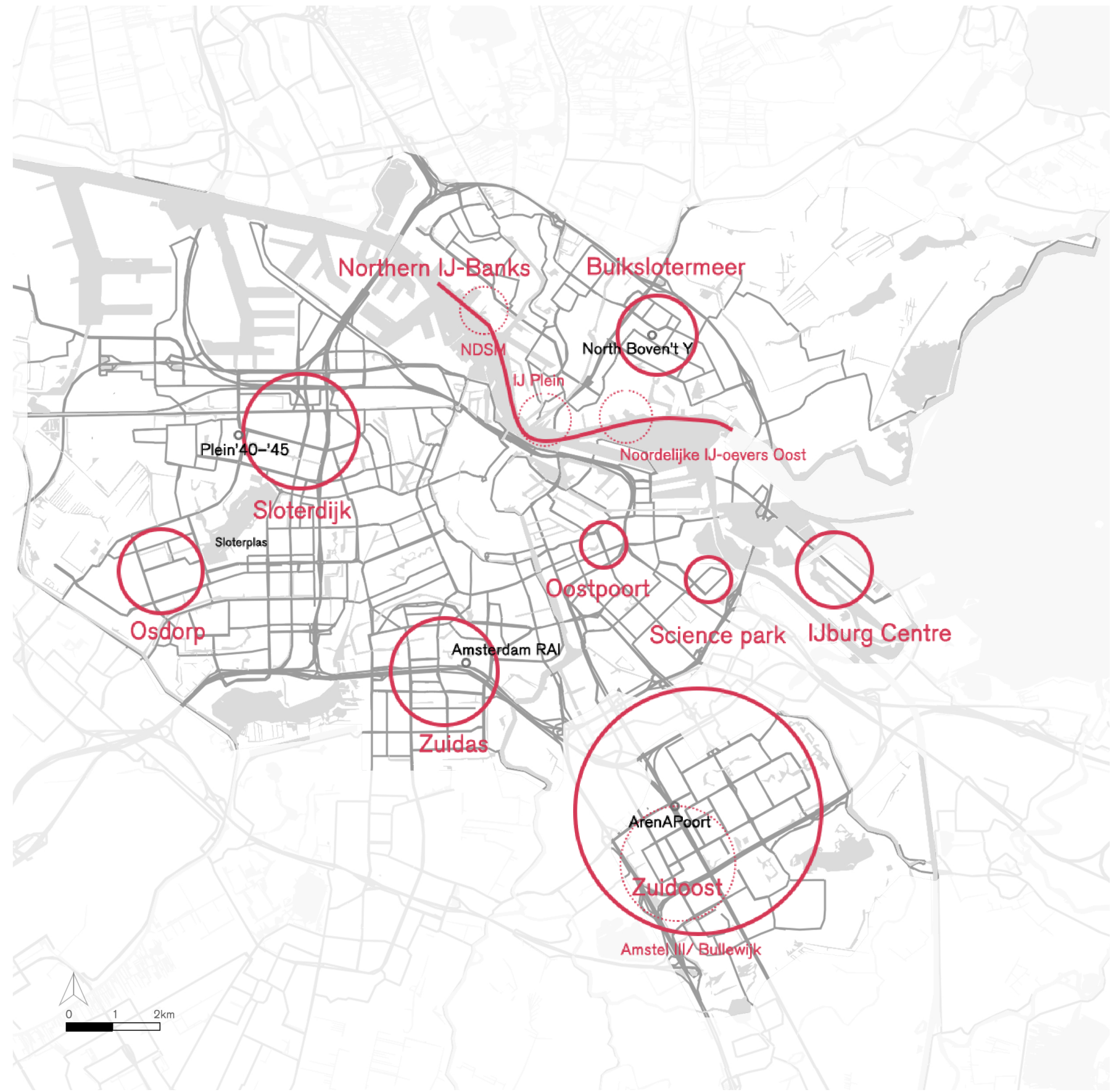


Osdorp-oost





# Peripheral Night-time Economy Clusters



Oostpoort



Science Park



Zuidas

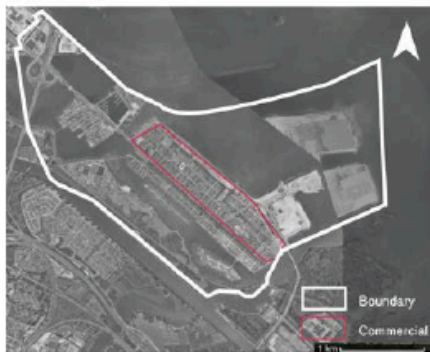


SO2

WHERE

possible periheral areas

IJberg Center



Zuidoost

Amstel III/Bullewijk



SQ3

WHAT

current situation and potentials

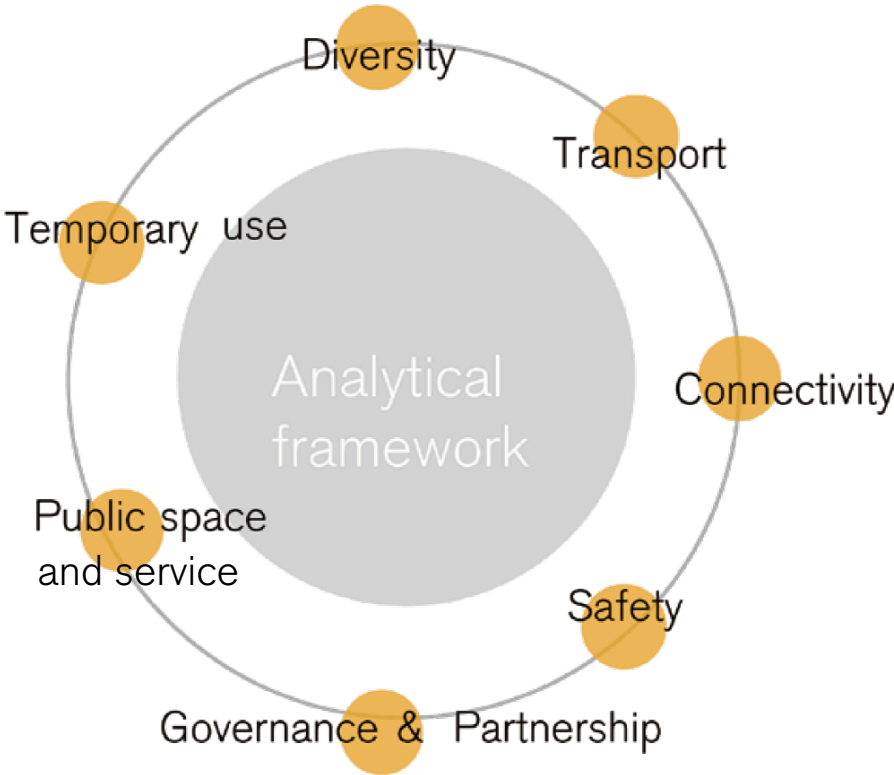
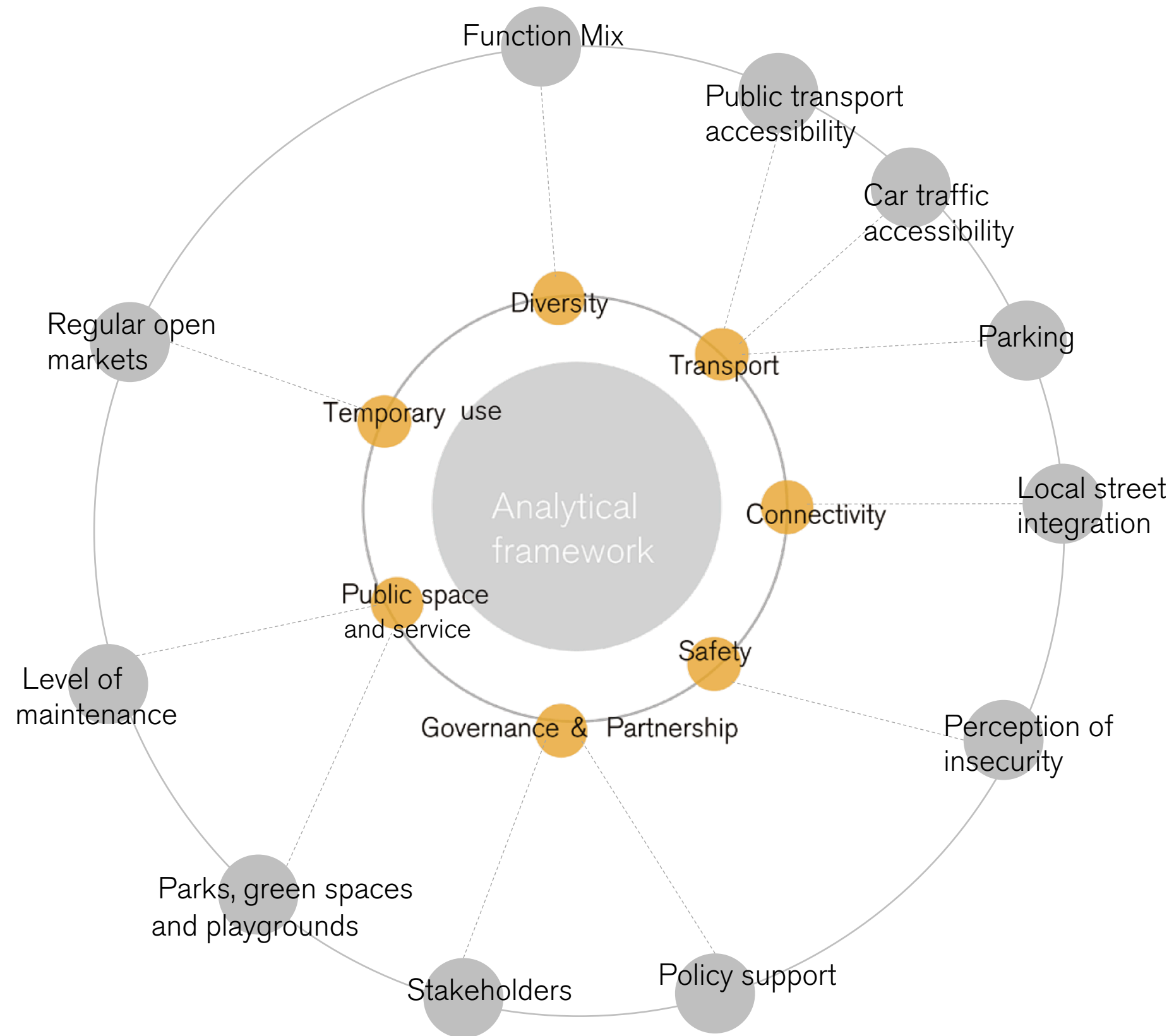


Fig. 3.6 Analytical framework (Author, 2020)



# Analysis on City Scale



SQ3

WHAT

current situation and potentials

# Analysis on City Scale

## Function mix

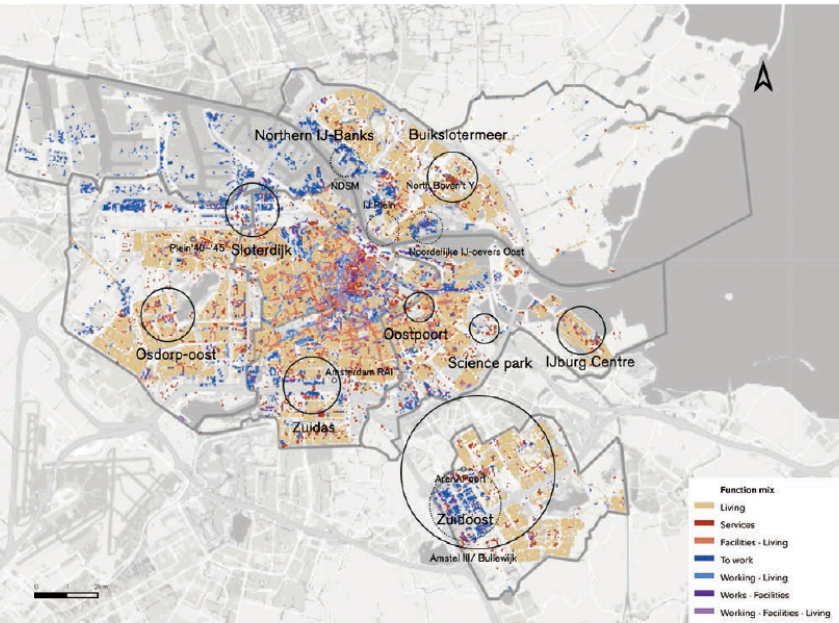


Fig. 5.2.1 Function mix map of Amsterdam (OIS, 2021)  
 Edited by Author.

## Public transport accessibility

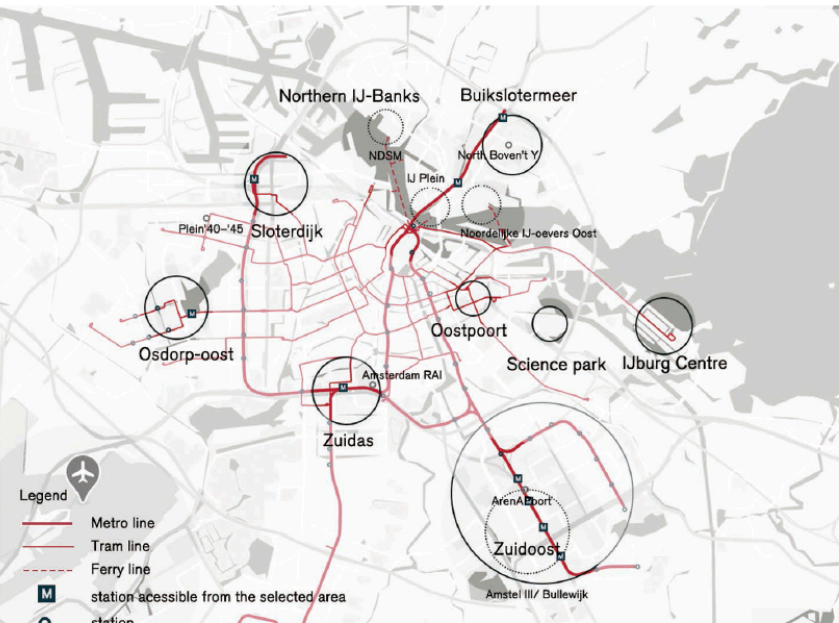


Fig. 5.2.2 Public transport networks of Amsterdam. (Author, 2021)

## Stakeholders

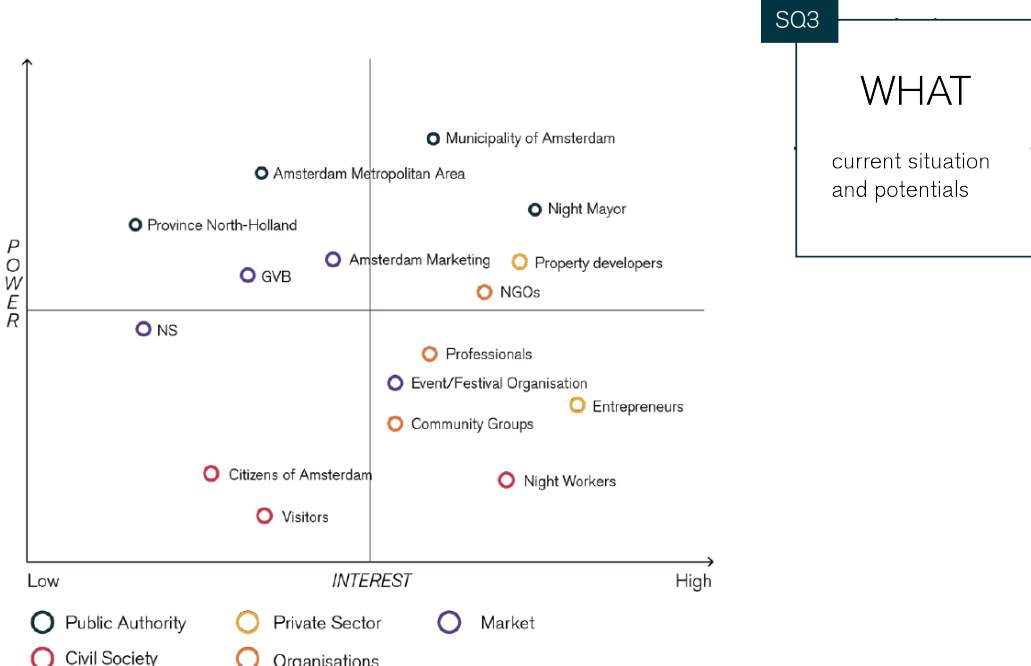


Fig. 5.2.9 Stakeholder analysis of Amsterdam's night-time economy. (Author, 2021)

## Local street integration



Fig. 5.2.6 Angular segment integration R300 metric (van Nes, 2020)  
 Edited by Author.

## Insecurity index

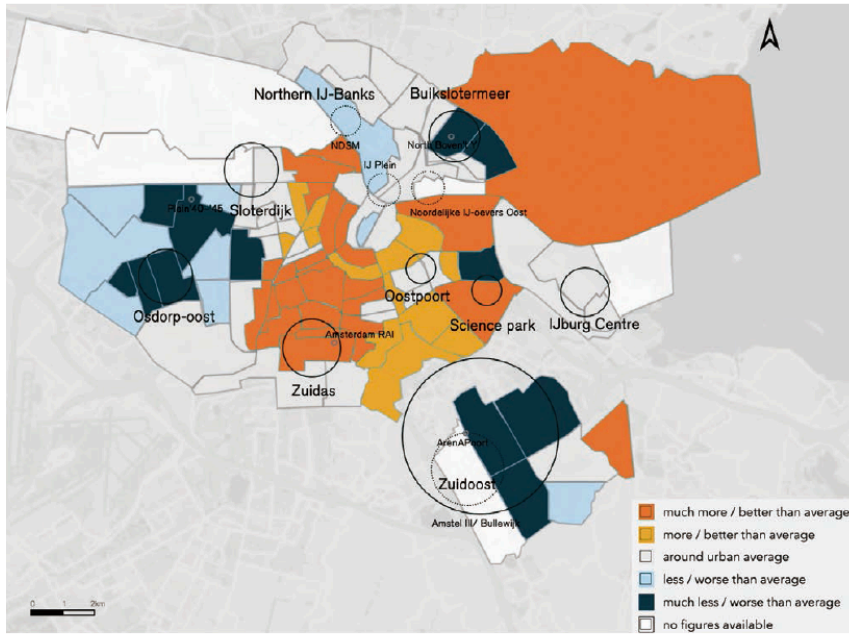


Fig. 5.2.7 The level of perception of insecurity compared to the city's average. (OIS, 2021)  
 Edited by Author.

## Public space maintainance

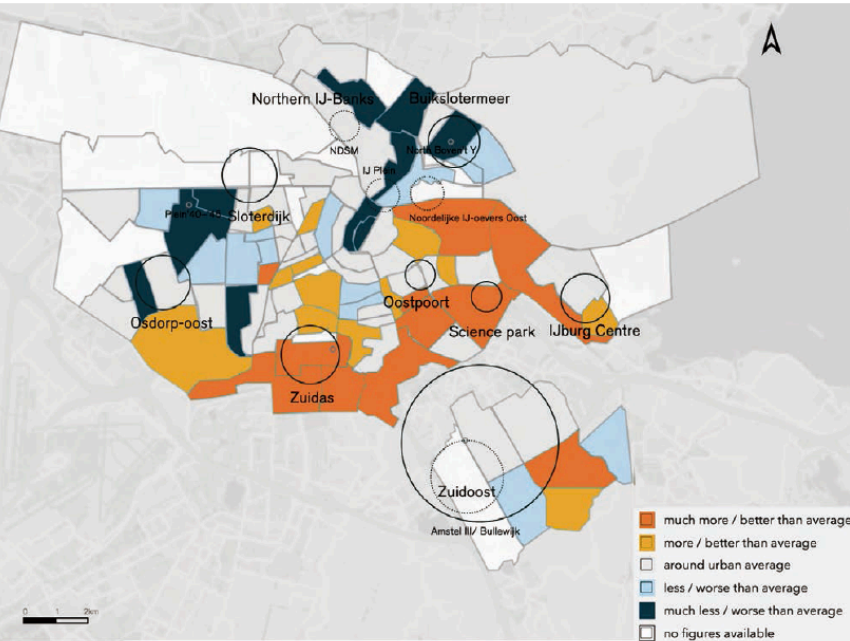


Fig. 5.2.11 The level of public space maintainance compared to the city's average. (OIS, 2021)  
 Edited by Author.



# Questionnaire Survey

- Current and potential night-time activity patterns
- People's preference for peripheral night-time economy clusters

SO3

WHAT

current situation and potentials

## Top night activities

Outside the inner city



### Top night activities

- 1 Dining and drinking
- 2 Shopping
- 3 Dancing, enjoying live music and shows
- 4 Going to the cinema and theater



### Top night activities

- 1 Dining and drinking
- 2 Dancing, enjoying live music and shows
- 3 Going to events or festivals
- 4 Going to the cinema and theater

# Questionnaire Survey

## Top current peripheral nightlife locations

- Northern IJ-Banks
- Amstel III/Bullewijk
- Zuidas
- Sloterdijk

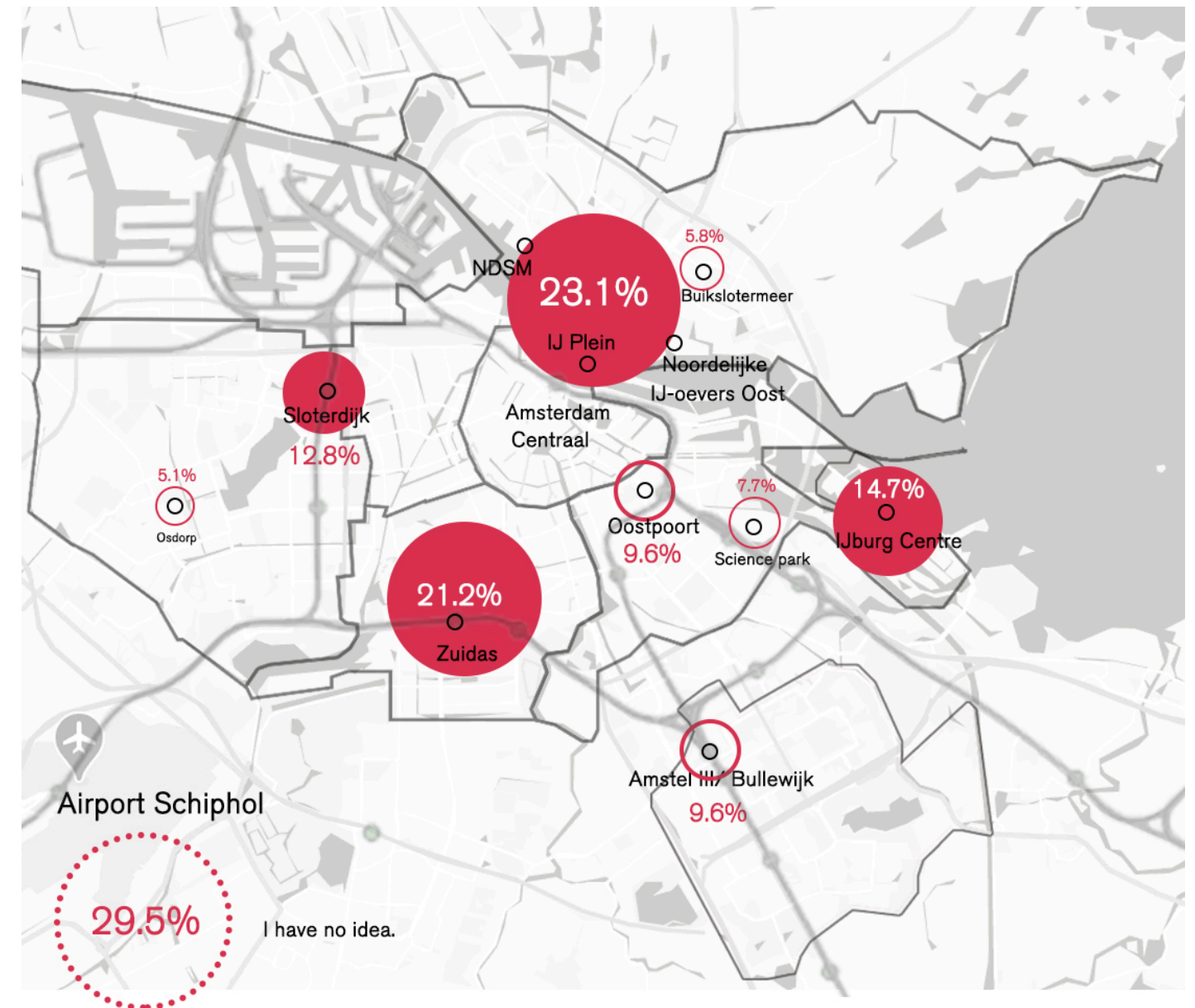
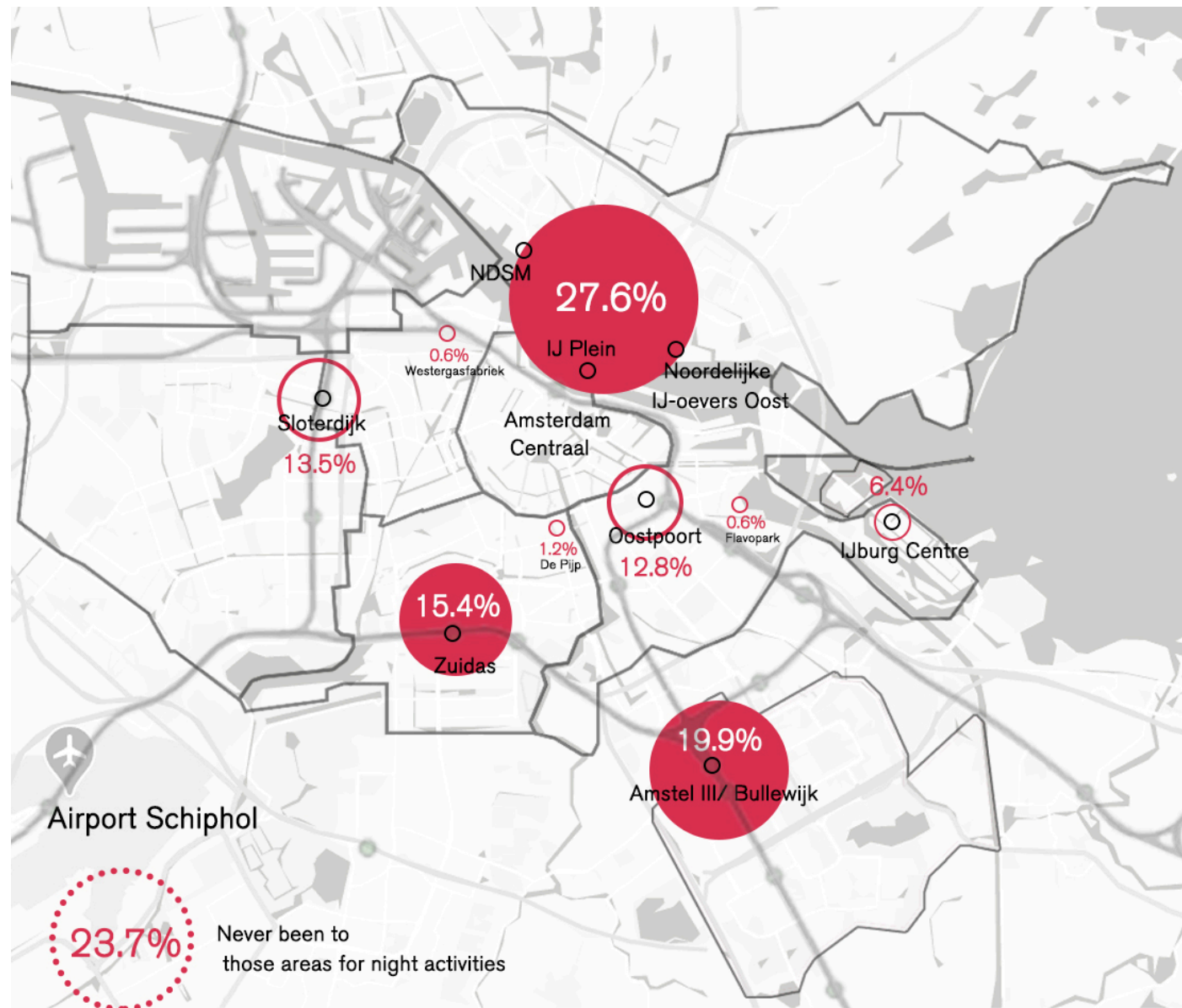
## Top potential peripheral night destinations

- Northern IJ-Banks
- Zuidas
- IJberg Centre
- Sloterdijk

SO3

WHAT

current situation and potentials

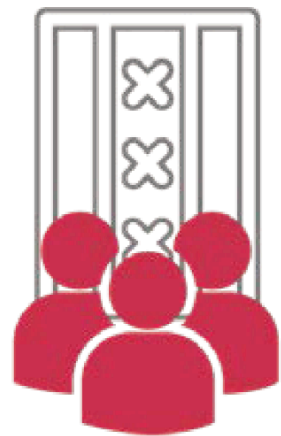




SQ3

WHAT

current situation  
and potentials



residents of Amsterdam

Top night destinations

- 1 Amstel III/ Bullewijk in Zuidoost
- 2 NDSM/ IJ Plein/ Noordelijke IJ-oever Oost
- 3 Zuidas

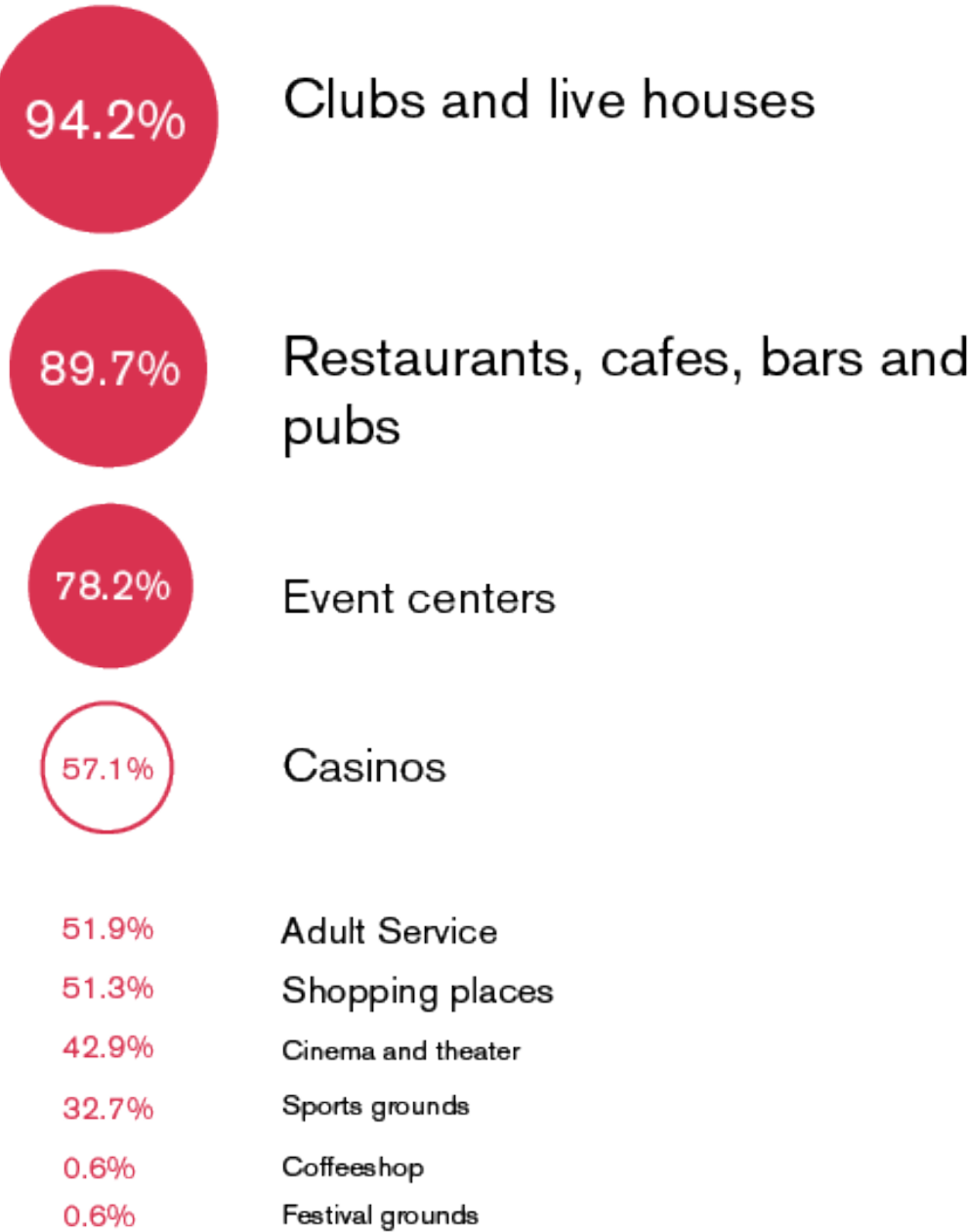


residents of other Dutch city  
/ Visitors from other country

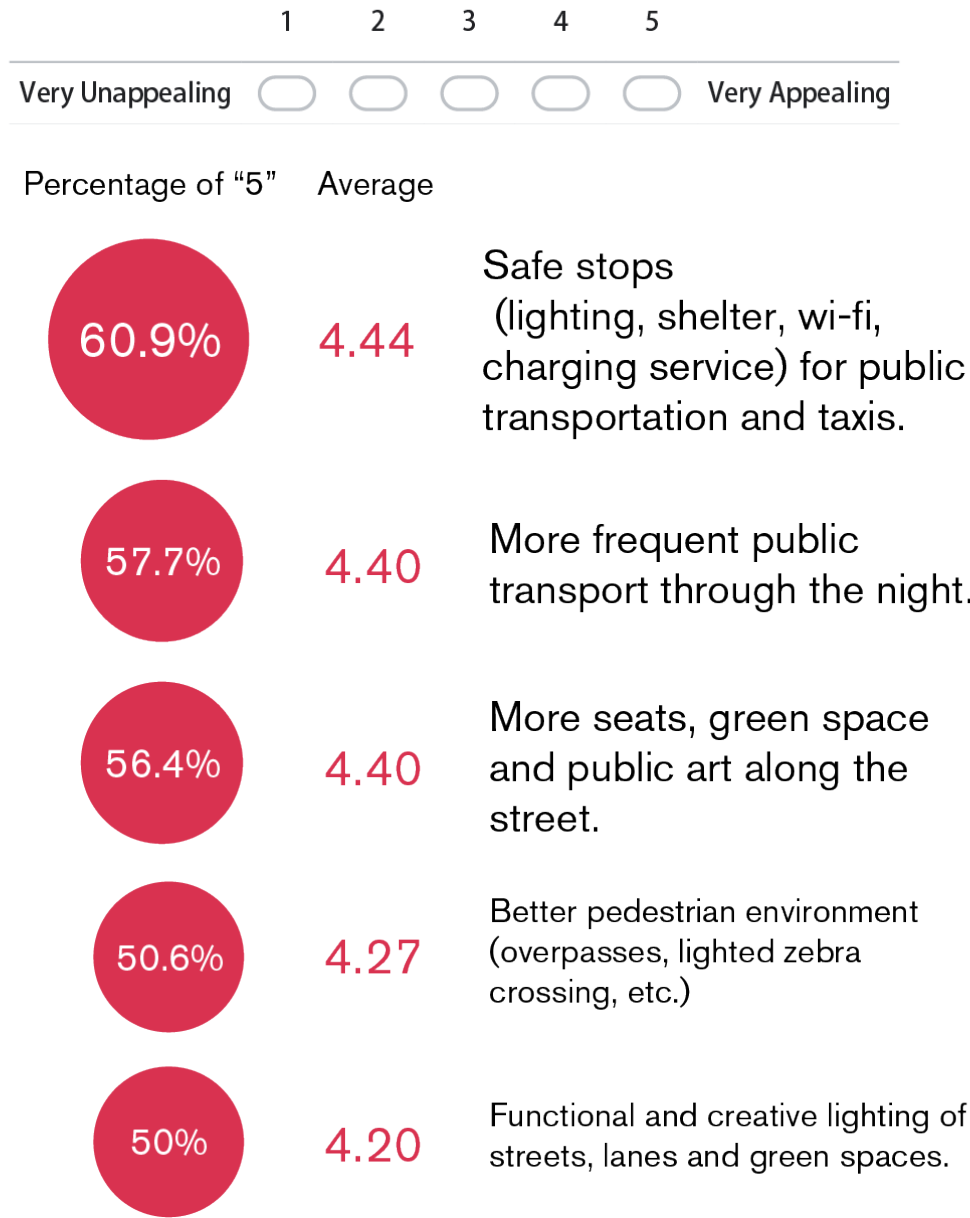
Top night destinations

- 1 NDSM/ IJ Plein/ Noordelijke IJ-oever Oost
- 2 Zuidas
- 3 Amstel III/ Bullewijk in Zuidoost

## Nuisance source



## Qualities that the future peripheral night-time economy clusters would have:



# Summary

S03

## WHAT

current situation  
and potentials

L(Living) W (Working) S(Services)  
● High/Good ● Medium ● Low/Bad

Category Location	Main building type	Vulnerability to nuisance	Function Mix	Accessibility of public transportation	Parking	Policy Support	Safety	Quality of Public Space	People's pereference (current)	People's pereference (potential)	Remarks
Buikslotermeer	Residential	●	L-S	●	●	●	●	●		●	
NDSM	Industrial	●	W-S	●	●	●	●	●	●	●	No tram
IJ Plein	Residential	●	L-S	●	●	●	●	●	●	●	No tram/night bus route
Noordelijke IJ-oever	Commercial	●	W-S	●	●	●	●	●	●	●	No tram
Sloterdijk	Commercial	●	W-S-L	●	●	●	●	●	●	●	
Osdorp-oost	Residential	●	L-S	●	●	●	●	●		●	
Oostpoort	Industrial	●	S	●	●	●	●	●	●	●	
Science Park	Commercial	●	W-S	●	●	●	●	●		●	No tram/night bus route
IJberg Center	Residential	●	L-S	●	●	●	●	●	●	●	
Zuidas	Commercial	●	W-S	●	●	●	●	●	●	●	No night bus route
Amstel III/ Bullewijk	Commercial	●	W	●	●	●	●	●	●	●	Need to improve night bus network



# Summary

S03

WHAT

current situation and potentials

L(Living) W (Working) S(Services)

High/Good

Medium

Low/Bad

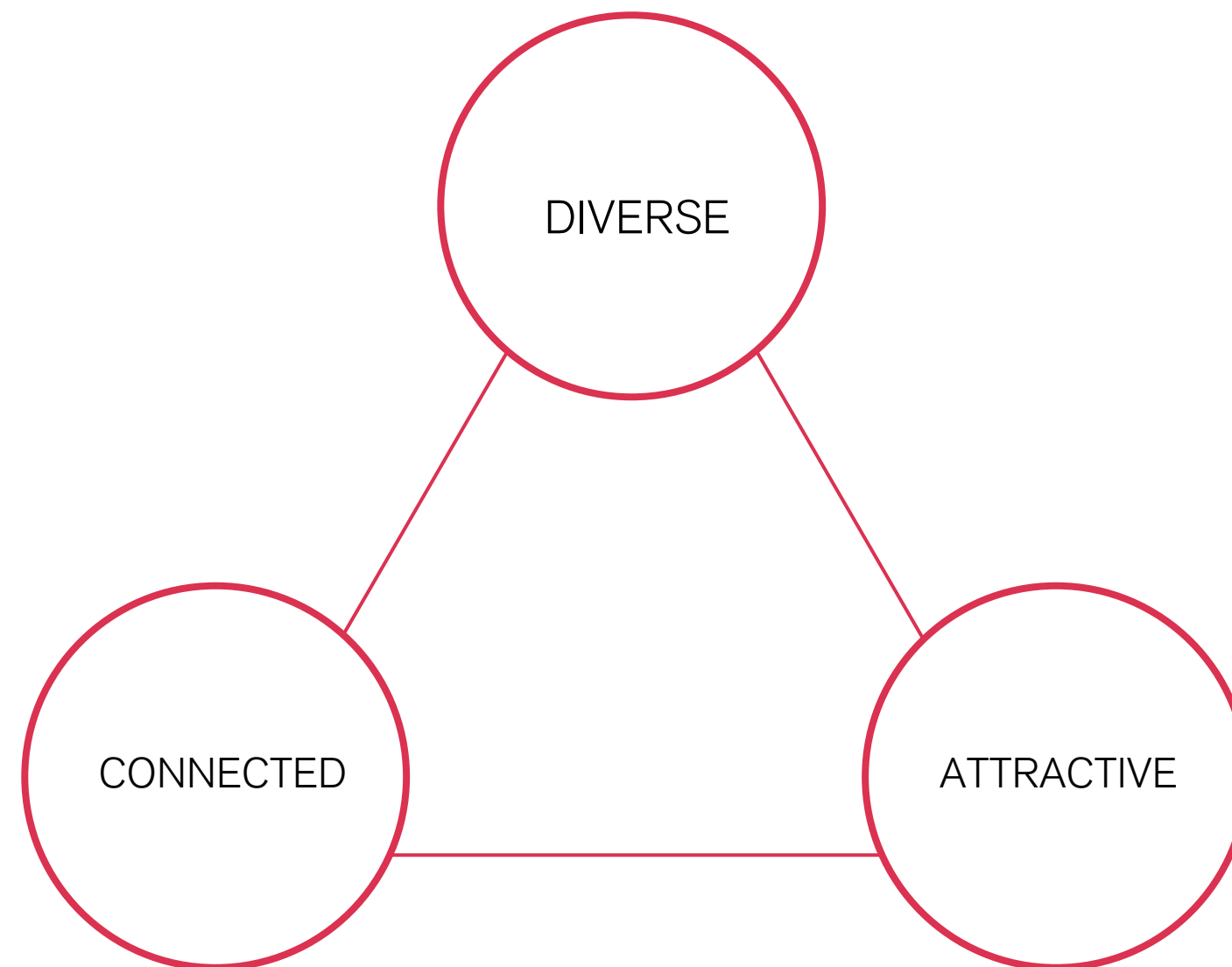
<div>Category</div> <div>Location</div>	Main building type	Vulnerability to nuisance	Function Mix	Accessibility of public transportation	Parking	Policy Support	Safety	Quality of Public Space	People's pereference (current)	People's pereference (potential)	Remarks
NDSM	Industrial		W-S								No tram

Amsterdam after 6 p.m. will be ...

SQ4

HOW

strategies and  
interventions



## DIVERSE

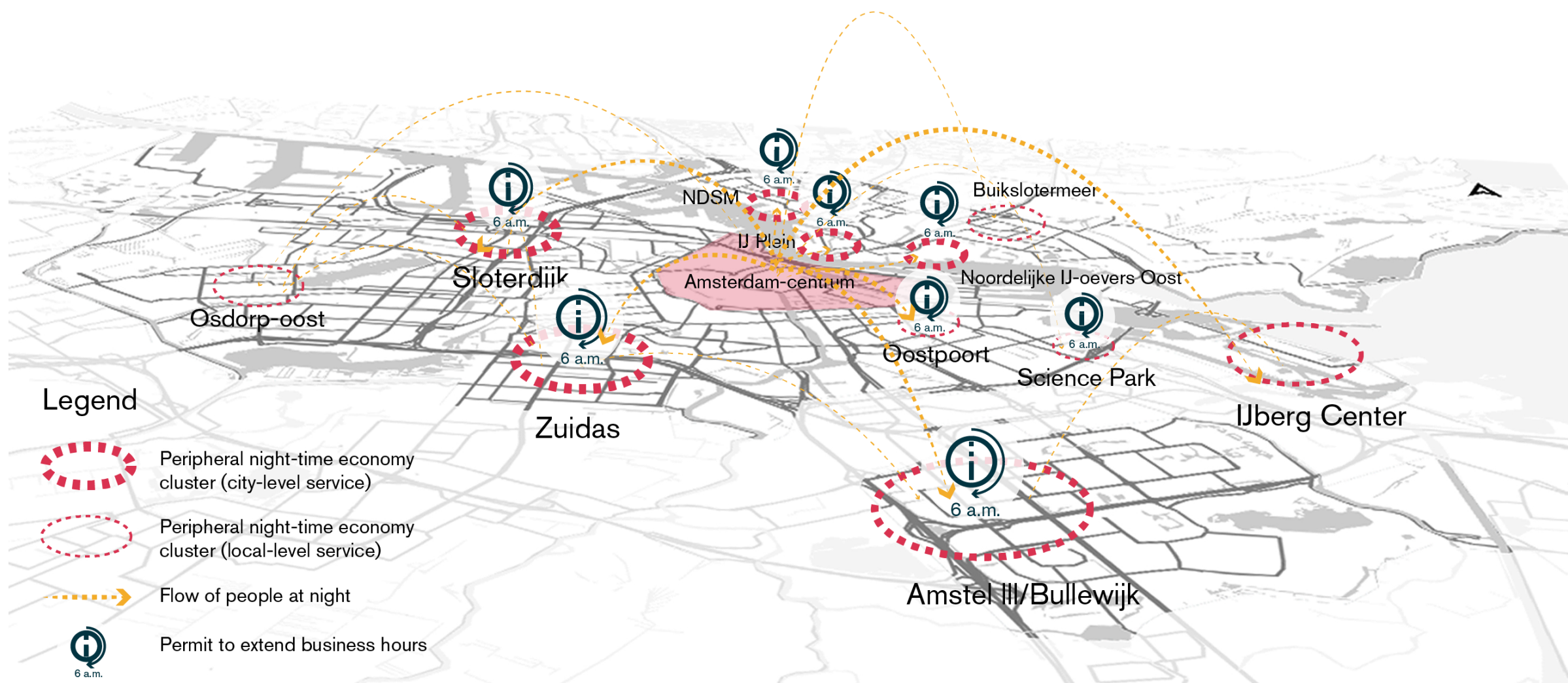


Extended business hours

SQ4

HOW

strategies and interventions





## DIVERSE

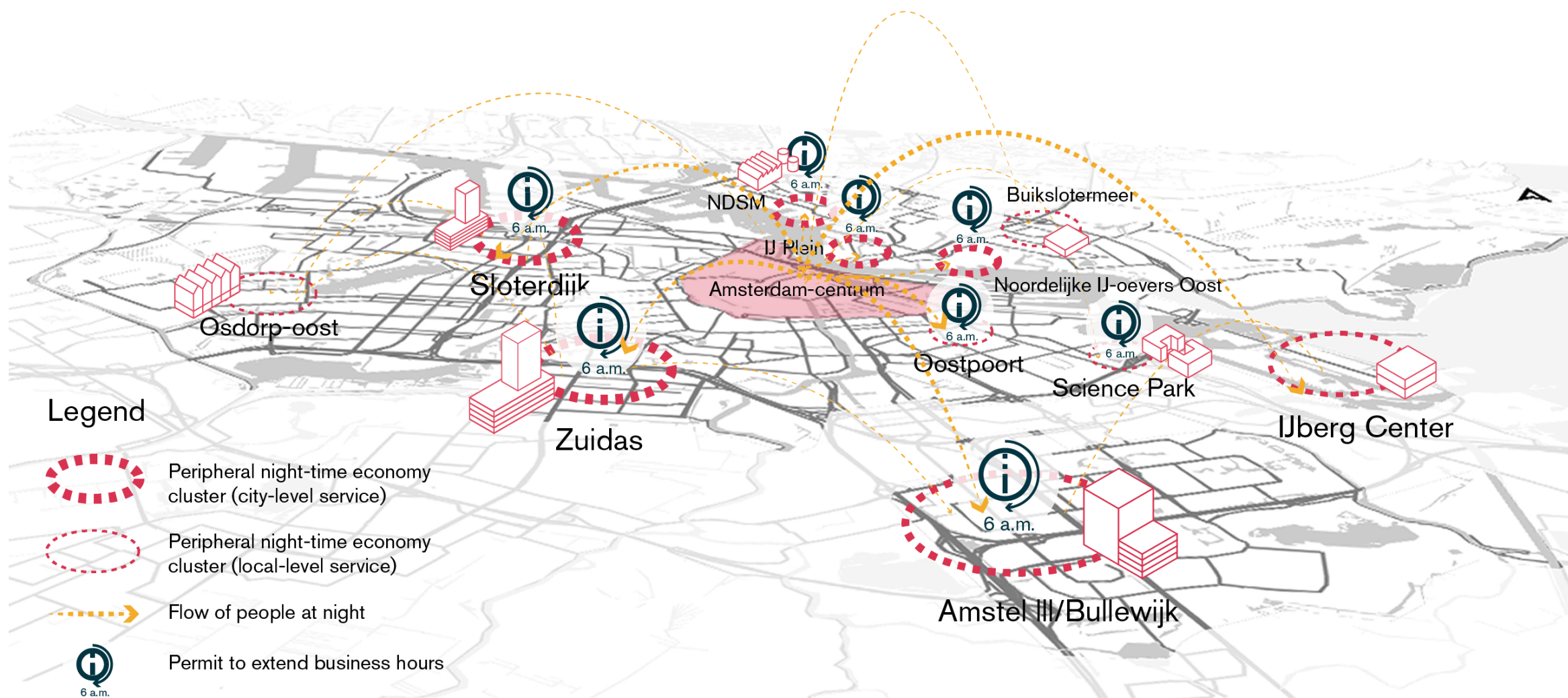


Diverse use of buildings and spaces

SQ4

HOW

strategies and interventions



## DIVERSE

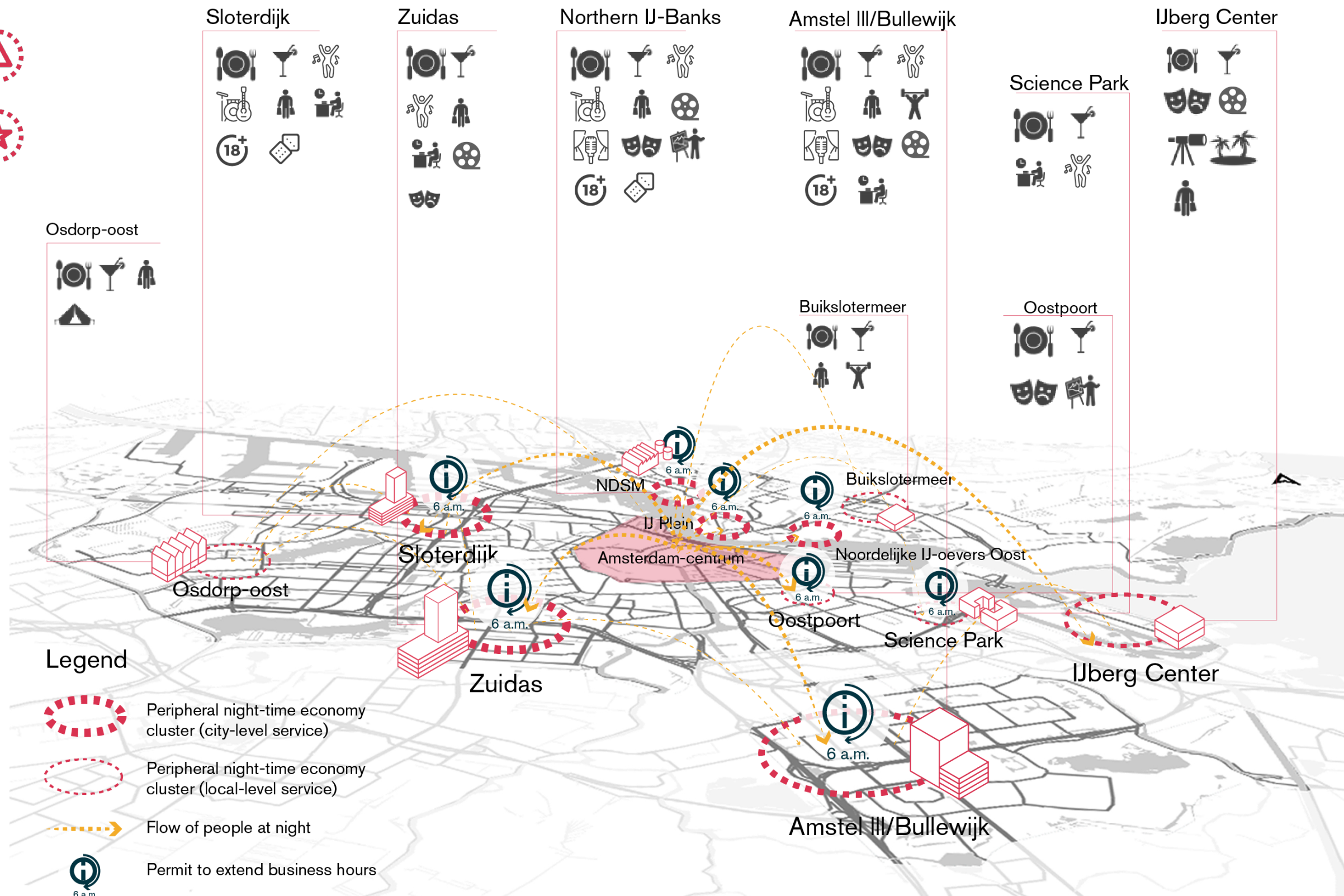


## Diversity of activities on the city scale

SQ4

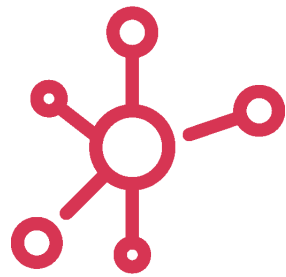
## HOW

strategies and interventions





## CONNECTED

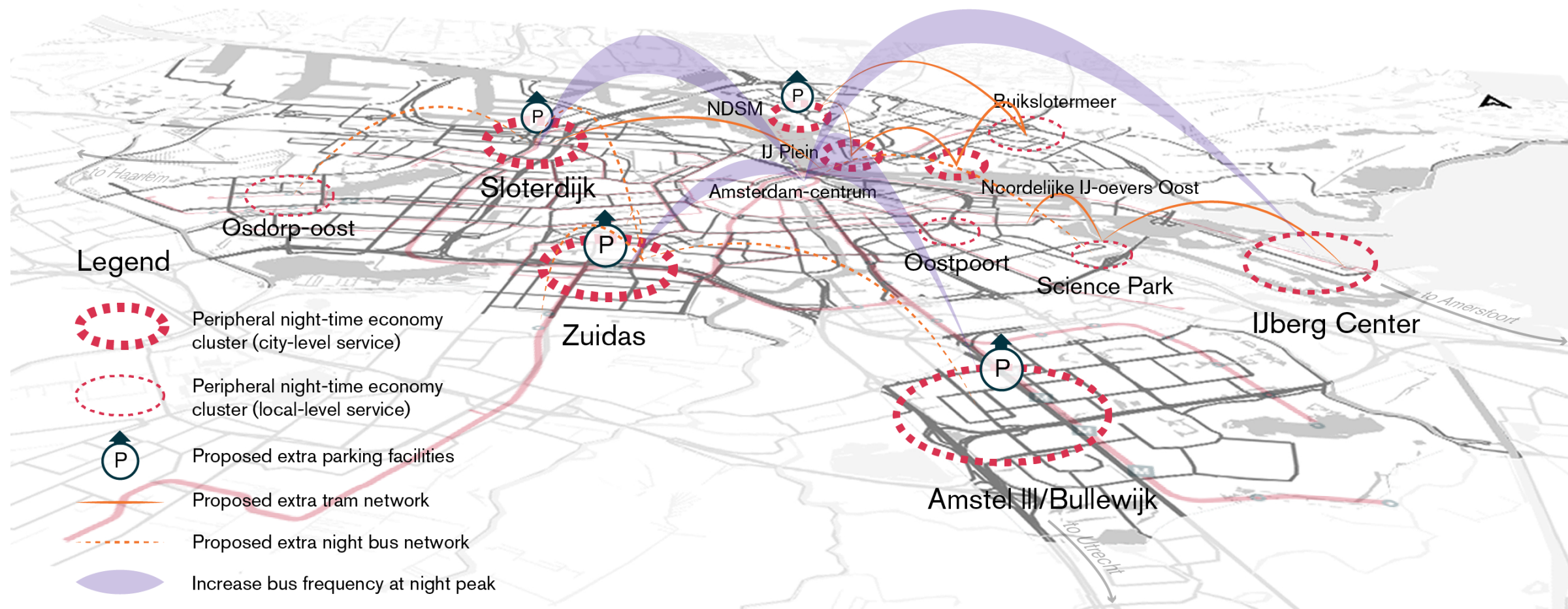


Public and private transport accessibility

SQ4

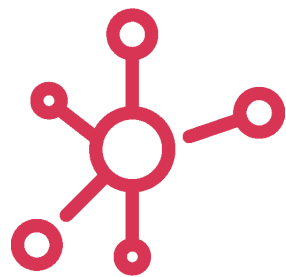
HOW

strategies and interventions





## CONNECTED

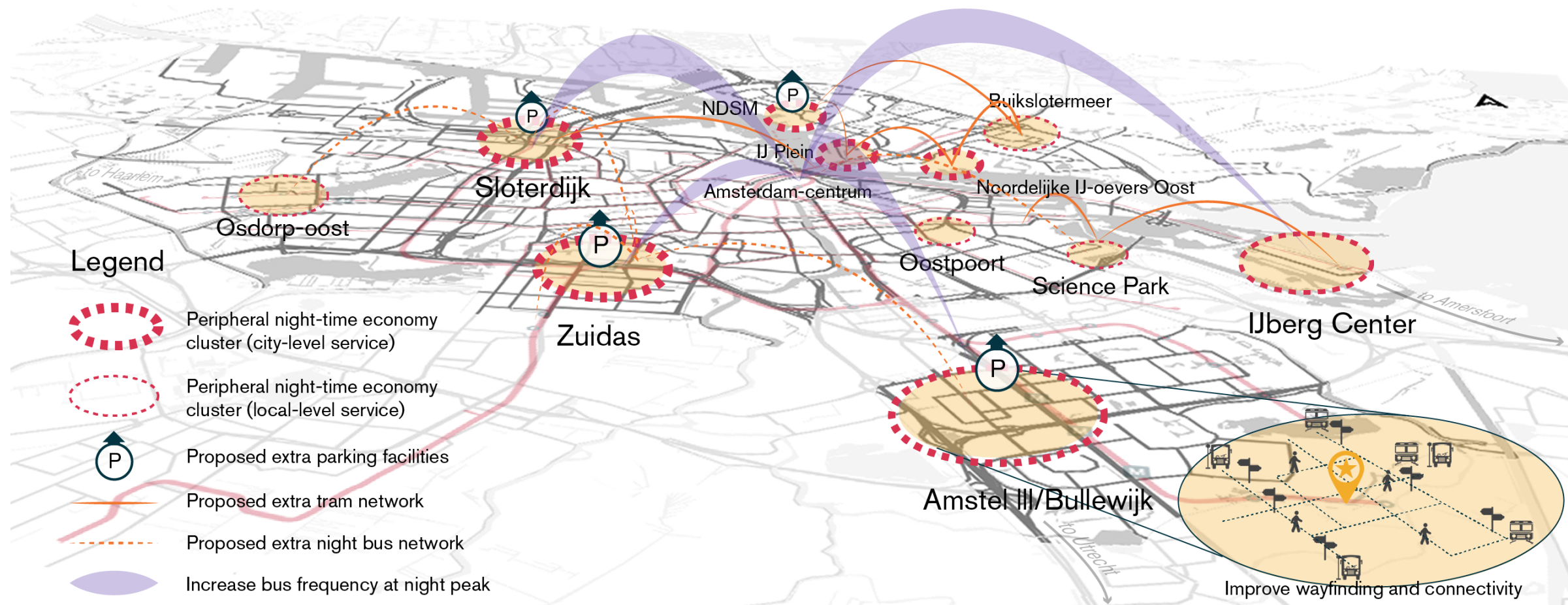


Wayfinding and pedestrian connectivity

SQ4

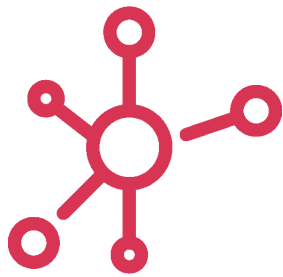
HOW

strategies and interventions



# Vision

## CONNECTED



### Social connection

- Amsterdam Marketing
- GVB
- NS
- Event/Festival Organisation

- Province North-Holland
- Amsterdam Metropolitan Area
- Municipality of Amsterdam

Night Mayor

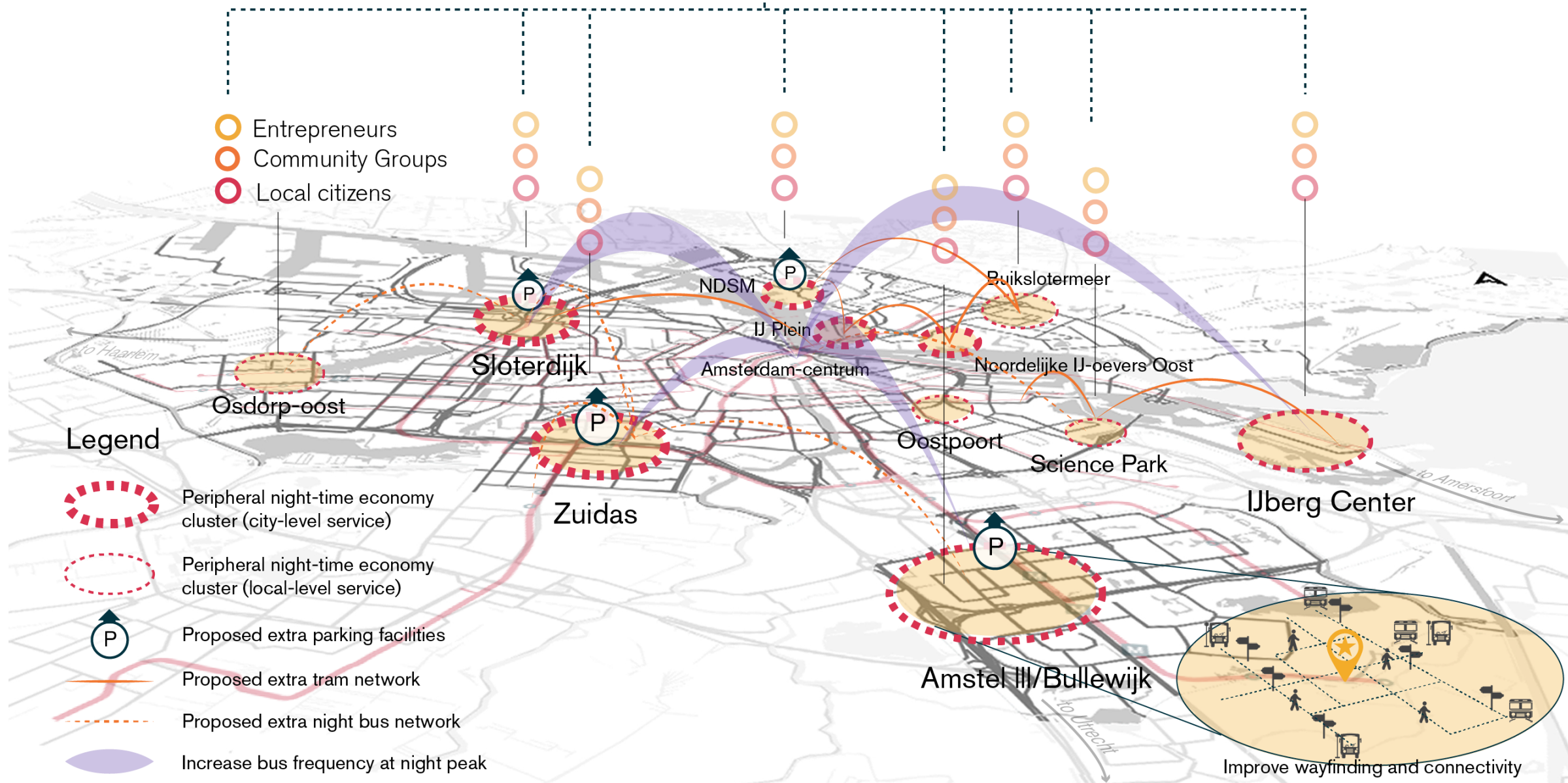
- NGOs
- Professionals
- Night industry association
- Property developers

- Public Authority
- Civil Society
- Private Sector
- Organisations
- Market

SQ4

### HOW

strategies and interventions





## ATTRACTIVE

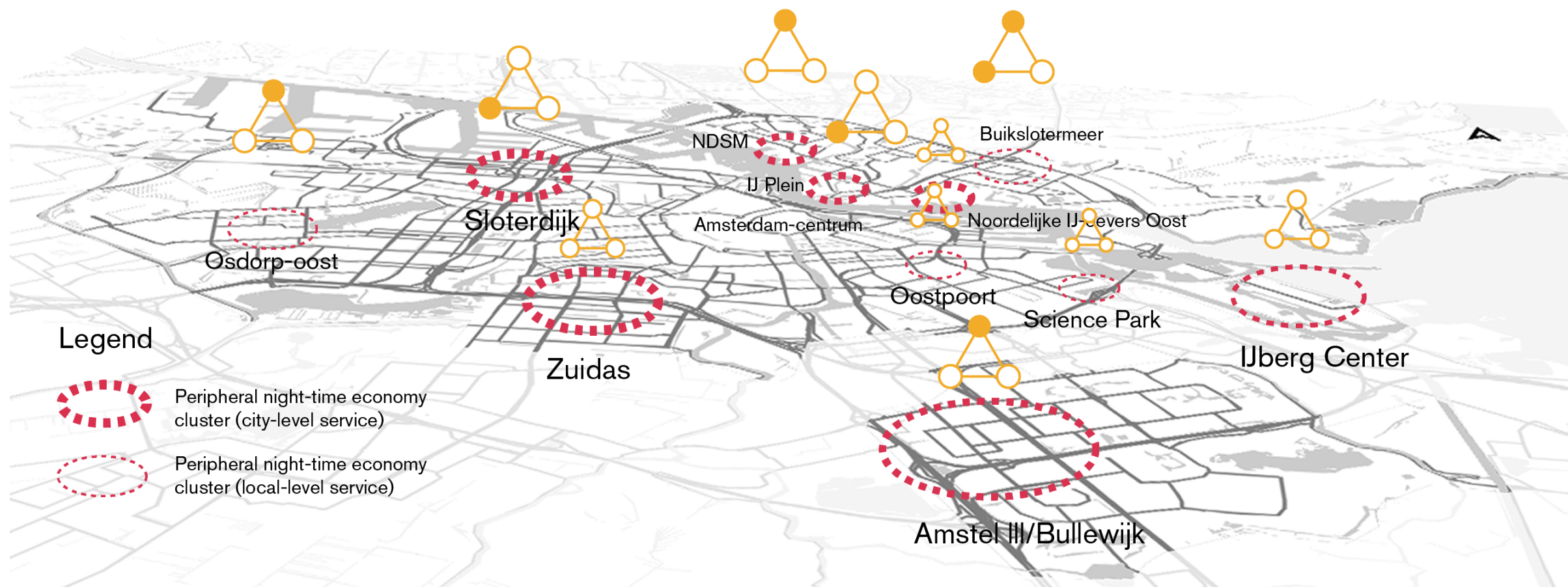
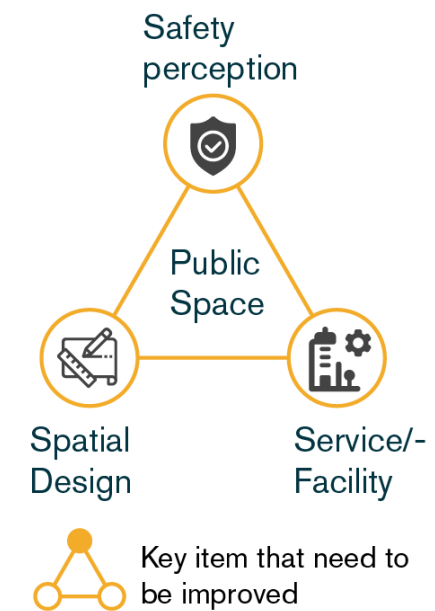


Security perception, spatial quality of public spaces and services at night

**SQ4**

**HOW**

strategies and interventions





## ATTRACTIVE

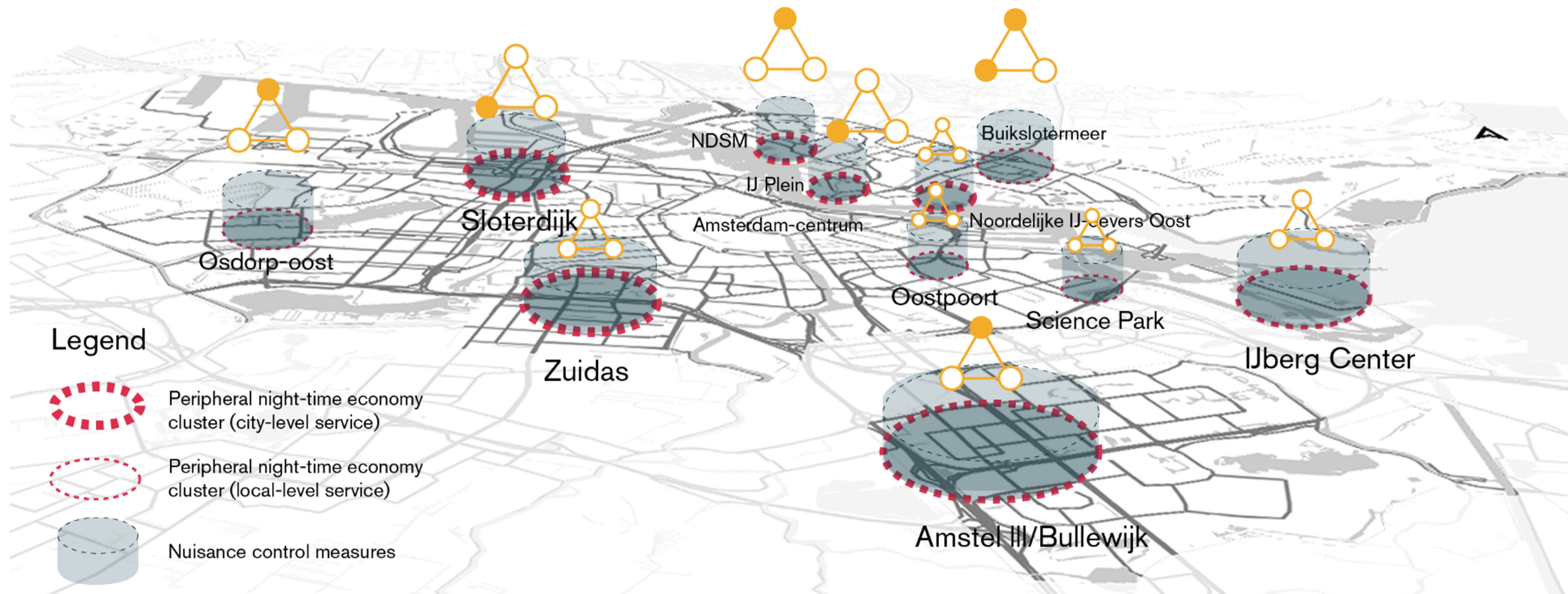
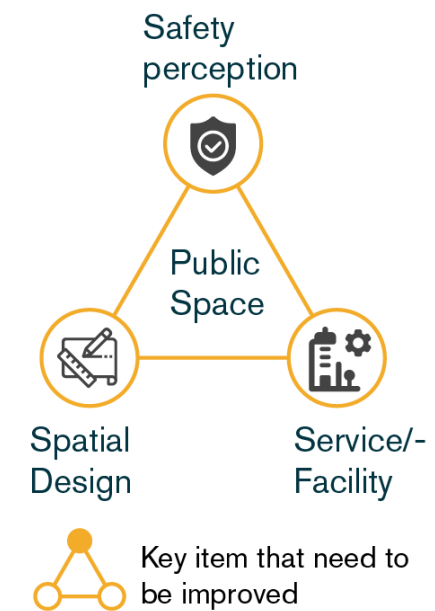


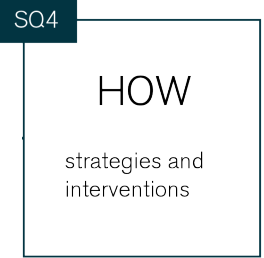
Nuisance control

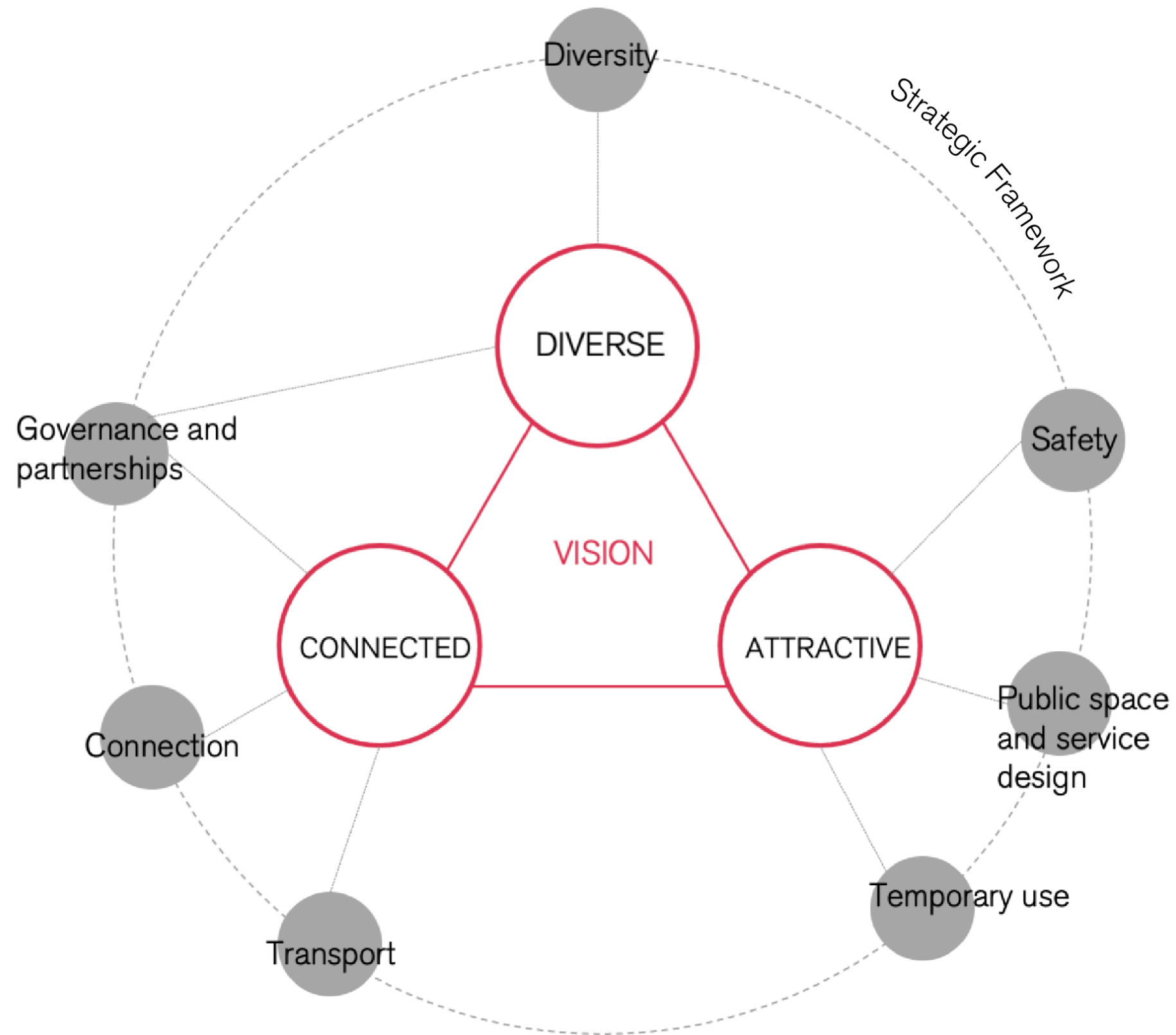
SQ4

HOW

strategies and interventions







SQ4

HOW

strategies and interventions

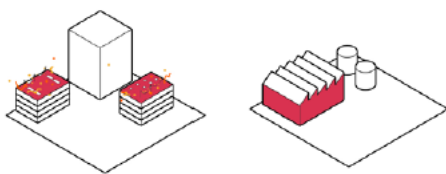


# Strategic Toolbox

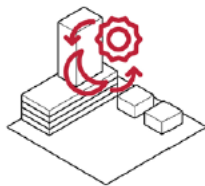
## Diversity

SPATIAL

D-01 Unused space

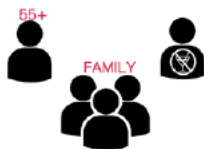


D-02 Mixed use

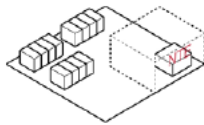


NON-SPATIAL

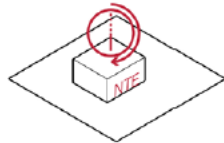
D-04 Diverse groups



D-03 Zoning



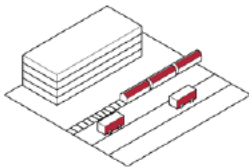
D-05 Opening hours



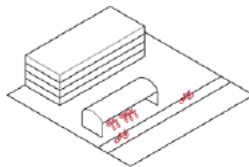
## Transport

SPATIAL

Tr-01 Public transport



Tr-03 Cycling

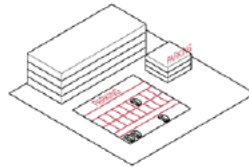


NON-SPATIAL

Tr-04 Self-service bicycle rental



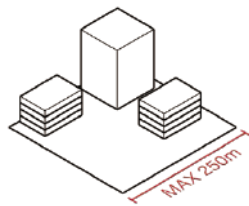
Tr-02 Parking



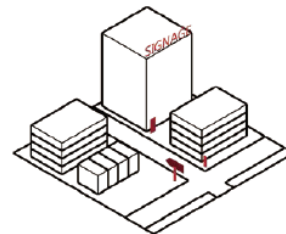
## Connection

SPATIAL

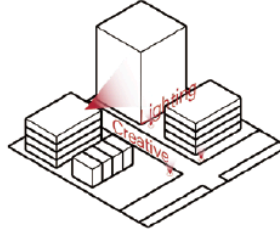
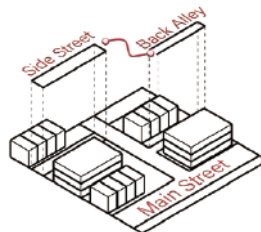
C-01 Size of block



C-03 Wayfinding



C-02 Activate side street



SQ4

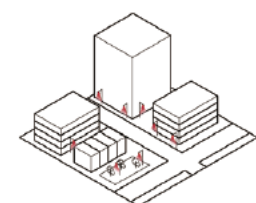
HOW

strategies and interventions

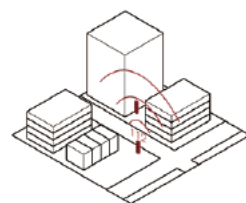
## Safety

### SPATIAL

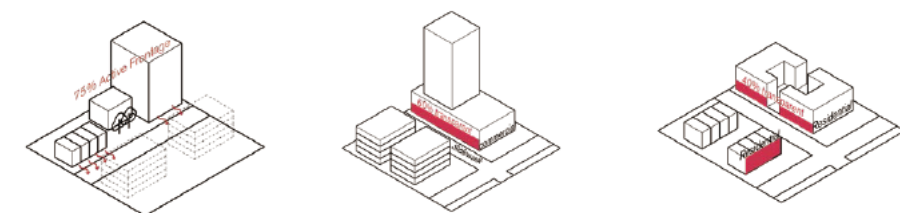
S-01 Functional lighting



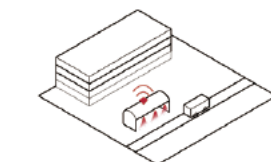
S-02 Help points



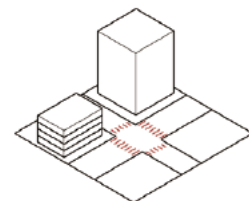
S-03 Active frontage



S-04 Safe stops



S-05 Pedestrian crosswalks



## Governance and partnership

### NON-SPATIAL

G-01 Institutionalization



G-02 Policy support



G-03 Partnerships



SQ4

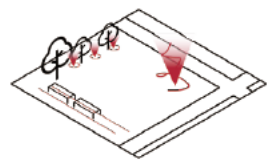
HOW

strategies and  
interventions

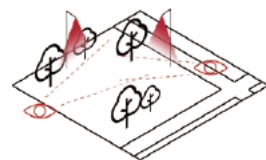
## Public space and service design

### SPATIAL

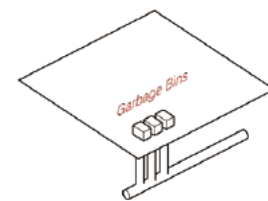
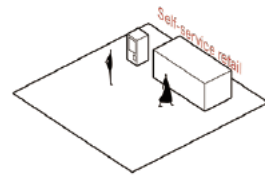
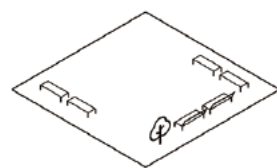
P-01 Creative lighting



P-02 Vegetation

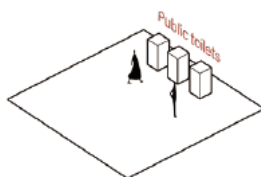


P-03 Urban furniture



### NON-SPATIAL

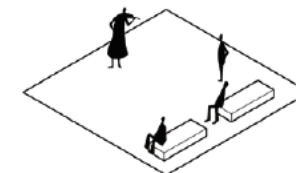
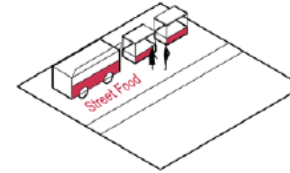
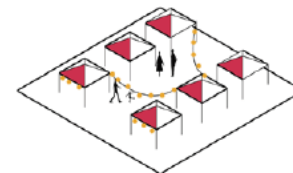
P-04 Online service



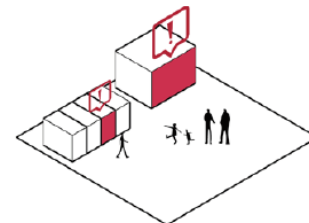
## Temporary use and pop-ups

### SPATIAL

Te-01 Regular temporary use



Te-02 Pop-ups



### NON-SPATIAL

Te-03 Festivals



SQ4

HOW

strategies and interventions



# Strategic Project

Problem & Context	Research Question & Methodology	Analysis	Synthesis	Strategic Project	Conclusion & Reflection
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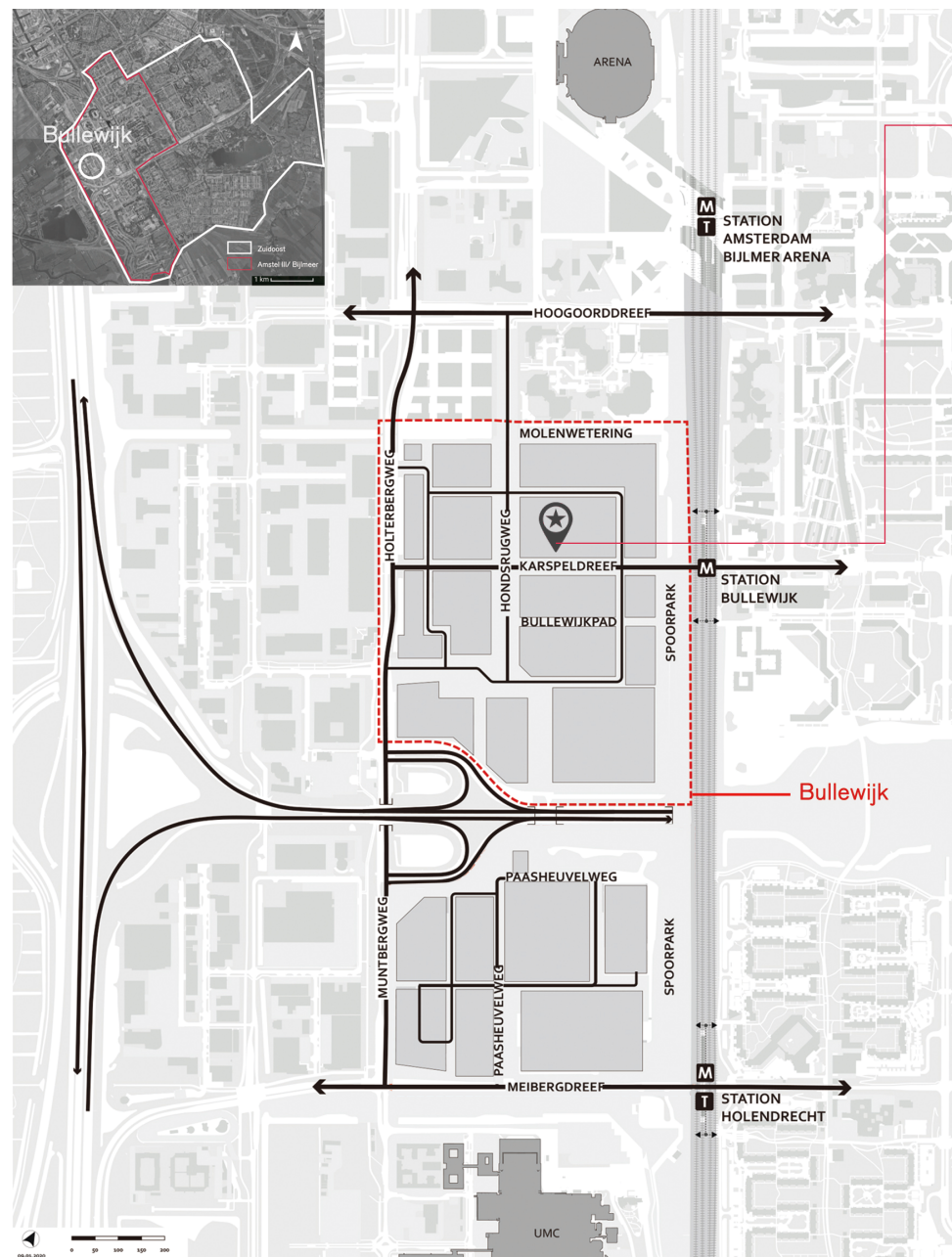


SQ4

HOW

strategies and interventions

## Bullewijk in Zuidoost



Current: Office area with high accessibility



Hogehilweg 20

Nightlife complex with 24-hour business license





## Future: Bullewijk redevelopment project

A lively and mixed residential and working neighborhood in 2040.

SQ4

HOW

strategies and interventions



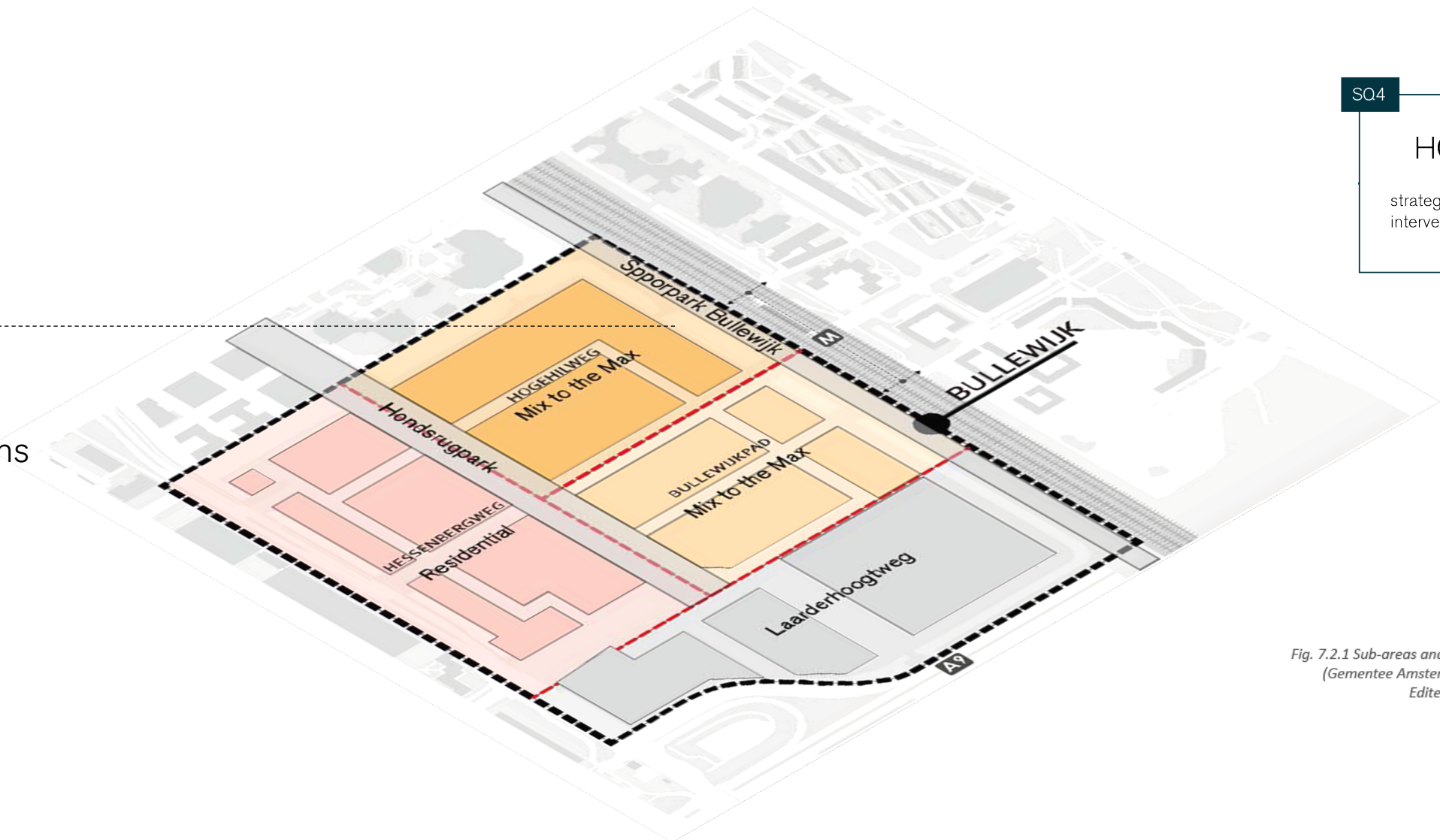
Fig. 7.1.3 Bullewijk regeneration project (KAAH Architecten, 2020)



## Characteristic sub-areas

### Mix to the max

- highly densified
- a mix of work-life and service functions
- a metropolitan atmosphere



SQ4

### HOW

strategies and  
interventions

Fig. 7.2.1 Sub-areas and characters  
(Gemeente Amsterdam, 2020)  
Edited by Author



## Characteristic sub-areas

### Mix to the max

- highly densified
- a mix of work-life and service functions
- a metropolitan atmosphere

### Residential

- living and service functions
- a quiet atmosphere

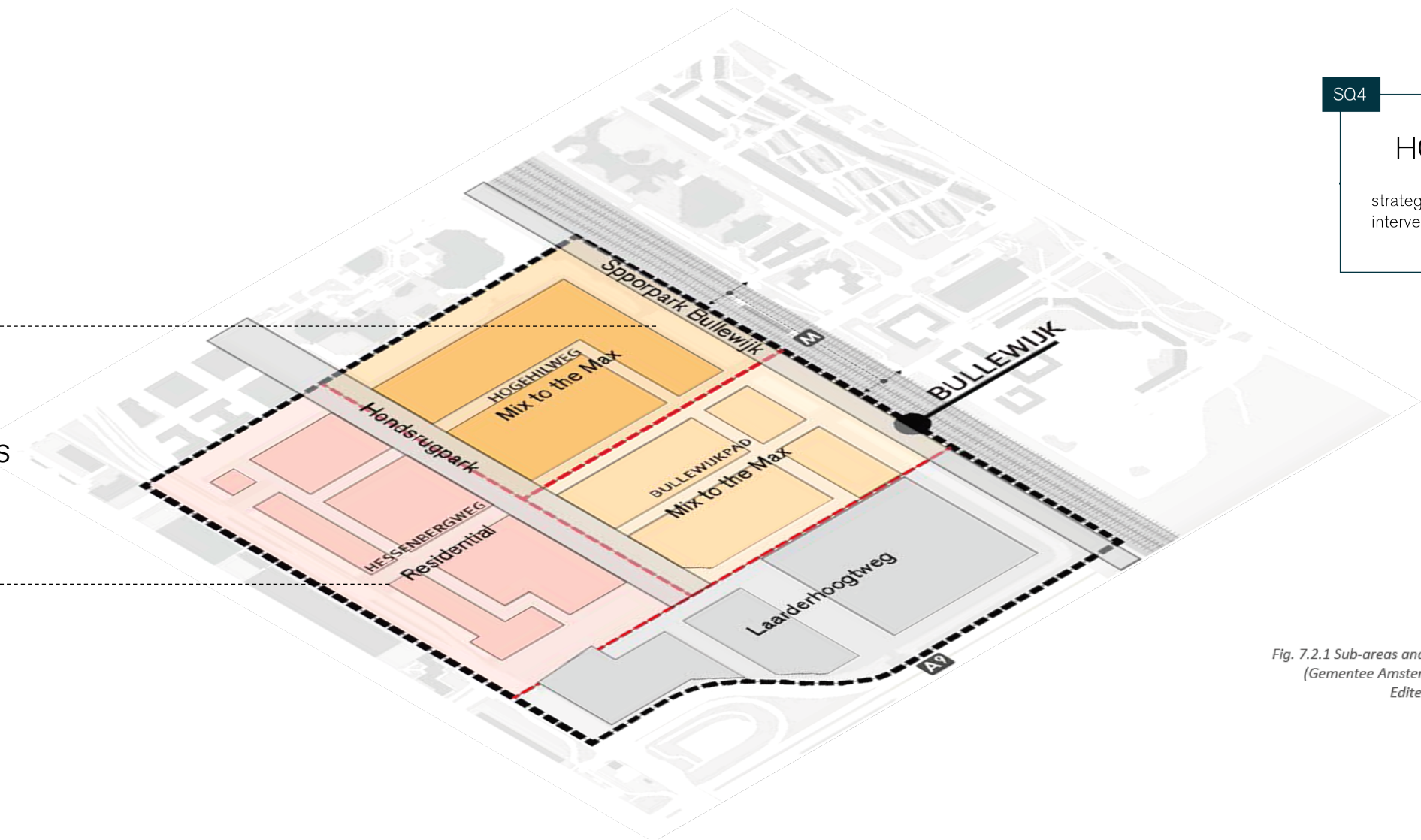


Fig. 7.2.1 Sub-areas and characters  
(Gemeente Amsterdam, 2020)  
Edited by Author

## Characteristic sub-areas

### Mix to the max

- highly densified
- a mix of work-life and service functions
- a metropolitan atmosphere

### Residential

- living and service functions
- a quiet atmosphere

## Bustle, peace and noise

(Reuring, Rust, Ruis in Dutch)

SQ4

### HOW

strategies and interventions

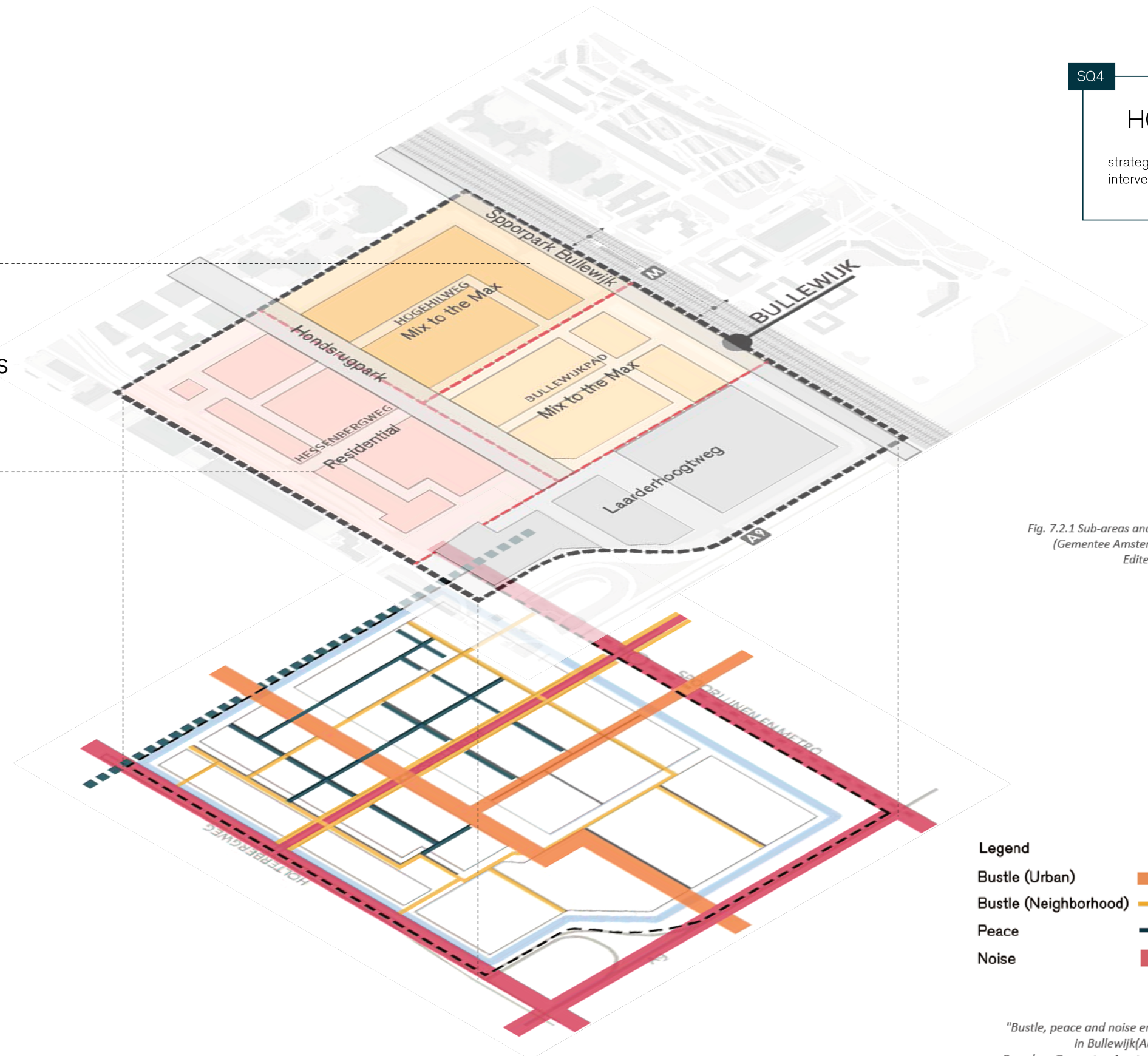


Fig. 7.2.1 Sub-areas and characters  
(Gemeente Amsterdam, 2020)  
Edited by Author

Fig. 7.2.2  
"Bustle, peace and noise environment"  
in Bullewijk (Author, 2021)  
Based on Gemeente Amsterdam (2020)

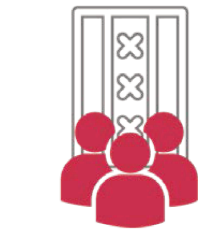
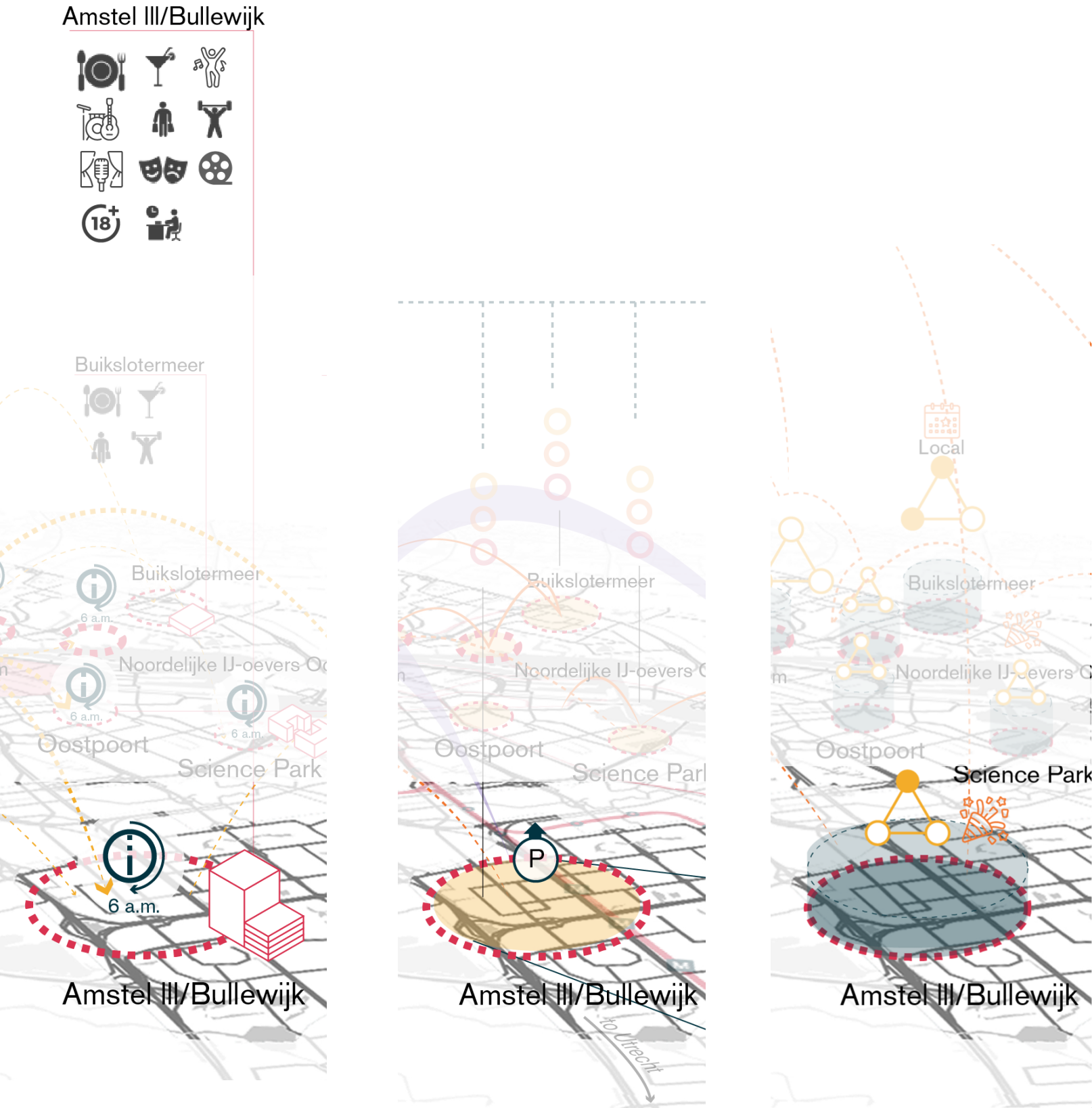


# Background

SQ4

## HOW

strategies and interventions



residents of Amsterdam

### Top night destinations

- 1 Amstel III/ Bullewijk in Zuidoost
- 2 NDSM/ IJ Plein/ Noordelijke IJ-oever Oost
- 3 Zuidas

### Top night activities

- 1 Dining and drinking
- 2 Shopping
- 3 Dancing, enjoying live music and shows
- 4 Going to the cinema and theater



residents of other Dutch city  
/ Visitors from other country

### Top night destinations

- 1 NDSM/ IJ Plein/ Noordelijke IJ-oever Oost
- 2 Zuidas
- 3 Amstel III/ Bullewijk in Zuidoost

### Top night activities

- 1 Dining and drinking
- 2 Dancing, enjoying live music and shows
- 3 Going to events or festivals
- 4 Going to the cinema and theater



## Diversity

D-01 Unused space

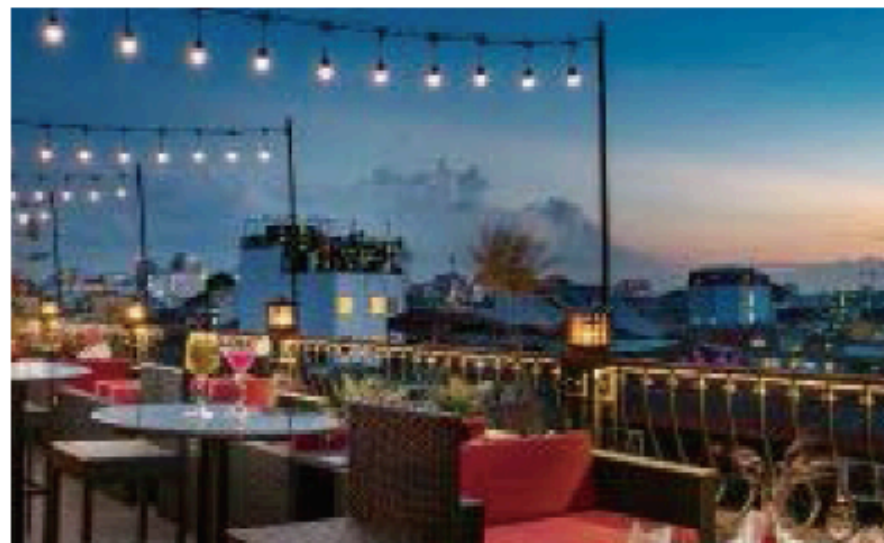
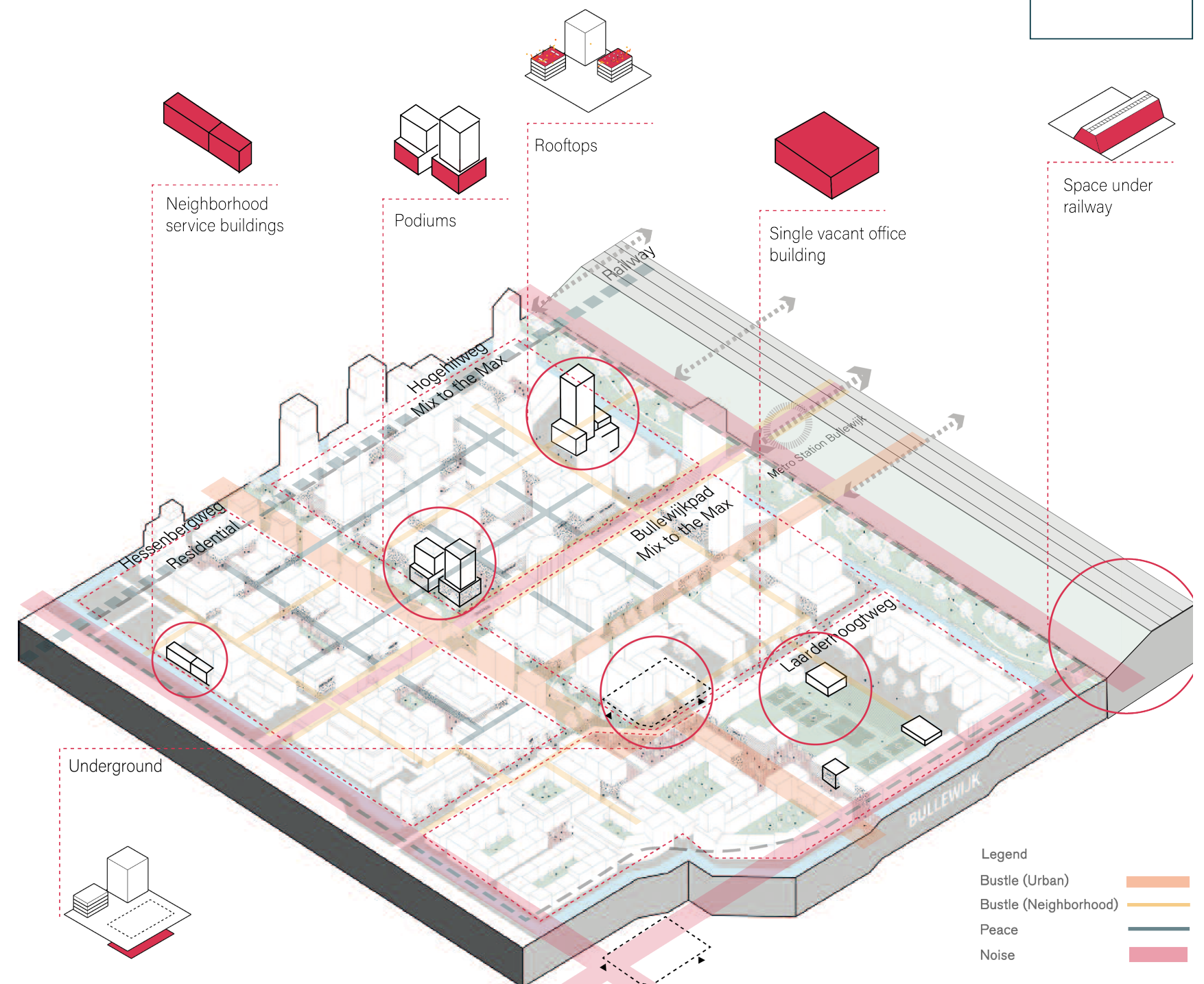


Fig. 7.2.3 Examples of rooftop and space under railway used for NTE  
Source: TripAdvisor.com

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HOW  
strategies and interventions

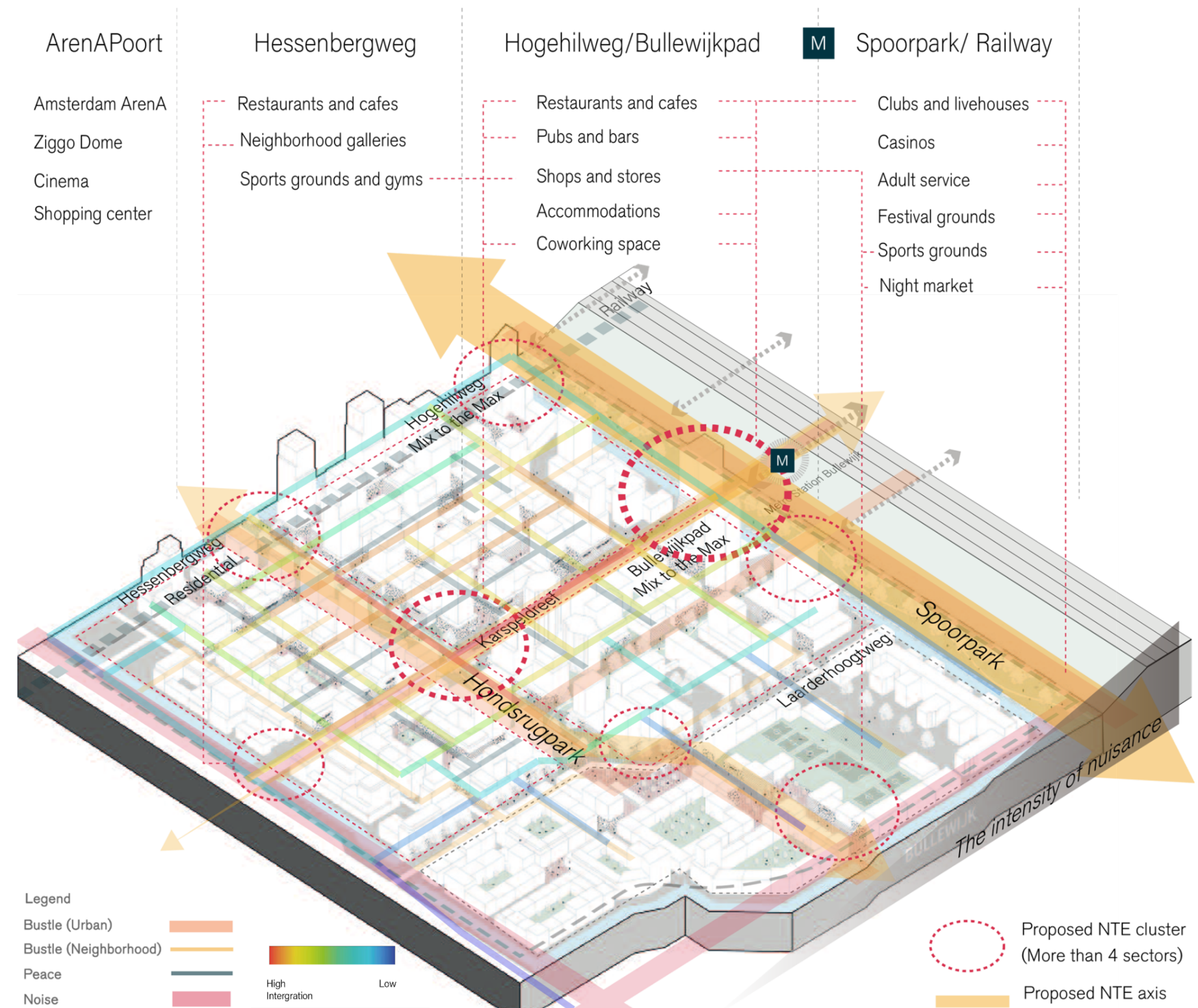
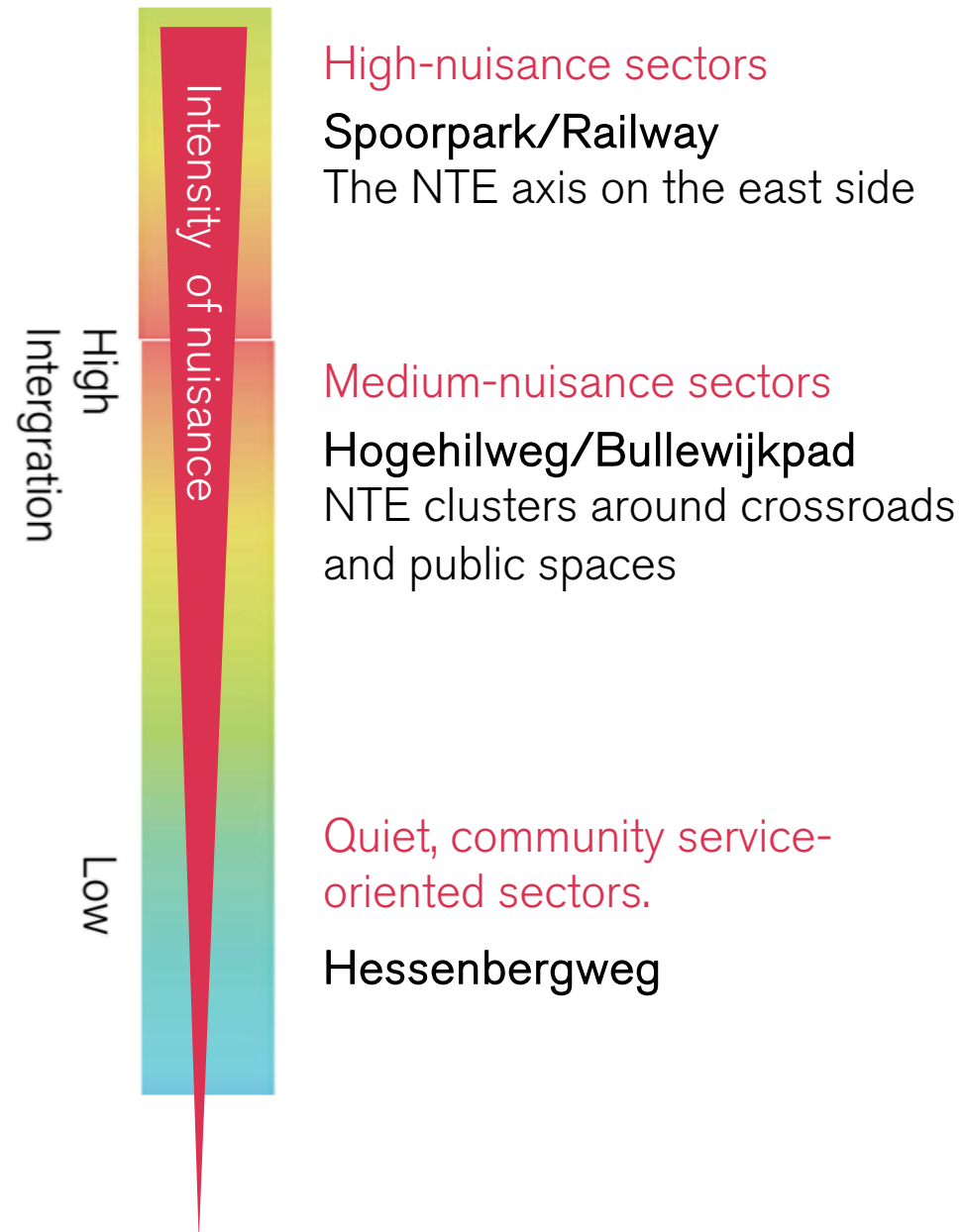




## Diversity

D-02 Mixed use

D-03 Zoning



## Transport

Tr-01 Public transport

Tr-02 Parking

Tr-03 Cycling

- Increase the frequency of shifts to 30 mins at night peaks
- Extend the night bus routes and add night bus stops
- Underground parking

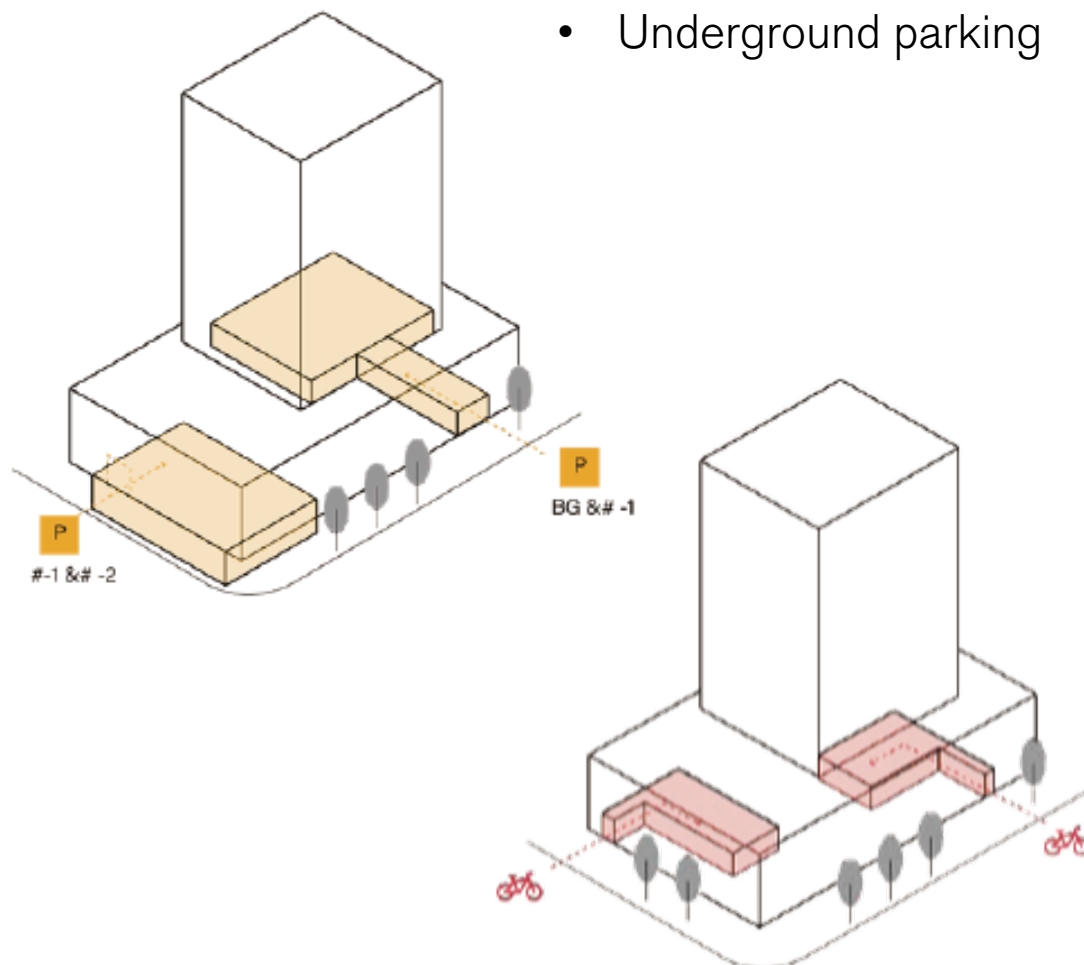
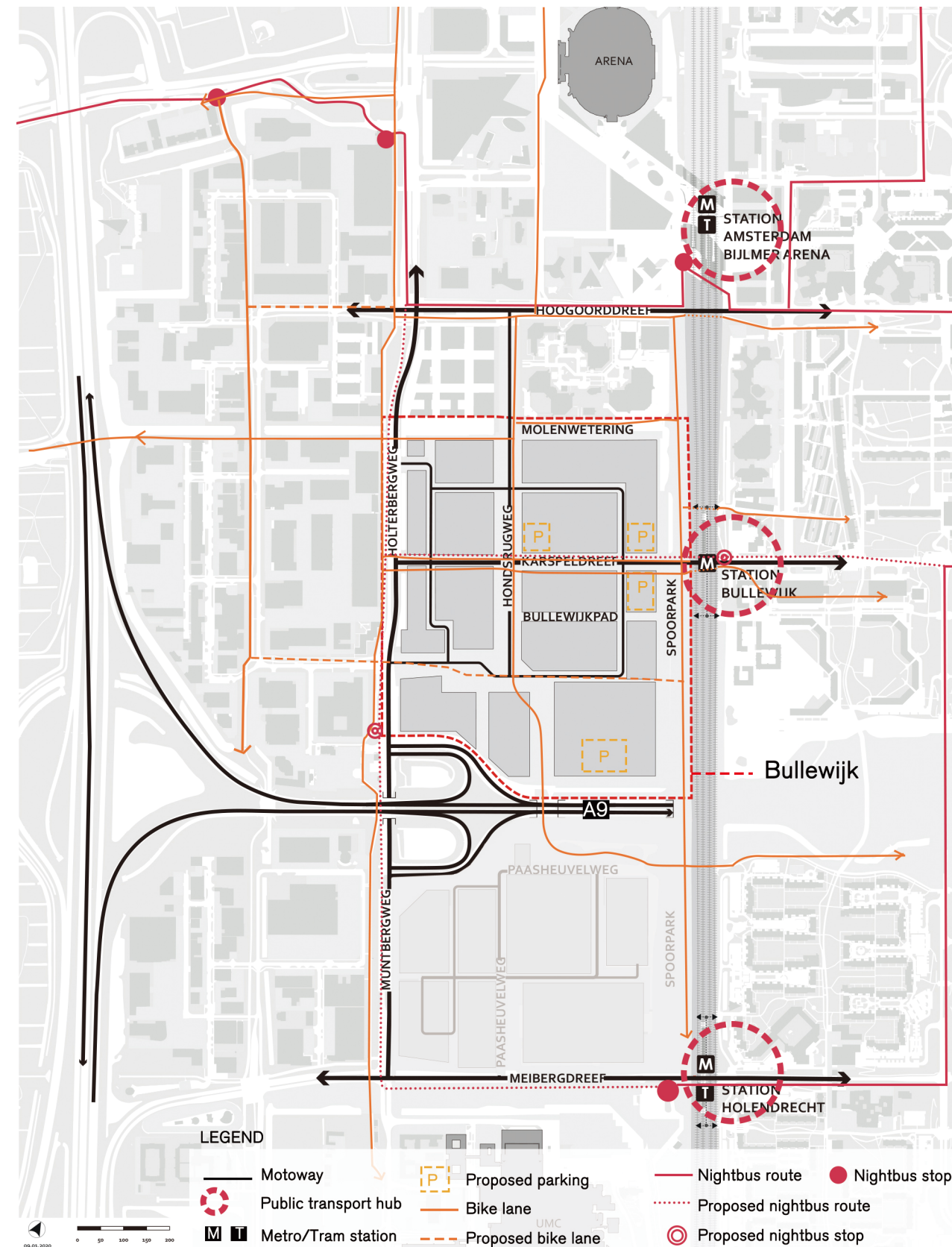


Fig. 7.2.6 Parking interventions. (Author, 2021)



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HOW

strategies and interventions



# Spatial Design

## Connection

- C-01 Size of block
- C-02 Activate side street

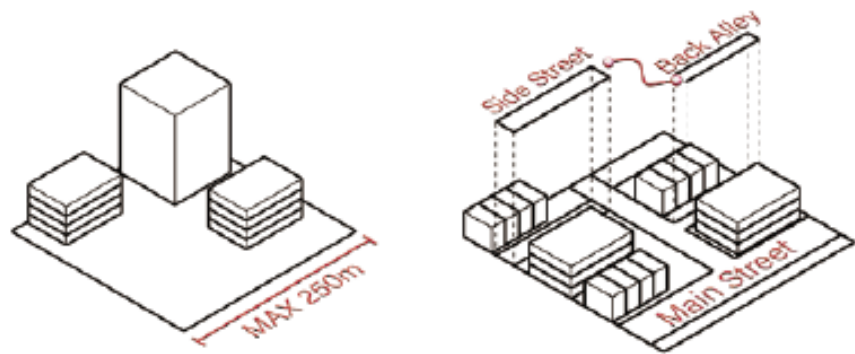
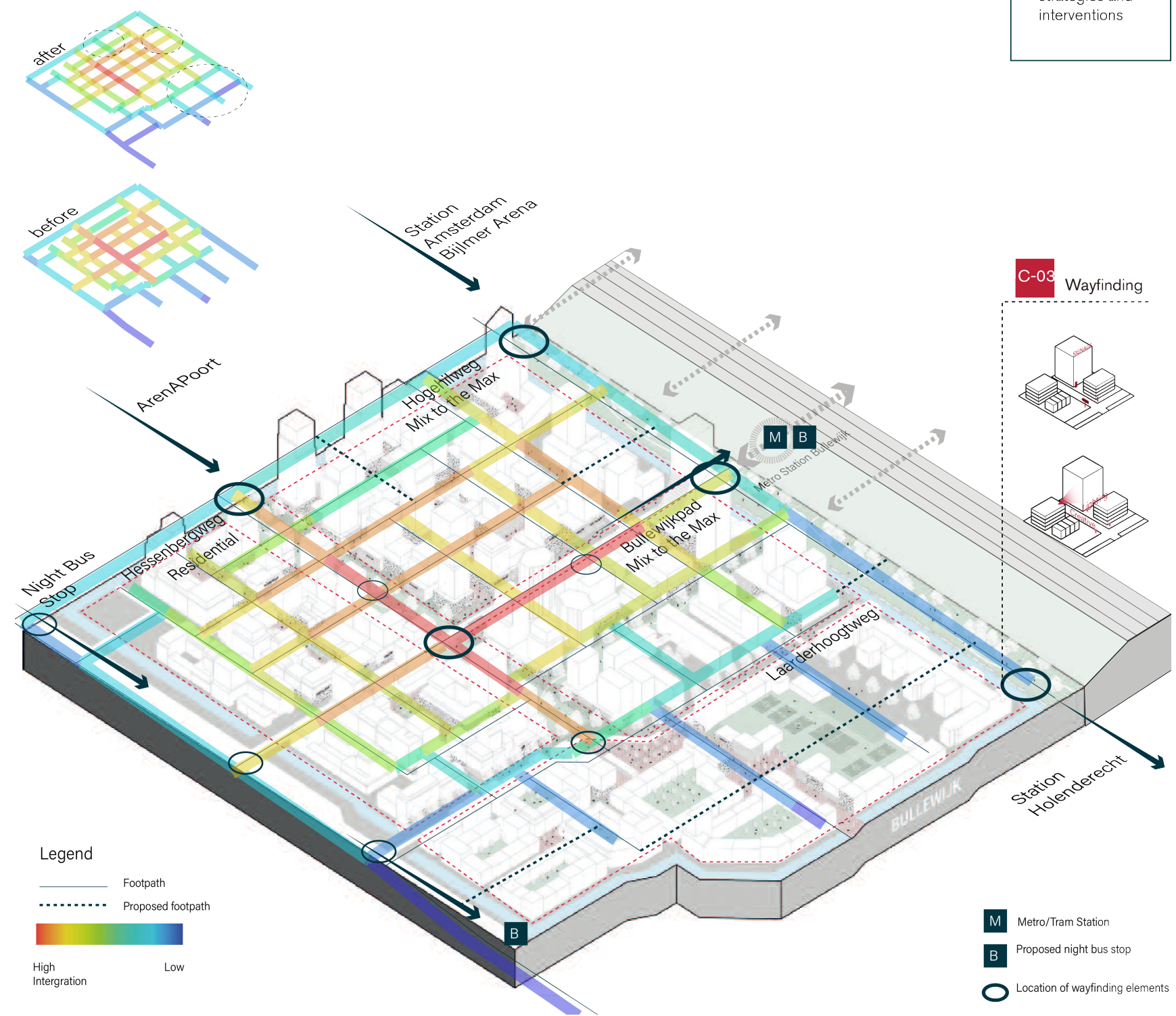


Fig. 7.2.7 Interventions to improve wayfinding (Author, 2021)





## Safety

S-01 Functional lighting

S-03 Active frontage

- Improve the functional lighting of the side streets, back alleys and Spoorpark
- Active frontage principles: 75%/60%/40%

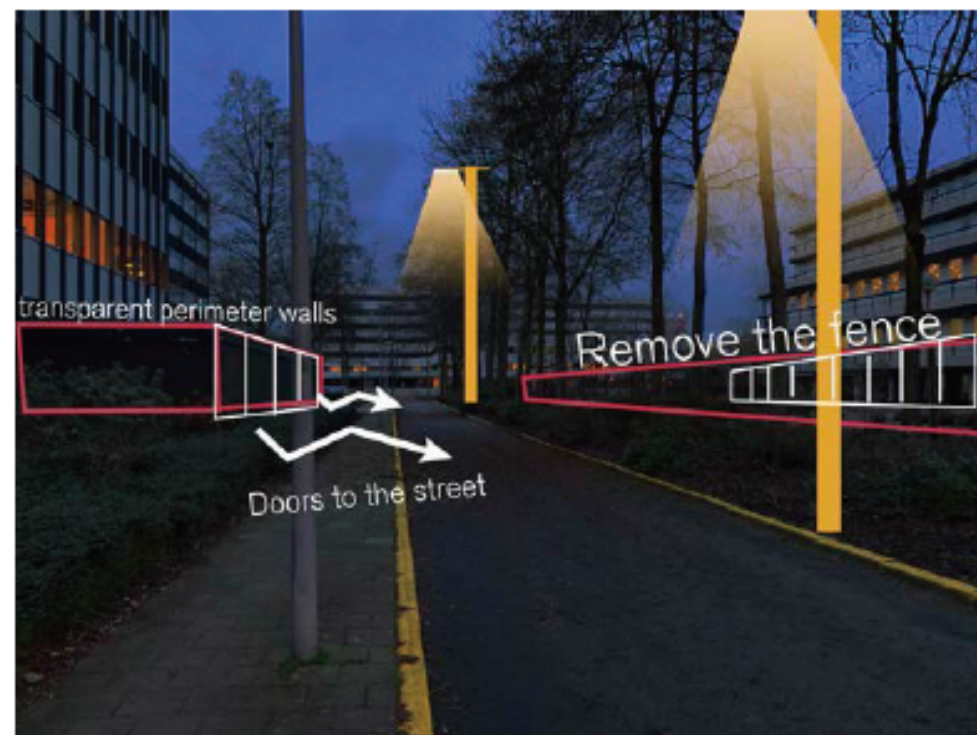
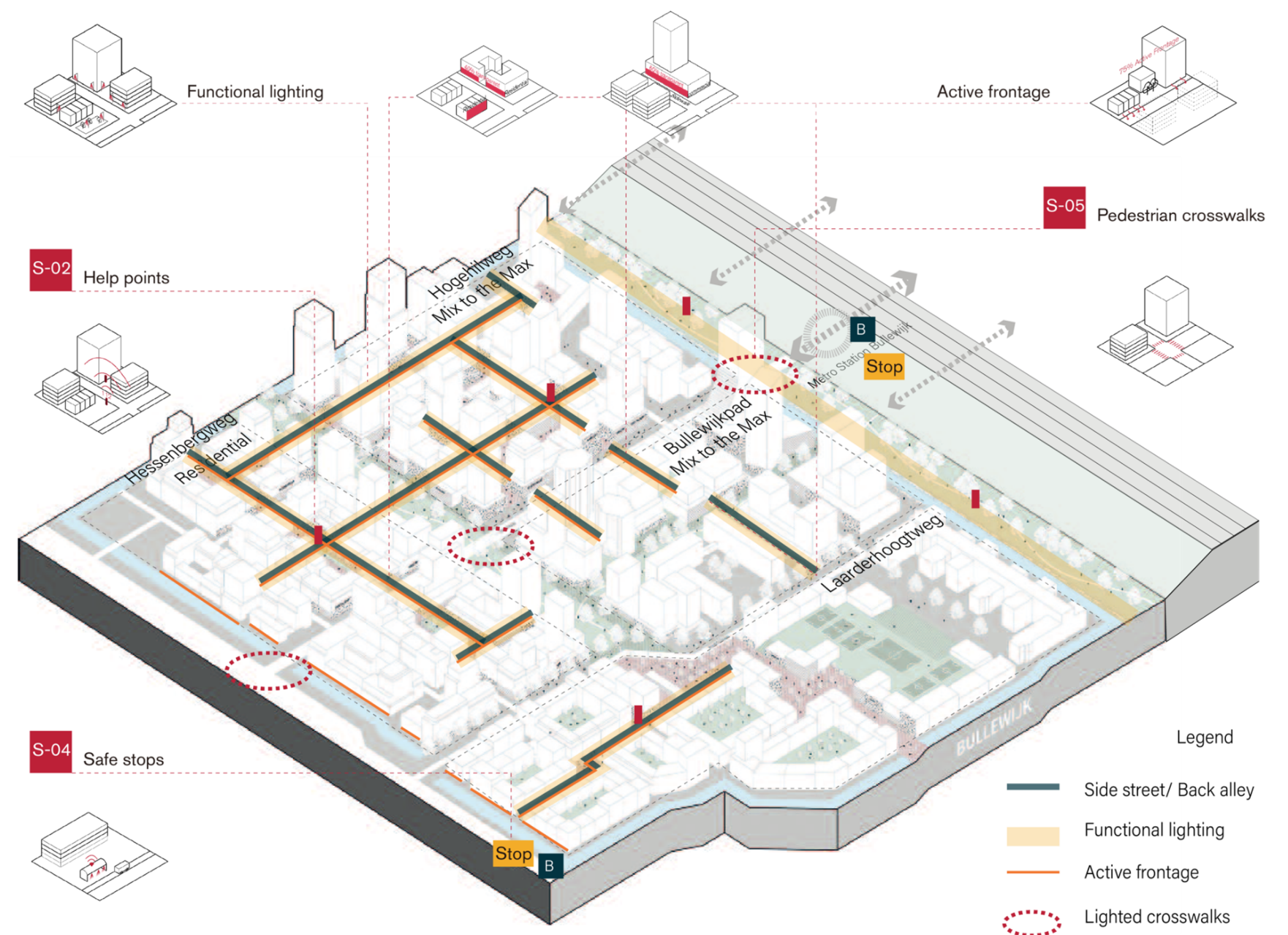


Fig. 7.2.8 Interventions to improve perception of safety on side streets. (Author, 2021)

SQ4  
HOW  
strategies and interventions



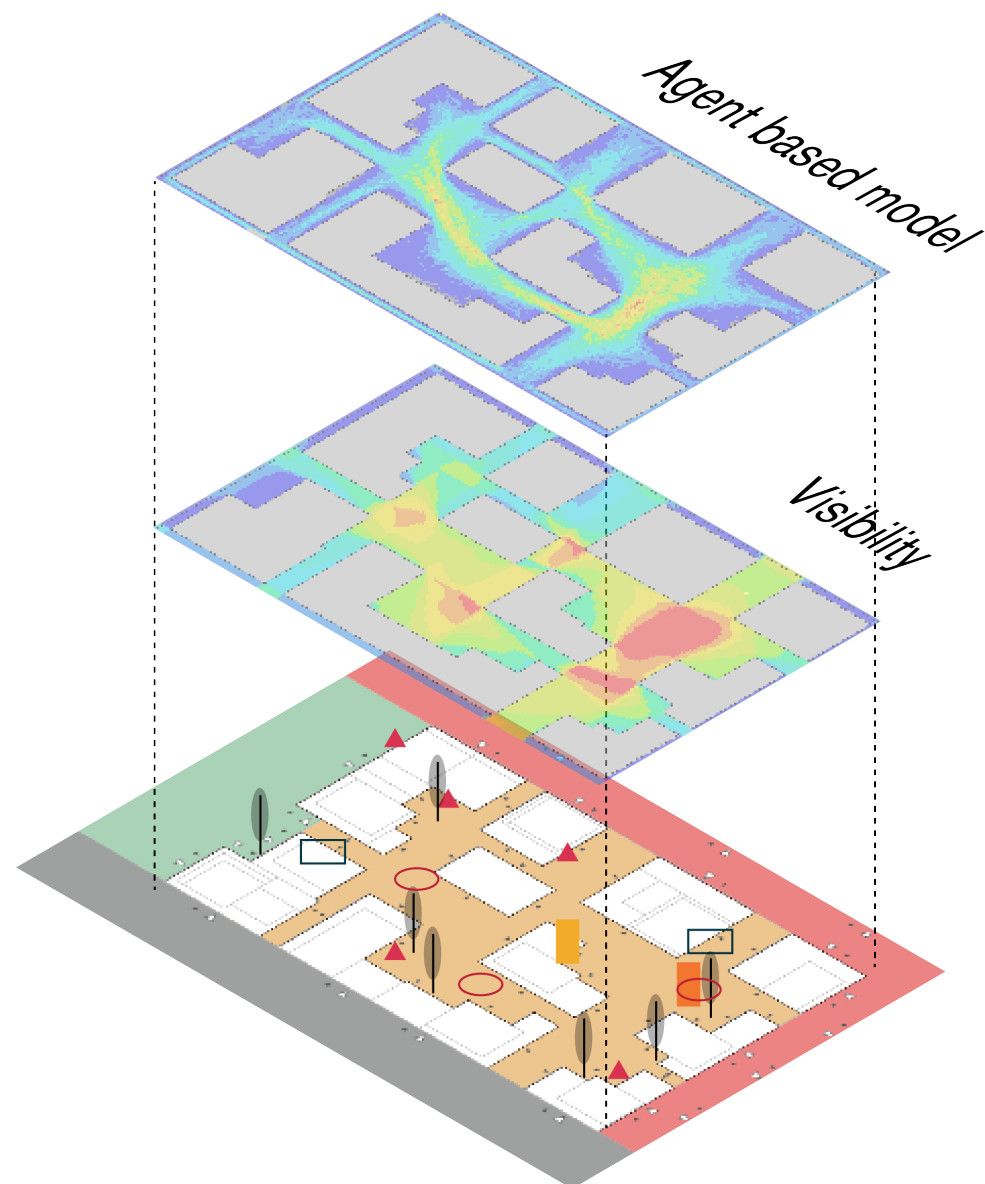


## Public space and service

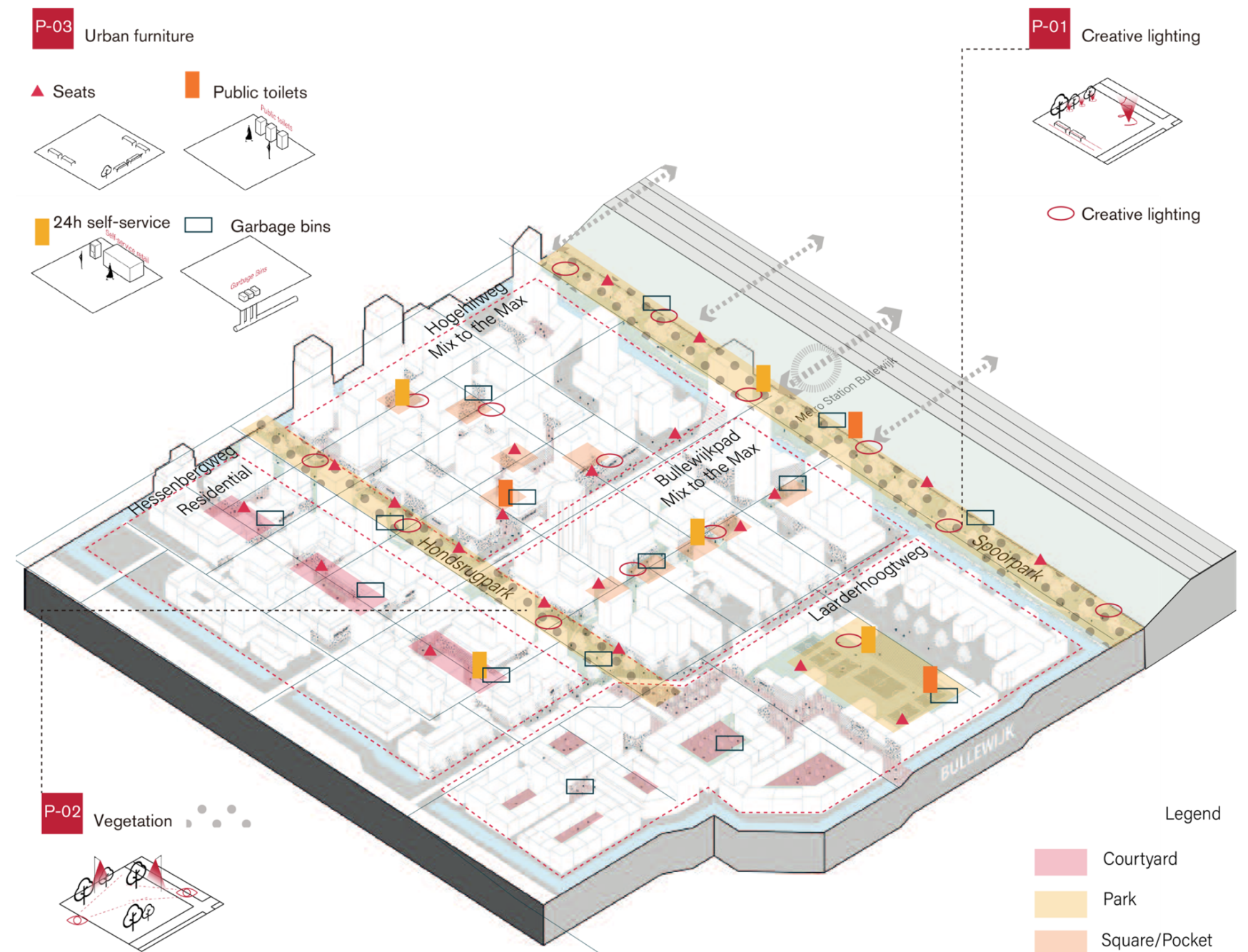
SQ4

HOW

strategies and interventions



- Be easy to find
- Do not block the movement of flows



Legend

- Courtyard
- Park
- Square/Pocket



## Temporary use and pop-ups

- Night markets
- Street food
- Performance
- Pop-up stores
- Festivals and events



Fig. 7.2.10 Examples for temporary use and pop-ups.

Source:

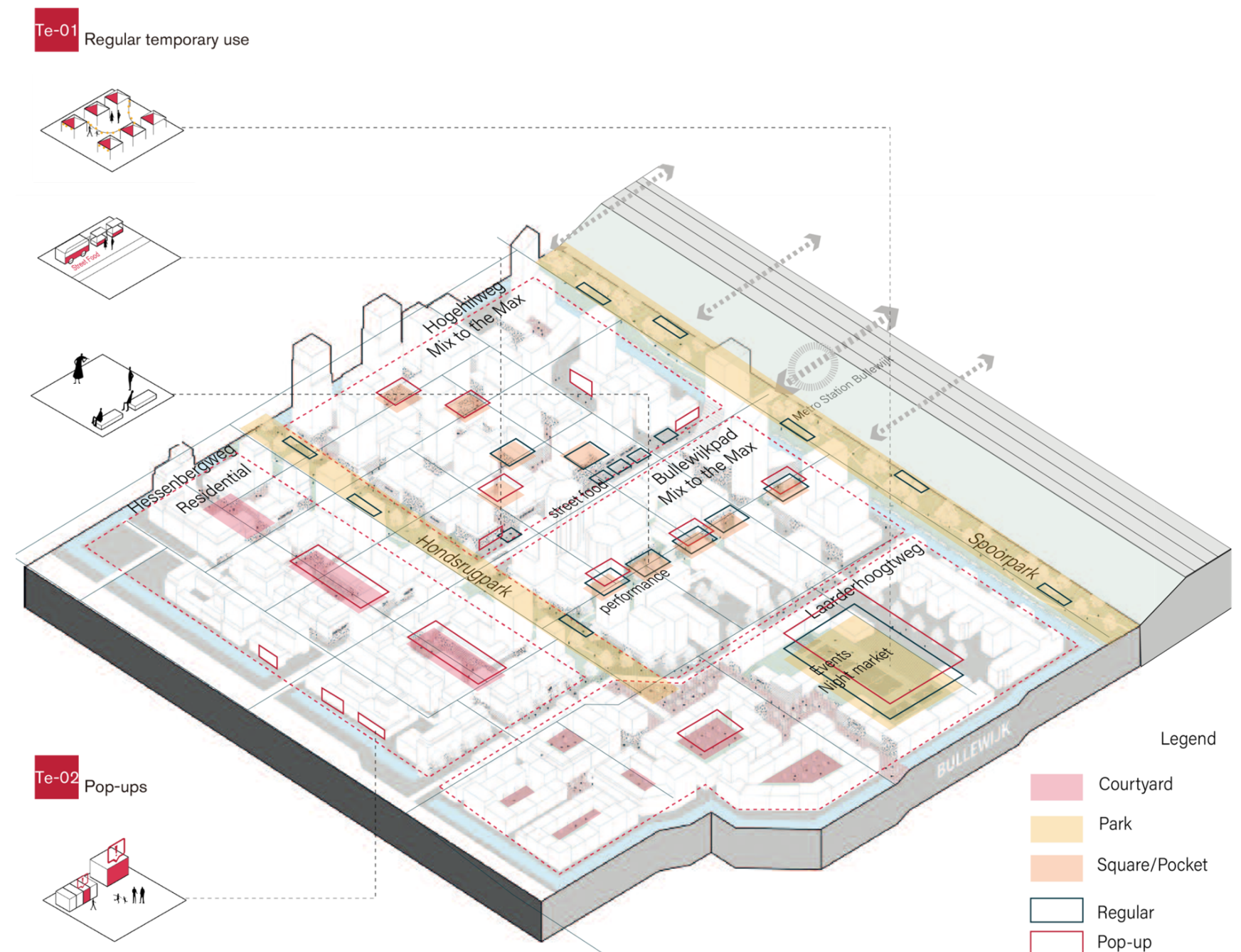
<http://lawontherunway.com/blog/tips-setting-successful-pop-shop/>

<https://www.commart.com/exhibit/nike-pop-up-store>

SQ4

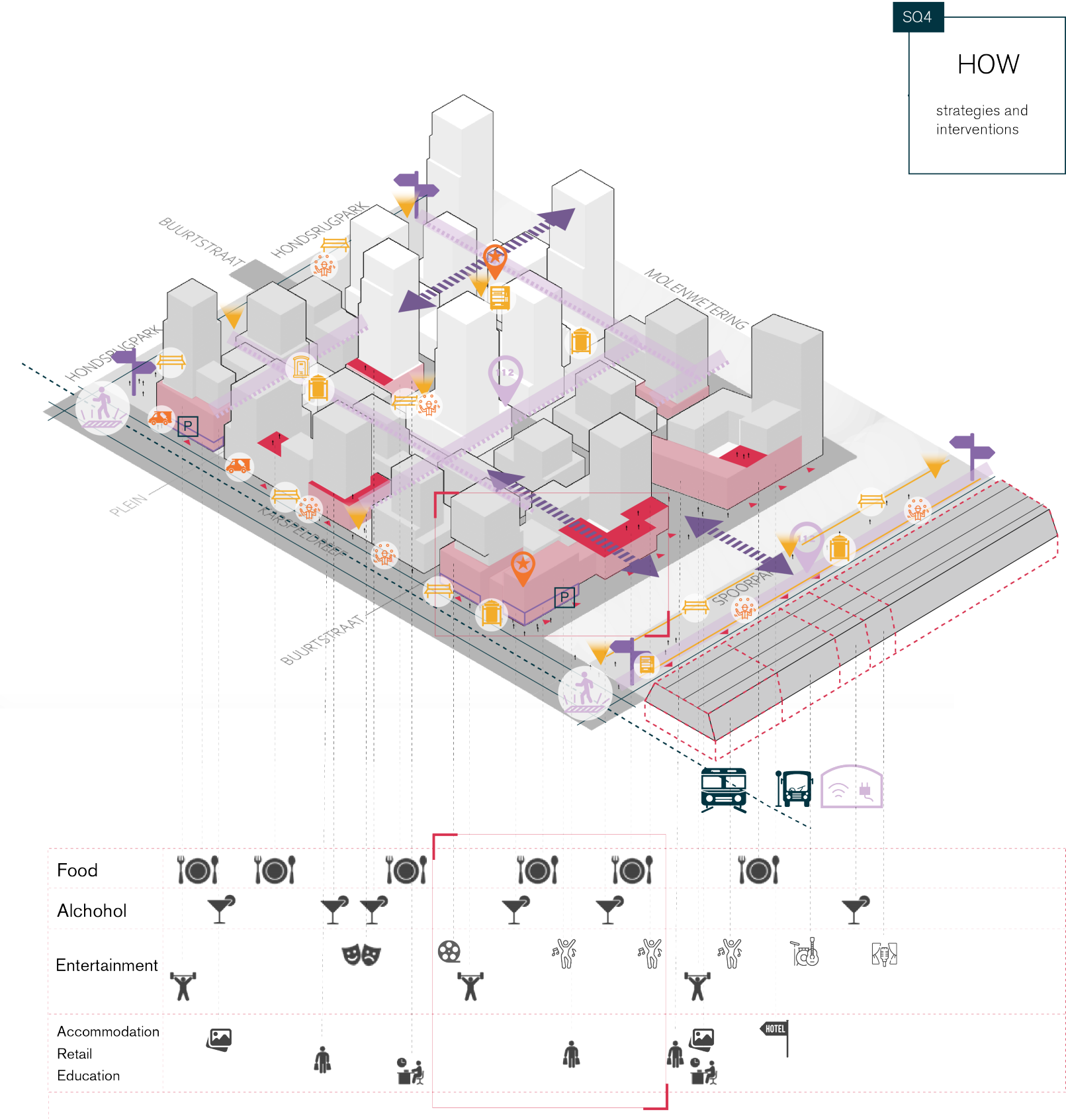
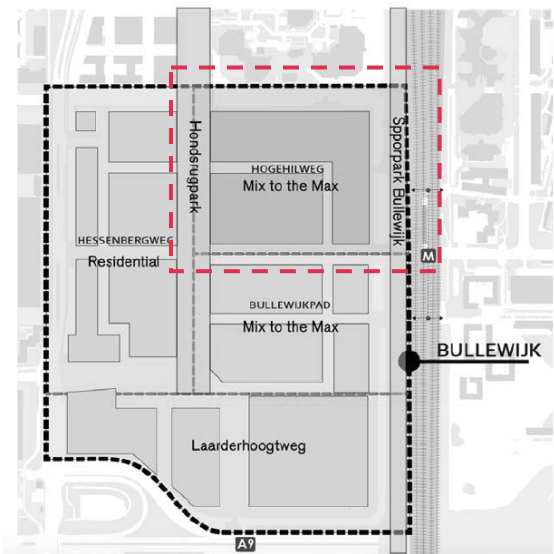
HOW

strategies and interventions



# Synthesis

## Block 1: Hoge Hilweg (Mix to the max)



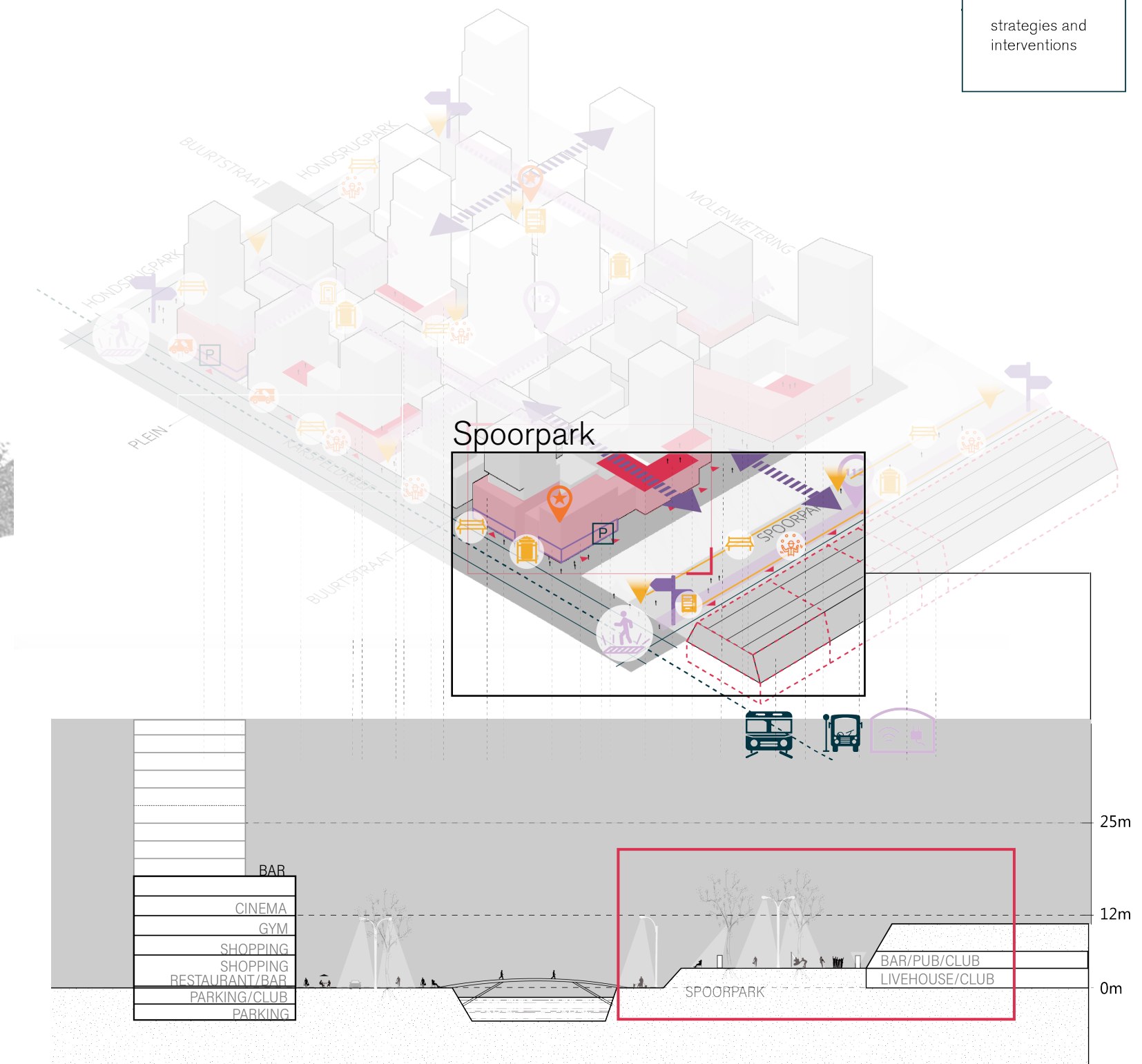


## Block 1: Hogehilweg (Mix to the max)

SQ4

HOW

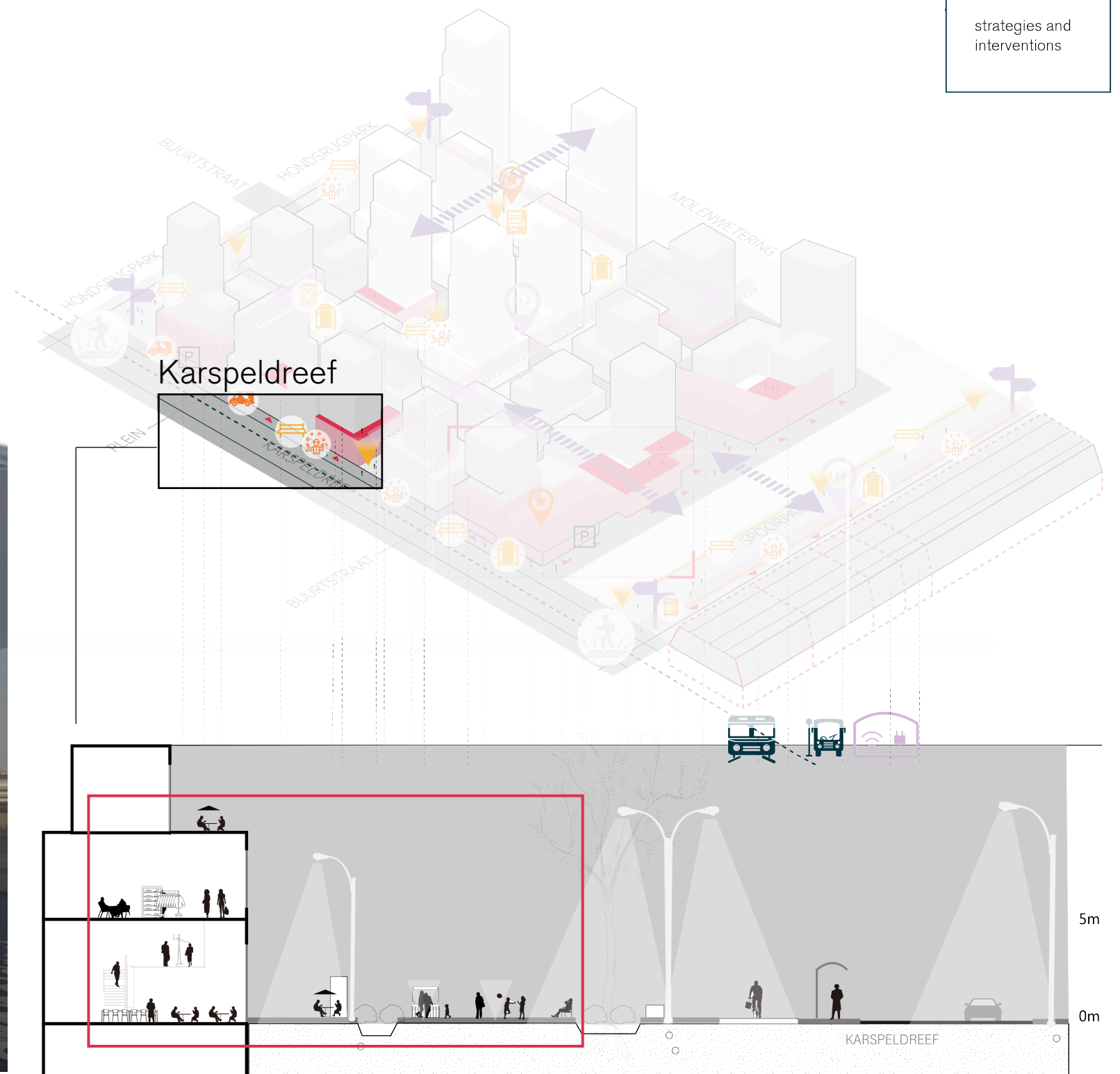
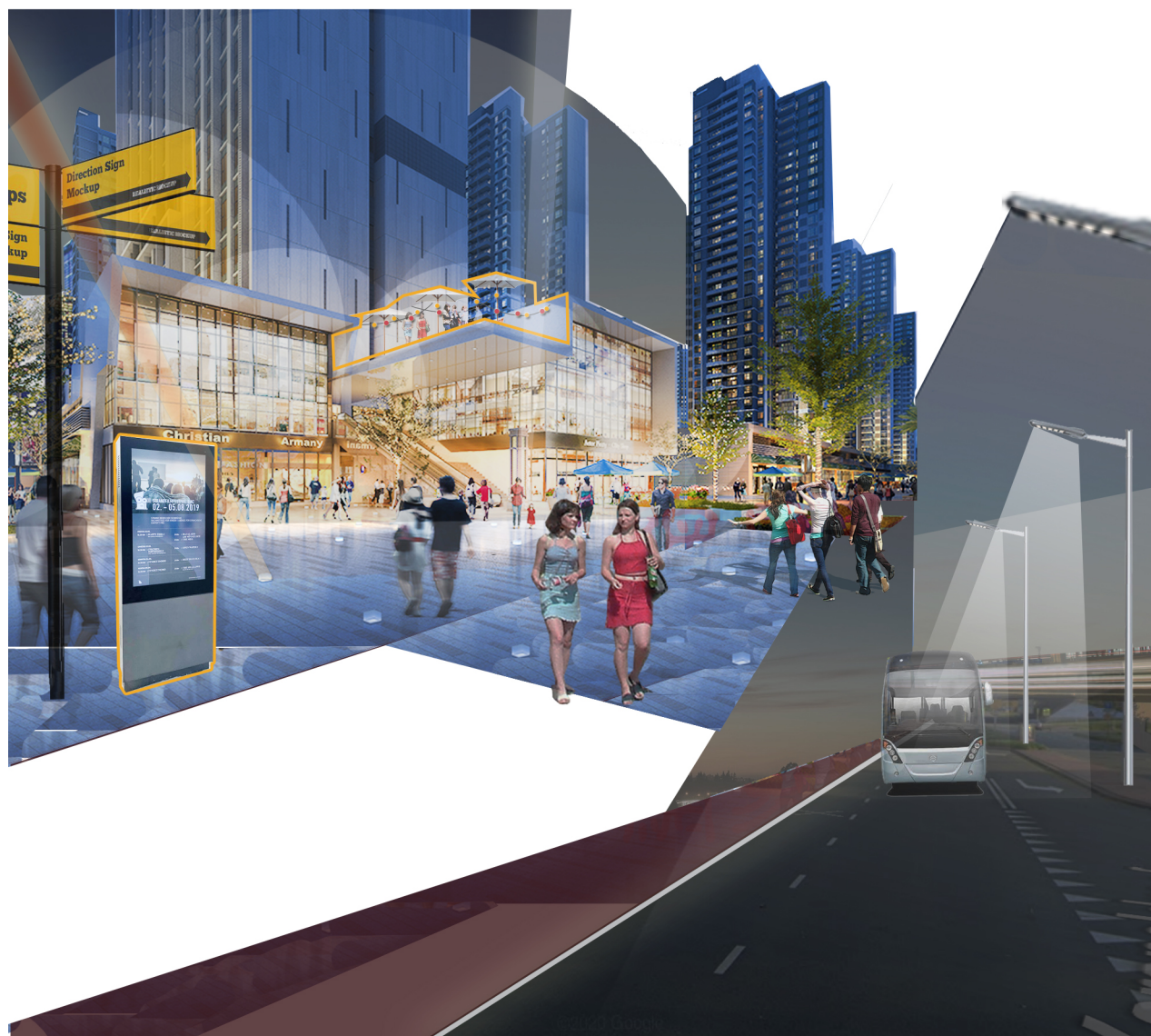
strategies and interventions



## Block 1: Hogehilweg (Mix to the max)

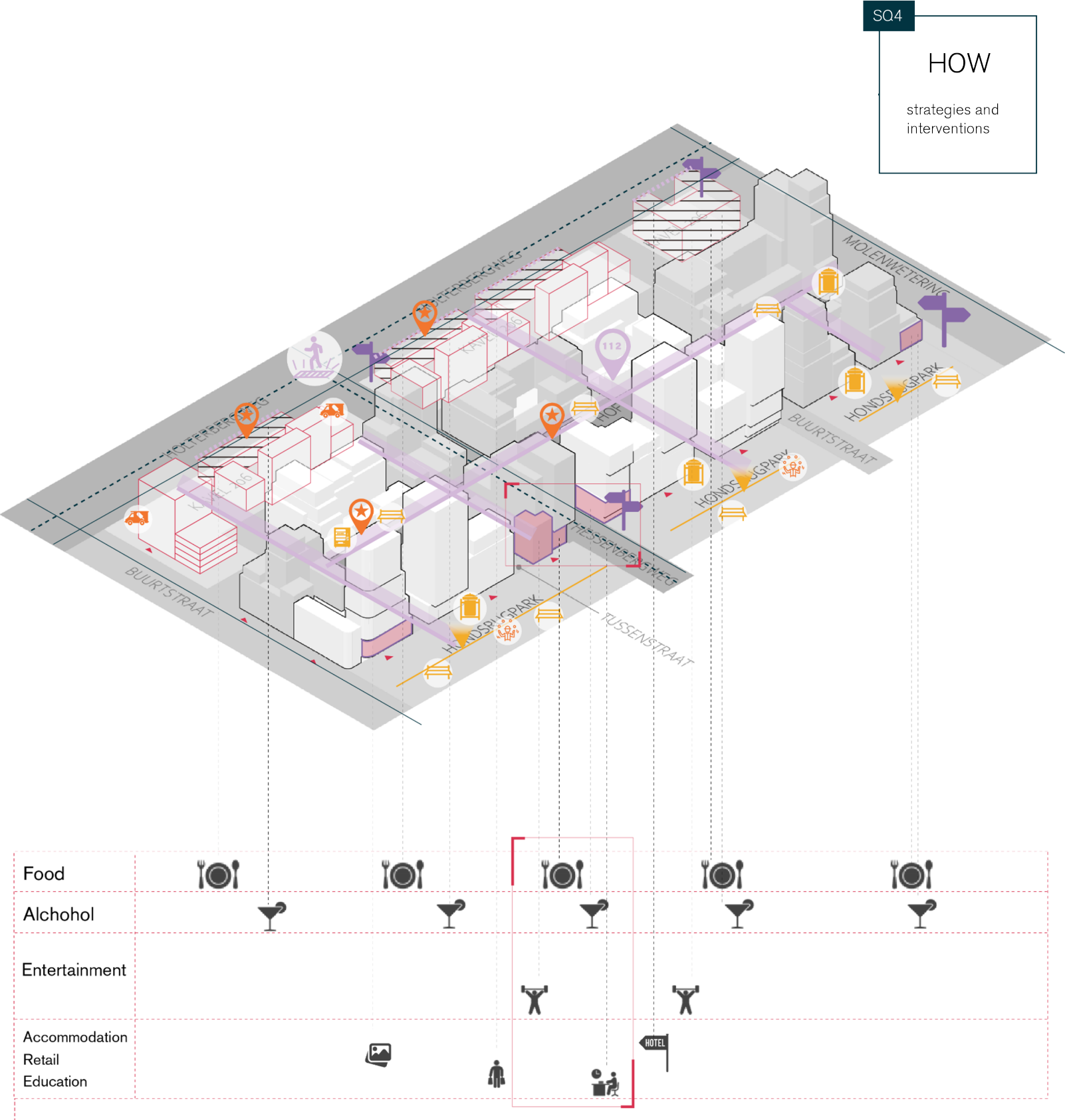
SQ4

HOW  
strategies and interventions





# Block 2: Hessenbergweg (Residential)



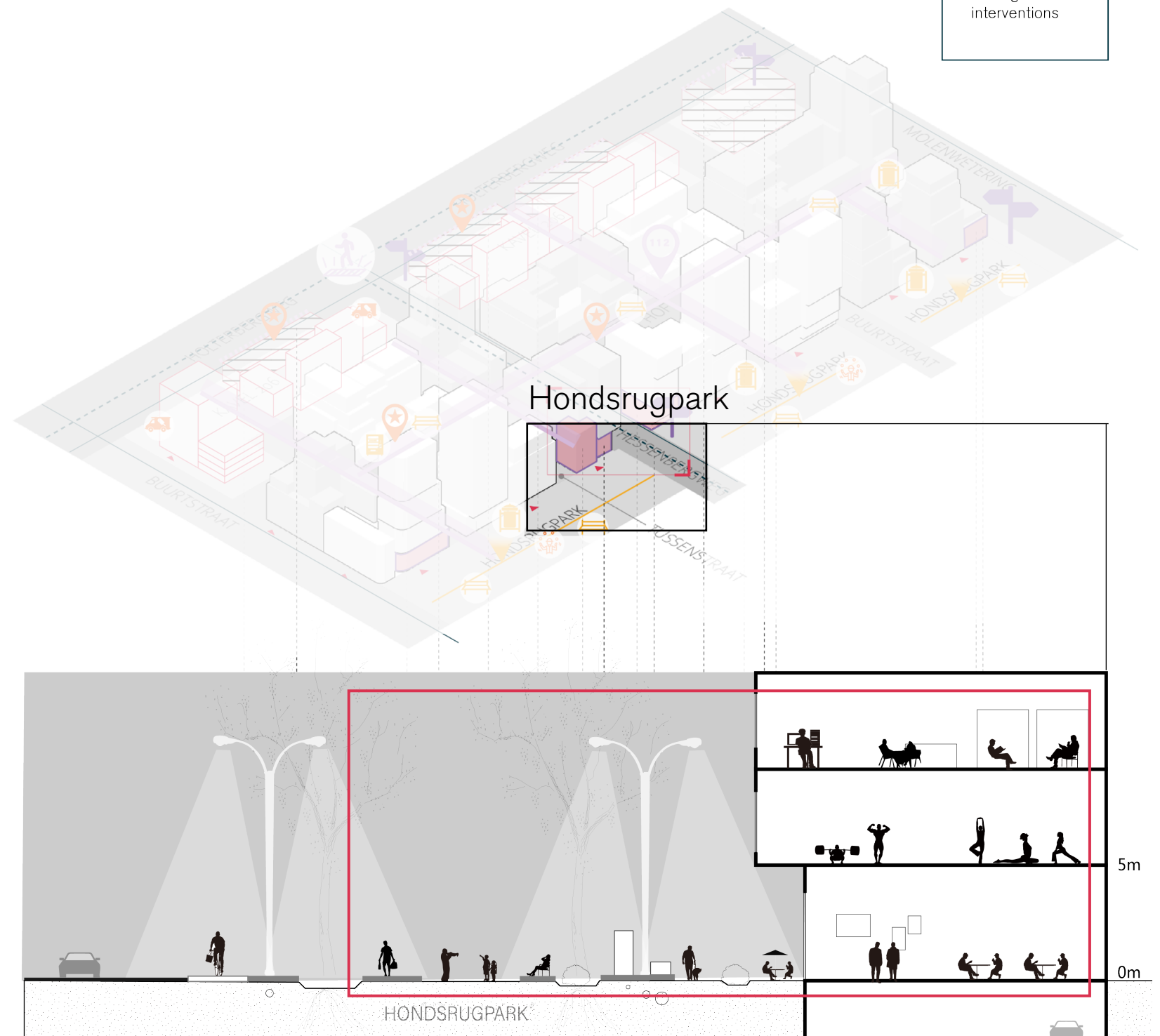
DIVERSITY	TRANSPORT	CONNECTION	SAFETY	PUBLIC DESIGN	TEMPORARY USE
<div>Podium</div> <div>Neighborhood service building</div> <div>Entrance to the building</div>	<div>Night bus route</div> <div>Bike lane</div>	<div>Wayfinding facility</div> <div>Lighted facade</div>	<div>Improve functional lighting</div> <div>Help points</div> <div>60% transparent frontage</div> <div>40% transparent frontage</div> <div>Lighted crosswalks</div>	<div>Creative lighting</div> <div>Vegetation</div> <div>Seat</div> <div>24h self-service</div> <div>Garbage bin</div>	<div>Street food</div> <div>Performance</div> <div>Pop-ups</div>

## Block 2: Hessenbergweg (Residential)

SQ4

HOW

strategies and interventions

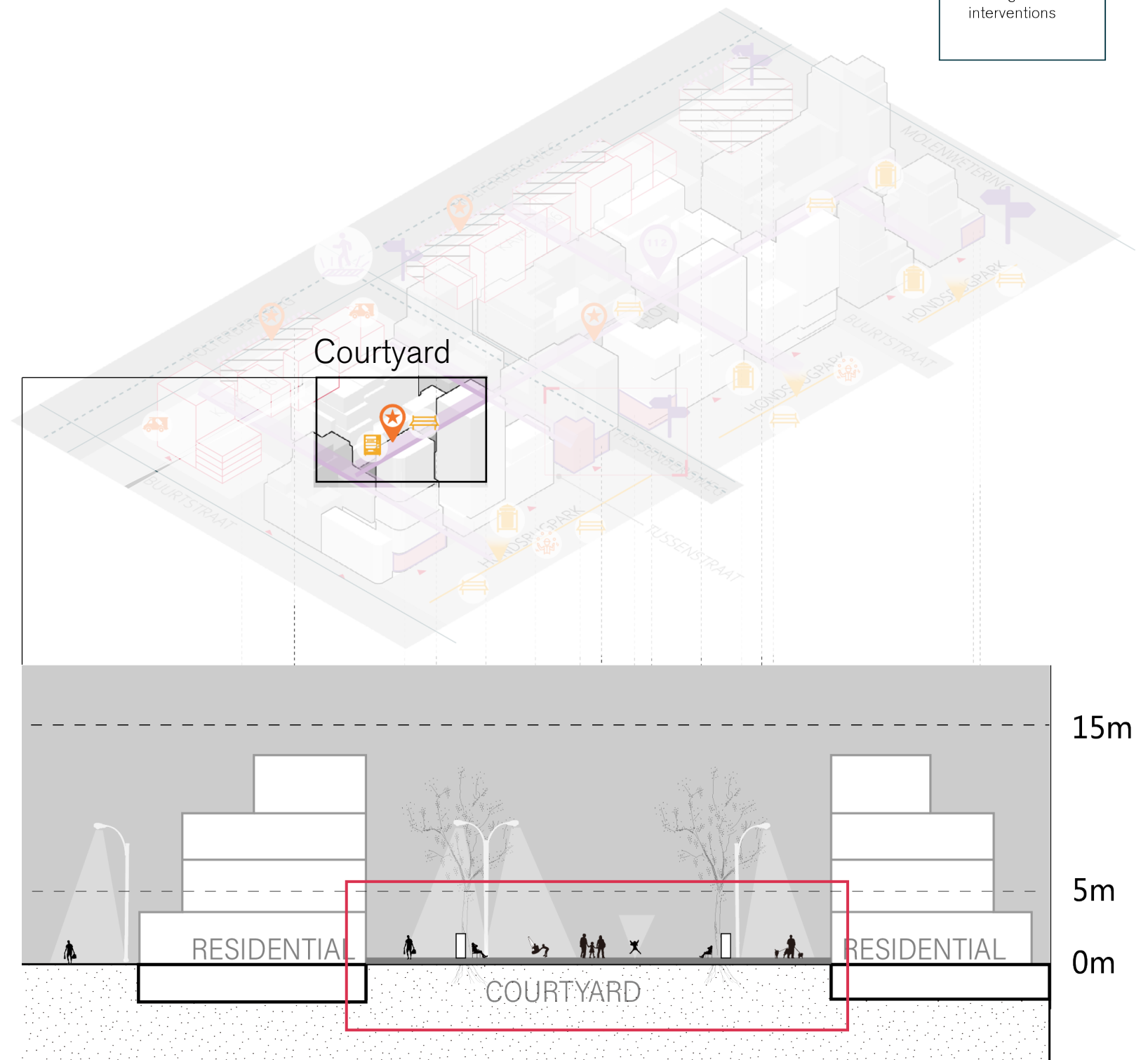




## Block 2: Hessenbergweg (Residential)

SQ4

HOW  
strategies and interventions



# Institutional Interventions

## Management and Decision-making at the Local Level

SQ4

HOW

strategies and  
interventions

G-01 Institutionalization

G-02 Policy support

G-03 Partnerships

D-05 Opening hours

P-04 Online services

Te-03 Festivals

01

Information integration and  
partner cooperation platform





# Institutional Interventions

## Management and Decision-making at the Local Level

- G-01 Institutionalization
- G-02 Policy support
- G-03 Partnerships
- D-05 Opening hours
- P-04 Online services
- Te-03 Festivals

01

Information integration and partner cooperation platform



02

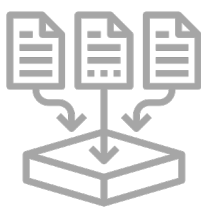
Short/mid/long-term functions



operational  
response



decision-  
making



data collection



research

SQ4

HOW

strategies and  
interventions

## Management and Decision-making at the Local Level

- G-01 Institutionalization
- G-02 Policy support
- G-03 Partnerships
- D-05 Opening hours
- P-04 Online services
- Te-03 Festivals

01

Information integration and partner cooperation platform



04

Working process of the partnership working forum

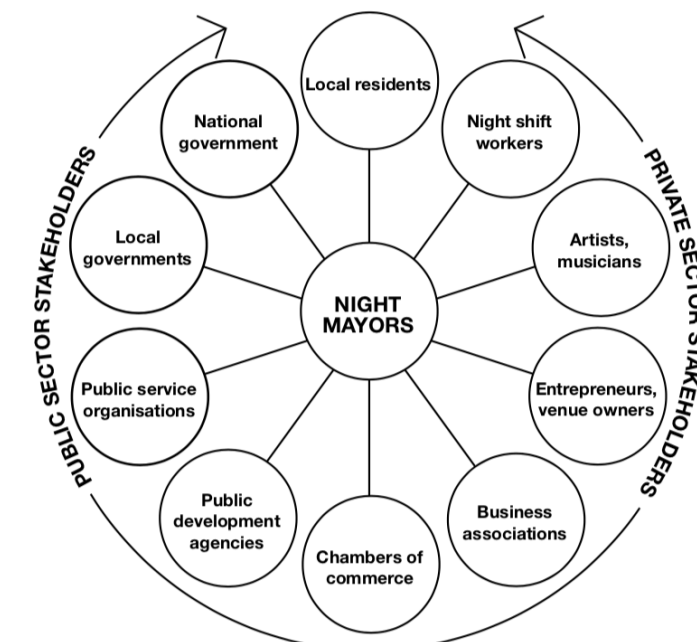
02

Short/mid/long-term functions



03

Local partnership



*The night-time governance ecosystem.  
(Global Nighttime Recovery Plan, 2021)*

SQ4

HOW

strategies and interventions



## Management and Decision-making at the Local Level

SQ4

HOW

strategies and interventions

- G-01 Institutionalization
- G-02 Policy support
- G-03 Partnerships
- D-05 Opening hours
- P-04 Online services
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01

Information integration and partner cooperation platform



02

Short/mid/long-term functions



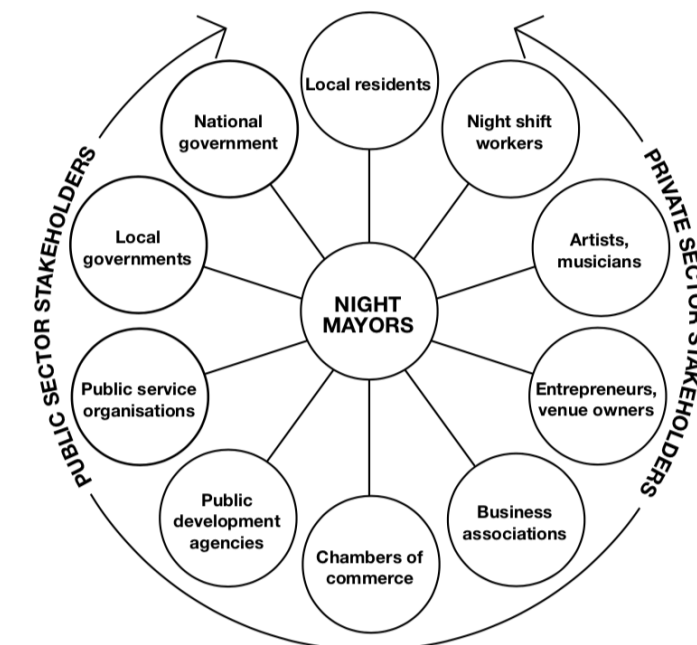
04

Working process of the partnership working forum



03

Local partnership



The night-time governance ecosystem.  
(Global Nighttime Recover Plan, 2021)

## Long-term Evaluation

G-01 Institutionalization

G-03 Partnerships

SQ4

HOW

strategies and interventions

Effectiveness and transferability

Community's attitude and responses

External influence and innovation

Institutionalization

### Evaluation checklist for the NTE clusters development in Bullewijk

- ☒ 1. What initiatives have been developed to facilitate the night-time economy clusters and respond to nuisance impacts?
- ☐ 2. How effective is each individual intervention and how do different interventions interact?
- ☐ 3. Do these interventions respond to local needs, as clearly identified in local data sets, research and data monitoring, over time?
- ☐ 4. How about the transferability of the interventions given the similarity of settings and local needs?
- ☐ 5. What is the extent of community awareness of and attitudes towards interventions within the project?
- ☐ 6. What impact could interventions beyond the project, such as national legislation and commercial practices, have on the effective implementation of individual initiatives and the whole project?
- ☐ 7. Can innovations be developed on the basis of robust theoretical principles and empirical monitoring within the project?
- ☐ 8. Have evaluation mechanisms been incorporated into the design and implementation of individual initiatives and the project as a whole?
- ☐ 9. What measures are used to evaluate effectiveness and how can they be improved?
- ☐ .....



# Discussion

## Bullewijk in 2040



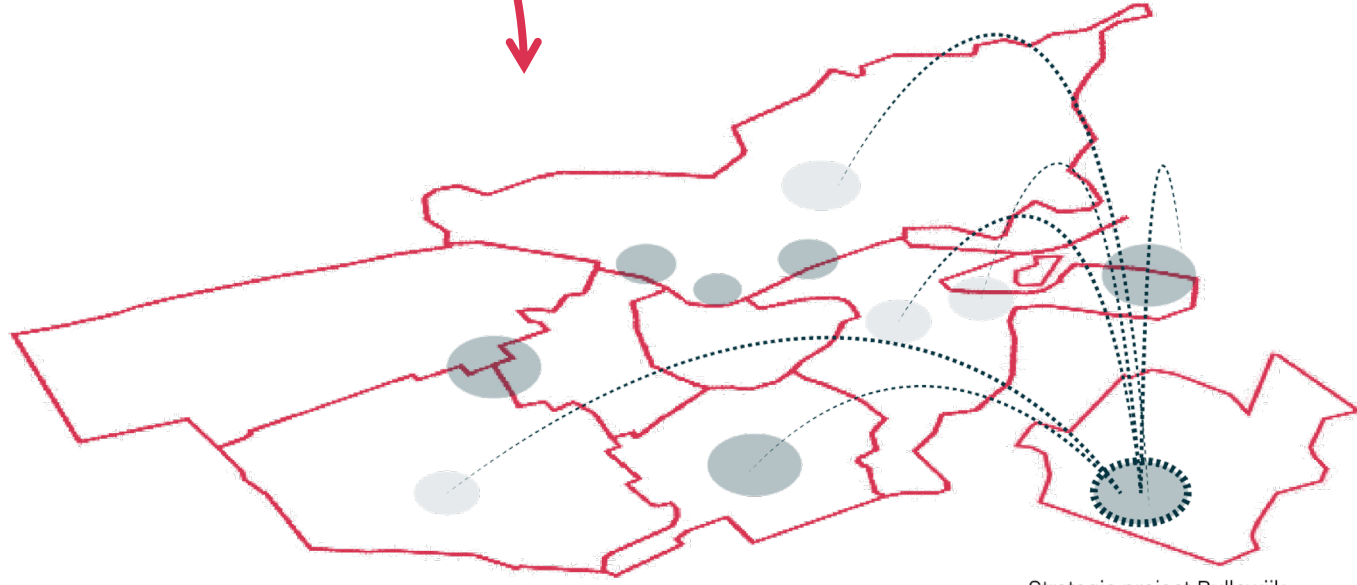
SQ4

HOW

strategies and interventions

Generalization

Analysis and design approaches



Strategic project Bullewijk

# Discussion

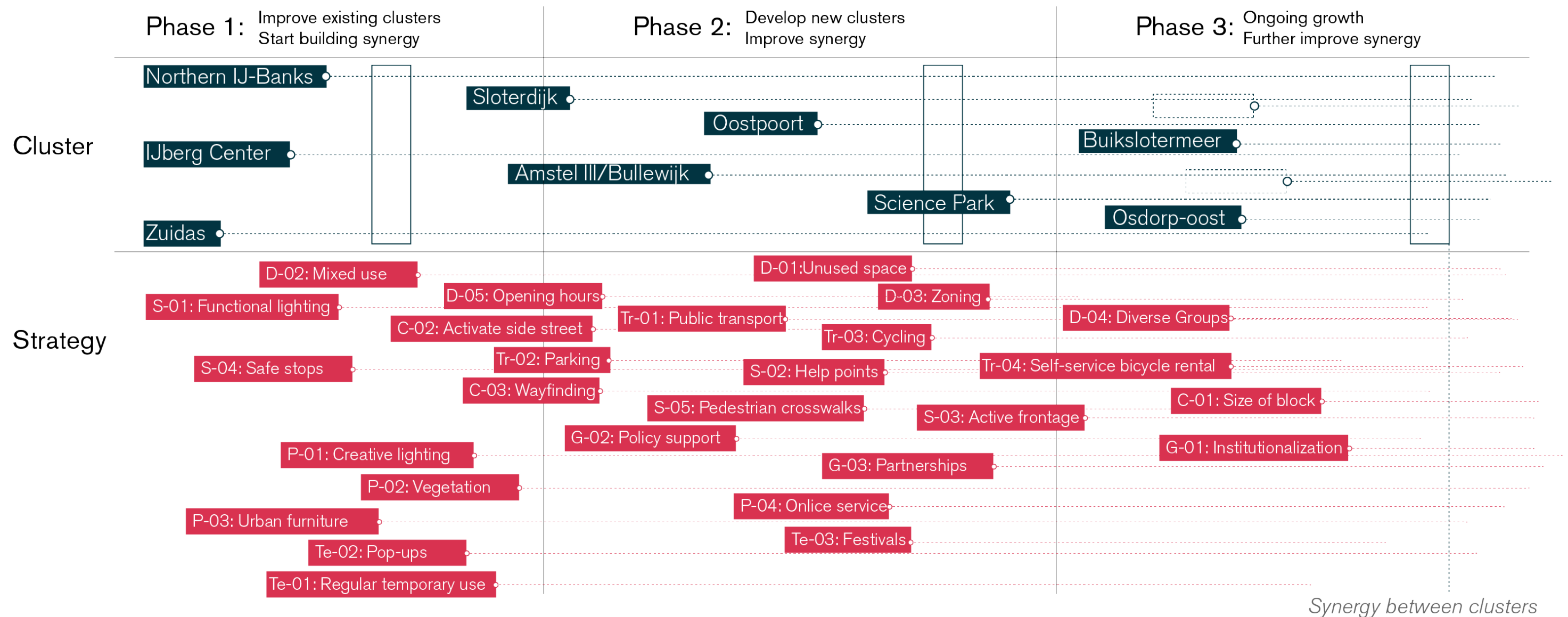
## Phasing intervention

- current situation,
- results of the questionnaire survey
- the ease of implementing the strategy

**SQ4**

**HOW**

strategies and interventions





# Discussion

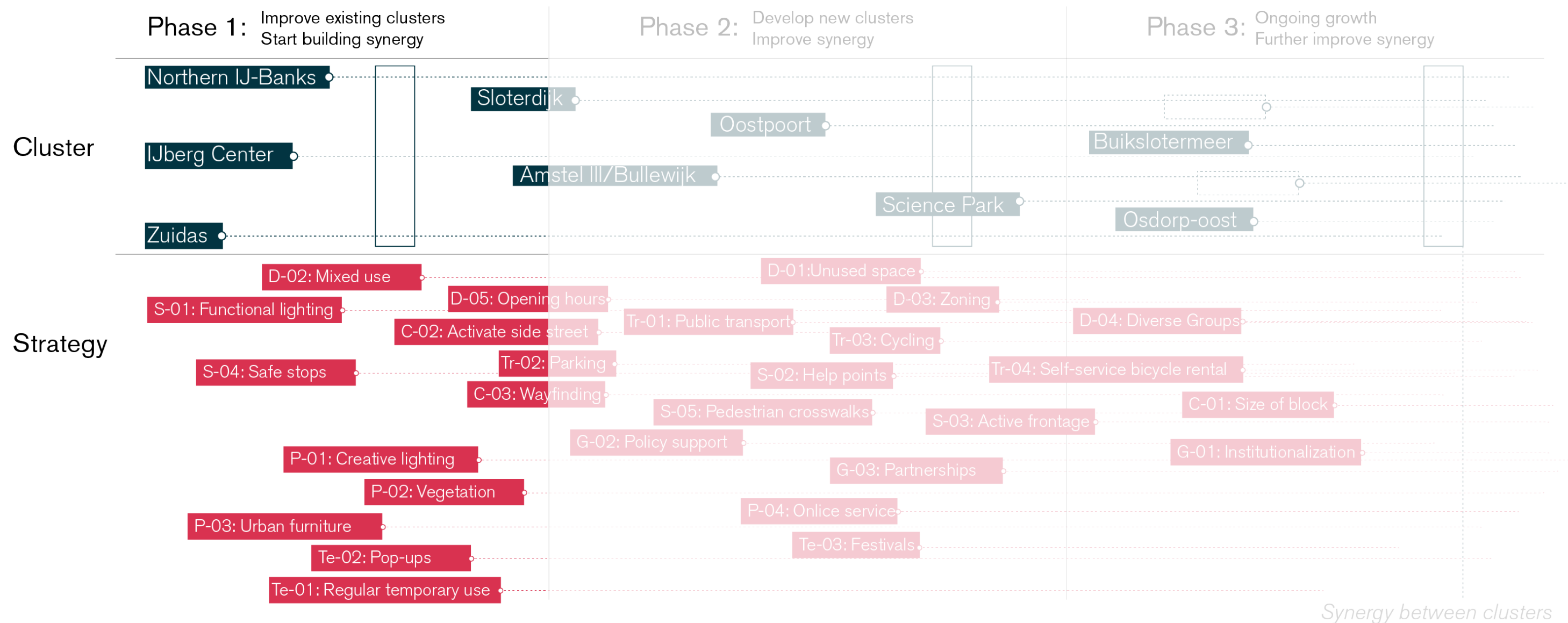
## Phasing intervention

- current situation,
- results of the questionnaire survey
- the ease of implementing the strategy

**SQ4**

**HOW**

strategies and interventions



SO4

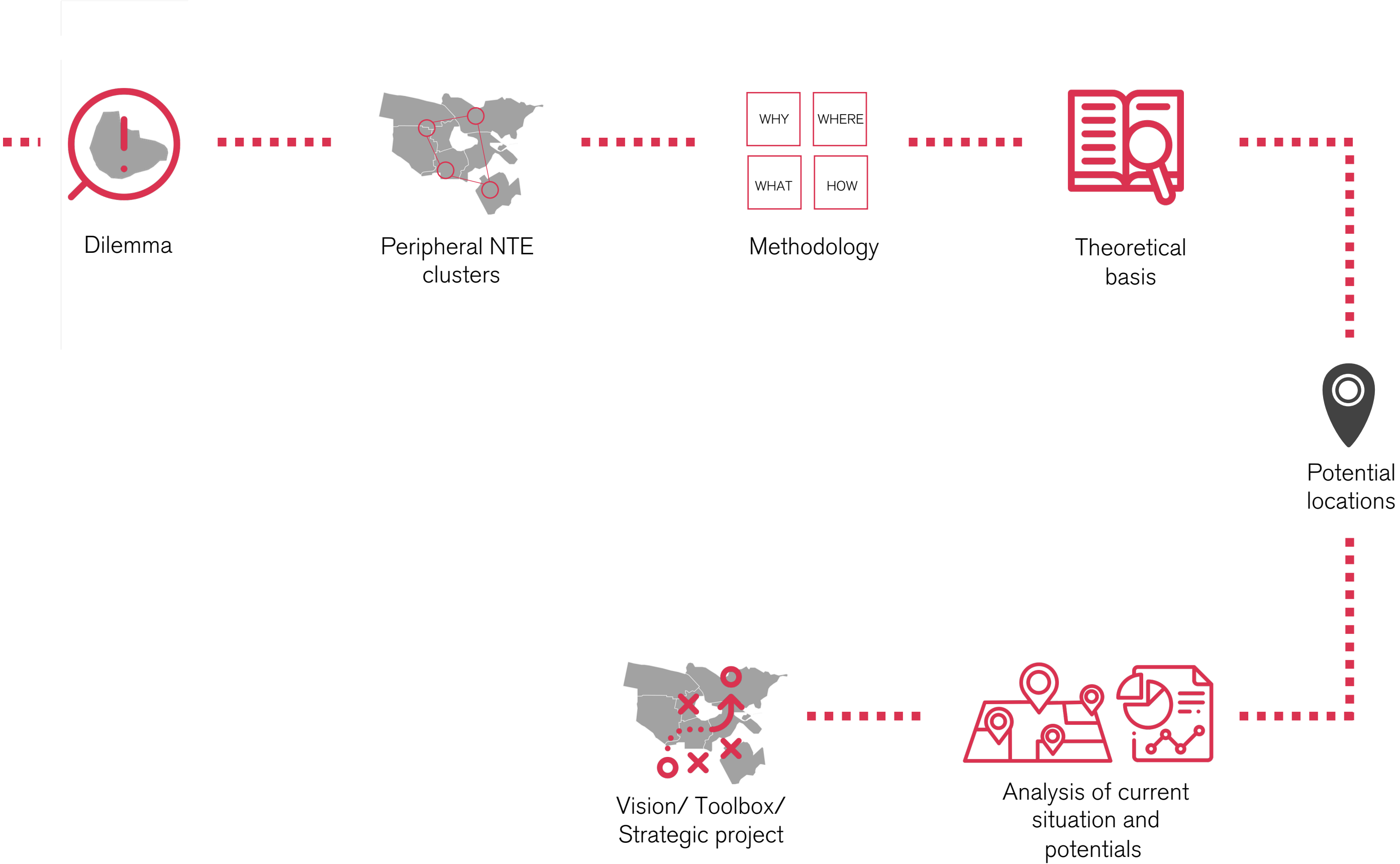
HOW

strategies and interventions

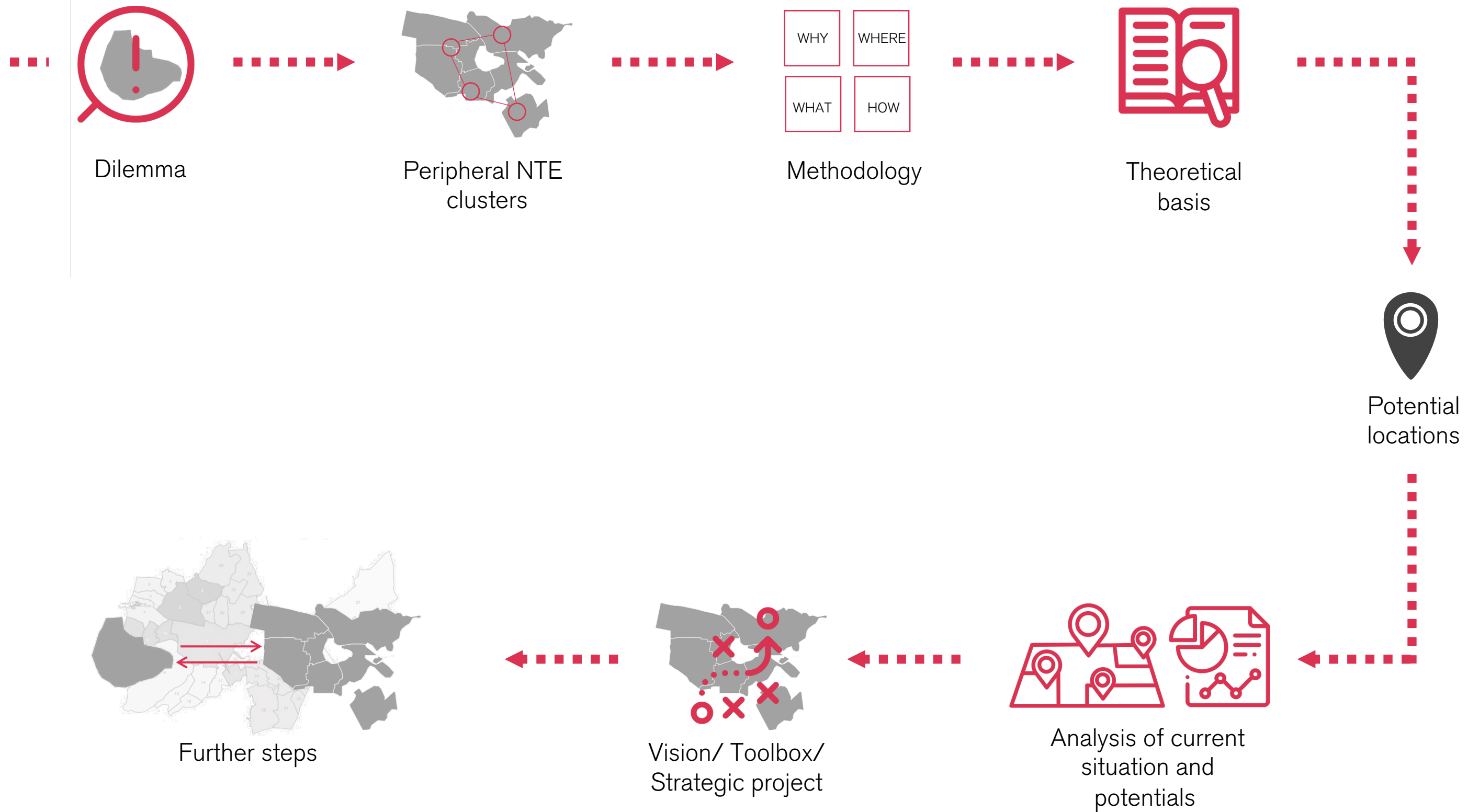




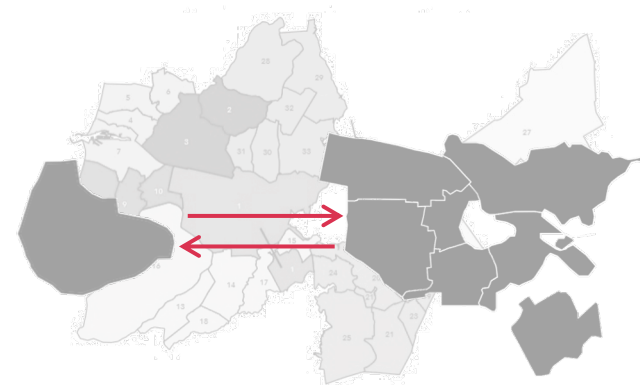
Conclusion



# Reflection





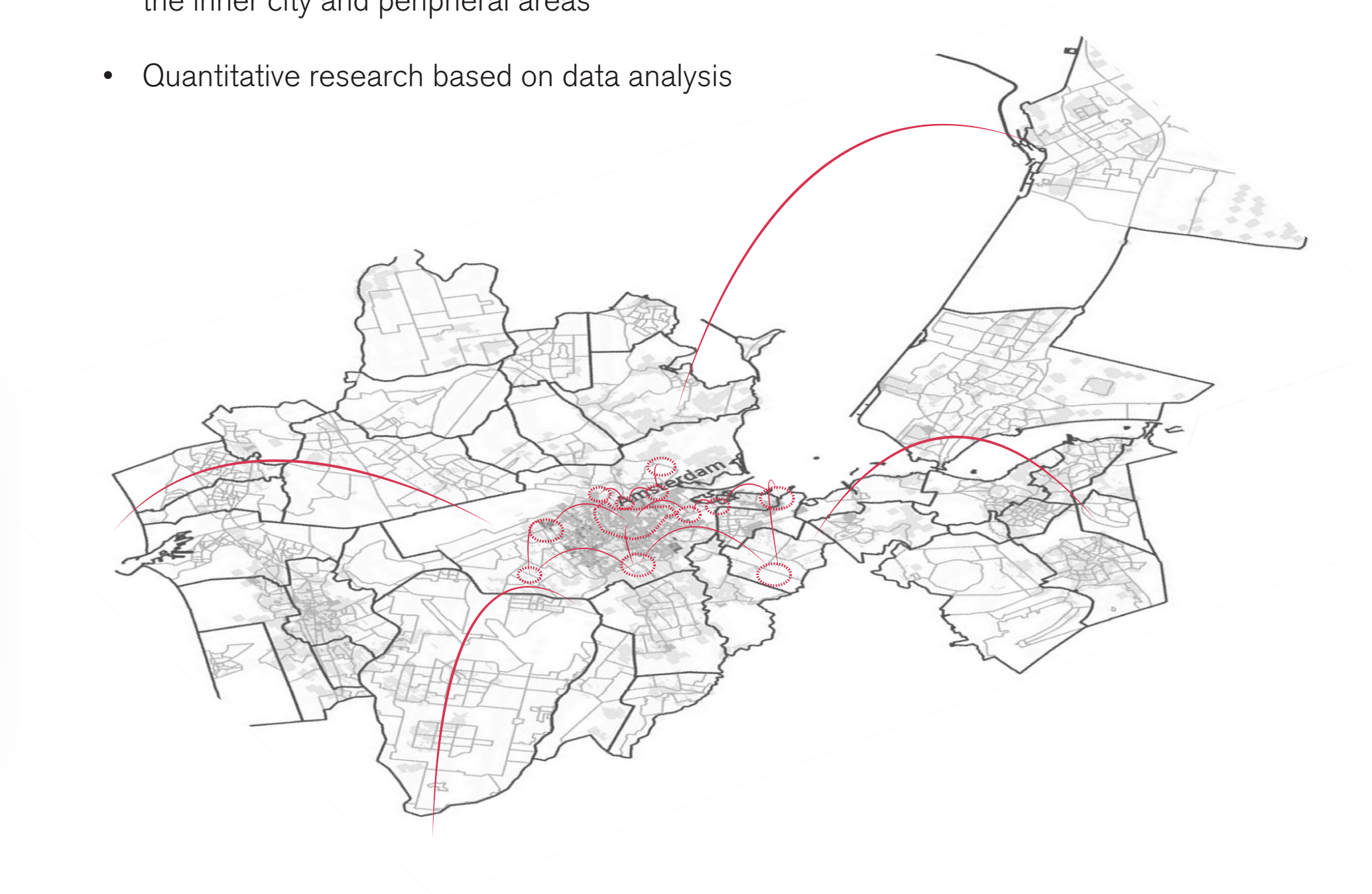


Further steps

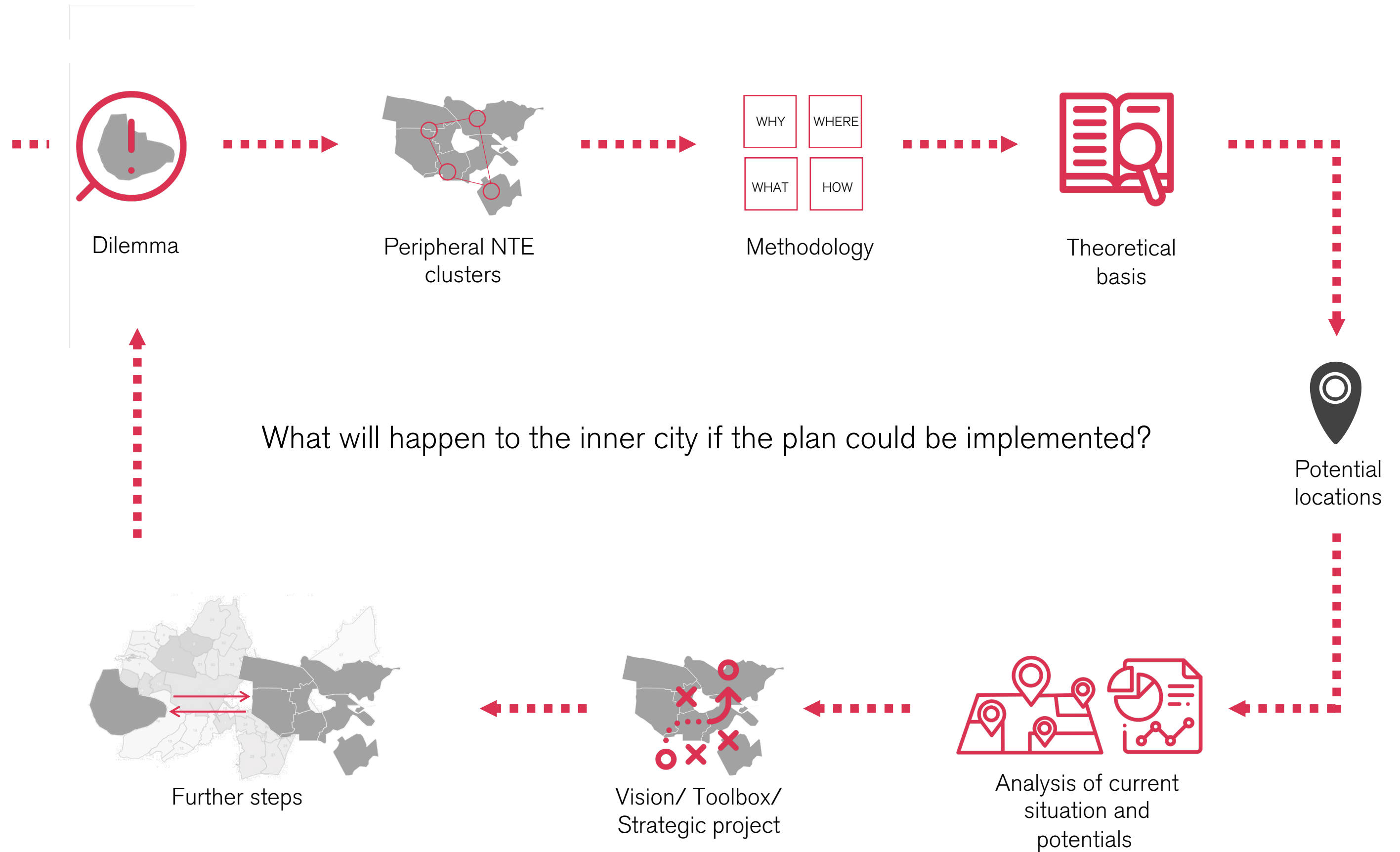
- Enhance cooperation and complementarity
- Establish digital city models to study the synergy of night-time economy clusters in the inner city and peripheral areas
- Quantitative research based on data analysis



<https://amsterdamsmartcity.com/>



# Reflection





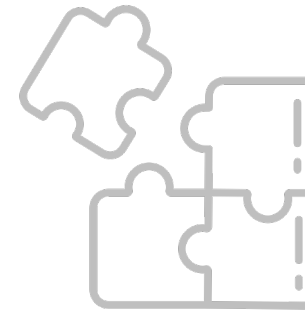


Dilemma



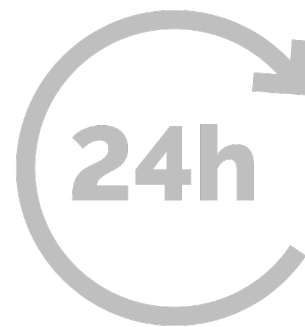
Morphological

Center of the night-time  
economy network



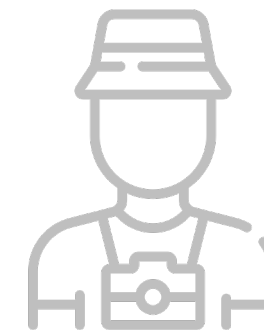
Functional

Peripheral clusters can emerge  
with higher service levels



Comprehensive

24-hour comprehensive  
service center



Disneyfication

Control tourist bubbles

# Reflection

Problem & Context	Research Question & Methodology	Analysis	Synthesis	Strategic Project	Conclusion & Reflection
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Dilemma



Max Euweplein





**THANKS**

Graduation Thesis P5 Presentation

Zhe Hou

June 30th, 2021

First Mentor: Arie Romein

Second Mentor: Akkelies van Nes

Delegate Board of Examiners: Alper Alkan

All photos and images are created by the author, except for the stated ones.