

#Amsterdam after 6 pm

Planning for a diverse and balanced night-time economy

Graduation Thesis P5 Presentation

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Second Mentor: Akkelies van Nes

Delegate Board of Examiners: Alper Alkan

Contents



Night-time economy

Production or consumption behavior

6 p.m. to 6 a.m.

Sectors

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

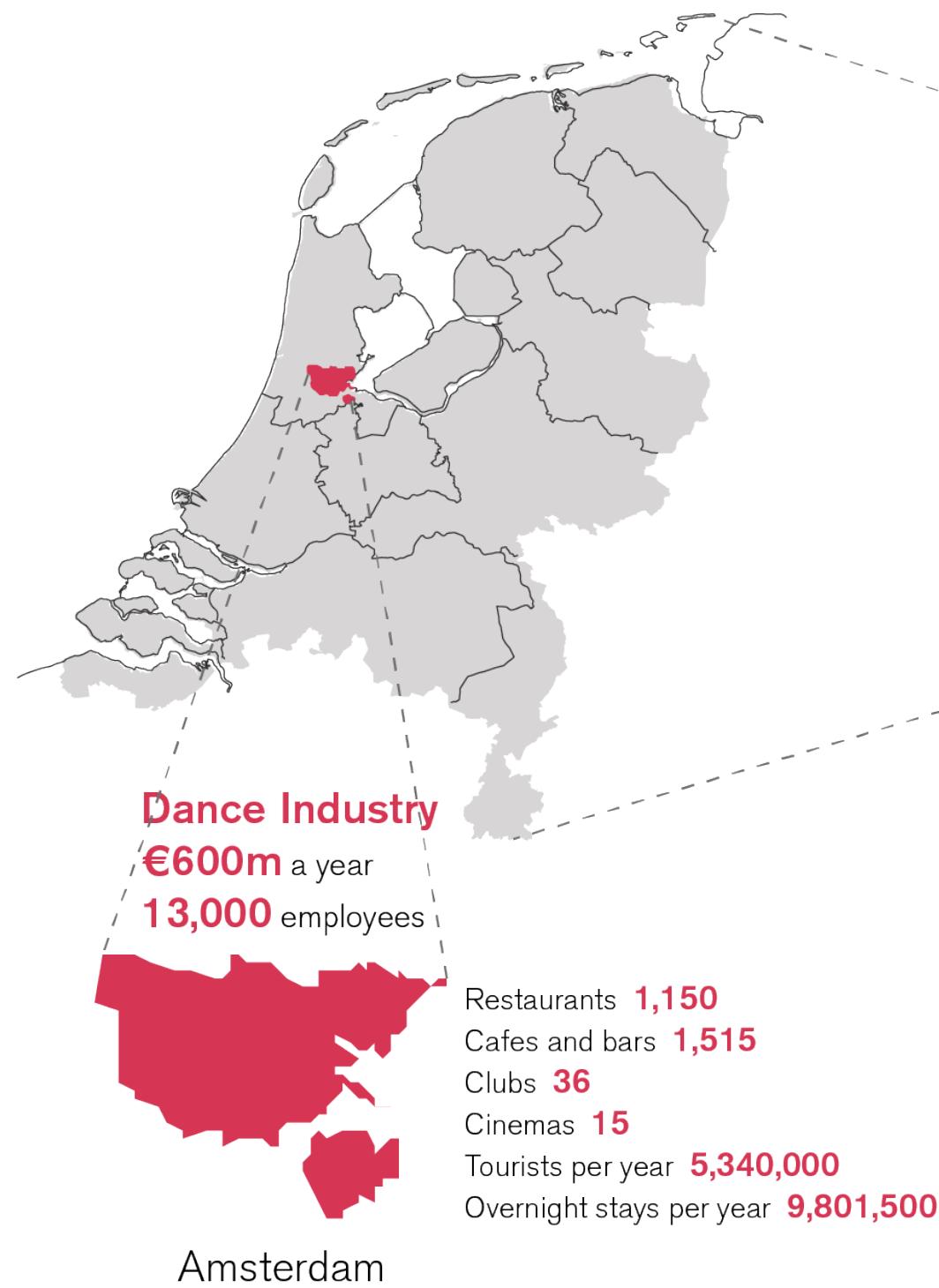
Engine for development

Urban regeneration, economic growth and cultural creation



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

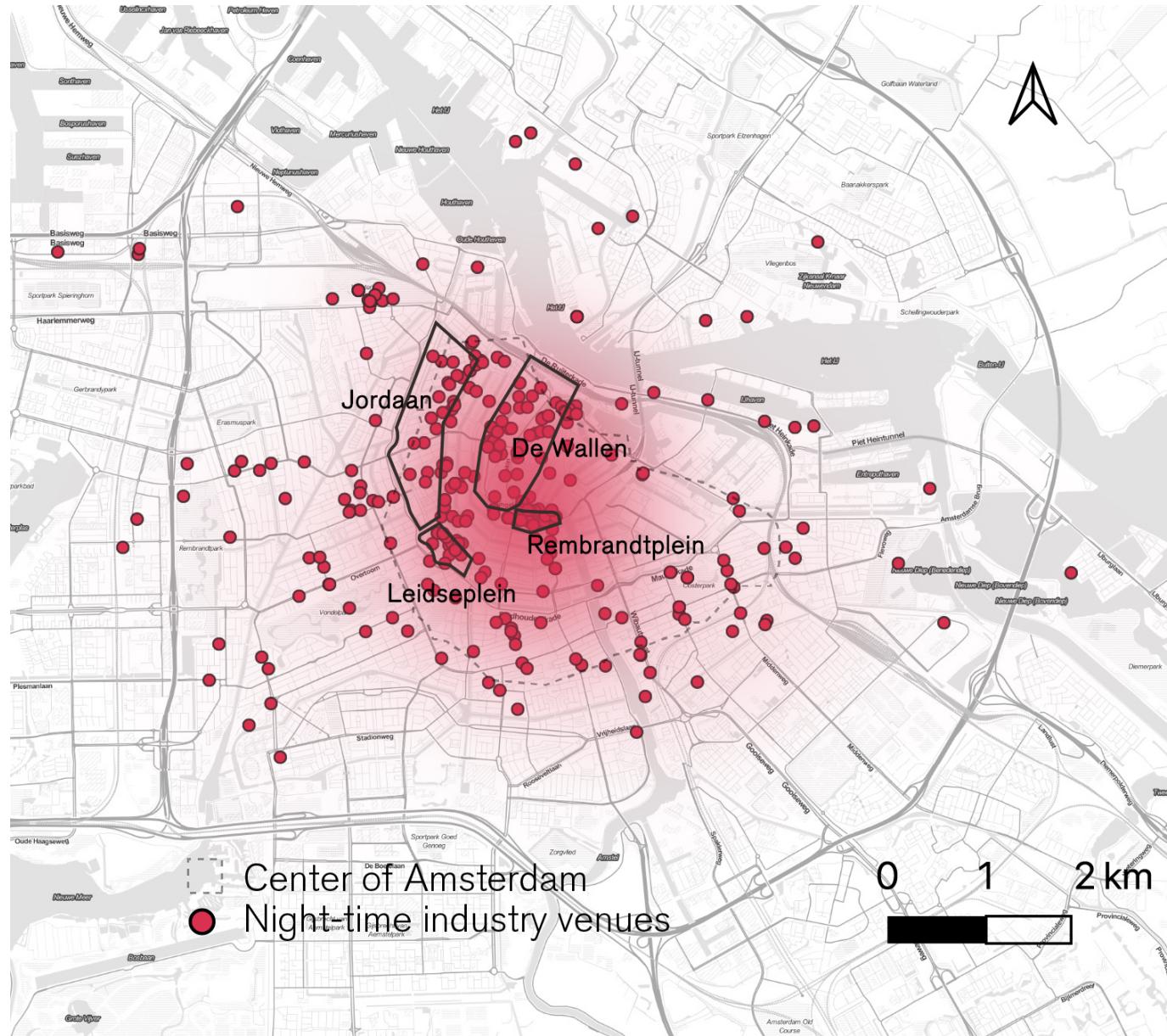
The night-time economy in Amsterdam



Source: *Global Night Light Map (NASA, 2016)*

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

“ 4 a.m. war zone”



Noise



Nuisance



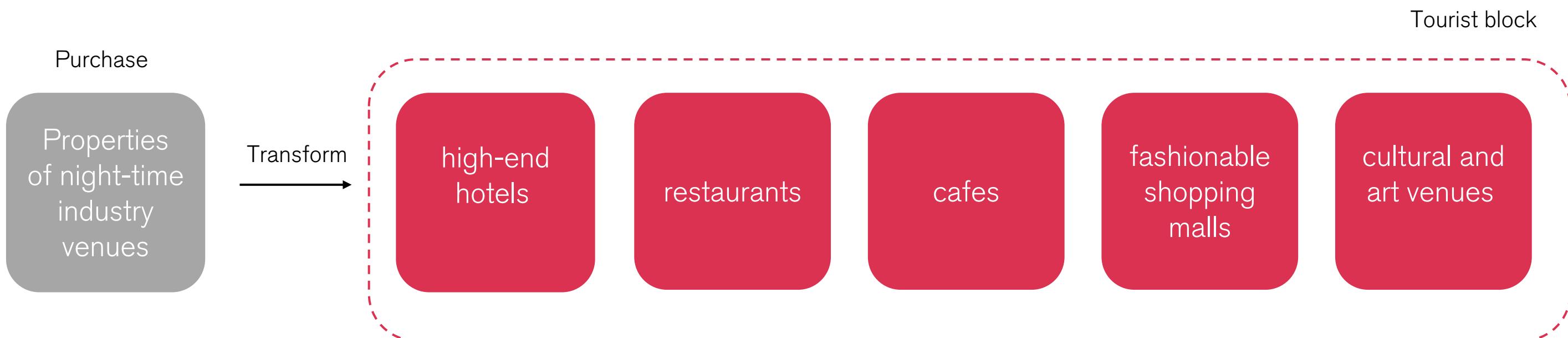
Litter

Safety

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

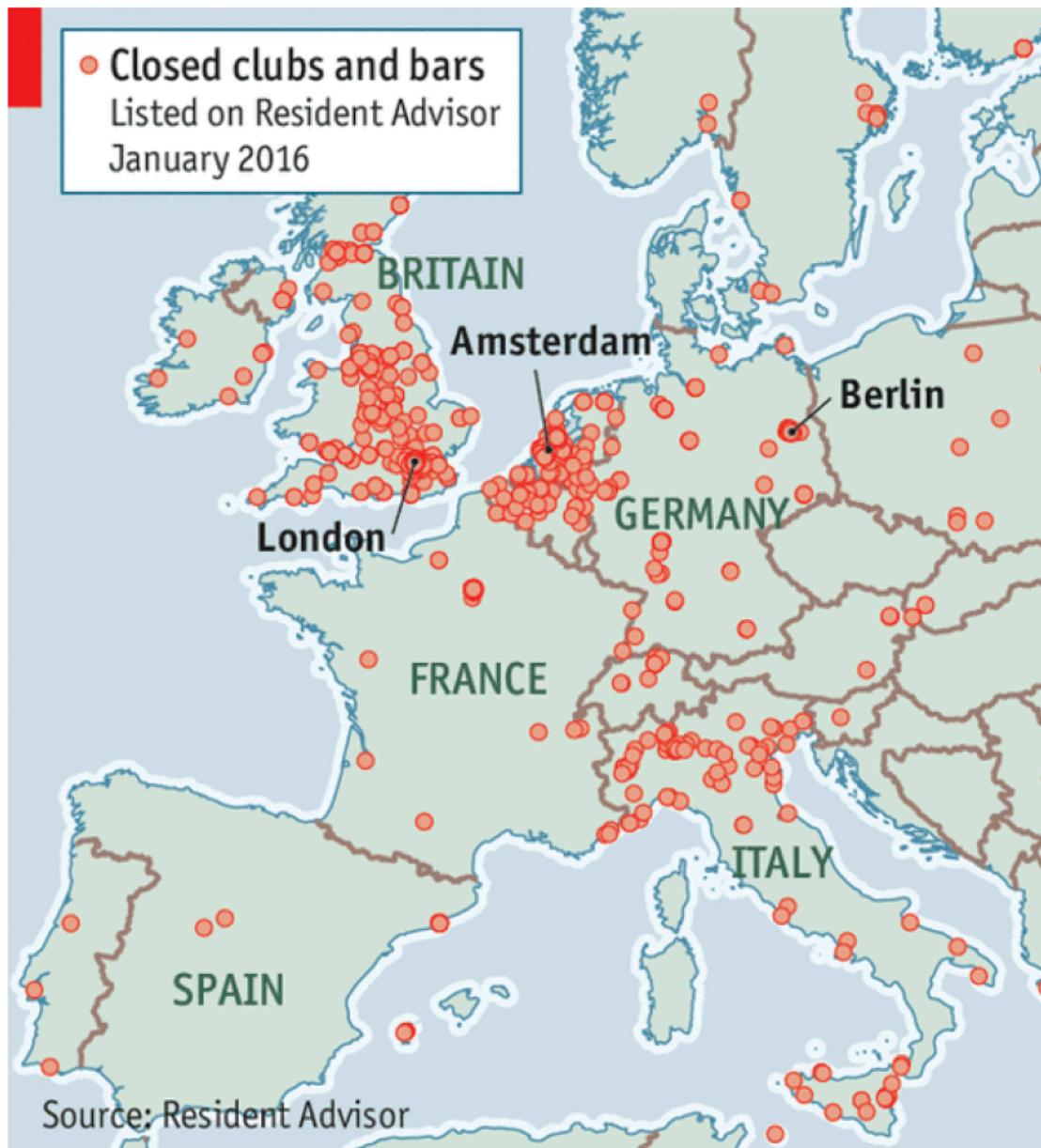
State-led gentrification of the inner-city

eg. *Plan 1012* in 2007

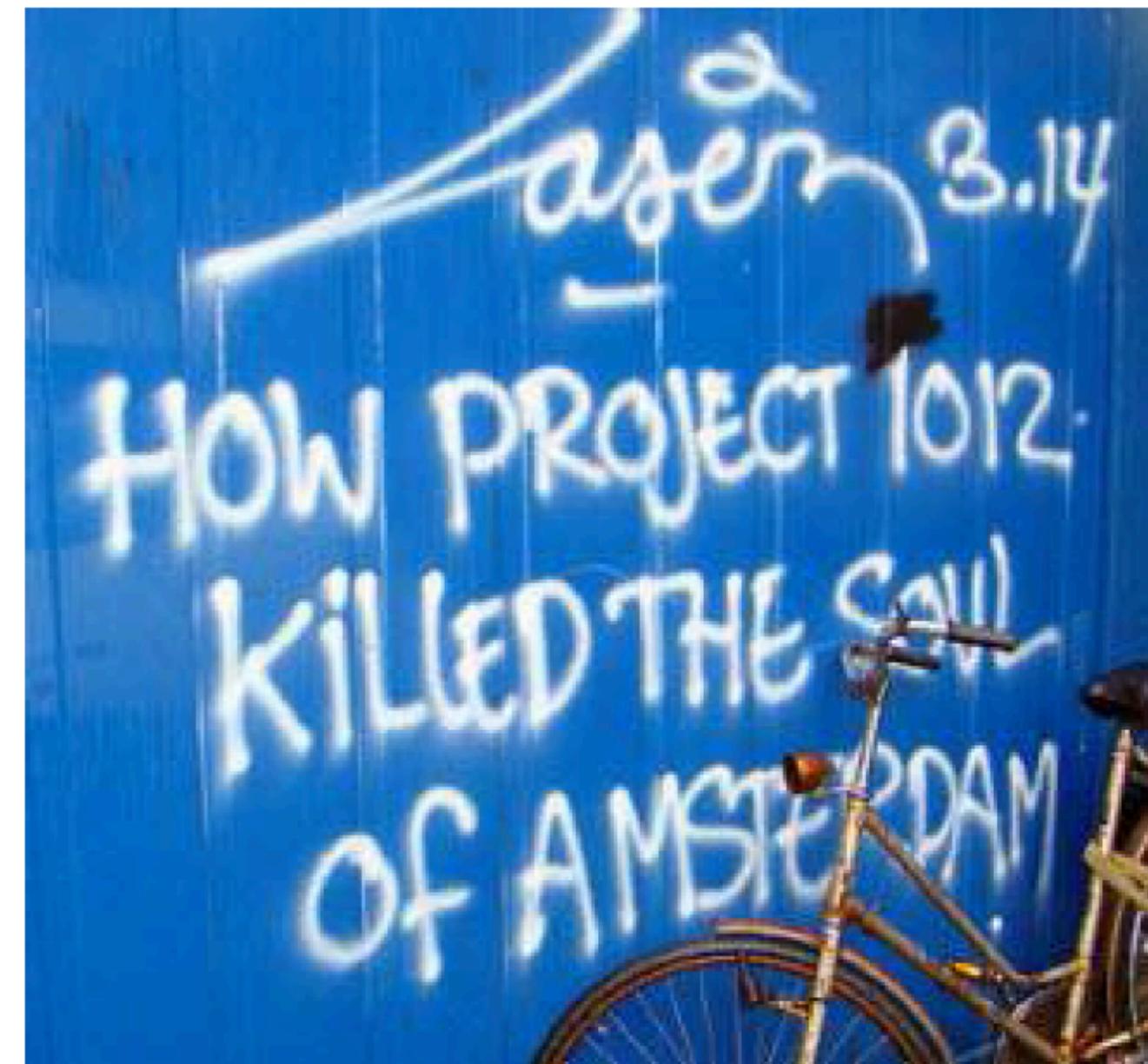




State-led gentrification caused massive closures of nightlife venues, leading to **cultural displacement, social injustice and urban identity loss**.



Closed clubs and bars (The Economist, 2016)



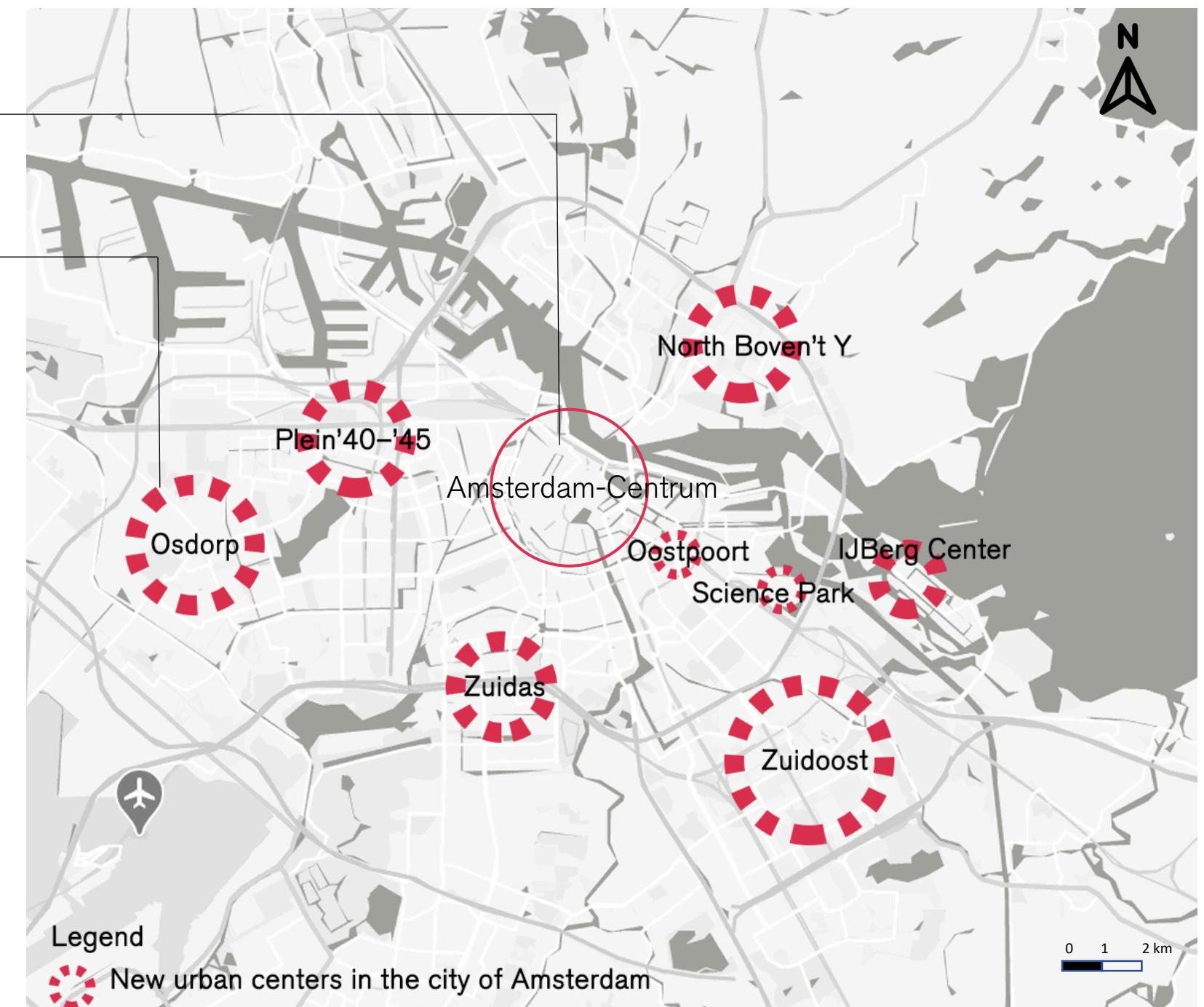
Source: <https://www.dutchamsterdam.nl/747-amsterdam-project-1012-downtown>

Amsterdam: from monocentric city to polycentric city

Core center: inner city

Peripheral new centers

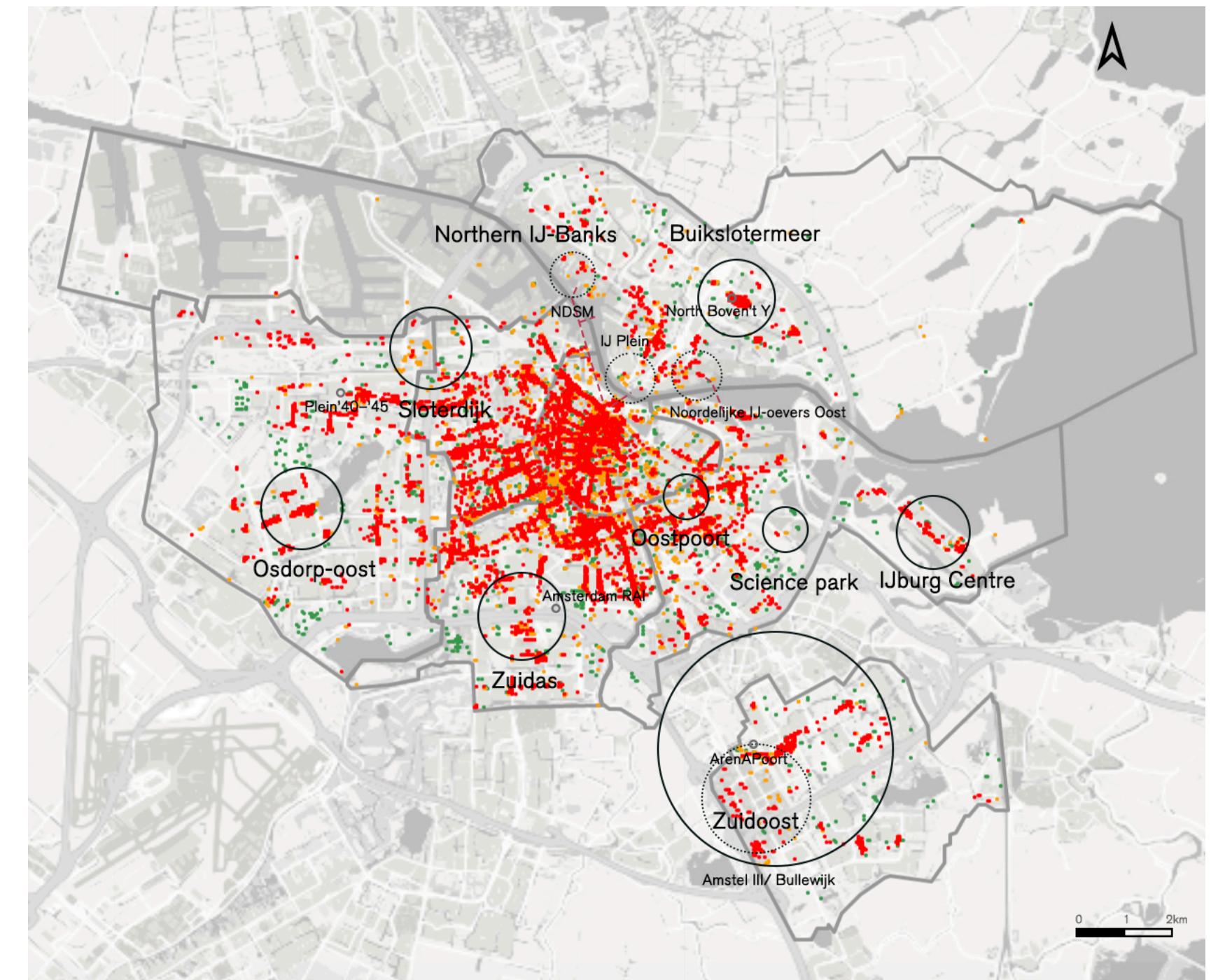
van Der Heijde (2012)



Polycentricity of consumer services

Shopping, leisure, and entertainment in peripheral centers

- ◆ Retail
- ◆ catering industry
- ◆ accommodation
- ◆ Culture
- ◆ Sports and recreation



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



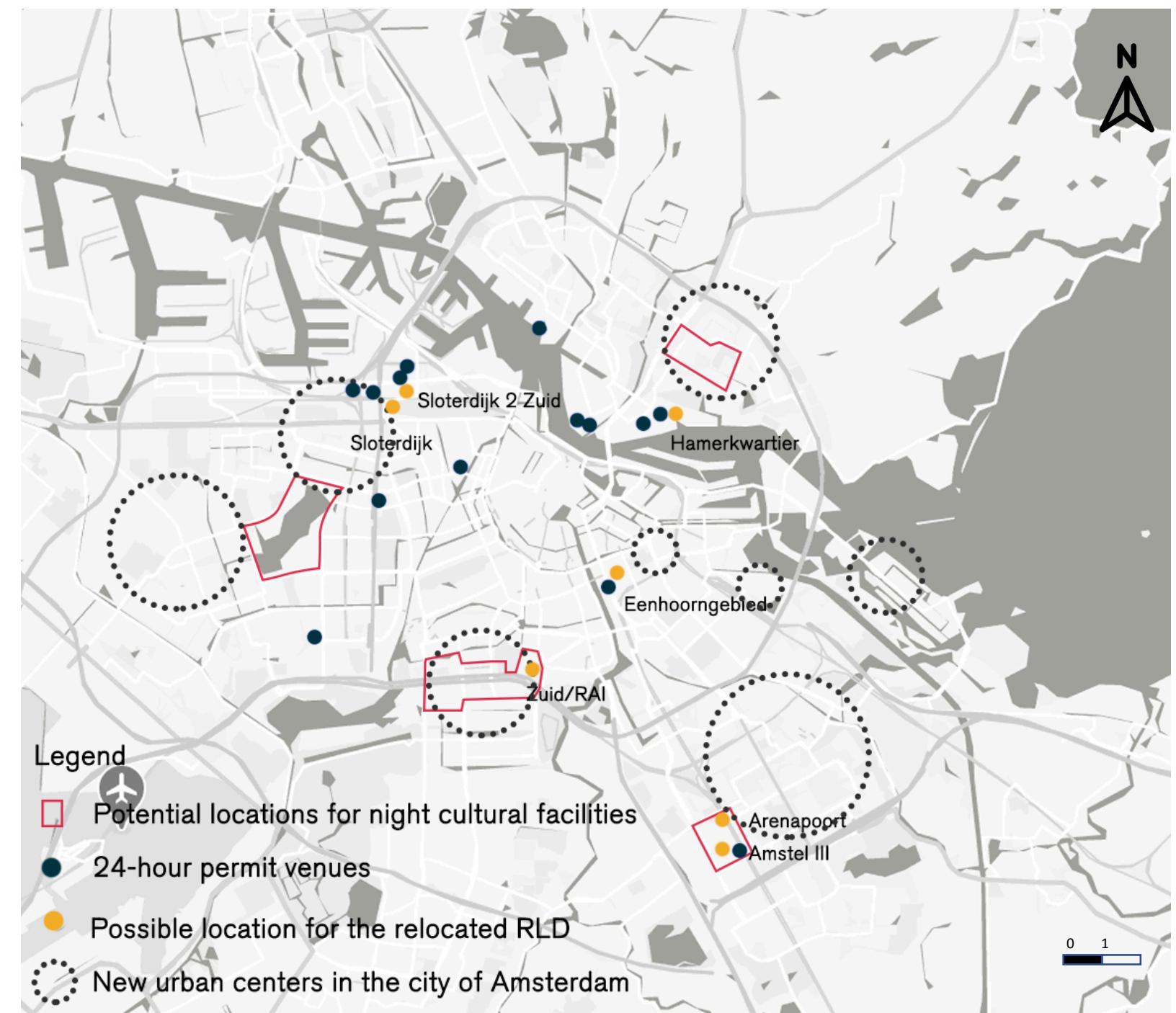
Ambitions and implementation plan 2019
(Gemeente Amsterdam, 2018)



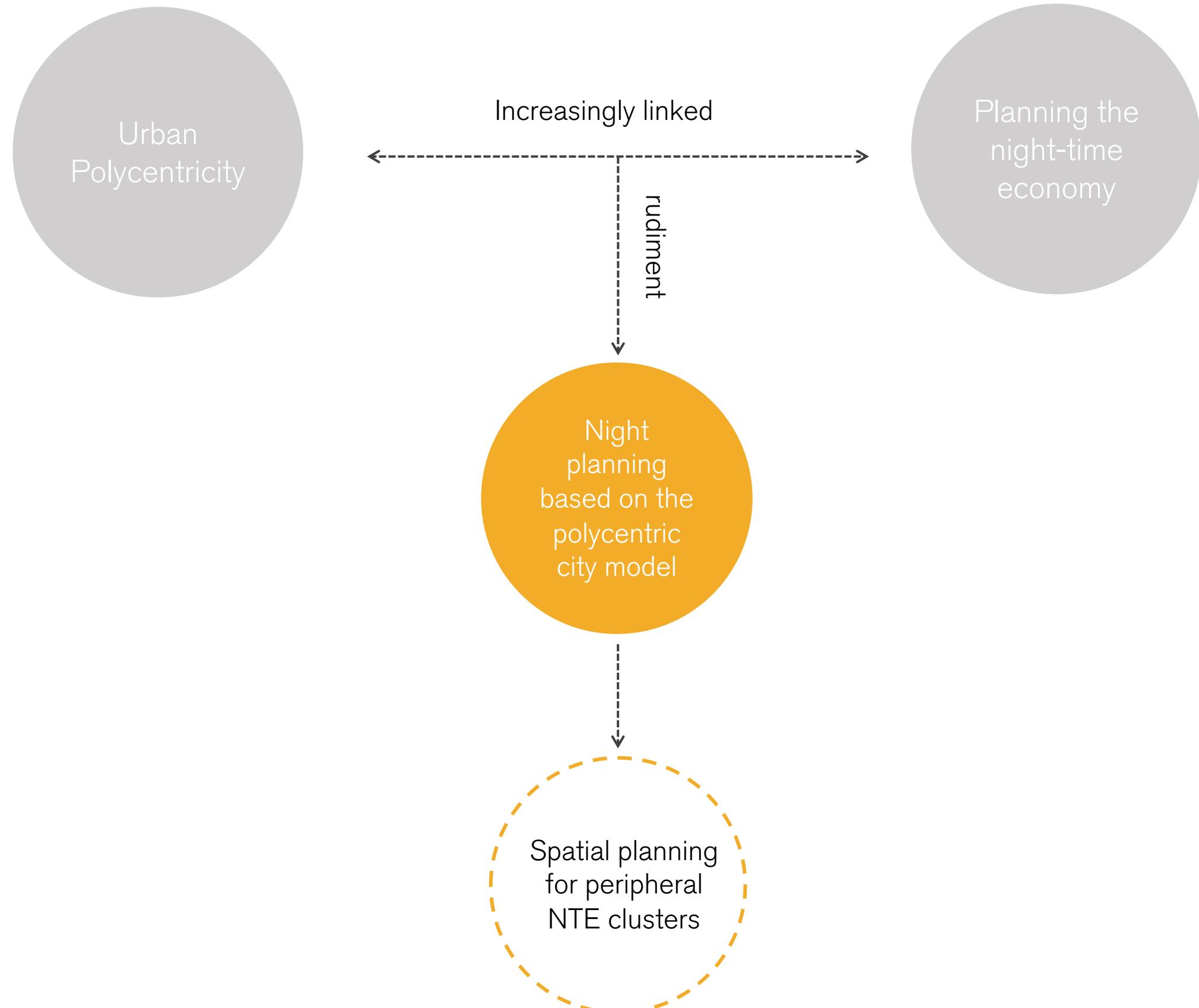
24-hour license
(24-uursvergunning)



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



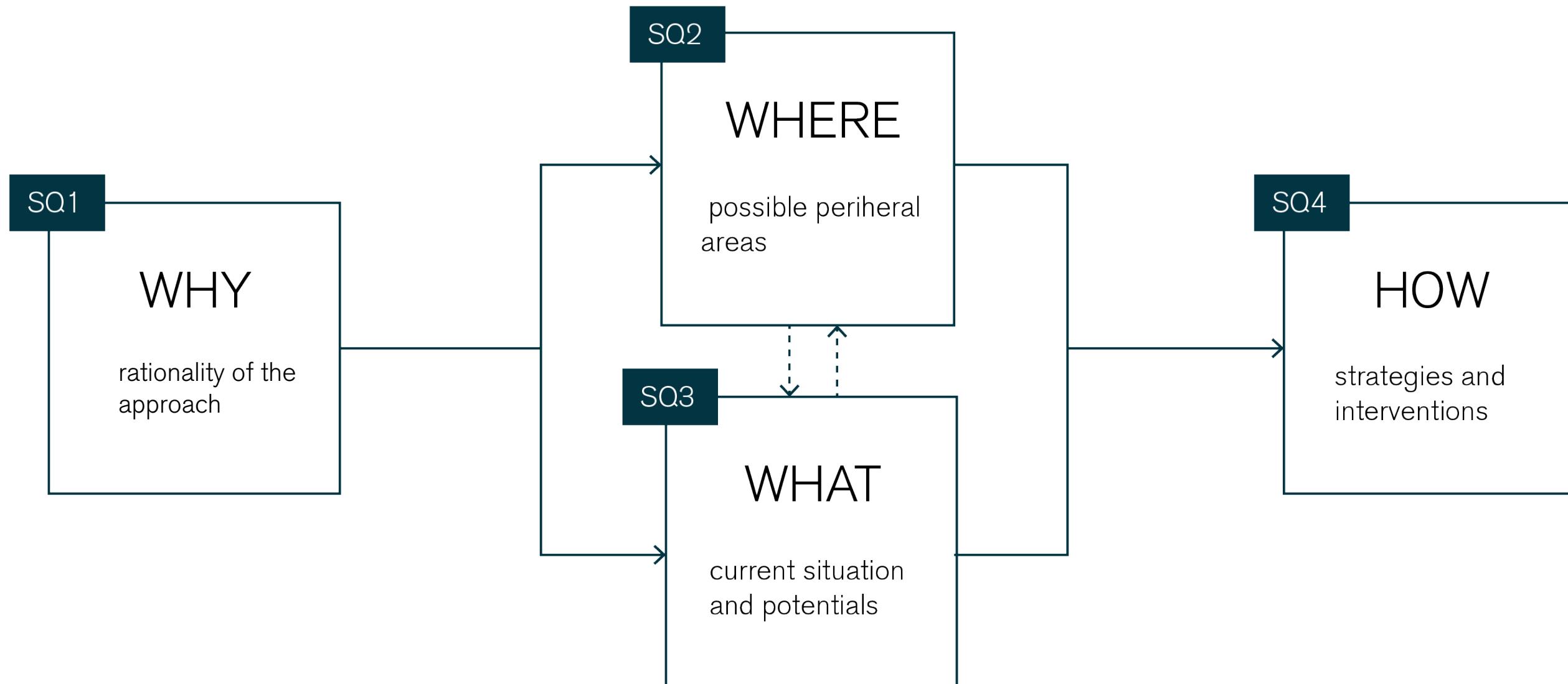
Context Analysis



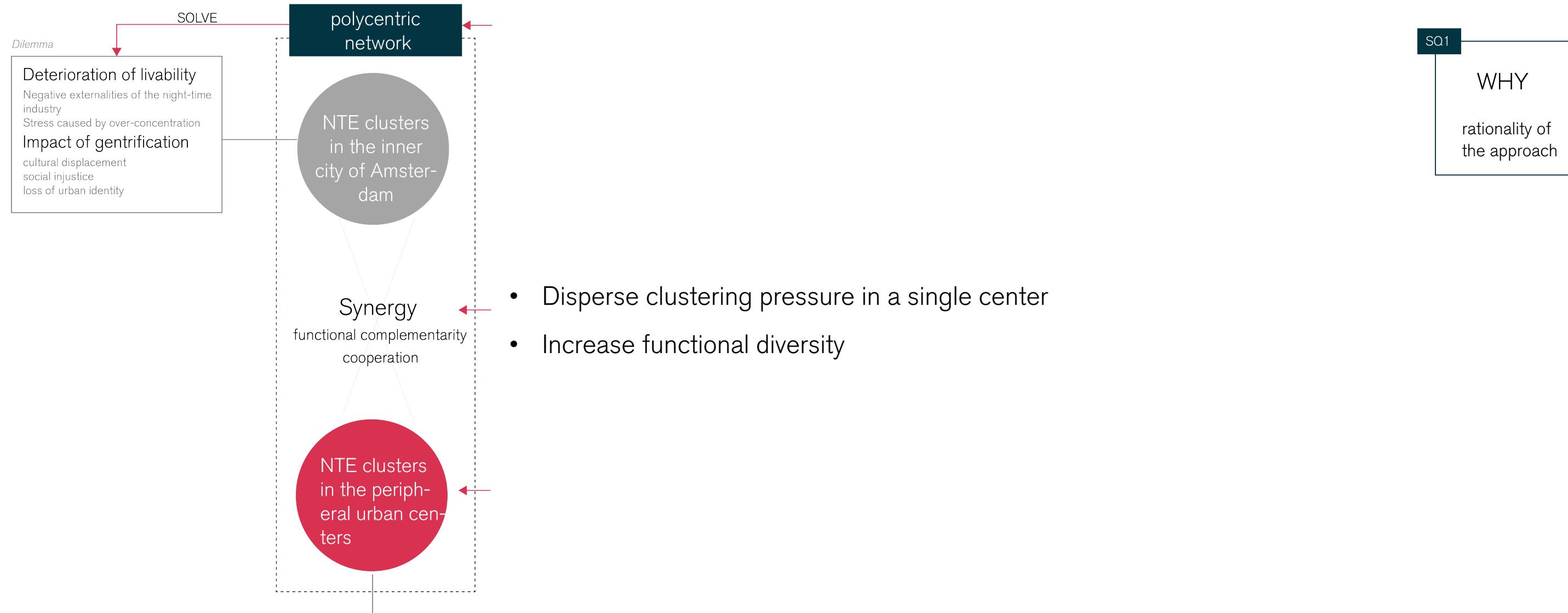


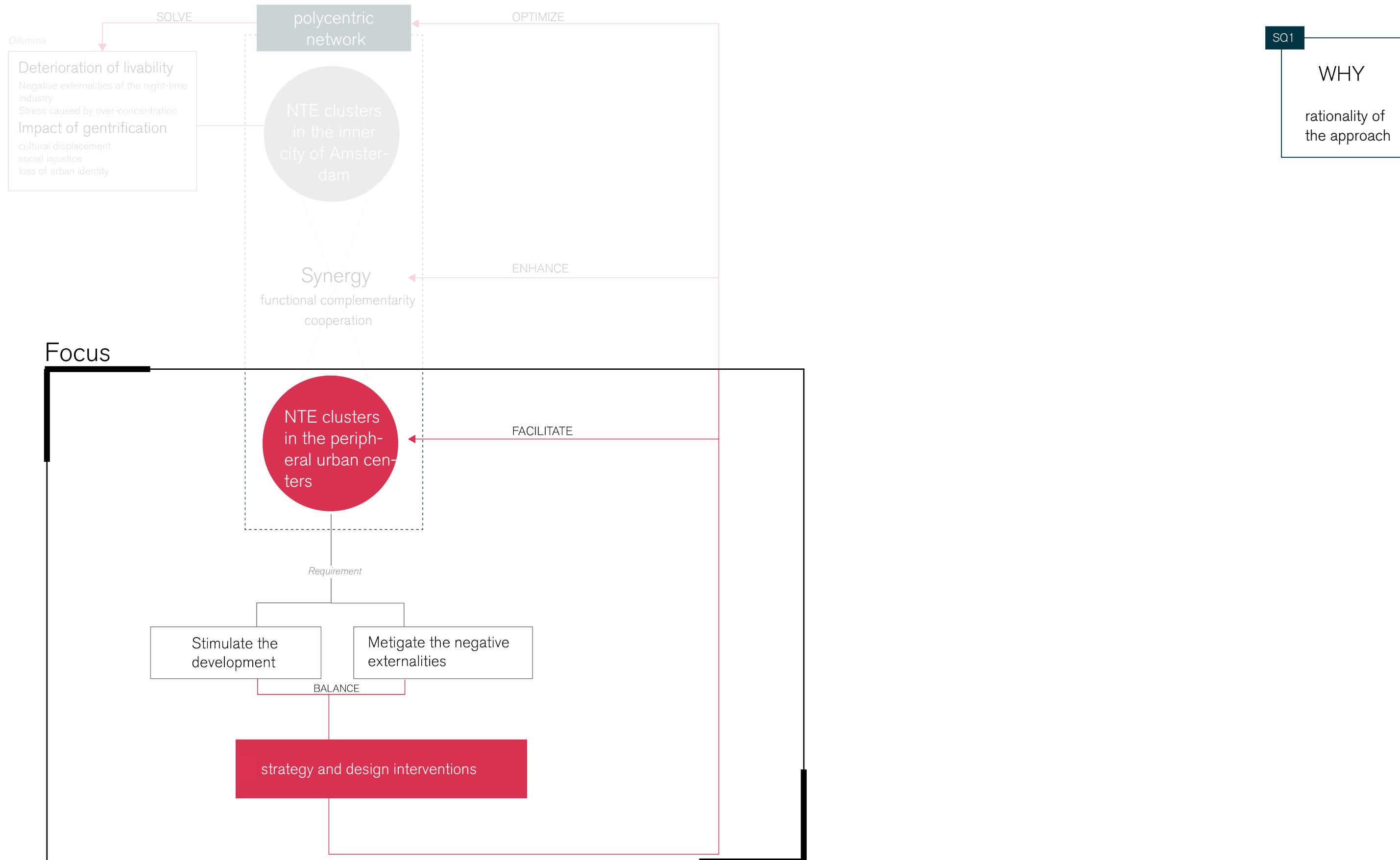
Main Research Question

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





Peripheral Night-time Economy Clusters



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

Buikslotermeer



Northern IJ-Banks



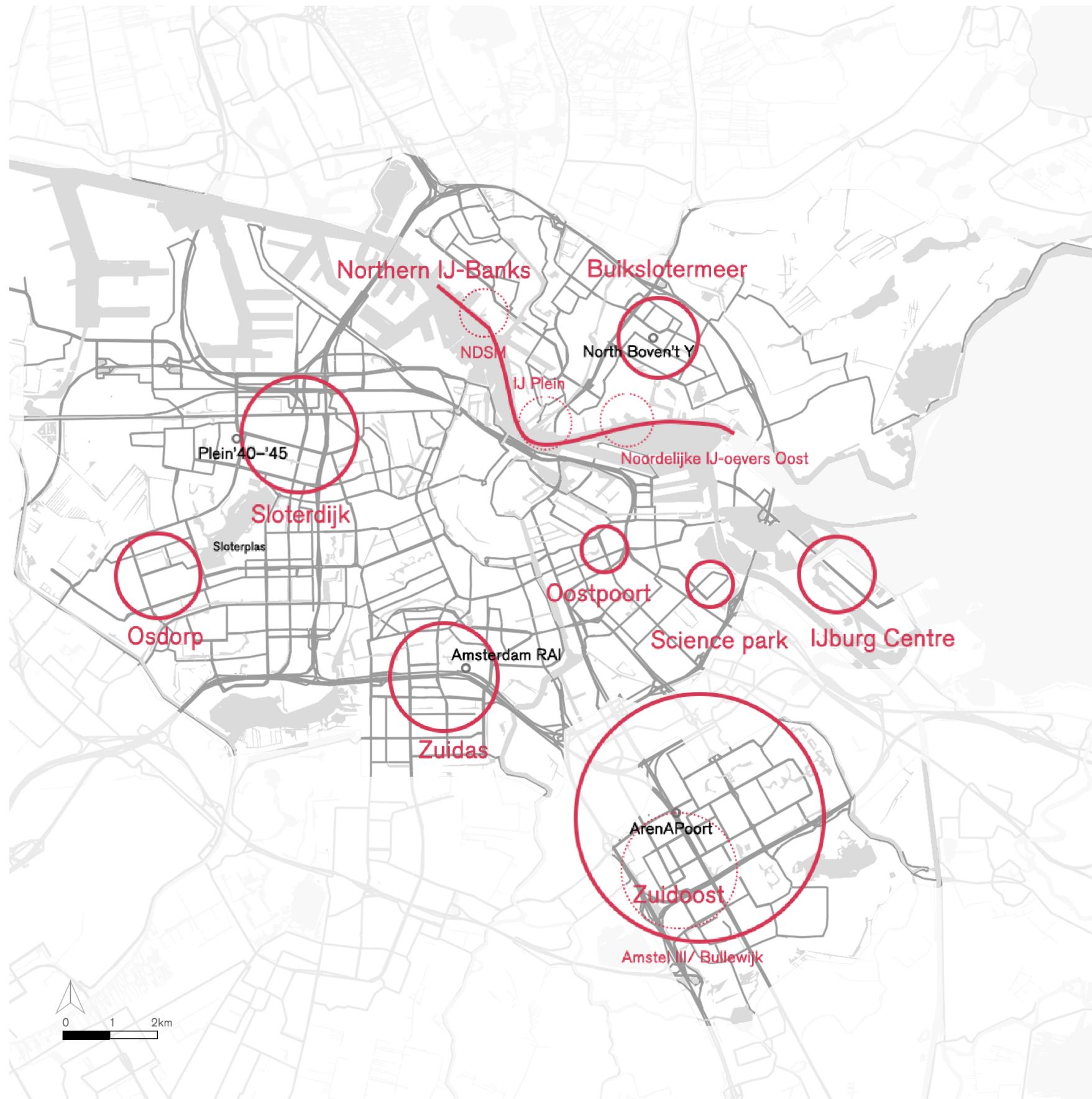
Sloterdijk



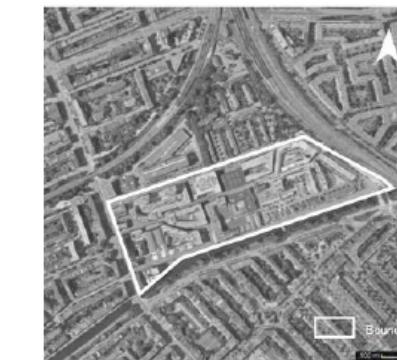
Osdorp-oost



Peripheral Night-time Economy Clusters



Oostpoort



SQ2
WHERE

possible peripheral areas

Science Park



IJberg Center



Zuidas



Zuidoost



Analysis on City Scale

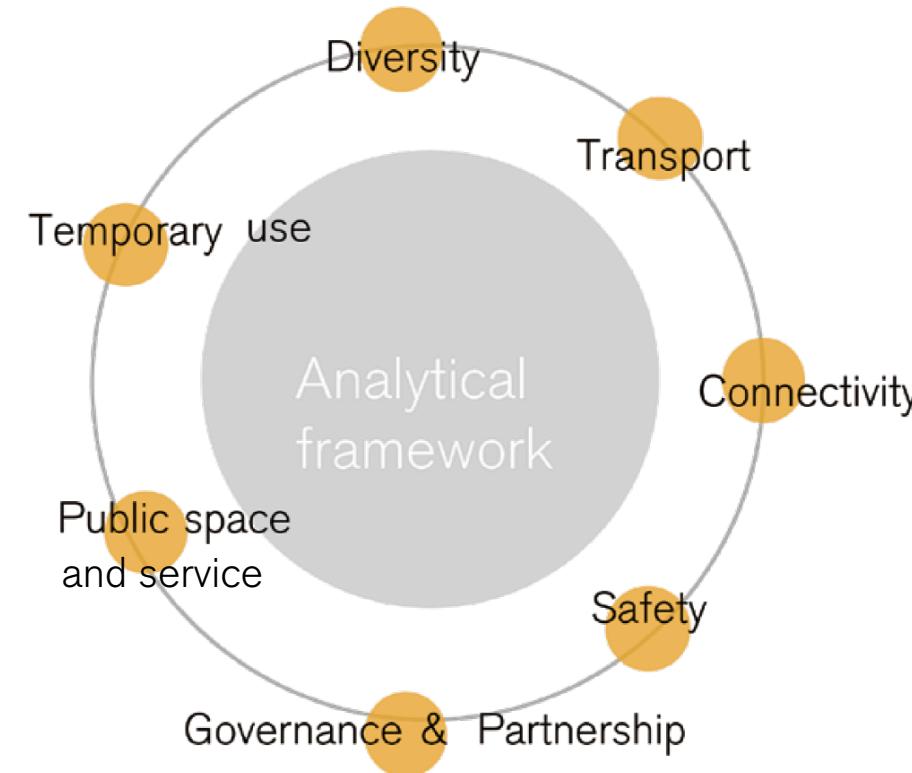
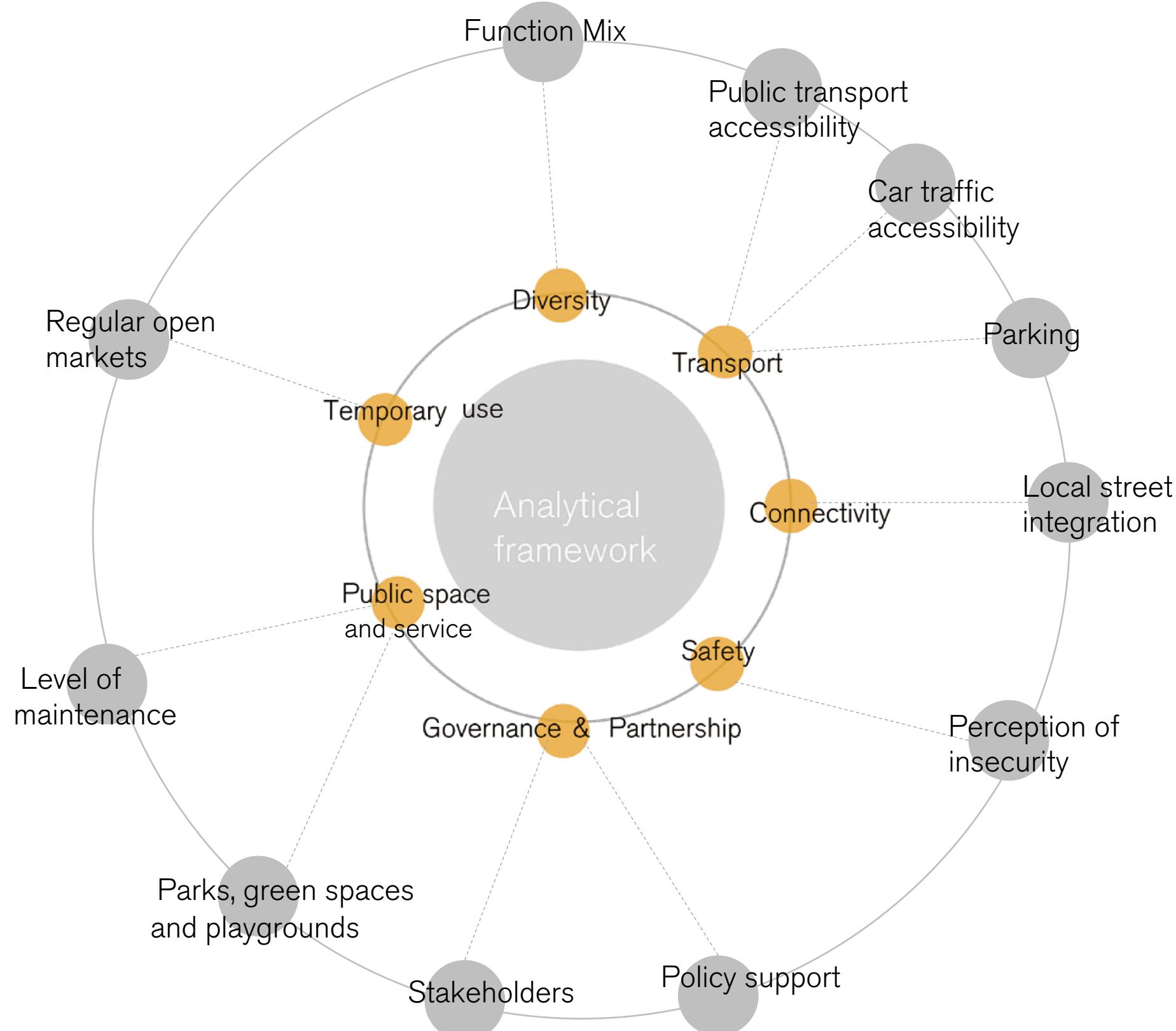
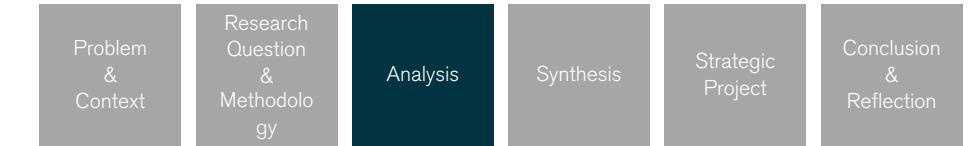


Fig. 3.6 Analytical framework (Author, 2020)

Analysis on City Scale



Analysis on City Scale



Function mix

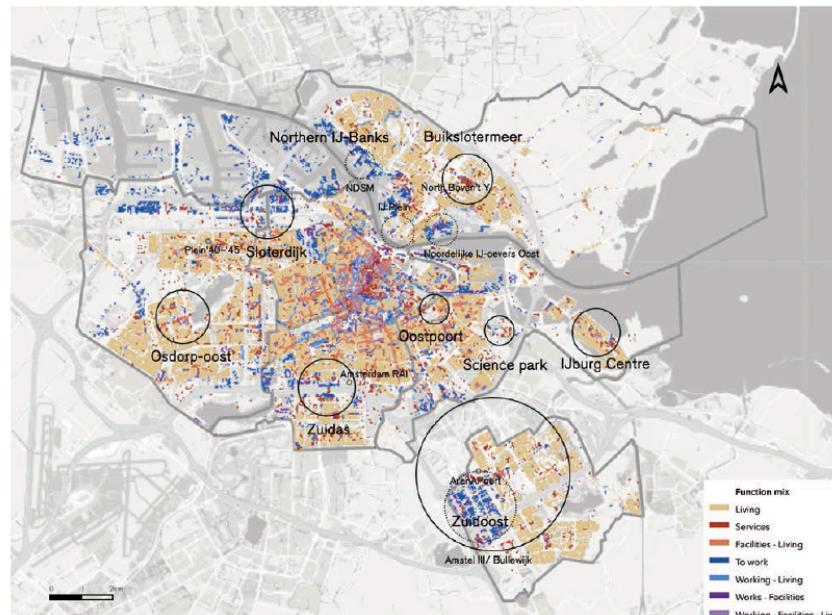


Fig. 5.2.1 Function mix map of Amsterdam (OIS, 2021)
Edited by Author.

Public transport accessibility

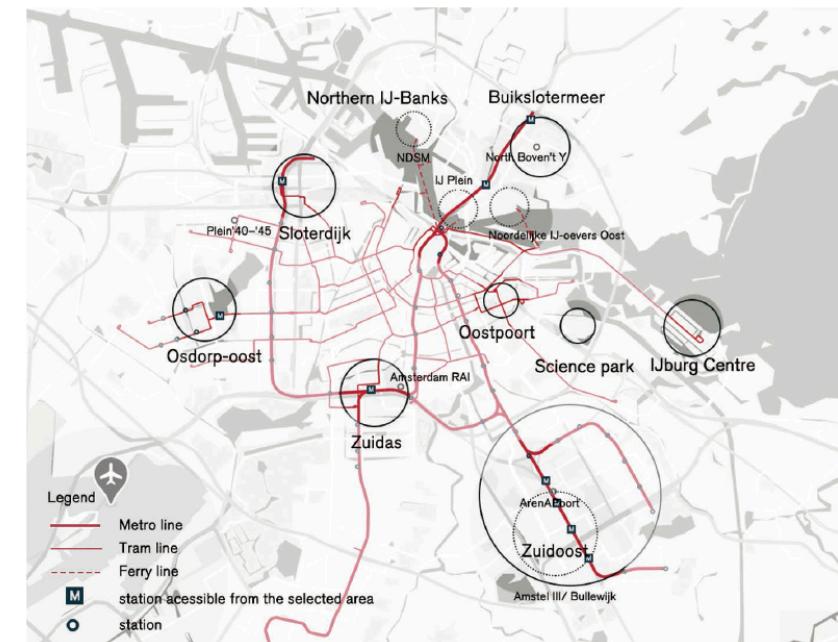
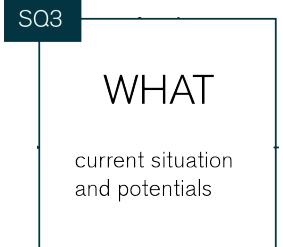


Fig. 5.2.2 Public transport networks of Amsterdam. (Author, 2021)

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

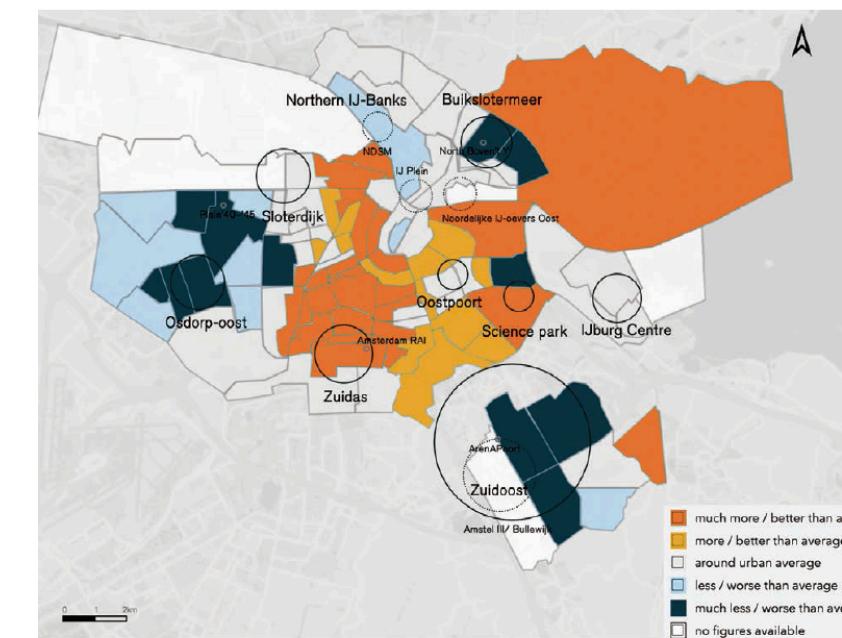


Fig. 5.2.7 The level of perception of insecurity compared to the city's average. (OIS, 2021)
Edited by Author.

Public space maintainance

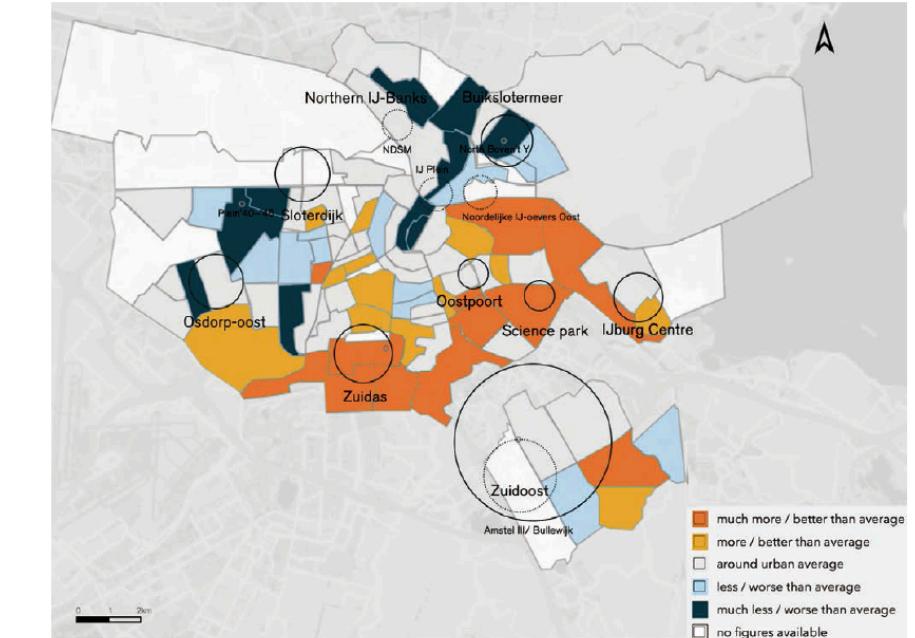


Fig. 5.2.11 The level of public space maintainance compared to the city's average. (OIS, 2021)
Edited by Author.

Questionnaire Survey



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



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

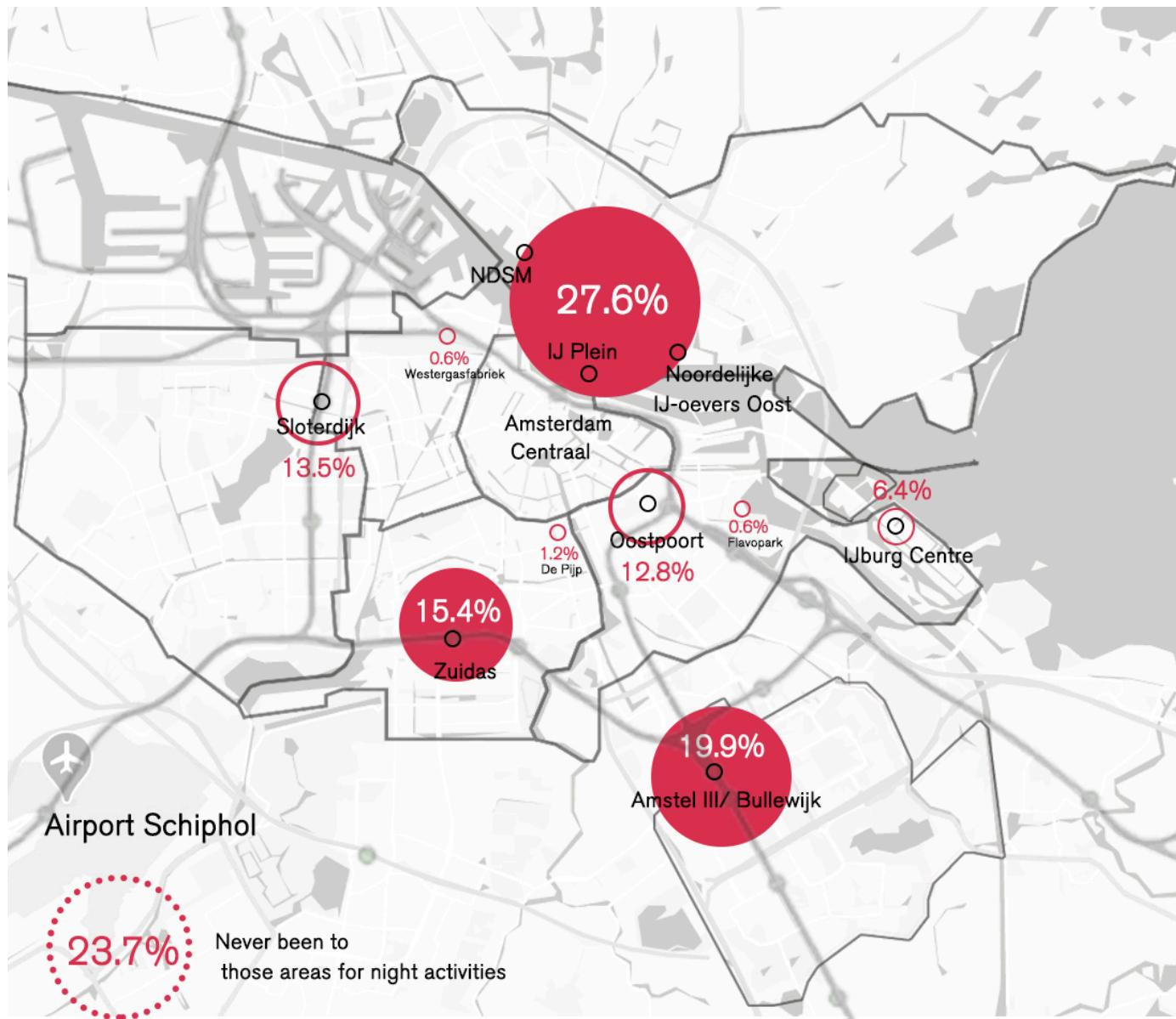
Top night activities

- 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

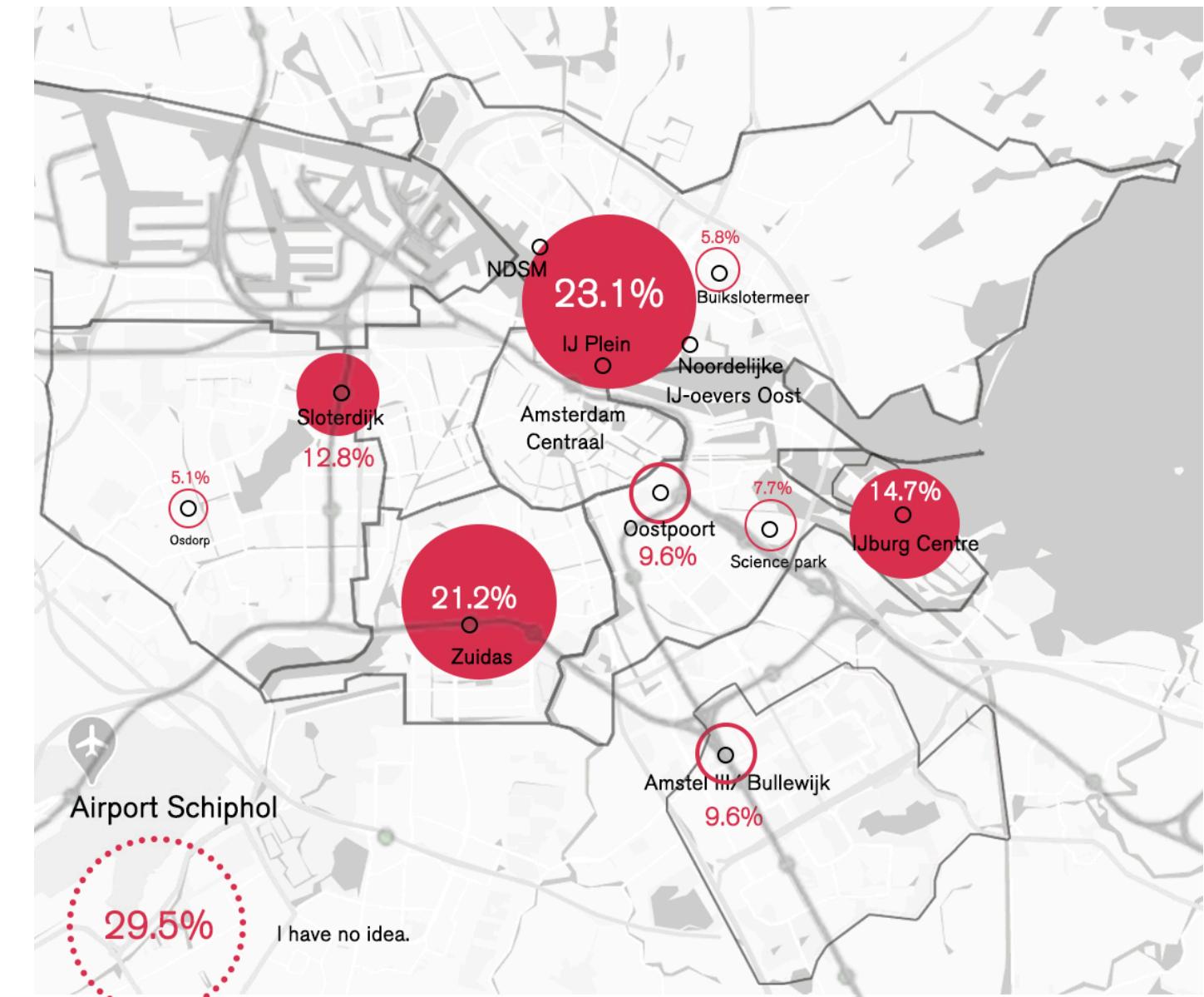
Top current peripheral nightlife locations

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



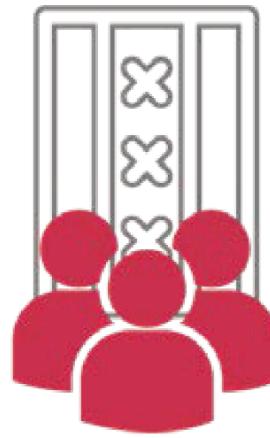
Top potential peripheral night destinations

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



SO3
WHAT
current situation and potentials

Questionnaire Survey



residents of Amsterdam

Top night destinations

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



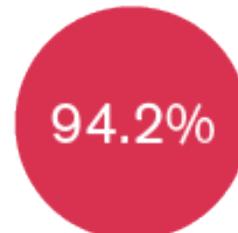
residents of other Dutch city
/ Visitors from other country

Top night destinations

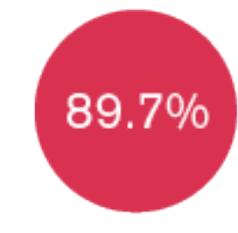
- 1 NDSM/ IJ Plein/ Noordelijke IJ-oever Oost
- 2 Zuidas
- 3 Amstel III/ Bulewijk in Zuidoost



Nuisance source



Clubs and live houses



Restaurants, cafes, bars and pubs



Event centers



Casinos

- 51.9% Adult Service
- 51.3% Shopping places
- 42.9% Cinema and theater
- 32.7% Sports grounds
- 0.6% Coffeeshop
- 0.6% Festival grounds

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



Percentage of "5" Average



4.44

Safe stops (lighting, shelter, wi-fi, charging service) for public transportation and taxis.



4.40

More frequent public transport through the night.



4.40

More seats, green space and public art along the street.



4.27

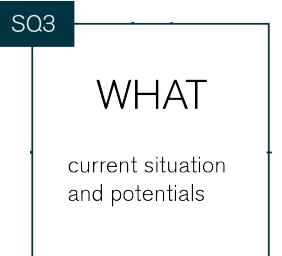
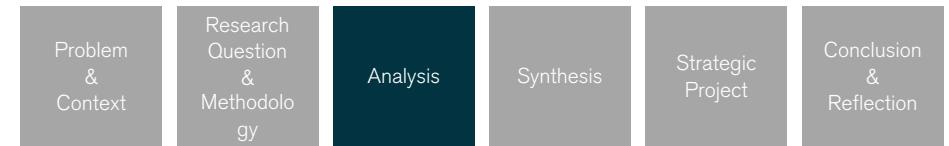
Better pedestrian environment (overpasses, lighted zebra crossing, etc.)



4.20

Functional and creative lighting of streets, lanes and green spaces.

Summary

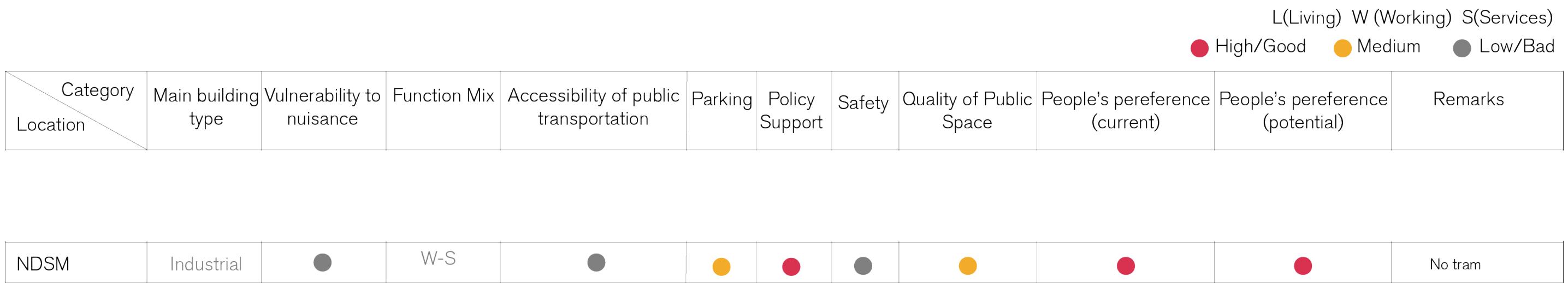


L(Living) W(Working) S(Services)

● High/Good ● Medium ● Low/Bad

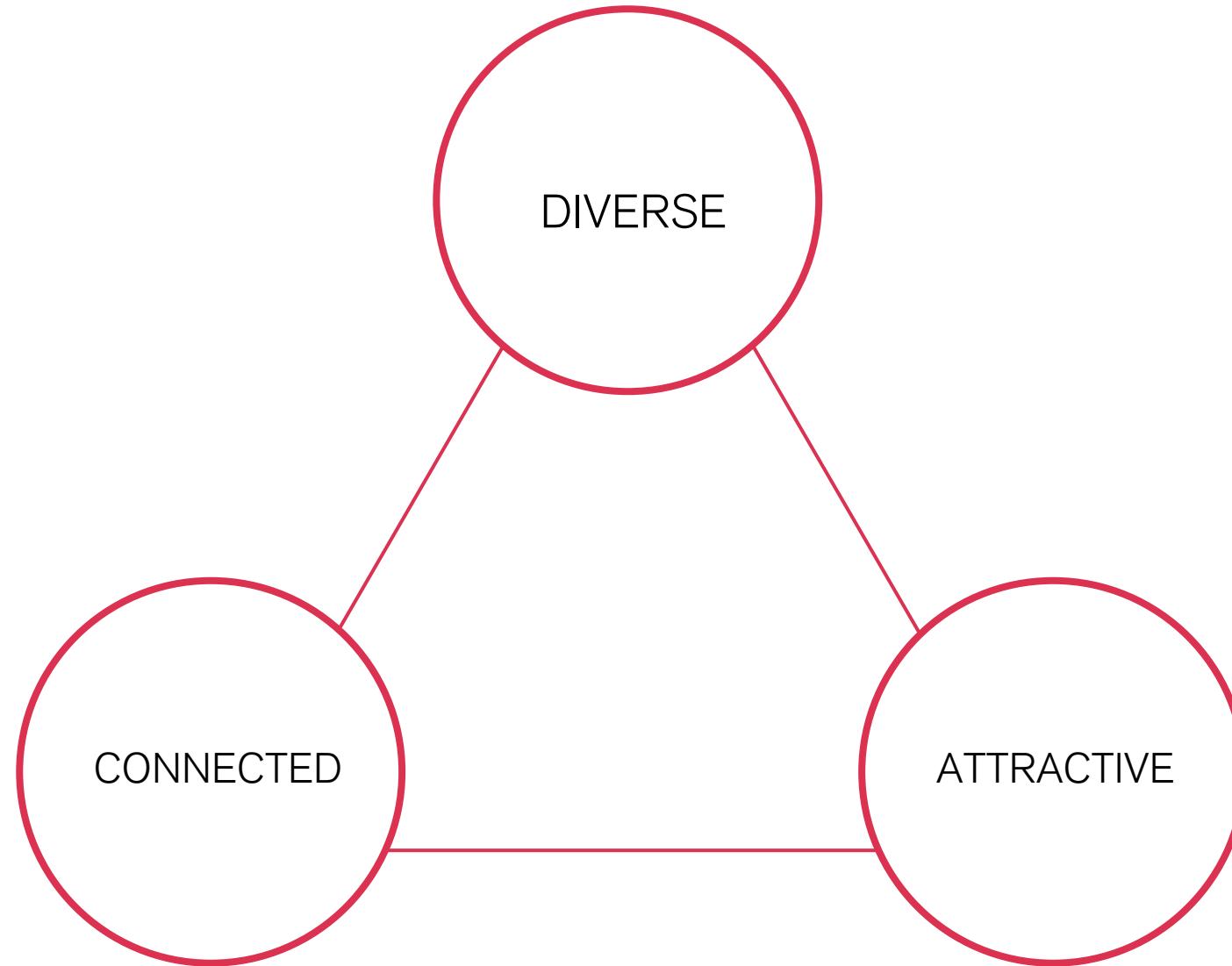
Category Location	Main building type	Vulnerability to nuisance	Function Mix	Accessibility of public transportation	Parking	Policy Support	Safety	Quality of Public Space	People's preference (current)	People's preference (potential)	Remarks
Buikslotermeer	Residential	●	L-S	●	●	●	●	●		●	
NDSM	Industrial	●	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



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

SO4
HOW
strategies and interventions

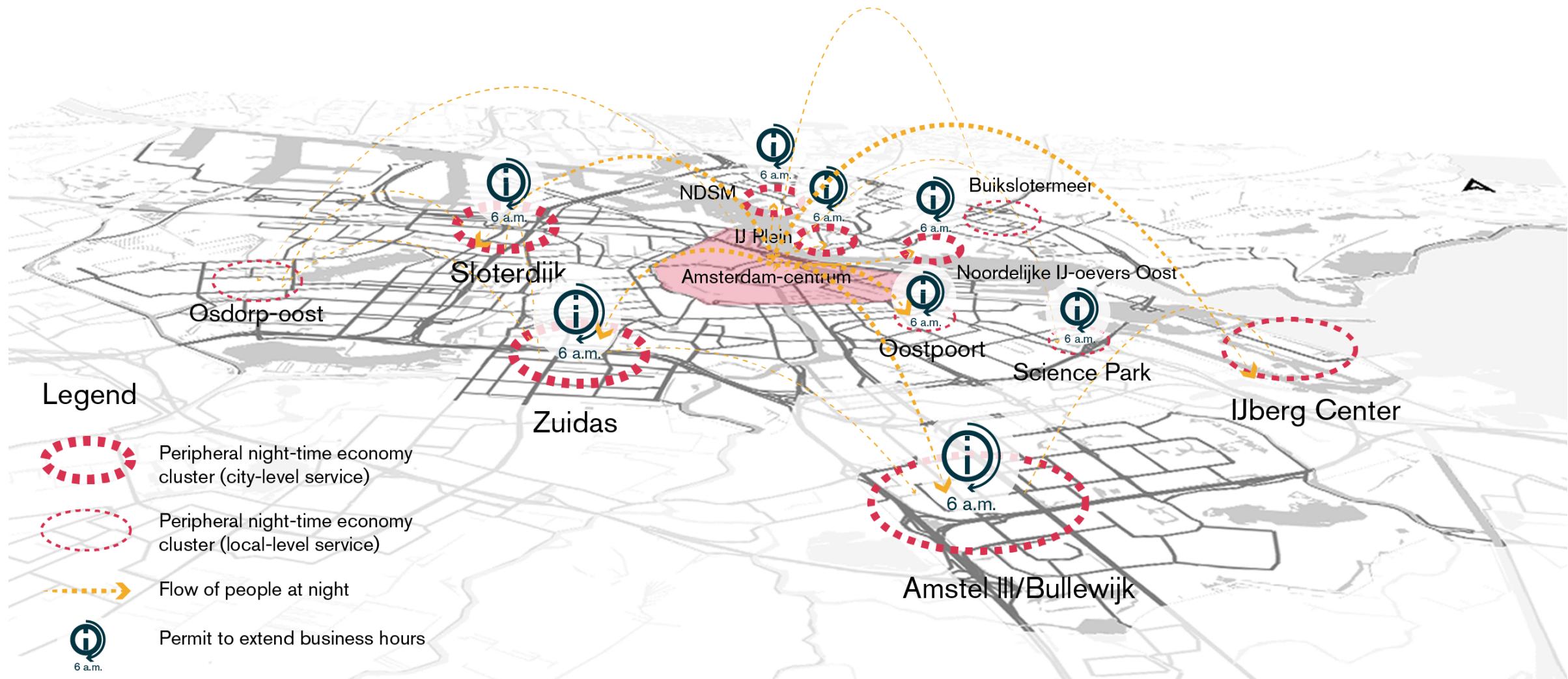


DIVERSE



Extended business hours

SO4
HOW
strategies and interventions

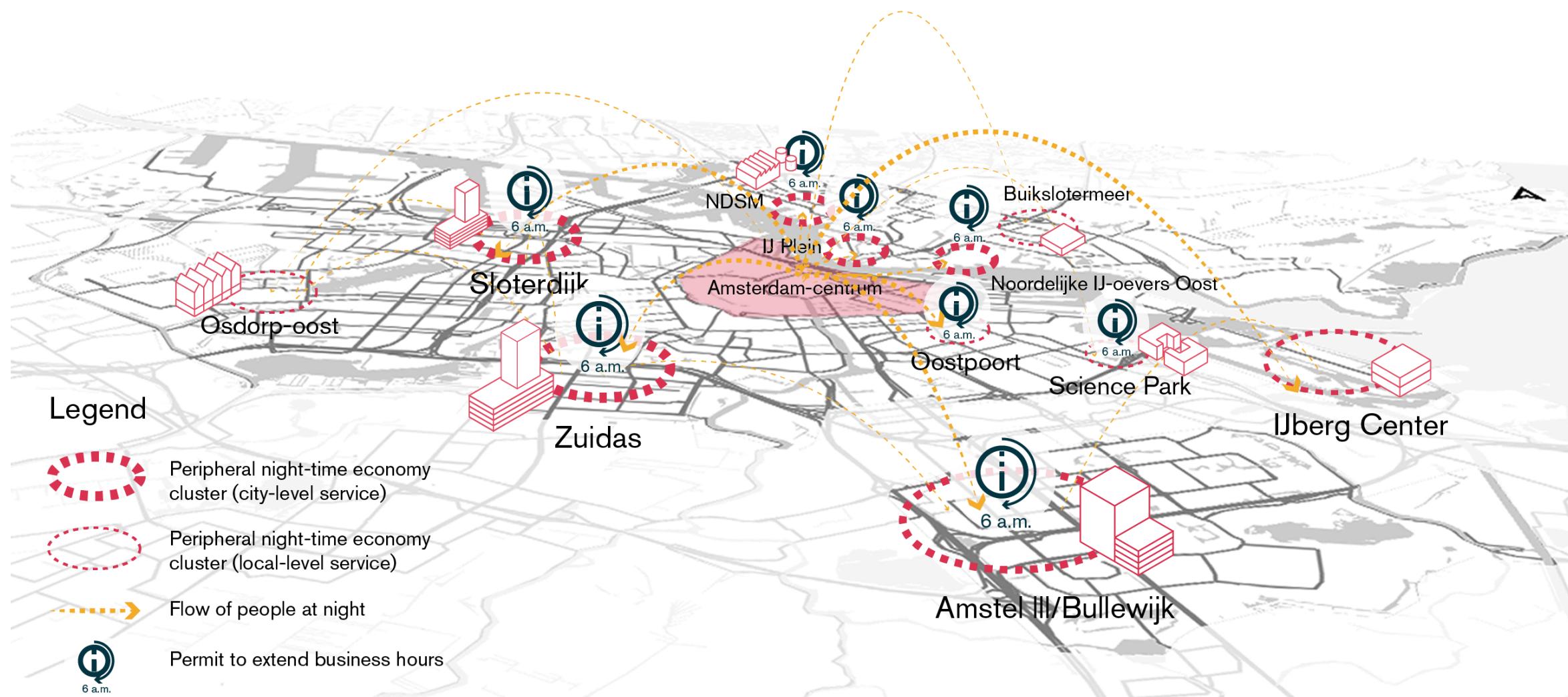


DIVERSE



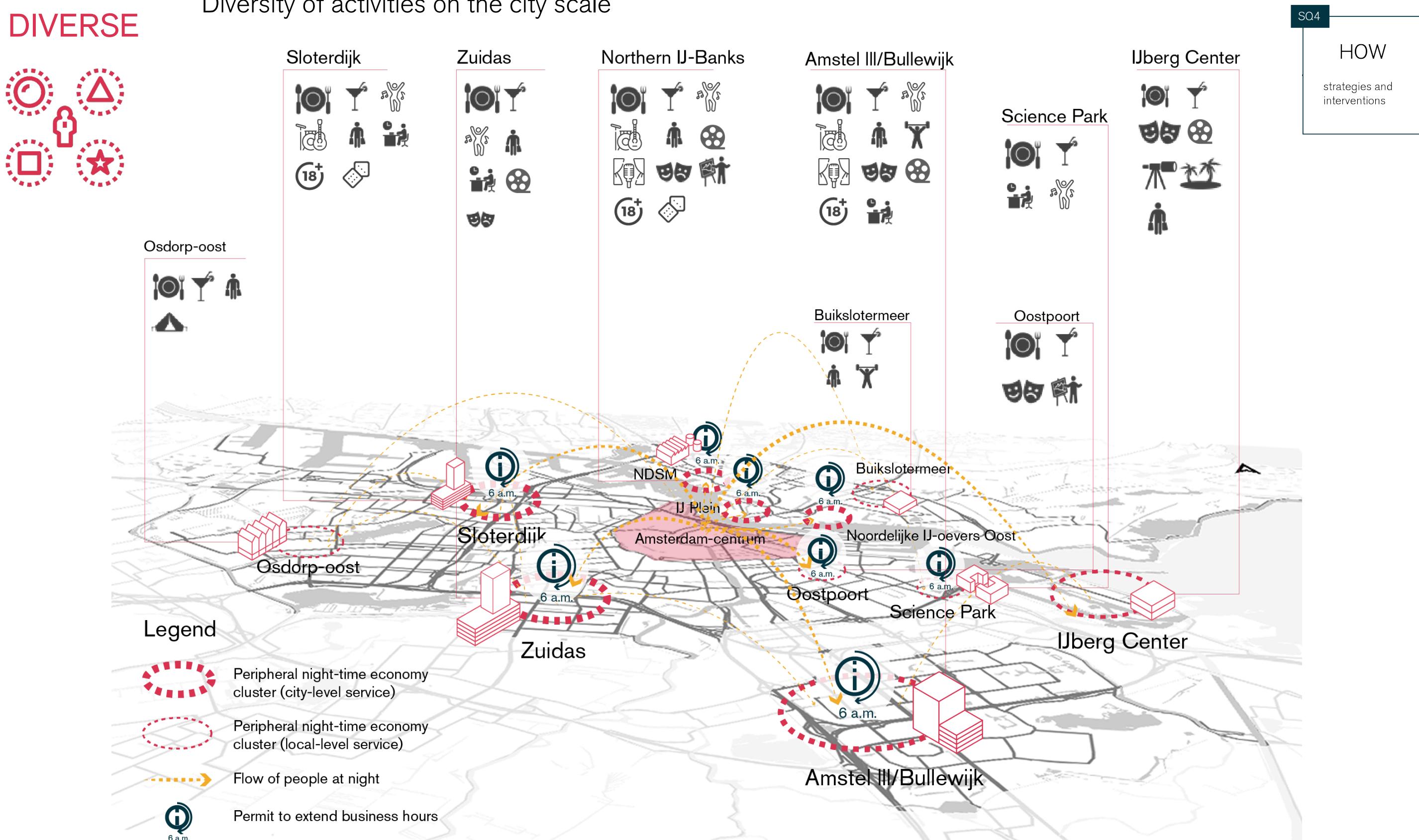
Diverse use of buildings and spaces

SO4
HOW
strategies and interventions

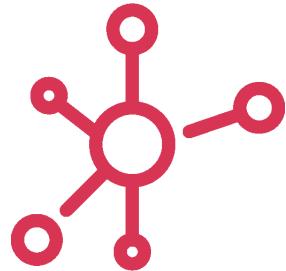


DIVERSE

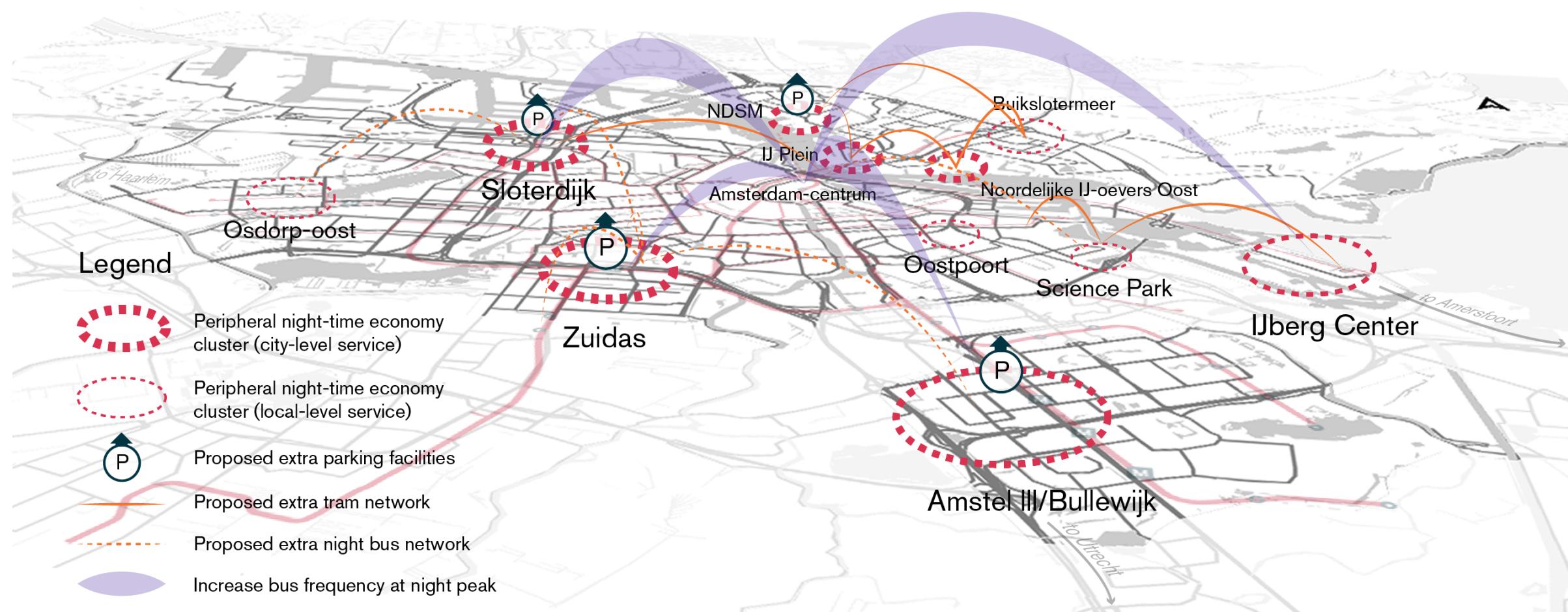
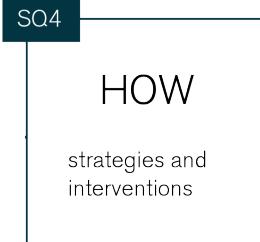
Diversity of activities on the city scale



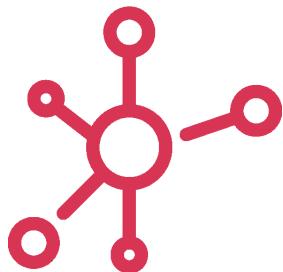
CONNECTED



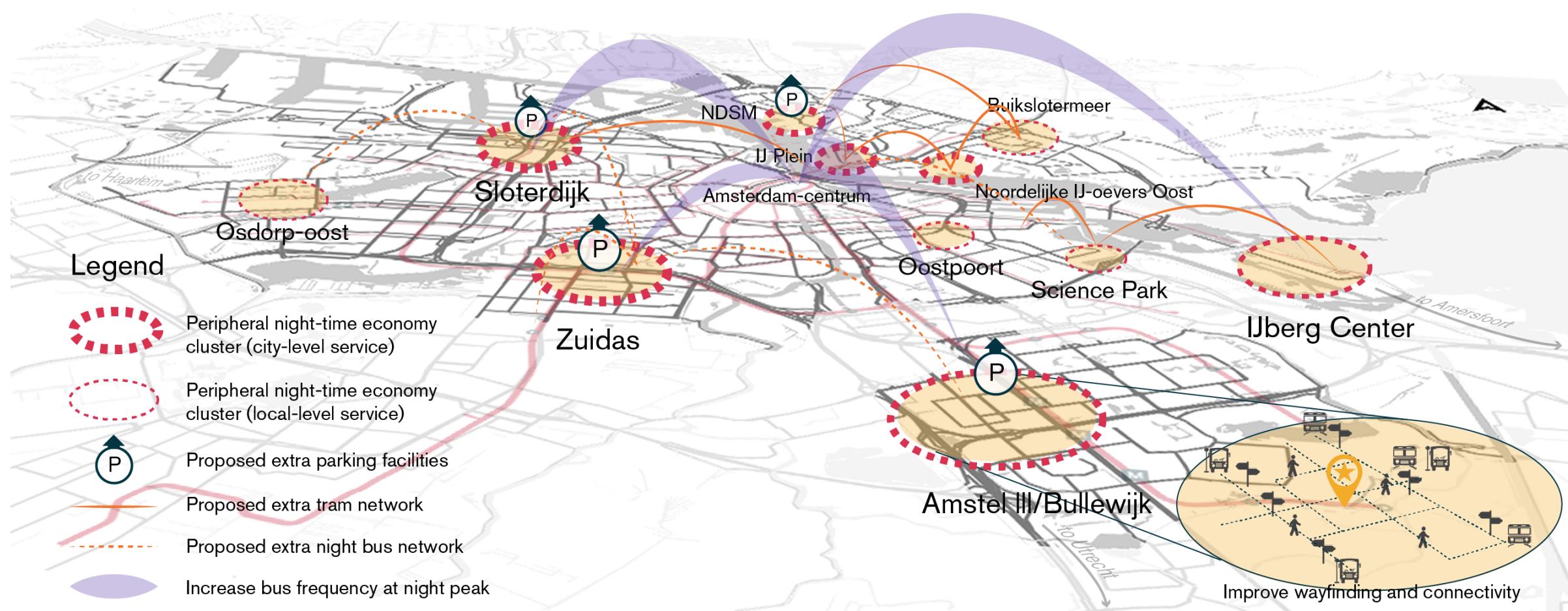
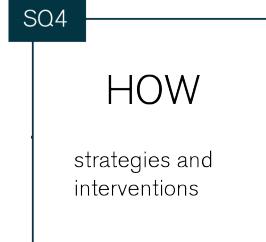
Public and private transport accessibility



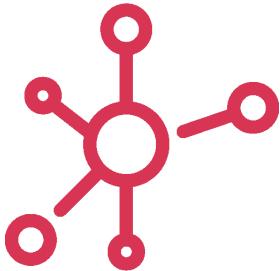
CONNECTED



Wayfinding and pedestrian connectivity



CONNECTED



Social connection

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

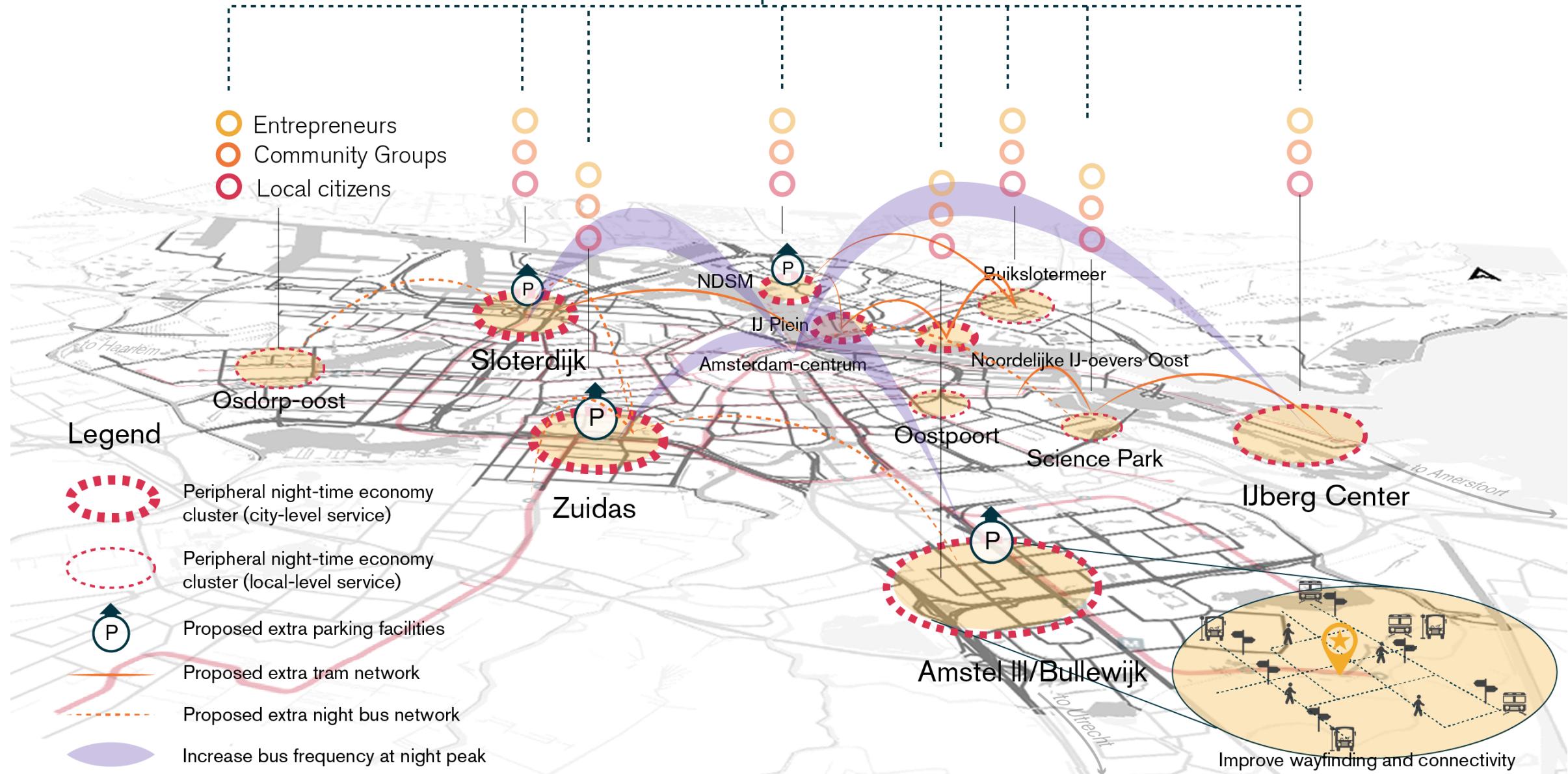
- Province North-Holland
- Amsterdam Metropolitan Area
- Municipality of Amsterdam

Night Mayor

- NGOs
- Professionals
- Night industry association
- Property developers

SO4
HOW

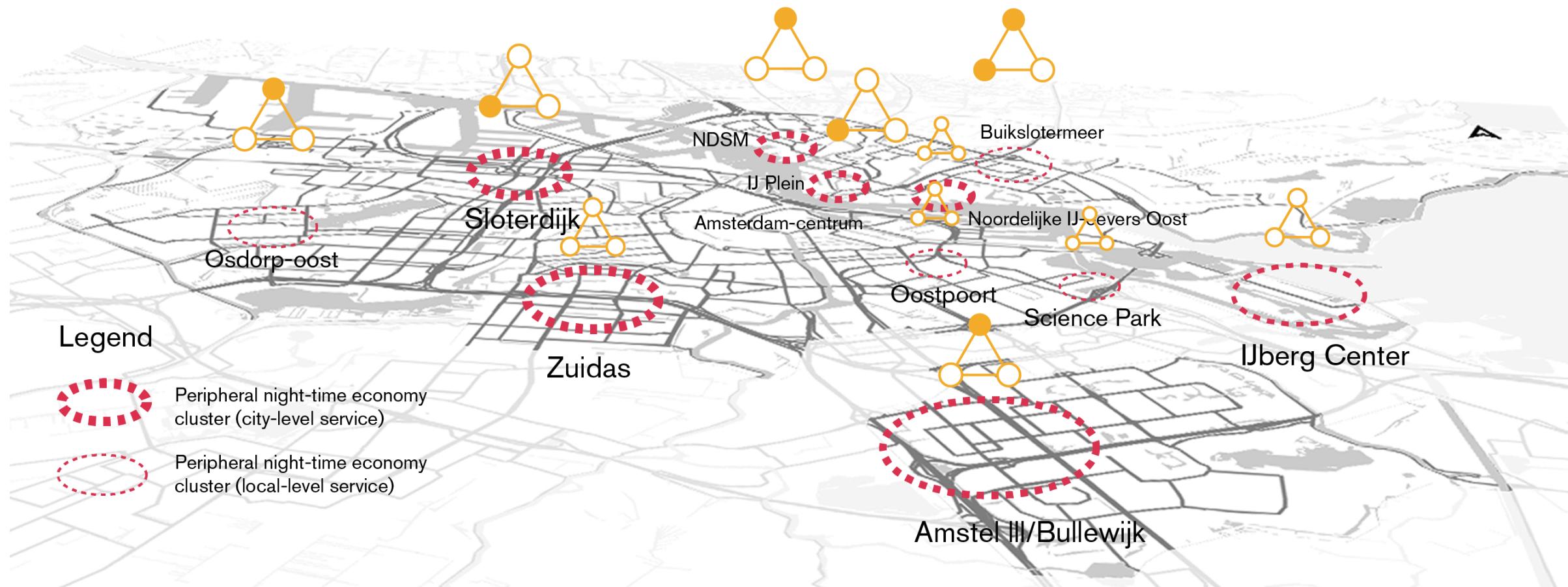
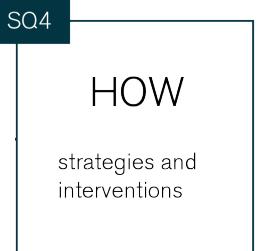
strategies and interventions



ATTRACTIVE



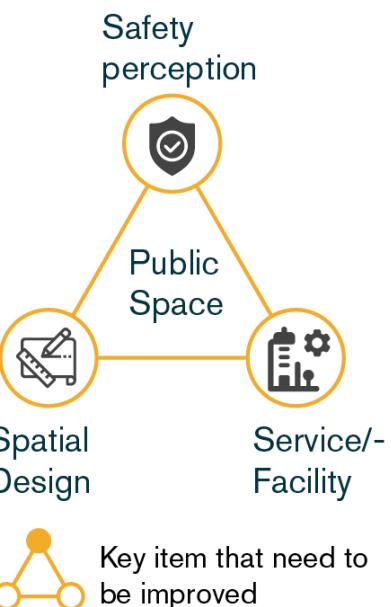
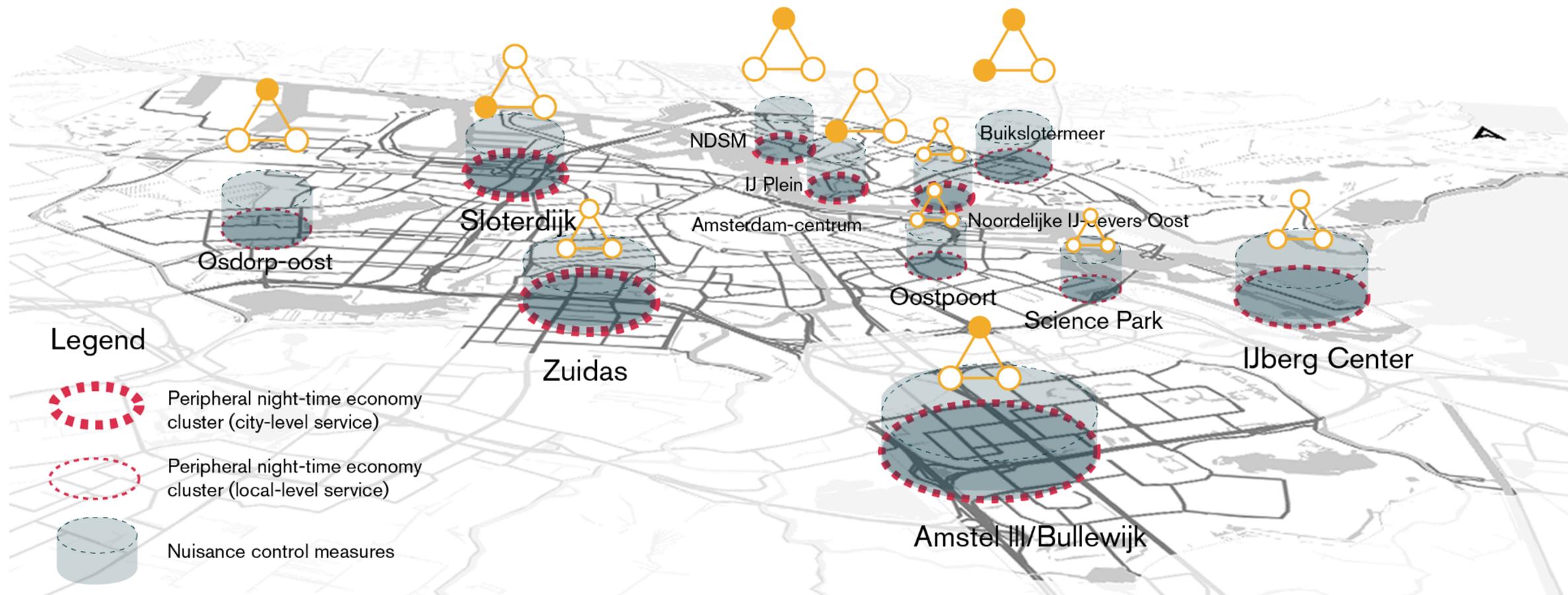
Security perception, spatial quality of public spaces and services at night



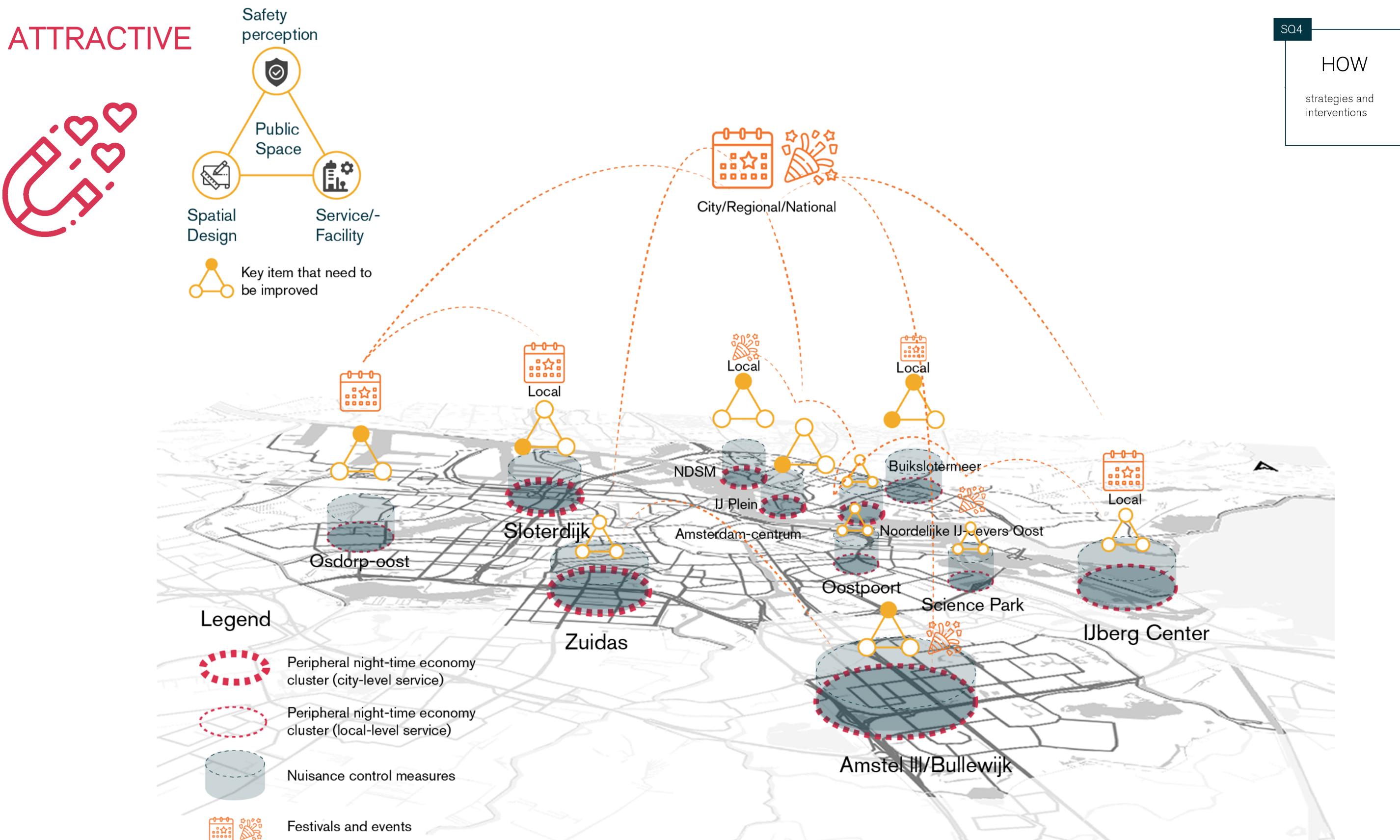
ATTRACTIVE

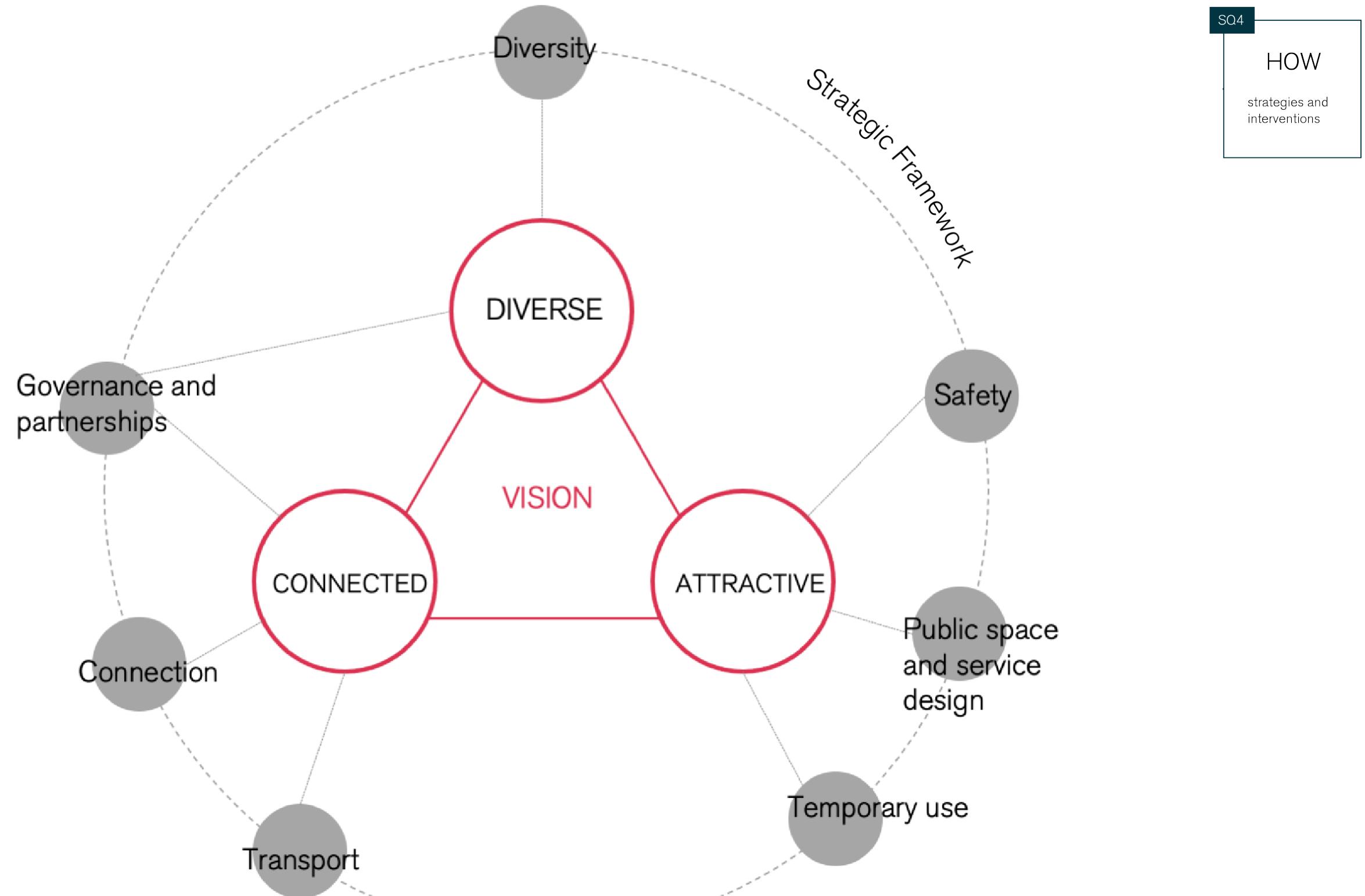


Nuisance control



ATTRACTIVE

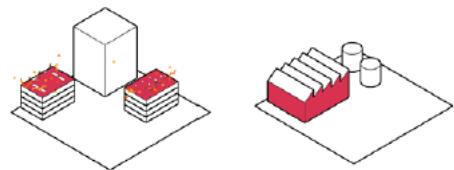




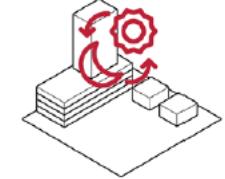
Diversity

SPATIAL

D-01 Unused space

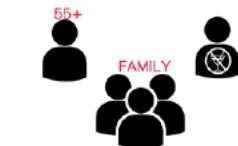


D-02 Mixed use



NON-SPATIAL

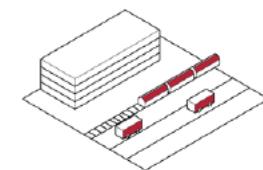
D-04 Diverse groups



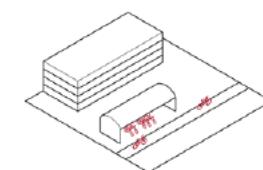
Transport

SPATIAL

Tr-01 Public transport



Tr-03 Cycling



NON-SPATIAL

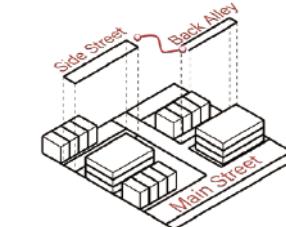
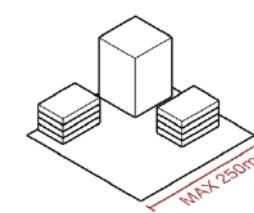
Tr-04 Self-service bicycle rental



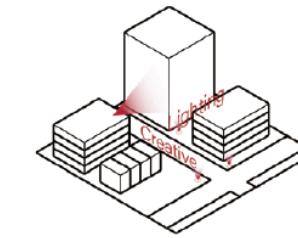
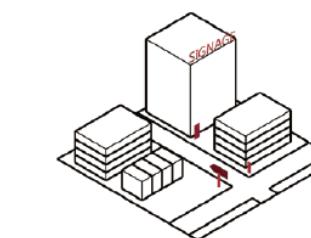
Connection

SPATIAL

C-01 Size of block



C-03 Wayfinding

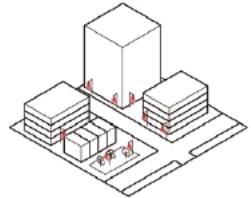


SO4
HOW
strategies and interventions

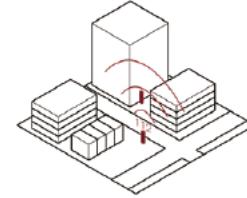
Safety



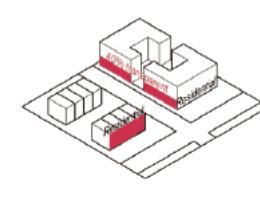
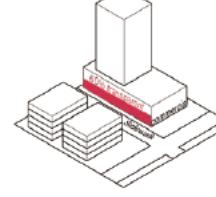
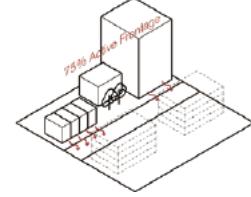
S-01 Functional lighting



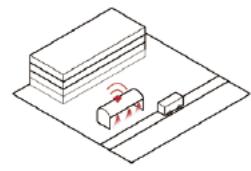
S-02 Help points



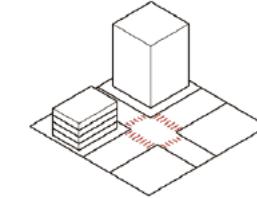
S-03 Active frontage



S-04 Safe stops



S-05 Pedestrian crosswalks



Governance and partnership



G-01 Institutionalization



G-02 Policy support



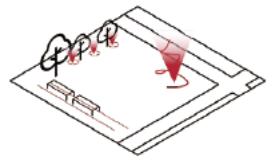
G-03 Partnerships



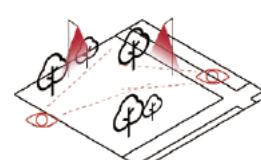
Public space and service design

SPATIAL

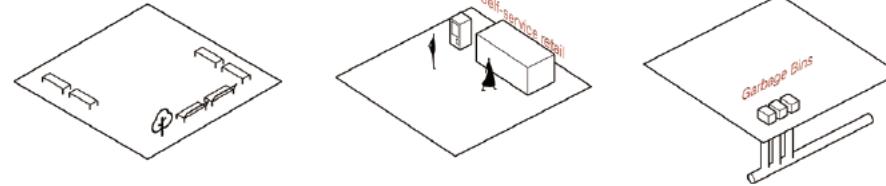
P-01 Creative lighting



P-02 Vegetation

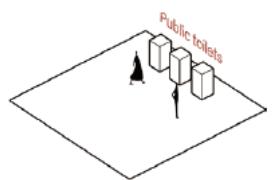


P-03 Urban furniture



NON-SPATIAL

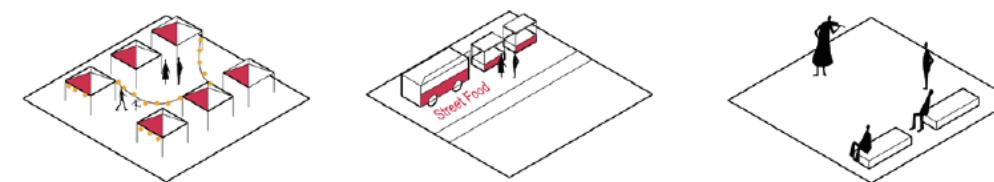
P-04 Online service



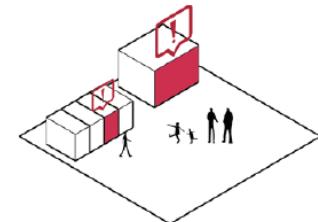
Temporary use and pop-ups

SPATIAL

Te-01 Regular temporary use

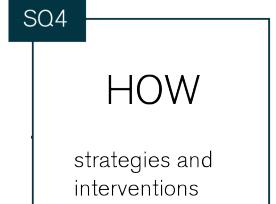
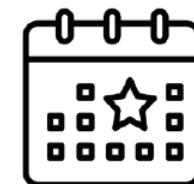


Te-02 Pop-ups



NON-SPATIAL

Te-03 Festivals

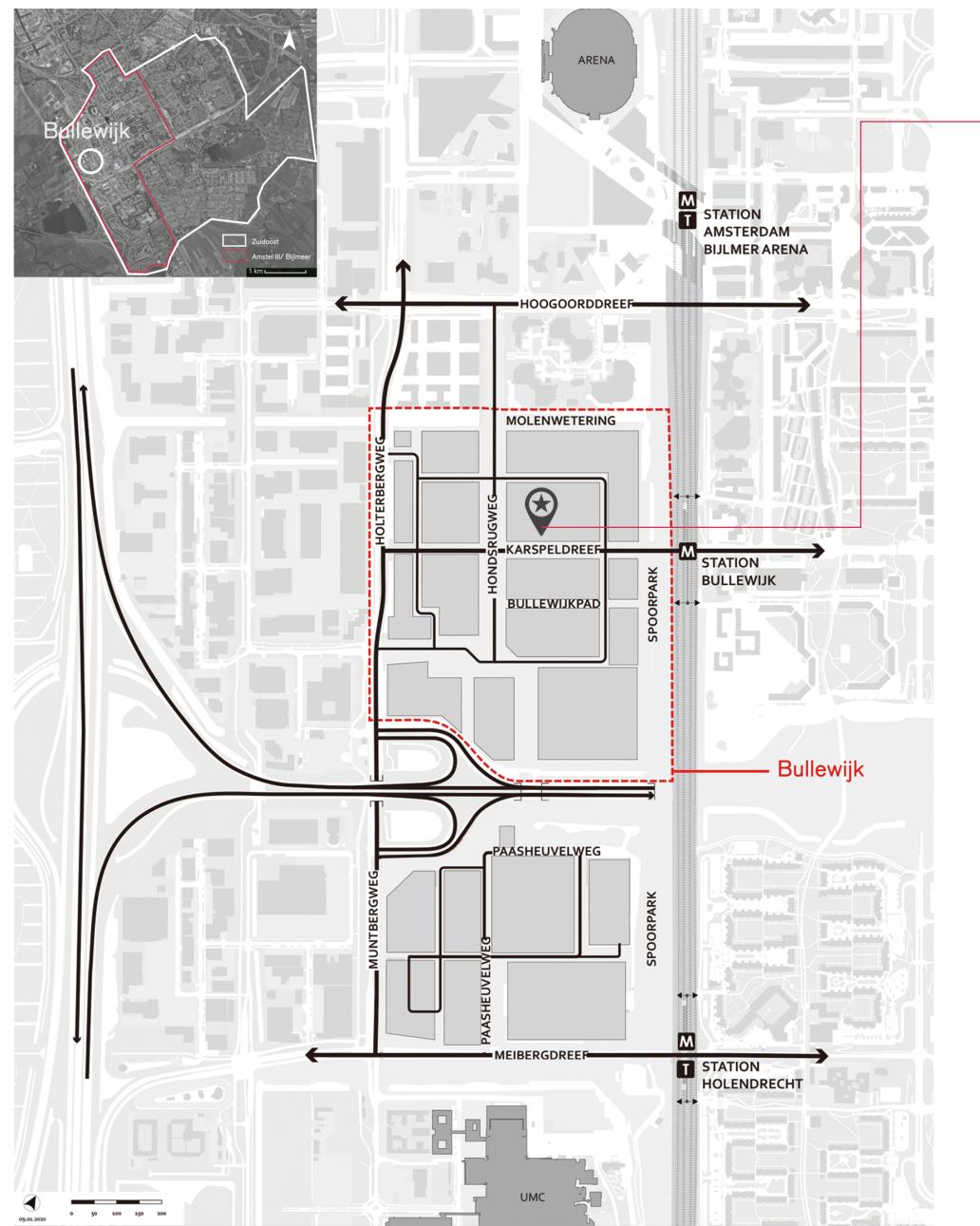


Strategic Project



SO4
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.

SO4
HOW
strategies and
interventions

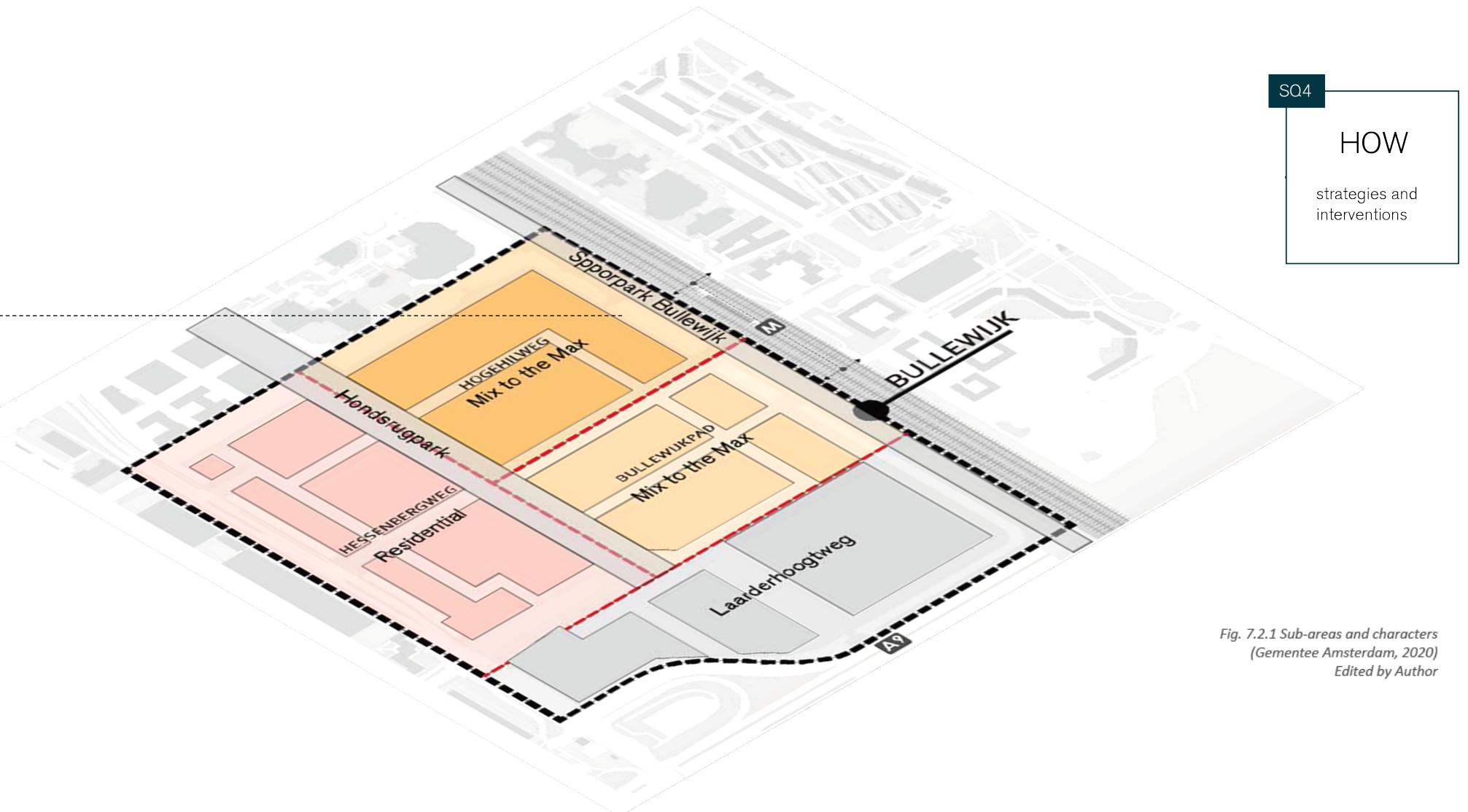


Fig. 7.1.3 Bullewijk regeneration project (KAAN Architecten, 2020)

Characteristic sub-areas

Mix to the max

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



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

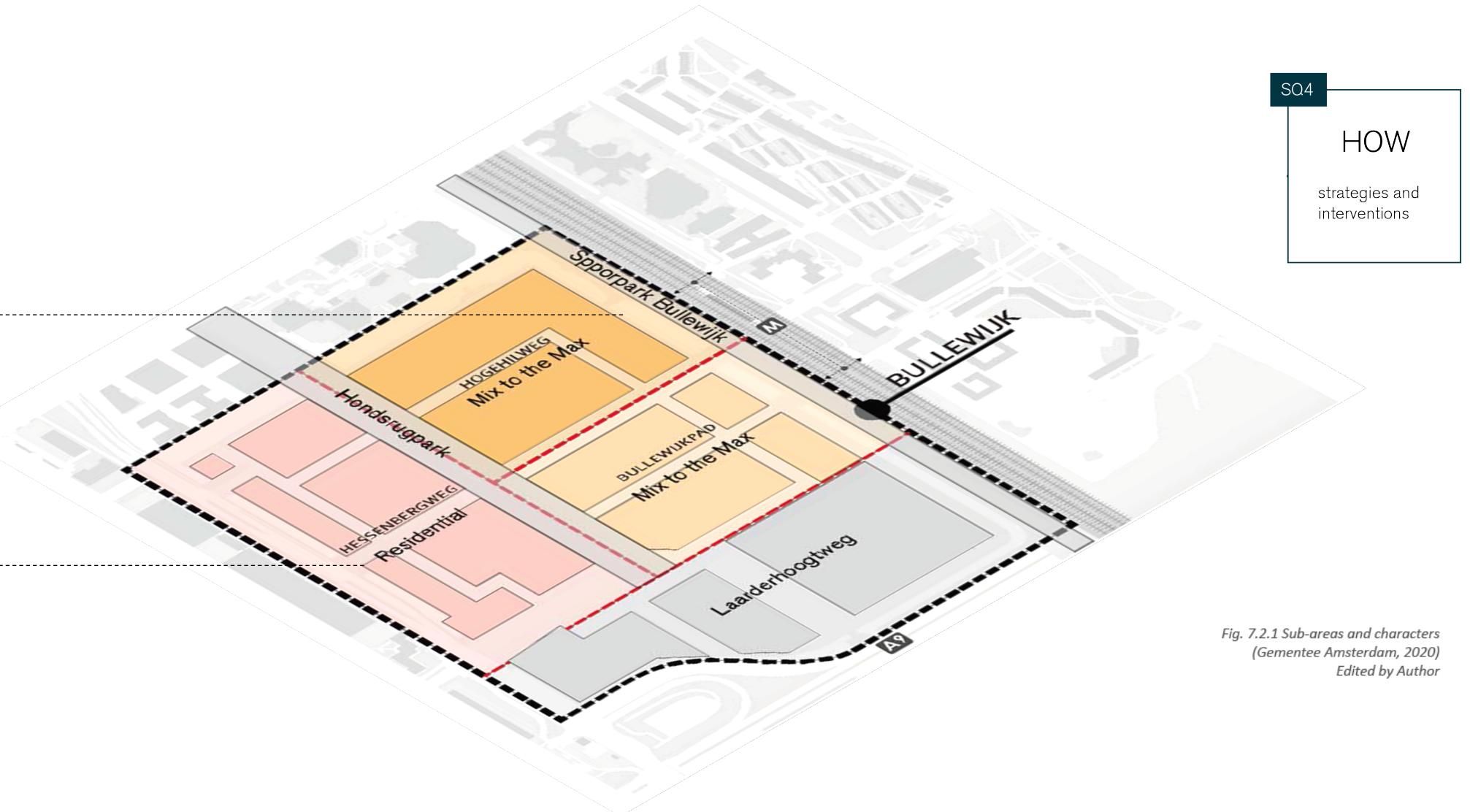


Fig. 7.2.1 Sub-areas and characters
(Gemeente Amsterdam, 2020)
Edited by Author

Characteristic sub-areas

Mix to the max

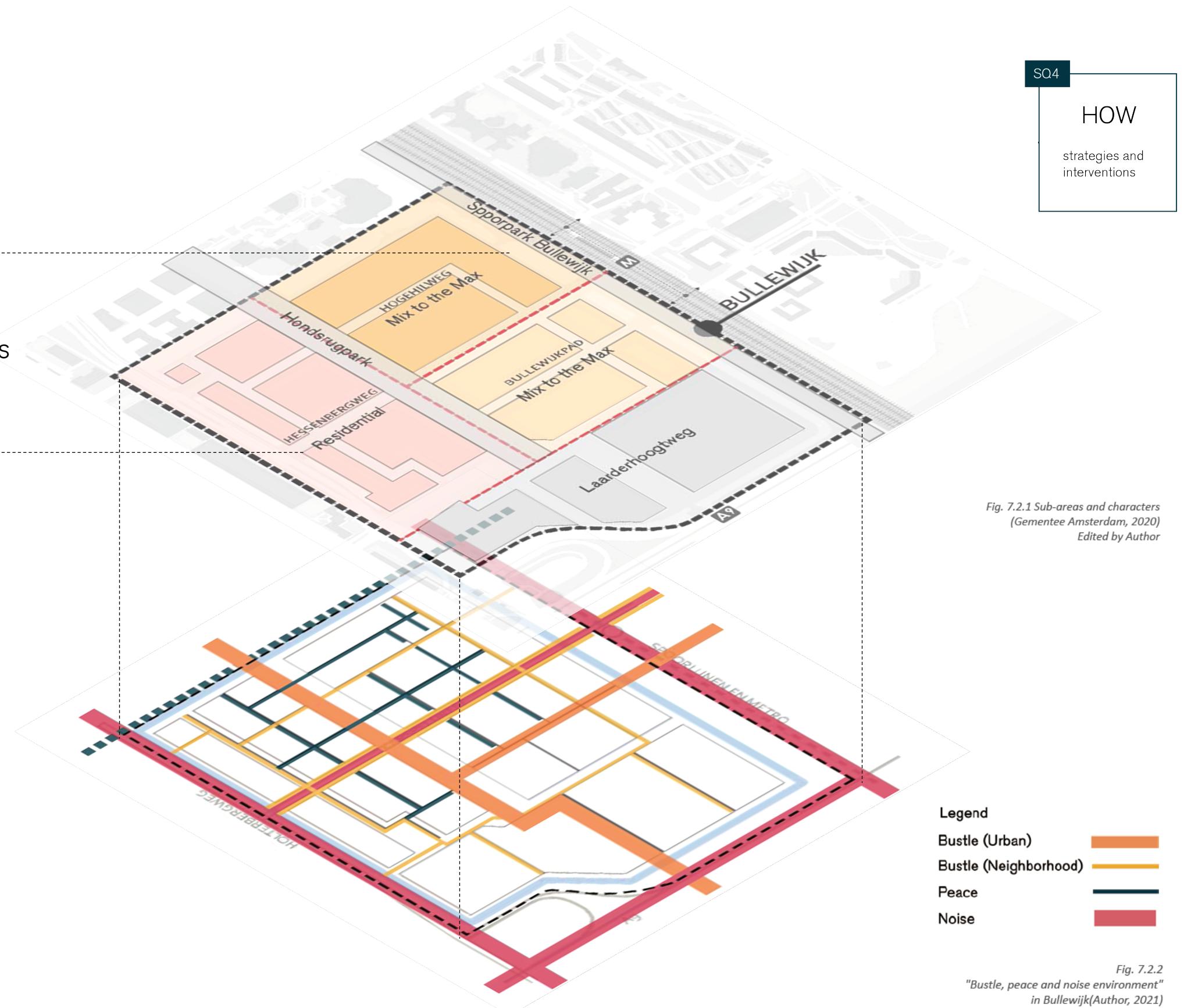
- highly densified
- a mix of work-life and service functions
- a metropolitan atmosphere

Residential

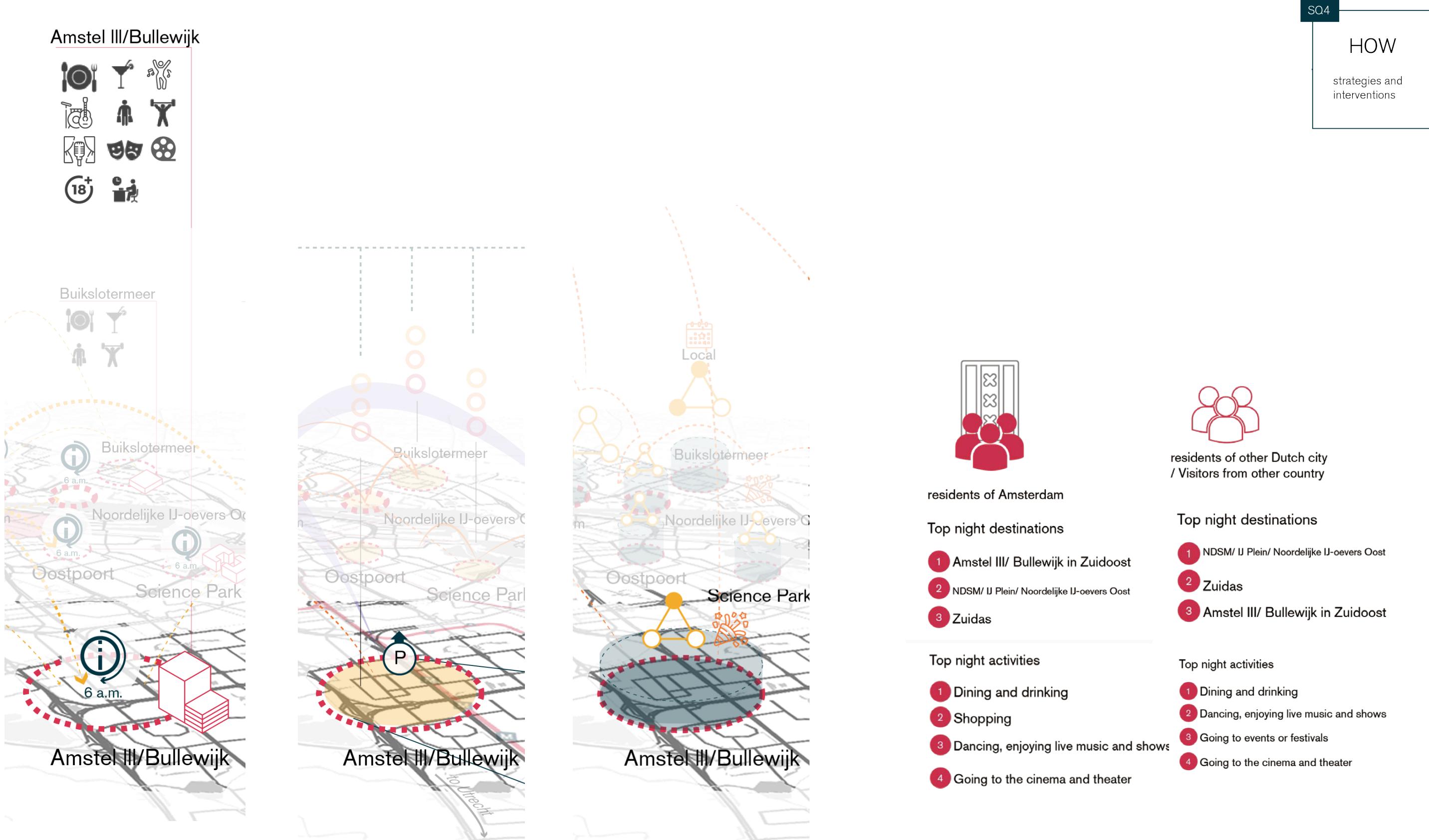
- living and service functions
- a quiet atmosphere

Bustle, peace and noise

(Reuring, Rust, Ruis in Dutch)



Background



Diversity

D-01 Unused space

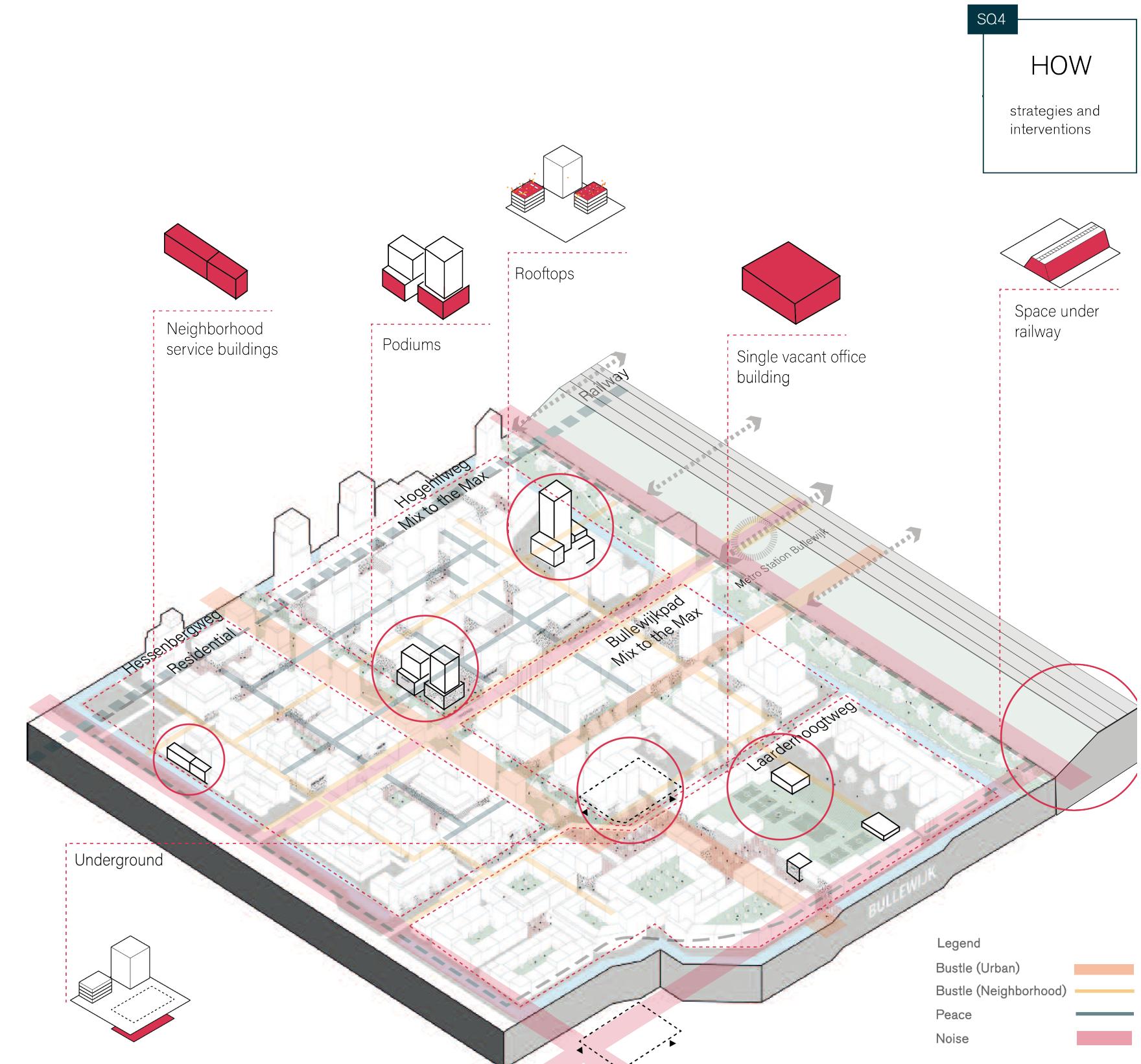
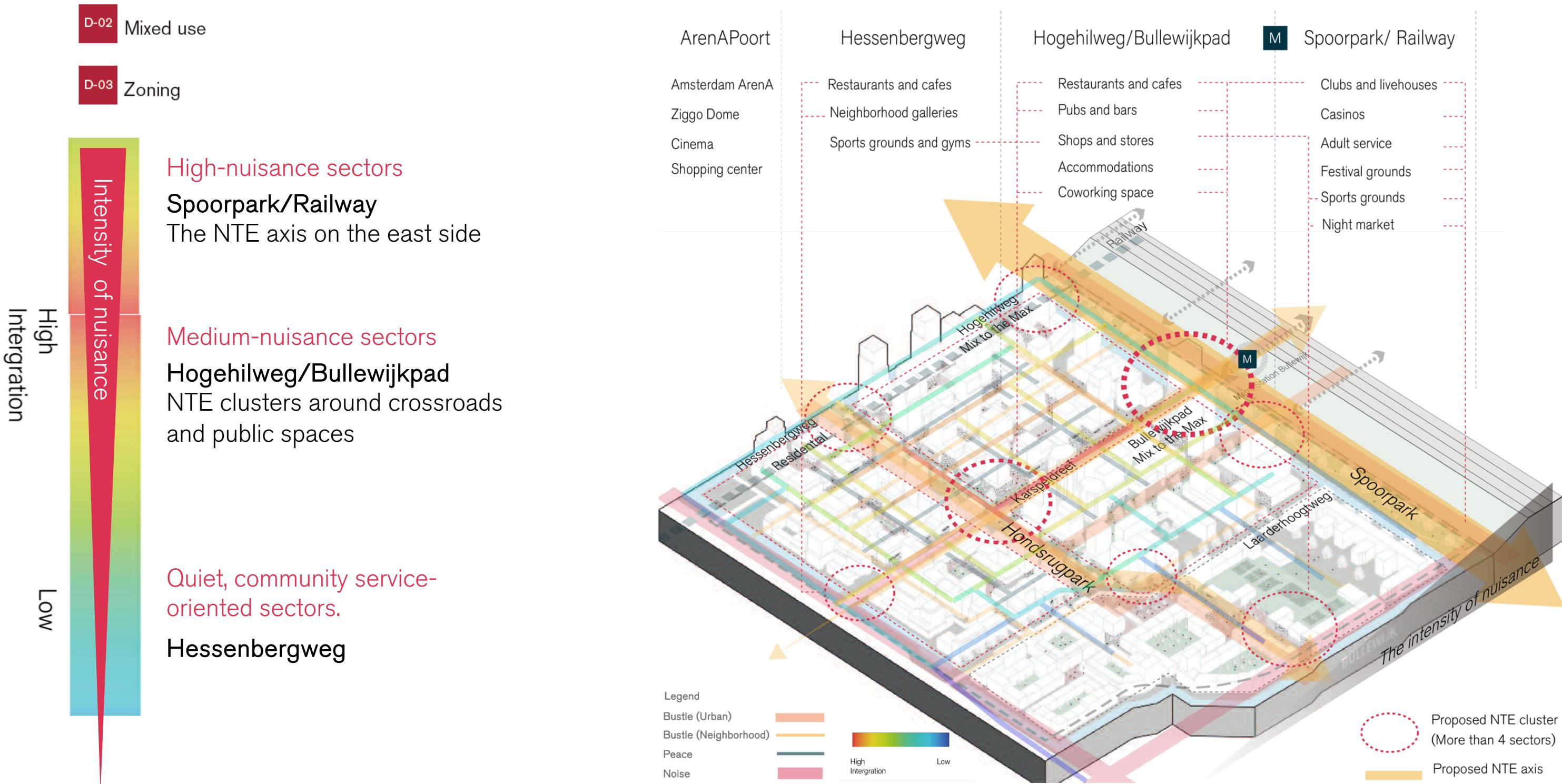


Fig. 7.2.3 Examples of rooftop and space under railway used for NTE
Source: TripAdvisor.com

Diversity

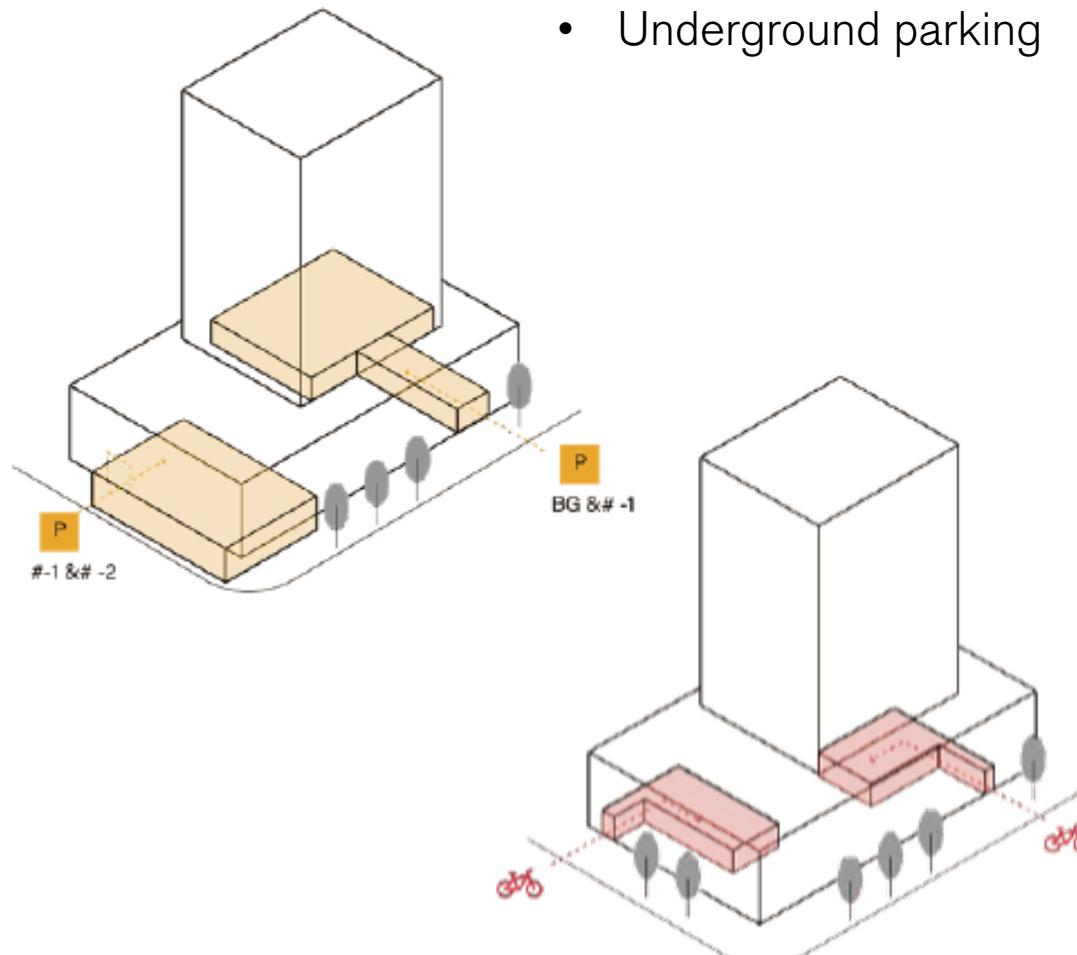


Transport

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

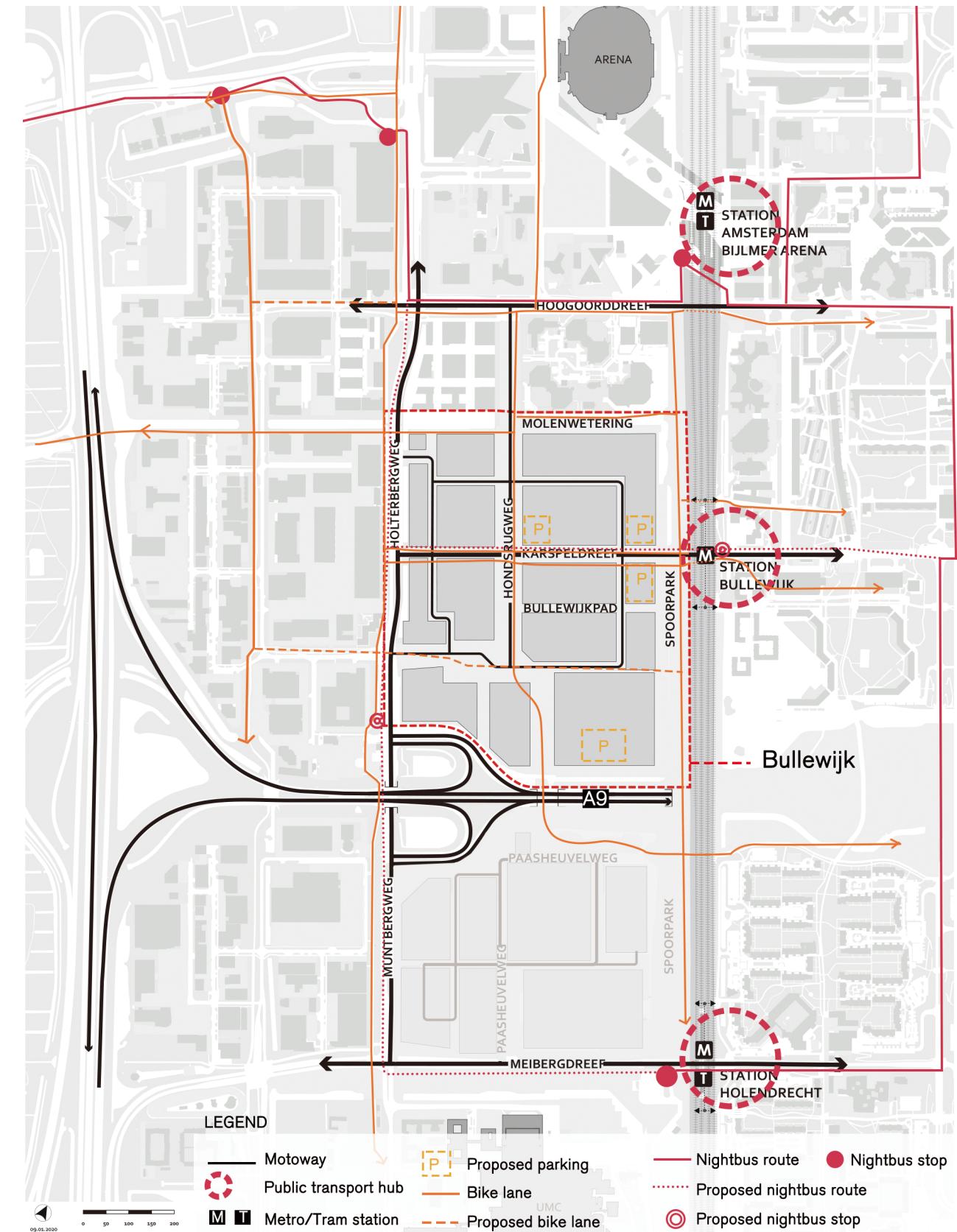


Fig. 7.2.6 Parking interventions. (Author, 2021)

SO4
HOW
strategies and interventions

Connection

C-01 Size of block

C-02 Activate side street

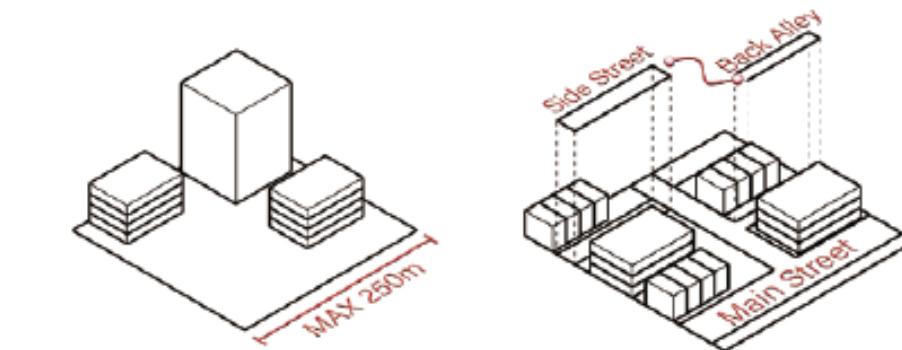
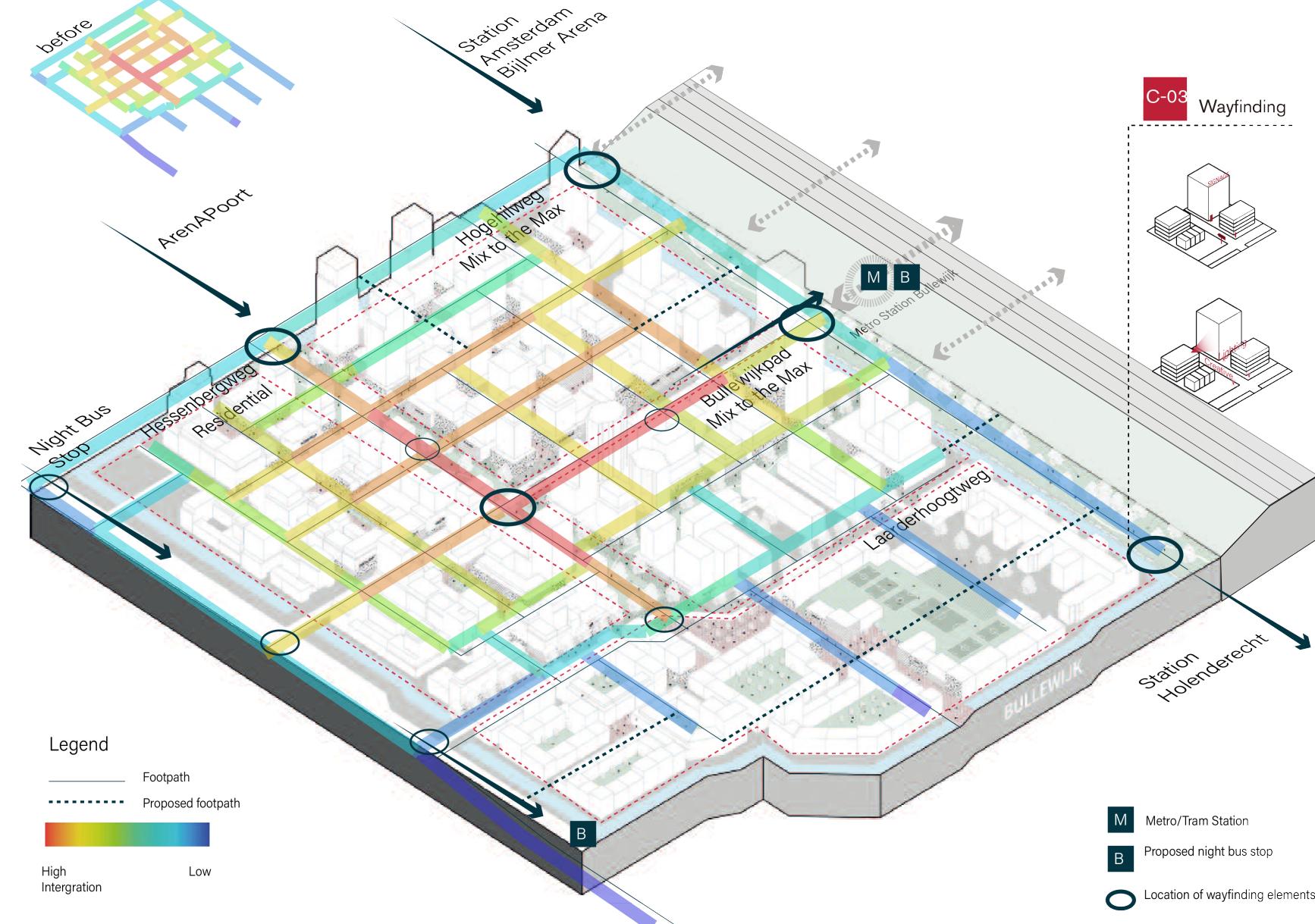
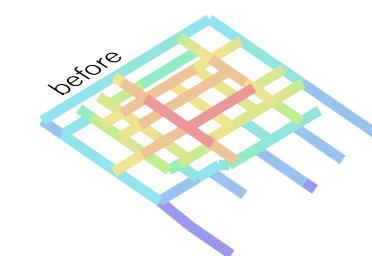
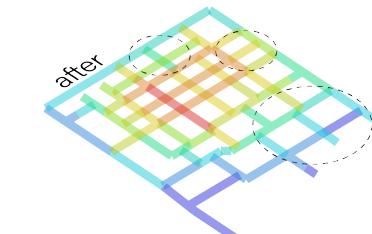


Fig. 7.2.7 Interventions to improve wayfinding (Author, 2021)



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%

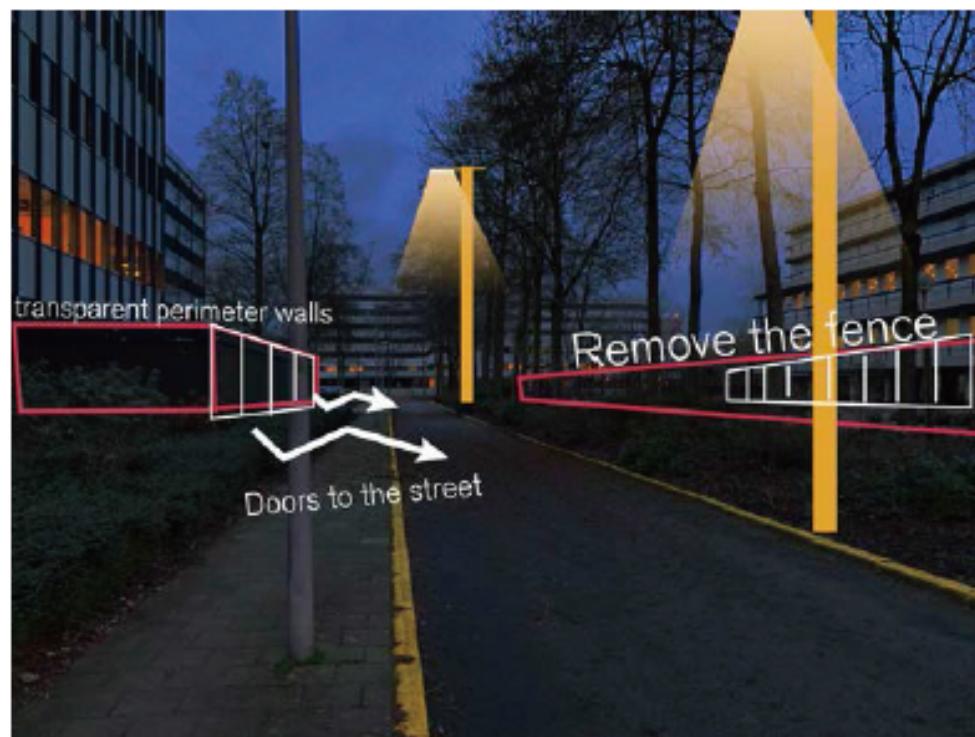
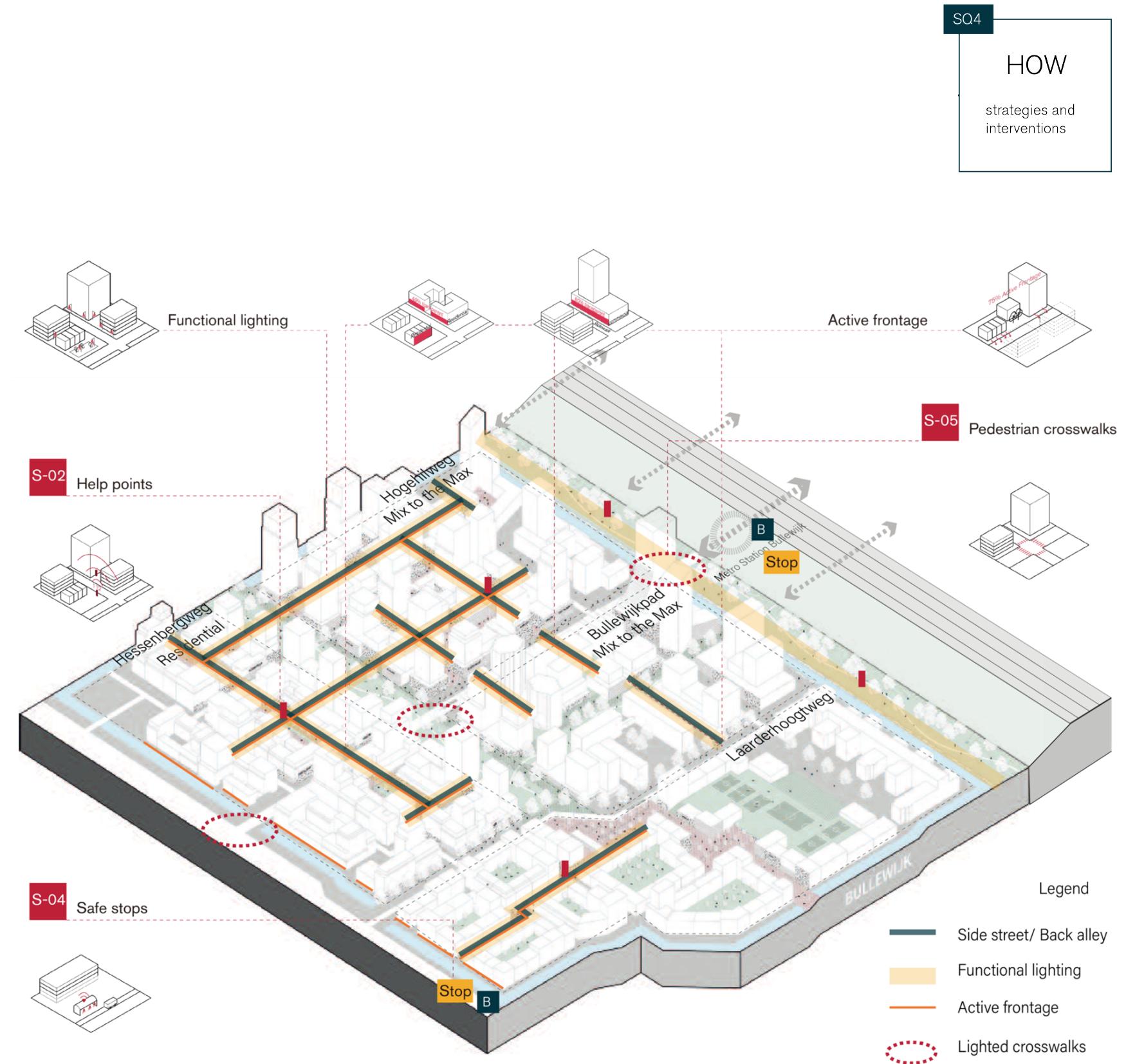
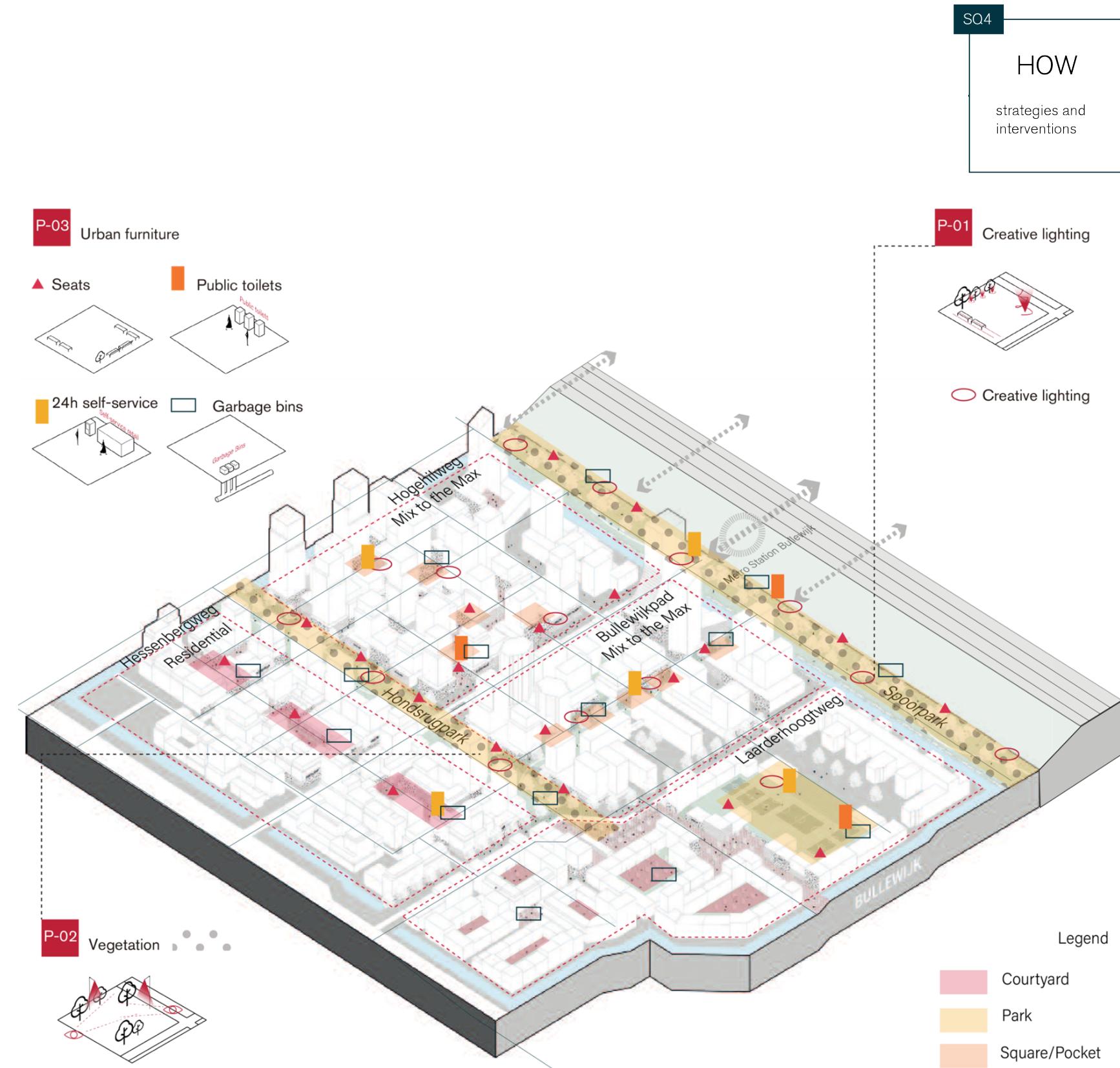
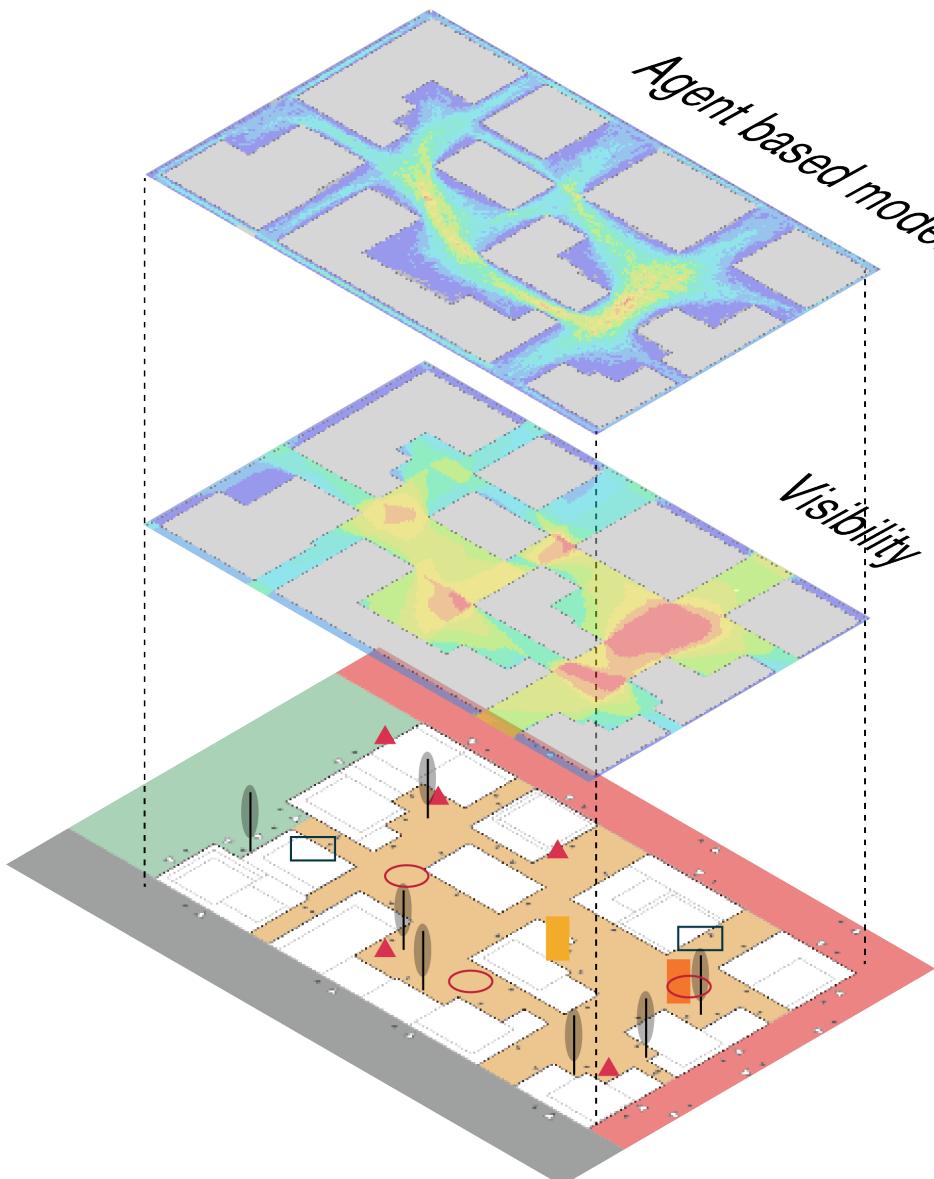


Fig. 7.2.8 Interventions to improve perception of safety on side streets.
(Author, 2021)



Public space and service



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

Temporary use and pop-ups

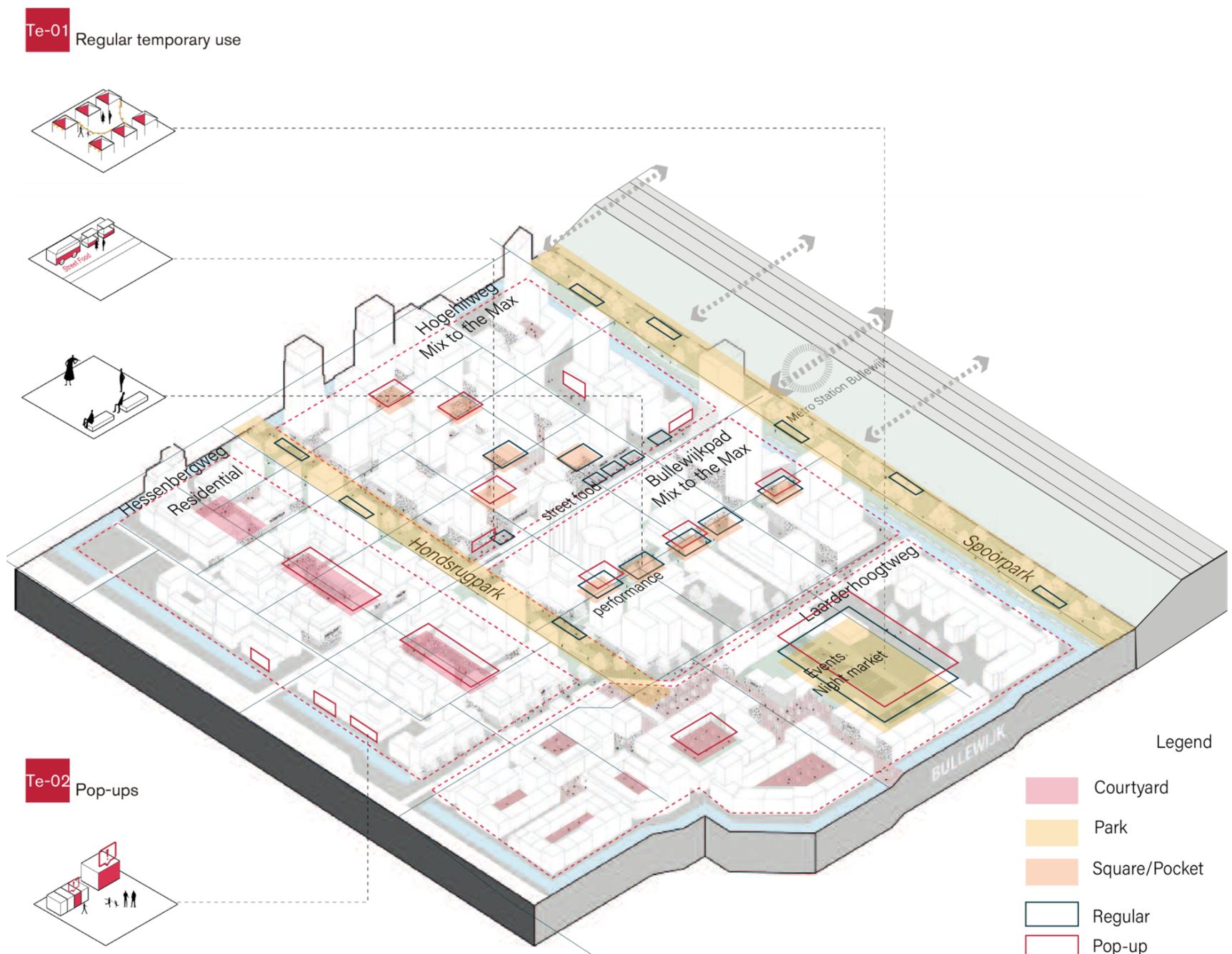
- Night markets
- Street food
- Performance
- Pop-up stores
- Festivals and events



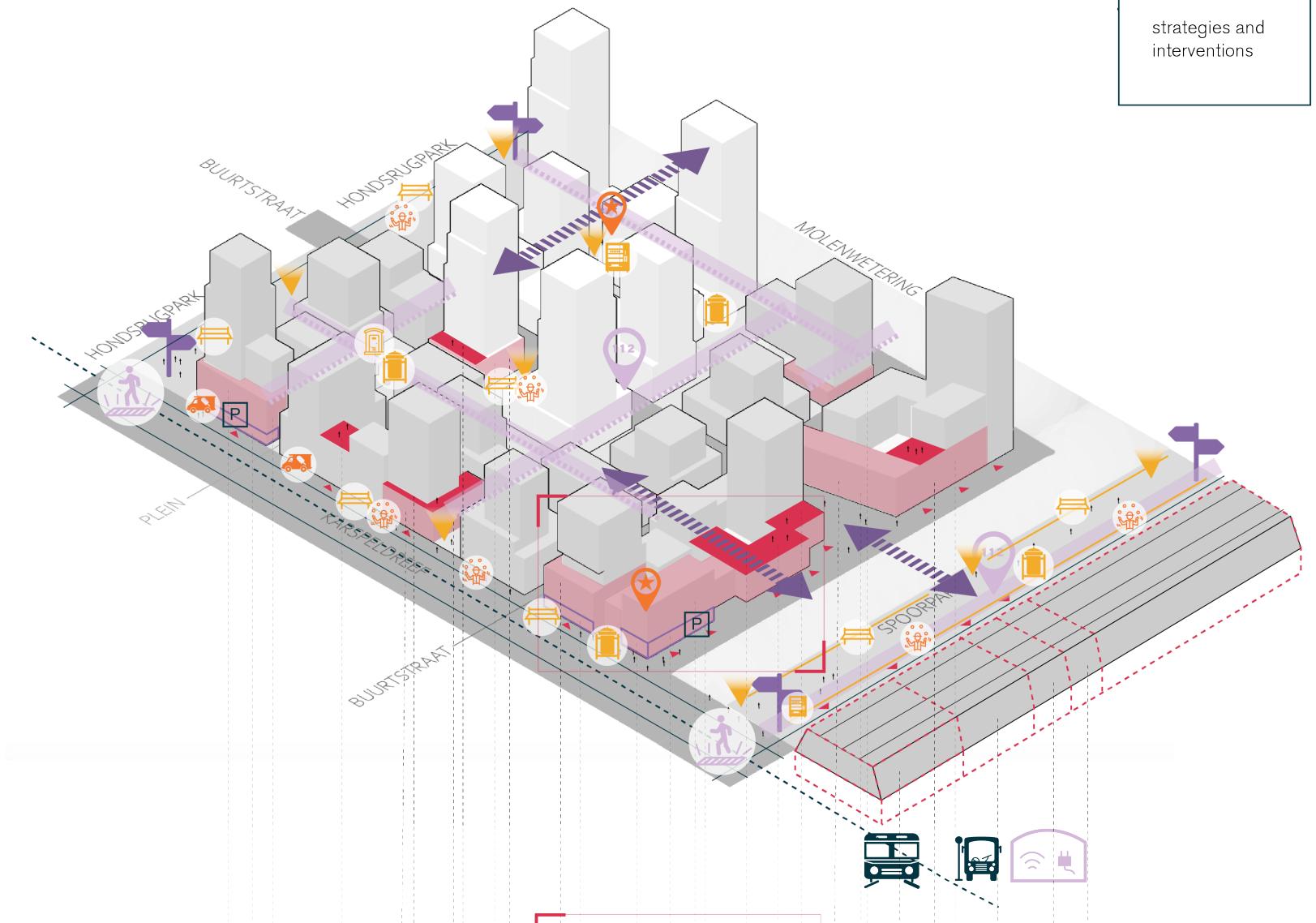
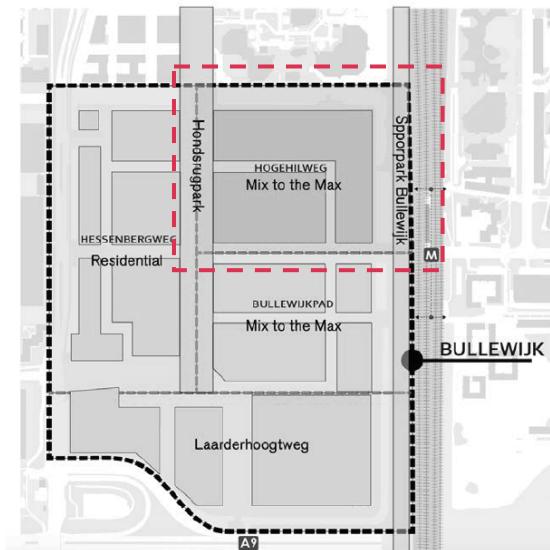
Fig. 7.2.10 Examples for temporary use and pop-ups .

Source:
<http://lawontherunway.com/blog/tips-setting-successful-pop-shop/>
<https://www.commarts.com/exhibit/nike-pop-up-store>

SO4
HOW
strategies and interventions



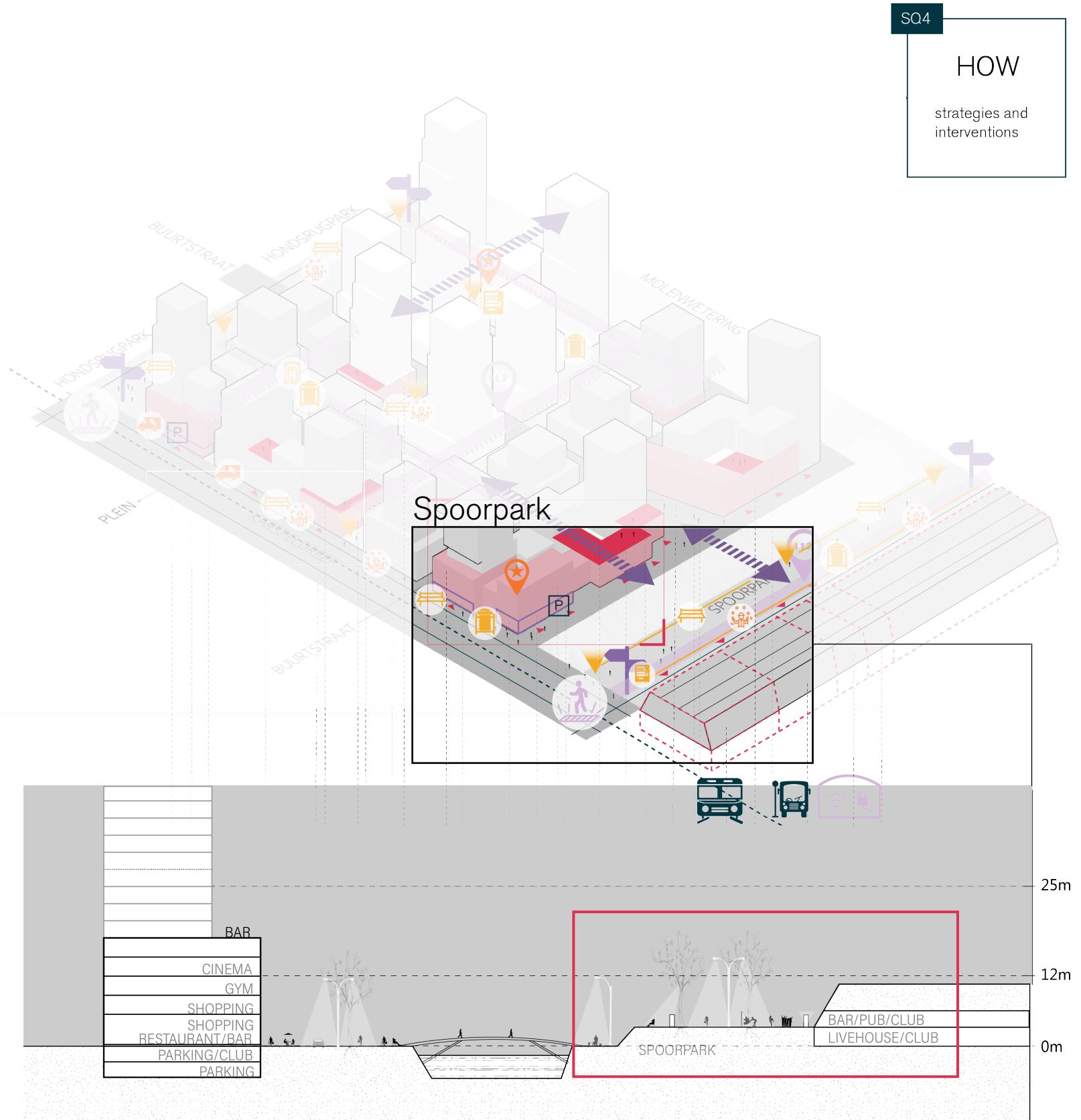
Block 1: Hogehilweg (Mix to the max)

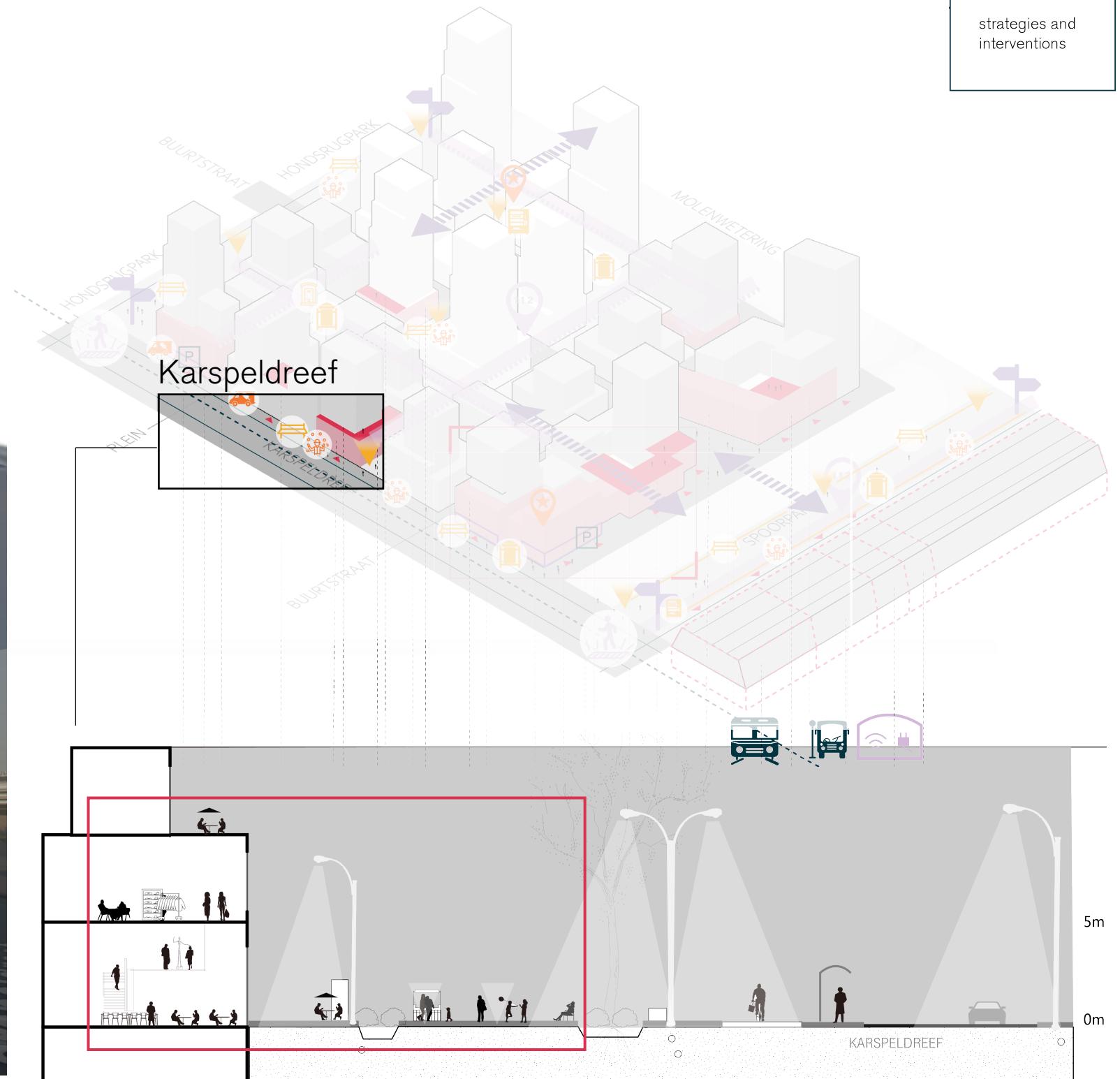


diversity	transport	connection	safety	public design	temporary use
Podium	Night bus route	Extra connection	Improve functional lighting	Creative lighting	Food
Rooftop	Bike lane	Wayfinding facility	Help points	Street food	Alcohol
Space under the railway	Metro station	Lighted facade	60% transparent frontage	Vegetation	Entertainment
Entrance to the building	Night bus Stop		Safe stops	Seat	Accommodation
	Parking lot		Lighted crosswalks	Public toilet	Retail
				24h self-service	Education
				Garbage bin	

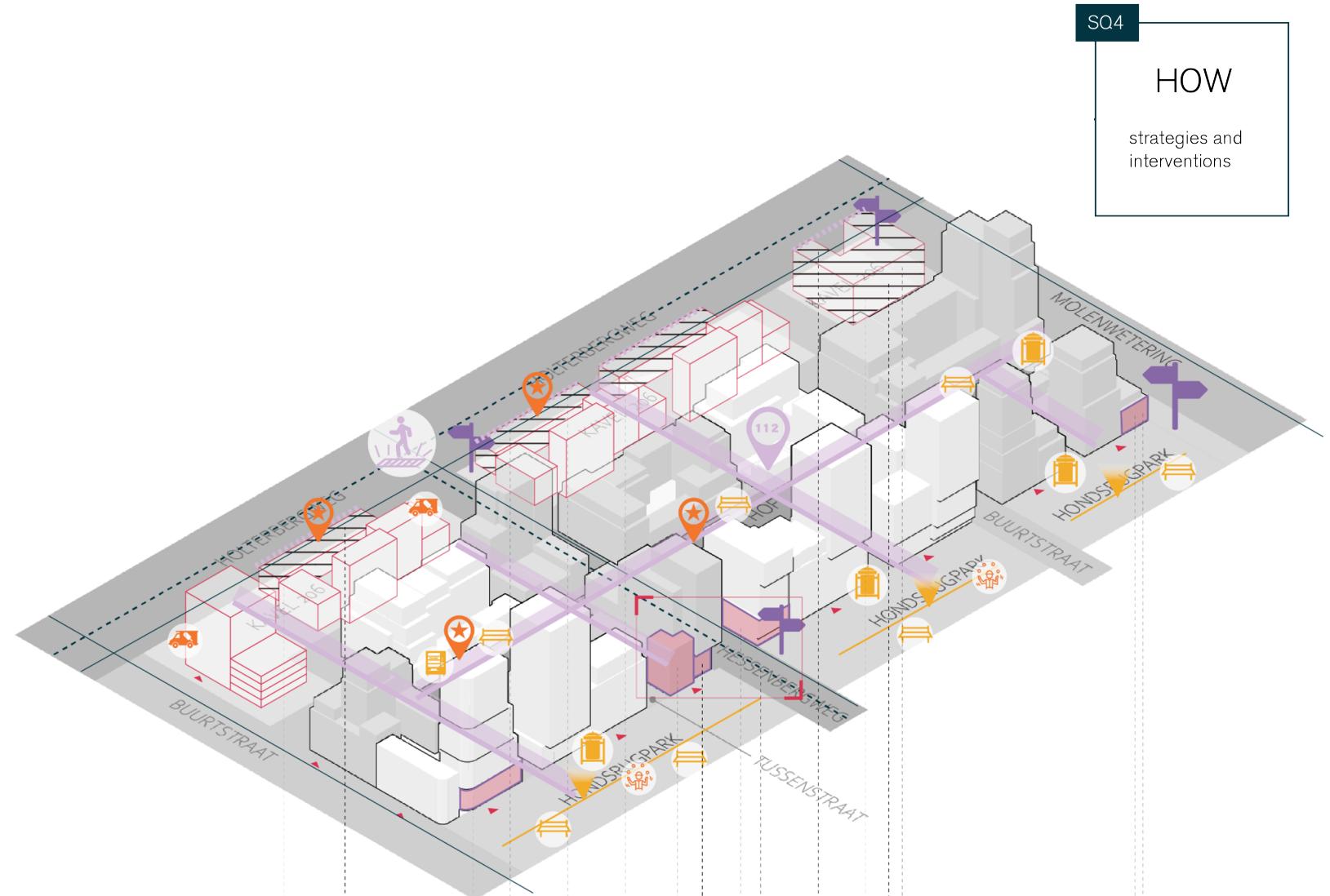
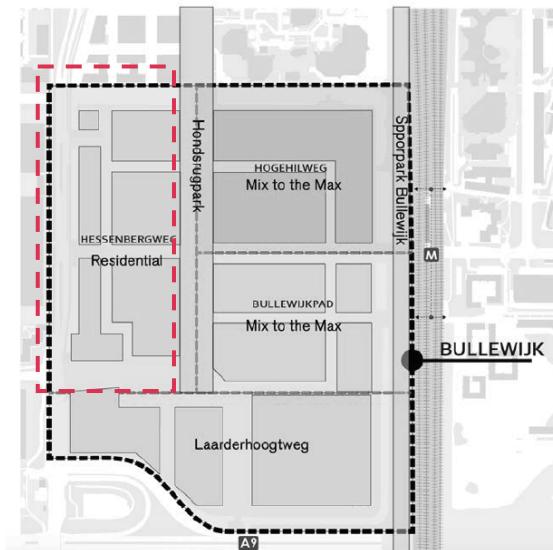
Food	🍽	🍽	🍽	🍽	🍽	🍽
Alcohol	🍸	🍸	🍸	🍸	🍸	🍸
Entertainment	🎭	🎭	🎭	🎭	🎭	🎭
Accommodation	🛌	🛌	🛌	🛌	🛌	🛌
Retail	🛍	🛍	🛍	🛍	🛍	🛍
Education	школьн	школьн	школьн	школьн	школьн	школьн

Block 1: Hogehilweg (Mix to the max)





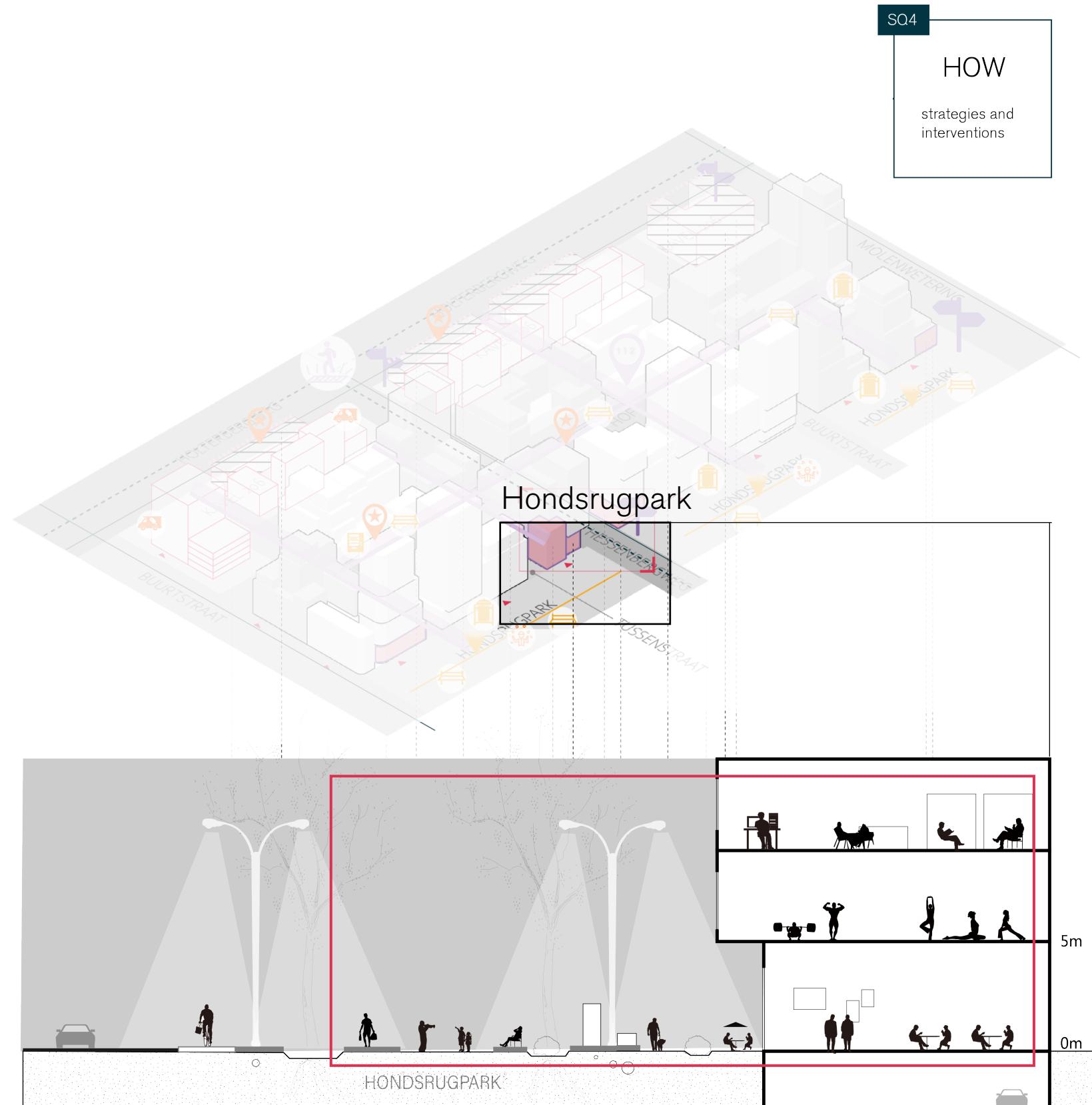
Block 2: Hessenbergweg (Residential)



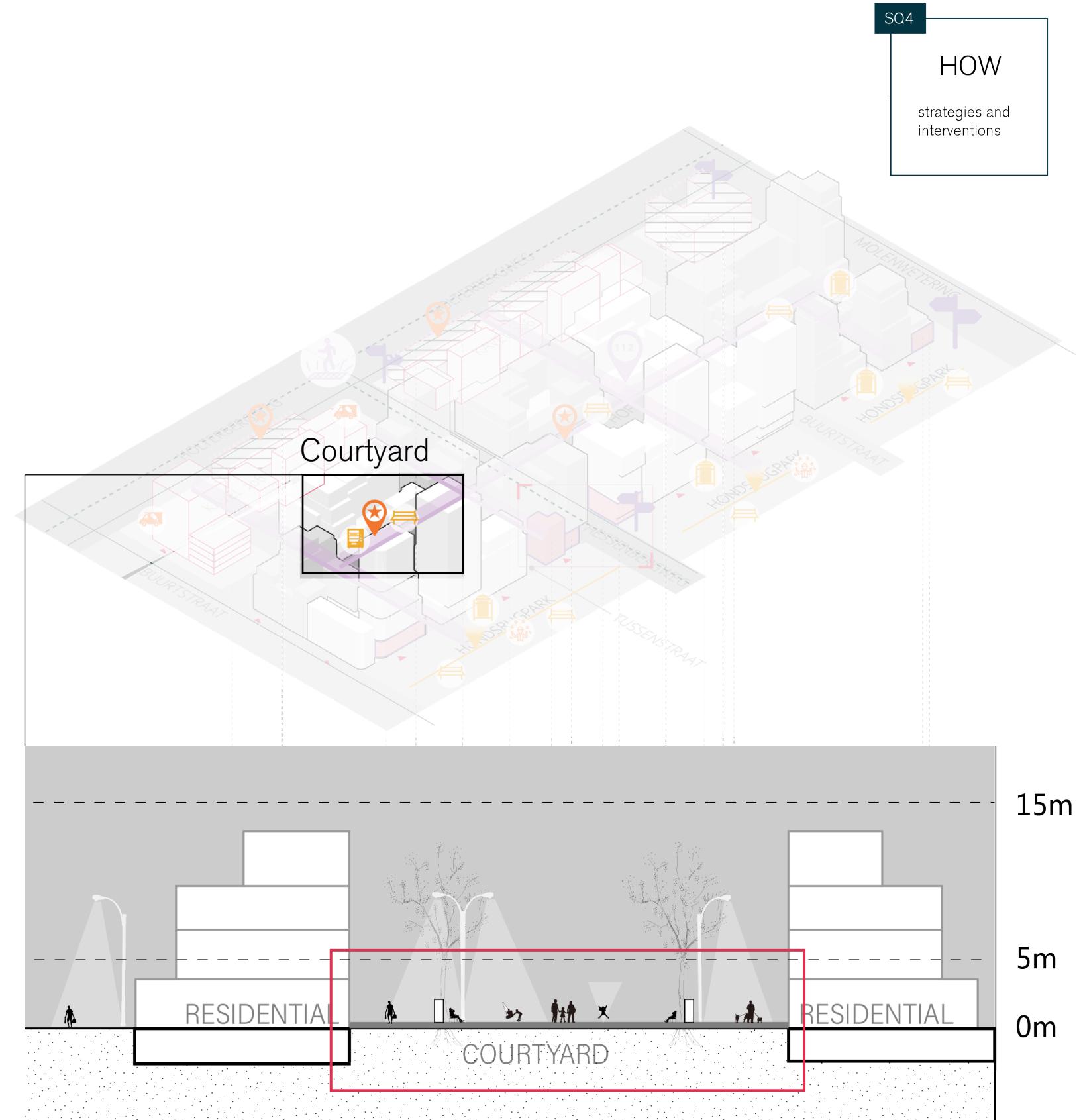
diversity	transport	connection	safety	public design	temporary use
Podium	----- Night bus route	Wayfinding facility	Improve functional lighting	Creative lighting	Street food
Neighborhood service building	— Bike lane	Lighted facade	Help points	Vegetation	Performance
▲ Entrance to the building			60% transparent frontage	Seat	Pop-ups
			40% transparent frontage	24h self-service	
			Lighted crosswalks	Garbage bin	

Food	🍽	🍽	🍽	🍽
Alcohol	🍸	🍸	🍸	🍸
Entertainment	🎭	🎭	🎭	🎭
Accommodation	🏨			
Retail	🛍			
Education	школьн			

Synthesis



Block 2: Hessenbergweg (Residential)



Management and Decision-making at the Local Level

SO4
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



Management and Decision-making at the Local Level

SO4
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



02

Short/mid/long-term functions



operational response



decision-making



data collection



research

Management and Decision-making at the Local Level

SO4
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



02

Short/mid/long-term functions

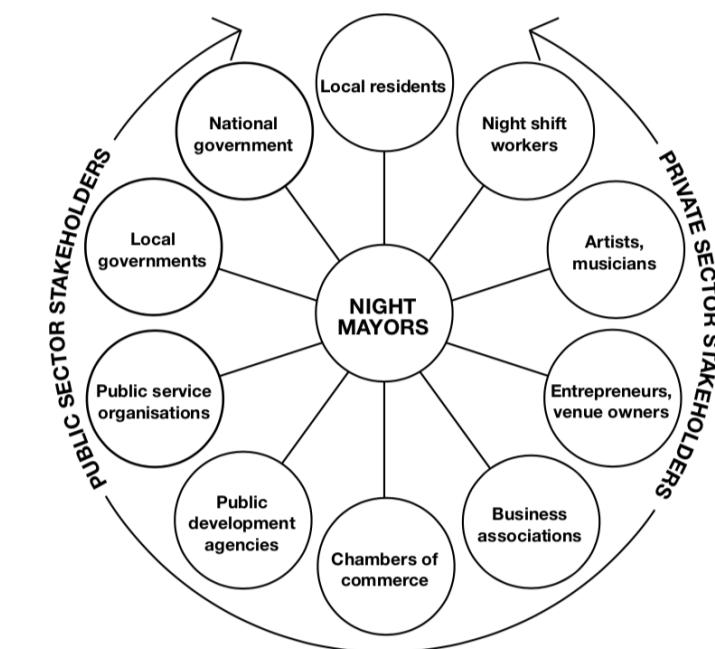


04

Working process of the partnership working forum

03

Local partnership



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

Management and Decision-making at the Local Level

SO4
HOW
strategies and interventions

- G-01 Institutionalization
- G-02 Policy support
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Information integration and partner cooperation platform



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Short/mid/long-term functions



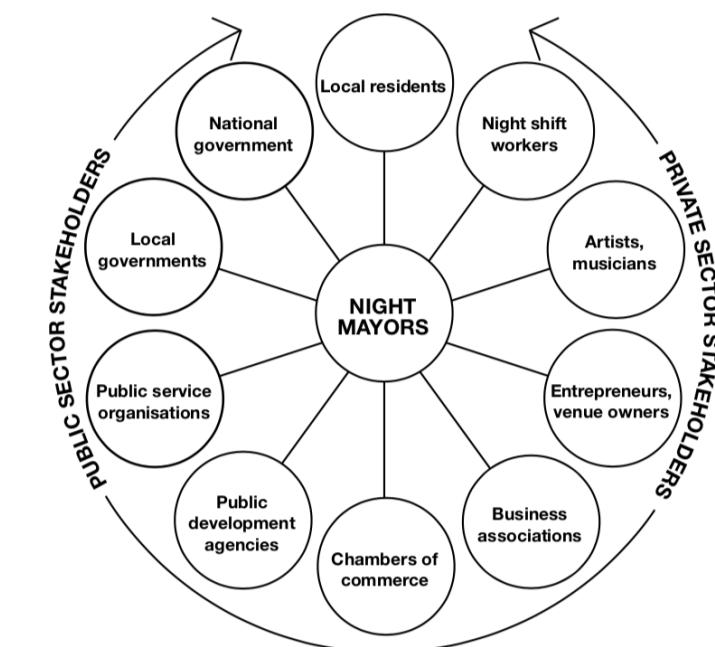
04

Working process of the partnership working forum



03

Local partnership



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

Long-term Evaluation

G-01 Institutionalization

G-03 Partnerships

SO4
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?
-

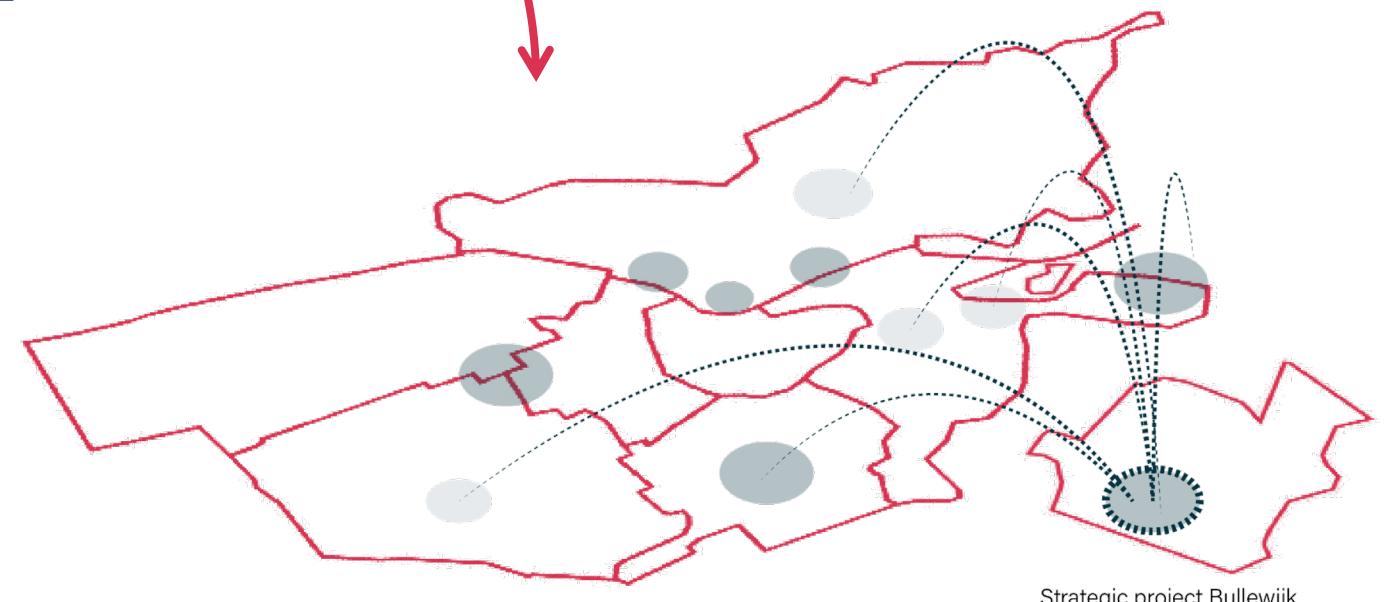
Discussion

Bullewijk in 2040



SO4
HOW
strategies and interventions

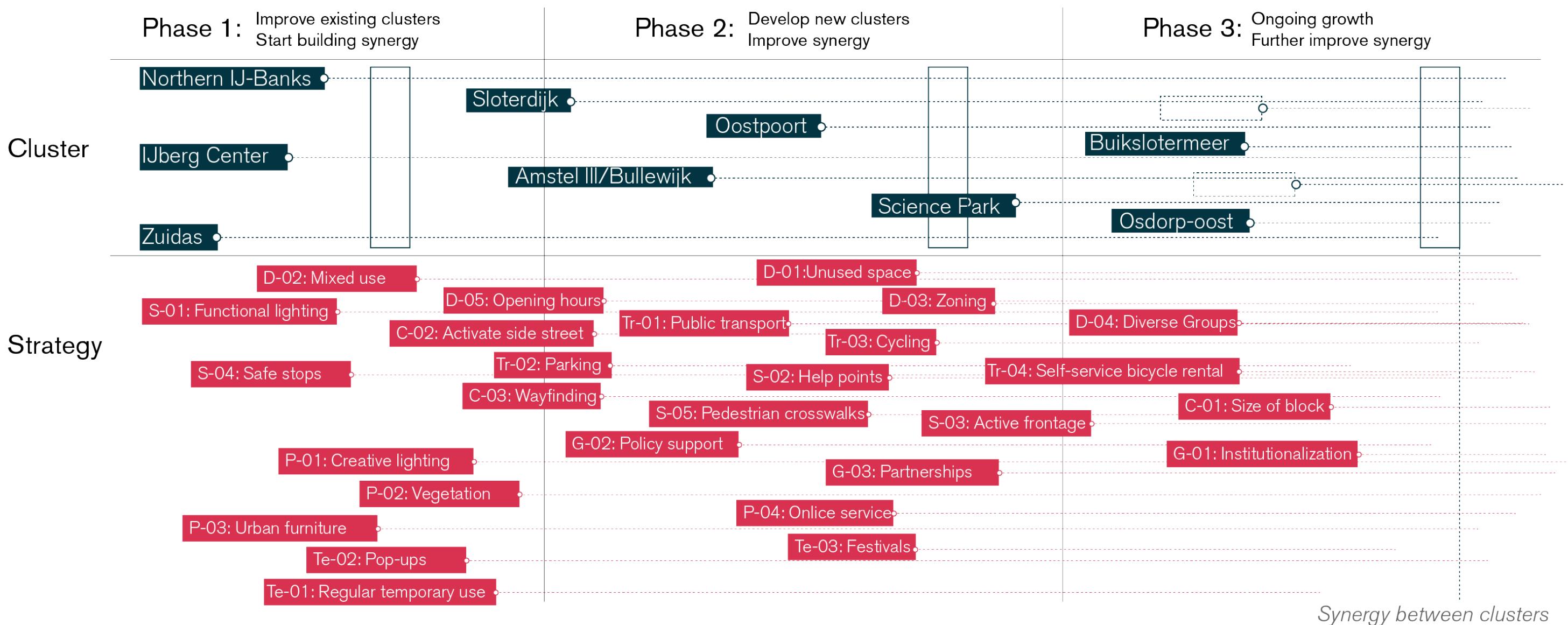
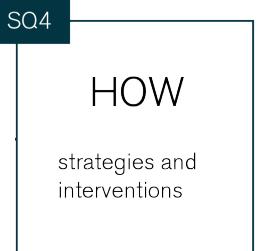
Generalization
Analysis and design approaches



Strategic project Bullewijk

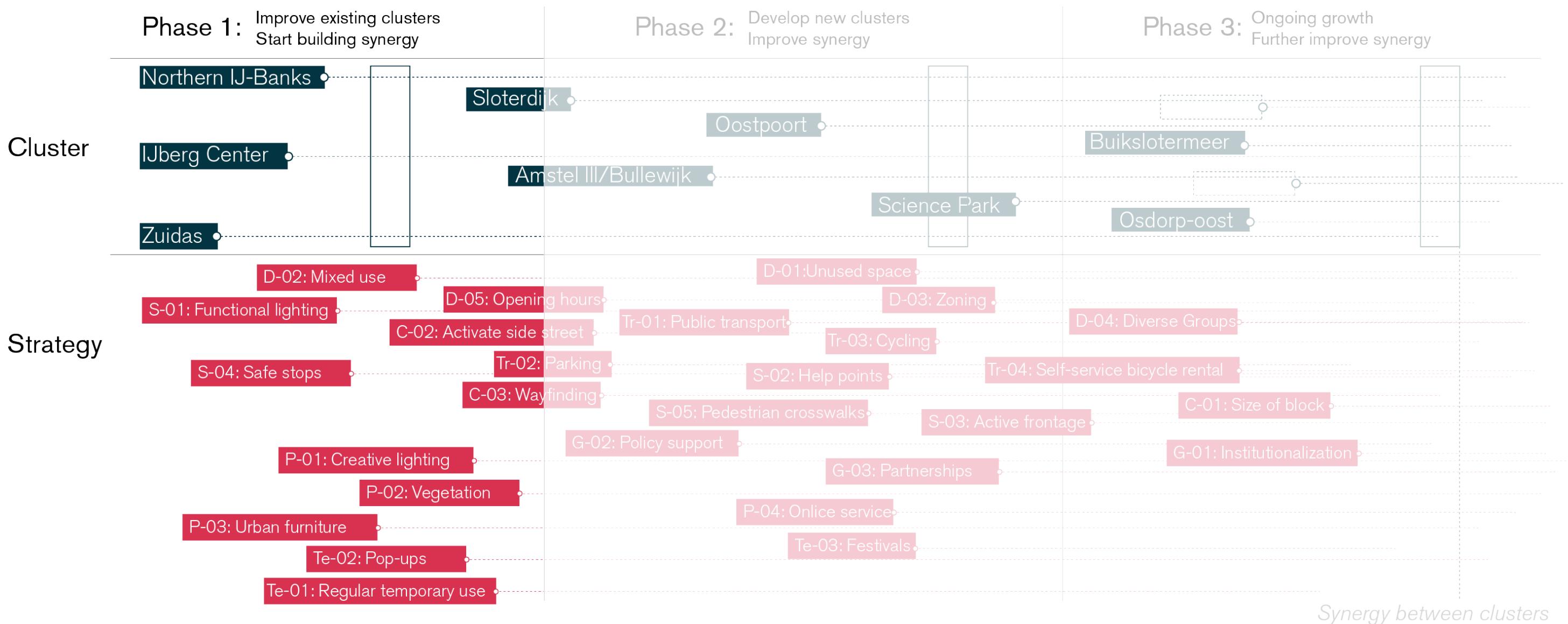
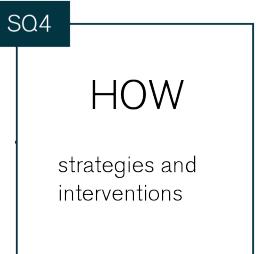
Phasing intervention

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

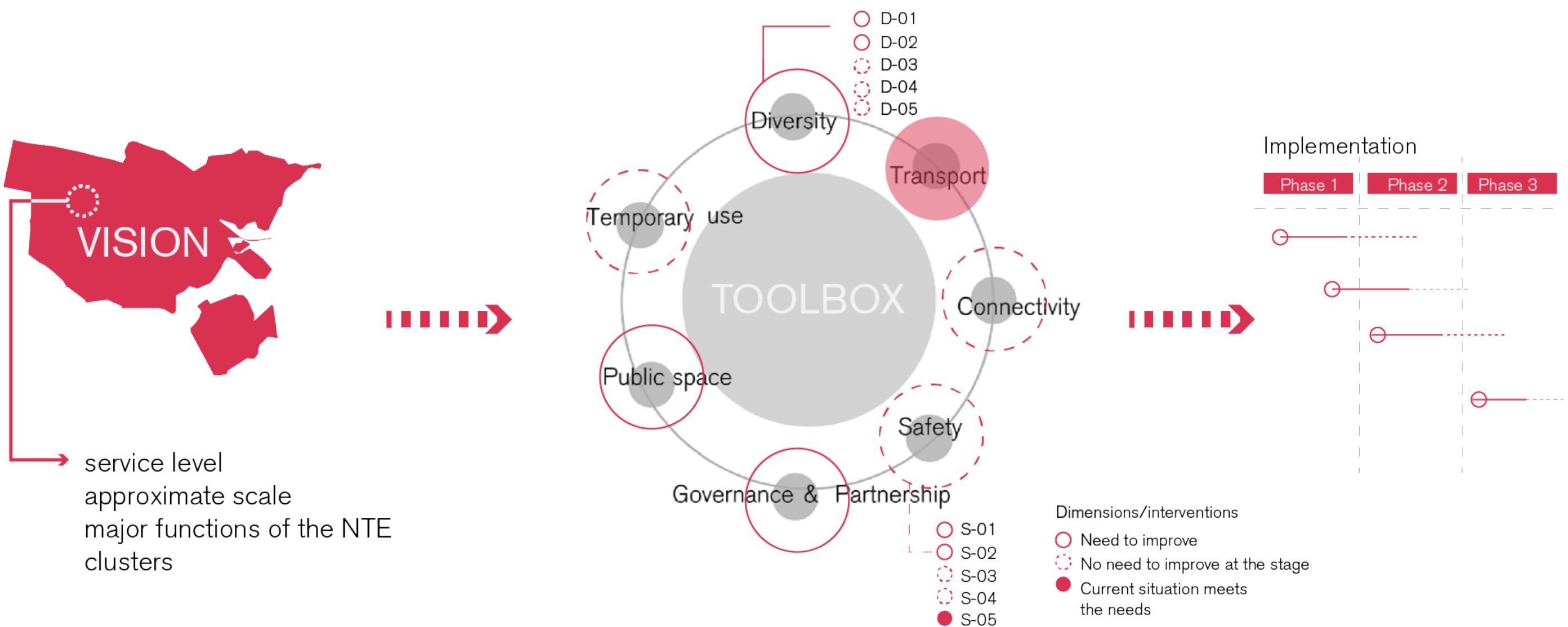


Phasing intervention

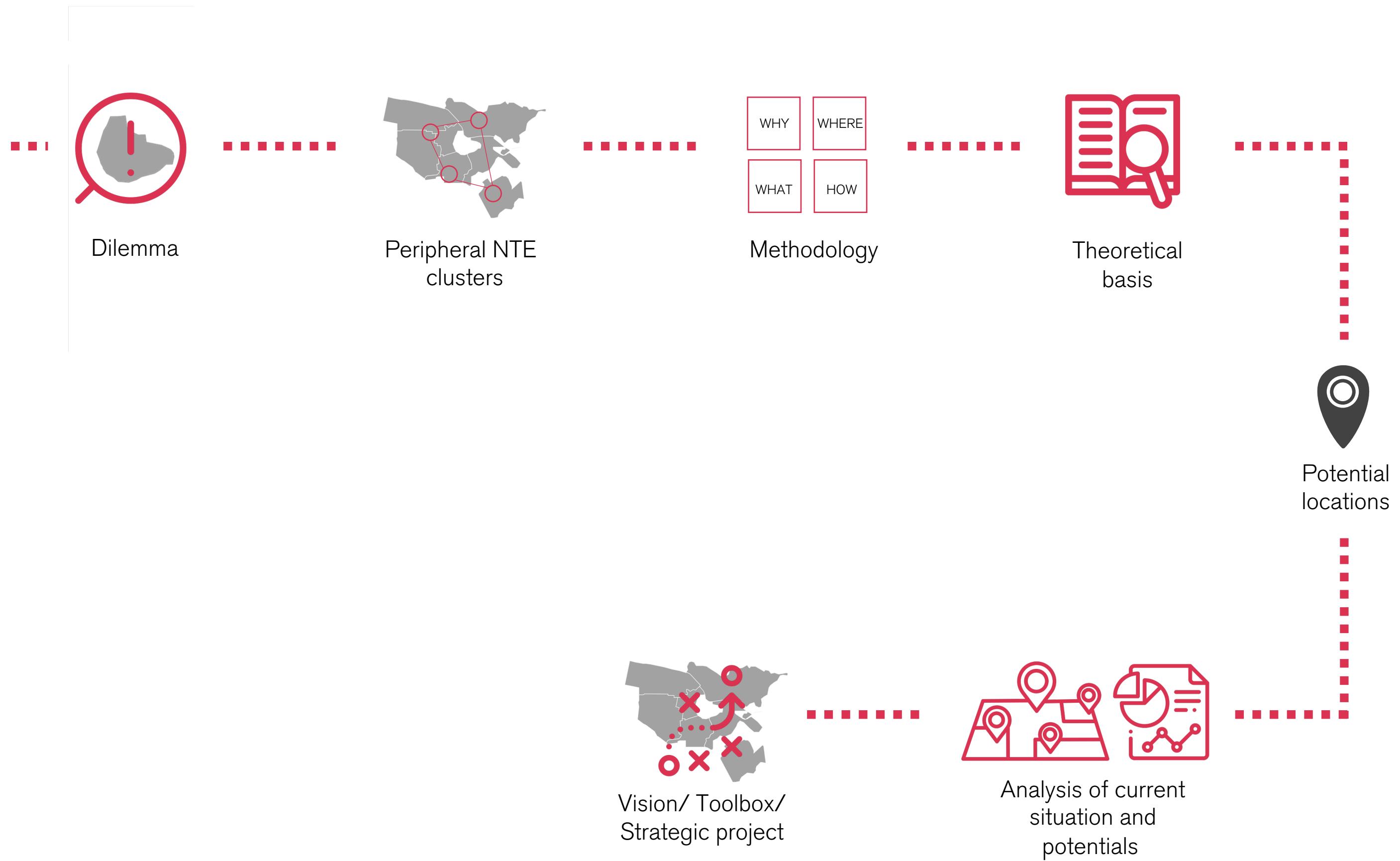
- current situation,
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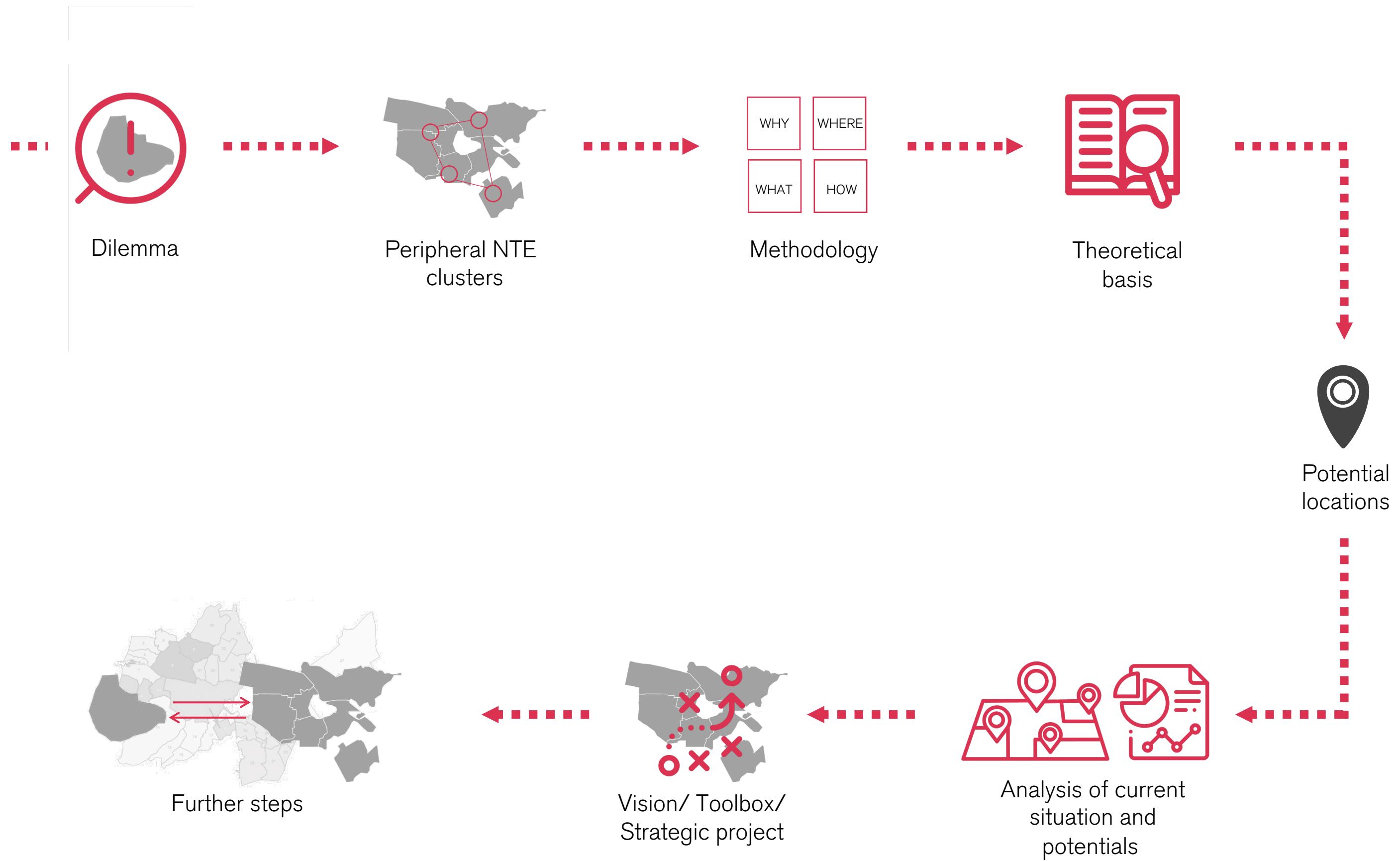
Contextualization

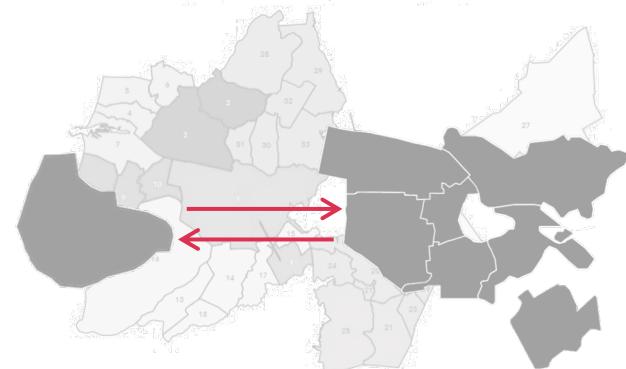


Conclusion



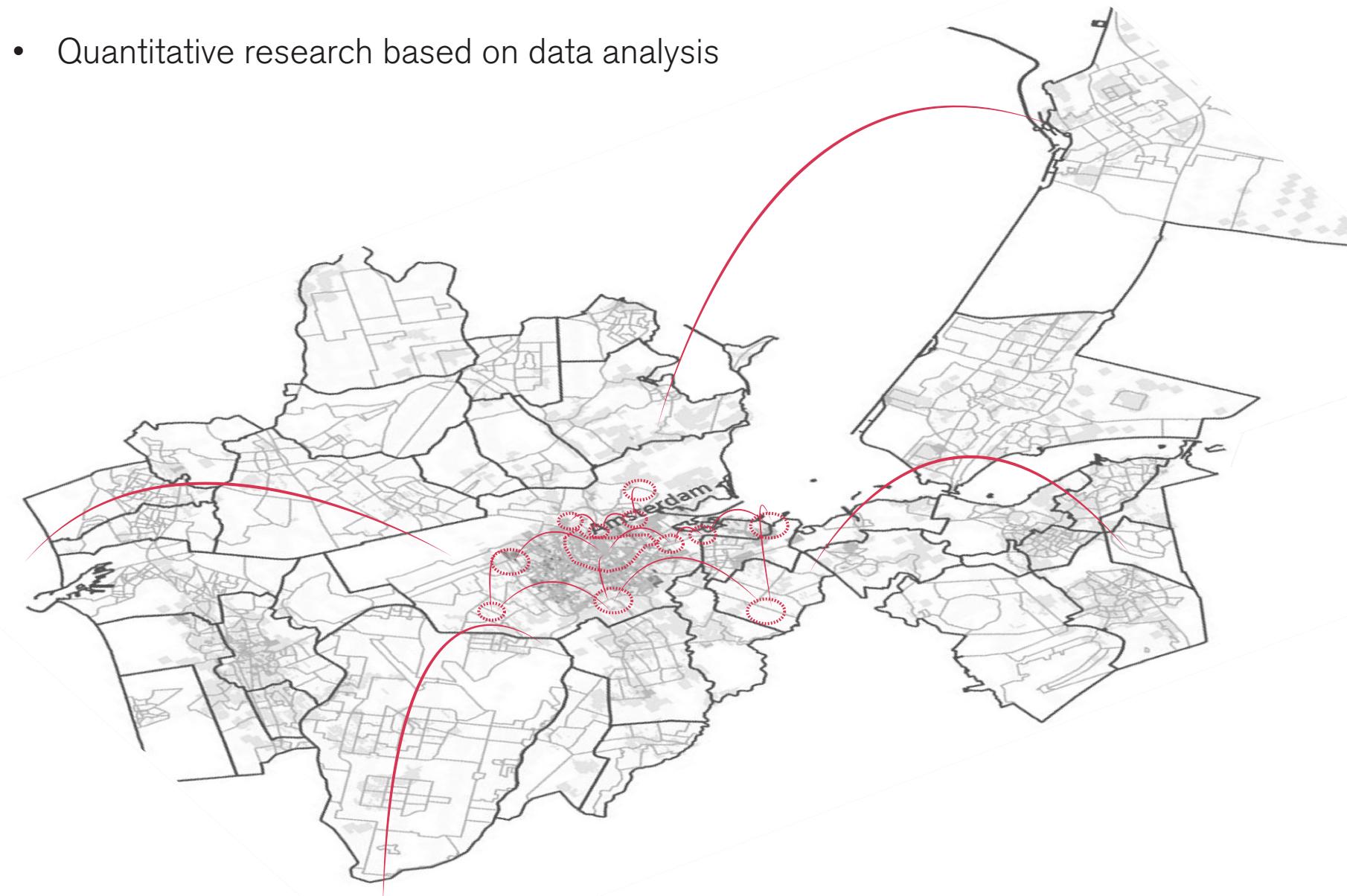
Reflection

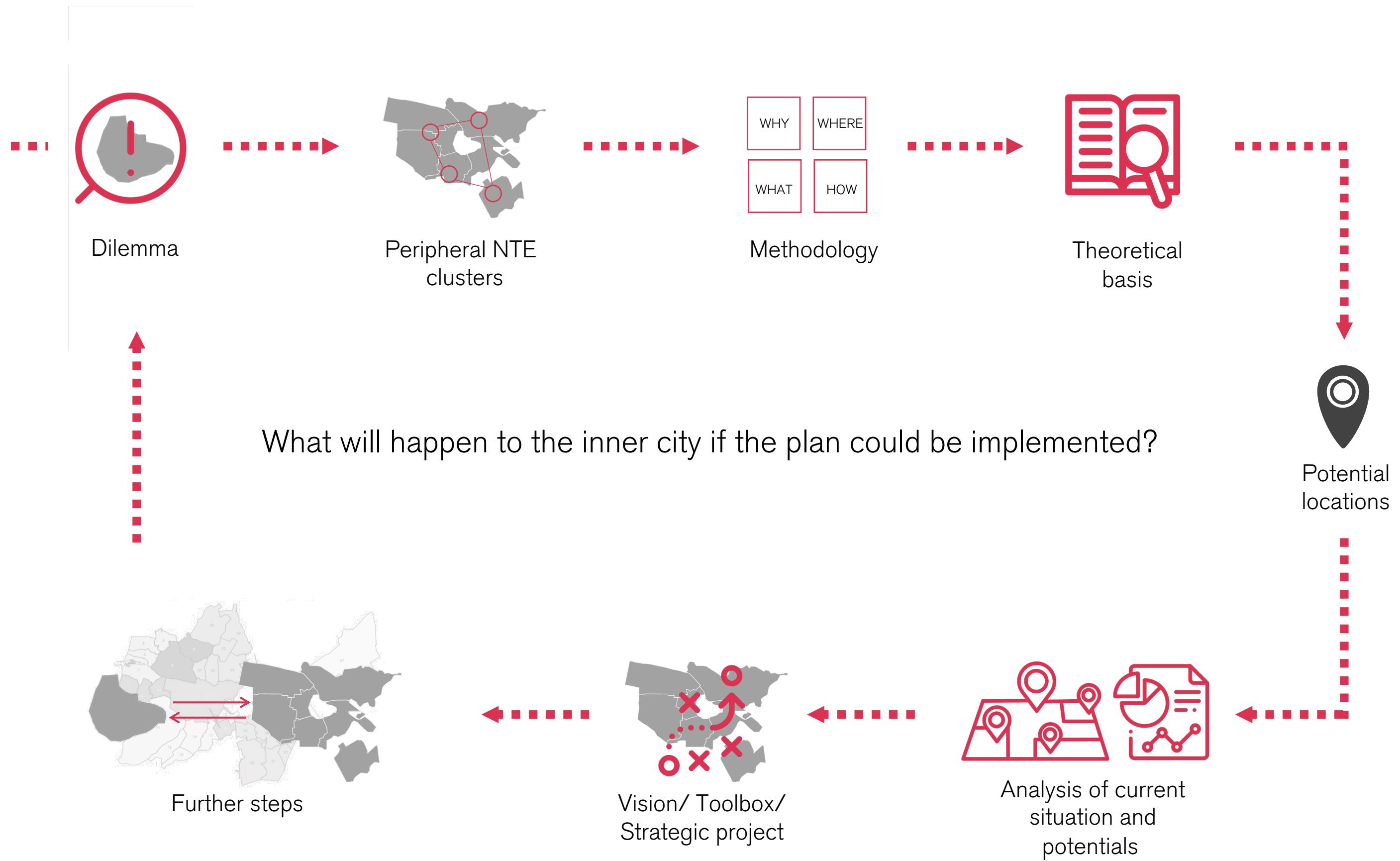




Further steps

- 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





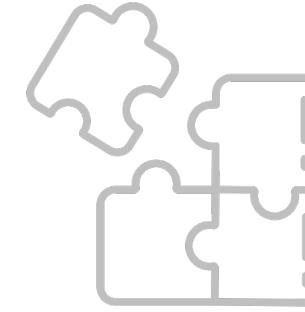


Dilemma



Morphological

Center of the night-time economy network



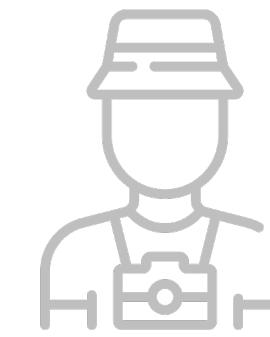
Functional

Peripheral clusters can emerge with higher service levels



Comprehensive

24-hour comprehensive service center



Disneyfication

Control tourist bubbles



Dilemma



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

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