



Juxtaposition of realities in transformation areas

Case NDSM Amsterdam

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23.06.22

Motivation

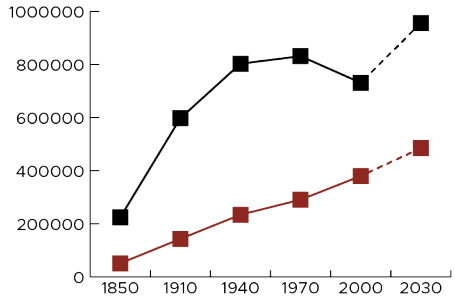
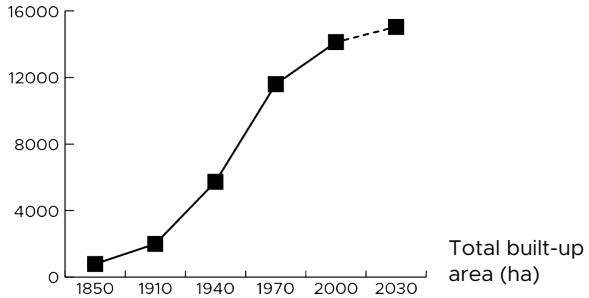


this is 'Amsterdam'
-strong identity
-context specific

this is 'whatever'
-loss of identity
-anywhere/homogeneity

What is the new Amsterdam we want?

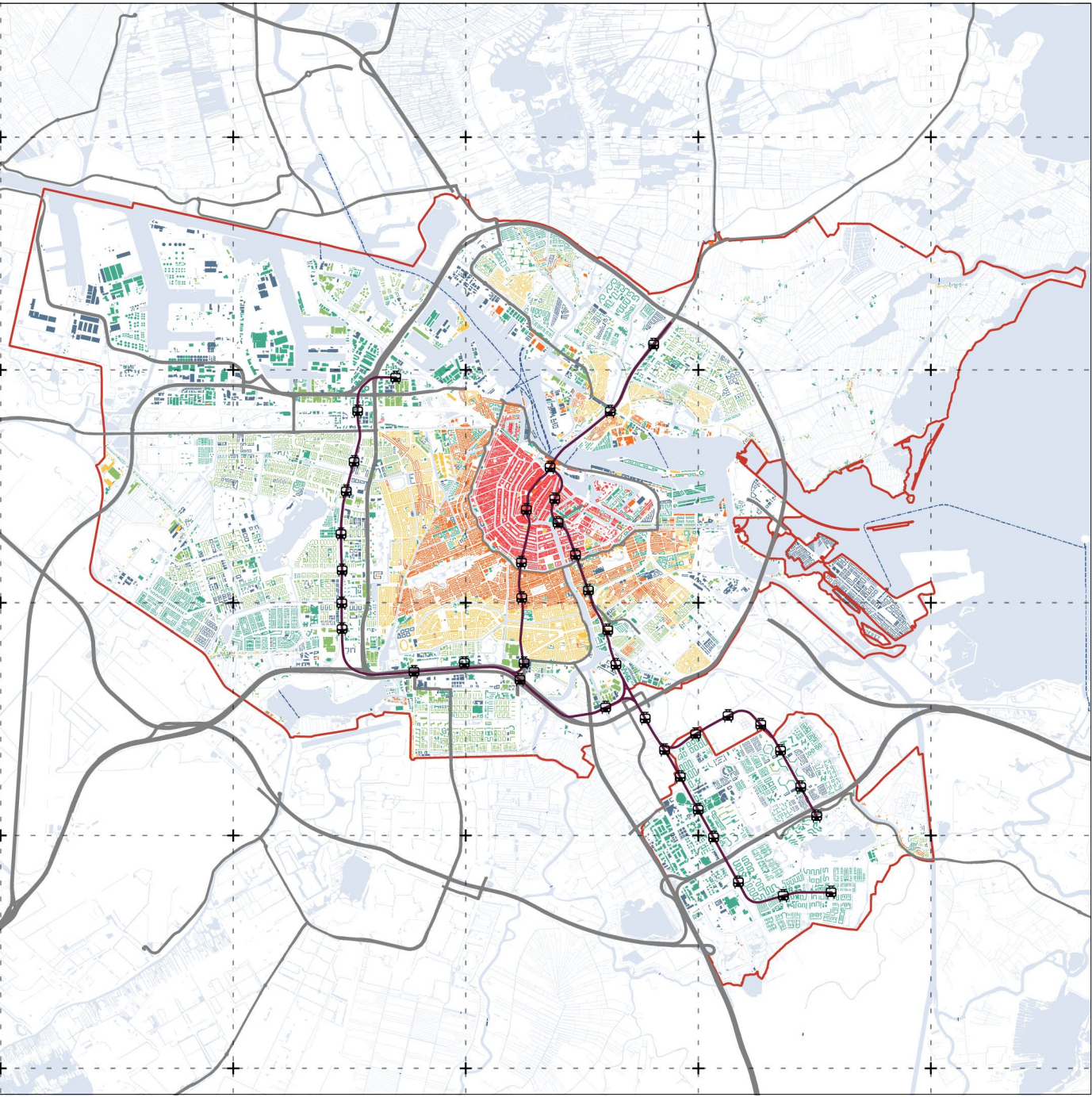
Urban growth



dwelling residents





Age of buildings

- before 1860
- 1860-1919
- 1920-1939
- 1940-1969
- 1970-2000
- after 2001



Housing Crisis

Thousands march in Amsterdam for an end to the housing crisis

Housing     September 13, 2021 - By Wouter van de Klippe

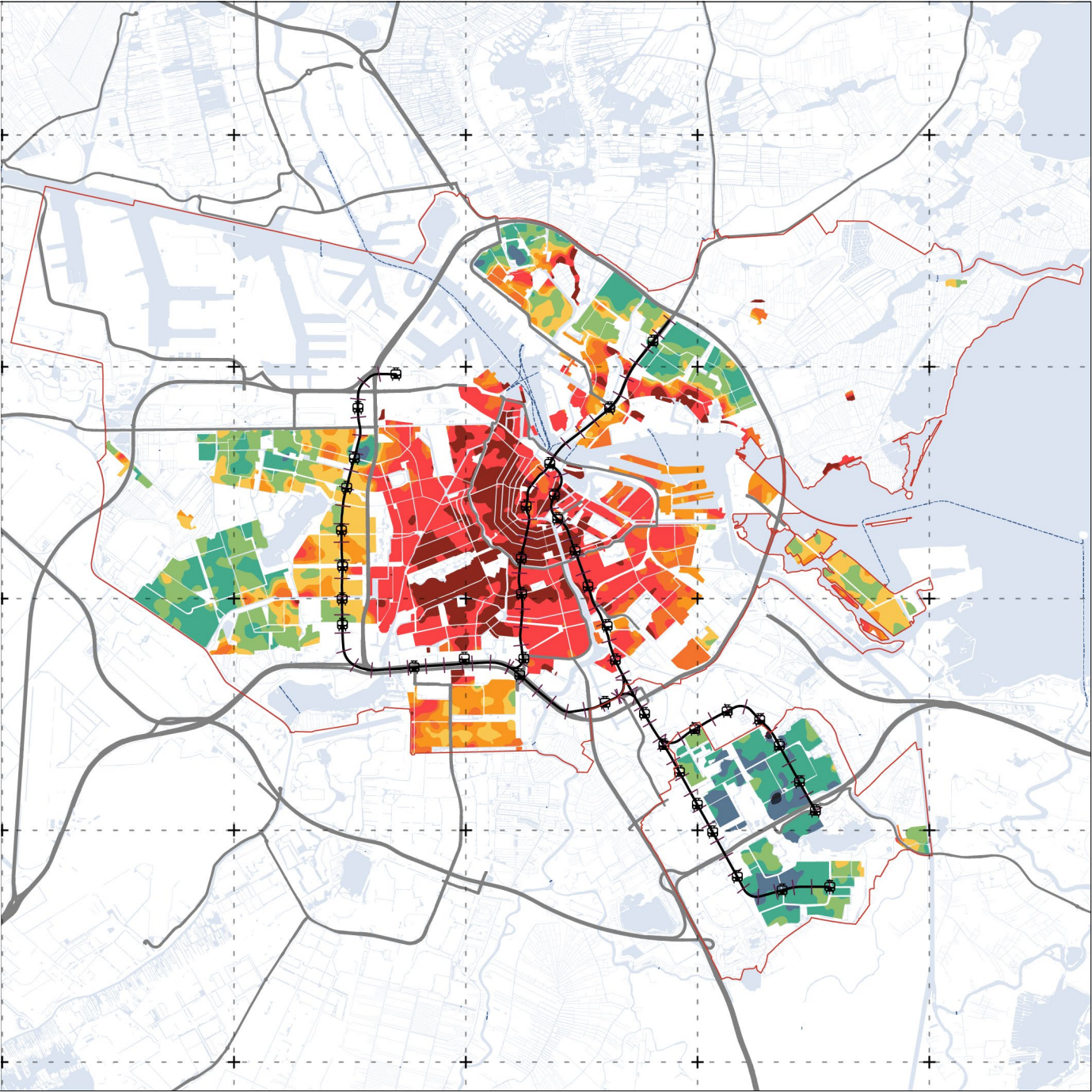
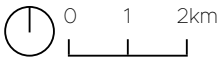


Urgent call from big cities for government to tackle Dutch housing crisis

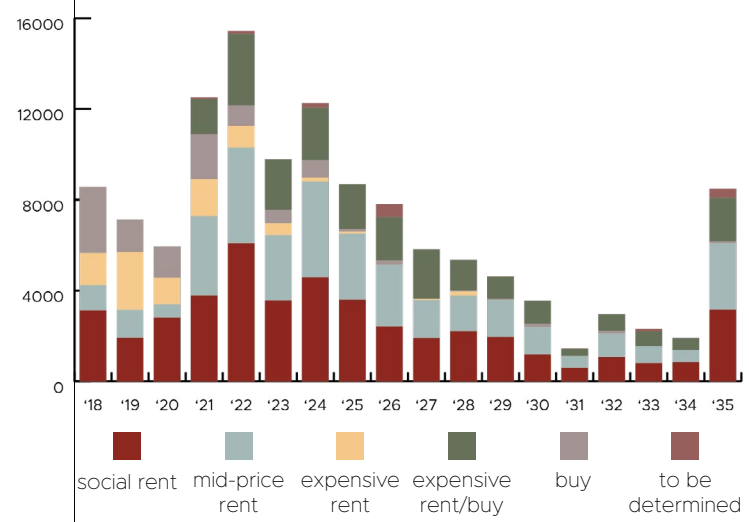


Property value

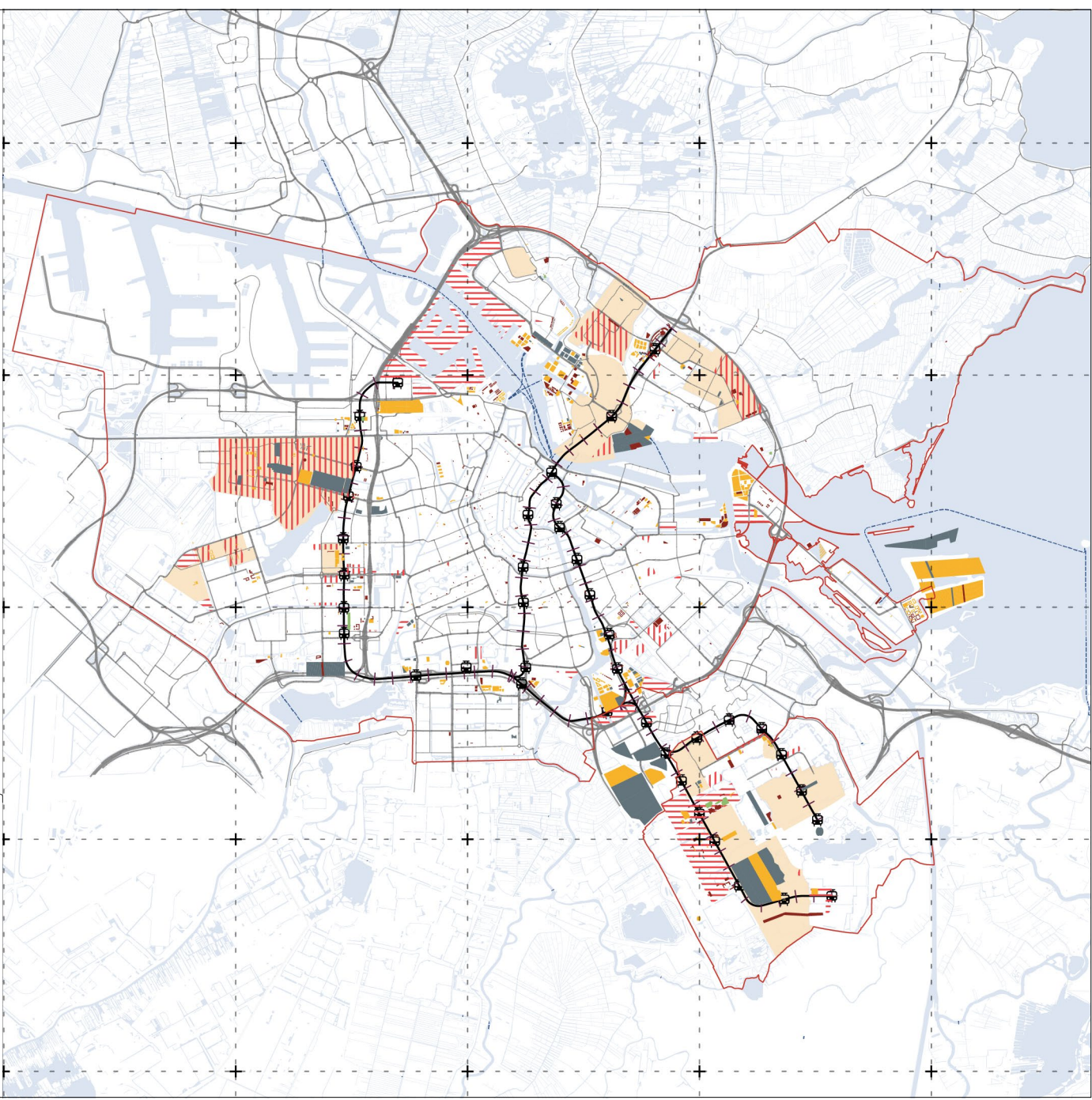
- >8122 €/m²
- 6769-8122
- 6092-6769
- 5414-6092
- 4738-5414
- 4061-4738
- 3384-4061
- 2707-3384
- 2031-2707



New development plans



Source: Monitor Housing Plans, Municipality of Amsterdam



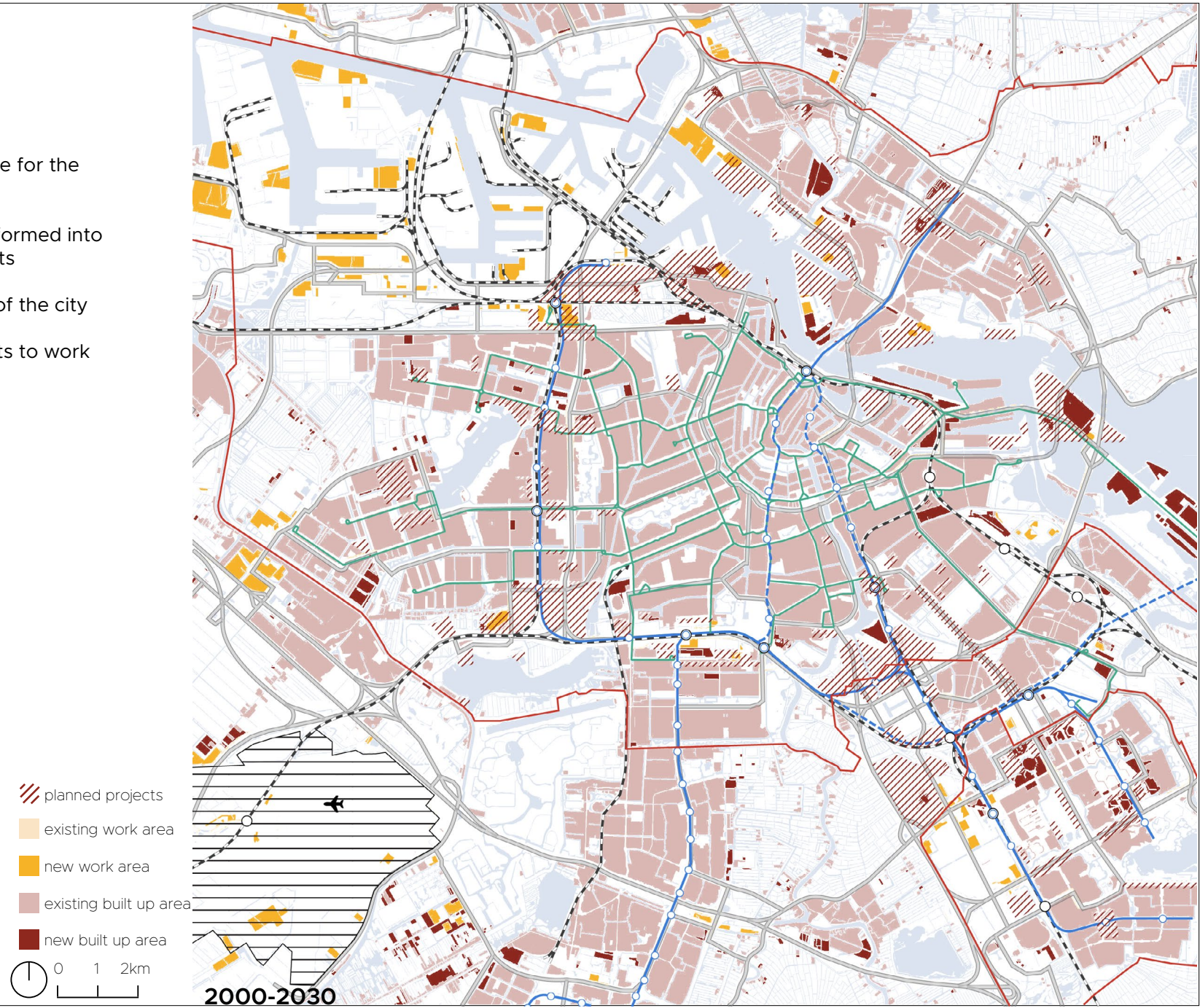
New image



**What is the role of IJ riverbanks in
future developments?**

Urbanization Patterns

- IJ riverbanks mainly responsible for the future image of the city
- former work areas to be transformed into high-density urban environments
- working pushed to the edges of the city
- proximity of living environments to work areas has increased



Displacement

-the situation not only affects existing businesses, but also hinders the attraction of new entrepreneurs in city centers, posing at risk the economic and social structure of the whole city

Het Parool

Nederland

Wereld

Kunst & Media

Sport

Plus

Achtergrond

Plannen voor woningen bij chemische fabriek in Noord: ‘Dat gaat problemen geven’

Rond chemische fabrieken is het advies om woningen op minstens 700 meter afstand te houden. Toch wil Amsterdam in Noord woontorens bouwen op 150 meter van chemiebedrijf Albemarle.

Bart van Zoelen 7 september 2021, 10:17

GO

gebiedsontwikkeling.nu

platform for knowledge, news and opinion

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The concrete factory as a crystal ball: circular cities cannot do without industry

Industrial Displacement

industrial buildings

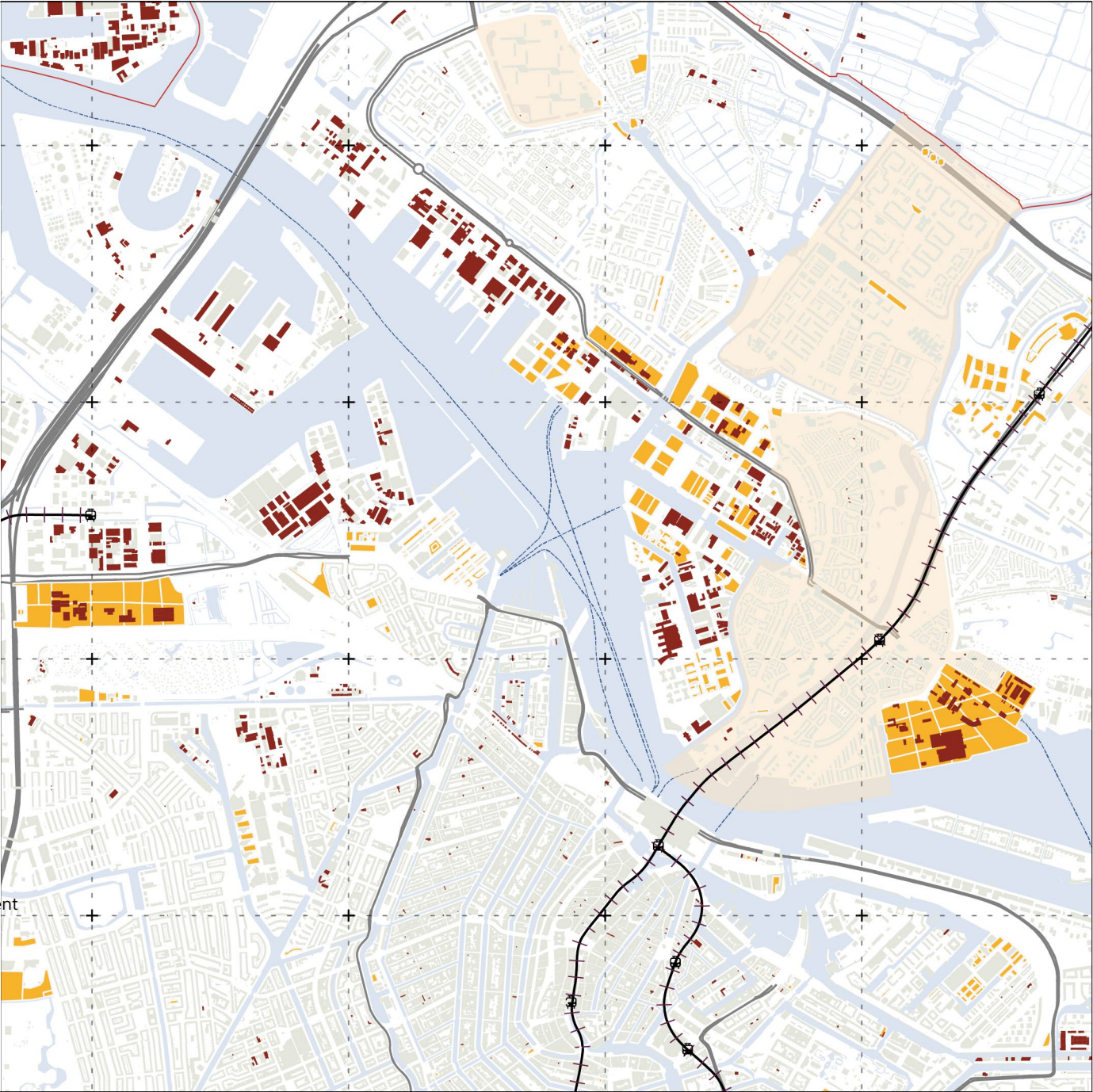
housing plans

development neighbourhoods

0

1

2km

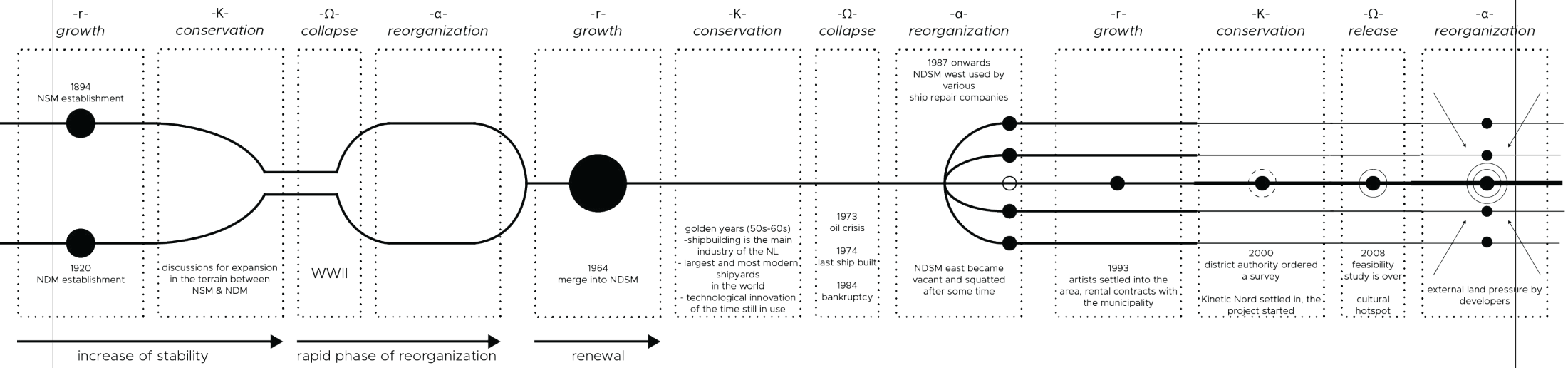


Which spatial adaptations could be made in transformation areas to support local makers' communities and build upon the place's current identity?

Site Focus



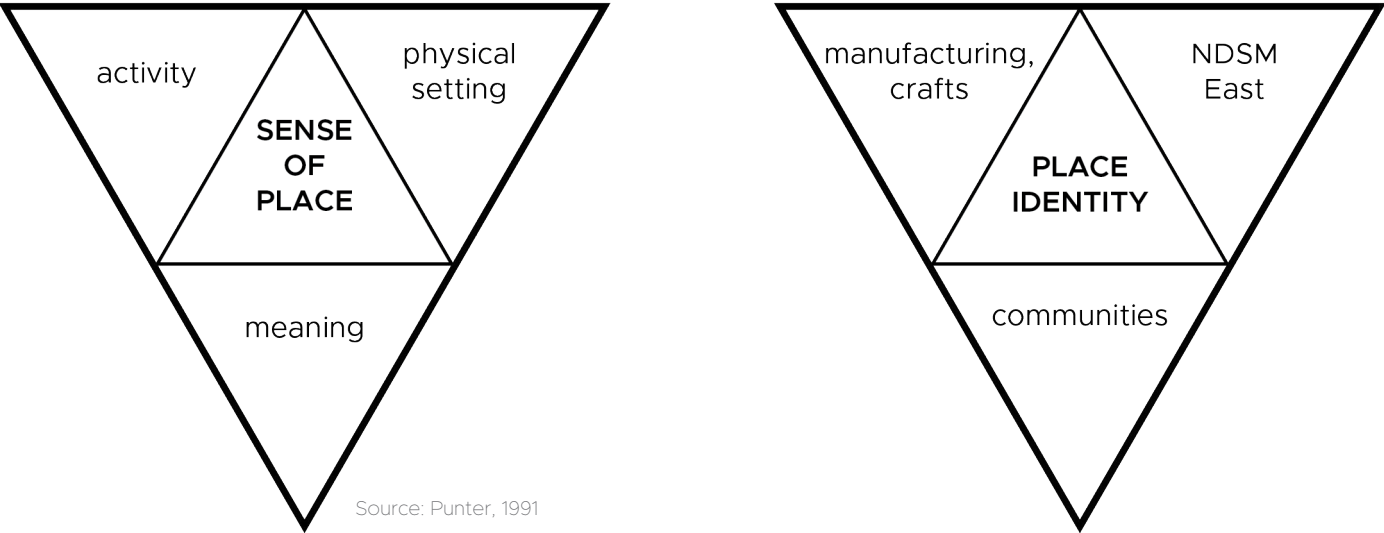
Historical analysis



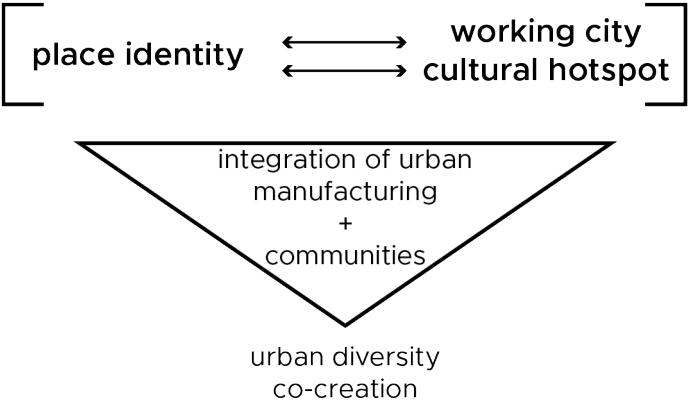
Aerial view 1967 (Source: NDSM-werf Museum)



Illustration of NDSM East (Source: <https://www.ndsm.nl>)



Since this interdependence among people and places is a **dynamic and continuous procedure**, the establishment and nurture of place identity is also a **circular, reciprocal and dynamic process** (Ramos et al., 2016).



place identity can constitute the basis for collaborative actions and community synergies

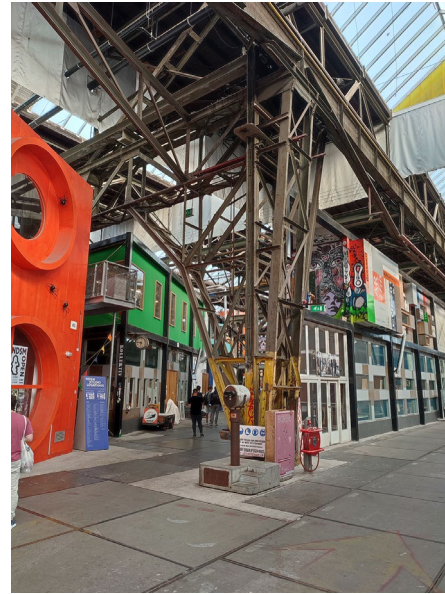
Place identity



Source: www.archello.com

is not only this

Embedded work



but also this

Embedded Communities

businesses



artists



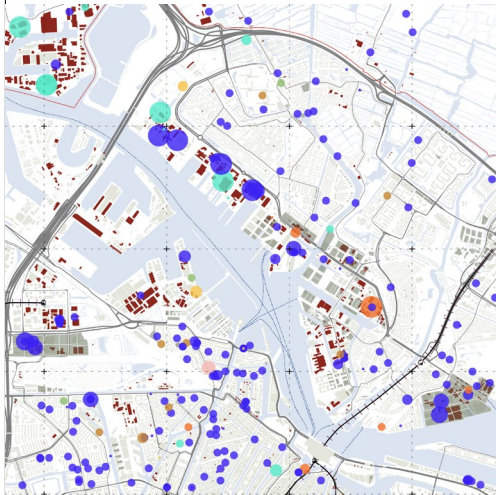
visitors & users



and this

**What is the importance of the NDSM
productive landscape?**

Productive Landscapes



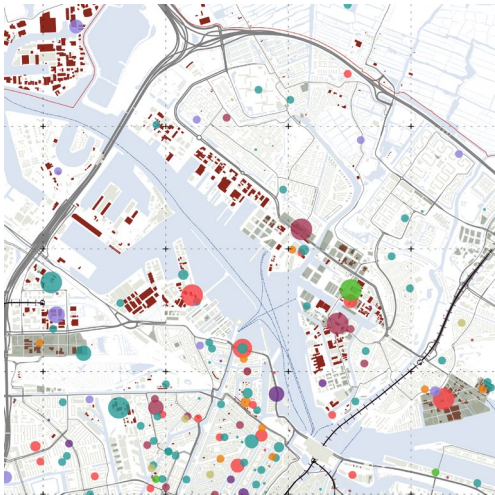
Furniture

- Furniture
- Hinges, locks, tools etc.
- Manufacture of other metal products
- Electric lamps and lighting devices
- Glass and glassware
- Paints, varnishes, mastics
- Metal products for construction



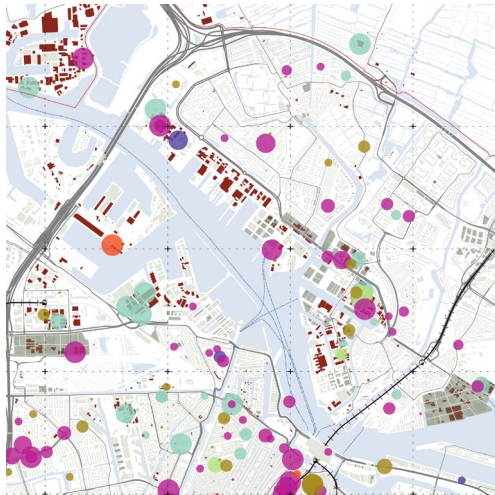
Repair

- Trade in machines, equipment and accessories for industry
- Specialized repair of carship-building
- Trade in cars and trailers, possibly combined with repair
- Trade in auto parts and accessories
- Metal products, machinery and equipment
- Repair of consumer goods
- Shipbuilding
- General metalworking



Creative

- Articles of wood, cork, reed and wicker
- Clothing
- Textile products
- Musical instruments
- Games and toys
- Consumer electronics
- Ceramic products
- Other goods



Food

- Bread, fresh pastries and pasta
- Beverages
- Paper and cardboard products
- Dairy products
- Vegetable and animal oils and fats
- Other foodstuffs

Creative sector

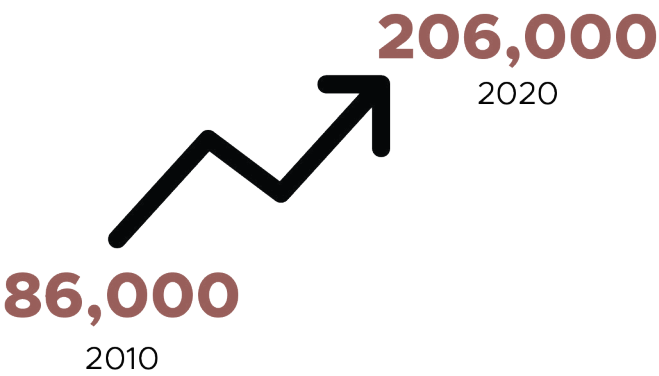
2.4% annual growth

x3 higher than the average

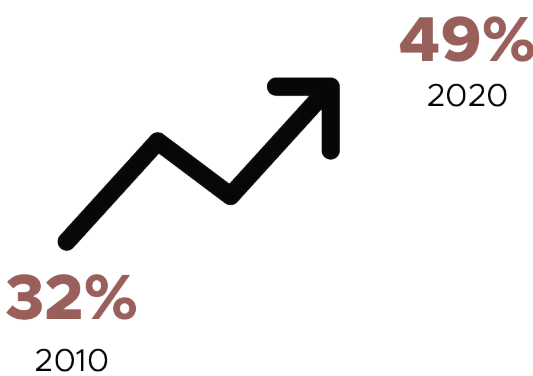
1.8 average company size in creative industry
people

5 general average
people

number of jobs



self-employed



the sector remains a strong job engine with a **3 times higher** than the average **annual job growth**

Policy Review

Goals

- 1.status-quo regarding mixing manufacturing in live-work environments
2. municipality’s priorities & efforts in retaining/supporting existing industries
3. intentions towards safeguarding industrial space and maintaining affordability

Findings

live/work ratio

	past	now
minimum	41/59%	75/25%
maximum	55/45%	85/15%

City scale

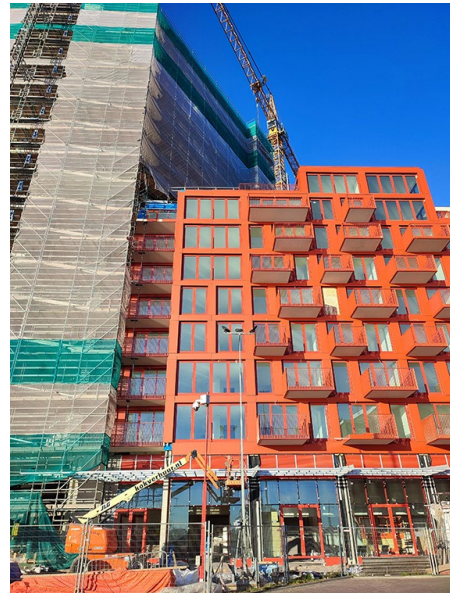
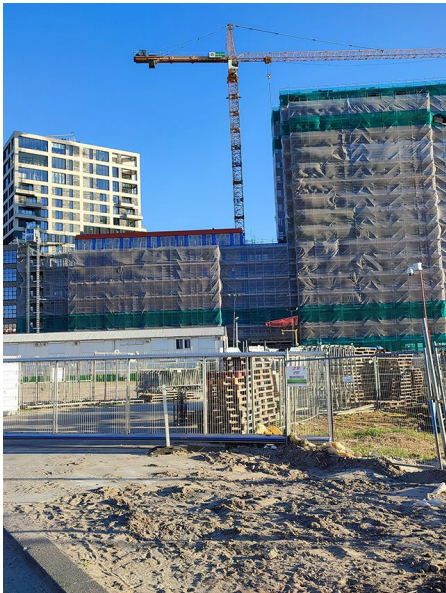
document	year
Kleinschalige Bedrijfshuiving (Accommodation of Small-scale businesses), Municipality of Amsterdam	1999
Wonen tussen de bedrijven door (Living between Businesses), Municipality of Amsterdam	2003
Handboek Kleinschalige bedrijfsruimte Amsterdam (The Small Business Space, Municipality of Amsterdam	2008
Structuurvisie Amsterdam 2040: Economisch Sterk en Duurzaam, Municipality of Amsterdam	2011
Koers 2025, Municipality of Amsterdam	2015
Ruimte voor de economie van Morgen (Space for the Economy of Tomorrow), Municipality of Amsterdam	2017
Bedrijvenstrategie (Business Strategy 2020-2030), Municipality of Amsterdam	2020
Omgevingsvisie Amsterdam 2050, Municipality of Amsterdam	2021

Slte scale

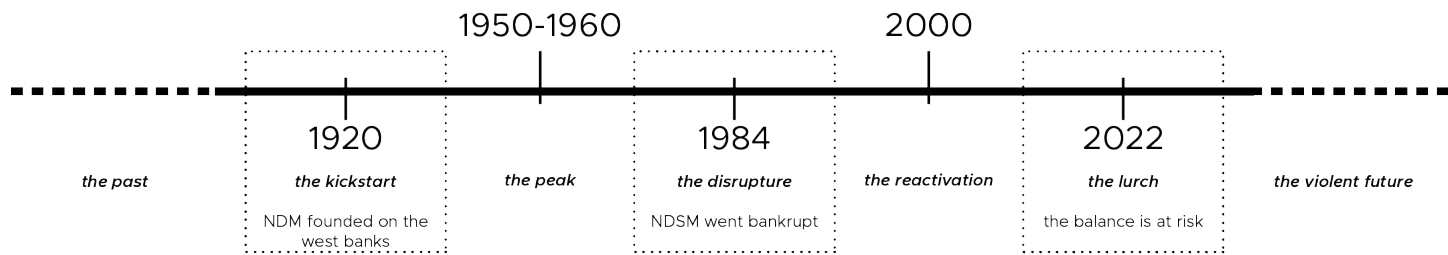
document	year
XXL Urban Plan, developed by Rapp+Rapp; commissioned by Municipality of Amsterdam	2002
Investeringsbesluit NDSM-Werf (IB 2013), Municipality of Amsterdam	2013
Bestemmingsplan NDSM-Werf Oost, Municipality of Amsterdam	2013
Bestemmingsplan NDSM-Werf West (original), Municipality of Amsterdam	2014
Bestemmingsplan NDSM-Werf West (uitwerkingsplan), Municipality of Amsterdam	2018
Bestemmingsplan NDSM-Werf West (revision), Municipality of Amsterdam	2020
Actualisatie Investeringsbesluit NDSM-Werf 2020, Municipality of Amsterdam	2020
NDSM Maakstad, Made Up North	2020

this currently refers to residential/non residential, meaning competition for space likely to become even more unbearable for weaker land uses, such as manufacturing

Current development model



Problem Statement

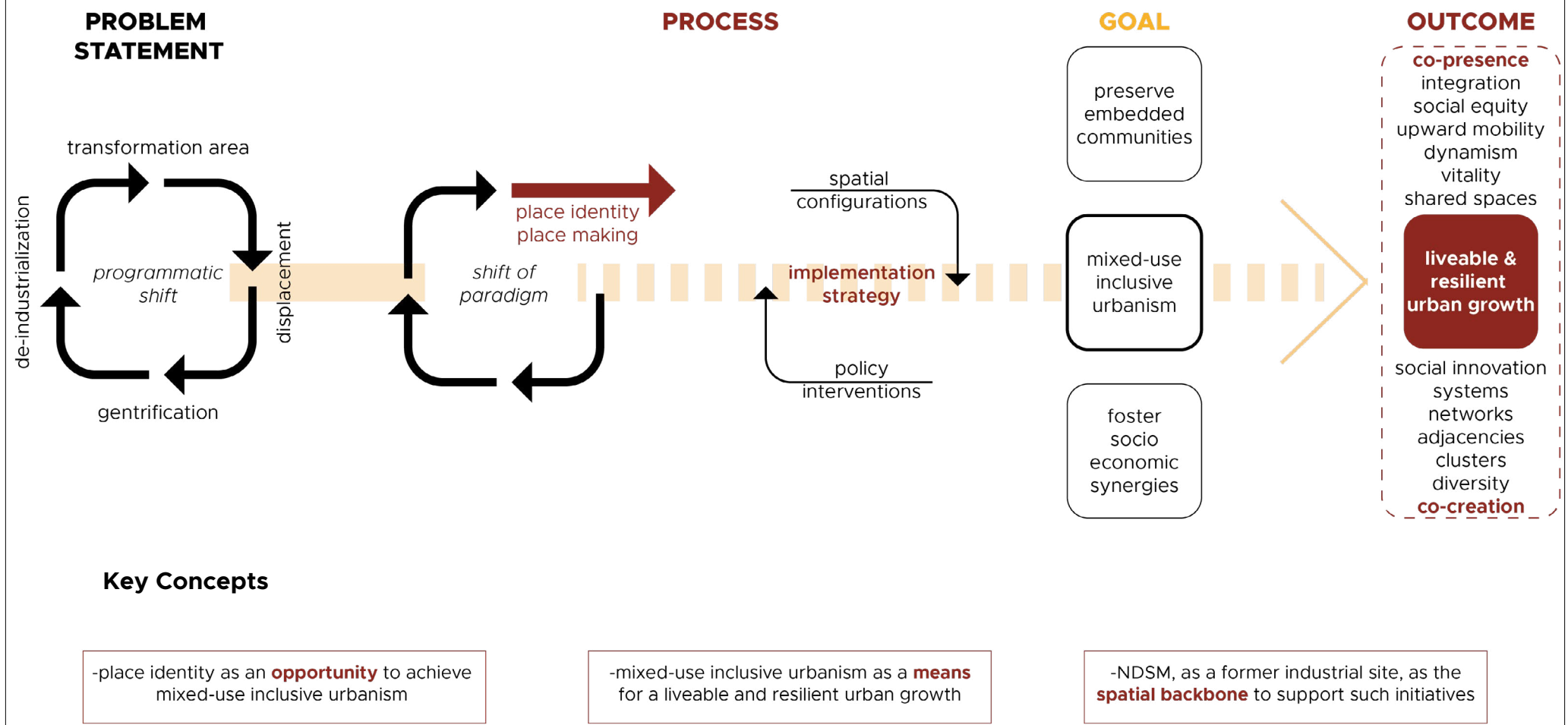


from antithesis to symbiosis



**Is there a way to diversify our cities while
permitting new forms of co-existence
What is it needed?**

Conceptual Framework



Interviews

end users

**profile/
bike maker**

-assembly, research, drawing, prototyping on his own

-laser-cutting and CNC bending outsourced

-formerly located in NDSM East (13m²), now moved to a more bottom-up initiative that is more affordable (60m² for the same price)

-working in design for 30 years but recently started a new company to do innovative things

-visibility
-flexibility
-shared facilities
-affordability
-enough space

**profile/
visual artist/welder**

-present in X Helling, NDSM for 21 years

-one of the first to benefit from *broedplaats*

-mixed practice, commercial welding and art installations

-not dependent on local population as his business is quite specific

-hobby: part-time researcher focusing on the area

-has witnessed the transformation of the whole area from industrial to leisure-oriented

-outdoor production space
-rough place
-make noise

**profile/
Fiction Factory representative**

-established in 1989 and has since almost always been located in the north river-banks

-started small but now it employs 70 people

-longterm ground lease (*erfpacht*)

-participating in Made Up North initiative

-vertical transport
-diversity
-safeguard manufacturing

**profile/
Made Up North representative**

-a big plan of the area in NDSM East has been developed

-cluster of makers

-happy even with half of the plan they proposed

-cluster
-social interaction
-waterfront & central location
-storage

**profile/
ORAM**

-largest business network in the Amsterdam Metropolitan Area

-connecting local entrepreneurs in the business to business industry

-main focus to create enough space for production companies and services

-exerting influence on policy issue

-fully private; neither public funding nor public interests

-largest part of income comes from industry and port companies

-spatial quality
-feeling secure
-flexibility
-resilience

**profile/
BMP developers**

-big area developer

-in charge of the redevelopment of the B-blocks in NDSM West

-responsible for the commercial selling of houses

-part of Volker-Wessels building company

-vertical transport
-diversity
-safeguard manufacturing

**profile/
CHASE brand activation company**

-established in 2012, moved in NDSM in 2014 but currently relocated 800m away to have bigger facilities

-current area also to face the same challenges as NDSM in the next decades

-also involved in a small project group (3 parties) for the development of a small plot in NDSM West

-one of the first to receive permit with very small owner-ships (compared to the big players of the area)

-affordability
-infrastructure
-parking
-noise allowance
-waste disposal

**profile/
COD Development Pioneers**

-founded 10 years ago, very productive the last 3

-one of the first developers who started housing in NDSM (De Werf, 1000 apartments in one block)

-young team, based in RAI hotel (own development), focusing in housing but also involved in a range of projects, from hotels to offices

-planning to turn existing light industry facilities into housing or mixed-use with commercial functions in NDSM West

-communal collective programming
-looser rules

**profile/
Lingotto Development**

-inner city developers

-mainly involved in Hamerkwartier

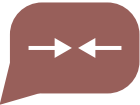
-recently also involved in a smaller project in NDSM

-mixing of functions
-differentiation on ground price

third party

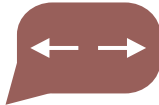
private

common ground



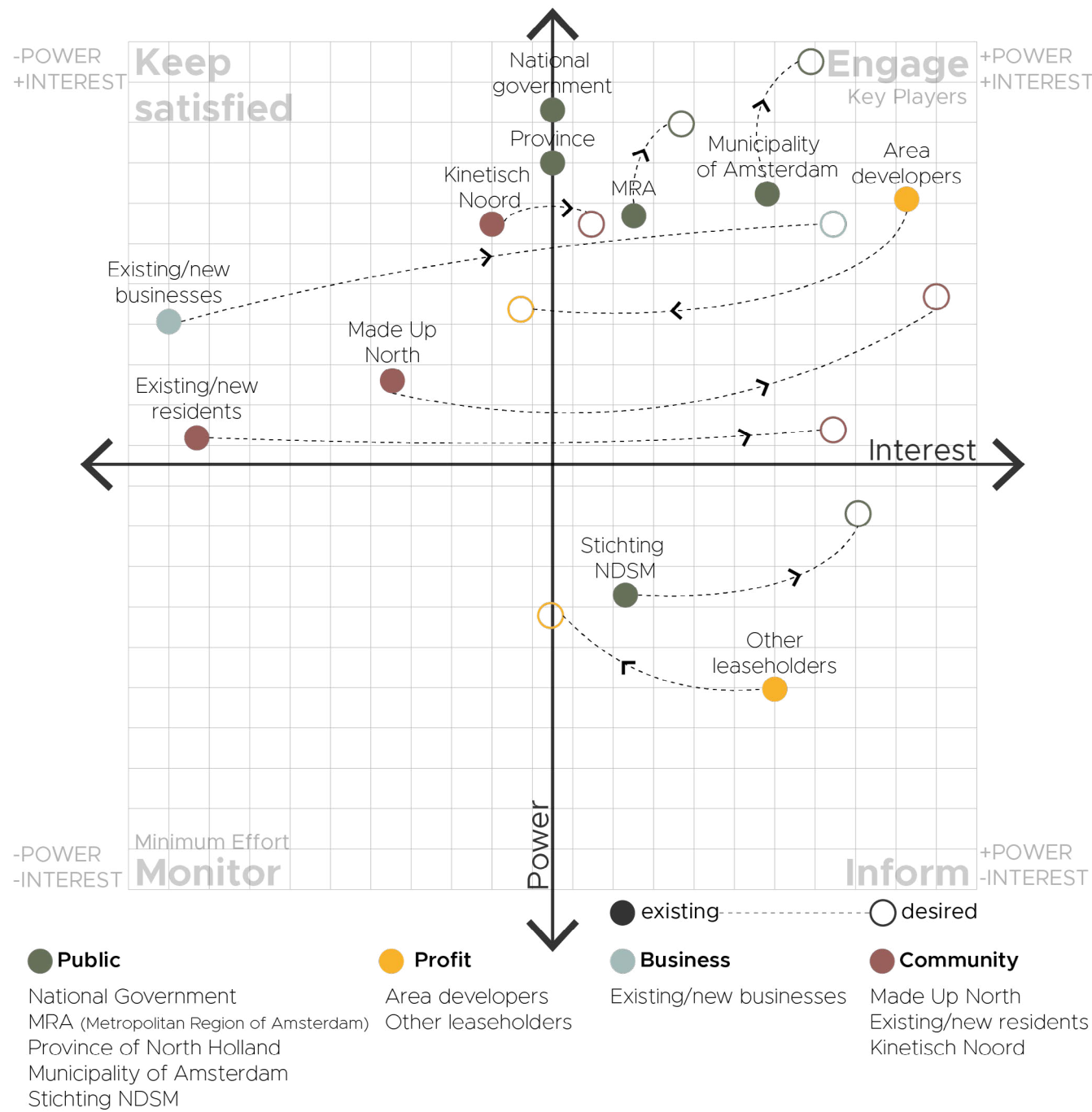
- urban dense environment can be beneficial
- mix of rhythms and dynamics-need of curating
- municipality as regulator
- lack of vision and strategy

potential conflicts



- traffic, price, size, logistics, pollution, safety, smell and noise nuisance
- generate profit is needed
- ground lease price
- plethora of owners

Stakeholders' Analysis

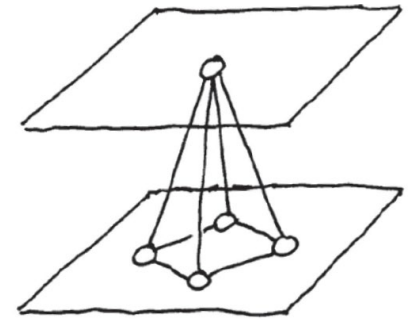


Pattern Language

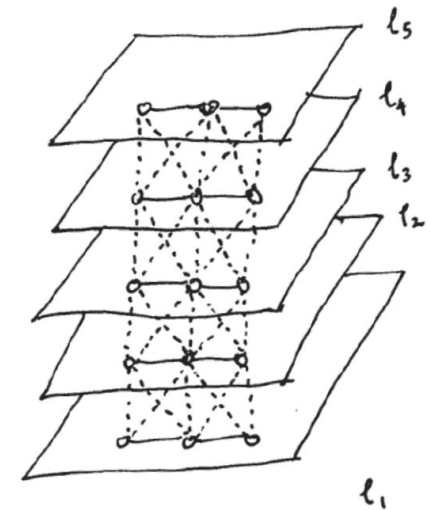
“A set of connected patterns provides a framework upon which any design can be anchored. The patterns do not determine the design. By imposing constraints, they eliminate a large number of possibilities while still allowing an infinite number of possible designs.”

Salingaros, 2000

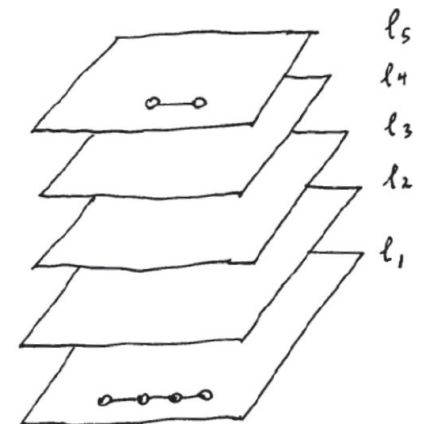
- patterns break down complexity into easily understood bodies of knowledge
- patterns are not stand-alone products but are linked instead to other patterns either in terms of complementarities (solutions) or possible tensions (forces)
- they form a pattern language



Patterns on one level combine to help define a new pattern on a higher level

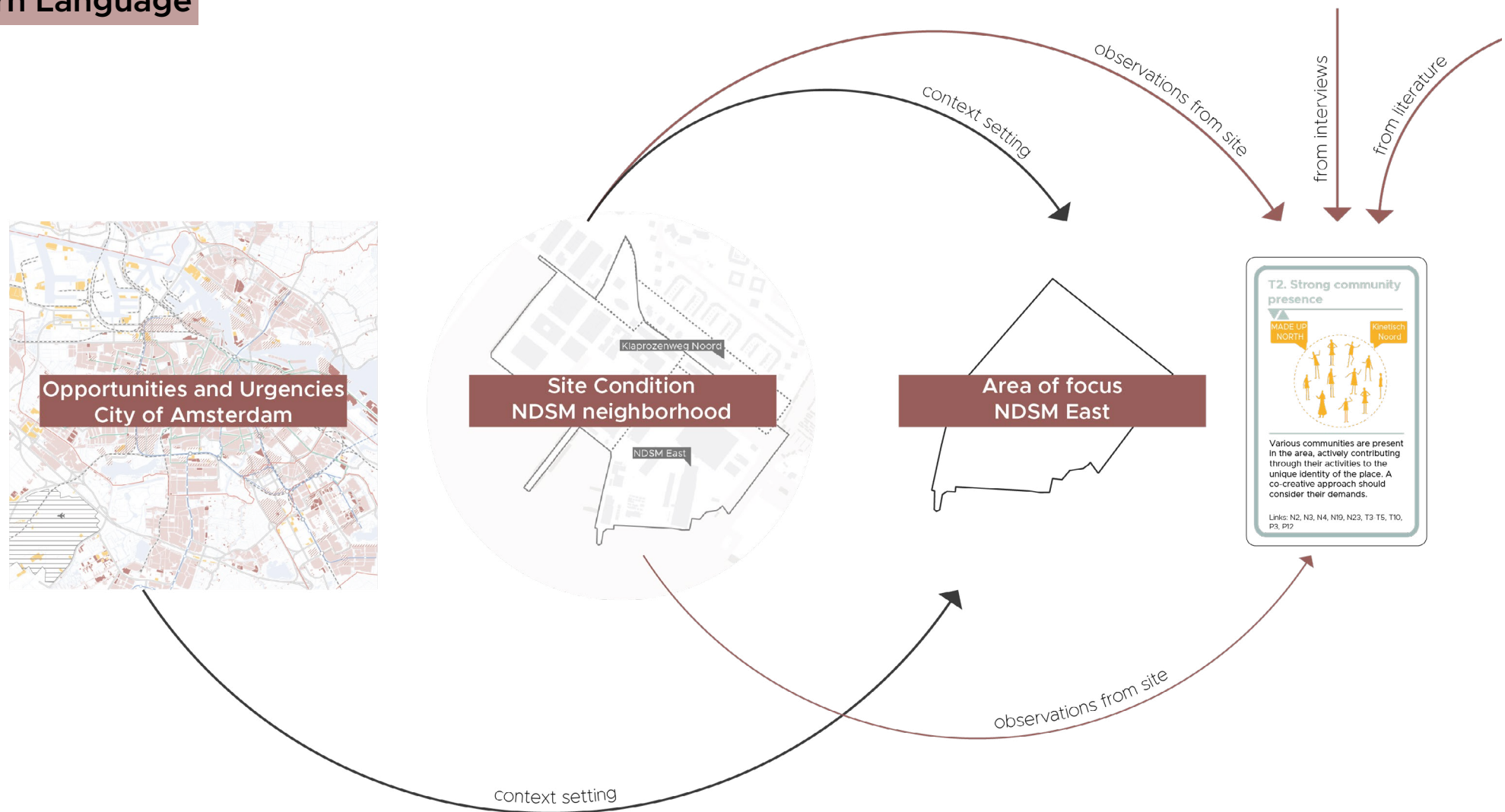


Hierarchical connections show how patterns on higher levels depend on those on lower levels



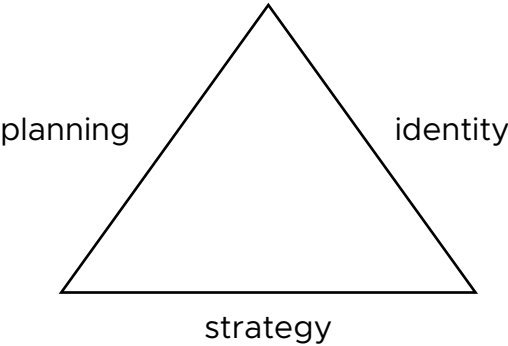
Two groups of patterns are too far apart in scale to connect effectively

Pattern Language



- patterns are interrelated on multiple scale levels
- patterns can be used to steer urban design
- patterns connect space and activities

Pattern Language



1.scale of action

- (P) program
- (B) building
- (S) block/street
- (N) neighborhood
- (T) transcalar

2.title

3.appears in

- literature
- ▼ empirical findings/
fieldwork observations
- ▲ interviews

4.category

- identity/
local conditions
- spatial
configurations
- policy
interventions

5.illustration

6.hypothesis

7.links to related
patterns

1

T1. Cultural route

2

3

4

5

6

7


A cultural route can enhance the place's identity by bringing forward the historical context of the area. It can add spatial qualities that make it attractive to visitors and residents.

Links: B1, B2, N1, N4, N5, N6, N12, N19, N20, N22, N26, T9

if this symbol appears, the pattern is adapted from
Foundries of the Future (2020)

Pattern Language


N3. Cluster of culture and creativity



The vast mix of artists, designers, creatives and craftsmen nurtures an ecosystem of creativity with established networks. This network has rendered the area popular and keeps attracting new people.

Links: B1, B3, B5, B11-N14, S14, N4, N8, N14, N19, N23, N26, T1-16, T10, P3-P4, P12, P13


N19. Urban acupuncture



Using strategic small scale interventions to transform the larger urban context, such as bottom-up initiatives that harness community skills and ideas in effective ways.

Links: B1, B2, B4, B9, S15, S16, N12, N14, N15-N20, N22, N25, T2, P2, P11

T2. Strong community presence



Various communities are present in the area, actively contributing through their activities to the unique identity of the place. A co-creative approach should consider their demands.

Links: N2, N3, N4, N19, N23, T3-T5, T10, P2, P12

T10. Meet makers' requirements



Makers have specific needs such as logistics, safety, workspaces that are bigger than 250 m², storage spaces, affordability, climate of trust for investments.

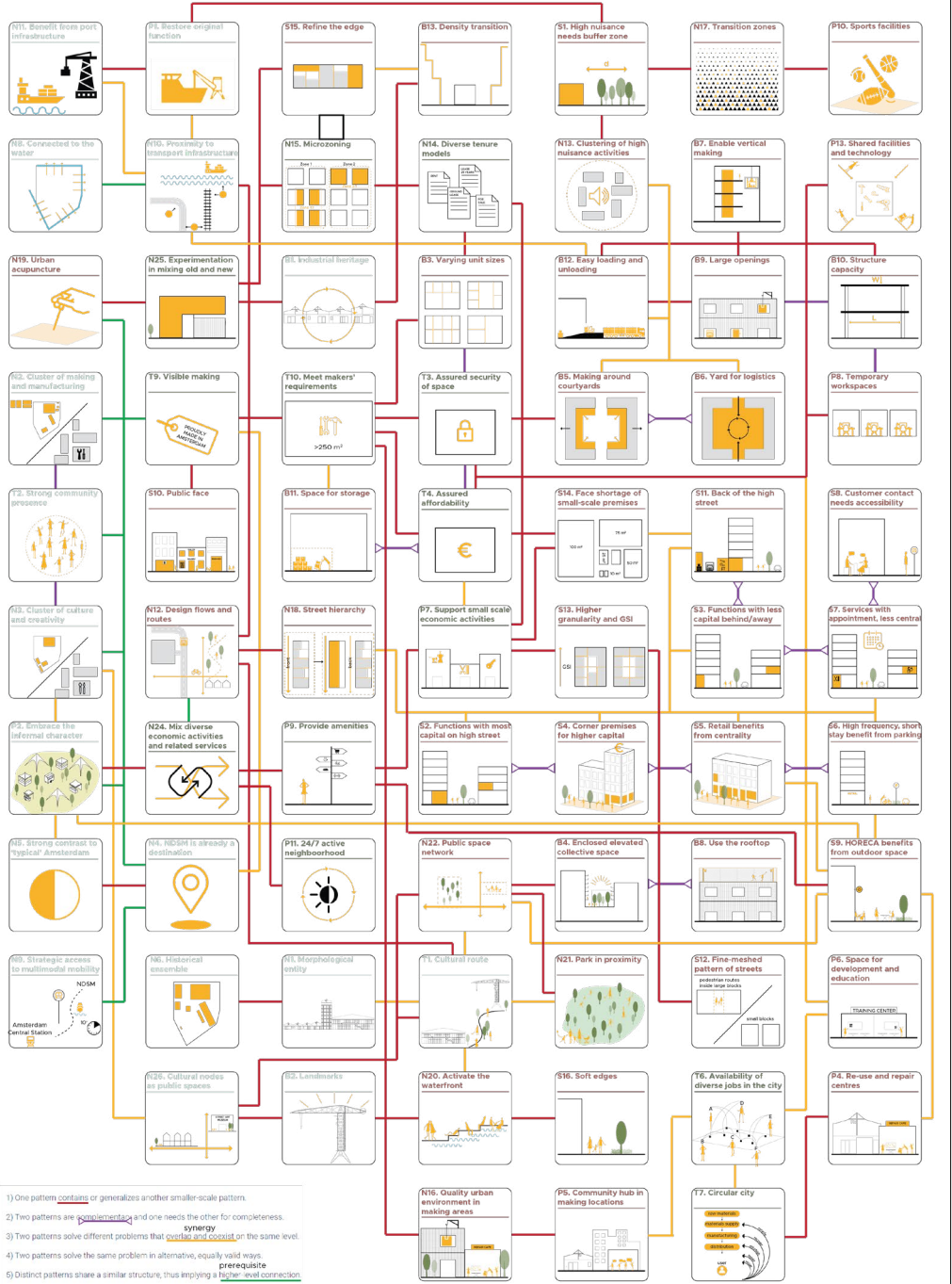
Links: B1, B2, B6, B7, B9-B10, B14, S3, S10, S11, N2, N4-N16, N23, T2-T10, P3, P12, P13

T5. Curator




An assigned person with the organizational role of fostering partnerships, aligning interests, communicating needs, protecting community interests and exploring interconnections helps businesses and neighborhoods.

Links: B1, B2, B9, N2-N4, N14-N17, N19, N23-N25, T1-14, T6-T10, P2, P5



Identity

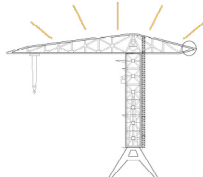
B1. Adaptive re-use



Re-purposing industrial heritage contributes to its survival while it contributes actively to the area's vitality and palimpsest. Safeguarding industrial space is crucial.

Links: B2, B12, N1, N4, N5, N6, N19, N26, T1, T10


B2. Landmarks



Landmarks serve as way-finding and recognition points because of their outstanding height or appearance. They contribute to the identity of the place and are prominent in Kevin Lynch's theory.

Links: B1, T1, N1, N4, N5, N6, N26

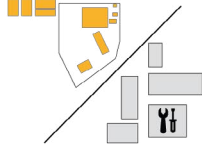
N1. Morphological entity



The morphological resemblance in materiality and sizes gives a characteristic identity in the area. At the same time, it is easily conceived as a coherent entity.

Links: B1, B2, B9, B12, N2, N6, N15, N17, N26, T1, T3, P3, P5


N2. Cluster of making and manufacturing



The area houses diverse making activities, ranging from ship and car repair to artistic installations and custom-made furniture. The networks of skills and knowledge are already established in the area (opportunity).

Links: B1, B3, B5, B14, S1, S3, S11, N8-N18, N23-N25, T2-T8, P1, P3-P7, P12, P13

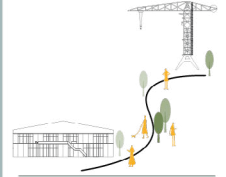
N3. Cluster of culture and creativity



The vast mix of artists, designers, creatives and craftsmen nurtures an ecosystem of creativity with established networks. This network has rendered the area popular and keeps attracting new people.

Links: B1, B3, B5, B11-B14, S14, N4, N9, N14, N19, N23, N26, T1-T6, T10, P3-P8, P12, P13


T1. Cultural route



A cultural route can enhance the place's identity by bringing forward the historical context of the area. It can add spatial qualities that make it attractive to visitors and residents.

Links: B1, B2, N1, N4, N5, N6, N12, N19, N20, N22, N26, T9


N4. NDSM is already a destination



NDSM is already embedded in the collective consciousness as a place with strong identity. Thus, actions of safeguarding it should be promoted while tabula rasa ways of redevelopment should be limited as much as possible.

Links: B1, B2, N1-N6, N9, N26, T1, T2, T9, P2, P9, P11

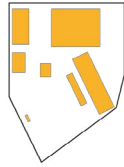
N5. Strong contrast to 'typical' Amsterdam



Another contributing factor to the popularity of the area is its strong contrast to the typical image of Amsterdam. Current urban development in the area tends to homogenize everything regardless the context.

Links: B1, B2, B13, S10, N1-N9, N17, N19, N23-N26, T1, T6-T8, P2, P11

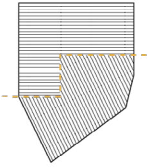
N6. Historical ensemble



The area is home to a series of listed monuments, evidence of its glory industrial past. These monuments pose a series of limitations but also contribute in preserving the place's identity.

Links: B1, B2, B13, S16, N1, N7, N26, T1, T8

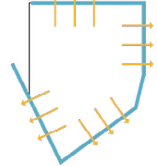
N7. Two orientations



Omni-directional buildings are characteristic of the site and give an extra layer of identity.

Links: B2, B13, S10, S15, S16, N1, N5, N6, N8, N12, N15, N17, N18, N25

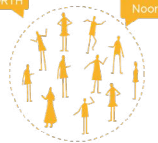
N8. Connected to the water



The long waterfront is the object of desire for different target groups; developers for maximizing profit, people for leisure, and makers for transportation purposes.

Links: B11, B12, S15, N9-N11, N20, N22, N23, T1, T7, P1


T2. Strong community presence



Various communities are present in the area, actively contributing through their activities to the unique identity of the place. A co-creative approach should consider their demands.

Links: N2, N3, N4, N19, N23, T3-T5, T10, P3, P12

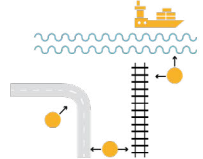
N9. Strategic access to multimodal mobility



The frequent ferry connection to Amsterdam central station facilitates accessibility to residents, visitors but also, clients, partners and staff of the businesses. It also affects the cost of space.

Links: B1, B2, B12, S2, S4-S6, N12, N20, N24, N25, T1-T8, P4-P11


N10. Proximity to transport infrastructure



Manufacturing benefits from proximity to transport infrastructure and access to distribution networks.

Links: B5, B6, B9-B13, S1, S3, S11, N9, N11-N13, N17, N18, N20, N24, T10

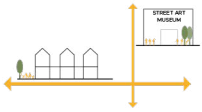
N11. Benefit from port infrastructure



Water transport remains one of the most sustainable means of transportation and it is less dependent on mobility strategies on land that might limit accessibility to manufacturing locations.

Links: B1, B11, B12, S1, S11, N2, N8-N10, N13, N16, N17, N23, T7, T10, P1


N26. Cultural nodes as public spaces



Integration of cultural nodes, such as the Street Art museum or the NDSM Treehouse that houses artists and makers can form vibrant public destinations in the public space network. It also adds diversity in the public realm.

Links: B1, B3, S15, S16, N1, N3, N12, N16-N23, T1, T2, P2, P11

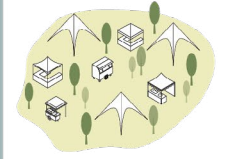
P1. Restore original function



Shipbuilding and ship repair were the reasons the area was put in the map. It was an important factor of economic growth and innovation, giving job to thousands of people.

Links: B1, B12, N2, N8, N9, N10, N11, N17, N23, T10

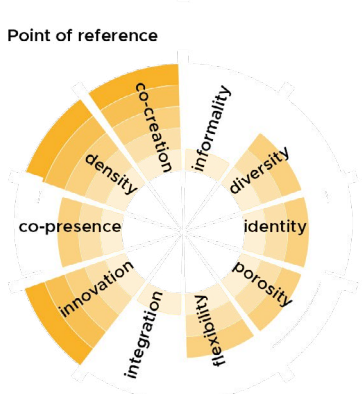
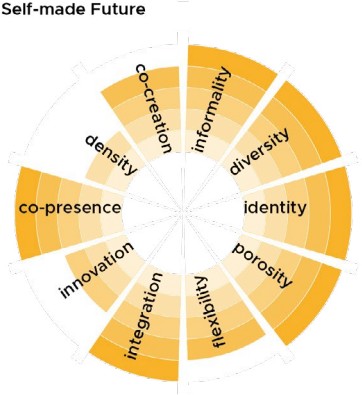
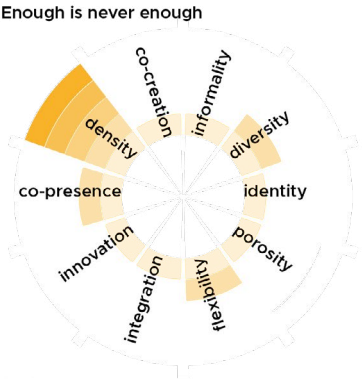
P2. Embrace the informal character



The informal character promoted by the existing HORECA facilities (Plek, Noordlicht) attracts numerous people in the area who seek less 'fixed' options for their entertainment.

Links: S9, S15, N3, N4, N5, N17, N19, N22, P11, T2

Scenarios

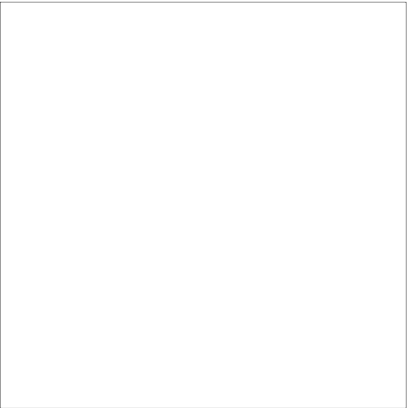


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Rest



trend

framing



+-
Recover

increasing
real-estate
pressure
-

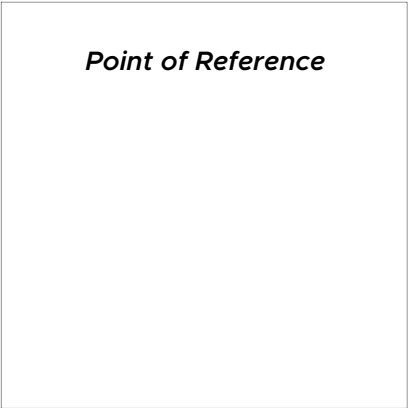
-+

Adapt



normative

contrast



++

Action

+

stabilised
real-estate
pressure

displacement
of manufacturing

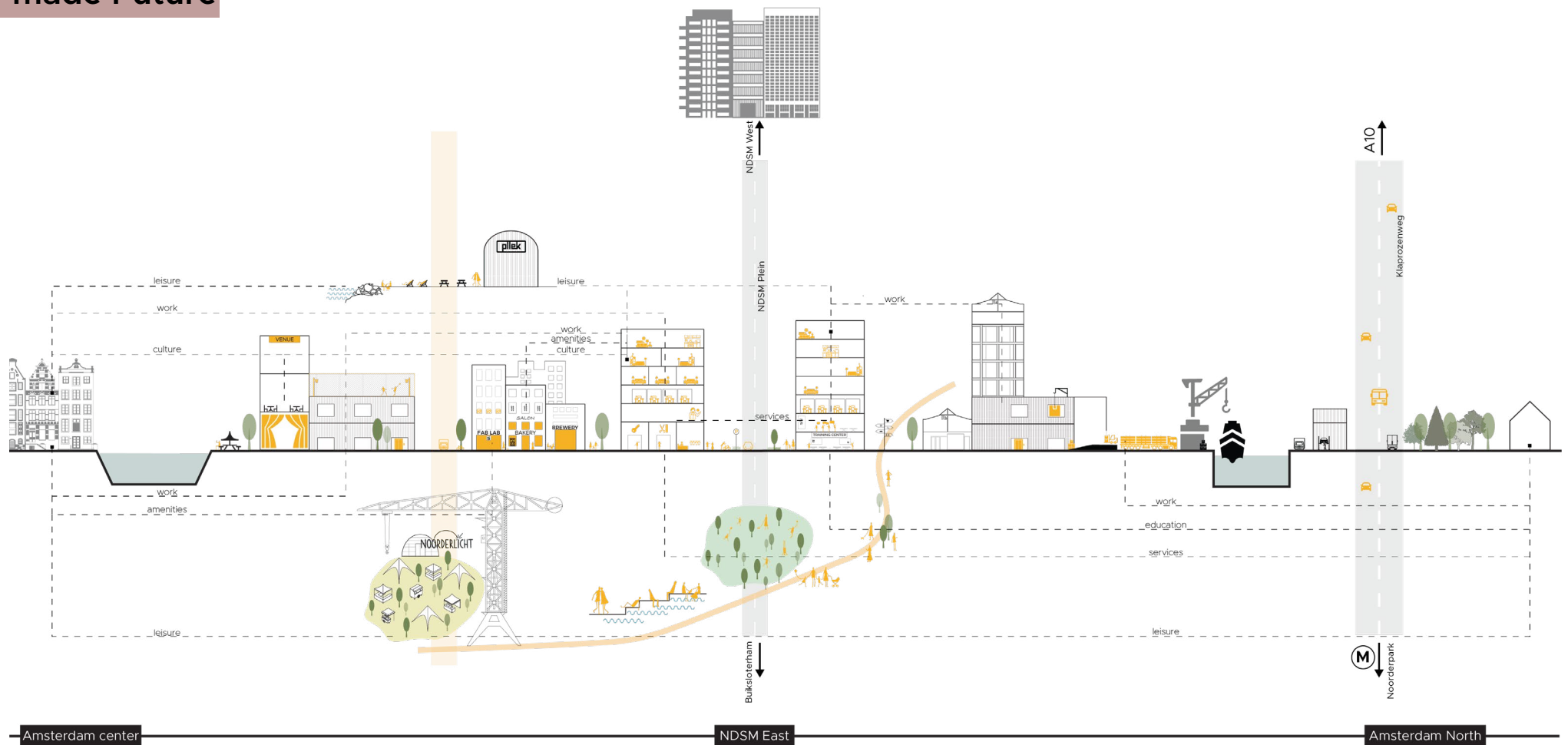
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integration
of manufacturing

(Built upon: Salewski (2010), Dutch New Worlds. Scenarios in Physical Planning and Design in the Netherlands)

**How each scenario interprets
the place identity?**

Self-made Future

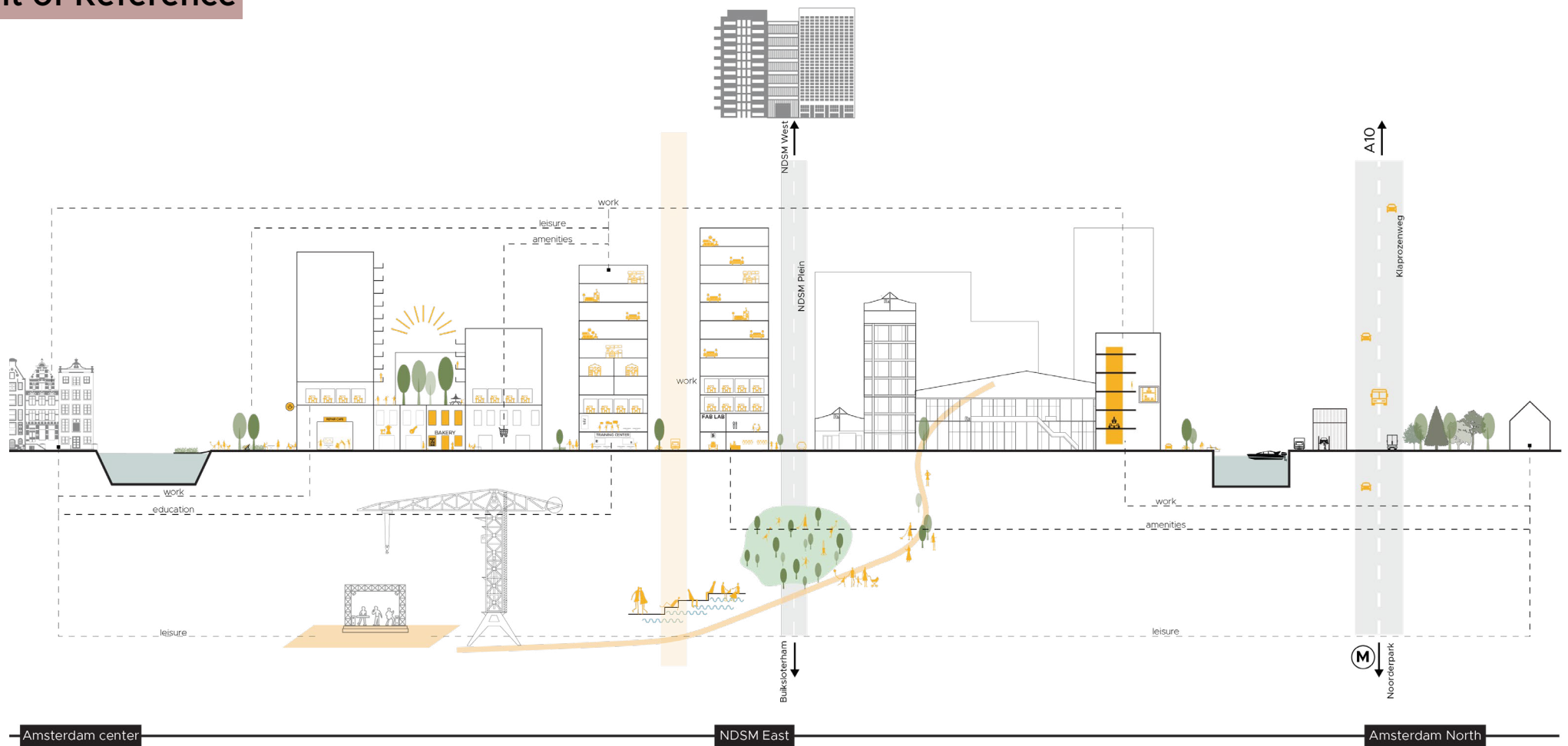


-the place-making strategy of the redevelopment is based on the current image of the area and the strong pluralism arising from the different communities and businesses operating within

-the creative and making industry remains and gets enhanced as a major component of economic growth for the city

-safeguarding and maintaining the existing modus operandi of people and businesses becomes a crucial priority

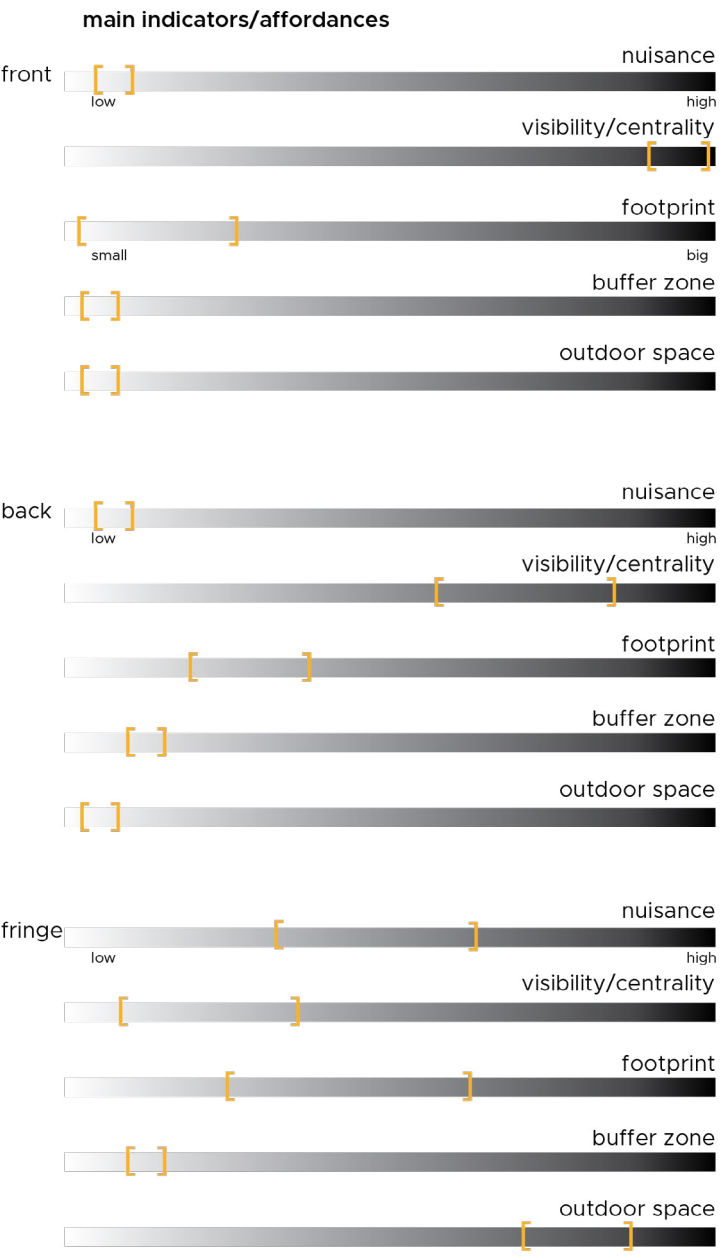
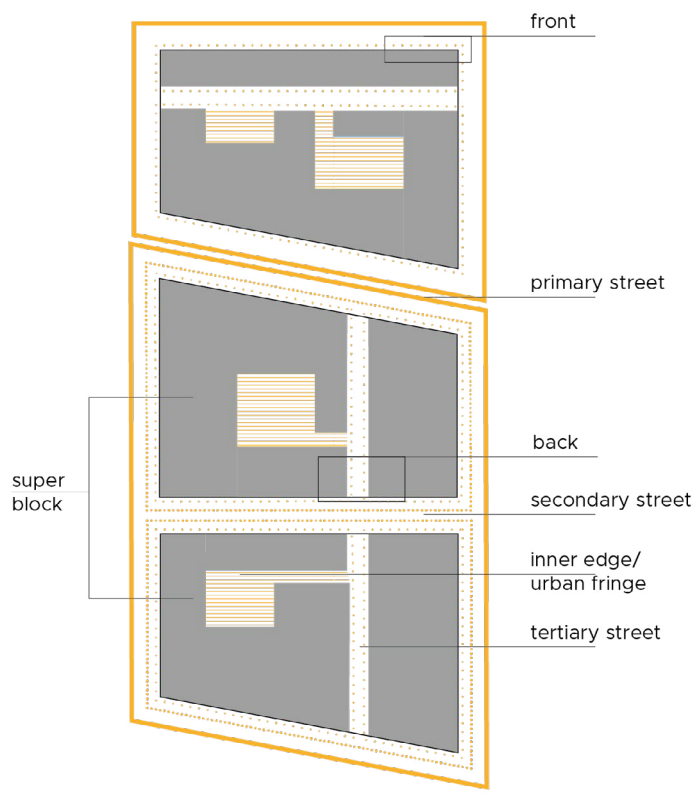
Point of Reference



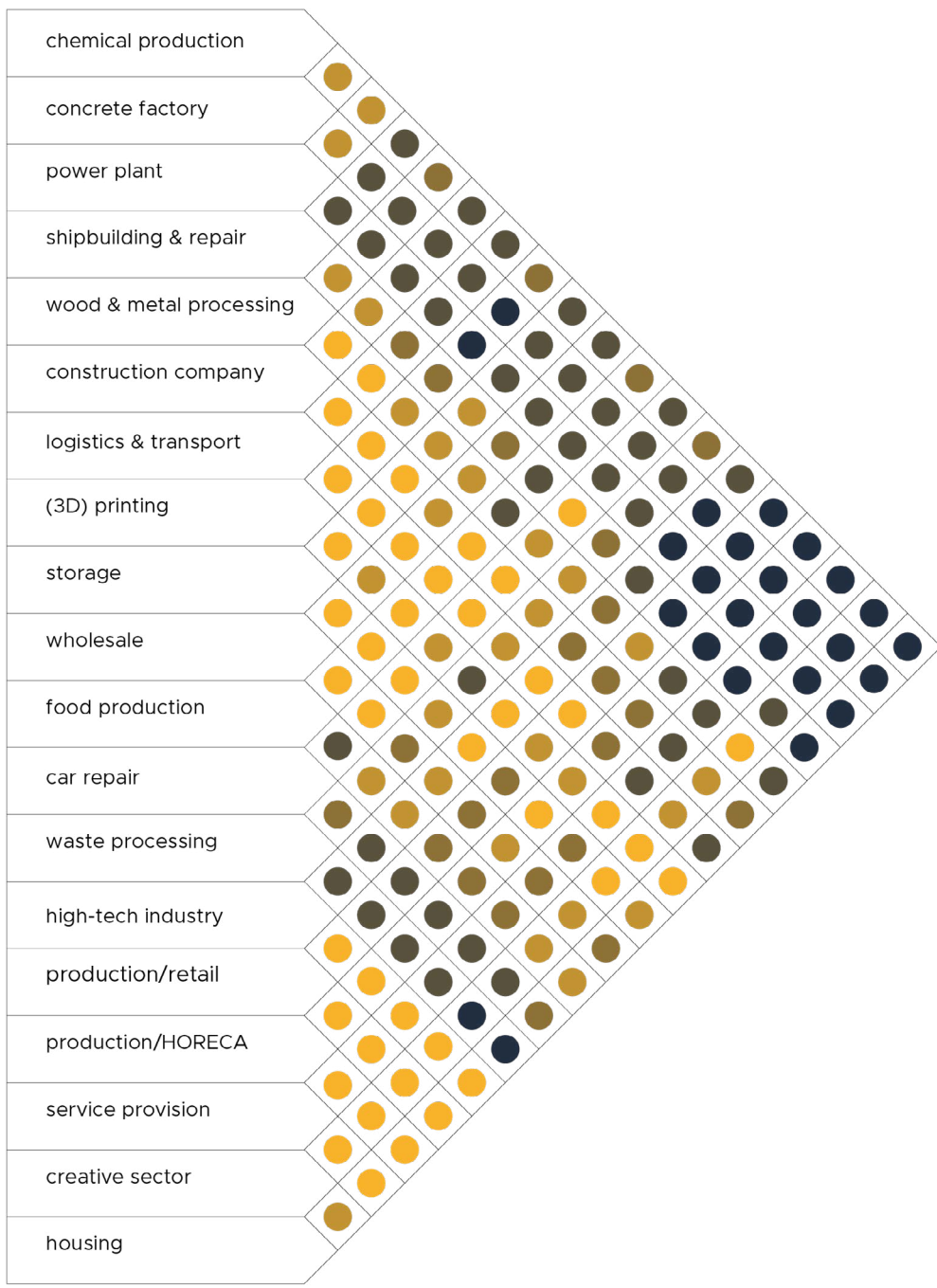
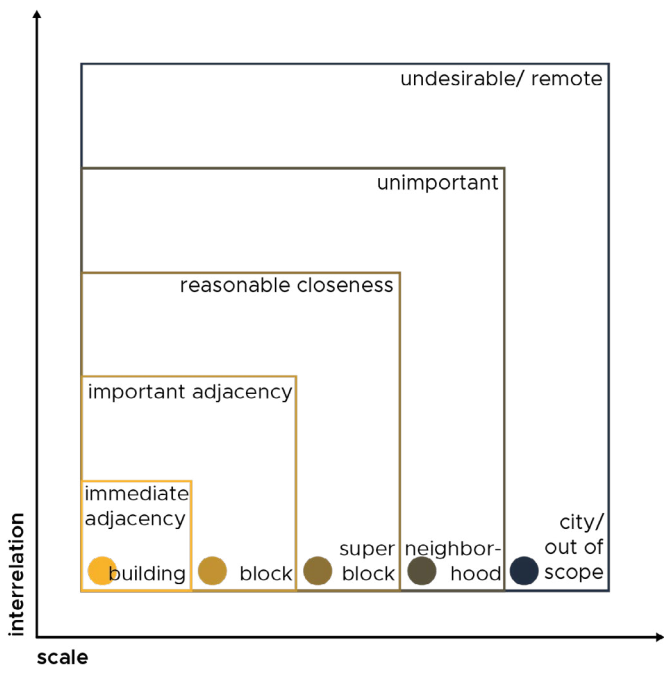
- housing is the main focus
- the place-making strategy centers upon the innovation tradition of the area
- focus is on high-tech activities with higher capital and high-value product
- technological improvements make businesses nuisance-free and thus, more easily compatible with housing

Mixability

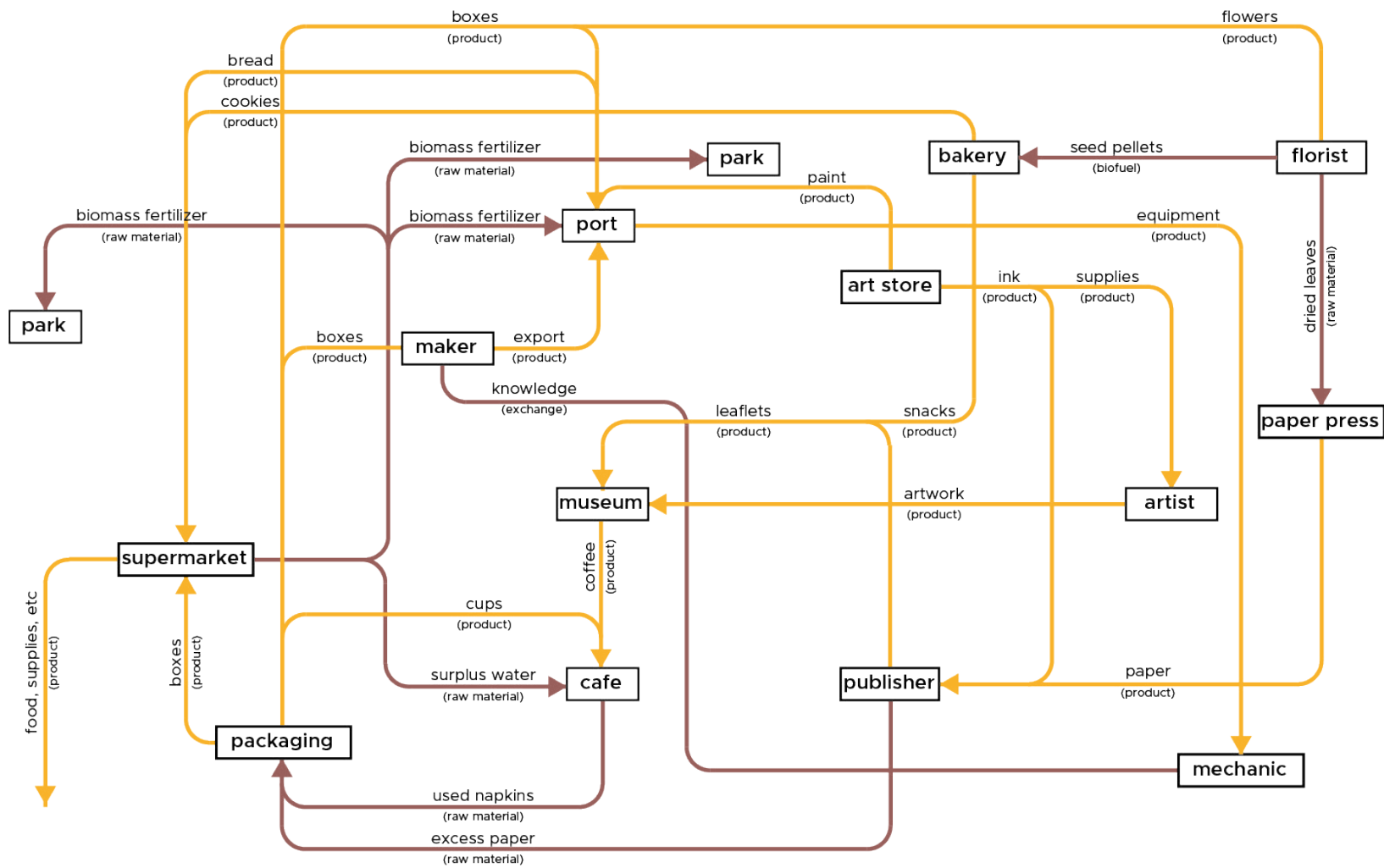
nuisance	spatial conditions	added value
sound odour light logistics safety soil water	accessibility location footprint buffer zone stackable visibility outdoor space shared facilities	jobs services education social loops/resilience



Mixability

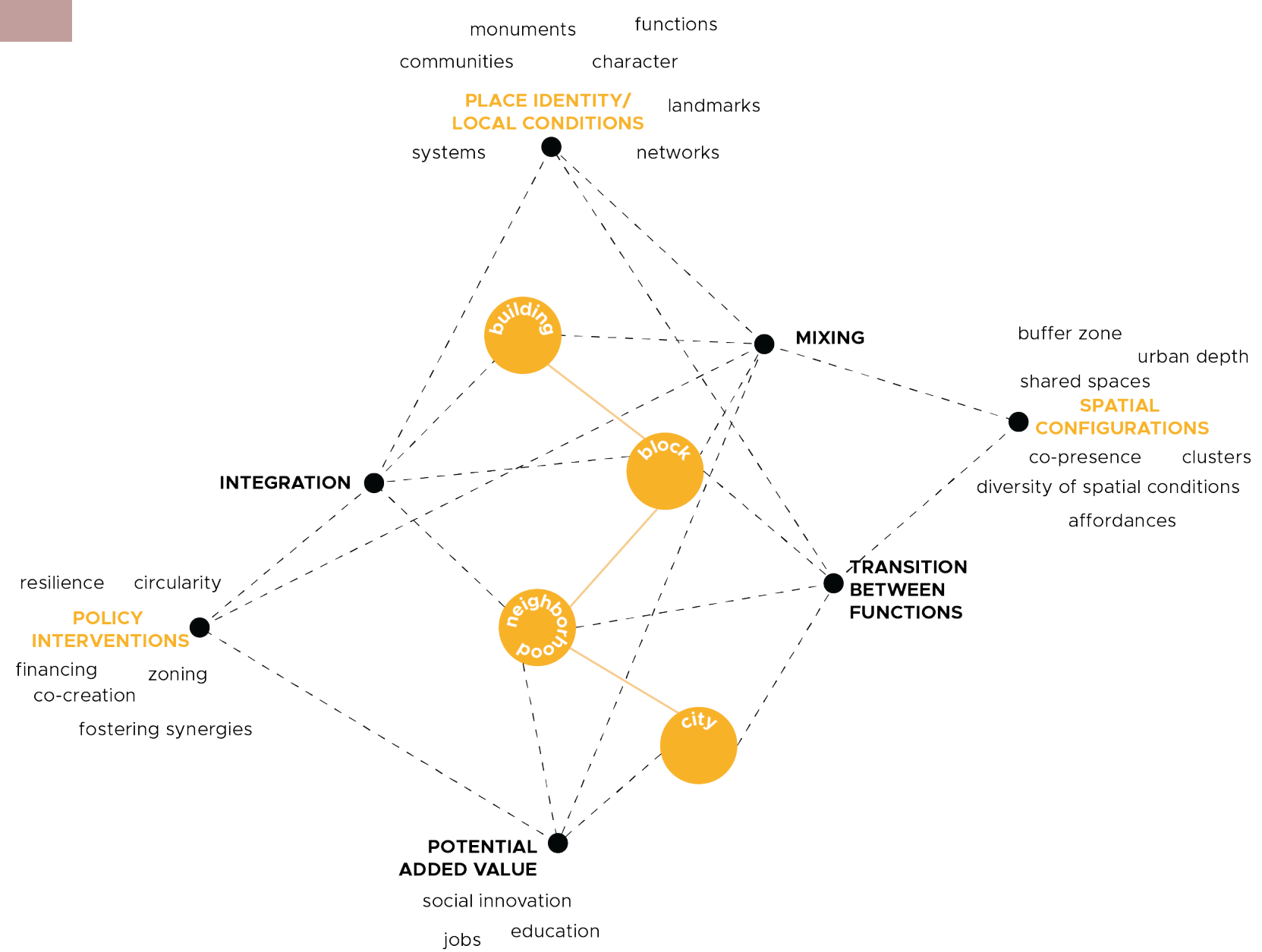


Synergies

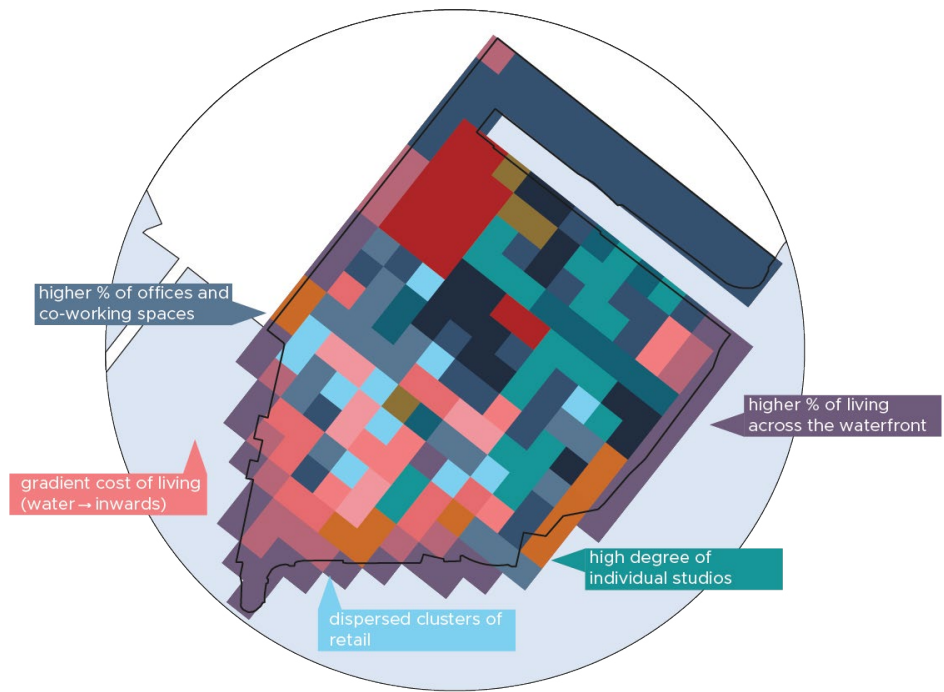
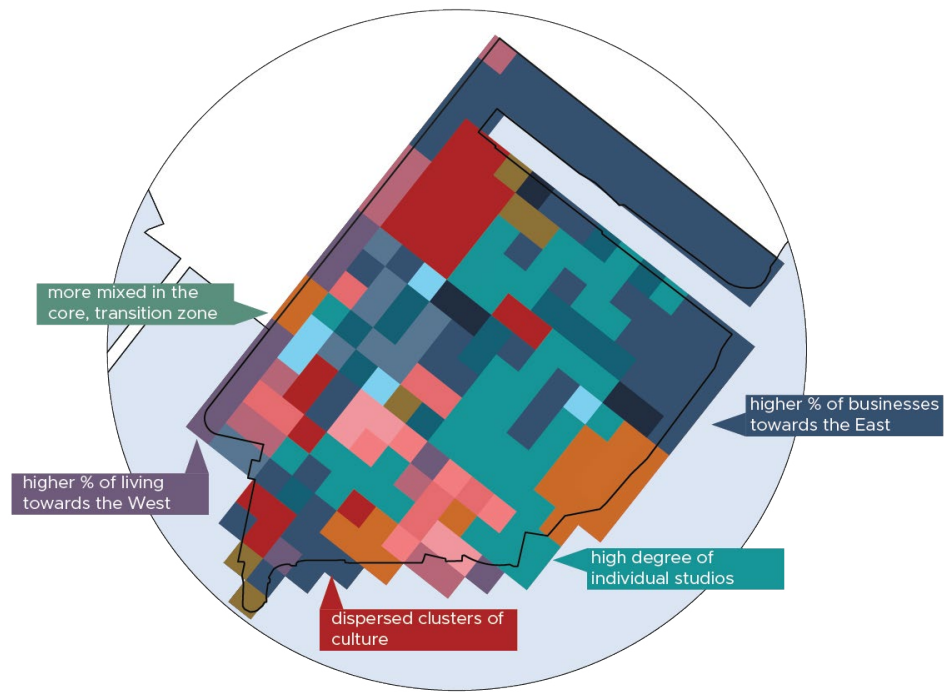


S1. High-nuissance areas
High-nuissance activities, as the ones that involve the use of heavy machinery or frequent opening of metallic doors, are often a cause of complaint. Thus, a buffer zone between them and housing is necessary.
Links: B1, B2, B3, B4, B5, B6, B7, B8, B9, B10, B11, B12, B13, B14, B15, B16, B17, B18, B19, B20, B21, B22, B23, B24, B25, B26, B27, B28, B29, B30, B31, B32, B33, B34, B35, B36, B37, B38, B39, B40, B41, B42, B43, B44, B45, B46, B47, B48, B49, B50, B51, B52, B53, B54, B55, B56, B57, B58, B59, B60, B61, B62, B63, B64, B65, B66, B67, B68, B69, B70, B71, B72, B73, B74, B75, B76, B77, B78, B79, B80, B81, B82, B83, B84, B85, B86, B87, B88, B89, B90, B91, B92, B93, B94, B95, B96, B97, B98, B99, B100, B101, B102, B103, B104, B105, B106, B107, B108, B109, B110, B111, B112, B113, B114, B115, B116, B117, B118, B119, B120, B121, B122, B123, B124, B125, B126, B127, B128, B129, B130, B131, B132, B133, B134, B135, B136, B137, B138, B139, B140, B141, B142, B143, B144, B145, B146, B147, B148, B149, B150, B151, B152, B153, B154, B155, B156, B157, B158, B159, B160, B161, B162, B163, B164, B165, B166, B167, B168, B169, B170, B171, B172, B173, B174, B175, B176, B177, B178, B179, B180, B181, B182, B183, B184, B185, B186, B187, B188, B189, B190, B191, B192, B193, B194, B195, B196, B197, B198, B199, B200, B201, B202, B203, B204, B205, B206, B207, B208, B209, B210, B211, B212, B213, B214, B215, B216, B217, B218, B219, B220, B221, B222, B223, B224, B225, B226, B227, B228, B229, B230, B231, B232, B233, B234, B235, B236, B237, B238, B239, B240, B241, B242, B243, B244, B245, B246, B247, B248, B249, B250, B251, B252, B253, B254, B255, B256, B257, B258, B259, B260, B261, B262, B263, B264, B265, B266, B267, B268, B269, B270, B271, B272, B273, B274, B275, B276, B277, B278, B279, B280, B281, B282, B283, B284, B285, B286, B287, B288, B289, B290, B291, B292, B293, B294, B295, B296, B297, B298, B299, B300, B301, B302, B303, B304, B305, B306, B307, B308, B309, B310, B311, B312, B313, B314, B315, B316, B317, B318, B319, B320, B321, B322, B323, B324, B325, B326, B327, B328, B329, B330, B331, B332, B333, B334, B335, B336, B337, B338, B339, B340, B341, B342, B343, B344, B345, B346, B347, B348, B349, B350, B351, B352, B353, B354, B355, B356, B357, B358, B359, B360, B361, B362, B363, B364, B365, B366, B367, B368, B369, B370, B371, B372, B373, B374, B375, B376, B377, B378, B379, B380, B381, B382, B383, B384, B385, B386, B387, B388, B389, B390, B391, B392, B393, B394, B395, B396, B397, B398, B399, B400, B401, B402, B403, B404, B405, B406, B407, B408, B409, B410, B411, B412, B413, B414, B415, B416, B417, B418, B419, B420, B421, B422, B423, B424, B425, B426, B427, B428, B429, B430, B431, B432, B433, B434, B435, B436, B437, B438, B439, B440, B441, B442, B443, B444, B445, B446, B447, B448, B449, B450, B451, B452, B453, B454, B455, B456, B457, B458, B459, B460, B461, B462, B463, B464, B465, B466, B467, B468, B469, B470, B471, B472, B473, B474, B475, B476, B477, B478, B479, B480, B481, B482, B483, B484, B485, B486, B487, B488, B489, B490, B491, B492, B493, B494, B495, B496, B497, B498, B499, B500, B501, B502, B503, B504, B505, B506, B507, B508, B509, B510, B511, B512, B513, B514, B515, B516, B517, B518, B519, B520, B521, B522, B523, B524, B525, B526, B527, B528, B529, B530, B531, B532, B533, B534, B535, B536, B537, B538, B539, B540, B541, B542, B543, B544, B545, B546, B547, B548, B549, B550, B551, B552, B553, B554, B555, B556, B557, B558, B559, B560, B561, B562, B563, B564, B565, B566, B567, B568, B569, B570, B571, B572, B573, B574, B575, B576, B577, B578, B579, B580, B581, B582, B583, B584, B585, B586, B587, B588, B589, B590, B591, B592, B593, B594, B595, B596, B597, B598, B599, B600, B601, B602, B603, B604, B605, B606, B607, B608, B609, B610, B611, B612, B613, B614, B615, B616, B617, B618, B619, B620, B621, B622, B623, B624, B625, B626, B627, B628, B629, B630, B631, B632, B633, B634, B635, B636, B637, B638, B639, B640, B641, B642, B643, B644, B645, B646, B647, B648, B649, B650, B651, B652, B653, B654, B655, B656, B657, B658, B659, B660, B661, B662, B663, B664, B665, B666, B667, B668, B669, B670, B671, B672, B673, B674, B675, B676, B677, B678, B679, B680, B681, B682, B683, B684, B685, B686, B687, B688, B689, B690, B691, B692, B693, B694, B695, B696, B697, B698, B699, B700, B701, B702, B703, B704, B705, B706, B707, B708, B709, B710, B711, B712, B713, B714, B715, B716, B717, B718, B719, B720, B721, B722, B723, B724, B725, B726, B727, B728, B729, B730, B731, B732, B733, B734, B735, B736, B737, B738, B739, B740, B741, B742, B743, B744, B745, B746, B747, B748, B749, B750, B751, B752, B753, B754, B755, B756, B757, B758, B759, B760, B761, B76

Mixability



Scenarios



Self-made Future

- the work component is dominant and diffused throughout the area
- higher categories of housing are mostly found in the west edge
- other housing categories, such as live-work typologies and shared housing can be found more easily in combinations with work environments
- clusters of culture throughout the area

Point of Reference

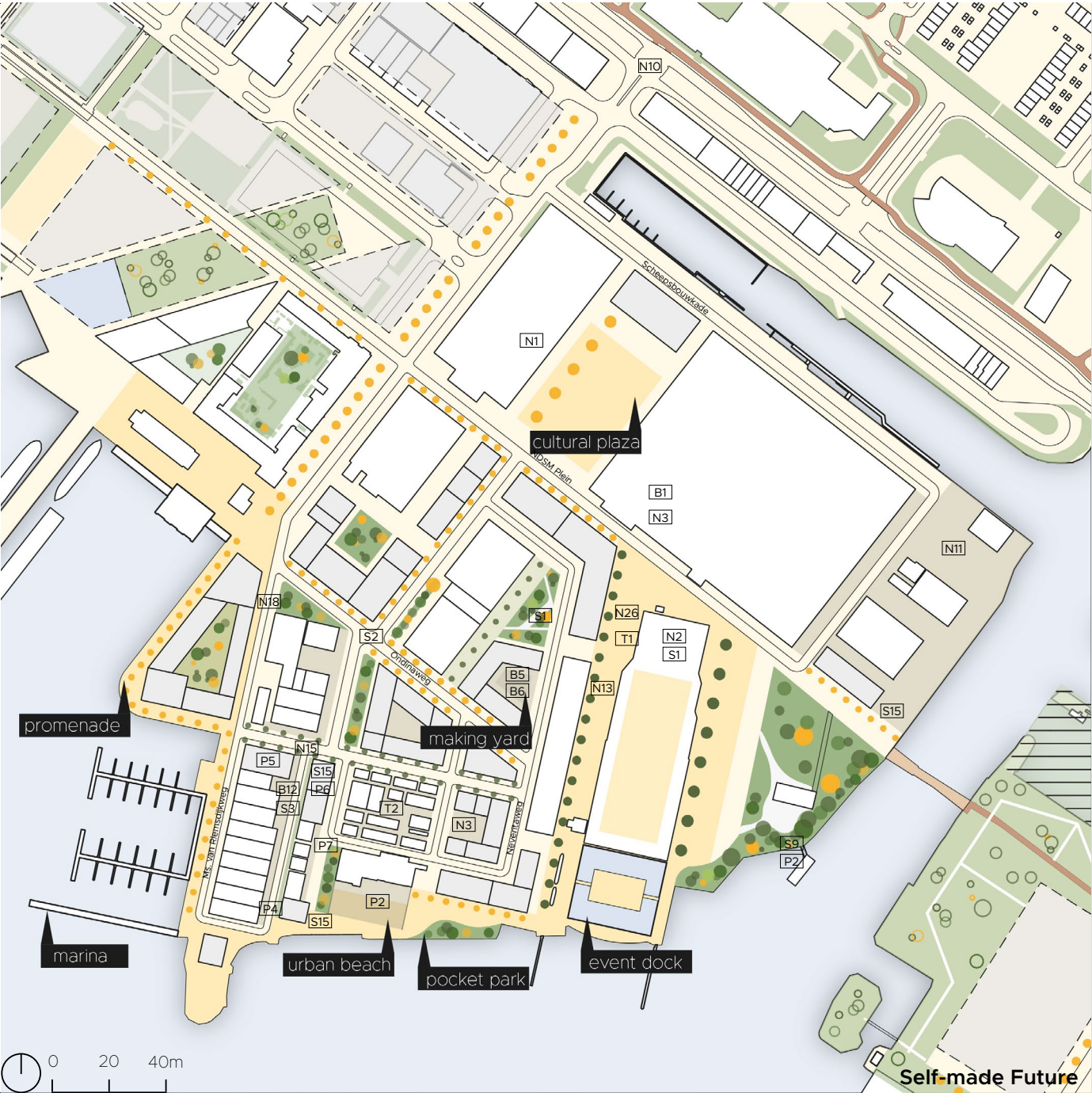
- housing is much more present in the waterfront
- higher presence of medium and high-end housing
- work environments are mostly limited in the northern part
- higher presence of retail

co-living/student	individual studios	horeca
work house	co-working spaces	culture
low range	offices	education
medium range	S/M businesses	
high-end	M/L businesses	retail

Scenario Development

this scenario strives for an inclusive approach, where focus is given on the integration of existing communities and their eco-systems

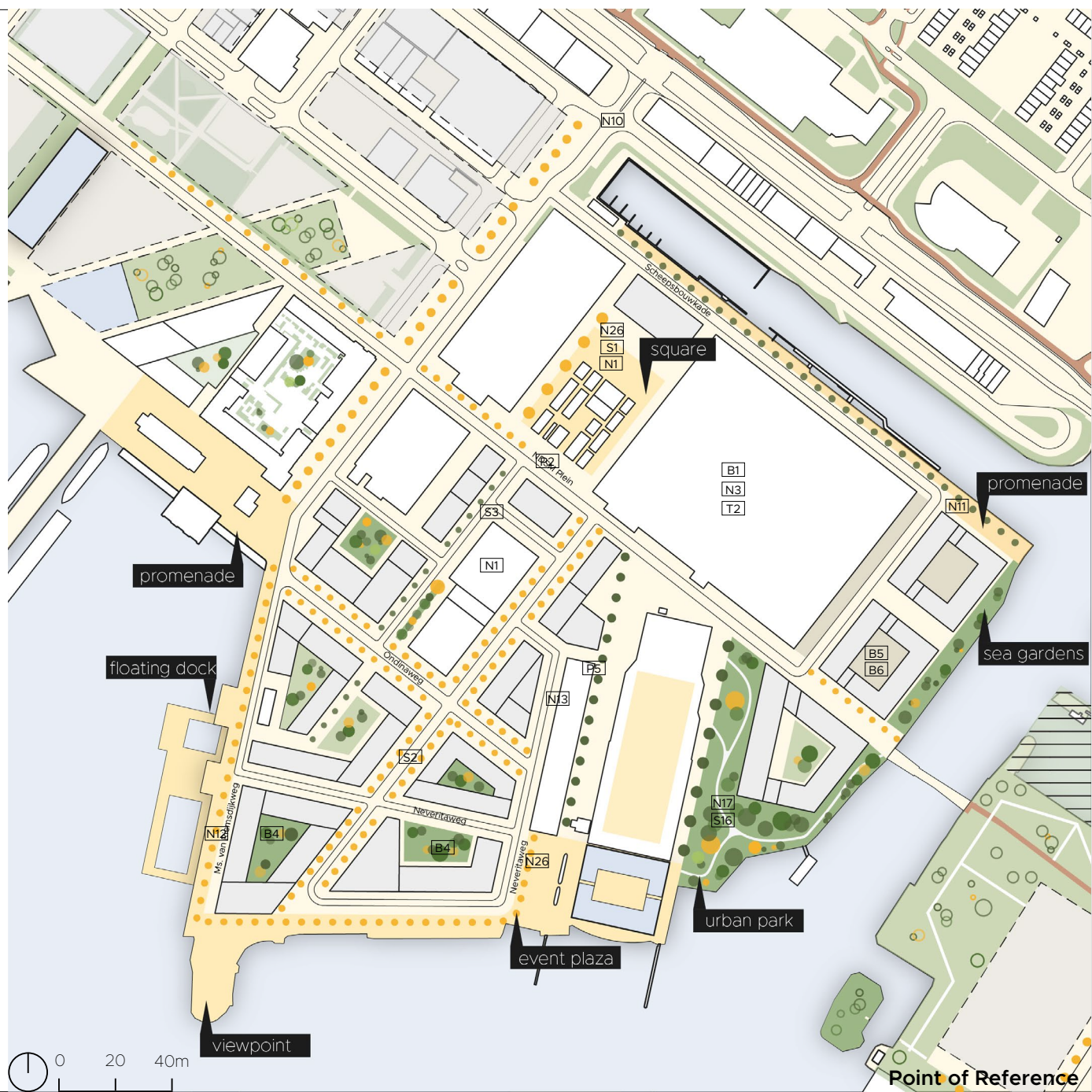
- B1. Adaptive re-use
- B5. Making around courtyards
- B6. Yard for logistics
- B12. Easy loading and unloading
- S1. High-nuisance needs buffer zone
- S2. Functions with most capital on high street
- S3. Functions with less capital behind/away
- S9. Horeca benefits from outdoor space
- S15. Refine the edge
- N1. Morphological entity
- N2. Cluster of making and manufacturing
- N3. Cluster of culture and creativity
- N10. Proximity to transport infrastructure
- N11. Benefit from port infrastructure
- N13. Clustering of high-nuisance activities
- N15. Microzoning
- N18. Street hierarchy
- N26. Cultural nodes as public spaces
- T1. Cultural route
- T2. Strong community presence
- P1. Restore original function
- P2. Embrace the informal character
- P4. Re-use and repair centers
- P5. Community hub in making locations
- P6. Space for development and education
- P7. Support small scale economic activities



Scenario Development

- real estate pressure remains unceasing and competition for land grows stronger
- all the existing buildings get replaced by higher density blocks
- the only activities that are kept are the ones that have the potential to bring added value to the area
- aspects of manufacturing that relate to high-value urban activities, such as R&D, design and culture lie central in this approach

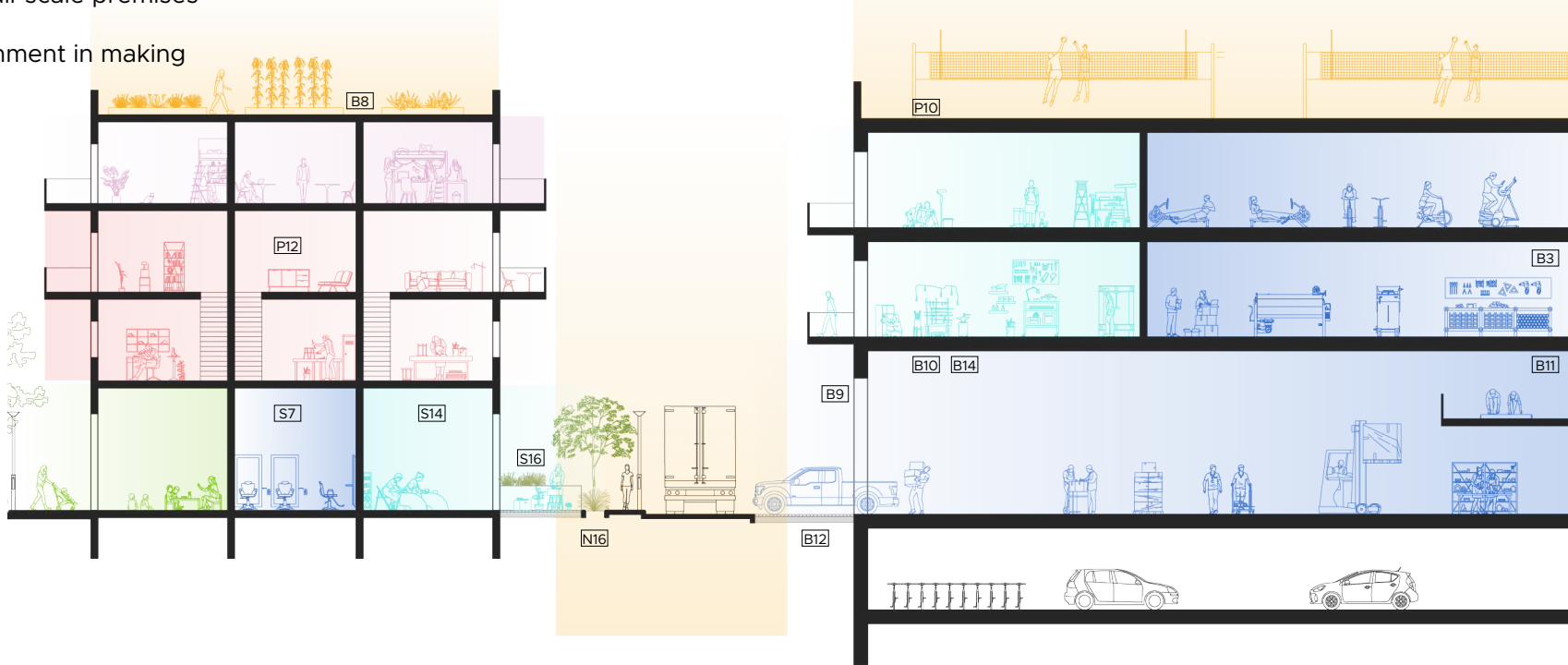
- B1. Adaptive re-use
- B4. Enclosed elevated collective space
- B5. Making around courtyards
- B6. Yard for logistics
- S1. High-nuisance needs buffer zone
- S2. Functions with most capital on high street
- S3. Functions with less capital behind/away
- S16. Soft edges
- N1. Morphological entity
- N2. Cluster of making and manufacturing
- N3. Cluster of culture and creativity
- N10. Proximity to transport infrastructure
- N12. Design flows and routes
- N13. Clustering of high-nuisance activities
- N17. Transition zone
- N26. Cultural nodes as public spaces
- T1. Cultural route
- T2. Strong community presence
- P2. Embrace the informal character
- P5. Community hub in making locations
- P6. Space for development and education



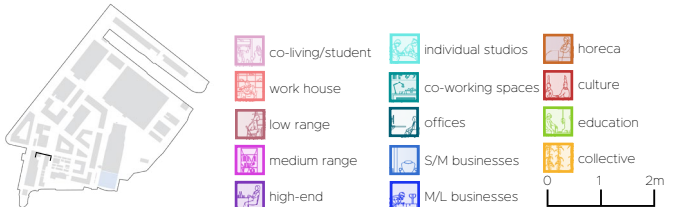
Spatial Profiles

Back Street

- B3. Varying unit size
- B8. Use the rooftop
- B9. Large openings
- B10. Structure capacity
- B11. Space for storage
- B12. Easy loading and unloading
- B14. High ground floor
- S7. Services with appointment, less central
- S14. Face shortage of small-scale premises
- S16. Soft edges
- N16. Quality urban environment in making areas
- P10. Sports facilities
- P12. The work-home

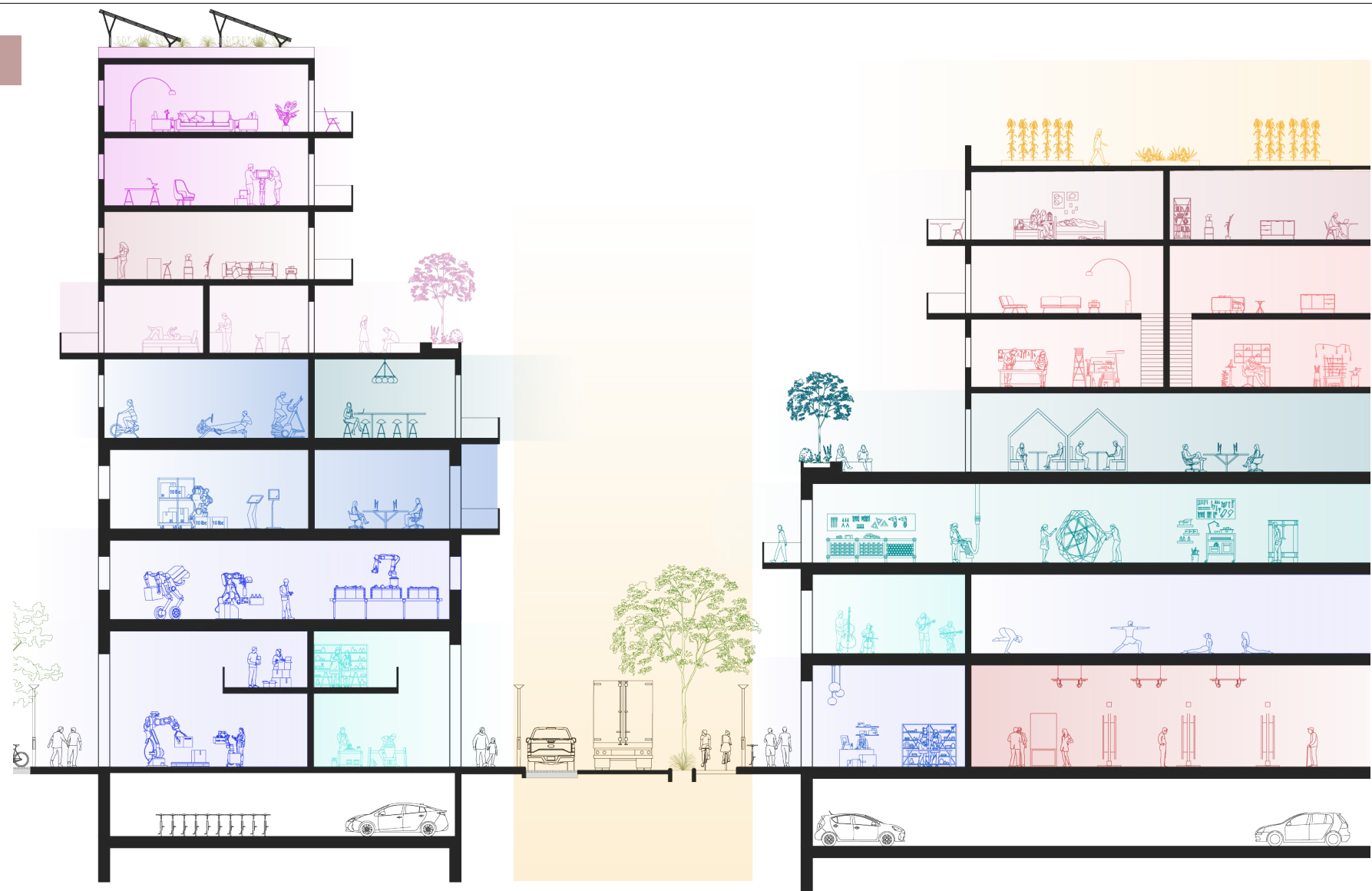


- priority is given to businesses with lower capital and creative individuals
- ability to work outside
- semi-private space to facilitate transportation and (un)loading
- live-work typology
- student/ co-living units
- a rotation of activities in the course of the day ensures liveability



Spatial Profiles

Back Street



- high-tech manufacturing
- hybrid businesses that combine production and retail
- lack of high-end housing



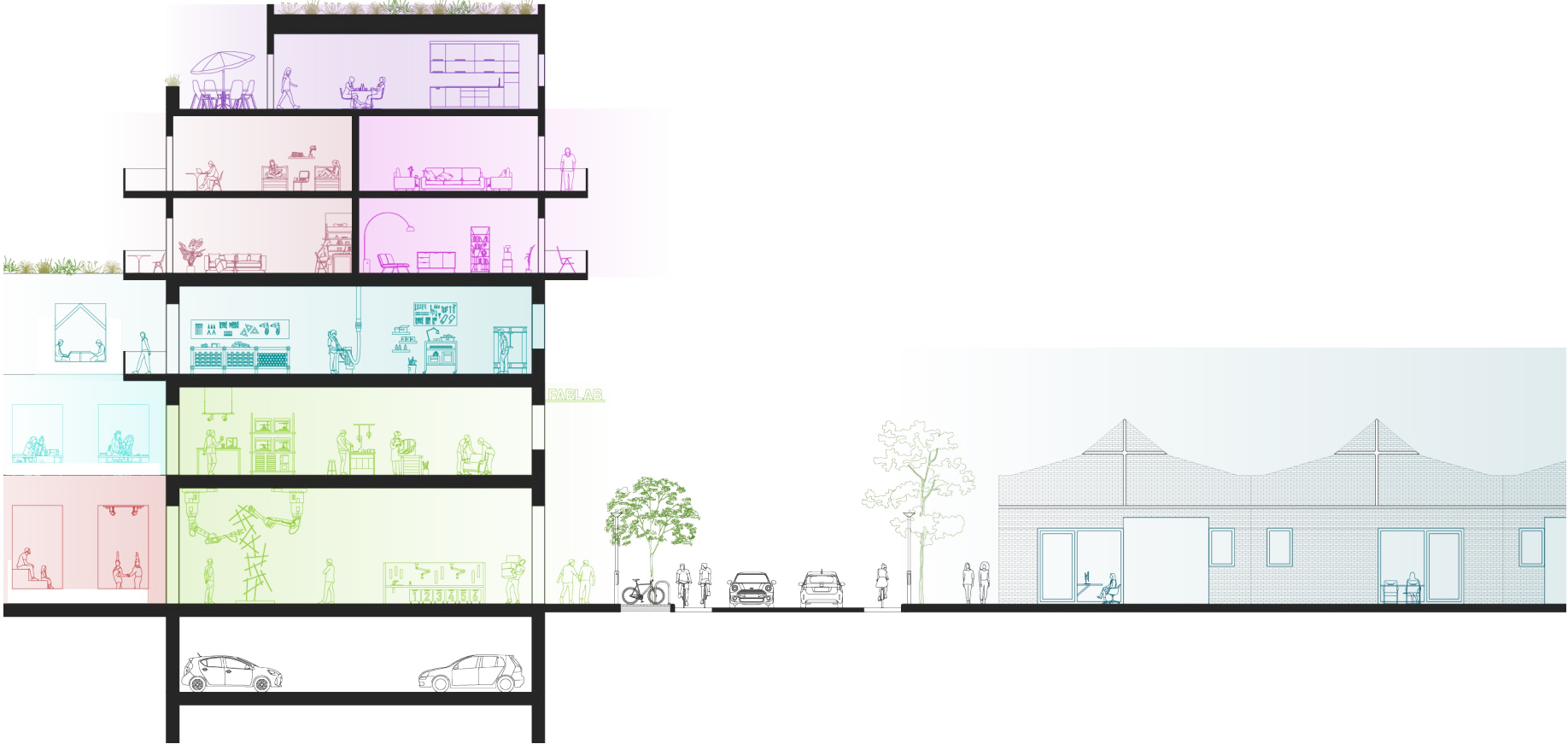
co-living/student	individual studios	horeca
work house	co-working spaces	culture
low range	offices	education
medium range	S/M businesses	collective
high-end	M/L businesses	

0 1 2m

Point of Reference
















Spatial Profiles

High Street



- educational facilities that promote the culture of making
- cultural venues to support the creatives' community actively
- shared co-working spaces
- living on higher floors



 co-living/student	 individual studios	 horeca
 work house	 co-working spaces	 culture
 low range	 offices	 education
 medium range	 S/M businesses	 collective
 high-end	 M/L businesses	

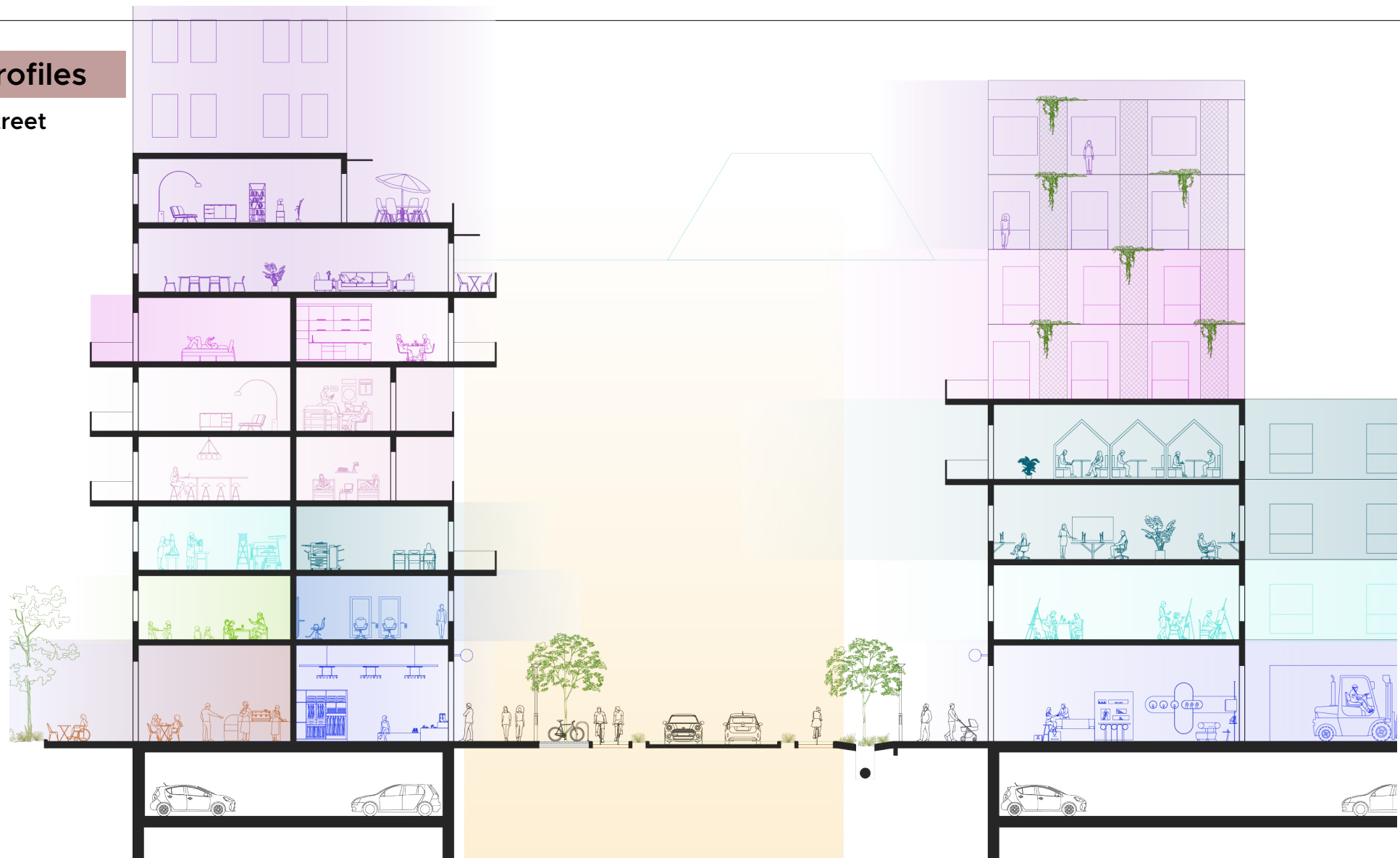
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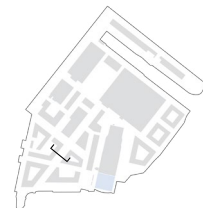
2m

Spatial Profiles

High Street



- retail function on the plinth
- occasionally exhibition spaces
- high presence of office-type environments
- higher-value housing



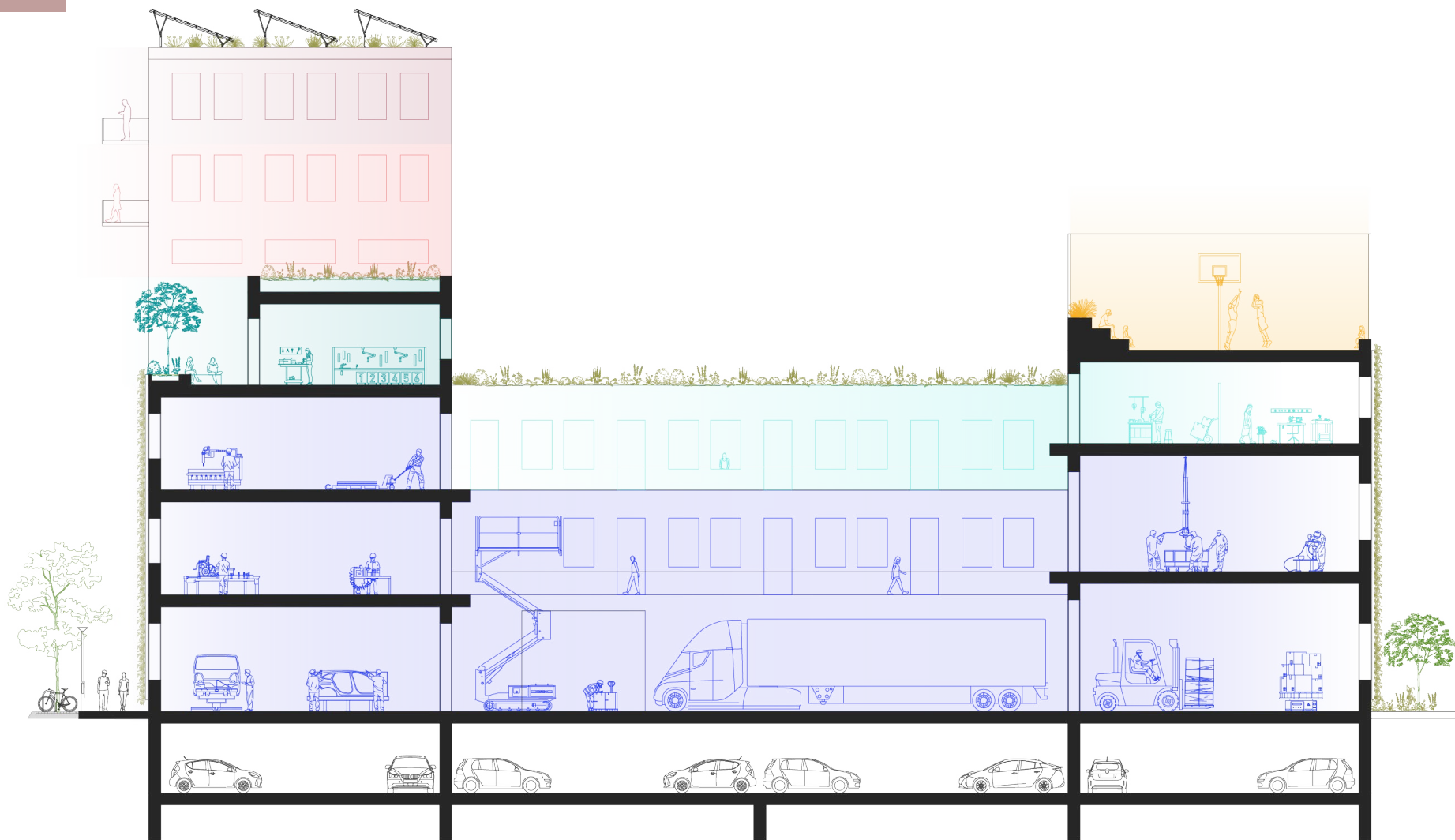
co-living/student	individual studios	horeca
work house	co-working spaces	culture
low range	offices	education
medium range	S/M businesses	collective
high-end	M/L businesses	

0 1 2m

Point of Reference

Spatial Profiles

Courtyard



- concentration of similar activities
- use of courtyard for logistics and (un)loading
- sports facilities on the rooftop
- housing is limited



co-living/student	individual studios	horeca
work house	co-working spaces	culture
low range	offices	education
medium range	S/M businesses	collective
high-end	M/L businesses	



Spatial Profiles

Courtyard



- enclosed elevated collective space
- focus on housing
- double-level mixed-use plinth
- limited productive activities



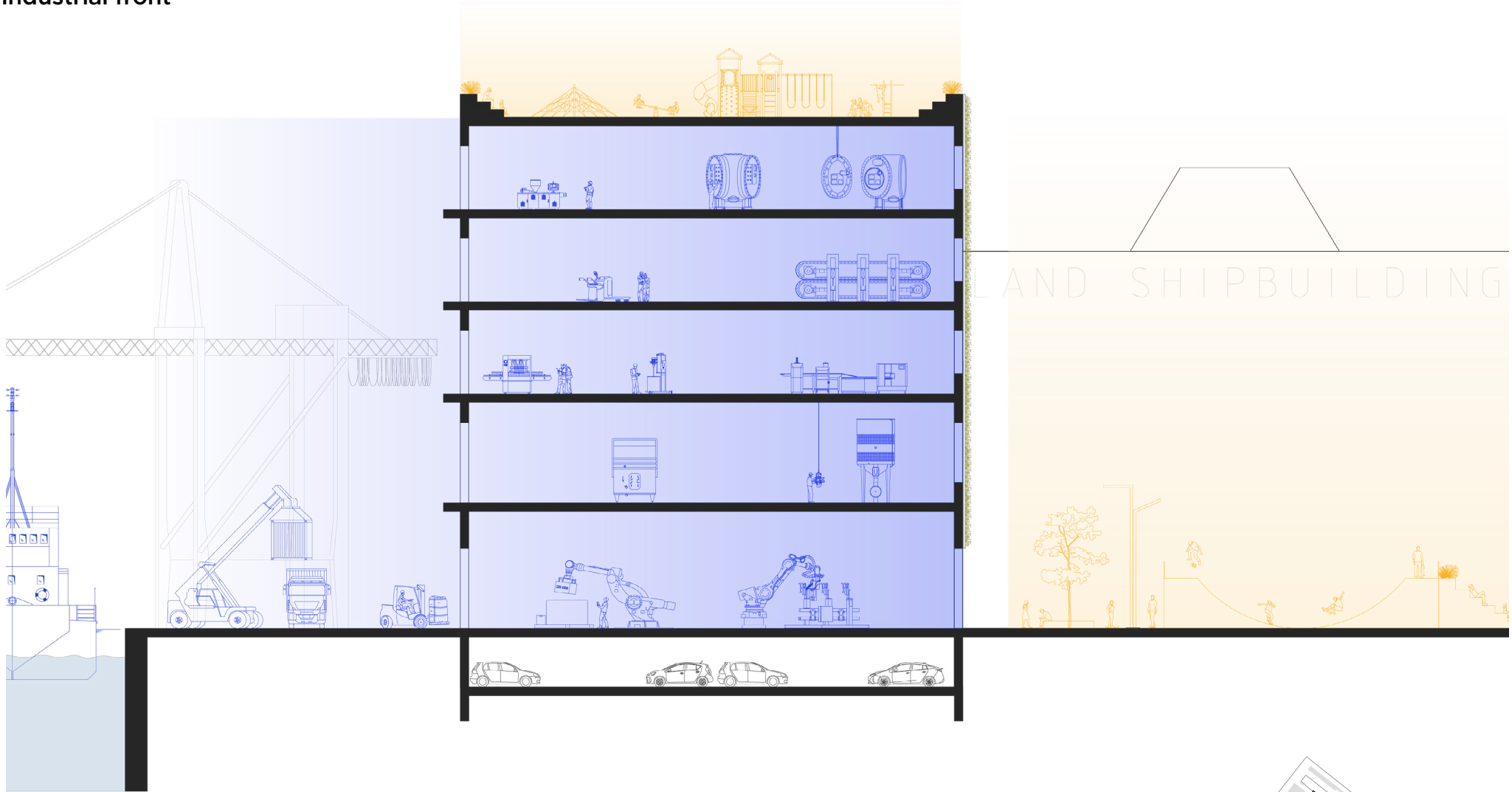
co-living/student	individual studios	horeca
work house	co-working spaces	culture
low range	offices	education
medium range	S/M businesses	collective
high-end	M/L businesses	



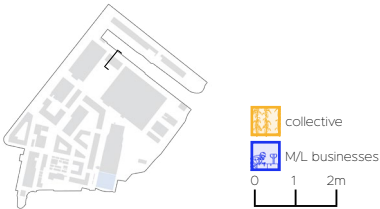
Point of Reference

Spatial Profiles

Industrial front

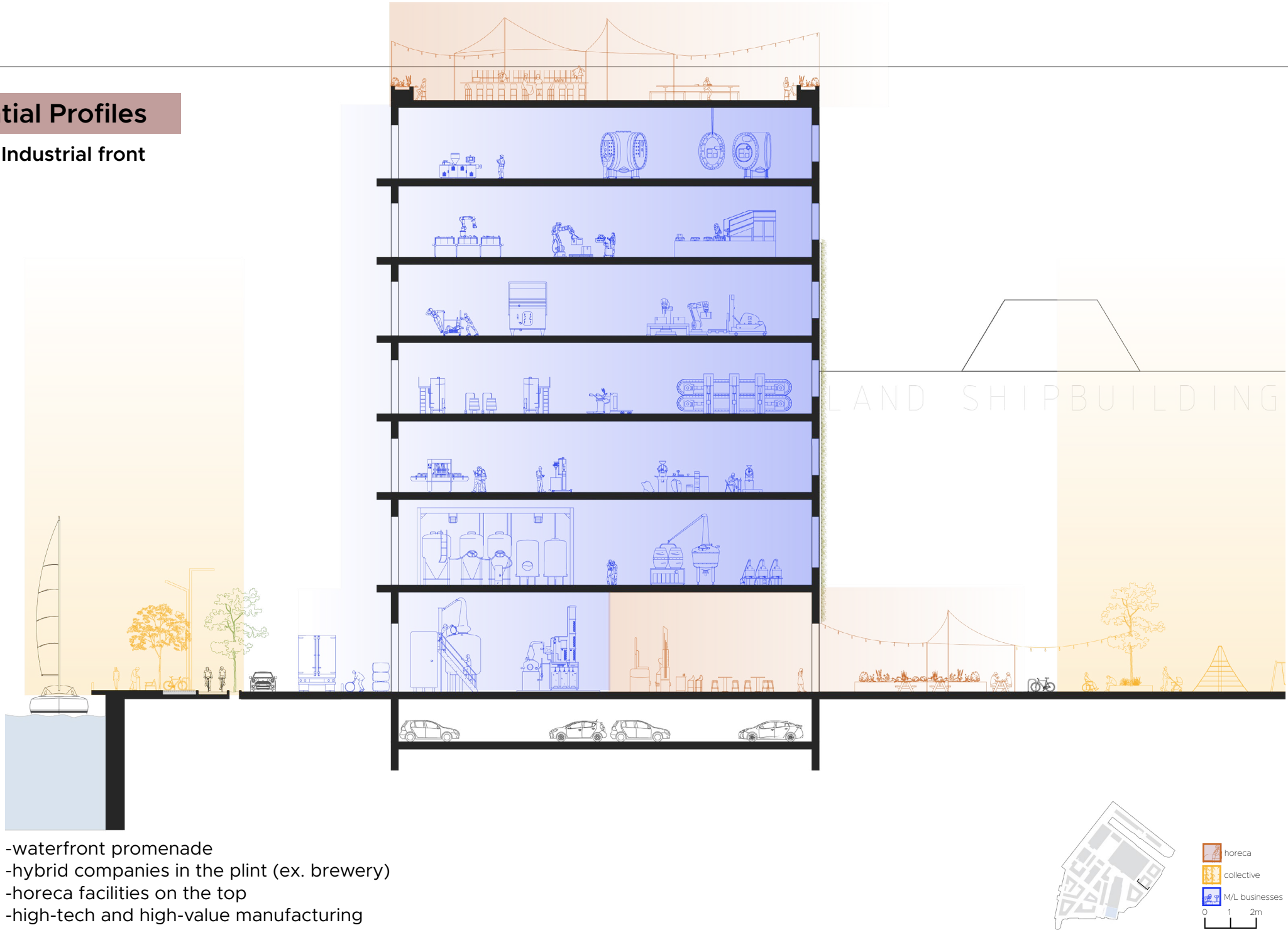


- waterfront reserved for manufacturing
- use of port infrastructure
- activated rooftop
- public space that focuses on the subcultures present in the area



Spatial Profiles

Industrial front



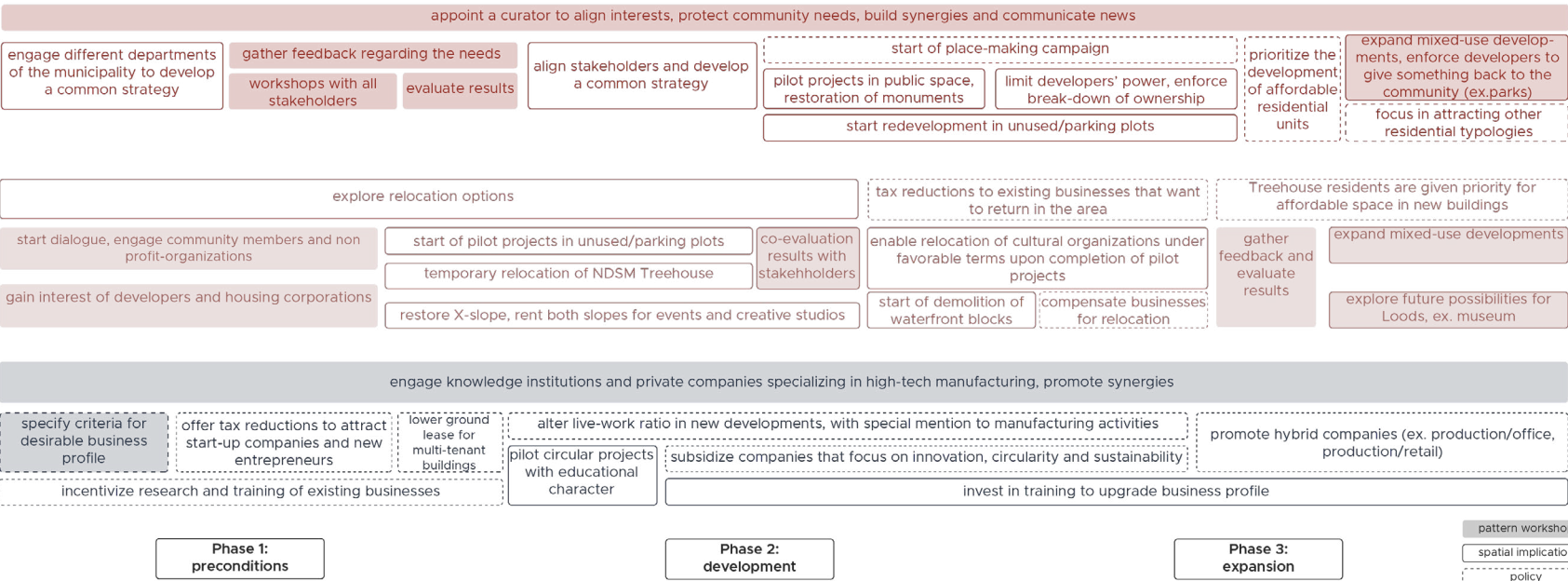
Point of Reference

Process

achieve inclusive high-density mixed use environment

mitigate gentrification-induced displacement

upgrade business profile and attract new talent

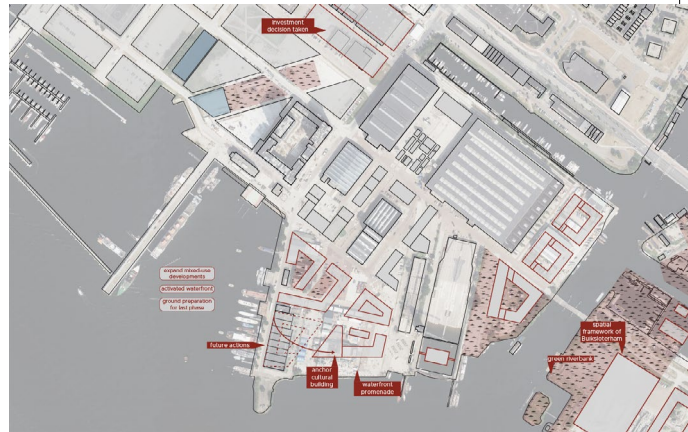
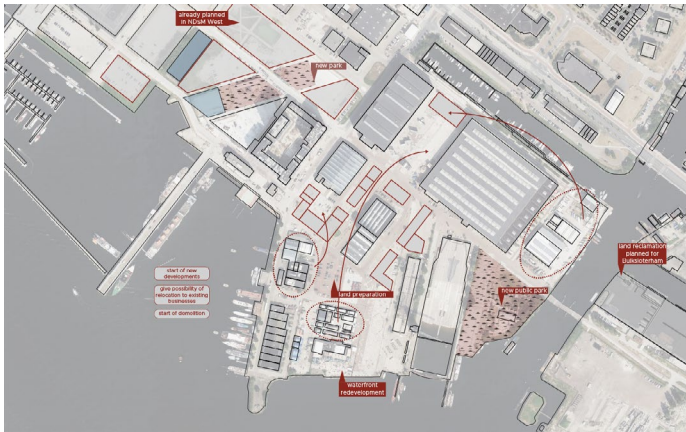


2020

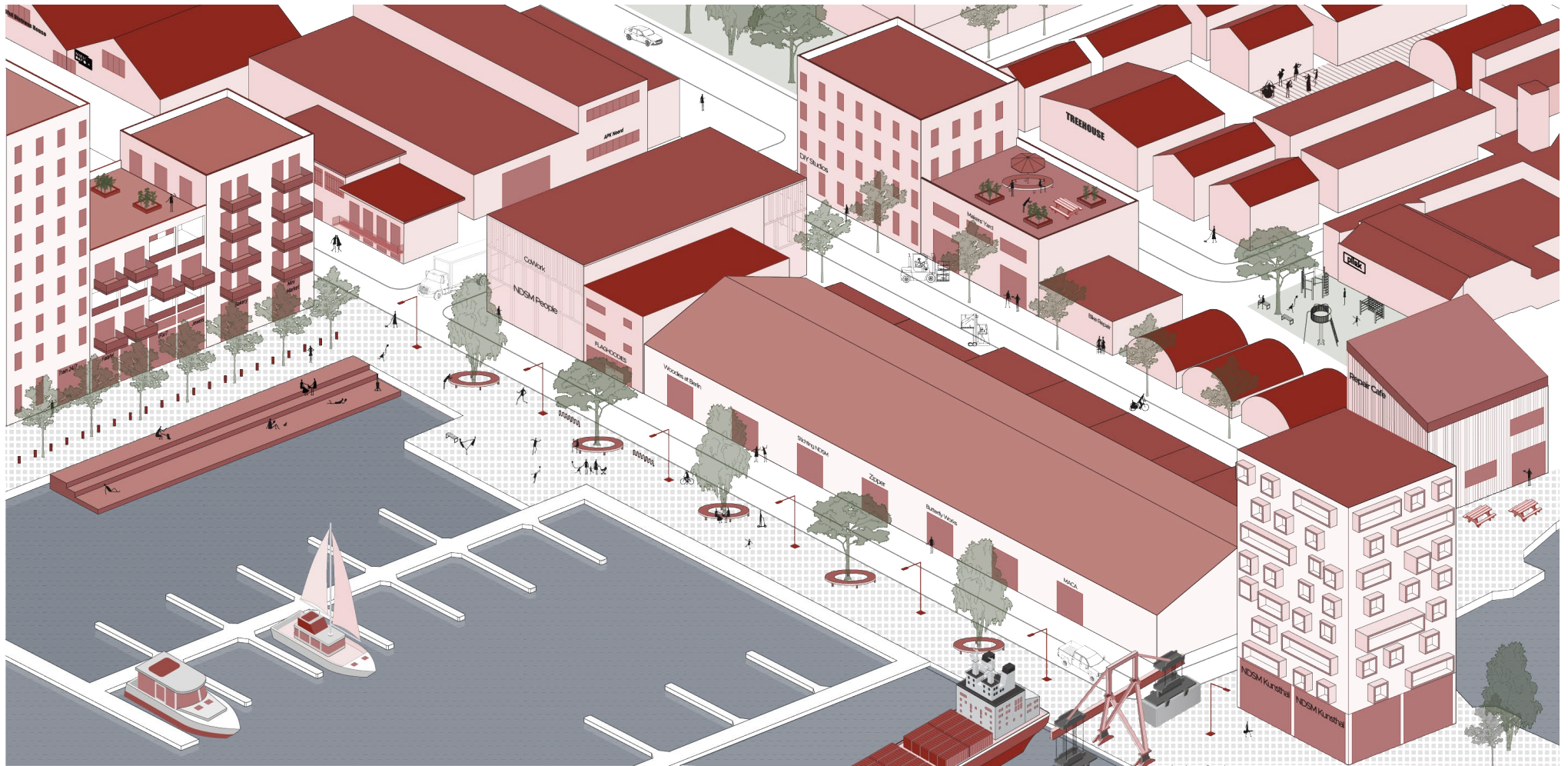
2030

2040

2050

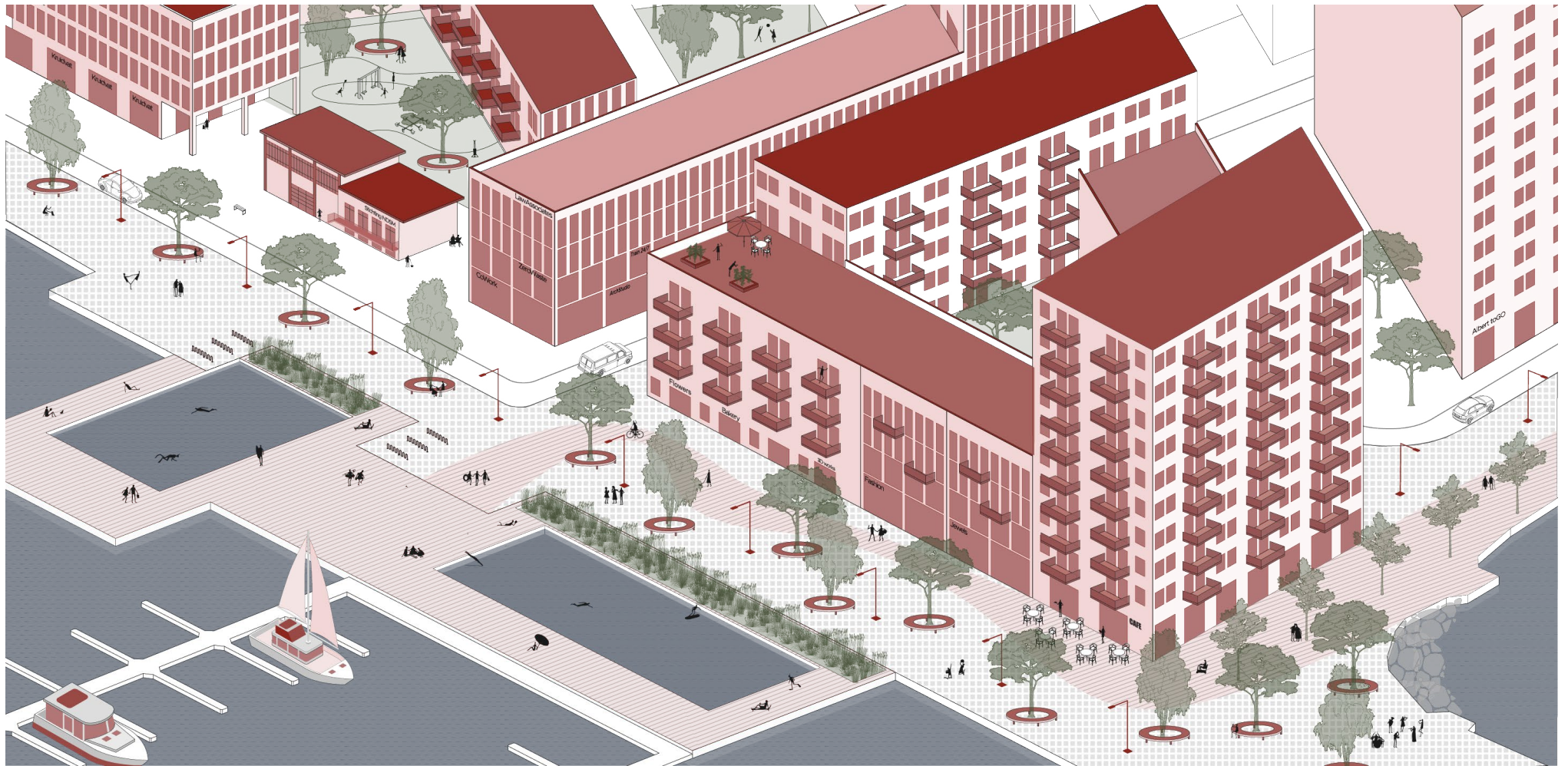


Visualization



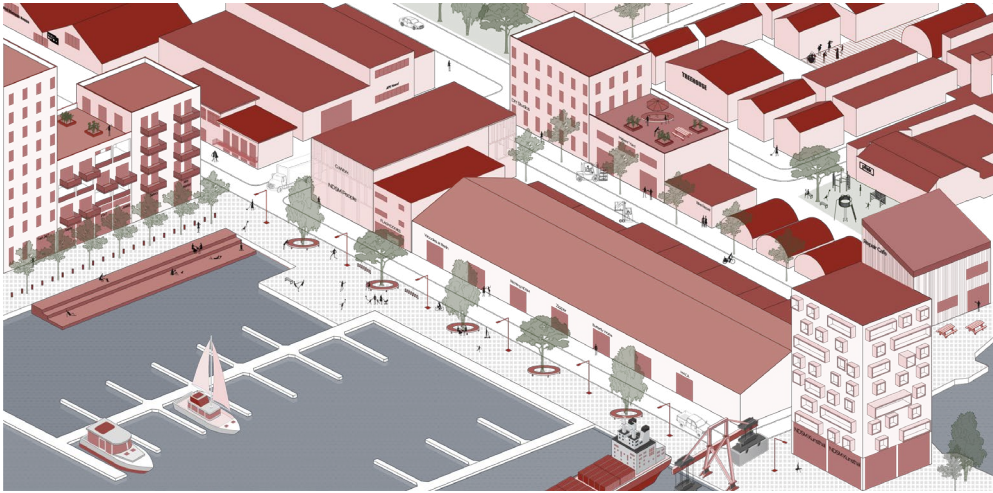
- existing and new functions harmoniously co-exist
- plinths of new developments offer premises of various sizes to support small-scale economic activity
- cultural organizations remain in the waterfront, a series of building that bring together the community are added
- a network of makers and manufacturing activities is found throughout the area
- part of the waterfront serves the manufacturing community

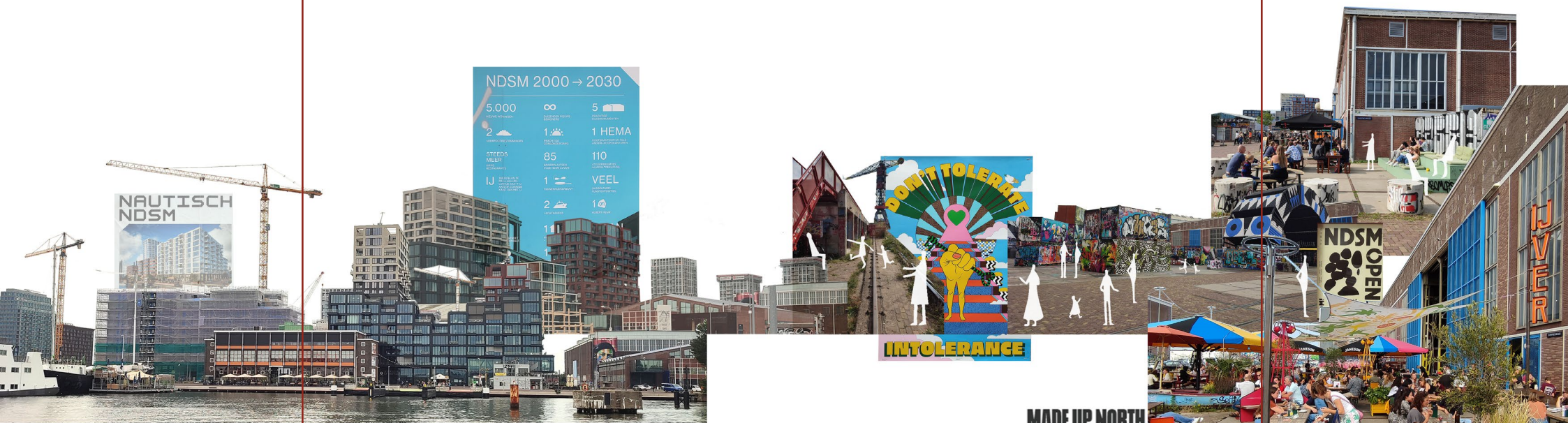
Visualization



- the plinths house a variety of work environments, including retail spaces and horeca facilities
- innovative ideas are nurtured in start-up companies and shared working spaces
- low-nuisance manufacturing activities are mixed with housing in fresh, unconventional ways
- the inside of the blocks offer collective public spaces that serve as meeting point for the residents and visitors
- the waterfront is used exclusively for recreational purposes

Conclusion





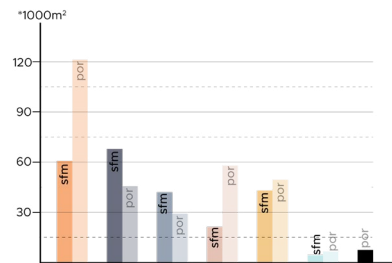
towards

Juxtaposition of realities in transformation areas

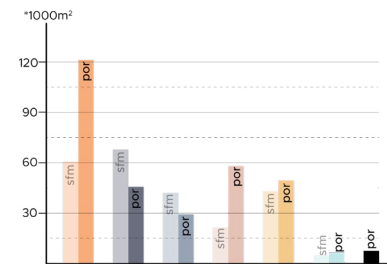
Case NDSM Amsterdam

Thank you!





Mass study



Mass study