

TOWARDS THE STOP OF THE WESTWARD MOVEMENT OF THE PORT

An approach for the municipality for
the mixed-use redevelopment of
industrial areas.

P5

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- Sub-question 1
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- Conclusions





Cruquius

- 'Abandoned' industrial area
 - Mixed-use: new work & living areas
-





WESTPOORT, AMSTERDAM

Case HAVEN-STAD



- UAD SIZE: 650 ha
- MIXED-USE | WORK-LIVING
- 20%-80% | 58k jobs – 70k homes
- >2029 construction
 - Covenant 2009



'The Westward Movement' of the port

E-category level	1	2	3.1	3.2	4.1	4.2	5.1	5.2	5.3	6
Maximum nuisance distance in mixed area in meters (<i>for noise, substance, smell and safety</i>)	0	10	30	50	100	200	300	500	700	1000





Research aim, objectives & main question

AIM

To understand the **current approach** of HIPC in industrial harbor redevelopment projects, the **values** of the heavy industrial port companies and how these can be translated into **mixed-use redevelopment strategies** for the municipality.



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OBJECTIVE

To retain the HIPC value in mixed-use redevelopment projects.



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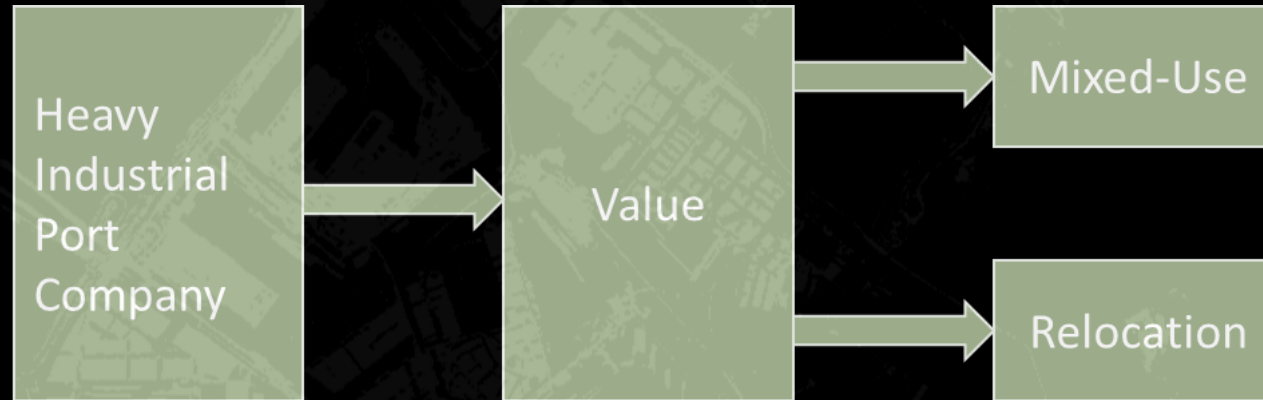
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OBJECTIVE

To retain the HIPC value in mixed-use redevelopment projects.

MAIN QUESTION

To what extent can the value of the HIPC enhance their mixability in mixed-use redevelopment projects of industrial harbor areas? Case Haven-Stad.

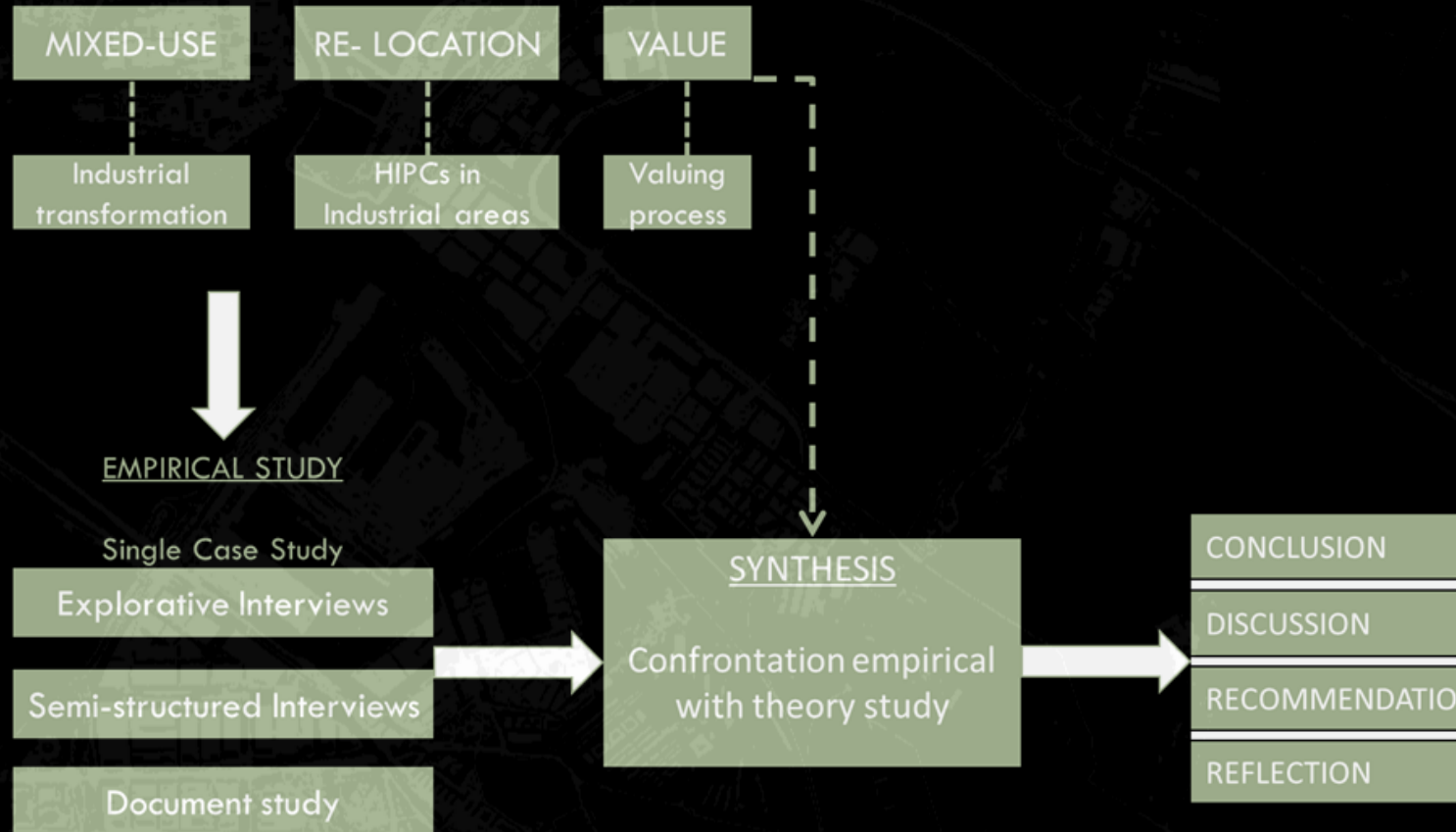


Methodology

Conceptual Model

LITERATURE STUDY

Concepts of theoretical framework



Methodology

Research Design



Research Questions

SQ1

- What is **mixed-use** industrial redevelopment project?

SQ2

- What are the **considerations** of the HIPC's and the Municipality about the Haven-Stad development plan?

SQ3

- What factors affect the **relocation strategy** and how can the HIPC-value interfere?

SQ4

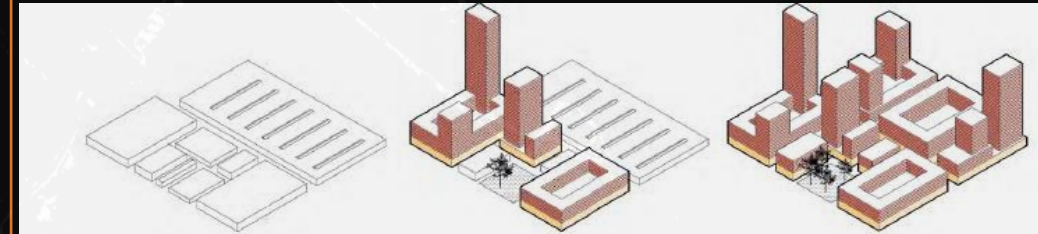
- What are the **overlooked value(s)** and how can they be implemented in the relocation strategy to enhance the masterplan?

SQ1

What is mixed-use industrial redevelopment project?

Mixed-use

- *“A coherent plan that inhibits three or more physically and functionally integrated revenue-producing uses”.*(ULI, 1987)
- 3 conceptual levels (Grant, 2002)
 - 1: increase of intensity of land use
 - 2: increase of diversity of use
 - 3: Integration of segregated uses
- 4 Dimensions→



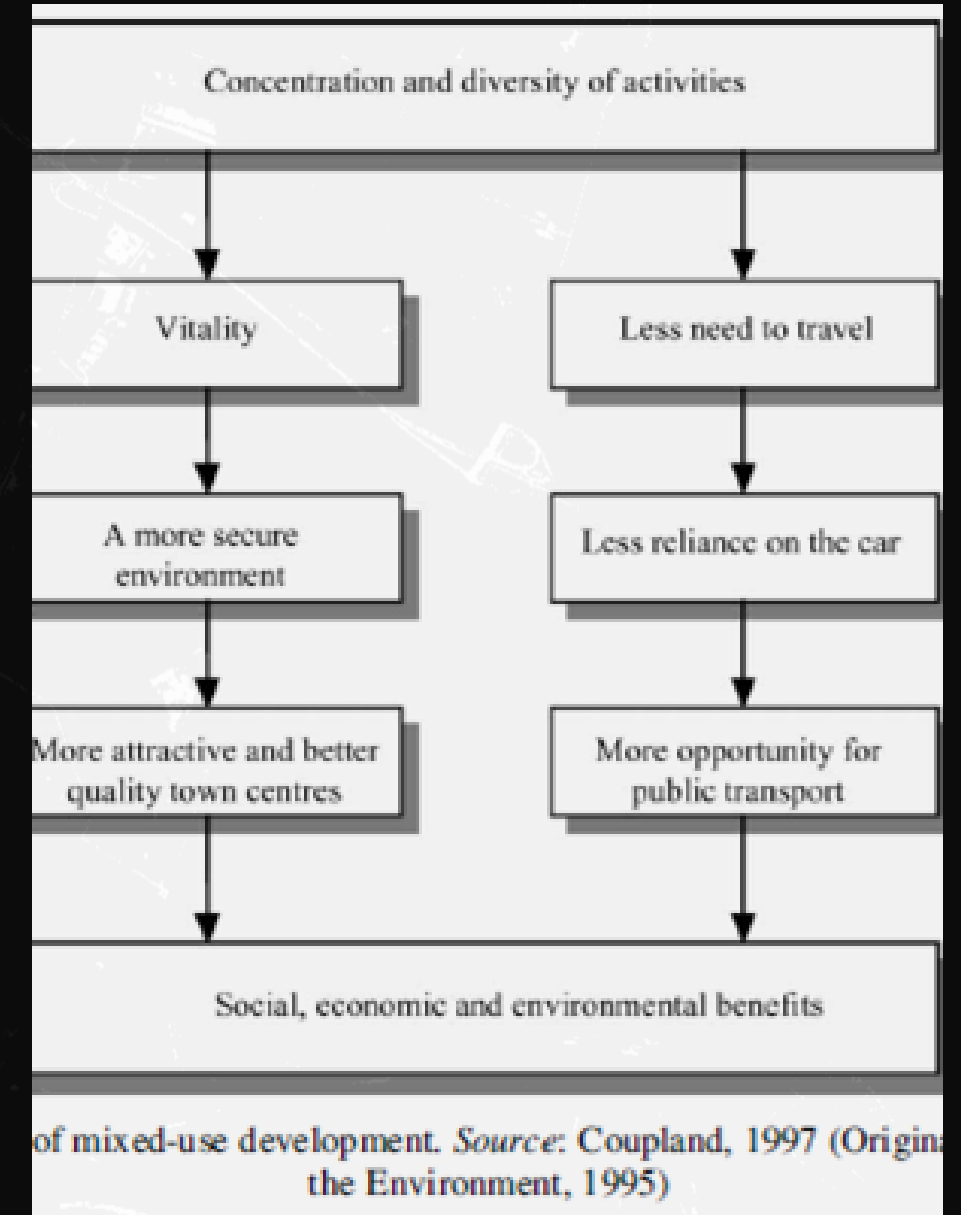
	Building	Block	District	City
Shared premises dimension	✓			
Horizontal dimension		✓	✓	✓
Vertical dimension	✓	✓		
Time dimension	✓	✓		

SQ1

What is mixed-use industrial redevelopment project?

Mixed-use

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- 3 conceptual levels (Grant, 2002)
 - 1: increase of intensity of land use
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 - 3: Integration of segregated uses
- 3 main values
 - Social, economic and environmental



SQ2

What are the considerations of the **HIPCs** and the Municipality about the Haven-Stad development plan?

Prefer not to relocate

- Content with current location
 - Enough growth opportunities

Willing to invest in reducing the environmental output

- Return period
- Infrastructure on land needs to be solved
- Possible relocation if properly compensated
 - Not the actual book value
- High socioeconomic value
- Footloose

SQ2

What are the considerations of the HIPCs and the Municipality about the Haven-Stad development plan?

- Mixed-use & high-density
- Sacrifice port for city growth; Houtrakpolder
- To include the Coen and Vlot harbor; decision in 2025
- Plan continuation
 - Financial not feasible
- Exclude HIPCs from future vision
 - Actual book value
 - Leasehold 2040
 - Missing alternative locations
 - Missing sound relocation strategy



The Relocation strategy from The municipality's perspective

Urban area development

- Important design tool in order to achieve the desired level of mixed-use within the urban area development.

Three options in general:

- To relocate the companies [alternative locations]
- To buy out the companies [financial intensive]
- Wait for leasehold termination [time]

SQ3 What factors affect the relocation strategy and how can the HIPC-value interfere?

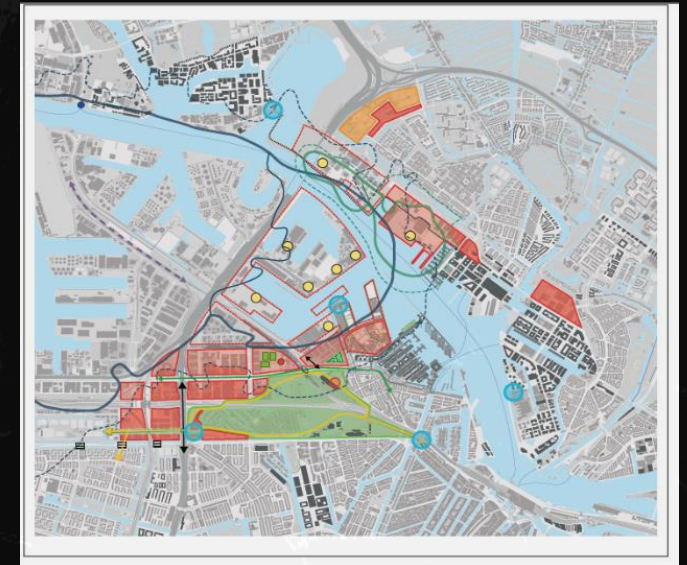
Current Challenges

- Scarcity of alternative plots
 - 'Houtrakpolder'
 - Limited business parks
 - Reduction of environmental wall



SQ3 What factors affect the relocation strategy and how can the HIPC-value interfere?

- Limited financial capacity
 - Buy-out too expensive
 - ICL: 80-100 million euro
 - Public transport
- Lack of understanding of the HIPC
 - Failed negotiations [M-HIPCs]
 - → relocation decision-making process



The company's relocation decision- making process

- A coping strategy for any firm to the changes that occur in the market, the behavior of the consumer preferences, law and regulations especially environmentally related ones (Pellenbargh, van Wissen & van Dijk, 2002).

Relocation; 2 phases.

1. Decision to move;
2. Decision to relocate from A to B.



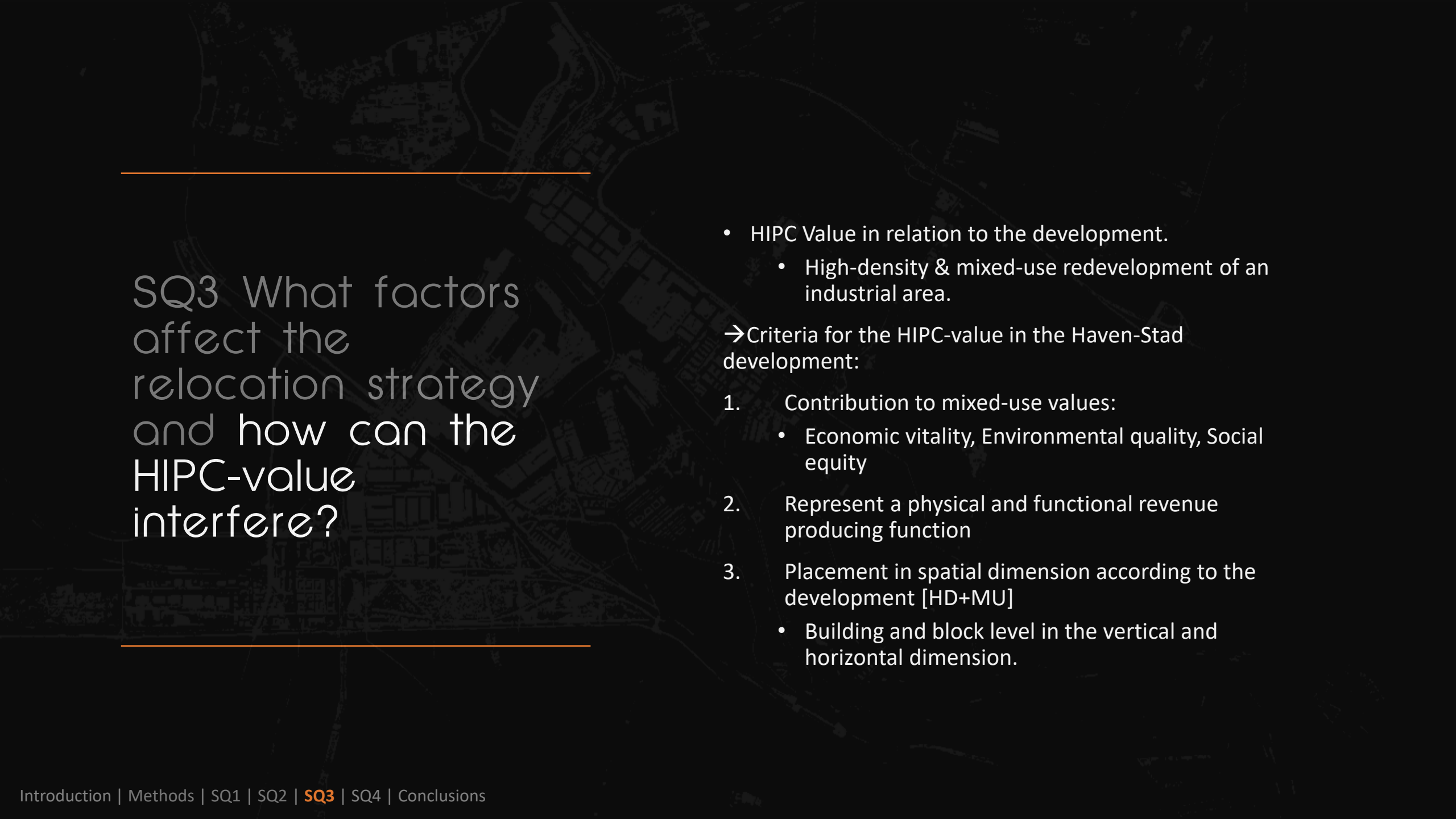
The decision to move

- Government policy
- Growth; *accessibility to available resources: capital, knowledge & networks*
- Previous migration



The decision to relocate from A to 3

- 3 stages in the relocation dm.
 - Orientation: **available sq. m.**
 - Selection: locations [settlement factors: accessibility, infrastructure & quay]
 - Negotiation: **price**
- **Mismatch**



SQ3 What factors affect the relocation strategy and how can the HIPC-value interfere?

- HIPC Value in relation to the development.
 - High-density & mixed-use redevelopment of an industrial area.
- Criteria for the HIPC-value in the Haven-Stad development:
1. Contribution to mixed-use values:
 - Economic vitality, Environmental quality, Social equity
 2. Represent a physical and functional revenue producing function
 3. Placement in spatial dimension according to the development [HD+MU]
 - Building and block level in the vertical and horizontal dimension.

SQ4

What are the overlooked value(s) and how can they be implemented in the relocation strategy to enhance the masterplan?

The value of the HIPC, a holistic interpretation and is nested in all sorts of sub-values, such as: socioeconomic, business chain, financial capabilities and willingness to reduce the environmental output.

SQ4

What are the overlooked value(s) and how can they be implemented in the relocation strategy to enhance the masterplan?

Tackling the Challenges

- Lack of understanding of the HIPCs
 - 3rd level mixed use development
 - *The integration of segregated uses*



SQ4

What are the overlooked value(s) and how can they be implemented in the relocation strategy to enhance the masterplan?

Tackling the Challenges

- Lack of understanding of the HIPC
 - 3rd level mixed use development
 - *The integration of segregated uses*
- Lack of alternative locations
 - Focus on the environmental output
- Lack of financial capabilities
 - Cooperation with private parties.

	Building	Block	District	City
Shared premises dimension	✓			
Horizontal dimension		← HIPC		✓
Vertical dimension	✓	✓		
Time dimension	✓	✓		

To what extent can the value of the HIPC enhance their mixability in mixed-use redevelopment projects of industrial harbor areas? Case Haven-Stad.

- The lack of alternative locations
- The lack of financial capabilities
- The HIPC's will, to improve the environmental output
- High socioeconomic value
- Lead towards a change in HIPC approach
 - Stimulation of environmental output reduction.
 - Broadening the mixed-use interpretation within the development plan
 - Cooperation with private parties
- Can lead to a higher retainment of the value of the HIPCs

Recommendation

1. Broaden the mixed-use spatial dimension
 1. District level
2. Consider the Coen and Vlot harbor for district
 1. Redevelopment decision hasn't been taken
 2. 5 HIPCs
3. Cooperate with private parties

	Building	Block	District	City
Shared premises dimension	√			
Horizontal dimension		√	√	√
Vertical dimension	√	√		
Time dimension	√	√		

HAVEN-STAD →

A higher retainment of HIPCs is one step closer to the end of the Westward movement of the port.

An aerial photograph of a city area, likely a riverfront or harbor, with various colored overlays. A large blue area covers a central part of the city, possibly indicating a flood zone or a specific planning area. Orange and red lines trace paths along the river and through the city, likely representing infrastructure or transportation routes. Green areas are visible in some parts of the city, possibly parks or undeveloped land. The background is a dark, textured map.

That's it!