

2028

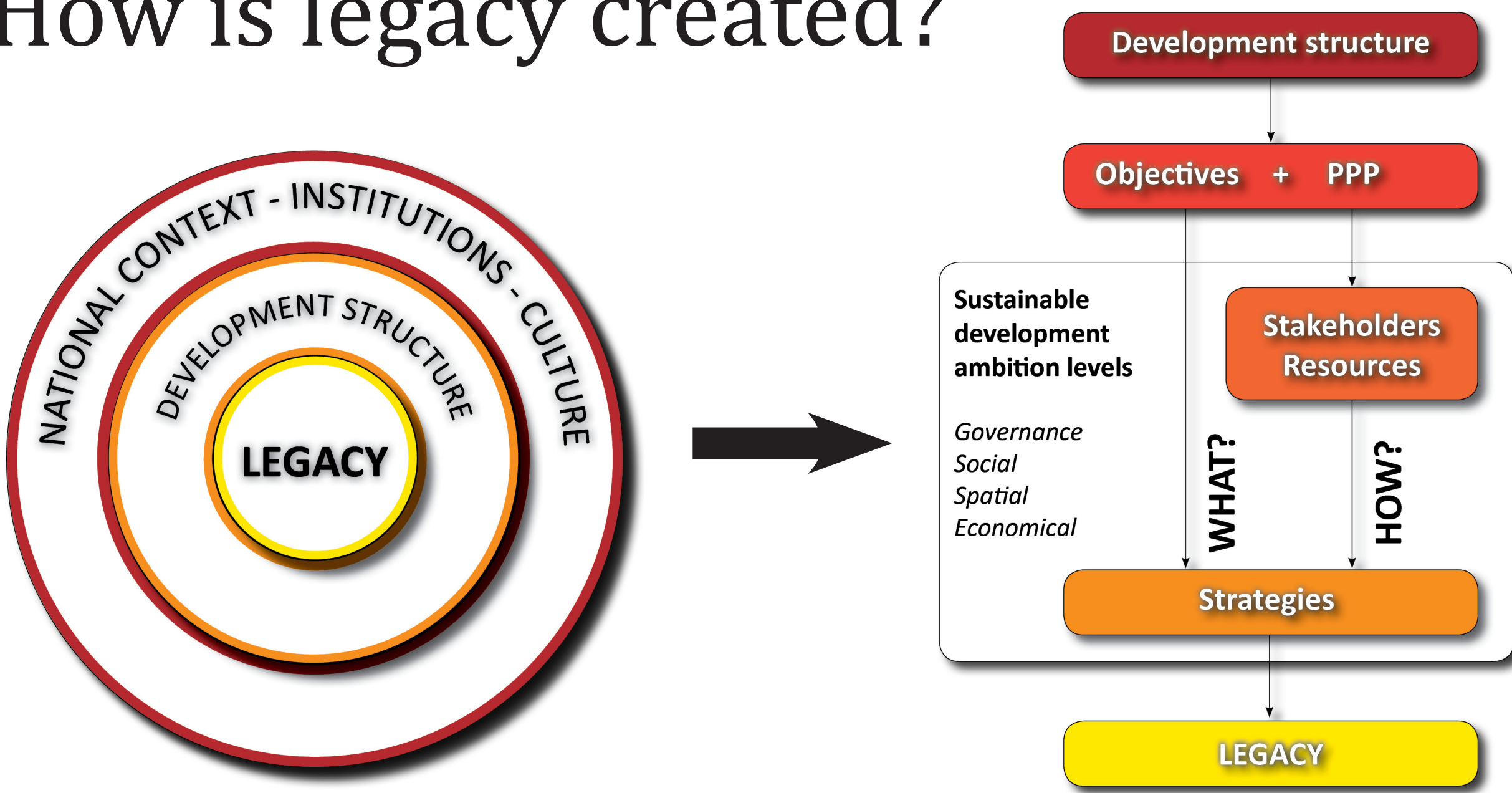
Real estate development strategies towards a successful Olympic legacy

RESEARCH QUESTION

Which development structure has the greatest potential concerning legacy for an edition of the Olympic Games in the Netherlands in 2028?

THEORETICAL FRAMEWORK & METHODOLOGY

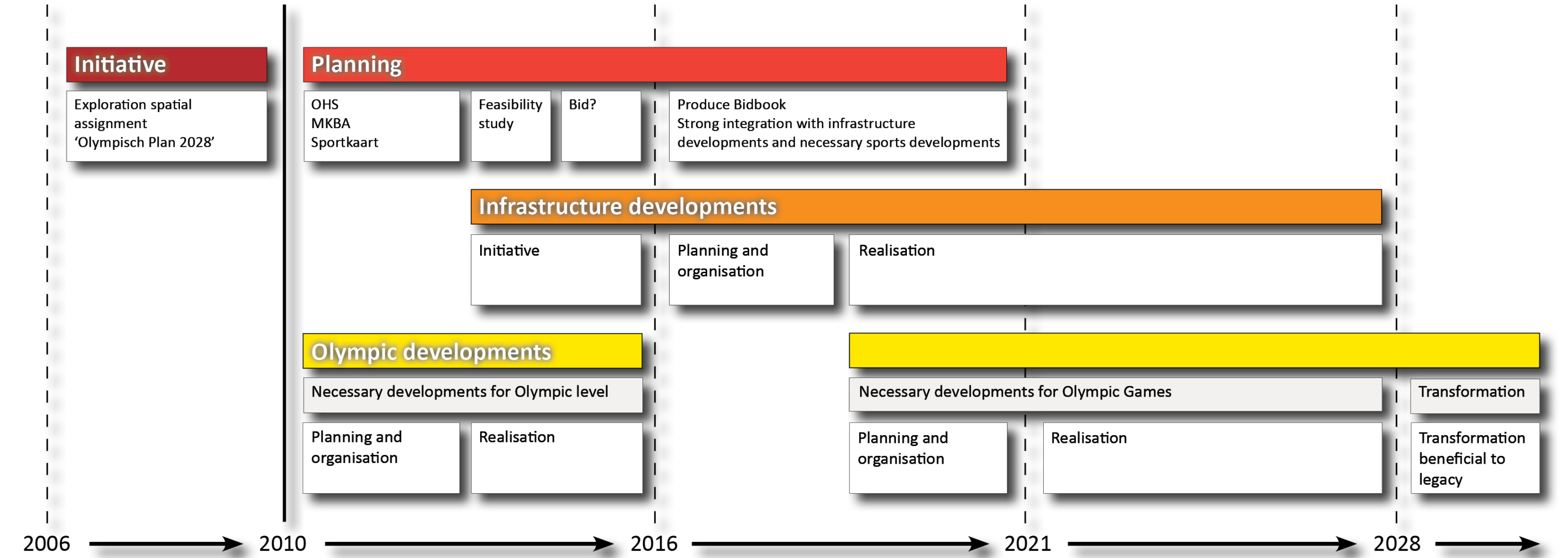
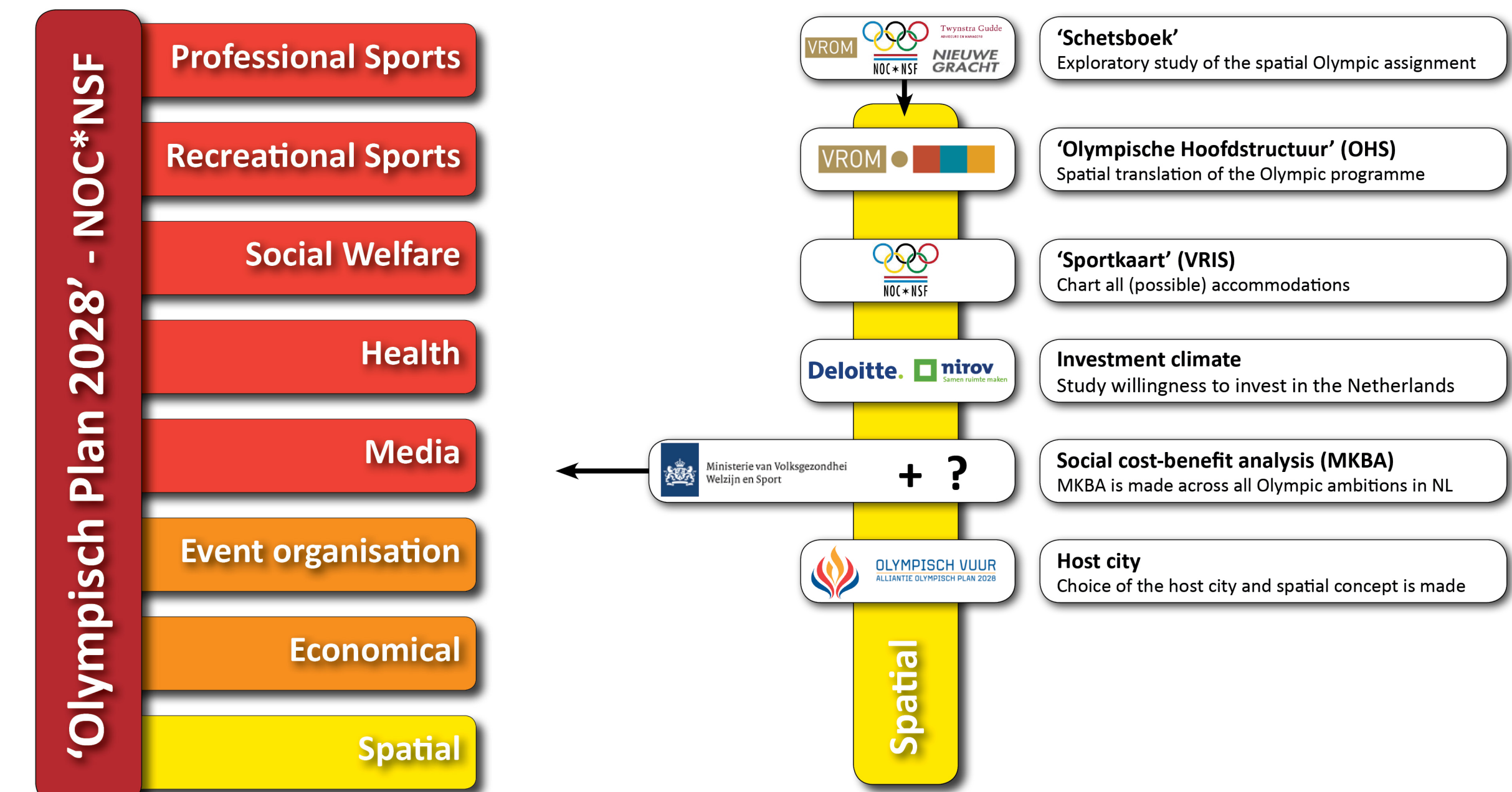
How is legacy created?



LESSONS LEARNED

- Stakeholders & organisational structure**
 - Central government control creates coordinated developments, financial security and decreases risks
 - Private involvement creates financially feasible developments and secures post-Games use
 - The integration of Olympic developments into the urban masterplan benefits the catalyst effect
 - Awareness of the role of all the stakeholders and their capabilities optimises the partnerships
 - Inclusion of the civic society in the planning phase increases support and development quality
- Urban development strategies**
 - Only adapt changes in traditional partnerships if absolutely necessary
 - Massive international exposure can be secured by establishing a responsible committee
 - Include developments aimed at the lower social classes to secure their increase in living quality
 - Strategic government owned locations must be chosen to support governmental control on the developments
 - More infrastructure development leads to a higher economical impact
 - When the strategy focus is on governance, social and spatial ambitions, the economical ambitions will follow
- Budget & financial structure**
 - The Olympiad itself always costs between US\$₁₀ 2-3 billion and is financed by market revenues
 - The budget for the construction of venues and the infrastructure follows the set objectives and strategies
 - Infrastructure interventions, urban planning and financial resources determine the financial structure
- Interference**
 - Social resistance almost always results from poor collaboration or insufficient communication
 - Beware of communication within the organisational structure when implementing new legislations
- Legacy**
 - Only change planning culture when necessary and appropriate
 - Living and spatial quality is attained via integrated Olympic developments in the urban structure
 - The economical impact is strongly dependent on the extent of the infrastructure developments
 - Including lower social classes in the legacy benefits needs extra precautions
 - Secure post-Games use with a legacy company
 - A long-term tourism plan supports long-term economical development

OLYMPIC ASSIGNMENT IN THE NETHERLANDS



AN OLYMPIC DEVELOPMENT STRUCTURE FOR NL2028

- A broad initiative will create a broad legacy
- A clear and structured organisational structure will benefit the legacy creation
- Developing innercity industrial areas and areas with a high tourism potential throughout the Randstad will benefit the legacy
- Establishing a legacy company will benefit the process towards the final legacy

