

# Living next to a flagship development

Research on creating mutual, local benefits between the residential neighbourhood Van der Pekbuurt and the contemporary flagship area Overhoeks Amsterdam, in socioeconomic and spatial terms

# About...

How the strategic plan and urban design can create mutual, local benefits between the residential neighbourhood Van der Pekbuurt and the contemporary flagship area Overhoeks Amsterdam, in socioeconomic and spatial terms

An architectural sketch of a street scene. On the left is a tall, dark building with a white sign that says "Strategic plan". On the right is a lighter-colored building with a sign that says "Urban design" and a small map of a neighborhood. In the background, there are more buildings, trees, and a playground. People are walking on the sidewalks, and a dog is being walked in the middle of the street. The scene is set during sunset or sunrise, with a warm, golden light.

Strategic  
plan

Urban  
design

# Content

## INTRO

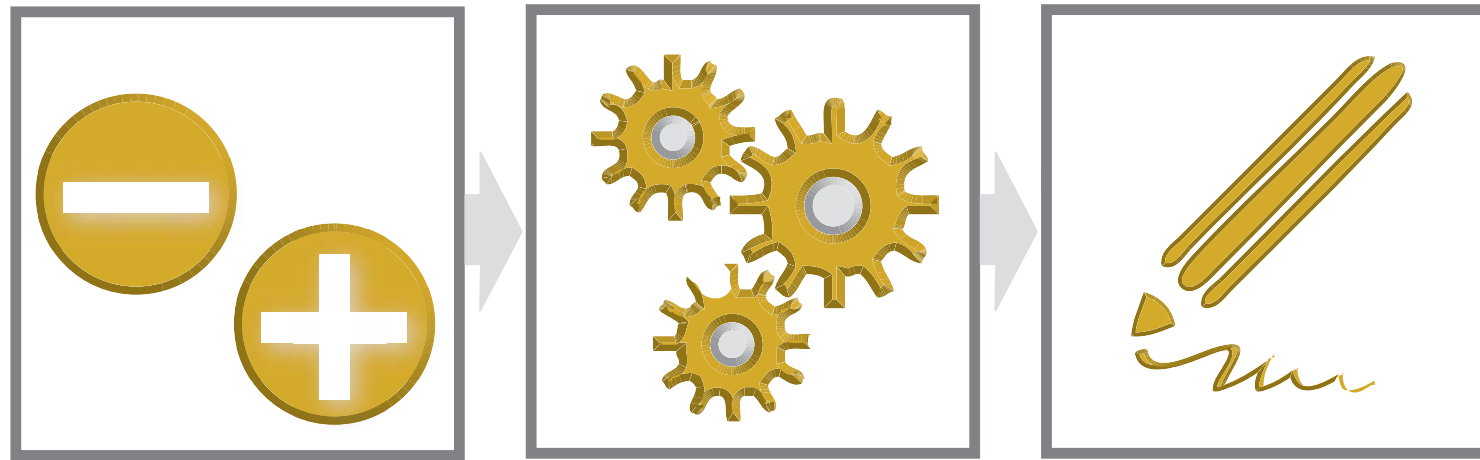


*Flagship development*

*Context*

*Problems/aims*

## RESEARCH

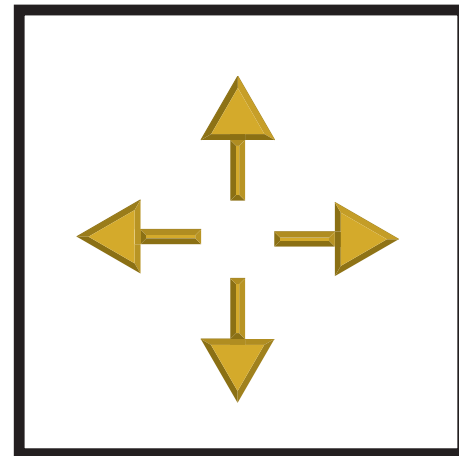


*Benefits & disadvantages*

*Strategic plan*

*Urban design*

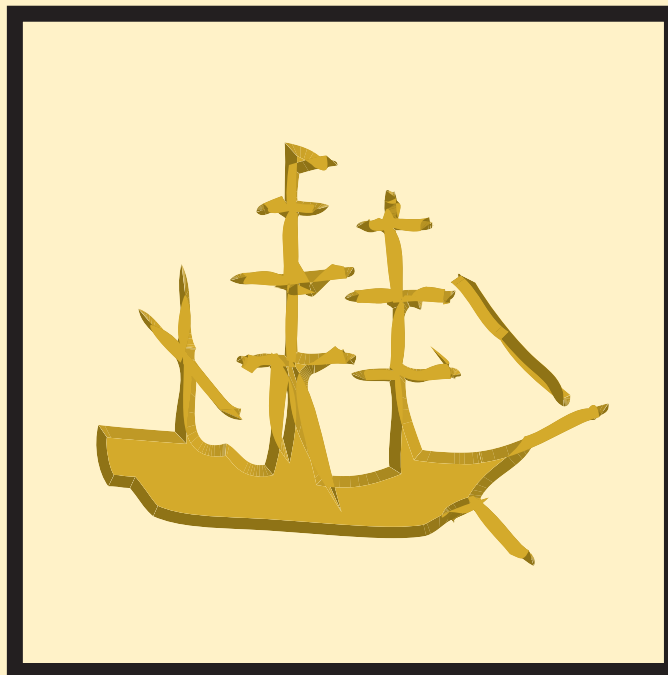
## CONCLUSION



*Implications & future research*

# INTRO

## FLAGSHIP DEVELOPMENT



# Flagship development

“significant, high-profile and prestigious land and property development which plays an influential and catalytic role in urban regeneration”

(Bianchini et al., 1992, p.252)

## Rationale

*De-industrialisation*  
*Neoliberalism*  
*Globalisation*



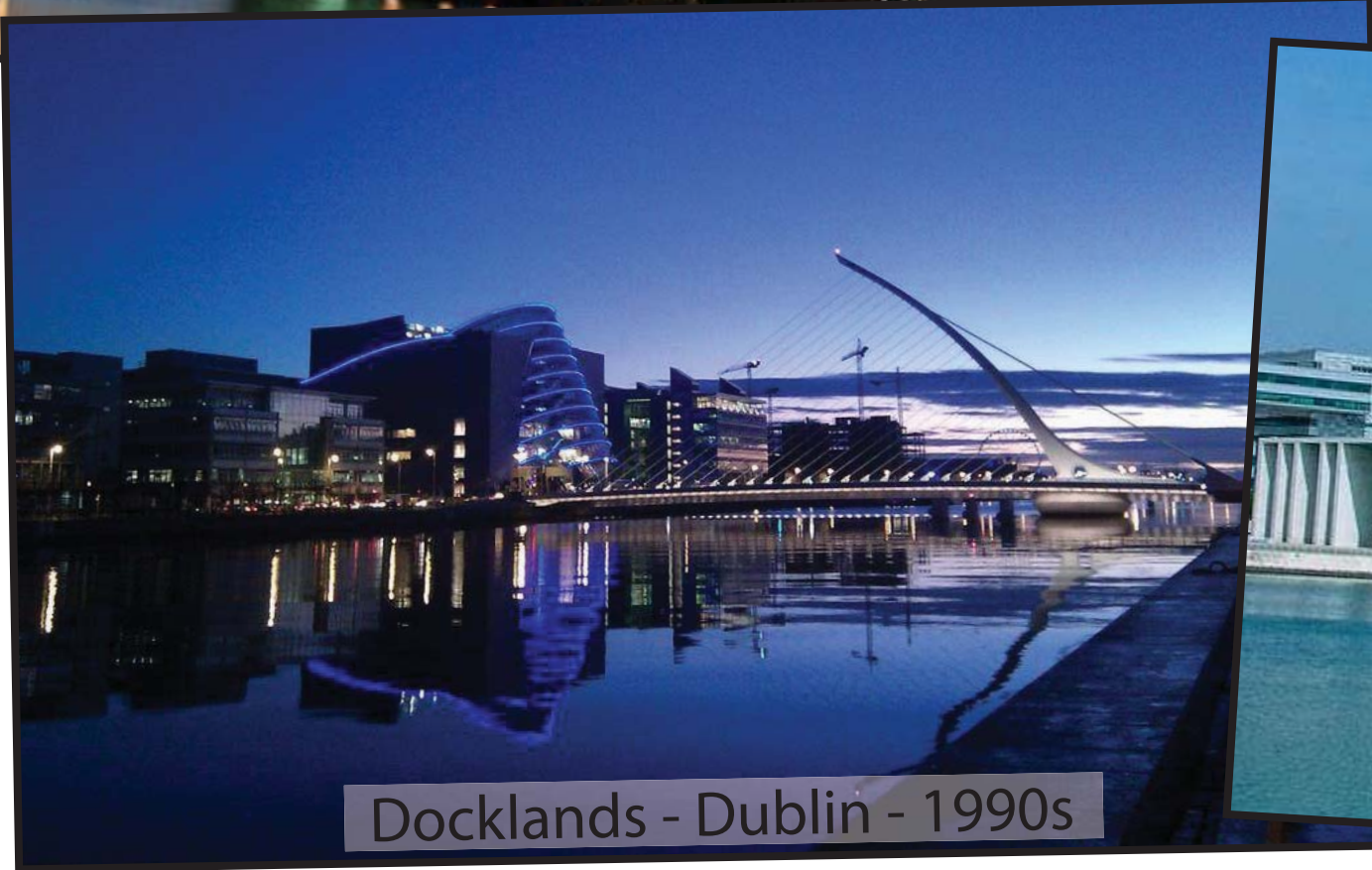
# Examples



Canary Wharf - London - 1980s



Kop van Zuid - Rotterdam - 1990s



Docklands - Dublin - 1990s



Lisbon - former EXPO - 1990s

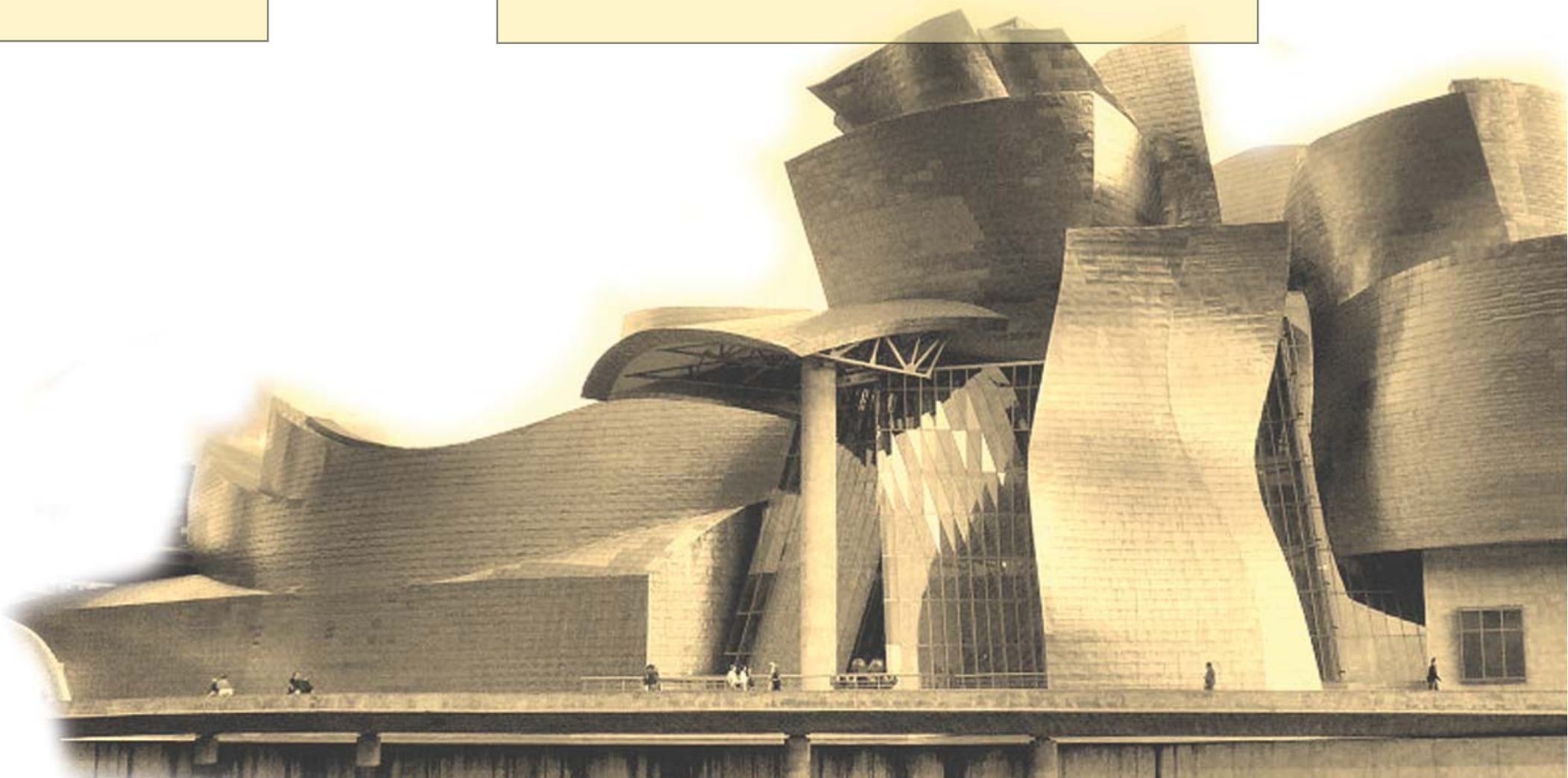
# Flagship development

## Positive

*Create wealth*  
*Create jobs*  
*Housing*  
*Attract tourists*  
*Attract investors*

## Negative

*Benefits unevenly distributed*  
*Fragmentation*  
*Areas unwelcoming appearance*



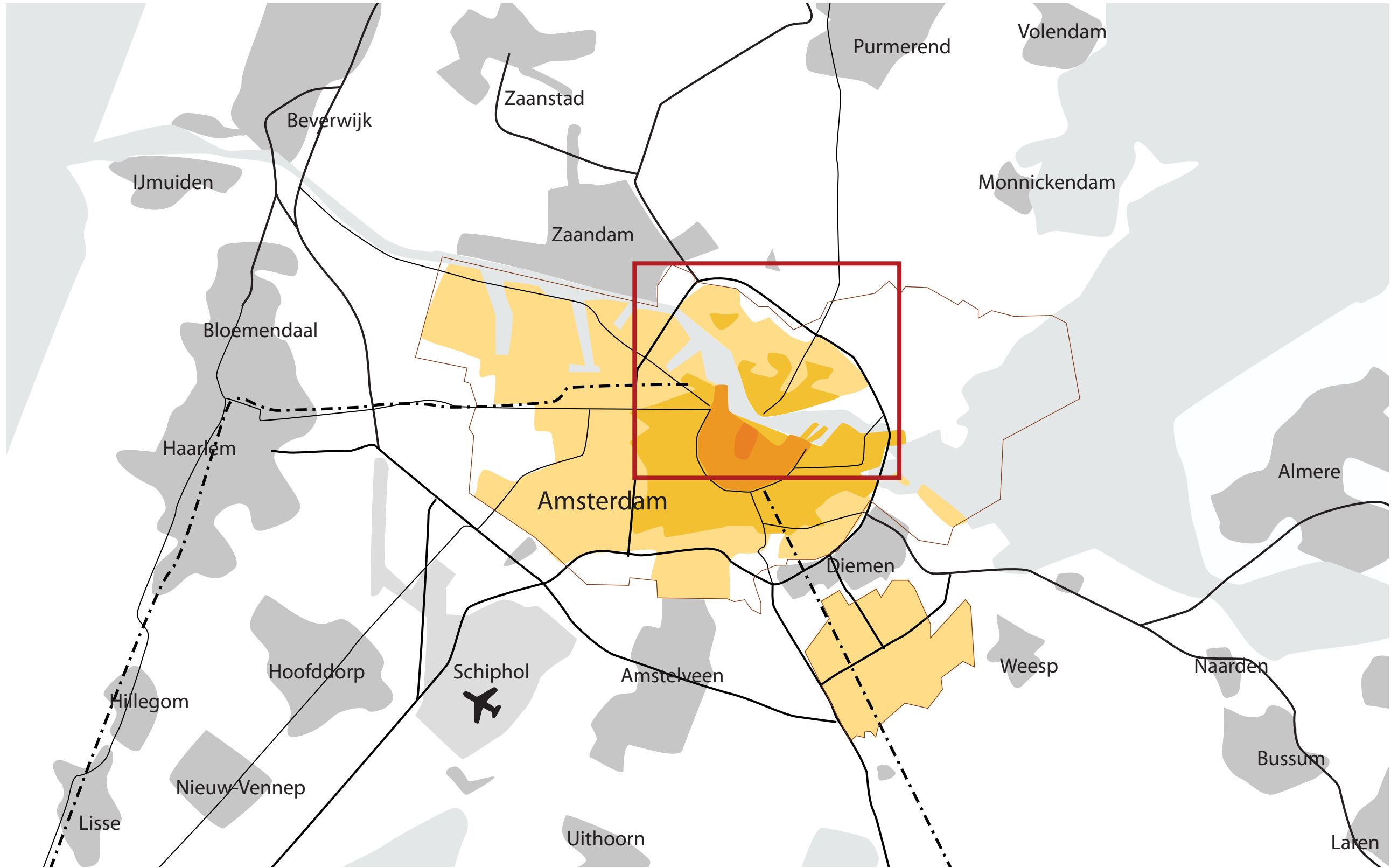
# INTRO

## CONTEXT





# Amsterdam



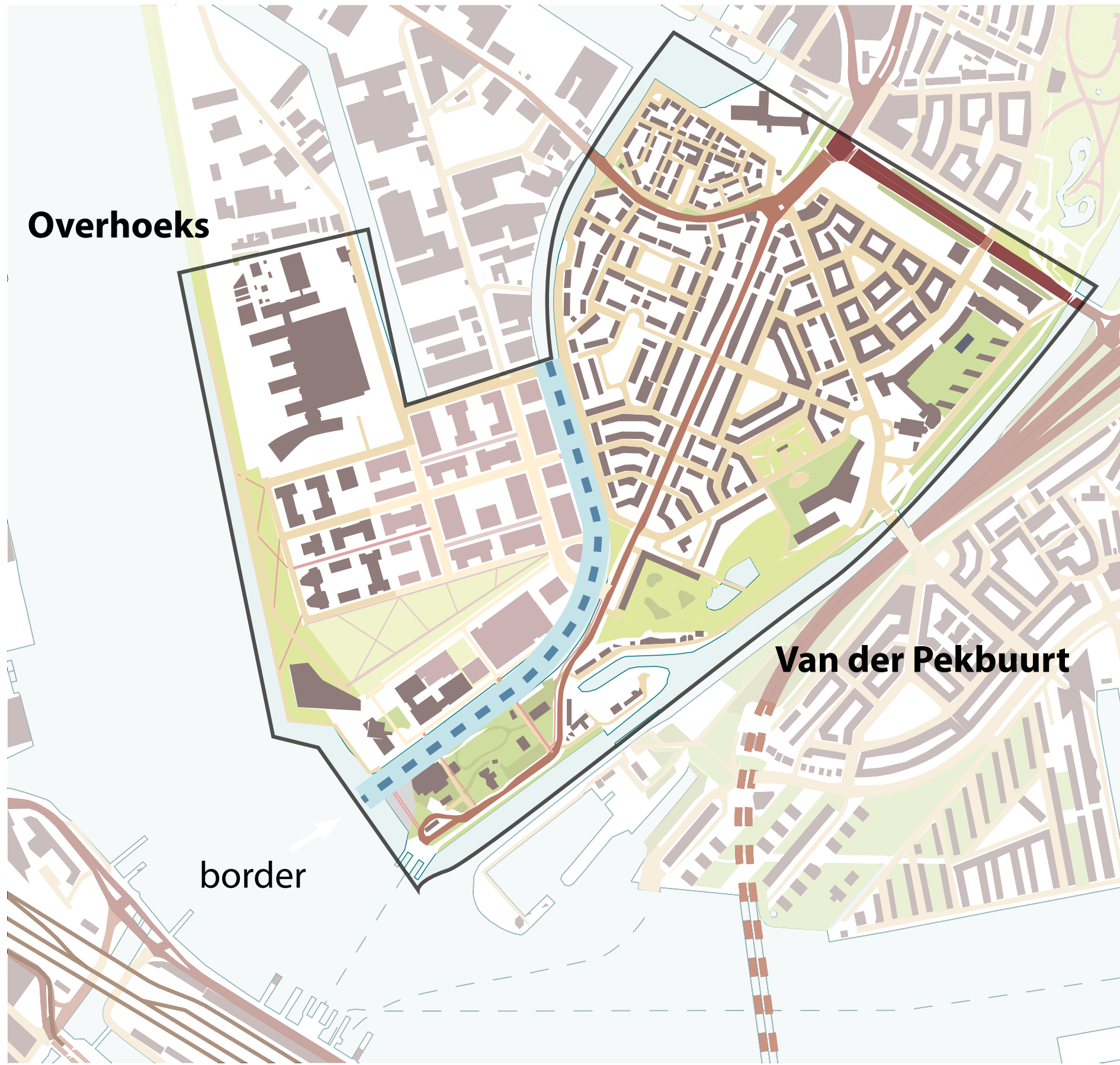
Author 2011

# Amsterdam



Author 2012 (source: Geoloket TU Delft, 2011)

# Overhoeks & Van der Pekbuurt



# Overhoeks



Author, 2011

Author, 2011



2008

*Since 2004*

*Shell moved out*

*Film museum*

# Overhoeks



*High income households*

*Expensive apartments*

*Elite*

2012

# Overhoeks



*Plans for 2017*

*More housing*

*Prestigious office towers*

2012

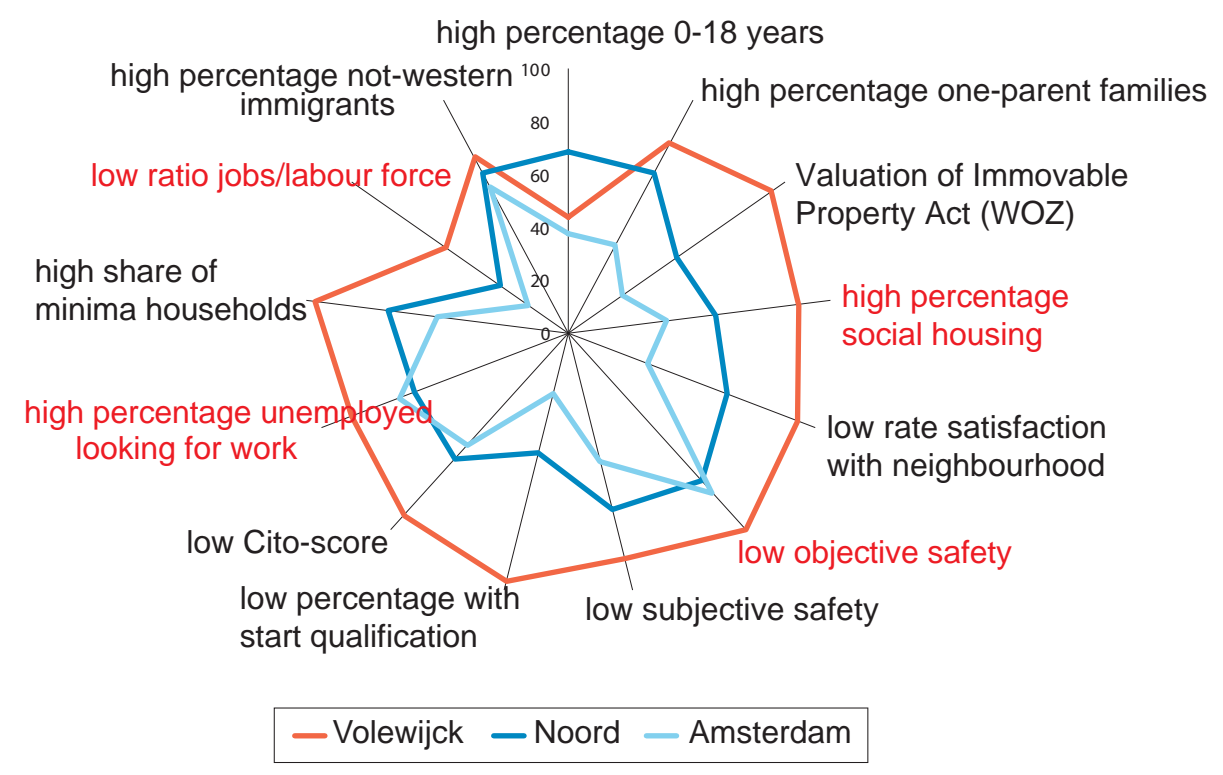
# Van der Pekbuurt



Author, 2012



Author, 2011



*Attention area*



# Van der Pekbuurt



*Since 1920*

*Low income households*

*95% Social housing*

*50% Foreign background*





## PROBLEMS & AIM



# Problem statement

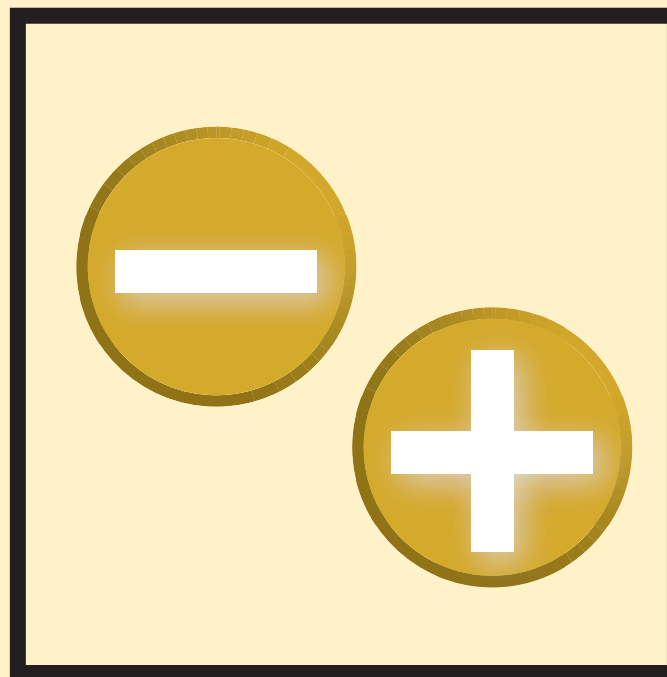
**Negative effects**

**Disbalance local and  
global needs**

# Aim

*Let the residential **neighbourhood** Van der Pekbuurt **benefit from** the adjacent contemporary **flagship development** Overhoeks and vice versa, in spatial and socioeconomic terms.*

# BENEFITS & DISADVANTAGES



# Effects of flagship development

## Aims of flagship developers

- Create more wealth for the city
- Changing local perceptions
- Put cities on the map
- Catalyse regeneration
- Promote "organic" growth
- Place-marketing
- Attract private sector finance
- Inter-city competition
- Attract high income residents
- Local economic development
- Attract visitors
- Defend position in global hierarchy
- Boost municipal revenues
- Revitalising an attractive image for the city

## Municipal aims

- Local quality and benefit
- Helping people out of poverty
- Attention towards deprived communities
- Resident participation in planning flagship projects

### References

- Doucet 2009: 101
- Smyth 1995
- Rodriguez et al:167
- Bianchini et al 1992; Loftman
- Smyth 1995
- Bianchini et al 1992; Loftman
- Bianchini et al 1992; Tav
- Doucet 2009
- Doucet 2009:102
- Loftman, Nevin 1995:2
- Grodach:353
- Loftman, Nevin 1995:3
- Grodach:353
- Doucet 2009: 103; Loftman

Manchester Council

## Strengths

- Boost civic pride
- Boost business confidence
- Raising property values
- Raising development activity in adjoining areas
- Arrest the spiral of decline in urban areas
- Benefits for all residents: wealth, jobs, places

## Weaknesses

- Social polarisation
- Fragmentation of cities
- Individual planning, not integrated
- Concentrate investment on few places only
- High financial risk
- Alien, unwelcoming appearance
- No public resources for deprived neighbourhoods
- Benefits are unevenly distributed
- Residents distrust expenses of government
- Low economic returns

### References

- Loftman, Nevin:303
- Loftman, Nevin:303
- Loftman, Nevin:303
- Loftman, Nevin:303
- Loftman, Nevin:303
- Loftman, Nevin:304

- Loftman, Nevin: 300; Doucet 2009:104
- Loftman, Nevin: 305; Doucet 2009:105
- Wilkinson in Loftman, Nevin:306
- Doucet 2009
- Loftman, Nevin:307
- Loftman, Nevin
- Loftman, Nevin
- Loftman, Nevin:309; Temelova:3
- Eisinger:323
- Loftman, Nevin:300; Doucet 2009:104
- Loftman, Nevin: 305; Doucet 2009:105
- Wilkinson in Loftman, Nevin:306
- Doucet 2009
- Loftman, Nevin:307
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- Loftman, Nevin:300; Doucet 2009:104
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- Loftman, Nevin:307
- Loftman, Nevin
- Loftman, Nevin
- Loftman, Nevin:309; Temelova:3
- Eisinger:323

## Threats

- Instability of market: no reliable regeneration
- Delay, curtailment, failure of projects
- Oversupply of prestigious projects

### References

- Loftman, Nevin:306
- Loftman, Nevin:306
- Loftman, Nevin:307

## Opportunities

- Generate socially just outcomes
- Create more inclusive spaces
- Inclusive aims of key actors
- Provide possibilities for housing career for residents
- Amenities, transport, recreational facilities, jobs, housing

- Loftman, Nevin:312
- Doucet 2009:106
- Doucet 2009:106
- Wille:2010
- Doucet et al, 2010

# Local effects of flagship development

## Benefits/opportunities

- 1 Attention towards deprived communities
- 2 Resident participation in planning flagship projects
- 3 Raising development activity in adjoining areas
- 4 Inclusive aims of key actors
- 5 More inclusive spaces
- 6 Provide possibilities for housing career
- 7 Amenities
- 8 Possibilities for transport
- 9 Recreational facilities
- 10 Housing
- 11 Urban places
- 12 Economic opportunities (jobs)

## Disadvantages/threats

- 1 Fragmentation of cities
- 2 Social polarisation
- 3 No public resources for deprived neighbourhoods
- 4 Residents distrust expenses of government
- 5 Alien, unwelcoming appearance of flagship area
- 6 Delay, curtailment, failure of projects
- 7 Individual planning, not integrated

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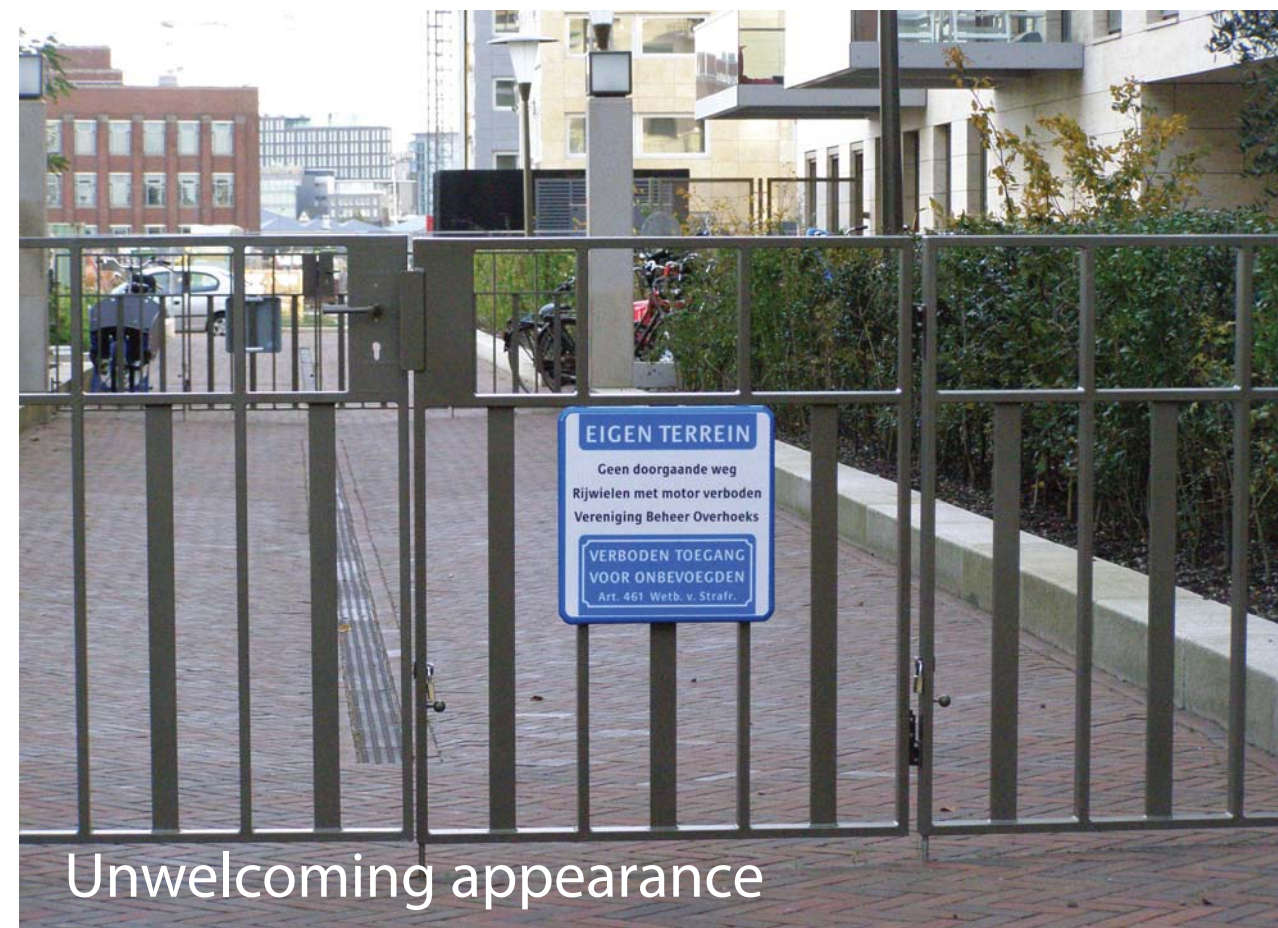
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# Opportunities & threats Overhoeks & Van der Pekbuurt

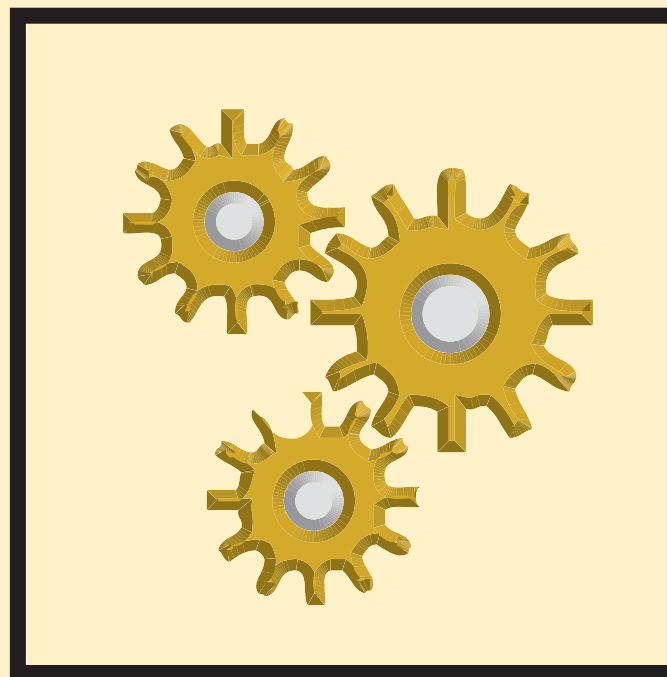


“Residents of Van der Pekbuurt look at Overhoeks with suspicion”  
(Stuart, 2012, chairman housing association Van der Pekbuurt)

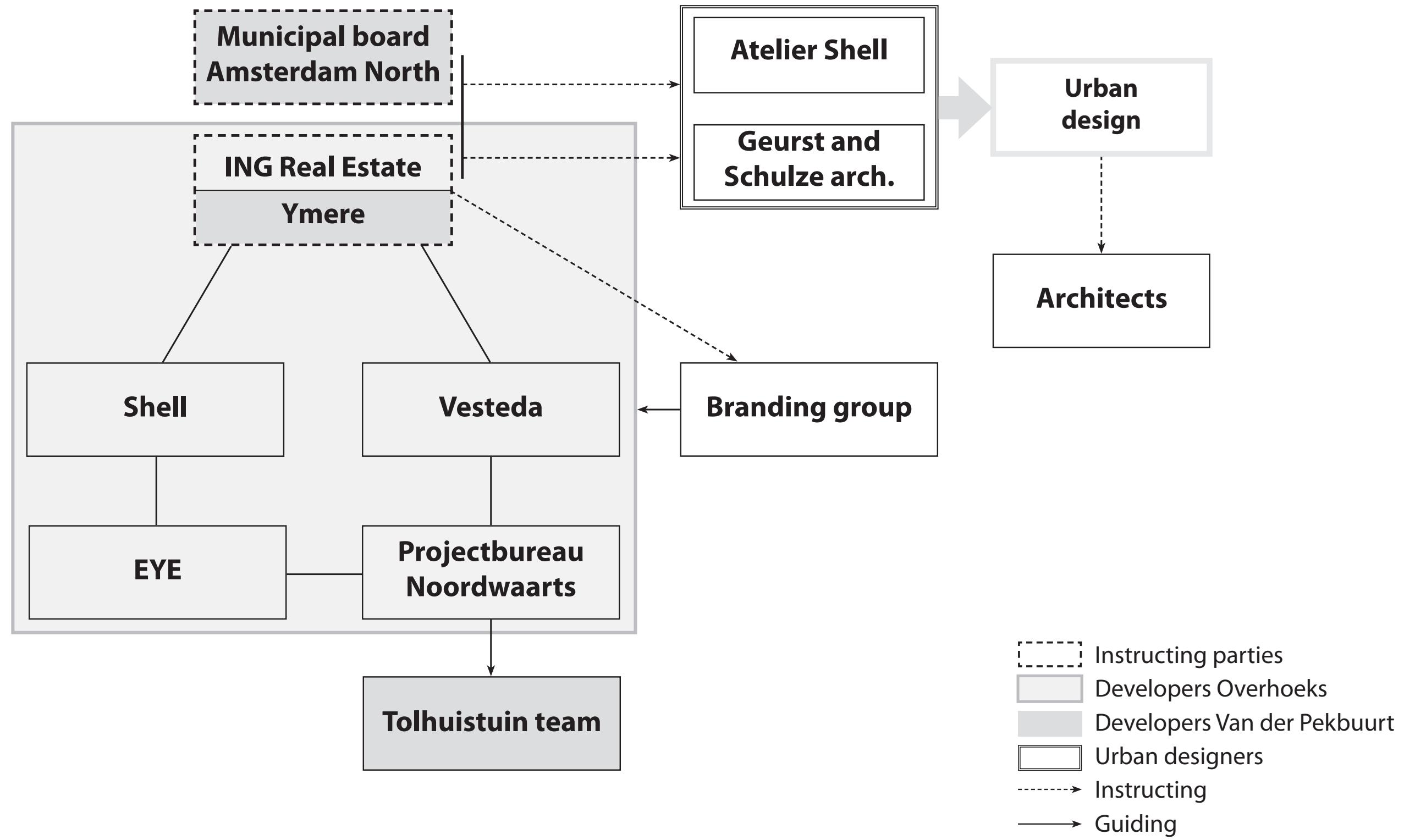
Residents distrust municipal spending



# STRATEGIC PLAN



# Stakeholders



# Benefits for key actors

## *Corporate Social Responsibility*

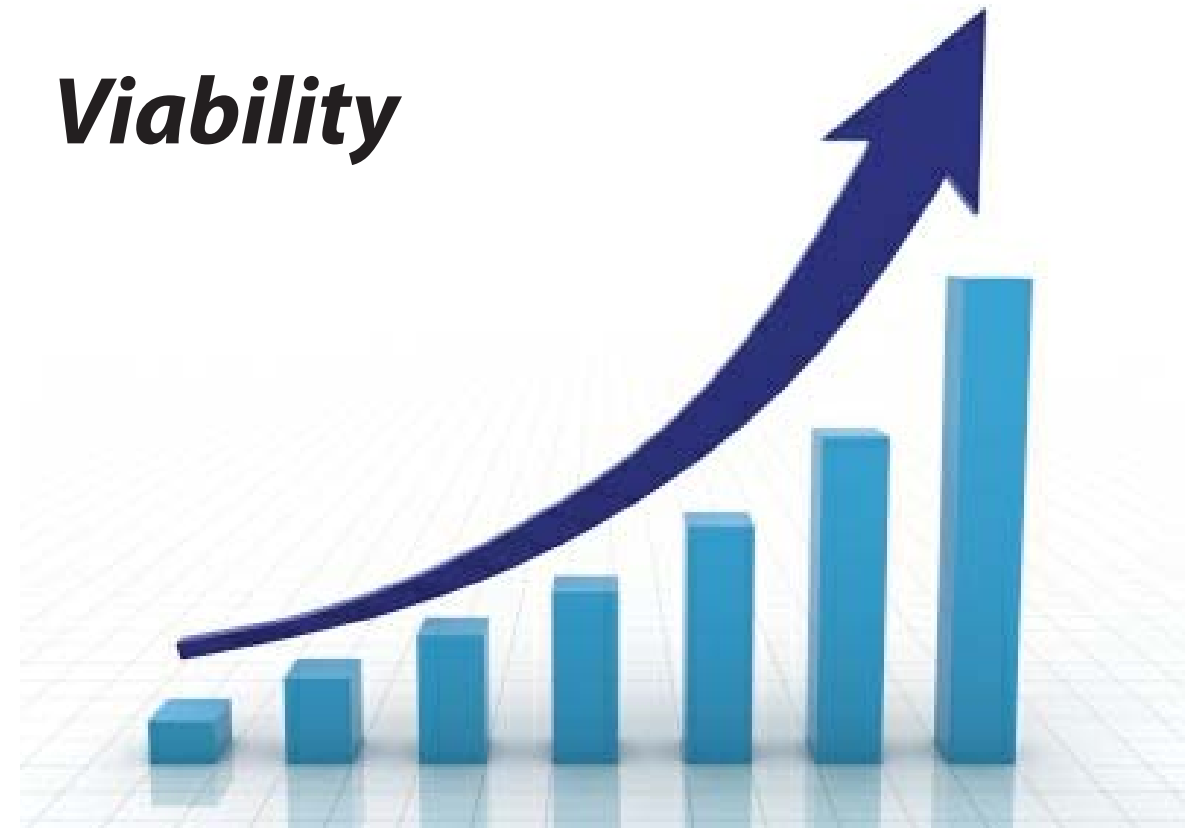
- Positive for company's reputation
- Attractive employee
- High demand for companies applying CSR



## *Public approval and enthusiasm*



## *Viability*



# Local effects of flagship development

## Benefits/opportunities

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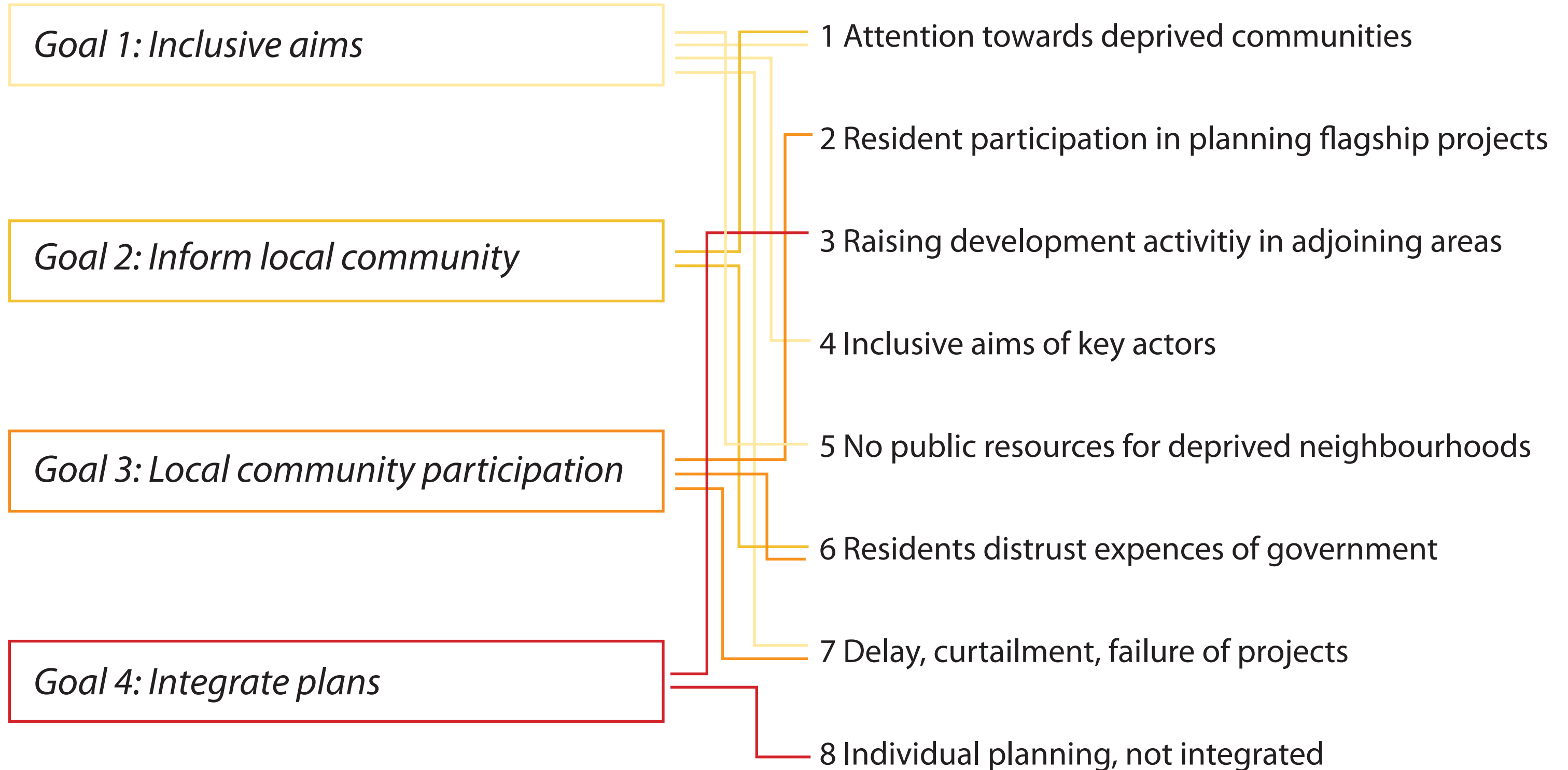
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# Strategic plan



# Strategic plan

*Goal 1: Inclusive aims*

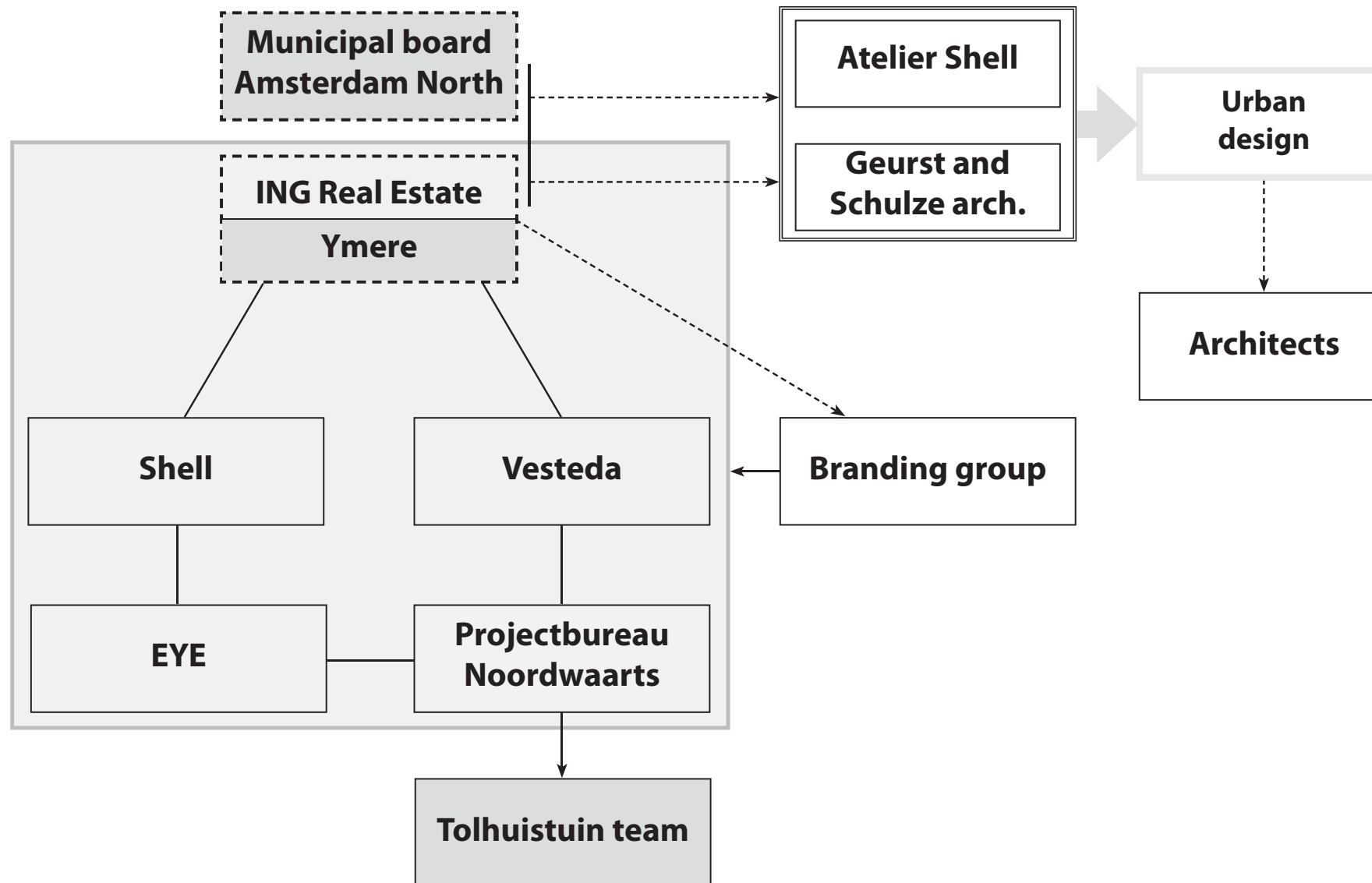
*Goal 2: Inform local community*

*Goal 3: Local community participation*

*Goal 4: Integrate plans*



# Goal 1: Inclusive aims



*Cooperation when framing the aims*

*Monitor goals throughout process*

*Align rhetorical frames and action frames*



# Goal 3: Local community participation



- 1 Questionnaire
- 2 Workshop programme

AIM: frame socioeconomic and spatial needs and wishes of the local communities of Van der Pekbuurt and Overhoeks



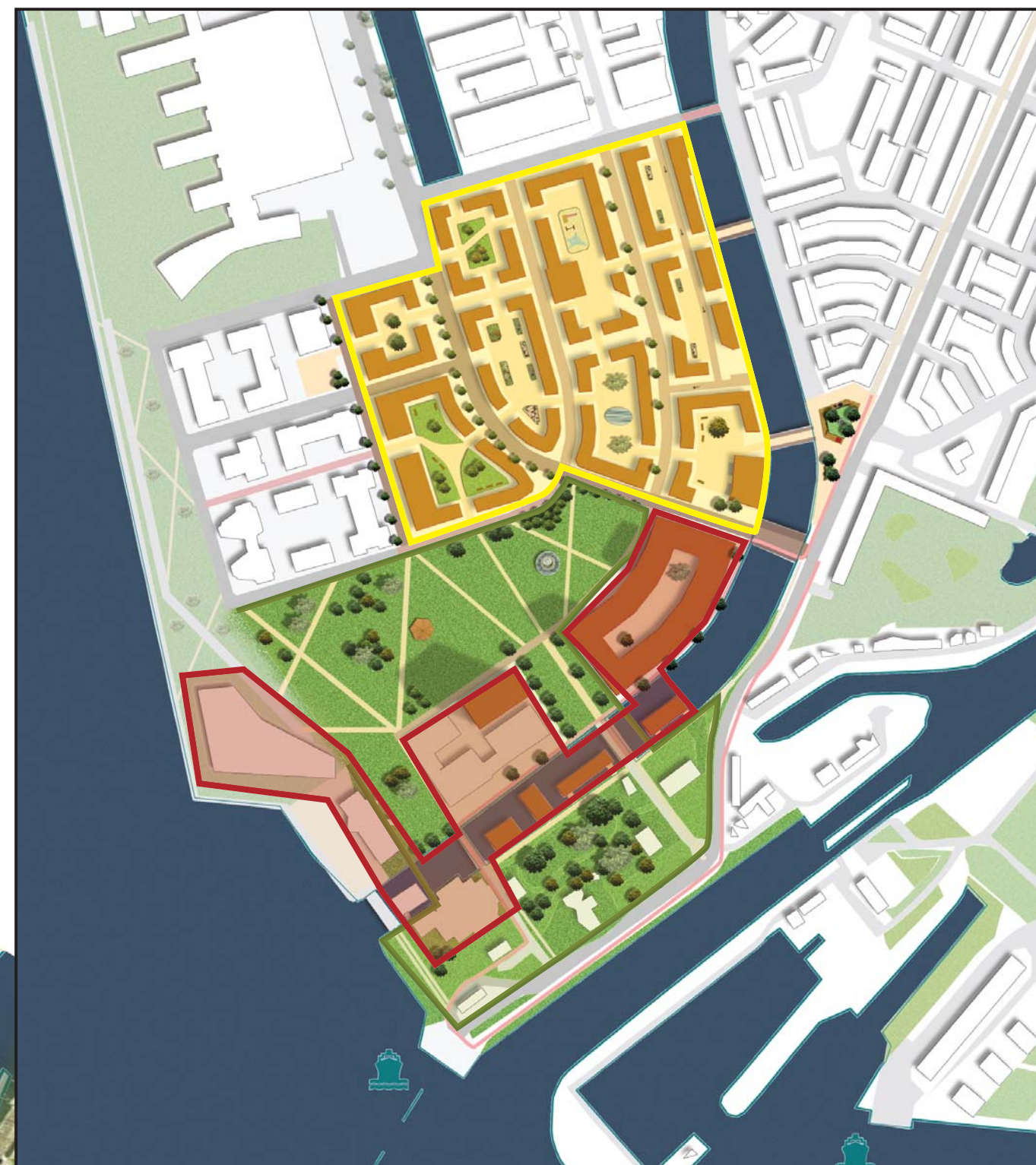
# URBAN DESIGN






# Urban design



# Three areas



-  Residential area
-  Facilities area
-  Green area

Flagship development

Context

Problems & aim

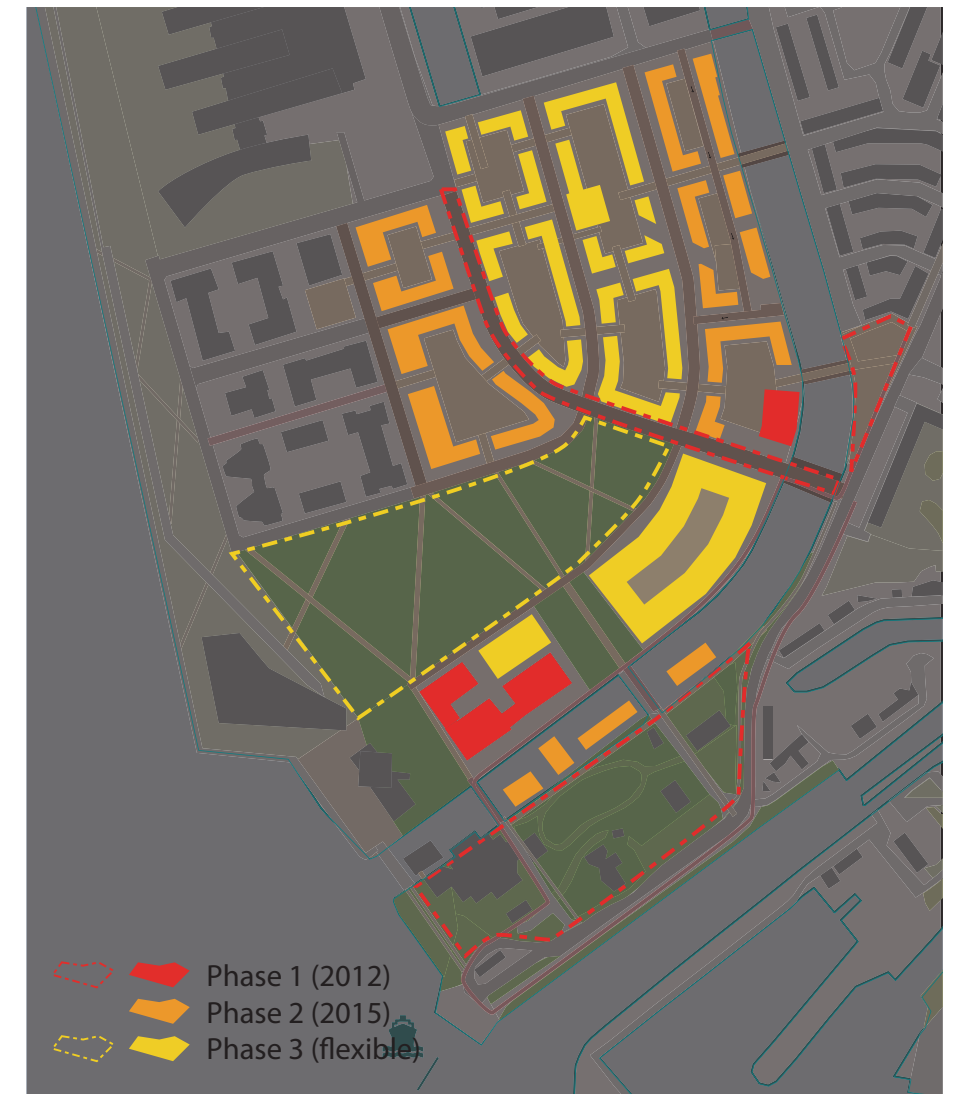
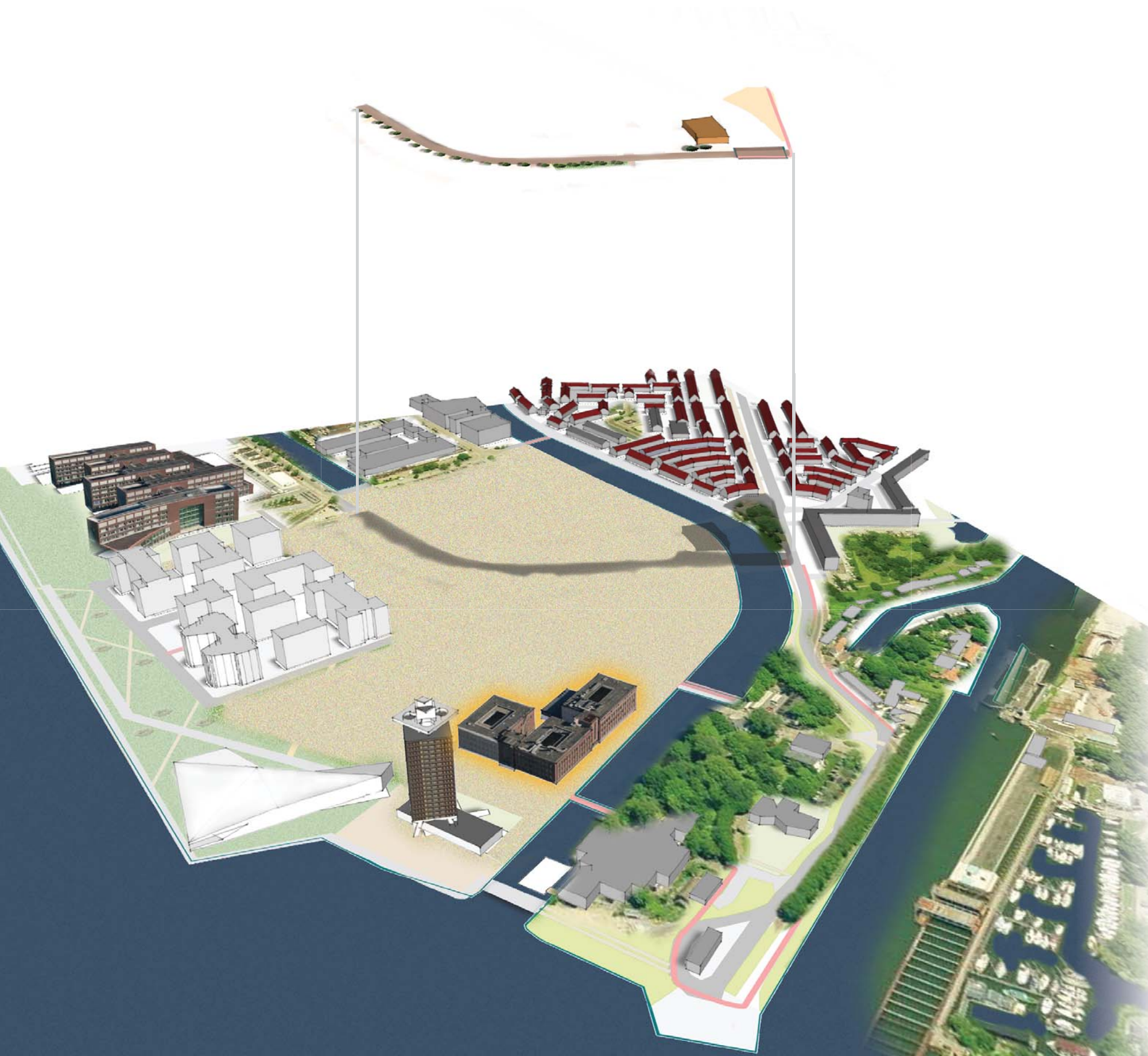
Benefits & disadvantages

Strategic plan

Urban design

Implications

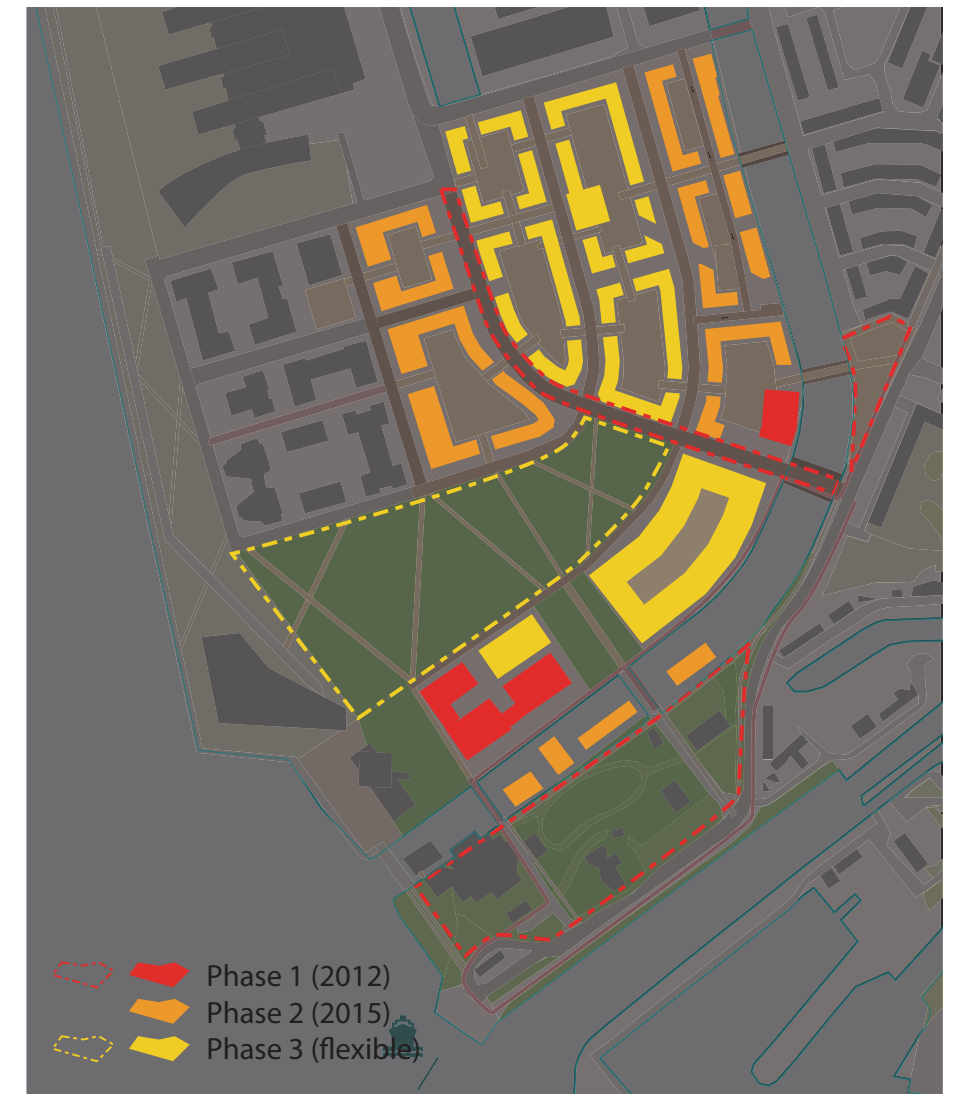
# Phasing



*Phase 1*

2012

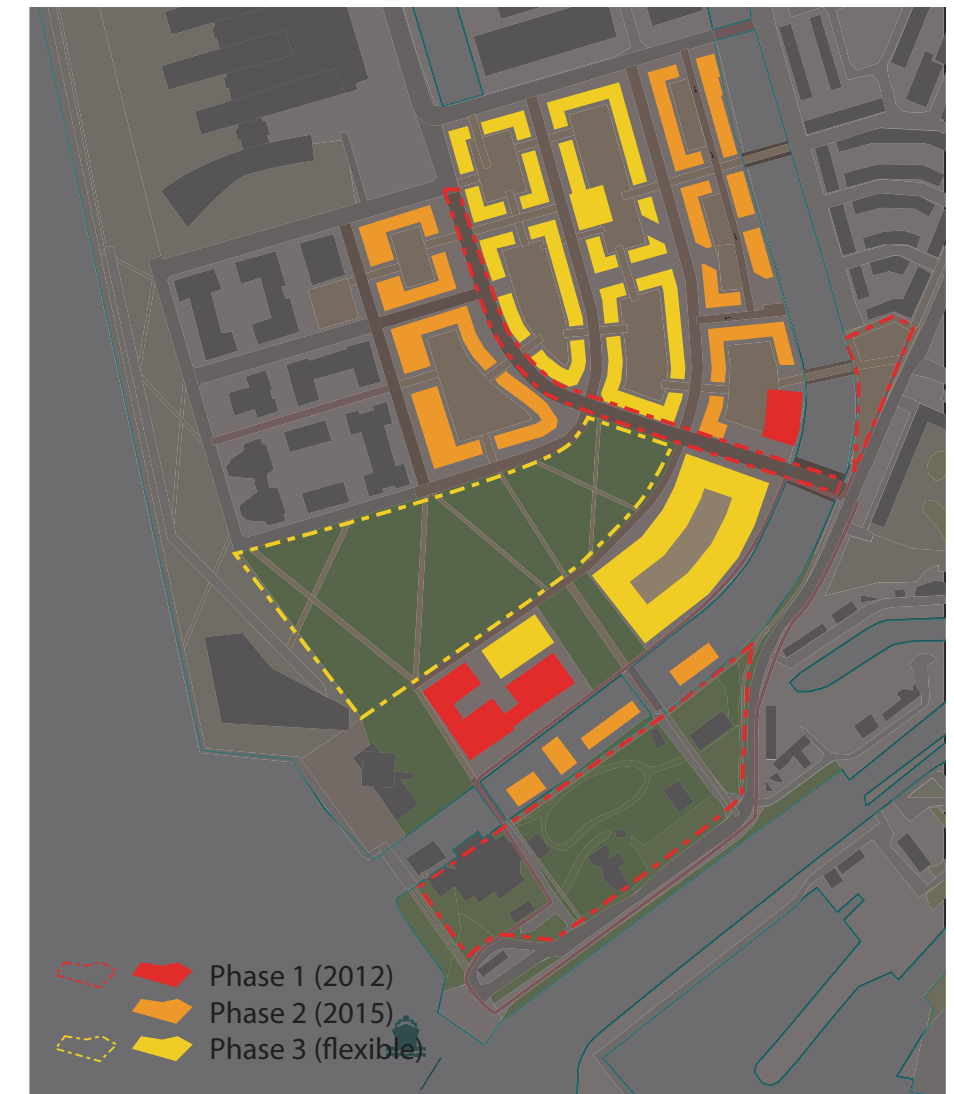
# Phasing



*Phase 2*

2015

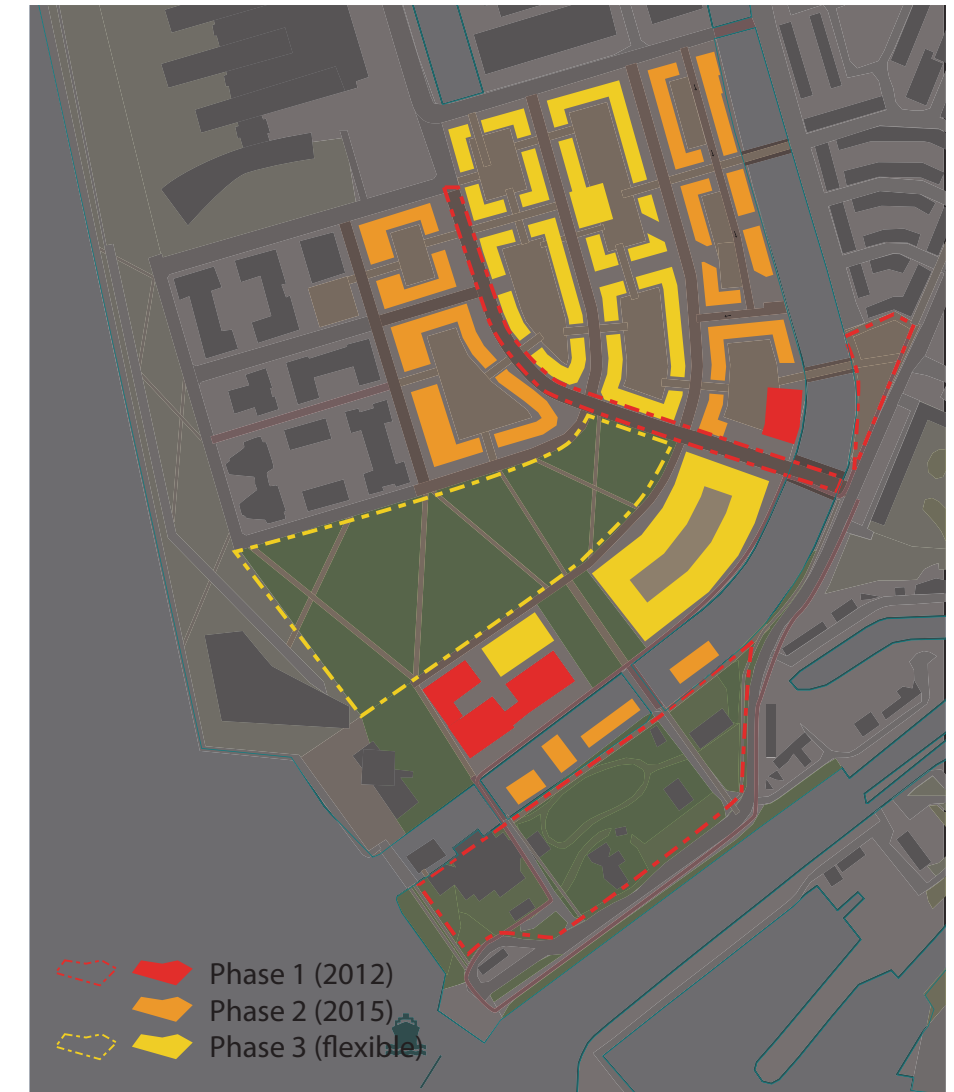
# Phasing



*Phase 3*

flexible

# Phasing



# Local effects of flagship development

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- 4 Inclusive aims of key actors

## Disadvantages/threats

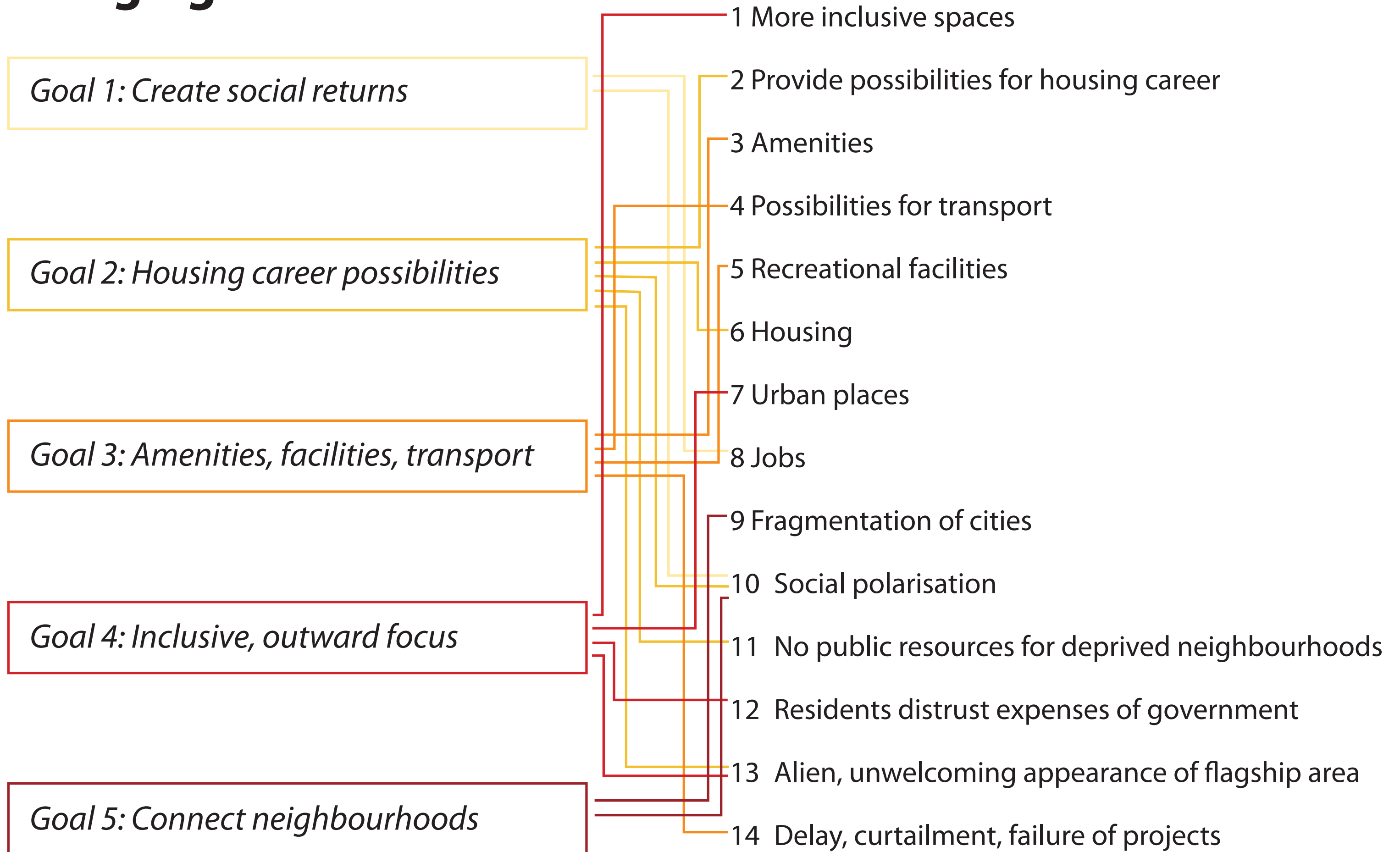
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# Design goals



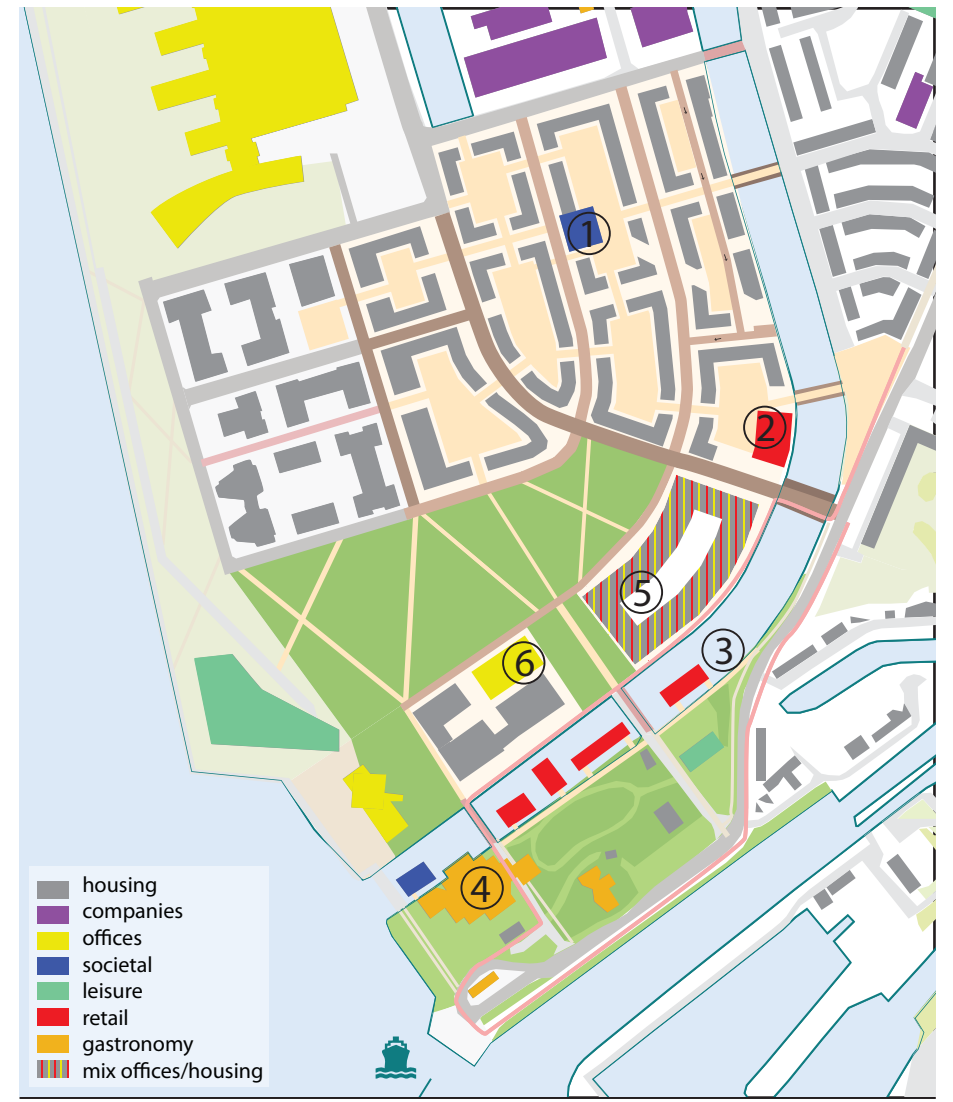


# Goal 1: Create social returns

# Goal 2: Housing career possibilities



# Goal 3: Facilities, amenities



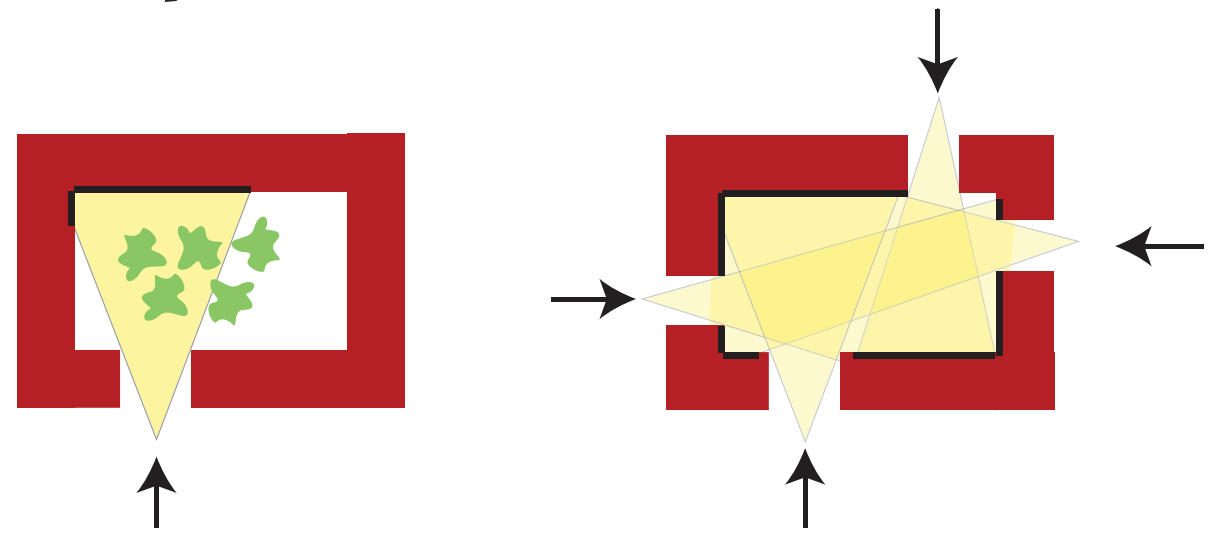
# Goal 4: Inclusive, outward focus



*Network of public places and sight lines to main attractors*

# Goal 4: Inclusive, outward focus

*Residential block sight lines concept*



# Goal 4: Inclusive, outward focus



# Goal 4: Inclusive, outward focus



# Goal 5: Connect neighbourhoods

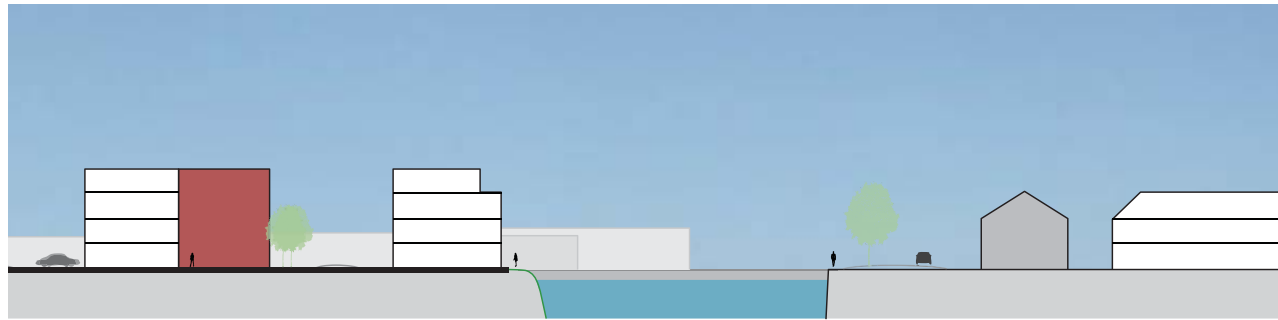


Architecture





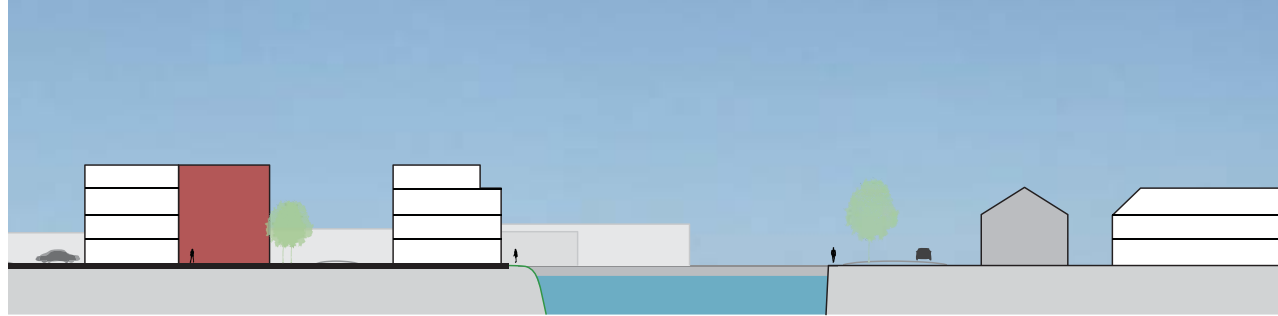
# Goal 5: Connect neighbourhoods



Section at canal between Overhoeks and Van der Pekbuurt



# Goal 5: Connect neighbourhoods



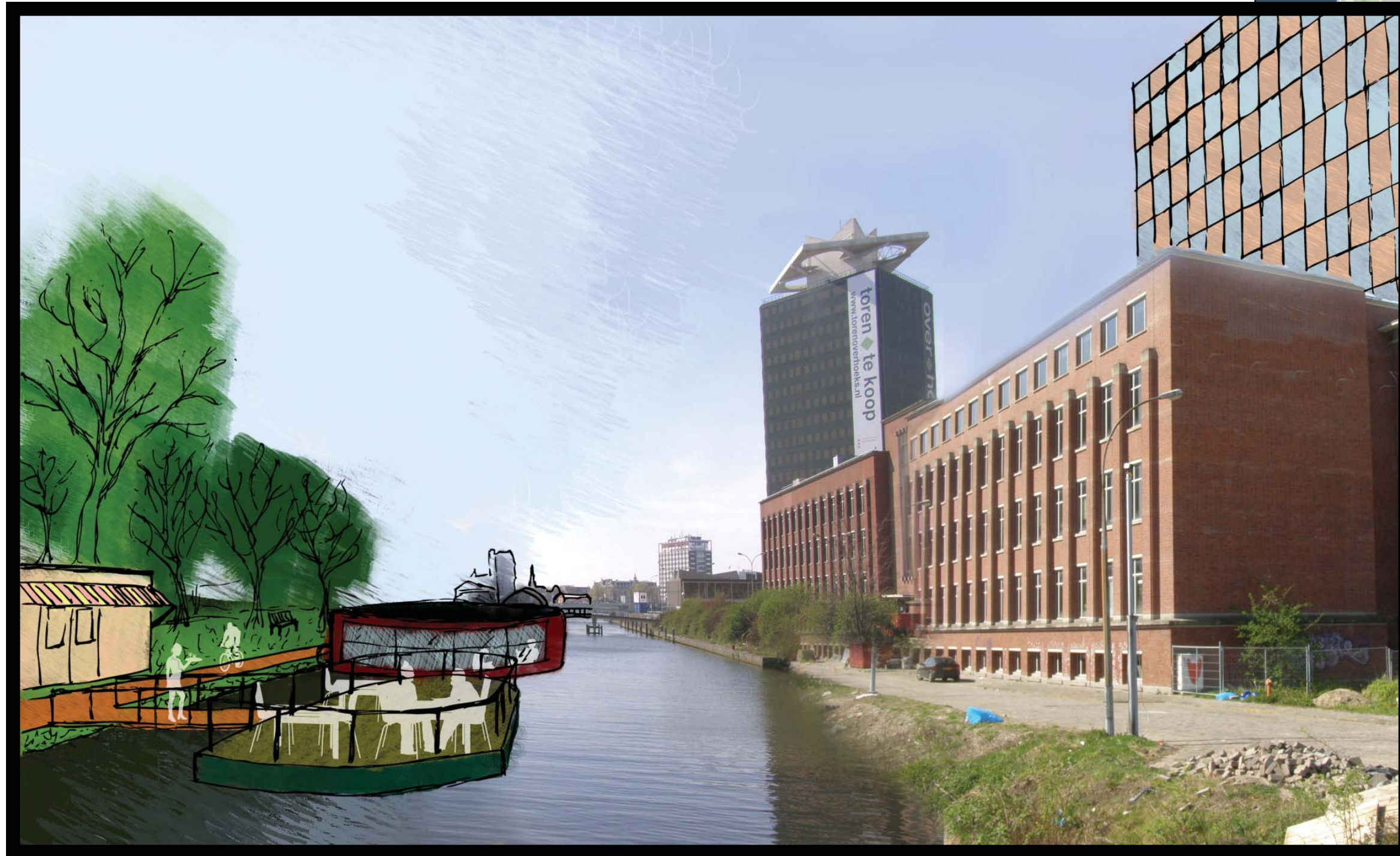
*Section at canal between Overhoeks and Van der Pekbuurt*



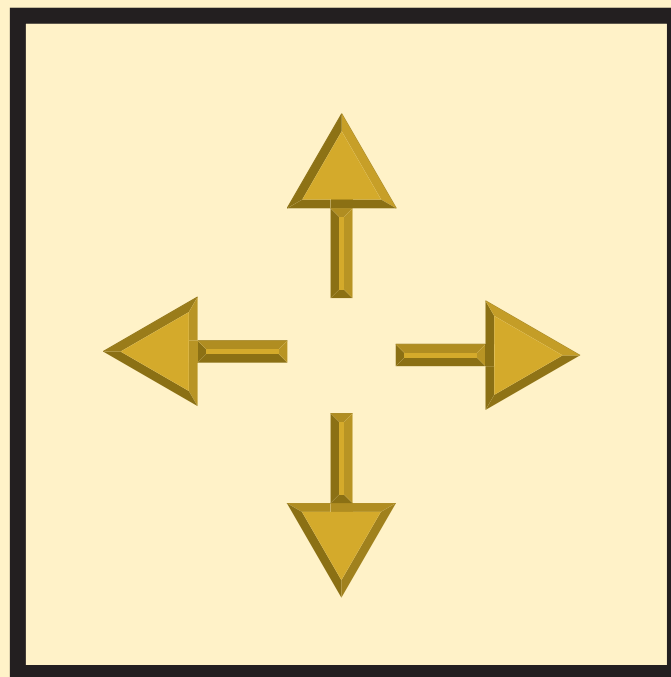
# Goal 5: Connect neighbourhoods



# Goal 5: Connect neighbourhoods



## IMPLICATIONS & FUTURE RESEARCH



# Implications

## Amsterdam

- Developers at Ymere, Vesteda and Noordwaarts have shown their interest in the implementation of local benefits at the area of Overhoeks.
- Developers see their benefits in strategic plan and thus implement local benefits better
- Urban designers can be inspired by the implementation of mutual, local benefits (ING RE no longer commissioner)

## Western Europe

- Raise awareness
- Show possible research method
- Show possible altering of planning process
- Inspire urban designers on how to include mutual, local benefits



# Future research

- Interview persons with most influence
- Several case studies
- Comparing planning processes



# Recap...

How the strategic plan and urban design can create mutual, local benefits between the residential neighbourhood Van der Pekbuurt and the contemporary flagship area Overhoeks Amsterdam, in socioeconomic and spatial terms





**Thank you!**

**Questions?**



*Presentation and thesis available online:  
[www.slideshare.net/RobinBoelsums](http://www.slideshare.net/RobinBoelsums)*

# In between...



*Vacant land*

*Plans post-poned  
for several years*

# Interviews

<b>Actor</b>	<b>Name</b>	<b>Function</b>	<b>Date</b>	<b>Location</b>
Overhoeks	BOELSUMS, A.	Communication advisor, Shell	01-05-2012	By telephone
	DE REUS, A.	Developer, Ymere	30-01-2012	Amsterdam
	PETERS, J.	Site manager STCA, Shell	01-03-2012	By telephone
	SCHAAP, T.	Urban designer, DRO Amsterdam	09-03-2012	Amsterdam
	SCHUURMAN, G.	Developer, Vesteda	31-01-2012	Amsterdam
	SMILDE, R.	Communications, Ymere	02-05-2012	By telephone
	VAN DER VELDE, P.	Developer, Noordwaarts	31-01-2012	Amsterdam
	VERMIJS, M.	Chairman residents' association Gelria, Overhoeks	28-02-2012	Amsterdam
Van der Pekbuurt	DE VRIES, M.	Developer, Ymere	30-01-2012	Amsterdam
	STUART, B.	Chairman tenants association Van der Pek	28-02-2012	Amsterdam
Experts on flagship development	BOUTE, J.	Communications, department of Town Planning and Urban Development (ds+v) Rotterdam	03-02-2012	Rotterdam
	DOUCET, B.	Lecturer in urban geography, University of Utrecht	16-12-2012	Utrecht

# Strategic plan

**Mission:**

Create mutual, local benefits between the flagship development Overhoeks and its adjacent residential neighbourhood Van der Pekbuurt, Amsterdam

Goal 1	Goal 2	Goal 3	Goal 4
<i>Reposition aims</i>	<i>Inform local community</i>	<i>Local community participation</i>	<i>Integration plans</i>
Sub goals			
Put mutual, local benefits on the agenda  Create enthusiasm amongst local community  Public approval and enthusiasm	Create enthusiasm amongst local communities  Increase viability of Overhoeks	Frame the preferences and needs of local residents  Create enthusiasm amongst local communities  Overhoeks attractive for broader audience  Residents trust expenses of government	Make mutual, local benefits possible to employ  Decrease fragmentation and social polarisation  Make Overhoeks attractive for broader audience  Increase viability of Overhoeks