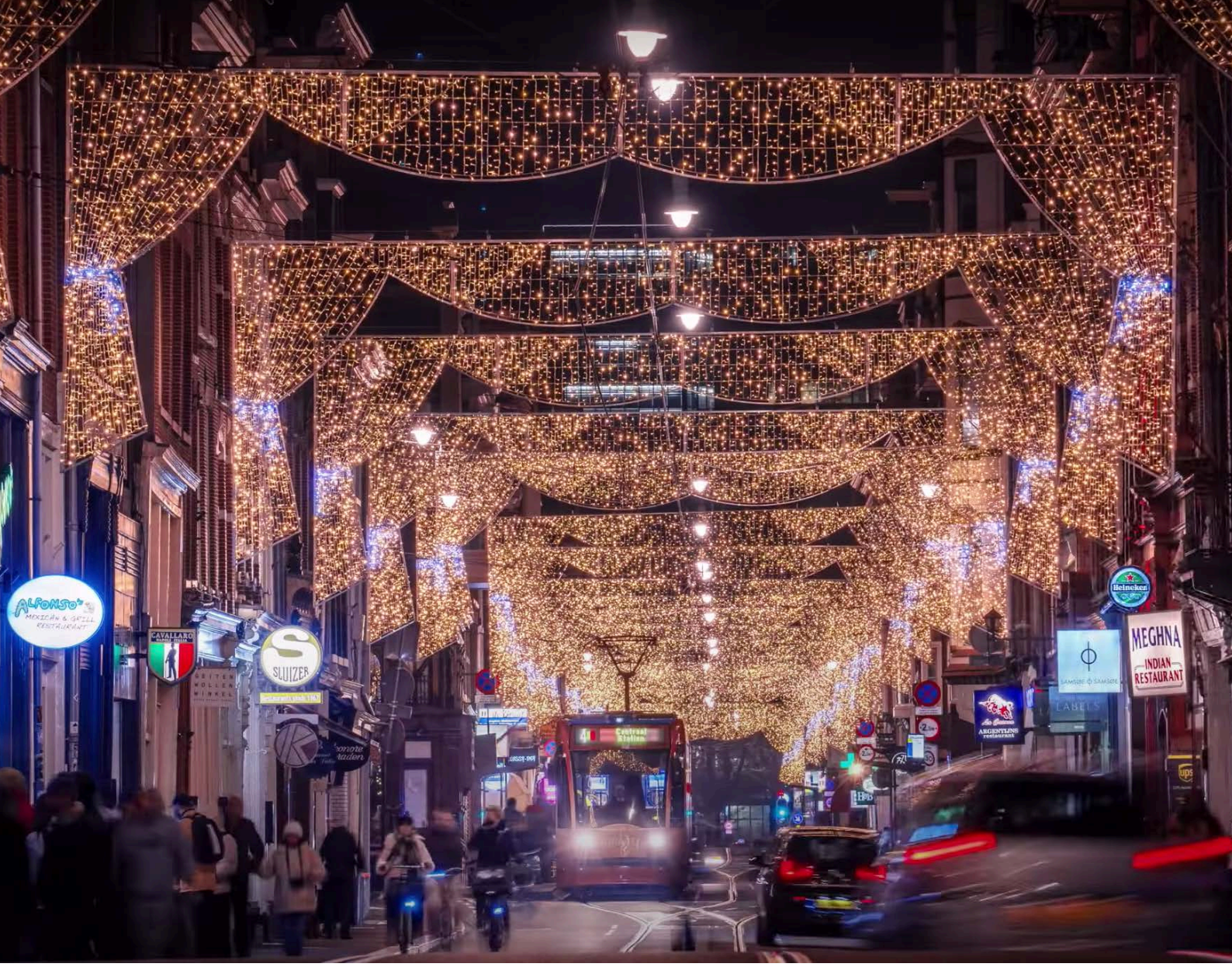

#Amsterdam after 6 pm

Planning for a diverse and balanced night-time economy

Graduation Thesis P5 Report
Msc3 Urbanism
Planning Complex Cities Studio

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University of
Technology

Msc Urbanism Graduation thesis P2 Report

#Amsterdam after 6 pm
Planning for a diverse and balanced night-time economy

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Planning Complex Cities Studio

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cover: source: https://www.youtube.com/watch?v=yu3pvWGnYVs&feature=youtu.be

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June, 2021

Content

01

Introduction

1.1 Introduction

With the development of the social economy, the traditional urban work and rest pattern of working during the day and resting at night has gradually changed. Night has also become an important time for citizens to consume, entertain, and work. According to a New York Times database, more than 60% of the urban population's consumption occurs at night. The night-time economy has become a new engine for urban regeneration, economic growth and cultural creation.

The growth of tourism in Amsterdam has also benefited from its inclusive and prosperous night-time economy. The number of tourists in 2018 was nearly 20 million, almost 30 times that of residents (CBS, 2019). However, the agglomeration of the nightlife industry in Amsterdam's city center results in a rise in noise, crime, and antisocial behavior, which triggers a backlash from residents. Segregation in the city's nightlife is rising, threatening the tolerant and open-minded city in the widespread impression. As a current countermeasure adopted by the municipality, state-led gentrification has mitigated the night-time economy's negative externalities to an extent and caused massive closures of nightlife venues.

This research aims to solve the dilemma of Amsterdam's night-time economy through planning instruments that optimize the urban polycentricity. The research explores integrated strategies and multi-scale spatial interventions to stimulate the development of peripheral night-time industry clusters while minimizing the nuisance, in order to improve the livibility of the city center and contribute to a diverse and balanced night-time economy in Amsterdam.

Keywords:
night-time economy, gentrification, polycentric city, spatial planning, Amsterdam

Fig. 1.1 Lawless urban jungle (The Holland Times, 2018)

1.2 Motivation

"The night is 'the time of nobody'. It is a time which is free for ones own personal development. It is the time of friendship, of love, of conversation. It is freer than the daytime from social constraints, conventions and persecutions."

— Franco Bianchini (1995)

I love the nightlife and almost stay up every day. For me, night's meaning is not only in live music, alcohol, parties, and night scenes. More importantly, the night is a time that entirely belongs to "myself" instead of "me" in various identities, occasions, and social relationships during the day. Every time I walk in the city at night, I feel that it is different from the city during the day. But I have rarely thought about the night-time economy and nightlife from the perspective of an urbanist.

At the beginning of 2020, COVID-19 broke out worldwide, which has forced countless businesses to close their doors. The night-time industry has been hard hit during the crisis because of the lockdown policy and crowd gathering's potential danger. In this global crisis, Amsterdam's night-time NGOs actively explore strategies to recover the night-time economy in the post-epidemic era. But long before this epidemic, the agglomeration of the nightlife industry in Amsterdam's city center has already triggered a backlash from residents and NGOs because of the rise in noise, crime, and antisocial behavior.

After preliminary research, I learned that although urban issues related to the night-time economy are widely concerned, night-time planning is still an emerging field, which has been addressed insufficiently in urban studies (Van Liempt et al., 2015). Therefore, I am curious about the difference between night-time planning and general planning. How do scholars study the night-time economy and nightlife all over the world from the perspective of urbanism? Also, I am motivated to make a small contribution to this fascinating field.

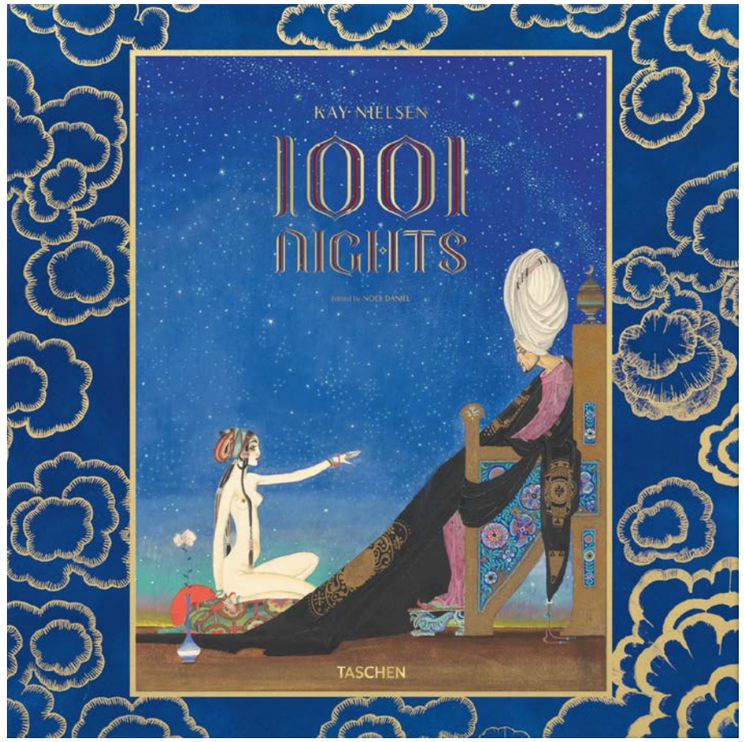
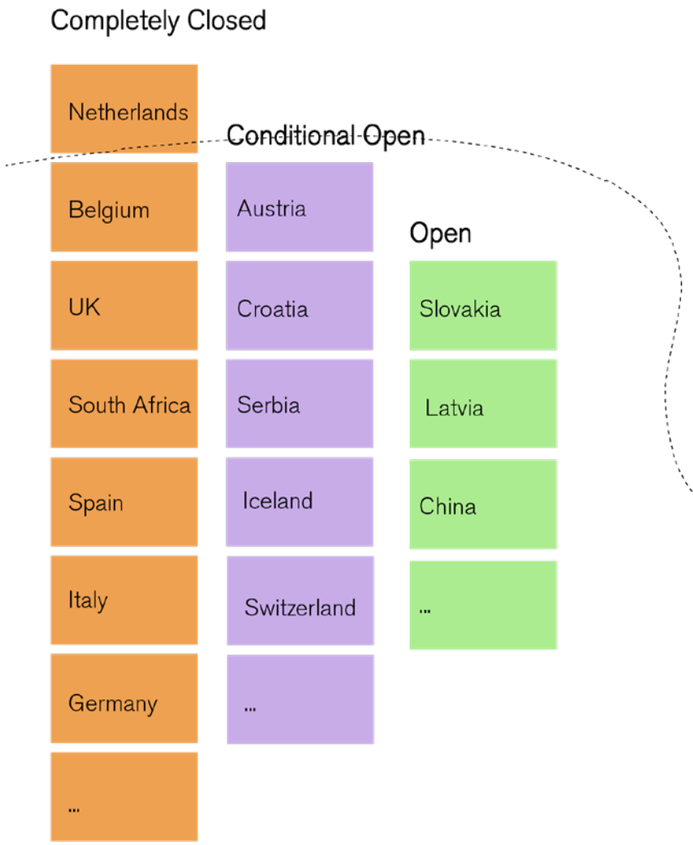


Fig. 1.2 Illustration of A Thousand and One Nights (Nielsen, 1910)

ALF LAYLA WA LAYLA, "One thousand nights and one night," Arabic title of the world-famous collection of tales known in English as The Arabian Nights. Since ancient times, the night has been a hotbed of art.

Current affair

The impact of the epidemic on the night economy

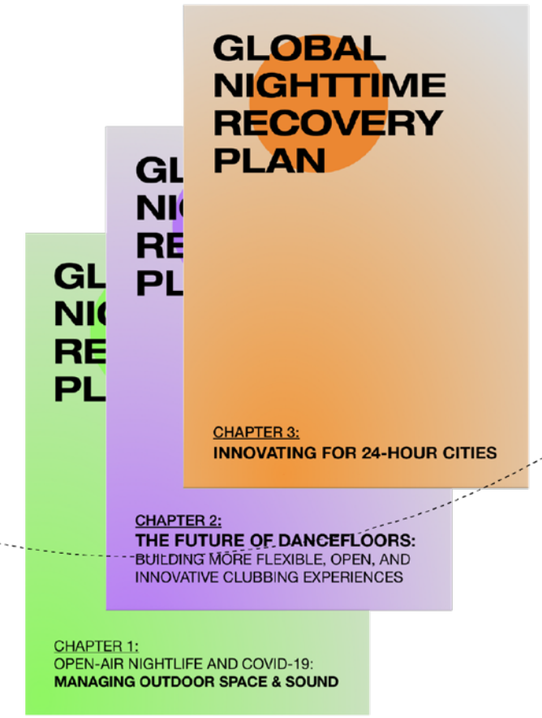


Policy for night venues until Dec. 2020

Source: https://www.nighttime.org/page/4/

Global action

Recover the night-time economy in post-COVID era



GNRP (The Global Nighttime Recovery Plan)

A strategy guide for cities to reopen and reactivate their creative and night-time economies involving more than 130 practitioners, academics, public health experts, advocates and industry representatives from more than 70 cities all over the world (GNRP, 2020).

Long term problem

The sword of Damocles hanging over the night-time economy

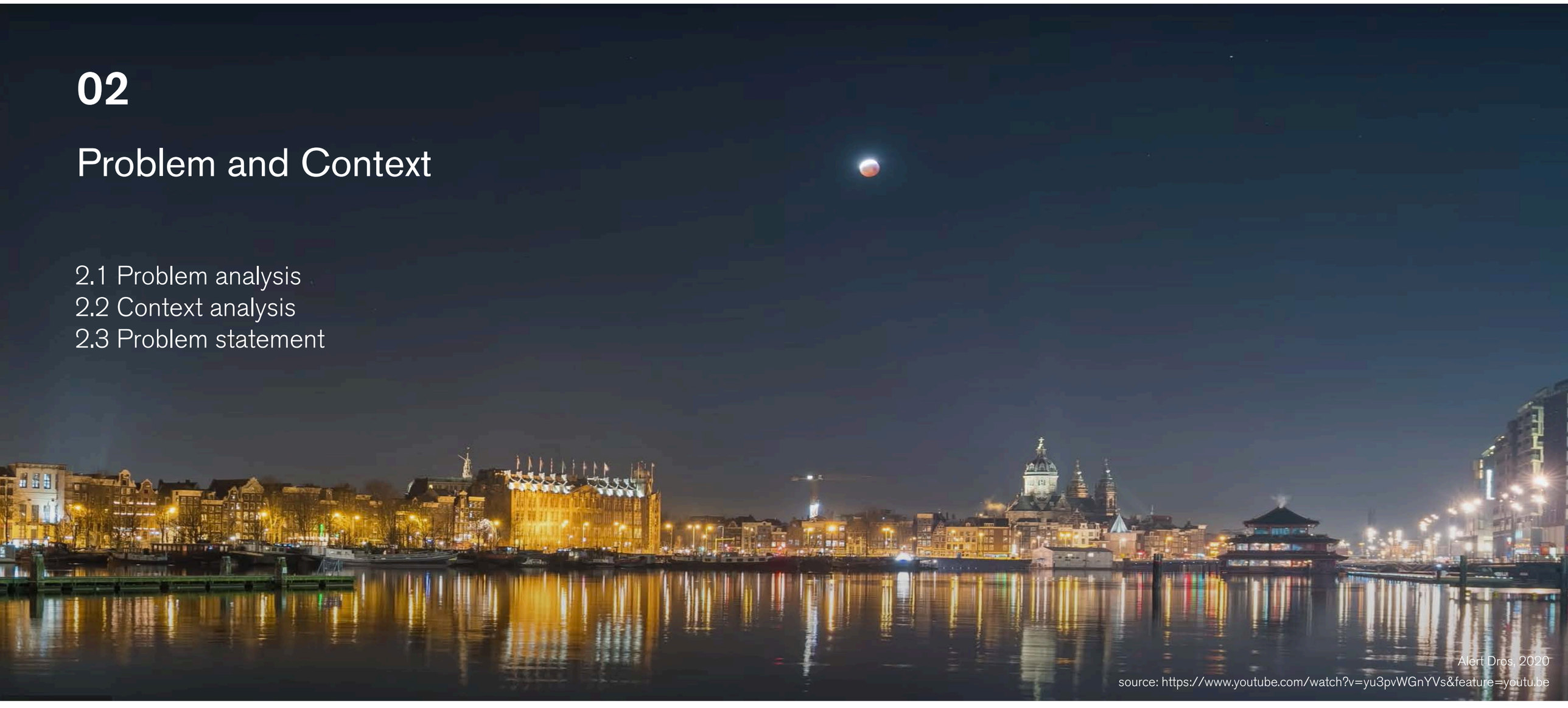
In the long run, the night-time economy is facing more complicated challenges.

Fig. 1.3 Motivaton (Author, 2020)

02

Problem and Context

2.1 Problem analysis
2.2 Context analysis
2.3 Problem statement



Alert Dros, 2020
source: https://www.youtube.com/watch?v=yu3pvWGnYVs&feature=youtu.be

2.1 Problem Fields

THE NIGHT-TIME ECONOMY IN AMSTERDAM

The night-time economy is an economic concept first put forward in Britain in the 1970s to enhance the night's vitality in the city's central area, which refers to the economy that operates in the early evening after 6 pm into the late night (2 am to 6 am). The night-time economy is a vital part of the urban leisure economy consisting of core (food, alcohol, and entertainment) activities and non-core (transport, accommodation, retail, education services, e.g., libraries, universities) activities. From the experience of cities worldwide, the night-time economy can increase employment and government revenue, diversify leisure and commercial activities, contribute to cultural creation and a sense of belonging, and boost local tourism and development (Seijas, 2014). The night-time economy has become a new engine for urban regeneration, economic growth and cultural creation for global cities.

As the electronic music capital of the world, Amsterdam has also benefited from its inclusive and prosperous night-time economy. For example, the dance industry alone, focused on Amsterdam, is worth €600m a year and employs 13,000 people full- and part-time (The Guardian, 2016).

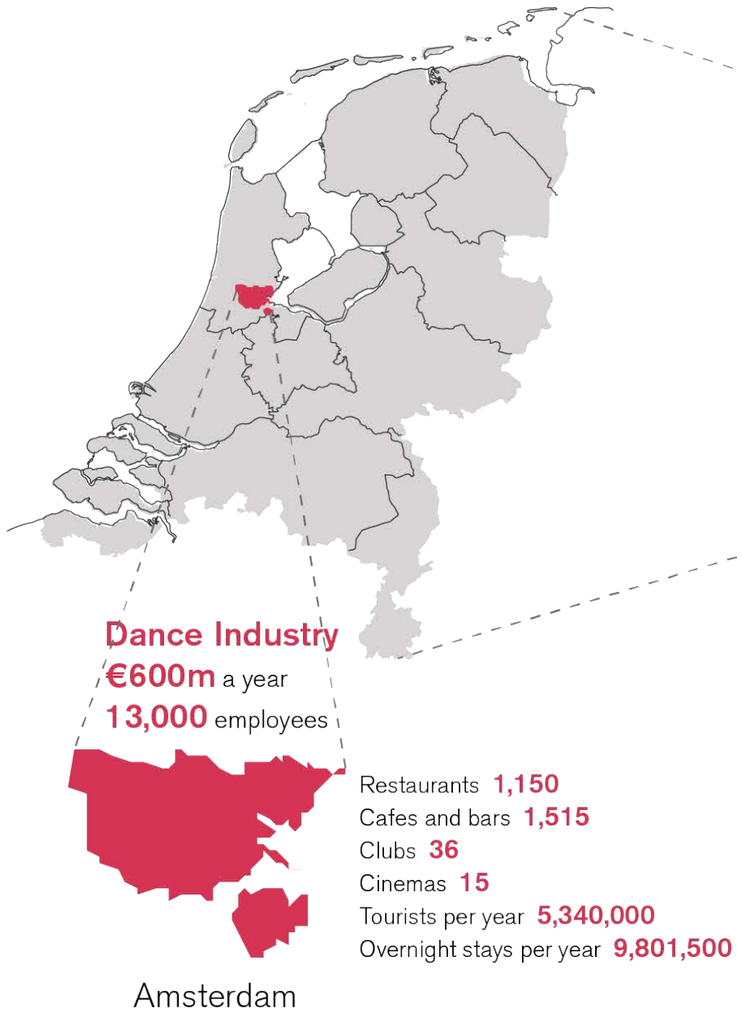


Fig. 2.1 The Night-time Economy in Amsterdam (Author, 2020)
Source: Global Night Light Map (NASA,2016)
Amsterdam facts & Fig.s (I amsterdam, 2019) https://amsterdam.org/en/facts-and-Fig.s.php

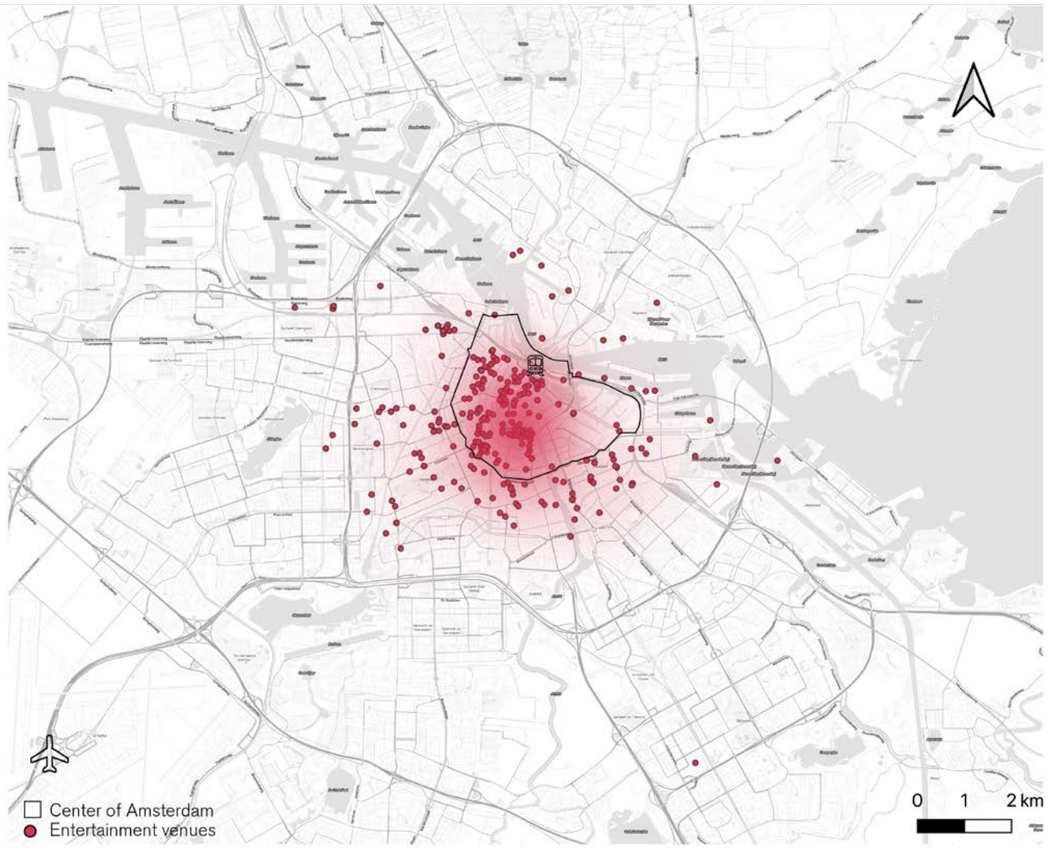
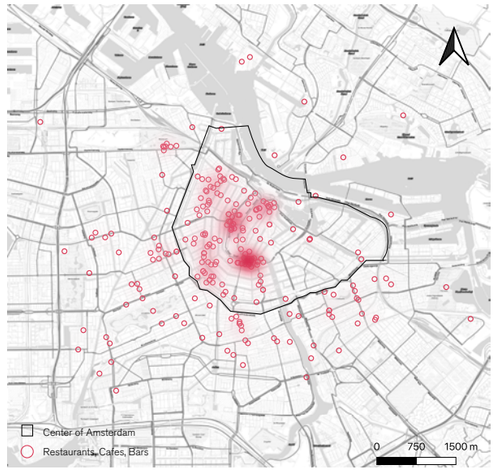


Fig. 2.2 Night-time entertainment venues in Amsterdam managed by Amsterdam Marketing (OIS Amsterdam, 2016)



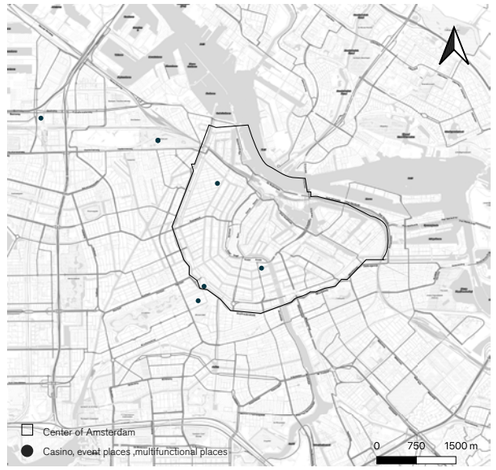


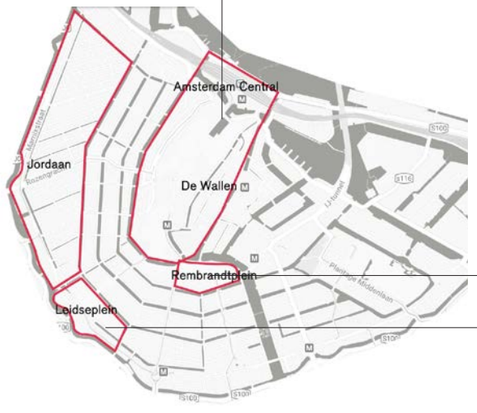
Fig. 2.3 Classification of night-time entertainment venues (OIS Amsterdam, 20163

AGGLOMERATIONS OF NIGHT-TIME INDUSTRIES IN AMSTERDAM

Fig.s 2.3 and 2.4 shows that the night-time industry in Amsterdam is mainly concentrated in the inner city. The night-time industries in the inner city form three main clusters, which are located in the area around Dam Square, Rembrandtplein and Leidseplein.

At the back of the Dam square, the De Wallen area, also called the Red Light District, is the largest tourist area of Amsterdam with an endless number of bars and restaurants. The area's erotic industry windows and coffeeshops are seen as symbols of the city's free, open and inclusive culture. Another important street attracting theater crowd in De Wallen is Nes. And nearby cafes attract lots of intellectuals.

Leidseplein is the zone with the most discos and clubs. The famed cultural and music centers Paradiso, Melkweg and Stadsschouwburg offer varied artistic programs for both young and old. Around Leidseplein, there are also lots of cafes, smaller theatres, restaurants, cinemas and a casino. Rembrandtplein is famous for pubs, cinemas and a good atmosphere. The square is also surrounded by clubs and cafes always full of guests. In addition, the old Jordaan area is also home to a considerable number of restaurants and bars and is famous for its canal views and shopping. The scale effect created by the concentration of night-time industries creates economic value and competitiveness, but harms the livability of the inner-city.



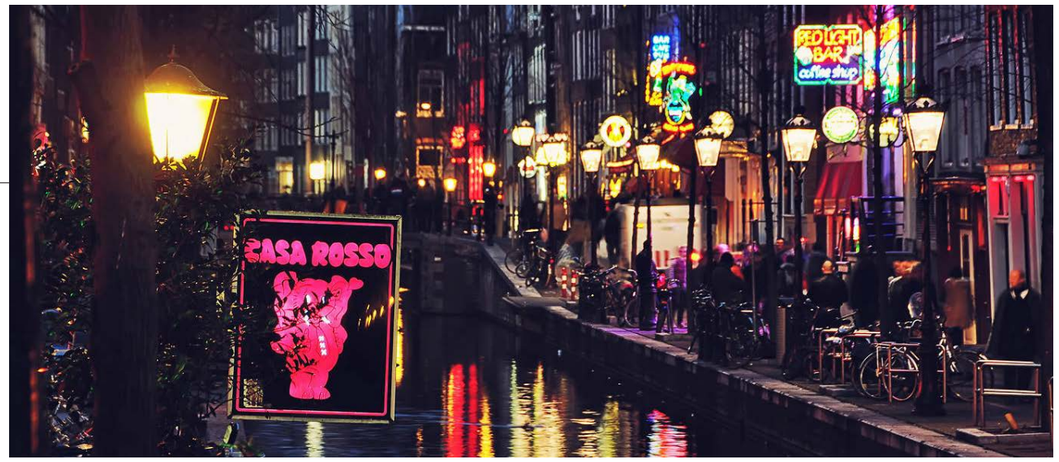


Fig. 2.4 Dam Square and De Wallen
Fig. 2.5 Rembrandtplein
Fig. 2.6 Leidseplein
Source: https://amsterdamnightlifeticket.com/blogs/amsterdam-nightlife-areas

NEGATIVE EXTERNALITIES OF THE NIGHT-TIME ECONOMY

However, the growing noise, litter, and safety problems in the Leideseplein, Rembrandtplein , De Wallen and old Jordaan areas where the night-time industry agglomerated deteriorate the livability there, resulting in "4 am war zones" and intensifying conflicts between residents and nightlife groups.

To combat the nuisance, the municipality has involved NGOs represented by the night mayor and residents on multiple levels to take various governance measures. One of the pilot projects is the Rembrandtplein Gastvrij (Hospitable Rembrandt Square) project, which reduced the number of night violent incidents in this area by 13%. But we need to realize that the negative effects are the nature of some alcohol-concentrated night-time industry sectors (Roberts & Eldridge, 2012). Moreover, it is not only the nightlife venues that cause negative effects, but also the excessive concentration of people and activities caused by the concentration of night industries. If only relying on governance methods to solve the nuisance problem, massive human, material and financial resources are required. According to one office ombudsman of Amsterdam, there are up to 300,000 nightlife enjoyers on busy nights, but insufficient enforcement to manage antisocial behavior (Independent, 2018).

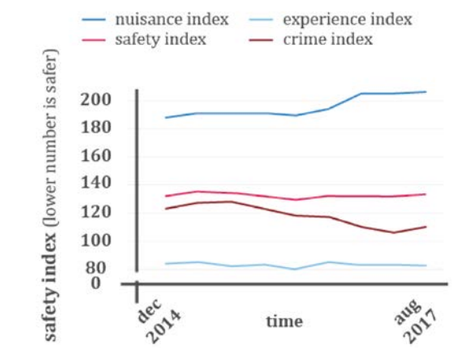


Fig. 2.7 Safety, crime, nuisance and experience index of the city center (Stalenberg, 2018)

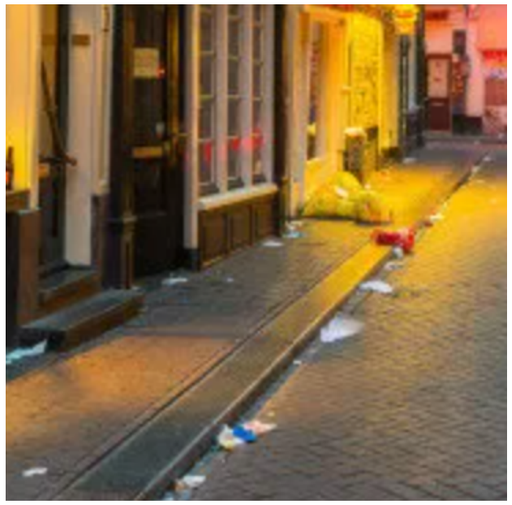


Fig. 2.8 Noise, litter and violence problems (Reuters, 2018)
Source:http://northwoodsministries.blogspot.com/2018/07/police-can-no-longer-handle-lawless.html

GENTRIFICATION AND THE CLOSURE OF NIGHTLIFE VENUES

From the beginning of the 21st century, the municipality of Amsterdam started the state-led gentrification of the inner-city area to manage the over-concentrated night-time economy. Measures include purchasing properties of night-time industry venues and transforming the area into a tourist block dominated by high-end hotels, restaurants, cafes, fashionable shopping malls and cultural and art venues. One representative project is *Plan 1012*, launched in 2007, which is dedicated to improving the quality of public space and social security in the Red Light District by reducing the number of window, coffeshops and clubs through state-led gentrification.

With gentrification comes rising real estate prices and financial speculation. In London, gentrification and rising property prices resulted in a closure of nearly 40% of the city's grassroots music venues in less than a decade (The Guardian, 2016). Across the UK, 44% of nightclubs shut between 2005-2015, and 25% of pubs closed from 2001-2016 (BBC, 2019). Amsterdam is afraid to follow in London's footpath in this sense (Sound Diplomacy, 2020). Between 2001 and 2011, the number of discos in the Netherlands fell by 38% (the Economist, 2016). As of 2009, the number of properties owned by the municipality and its partners in De Wallen has exceeded the total number of nightlife entrepreneurs. This state-led gentrification led to the closure of about 30% of brothels in this area (van Liempt & Chimienti, 2017).

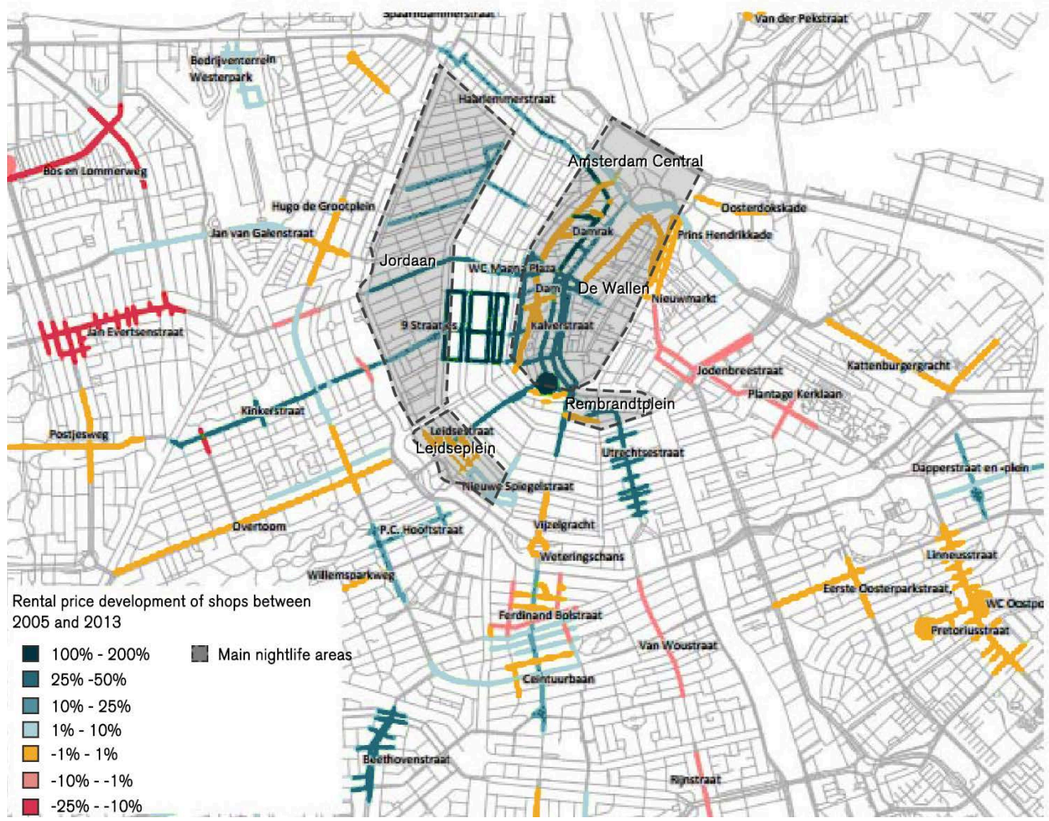


Fig. 2.9 Rental price trends of shops from 2005 to 2013 (Martens, 2017) Edited by author.

NEGATIVE IMPACTS OF GENTRIFICATION

What needs to be acknowledged is that gentrification is an effective means of improving livability and diversifying the night-time economy in the inner city by introducing night-time industries for the middle class. But from the perspective of cultural diversity, social justice and urban identity, the gentrification measure harms the night-time economy and culture.

First, the support of gentrification to "high culture", a monoculture based on middle-class consumption, will drive away another monoculture based on young people, alcohol consumption and disorder (Rowe & Al, 2008). The displacement and non-recognition of night culture hinder the night industry's development and is not conducive to cultural diversity and integration.

Also, night venues' closure makes the night-time group lose the fair opportunity for study and growth. Since not everybody can go to school or university, nightlife offers informal learning and talent development opportunities (The Guardian, 2016). The night-time industry has also created a large number of low-threshold job opportunities. But now, the rights of these affected groups to equal development are threatened.

Gentrification also leads to the homogenization of the inner city's commercial landscape, resulting in the loss of urban identity and urban competitiveness decline. Besides, the massive closure and unplanned removal of nightlife venues will cause night activities displacement. Because of the closure of formal and permanent places, the tendency of affected night-time activity groups to use informal and temporary venues has increased, bringing more complex social problems to cities, which are not conducive to greater citizen security (Seijas, 2014).

Fig. 2.10 Well-known graffiti artist makes his feelings about Plan 1012 (DutchAmsterdam.nl., 2018)
Source: https://www.dutchamsterdam.nl/747-amsterdam-project-1012-downtown

ROLE OF URBANISTS

Planning for the night-time is still an emerging field, which has been addressed insufficiently in urban studies. The problems and challenges faced in the night-time economy development and governance need specific planning strategies different from day-time planning. Currently, 80% of the world's cities plan to make plans related to the night economy (Sound Diplomacy, 2020). From the perspective of spatial planning, how to protect the night-time economy threatened by gentrification while alleviating environmental and social pressures in inner citiesis is an urgent task for urbanists to study.

2.2 Context Analysis

With the development of the modern city, Amsterdam's urban structure has changed from monocentric to polycentric. New functional centers have formed outside the inner city. In the field of night-time economy governance, developing the night-time economy in the periphery of the city, especially in the peripheral new urban centers, emerged in policymaking and effectively relieving pressure on the inner city and enhancing the diversity of the night-time economy. The two areas of night-time economy planning and polycentric urban development in Amsterdam are increasingly linked.

FROM MONOCENTRIC CITY TO POLYCENTRIC CITY

Since 1950, many Dutch city regions have developed a polycentric urban system of core centers, other historical centers and new urban centers. As for the municipality of Amsterdam (eight boroughs of Amsterdam), the core center is the inner city area (Amsterdam-Centrum). There is no official definition or location for new city centers outside the inner city. Van Der Heijde (2012) concluded from the research that eight new urban centers have emerged: Amsterdam Zuidas, Amsterdam Zuidoost, Amsterdam Osdorp, Amsterdam Plein'40–'45, Amsterdam North Boven't Y, Amsterdam Science park, Amsterdam IJburg Centre, and Amsterdam Oostpoort (Polderweggebie). These new centers have transportation, residential, recreational, retail, office and educational functions.

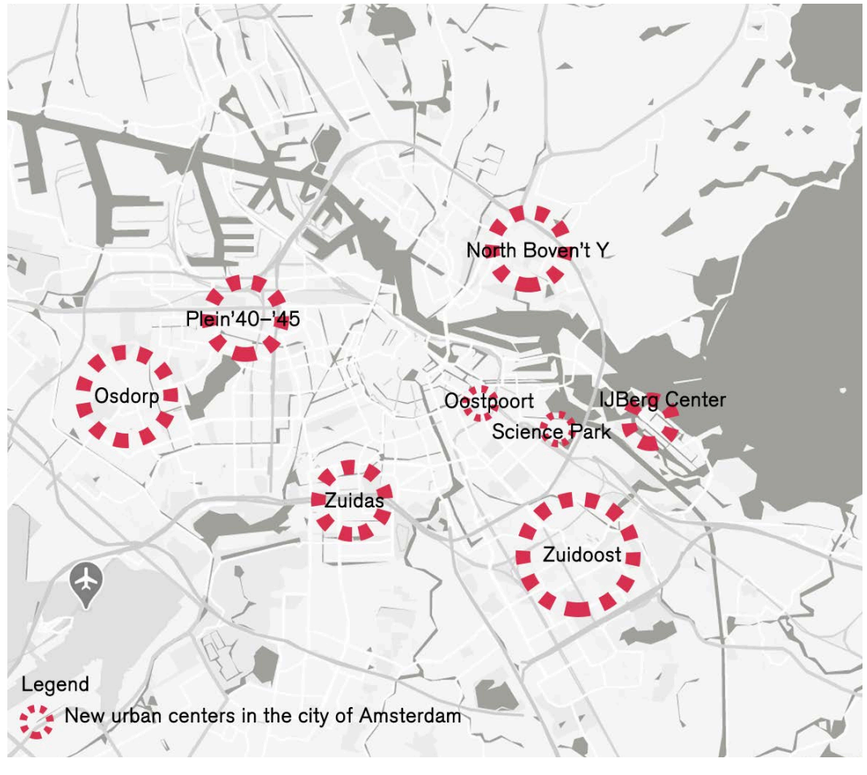


Fig. 2.11 New urban centers in the city of Amsterdam (Author,2020)
Base on Van Der Heijde (2012)

AMBITIONS AND IMPLEMENTATION PLAN 2019

Ambitions and implementation plan 2019 clearly stated that the municipality of Amsterdam will take a large number of varying measures to improve the livability of the inner city and protect the night-time economy and culture. The government will actively counter overcrowding, consumerist monoculture, the deterioration of the inner city, the price-inflationary behavior of speculators, and the poor conduct of some tourists and residents.

Specific measures addressed in *Ambitions and implementation plan 2019* include creating more room, especially in areas outside the inner city for cultural avant-gardes and creative businesses, such as cultural hotspots and studios (including room for experimental festivals and nightlife culture) (Gemeente Amsterdam, 2019). The municipality will look for options for new cultural facilities at Sloterplas, the Arena area, Buikslotermeerplein and Zuidas with a broad and varied programme of art and culture (Gemeente Amsterdam, 2019).

Fig. 2.12 Potential areas for night cultural facilities in Ambitions and implementation plan 2019 (Author, 2020)

THE PRACTICES OF NIGHT MAYORS

Night mayor is an independent not-for-profit position first elected in 2003 and later institutionalized in 2014 through the creation of Stichting N8BM A'DAM –an independent non-governmental organization that advises the mayor and city council on how to design policies that foster a culturally, economically, and ethnically diverse nightlife in the Dutch capital. (Stichting N8BM A'DAM Amsterdam, 2018). The night mayor and the organization's mission is to help ensure a dynamic and vibrant but also safe nightlife.

One of the most successful initiatives implemented by the night mayor of Amsterdam is the 24-uursvergunning (24-hours permits). It is an innovative five-year pilot project launched in 2013, allowing nightlife venues in the suburbs to extend the opening hours. It became a permanent policy in 2017 because of the successful implementation (Seijas, 2020). In 2020 the number of locations with a 24-hour permit in Amsterdam will be expanded from 9 to 15.

Most of the venues given a 24-hour permit are located in sparsely populated areas around the A10 highway, which have helped alleviate the growing number of night tourists by leading them away from the city center. Besides, the nuisance of the night-time industry to the neighborhood is also significantly reduced. Nightlife groups can leave in a stable and controllable traffic flow between 3 am and 8 am, which is conducive to noise prevention in the neighborhood.

One of the 10 24-hour venues outside the city center is De School. It's in Amsterdam-West by the A10 motorway. The predecessor of De School was an abandoned technical college. It has now been converted into a 24-hour venue integrating day cafes, restaurants, gyms, concert venues, art galleries, and underground nightclubs. Due to the bigger, more unique and complete nightlife experience different from the city center, De School and other 24-hour venues outside the city center attract nightlife groups to ride for 20-30 minutes (The Guardian, 2016). The success of those night venues in the periphery relieved the pressure on the city center and create opportunities for the development of suburban areas.

Fig. 2.13 Nightclub De School in Amsteredam
Source: https://www.pinterest.com/pin/614248836652330087/

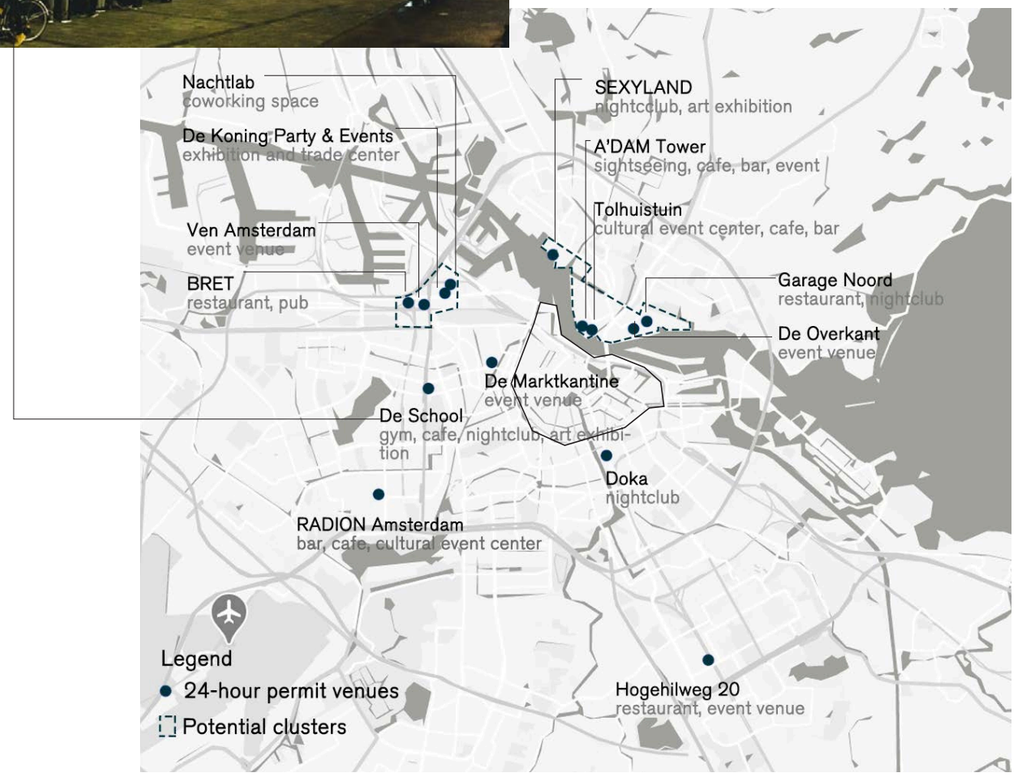


Fig. 2.14 24-hour Permit Venues (Author,2020)

RELOCATION OF THE RED LIGHT DISTRICT

The representative night-time industrial clusters in the De Wallen area of the city center will also move to the periphery of the city. The debate on how to curb the noise and nuisance caused by sex tourism in the Red Light District has been going on for years. In November 2020, Amsterdam Mayor Femke Halsema proposed a plan to build "erotic centers" outside the inner city with a mix of the sex industry, restaurants and cafes. The plan is based on a market analysis the municipality commissioned from bureau SITE. Market research shows that the project could significantly reduce the number of window brothels in the Red Light District, enhance the city center's livability, and open up opportunities for alternative locations in the suburbs. Possible locations include the ArenAPoort in Amsterdam-Zuidoost, areas around Sloterdijk in Nieuw-West, and the Hamerkwartier in Amsterdam-Noord (NL Times, 2020).

The alternative locations in the urban periphery in current policies and practices of night-time economy management show potential clustering in the new urban centers. A rudiment of night planning based on the polycentric city model has emerged.

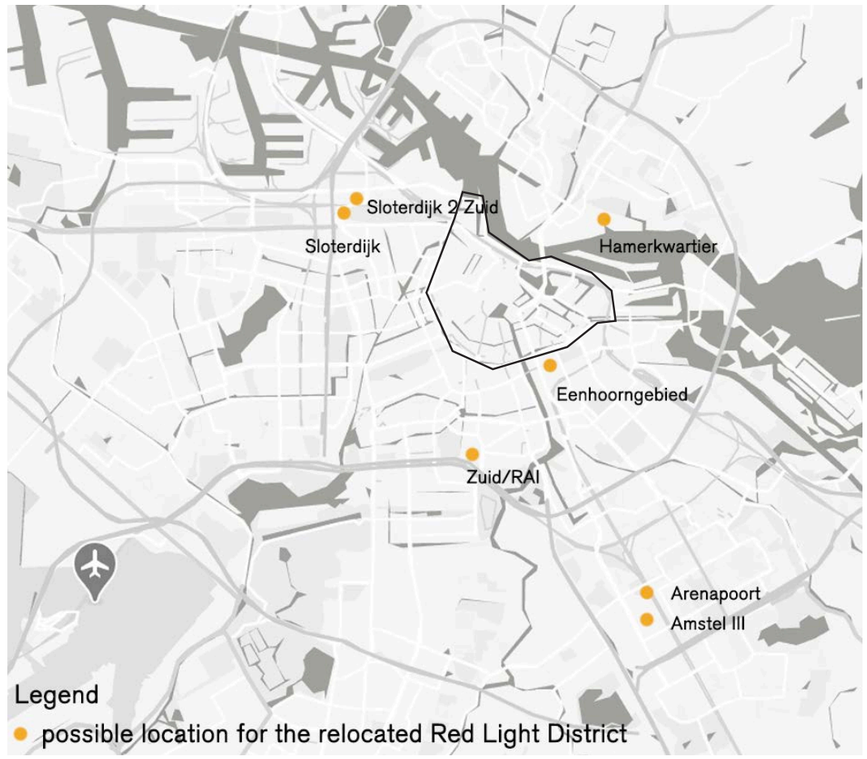


Fig. 2.15 Possible location for the relocated Red Light District (Author,2020)

2.3 Problem Statement

The negative externalities of the over-concentrated night-time economy agglomeration in Amsterdam's city center lead to intense conflicts between nightlife groups and residents. Given the current shortage of law enforcers, police officers and volunteers, governance measures cannot be wholly relied on.

State-led commercial gentrification, which mainly refers to purchasing properties of night-time industry venues and transforming the area into a tourist block, is an effective means of improving environmental quality and introducing night-time industries for the middle class. But its consequences also include rising land prices and real estate speculation, leading to the massive closure or removal of night venues in the inner city. On the one hand, the negative impact of gentrification on the night-time economy is not conducive to social justice because it damages the diversity of night-time industry and culture and result in cultura displacement. Besides, the homogenization of the commercial landscape caused by gentrification will destroy Amsterdam's inclusive, diverse and open-minded urban identity in the widespread impression, resulting in a decline in the city's comprehensive competitiveness.

As there is a tendency to develop night-time industry in peripheral new city centers, planning the night-time economy based on the polycentric city model has emerged in policymaking in Amsterdam. However, there is no systematic and integrated spatial planning to guide the development of night-time economy clusters in the periphery. Therefore, how to reasonably use planning methods to facilitate the development of peripheral night-time economy clusters in Amsterdam is an urgent problem that needs to be solved.

A beloved club launched the Save Our Spaces campaign ahead of New Year's Eve 2019. "We are in danger," the venue's website reads. "It's time to respect the clubs as they are, to acknowledge our cultural contribution and to give us a permanent place to exist." (Griessmuehle, 2019)

Fig. 2.16 Save Our Spaces campagne. (Griessmuehle, 2019)
Source: https://griessmuehle.de/sos

03

Methodology

The purpose of this chapter is to explain the key approach and process of the research, and to clarify the alignment of selected methods and research questions. The chapter will first introduce the research questions and aims, then explain the research design and selected methods for specific questions, and finally discuss the ethical standards and time planning.

Alert Dros, 2020
source: https://www.youtube.com/watch?v=yu3pvWGnYVs&feature=youtu.be

3.1 Research Question

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?

SUB QUESTION 1

What is the rationale for the development of night-time industry clusters in the peripheral centers of Amsterdam?

SUB QUESTION 2

Where are the possible locations for night-time industry clusters outside the inner-city of Amsterdam?

SUB QUESTION 3

What are the current situation and potentials of the peripheral night-time economy clusters?

SUB QUESTION 4

What are possible strategy and design interventions to activate the peripheral night-time economy clusters, while minimizing the negative externalities?

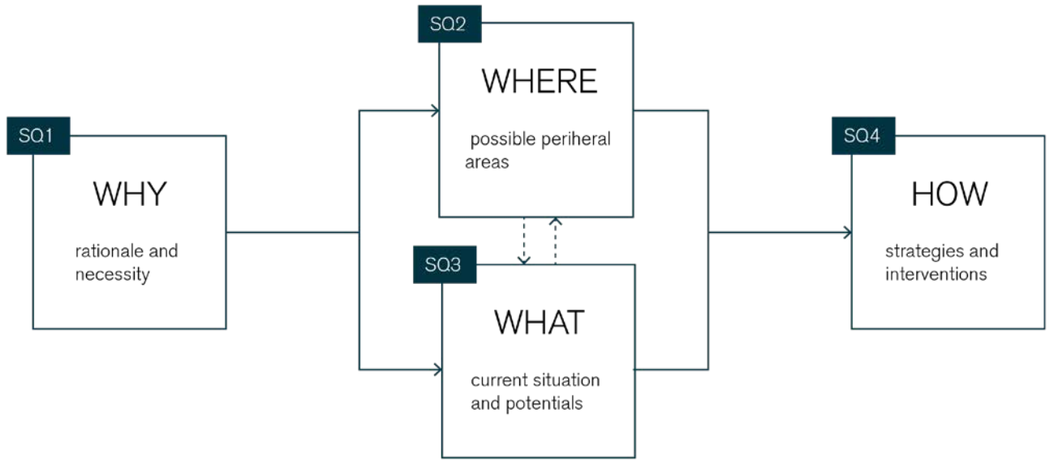


Fig. 3.1 Relationship between sub- questions (Author, 2020)

3.2 Research Aim

First of all, this research attempts to develop peripheral night-time economy clusters to disperse flows in time and space, in order to alleviate the negative effects caused by over-concentrated night-time industries in the inner city and protect the night-time economy's diversity threatened by gentrification.

Besides, this research aims to identify and study potential areas on Amsterdam's periphery centers that can be used to develop the night-time economy clusters. The goal is to bring development opportunities to peripheral centers, benefiting the local community while minimizing the negative impact of the night-time economy.

Finally, this research will elaborate on linking the two separate fields of urban polycentricity and night-time economy planning, optimizing the polycentric network of the night-time economy in Amsterdam through spatial planning and design interventions. The goal is to promote a diverse and balanced development of the night-time economy from the city's overall perspective.

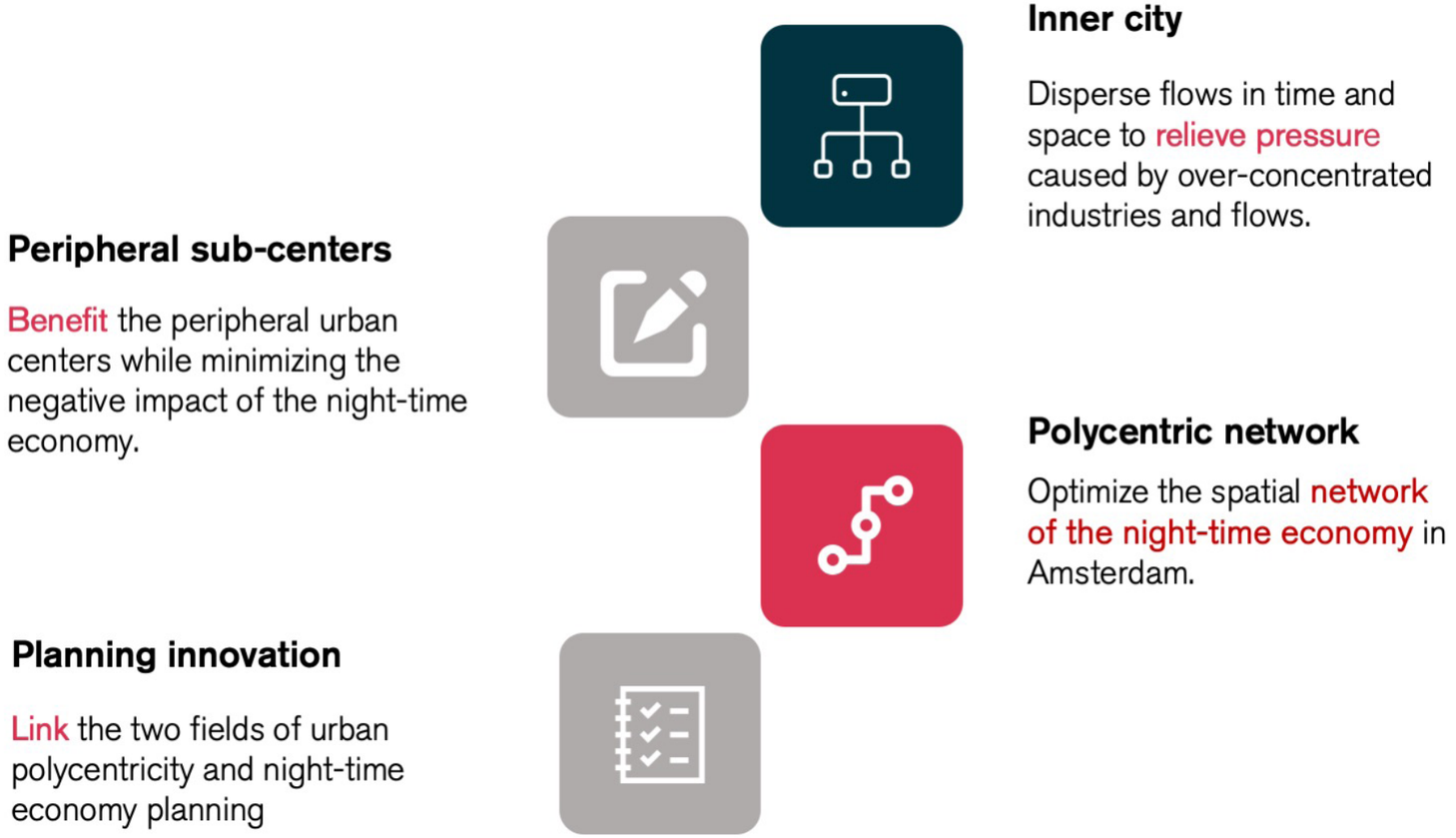


Fig. 3.2 Research Aim (Author, 2020)

3.3 Conceptual Framework

The conceptual framework demonstrates how concepts are organised to answer the research questions. The night-time economy planning based on polycentric network can relieve the environmental and social pressure on the city center can metigate the impacts of gentrification through the synergy between urban centers.

To optimize the polycentric network of the night-time economy in Amsterdam, this project will focus on facilitating the development of night-time economy clusters in the peripheral urban centers. The strategy-making requirements include two main aspects, which are stimulating the development while minimizing the negative externalities. By an integrated strategic framework and design interventions balancing the two concerns, peripheral night-time economy clusters will be developed to contribute to the polycentric network.

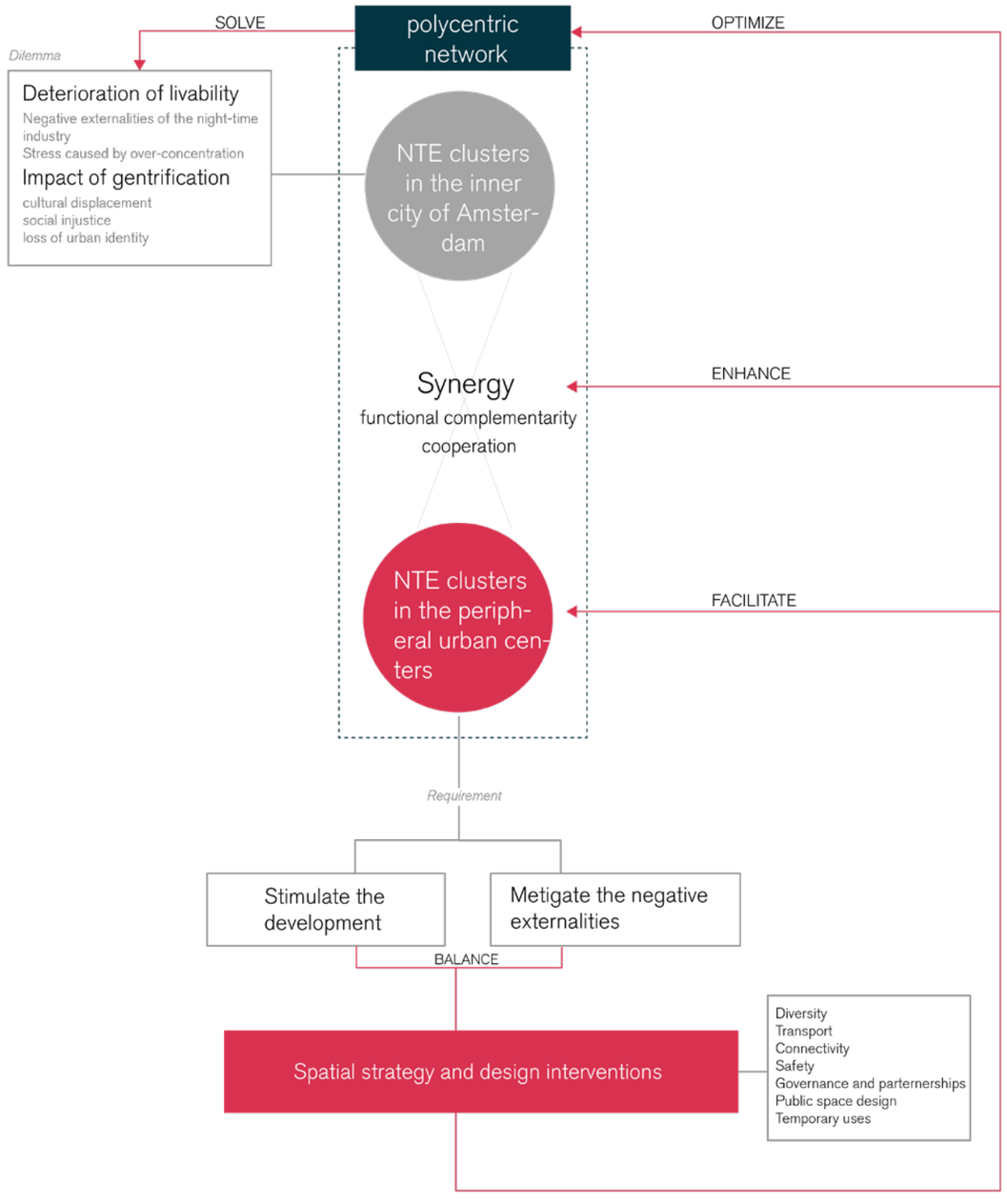


Fig. 3.3 Conceptual Framework (Author, 2020)

3.4 Methodological Framework

METHODOLOGY

The research consists of three parts, which are organized by the sub-questions. Based on the literature review and the Amsterdam context, the first part draws the rationale for developing night-time industry clusters in peripheral urban centers. The second part explores potential night-time economy clusters and analyzes the current situation and potentials through mixed methods. The last part will propose integrated spatial strategies to balance the two concerns of stimulating the development of the night-time economy and controlling negative effects, as well as exploring spatial interventions for specific peripheral night-time economy cluster.

The first part focuses on the rationality of fostering night-time economy clusters in the periphery urban centers of Amsterdam. The literature review concludes that polycentric model would help to alleviate the pressure of the night-time clusters on Amsterdam's inner city and the threat that gentrification poses to the cultural diversity, social equity, and urban spirit.

The second part explores the possible locations for peripheral night-time industry clusters based on the research of Van Der Heijdefive (2012), which identified eight new urban centers in the periphery of Amsterdam. The consumer service center in each peripheral urban center will be analyzed by the analytical framework to evaluate the suitability to develop night-time economy clusters. The analytical framework will refer to the factors influencing night-time economy development from the *City of Ryde Night-time Economy Study* by Cred Consulting (2016), including diversity, transport, connectivity, safety, governance and partnerships, public space design, and temporary use. Mixed methods include socio-spatial analysis and mapping, field work, literature and policy review. Current situation and potentials of each factor will be summarized to provide a basis for the strategy and design.

As a graduation thesis of urbanism, the last part is to develop spatial strategies and explore spatial design interventions. The research will first summarize the theory and practice through literature review, policy review and

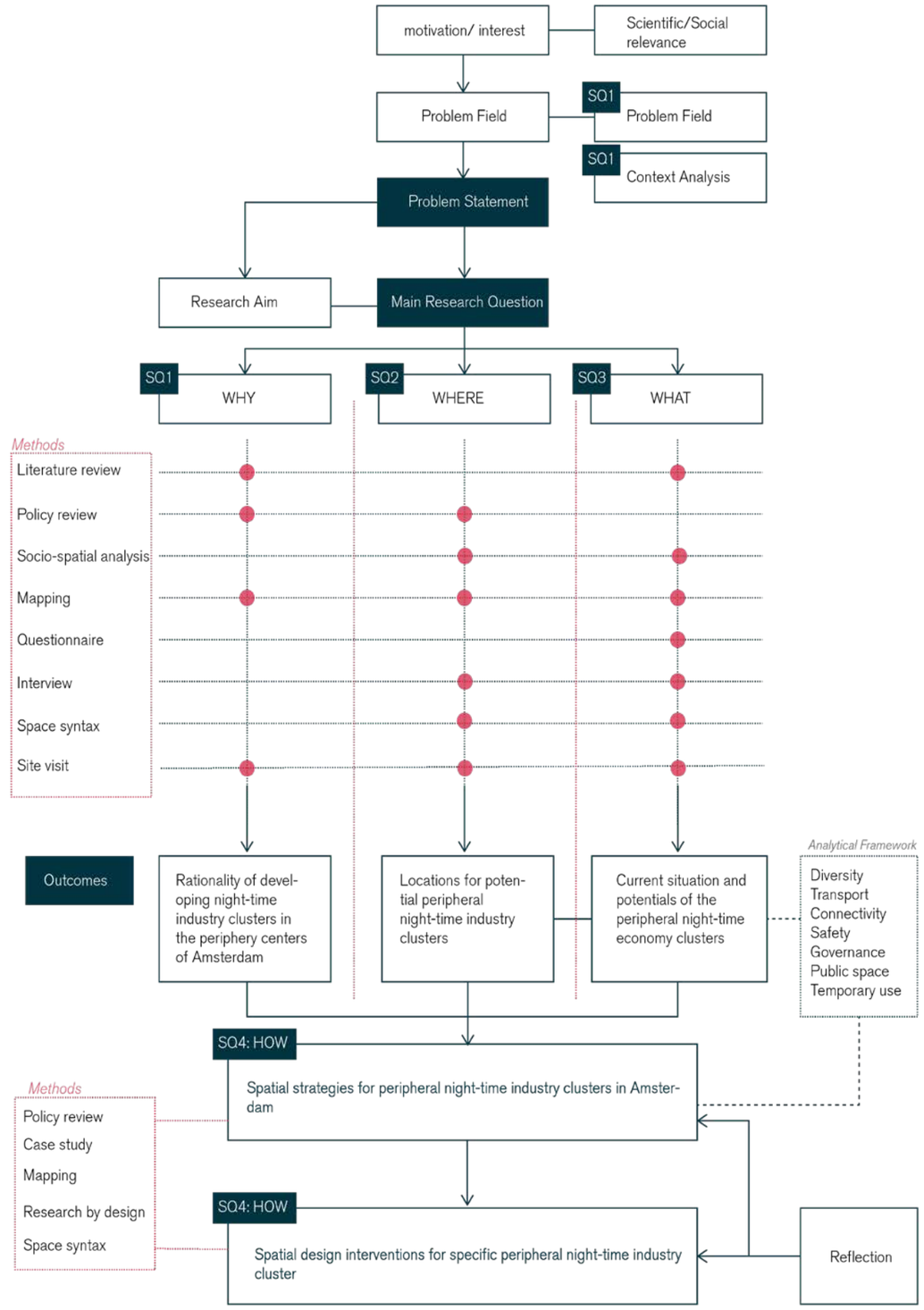


Fig. 3.4 Methodological Framework (Author, 2020)

case studies. The summarized generalized strategies are then adjusted based on the analysis conclusions in Part 2 to develop visions and spatial strategies for Amsterdam's peripheral night-time economy clusters. Then, the study will scale down to specific peripheral sub-center to explore the spatial design using the strategic framework as a guide.

RESEARCH SCALE

In the thesis, Amsterdam is defined as the municipality of Amsterdam, which is the area of 165.50 km² consisting of eight boroughs (*stadsdelen* in Dutch). The city center is defined as the Amsterdam-Centrum district where the night-time economy is concentrated. The periphery refers to the other seven boroughs. In terms of the spatial scale, the thesis discusses the polycentricity within the city of Amsterdam.

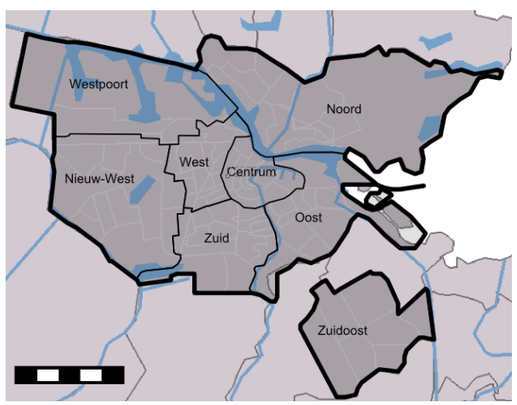


Fig. 3.5 Boroughs of Amsterdam (Wekipedia, 2020)

INTENDED OUTCOMES

1. A vision and strategies for developing peripheral night-time economy clusters in Amsterdam.

2. Spatial and institutional design intervention of one specific peripheral night-time economy cluster based on strategic toolbox.

3.5 Methods

Literature review

Type: qualitative
Relatetd sub-questions: 1,3
Associated with: socio-spatial analysis, mapping

First, the literature review in this research aims to explain the rationale of the methodology. The literature includes the categories, negative effects, and influencing factors of the night-time economy, gentrification and its negative impacts on the night-time economy, and urban polycentricity and synergy. The review is to link the three domains and demonstrate the theoretical foundation of the approach. Besides, the seven dimensions of the analytical framework will also be explained by related literatures.

Policy review

Type: qualitative
Relatetd sub-questions: 1,2,4
Associated with: literature review, mapping, research by design

The policy analysis is part of the contextual analysis to help frame the main research question as the trend toward the night-time economy's polycentric networks emerged from existing policies. The analysis of existing policies also informs the choice of locations for potential peripheral night-time economy clusters. Also, the analysis of existing policies of Amsterdam and other cities can guide and adjust strategy making.

Space syntax

Type: qualitative
Relatetd sub-questions: 2,3,4
Associated with: socio-spatial analysis, mapping

Space syntax will be used in this project as a tool for analysis, design and evaluation. First, the angular analyses with high metrical radii will be used to derive peripheral sub-centers on a regional scale, helping to locate potential suburban night-time economy clusters. The angular analyses with low metrical radii help observe the degree of local integration and provide a basis for improving connectivity. The Micro Scale Analyses can reflect the permeability and visibility between streets and buildings, guiding the design of safety enhancements.

Case study

Type: qualitative
Related sub-questions: 3,4
Associated with: policy review, Social-spatial analysis and mapping

In terms of the case study, this project will refer to the methodology used in the *City of Ryde Night-time Economy Study* developed by Cred Consulting (2016). The analytical framework of the night-time economy in the case, including eight indicators, will be adjusted and used in this project. Besides, the questionnaire on the current night-time activities and the factors that activate the night-time economy in the case will also be used as a reference.

Questionnaire

Type: mixed
Relatetd sub-questions: 3
Associated with: site visit, socio-spatial analysis, mapping

The purpose of the questionnaire in this project is to investigate people's night-time activity patterns in Amsterdam, including people's current night-time activities in potential suburban night-time economy clusters and people's preferences for future development. The questionnaire will be distributed through a combination of online and offline distribution (if possible), and the target group will not be restricted by place of residence, status, or age. The questions and options will refer to the *City of Ryde Night-time Economy Study*. For example, the main reasons for going out at night can be dining at a restaurant, visiting or meeting up with friends, going to a pub/ bar for a drink, going to the cinema or theater, going to the night markets or night shopping. But there will also be modifications to fit the Amsterdam context, such as adding an option of going to clubs and dancing.

Socio-spatial analysis and Mapping

Type: mixed
Relatetd sub-questions: 2,3,4
Associated with: space syntax, literature review, case study, questionaire

In this project, the role of social-spatial analysis and mapping is to manifest economic, social, and cultural information in a spatial dimension. Based on the indicators obtained from the case study: diversity, transport, connectivity, safety, governance and partnerships, public space, and temporary uses, the project will map out the information of the potential peripheral clusters spatially. The results will also be used to guide strategy and spatial design.

Site visit

Type: qualitative
Relatetd sub-questions: 1,2,3,4
Associated with: literature review, questionaire

The site visit will observe the negative effects of the night-time economy and gentrification impacts in the inner city. Also, potential suburban night-time economy clusters derived from the analysis will be visited, observing the analytical framework's dimensions. Admittedly, observations from the site visits may be affected since business is temporarily suspended due to the epidemic.

Research by design

Type: qualitative
Relatetd sub-questions: 4
Associated with: policy review, case study, socio-spatial analysis, mapping

The research and design of this project are closely integrated. Literature research, policy research, and socio-spatial analysis are used to design possible strategies. A multi-scale design experiment is conducted to explore strategies and elements for fostering night-time economy clusters in different contexts.

3.6 Analytical Framework

The thesis designed an analytical framework based on the main factors that influence the development of the night-time economy in *City of Ryde Night-time Economy Study*. Through a literature review of local, national and international research, the factors were reinterpreted in this study. The factors' definitions in this thesis and analysis plan are briefly described here. Details of related theories will be developed in the next chapter.

1. Diversity of activities

According to the Adelaide Night-time Economy Plan 2016, the study defines diversity as at least four different night-time economy activities available in a cluster. The plan is to comparatively analyze the diversity of the night-time economy clusters at the same scale in the inner city and peripheral centers, and to investigate the citizen's night activity patterns and their willingness to engage in activities that need to be offered in the peripheral night-time economy clusters.

2. Transport

Transport analyis in this study includes analysis of public transportation accessibility, pedestrian accessibility, bicycle and private car accessibility, and parking availability.

3. Wayfinding and connectivity

Connectivity refers to logical, well-used and well-lit routes, pathways or circuits between public transport station and night venues. The study plans to analyze the spatial integration of streets in potential peripheral night-time economy sub-centers through spatial syntax and to observe the connectivity of roads through site visit.

4. Safety and risk

Safety in this study refers to the perception of safety in outdoor public spaces. There are many factors that affect the perception of safety, Boomsma and Steg (2014) concluded that one of the most important physical factors is lighting. Lighting includes functional lighting and creative lighting, which will be studied by site visit.

5. Governance and partnerships

The study will review current plans, policies and regulations, and analyze the partnerships between stakeholders and actors, including police, local authorities, emergency services,

Factors	Defination	Method
Diversity	At least four different NTE activities available in a variety of locations	socio-spatial analysis questionnaire
Transport	Public and private transport accessibility, parking availability	socio-spatial analysis
Connectivity	Pedestrian links between public transport station and night venues	space syntax site visit
Safety	Security perception of outdoor public space, focusing on lighting	site visit
Governance and partnerships	Policies and partnerships between various stakeholders and actors	policy review stakeholder analysis
Public domain design	Design of public spaces to support outdoor public activities	literature review site visit
Temporary uses	Regularly used for temporary uses and pop ups	site visit news review

Fig. 3.6 Analytical framework (Author, 2020)

night-time businesses and communities.

6. Public space design

A vibrant night-time economy needs high-quality, well-serviced, and active public spaces. Public space design in the study includes design of open space and street furniture. The analysis will be based on public space design theory for observation and evaluation.

7. Temporary uses and pop ups

Temporary uses and pop ups refer to venues that are regularly used for night-time activities, such as night markets, food trucks, and shows. The analysis will be based on site visit and reviewing news report.

The analytical framework also serves as the basis for the strategic framework, and the results of the analysis will provide support for the strategy making and spatial design. Figure 3.6 conceptually illustrates the plan to generate an integrated strategic framework based on strategies from various domains.

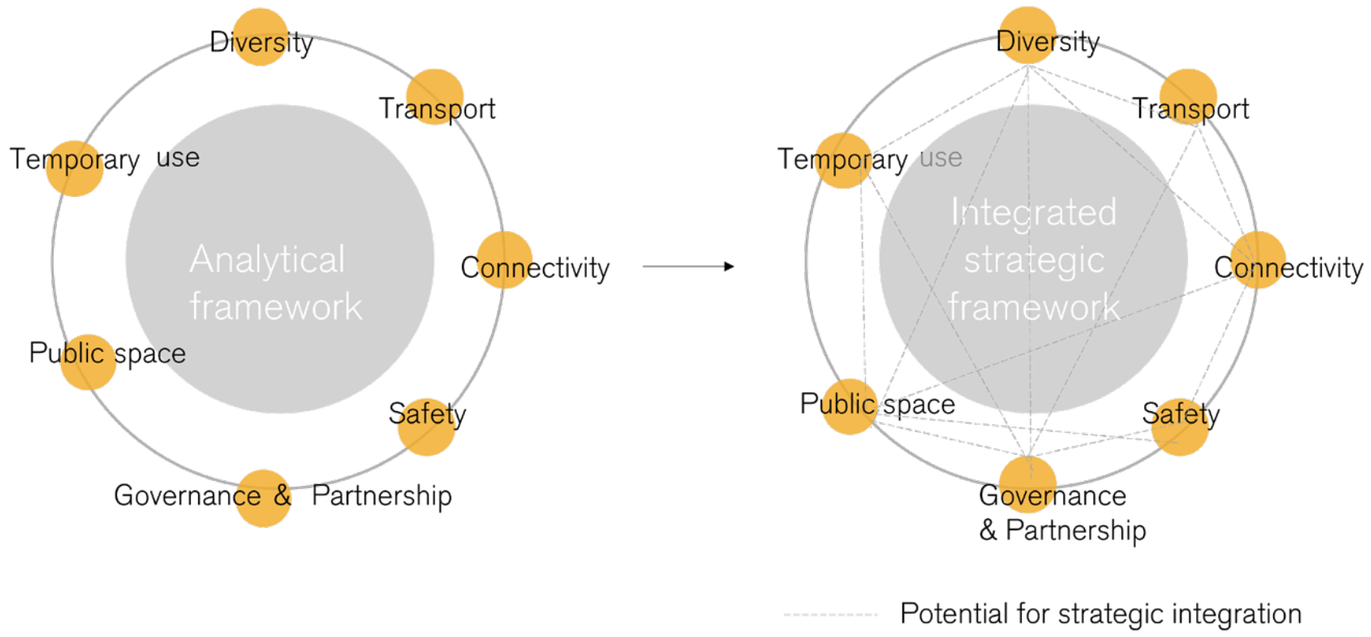


Fig. 3.7 Scheme of the formation of strategic framework (Author, 2020)

3.7 Theoretical Framework

The current theoretical framework of the research is the literature review outcome until P2, mainly consisting of four parts: the night-time economy, commercial gentrification, polycentric city and planning and managing the night-time economy. Fig. 3.7 briefly shows the highlights and the roles of the theories supporting the thesis. The detailed theoretical underpinning will be developed in the next chapter.

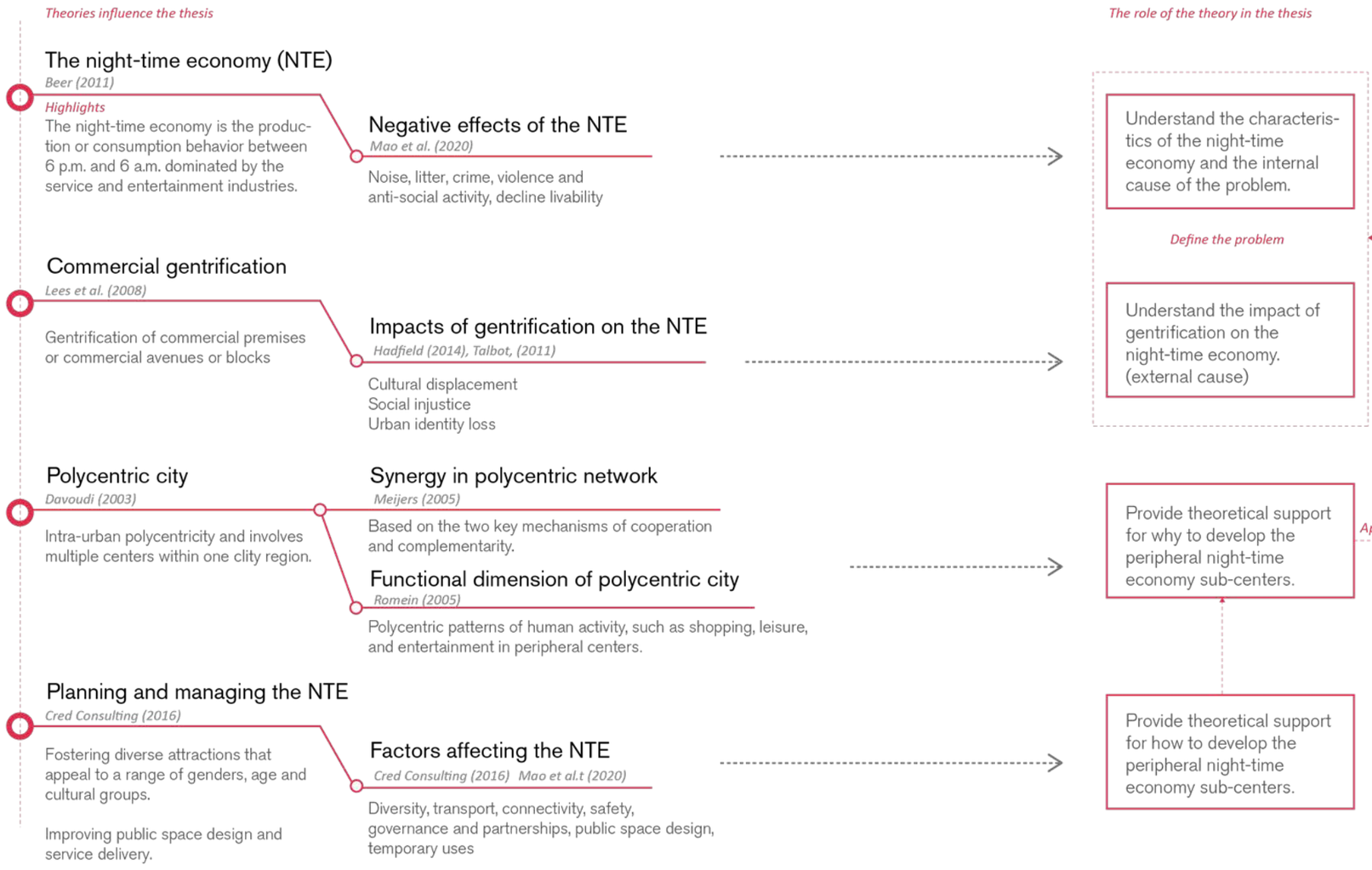


Fig. 3.8 Theoretical Framework（Author, 2020）

3.8 Time Planning

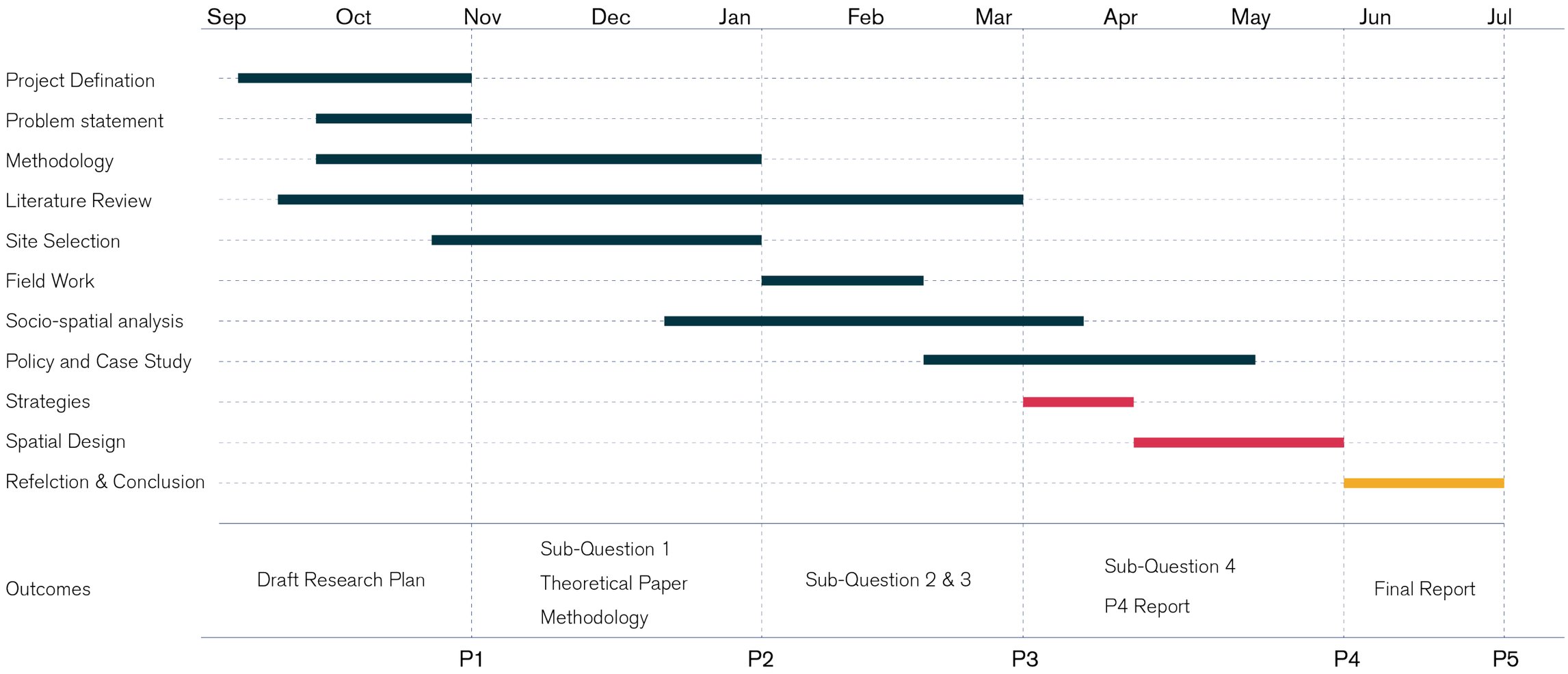


Fig. 3.9 Time Planning (Author, 2020)

3.9 Summary

The chapter explains the structure of the thesis with the research design and principal methods. The thesis targets the dilemma of the current dilemma of Amsterdam's night-time economy, which is to improve the livability of the inner city while mitigating the impact of gentrification on the night-time economy. It aims to foster night-time economy clusters in the peripheral urban centers to shift the structure of night-time economy from monocentric to polycentric network, in order to alleviate the pressure of the night-time clusters on the inner city and the threat that gentrification poses to the cultural diversity, social equity, and urban spirit.

The research is organized by the four sub-questions: why, where, what and how. Mixed methods will be used in the four domains to understand the rationale and necessity to develop peripheral night-time economy clusters, the potential locations, the vision of the peripheral night-time economy clusters and spatial interventions.

04

Theoretical Underpinning

4.1 The night-time economy
4.2 Gentrification
4.3 Polycentric city
4.4 Planning and managing the night-time economy

Alert Dros, 2020
source: https://www.youtube.com/watch?v=yu3pvWGnYVs&feature=youtu.be

4.1 The Night-time Economy

Definition and categories of the night-time economy

There is no unified understanding of the definition of the night-time economy in the academic community. In general, the night-time economy has both economic and social attributes. The economic attribute emphasizes the economic activities that occur at night, mainly referring to the production or consumption behavior related to leisure and entertainment services. The social attribute emphasizes the various daily activities and social behaviors that occur in the city's public space at night.

The thesis focuses on the economic attribute of the night-time economy, using the definition proposed by Beer (2011), which states that the night-time economy is the production or consumption behavior between 6 p.m. and 6 a.m. dominated by the service and entertainment industries. Based on the classification of the night-time economy by Cred Consulting (2016), Greater London Authority (2018), Wikipedia (2020), this thesis classifies the sectors, activities and places in the night-time economy (Figure 4.2). The night-time economy consists of core (food, alcohol, and entertainment) sectors and non-core (transport, accommodation, retail, education services) sectors.

The night-time economy clusters

In the thesis, the night-time economy clusters are spatially defined as clusters of night-time service and entertainment industries and activities. According to the diversity of the sectors and time dimension, PwC Strategy& (2019) distinguishes three types of night-time economy clusters by literature review. First is the night extension type, which refers to the extension of service industries such as catering, shopping and other daytime activities to the night, such as night market, which has less diverse sectors. The second type is night-specific, including bars, KTV, clubs, theaters, and other service industries mainly at night, attracting specific nightlife groups. Besides, integrated clusters feature city night lights and landmark buildings, combined with culture, entertainment, tourism activities and life support, to form integrated nightlife clusters such as Tokyo Roppongi, Singapore Marina Bay, etc.

Three waves of research of urban night-time economy

Hadfield (2015) defines three waves of research in the emerging field of urban night-time economy research. The context of this thesis is the views and claims of the third wave. The first wave of research represented by Bianchini (1995) affirmed the role of the night-time economy in the revitalization of the inner city, which actively encouraged the development of the night-time economy. The second wave of research was influenced by the increasing violence and disorder caused by the massive expansion of the alcohol-focused night-time economy. Most of the second wave of research viewed the night-time economy narrowly as equivalent to the drinking and entertainment industries, focusing on the drinking and entertainment industries and the problems that resulted from them. The development of the leisure and entertainment industries and the diversification of the understanding of the night-time economy in the 21st century led to the third wave of research on the night-time economy. Scholars have proposed a series of policy measures to develop the night-time economy (Hadfield, 2009) and noticed the negative impacts of gentrification measures on the night-time economy (Seijas, 2014).

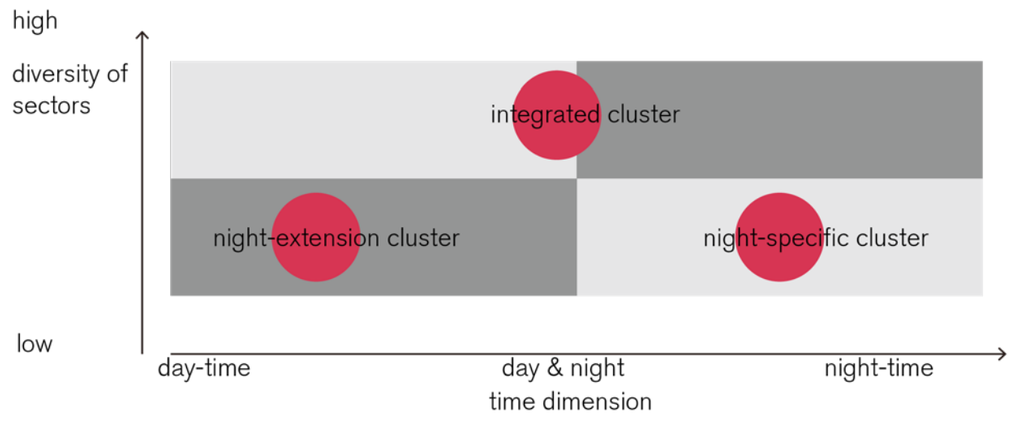


Fig. 4.1 Types of night-time economy clusters (Author, 2020) Base on PwC Strategy& (2019)

Night-time sectors, activities and places

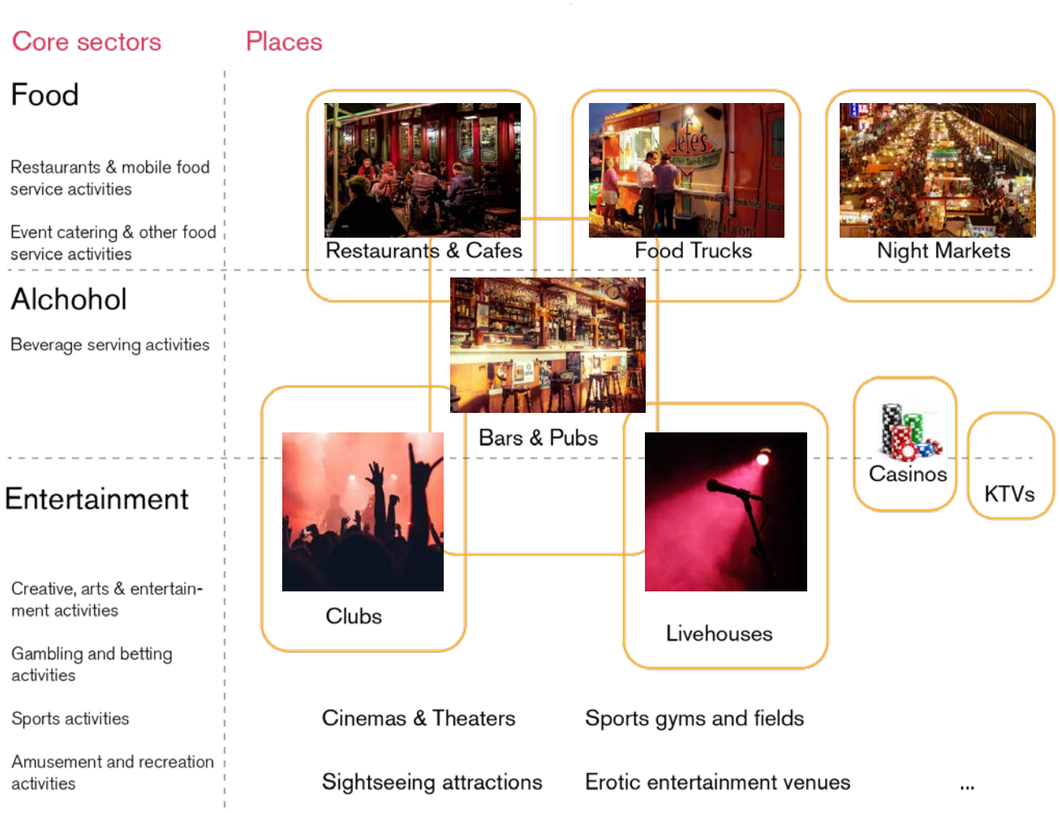


Fig. 4.2 Sectors, activities and venues of the night-time economy (Author, 2020)
Based on Cred Consulting (2016), Greater London Authority (2018), Wikipedia (2020)

Negative effects of the night-time economy

The negative effects of the night-time economy are defined as noise, litter, crime, violence and anti-social activity, and diminished livability. Norse et al. (2018) argue that the night-time economy's negative social impact is the decline of livability of night-time cities. Roberts and Eldridge (2012) assume that most of the negative effects of the night-time economy are closely related to the alcohol-concentrated sectors. The negative externalities associated with the alcohol-based sectors include noise, litter, and security problems(Mao et al., 2020). Besides alcohol-related industries, the leisure industry may also have negative impacts. Norse et al. (2018) found that most Barcelona residents complain that night tourists create a lot of noise and left a large amount of garbage at night.

4.2 Gentrification

Gentrification

The concept of gentrification originally referred to the transformation of marginalized and post-industrial areas of urban centers into middle-class residential neighborhoods beginning in the 1960s (Zukin, 1987). With the expansion of gentrification research, the concept now encompasses all processes related to both production and consumption spaces, involving changes in the number and status of land users and giving the new land users a higher socio-economic status than the former (Uitermark & Duyvendak, 2007). In the broad context of gentrification, concepts such as commercial gentrification and retail gentrification have been developed to describe the processes of change in the commercial and retail environment.

Commercial gentrification

The thesis uses the concept of commercial gentrification to describehe state-led gentrification led by the municipality of Amsterdam of the inner-city area to manage the over-concentrated night-time economy. Commercial gentrification refers to the gentrification of commercial premises or commercial avenues or blocks (Lees et al. 2008). The concept has been widely understood as a consequence of residential gentrification (Kosta, 2019). However, with the increasing research on commercial gentrification, this concept has gradually deviated from the "neighborhood" premise of classic gentrification, that is, it is decoupled from the residential realm. Kosta (2019) believes that the separation of the concept of commercial gentrification allows an independent understanding of the reconfiguration of urban commercial space.

Gentrification and the Closure of Nightlife Venues

Under the concept of commercial gentrification, high-end night activities aimed at the middle class have replaced low-end activities, leading to massive closure of nightlife venues directly and indirectly. Direct causes include state-led acquisition of properties of nightlife venues and the policy regulation on the operation of nightlife venues (Kolioulis, 2018). In terms of indirect causes, most nightlife venues are not able to afford the rising rent due to their low bidding capacity. Besides, the consumption pattern of the middle class supported by commercial gentrification has driven out some consumption patterns of the night economy. Although the middle-class desires diversity and difference, they tend to self-isolate rather

than tolerate (van Liempt & Chimienti, 2017). The market tends to rich consumer groups and provides them with risk-free and safe entertainment. (Chatterton & Hollands, 2003).

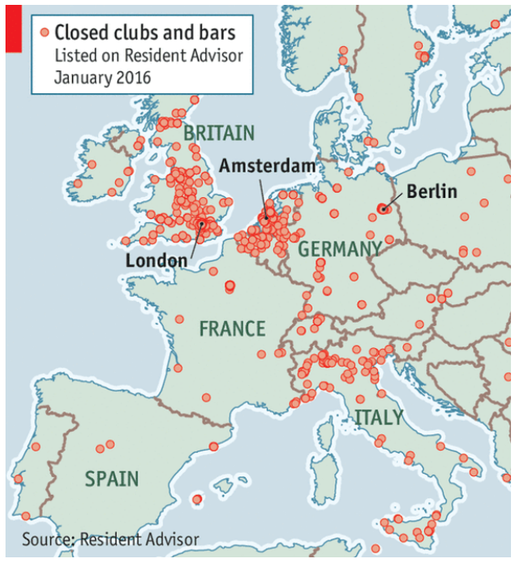


Fig. 4.3 Closed clubs and bars (The Economist,2016)
Source: Resident Advisor

The Impacts on the Night-time Economy

The thesis focuses on the negative impact of gentrification on the night-time economy in the socio-economic and cultural spheres, including cultural displacement, social injustice and urban identity loss.

Cultural displacement is defined as the displacement of night culture caused by the cultural colonization of the middle class. In the contemporary geography field, displacement usually describes dispossession and forced eviction processes on various scales (Elliott-Cooper et al., 2020). As mentioned above, commercial gentrification has strengthened the consumerism-led concept of nightlife and given support to "high culture", a monoculture based on middle-class consumption. Therefore, some night subcultures based on young people, alcohol consumption and disorder are marginalized (Talbot, 2011), such as youth subculture, club culture and alcohol-related culture, etc. The unique and long-standing social scenes associated with the working class, drinking, and music in the night-time economy have been driven by commercial gentrification in the city center (Hadfield, 2014), adversely affecting cultural diversity and integration.

Social injustice is defined as the culture of specific individual and group in the night-time economy is treated inequitably and unfairly. Although social justice is an ideal state rather than a reality, gentrification has exacerbated the night-time economy's social inequity issues. First of all, as a policy measure, gentrification represents the official orientation of the night economy. The cultural enjoyment represented by subcultures has long been excluded from the scope of approval and promotion, lacking recognition and support (Hadfield, 2014). Besides, night venues' closure makes the night-time group lose the fair opportunity for study and growth. Since not everybody can go to school or university, nightlife offers informal learning and talent development opportunities (The Guardian, 2016). The night-time industry has also created a large number of low-threshold job opportunities. The rights of these affected groups to equal development are threatened.

Loss of urban identity refers to the decline of urban identity resulted from the homogenization of the urban commercial landscape caused by gentrification. Cheshmehzangi and Heat (2012) describe urban identity as "meaningful entities that establish spatial inter-relationships and support a relationship between socio-environmental values and the nature of space." The developed and mature night-time economy clusters have cultivated unique urban identity through the relationship between night culture and the space. Nevertheless, commercial gentrification transforms the unique night economic clusters into uniform middle-class tourist districts. As for Amsterdam, the homogenization of the commercial landscape caused by the transformation will destroy the inclusive, diverse and open-minded urban identity in the widespread impression, resulting in a decline in the city's comprehensive competitiveness.

Summary

In conclusion, gentrification is a complex and contradictory measure of managing the night-time economy's negative externalities. What needs to be acknowledged is that gentrification is an effective means of improving livability and diversifying the night-time economy in the inner city by introducing night-time industries for the middle class. But real estate prices and transplanted middle-class consumer culture marginalize subcultures in nightlife (Hae, 2010), exacerbates social inequality, and weakens urban identity. In response to the impact of gentrification on the night-time economy, global cities are actively exploring policy innovations.

4.3 Polycentric City

Polycentric city model

In general, the monocentric city model has been replaced as the dominant model of urban spatial organization by the polycentric model since the 1980s (Romein, 2005). At three different spatial scales, which is the intra-urban scale, inter-urban scale and inter-regional scale, the polycentric urban model means three different forms distinguished by Davoudi (2003). The first type is the polycentric city, which emphasizes intra-urban polycentricity and involves multiple centers within one city region. The second type is the polycentric urban region, which emphasizes inter-urban polycentricity and involves an area with multiple cities. The third type is a combination of multiple polycentric urban regions. The thesis takes the intra-urban scale and focuses on the polycentric city of Amsterdam.

Polycentric urban network

At the inter-city scale, the polycentric urban network can be viewed as a network consisting of cities, inter-city relationships, and flows between cities (Meijers, 2005). Analogously, at the intra-city scale, the network in a polyentric city is composed of centers and the interactions and flows between centers.

Regarding the transformation from model of monocentricity to polycentricity, Romein (2005) assumes that this process includes three dimensions: the spatial typo-morphology of the urban structure, the redistribution of urban functions and the functional mixing of multiple centers, and the spatial networks of functional interactions between the centers. The formation of a polycentric city can be understood as a process in which urban functions are redistributed in space based on typo-morphology and reshape the urban structure.

Synergy in polycentric network

The concept of synergy first appeared in economics and is generally expressed as 1 +1>2, which can be understood as an enhancement in network performance through efficient interaction (Meijers, 2005). Synergy is based on the two key mechanisms of cooperation and complementarity. Cooperation in regional synergy refers to cities associate with each other to achieve a certain common goal, resulting in economies of scale and other positive externalities (Meijers, 2005). Complementarity emphasizes differentiation in the economic roles, public service, and cities' functions in a polycentric network.

At the intra-urban scale, the synergy theory is also applicable to multiple urban centers. In conclusion, through cooperation and complementarity, synergy forms a polycentric network with more diverse functions, more efficient resource circulation, and wider influence.

Spatial organization of consumer services in the model of polycentricity

The polycentric urban pattern includes two dimensions, the morphological dimension and the functional dimension. The morphological dimension involves the emergence of clusters of businesses and services (including leisure and recreation) in new sub-centers in the suburbs. The functional dimension refers to polycentric patterns of human activity, such as shopping, leisure, and entertainment in suburban sub-centers (Romein, 2005).

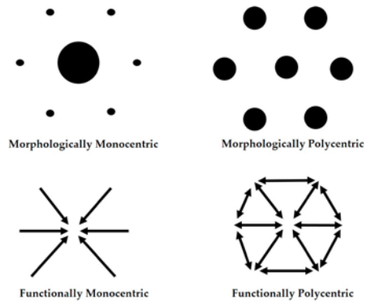


Fig. 4.4 Morphological and functional polycentricity (Kwon & Seo, 2018)

In a monocentric city, consumer service provision is organized in a highly regular hierarchical spatial pattern, which is explained by the key notions of proximity, centrality, hierarchy, verticality and size-dependency (Romein, 2005). The highest level of service, concentrated in the city center, attracts consumers throughout the city and its hinterland. In a polycentric model, the vertical hierarchy of consumer service centers still exists, but the highly regular vertical hierarchy has been replaced by a "cross-over" network(Romein, 2005), composed of the key notions of accessibility, nodality, and a size-neutrality pattern. Accessibility replaces proximity, significantly reducing the impact of distance on consumer activity. Nodality replaces centrality, explaining the location of peripheral sub-centers at the nodes of the network transportation system. The location-dependent size of centers is replaced by a size-neutrality pattern that supports the emergence of larger or higher-level centers or recreation sites on the periphery of cities.

The network model will be used in this thesis to explain the spatial organization of the night-time economy clusters in a polycentric city. Accessibility and nodality enable peripheral night-time economy centers to attract consumers from the city-level hinterland.

Moreover, nightlife venues' size and service level in peripheral night-time economy centers can be larger and higher than those of inner-city.

Summary

According to the literature review, a polycentric urban network at intra-urban scale emphasizes the linkages and flows between multiple centers, which can disperse clustering pressure in a single center. The synergy generated through cooperation and complementary mechanisms between the core center and peripheral new centers can increase functional diversity, rational resource allocation, and economies of scale. In terms of functional dimension, the consumer service centers can also be spatially organized by a polycentric network model. It can be inferred that planning the night-time economy based on a polycentric network enables the synergy to solve the dilemma facing Amsterdam's night-time economy. At present, the night-time economy cluster in the core center (inner city) are over concentrated, while the clusters in the new peripheral centers are not sufficiently developed. Therefore, the thesis proposes the position that to facilitate the night-time economy clusters in peripheral urban centers can optimize the polycentric network of the night-time economy, facilitate the flows of people and resources between the centers through cooperation and complementary mechanisms, and strengthen Amsterdam's night-time economy holistically.

Amsterdam's 24-uursvergunning (24-hours permits) policy can provide a glimpse of the effects of a polycentric night-time economy network. The policy allows specified nightlife venues in the suburbs to extend the opening hours. By leading the growing number of night tourists away from the city center, the project significantly reduced the nuisance to inner-city neighborhoods. Moreover, different from the night venues in the inner city with narrow space and low functional mix, the night venues on the periphery of the city are generally larger in scale, with a more unique and complete nightlife experience. Besides, most of the licensed venues are located in highly accessible nodes near the outer-ring highway, which helps to disperse flows of people and reduce nuisance. The policy only discusses scattered night-time venues on the periphery of the city and indicate less about the notion of clusters though. The improvement of the inner-city livability, the diversification of the sectors and the redistribution of flows in time and space are the expected effects of a polycentric night-time economy network.

A balance between concentration and dispersion

Essentially, the polycentric network of the night-time economy is a balance between concentration and dispersion of the night-time industries. Whether night-time industries in the city should be concentrated or decentralized in time and space is a fundamental question for managing the night-time economy in the spatial dimension (Tiesdell & Slater, 2006). The rationale for concentration is that the nuisance generated by the night-time economy is inevitable. Therefore, concentrating is conducive to making the best use of limited resources, including enforcement and public services, and spatially isolating the night-time economy from other urban functions, such as housing. But the problem with clustering is the limitation of a single area's spatial capacity, which is the current dilemma of Amsterdam's inner city.

The rationale for dispersal is that the nuisance is mainly due to density and congestion, which can be avoided by relieving flows. But dispersion can also lead to the spread of nuisances. Therefore, concentration and dispersion both have advantages and disadvantages. In practice, most local planning sections seek a balance between concentration and dispersion (Tiesdell & Slater, 2006).

Polycentric network can control the degree of clustering through the flows of elements, gaining economies of scale in multiple centers and avoiding excessive concentration of night-time industries on a regional scale. The concept of network provides ideas for integrating and balancing the two modes of concentration and decentralization of the night-time industries from a global and dynamic perspective.

4.4 Planning and Managing the Night-time Economy

Planning and Managing the Night-time Economy

The essential contradiction in developing the night-time economy is the conflict between pleasure and safety. On the one hand, hedonism promotes economic growth, which means that the development of the night-time economy cannot be excessively restricted. On the other hand, deregulation often results in increased crime and chaos, disrupting public order. Therefore, much of the research and literature about planning and managing the night-time economy has been focused either on ways to stimulate the development of the night-time economy or control it to mitigate the negative externalities (Rowe & Al, 2008).

With the worldwide practice of planning and managing the night-time economy, the theory of place management was developed as an integrated planning method to balance the two concerns of stimulating and controlling(Rowe & Al, 2008). The strategy entails bettering public space design and service delivery, as well as planning and controlling the night-time economy by promoting diverse attractions that cater to different genders, ages, and cultural groups. Diverse attractions, public space design and service delivery are further subdivided into spatial and institutional indicators to evaluate and formulating strategies for the night-time economy. Based on the literature review, the thesis summarizes the factors that affect night-time economy development into the following seven types:

Diversity

Diverse industries in a night-time economy cluster can significantly increase consumer participation, stimulate the city's vitality at night, and promote the night economy cluster's development. Roberts & Eldridge (2007) proved that different groups of people prefer various activities in the night-time economy through research. Research on the night-time economy increasingly focuses on managing the night-time economy by developing diverse night attractions, such as theaters, cinemas, and shops to attract people of different genders, ages, and cultural groups (Chatterton & Hollands, 2003).

Transport

The accessibility of the night-time economy clusters by frequent, high-quality public transport, on foot or cycle, is an essential factor affecting development. Eldridge & Roberts (2008) found from a survey of consumers in the night-time economy that for most people, the limiting factor for going out at night comes from the lack of transportation infrastructure. Negative consequences, such as alcohol-related abuse, are more likely when trains end at midnight and bus frequencies decrease. Accessible parking has also been found to increase customer satisfaction at night. (Cred Consulting, 2016).

Connectivity

Logical, well-used, and well-lit roads, paths, or circuits should link public transportation and nightlife venues. This will help to facilitate a critical mass of people in a specific location, as well as the establishment of other businesses and activities along these routes within clusters or hubs (Cred Consulting, 2016). Integration is the concept used in Space Syntax analysis to evaluate the connectivity of street. Commercial activities seem to take place in the most globally integrated streets (van Nes, 2014).

Governance and Partnership

Government should take the vision of the night-time economy into account in all of its plans, policies and regulations. The policy environment is an invisible environmental factor that affects people's cognition and behavior. Tiesdel & Slatter (2006) believe that in developing the night-time economy, although policies and regulations will not directly determine people's behavior, they will affect and regulate people's behavior. Policy support also affects the spatial pattern of night-time economy clusters.

Safety

Consumers' perceived safety in the night-time economy clusters affects consumers' willingness to participate, which is an important factor affecting the development of the night-time economy. Perceived safety is influenced by physical and non-physical factors. Boomsma and Steg (2014) concluded that one of the most important physical factors is lighting. Lighting includes functional lighting and creative lighting. It can improve people's sense of safety and surveillance, encourage them to use typically daytime spaces like parks at night, and make it easier for them to move down preferred pathways or circuits.

Quality of Public Space

High-quality, well-serviced and active public spaces are fundamental to thriving night-time economies. The quality of public spaces at A

vibrant night-time economy needs high-quality, well-serviced, and active public spaces. The right balance of public utilities, active street frontages, and space management determines the quality of public spaces at night (Cred Consulting, 2016). Yeo et al. (2016) also found that the design of outdoor public spaces, such as the design of public space entrance orientation, function, and street furniture, can extend the time consumers spend outdoors at night and contribute to the nighttime economy.

Temporary Uses

People have an increased perception of safety when there is a sufficient critical mass of people in their surroundings, so temporary uses can activate underutilized spaces and provide a sense of security to the urban environment. Furthermore, temporary uses may draw people to an area on a regular basis by providing them with a changing environment. (Cred Consulting, 2016).

05

Analysis

Alert Dros, 2020
source: https://www.youtube.com/watch?v=yu3pvWGnYVs&feature=youtu.be

5.1 Peripheral Night-time Economy Clusters

Peripheral new urban centers in Amsterdam

As introduced in the previous chapter, Van Der Heijde (2012) concluded from the research that eight new urban centers have emerged in the municipality of Amsterdam: **Amsterdam Zuidas, Amsterdam Zuidoost, Amsterdam Osdorp, Amsterdam Plein'40–'45, Amsterdam North Boven't Y, Amsterdam Science park, Amsterdam IJburg Centre, and Amsterdam Oostpoort (Polderweggebie).**

These peripheral new urban centers are multifunctional, with at least three different city-center functions (retail, office, leisure, government, education, and other services) in addition to housing and transportation. Besides, the peripheral new urban centers can provide cross-district services, meaning that their service hinterland extends beyond their boundaries. Therefore, when considering the location of the peripheral night-time economy clusters, the peripheral new urban centers have more significant potential.

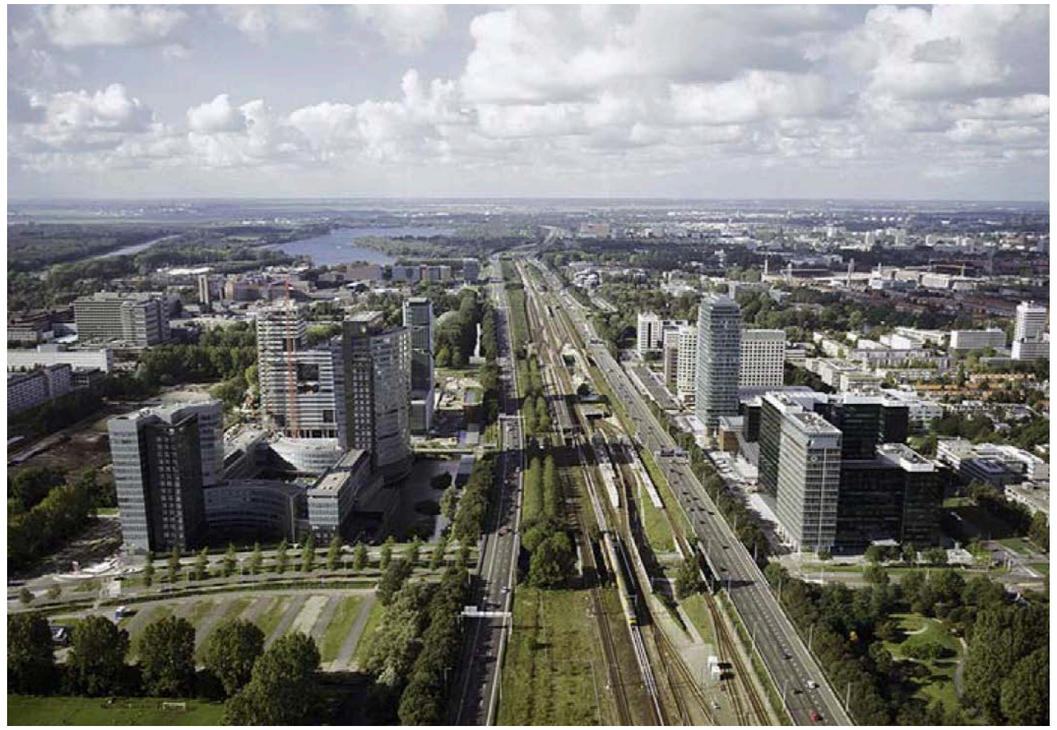
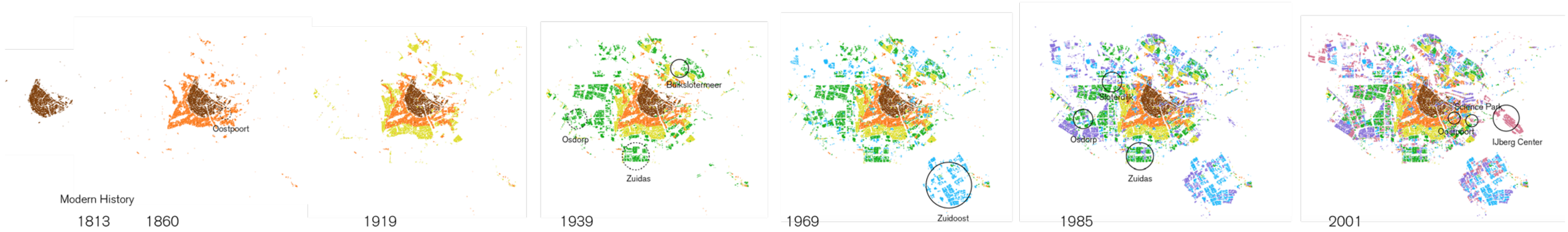


Fig. 5.1.1 Aerial photography of the actual situation in Zuidas. (Jantzen & Vetner, 2008)

History of the development of the new urban centers in Amsterdam



1875

Jan Karf's Plan

1885

Polderweg (Oostpoort)

First developed as an industrial zone, closed in 1921 and transformed into a commercial area

After the Second World War, the General Extension Plan (AUP)
Het Algemeen Uitbreidingsplan (AUP)

1950

Osdorp

One of the Western Garden Towns

1951

Cornelis van Eesteren's General Expansion Plan (1934) *started to be implemented*

1958

Buikslotermeer

Buikslotermeer was rapidly developed in the sixties of the 20th century.

1960-1970

Zuidoost

Built up in the 1960s and 70s as a residential utopia of sorts with apartment blocks separated by tracts of green. It was planned as a modern, functional 'town of the future'.

1995

Sloterdijk

A number of offices were built on the greenfields surrounding the station.

1998

Zuidas

Zuidas Masterplan

Osdorp

Re-developed through a process of demolition and new construction

Sjoerd Soeters's Plan

Oostpoort

Re-developed as a new residential area

IJberg Center

2008

Amsterdam Science Park

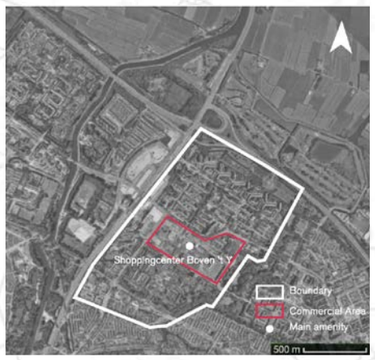
According to historical research, the emergence and development of peripheral new urban centers are associated with s plans and development projects. Since 1990, most peripheral centers have been undergoing urban redevelopment projects, which have created opportunities to introduce new functions and industries.

* *Name of Plan*
Name of Urban Centers

Fig. 5.1.2 History of the development of the new urban centers in Amsterdam (Author, 2021)

Based on the research of Van Der Heijde (2012), the research defines the locations of potential peripheral night-time economy clusters in Amsterdam.

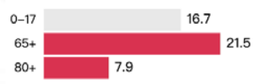
Buikslotermeer



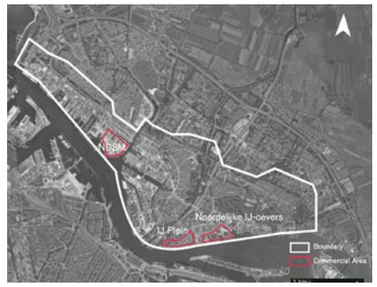
Buikslotermeer is a neighborhood in Amsterdam North which provided housing, schools, a library and theater, a shopping center and the construction of the Noord metro station.

Main building types: Residential, Commercial (Retail)

Inhabitants	11,180
Houses	5,304
Surface of land	147 hectares



Northern IJ-Banks

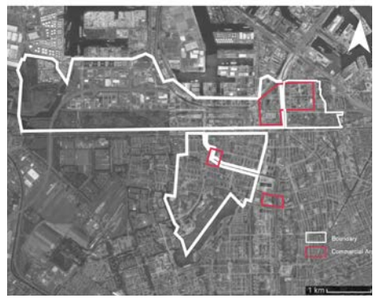


The river IJ divides Amsterdam in the 'central city' south of the water, and 'Noord' on the other side. Northern IJ-Banks is transforming from a post-industrial area to a sustainable mixed neighborhood and entertainment destination.

Main building types: (Post)Industrial, Commercial (Retail, office)

Inhabitants	30,689
Houses	15,881
Surface of land	647 hectares

Sloterdijk



The Sloterdijk station and the N200 highway are bounded by office and industrial areas to the north and residential areas to the south. The industrial area in the north is under a transformation from single-function industrial estate to a working and housing area.

Main building types: Commercial (office, retail), Industrial, Residential

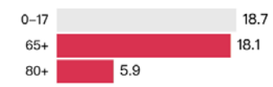
Inhabitants	854
Houses	645
Surface of land	704 hectares

Osdorp-oost

Osdorp-oost is a garden-city neighborhood near Slotermeer. The area is now home to many popular retailers – as well as a market arcade and an outdoor market on Tuesdays.

Main building types: Residential, Commercial (retail)

Inhabitants	17,148
Houses	8,356
Surface of land	157 hectares



Oostpoort

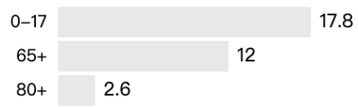
In 1921, Oostpoort was transformed from an industrial area to a business park. In 2008 work started on the development of a new residential area in Oostpoort. The idea is that Oostpoort will be a mostly car free, green area which combines housing, and work and recreational opportunities.

Main building types: Post-industrial, Commercial (retail)

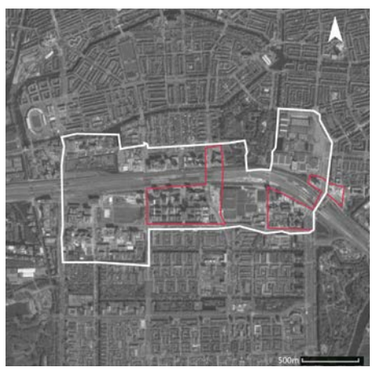
Science Park

Amsterdam Science Park is an area of 70 hectares which is being developed into an international knowledge complex. The area houses residences, more than 90 companies, University buildings and scientific institutes. In addition, there are several catering establishments and a sports center.

Main building types: Institutional (Education), Commercial (office), Residential



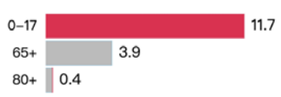
Zuidas



Zuidas is an international business district and research and education center in the south of Amsterdam. Zuidas is now developing into an urban hub with a high concentration of businesses, public institutions and a growing residential area.

Main building types: Commercial (office), Institutional, Residential

Inhabitants	3,931
Houses	2,487
Surface of land	206 hectares

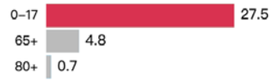


IJberg Center

On the east side of Amsterdam, IJburg consists of 6 islands. New housing developments are popping up in IJburg Center neighbourhood, and locals frequent neighbourhood café and theatre, Vrijburcht, and a few higher-end bars clustering around the yacht haven.

Main building types: Commercial (retail), Residential, Infrastructure

Inhabitants	28,911
Houses	12,322
Surface of land	514 hectares



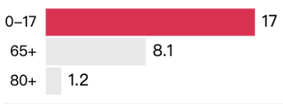
Zuidoost

Amstel III/Bullewijk

Zuidoost is becoming one of the city's top business locations. The area boasts great transport links and affordable office space, as well as the residential area De Bijlmer, plus the big-entertainment world of the Johan Cruijff ArenA, AFAS Live and the Ziggo Dome. More housing is being developed in the Amstel III and Bijlmer area, where will be transformed into a sustainable neighborhood for living, working and entertainment.

Main building types: Commercial (office, retail), Residential

Inhabitants	1,624
Houses	396
Surface of land	486 hectares



Information source: Gebied in beeld (OIS, 2021)
https://gebiedinbeeld.amsterdam.nl/

5.2 Analysis

5.2.1 DIVERSITY

Compared to the inner city, the potential peripheral night-time economy locations have a lower functional mix. Sloterdijk, Amstel III and Bullewijk in Zuidoost, NDSM, and Noordelijke IJ-oevers Oost are dominated by office space with a small amount of residential and service facilities. The office buildings in these areas have the potential to be mix-used and transformed into night-time activity venues. Buikslotermeer, IJberg center, Osdorp-oost have a predominantly residential function and are suitable for neighborhood-oriented night-time economy sectors. IJ Plein, Oostpoort, and Amsterdam Science Park are primarily service-oriented. The areas can have a distinct night-time economy with characteristics (post-industrial, educational, sightseeing).

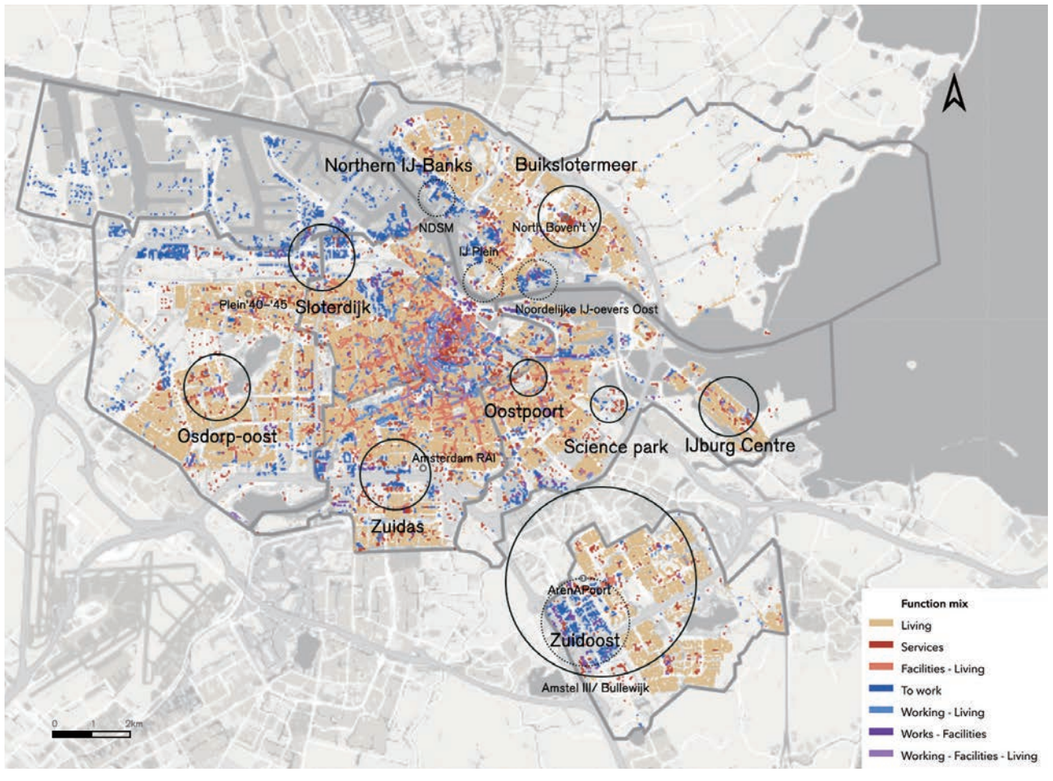


Fig. 5.2.1 Function mix map of Amsterdam (OIS, 2021) Edited by Author.

5.2.2 TRANSPROT

Fig 5.2.2 shows the public transport system in Amsterdam, including metro, tram, and ferrry (night bus is discussed in the next section.) Among the peripheral potential night-time economy locations, Science Park is now less accessible by public transport. NDSM, IJ Plein, and Noordelijke IJ-oevers are connected by ferry to Amsterdam Centraal. However, Amsterdam Noord lacks an internal public transport network to connect the northern hot points. The above areas with low public transport accessibility could be considered for additional tram lines.

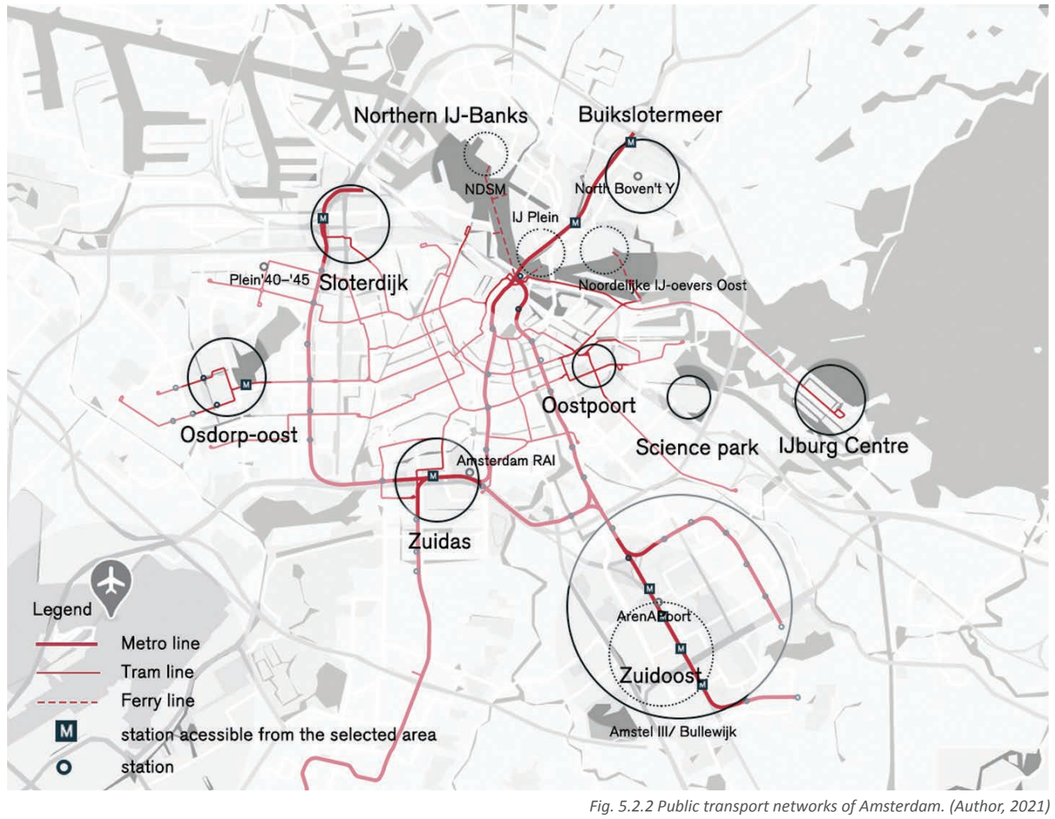


Fig. 5.2.2 Public transport networks of Amsterdam. (Author, 2021)

Night buses are an important public transport in Amsterdam at night. According to the Night bus Map of Amsterdam, among the peripheral locations selected for potential night-time economy clusters, Zuidas, Amsterdam Science Park and IJ Plein currently have no passing night bus routes or stops. Also, the night bus routes and stops within Amstel III and Bullewijk in Zuidoost need to be optimized.

In addition, all the peripheral locations are accessible by night bus to Amsterdam Centraal Station. But there are no direct night bus routes between these peripheral locations. Night bus routes could be upgraded in terms of connecting the peripheral night-time economy clusters.

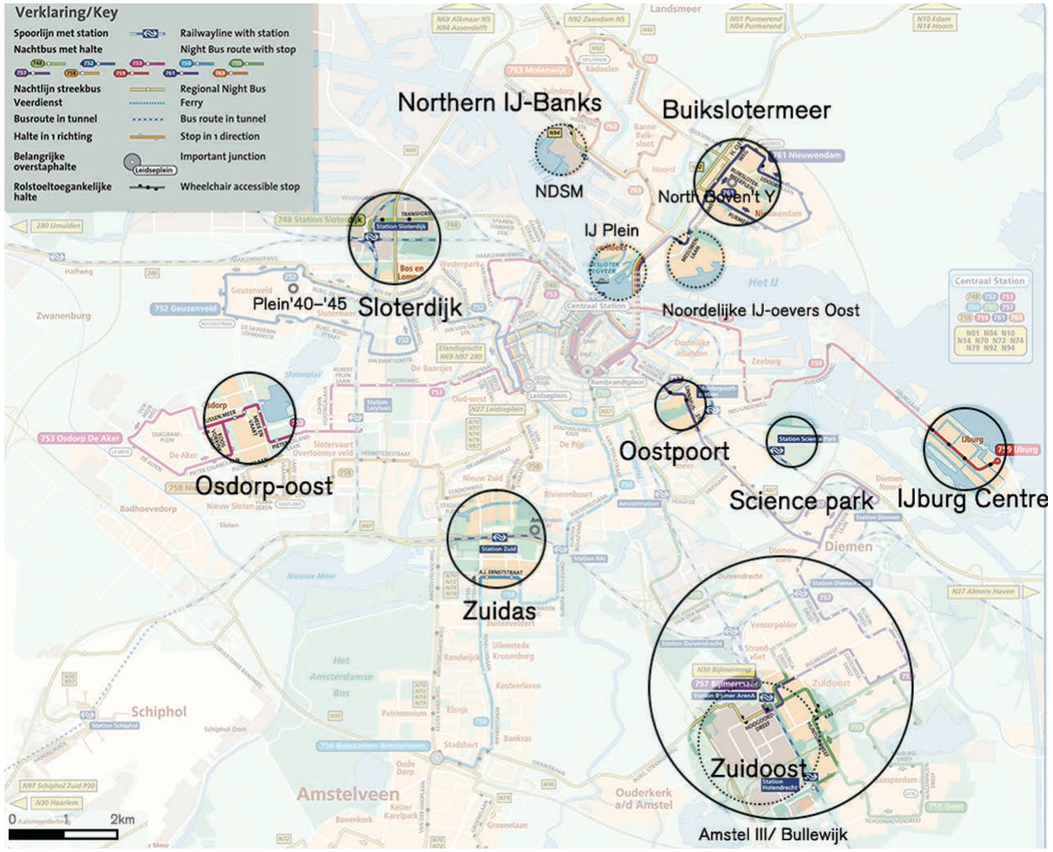


Fig. 5.2.3 Night bus routes of Amsterdam (GVB, 2015)
Edited by Author.

Space Syntax was used to analyze the accessibility of the peripheral locations. According to the angular choice analysis R3000 metric, the accessibility of Sloterdijk, IJberg Center and Amstel III/ Bullewijk needs to be improved. The result also indicates the most connected roads and areas of high accessibility within each peripheral location. Night-time business activities and facilities should be located along the main streets in the area.

Fig. 5.2.4 Angular choice R3000 metric (van Nes, 2020)
Edited by Author.

In terms of parking facilities, Zuidas, Sloterdijk, Amstel III and Bullewijk in Zuidoost and NDSM are below or around the average for Amsterdam. For the development of the night-time economy, these areas need additional public parking facilities with reasonable fees.

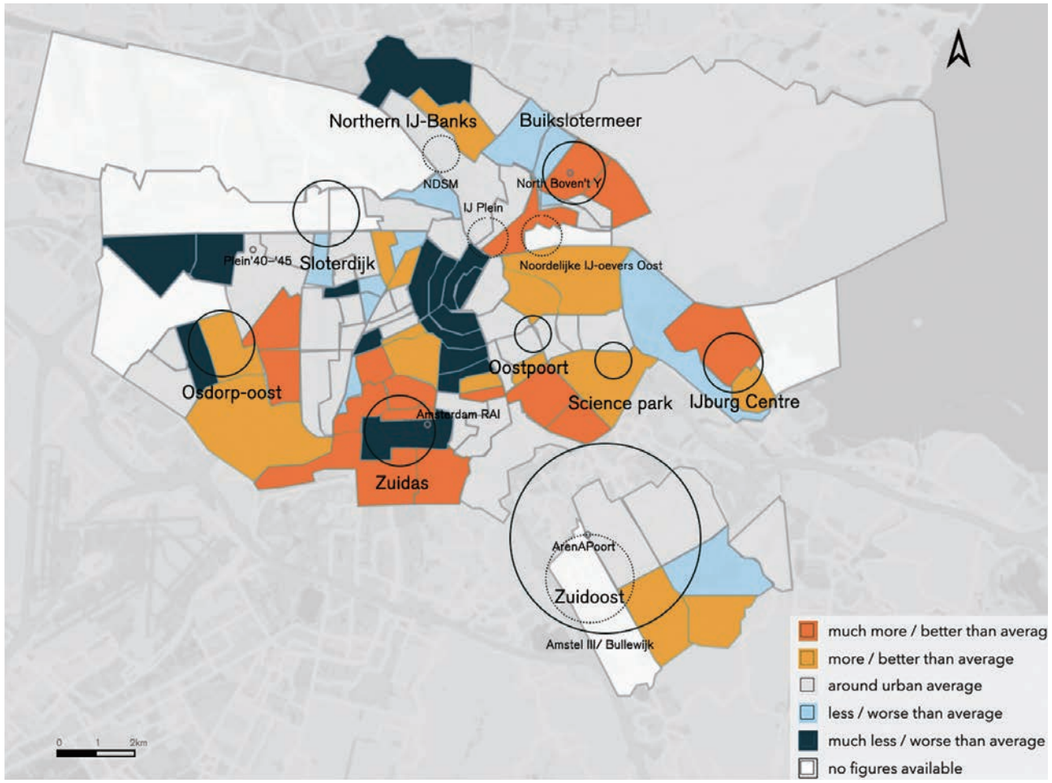


Fig. 5.2.5 The level of parking facilities compared to the city's average. (OIS, 2021) Edited by Author.

5.2.3 CONNECTION

The project analyzed the degree of internal connectivity in peripheral locations using Space Syntax. Most of the peripheral centers have low local integration compared to the inner city. The result reflects the relatively low walking accessibility within these peripheral areas, which may require street re-design to improve connectivity.

Fig. 5.2.6 Angular segment integration R300 metric (van Nes, 2020) Edited by Author.

5.2.4 SAFETY

Fig.5.2.3 shows the Insecurity Perception Index in different neighborhoods in Amsterdam. Among the potential peripheral night-time economy locations, people have higher insecurity perception in Buikslotermeer, Amstel III and Bullewijk in Zuidoost, Osdorp-oost and NDSM. These areas need to enhance people's sense of security through a combination of spatial interventions and social governance, especially at night.

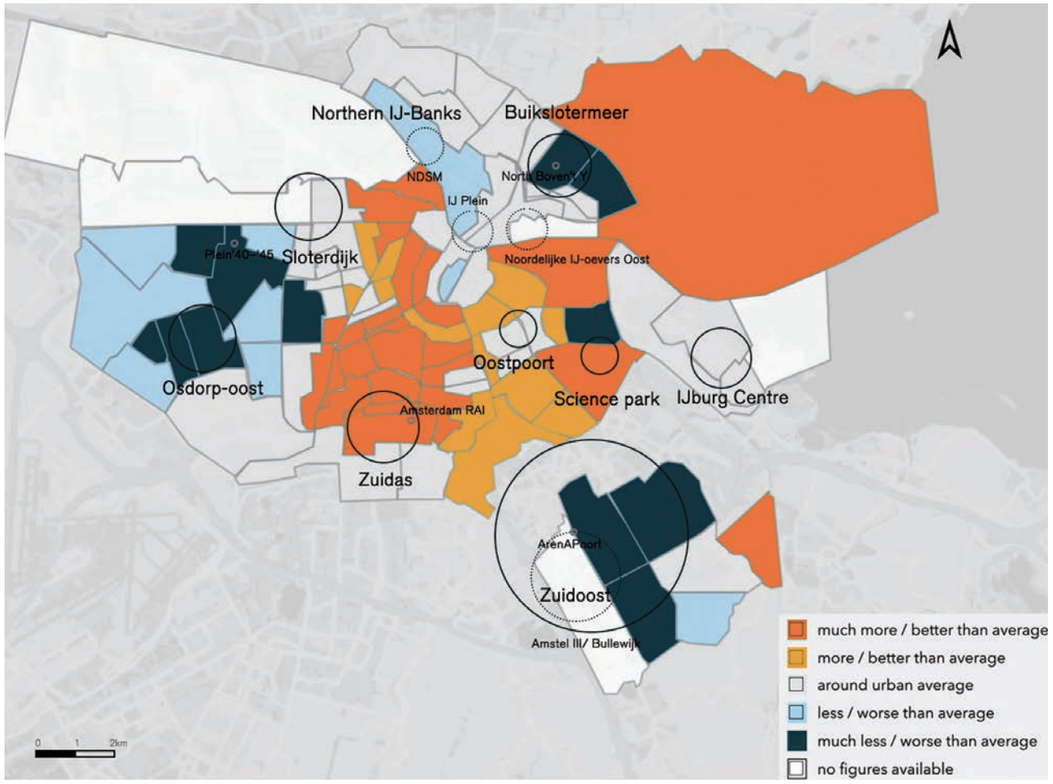


Fig. 5.2.7 The level of perception of insecurity compared to the city's average. (OIS, 2021) Edited by Author.

5.2.5 GOVERNANCE AND PARTNERSHIP

The project has reviewed Ambitions and implementation plan 2019 (Gementee Amsterdam, 2011), 24-hour permits (24-uursvergunning) and Proposal of Relocating the Red-Light District (De Wallen). Among the current policies, plans and projects regarding peripheral night-time economy venues and facilities, NDSM, IJ Plein, Noordelijke IJ-oevers Oost, Sloterdijk, Zuidas and Amstel III and Bullewijk in Zuidoost received more of policy support.

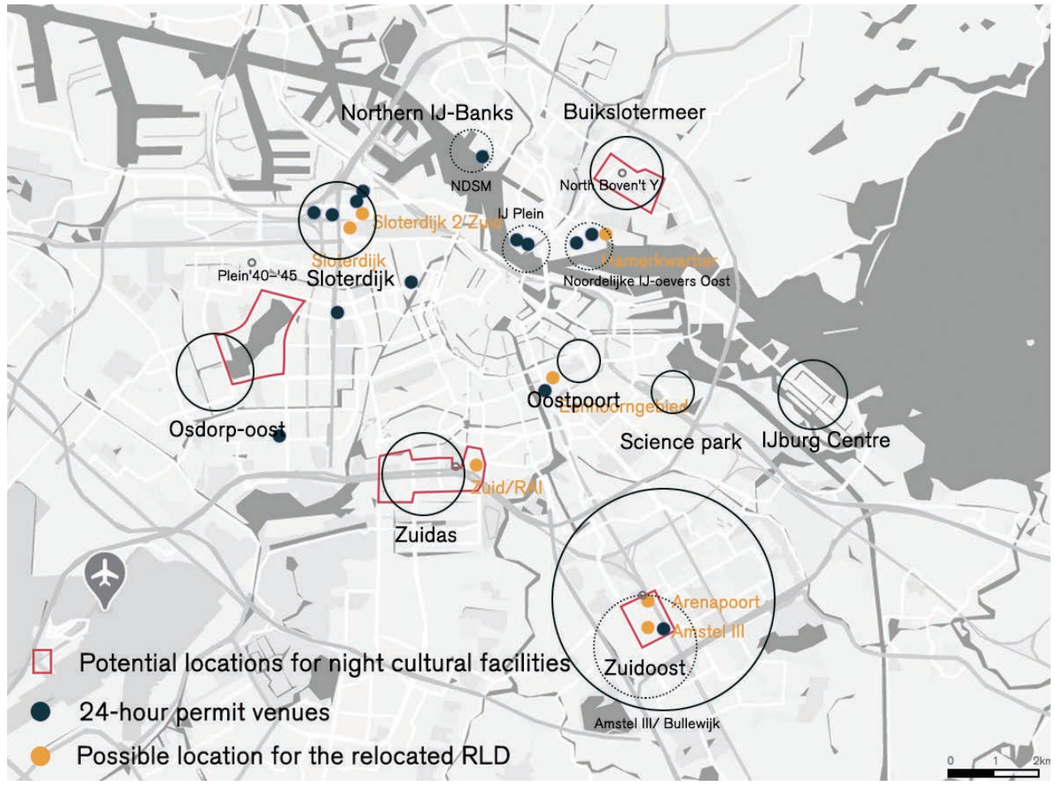


Fig. 5.2.8 Policy support for the night-time economy in the periphery of Amsterdam. (Author, 2021)

Fig 5.2.9 and 5.2.10 show the stakeholders in Amsterdam's night-time economy. Currently, the night mayor has established an initial partnership between the public and private sectors and advanced some projects. In promoting peripheral night-time economy clusters, the municipality, the night mayor, local communities and entrepreneurs in the night industry can further cooperate, which will be discussed in later chapters.

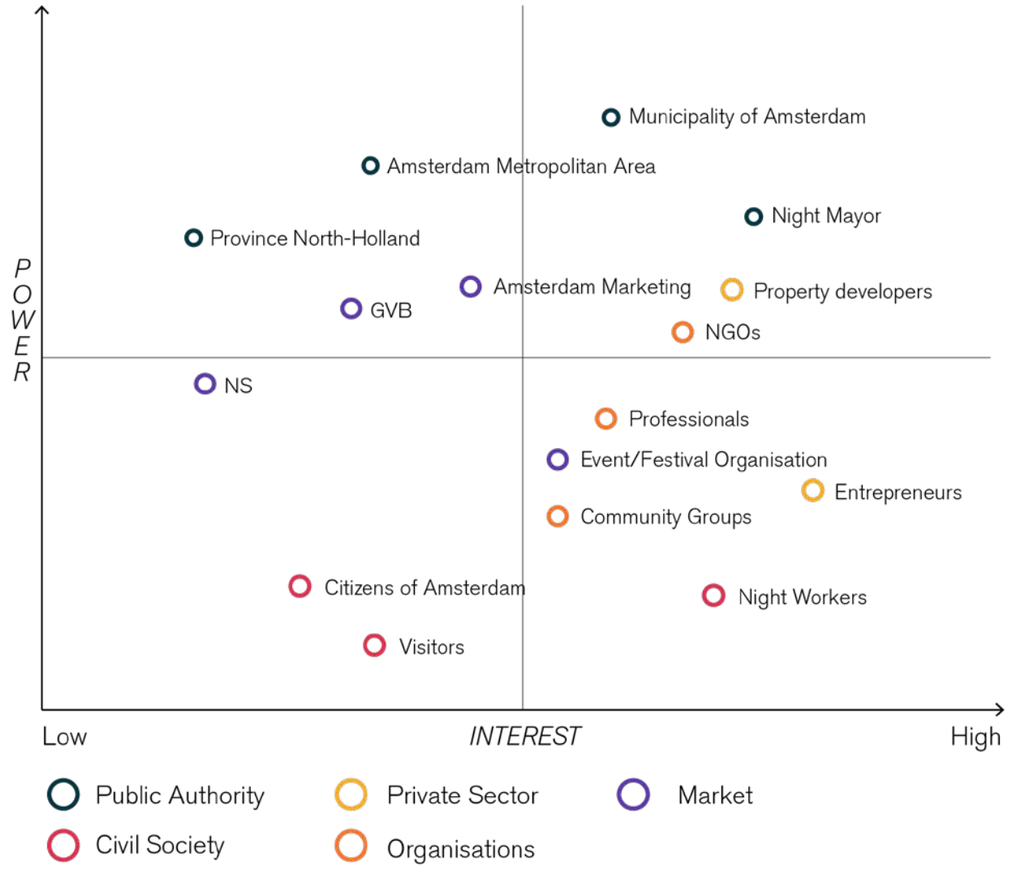


Fig. 5.2.9 Stakeholder analysis of Amsterdam's night-time economy. (Author, 2021)

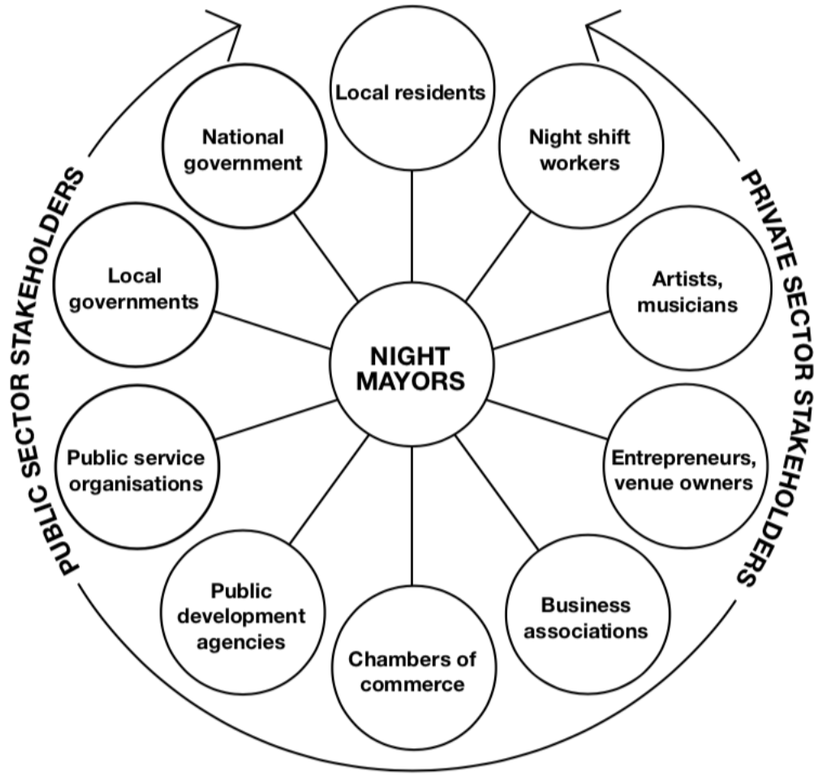


Fig. 5.2.10 The night-time governanve ecosystem. (Global Nighttime Recovery Plan, 2021)

5.2.6 PUBLIC SPACE AND SERVICE

The research focuses on outdoor public spaces where night-time activities may occur, including parks, green spaces and playgrounds. Fig. 5.2.11 shows the maintenance situation of outdoor public spaces in Amsterdam. The plublic spaces in Buikslotermeer, Sloterdijk, IJ Plein are poorly maintained and need to be improved in terms of design and management.

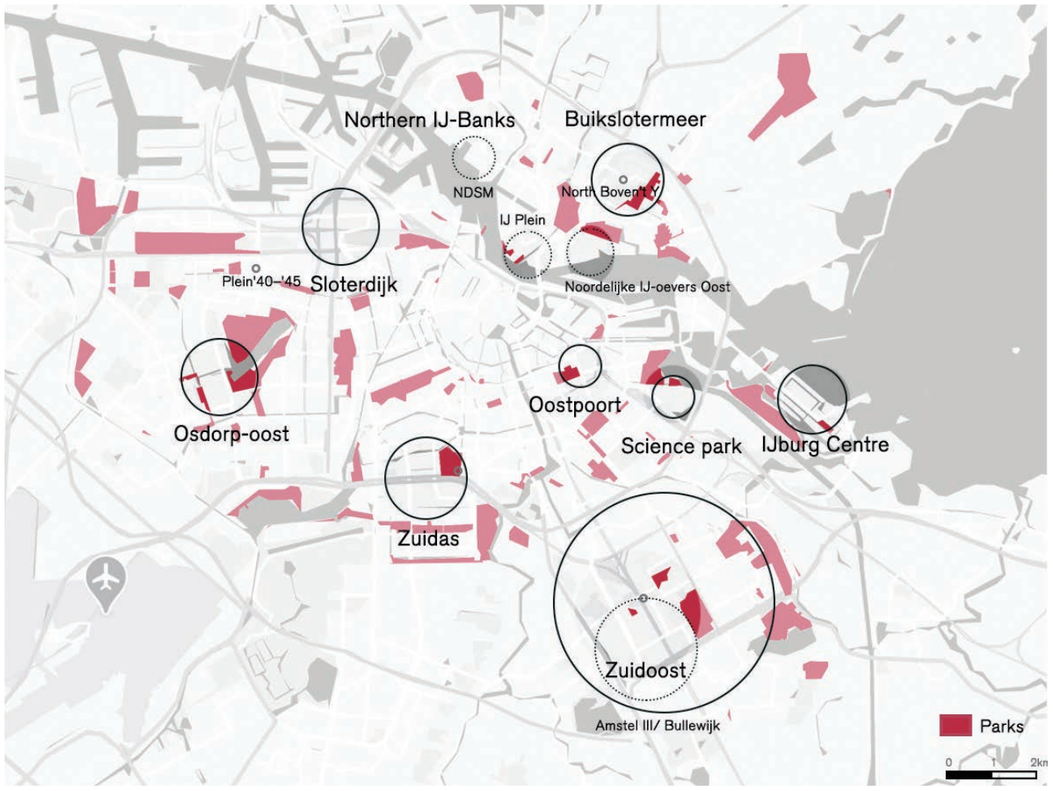


Fig. 5.2.11 Parks, green spaces and playgrounds in Amsterdam. (Author, 2021)

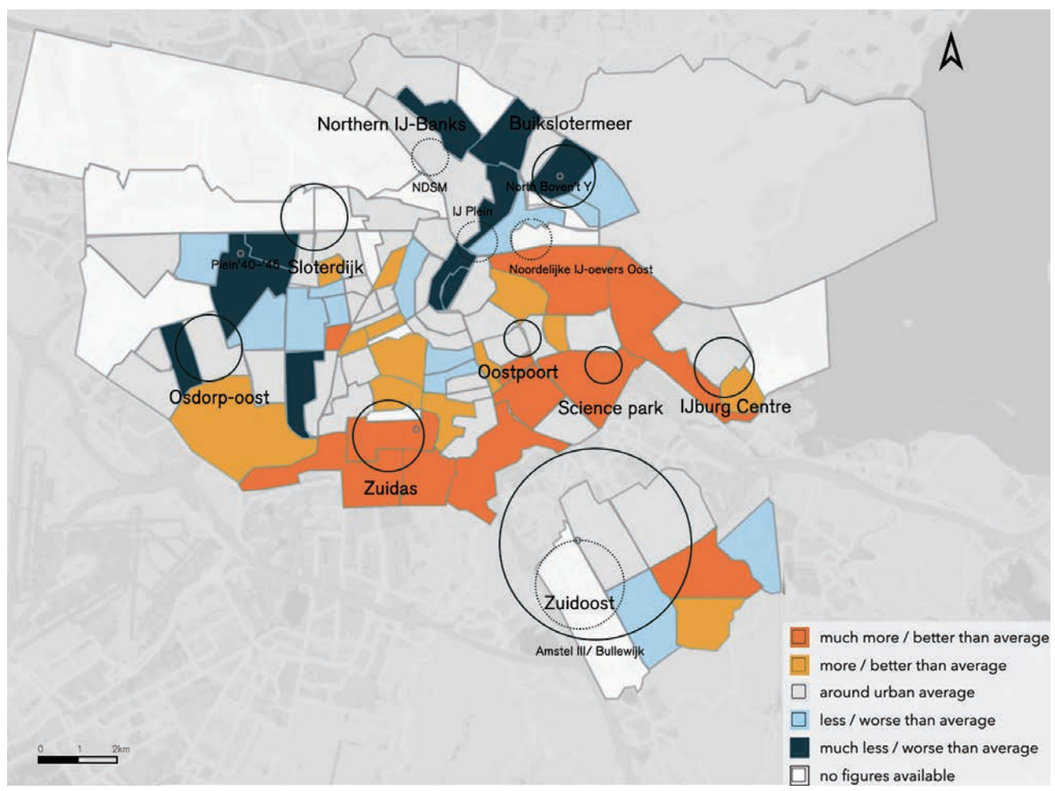


Fig. 5.2.12 The level of public space maintainance compared to the city's average. (OIS, 2021) Edited by Author.

5.2.7 TEMPORARY USE

An important sector of the night-time economy is the night festivals and temporary events or commercial activities. Fig 5.2.12 shows the location of the open markets in Amsterdam. Buikslotermmer, Osdorp-oost, Oostpoort have spaces that are regularly used for temporary events and pop ups, which have the potential for night events and markets.

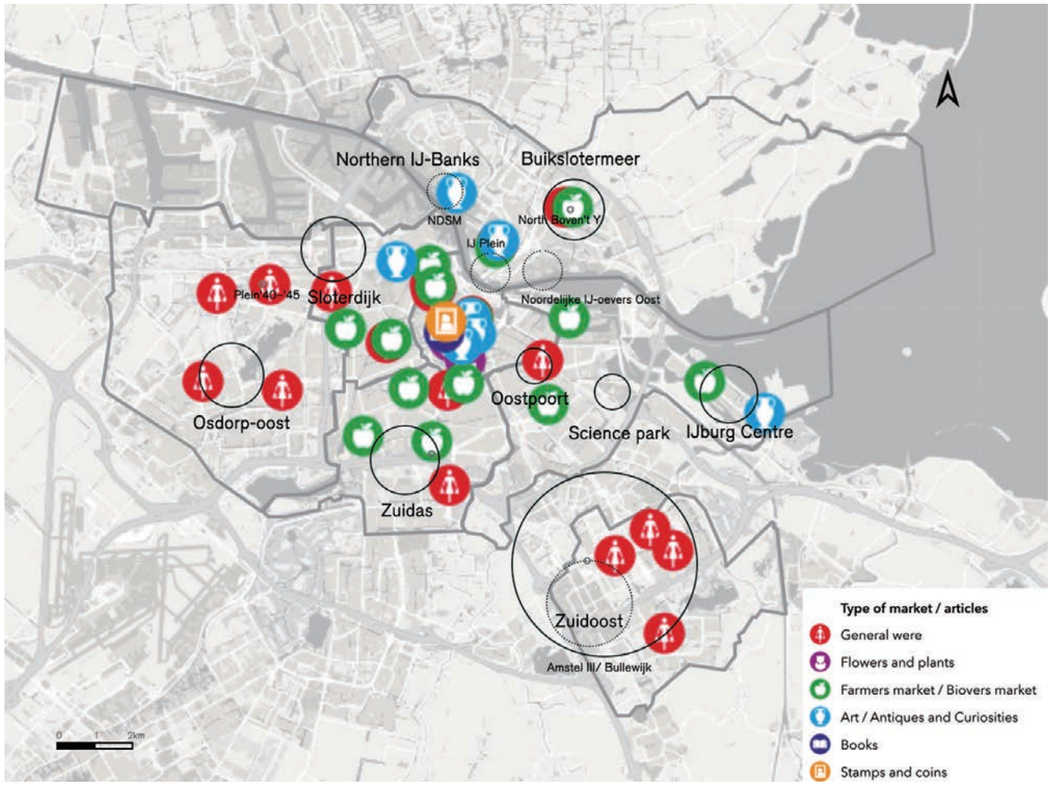
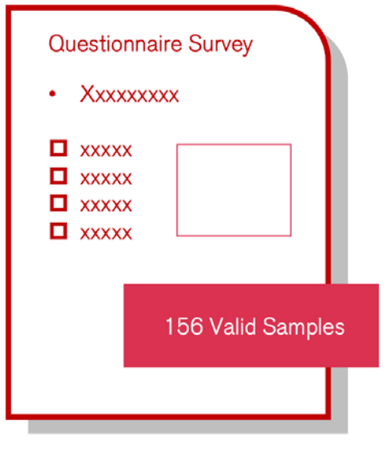


Fig. 5.2.13 Open markets in Amsterdam. (OIS, 2021) Edited by Author.

5.3 Questionnaire Survey

In order to understand current and potential night-time activity patterns in Amsterdam, as well as people's preference for peripheral night-time economy cluster, the project designed a questionnaire survey. The survey took about one month to complete. Excluding three invalid responses, a total of 156 valid samples were received. It should be noted that the questionnaire was distributed online due to the influence of Covid-19, which had an impact on the number and characteristics of the sample. The impact will be further discussed in the reflection chapter.



Since the questionnaire was distributed online, the respondents were predominantly from the younger age group. 92.9% of the respondents were under 30 years old, while only 2.6% were over 50 years old. In terms of gender, due to the small sample size, the gender of the respondents was more uneven. Female respondents accounted for 69.9% and males for 28.8.

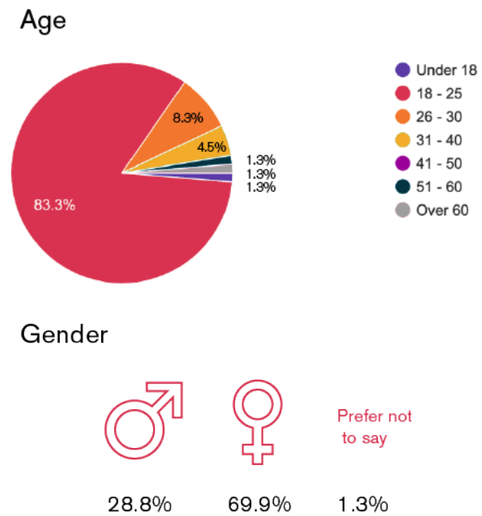


Fig. 5.3.1 Results of questionnaire survey, part 1. (Author, 2021)

In terms of nationality and residence, Amsterdam residents (Dutch and non-Dutch) accounted for 38.4% and non-Amsterdam residents for 61.6%. The two groups show different characteristics in night-time activity patterns.

For Amsterdam locals, the frequency of night-time activities is high. 8.3% go out at night almost every night and 45% go out at least once a week. For non-Amsterdam residents, 77.1% stayed less than or equal to one night on their last visit to Amsterdam. The frequency of night activities for locals and the number of nights spent for visitors impact the type of activity and the range of locations where the activity takes place.

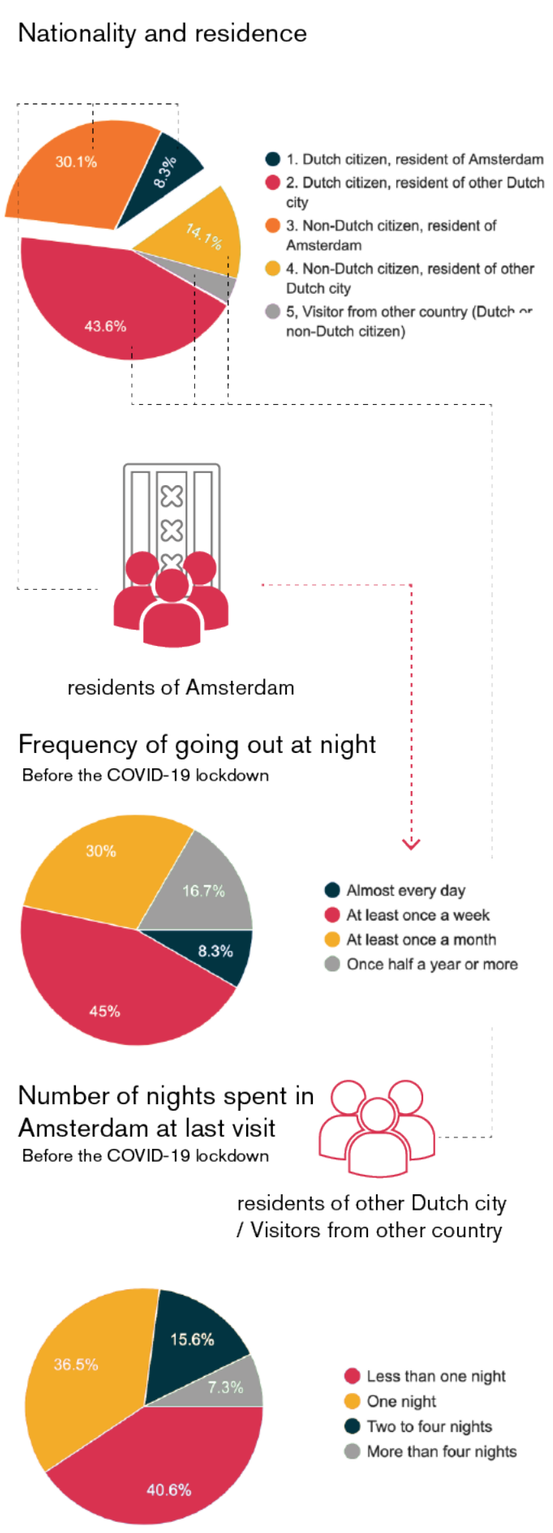
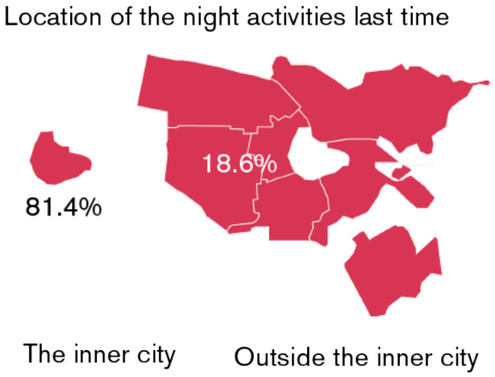


Fig. 5.3.2 Results of questionnaire survey, part 2. (Author, 2021)

Regarding the location of night activities last time, 81.4% chose the inner city (De Wallen, Rembrandtplein, Leidseplein, etc.) and only 18.6% spent their nights outside the inner city. This result is in line with the prediction derived from the literature review. Based on the results presented by the current sample size, both locals and non-Amsterdam residents are more likely to go out at night in the inner city. However, the proportion of locals who spend their nights outside the inner city is higher than that of non-Amsterdam residents. 26.2% of locals went for night activities last time outside the inner city, while only 13.4% of non-Amsterdam residents.



Among the existing night-time economy clusters outside the inner city of Amsterdam, the waterfront area of Amsterdam North (NDSM, IJ Plein and Noordelijke IJ-oevers Oost) (27.6%), Amstel III and Bullewijk in Zuidoost (19.9%) and Zuidas (15.4%) are most frequently visited. The top three potential peripheral night-time destinations outside the inner city in the opinion of the respondents are the waterfront area of Amsterdam North (23.1%), Zuidas (21.2%) and IJberg center (14.7%).

In terms of the results presented by the sample, the waterfront area north of Amsterdam North and Zuidas are the two areas with a high frequency of current night-time activity and a high preference for development potential. On the other hand, Amstel III and Bullewijk in Zuidoost currently have a high frequency of night-time activity. However, there is no high preference for the area to be developed as a night-time activity destination. The phenomenon may be due to the small sample size, but it has attracted the researcher's attention.

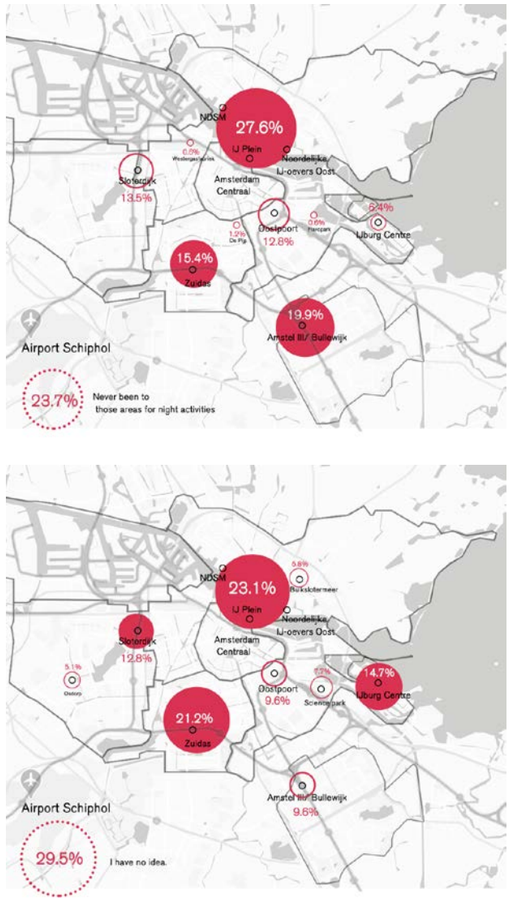


Fig. 5.3.3 Results of questionnaire survey, part 3. (Author, 2021)

The top five preferred types of night-time activities outside the inner city are "Dining and drinking", "Dancing, enjoying live music and shows", "Shopping", "Going to events and festivals" and "Going to the cinema and theater". The result shows the level of demand for different businesses in potential night-time economy clusters outside the inner city.

According to the analysis, tourists and local residents have different propensity for night activities and night destinations in Amsterdam. As for local residents, the top three night destinations are Amstel III/ Bullewijk, Northern IJBanks and Zuidas. However, tourists are more inclined to have night activities along the Northern IJBanks, which are closer to the city center. Besides, locals love to shop at night, but tourists don't tend to spend their nights in Amsterdam on this activity. The third favorite activity of tourists is " Going to events or festivals", which is not so attractive to the locals.

residents of Amsterdam

Top night destinations

1. Amstel III/ Bullewijk in Zuidoost
2. NDSM/ IJ Plein/ Noordelijke IJ-oevers Oost
3. Zuidas

Top night activities

1. Dining and drinking
2. Shopping
3. Dancing, enjoying live music and shows
4. Going to the cinema and theater

residents of other Dutch city
/ Visitors from other country

Top night destinations

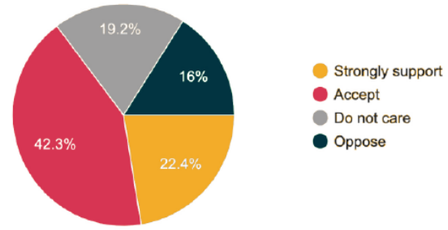
1. NDSM/ IJ Plein/ Noordelijke IJ-oevers Oost
2. Zuidas
3. Amstel III/ Bullewijk in Zuidoost

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

Regarding the question "If a night-time economy cluster is going to be developed in your neighborhood, what is your attitude towards it?", 64.7% of respondents had a relatively positive attitude (strongly support or accept). The sources of nuisance that people are most concerned about are clubs and residences, followed by restaurants, event centers and casinos.

Attitude to NTE clusters in the neighborhood



Nuisance source

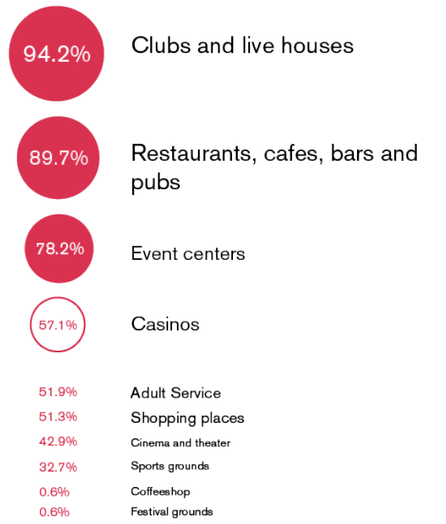


Fig. 5.3.4 Results of questionnaire survey, part 4. (Author, 2021)

The survey investigated people's preference for qualities that the future night-time economy clusters outside the inner city would have. Among the options provided, people found " Safe stops for public transportation and taxis " to be the most attractive (60.9%), followed by "More frequent public transport through the night" (57.7%) and "More seats, green space and public art along the street" (56.4%). "Night activities for people over 55, families and non-drinkers" is the least attractive, which may be influenced by the age of respondents.

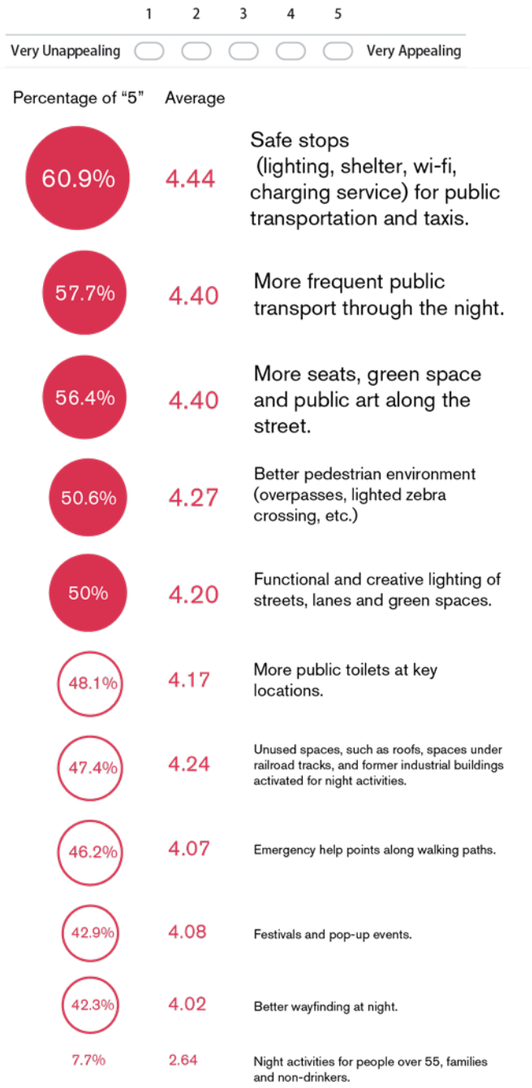


Fig. 5.3.6 Results of questionnaire survey, part 6. (Author, 2021)

Fig. 5.3.7 An example of safe stop.
Source: http://www.designbuzz.com/10-tech-bus-shelter-design-concepts-simplify-public-transportation/

Fig. 5.3.8 An example of better wayfinding at night.
Source: Aida Afrooz, City Futures Research Centre

Fig. 5.3.9 An example of festivals and pop-up events.
(Picture originates from the internet)

The survey also asked respondents for other necessary qualities for a night-time economy cluster in the periphery. High-frequency responses were safety issues, availability of food late at night and health issues in the context of Convid-19. Fig. 5.3.10 shows some of the responses, reflecting the interest and concern of the respondents in planning for peripheral night-time economy clusters in Amsterdam.

Fig. 5.3.10 Results of questionnaire survey, part 6. (Author, 2021)

5.4 Summary

Fig 5.4.1 summarizes the situation of potential peripheral night-time economy clusters in the city-scale analysis and questionnaire survey. This information will serve as the basis for the city-scale vision.

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 pereference (current)	People's pereference (potential)	Remarks
Buikslotermeer	Residential	High	L-S	Medium	High	Medium	Low	Low		Low	
NDSM	Industrial	Low	W-S	Low	Medium	High	Low	Medium	High	High	No tram
IJ Plein	Residential	Medium	L-S	Low	High	High	High	Low	High	High	No tram/night bus route
Noordelijke IJ-oevers	Commercial	Low	W-S	Low	High	High	High	Medium	High	High	No tram
Sloterdijk	Commercial	Medium	W-S-L	High	Low	High	High	Low	Medium	High	
Osdorp-oost	Residential	High	L-S	Medium	High	Low	Low	Medium		Low	
Oostpoort	Industrial	Low	S	High	High	Low	Medium	Medium	Medium	Medium	
Science Park	Commercial	Low	W-S	Low	High	Low	High	High		Medium	No tram/night bus route
IJberg Center	Residential	Medium	L-S	Medium	High	Low	Medium	Medium	Low	High	
Zuidas	Commercial	Low	W-S	High	Low	High	High	High	High	High	No night bus route
Amstel III/ Bullewijk	Commercial	Low	W	High	Medium	High	Low	Medium	High	Medium	Need to improve night bus network

Fig. 5.4.1 Summary of analysis on city scale. (Author, 2021)

06

Synthesis

6.1 Vision
6.2 Strategies
6.3 Phasing

Alert Dros, 2020
source: https://www.youtube.com/watch?v=yu3pvWGnYVs&feature=youtu.be

6.1 Vision

In the future, Amsterdam after 6 p.m. will be...

DIVERSE

The night-time economy clusters in the inner city and peripheral areas offer various activities at different night times. Peripheral night-time economy clusters are given extended business hours to relieve the pressure of the inner city. The diverse activities disperse the alcohol-centric night culture to meet the needs of different groups. People can dine, drink, dance, enjoy live music, shop, join in events, visit museums and galleries, work and study in shared studios, or walk along the streets late into the night.

Developing night-time economy clusters will be one of the strategies for redevelopment of the peripheral urban centers. For different types of buildings and outdoor spaces, the redevelopment projects support creative spatial uses appropriate for developing the night-time economy. Single-function retail, offices, post-industrial buildings and other potential spaces will be included in the list of creative mixed uses.

CONNECTED

Public and private transportations interconnect the inner city and peripheral night-time economy clusters. The frequency of public transit at night will be increased, including tram and night buses. For peripheral night-time economy clusters, private car and bicycle accessibility and parking convenience will be enhanced.

Wayfinding systems between public transportation stops and areas of the night-time economy clusters will be improved. Also, the pedestrian environment of the peripheral night-time economy areas will be upgraded so that people can walk and explore the places and areas safely.

The municipality of Amsterdam and related agencies, NGOs such as the Night Mayor, businesses, residents and visitors will be more connected. Transparent planning processes and feedback mechanisms will be established through partnerships to clarify the rights and responsibilities of different actors.

ATTRACTIVE

The sense of security, the quality of space and service, and planned night events are the three important factors influencing the attractiveness of night-time economy clusters. In the future, peripheral night-time economy clusters in Amsterdam will provide a sense of security for people going out at night through lighting, public space design and intelligent facilities. Sustainability and nuisance control will also be incorporated into the scope of the invention. In addition, residents and tourists will be able to obtain intelligent, humanized, and future-oriented night city services, including public toilets, garbage collection, self-service shopping, and information service systems. The government and related agencies encourage multi-party cooperation to plan creative night festivals at the city, district or neighborhood level, and provide space and policy support for pop-up events.

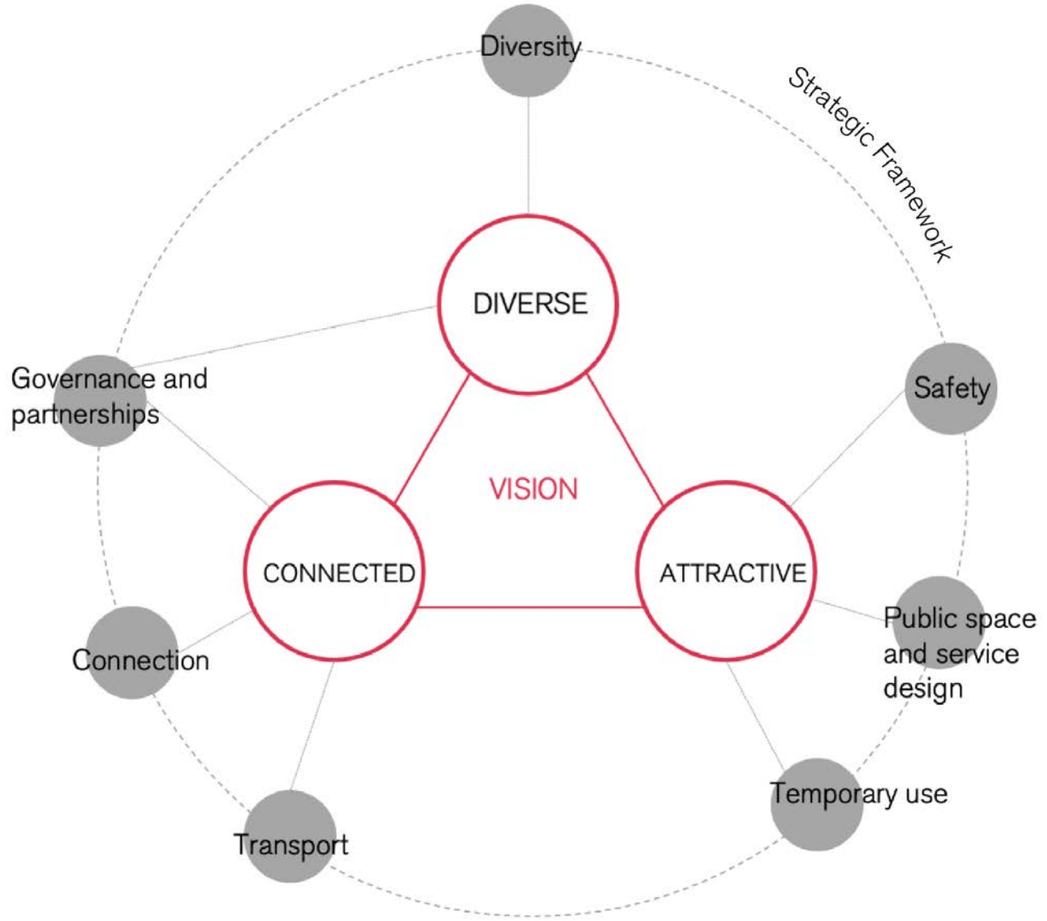


Fig. 6.1 Relation between vision and strategic framework. (Author, 2021)

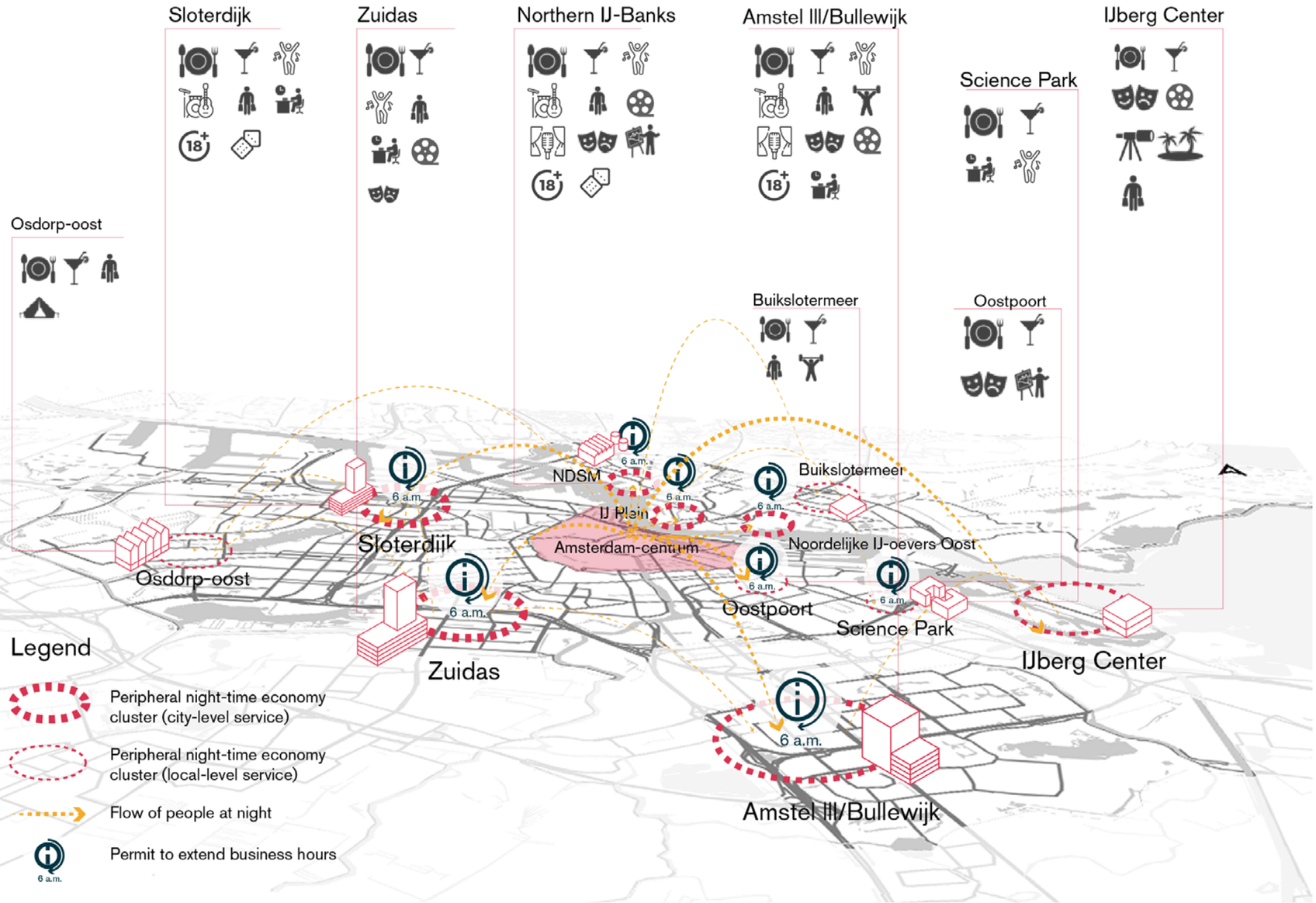
Vision map

DIVERSE

According to the main building types, vulnerability to nuisance and mixed functions, the business hours of night venues in the peripheral night-time economy clusters can be extended to 6 am, except for Osdorp-oost, Buikslotermeer and IJ Plein.

Each night-time economy cluster can use different types of buildings and spaces to create a unique night atmosphere according to its characteristics. For example, the Northern IJ-Banks clusters can utilize post-industrial buildings and feature them. Sloterdijk, Zuidas and Amstel III can use the vacant office buildings and podiums of mixed-use buildings. Science Park can use vacant educational buildings. Neighborhoods with mainly residential functions such as Buikslotermeer and Osdorp-oost can use the neighborhood's commercial service buildings.

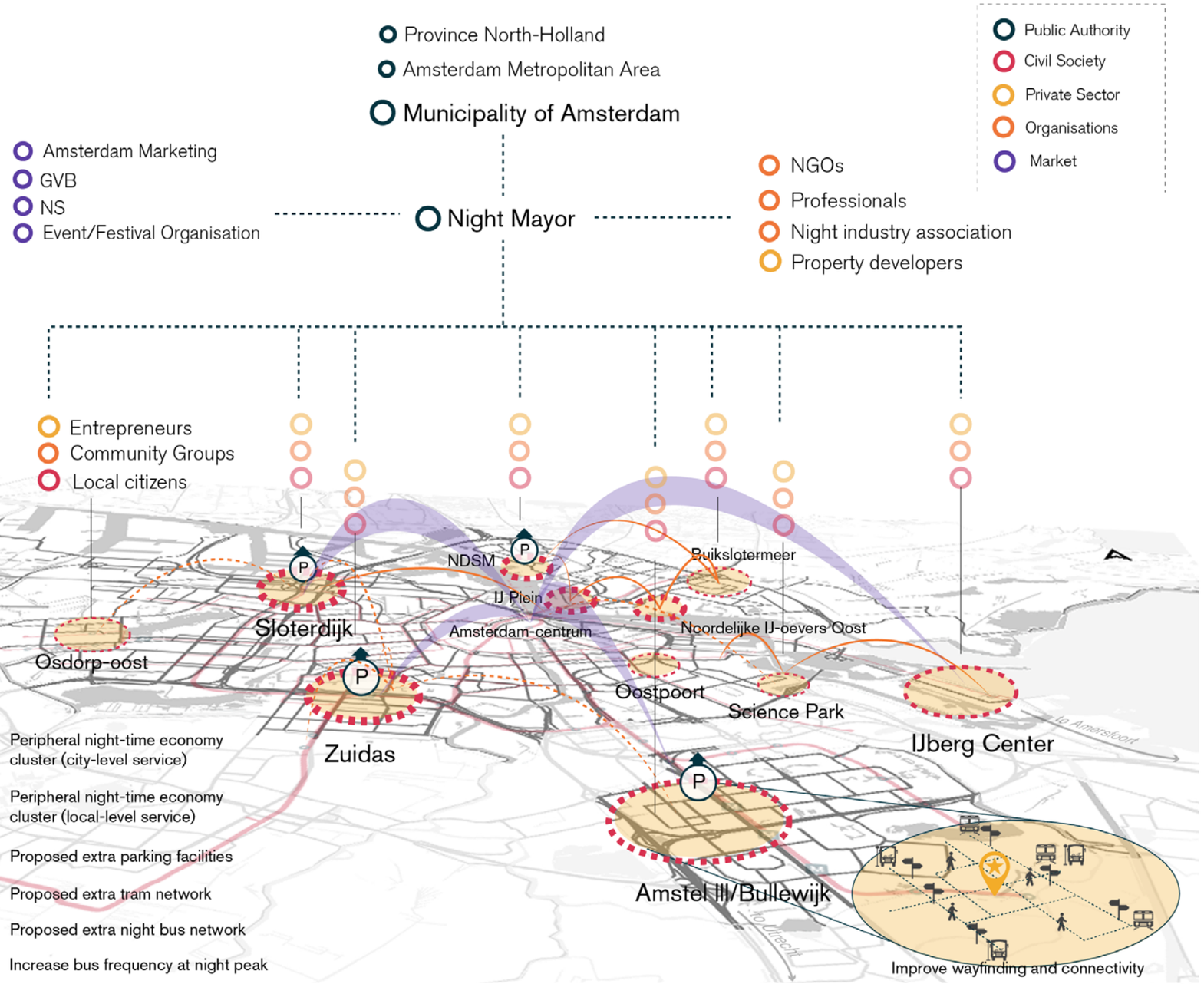
The diversity of activities provided by peripheral night-time economy clusters of different service levels differs. The placement of activities requires comprehensive consideration of service levels and nuisance vulnerability. Peripheral night-time economy clusters are encouraged to develop characteristic sectors based on their identities. The aim is to form functional collaboration and complementarity between clusters and enhance the diversity of activities at the city scale.



CONNECTED

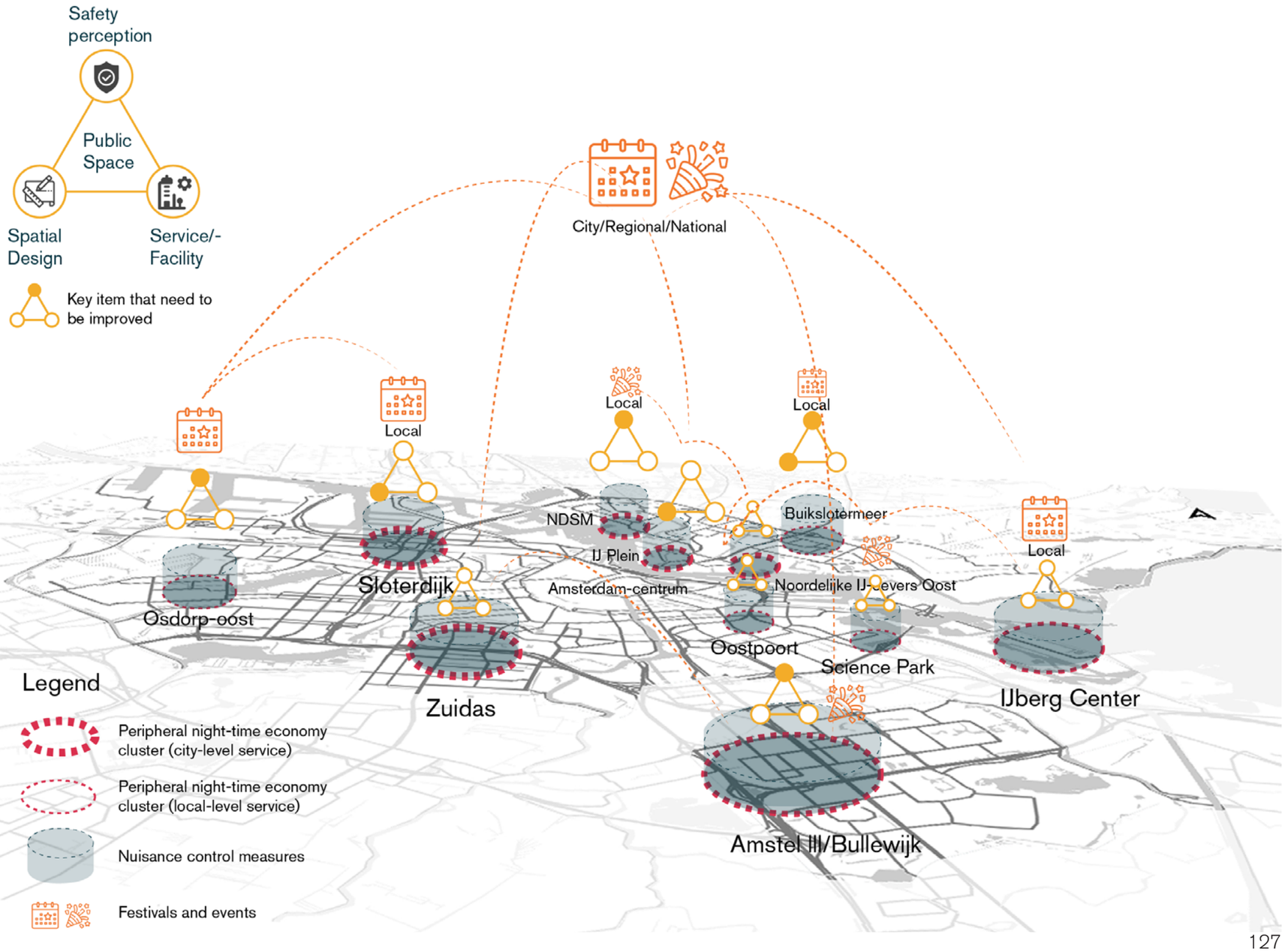
Connection includes the physical connection and the social connection. In terms of the improvement of the public transportation network, the project proposed additional tram routes in Amsterdam Noord, Amsterdam Centraal-Sloterdijk, and Oostpoort-Science Park-IJberg Center. The project also proposed extra night bus routes between city-level peripheral night-time economy clusters. In addition, Zuidas, Sloterdijk, Amstel III/ Bullewijk and IJberg Center will increase the frequency of night buses at night peaks. Zuidas, Sloterdijk, Amstel II/Bullewijk and NDSM will increase night parking facilities. The peripheral night-time economy clusters will improve the wayfinding and the connectivity of walking systems from bus stops to night venues.

In terms of governance and partnerships, the night mayor will take more responsibility for bridging the public and private sectors and help build hierarchical cooperation from the city to the local. The local stakeholders of the peripheral night-time economy clusters will also form closer partnerships under the coordination of relevant agencies to enhance regional synergy.



ATTRACTIVE

In terms of attractiveness, all peripheral night-time economy clusters need to improve the security perception and spatial quality of public spaces at night, as well as intelligent facilities and services. According to the analysis in the previous chapter, the key items that need to be upgraded are different for each peripheral night-time economy cluster. For example, NDSM has a high insecurity index, so it is necessary to focus on lighting and spatial design and facilities that enhance security. Furthermore, nuisance control measures are also part of the design and governance. In addition, creative night festivals at the region, city or neighborhood level will stimulate people to explore the city at night.



6.2 Strategies

In order to achieve the vision of the night-time economy clusters in the periphery of Amsterdam, the project proposes a set of integrated strategies. The strategy refers to the plans of the night-time economy in Adelaide, London and Sydney, combining the knowledge and experience of the researcher in the context of Amsterdam. Strategies are organized in seven dimensions of the analytical framework. In each dimension, strategies are categorized into spatial and non-spatial. The following content shows the strategy-based toolbox. For example, strategies to increase diversity are named D-01, D-02, and so on.

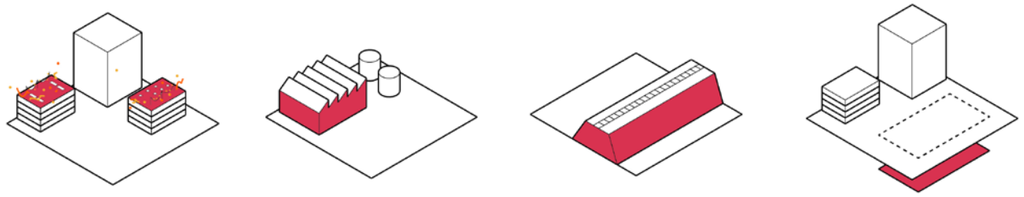
Fig. 6.2 Case studies in strategy developing. (Author, 2021)

6.2.1 DIVERSITY

SPATIAL

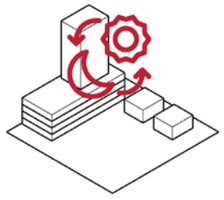
D-01 Unused space

Activate unused spaces, such as roofs, underground spaces, spaces under railroad tracks, and post-industrial areas with infrastructure.



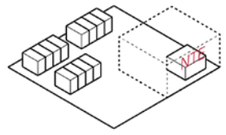
D-02 Mixed use

Explore the mixed use of space between daytime functions and night-time functions by different groups.



D-03 Zoning

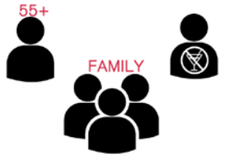
Reduce the impact on residential areas through zoning and organizing different types of night venues.



NON-SPATIAL

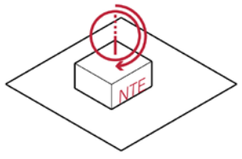
D-04 Diverse groups

Increase night activities for people over 55, families and non-drinkers.



D-05 Opening hours

Extend the opening hours of public and commercial entertainment facilities.

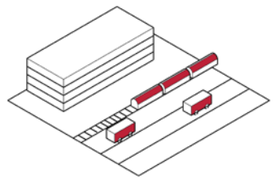


6.2.2 TRANSPORT

SPATIAL

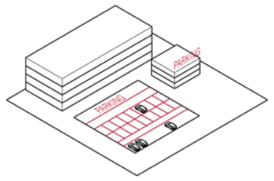
Tr-01 Public transport

More frequent public transport through the night (Metro/Tram/Night bus)



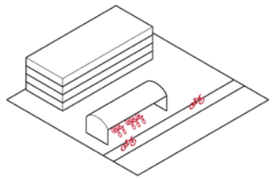
Tr-02 Parking

Improve parking, particularly for elderly people and night-time employees.



Tr-03 Cycling

More bicycle lanes and parking.



NON-SPATIAL

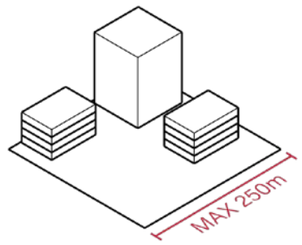
Tr-04 Self-service bicycle rental

6.2.3 CONNECTION

SPATIAL

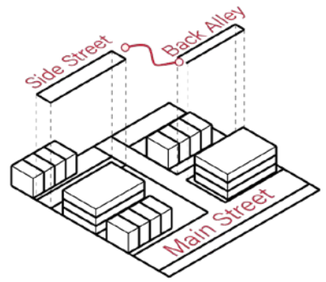
C-01 Size of block

The length of the blocks should be less than 250 m.



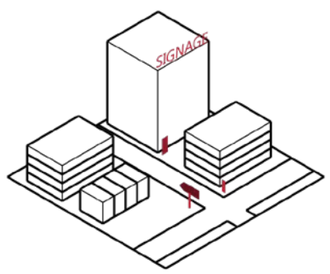
C-02 Activate side street

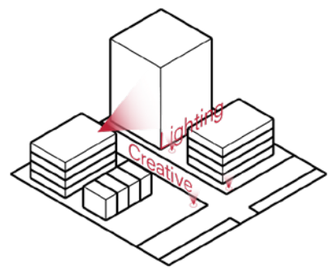
Activate dead areas such as side streets and back alleys to improve walking accessibility and pedestrian atmosphere.



C-03 Wayfinding

Clear signage and creative lighting projects along key paths, at key nodes or on the facade of landmark buildings for better wayfinding at night.



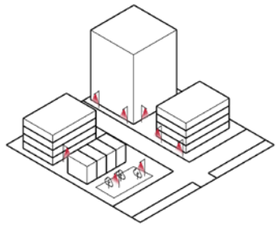


6.2.4 SAFETY

SPATIAL

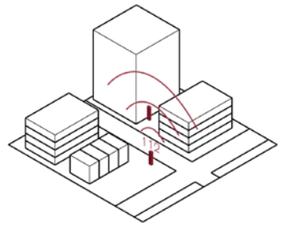
S-01 Functional lighting

Improve the functional lighting of streets, lanes and parks to eliminate lighting blind spots.



S-02 Help points

Emergency help points along walking paths.

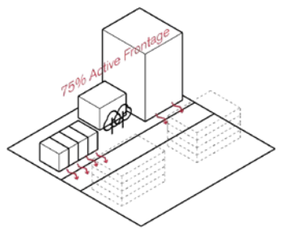


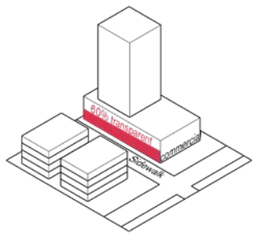
S-03 Active frontage

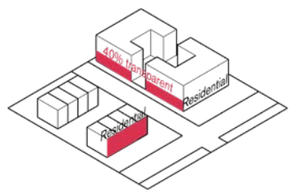
(1) More than 75% of the adjacent buildings have front doors facing directly to the street)

(2) Commercial ground floors that open onto sidewalks should have at least 60% of their main frontages occupied by transparent structures.

(3) Around 40% of all housing should present transparent perimeter walls or frontages, in the form of windows, doors or fences.

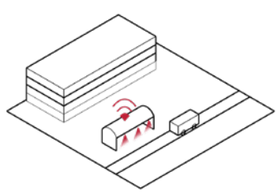






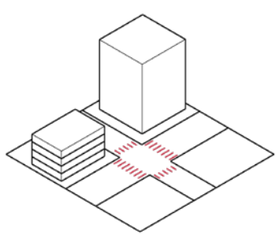
S-04 Safe stops

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



S-05 Pedestrian crosswalks

Improve the safety of the pedestrian environment (overpasses, lighted zebra crosswalks, etc)



6.2.5 GOVERNANCE AND PARTNERSHIP

NON-SPATIAL

G-01 Institutionalization

Incorporate night-time economy planning into the regional and local urban development projects.

G-02 Policy support

24-hour permits to more types of places in the periphery, subsidies for start-ups, tax preference

G-03 Partnerships

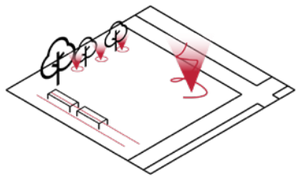
Build collaboration between the public and private sectors.

6.2.6 PUBLIC SPACE AND SERVICE DESIGN

SPATIAL

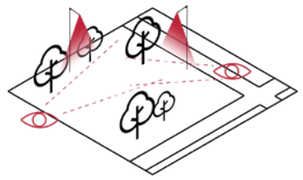
P-01 Creative lighting

Creative lighting and public art at squares, parks and urban green spots.



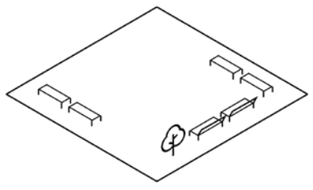
P-02 Vegetation

Plant vegetation to enhance the quality of the space and block nuisances. Do not interfere with night-time visibility and lighting.

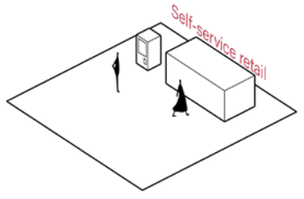


P-03 Urban furniture

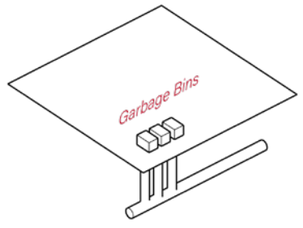
Locate seatings appropriately to encourage the use of public spaces at night.



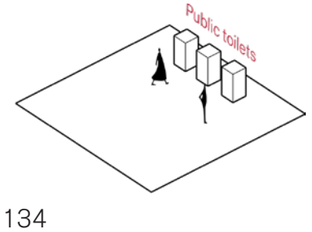
24h self-service retail facilities (food, drinking water, etc.)



More and larger garbage bins and vacuum/automatic waste disposal systems.



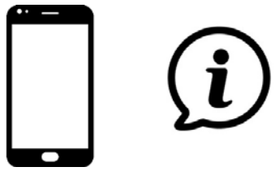
Public toilets and urinals at key locations



NON-SPATIAL

P-04 Online service

Website or smart phone application to provide an integrated platform with information and nuisance complaints.

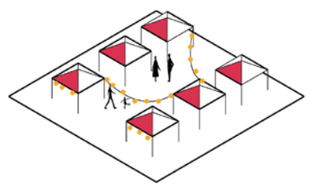


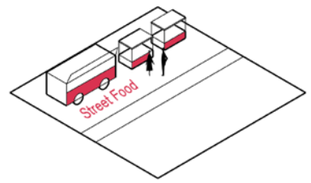
6.2.7 TEMPORARY USE AND POP-UPS

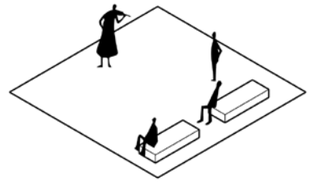
SPATIAL

Te-01 Regular temporary use

Space for temporary events, night markets, street food, performance.

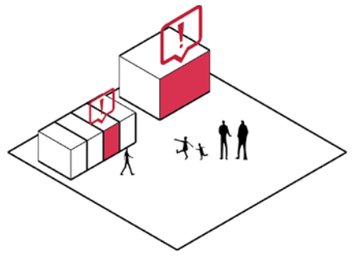






Te-02 Pop-ups

Activate vacant rental properties for pop-up retails, restaurants, and art galleries.



NON-SPATIAL

Te-03 Festivals

Festivals and night event, such as the King's night.

6.3 Phasing

According to the current situation, the results of the questionnaire survey and the ease of implementing the strategy, the project formulated the phasing plan. The development of peripheral night-time economy clusters in Amsterdam will be divided into three phases. The first phase will upgrade the existing clusters, begin to build synergy between clusters, and implement strategies that people prefer and are easier to implement. The second phase will develop new clusters, improve the synergy between clusters, and implement strategies that require more economic and social forces. In the third phase, existing and emerging clusters will continue to grow, and long-term strategies will be implemented. Physical interventions will be implemented first, with the purpose of giving residents and visitors an intuitive experience, and promoting institutionalized changes with visible and persuasive night environment improvements. The synergy among the city's night-time economy clusters will be initially completed and continuously improved.

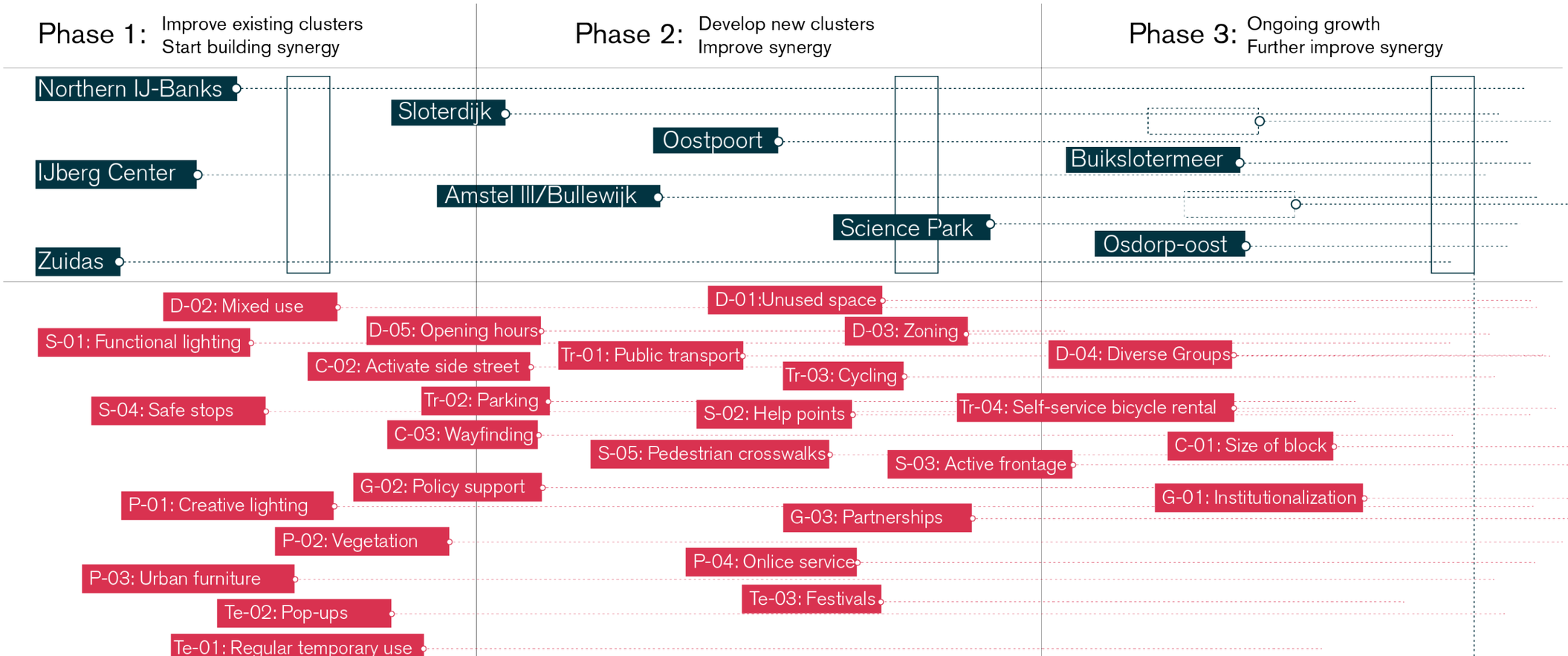


Fig. 6.3 Scheme of phasing interventions . (Author, 2021)

07

Strategic Project

Alert Dros, 2020
source: https://www.youtube.com/watch?v=yu3pvWGnYVs&feature=youtu.be

7.1 Background

In the previous chapter, the project put forward the vision of peripheral night-time economy clusters in Amsterdam at the city scale. Then, the project proposed a strategic toolbox for promoting the peripheral night-time economy clusters. This chapter will choose Bullewijk in Zuidoost as a strategic project for design experiments and explore the implementation of the toolbox on a local scale.

Bullewijk is a neighborhood in the Amstel III area, covering an area of approximately 66.7 hectares. Bullewijk reaches Molenwetering in the north, motorway A9 in the south, the railway line in the east, and Holterbergweg in the west. The area is located in the south of Amsterdam's entertainment center, ArenAPoort, and can be easily reached by train and metro. At present, the area is dominated by office land, with business parks and IKEA in the area. Hogehilweg 20 in the area is a comprehensive nightlife primise transformed from an office building. The ground floor is a gym and a restaurant. The first floor is a shared office space and a speech training institution, and the top and roof terrace are bars and clubs. The venue has obtained a 24-hour operating permit and is a popular night destination in Zuidoost. Therefore, Bullewijk has the potential to form night-time economy clusters.

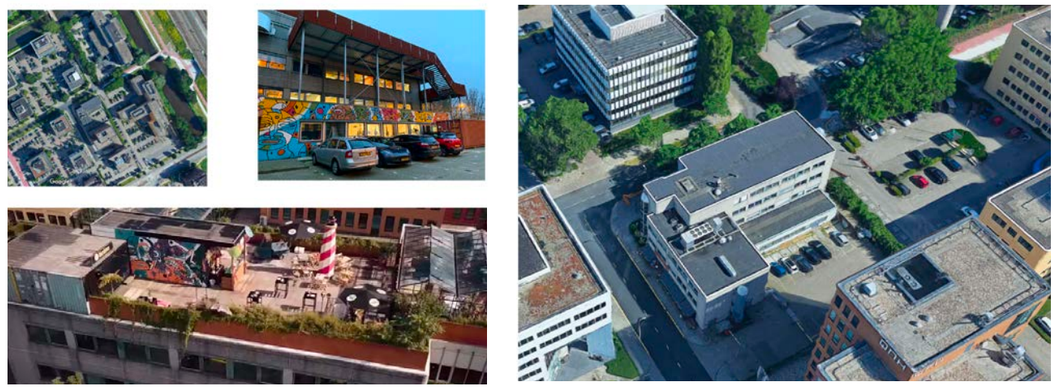


Fig. 7.1.1 Hogehilweg 20 in Bullewijk (Author, 2021)

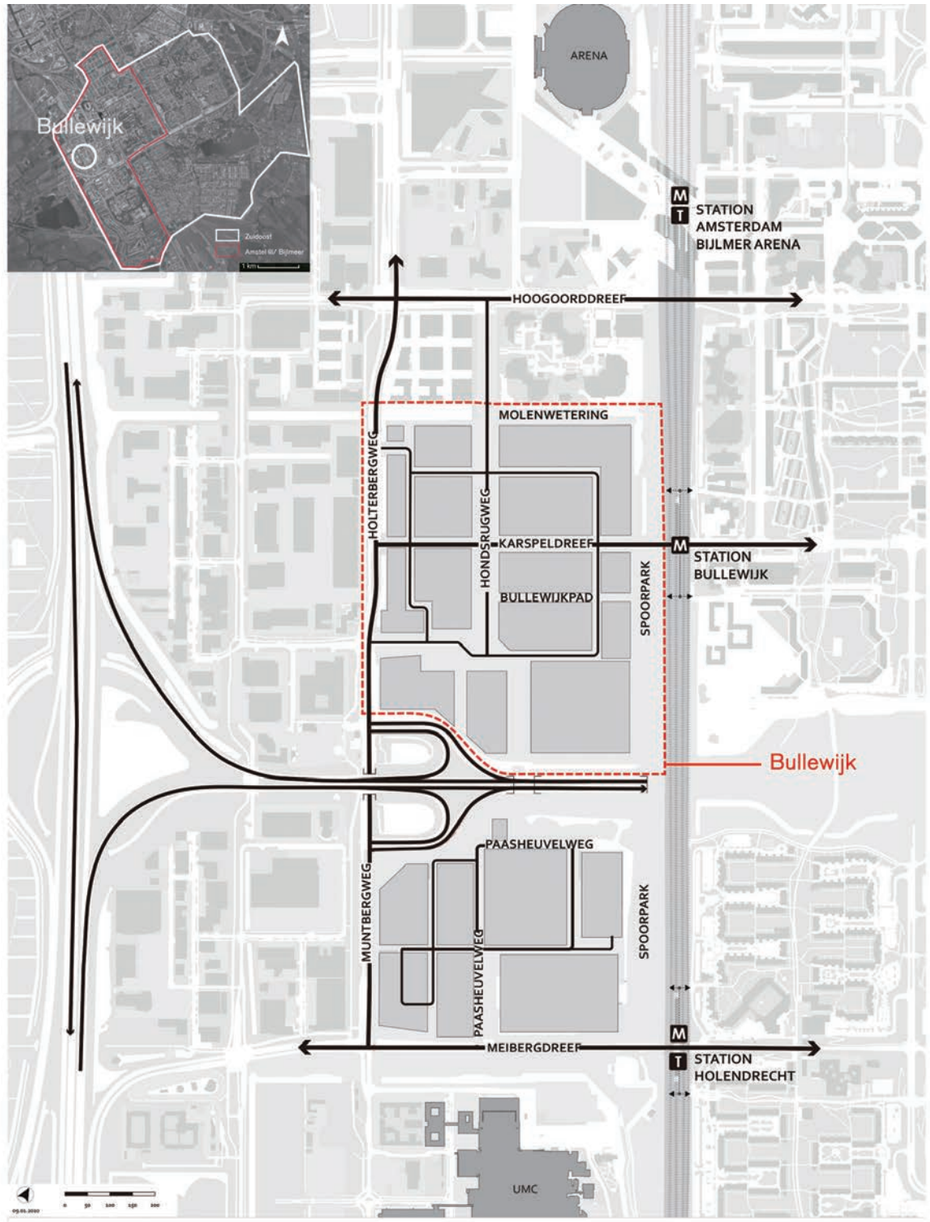


Fig. 7.1.2 Location of Bullewijk (Author, 2021)
Based on Gementee Amsterdam (2020)

Another important context is the transformation of the Amstel III area from a monotonous and vulnerable office area to a mixed neighborhood. Demolition, new construction and renovation of the area will continue over the next 20 years. In 2040, Bullewijk will become a lively and mixed residential and working area with approximately 1,090 new homes and 13,000 m² of office space and 4,000 m² for other facilities for an estimated 2,500 new residents. The regeneration plan of Bullewijk brings new opportunities and challenges for the night-time economy.

The strategic project is based on the urban redevelopment plan published in September 2020 by the municipality of Amsterdam. Thus, the scenario is designed with a vision of the night-time economy clusters in Bullewijk in 2040. The design experiment includes both spatial and institutional interventions. Chapter 7.2 explores how to implement physical interventions to facilitate the night-time economy clusters in Bullewiljk. Chapter 7.3 explores the non-spatial strategies, such as evidence-based policy making and partnerships.

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

7.2 Spatial Design

In the Amsterdam government's proposal, Bullewijk is divided into four sub-areas, Hogehilweg, Bullewijkpad, Hessenbergweg and Laarderhoogtweg. Hogehilweg, Bullewijkpad, Hessenbergweg are all set with different characters and atmosphere, except for Laarderhoogtweg whose function is still undecided. The keyword for Hogheilweg and Bullewijkpad is "Mix to the max." These two areas will be highly densified areas with a mix of work-life and service functions and a metropolitan atmosphere. The keyword for the Hessenbergweg is "Residential ."Laarderhoogtweg will retain the IKEA Amsterdam and will become a dynamic service area. The different characteristics and building types of the sub-areas reflect the diversity of Bullewijk and provide the physical environment for the diversification of night-time economy space and activities.

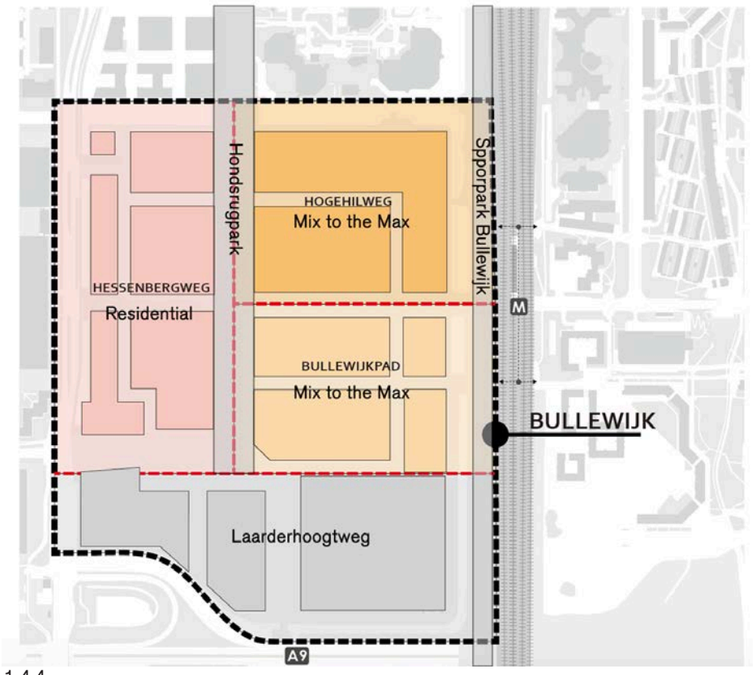


Fig. 7.2.1 Sub-areas and characters (Gementee Amsterdam, 2020) Edited by Author

The atmosphere of the environment along different streets in Bullewijk is also defined in the project of the municipality of Amsterdam. The environment is categorized as "Bustle, peace and noise" (Reuring, Rust, Ruis in Dutch)." Bustle (urban)" is an environment with a high building density and a lot of liveliness in the public space. The podiums contain a mix of recreational, cultural and social facilities. "Bustle (neighborhood) "can be characterized as a pleasant 30-km street with high residential quality. It is also a mix of housing, public/business services, creative functions, businesses, and single shops. "Peace" is an environment where people mainly live on the ground floor (80-90%). Residential functions are alternated with the occasional provision. Finally, "Noise" environment occurs on busy infrastructure, which is well suited for services and activities (Gementee Amsterdam, 2020). The atmosphere of the environment influences the distribution of night-time economy places and the organization of the types of night-time activities in the area.

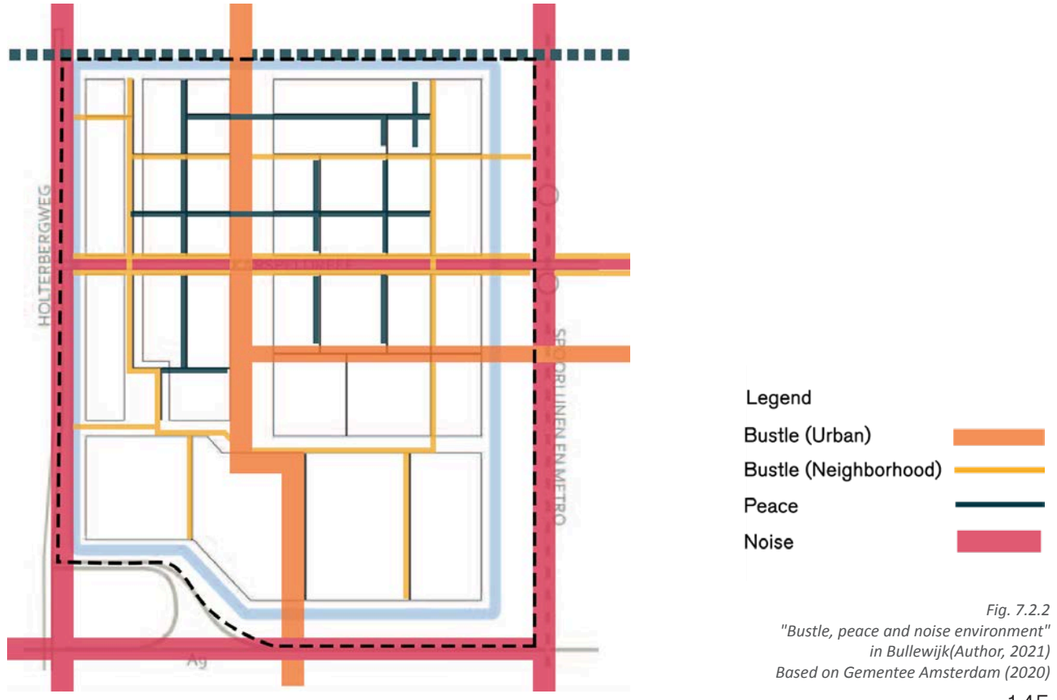
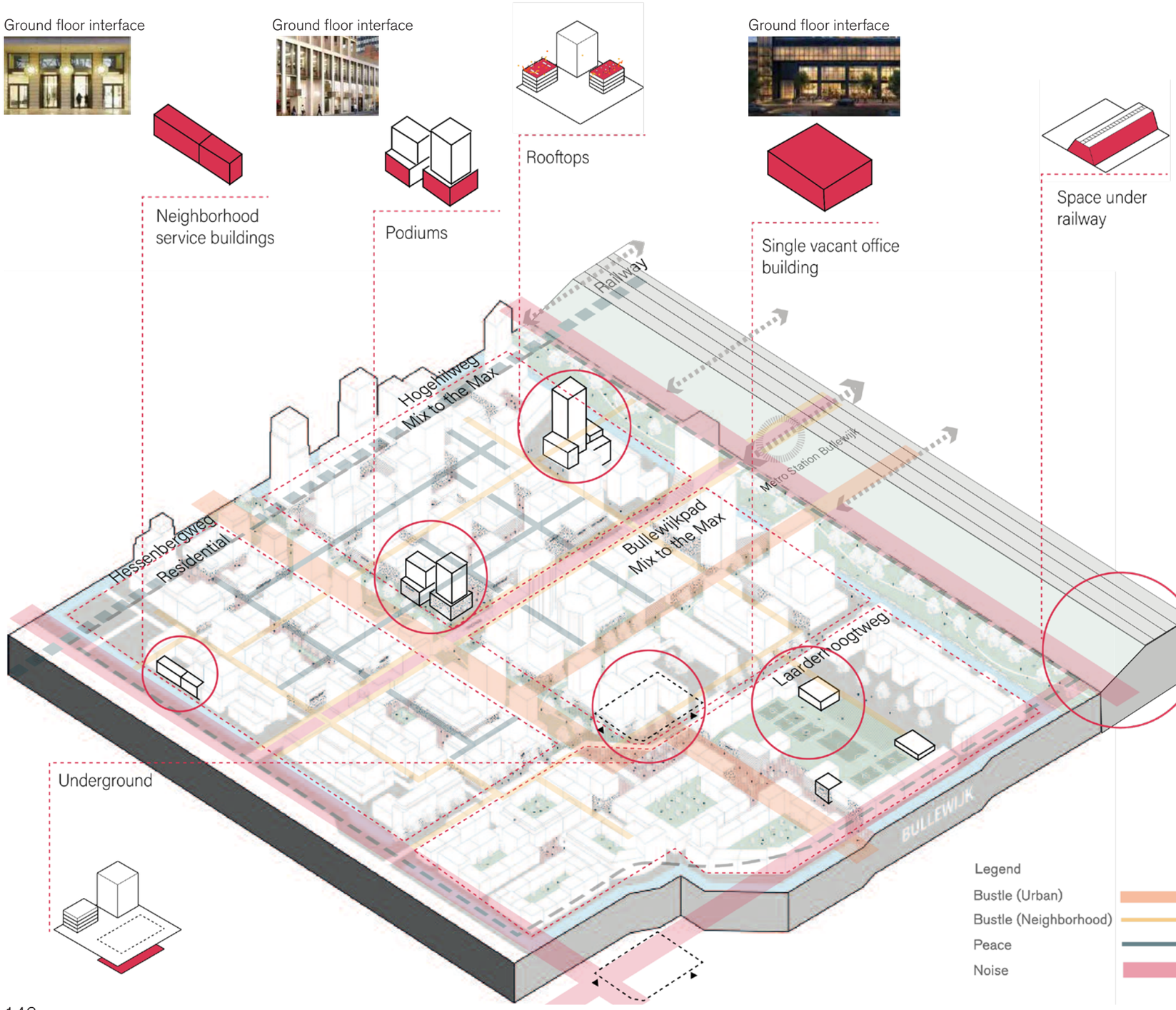


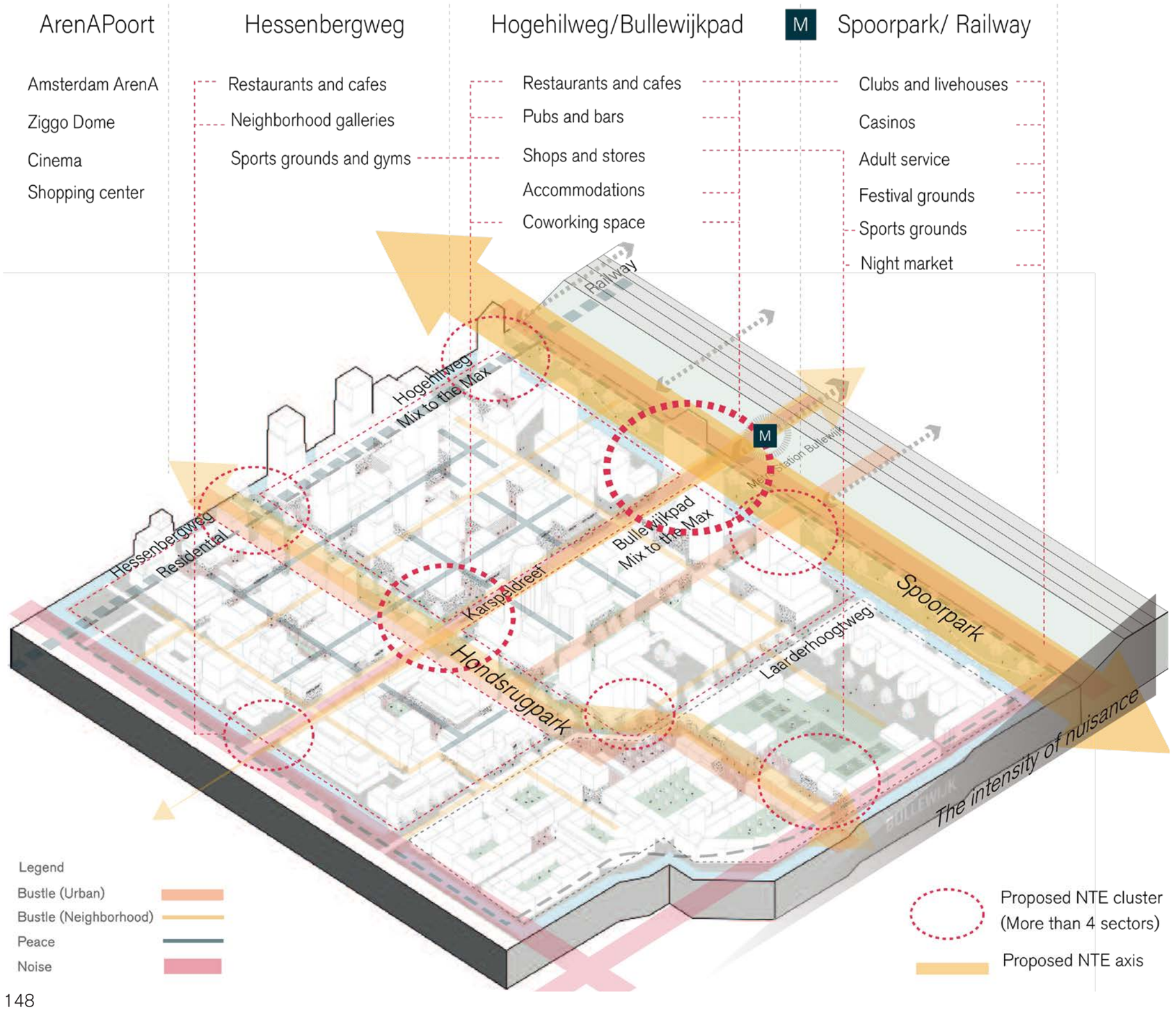
Fig. 7.2.2 "Bustle, peace and noise environment" in Bullewijk(Author, 2021) Based on Gementee Amsterdam (2020)



D-01 Unused space

In different locations of sub-areas with different characteristics, the available space types are diverse. The space under the railway can be developed to accommodate the more disturbing night-time economy sectors. In the two "Mix to the max" areas of Hogehilweg and Bullewijkpad, the podiums and roof terraces of high-density mixed-use buildings near the "Noise" and "Bustle" areas can be used for night industries. Underground space can also be used. In Hessenbergweg, an area dominated by residential buildings, the service buildings near the "Noise" and "Bustle" areas on the periphery of the neighborhood can be used for night-time economy sectors with less nuisance. In Laarderhoogtweg, single office buildings can be converted into a night-time economy complex.

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



D-02 Mixed use

D-03 Zoning

According to the characteristics of the sub-areas, Hessenbergweg is more vulnerable to nuisance than Hogehilweg, Bullewijkpad and Laarderhoogtweg. The Spoorpark and railway areas on the east side are the most severely disturbed by noise. Based on the above information, the project proposes the following strategies for the zoning of the NTE in Bullewijk:

1. Using the space under the railway, combining Spoorpark and the interface between Bullewijk and Spoorpark, develop the NTE axis on the east side. This axis will accommodate the NTE sectors causing most nuisance. 2. Develop NTE clusters at intersections of main roads. The intersection of Spoorpark and Karspeldreef is also the entrance to the area via the metro station Bullewijk, which will become Bullewijk's largest NTE cluster. 3. Hessenbergweg can only develop quiet, community service-oriented NTE sectors. Reduce the nuisance from the east through the barrier of Hondsrugpark.

Regarding the diversity of night-time industry sectors and activities in the area, the plan combines questionnaire surveys and zoning to locate the sectors. First of all, ArenAPoort already has a large event center, cinema and shopping malls, so Bullewijk no longer needs similar functions. According to people's perception of nuisance, High-nuisance sectors will be located in the Spoorpark/Railway area. Medium-nuisance sectors will be located in Hogehilweg and Bullewijkpad. To avoid over-concentration of nuisance, sectors with different nuisance levels will also be mixed in a cluster. An NTE cluster must have at least four types of sectors.

7.2.2 TRANSPORT

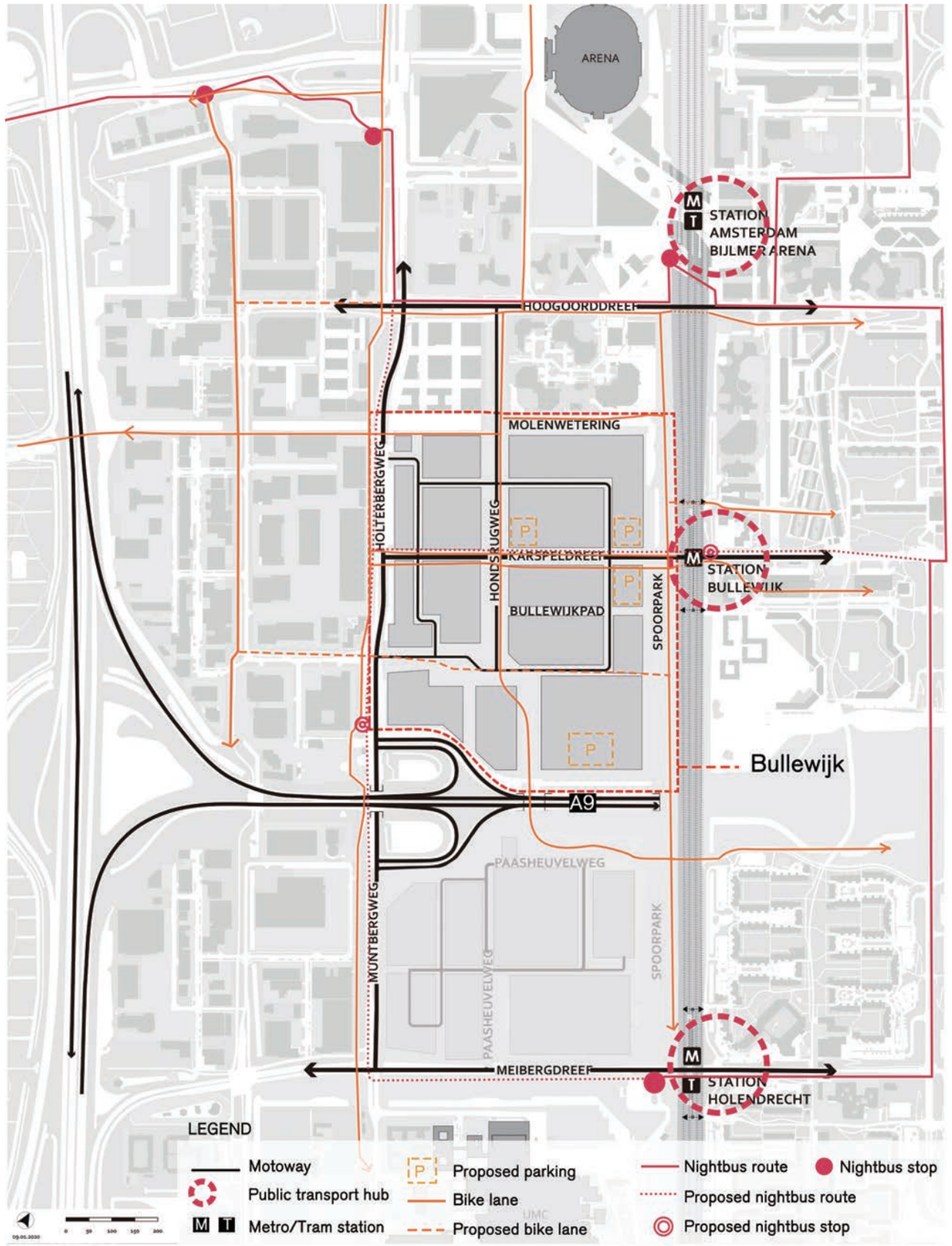


Fig. 7.2.4 Proposed public transport network in Bullewijk. (Author, 2021)
Based on Gementee Amsterdsam (2020)

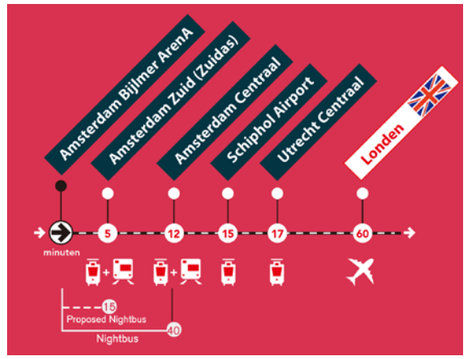
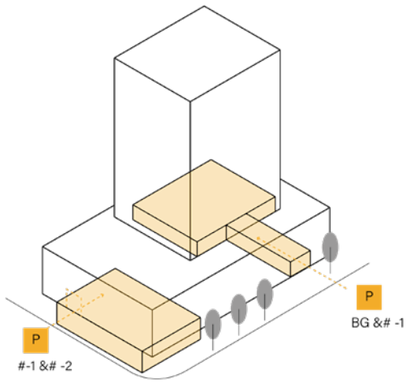


Fig. 7.2.5 Public transport acessibility (Author, 2021)
Based on Gementee Amsterdsam (2020)



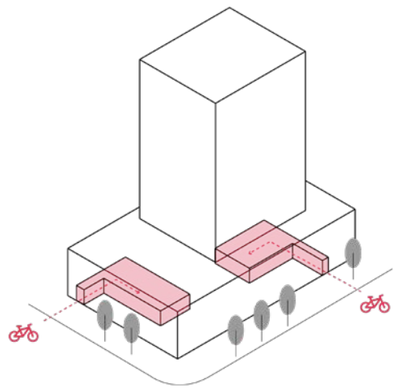


Fig. 7.2.6 Parking interventions. (Author, 2021)

Tr-01 Public transport

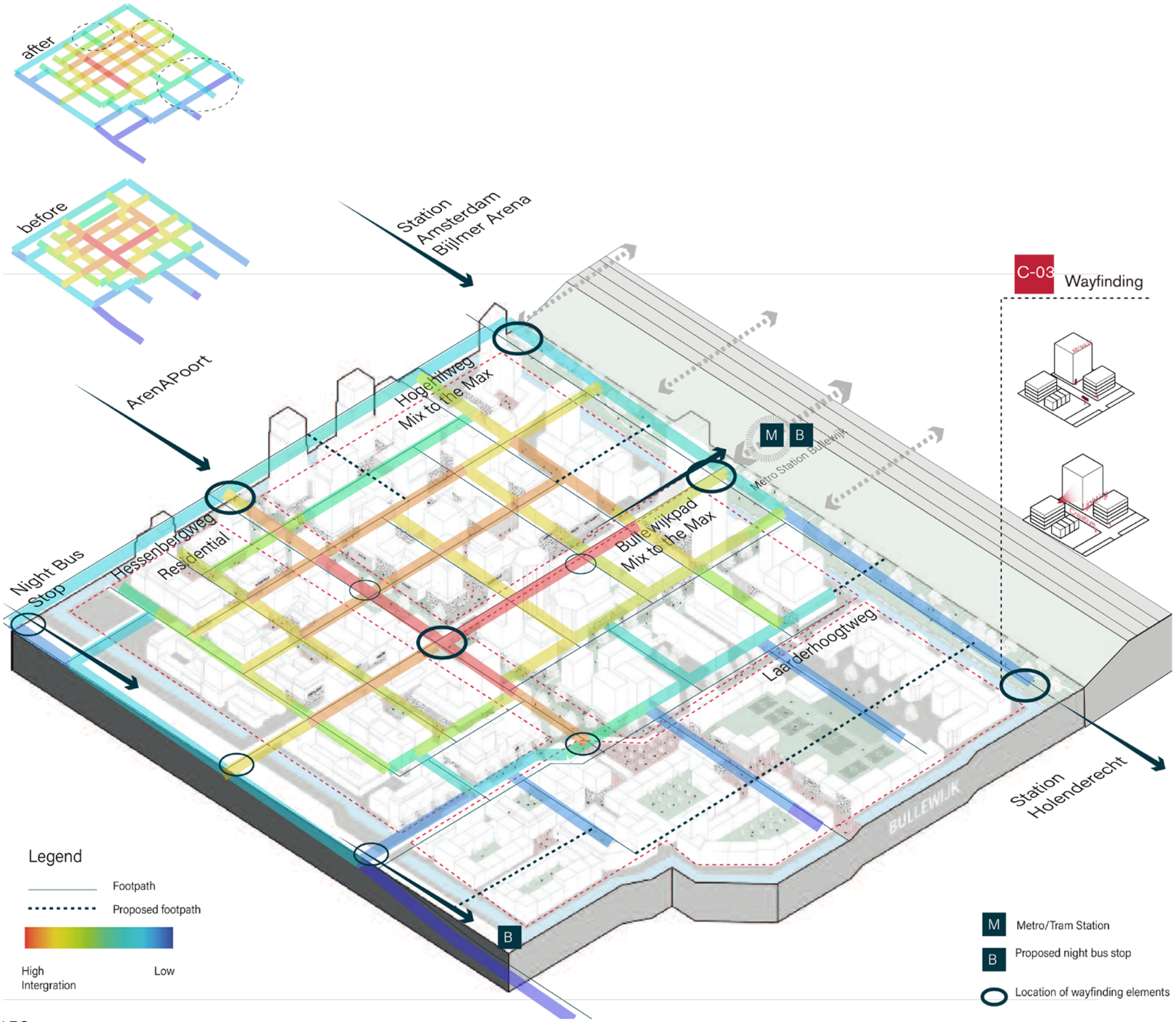
Tr-02 Parking

Tr-03 Cycling

Public transportation in the Bullewijk area is already very convenient, but there is still room for improvement in night traffic. At present, the night bus from Bullewijk to Amsterdam Centraal runs every 1 hour. The project considers increasing the frequency of shifts to half an hour at night peaks and adding night buses to the adjacent night-time economy cluster Zuidas. In addition, the plan extends the existing night bus routes and adds night bus stops at Bullewijk Station and Holterbergweg to improve the accessibility of Bullewijk's night buses. The plan also adds bicycle lanes to the existing bicycle lanes.

According to the analysis in Chapter 5.2, the Amstel III and Bullewijk areas need to increase parking facilities. In order to save ground space, Bullewijk's car and bicycle parking lots will mainly use underground space. The parking facilities of the office buildings and mixed-use buildings are open to the public at night.

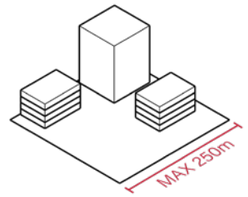
7.2.3 CONNECTION

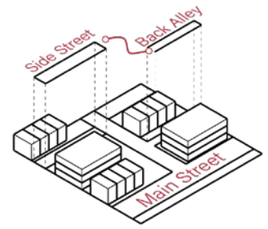


C-03 Wayfinding

C-01 Size of block

C-02 Activate side street



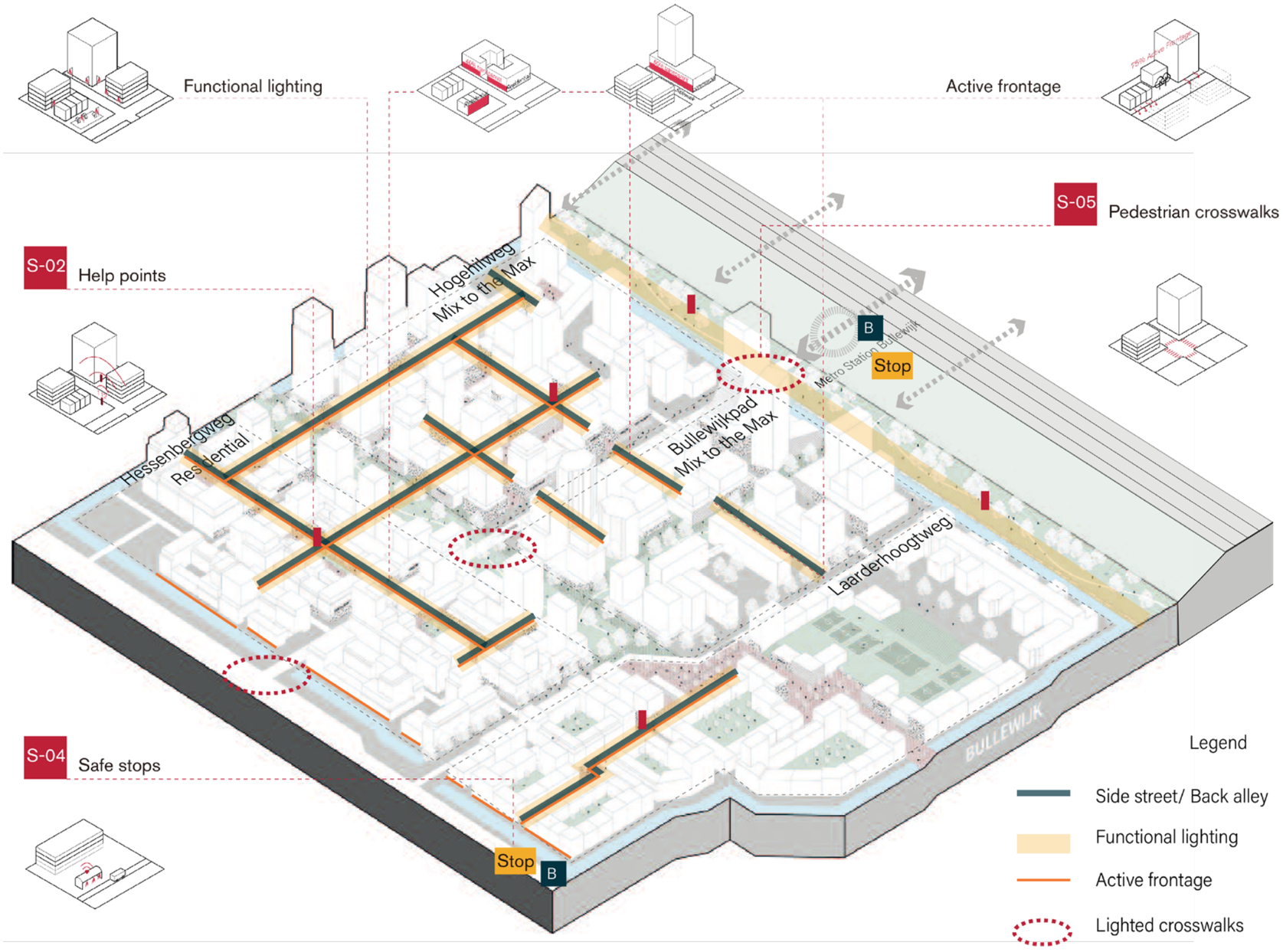


The blocks of Bullewijk are less than 250 meters long. The project uses space syntax to analyze the connectivity of the pedestrian routes and adds pedestrian routes in Laardenhoogtweg, the eastern and northern areas with low integration.

In terms of wayfinding improvement, the project first determines the main flow direction of Bullewijk, then determines the main path and important nodes according to the flow's direction and space syntax analysis. These nodes will be equipped with wayfinding facilities to improve the connectivity of the pedestrian system.

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

7.2.4 SAFETY



S-01 Functional lighting

S-03 Active frontage

Side streets, back alleys, the Spoorpark area along the railway and the waterfront interface on the east side are areas with a high sense of insecurity. The project will focus on improving the functional lighting of the side streets, back alleys and Spoorpark to improve the light environment. In term of ground floor interface, buildings in Bullewijk should follow one or more of the following active frontage principles according to their function and service level:

(1) More than 75% of the adjacent buildings have front doors facing directly to the street)

(2) Commercial ground floors that open onto sidewalks should have at least 60% of their main frontages occupied by transparent structures.

(3) Around 40% of all housing should present transparent perimeter walls or frontages, in the form of windows, doors or fences.

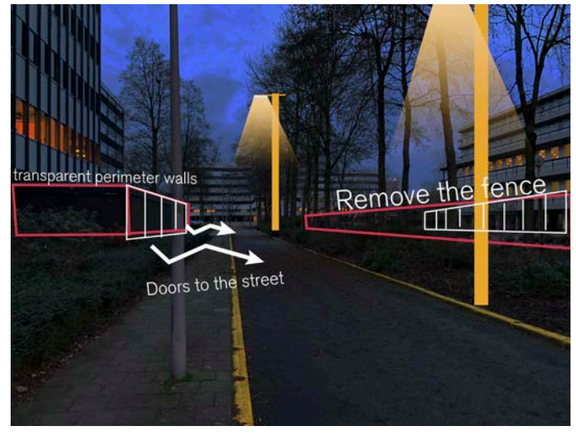
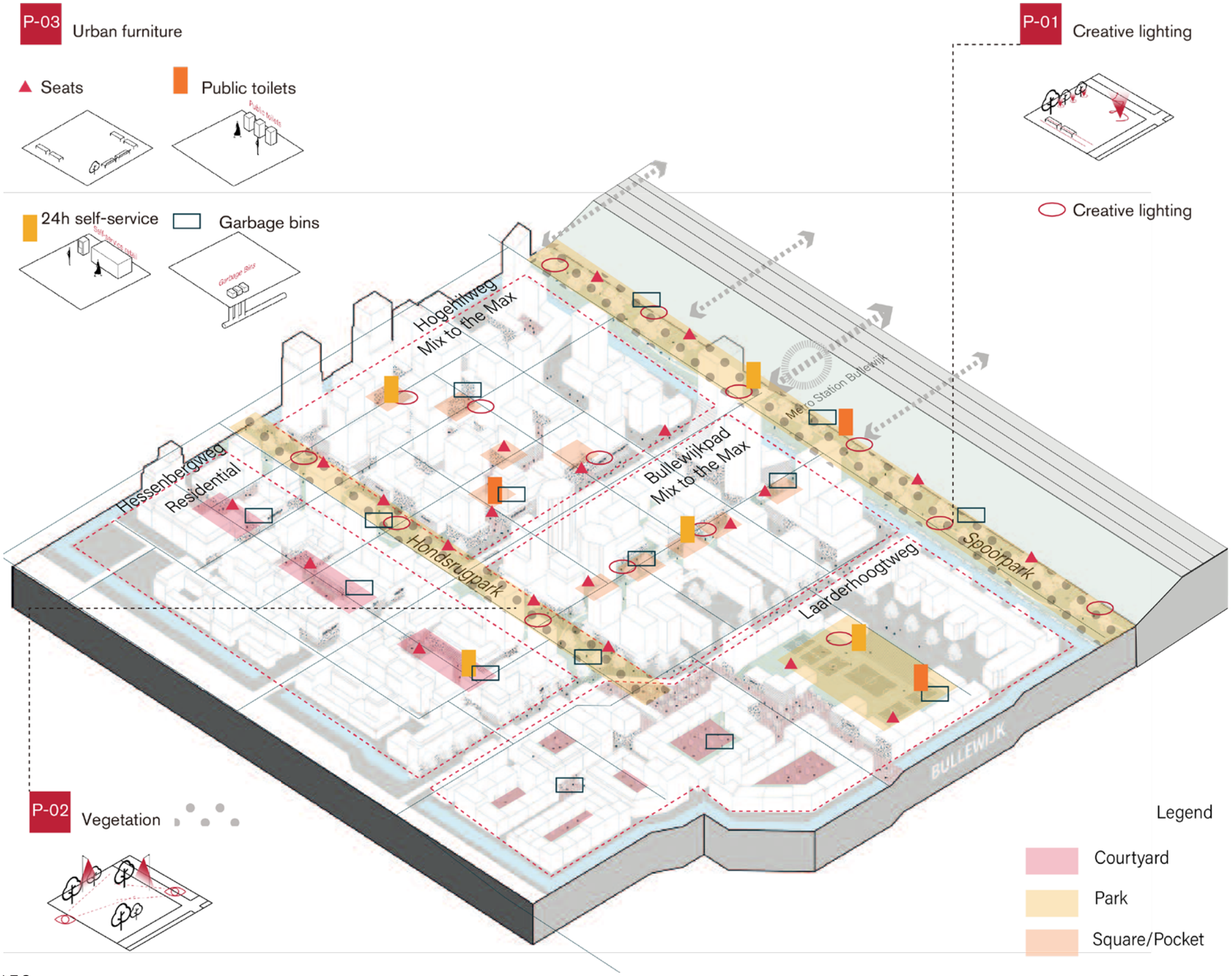


Fig. 7.2.8 Interventions to improve perception of safety on side streets. (Author, 2021)

7.2.5 PUBLIC SPACE AND SERVICE



According to the municipality's plan, Bullewijk has three kinds of public spaces: courtyard, square/ pocket, and park, located in sub-areas with different atmospheres. For different types of public spaces, the design and facility strategies are different. Creative lighting will be used as landmarks and public art in strip parks and pocket squares. The vegetation will mainly serve as two barriers to prevent nuisance. The density of urban furniture is higher in areas with dense night venues. The placement of urban furniture will take into account the visibility and agent-based model analysis by Space Syntax, following the principle of being easy to find and not blocking movement.

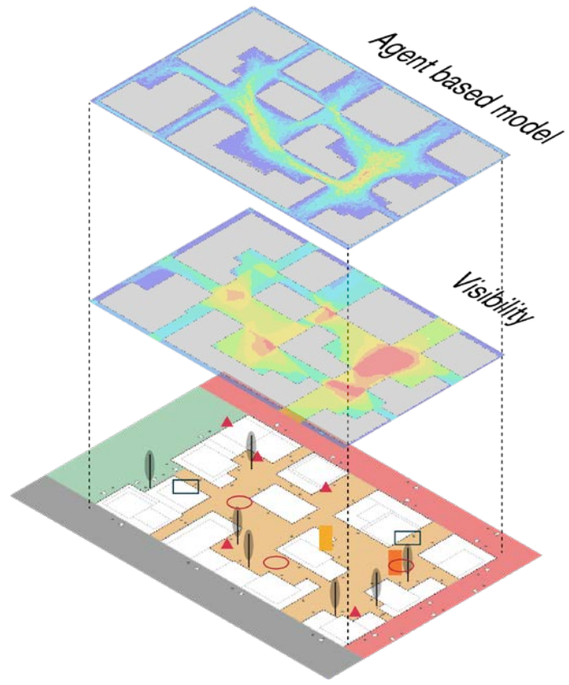


Fig. 7.2.9 Space syntax analysis and public space design. (Author, 2021)
Based on Gementee Amsterdam (2020)

7.2.6 TEMPORARY USE AND POP-UP

Public spaces and vacant properties in Bullewijk will be used for regular temporary uses or pop-ups. The playground in Laarderhoogtweg can be used as a night market and event ground. The pocket squares and in the “Mix to the max” area and Karspeldreef are suitable for performances, street food and pop-up stores. The strip park is ideal for performances and street food. For the sake of a quiet atmosphere, the courtyards in the residential area are not used as regular sites, but as temporary places during festivals or events.

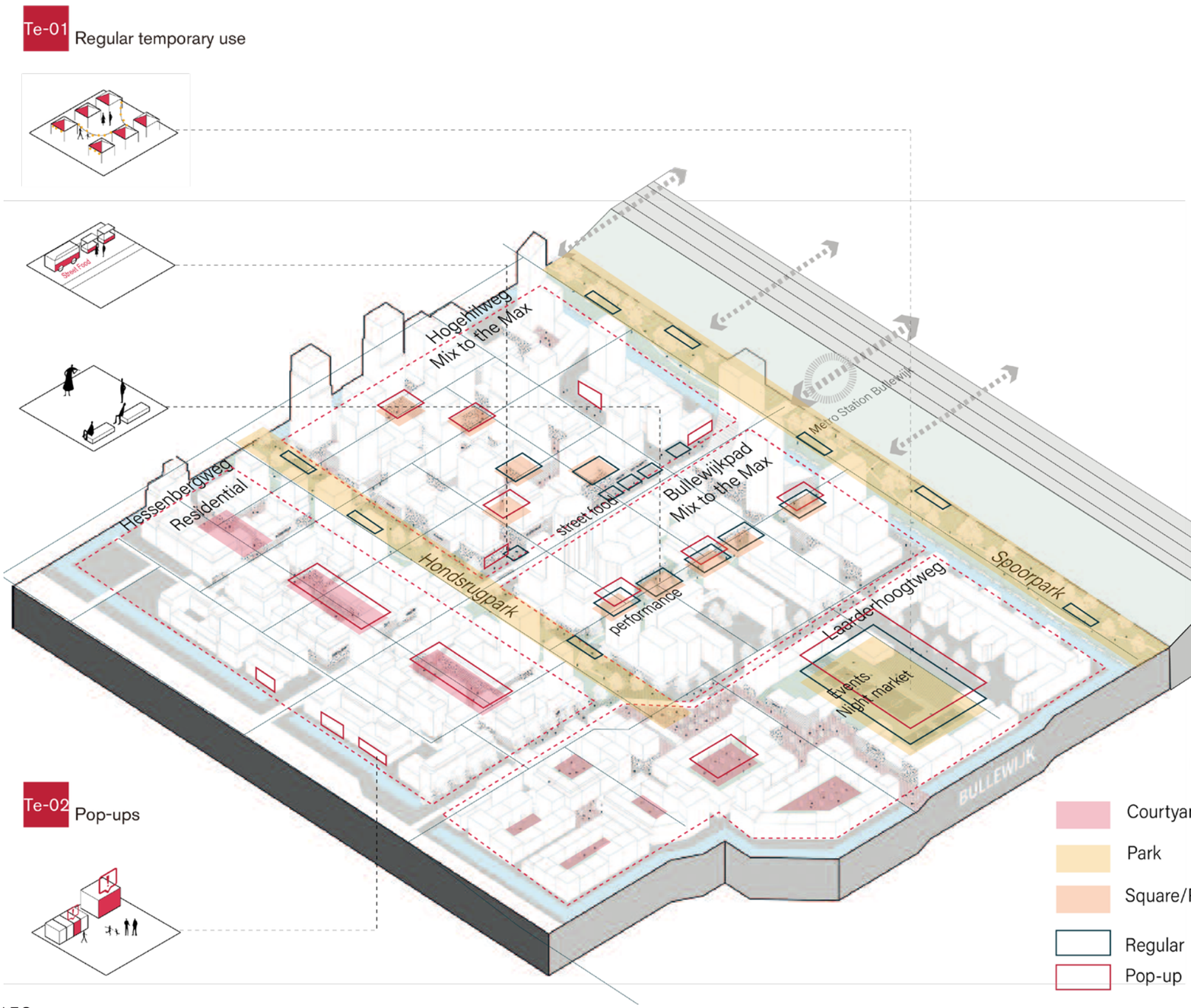
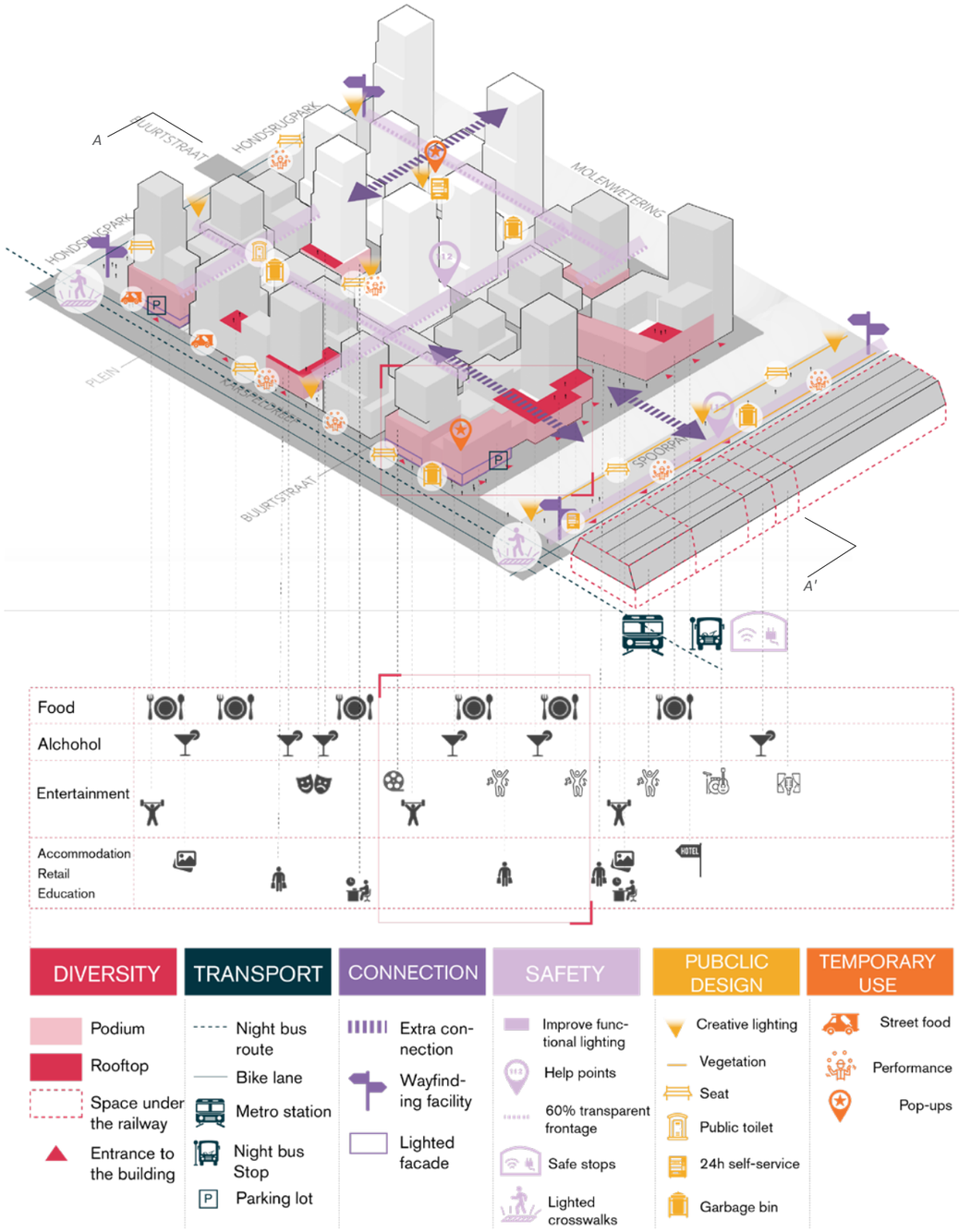


Fig. 7.2.10 Examples for temporary use and pop-ups . Source: http://lawontherunway.com/blog/tips-setting-successful-pop-shop/ https://www.commarts.com/exhibit/nike-pop-up-store

7.2.7 SYNTHESIS

Block 1: Hogehilweg (Mix to the max)



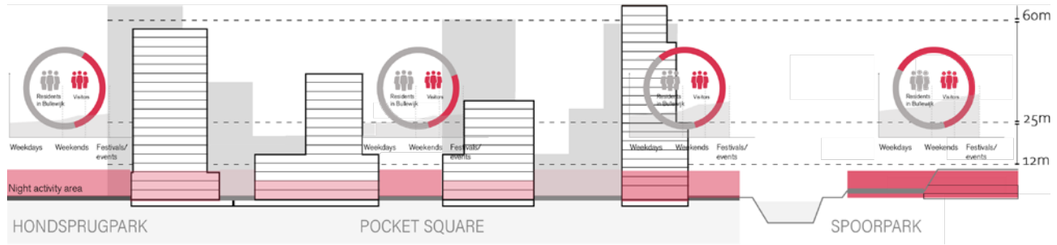


Fig. 7.2.12 Section A- A'. (Author, 2021)
Based on Gementee Amsterdam (2020)

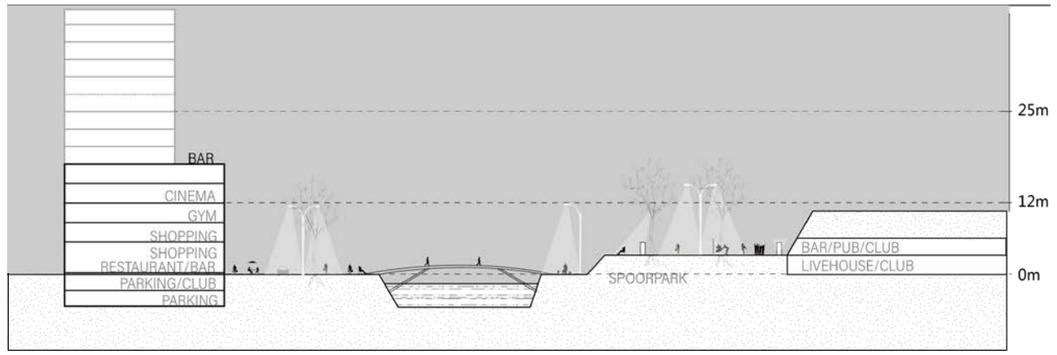


Fig. 7.2.13 Detailed section Spoorpark. (Author, 2021)

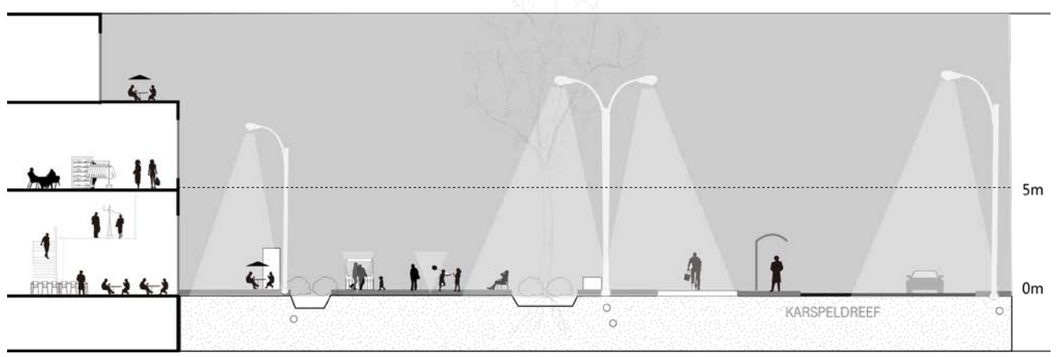


Fig. 7.2.14 Destailed section Karspeldreef (Author, 2021)

Nightlife in Hogehilweg will be diverse and enjoyable to both residents and visitors. The main night activity zone is consisted of the Spoorpark and the area beneath the railway. In the underground space, people may enjoy live music and a disco, while in the park, they can enjoy street performances and sports. The barriers of nature and canals reduces the nuisance to mixed-use neighborhoods. At night, Karspeldreef will transform into a bustling street with user-friendly amenities. Various night-time economy sectors are situated on podiums along Karspeldreef, supporting a dynamic nightlife. The pocket park and side streets will improve the spatial environment for public activities to provide a network where people may securely wander and explore at night.

Fig. 7.2.11 Senario of the nightlife in Hogehilweg. (Author, 2021)

Fig. 7.2.15 Senarios of the nightlife in the Spoorpark. (Author, 2021)

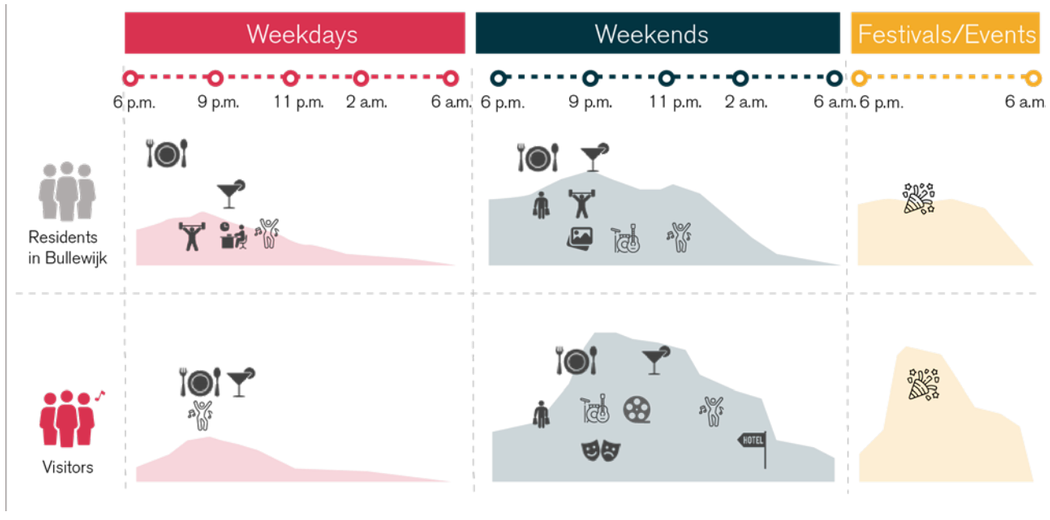
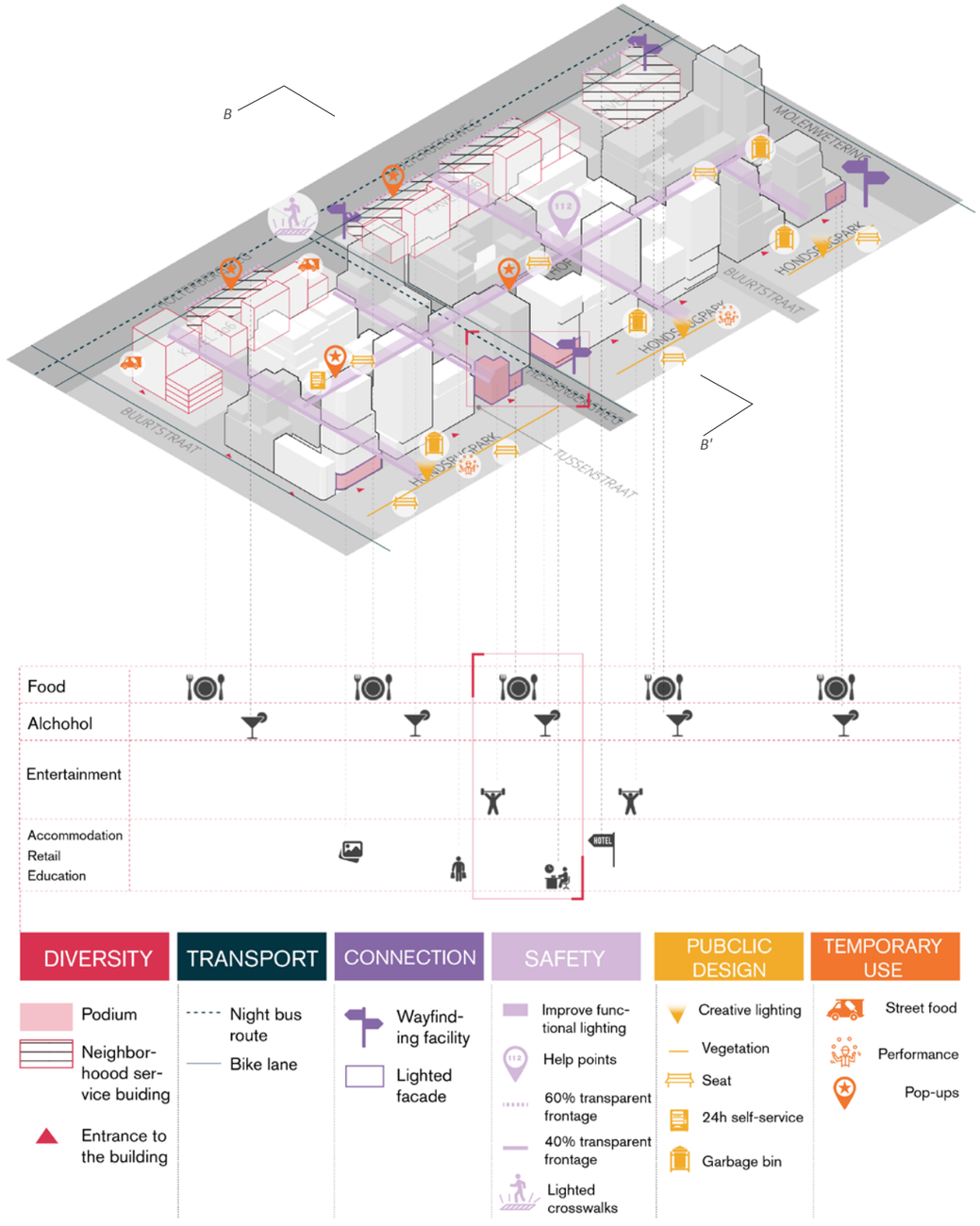


Fig. 7.2.16 Time characteristics of night activities in Hogehilweg. (Author, 2021)

Block 2: Hessenbergweg (Residential)



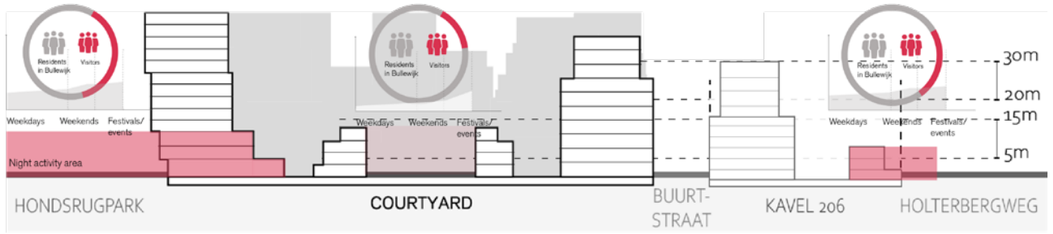


Fig. 7.2.18 Section B- B'. (Author, 2021)
Based on Gementee Amsterdam (2020)

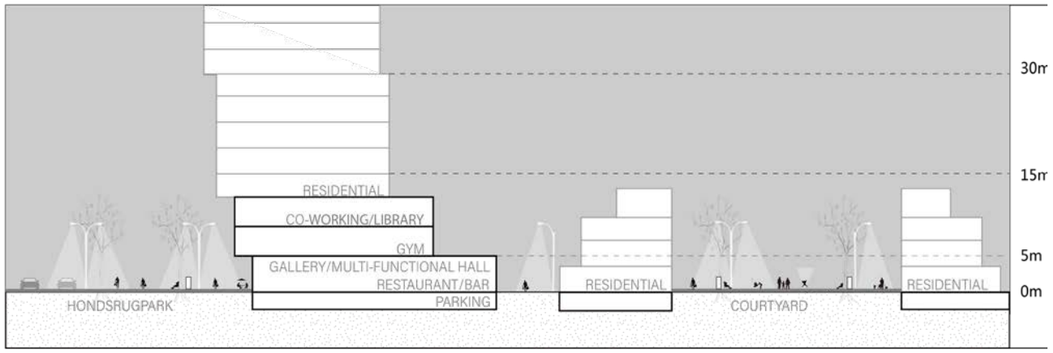


Fig. 7.2.19 Deatailed section. (Author, 20219

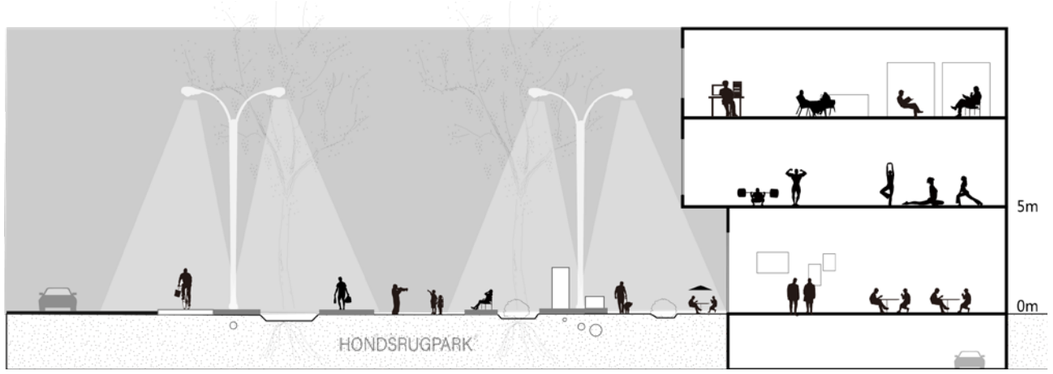


Fig. 7.2.20 Detailed sction Hondsrugpark. (Author, 2021)

In Hessenbergweg, a quiet residential area, night activities will mainly take place on the periphery of the blocks. The vacant plots on the west side will be developed into a mixed residential area with podiums. Shops, restaurants, and other night-time economic sectors that serve the neighborhood will be located in the podiums. The interface on the east side opens to the park, where visitors and residents interact more. The crossroads of Hessenbergweg and the park will become the main night-time economy cluster in the area, with the functions of catering, night fitness, night self-improvement. The courtyards in the residential area are primarily used by residents to maintain a quiet atmosphere, and will open to the public during festivals and pop-up events.

Fig. 7.2.17 Senario of the nightlife in Hessenbergweg. (Author, 2021)

Fig. 7.2.21 Senarios of the nightlife in courtyards in Hessenburgweg. (Author, 2021)

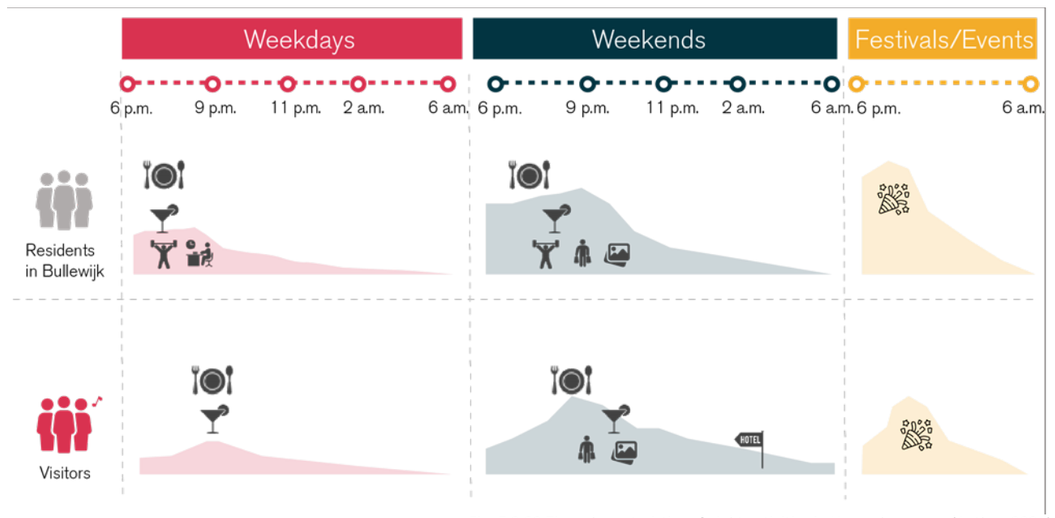


Fig. 7.2.22 Time characteristics of night activities in Hessenburgweg. (Author, 2021)

7.3 Institutional Interventions

7.3.1 Management and Decision-making at the Local Level

G-01 Institutionalization

G-02 Policy support

G-03 Partnerships

D-05 Opening hours

P-04 Online services

Te-03 Festivals

In order to promote evidence-based decision-making, the project needs first to establish an effective and appropriate information system and partner working forum. ZO! City is a public-private district organization established by Zuidoost on January 1, 2021. According to the official website of ZO! City, the organization will serve as an agenda-setting and connection platform, providing an equal cooperation platform for all stakeholders to think about and cooperate on the transformation of Zuidoost. Besides, ZO! City works closely with business association VAZO and city marketing organization Zuidoost Partners. It is also financed by local real estate owners and banks and the Municipality of Amsterdam. Therefore, ZO! City (or another specialized organization) is suitable to become an information integration and partner cooperation platform to promote the development of the Bullewijk night-time economy clusters.

Fig. 7.3.1 Homepage of ZO!City public-private organizasion. Source: https://zocity.nl/

The local management and coordination organization for night-time economy cluster development based on ZO! City can have many functions, including short-term operational response, mid and long-term strategic decision-making, and data collection and research functions. Fig 7.3.2 shows some of the functions.

- [x] to administer 24-hour permit applications
- [ ] to monitor individual nightlife industry venues and areas with clusters (high concentrations)
- [ ] to collect and integrate data and provide online information services
- [ ] to organize hearings, working forums and other partnership building activities for stakeholders
- [ ] to promote the implementation of initiatives according to the project, and coordinate temporary activities and events
- [ ] to corroborate and share knowledge with other night-time economy clusters in Amsterdam and worldwide
- [ ] ……

Fig. 7.3.2 Potential functions of a NTE management and coordination organization. (Author, 2021) Based on Hadfield(2011)

After clarifying the functions and responsibilities of the management and coordination organization, the local neighborhood Bullewijk can use the improved data analysis and collection platform to establish a partnership working forum. Partners should be identified locally but are likely to include the city and regional public authorities, planning authorities and social services, market and private sectors, residents' organizations and businesses, etc. Forms include online complaints and feedback, offline hearings and workshops, and the planning and holding of community-led night events. Fig 3.3.3 shows the working process of the partnership working forum for the problems encountered in the implementation of the project.

- identification of nature and type of problems
- to check the project and provide relevant information and data
- to organize the stakeholders involved in various forms of meetings and get responses from multiple stakeholders
- identification of appropriate solutions
- responses to specific stakeholders considered to have most impact, or to be the most relevant to a particular challenge
- ongoing monitoring of the strategies implemented.

Fig. 7.3.3 Working process of partnership working forum. (Author, 2021) Based on Hadfield(2011)

7.3.2 Long-term evaluation

G-01 Institutionalization

G-03 Partnerships

Based on the literature research by Hadfield (2011) for the night-time economy planning of Sydney, the project has designed a long-term evaluation checklist for Bullewijk. The checklist includes four aspects: the effectiveness and transferability of the interventions, the community's attitude and responses, the external influence and innovation of the interventions, and whether the evaluation system is institutionalized.

Evaluation checklist for the NTE clusters development in Bullewijk

- [x] 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?
- [ ] .....

Fig. 7.3.4 Evaluation checklist for the project. (Author, 2021) Based on Hadfield(2011)

7.4 Discussion

SUMMARY

This chapter chooses Bullewijk in Zuidoost to explore how the strategic toolbox is implemented on a local scale. Bullewijk is transforming from a single-function office area to a mixed neighborhood. In the future, Bullewijk will have high-density "Mix to the max" blocks and low-density "Residential" blocks, with different atmospheres of bustling and quiet. The diversity of functions and atmosphere brings opportunities for the development of the night-time economy. In terms of spatial design, the strategic project implements general strategies in the future Bullewijk on six layers: diversity, transport, connection, safety, public space and service and temporary use.

More literature and local-scale analysis provide evidence for implementing the strategy in a real context, improving the whole approach. In terms of institutional intervention, the strategic project designed the partnership workflow for local decision-making and strategy implementation and a long-term evaluation checklist based on the literature review. In the future, Bullewijk will become a night-time economy cluster with a variety of night atmospheres, providing diverse activities and services as an attractive night destination.

GENERALIZATION AND CONTEXTUALIZATION

Bullewijk's night-time economy planning will serve as a "patch" integrated into the urban regeneration project. The design strategy for night-time economy clusters not only improves the environment and vitality at night, but also enhances the spatial quality and livability during the day. In addition, in terms of generalization, the design experiment provides two sub-projects for developing night-time economy clusters in high-density mixed-use neighborhoods and low-density residential neighborhoods. According to the local context, the analysis and design approaches can be transferred to other peripheral night-time economy clusters in Amsterdam.

Although the strategic project presented as many comprehensive instruments from seven aspects as possible, this does not indicate that all interventions must be performed in a single project. Decision-makers and designers should make contextual adjustments based on actual circumstances. The first step in developing night-time economy clusters in a given location is to determine the service level, approximate scale, and major functions of future night-time economy clusters based on the vision. Then, use seven dimensions to evaluate the current condition, select which dimensions need to be improved, and apply relevant interventions in the order specified in phasing. In short, the strategic toolbox's significance is to provide as many instruments as possible for decision-makers. However, it is the decision maker's responsibility to contextualize strategic tools to adapt to the actual situation and avoid over-designing or ineffective design.

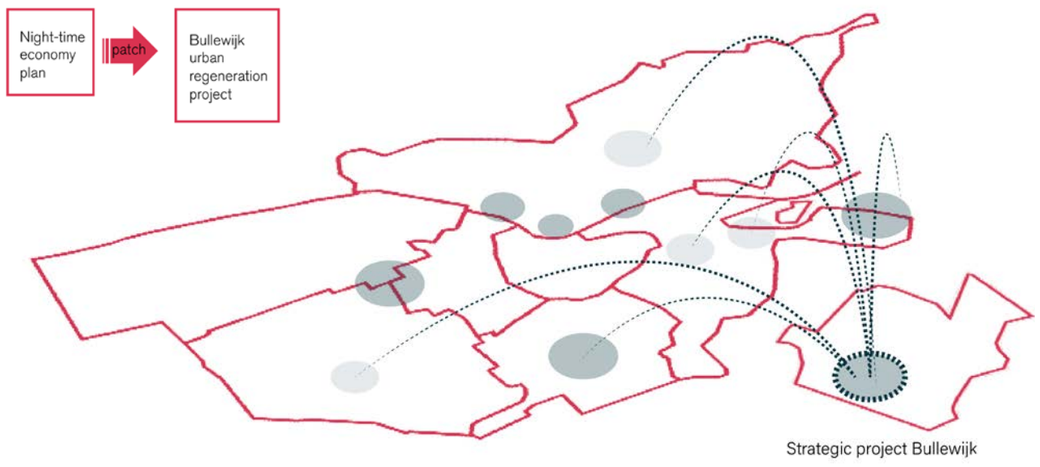


Fig. 7.4.1 Scheme of the generalization of the strategic project. (Author, 2021)

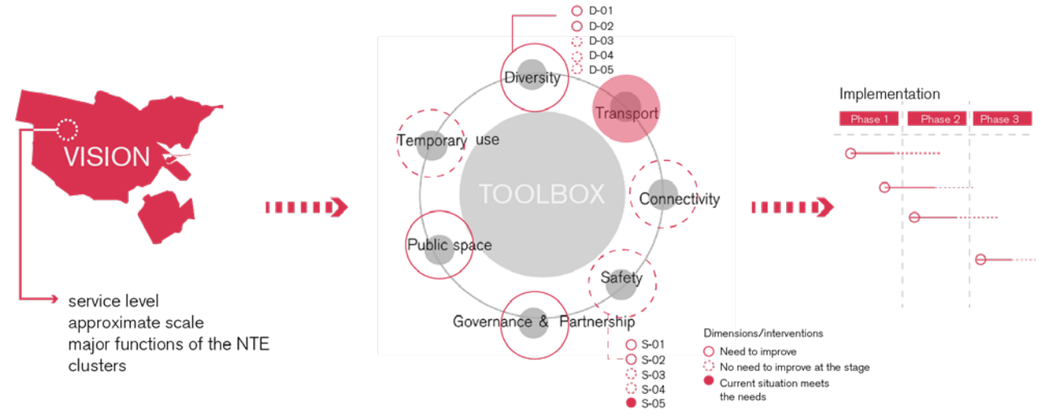


Fig. 7.4.2 Scheme of the contextualization of the strategic project. (Author, 2021)

08

Conclusion

8.1 Conclusions
8.2 Reflections
8.3 Recommendations for Future Research

Alert Dros, 2020
source: https://www.youtube.com/watch?v=yu3pvWGnYVs&feature=youtu.be

8.1 Conclusions

The starting point of the thesis is the dilemma of environmental pressure and social tension caused by the over-concentrated nightlife industry in the inner city of Amsterdam and the threat of gentrification to the nightlife diversity. The thesis proposed to solve the dilemma by facilitating peripheral night-time economy clusters. To explore the approach, the thesis designed four sub-questions of why, where, what and how to obtain evidence and conclusions from the four aspects and answer the main research question.

SQ1: What is the rationale for the development of night-time industry clusters in the peripheral centers of Amsterdam?

The thesis reviewed the theories of the night-time economy, gentrification, and polycentric urban network. In summary, the night-time economy clusters in the center of Amsterdam has generated economic, social, and cultural value while leading to a decline in livability. State-led gentrification has enhanced environmental quality, but caused the displacement of night culture, social inequity, and the loss of the city's cultural identity. The synergy of a polycentric urban network provides a holistic and dynamic perspective for resolving the current dilemma of Amsterdam's night-time economy development. The literature review concludes that a shift from a monocentric to a polycentric structure would help to alleviate the pressure of the night-time clusters on Amsterdam's inner city and the threat that gentrification poses to the cultural diversity, social equity, and urban spirit. Therefore, the thesis proposes a position that by facilitating the peripheral night-time economy clusters, the polycentric spatial network of Amsterdam's night-time economy can be optimized, enhancing the synergy between night-time economy clusters in inner city and the peripheral areas.

SQ2: Where are the possible locations for night-time industry clusters outside the inner-city of Amsterdam?

To answer this question, the thesis first referred to Van Der Heijdefive's research (2012), which defined new urban centers with multiple functions and cross-district services outside the inner city of Amsterdam. The thesis also supplemented the evidence by mapping the locations of peripheral night-time economy premises mentioned in the policy. In addition, the paper also used questionnaires to investigate the current places of people's night activities and their tendency towards future peripheral night destinations. Based on the above results, the paper defines ten locations outside Amsterdam that have the potential to develop night economic clusters. However, it needs to be admitted that the locations determined by this method may not be all possible locations, and big data analysis may provide more accurate evidence.

SQ3: What are the current situation and potentials of the peripheral night-time economy clusters?

The thesis designed an analytical framework from the seven dimensions of diversity, transport, connection, safety, governance and partnership, public space and service and temporary use, using a comprehensive method to conduct a spatial-social analysis of potential night-time economy clusters. The analysis integrates literature review, second-hand data obtained from the database and outcomes of the field trip. In addition, the thesis also designed a questionnaire survey to investigate people's current and potential night-time activity patterns and preference for peripheral night-time economy clusters. Based on the above information, the thesis summarized the current situation and potentials of each peripheral night-time economy cluster in Amsterdam. For different clusters, the ability and potential to develop the night-time economy, the future service level and characteristics, the suitable sectors and the qualities that need to be improved are also different.

SQ4: What are possible strategy and design interventions to activate the peripheral night-time economy clusters, while minimizing the negative externalities?

Based on the conclusions of the analysis, the thesis proposed a vision of Amsterdam's night-time economy on a city scale: diverse, connected and attractive. Based on the seven dimensions of the analysis framework, the project proposed a plan to improve peripheral night economy clusters at the city scale generally. Then, the project developed more detailed and specific strategies to make a strategic toolbox. Finally, the project scaled down to Bullewijk in Zuidoost, and explored how to implement the strategic toolbox at the local level through design experiments. Through design intervention, Bullewijk in 2040 will form a suitable spatial and institutional environment for developing diverse night-time economy clusters. The intervention approach will be generalized to other potential peripheral night-time economy clusters in Amsterdam.

In conclusion, the thesis proposed an integrated approach to alleviating the dilemma faced by the nightlife industry in the inner city by developing peripheral night-time economy clusters. First, through spatial-social analysis, the thesis defined the locations, current situation and potential of peripheral night-time economy clusters. Then, the project proposed a city-scale vision and strategic toolbox, and chose Bullewijk in Zuidoost to experiment with implementing strategies at the local scale. For a one-year master's thesis, the project stays at this stage. Future research may include establishing models to study the synergy of night-time economy clusters in the inner city and peripheral areas, including enhancing cooperation and complementarity through industrial transfer and multi-stakeholder partnerships.

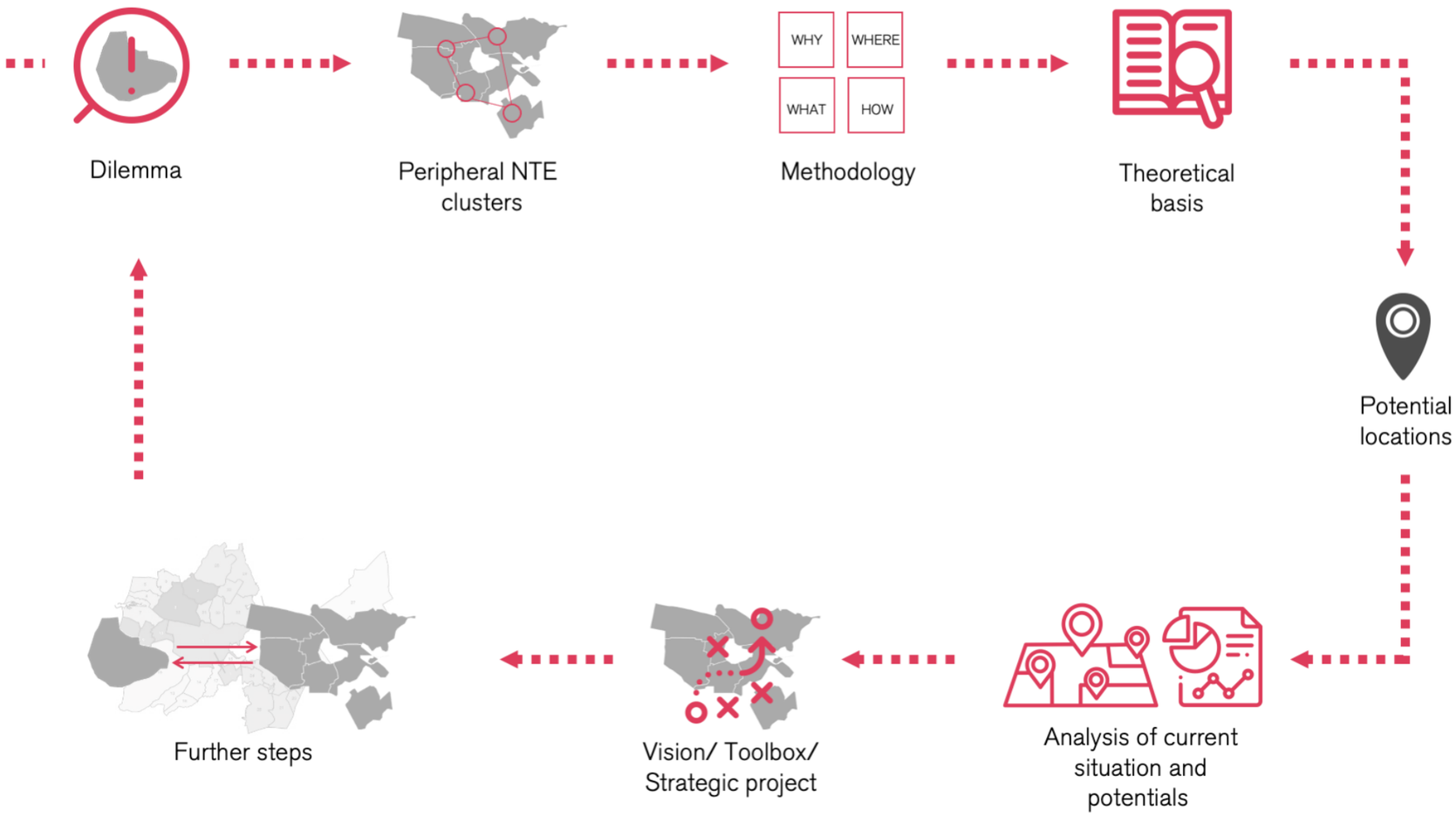


Fig. 8.1.1 Scheme of the structure of the research. (Author, 2021)

8.2 Reflections

RELATIONSHIPS BETWEEN PROJECTS, STUDIO AND URBANISM

The main agenda that the project, the Planning Complex Cities studio, and the master track Urbanism have in common is the aspiration to solve complex urban problems from spatial planning and strategy. The current measures to solve the social problems caused by the night-time economy in Amsterdam is limited to economic and social management policies but lacks spatial planning strategies. The project aims to study the spatial attributes of the night-time economy as an economic phenomenon and social culture from the perspective of spatial planning and design. Therefore, it contains multiple dimensions including socio-economic, cultural and spatial, which is a complex system that requires an integrated research approach. In this sense, the Planning Complex Cities studio provides an interdisciplinary perspective and help me to build an approach that integrates spatial planning, social interventions and institutional practices.

As building the knowledge framework for the research, I found that urbanism has an open knowledge hierarchy, but the spatial dimension is still the anchor point. The study of complex urban issues requires a synthesis of multidisciplinary knowledge, but spatial and built environment science serves as the foundation. An urbanist's task is to consider how to optimize the unique contribution of urbanism in linking physical space and social environment while learning throughout life in work and practice.

SCIENTIFIC RELEVANCE

First, this research can contribute to the knowledge gap in Amsterdam's night-time economy planning from the perspective of urban polycentricity. Polycentric urban configuration and night-time economy planning are still two separate research fields without cross-references. The research aims to link these fields by focusing on the question how spatial planning on the basis of the theory of polycentric city can contribute to the development of the gentrification threatened night-time economy in Amsterdam. The research will attempt this field to provide a step stone for future research.

In terms of transferability, the project's intended outcome of proposing an integrated strategical framework (planning and design) could be applied in other similar areas worldwide. The framework focuses on stimulating the development of the night-time economy while controlling negative effects. It has reference value for planning emerging night-time industry clusters. Future research can also use the analytical framework and the data collected as a reference.

SOCIETAL RELEVANCE

For a long time, negative externalities associated with activity after dark, especially behaviors related to alcohol consumption, have been demonized by media reports, obscuring the residents' demand for an active but more diverse nightlife (Eldridge and Roberts, 2008).

In fact, it is a trend of night economy to shift from a single culture in the popular concept to a more diverse and inclusive culture. This research recognizes and affirms the diversity of night culture and its positive effects on society, economy and culture. Besides, the project promotes positive externalities of night economy through spatial planning and governance measures to promote cultural tolerance and social cohesion.

From the perspective of social justice, this research is committed to creating a night-time economy vision for everyone through planning. This research's core value is that the right to enjoy the night for every sector of the population should be safeguarded, regardless of age, race, gender, sexuality, or physical or mental ability (Kolvin, 2016).

ETHICAL CONSIDERATION

In the research, to understand current and potential night-time activity patterns, I took a questionnaire survey to collect data. The anonymous questionnaire provides sufficient information to enable participants to make a fully informed, considered and free decision on whether to participate. The collected data is only used for the graduation thesis and will not be disclosed to other individuals or organizations. When setting up questions, I paid attention to the language's accuracy to avoid any misleading information. The survey also respects participants' positions and privacy by avoiding offensive, discriminatory, or other inappropriate words. For example, the survey uses "adult services" instead of "sexual services" to provide a more neutral message.

Furthermore, night culture is a multifaceted notion. Mainstream and fringe culture involve economic activities that are mutually exclusive in space. The project takes an objective approach and position, avoiding subjective assumptions and preconceptions. The diversity of needs of different groups for space and activities is respected in the study. Through the research, I have a better understanding of urbanist's role, which is to balance the interests of various groups.

RESEARCH BY DESIGN

The research and design of this project are closely integrated. Through literature research and case studies, I developed general strategies for planning night-time economy clusters. Then, through experimental design projects, the general strategies are contextualized in Amsterdam. More research is added to further refine the design according to the actual situation. The advantage of this approach is that each step of the research and design is evidence-based. However, for me, multi-task working flow is a challenge.

LIMITATION

One of the difficulties in this project was the impact of the COVID-19 epidemic in the Netherlands. As the project progressed, the government has taken measures such as lockdown and curfew, which have resulted in all nightlife businesses being unable to operate. People's night activities were also restricted. During the field trip, I saw an empty De Wallen for the first time and could hardly find anyone to interview or fill out questionnaires. Also, it was challenging to observe the use of outdoor public spaces at night. To overcome these limitations, I used secondary data from the literature, videos, and open data source. The survey questionnaire was distributed online. Although there are still limitations in sample size and randomness, I have achieved relatively reliable results.

Second, due to cultural differences, I am influenced by both Dutch and Chinese approaches in understanding the social, cultural and policy contexts of night-time economy issues in Amsterdam. Due to my limited knowledge of the Dutch urban governance system and stakeholders, this research is not in-depth on the analysis of stakeholder and policy. But dialectically, the research also demonstrates a unique perspective on Dutch night-time economy issues from a researcher with a cross-cultural background. For a one-year master graduation thesis, some of the terms are insufficiently defined due to the limited time, such as place management. More literature would have made the research more rigorous.

Also, a limitation that I did not anticipate was the length of daylight in the Netherlands. Here the night starts when it is not yet dark in the summertime, which is different from my previous experience. Therefore, I only considered "nightlife after dark" in the research design but ignored "nightlife before dark", which is a shortcoming for the research to be located in the Amsterdam context. A deeper exploration may include the division of the "night" period in different seasons and the related activities and space use.

8.3 Recommendations for Future Research

ABOUT THE SYNERGY BETWEEN MULTIPLE CENTERS

In the problematization, the notion of synergy between inner-city and peripheral night-time economy clusters was proposed. However, the research only focused on facilitating peripheral night-time economy clusters, which is a step to form the synergy. Therefore, I recommend that future researchers pay attention to both the inner city and peripheral areas and even the MRA. How to enhance the functional complementarity among night-time economy clusters, how to form more efficient cooperation in resource exchange and management, and how the synergy affects the spatial structure and built environment are some directions that can be elaborated in the future.

ABOUT THE INNER CITY

Consider the research's starting point: Amsterdam's inner city. The vision calls for the development of peripheral night-time economy clusters, as well as the formation of a night-time economy network based on a polycentric city. As a result, the inner city's place in the hierarchical network must be adjusted.

The vertical hierarchy of customer service centers has been replaced by a "cross-over" network in a polycentric paradigm, as discussed in previous chapters (Romein, 2005). Consumers from the city's hinterland can be attracted to peripheral night-time economy clusters. As a result, the size and service level of a peripheral night-time economy cluster can be larger and higher than those of the inner city. In terms of morphology, the central city will remain the center of the night-time economy network in a period if time, depending on geographical factors and the degree of growth of the peripheral centers.

However, in terms of functional dimension, city-level night-time economy clusters in the periphery, such as Northern IJBanks, Zuidas, and Amstel II, can emerge with higher service levels and more diverse functions than the inner city. Bars, clubs, and the sex industries, which have a high level of nuisance and are significantly influenced by gentrification, will progressively be relocated to the periphery. The inner city will be transformed into a 24-hour comprehensive service center that draws people of all ages. As a consequence, it is expected that the annoyances associated with the night-time economy in the inner city will decrease. However, because more diverse groups and activities will be introduced, the inner city's vitality at night will not be lost.

It should be highlighted, however, that the approach proposed in this research to alleviate inner-city problems by developing peripheral night-time economy clusters is an indirect approach. The challenge of the inner-city night-time economy still needs to be solved by direct intervention based on the context, which is also a recommended research direction. Reducing the nuisance on a spatial and institutional level, redeveloping unoccupied properties when the nightlife industry leaves the inner city, as well as avoiding the " Disneyfication" trend, are all issues worthy of consideration.

Surprisingly, the epidemic provided me with the opportunity to see the hypothetical project's potential effects in reality. The Dutch government's lockdown measures in reaction to the Covid-19 will be gradually phased down in June 2021. The last commercial sector to reopen is the nightlife industry. As a result, the scene of the nightlife industry closing and other economic sectors running normally occurs in Amsterdam's inner city, which is very similar to the research's purpose.

What will happen to the inner city if the plan could be implemented?

On June 20, 2021, despite the cancellation of other lockdown measures, night entertainment venues are still not allowed to open. Therefore, we may have a glimpse of the night street scenes in the inner city after transferring the nightlife industry to the periphery.

Time: 8 pm-10pm, Sunday, 20th June. (Three days before the cancellation of night venue business ban)
Locations: Leidseplein, Rembrandtplein, De Wallen, Amsterdam Centraal Station
All the photos are taken by the author.

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Appendix

Survey of Night Activities and Urban Environment in Amsterdam

Hello!

I am a graduate student majoring in urbanism at TU Delft. I am working on my master graduation thesis on night-time economy planning in Amsterdam, aiming to identify potential peripheral areas in Amsterdam to develop the night-time economy clusters.

The survey consists of 22 questions and will take about 5 minutes. The survey will be anonymous, and the results of this survey are for academic use only. Thank you for your help!

* Required

Before we start...

The night-time economy (NTE) is the production or consumption of leisure activities between 6 p.m. and 6 a.m. It includes dining, pubs, shopping, art galleries, evening sports, nightclubs, live music, street performance and events, accommodation, night markets, casinos, brothels, and university lectures and tutorials, etc.

Let's get started.

1. What is your age? *

Mark only one oval.

- ◯ Under 18
- ◯ 18 - 25
- ◯ 26 - 30
- ◯ 31 - 40
- ◯ 41 - 50
- ◯ 51 - 60
- ◯ Over 60

2. How do you identify your gender? *

Mark only one oval.

- ◯ Female
- ◯ Male
- ◯ Other (including transgender)
- ◯ Prefer not to say

3. You are *

Mark only one oval.

- ◯ 1. Dutch citizen, resident of Amsterdam
- ◯ 2. Dutch citizen, resident of other Dutch city *Skip to question 5*
- ◯ 3. Non-Dutch citizen, resident of Amsterdam
- ◯ 4. Non-Dutch citizen, resident of other Dutch city *Skip to question 5*
- ◯ 5, Visitor from other country (Dutch or non-Dutch citizen) *Skip to question 5*

4. Before the COVID-19 lockdown, how often did you go out at night in Amsterdam? *

Mark only one oval.

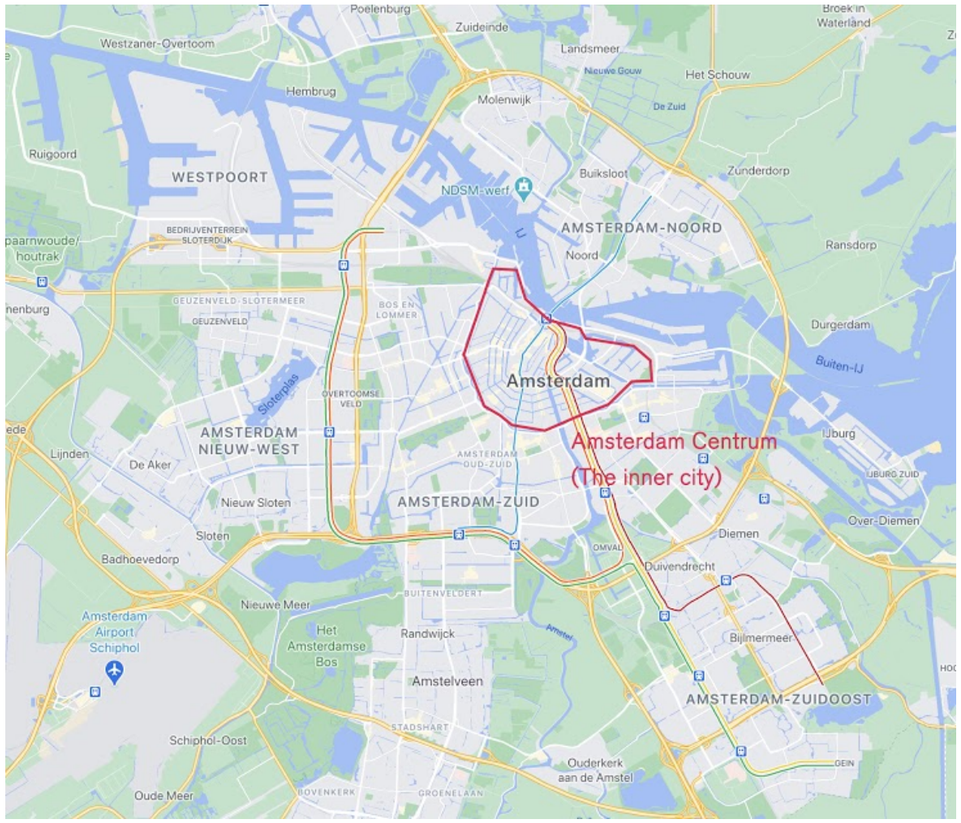
- ◯ Almost every day *Skip to question 6*
- ◯ At least once a week *Skip to question 6*
- ◯ At least once a month *Skip to question 6*
- ◯ Once half a year or more *Skip to question 6*

5. Before the COVID-19 lockdown, how many nights did you spend at your last visit in Amsterdam ?

Mark only one oval.

- Less than one night
- One night
- Two to four nights
- More than four nights

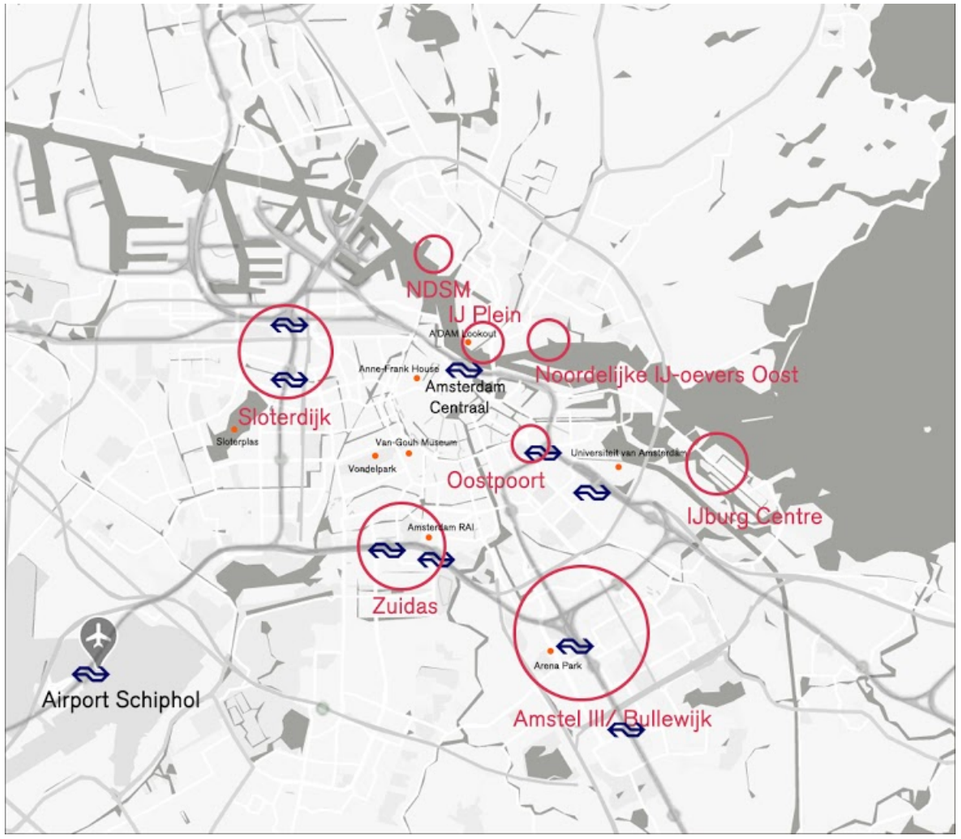
6. Where did you go for night activities last time in Amsterdam?



Mark only one oval.

- The inner city (De Wallen, Rembrandtplein, Leidseplein, etc.)
- Outside the inner city

7. Which of the following locations outside the inner city do you visit most often for night activities? *



Check all that apply.

- [ ] Zuidas
- [ ] Amstel III/ Bullewijk in Zuidoost
- [ ] IJburg Centre
- [ ] Oostpoort (Polderweggebie)
- [ ] Sloterdijk
- [ ] NDSM/ IJ Plein/ Noordelijke IJ-oevers Oost
- [ ] Never been to those areas for night activities

Other: _____

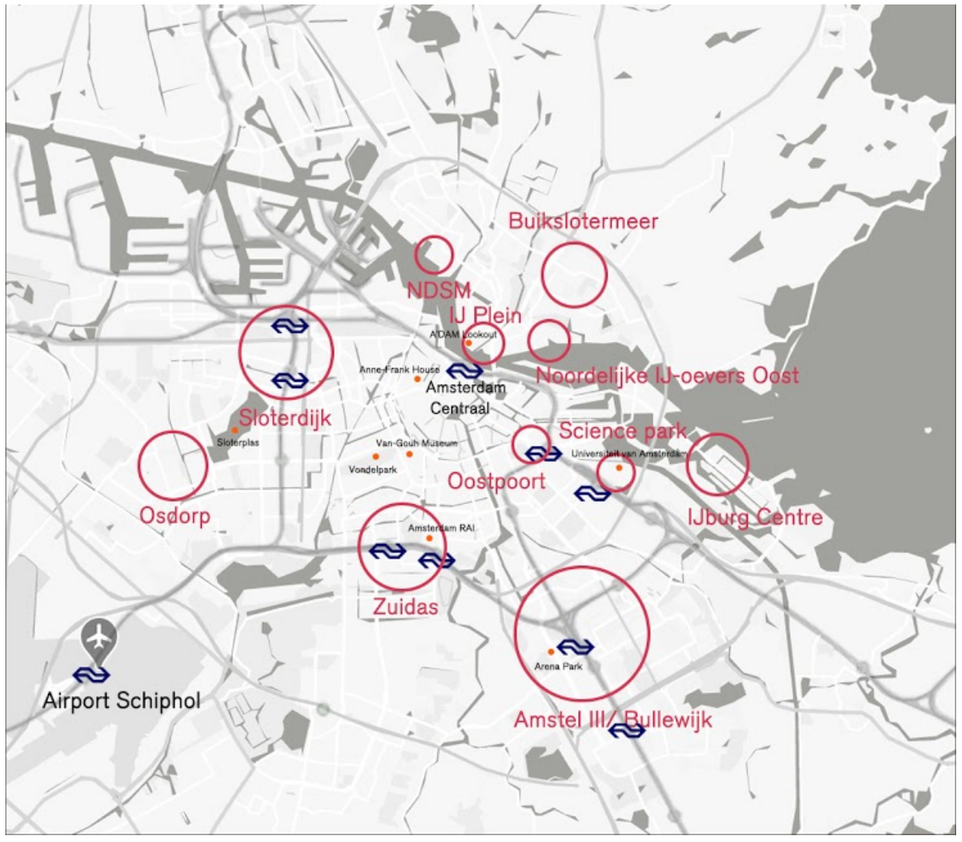
8. What kind of activities do you like to do most in the locations outside the inner city at night? *

Check all that apply.

- [ ] Dining and drinking
- [ ] Dancing, enjoying live music and shows
- [ ] Going to the cinema and theater
- [ ] Shopping
- [ ] Physical exercise
- [ ] Going to events or festivals
- [ ] Going to museums, galleries and art exhibitions
- [ ] Going to casinos
- [ ] Work and self-improvement

Other: [ ] _____

9. Which of these locations outside the inner city do you think have the potential to be further developed as night-time destinations?".



Check all that apply.

- [ ] Zuidas
- [ ] Amstel III/ Bullewijk in Zuidoost
- [ ] Amsterdam Science park
- [ ] IJburg Centre
- [ ] Oostpoort (Polderweggebie)
- [ ] Sloterdijk
- [ ] Osdorp
- [ ] Buikslotermeer
- [ ] NDSM/ IJ Plein/ Noordelijke IJ-oevers Oost
- [ ] I have no idea.

Other: [ ] _____

10. If a night-time economy cluster is going to be developed in your neighborhood, what is your attitude towards it? *

Mark only one oval.

- ◯ Strongly support
- ◯ Accept
- ◯ Do not care
- ◯ Oppose

11. Please select five of the following night-time activity places that you think will cause the most nuisance to to the residents in a neighborhood with a flourishing night-time economy. *

Nuisances include noise, litter, crime, violence and anti-social behaviors.

Check all that apply.

- [ ] Restaurants, cafes, bars and pubs
- [ ] Clubs and live houses
- [ ] Cinemas and theaters
- [ ] Event centers
- [ ] Shopping places
- [ ] Casinos
- [ ] Adult services places
- [ ] Sports grounds

Other: [ ] _____

Supposing the future night-time economy clusters outside the inner city would have the following qualities, how appealing do you think each of these is to you?

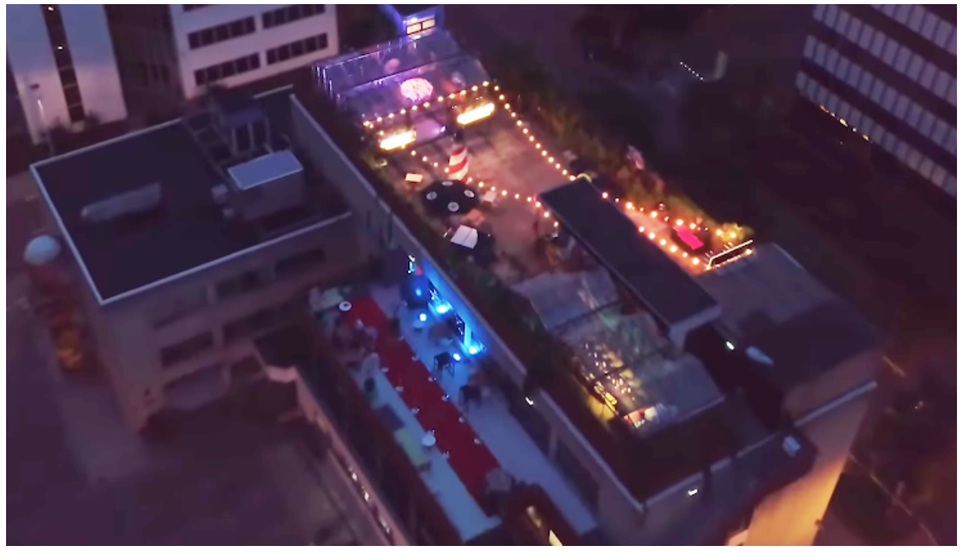
12. (1/11) Night activities for people over 55, families and non-drinkers. *

Mark only one oval.

	1	2	3	4	5	
Very Unappealing	◯	◯	◯	◯	◯	Very Appealing

13. (2/11) Unused spaces, such as roofs, spaces under railroad tracks, and former industrial buildings activated for night activities. *

(Picture originates from https://kleurstoff.nl/)



Mark only one oval.

	1	2	3	4	5	
Very Unappealing	◯	◯	◯	◯	◯	Very Appealing

14. (3/11) More frequent public transport through the night. *

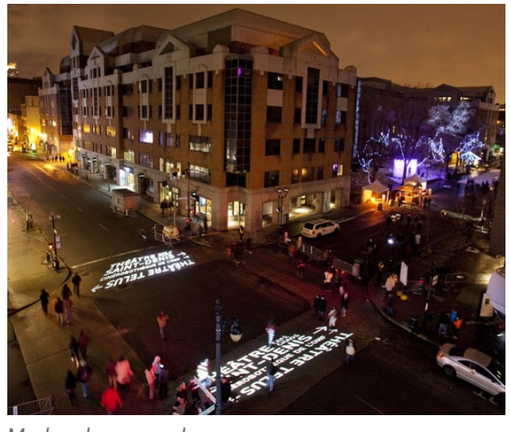
(Picture originates from https://www.railtech.com/)

Mark only one oval.

	1	2	3	4	5	
Very Unappealing	◯	◯	◯	◯	◯	Very Appealing

15. (4/11) Better wayfinding at night. *

(Picutre by Aida Afrooz, City Futures Research Centre.)



Mark only one oval.

	1	2	3	4	5	
Very Unappealing	◯	◯	◯	◯	◯	Very Appealing

16. (5/11) Better pedestrian environment (overpasses, lighted zebra crossing, etc.) *

(Picture originates fromhttp://www.chuangsun.com/)

Mark only one oval.

	1	2	3	4	5	
Very Unappealing	◯	◯	◯	◯	◯	Very Appealing

17. (6/11) Functional and creative lighting of streets, lanes and green spaces. *

(Picture originates from http://alcontra.net/v2/lighting/)

Mark only one oval.

	1	2	3	4	5	
Very Unappealing	◯	◯	◯	◯	◯	Very Appealing

18. (7/11) Safe stops (lighting, shelter, wi-fi, charging service) for public transportation and taxis. *

(Picture originates from http://www.designbuzz.com/10-tech-bus-shelter-design-concepts-simplify-public-transportation/)

Mark only one oval.

	1	2	3	4	5	
Very Unappealing	◯	◯	◯	◯	◯	Very Appealing

19. (8/11) Emergency help points along walking paths. *

(Picture originates from abc News)

Mark only one oval.

	1	2	3	4	5	
Very Unappealing	◯	◯	◯	◯	◯	Very Appealing

20. (9/11) More seats, green space and public art along the street. *

(Picture originates from Elkhart River District)

Mark only one oval.

	1	2	3	4	5	
Very Unappealing	◯	◯	◯	◯	◯	Very Appealing

21. (10/11) More public toilets at key locations. *

(Pictured by Satoshi Nagare)

Mark only one oval.

	1	2	3	4	5	
Very Unappealing	◯	◯	◯	◯	◯	Very Appealing

22. (11/11) Festivals and pop-up events. *

(Picture originates from the internet)

Mark only one oval.

	1	2	3	4	5	
Very Unappealing	◯	◯	◯	◯	◯	Very Appealing

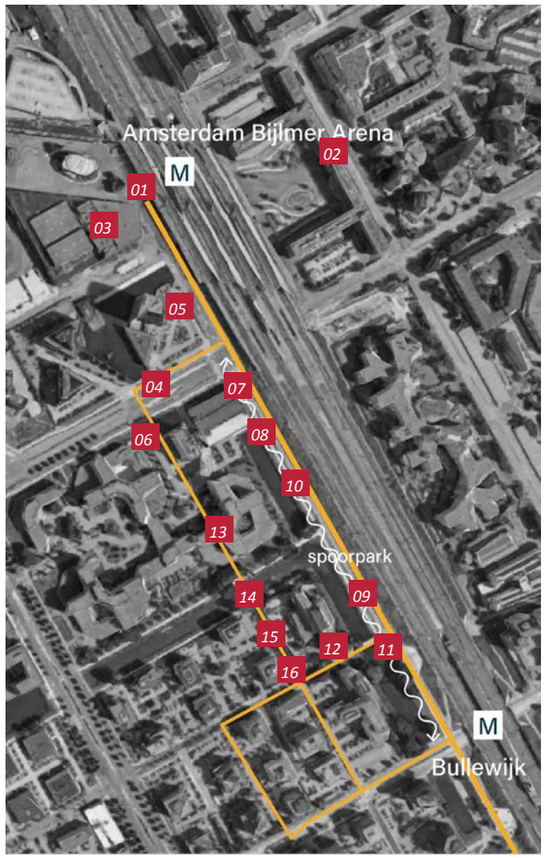
23. Can you list some other qualities that are necessary for a night-time economy cluster in the periphery?

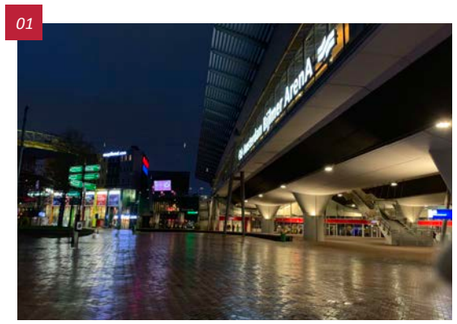
Thank you for your answers!

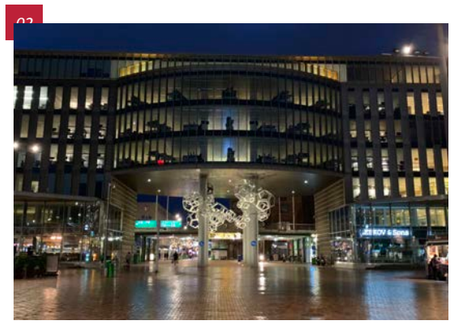
If you have any questions and comments about the survey or good ideas on Amsterdam's night-time economy, please share with me via my email ellyzh0120@hotmail.com

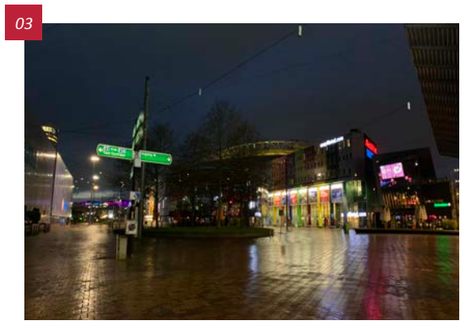
Site visit

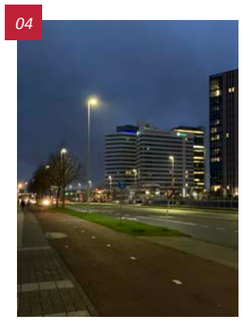
ARENAPOORT/ BULLEWIJK

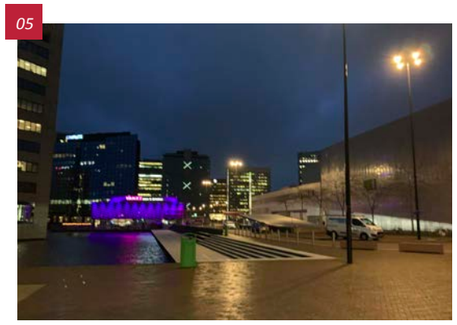


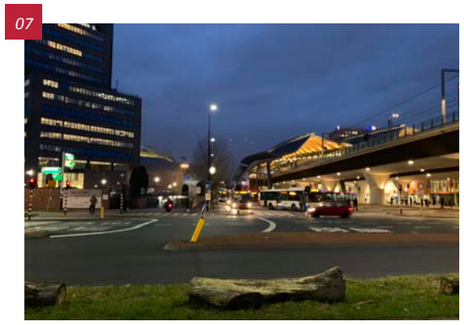


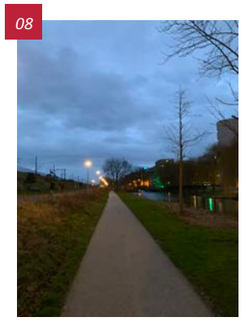


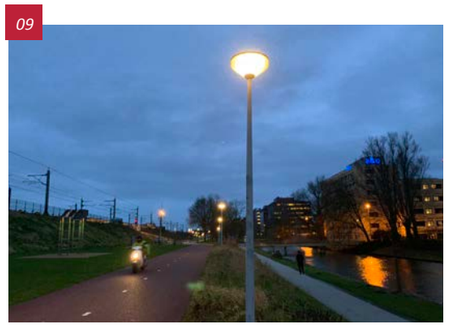


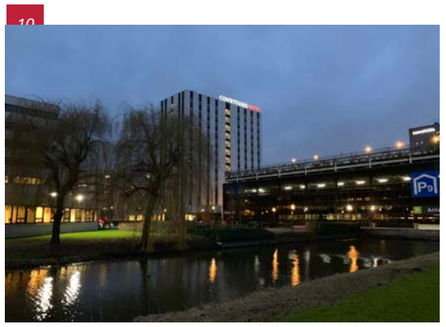


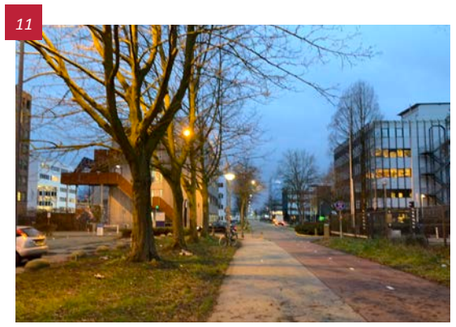


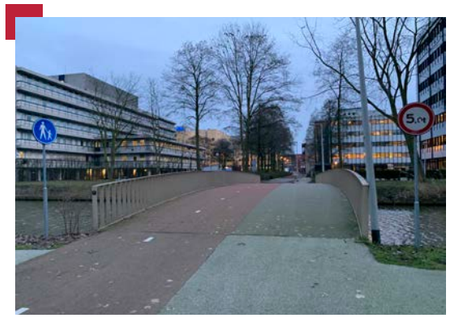


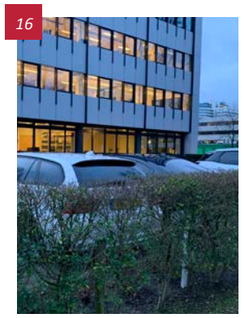












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HOGEHILWEG 20

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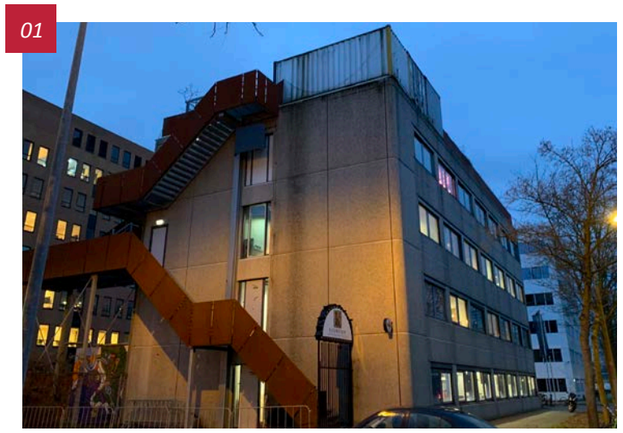

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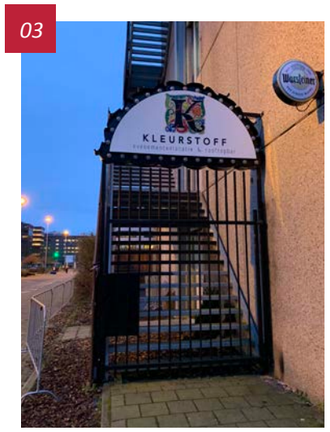

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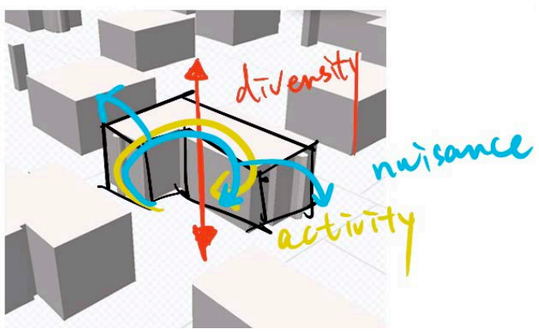

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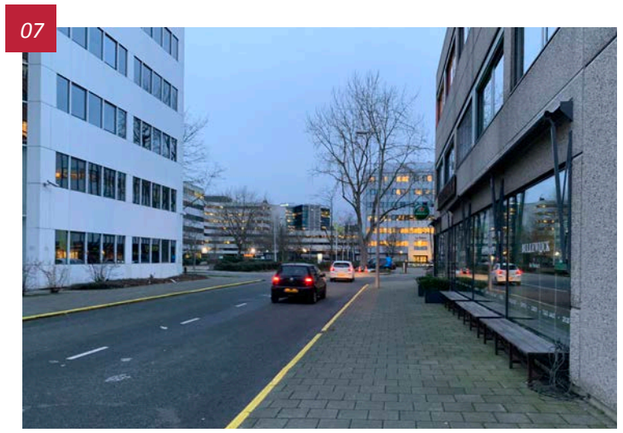

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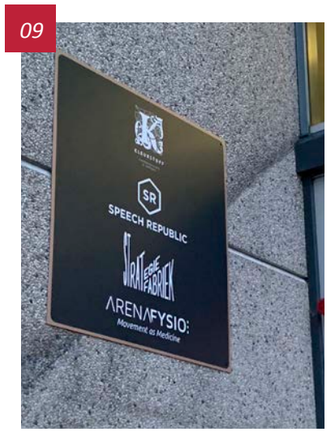
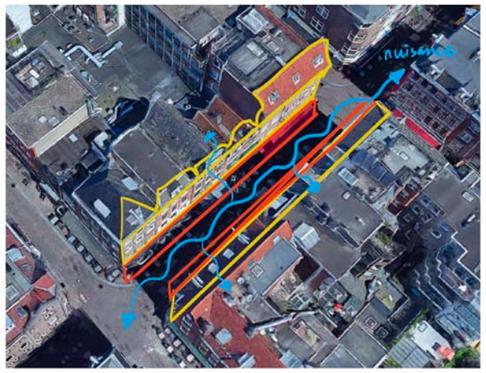
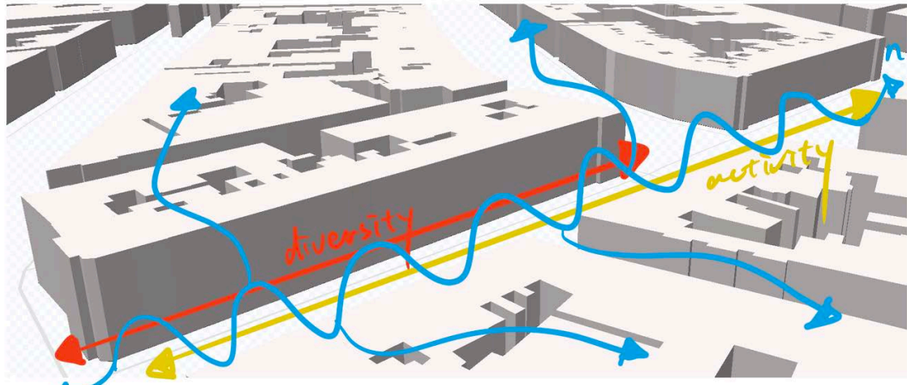


Site visit, Hogehilweg 20. (Author, 2021)

DE WALLEN





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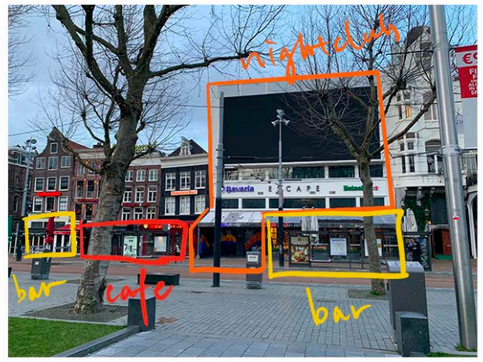
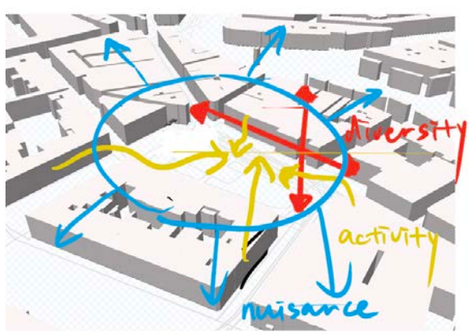
REMBRANDTPLEIN





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