

1 Appendixes

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1.1 Overview Interviews

<i>Interview</i>	<i>Interviewee</i>	<i>Date & location</i>	<i>Organisation</i>	<i>Function</i>	<i>Core business</i>
Exploration	Piet van Ruler	16-03-2009 Amersfoort	Twynstra Gudde	Partner Twynstra Gudde	Urban area development
	Jan Jacob Trip	13-05-2009 Delft	Delft University of Technology, OTB Research Institute	Researcher	Sustainable Urban Areas
Expert	Wim Keijzers	18-05-2009 Utrecht	Nieuwe Gracht	Urban planning designer	Advisory
	Nelleke Penninx	28-05-2009 Amsterdam	Department of Spatial Planning Amsterdam (DRO)	Urban planner Amsterdam	Designer
	Mark Monsma	19-06-2009 Papendal	NOC*NSF	Programme Manager, Public Affairs	Olympic ambition 2028
	Henk Markerink	24-06-2009 Amsterdam	Amsterdam ArenA & Amsterdam ArenA Advisory	Chief Executive Officer (CEO)	Stadium Development consultant
	Jan Linssen	08-07-2009 Venlo	Venlo Greenpark	Director	Long-term realisation Venlo Greenpark
Case Research	Javier Lasunción	13-07-2009 Barcelona	Museu Olympic de Lésport	Director	Events and Pedagogic services / consultant
	Heiko Trittler	13-07-2009 Barcelona	Col·legi d'Arquitectes de Catalunya	Architect	Urban planning history Barcelona / Architect

Table 1, Overview interviewees

1.2 Indicative schedule of various elements of quality of place

project area	neighbourhood; urban district	city	region
< keys to quality of place in projects >		< context of development >	
functional diversity			
diversity of people			
visual integration			
spatial integration on scale a relates to diversity on scale b			
functional integration on scale a relates to diversity on scale b			
quality of public space			
specific amenities, scale depending on type, service area			
authenticity			
safety			
		tolerance	
		accessibility	
		environmental quality	

Table 2, Indicative schedule of various elements of quality of place working particularly on different scales (Trip, 2007)

1.3 Operationalisation variables 1

Technical aspects. Physical characters, what is physically present at the location? What is the DNA of the area?		
PROFILE	Project	Operationalisation
	General description / organisation	Name, construction date, ownership, PPP combination, history as far is possible.
	Urban district	Spatial position
	Functions	Types
	Capacity	Value
	Accessibility	
	<i>Distance to Olympic Village</i>	Value
	<i>Distance to cities urban centres* and residential centres (areas of residential concentration, or high population) Distance to main hubs (central station, airport, harbour)</i>	Value
	Land use	Value
	Building costs / renovation costs	Value
	Floor Space Index (grain) or description	Plus description of appearance
	Urban district / City	
	General description organisation	Name, construction date, ownership, PPP combination, history as far is possible to retrieve.
	Urban planning / district	Spatial position
	Content	Facilities, stadiums, hotels, office, leisure functions
	Layout	Squares, parks, water, build area, etc.
	Transport	Types of transport
	Grain or description	Plus description of appearance
	Land use	Number
	Building costs / renovation costs	Number

Table 3, Operationalisation variables 'profile'

1.4 Operationalisation variables 2

Performance area and venue, aspects of vitality and liveliness			
P E R F O R M A N C E	Project	Operationalisation	Unit
	Attendance	Value, or information on frequency of use	nr.
	Mobility:		
	Mobility from city centre	Travel forms and times	min./ km / pers.
	Mobility from airport	Travel forms and times	min./ km / pers.
	Mobility from Olympic Village	Travel forms and times	min./ km / pers.
	Function mix	Ratio	%
	Balance sheet information	Available information per building (selection of best cases, when available)	€/\$/%
	Facilities with similar functions or tourism destinations	Number and size of these facilities when of importance	
	Urban district / City		
	Attendance	Number of events or post use	
	Function mix	Ratio	%
	Mobility:		
	<u>Distance to cities urban centres* and residential centres</u> (areas of residential concentration, or high population) <u>Distance to main hubs</u> (central station, airport, harbour)	Travel forms and times	min./ km / pers.
	Mobility from Olympic Village	Travel forms and times	min./ km / pers.

Table 4, Operationalisation variables 'performance'

1.5 Case Research Athens

Continuation of the Athens case study started in the main report.



1.6 Faliro Coastal Zone Olympic Complex

This Olympic Park is almost completely newly build and situated at the waterfront of Athens, next to the harbour of Pireaus. This area had suffered a lot from the industrialization of the harbour front and was therefore highly polluted. The Olympic Games were the perfect opportunity to appoint a new destination to the abandoned Faliro bay area. The area is closely situated to the Olympiacos Pireaus football club stadium and the Peace and Friendship Stadium, which became a part of the Faliro Olympic Bay area. Peace and Friendship Stadium (SEF) is a Greek State property (Ministry of Culture, General Secretariat of Sports)¹ as well as the other venues that were built newly. The park consists of three stadiums and an Olympic harbor, being the Peace and Friendship stadium, the Olympic Beach Volleyball stadium, an Olympic harbour and the Faliro Pavilion, all of which are build along the coast line.



Figure 1, Faliro Olympic Coastal Zone Complex

¹ www.sef-stadium.gr/ENG/index.files/Page324.htm

The following paragraphs will provide in general information about the venues that are part of the Olympic Park, concerning accessibility, programme and post Olympic use.

1.6.1 General description Faliro Bay

As mentioned before, the SEF became part of the newly formed Olympic park. This stadium, elaborated further more in the next sub - paragraph, was renovated to meet the new standards the Olympics had and was completed almost at the same moment the other two venues were delivered. The area reached its Olympic completion in the course of 2004. Special features the area had, as can be seen on the figure 1, were a large pedestrian connection, called the Esplanada, over the coastal highway, connecting the area with the city.

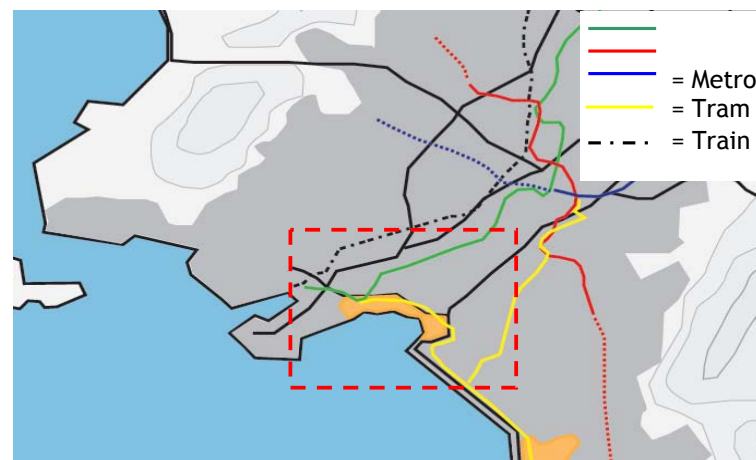


Figure 2, Faliro Olympic Coastal Zone Complex

A large area between the SEF and the Beach Volleyball Centre, marked green in the picture, has never been developed and is becoming 'nobody's land'. Currently the owner of the Area, Hellenic Olympic Properties, is offering the venues for tender to get the market going with the venues and making it cost-effective in the future. Currently the surrounding area is not being further developed.

Accessibility

The park is accessible in numerous ways. One metro line, one tram line and well accessible by roads makes this park very well connected to the general infrastructure of Athens.



Figure 3, Metro and tram connection

Metro station Falirio is located between the Olympiacos and SEF stadium, in the north west of the park, and making it possible to transfer on to the tram to reach the eastern parts of the park. The accessibility within the

park is less well arranged. The park is mainly horizontal orientated making movements from west to east or from east to west necessary. This is almost not possible because of parts of the park being not completed, and its vastness making it hard to move around. The park is largely constrained by highways making it very isolated from the rest of the city. The highway creates a large boundary between the life of the city and the park and sports area Falirio bay is.

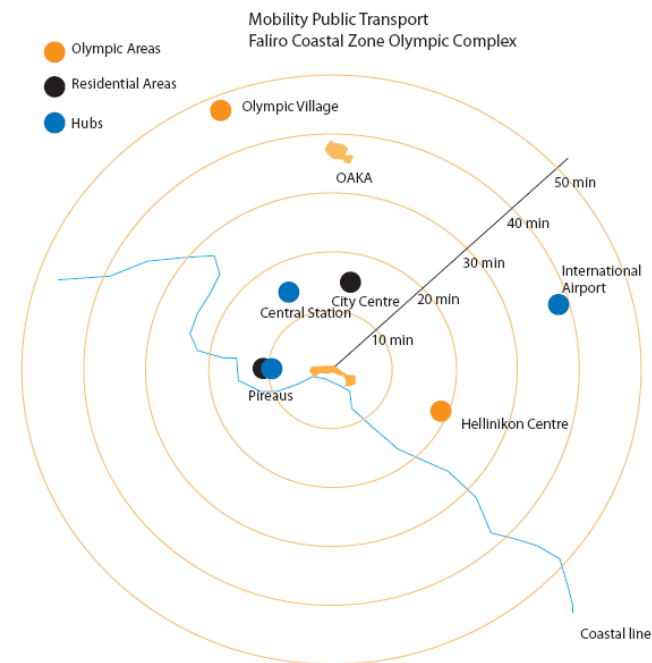


Figure 4, Travel times in relation to Falirio Bay

The large park, pedestrian bridge, Esplanada has to function as a connection to this city but doesn't connect to pedestrian or cycle areas at the other side of the highway. Athens, being mainly a motor vehicle city, is not adjusted to process these kinds of travellers in its city, making the area, despite its well connection with the surrounding infrastructure, unable to connect to its citizens and tourists.

Programme

The programme of the park has a different configuration as to the OAKA. This park is connected with the ocean adding one different function to the park. The other functions are the conference centre, Faliro Pavilion and the SEF stadium, being multi functional and multi sports centres. As well as the OAKA, Faliro Bay has little commercial supporting functions to attract visitors to the area. In the east of the Park commercial functions are getting in operation in the form of a shopping centre and a movie theatre, to attract more people to the area. There are also parts of the park that aren't open to the public at all, due to venues and surrounding area not being operational, therefore large parts of the park not functioning as a public park, making a flow of people largely impossible.

Together the Olympic Venues being located in the park have a combined capacity total of 24.600 seats to accommodate visitors. The SEF stadium only is operational on a yearly basis, this can be accomplished largely because it being the home ground of Olympiacos Pireaus basketball club. The figure below gives an overview of the different capacities of the venues, elaborated in the following sub-paragraphs.

Capacity Faliro Bay Venues	
Peace and Friendship	13.200
Beachvolleyball	3.300
Pavilion	8.100
Total	24.600

Table 5, Capacity venues Faliro Coastal Olympic Zone

Post Use

The land use in relation to its surrounding area is very small. Large parts of the area have not been developed or have been opened for the public, making the post use of the park very small. Only the surrounding area of the SEF stadium and the Faliro Pavilion are sometimes in operation during events. The Olympic Beach Volleyball stadium is not being used and is planned to be transformed into a large open air theatre, which still has not been realized, or started. The Olympic Faliro Pavilion does not have a tender yet, and should become an integral part of the park. There are plans for the park in the future, creating a metropolitan ecological park, modern arts and a cultural centre as well as the new National Library and the National Opera within its grounds². In order to attract art-lovers and the environmentally-conscious these plans are formed, creating a mix of functions, and a diverse crowd, bringing liveliness to the area. Sadly these plans are not becoming reality as way things are going for the past 5 years, leaving this area, with a high

² www.inyourpocket.com/greece/athens//feature/70445-Olympic_Sports_Complexes.html

potential, empty and decaying. The stadium that is used on a regular basis and was built not for the Games was the Peace and Friendship Stadium. The following paragraph will further elaborate on it.

1.6.2 Peace and Friendship Stadium

The Peace and Friendship Stadium was built between 1981 and 1984 and has a surrounding total area of 288 acres. The complex occupies an area of 50 acres. Its capacity is 10,520 seats for Track and Field Events, 11,390 seats for Indoor Sports and 14,000 seats for various Events and Congresses (www.sef-stadium.gr). The stadium has a long history as a major event site. It has hosted numerous international and national sports and cultural events. The stadium was renovated for the Olympic Games to host the volleyball tournament. Nowadays it is used by the local basketball club Olympiacos Piraeus. The stadium is closely situated to the football club of Olympiacos Piraeus and together forming a strong sports axis at the ocean front of Athens.



Figure 5, Peace and Friendship Stadium, Falirio Coastal Olympic Zone

Programme

The programme of the facility is multi functional. Apart from the main area, seen in the picture above, the stadium has supporting facilities like sports halls, conference rooms, and halls with flexible lay-out and numerous small rooms. The central floor in the stadium is mainly set up as a basketball ground for normal competition season. Post use of the stadium is mainly basketball by the local basketball club during the season. No major other events have taken place recently.

Quick Facts Peace and Friendship Stadium

Quick Facts Peace and Freedom Stadium	
PPP	100% Public
Tender	Olympiacos, Basketball
Building costs*	€ 25 mln
Renovation Costs (2004)	€ 7,3 mln
Capacity:	
Basketball	± 14.776 seats
Concerts	± 16.000 seats
Total Land Plot Area	288.352 sq.m.
Realized Build Area	50.000 sq.m.
Functions	Basketball, Gymnastics, Concerts and conferences
* price level of 1983	

Table 6, Quick Facts Peace and Friendship Stadium, Falirio Coastal Olympic Zone

Accessibility

The Friendships Stadium is located on a large transportation and traffic junction. Many major motorways as well as various bus, tram and metro lines pass the Peace and Friendship Stadium as can be seen in figure 3.

1.7 Hellenikon Olympic Complex

The third and last major Olympic Park is called Hellenikon Complex and is constructed on the former international airport of Athens, which has been closed since the new international airport was opened in 2001, 25 kilometres north east of the former airport. Hellenikon Complex is located at the south east of Athens, about 10 to 15 kilometres from the city centre, close to the ocean front. Six new venues were constructed here and hosted a major part of the events during the Games, including the Canoe and Kayak slalom, hockey and baseball. Construction finished just before the Games started. Like the OAKA and the Faliro Coastal Zone Olympic Complex the park and the venues are part of Hellenic Olympic Properties. Because of the many venues clustered together the public space between the venues is the park is reasonably oversized, during the Games it had to be able to process large amounts of people at the same time, during its 'normal' operation it will not host multiple events at the same time, leaving behind an oversized area between the venues.

Accessibility

The park is accessible in a few ways. Public transport available are tram and bus, which tram is the most comfortable and efficient way of

transport in getting to the Hellenikon Complex. All the venues are situated next to each other in a large park, literally build on the runway track, even a large part of the runways are still in place. A diagonal strip connects the venues to each other from the main entrance at the coastal road Possidonos Avenue until the canoe and kayak slalom complex, as can be seen in picture 6. Several small entrances are available in the park, but all are closed currently due to the closed venues and park. Travel times from and to the Hellenikon Complex are visualized in figure 8.



Figure 6, Drawing of the Hellenikon Complex

Venues:

- 1. Hockey Complex
- 2. Baseball Complex
- 3. Softball Complex
- 4. Hellenikon Arena
- 5. Canoe and Kayak Slalom Complex

The location of the park is an area between a large residential area, Glyfada and the city itself. The road, Possidonos Avenue that runs along side is one of the more busy roads Athens has, processing the daily commuter traffic. As well as the OAKA, Hellenikon should have gotten a metro line al the way to the park, which has never been realized, connecting the city centre directly to the hart of the area. The Hellenikon location has a lesser central function in relation to the Faliro Bay area and the OAKA area.



Figure 7, Metro and tram connection Hellenikon

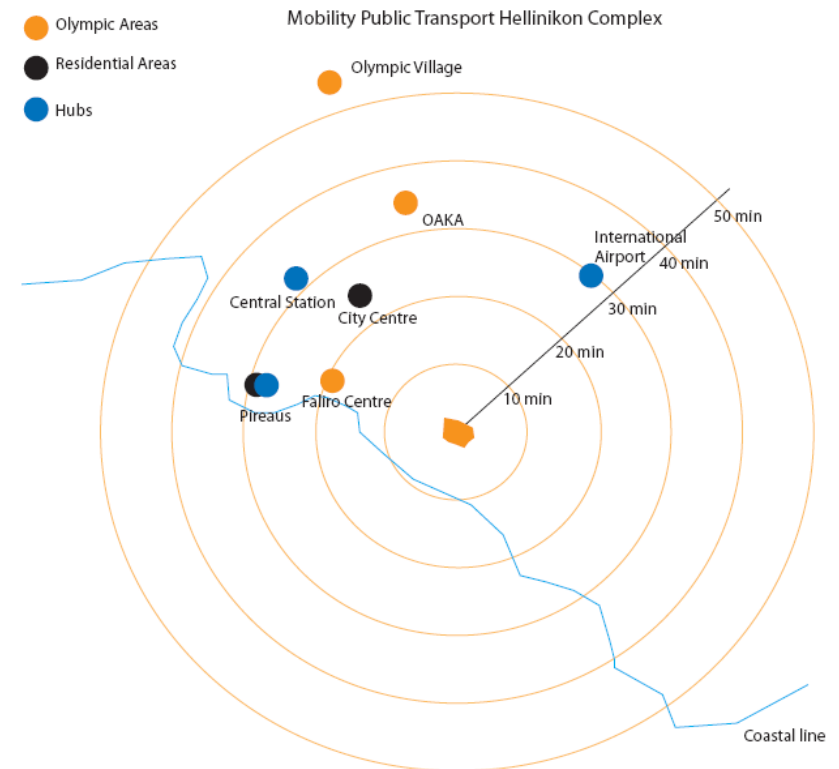


Figure 8, Mobility public transport Hellenikon

Programme

The programme of the Hellenikon Complex consists of five venues of multiple properties, divided in an outdoor part and an indoor part, figure 3.4.4. Hellenikon Complex covers an area of 7 hectares on a piece of land that covers about 550 hectares (old airport). The indoor venue is the Hellenikon Arena and consists of two parts, a basketball arena and a former fencing hall, which is an open floor plan. The outdoor part of the park is divided into three parts. The baseball and softball area consist of two baseball venues and one softball venue. The softball venue has to training pitches next to its main venue. On the other side of the public space, the second part, in between the venues the hockey complex is situated. Formed by three hockey fields of which two were used as stadium and one was used for training. The canoe and kayak slalom venue is situated in the third part of the outdoor area, covering an area of 288.000 square meters. The programme is 100% sports orientated and closed for public currently. Some redevelopment plans are present but none of them being executed. No commercial, retail or leisure functions are situated in the park, making it a mono functional area. One of the plans is to transform the canoe and kayak facility in to a water park and the rest of the area into Metropolitan Park forming a public new green space for alternative activities, thematic sports and cultural shows³.

³ Hellenic Olympic Properties, http://www.olympicproperties.gr/contents_en.asp?id=214

Hellenikon Complex Venues		
Baseball		
1st venue	8.700	seats
2nd venue	4.000	seats
Hellenikon Arena		
Basketball pitch	12.600	seats
Former Fencing Hall	6.800	sq.m
Hockey Centre		
Main pitch	7.300	seats
Second pitch	2.100	seats
Third pitch	-	
Canoe and Kayak Slalom Complex		
	7.600	seats
	288.000	sq.m
Softball		
Main venue	4.800	seats

Table 7, Capacity and area facts Olympic Venues Hellenikon Complex

1.7.1 Hellenikon Arena

The Hellenikon Arena is a multi functional hall that is divided into two parts. One being a basketball arena, the other being a former fencing hall, which is an open floor plan 6.800 m² that can be configured as wanted. The structure of the building is partially the old structure of the former aircraft repairs hanger of the Hellenikon airport and rest of the venue is completely new erected. Because of the use of the old structure it still has the appearance of an aircraft hanger and was created to host basketball and fencing during the Games.

Quick Facts Hellenikon Arena

Hellenikon Arena	
Basketball pitch	12.600 seats
Former Fencing Hall	6.800 sq.m
Renovation / building costs	€ 49 mln
Land use	108.766 sq.m
Total sq.m	62.109 sq.m
Build surface	35.496 sq.m
FSI	0,6
Owner	HOP
Tender	none
Functions	Multi functional, no permanent occupation

Table 8, Quick facts Hellenikon Arena

Programme

The programme of the venue is multi functional. It can be used as necessary. The former fencing hall is a modern open hall that can be used for multiple purposes. The basketball stadium can be used for multiple indoor sports and has a seating capacity of 12.500 seats. The venue also includes a warm-up area, supporting halls and a foyer.



Figure 9, Hellenikon Arena

Accessibility

The venue is situated directly on the Possidonos Avenue making it easy accessible by tram, bus and car, although parking is limited. The Hellenikon Arena is the first venue of the park and divided into two sections, both separately accessible.

Post Use

Post use of the venue has limited itself to hosting 3 events over the course of three years. Making it a largely under used facility. At the moment no private tender is using or exploiting the building as it is. The HOP has written tenders out into the market but no tender has yet been found to privately exploit the building and its park land.

1.7.2 Hockey, Baseball, Softball and Slalom Complex

The outdoor part of the Hellenikon Complex consists of four sports complexes, being the Hockey complex, the Baseball complex, the Softball complex and the Water Slalom complex. All situated on the western part of the airport. These venues were used during the Games and have barely been used since, large parts of the park are still as the airport used to be, only with sports facilities on it. Post use plans are limiting to: useful areas for cultural and athletic activities during summer time. Post use limits itself to scarce cultural events.

	Total Land Plot Area	147.071 sq.m.
	Realized Built Area	12.370 sq.m.
	Realized Lot Coverage Area	12.832,71 sq.m.
	Realized Built Area	4.045,68 sq.m.
	Realized Lot Coverage Area	3.879,08 sq.m.
	Total Land Plot Area	287.093,50 sq.m.
	Realized Built Area	9.031,67 sq.m.
	Realized Lot Coverage Area	7.201,50 sq.m.
	Total Land Plot Area	149.673 sq.m.
	Permitted Built Area	22.450,95 sq.m.
	Permitted Lot Coverage Area	22.450,95 sq.m.
	Realized Built Area	9.224,16 sq.m.
	Realized Lot Coverage Area	6.689,85 sq.m.

Table 9, Land use figures outdoor venues Hellenikon Complex

1.8 Case Research Barcelona

Continuation of the Barcelona case study started in the main report.



1.9 Parc de Mar

Parc de Mar is the second major Olympic area Barcelona has. Although it has no stadiums and sports arenas, it is built for the Olympic Games. It was the location for the Olympic Village and hosted all the ocean activities like sailing and surfing. The main reason this area was chosen for these functions was to achieve the urban goals it had set with the strategy of new centrality. This area was a major part of this urban strategy and has changed the look of Barcelona's sea front.



Figure 10, Parc de Mar, Olympic Port

Barcelona was a city with major industry along its coastline. The city was situated with its back to the Mediterranean Sea and this ocean did not play a significant role in the daily life of Barcelona citizens.

Barcelona realized a change was needed in the rapid expansion of the city when deindustrialization set in. Choosing Parc de Mar as the location to start the developments from, meant extra pressure to clean up in time before hosting the Olympics. By constructing the Olympic Village with a capacity of 15,000, a commercial port, a shopping mall, offices and a large hotel this area had changed form in less than 4 years.

1.9.1 General description Olympic Village



Figure 11, Olympic Village seen from Olympic Port

The Olympic Village is totally integrated in Barcelona, meaning that nowadays distinction can't be made between adjacent residential areas by the untrained eye. The village is a popular residential area, which is good in perspectives of use and liveliness. The downside is that the social objective the city of Barcelona had, with the Olympic village becoming affordable housing, was missed because of the popularity it eventually achieved, prices have risen extraordinary. 42% of the Village was already sold in the two years prior of the Games, after serving as the Olympic Village, the last apartment was sold in 1996. (Carbonell, 2005)

€/m ²	1993	1994	1995	1996	1997	1998	1999	2000	2001
Sarrià-St Gervasi	2,150	2,220	2,236	2,243	2,374	2,378	2,590	2,957	3,200
Sant Martí	1,177	1,203	1,245	1,296	1,287	1,360	1,729	1,845	2,184
Olympic Village	1,444	1,319	1,214	1,387	1,512	1,806	2,349	2,581	3,375
Barcelona	1,409	1,430	1,477	1,436	1,461	1,572	1,918	2,170	2,367

Source: Nova Icaria, S.A., *Anuari estadístic de la ciutat de Barcelona*, Barcelona City Hall, Municipal Tax Institute, and author.

Table 10, Sale prices for apartments in Barcelona city (1993-2001) (Carbonell, 2005)

In relation with the rest of Barcelona the prices of the Olympic village have risen quite strongly, making it one of the more expensive areas in the city. This development has created a boost for development along

the coastline of Barcelona. Artificial beaches have been created, the ring road is below ground breaking the possible boundary with the beaches and many different facilities are present along a mix of functions including leisure, retail, business and living. For example the largest telecom provider in Spain, Telefónica is housed in one of the office buildings located in Parc de Mar. Together these functions and facilities are responsible of generating a daily flow of some 5,066 workers into the area, including the 3,000 employed in the Torre Mapfre, one of the two high-rise buildings at the entrance of Port Olímpic. (Carbonell, 2005)

1.9.2 General description Olympic Port

The Olympic Port, or Port Olímpic as it is called in Barcelona is the second function Parc de Mar had during the Games. This port has 740 moorings currently all occupied and managed by the Catalan Sailing Federation. Next to its nautical function it is also a nightlife and restaurant centre with around 74 bars and restaurants and supporting nautical functions. (Carbonell, 2005)



Figure 12, Port Olímpic

During the Games these premises were used by the different nations as equipment and workshop rooms for their sailing and surfing activities, which were later transformed to nightlife and restaurant areas. This area is very active and busy all day long because of the different functions that run parallel to each other, and being one of the top tourist destinations in Barcelona.

Accessibility

Parc de Mar is directly accessible by metro but located a short distance from the Olympic Port. Other ways of transport are city buses or private transport services like taxi or private cars. Figure 13 gives insight in the travel distances to the different Olympic locations or other important locations in Barcelona.

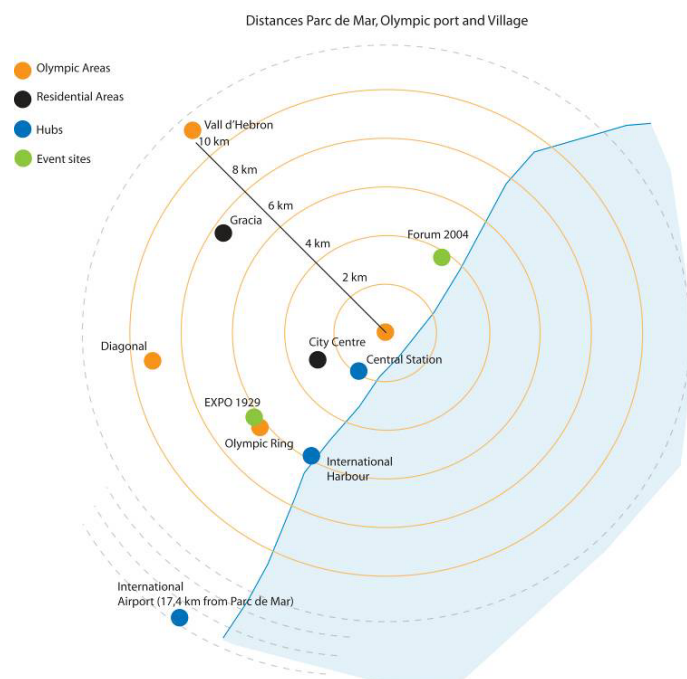


Figure 13, Travel distances from Parc de Mar

Figure 14 gives insight in the respective time of the above locations calculated from Parc de Mar, using the official estimates from Transports

Metropol tans de Barcelona, the public transport department of the municipality of Barcelona.

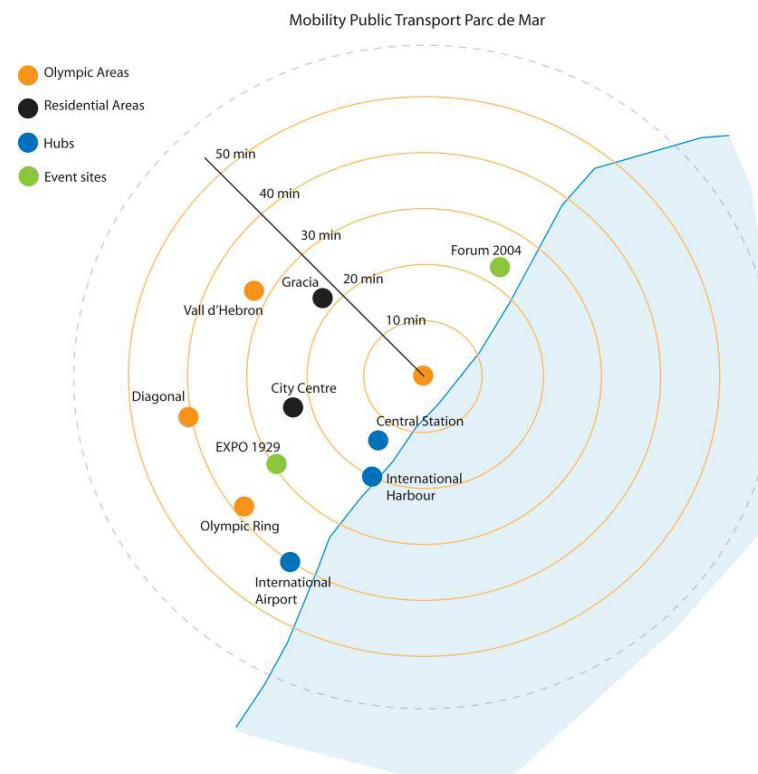


Figure 14, Travel times from Parc de Mar

Interesting to see is the different configuration of the dots in comparison of the travel distances in figure 13. More on this will be elaborated in the general analyses in section 4.3 in comparison with Montjuïc and eventually in the cross case analyses with the results of Athens.