CITATIONS

CITY DEVELOPMENT

CORPORATE ACCOMMODATION

Labour: tertiary sector, government, international law
Locations offices: central, Bezuidenhout, Reginoniwijk, Zoeterwoude
Land policy: leasehold to maintain control over land
Municipality passive in implementation policy until 1940’s. From 1940’s active participant

ACCOMMODATION POLICY

Location

With all relocations Nationale-Nederlanden chose to move to a location that had to be developed
A negative relation is visible between the city expansions and the location of the headquarters
There is no special interrelation between the locations of the headquarters

RELATION

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SYNTHESIS

Accommodation policy

Policy in synergy
Nationale-Nederlanden and The Hague have influenced each other in the realisation of the corporate accommodation policy both actively and passively.
The head offices of Nationale-Nederlanden always have been located in an area that was designated for offices by the municipality

UP TO 1900
This period is characterised by synergy between Nationale-Nederlanden and the municipality. Both parties actively contributed to the realisation of the accommodation strategy of each other

1900-1930
Nationale-Nederlanden had a passive contribution to the realisation of the corporate accommodation policy of the municipality. The realisation of the corporation was desirable for the municipality

1930-1954
This period there was a match in the corporate accommodation policies of both actors. The Second World War had been a big influence on the accommodation, but it did not change the policy

1954-1969
Nationale Nederlanden and the municipality shared the same vision on corporate accommodation. Nonetheless, the implementation of the policy was difficult this period. Finally, Nationale Nederlanden became an active leader in the realisation of the functional corporate accommodation vision

1969-1988
In this period the municipality implemented the policy that was decided on in the previous period. The realisation has had a very positive influence on the corporate accommodation of Nationale Nederlanden

1988-2010
The corporate accommodation vision of the two actors was in synergy. The municipality had become an active participant in urban development which had an positive influence on the realisation process

UP TO 1950
The city as a work of art

1950-2000
The city as a work of engineering

1850-2000
The Garden City

1900-1950
Regional town planning

FUTURE

SYNDEGE
Nationale Nederlanden and The Hague were in synergy on policy on building level. Berlage was an important factor for the synergy. The head offices of Nationale Nederlanden have been the model of the urban trend of the municipality. Nationally the buildings were innovative. Internationally they lagged behind

GENERAL CONCLUSIONS
1. Relocation due to shortage of space
2. Relocations to areas in development
3. Portfolio characterized by scale, innovative construction methods and eye catching architecture

FUTURE
Nationale Nederlanden will not relocate until 2020

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