ELABORATION OF THE DUTCH OLYMPIC APPROACH
Design of decision support instruments for multiple Olympic urban decision arenas

J.W. (Johan) Zonderland
P5-Presentation | Nov. 2010
(1) Why do cities/regions/countries want to organize the Games?

(2) Which components determine the economic dimension of the Games?

(3) Which Olympic venues will be required for the organization of the Games?

(4) Which actors have an interest in the realization of the Games?
(1) Why do cities/regions/countries want to organize the Games?

Goal: Improvement of the **ECONOMIC COMPETITIVENESS**.
Mean: Olympic Games (new offices, improvement public transport, telecommunications).
(2) Which components determine the economic dimension of the Games?

(1) Development level city, (2) Market quality, (3) Objectives authorities.
(3) Which Olympic venues will be required for the organization of the Games?

(1) About 30 Competition Venues (stadiums, indoor halls, complexes & landscapes)
(2) The Olympic Village (about 4,000 apartments)
(3) The IBC/MPC (20,000 broadcasters) and
(4) Media Accommodations (40,000 rooms within 50 km radius).
(4) Which actors have an interest in the realization of the Games?

- ROTTERDAM URBAN VISION -
Priorities: ‘Living on water’ in the Maashaven & development ‘Sports Campus’ at Stadionpark
(4) Which actors have an interest in the realization of the Games?

-NATIONAL SPATIAL STRATEGY-
Priorities: ‘Concentration of urbanization’ & ‘Improvement of livability’
(4) Which actors have an interest in the realization of the Games?

-olympic charter-

Requirements: ‘The location, sites & venues must all be approved by the IOC Executive Board’
(4) Which actors have an interest in the realization of the Games?

- COMMERCIAL DEVELOPERS & HOUSING CORPORATIONS -
Preconditions: ‘Market quality dwellings & competition venues (global supply vs. local demand)’
Complexity of the Olympic assignment from the perspective of URBAN AREA DEVELOPMENT.

The INITIATORY PHASE is the stage in UAD processes where complexity is most substantial.
Problem statement: The ‘OPTIMAL’ realization of the Olympic Plan 2028 would be the realization in which the interests of all decision makers are reflected in an ‘optimal’ manner, which would be a TIME-CONSUMING decision-making process.

Research question: Are there possibilities to manage the COMPLEX decision-making process in the initiatory phase, for the sustainable realization of the Olympic Games of 2028 in the Netherlands, whereby both national and urban long-term spatial objectives will be achieved, so that the decision-making can be ACCELERATED?
Decision arena: **EXPERT-MEETING** where specific issues will be discussed.

National level: **MUTUAL ATTUNING** between multiple departments.
Urban level: assessing the possibilities for the development of Olympic functions: spatial **PRECONDITIONS**, integration into **URBAN VISION** & economical **FEASIBILITY**.
A precondition for Dutch approach would be the design of **DECISION SUPPORT INSTRUMENTS**.

Research objective: Design of multiple decision support instruments which facilitate the decision-making of the Dutch Olympic UAD process, so that there can be **STEERED ON THE CONTENT** of decision-making.
Preference measurement model: comprehending each other’s individual **OBJECTIVES** and furthermore establishing possible collective **INTERESTS**.

Example of **CRITERIA**: Concentration of urbanization in urban centers. **ALTERNATIVES**: Olympic Redevelopment, Olympic Urban Expansion, Strategic Olympic clusters & Olympic Venue Scattering.
Allocation model: Zones [Z1-Z20] & Functions [F1-F21].
Decision makers: adjustments **WEIGHTS** zone/ function-combinations, **VALUE** input-variables.
National scale: Spatial **STRATEGIC CHARACTERISTICS**.
Urban scale: Putting spatial strategic characteristics **INTO OPERATION**.

(1) National government: Hypothetical-‘**CONCENTRATION** of urbanization’.
(2) Content-related requirement: ‘**COMPACT GAMES**’ (allocation of only high densities).
(3) Municipality Rotterdam: **URBAN VISION**.
(4) Housing corporations: prioritize (re)development of **OBsolete** existing housing stock.
(5) Commercial developers: prioritize development **HIGH DENSITIES & RIVERFRONT** locations.
(6) IOC-requirements: Olympic **ASSIGNMENT** & e.g. development villages on a single location.
National scale: Spatial STRATEGIC CHARACTERISTICS.
Urban scale: Putting spatial strategic characteristics INTO OPERATION.
Research question: Are there possibilities to manage the COMPLEX decision-making process in the initiatory phase, for the sustainable realization of the Olympic Games of 2028 in the Netherlands, whereby both national and urban long-term spatial objectives will be achieved, so that the decision-making can be ACCELERATED?

Preconditions for the implementation of the Dutch Olympic approach: 
(1) OVERALL MANAGEMENT of the Dutch Olympic approach; 
(2) Providing accurate TECHNICAL CIRCUMSTANCES for operating a decision arena; 
(3) Adequate management of the SYSTEMS ENGINEER in the decision arena.
Research objective: Design of multiple decision support instruments which facilitate the decision-making of the Dutch Olympic UAD process, so that there can be **steered on the content** of decision-making.

The preconditions for the implementation of decision support instruments are:
1. The involvement of decision makers in the determination of **relevant issues** to be discussed in the decision arena;
2. The involvement of decision makers in the **design** of the decision support instruments.
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