



Gemeente
Amsterdam

How to turn lost areas into hotspots in Amsterdam?

Ellen Nieuweboer
27 june 2018

Amsterdam bouwt.

Voor meer specifieke informatie over de ontwikkelingen kijk je op www.amsterdam.nl/plan

Voor aanvullende informatie over gebiedsontwikkeling en bouwplannen in Amsterdam kijk je op amsterdam.nl/plan/plan

- Legenda**
- █ Fase 1
 - █ Fase 2
 - █ Fase 3
 - █ Fase 4
 - █ Overige gebieden
- Woningbouw
 - Industrie
 - Scholengebouwen
 - Ziekenhuizen
 - Sportcomplexen
 - Tempelgebouwen
 - Recreatie

x Gemeente
x Amsterdam

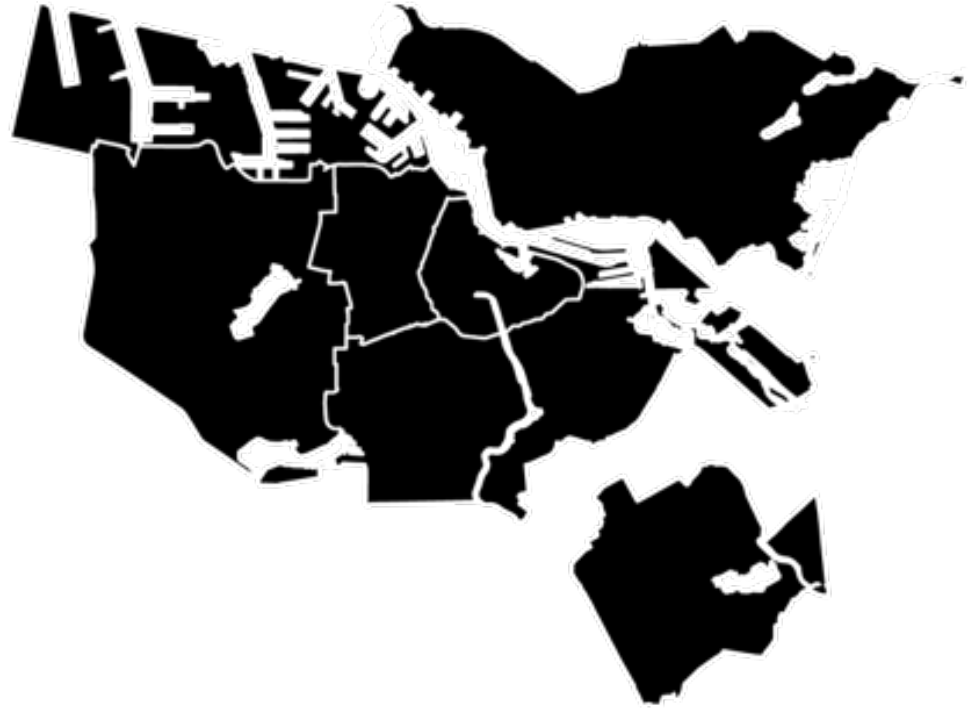




Southeast

Introduction

- Team GO
- Ellen Nieuweboer





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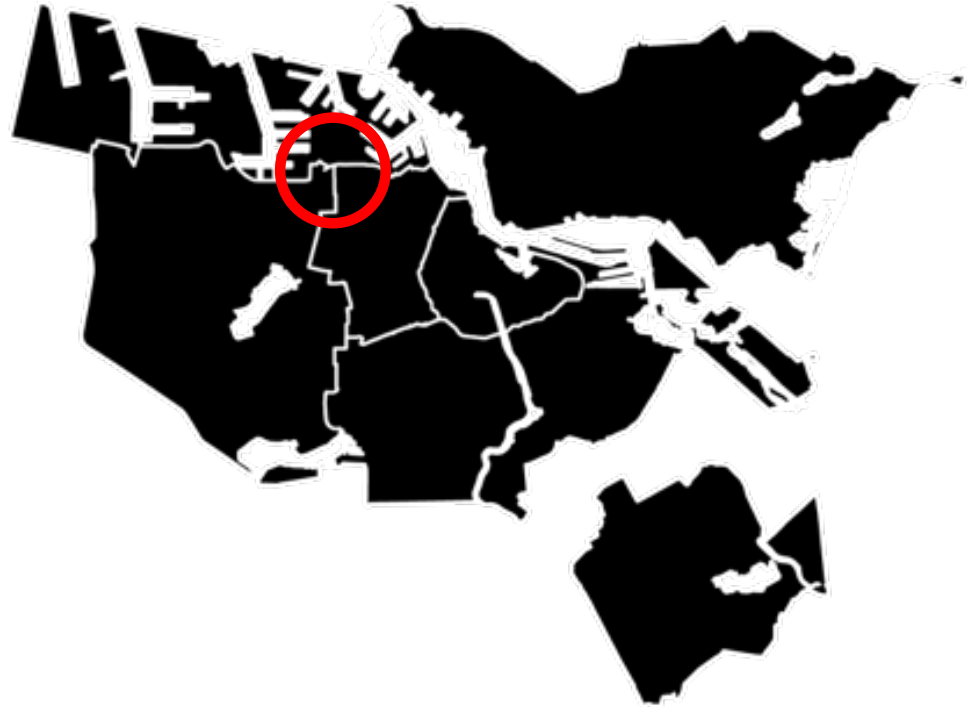


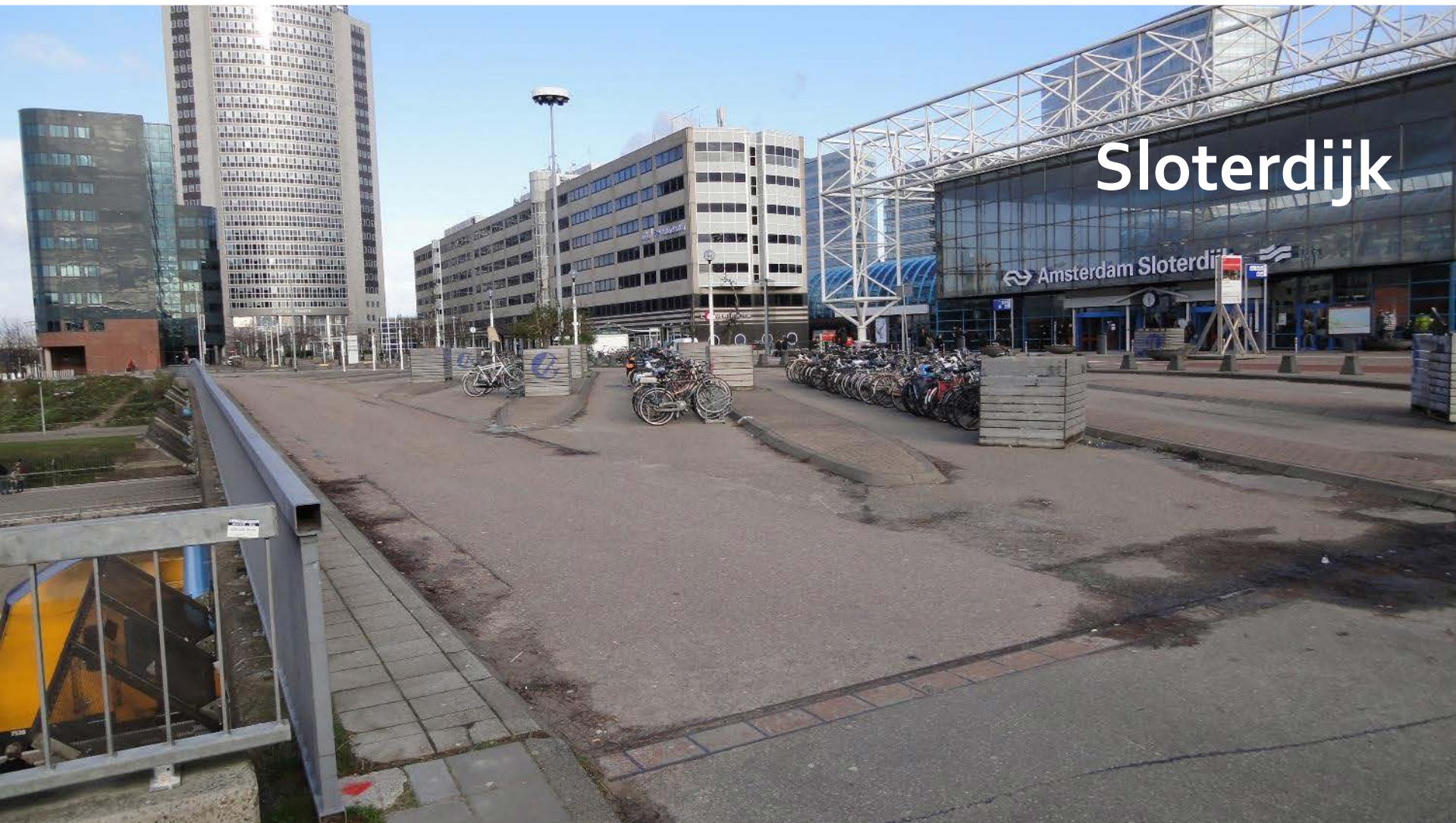
AMSTERDAM ZUID-OOST



Sloterdijk

Sloterdijk Centrum





Sloterdijk

Orlyplein



Sloterdijk

Orlyplein

- Housing assignment
- From a desolate area to a green oasis
- Its up to the Municipality of Amsterdam
- Get this square in the picture (placemaking)

Sloterdijk



Garden of Bret



Sloterdijk

Garden of Bret



Sloterdijk

TUIN VAN BRET

Tuin van Bret



Sloterdijk



Garden of Bret



Sloterdijk

Train Hotel



Sloterdijk

Holland Casino



Sloterdijk

Holland Casino



Sloterdijk

Holland Casino

Sloterdijk





Strategy

Fase 1 Analysis

Data versus publicity

- Sloterdijk: an area where you wouldn't be caught dead (Telegraaf 2012) / The best kept secret of investors (Provada 2015) / The newest hotspot (stadsblad juni 2018)



Strategy

Fase 2 Approach

Short term

- Open for business
- Maintain present companies by actively listening and dedicated action
- Placemaking

Mid-term

- Strategy decree: Vary, reside and connect/commit
- Decision to invest (8mio)
- Most adaptable development plan of Amsterdam



Strategy

- Transformation of unoccupied office space

Long term

- Decision to invest for the area as a whole
- Introduction of housing
- Combination of living and working area

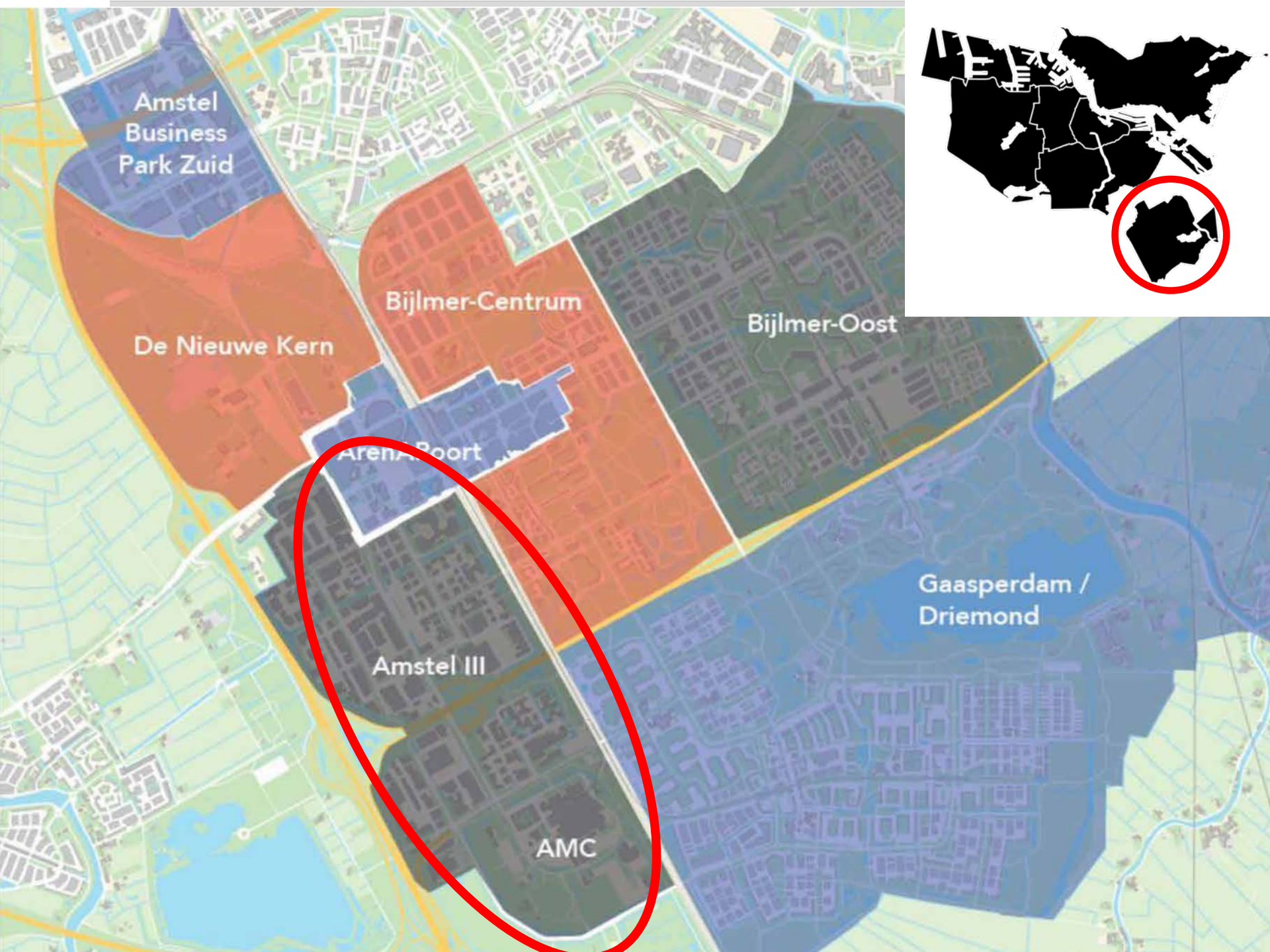
Approach

- Present companies are the ambassadors
- Gatherings with present companies, developers, knowledge institutions, creatives
- Joint projects

✘
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AMSTERDAM ZUIDOOST



Amstel
Business
Park Zuid

De Nieuwe Kern

Arena Poort

Bijlmer-Centrum

Amstel III

AMC

Bijlmer-Oost

Gaasperdam /
Driemond



Southeast - Amstel III

The facts from 3 years ago

- Monotonous office area
- Highest nr unoccupied of Amsterdam - 34⁰%
- LSI + RBS = 70.000 m² unoccupied
- Barely own property
- Depressing but promising



Southeast - Amstel III

figures

- 920.000 m2 office – and commercial area
- 50.000 m2 hotel
- 50.000 jobs
- 1.200 businesses involved
- 130 nationalities

Working / living



Inside outside



Retail



Health



Offices



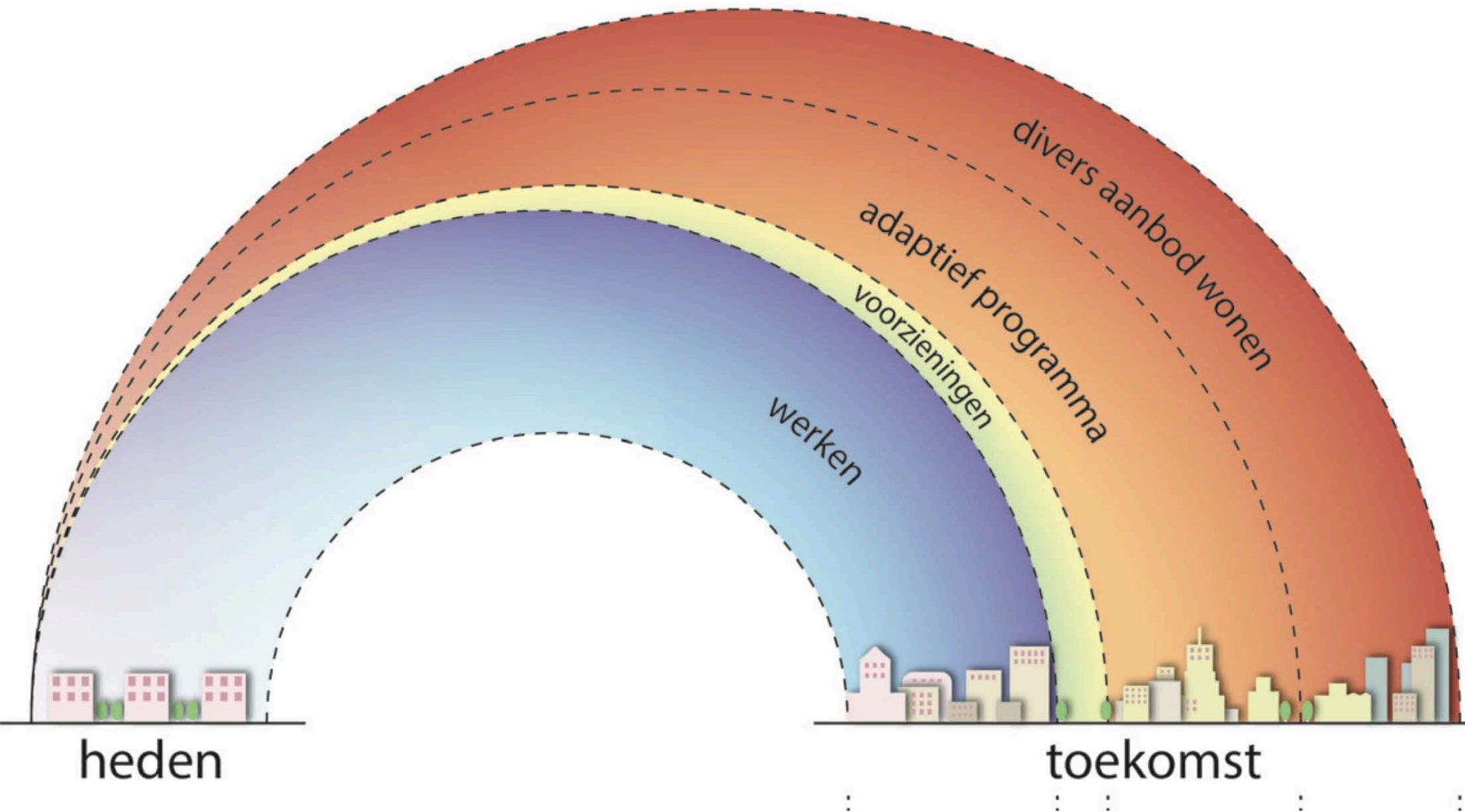
Horeca







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Amsterdam Southeast



Zandkasteel

Amsterdam Southeast



a&o Hostel/hotel

Amsterdam Southeast



De Proefzaak - Kleiburg



Amsterdam Southeast



Dreeftoren



Amsterdam Southeast



Amsterdam Health & Technology Institute



Amsterdam Southeast



LSI

Amsterdam Southeast



OurDomain Amsterdam South East



Amsterdam Southeast



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Entrance AMC

Amsterdam Southeast



Meibergdreef



Ambition Southeast



Questions?