

WORKING – LIVING MIX: FROM URBAN DEVELOPMENT STRATEGY TO MARKET INITIATIVES



[UPPSALA 27.06.2018] ENHR / **CONSTANCE UYTTEBROUCK**, HILDE REMOY, JACQUES TELLER

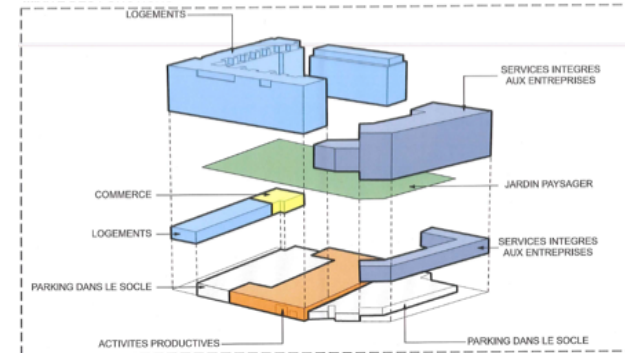
- PROBLEM STATEMENT AND RESEARCH QUESTION
- ANALYTICAL FRAMEWORK
- BULLEWIJKPAD IN AMSTERDAM
- TOWARDS WORKING-LIVING MIX IN BULLEWIJKPAD
- CONCLUDING REMARKS

■ PIONEERING EXPERIENCES > **WORKING - LIVING MIX**

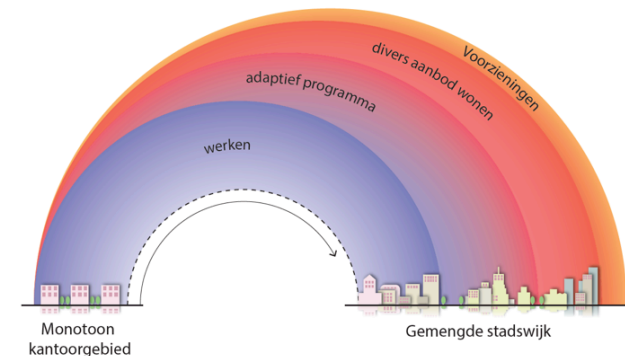
- // URBAN AGENDA, HOUSING POLICIES
- MIXED-USED DEVELOPMENTS > AMENITIES
- SMALL DWELLINGS, SHARED SPACES, SERVICES
- NEW PARTNERSHIPS, HYBRID GOVERNANCE

■ **CONTEXT**

- DEMOGRAPHIC SHIFT
- LABOUR FLEXIBILITY, KNOWLEDGE ECONOMY
- DENSIFICATION, ATTRACTIVENESS
- COMMODIFICATION OF HOUSING > PROFITABILITY >< AFFORDABILITY, SHORTAGE



(Source: Atenor, 2016)



(Source: Gemeente Amsterdam, 2017)

- STATE POLICY VS MARKET FORCES ?
 - **PIONEERING PROJECT** IN A FORMER OFFICE AREA
 - AMSTERDAM: HOUSING PRESSURE, RECOVERY OFFICE MARKET, ATTRACTIVENESS FOR YOUNG PROFESSIONALS AND INTERNATIONALS

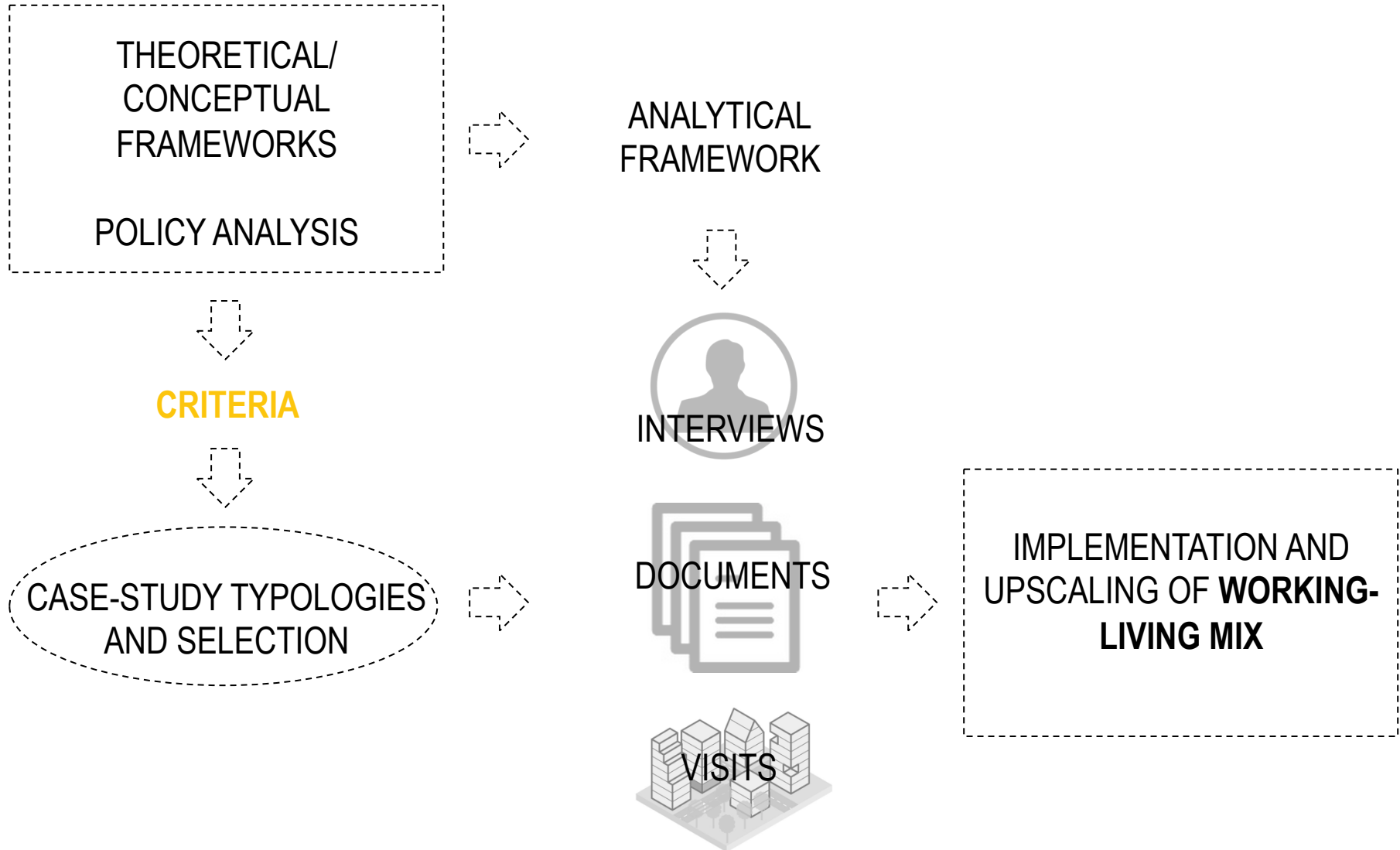


*HOW TO MANAGE THE **TENSION** BETWEEN MARKET AND LOCAL GOVERNMENT RESPECTIVE AGENDAS IN ORDER TO **IMPLEMENT** PRE-DEFINED TENURE AND WORKING-LIVING MIX IN TRANSFORMATION AREAS ?*

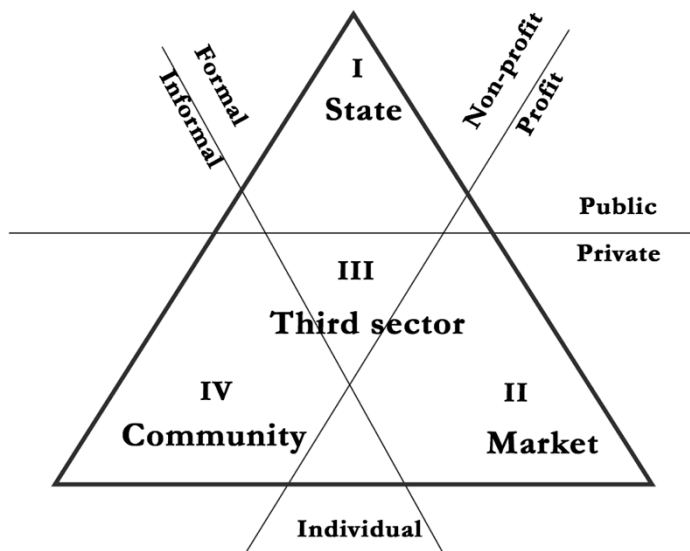
ANALYTICAL FRAMEWORK

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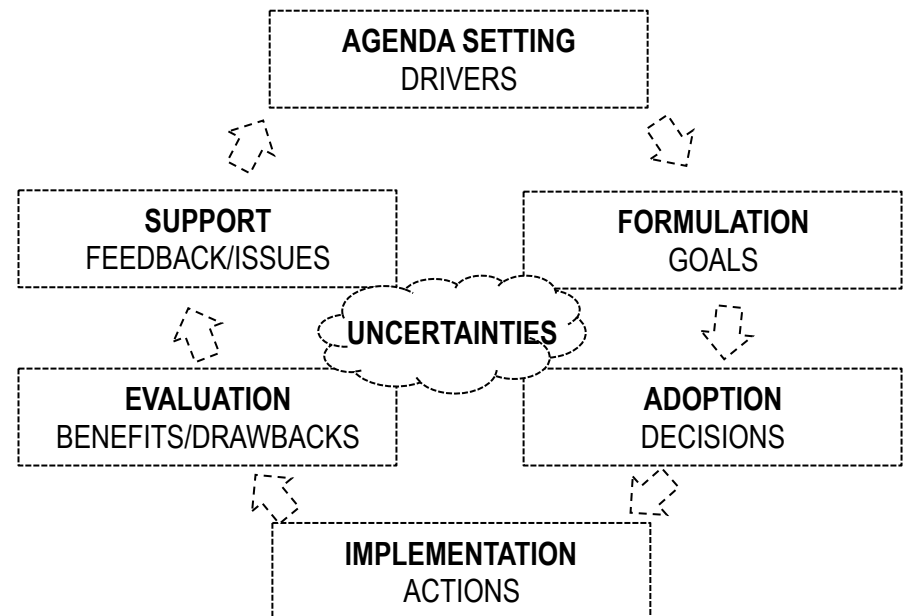
LEMA



- [WHO] **ACTORS AND ORGANIZATION IDEAL TYPES** > GOVERNANCE
- [WHY/HOW] **POLICY CYCLE IDEAL TYPE** > **DEVELOPMENT PROCESS**



Brandsen et al., 2005



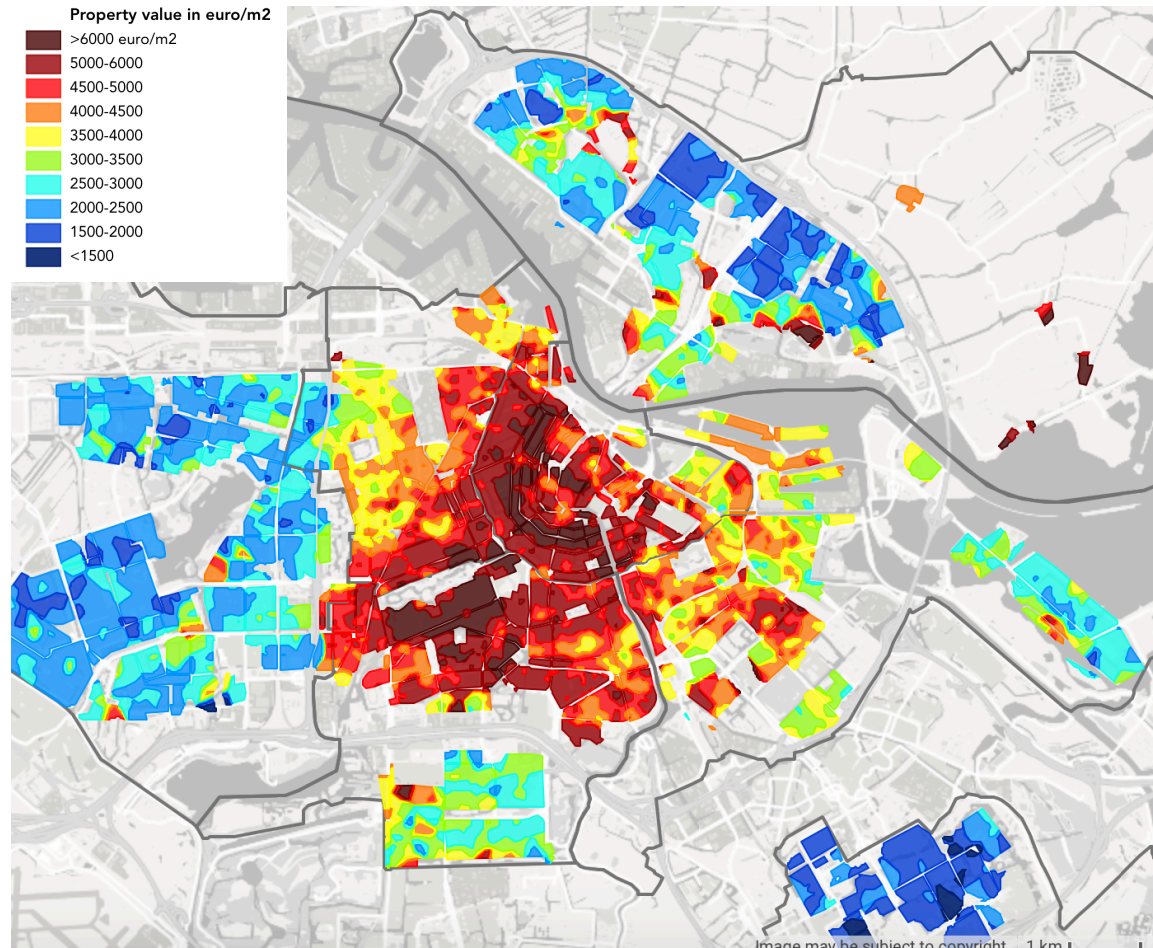
AMSTERDAM/HOUSING MARKET

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ISSUES

- MARKET RECOVERY IN 2015-2016
 - HOUSING **SHORTAGE** > SCARCITY OF **AFFORDABLE** HOUSING
 - HIGH LAND/PROPERTY PRICES
-
- AGENGA 2025 > POLICY 40/40/20 (**MIDDLE-INCOME**)
 - SPATIAL QUALITY: SUPERVISOR/AESTHETICS COMMISSION
 - SOCIAL HOUSING > 40%



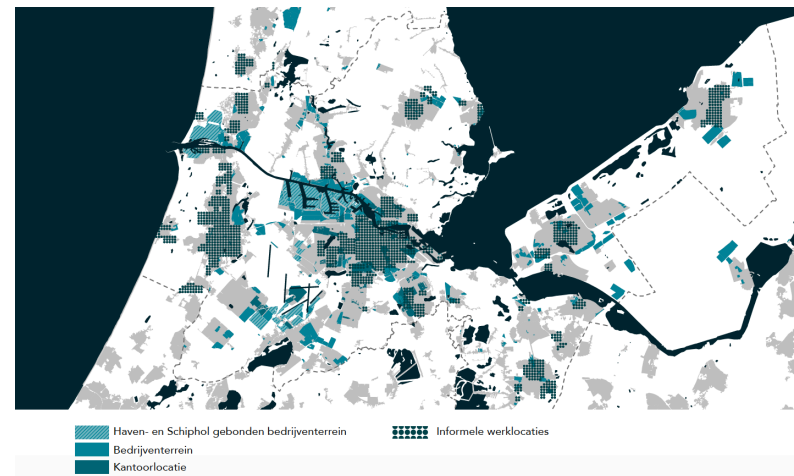
- ECONOMIC GROWTH: 2%
- RECOVERY OF THE OFFICE MARKET // TRANSFORMATION INTO HOUSING
- YOUNG PROFESSIONALS, INTERNATIONALS, FREE-LANCERS
- > 50% EMPLOYEMENT OPPORTUNITIES IN NON-DESIGNATED WORK LOCATIONS

« A DYNAMIC AND URBAN LIVING – WORKING ENVIRONMENT, SURROUNDED BY FACILITIES AND MIXED WITH OTHER ACTIVITIES »

(SPCITI ET AL, 2017 – TRANSLATION: AUTHOR)



(source: Kantorenlods, 2018)



(source: Spciti, 2017)

AMSTERDAM/URBAN DEVELOPMENT

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- 80% PUBLIC LAND > LAND-LEASE
- KOERS 2025: TRANSFORMATION AREAS
 - WORKING-LIVING MIX > DENSIFICATION, EXPANSION HOUSING SUPPLY
 - ATTRACTIVENESS ?
- **INDUSTRIAL AREAS** > E.G. BUIKSLOTERHAM
 - OBJECTIVES: 30/70 WORK/RESIDENTIAL, CIRCULARITY
 - 90% UNBUILT > NEW TENDERS
- **OFFICE AREAS** > E.G. AMSTEL III
 - OBJECTIVES: 50/50 WORK/RESIDENTIAL, LIVEABLE
 - NO TENDER OR MASTERPLAN > COLLABORATION

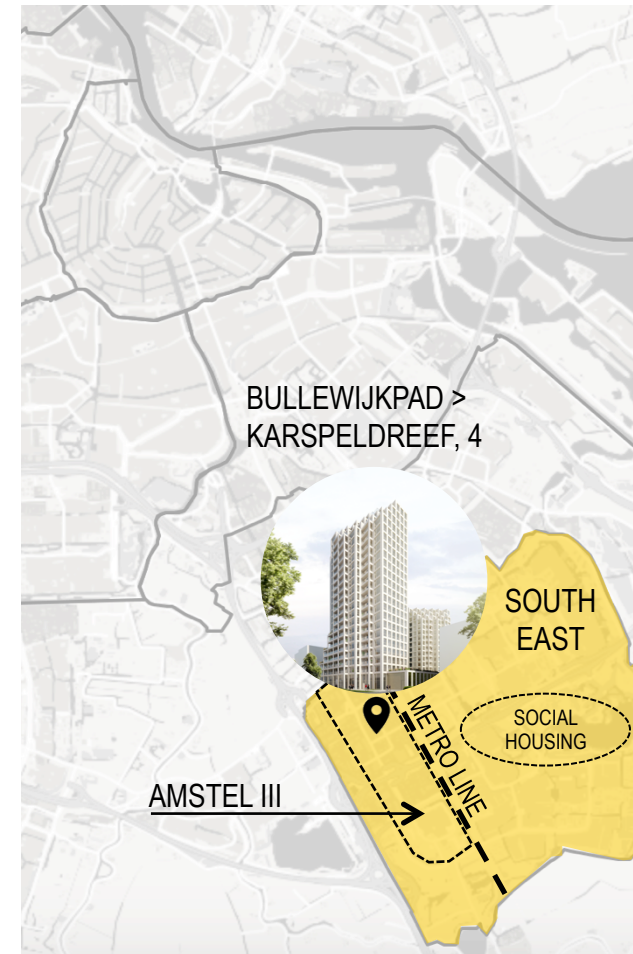


(source: Gemeente Amsterdam, 2018)

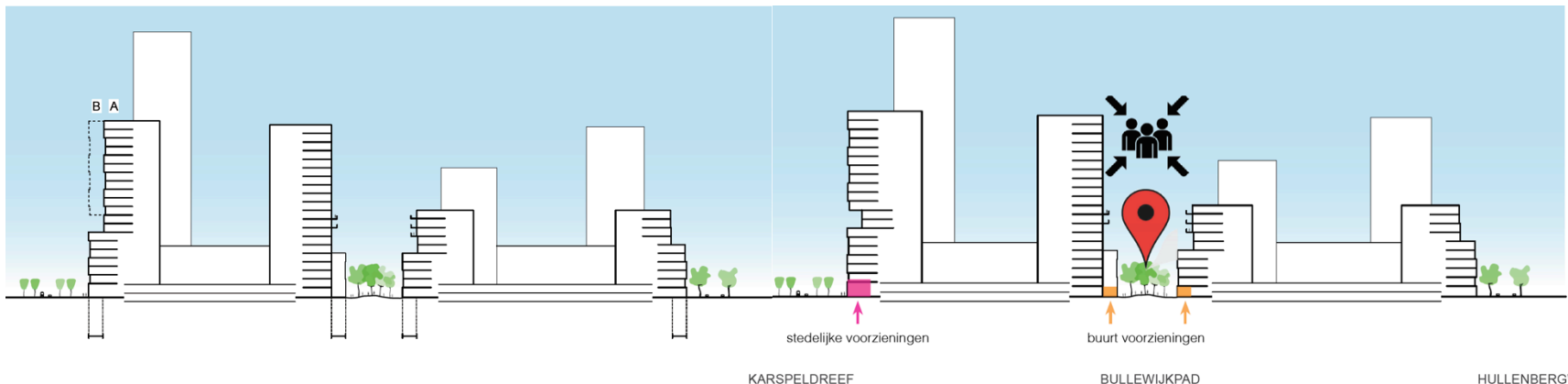


(source: Wonam et al, 2018)

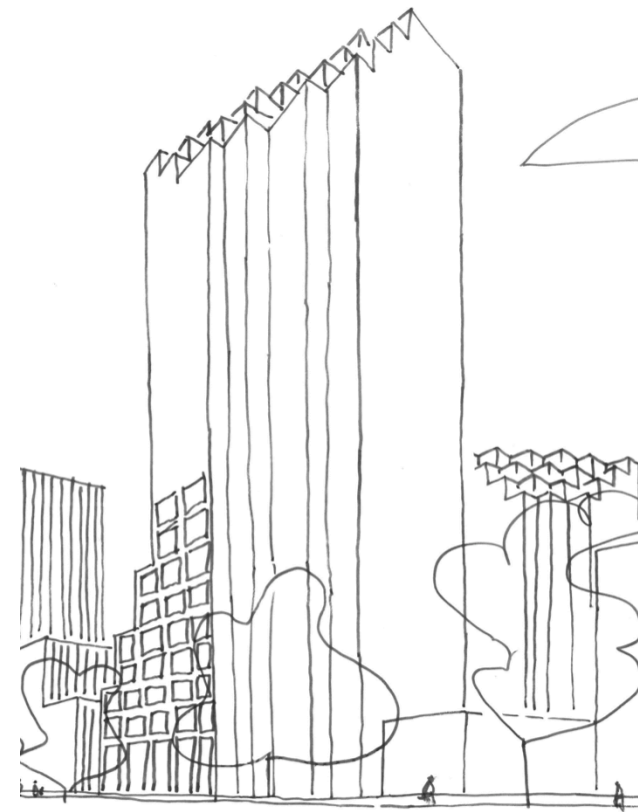
- **BUURTVISIE (GUIDELINES)**
 - 1ST PHASE = RESIDENTIAL > NEXT PHASES: OFFICES, CREATIVE COMPANIES, PUBLIC PROGRAM, FACILITIES, SPORT
- **DEVELOPMENT STRATEGY AMSTEL III (FORMAL)**
> OBJECTIVES FOR BULLEWIJKPAD
 - CREATIVE INNOVATIVE DISTRICT
 - LIVING + SMALL SCALE OFFICES
 - USERS' WELL-BEING
 - « HEALTHY URBAN DISTRICT »
- **KAVELPASPOORT FOR EACH PLOT (FORMAL)**
 - CONTRACT WITH SPECIFIC ARRANGEMENTS



- MUNICIPALITY + 3 MARKET PARTIES > URBAN STRATEGY AGENCY (PROCESS) + LANDSCAPE ARCHITECT (CONTENT)
- **QUALITATIVE** GUIDELINES (E.G. TARGET GROUP, PROGRAM, PUBLIC SPACE, ...) > KICKSTART MEASURES
- **QUANTITATIVE** RULES (E.G. BUILDING SHAPE/SCALE, RELATION BUILDINGS/PUBLIC SPACE, COMMERCIAL PROGRAM,...)



- **KARSPELDREEF, 4**
 - OFFICE BUILDING TO BE DEMOLISHED
 - 2 RESIDENTIAL TOWERS (TOTAL: 28 510 M²)
 - 274 DWELLINGS FROM 40 TO 80 M² (USABLE AREA)
 - 10% SOCIAL / 60% MID-RENT/ 30% FREE-RENT
 - COMMERCIAL UNITS, PARKING



MARKET



INSTITUTIONAL INVESTOR
[INV]



PRIVATE DEVELOPER
[DEV]

STATE



MUNICIPALITY
[AMS]

EXPERTS



ARCHITECT
[AR]



URBAN STRATEGY
[URB]



SUPERVISOR
[SUP]

1. FIRST DESIGN, OPTIMISATIONS, AND ADAPTATIONS TO NEW POLICIES

DRIVERS 0:

MACRO: COMPETITION CITIES
MESO: OFFICE VACANCY,
URBAN AGENDA, HOUSING
SHORTAGE, RECOVERY
HOUSING MARKET

GOALS 0.1:

AMS: START TRANSFORMATION
INV: **MIDDLE-INCOME** RENTAL
HOUSING

DECISIONS 0.1:

INVEST IN S-E, **DEMOLISH/**
REBUILD

ACTION 0.1:

INV BUYS THE BUILDING

UNCERTAINTY 0.1:

LAND-LEASE PRICE ?

2016

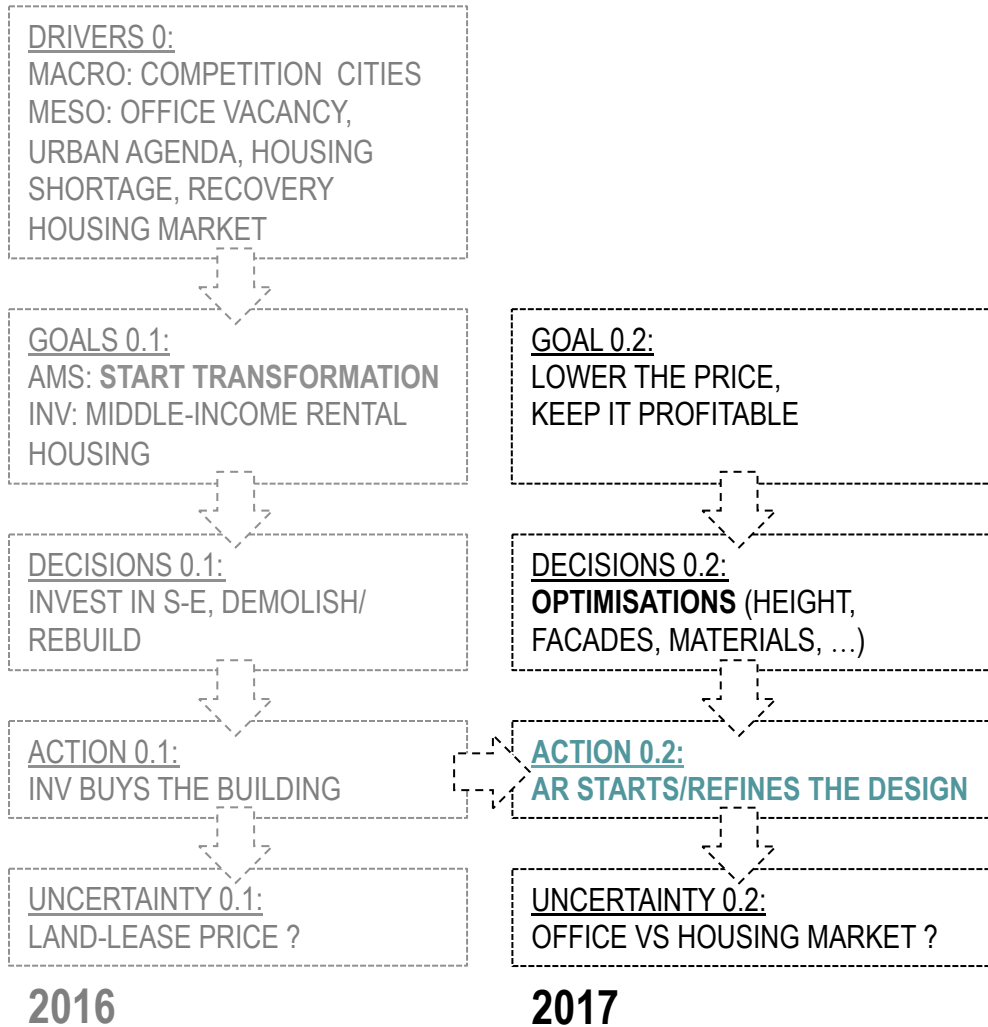


TOWARDS WORKING-LIVING MIX > TIMELINE

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1. FIRST DESIGN, OPTIMISATIONS, AND ADAPTATIONS TO NEW POLICIES

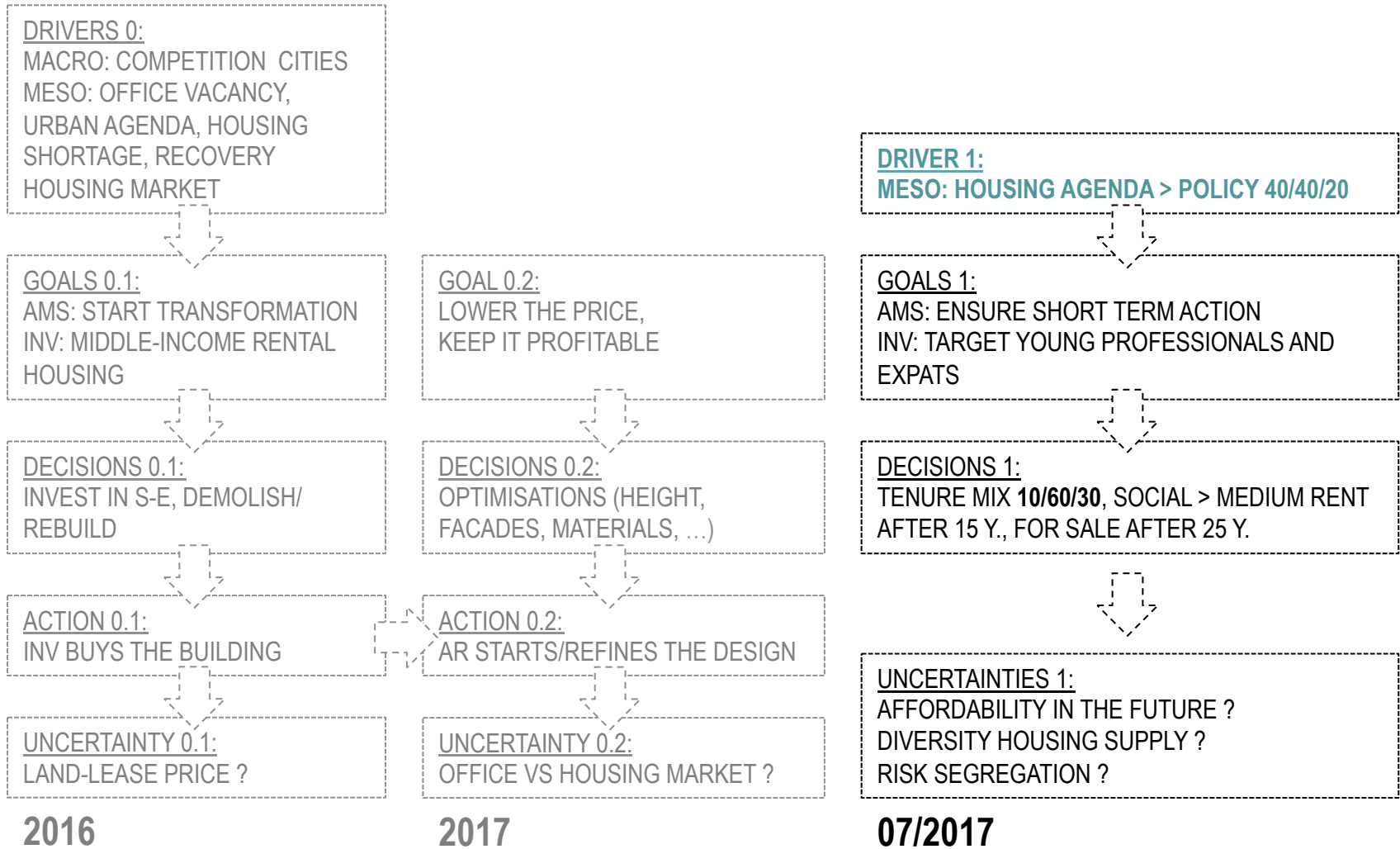


TOWARDS WORKING-LIVING MIX > TIMELINE

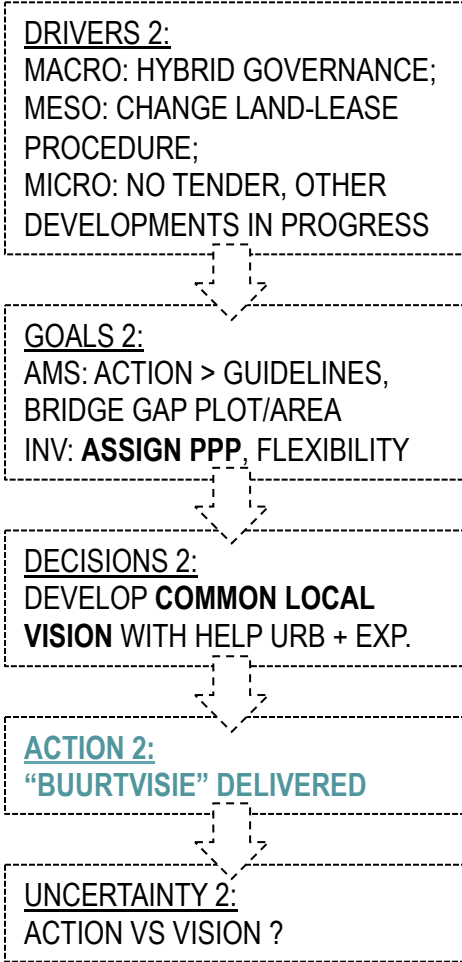
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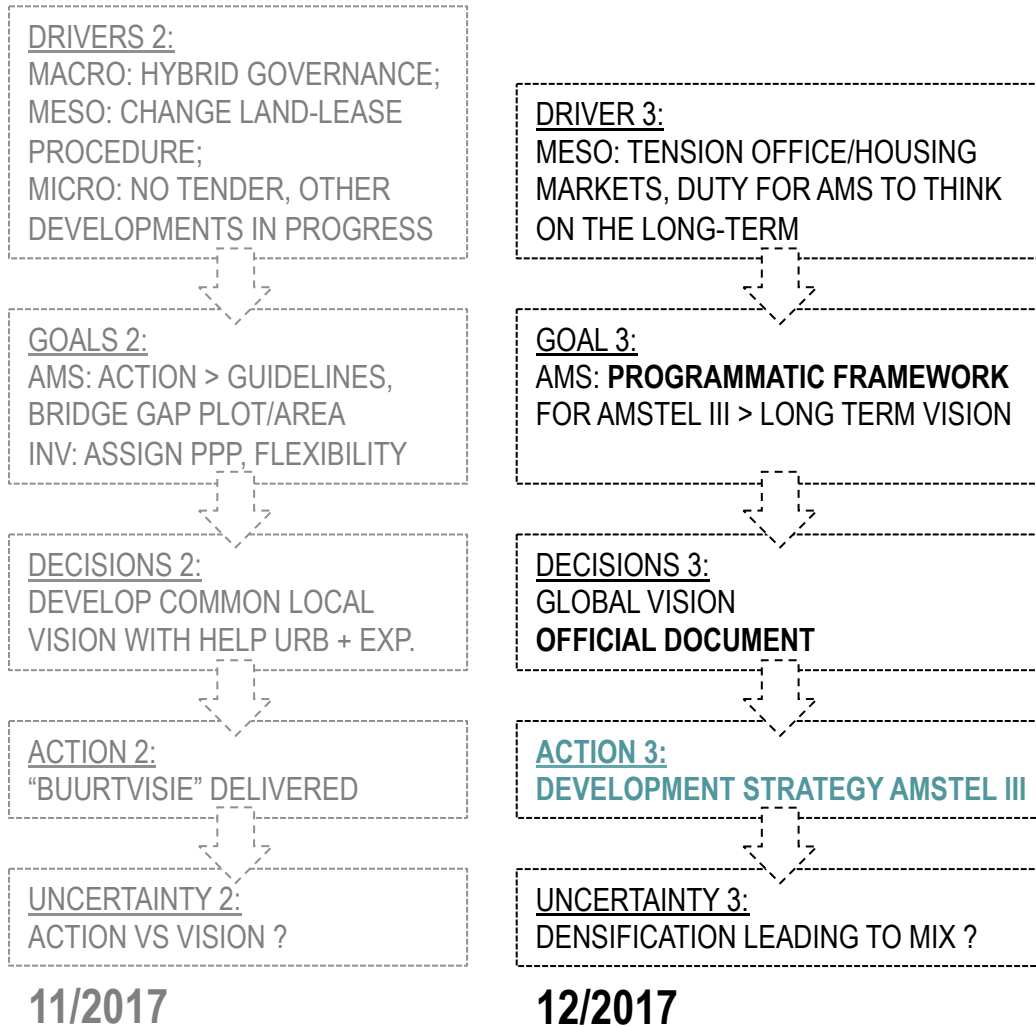
2. GUIDANCE DOCUMENT, OFFICIAL STRATEGY AND INDIVIDUAL CONTRACTS



10/2017



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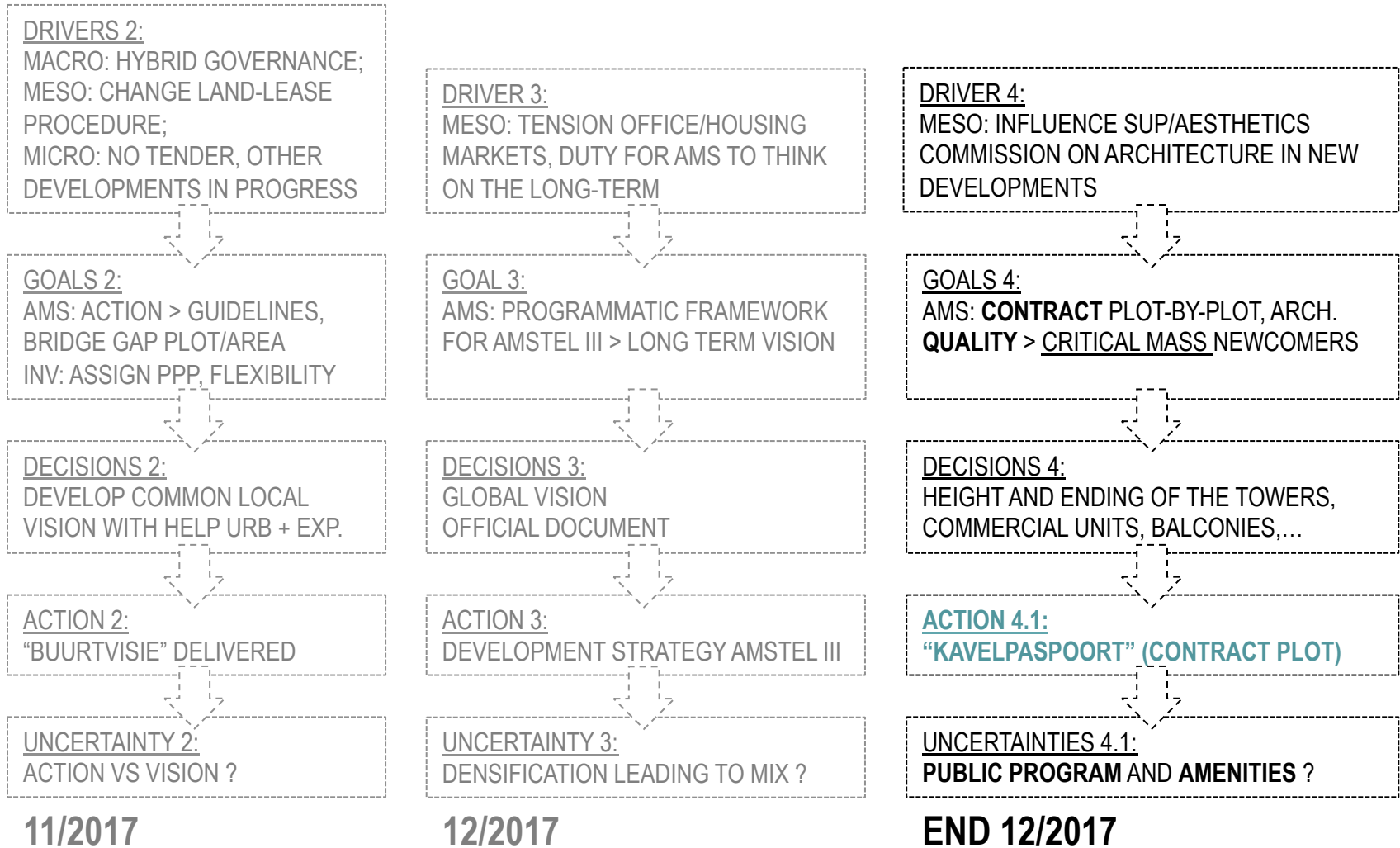


TOWARDS WORKING-LIVING MIX > TIMELINE

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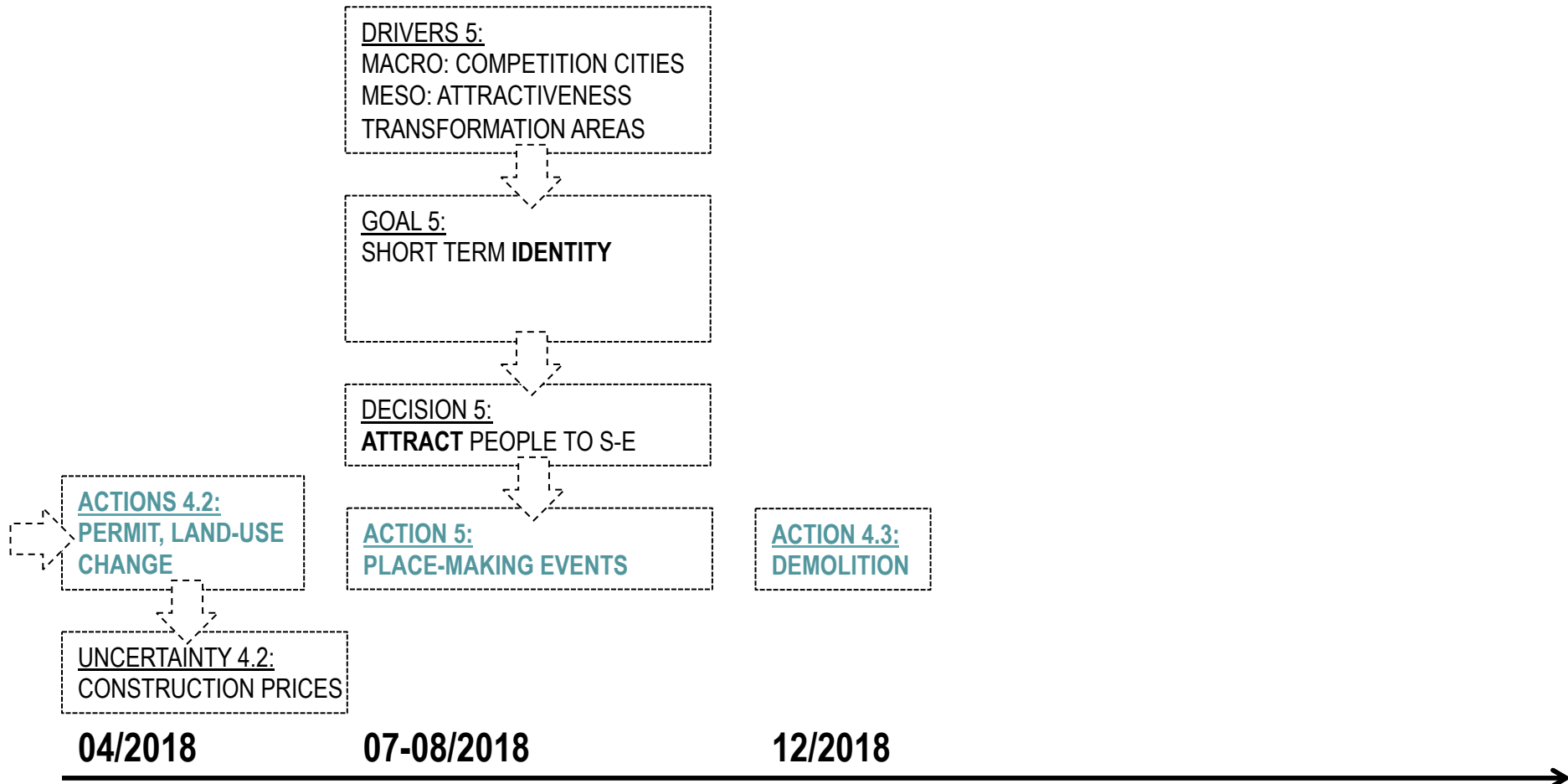


TOWARDS WORKING-LIVING MIX > TIMELINE

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3. IMPLEMENTATION OF THE 1st PHASE AND AMBITIONS FOR THE NEXT PHASES

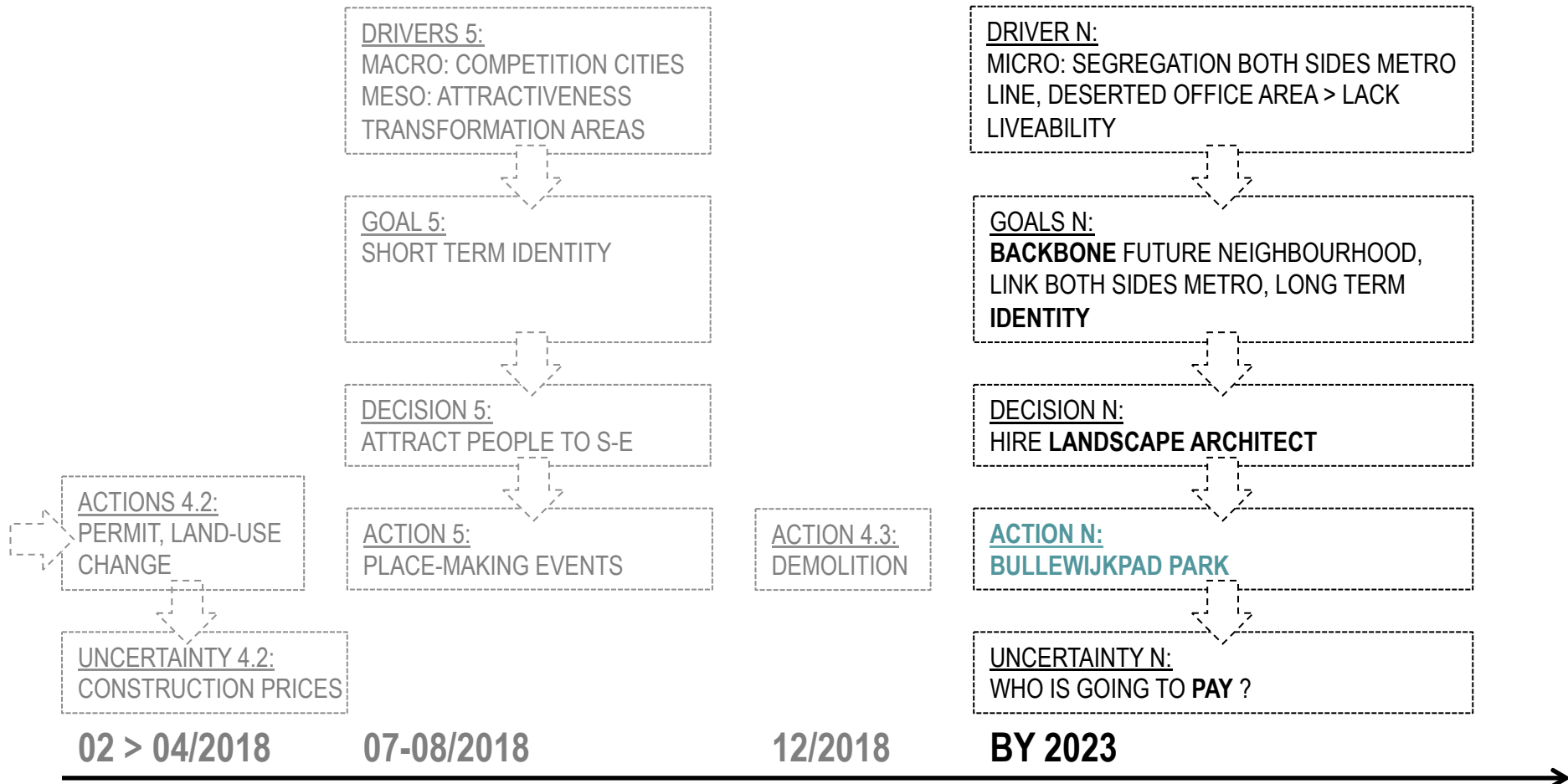


TOWARDS WORKING-LIVING MIX > TIMELINE

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LEMA

3. IMPLEMENTATION OF THE 1st PHASE AND AMBITIONS FOR THE NEXT PHASES



■ **SPECIFIC CHALLENGES**

- SUPPORTING ACTION VS LONG-TERM VISION (RISKS, SCALES, TIMELINES)
- BRINGING A CRITICAL MASS OF NEWCOMERS > AMENITIES (LAST DEV.?)
- CREATE AN IDENTITY FOR BULLEWIJKPAD > GREEN SPACE (INVESTMENT?)

■ **RISKS AND OPPORTUNITIES**

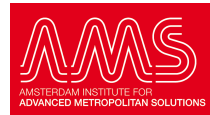
- WORKING-LIVING MIX AND DENSITY (EXTERNAL FORCES? PUBLIC SPACE?)
- TENURE MIX > AFFORDABILITY ? DIVERSITY HOUSING SUPPLY ?
SEGREGATION WORSENER ?

- MIXED-USE DEVELOPMENTS > BETWEEN **MARKET & POLICY** DYNAMICS
 - MARKET FORCES : PRICES, TENSIONS, GOVERNANCE (ACTION, INVESTMENT)
 - EVOLUTION HOUSING POLICY (AFFORDABILITY, DIVERSITY, SEGREGATION)
 - CONTINUATION URBAN AGENDA (FUNCTIONS AND DENSITY)
 - **CYCLIC AND ITERATIVE PROCESS** > ADAPTATIONS

- PIONEERING EXPERIENCE > **UPSCALING** ?
 - SYSTEMATIZED IN NEW POLICY >< NEGOTIATIONS BETWEEN PARTNERS
 - HYP: NEGOTIATIONS PREFERRED GIVEN COMPLEXITY, RISKS (DECREASE)
 - > EMERGENCE **NEW HYBRID ACTORS**, PARTNERSHIPS

THANK YOU FOR YOUR ATTENTION...

....AND SPECIAL THANKS TO :



+ ALL INTERVIEWEES.



[UPPSALA 27.06.2018] ENHR / CONSTANCE UYTTEBROUCK, HILDE REMOY, JACQUES TELLER

APPENDIX

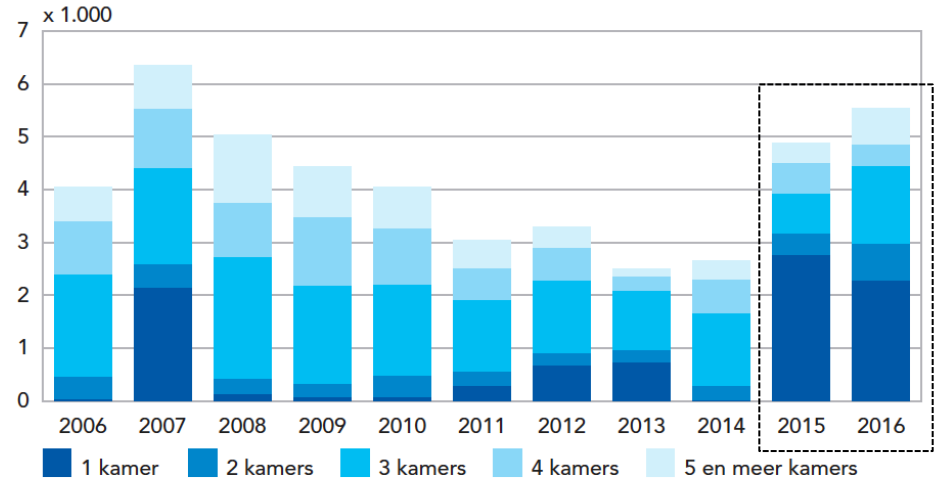


STATISTICS

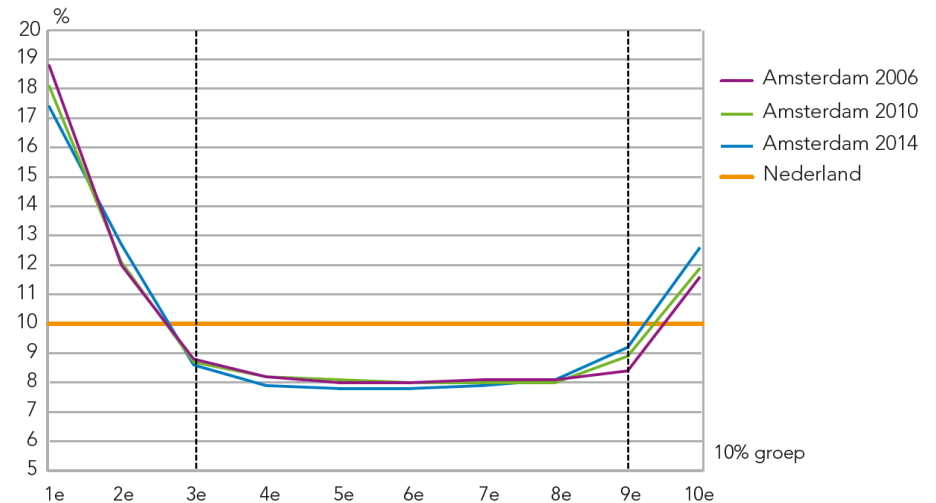
- SMALLER DWELLINGS IN THE NEWLY BUILT STOCK
- GROWTH HIGH INCOME >< LACK MIDDLE-INCOME HOUSEHOLDS
- 52% ONE-PERSON HOUSEHOLDS
- 29% POPULATION 20 – 34 Y.O.

SOCIAL HOUSING > 40%

- FINANCIALLY INDEPENDENT/ NON PROFIT HOUSING ASSOCIATIONS



bron: OIS



bron: RIO (CBS)/ bewerking OIS

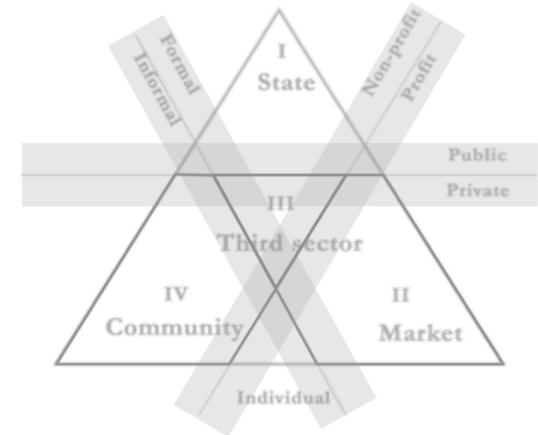
(source: OIS, 2017)

CASE-STUDY SELECTION: CRITERIA

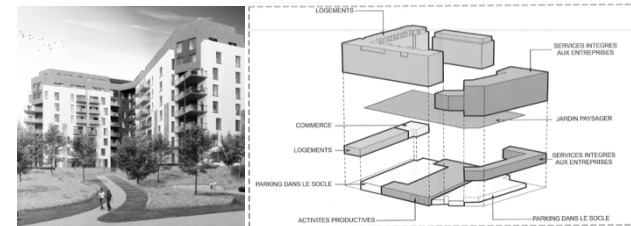
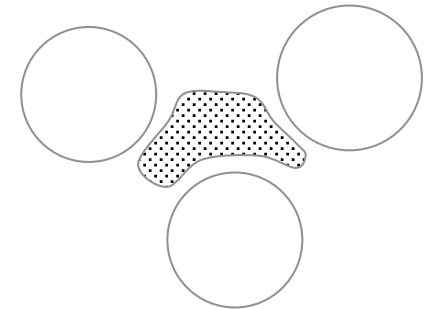
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- **ORGANIZATION TYPE** (MARKET, MIXED, COMMUNITY)
- **INVESTIGATION SCALE** (BUILDING OR BUILDING BLOCK)
- **HYBRIDITY** (UNIT, SHARED SPACES, MIXED-USE BUILDING/BLOCK)
- **BACKGROUND** (NEW CONSTRUCTION, CONVERSION)
- **PROGRESS** (OCCUPIED, PERMIT STAGE)
- **PROGRAM** (TARGET PUBLIC, TENURE TYPES, DWELLING TYPOLOGIES,...)



Branden et al., 2005



TYPOLOGIES

T1A - CO-LIVING



T1B - STUDENTS/ STARTERS



+ VILLA MOKUM

DE LOFTS

CAMPUS DIEMEN-
ZUID

T2A - SELF- BUILDING



T2B - TRANSFORM OFFICE AREA



T3A - CO-HOUSING



T3B - SQUATING/ ARTISTS

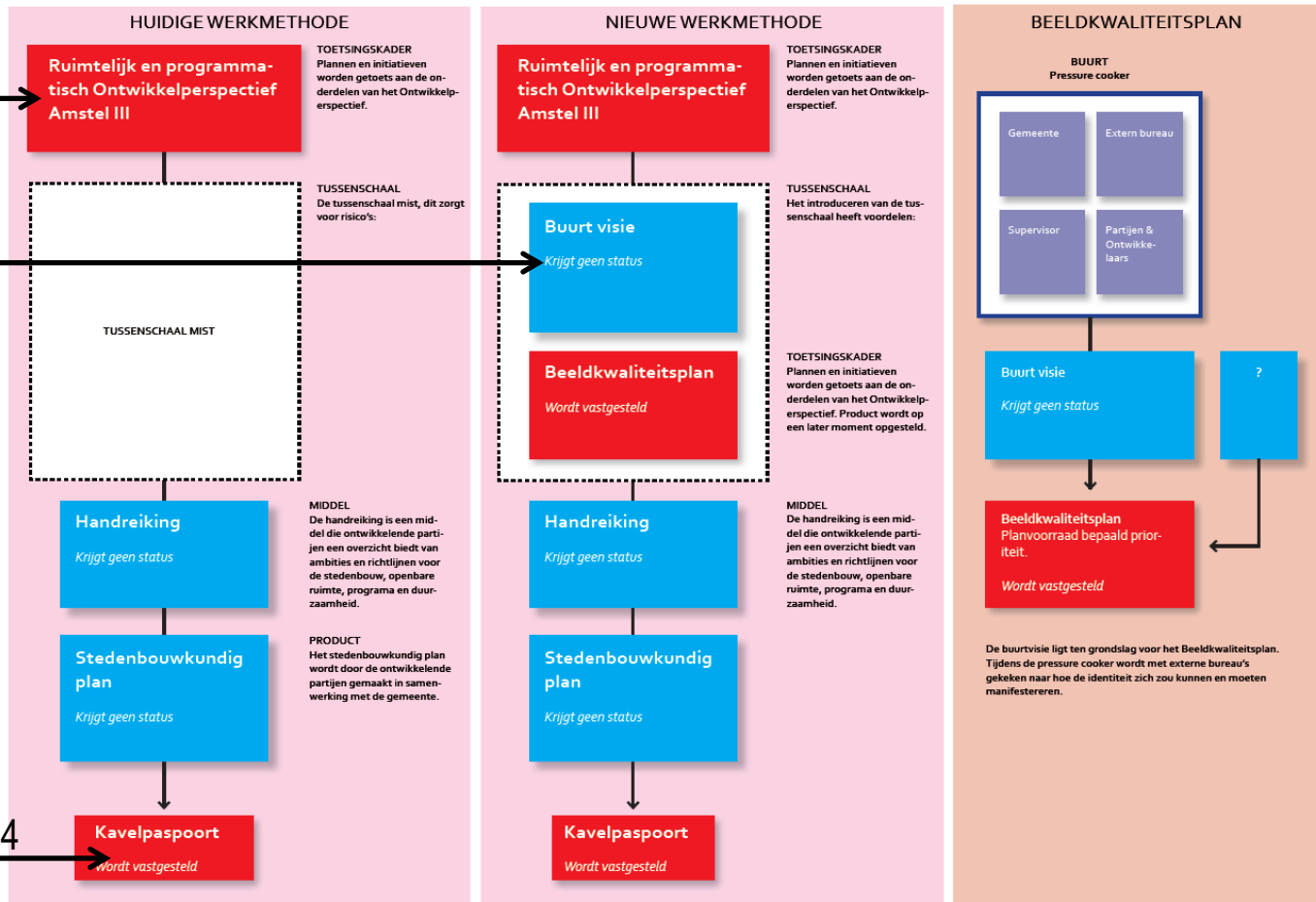


+ URBAN RESORT ?

AMSTEL III
[AREA]

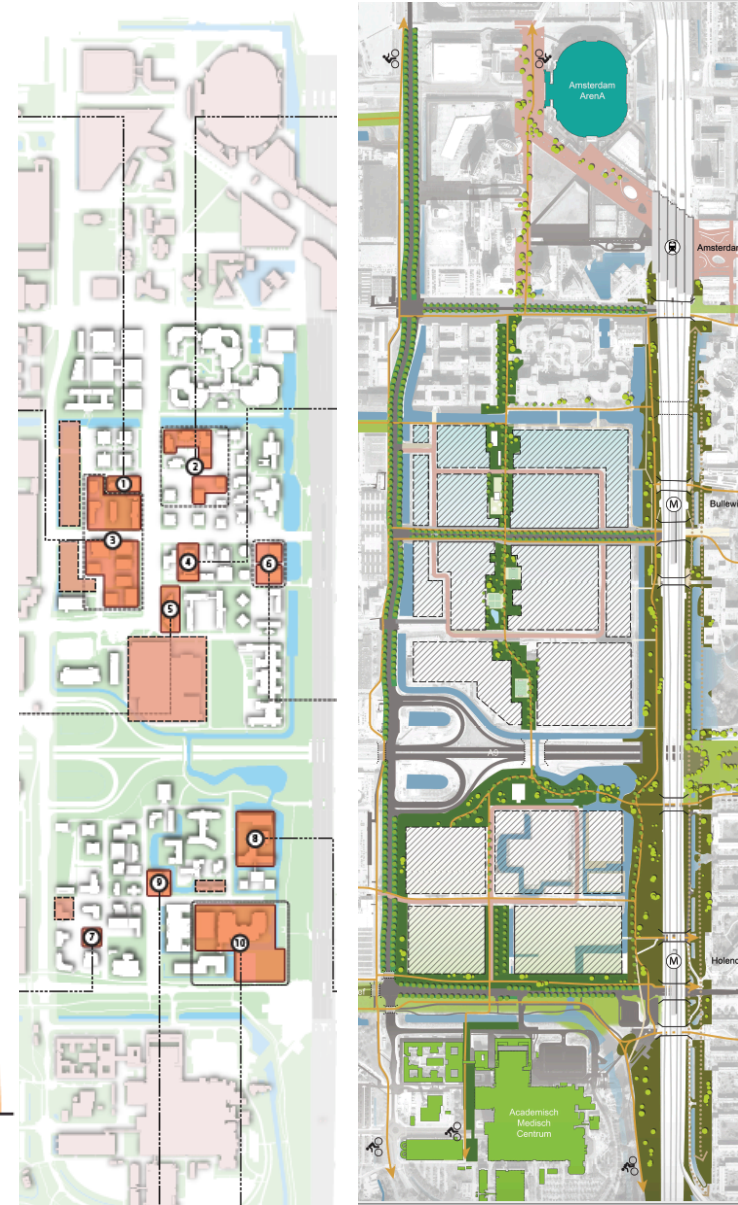
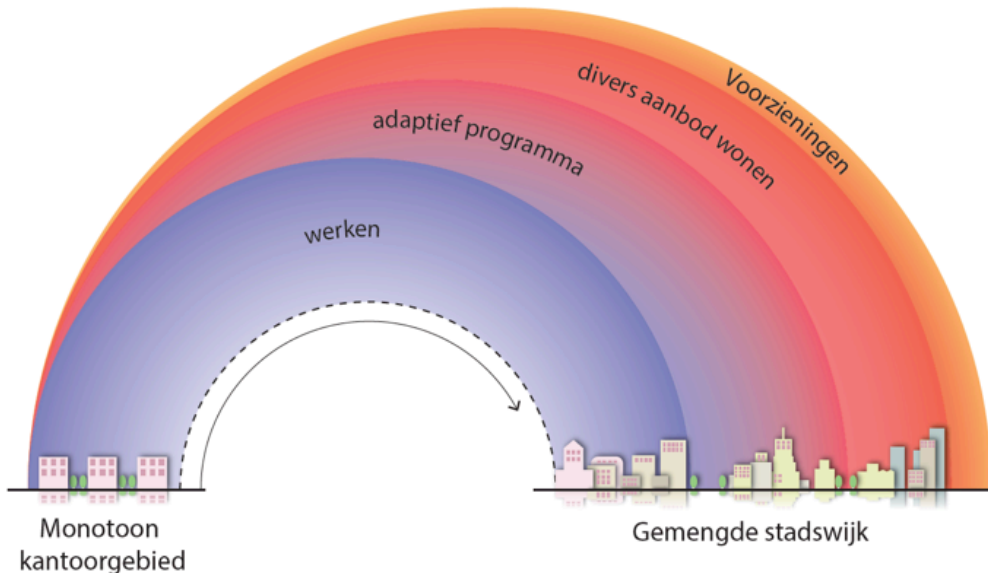
BULLEWIJKPAD
[PLOT]

KARSPELDREEF, 4
[BUILDING]



(source: Gemeente Amsterdam, 2018)

- NO TENDER > « CO-PRODUCTION »
- MIXED-USE AREA > **DENSIFICATION**
- INVESTMENT IN **PUBLIC SPACE**: PARK FROM AMC TO ARENA



MARKET PARTIES

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LEMA

An aerial photograph of a city center, likely Amsterdam, showing a dense cluster of multi-story buildings. Three callout boxes with green borders and lines pointing to specific buildings are overlaid on the image. The top box points to a building on Karspeldreef 4. The bottom-left box points to buildings on Hullenbergweg 1-3. The bottom-right box points to buildings on Karspeldreef 14-16. A blue GVB logo is visible in the upper right quadrant of the image.

wonam

Karspeldreef 4

VASTINT

Hullenbergweg 1-3

G & S wonam

Vastgoed

Karspeldreef 14-16