From backside of town to the centre of urban activity: good planning and/or good luck?

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The history and current status of the project, and its impact on the city
Noordzeekanaal (North Sea Channel) 1876: Making a quick connection to the open sea
Harbour in the west, no connection with the city
Compact urban fabric
High livibility
Amsterdam 1980

Big decline, poverty
Policy to move people to suburbs and new towns in the region
1982
IJplein Office for Metropolitan Architecture,
1300 units only social housing
Eastern Harbour Area in decline, transformation strategy starts in late eighties
Successful transformation to mainly housing, only general masterplan, every part own characteristics.
Waterfront development alongside the IJ
The financing strategy for the project and sources of finance used
Public land lease system
230,000 contracts, € 4.5 billion value, + € 200 mln each year

Changing the system:
From ‘temporary’ to ‘everlasting’ contracts: “you only pay once”
1992
Design OMA Rem Koolhaas/Amsterdam
Waterfront Financieringsmaatschappij,
PPP collapsed, to high risk profile, dead end
Public Buildings, Anchors in the IJ
Public buildings
Muziekgebouw aan het IJ, 2005
Public buildings
Public Library, 2007
Public buildings
Pakhuis de Zwijger, 2006
Public buildings
Eye Film Institute 2012
Public buildings
Palace of Justice 2013
Public Infrastructure
Noord Zuidlijn, new metro line
How different sectors worked together on the project – public, private, citizens
History of liberalism, tolerance, slightly anarchistic on the waves of the sixties revolutions: from squatters, artists, cultural elite to mainstream.
Lessons learned
1. RE USE INDUSTRIAL HERITAGE
2. PLACEMAKING BY STUDENTS, ARTISTS, BREEDING PLACES, FESTIVALS, CULTURE AND LEISURE
3. INFRASTRUCTURE AS BASE FOR DEVELOPMENT
Houthaven Waterfront
Houthaven Pontsteigergebouw
4. USING THE CYCLE
Wait for the right moment to develop, go with the flow, value capturing by tenders and option bidding
5. PUBLIC REALM AS A CONTINUOUS SPACE, CONNECTION WITH EXISTING URBAN FABRIC
Navy Area

Organic development, Possibility to fix the connection with the inner city
Thank you for your attention