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## The development of Amsterdam Southeast





## Renewal of the Bijlmermeer

Since 1992 Amsterdam City Council, Southeast District Council and Patrimonium/Nieuw Amsterdam Housing Association have been working on the renewal of the Bijlmermeer. The aim is to make the Bijlmermeer an attractive and pleasant place, where residents are happy to live. The renewal is being approached as a whole.

Besides environmental renewal, management and socio-economic aspects will also be renewed. For renewal purposes the Bijlmer has been divided into three areas: Ganzenhoef, Amsterdamse Poort and

#### Management Renewal

The aim of management is a clean, pleasant and safe environment



#### Environmental renewal



#### The renewal plan in figures

	Decision 2	200
Apartments to be demolished	6,465	
Controlled-rent apartments		
to be improved	4,490	
Apartments for sale	1,500	
Controlled-rent housing to be built	2,190	
Open market sector to be built	5,145	

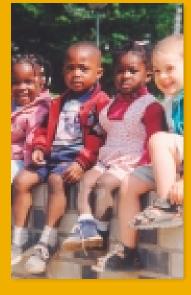
#### Proportion of high-rise/low-rise housing after renewal

Renovated high-rise	5,990
New apartments	4,485
New low-rise	2,850
	_

#### Proportion of controlled-rent housing and open market sector housing after renewal

ontrolled-rent housing	6,625
oen market sector housing	6,760

ORIGINAL NUMBER OF NIEUW AMSTERDAM APARTMENTS 12.500



#### Renewal 2000-2009

#### Socio-economic renewal

standards of facilities.



## Demolition and new development

Demolition and new development are radically changing the Bijlmermeer. New neighbourhoods are vital to its image. Nearly 6,500 high-rise flats will be demolished. At least 7,340 extremely varied new flats will take their place. Up to now more than a thousand new flats have been completed. Part of the elevated roadways will be lowered. This increases the individuality of the neighbourhood and decreases the number of unsafe public areas. Quality of life is improved by the demolition of car parks and out-of-date shopping centres. New shopping centres combined with flats contribute to quality of life.

#### Variety of living environments

New development and flat renovation create 40% of new development

tower blocks have been built on the border of Nieuw



1		
Renewal pro-	gramme housing	Completed by 2001
Demolition	6,465	2,672 (41%)
Renovation high-rise rent and sale	5,210	1,496 (29%)
Relocation high-rise	800	0 (0%)
New development	7,340	1,409 (19%)





#### A place for everyone

The variety on offer strengthens the housing. Almost all new tenants of new controlled-

#### Planning

## Flat renovation

All remaining high-rise complexes (circa 6,000) are undergoing thorough renovation. The exterior of the blocks will be radically changed. Technical installations will be modernised.

#### Operations

by apartments and office space.



#### More variety



	De la Companya de la
	STATE OF THE PERSON NAMED IN COLUMN 1
1	CONTRACTOR

Flat renovat	tion cor	mpleted
	Retain: novation possible sale	Retain: relocation
Groeneveen	425	0
Florijn noord	255	0
Hofgeest	325	0
Haag en Veld	325	0
Hoogoord	266	0
Gravenstein	375	0
Gooioord	372	0
Totaal	2,343	0
Flatrenovat	tion in <sub>J</sub>	progress
Hogevecht	266	0
Fleerde	0	46
Florijn zuid	96	0
Frissenstein	0	46
Kikkenstein	493	0
Totaal	855	92
Still to be re	d	
Huigenbos	388	0
Hakfort	418	0
Egeldonk	55	80
Eeftink	0	79
Echtenstein	0	68
Develstein	0	90
Dennenrode	0	88
Daalwijk	122	213
Kruitberg	363	0
Kleiburg	497	0
Grubbehoeve	169	90
Totaal	2,012	708
Total renovate	d:	5,210
Total relocated	:	800
Totaal:		6,010



## Participation

The most important aim of the renewal operation is to enable residents to form a lasting bond with the Bijlmermeer. This means that the new town planning has to agree with the wishes of the population. That also applies, for example, to new business space or cultural facilities. That's why the population has been given an important voice in renewal plans. Individual residents can have their say, but so can residents' associations, churches, and other social organisations.



#### Communication

The large number of nationalities, cultures and languages mean that actively involving the population is an intensive process. Informative literature is produced in various languages. Interpreters are present at information and discussion meetings; sometimes there are separate meetings for particular language groups. Not all population groups are acquainted with the way in which the Dutch government communicates with residents. Through market stalls and the Kwakoe festival it attempts to make contact with residents who do not attend official meetings. Children have their say on sports and play facilities. Besides official informative and discussion meetings, separate informal advisory sessions take place. Residents take part in feedback groups and panels. In 2002 a residents' advisory council for (socio-

#### Residents' survey

One way of involving the population in renewal is by carrying out residents' surveys. Such surveys also give a good picture of individual residents' opinions. This also gives people who are not socially organised a say in matters. The plans for the redesign of the Bijlmermeer are largely based on a number of large-scale population surveys. In this way the plans for the last part of the renewal process up till 2010 can count on wide support among residents.



## Renewal of Management

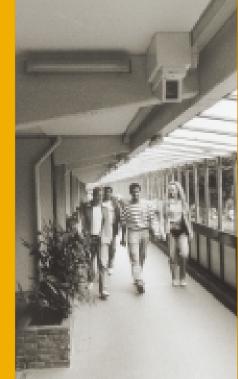
The renewal of the Bijlmermeer can only succeed if houses are clean, attractive and safe. This requires great managerial effort, whether areas have been or have yet to be renewed. Building operations, for example, entails temporary access routes, the fencing of building sites and the relocation of street lamps and mail boxes. Large numbers of empty houses demand extra surveillance. It is therefore necessary to devote a lot of attention to the management of the Bijlmermeer.

## Improvements in recent years

Broken entrance doors, graffit and filth sometimes create a squalid atmosphere in areas where renewal has yet to begin. In some places public areas are unsafe. In recent years management on a number of counts has been improved. From their bases in district safety offices, police, wardens and other surveillants combine efforts to increase safety in the neighbourhood. The extra surveillance has improved safety in several blocks of flats. Cameras cut down on the number of offences. Rubbish campaigns make for quicker and more thorough rubbish collection in

And yet it is still not enough. The drugs problem is persistent and residents are not satisfied with maintenance. Although the incidence of muggings and burglaries is dropping, residents do not feel very much safer. In spite of intensive cleaning, a lot of rubbish is put out in the wrong way (wrong time, wrong manner, wrong place).





## Do more, organise better and involve residents more

The new approach will consist of extra intensive management during the renewal period and efficient management when renewal is completed. Keywords are do (more), organise (better) and involve residents more. A series of proposals is under discussion for the period 2000-2009, some of which have been carried out in 2001 and 2002

- More cleaners in public areas and extra cleaning operations in apartment blocks
- Extra anti-pollution squads to fine offenders.
- Temporary closing off of boxrooms, lobbies, culs-desac and suchlike in flats yet to be renovated.
- More service and repairs outside office hours.
- Wardens in apartment blocks and public areas.
- Neighbourhood safety offices in the neighbourhood.
- Cameras in interior corridors of apartment blocks.
- Expansion from 1 to 3 reception centres for drug addicts.
- Provision of night shelter for drug addicts.



## Socio-economic renewal

The socio-economic position of Bijlmer residents has improved in recent years. Unemployment has decreased more sharply here than in the rest of Amsterdam, for example. Furthermore, schools in the Bijlmermeer are achieving good results. In the offices surrounding the Amsterdam ArenA work opportunities are rising spectacularly. Yet extra attention will be necessary in the coming years. Unemployment is still almost twice that of the rest of Amsterdam. The educational level and average income of the population is also much lower than average. The town planning renewal operation has an important socio-economic component. Socially successful residents can be retained for the area through demolition and new development. New development also offers (new) businesses a place.

#### Big city policies

#### YOUTH

More attention for education and

#### **OUALITY OF LIFE**

strengthening residents' sense of

#### **ECONOMY AND WORK**

their way back into the labour market.

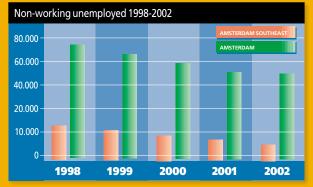
#### **EMPOWERMENT**



The four points have been detailed in the sum of 63.5 million euro. The plans cover several years









#### **URBAN-Southeast**

boost by the URBAN-Southeast Commission and the Grote European Fund for its 'Objective 2

- Sport and play facilities in the K-area:
- Elleboog Children's Circus: the wellguise, with a large public play area.
- The Entrepreneurs' House on the
- The ArenA Initiative: the business
- The Women's Empowerment Centre make the most of their talents.

## New Amsterdam Southeast city center

Shopping, living, working and having a night out on the ArenA Boulevard

Around the Amsterdam ArenA a new city centre is coming into being in Amsterdam Southeast: the ArenA Boulevard. Modern office blocks create an impressive skyline. Meanwhile, Pathé ArenA, the Heineken Music Hall, megastores, cafés and restaurants are in full swing. Two schools, houses and offices will be built on the east side of the railway line. On the west side, near the Amsterdam ArenA, two 150 metre high towers are planned. The GETZ Entertainment Center puts the crowning finish to the ArenA Boulevard as a nightlife centre. In 2007 the new Amsterdam Bijlmer ArenA train-, metro- and busstation will connect the ArenA district to the renewed



#### Shopping At the top of the ArenA

Boulevard, spread over four floors, is the biggest home furnishing shopping centre in stacked form in Europe: Villa ArenA. At the foot of the Amsterdam ArenA in the ArenA Arcade are megastores with a wide assortment in the field of sport, games and media. From 2003 Living Tomorrow will be looking ahead to the home furnishings and lifestyles of the future. Together with the shops under the new station, the ArenA Boulevard will form a whole with existing shops in Amsterdam Southeast in 2007.

#### Having a night out

In addition to the Pathé ArenA cinema complex and the Heineken Music Hall there will be the GETZ Entertainment Center. Together they form the 'entertainment triangle'. GETZ will be a nightlife centre on a grand scale, with culture, entertainment, cafés and restaurants, a discotheque and a hotel. There will also be deluxe offices and unique apartments. Until building starts on GETZ in 2004, the site will be temporarily occupied by the Pepsi Stage Theatre. There will also be various café and restaurant facilities in and around the area.



Around the ArenA Boulevard modern office buildings are being or will soon be realised, such as the Oval Tower, the Rainbow Offices, the ArenA Office Towers and the offices on De Entree. A 150 metre high office tower, part of a large-scale complex, is planned on the Burgermeester Stramanweg, opposite Villa ArenA. The ArenA Academie is a unique educational institute which ensures that future employees are trained by and at local businesses. On the east side of the railway the Regionaal Opleidingen Centrum Amsterdam (ROCA) and the Hogeschool voor Economische Studies (HES) will be situated.

#### Living

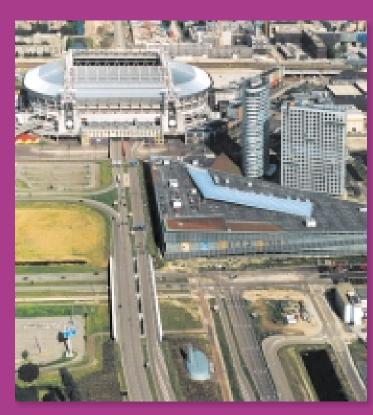
More apartment complexes in various price categories will be built. Six town villas comprising around 240 flats will be built along the Burgemeester Stramanweg. A 150 metre high tower block with a restaurant and 'viewpoint' on the top floor is planned for the top of the ArenA Boulevard. Apartment blocks in a park landscape are planned at the GETZ **Entertainment Center. Around** 700 homes are expected to be built in this area.

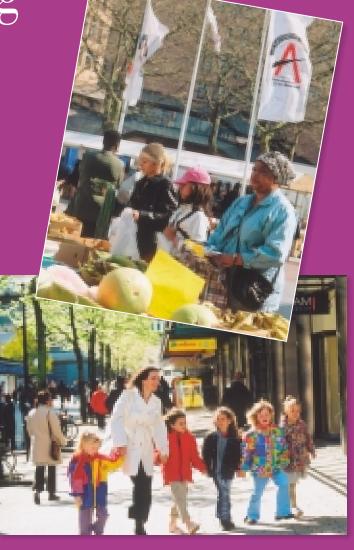
## Colourful shopping

The ArenA Boulevard has shops with international allure: the Villa ArenA home furnishing centre and the megastores in the ArenA Arcade. In 2007, when the boulevard has been extended to The Amsterdamse Poort shopping centre, it will form a whole with the existing shops in Amsterdam Southeast.

#### Villa ArenA

Villa ArenA has 80,000 m<sup>2</sup> of home and shopping pleasure on offer, spread over about 80 shops and four storeys. It is not only the biggest indoor home furnishing centre in the Netherlands, but according to the Nederlandse Raad voor Winkelcentra (Dutch Shopping Centre Council) it was also the best Dutch shopping centre of 2002.





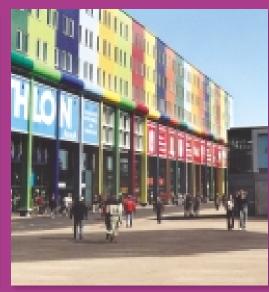
#### Amsterdamse Poort

The temporary station to the east of the railway line houses various shops, the ticket office, an exchange office and an indoor cycle shed. The Amsterdamse Poort shopping centre has a wide range of shops for everyday needs, a shopping mall and a lively weekly market.

#### Megastores

The megastores specialise in sport, games, infotainment and grooming. Opposite the entrance to Villa ArenA stands Perry Sport, with Prénatal baby department store next door. Between the south entrance of the Amsterdam ArenA and the railway line are the French sports chain Decathlon and the German Media Markt. In the brightly coloured Rainbow Offices above the megastores are various businesses with a car park for 400 cars on the roof.





## ArenA-area easily accessible

The ArenA area is easy to get to, from all directions, both by public transport and by car.

There are also ample and flexible parking facilities throughout the area.



#### By public transport...

One of the advantages of the new central area is its accessibility by metro, bus and train. You can travel quickly by No. 50 and 54 metro from central Amsterdam and West Amsterdam to the ArenA Boulevard.

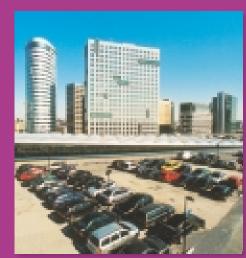


Various bus services including the Zuidtangent stop at the temporary bus station on the Foppingadreef. The new Amsterdam Bijlmer ArenA train-, bus- and metrostation which will be ready in 2007, will link the ArenA Boulevard with the Amsterdamse Poort shopping centre and will have a key role in promoting accessibility



#### ...and by car

The Holterbergweg, now twice as big, will be extended southwards to the Meibergdreef, so that links to the A2 and A9 will ensure better accessibility from the south. Good signposting from motorways and roads in the area surrounding the Amsterdam ArenA will lead to a smooth traffic flow to and from the ArenA Boulevard. A network of cycle paths and footpaths will make the boulevard accessible to all.



#### Ample parking facilities

The Amsterdam ArenA is built over an overground car park for 2,000 cars, with a road running through it. Extra parking facilities are being built in the ArenA area. There is a parking deck for 400 cars over the Rainbow Offices. At Villa ArenA there is parking space for 2,500 cars in a car park and on the roof. There is a car park for 400 cars beneath the cinema and concert hall. On completion of all building projects there will be roughly 7,000 places available. The duty of the parking authorities is to regulate and supervise parking facilities, which includes multiple use and interchange of parking space by day and night.



THE DEVELOPMENT OF AMSTERDAM SOUTHEAST

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## High level working and living

A neighbourhood with an impressive skyline is springing up around the Amsterdam ArenA.

Office blocks such as the Oval Tower, the ArenA Office Towers and the offices on De Entree are finished.

There are plans for a 150 metre high tower in an office complex, and a 150 metre high apartment block.



#### Living Tomorrow

In mid 2003, it will be possible to see how people will live and work in 2010 in Living Tomorrow, right next to Villa ArenA. The house and office of the future is an exceptional project, unique to the Netherlands, and will be situated in a spectacular futuristic building. The estimated 160,000 visitors per year will be able to see how social and technological developments will influence the work- and lifestyles of tomorrow.

#### 'De Entree' office buildings

On De Entree, next to the entrance to the ArenA Boulevard area coming from the Holterbergweg direction, are two office buildings which have been in use since mid 2002. This complex also has underground parking facilities.



The 100 metre high, silver-coloured office tower has 25 storeys, and has accommodated the regional head office of the ABN AMRO Bank since early 2002. The Oval Tower is flanked by a rectangular grey stone building and a triangular building of red stone. They are situated in an attractively designed entrance area.

## A night out: now and later

For a night out the ArenA Boulevard is becoming more and more the place to be. Since April 2000 you can see films in the Pathé ArenA cinema complex. From March 2001 the public can attend pop concerts in the Heineken Music Hall.

There are various cafés and restaurants on and around the boulevard. GETZ, an entertainment centre on a grand scale, will be built next to the cinema and concert hall. Together they will form the ArenA Boulevard 'Entertainment Triangle'.

#### Pathé ArenA and Grolsch Cine Café

A new cinema complex with 14 auditoriums for up to 3,250 visitors. Wall-to-wall projection, digital sound, comfortable seats and a spacious foyer. An exterior with extensive use of aluminium and steel, with a generous expanse of glass on the boulevard side. Centrepiece of the illuminated show staircase is a 23 metre long curving escalator leading to the upper auditoriums. Late 2001 saw the opening of the neighbouring Grolsch Ciné Café,

which has transformed 'dropping

in to see a film' on the boulevard

into an evening out.



#### GETZ Entertainment Center

Up until mid-2004, the site between the Heineken Music Hall and the household goods shopping mall, Villa ArenA, will be occupied by a temporary theatre, known as Pepsi Stage. After this, work will be starting on the construction of the GETZ Entertainment Center. The main theme of this mega-sized entertainment centre will be 'Capital of Music & Dance'. The first of its kind, GETZ is a unique entertainment concept. It will be a heady mix of music galore, dance, theatre and entertainment, as well as a variety of shops and restaurants complemented by offices, outstanding residential apartments, parking space, a disco and a hotel. A major feature of GETZ is the way in which it combines a variety of cultural initiatives. The bringing together of organizations such as Paradiso (a well known live-music venue in Amsterdam), Cosmic Theater (which presents plays focusing on a meeting of cultures) and Imagine IC (a centre for the visual representation of migration and cultures in the Amsterdam South East district) to create a culture cluster within GETZ should provide a welcome new boost for the development of Amsterdam Southeast.

#### Heineken Music Hall

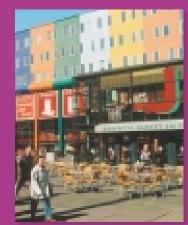
A perfect location for concerts, an average of two performances per week, a lot of rock & roll and, for music lovers, superb accoustics with maximum sound insulation for the surrounding area.

Since March 2001 Amsterdam Southeast has had its own pop temple for up to 5,500 visitors. It had 400,000 visitors during the last year. Taking second prize in the American Pollstar Concert Industry Awards, the HMH has become one of the top pop concert venues in the world within a year.



### Cafés and restaurants on and around the ArenA Boulevard

inso oriéntal cafe and buffet restaurant



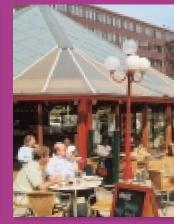
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ArenA Pavilion



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## The east side: studying, working and living

Plans for the area to the east of the railway line are in construction phase. In 2002 the skyline will be dominated by cranes and pile-drivers. In late 2003/early 2004 the location on the Burgemeester Stramanweg and Hoekenrode will be an area where studying, working and living have pride of place.



# HES



#### Studving

In late 2003 the Hogeschool voor Economische Studies (HES) will open its doors on the Burgermeester Stramanweg. The new HES will offer 10 courses for 5,000 full-time and 1,200 part-time students. The Regionaal Opleidingscentrum Amsterdam (ROCA) will be situated next to the HES. Here 3,000 students will be trained in the fields of ICT, administration and the retail trade. It will house the College van Bestuur, central services and a children's day nursery. A garage with 300 parking places will be built beneath HES/ROCA.

#### Living

Five apartment blocks will be built opposite the HES and ROCA educational institutions. Each building will comprise up to 46 apartments and will offer not only comfort but privacy and security. Residents will have the use of a unique, partly underground parking system.





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#### Working

Acanthus is an office complex with three office buildings linked by three office layers to form a 'superbeam'. The complex will have an enclosed garden, situated above a car park with room for 650 cars.

#### Hoekenrode

Until 2007 the appearance of
Hoekenrode will be dominated
by the building of the new
Amsterdam Bijlmer ArenA station.
From May 2002 Imagine Identity
Culture, displaying the history of
immigration to the Netherlands,
will be situated in the
Foppingadreef underpass. Shops
are located opposite 'Imagine IC'.

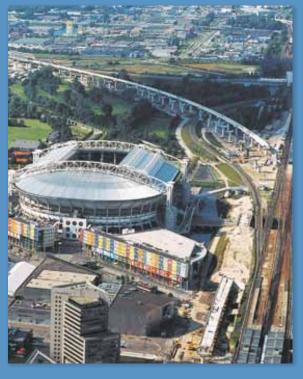
## Railway expansion and a new station

In 1995 the minister of Transport, Public Works and Water Management decided to double the 35 kilometer long section of track between Utrecht and Amsterdam. The present track dates from 1843 and has reached full capacity. The new station, double the amount of track and the Utrechtboog will give public transport around the central Amsterdam Southeast area a considerable boost. The new station will form a completely new transport junction for train, metro and bus travel, and will be used by 60,000 travellers per day in the near future.

#### New station

The name of the new station will be Amsterdam Bijlmer ArenA. This attractively designed station will be ready by early 2007. Until then the temporary station will offer travellers all the usual facilities.

Soon it will seem as if the 70 metre wide ArenA Boulevard runs right through the middle of the new station. The generous use of glass will create a light and open atmosphere, so that the station no longer forms a barrier between the east and west side of the central Amsterdam Southeast area. This transparent approach will enhance passengers' sense of direction and feeling of safety.



#### The Utrechtboog

The construction of the Utrechtboog is making steady progress and is already taking shape. The 1,700 metre long bend should be finished by 2005. It will then form an important connection of the Utrecht-Amsterdam rail line with the Schiphol line. It will provide a direct link between Schiphol and Utrecht; changing trains at Duivendrecht will then be a thing of the past. Of almost equal importance is the fact that high velocity trains from France and Belgium will be able to proceed to Germany. The high velocity trains will travel at a speed of 200 kilometres per hour. Even speeds of 160 kilometres per hour will be possible on the 15 metre high Utrechtboog!

#### Railway expansion plans

Railway expansion between Amsterdam and Utrecht will have the following consequences for Amsterdam Southeast:

- Double the amount of track, from two to four tracks. The metro will continue to run in the middle, slow trains and freight trains on the inside, and intercity and high velocity (ICE) trains on the new, outside tracks.
- There will be not four but six (!) rail tracks between the Amsterdam Bijlmer ArenA station and Strandvliet metrostation. The two extra tracks form the branch line to/from the Utrechtboog.
- All railway tunnels will be widened and brought up to date with modern requirements. They will be greatly improved as regards userfriendliness and public safety.
- Noise screens will be placed alongside houses and offices.
   Together with quieter trains (such as the high velocity train) and adaptations to the track, these screens will ensure a decrease rather than an increase in noise level.





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