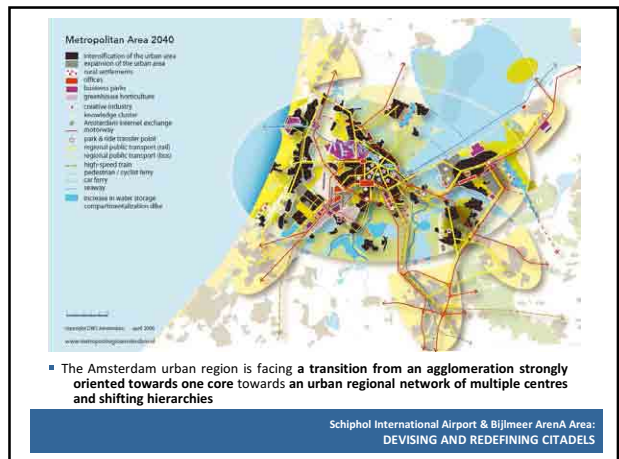
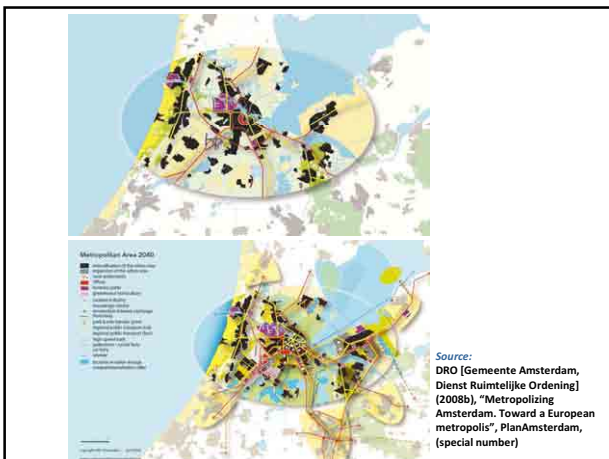
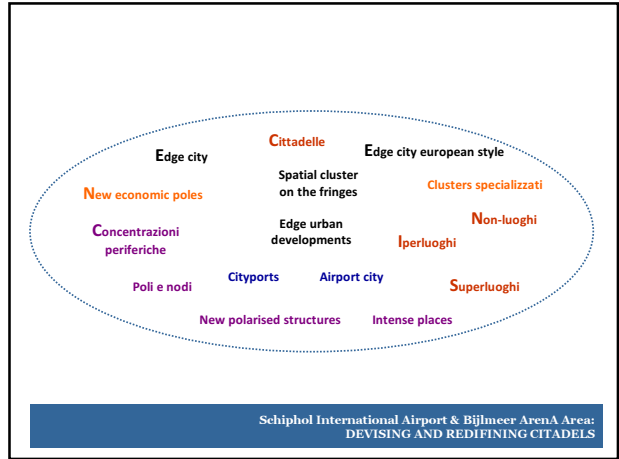


**DEVISING AND REDEFINING CITADELS
IN AMSTERDAM URBAN REGION**

Schiphol International Airport |
Bijlmeer Arena Stadium

Giulia Fini
May 10, 2012

IC CONTEMPORARY CITY | DESCRIPTION and PROJECTS a.a. 2011 | 2012
Professors: A. Di Giovanni, G. Pasqui, P. Gabellini
Tutor: G. Fini





■ New geographical and administrative centres, with powerful positions of their own, are developing outside the municipal boundaries of Amsterdam

Schiphol International Airport & Bijlmeer ArenA Area:
DEVSING AND REDEFINING CITAELS

■ These centralities *in fieri* are typically the evolution of the “spontaneous” dynamics in the development of specialized settlements

Outer polarities are no more considered “subcenters” in a spill-over process of concentration of activities, but “regional urban cores” as well as the inner city center and the on the same level.

Schiphol International Airport & Bijlmeer ArenA Area:
DEVSING AND REDEFINING CITAELS

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Outer polarities are no more considered “subcenters” in a spill-over process of concentration of activities, but “regional urban cores” as well as the inner city center and the on the same level.

■ They are considered “scattered areas of urbanity”:

“How these areas of can remain connected within the networks of urban interaction, the focus of which is partly outside the traditional municipal boundaries?”

Schiphol International Airport & Bijlmeer ArenA Area:
DEVSING AND REDEFINING CITAELS

■ An important conceptual change:
“These areas must be developed as real centres of urbanity instead of as mono-functional island;
Increasing their features of complexity, activities’s diversity and articulation, connection and accessibility, in addition to the traditional emphasis on proximity and territorial continuity”

“But what is urbanity?”

■ Considerato un concetto complesso e multidimensionale, la definizione proposta nell’*Opting for Urbanity* Amsterdam Structure Plan viene indagata “free from any association with specific urban forms and places (e.g. the historic inner city)” e in modo che possa essere collegata a specifiche scelte di pianificazione spaziale.

Schiphol International Airport & Bijlmeer ArenA Area:
DEVSING AND REDEFINING CITAELS



Amsterdam Structure Plan, Opting for Urbanity, 2004-2010

Schiphol International Airport & Bijlmeer ArenA Area:
DEVSING AND REDEFINING CITAELS



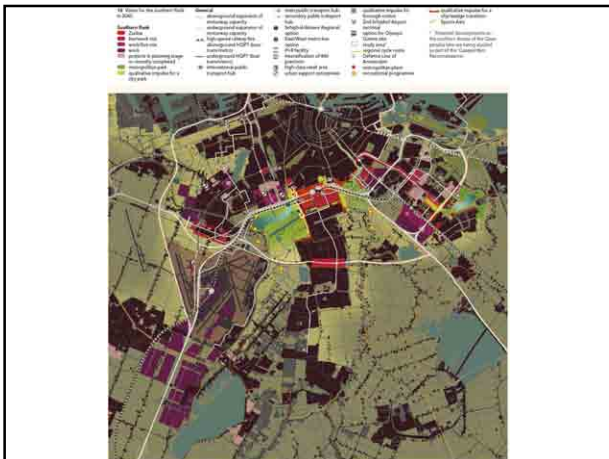
DRO [Gemeente Amsterdam, Dienst Ruimtelijke Ordening], Amsterdam Structure Plan, Opting for Urbanity, 2004-2010, Amsterdam

Schiphol International Airport & Bijlmeer ArenA Area:
DEVSING AND REDEFINING CITAELS



Source: DRO [Gemeente Amsterdam, Dienst Ruimtelijke Ordening]
 Ontwerp Structuurvisie. Amsterdam 2040, 2010

Schiphol International Airport & Bijlmeer ArenA Area:
 DEVISING AND REDEFINING CITADELS



DRO [Gemeente Amsterdam, Dienst Ruimtelijke Ordening], Ontwerp Structuurvisie. Amsterdam 2040, 2010

Schiphol International Airport & Bijlmeer ArenA Area:
 DEVISING AND REDEFINING CITADELS

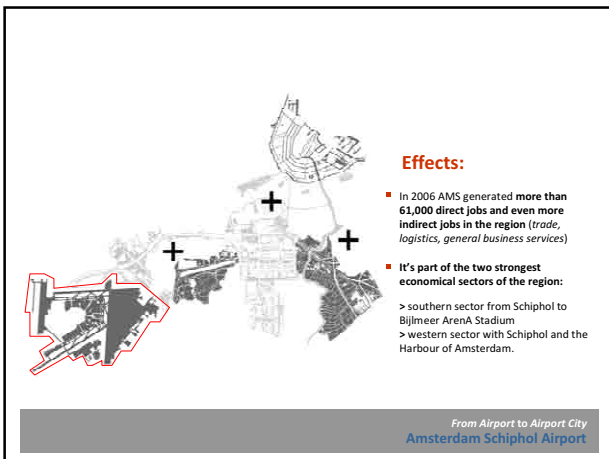
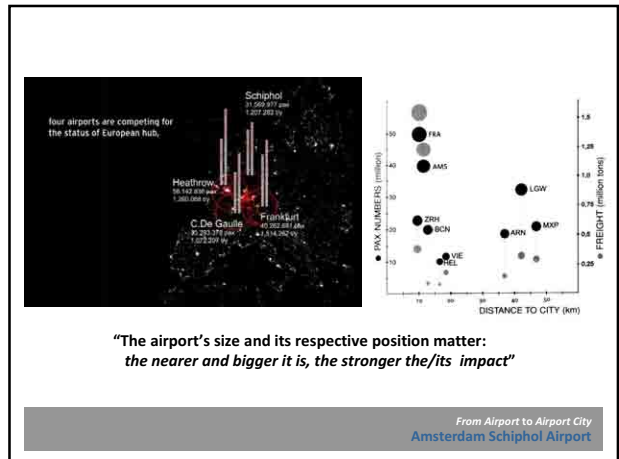
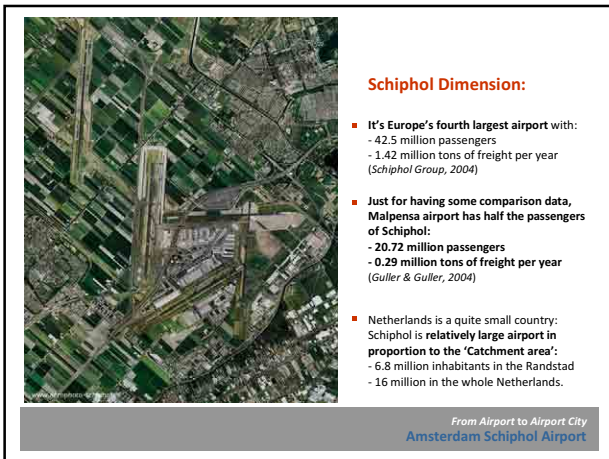
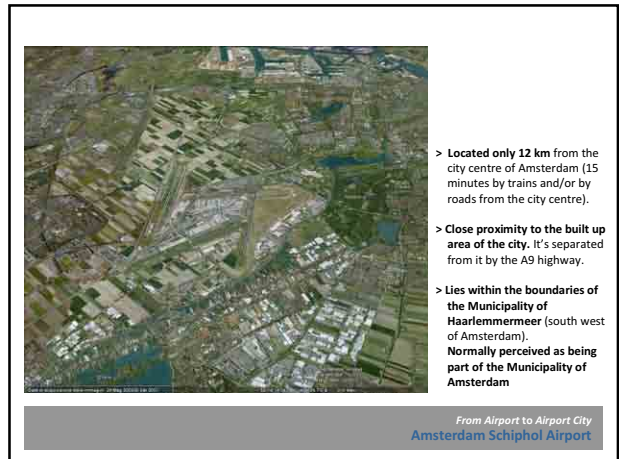


- The new explicit perspective adopted by the current Structuur Visie (2011) presents:
 - > a Focus on peripheral polarities, in the southern part of the urban area
 - > a scheme projected over the administrative boundaries
 - > a new accessibility frame considering all the region

Schiphol International Airport & Bijlmeer ArenA Area:
 DEVISING AND REDEFINING CITADELS

- The (managed) on-going process in the Amsterdam metropolitan area is the construction of a new urban region: an area redefined by working on centralities | transforming peripheral functional poles into central places.
- Almost two spaces for the re-composition design are shown:
 - > to Re-design the Single Pattern: articulating the "citadels", in this case, re-arranging it from within
 - > to Redefine the Relationship of the Pattern with the others around from introverted poles to interrelated environments
 In both these design dimension Open spaces and Infrastructures have a leading role in the re-composition.

Schiphol International Airport & Bijlmeer ArenA Area:
 DEVISING AND REDEFINING CITADELS



- **The modern airports have developed in the last 40 years:**
 - from simple **air-stations** (in the 60s)
 - to mainly **business centres** and then **shopping centres** (in the 70s and 80s)
 - to **entertainment** and **leisure centres** in the 1990s.
- **Starting from the 1980s interest grew for the airport areas as business location:** during the 1980s and 1990s the **number of services, leisure and commercial activities** located near the airports have grown too.

From Airport to Airport City
Amsterdam Schiphol Airport

- **Mainport:**
 - > **The denomination of Schiphol as "National mainport"** started exploiting the economic potential of the airport vicinity.
 - > "National mainport" - a Dutch concept - is first mainly an **infrastructure concept** that evolved into an **spatial-economic planning concept**.
 - > **The Schiphol Airport & the harbour of Rotterdam** are the two "national mainports" of the Netherlands >> protected
- **Airport city:**
 - > **Schiphol has been the first airport** in Europe that developed the concept of "airport city".
 - > In the Randstad city-region the **airport-city-marketing concept** is generally **accepted** and acknowledged.
 - > Schiphol Group **gradually extended** the **real estate, parking, services, business sectors** at and around the airport's terminal.

From Airport to Airport City
Amsterdam Schiphol Airport



(Güller M., Güller M., 2003, From airport to airport city, Gustavo Gili, Barcelona)

- > "an airport city is, above all, a business strategy on the part of the airport operator (...) operators use it as a label to indicate their new business outlook: they are not only facilitating air traffic, but are also offering commercial services" (Güller M., Güller M., 2003, From airport to airport city, Gustavo Gili, Barcelona)
- > "the airport city is (...) the more or less dense cluster of operational, airport-related activities, plus other commercial and business concerns, on and around the airport platform. However, this cluster is called the airport city only if it shows the qualitative features of a city (density, access quality, environment, services)." (ibidem)

From Airport to Airport City
Amsterdam Schiphol Airport



(1916 – 1939)

- > **The Start phase:** Schiphol started in 1916 as a **military airport**. Three years later, thanks to the founding of Royal Dutch Airlines KLM civil aviation grew more rapidly.

From Airport to Airport City
Amsterdam Schiphol Airport



(1947)

- > **The Start phase**

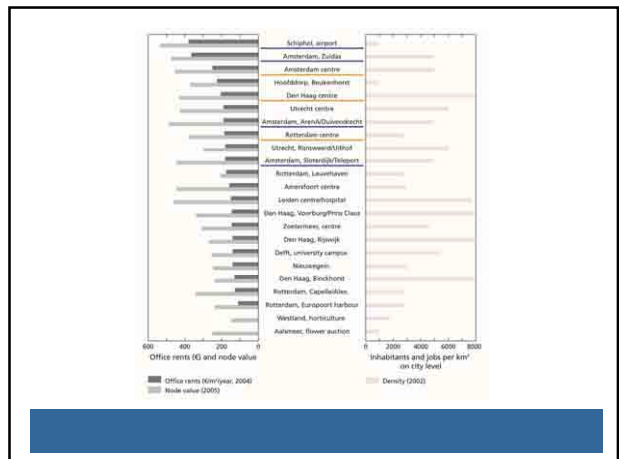
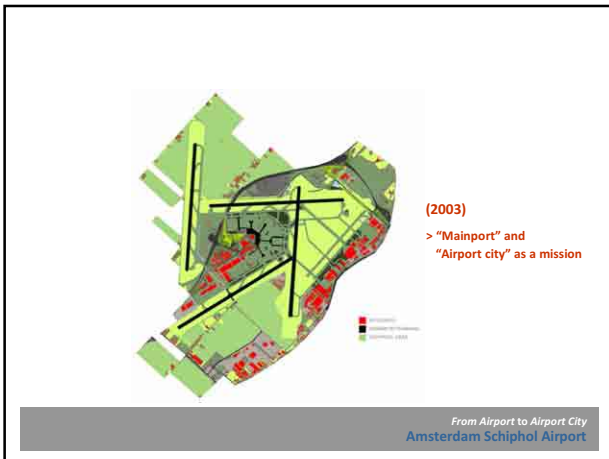
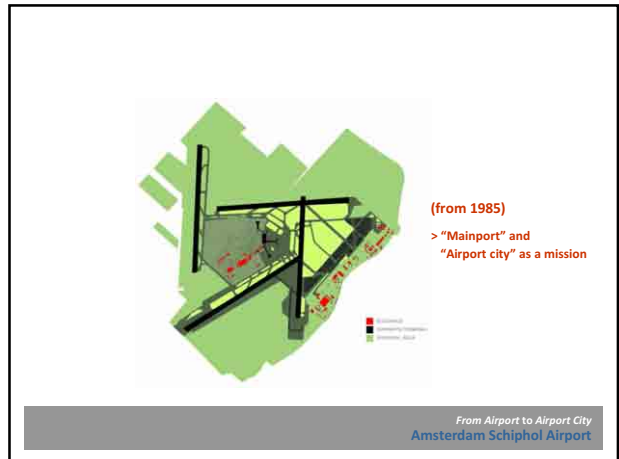
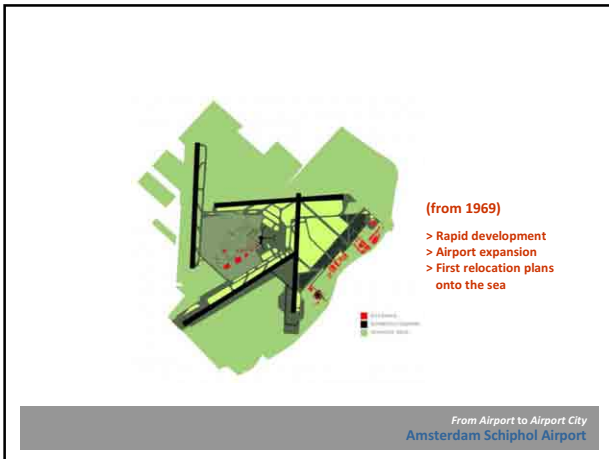
From Airport to Airport City
Amsterdam Schiphol Airport

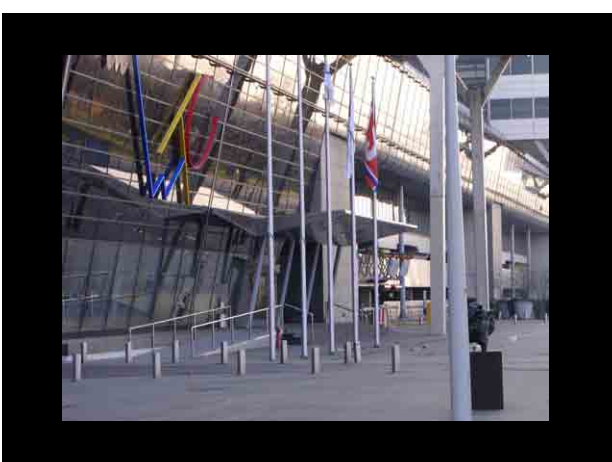
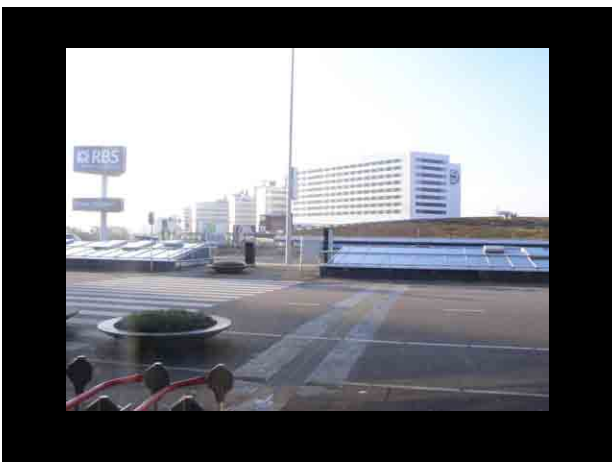
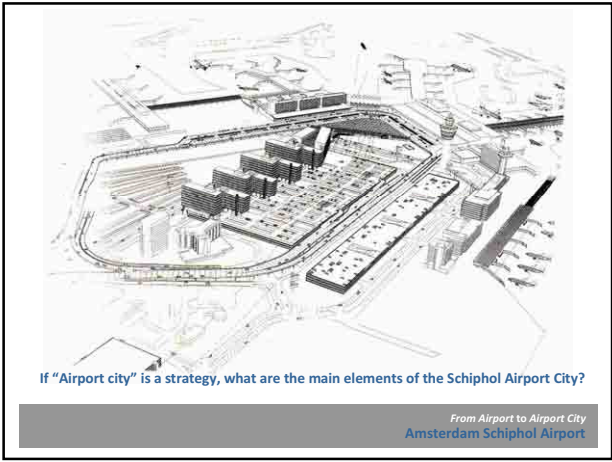


(1961)

- > **Growth within limits**

From Airport to Airport City
Amsterdam Schiphol Airport



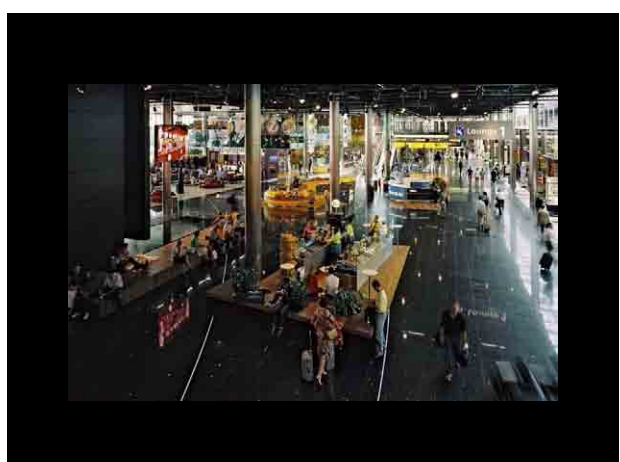
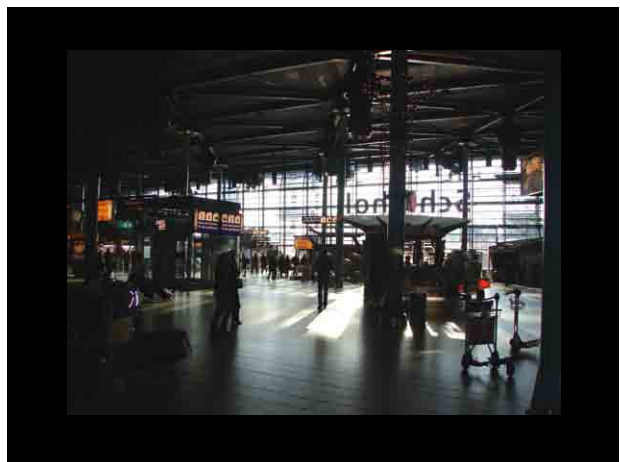
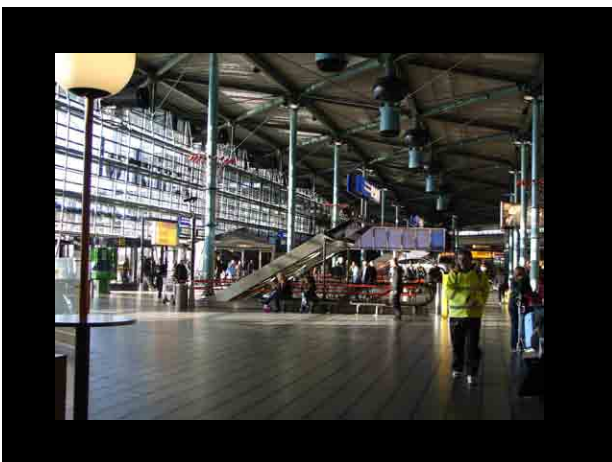
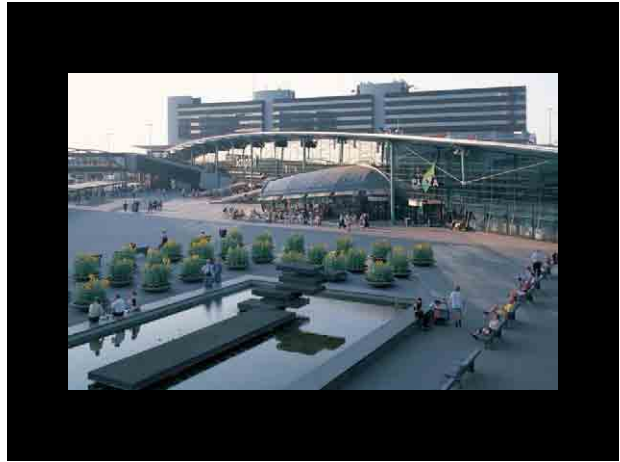


ARRIVALS & SCHIPHOL PLAZA

<ul style="list-style-type: none"> Baggage Claim Check-in Customs Immigration Security Lost & Found Information Police Fire Medical Religious Restrooms Smoking Stamps Telecom Transportation Waiting Area 	<ul style="list-style-type: none"> Arrivals Departures Transfer Lost & Found Information Police Fire Medical Religious Restrooms Smoking Stamps Telecom Transportation Waiting Area 	<ul style="list-style-type: none"> Arrivals Departures Transfer Lost & Found Information Police Fire Medical Religious Restrooms Smoking Stamps Telecom Transportation Waiting Area 	<ul style="list-style-type: none"> Arrivals Departures Transfer Lost & Found Information Police Fire Medical Religious Restrooms Smoking Stamps Telecom Transportation Waiting Area
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■ The Schiphol Plaza commercial centre is the core of the airport's terminal (1995)
The shopping centre, with its 200 shops and restaurants, mediates the access to the arrival gates which are located around a central covered square.

From Airport to Airport City
Amsterdam Schiphol Airport

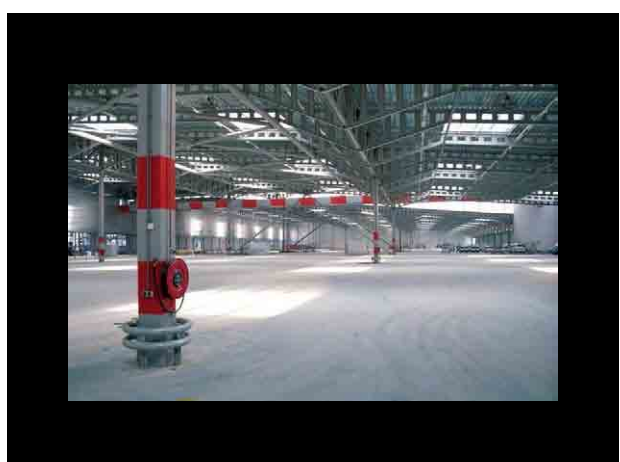


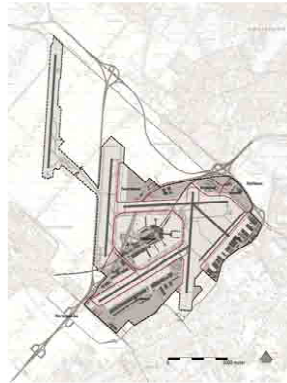


<p>shopping centre</p> <p>SCHIPHOLPLAZA</p> <p>enjoy it! now is the time</p>	<p>30 shops and 10 bars and restaurants</p> <p>open 365 days a year</p> <p>from 7.00 till 22.00 hrs</p> <p>SCHIPHOLPLAZA</p>

<p>■ Multimodal transport platforms:</p> <ul style="list-style-type: none"> > Schiphol has a national and international trainstation under the Airport Hub. > The urban and regional bus terminal is positioned in front of the Hub. 	
<p>From Airport to Airport City Amsterdam Schiphol Airport</p>	





"Airport City" and "Airport area":

- Different conditions can be found between the Airport city and the Airport area:
 - > different activities
 - > accessibility characters
 - > land revenues
- Schiphol's economic development has also caused some serious problems:
 - > Environmental, noise and air pollution
 - > Decrease of residential development in the airport's surroundings
 - > Pressure for business developments in the surrounding area
 - > Growth of congestion

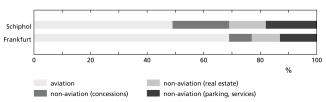
*From Airport to Airport City
Amsterdam Schiphol Airport*

"Exploit the site" (→ Airport City) or "protect the site" approach?

- > Güller and Güller (2003) classify the current wide range of activities at and around airports and put them in relation to the airport-relatedness of the activities
- > There is a **strong tension** between the low added value airport-related activities and the high-added value loose-airport-related activities.
- > A continuous tension exists between exploiting the potential of the airport for business and protecting the aviation activities. The first one makes full use of the business opportunities; the second one is more selective and gives a priority to airport related activities.
- > Aviation specialists prefer the protection of sites by only admitting platform related activities as handling of cargo and baggage, and maintenance of airplanes. This is to avoid congestion and the downfall of the airport due its own success. In practise, the actors involved will choose a vulnerable balance of exploiting the airport's economic potential and spin-off while protecting the core business.

Another question is then whether these processes should be concentrated at the airport or into a wider airport region.

*From Airport to Airport City
Amsterdam Schiphol Airport*

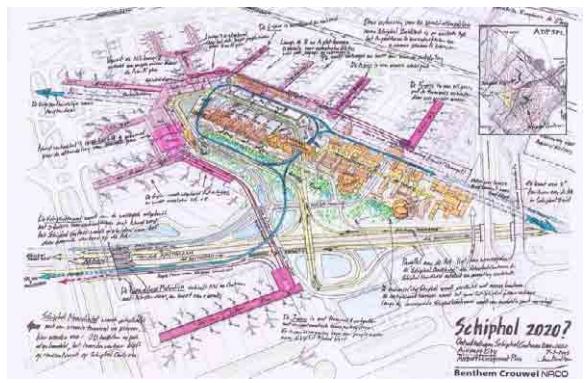


"Exploit the site" o "protect the site"

- Attività collocate presso un aeroporto suddivise secondo attività più o meno correlate al traffico aereo
 - core business related
 - airport related
 - airport oriented
 - airport image
- Continua tensione nello sfruttamento dell'area fra attività correlate al traffico o meno. Due posizioni differenti:
 - protect the site
 - exploit the site
- Solo la II posizione conduce ad un'evoluzione dell'aeroporto a favore della differenziazione delle attività insediata

Core business	airport-related	airport-oriented	platform of the airport region
aviation services airside (ATIS, taxi, etc.)	International logistic headquarters	International business meeting (IAC) headquarters, ITC, International trade fairs	airfreight ICT-business office
ground handling	airside & passenger services airside & handling services renting	airside airside services airside shops	inter-airport airside paths rental & development education
airside infrastructure	terminal IAC (airside, water, land services) airside services	terminal airside services airside shops	airside airside paths rental & development education
airside services	airside services airside shops	airside services airside shops	airside services airside shops

*From Airport to Airport City
Amsterdam Schiphol Airport*



Schiphol 2020?

*From Airport to Airport City
Amsterdam Schiphol Airport*



The presence of several integrated functions make Schiphol a real Airport city. It has different populations that use the space in different parts of day:

- > the airport users, train station users & bus station users
- > workers
- > commercial center or services users
- > attendants of travelers



Amsterdam Arena

A new urban hub in Amsterdam South East



MAIN FEATURES:

- Located 14 km from the city centre
- Along the railway and highway connection between Amsterdam and Utrecht
- We consider:
 - > The football stadium of Ajax Football Team
 - > Other Commercial and Leisure activities
- Different spatial patterns in the surrounding
- Arena Area is an occasion and a new link between these different patterns

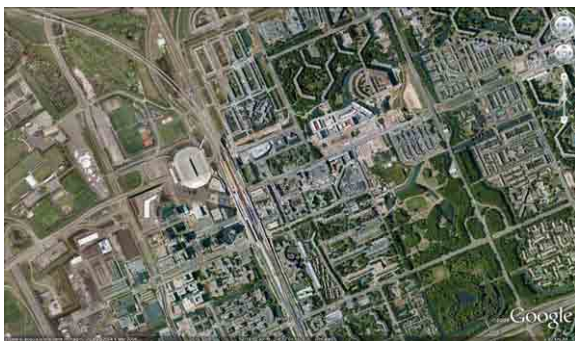
Amsterdam Arena

A new urban hub in Amsterdam South East

- **Amsterdam Arena isn't an easy area:**
 - > Presence of huge infrastructural elements
 - > Proximity with the residential social housing district of Bijlmermeer
 - > Strict separations of functions around the stadium
- and....**
- > In addition, large-scale events and activities are "no guarantee for sustainable local and spatial development".

Amsterdam Arena

A new urban hub in Amsterdam Southeast



Spatial Patterns of the surrounding
Amsterdam Arena







Type of Development:

- In the first part of the 90' the area was not built yet. A fast development started after the decision to build the Arena Ajax Stadium here in 1993.
- The Municipality changed the plans concerned the construction of office and service facilities.
- The stadium was seen as a "supercharger" for new commercial and leisure activities.
- The development of the area is characterized not by a unique general plan but by DIFFERENT PRIVATE PROJECTS AND TRANSFORMATIONS'S OCCASIONS, developed during various period.

Amsterdam Arena
A new urban hub in Amsterdam South East

Intervention	Year	Capacity (shops and number of seat)	Function	Operazione - finanziamento
Amsterdamsche Poort	1990	250 shops	COMMERCIAL	Private
Amsterdam ArenA	1996	52.000 seats	ENTERTAINMENT	Partnership Public-Private
Arena Arcade	2000	4 megastore, 17.000 mq	COMMERCIAL	Private
Cinema Multisala Pathé	2001	3.250 posti, 14 room	ENTERTAINMENT	Private
Villa Arena	2001	70 shops	COMMERCIAL	Private
Heineken Music Hall	2002	5.5000 seats	ENTERT.	Private
Pepsi Stage (provvisoria)	2002	2.000 seats	ENTERT.	Private
Living Tomorrow	2004	-	ENTERT.	Private
Music Dome	2009	15.000 seats	ENTERT.	Private
Getz Entertainment Centre	2009	-	ENTERT. + RESIDENTIAL	Private
Rainbow Office	2000	-	OFFICE	Private
Arena Office Tower	2001	-	OFFICE	Private
Oval Tower	2001	-	OFFICE	Private
Arena Academie	2006	250 students	EDUCATION	Public
HES	2006	6.200 students	EDUCATION	Public
ROCA	2006	3.000 students	EDUCATION	Public

Amsterdam Arena
A new urban hub in Amsterdam South East

Amsterdam Arena
A new urban hub in Amsterdam South East

- Amsterdam Arena isn't an easy area:**
 - > Presence of huge infrastructural elements
 - > Proximity with the residential social housing district of Bijlmermeer
 - > Strict separations of functions around the stadium and....
 - > In addition, large-scale events and activities are "no guarantee for sustainable local and spatial development".
- Goals regarding the whole configuration of the area:**
 - > To develop a new urban centre/hub taking advantages from wide commercial and entertainment activities
 - > To redefine the public space and activities of Arena Area and Boulevard Project based up
 - > To develop a vital link between different parts (Arena, Amstel Office Park, Bijlmermeer social housing district) on connectivity, differentiation and articulation

Amsterdam Arena
A new urban hub in Amsterdam Southeast

Present configuration and functions:

- Despite its peripheral position, nowadays the Arena Area is developed and presented as a "new entertainment and commercial district" of the city, for the presence of large commercial and leisure activities.
- In relation to the different functions and activities through the day the area has a local, urban, regional and national catchment areas.
- For instances the football match and concerts have a national and regional catchment areas while the commercial centres and cinema have a local urban one.

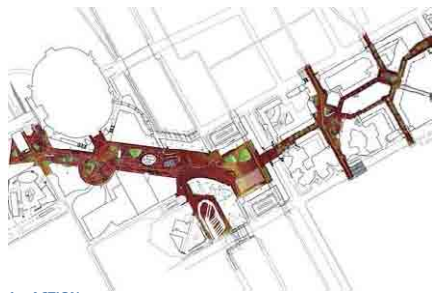
Amsterdam Arena
A new urban hub in Amsterdam South East



"The attraction exercised by Centre Area Southeast is not surprising... The possibilities for living, shopping and seeking entertainment are great, because the location can be reached from the centre of Amsterdam within 15 minutes by public transit, and also from Utrecht. A good mixture of functions creates an urban environment, which is attractive both through the day and in the evening". (Bruijne et al. 2006, p.51)



Large-scale events are no guarantee for local development... "No matter how successful the large scale events are in themselves, when the crowds for big events quickly disperse, the Arena Boulevard soon empties. Complementary functions to big scale and a distinctive theme are needed in order to retain visitors and persuade them to return." (Municipality of Amsterdam, DRO, May, 2009, interview)



1st ACTION:
 > REDEFINITION OF THE ARENA BOULEVARD AS A COMPLEX PUBLIC SPACE
 > CONNECTION OF DIFFERENT BUILDINGS

Revitalise the area around the ArenA Boulevard, where the entertainment activities and retail outlets only attract people on an intermittent, short-term basis.

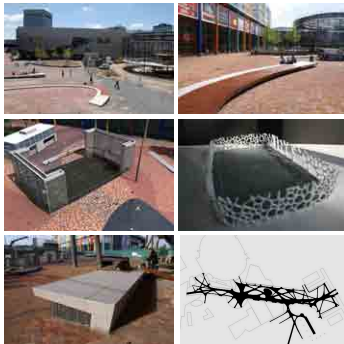
Amsterdam Arena
 Connect different buildings & Redefine the public spaces



(Renderings of the project by Landscape and Architecture office Karres en Brands)

- The width of the Boulevard is dimensioned to accommodate and circulation of the public of large scale events. Outside the peak flows the Boulevard is visited by a workers, shopping and cinema goers.
- The design of the public space at the Arena Boulevard must be tailored to both situations. This 'conflict of scale' is the key challenge in the re-profiling of the Arena Boulevard.

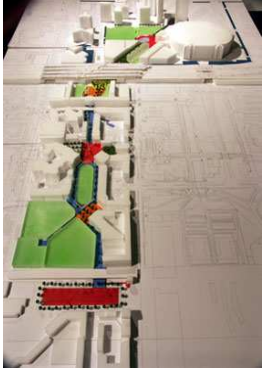
Amsterdam Arena
 Connect different buildings & Redefine the public spaces



- In the design, the public space is subdivided INTO DISTINCTIVE ZONES by means of:
 - > Benches
 - > Clusters of trees
 - > Differences in paving's levels
 - > Paving's colour variations
- At the 'crossing points' on the boulevard few SPOTS have been established that act as an INVITATION to passers-by to sit and stop, meet other people or enjoy small-scale performances:
 - > Playgrounds
 - > Small food shops
- The Boulevard is also being paved with a new kiln-fired paving bricks; illumination is provided by a star-spangled constellation of lights mounted on a web of cables above it

Amsterdam Arena
 Connect different buildings & Redefine the public spaces




2nd ACTION
> ONE CONTINUOUS PEDESTRIAN ZONE

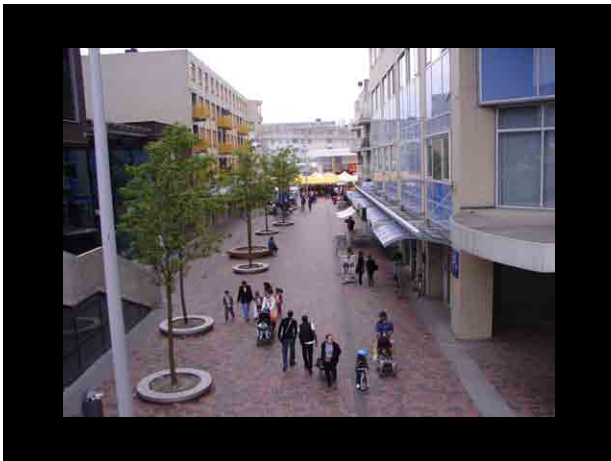
- Extension (of the 70-metre wide) Arena Boulevard beneath the railway line: Unique opportunity to connect the two worlds on either side of the railway barrier: economical, spatial and social different.
- Breaking the railway embankment is an impulse for appropriating to the highest concentration of offices, businesses and leisure facilities in Amsterdam.

Amsterdam Arena
One continuous pedestrian zone



Amsterdam Arena
One continuous pedestrian zone

"The public space of the Amsterdamse Poort has been re-profiled in a style similar to that of the Arena Boulevard. The design for Hoekenrode is also a member of the Arena Boulevard and Amsterdamse Poort 'design family', ensuring that the public space gets into a cohesive whole". (DRO, Dienst Ruimtelijke Ordening, 2007, p.19)



3th ACTION
BIJLMEER ARENA STATION'S RENOVATION

- The Amsterdam Bijlmer Arena Station was completely restructured from 1995 to 2005.
- In 1995 decision of the Minister of Transport and Public Works to double section of track between Utrecht and Amsterdam (Now the connection is made by six rail tracks).
- The new station forms a completely new transport junction for train, metro and bus travel and is used by 60,000 travellers per day, moving from Amsterdam to Utrecht and from the surrounding.

Amsterdam Arena
The Bijlmer Arena Station

- > The station no longer forms a barrier between the east and west side.
- > The ArenA Boulevard runs through the middle of the new station, passing under the bundle of infrastructure.
- > New small commercial activities are located under the bundle.

- > The use of glass, wood and steel create a light and open atmosphere.
- > This transparent approach enhance passengers' sense of direction and feeling of safety.

Rail projects Amsterdam and surrounding area

- > Utrecht Arch: an important connection of the Utrecht-Amsterdam rail line with the Schiphol line
- > Direct link between Schiphol and Utrecht: no need of changing trains at the Duivendrecht station.

4th ACTION:
ARTICULATION OF FUTURE ACTIVITIES

- The construction of a multifunctional entertainment complex (SETZ) on the site next to the Heineken Music Hall. It will offer facilities in the fields of wellness, entertainment, theatre and Business.
- A Music Dome will provide a home for music and other events for up to 15,000 visitors. The hall will be an enlarged version of the Heineken Music Hall already present.
- Project for a residential towers on the area on the west side of the railway line in Amsterdam-Southeast:
- "These high tower will provide living spaces tailored to specific target groups: those who want to live at an alluring and exclusive location, those who appreciate superior service and comfort, and those who feel at ease with the dynamism of events".

Amsterdam Arena
Future articulation of activities

- The (managed) on-going process in the Amsterdam metropolitan area is the construction of a **new urban region**: an area redefined by **working on centralities** - **transforming peripheral functional poles into central places**.
- Almost two spaces for the **re-composition design** are shown:
 - > to **Re-design the Single Pattern** (articulating the “citadels”, in this case), re-arranging it from within
 - > to **Redefine the Relationship of the Pattern with the others around** (from introverted poles to interrelated environments)In both these design dimension **Open spaces** and **Infrastructures** have a leading role in the re-composition.

Schiphol International Airport & Bijlmeer Arena Area:
DEVISING AND REDIFING CITADELS

