The Amsterdam urban region is facing a transition from an agglomeration strongly oriented towards one core towards an urban regional network of multiple centres and shifting hierarchies.
New geographical and administrative centres, with powerful positions of their own, are developing outside the municipal boundaries of Amsterdam.

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.

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?”

An important conceptual change:

“These areas must be developed as real centres of urbanity instead of as mono-functional islands; 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.

Amsterdam Structure Plan, Opting for Urbanity, 2004-2010
The new explicit perspective adopted by the current Structuur Visie (2011) presents:

- 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

- 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 Dimension:
- It's Europe's fourth largest airport with:
  - 42.5 million passengers
  - 1.42 million tons of freight per year (Schiphol Group, 2004)
- Just for having some comparison data, Malpensa airport has half the passengers of Schiphol:
  - 20.72 million passengers
  - 0.29 million tons of freight per year (Güler & Güler, 2004)
- Netherlands is a quite small country: Schiphol is relatively large airport in proportion to the 'Catchment area':
  - 6.8 million inhabitants in the Randstad
  - 16 million in the whole Netherlands.

Effects:
- In 2006 AMS generated more than 62,000 direct jobs and even more indirect jobs in the region (trade, logistics, general business services)
- It’s part of the two strongest economical sectors of the region:
  - southern sector from Schiphol to Bijlmer Arena Stadium
  - western sector with Schiphol and the Harbour of Amsterdam.

"The airport’s size and its respective position matter: the nearer and bigger it is, the stronger the/its impact"
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.

Malairport:
- The denomination of Schiphol ad “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.

Amsterdam Schiphol Airport

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Amsterdam Schiphol Airport

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.

Amsterdam Schiphol Airport

Growth within limits
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Amsterdam Schiphol Airport

The Start phase

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.

Amsterdam Schiphol Airport

1947
- The Start phase

Amsterdam Schiphol Airport

1961
- Growth within limits

Amsterdam Schiphol Airport
The concepts were successful:

- It attracted European headquarters and distribution centres in the airport region.
- Retail, office and service facilities in the centre of the airport complex.
If “Airport city” is a strategy, what are the main elements of the Schiphol Airport City?

Amsterdam Schiphol Airport

The Schiphol Plaza commercial centre is the core of the airport’s terminal (1999)
The shopping centre, with its 200 shops and restaurants, mediates the access to
the arrival gates which are located around a central covered square.
Multimodal transport platforms:
> Schiphol has a national and international train station under the Airport Hub.
> The urban and regional bus terminal is positioned in front of the Hub.
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

Güler 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 practice, 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.

"Exploit the site" (right) or “protect the site” approach?

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

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".

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

Spatial Patterns of the surrounding Amsterdam Arena
In the first part of the 90’s the area was not built yet. A fast development started after the decision to built 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’ occasions developed during various period.

Amsterdam Arena
A new urban hub in Amsterdam South East

<table>
<thead>
<tr>
<th>Intervention</th>
<th>Year</th>
<th>Capacity (shops and number of seat)</th>
<th>Function</th>
<th>Operational - financeable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amsterdam Arena</td>
<td>1990</td>
<td>293 shops</td>
<td>COMMERCIAL</td>
<td>Private</td>
</tr>
<tr>
<td>Arena Knabbe</td>
<td>2000</td>
<td>0 Explosion, 57,000 sqm</td>
<td>COMMERCIAL</td>
<td>Private</td>
</tr>
<tr>
<td>Cinemas Multiplex Pathé</td>
<td>2001</td>
<td>5,250 pers, 14 years</td>
<td>ENTERTAINMENT</td>
<td>Private</td>
</tr>
<tr>
<td>Villa Arena</td>
<td>2001</td>
<td>76 shops</td>
<td>COMMERCIAL</td>
<td>Private</td>
</tr>
<tr>
<td>Interaction Music Wall</td>
<td>2002</td>
<td>5,000 seats</td>
<td>ENTERT.</td>
<td>Private</td>
</tr>
<tr>
<td>Pepsi-High (gigawave)</td>
<td>2002</td>
<td>2,500 seats</td>
<td>ENTERT.</td>
<td>Private</td>
</tr>
<tr>
<td>Living Tomorrow</td>
<td>2002</td>
<td>-</td>
<td>ENTERT.</td>
<td>Private</td>
</tr>
<tr>
<td>Main Arena</td>
<td>2003</td>
<td>15,000 seats</td>
<td>ENTERT.</td>
<td>Private</td>
</tr>
<tr>
<td>Civic Entertainment Centre</td>
<td>2003</td>
<td>-</td>
<td>ENTERT.</td>
<td>Residential</td>
</tr>
<tr>
<td>Arena Office Tower</td>
<td>2001</td>
<td>-</td>
<td>OFFICE</td>
<td>Private</td>
</tr>
<tr>
<td>Oval Tower</td>
<td>2001</td>
<td>-</td>
<td>OFFICE</td>
<td>Private</td>
</tr>
<tr>
<td>Arena Office Tower</td>
<td>2000</td>
<td>-</td>
<td>OFFICE</td>
<td>Private</td>
</tr>
<tr>
<td>Rainbow Office</td>
<td>2001</td>
<td>-</td>
<td>ENTERT. + RESIDENTIAL</td>
<td>Private</td>
</tr>
<tr>
<td>Getz Entertainment Centre</td>
<td>2009</td>
<td>-</td>
<td>ENTERT.</td>
<td>Private</td>
</tr>
<tr>
<td>Arena Arcade</td>
<td>2000</td>
<td>-</td>
<td>COMMERCIAL</td>
<td>Private</td>
</tr>
<tr>
<td>Villa Arena</td>
<td>2000</td>
<td>-</td>
<td>COMMERCIAL</td>
<td>Private</td>
</tr>
<tr>
<td>Arena Academy</td>
<td>2006</td>
<td>6,200 students</td>
<td>EDUCATION</td>
<td>Public</td>
</tr>
<tr>
<td>Arena Office Tower</td>
<td>2000</td>
<td>2,500 students</td>
<td>EDUCATION</td>
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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 South East

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 area.
- For instance the football match and concerts have a national and regional catchment areas while the commercial centres and cinemas have a local urban one.
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

Redefine 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

In the design, the public space is subdivided into distinct zones (b) by means of:
- Benches
- Clusters of trees
- Differences in paving’s levels
- Paving’s colour variations

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.

The width of the Boulevard is dimensioned to accommodation and circulation of the public of large scale events. Outside the peak flows the Boulevard is visited by a workers, shopping and cinema goers.

Amsterdam Arena
Connect different buildings & Redefine the public spaces

The Boulevard is also being pavimented with a new kiln-fired paving bricks; illumination is provided by a star-squandered constellation of lights arranged on a web of cables above it.
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.

"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 gels into a cohesive whole".

(DRO, Dienst Ruimte Ordening, 2007, p.34)

2nd ACTION
> ONE CONTINUOUS PEDESTRIAN ZONE

- Amsterdam Arena
 One continuous pedestrian zone

Amsterdam Arena
One continuous pedestrian zone
The Amsterdam Bijlmer Arena Station was completely restructured from 1995 to 2005.

In 1995, the Minister of Transport and Public Works decided to double the 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 areas.

3rd ACTION
Bijlmer Arena Station's Renovation

- The station no longer forms a barrier between the east and west sides.
- The Arenaboulevard 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 enhances passengers' sense of direction and feeling of safety.

4th ACTION
Articulation of Future Activities

- The construction of a multifunctional entertainment complex (GETZ) 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 residential towers on the area on the west side of the railway line in Amsterdam-Nieuw-West.

"These high towers will provide living spaces tailored to specific target groups: those who want to live in a relaxing and exclusive location, those who appreciate superior service and comfort, and those who feel at home with the dynamism of events."
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.

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**Schiphol International Airport & Bijlmeer Arena Area**

**DEVISING AND REDEFING CITADELS**

*Thank you for your attention!*