



**PRODUCTIVE**  
AMSTERDAM

**EUROPAN 14**  
NETHERLANDS

**SLUISBUURT**

# EUROPAN 14

## PRODUCTIVE AMSTERDAM

Dear European competitors,

European NL and the municipality of Amsterdam is proud to propose five locations for European 14. All of these locations have been designated 'high priority' development sites by the municipality.

For European NL, implementation has always been a constant focus. And looking ahead, we want to ensure that the many ideas produced for the competition can be used constructively to stimulate local debate around the future of our cities. Last session brought several young talented teams into local planning processes, creating new possibilities and collaborations.

Amsterdam is popular. More and more businesses and visitors are attracted to the city, employment is increasing and the population is growing fast. This trend is also noticeable in many other cities in the world. The benefits are often mentioned. By organising living and working functions in close proximity, this increases the chances of creative work relationships, strengthens the need for services and culture, and protects the environment. But in Amsterdam, the disadvantages of this quick growth is tangible as well: growing crowds, rising housing costs, waiting lists for social housing, and an increasing pressure on the accessibility of the city.

It is important to manage this growth effectively, to maintain the liveability of the city and to safeguard the economy. Amsterdam must therefore focus on quality. The city has the social diversity and culture of openness, a human scale, and its historic canals form a unique, distinctive combination. Amsterdam, as a prominent place in the world, wants to be prepared for any fluctuations occurring globally. And being resilient to socio, economic and environmental changes is a primary goal.

The municipality of Amsterdam faces the enormous challenge to accommodate the tremendous growth in a way that the character of the city is preserved. Sustainability, introducing new technologies, stimulating the economy and being open to all, are the key concerns. The development strategy *Koers 2025* defines the direction to allow for the construction of 50,000 new homes before 2025. Amsterdam promotes densification of existing areas, where living and working are combined, and are inclusive to all social groups.

The consequence of this is that the image and functioning of the city will drastically change. A growing Amsterdam does not necessarily mean adding more of the same. We have to be careful with what we have, yet also consider the limits on how careful do we have to be.

The assignments for the five sites in Amsterdam are in line with the theme for European 14, namely Productive Cities. In recent decades

there has been plenty of urban regeneration projects in Europe, mostly based on the idea of the mixed city. Residential building, offices, services and leisure are the main focus of these urban development projects. One part of the program seems to be systematically forgotten namely, the manufacturing industry. Warehouses have been renovated into lofts, industrial buildings have been turned into art centres, and industrial sites have been transformed into residential neighbourhoods. Small-scale production was not combined with new developments, and were largely pushed out to the edges of the city or even to other parts of the world.

The challenge to the current generation of spatial designers is to find alternative models for urban development in which living and working is organized efficiently, so the productive capacity of people and space is literally worthy of each other. In short, how we can create a productive Amsterdam? How can we cherish and protect the city of today and realise the city of tomorrow?

This period is a crucial moment in the urban development of Amsterdam. For the municipality, the possibility of acquiring diverse new ideas, at the same time providing opportunities to young talent, is the main reason for the cooperation with European NL.

We are excited to invite Europe's young, talented design teams to help us in this search. We are open to new ideas and design visions from architects, urban planners and landscape architects from all over Europe. For participants of European 14, this is a unique opportunity to contribute to the vision and implementation of Amsterdam's future plans.

Expectations are high. Now it is up to you.

Best regards,

**Team European NL**

&

**Municipality of Amsterdam**

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All five Dutch locations for European 14 are in Amsterdam. As a relatively small world city, Amsterdam enjoys international renown. Nonetheless, we want to investigate a little deeper into the manner in which the largest city of the Netherlands has developed, which ambitions the municipality has formulated regarding the city's growth, the manner in which these changes must be shaped, and how project development is dealt with. In this way, we want to provide the context for the project location that will be expanded upon later in the brief.

### Amsterdam in a nutshell

Amsterdam is famous for its canals, which, like a belt around the medieval Burgwallen in the shape of a half circle, form the foundation of the old city centre. This part of the city was constructed in the 17th century; an unrivalled period of wealth in the history of the city. At the time, the Netherlands was conducting considerable trade with Asia and the Caribbean area, and established several colonies. The fact that Amsterdam is still considered to be a trade city can be attributed to this period. In the Golden Age, the city originally developed in an uncontrolled way. The municipality started to regulate the development of the city when this led to dangerous situations; building regulations were developed, and the expansion of the city became planned.

In the second half of the 19th century Amsterdam, Just like other cities, experienced a revival after a period of economic stagnation. The city wanted to modernise. Amsterdam's Central Station along the IJ was constructed, as were the Concertgebouw and the Rijksmuseum on the south side of the centre. The Paleis voor Volksvlijt by the Amstel became a centre for innovation and new plans for the city's expansion were worked out. The city walls were broken down and two rings of residential areas were constructed, allowing Amsterdam's size and population numbers to grow. Until the economic crisis in the 1930's, Amsterdam grew consistently, the economy expanded as a result of harbour activities and its associated industries, and the general standard of living was improved throughout the city. This, by then, also applied to manual workers who could turn to housing corporations for affordable, yet proper housing. The Amsterdamse School and Berlage made their mark on both the architecture and the urban development of the city. The housing law of 1901 also helped this process.

After the Second World War, the city's situation was far from ideal. The economic and military chaos significantly scarred the city. At the same time the influence of the car was becoming increasingly dominant and the city council wanted to make more space to accommodate them, for which some old working-class neighbourhoods had to make way. The post war developments were based



on Van Eesteren's Algemene Uitbreidingsplan, made in 1935. Plans were constructed for a modern centre that would be easily accessible via car, new neighbourhoods arose in the west, south-east, and north of the city, flowing forth from the modern school. Residences had to be provided with light, air and space, and functions such as living and working were kept almost entirely separate from one another. On this principles in the sixties the Bijlmermeer was built where the modern tradition was brought to a maximum.



Bijlmermeer

However, a counter movement arose. In the 1970s and 1980s, an increasing number of residents started opposing the city, feeling that it was damaging Amsterdam's identity. Opponents feared the development of a soulless city and wanted to protect human-scale neighbourhoods, where work was closely connected to living. Following the success of this counter movement, large-scale urban renewal was limited to only certain parts of the city and since this time, maintenance has been the number-one priority. In the same post-war period, Amsterdam had to deal with a sharp reduction of its population size. The national government was stimulating the



Playground in Amsterdam by Architect Aldo van Eyck

construction of residences for families in new towns within commuting distance from Amsterdam, which were allowed to grow into medium-sized cities. Although the city had previously housed many families, as family aspirations and needs changed, these houses proved to be inadequate. Due to rising prosperity in all parts of the Netherlands, an increasing number of people chose to purchase their own house outside the city. In this period, many people from the former colonies – such as Suriname – and migrant workers, predominantly from Turkey and Morocco, settled in Amsterdam. Today, Amsterdam has residents originating from approximately 180

countries around the world.

Although Amsterdam was losing an increasing number of residents to its surrounding growing municipalities, the city was an important area for experimentation in the field of architecture. Respectively, Aldo van Eyck, Herman Hertzberger, and Rem Koolhaas were given considerable opportunities in the 1970s, 1980s and 1990s to introduce new urban and social models in the city.

In the mid-1980s, the city slowly started to become more popular. After graduation, many students continued to live in the city, had children there, and started to increasingly see the advantages of the various inner city activities located in close proximity of each other. Investments were also increasing in the city and from mid-1990s onwards, housing corporations started contributing to this significantly thus improving the city's overall position. The housing corporations, privatised in the meantime, additionally focused on more mixed neighbourhoods in which people of different income groups could exist side by side. The municipality, subsequently, invested in improving the quality of the public space, public green, and stimulated clear traffic solutions, as a result of which the already typically Amsterdam cycling culture flourished even more. In the 1990s, there was still a top-down planning culture. It was the period in which the successful Oostelijke Havengebied was redeveloped and the contours of IJburg were laid out.

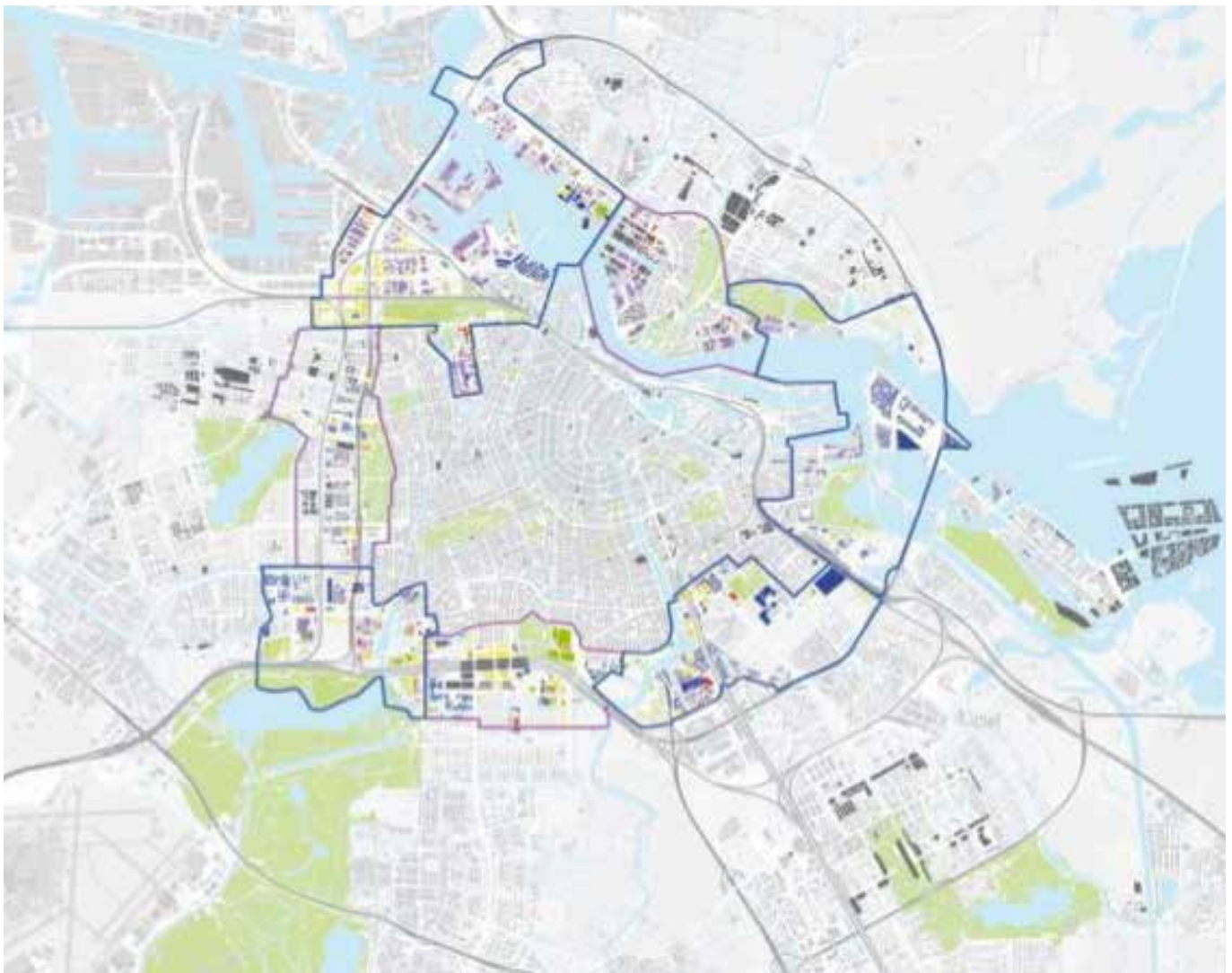


IJburg

In the early 2000s, the construction of two large new urban development projects were initiated. On the eastern side of the city, IJburg is a residential neighbourhood built on a conglomeration of artificial islands in the IJmeer. In the south of the city, Zuidas, is a business district – intersected by the A10 ring road and 10 minutes from Schiphol airport by train – in which a mix of large-scale commercial and residential programme has been realised. For more







New densification of the city will take place in a ring around the historic city

than 10 years, Amsterdam has focused on supporting the creative economy with the intent of luring innovative companies and talented individuals into the city, and has run the successful marketing campaign "I Amsterdam" with the objective of drawing more tourists to Amsterdam.

During the economic crisis, building production in the city slowed down. Through bottom-up planning and self-build construction projects, the municipality nonetheless tried to stimulate the production of housing via other means. In 2014, the crisis seemed



Houthaven



Amstelkwartier

to be over and, assisted by low interest rates, investments in the city increased significantly especially in the residential sector. Development in the inner city is restricted because of Amsterdam's UNESCO world-heritage status. In other parts of the city, the primary focus in recent years has been on urban densification. This primarily applies to parts of Amsterdam Noord, Nieuw-West and Oost. Now that the number of Residents is increasing by more than 10,000 people annually – both through natural growth, migration and immigration – the need for housing is clearly seen. But how does Amsterdam want to achieve this?





The Valley: 75.000m2 multi-functional building on the Zuidas



Sluishuis, a plan for 380 apartments in IJburg



West Beat: plan for 150 apartments to be located on the Lelylaan



Patch22: The tallest bybuilt wooden structure in the Netherlands and almost energy neutral

## Raising housing demand

Amsterdam's population is growing. This was also the case during the recent economic crisis (2009 – 2013), during which time building production was reduced to a half. Newcomers in the city have started sharing residences, students have accepted smaller residences, but the current residential supply has stretched as far as it can. New residences are required to responsibly accommodate the growing number of residents. In the past 3 years (2014– 2016), shortly after the economic crisis, the production of residences reached a level previously unknown to Amsterdam. In this period 5,800 homes were built, whereby a balance was found in new project developments for social-rental, student, private-sector rental, and owner-occupied housing. In this, the role of the housing corporations became smaller than had previously been the case in the preceding decade. In today's world, housing corporations must adhere to stricter demands and are almost exclusively only allowed to build for people with low financial means. To an increasing extent, the production of buildings is being organised more and more by private developers, who have found their way to Amsterdam.

The building boom in the city can firstly be explained by the low interest rates. Pension funds, for example, view real estate as a safe investment in comparison to other sectors and increasingly, this view is shared by foreign investors. Secondly, in addition to the low interest rates, the qualities of Amsterdam itself also play a role. The population is relatively highly educated, the city has two universities, and it is located close to one of Europe's largest airports. In comparison to other world cities, Amsterdam is certainly very easily accessible, culturally tolerant and by far the most cosmopolitan city of the Netherlands. It also has a wide range of cultural provisions, a unique historical centre, and attractive parks and waterfront areas. Amsterdam's public space also reflects its tolerant and open culture. Internationally, this is considered to be a special quality of Amsterdam. The municipality utilises these qualities to distinguish itself from other world cities.

In addition to the rise of the population (currently, Amsterdam has more than 840,000 inhabitants) by more than 1 percent annually, the economy of the city is growing at a rate of 2 percent higher than the rest of the country and the other Dutch and European large cities. In this, tourism has been a factor of growing significance. In 30 years, Amsterdam has changed from being a city from which many residents were leaving to the surrounding municipalities, to a city of unrivalled popularity. However, there are also the flip-sides to this.

## Threat and dilemmas

For Amsterdam, dog excrement on the streets was the number-one cause of irritation for many years. Not only has that problem has been successfully tackled, a lot more has happened also. The quality of the public space has improved, for example. People are even swimming in the canals now; something that no Amsterdammer would have been able to imagine 20 years ago. The city, in short, has become much cleaner. Critics claim that Amsterdam has gone too far in this. There are hardly any rough, undeveloped locations





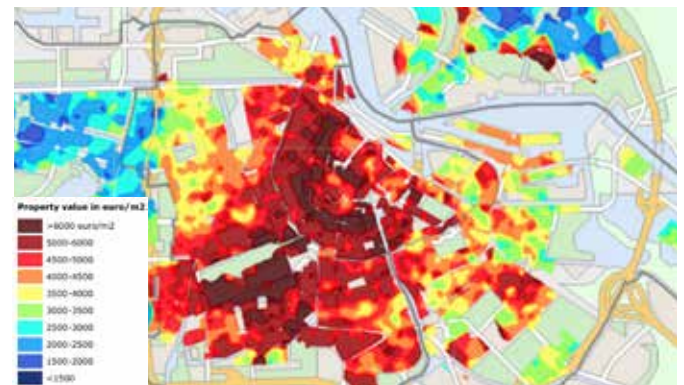
The inner-city of Amsterdam is suffering from overcrowding

in the city anymore, and those that were, have been encapsulated as, albeit well-intentioned, breeding places for artists. But a broadly-felt nuisance, which has emphatically been at the number one position for a few years now, is the general perception that the city feels crowded. And this is not blamed on population growth as much as it is seen as a consequence of growing tourism, which has risen significantly. With around 17 million annual visitors, who spend almost 19 billion euros here, tourism in the city has remarkably increased. Although tourism is of economic importance, criticism regarding its rise has been growing. The inner city in particular is increasingly being dominated by foreign visitors. Neighbourhood shops are being replaced by souvenir shops and shopping chains. On top of this, partying visitors in this part of the city deny locals a good night's sleep and pollution in this area is on the rise again. In the popular Vondelpark on a beautiful summer's evening, the crowdedness resulting from too many tourists and Residents has led to a debate regarding the use of the public space. It is felt that parks in Amsterdam should be better regulated to prevent them from being damaged. And regarding the busy shopping streets in the city centre, it is feared that in the event of a disaster or calamity, a dangerous situation could arise because the narrow spaces could restrict the safe and fast movement of people.

The municipality is desperately trying to spread out the flows of tourism across the city, but this has not been very successful so far. On the housing market, the lucrative renting out of residences to tourists through websites such as Airbnb and Wimbu are causing a nuisance. There are parts of the city in which the number of full-time residents are dropping and properties are exclusively rented out to temporary visitors of the city. This is creating areas in the city where the traditional neighbourhood atmosphere is disappearing. It also restricts the possibility for Residents to find a house on the cramped housing market due, in a large part, to the fact that renting

apartments to tourists is only further increasing the already-high house prices.

The consistently rising house prices are not solely the outcome of tourism. Amsterdam is remarkably popular amongst various groups of people who, in addition to work, are attracted to the quality of life and the proximity of leisure, commercial and cultural activities in

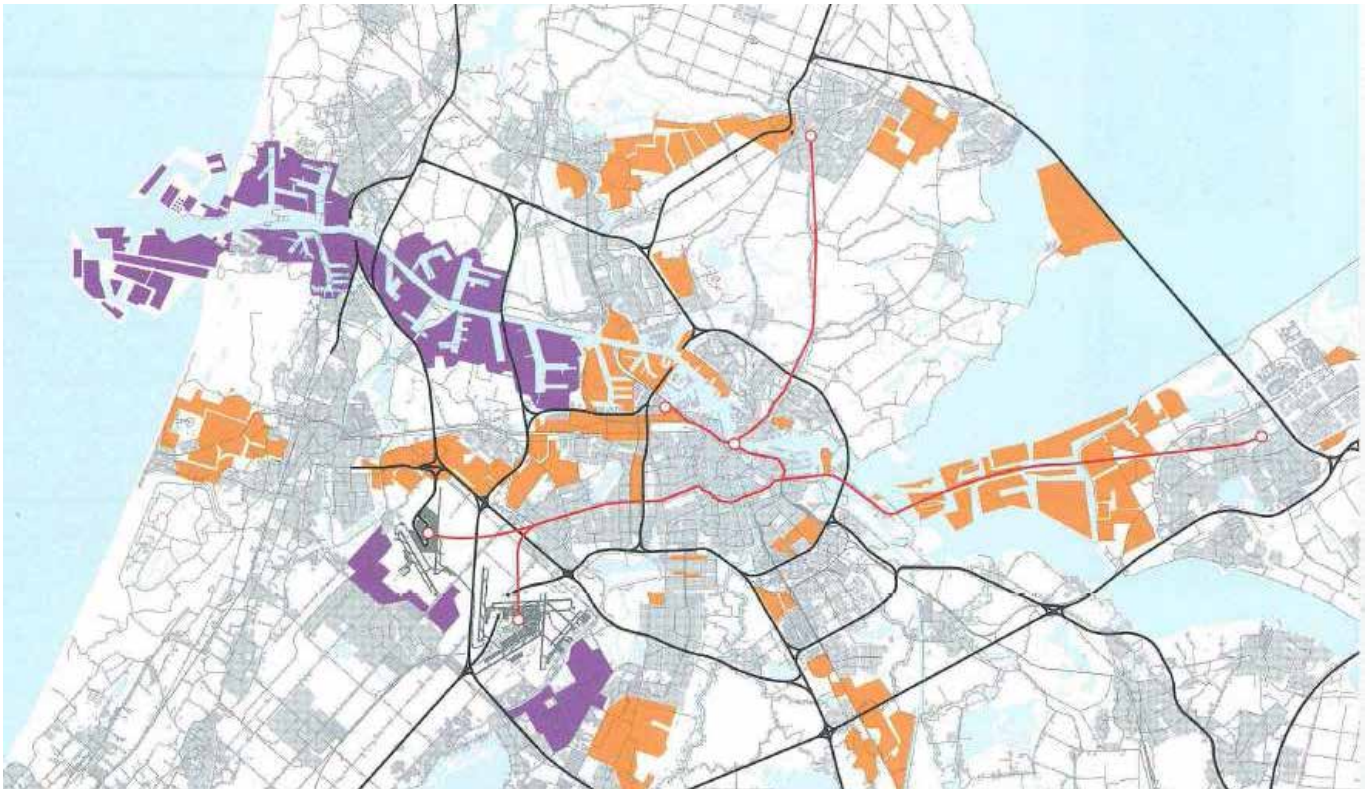


The city of Amsterdam provides economic and social demographic data via their website: <http://maps.amsterdam.nl/>

the city. Compared to inhabitants of smaller cities or villages, these city dwellers are willing to live in smaller apartments as a trade-off. But some middle-income inhabitants, for example those working in healthcare, the police or education, have difficulty finding affordable living spaces in the city.

The municipality is trying to solve this by initiating new projects that are specifically aimed at the construction of housing for the middle-income sector. The demand, however, is so large that it will be some time before the backlog is dealt with. In recent decades, the share of owner-occupied residential accommodation in the city has, however, increased significantly at the expense of the proportion of





Greater Amsterdam, regional development zones & infrastructure

rented social housing, which, for a long time, was at the internationally unrivalled level of 60 percent in Amsterdam. Still, there are also concerns regarding this. In recent years, a significant amount of rented social housing has been sold off to private parties, while the group of people depending on this type of accommodation is still large. As a result, many people are forced to wait several years before they are offered housing. Many of these people cannot easily find alternative accommodation while rental prices, following new governmental policies in recent years, have been rising faster than before.

## Regional context

Building more housing is considered by all parties to be the solution to the problem. Now that the construction industry is functioning well again, Amsterdam, naturally, is looking at options for new forms of city development, for example, by allowing the introduction of housing into industrial areas, and through regional cooperation with neighbouring municipalities. Amsterdam and its neighbouring municipalities, which together form the Metropoolregio Amsterdam (MRA), work together but do not form one governmental entity in

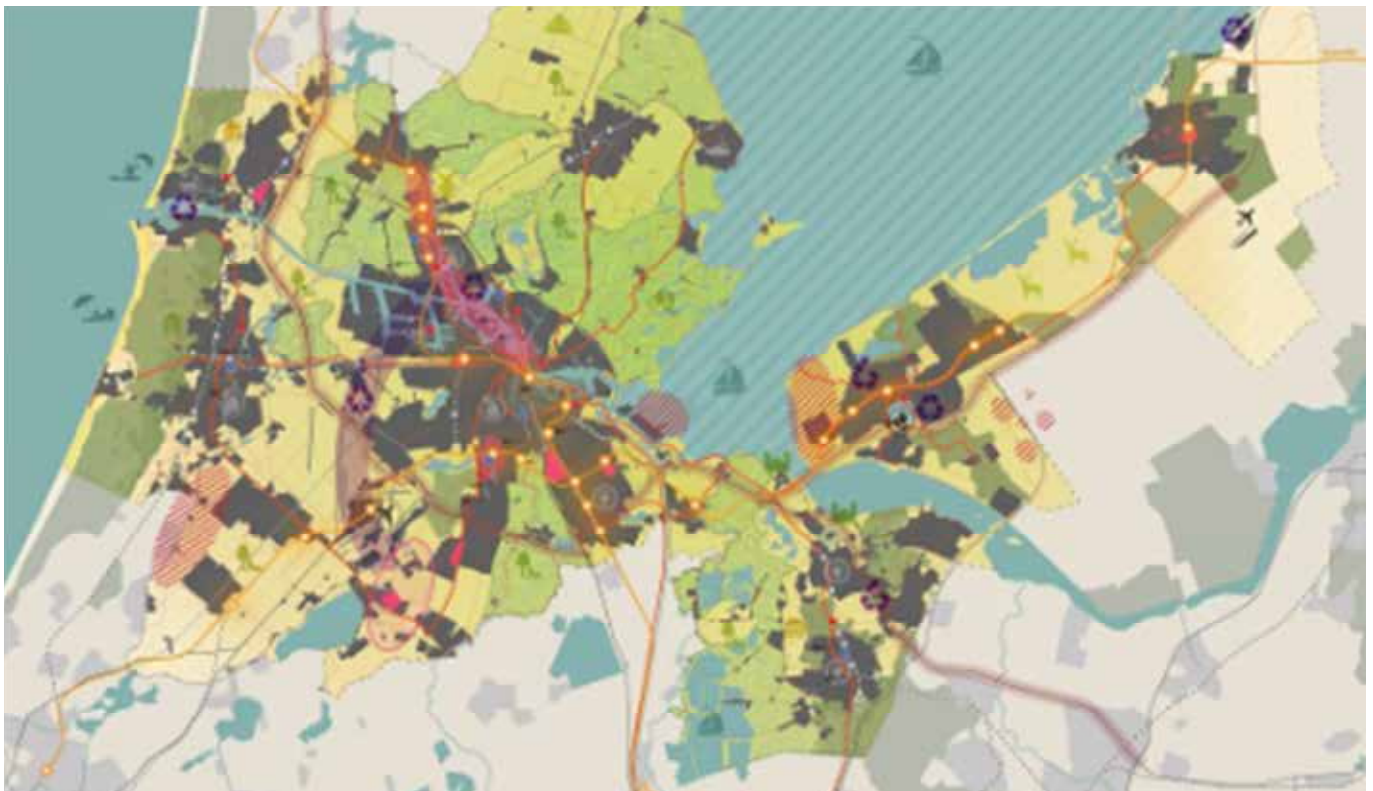
terms of urban development. Amsterdam is, in short, dependent on the willingness of surrounding municipalities to relocate its growth ambitions outside of its own municipal borders. This discussion is currently taking place and, although attitudes differ somewhat between the municipalities, neighbouring municipalities do seem to be willing to assist Amsterdam in dealing with part of its growth, albeit in moderation. The belief seems to be that more residents are good for supporting local economies in the municipalities, but administrators are also wary of being swallowed up by Amsterdam as it expands. They are aware that there are good reasons why their residents settled outside of the hustle and bustle of Amsterdam - for the calmness and rustic qualities.

This does not mean, however, that connections are not being sought in the urban conurbation around Amsterdam. Zaandam, to the north of Amsterdam, hopes to benefit from the increasing number of tourists that visit the capital. There are plans to enhance connections between the north of Amsterdam and Zaandam and to improve connecting public transportation and cycling routes. In the Amsterdam region there are various former growth points - enlarged villages or new towns - such as Almere, Purmerend, and Hoofddorp that are reachable from Amsterdam within half an hour via public transportation or by car. They are economically highly dependent on Amsterdam. This also applies to places such as Haarlem, Weesp, Abcoude and the villages in the rustic areas to the north of Amsterdam.



Schiphol airport is the main airport of the Netherlands and one of Europe's main gateway

Development in the green, unbuilt areas surrounding Amsterdam is politically sensitive. But now that construction is booming, the discussion to build in these areas has also resurfaced in the media. These green areas, the wedges which cut into the urban areas so to speak, are highly valued from a landscape and recreational perspective. For the municipality, the idea of building on these outer



Amsterdam has the ambition to be better integrated into the larger metropolitan region (2040)

areas, therefore, is currently not an option. The last major Amsterdam expansion project was IJburg, the cluster of artificial islands in the IJmeer has been under construction since the early 2000s and which is currently in its second phase of construction. Opinions regarding the success of IJburg, which is primarily intended to cater to the need for families to find a place in or, as some say, by the city, are divided.

It should be clear that the primary threats and dilemmas for Amsterdam all relate to the success of the city. The popularity of Amsterdam and the pressure of tourism have consequences for the inhabitants of the city concerning the use of the public space, the type of provisions in the city, and the affordability of residences to be found there. The municipality wants to take measures to limit the negative consequences of tourism. To meet the considerable demand for residences, Amsterdam must work together with neighbouring municipalities, while at the same time it has set the course of building 50000 new residences on its own territory in the period 2016 – 2025.

### Growth ambition

Over the past few years, there have been more people living in cities than in rural areas. And the expectation is that the attractiveness of cities will not decrease in the coming decades. The city is the primary economic motor, the place where innovation takes place, and where there is sufficient support for a large diversity of provisions. The Dutch government, the Noord-Holland province, and the municipality itself see Amsterdam as an area in which tens of thousands of new residences must be built in coming decades. In this, the demand for residences must predominantly be met through the intensification of existing urban areas. In this way, the outer area will remain unburdened as much as possible, a greater sup-

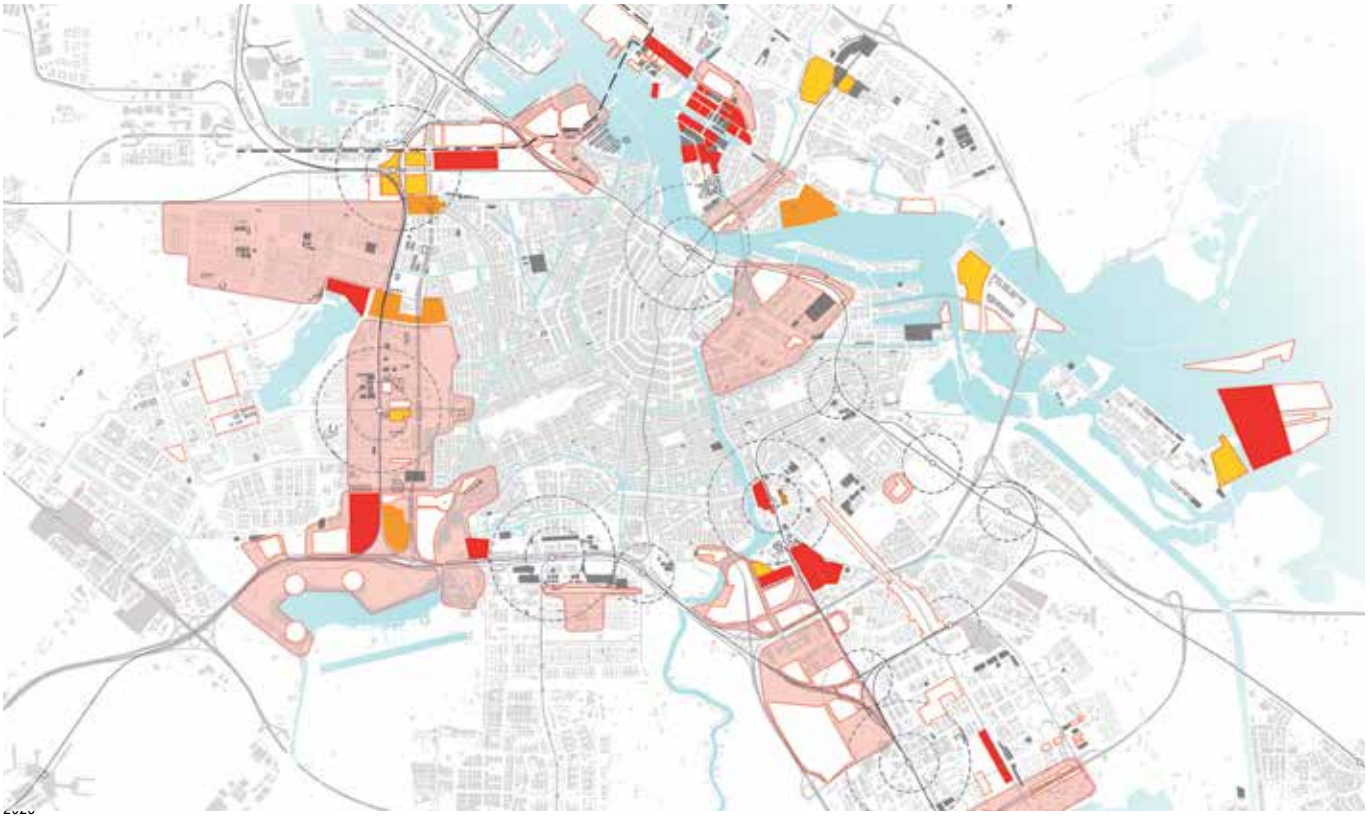
port base for provisions will arise in the city, and the ecological footprint will remain limited, because the use of cars for short distances in the city will be discouraged.

In 2011 – in the middle of the recent economic crisis – the municipality expressed the ambition to grow considerably until 2040. This is something that it wants to achieve through densification and by transforming empty real estate properties into housing. In 2016, the municipality presented a more concrete draft in the document “*Koers 2025. Ruimte voor de stad*” (Course 2025. Space for the city). In this document, locations were indicated that are considered for densification. The objective is to construct no less than 50,000 new houses within Amsterdam’s urban territory by the year 2025. This requires a more intensive use of existing residential areas, restructuring locations, and the transformation of industrial areas into mixed-use live/work areas. In the vision, concrete locations are mentioned where housing can be added or where completely new neighbourhoods could be built. All of the European 14 locations fall within these 3 types of developments. The areas are divided into so-called ‘fast-track locations’, which will be developed with more priority and ‘locations to be reconstructed’, which the municipality



The city of Amsterdam has to develop high quality areas in relation to its vast water networks





Due to the rapid market changes, Amsterdam has appointed several 'high priority' (in red) areas that are allowed to develop faster than originally planned (Koers 2025)

wants to focus on in a later phase. In almost all cases, these are complex, existing urban environments. At the same time, additional housing and workspace can also offer chances for neighbourhoods that are not in a good position currently. In the document, the municipality has set out a substantial vision regarding the environment that will be added to the city in years to come. In almost all cases, high quality, mixed-use urban environments are actively promoted. Within this vision, the municipality distinguishes between 3 types: large urban centres, mixed city neighbourhoods, and green-blue living neighbourhoods. In the coming years, the emphasis will be on the development of new city neighbourhoods. In addition to living, there will also be provisions made for good social amenities, workspaces and leisure areas. An attractive layout of the public space and an intricate access system ensure that the new neighbourhoods are well integrated in the city.

A remarkable feature is that Amsterdam, which has relatively few high-rise buildings, and in particular residential buildings, wants to break with that tradition. The public debate concerning this issue is currently taking place. Furthermore, in terms of sustainability, Amsterdam has the ambition to increasingly develop urban neighbourhoods in line with the principles of the circular-economy. For example in Buiksloterham, an important area for experimentation close to the city centre, the municipality cooperated with residents groups during the economic crisis to assist them to collectively commission and realise self-build projects. Thousands of new housing will be build here in the future.

In urban areas that have been redeveloped in recent years, the municipality has tried to stimulate sustainability as much as possible. Thus, making areas flood-proof, in other words to prevent flooding after heavy rainfall, has become standard. The use of fossil fuels,

such as gas, is limited as much as possible, and the use of solar panels and thermal storage is stimulated. Wherever possible, waste is used to heat housing, and materials are recycled and reused.

### The productive city - Amsterdam

The strong growth of the city is reflected differently in terms of new workspace requirements. These days, companies make less use of office space, as a result of increased digitalization, working from home, and due to other similar trends. The municipality has, therefore, through Alderman Eric van der Burg, stated that the traditional office building is outdated. Living and working increasingly go hand in hand in today's world. In Amsterdam, this is an important development, since the creative industry in the Dutch capital is an important economic factor.

Over the last 10 years, Amsterdam has struggled with the fact that more and more offices in the city have become increasingly empty. The construction of new offices generates money for the municipality. Nonetheless, a little under 10 years ago, the decision was made to restrict the construction of new offices in the Amsterdam region, of which the previously-mentioned De Zuidas business district is the foremost exception. In the same period, attempts were made to limit the number of vacant office spaces, by transforming them into student housing and regular housing. The municipality understands that the integration of workspace in residential district generates a lively atmosphere and, with that, contributes to the attractiveness of a neighbourhood. But because the way people work following the influence of digitisation has changed, the question has become in what way can production be integrated in the neighbourhood. The challenge of the European 14 competition is focused on this theme.

In Koers 2025 the same question is also being explicitly asked. It is noticeable that the amount of productivity is increasing in the city, but its nature and character is evolving. The knowledge-intensive, creative industries preferably nestle in the heart of the city, between residents and night-life establishments. Although there is considerable uncertainty regarding the way productivity will continue to develop in the coming years and which spatial requirements will fit with that development, it is clear that the classic separation between living and working is increasingly difficult to make. The expectation is that mixed-use urban environments are the most capable of adapting to these changing trends. Amsterdam wants to continue to focus on stimulating the creative industries; an important pillar of Amsterdam's economy. At the same time, there is also the realisation that, however diverse the creative industries, there are multiple reasons why it is wise to stimulate other economic activities. In this, the primary focus is on productivity and manufacturing. Economic activities that require a range of associated educational levels not only make a local or regional economies more balanced in the long run, but also make them stronger; amongst other things, because the crossovers between the creative industries and manufacturing industries can lead, for example, to innovation. On the locations selected for European 14, the question is in what way workspace and productivity will be given a place in new and existing neighbourhoods.

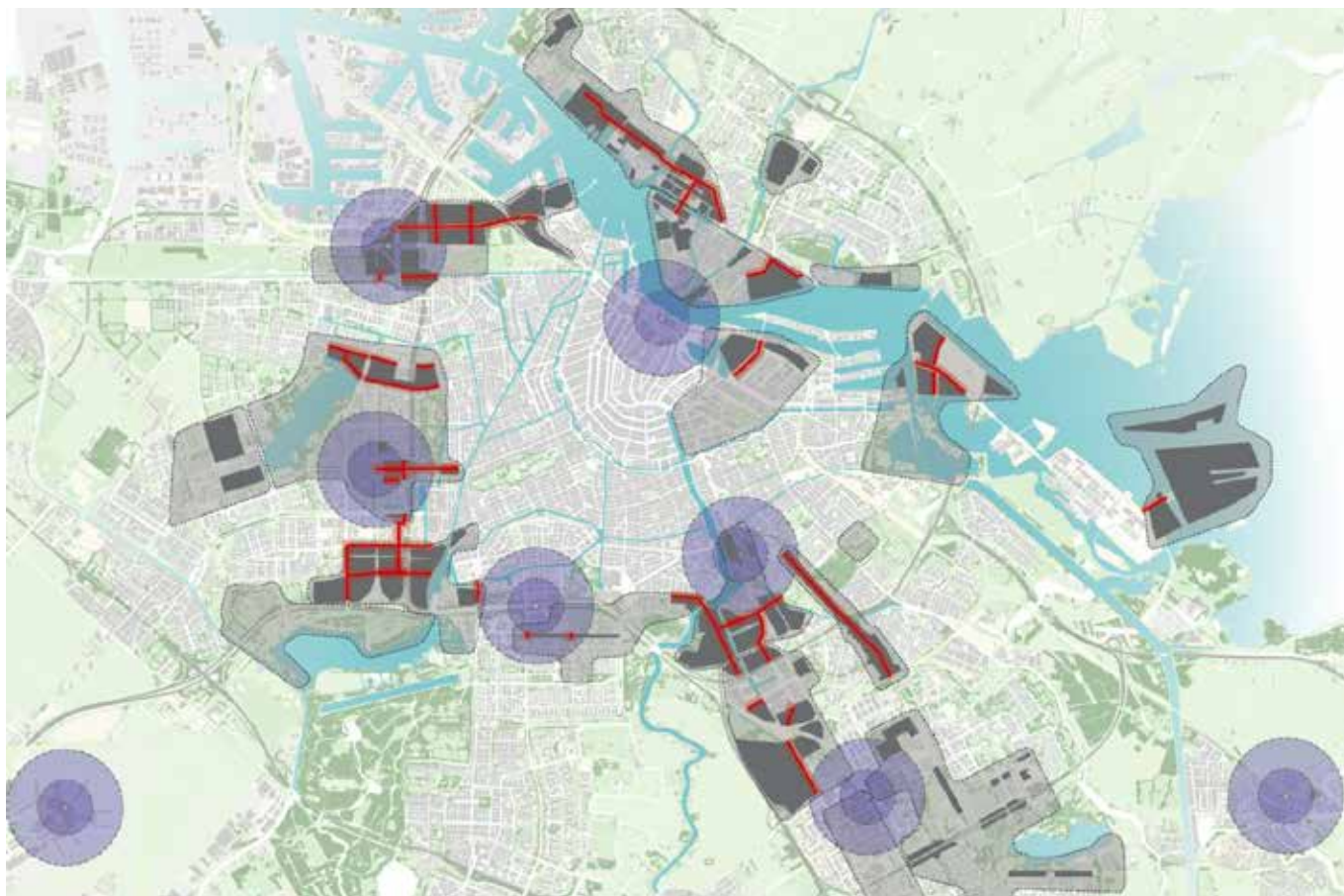
### Focus on Quality

Although Amsterdam wants to construct no less than 50,000 new housing units in the coming 10 years, the high quantity of buildings being produced cannot take away from their quality. Quite the opposite: it is through quality that Amsterdam wants to distinguish

itself from other world cities. But what precisely does quality entail? For the municipality, quality entails creating mixed, lively and diverse city neighbourhoods with a good offering of amenities, public space, parks, high-quality architecture and sustainable urban development. The municipality is known for being quite directive in terms of the city's developments, concerning what project developers and housing corporations are and are not allowed to do. In recent years, this attitude has been relinquished a bit, although there are still strict welfare policies and urban supervisors that guide new city developments. Most new building locations are brought to the market through public tenders. The criteria for the tenders are organised around a set of four categories: sustainability (EPC, BREEAM or circular principles); architecture and urban planning (related with the welfare policies and supervisors; programme (often related to the political agenda); and land price and other financial aspects (most of Amsterdam's land is city owned and given out in a lease contract).

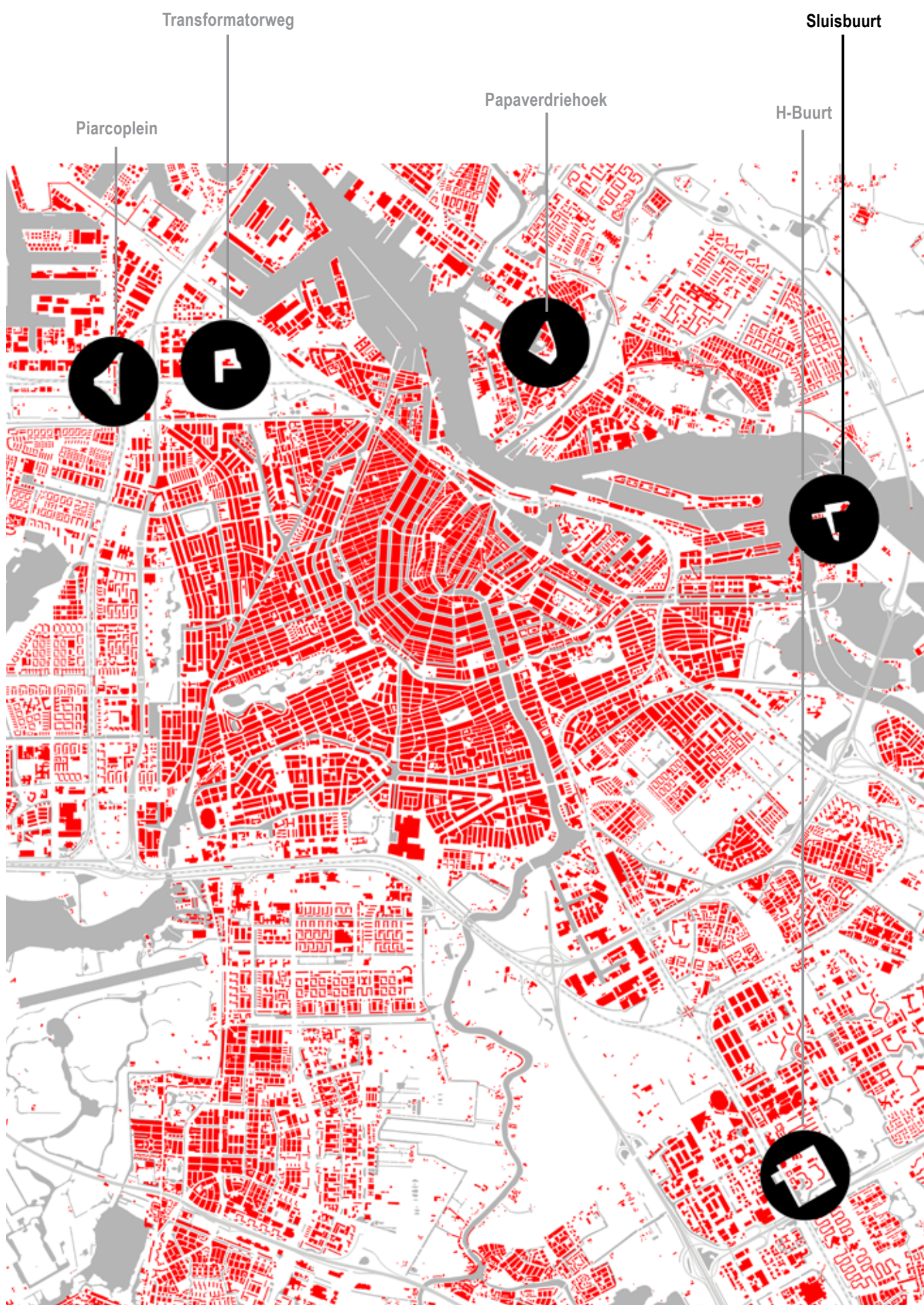
Within the municipality, there is a question to what extent local government must determine the programme, qualities and ambitions on the building and neighbourhood scales. Does each neighbourhood demand the same level of ambition? How can pre-war and post-war neighbourhoods be connected to one another in a logical and contemporary way? How does an intensively built-up area maintain a high quality of life for its inhabitants, and be inclusive? What type of productivity should a specific neighbourhood focus on?

These are questions for which there are no clear answers. The participants of European 14 are expressly asked, per location, to provide their vision on these questions.



All European14 locations are in or near the main productivity zones of Amsterdam







## URBAN CONTEXT

### Urban context: Amsterdam-Oost



The Sluisbuurt is a part of the Zeeburgereiland in Amsterdam-Oost. The Zeeburgereiland is considered to be the missing link in this eastern part of the city. The island connects the 100-year-old Indische Buurt, the new neighbourhood IJburg, and the eastern part of Amsterdam-Noord.

Amsterdam-East is developing considerably; more houses have been produced here in the past years than in any other part of the city, the old working-class neighbourhoods have been given new appeal since their renovation, the public spaces have been improved, and new local amenities have settled here.

The ambitions for Sluisbuurt are high. Here, a high density area of the city must be built, including high towers that can be used for both working and living. For Amsterdam, high-rise buildings are still exceptional. The Sluisbuurt will feature multiple towers – up to a height of 150 metres – while the appearance of the neighbourhood at the street level should remain characteristic of Amsterdam.

#### Indische Buurt

Various neighbourhoods surround the Zeeburgereiland. The Indische Buurt was originally built for the middle classes, and until 10 years ago, consisted of around 70% social housing. The neighbourhood suffered from low-quality residences for a long time, had a tumultuous history of neighbourhood resistance in the 1970s and

1980s, and urban renewal. For a long time, Amsterdam ended on the east side of the Indische Buurt. It was a neighbourhood where, since the 1980s, many migrants, but also many students, lived. For a long time, the neighbourhood had a bad reputation. But, in the last 10 years, the neighbourhood has been changing quickly. Part of the residences have been sold, new provisions and catering companies have settled there, and the general living environment has improved. The Indische Buurt is connected to the Zeeburgereiland via the Amsterdamse Brug. This bridge is an access point from Eastern Amsterdam to the A10 ring road, IJburg, and Amsterdam-Noord.

#### Oostelijk Havengebied

The Oostelijk Havengebied is situated to the north of the Indische Buurt. This former harbour was transformed into a residential area on various peninsulas in the 1990s. Here, the focus has been on maintaining part of the harbour buildings in combination with high-density living. The prevalence of water and the peaceful environment relatively close to the city centre make the Oostelijke Havengebied a popular living environment. Although most of the housing is in the owner-occupied segment, rented social housing (30%) and rented housing in the private sector can also be found here. The urban design and architectural qualities of the Oostelijke Havengebied are internationally recognised. In recent years this area is developed into a mix of living and working, including many

self-employed persons working from home.

The Cruquiusgebied, which is part of the Oostelijke Havengebied, is still strongly developing. It is being transformed from an industrial area into a mixed-use living/working area. The first residences are currently being built. Currently, a study is underway regarding a bicycle connection over the intermediate Amsterdam-Rijnkanaal between the Oostelijke Havengebied and Zeeburgereiland.

### IJburg

IJburg is a new housing development on artificial islands, situated on the eastern side of the Zeeburgereiland. In the 1990s, a referendum was held regarding the creation of the islands in the IJmeer. Despite heavy opposition, who feared that the islands would infringe on the area's vulnerable natural environment, the referendum did not obtain the required number of votes. The first phase of this new residential area, consisting of six islands in the IJmeer, is almost complete. The measures taken for the protection of the area's natural life had effect; it became more diverse and richer compared to the situation prior to the creation of IJburg. The second phase of the development is planned in the coming years.

The construction of IJburg was intended to meet the desire of families to remain living in the city. In a peaceful environment, of which the ever-present water is the main attraction and with predominantly spacious housing offered, these families took residence. IJburg has become a neighbourhood with a high ratio of children. The different islands have different atmospheres, are generally highly dense, and provide space for architectural experimentation. Nonetheless, the new neighbourhood also went through some difficult times during the economic crisis, due to its somewhat eccentric location. Developers postponed their plans for new construction, and existing residences were hard to sell. This situation has changed in the past year. Through the development of the Zeeburgereiland, the IJburg can become more involved with the city.

### Amsterdam-Noord

The Zeeburgereiland is connected via a bridge to Amsterdam-Noord, which has been strongly developed in recent years. Urban-renovation projects, transformation of former shipyards, and new cultural developments have made this area of Amsterdam into an interesting part of the city for an increasing number of people.



Schellingwoude was originally (around the 15th century) a settlement of pioneering farmers

On the east side of Noord, where the Schellingwouderbrug forms the connection between the Zeeburgereiland and Noord, little can be seen of this urban dynamic. The bridge leads to the linear settlement Schellingwoude, and afterwards, to quaint villages with an old Holland-character in a rustic area. This is not just production land for the farmers who make their livelihood there; the green area is also of recreational value for city dwellers.

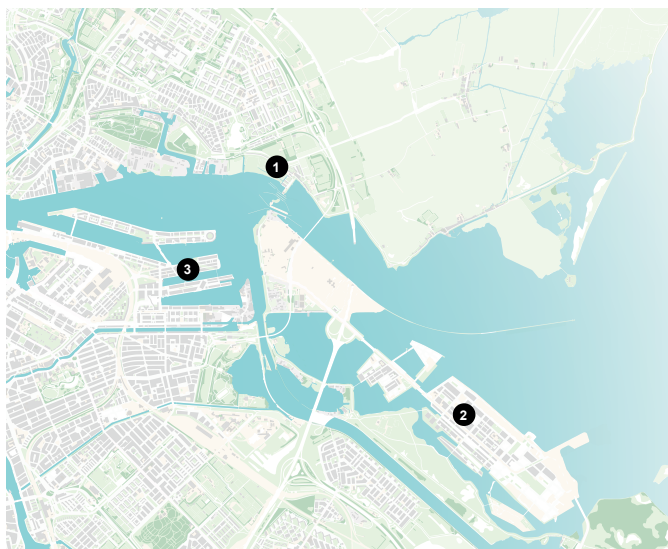
### Project environment: Zeeburgereiland

The Sluisbuurt is part of the triangular Zeeburgereiland, which was created in the beginning of the twentieth century with silt from the Oostelijke Havengebied and the IJ. Originally, the island functioned as a military area. There was a seaplane base in the water.

Over the past decades, the Zeeburgereiland has been the rough edge of the city. Ship dwellers, artists, and city nomads, a camp-site, but also a pony club, vegetable gardens, a dog-training complex, a shelter for asylum seekers, a concrete factory, and a sewage-purification installation have all had a place on the Zeeburgereiland. For a long time, the island was literally the edge of the city, where people and functions that could not find a place in the city, could reside. But, since the redevelopment of the adjacent Oostelijke Havengebied in the nineties, the creation of the first islands of IJburg in the IJmeer at the start of the twenty-first century, and the renewed popularity of the Indische Buurt in Oud-Oost, the Zeeburgereiland has increasingly come into focus as a new location for housing construction.

The infrastructure has already been improved, to provide access to IJburg for cars, bicycles, and public transportation, amongst other things. Two busy roads with bike paths cross each other in the middle of the island. One road runs from the Indische Buurt to Noord; the other runs from IJburg to the Oostelijke Havengebied – and the city centre – via the Piet Heintunnel. Next to the tunnel for cars, there is a tram tunnel. The tram is the primary public-transportation connection between the centre and IJburg (via the Oostelijke Havengebied), and has a stop in the middle of the Zeeburgereiland. There is a part of the A10 ring road, a motorway running around the centre of Amsterdam, on the eastern part of the island. There is already an exit of this road on the Zeeburgereiland.

Due to the economic crisis, the original construction plans for the Zeeburgereiland have been drastically revisited over the past years. The two southern parts, the Baaibuurt and the Oostpunt, will







IJburg



The Eastern Docklands, where former shipyards were converted into residential area to housing close to the water and the city centre

be the last to be developed. Currently, the Baaibuurt can still be considered as the rugged edge of the city, as was previously the case of the Sluisbuurt. The Sportheldenbuurt and the Sluisbuurt were prepared for redevelopment by the municipality shortly before the economic crisis, after which both areas were unused for some time. In the Sportheldenbuurt in the meantime, self-building was stimulated during the crisis to continue the limited construction of residences. Amsterdammers could buy a plot there, upon which they could individually or collectively build their own residence. In the meantime, other parties are also building on the island. Various housing corporations and developers are building on the other plots in the Sportheldenbuurt, which will feature sports fields and a skate park in its centre.

### Oranjesluizen

The Sluisbuurt is named after the Oranjesluizen between the Zeeburgereiland and Noord. These locks were constructed in the nineteenth century to allow more effective regulation of the water

level of the IJ. This, in relation to the tide in the former Zuiderzee (since the 1930s, the inland sea in the north of the Netherlands has been closed off with the Afsluitdijk, hence becoming a lake: the IJsselmeer). Throughout the year, and in summer in particular, many inland ships and recreational vessels pass through the monumental locks complex.

### Rustic quality

The Zeeburgereiland itself and the environment around it have various rustic qualities. The old Diemerzeedijk, which once offered protection against the sea, is of cultural-historic importance and an important bicycle route today. From the high-rise towers that will soon be developed in the Sluisbuurt, the view of the IJ, the nearby IJmeer, the villages of rural Amsterdam-Noord and the Oranjesluizen will be spectacular. The IJmeer and rural Amsterdam-Noord are also of recreational importance, for cycling and water sports, amongst other things. The Diemerpark, the Diemervijfhoek, and the Vliegenbos are all within cycling distance.



Oranjesluizen



Looking towards the Zuiderzeeweg



Sportheldenbuurt is a new neighbourhood located to east of the site



Looking towards Java & KNSM island



View towards the IJ, as seen from the Zuiderzeeweg



Tram station Zuiderzeeweg



Artist impression of the view from the future cycling & pedestrian bridge that will connect Sluisbuurt with the Eastern Docklands



View of the current condition of the site







## STUDY AREA

### Sluisbuurt



The Sluisbuurt is an empty. All functions were relocated years ago, and the many trees in the area were chopped down. The intention was for construction to start here much sooner, but plans were postponed due to the economic crisis. Currently, there is a temporary land-sailing park situated there and, along the dyke of the Amsterdam-Rijnkanaal, there are various residences on the dyke.

#### Urban-developmental plan

Recently, the municipality presented the urban-developmental plan for the Sluisbuurt. This plan stipulates that between 3,500 and 5,500 residences can be built in the Sluisbuurt. The new neighbourhood that is foreseen for the Sluisbuurt is a new type of development for Amsterdam. This predominantly has to do with the imagined construction of several towers up to a height of 150m that will dominate the skyline of the neighbourhood. The special location is an important factor in this; as is the large need for residences in the city. At the same time, there is the ambition to make the Sluisbuurt into a typical Amsterdam neighbourhood, which primarily applies to the ground level: the human scale, vibrancy, and high-quality public spaces are core concepts in this. For the municipality, North-American cities are sources of inspiration: Toronto, in terms of the way how high-rise are part of the urban block; Chicago, in terms of the differentiation of architecture; and Vancouver, regarding the quality and mixture of of high rise and low rise according to functioning. With these references, the search is for an Amsterdam typology that makes high-rise buildings possible, while at the same time creating the typical qualities of a lively street.

High-rise development in the Sluisbuurt makes up 25% of the housing development and is key to the assignment: maximum utilisation of the location, with a large number of residences, an walkable city concept with low use of cars, high-quality public space and new amenities. Towers bring a view and collective amenities to many residences. At the same time, space is left open at the ground level for open green spaces, sports fields and play areas for children. The urban-developmental plan allows for a maximum of 28 tall buildings with a height ranging from 30 to 143 metres. With this, the highest towers are comparable to the Rembrandttoren, in terms of their spatial experience from the inner city. The place and shape of the towers have been carefully determined, in relation to sunlight, wind and skyline. The highest towers are in the north of the planning area. By placing the towers apart from each other, the skyline remains transparent. The distance to the ring of canals, the protected UNESCO area in the centre of Amsterdam, is large, meaning the towers will not or will hardly be visible from the historic inner city. Along the IJ, the high-rise towers will form an impressive skyline along the shore of the waterfront. The development of the Sluisbuurt will take its place in an Amsterdam tradition of creating innovative city neighbourhoods. The Sluisbuurt is a contemporary chapter in the visionary city.

#### Vision

The development of the Sluisbuurt is envisioned in the period 2018 – 2025. In the municipality's vision, the 500,000 m<sup>2</sup> of residential programme will consist of 30% rented social-housing (partially student residences) and 70% housing in middle and higher price classes. In addition, a maximum of 100,000 m<sup>2</sup> gross surface area

of urban amenities will be realised, including shops, workspaces and leisure facilities. In the Structuurvisie Amsterdam 2040 (Structure Vision Amsterdam 2040), the Sluisbuurt is designated as a “to-be-developed living and working area”. The area falls within the sphere of influence of two large movements in the city: the expansion of the urban centre’s environment and the development of the waterfront. Additionally, the municipality considers the Sluisbuurt to be one of the areas along the IJ where height accents can generate added-value. Due to the fact that, except temporary functions, the area is entirely empty, there are ample opportunities.

### public debate

There is currently an ongoing public debate in Amsterdam regarding the growth of the city. There is already significant discontent regarding crowdedness in the inner city. An increasing number of people are wondering whether the growth ambition of the municipality is positively contributing to this. There is concern over redevelopment of empty spaces in the city, including green areas. Additionally, there are doubts regarding high-rise buildings in relation to the quality of Amsterdam as a liveable city. For this reason, the combination of high-rise development and liveability is one of the largest challenges for the Sluisbuurt. For the assignment for this project location, the urban plan is a given, and in no way open to discussion.



Reference image showing green urban environment and public waterfront (Vancouver, Canada)

### Public space

Along the outside of the western dyke runs the ecological connection zone between North and the South. The head of the island is at the end of the inner IJ. The Sluisbuurt is a continuation and final point of the IJ shoreline development in the urban ring zone. The unique location along the IJ, near the inner city, justifies a high ambition for the new neighbourhood.

### Central Area with water basin

Essential to realise this ambition are better cycling and public transportation connections such as the tram with the city. The foundation of the plan for the Sluisbuurt is the public space: dykes, streets, and inner water, with urban blocks up to a maximum height of 20 metres. On top of these, rise residential towers with different heights. On the zoning map of the urban plan, development plots, space for height accents, public green, the streets, and the water structure, are all clearly documented.

The living environment is shaped by a structure of streets with, at

the end of each street, a view of the IJ. In this way, the open water must be perceptible for the entire neighbourhood. The orientation of the grid – and with that, the neighbourhood – is aimed at the inner city. The internal water structure will be public and accessible to residents.

In the design of the Sluisbuurt, cyclists and pedestrians are central. An informal network of intermediary streets connects people, shops and provisions. Parks for rest, games and urban sports will introduce light and space to the small streets, and create a pleasant living environment in the inner-city atmosphere that is intended to develop here. Neighbourhood and district amenities are spread out throughout the neighbourhood to advance a varied living environment and the area’s accessibility via bicycle and by foot.

For the new generation of residents, personal ownership of a car has a less significant meaning than for previous generations. This also applies to residents who consciously choose to live in an inner-city metropolitan living environment. The Sluisbuurt offers a relatively low parking norm, because the closeness of shops, provisions, green areas, and the inner city also make it possible to minimise use of cars in the neighbourhood. At the same time, it is essential that the Sluisbuurt is given a bicycle-bridge connection with the Oostelijk Havengebied, and thus, becomes part of the city. Possibly, there will also be an extra tram connection from the Indische Buurt, via the Zeeburgereiland towards Amsterdam-Noord. Near energy-neutral and rainproof building are part of the design ambition. The application of green façades and roofs also contribute to a pleasant living climate. The ecological connection zone along the western dyke is respected and strengthened. Additionally, various measures to support and protect the natural environment and shoreline will be applied in the Sluisbuurt.

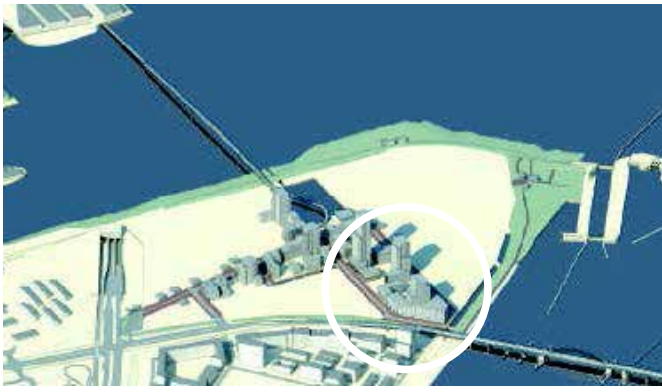
### Direction

The urban plan for the Sluisbuurt consists of ten construction clusters. Each cluster has 2 or 3 building blocks, which in turn, consist of multiple issuable building plots. Within this framework, a large variation of housing typologies is possible. For each plot, the municipality composes a “building envelope”, in which, amongst other things, the preconditions for the development of the plot – including spatial demands, programme, and visual qualities – are stipulated. Design guidance is important, because the high density of the Sluisbuurt demands high levels of spatial and visual quality.



Reference image for public space between high dense buildings (King's Cross, London)





Phase 1: (2018-2025)



Phase 2: (2020-2025)



Phase 3: (completion date to be confirmed)



Phase 4: (completion date to be confirmed)

## Public spaces

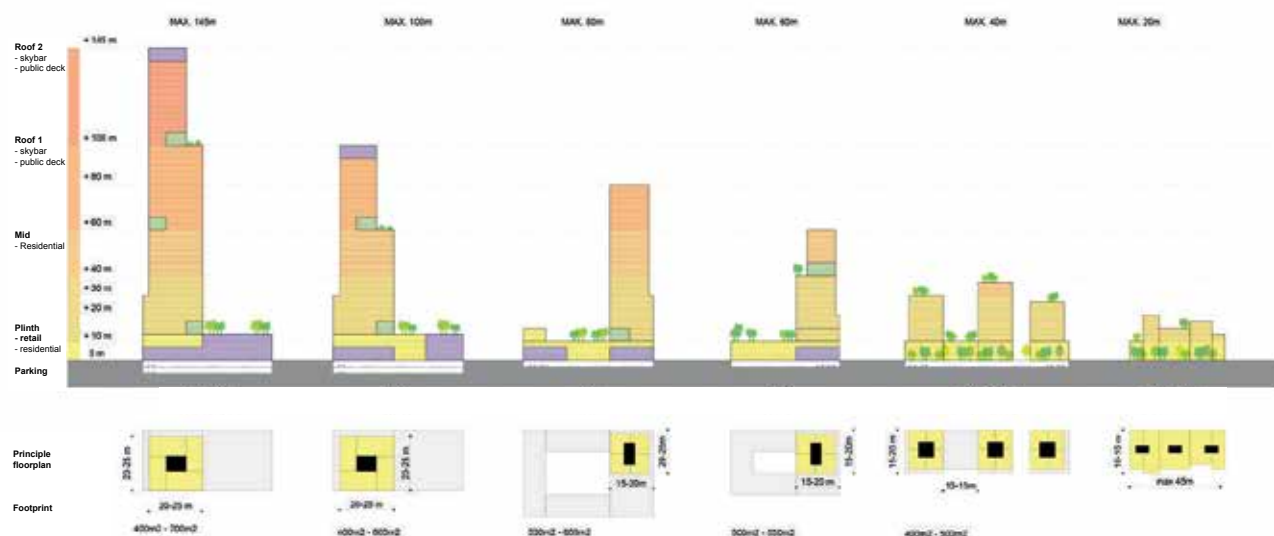
The Sluisbuurt will be given three special, sizeable public spaces, which will not only have an attracting effect on the neighbourhood residents, but also on Amsterdammers in general. As such, the Sluispark will become a cool, metropolitan place along the Oranjesluizen and the IJ. The Waterbassin is interesting as an attractive landing of the bicycle bridge from the inner city; as an open “square” of water, scaffolds, and terraces in the sun, this place will unfold into the lively heart of the Sluisbuurt. On the southern side, the Entreegebied - a busy transition point for fast trams and buses, which will be linked to the new Piet Heinpark in the direction of the Baaibuurt - will be located. The high street, the main shopping street of Sluisbuurt and Zeeburgereiland, will connect three public spaces.

The northern part of the Sluisbuurt and connections towards to the the south can link the area with its surroundings. For the sub-areas that are not contiguously developed during the process, it is important that the spatial and qualitative definition of roads and connections between them are guided by temporary uses or temporary buildings, such as student housing. In particular, the northern part of the high street and the bicycle route in the south lend themselves well for such a function.

## Phase 1

The study area consists of the part of the urban-developmental plan that the municipality describes as phase 1. This orange part of the zoning plan is the first phase in the development of the Sluisbuurt. The heart of the Sluisbuurt, with a high concentration of urban amenities, such as higher education buildings, hotel and student housing will be developed first. Roads connecting these locations (the southern part of the high street) and the bicycle bridge will be built at the start of the development of the Sluisbuurt, to stimulate the influx of passers-by and visitors in the early phase. In this way, the proposition to develop approximately 4,000 m2 of commercial functions becomes viable. In this phase, the first tower of the area can also already be realised.

In the first ten years of the development, particular attention is paid to the attainability of the non-residential function in the plinths of important streets, such as the high street. The development of the subsequent phases can take place starting from the Sluisbuurt and the high street, so that the heart of the area is the first area that takes shape. The programme will grow with the construction of the neighbourhood. As such, the first primary school is planned for phase 2 (with almost 2,000 residences), and in phase 3, there is space for multiple schools, including a secondary school. Additionally, diversity and the spread of the residential-construction programme is aimed for from the start of the development. As such, in each phase, there is space for social-housing, student housing, owner-occupied/rental accommodation, and high-rise apartment towers.

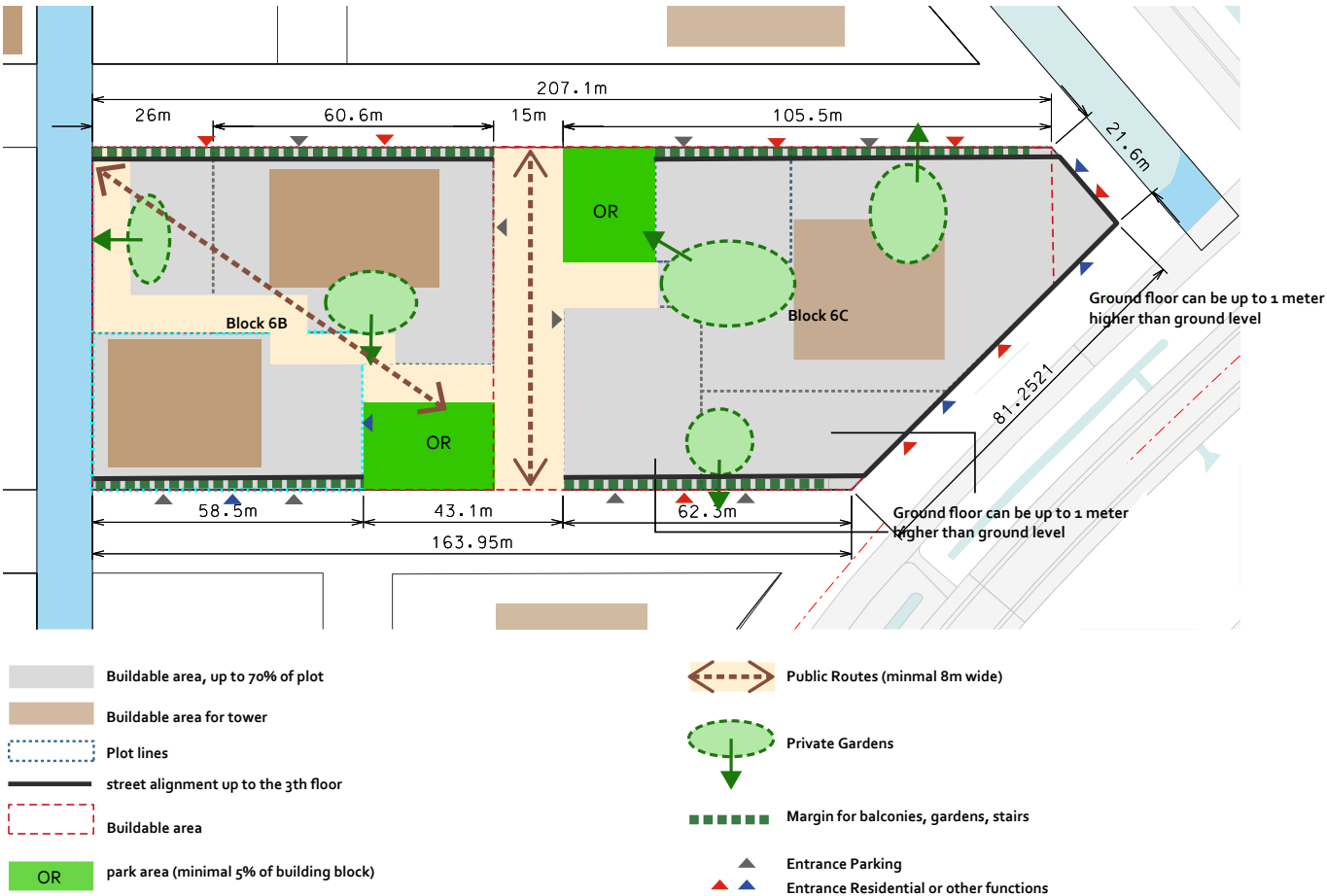


the streets and public spaces in the area should provide a typical Amsterdam atmosphere  
Image: LUMA



# PROJECT SITE AND ASSIGNMENT

Project site



**SCALE:** Large

**TEAM REPRESENTATIVE:** Architect, Urban Planner

**SITE FAMILY:** From city to productive city

**LOCATION:** Sluisbuurt, Amsterdam

**POPULATION:** Amsterdam 835,000

**STRATEGIC AREA:** 48.3 Ha

**PROJECT SITE:** 2.29 Ha

**SITE PROPOSED BY:** City of Amsterdam

**ACTOR(S) INVOLVED:** Gemeente Amsterdam

**OWNER(S) OF THE SITE:** Gemeente Amsterdam

**COMMISSION AFTER COMPETITION:** Assignment to produce urban design guidelines

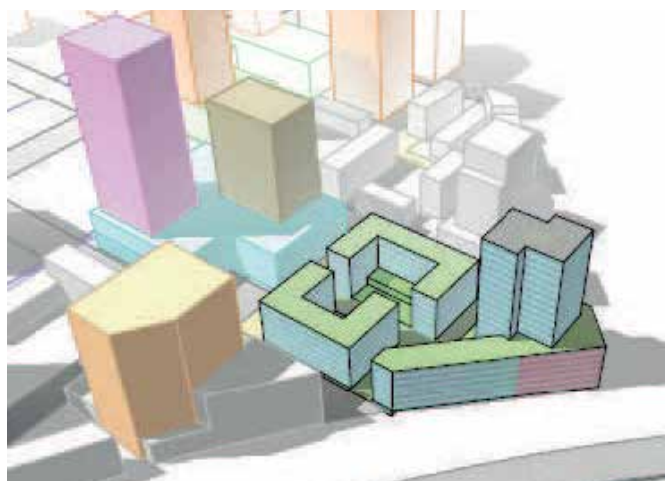
The project site focusses on development plots 6b and 6c. Here, a tangible design can serve as clarification of the envisioned guidelines that the municipality can use for the tendering of the plots, and protect the desired ambitions and level of quality during the implementation phases. A study of these plots can lead to design guidelines for other plots in the area. The assignment requested is specifically not about the design and its realisation.

For the municipality, the relationship between buildings and the public spaces is an important challenge. What type of qualities, atmospheres and activities can develop here? Solving these questions with regard to the high-rise towers is of primary concern. In addition, the risk of privatisation of the public space due to logistics or public-safety is another of the municipality's concern.

The type and location of building entrances is essential to create an attractive area of the city in which residents and users feel safe and comfortable. The transition from indoors to outdoors and visa versa must flow smoothly. How can this be shaped in a good way?

In what way can workspaces be given a place in the plinth, and thus contribute to a productive and lively neighbourhood? What type of workspaces are desired, for whom, and for what business activities? To what extent can productivity be integrated into the public space? And is that desirable for the neighbourhood?

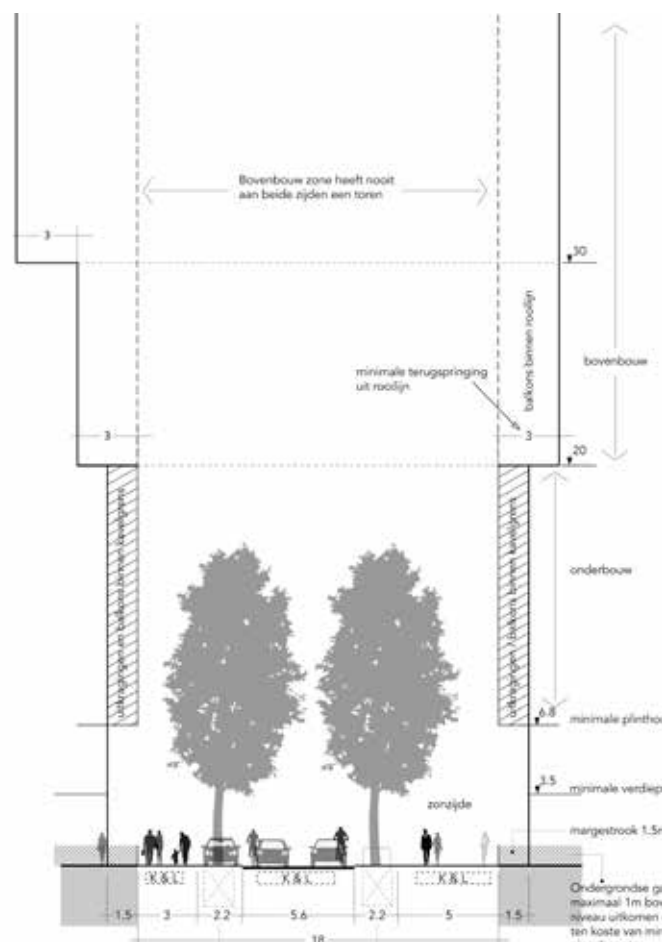
Regarding constructability we hope to see solutions that allow for large workspaces in the plinths be made compatible with the requirements for housing in the towers.



Preliminary massing study



Artist impression showing future street environment. Image: LUMA



Proposal for 18m wide street profile



## Theme Productive cities

The theme for the project site is that of the multi functional building. How can different types of uses find their place in a building? Different functions must supplement each other, create synergies between each other, but most certainly not get in each other's way.

Sluisbuurt is a new, highly urban residential area that will be developed near the centre of Amsterdam over the coming years. Due to the proximity of the inner city, the metro line and new bicycle bridge that will connect the neighbourhood to its surroundings, and the high density proposed, there is a considerable need for services and amenities in the neighbourhood. The total programme of Sluisbuurt will consist of 500,000 m<sup>2</sup> of housing and 100,000 m<sup>2</sup> of leisure, educational and work related programme. 1/6 of the built programme will therefore have a more public function.

The spatial form of work is changing in large cities like Amsterdam. Since 1950, Amsterdam has shifted from a city focused on trade and industry into a city with large service providers, such as large banks and insurance companies, and afterwards, into a city that caters for the creative industries. The shape has changed from solitary factories and large, closed offices to small ad-hoc joint ventures of individuals or small communities. For years, employment opportunities were migrating to business parks on the edge of or outside of the city. In recent years, employment opportunities have been returning to the city: employment opportunities in Amsterdam have been rapidly increasing; in the region, they are stable.

Joint ventures in the creative industries perform best at locations where it is easy and pleasant to create business synergies, or where employees can meet and exchange ideas. This concerns the built environment, but also the public and shared spaces between. Many workplaces in this sector have an open character, and often a form which seems like a mix between a cafe and an office, and many professionals in this sector work from home, or only spend part of their working day in a formal office.

In the concept urban plan for the Sluisbuurt, the intention is to create a main street along which the buildings are given a plinth with commercial and other functions. The height of this plinth can vary from at least one to multiple layers. In the southern part of the main street, between the landing of the bicycle bridge and the entrance area, the shops will be concentrated. In order to give it an urban character at the center. The northern part of the main street will be given a calmer character in which the emphasis is more on working and amenities.

In the cross streets, which are transverse to the main street, housing and workspace connected to the ground will be alternated in the building plinths. On the ground floor, 'flexible' spaces can be utilised in a different ways, to share the demand for living and working.

In Sluisbuurt, there is a significant variety in the building typologies proposed. From a distance, the image and skyline is determined by

the high-rise towers. These are part of urban blocks; usually consisting of a basement, a podium of 5-8 floors, and with one or multiple housing towers above. In these blocks, there will be smaller apartment complexes with between 30-75 units. Flexibility in use is a condition for all these buildings, whether large or small. There will be opportunities for residents to work at home or in shared spaces in the buildings. The shared working spaces do not have to be bound to the plinth and the lower floors of the building. A communal working area, connected to a roof terrace on the eighth floor is also imaginable.

The Amsterdam municipality demands a spatial vision with scenarios and propositions for the new relationship between living and working, at the scale of the building and the neighbourhood. The solutions proposed must be flexible to accommodate a range of business and work activities in the future. In terms of productivity, the municipality is not looking for a label to define the neighbourhood. In fact, a high degree of diversity is welcome.

## Competition Assignment and important questions

1. On the project site, an architectural vision is expected for a contemporary combination of living and working at the scale of the block, street and neighbourhood to create a mixed-use residential area. Design ideas should not be limited to only the public space and special features in the plinths of buildings. The municipality is looking specifically for forms of mixed-use throughout the building. How can living and working be combined in vertical urban form? The search is for a vision of multifunctional buildings at each scale in this new neighbourhood.

For plots 6b and 6c, the municipality has formulated the following conditions:

For block 6b, the following applies:

- Maximum 46,000 m<sup>2</sup> gross surface area (including approx. 10,000 m<sup>2</sup> gross surface area hotels and student housing in lower tower);
- At least two plots (max. 75% of the block).

For block 6c, the following applies:

- Maximum 33,000 m<sup>2</sup> gross surface area (including approx. 2,000 m<sup>2</sup> gross surface area, for which the function is yet to be determined, and approx. 10,000 m<sup>2</sup> gross surface area for commercial or other functions);
- Maximum 320 residences;
- At least three plots (max. 75% of the block).

The following also applies:

- Underground car parking on own premises must be solved: 0.3 ~ 0.5 parking spot per dwelling. The same applies to bicycle parking;
- The minimum gross floor height is 3.3 metres. For the ground floor, this is 3.5 metres;
- The corners of the blocks must always be built up, but, in the architectural refinement, they may be rounded or chamfered.

For the public space, the following conditions apply:

- Consists of at least 20 percent of the block surface area (including streets);
- At least 30 percent of the total roof surface must be planted, and preferably, have water-storage.

3. The study area corresponds to phase one of the Sluisbuurt concept urban plan. At this scale, the task is to consider how urban, architectural, spatial, functional and landscape qualities can be established in the early years of the project. The creation of a neighbourhood of such large dimensions demands, in the first phase, an attractive feel and appearance for future residents and workers. How to create the first attractive steps in a resilient mixed-use residential area? How can this be achieved, and by what means?

3. Based on a tangible design for plots 6b and 6c, participants are requested to prepare urban design guidelines for buildings, public space and the transition between the two. These guidelines should help achieve the general goal to create a dynamic, viable and inclusive Amsterdam neighbourhood.

### Broader meaning of this assignment

In what way can form be given to mixed-use, liveable, high-density urban neighbourhoods? How can the high-rise building typology be more inclusive and in line with Amsterdam's social diversity and culture of openness.

### Commission for Winner

The first building plots for Phase 1 will be presented to private developers through public tender process.

It is the municipality's intentional that the design guidelines from the winning team will be used to define the quality requirements for future tenders, thus safeguarding overall quality in this highly dense environment.

Therefore, the winning team will be awarded a follow-up assignment in the form of a study assignment. This will concern the further elaboration, and possible adaptation, of the guidelines so that they can be used for the tendering of the building plots.

## SITE BRIEF

<b>Site Representative</b>
Gemeente Amsterdam
<b>actor(s) involved</b>
Gemeente Amsterdam
<b>Team Representative</b>
Architect or Urban Planner
<b>Expected Skills with Regards to the Site's Issues and Characteristics</b>
Architectural, Urban Design
<b>Communication</b>
Anonymous publication - online and potential exhibition - after the 1st jury round
<b>Jury – 1st Evaluation</b>
Meeting to present the rewarded teams to the site representatives.
<b>Jury – Prize Selection</b>
Ranked Selection: with Winner (€12,000), Runner-up (€6,000) and Special Mention (no reward)
<b>Post-Competition Intermediate Procedure</b>
Meeting to present the rewarded teams to the site representatives
Possible workshop on site with the rewarded teams – winner(s), runner(s)-up, special mention(s).
<b>Commission given to the selected team(s) for the implementation</b>
Assignment to refine urban design guidelines for project site

# COMPETITION RULES

## 1. Entry conditions

### 1.1. Entrants

European 14 is open to any team consisting of one architect in partnership or not with one or more professionals of the same or other disciplines of the urban-architectural field (architects, urban planners, landscapers, engineers, artists...) Every team member, whatever his/her profession, must be under the age of 40 years old on the closing date for submission of entries.

### 1.2. Composition of the Teams

There is no limit to the number of participants per team. Multidisciplinary is strongly recommended with regards to the sites issues.

A registered team can modify its composition on the European website until the closing date for submissions. No further change shall be accepted after this date.

Each team member (associate and collaborator) shall be registered as such on the European website before the closing date for submissions. One team can submit a project on different sites and one person can be part of different teams provided that the projects are not submitted in the same country.

### Associates

Associates are considered to be authors of the project and are credited as such in all national and European publications and exhibitions. They are young professionals with a university degree recognised by the Directive 2005/36/EC of the European Parliament and of the Council of 7 September 2005 on the recognition of professional qualifications, in any of the relevant disciplines and regardless of nationality. The compulsory requirement is to hold such a degree. Membership in a European professional body is optional, except for associates without a European degree.

### Contributors

Teams may include additional members, called contributors. Contributors may be qualified or not but none of them shall be considered as an author of the project. Just like the associates, the contributors must be under the age of 40 years old on the closing date for submission of entries.

### Team Representative

Each team names one Team Representative among the associates. The Team Representative is the sole contact with the national and European secretariats during the whole competition. Furthermore, every communication shall be done with one email address, which shall remain the same during the whole competition.

The Team Representative must be an architect or must have the architect status under the laws of a European country. In specific cases and when mentioned on the site definition (see Synthetic Site File), the Team Representative can be an architecture, urban or landscape professional (architect, landscaper, urban

planner, architect-engineer). In this case the team shall necessarily include at least one architect among the associates.

### 1.3. Non-Eligibility

No competition organizer and/or member of their families are eligible to take part in the competition on a site where he/she is involved. Still, he/she can participate on another site in which he/she is not involved. Are considered as organizers: members of the European structures; employees and contractors working for partners with sites proposed in the current session, members of technical committees; observers; jury members and their employees.

## 2. Registration

Registration is done through the European website ([www.european-europe.eu](http://www.european-europe.eu)) and implies the acceptance of the competition rules. In compliance with French Act #78-17 of Jan. 6th, 1978, on Information Technology, Data Files and Civil Liberties the protection of personal data communicated during registration is guaranteed.

### 2.1. European 14 Website

The European website for the fourteenth session of the competition is available online from the opening date of the competition, at the following url: [www.european-europe.eu](http://www.european-europe.eu)

It includes: the complete European rules for the European 14 competition; the session topic; the synthetic and complete site files grouped geographically or by themes; the juries compositions; and an organisational chart of all the European structures.

The website also offers the possibility to register to the competition and submit the complete proposals.

### 2.2. Team Registration

Registration to the competition is done through the European website (Registration section) and implies the payment of a €150 fee. There shall be no refund of the registration fee. This fee includes one Complete Site Folder and the printing –necessary for the evaluation– of the panels on a rigid support by the national secretariats. Payment is automatically confirmed on the website. The team can then access its personal area and the digital entry area and download the Complete Site Folder for the selected site. An additional Complete Site Folder costs €50 per site.

## 3. Information available to teams

### 3.1. Synthetic Site Files (available for free)

The Synthetic Site Files present a summary vision of the site. They are available for free on the site presentation pages of the European website and help the teams select their project site(s).

This document is in English (and sometimes also in the site language). The Synthetic Site Files provide for each site:

Good-quality iconographic documents:

- 1 map of the city or conurbation identifying the location of the

- study site and giving the graphic scale;
- 1 aerial picture of the study site in its context identifying the location of the study site in red
- and the project site in yellow;
- 1 oblique aerial picture (semi-aerial) of the study site;
- 1 oblique aerial picture (semi-aerial) of the project site;
- 1 map of the area identifying the study site and the graphic scale;
- 1 map of the area identifying the project site and the graphic scale;
- at least 3 to 6 ground-level pictures showing the site's characteristic elements (topography, natural features, existing architecture);

Written information:

- the site category;
- the profile of the team representative: architect or professional of the urban design;
- names of the town and place; population of the town and conurbation; surface area of the study and project sites; representative of the site; site owner(s); expected follow-up after the competition;
- the developer's and the city's specific objectives; strategic issues of the site; relation to the session topic: "Productive Cities".

### 3.2. Briefs (available for free)

The Brief is a 10-to-15-page illustrated document aiming at providing a better understanding of the main elements of the context through the existing elements as well as through the site's mutation issues and its environment. It is available for free on the site presentation pages of the European website and includes the following elements:

- A SUMMARY of the main elements of the site;
- The SITE SPECIFICITIES – site representative; others actors involved; function of the team representative; expected skills among the teams; post competition phase; operational mission;
- A DETAILED ANALYSIS OF THE REGIONAL AND URBAN CONTEXT, putting in perspective the transformations of the city and the region and including all the elements on this scale that may have a current or future influence on the site: mobility networks, ecological elements, urban structure, landscape, etc., within the general framework of the adaptable city;
- A DETAILED ANALYSIS OF THE STUDY SITE putting the transformation of the site (the site and its environment) in perspective and illustrating how the session topic is taken into account.

The following information is also provided:

- Role of the study site in the city policy, with details on the goals of the planning imagined by the municipality;
- Programmatic framework: planned transportation networks; public and private spaces to build and/or upgrade, with assumptions about planned functions and/or dimensions; goals for public spaces and infrastructures; and detailed explanations of the choices of the developers for each aspect of the programmes.

- A DETAILED ANALYSIS OF THE PROJECT SITE putting in perspective the site transformation and the way to make it productive. The programmatic framework is also detailed, with: the spaces to build and/or regenerate, with functions and dimensions; the precise goals for public spaces and infrastructures; detailed explanations of the developers' intentions on the parts of the programmes to be included.
- - THE MAIN ELEMENTS LINKED TO THE EUROPEAN 14 TOPIC and their implication on uses and flexibility of spaces (built and public), natural elements and implementation processes of the mutation.
- - A DESCRIPTION OF THE SOCIOCULTURAL CONTEXT of the site, the city and the region and its evolution to help participants better understand the local urban lifestyles and the citizens' rhythms.
- - A DESCRIPTION OF THE ECONOMICAL CONTEXT of the site, the city and the region and its evolution to help participants better understand the potential productive spaces to create. This document is in English (and sometimes also in the site language).

### 3.3. Complete Site Folders (available upon registration)

The Complete Site Folders include detailed visual documents on the city, the site, its context as well as drawings, pictures and any graphic document required for the design process. These Folders are available on the site presentation pages of the European website (after registration on the site and logging in to the website). They include Pictures, diagrams and graphics of the following scales:

#### a: Territorial Scale – Conurbation

- 1 aerial picture of the city;
- 1 map on regional (urban geography) or urban scale (conurbation) with an appropriate graphic
- scale showing the major features structuring the area (buildings, networks, natural features).

#### b. Urban Scale – Study site

- 1 aerial picture of the study site;
- at least 1 semi-aerial picture of the study site;
- at least 5 ground-level pictures showing the characteristic features of the study site: topography, natural features, existing architecture, etc.; plans of the study site with an appropriate scale; characteristic features: infrastructure, existing and future plans, etc.

#### c. Local Scale – Project site

- at least 3 semi-aerial pictures of the project site;
- at least 10 ground-level pictures showing the characteristic features of the project site:
- topography, natural features, existing architecture, etc.;
- map(s) of the project site with an appropriate scale, showing: the project site's location within the study site;
- the project site's plot divisions, constructions, natural elements, etc.;
- topographical map of the project site with an appropriate scale and, if necessary, characteristic features (buildings and natural features to be retained or not, etc.)

### 3.4. FAQ

Questions on the sites A meeting is organised on each site with the

teams and the municipalities and/or developers to give a detailed picture of the issues related to the site. The national structure of the site then publishes a report in English in a maximum of two weeks after the meeting. This report is available online on the site presentation pages of the European website. In addition to this an FAQ section on sites is open on the European website for a limited period of time (see calendar). Only the registered teams can ask questions on the sites.

Questions on the rules

An FAQ section on rules is open on the European website for a limited period of time (see calendar).

## 4. Submission of entries

### 4.1. Digital Submission

Digital submission is compulsory. It includes the 3 A1 panels, documents proving the eligibility of the team members and documents for the communication of the project. The complete submissions shall be submitted by midnight (Paris time) on June 30th, 2017, on the European website (Entry section).

Failure to comply with the hereunder-mentioned requirements on board presentation may result in the disqualification of the team.

The number of entries per site is available on the European website on the European map of the sites (column on the right).

### 4.2. Anonymity and Compulsory Content

The site name and the project title must be displayed on every document. A specific code is automatically attributed to each project upon upload. The teams do not know this code, through which the jury members take note of the project. The teams' identities are revealed via an automatic link between the code and the team on the online projects database.

### 4.3. Language

The panels shall be either written in English or bilingual (English + the site language).

### 4.4. Items to Submit

Submissions include documents divided as follows:

- 3 vertical A1 project panels;
- Documents proving the eligibility of the team members;
- Documents for communication (3 images + a short text)

A1 Panels CONTENT:

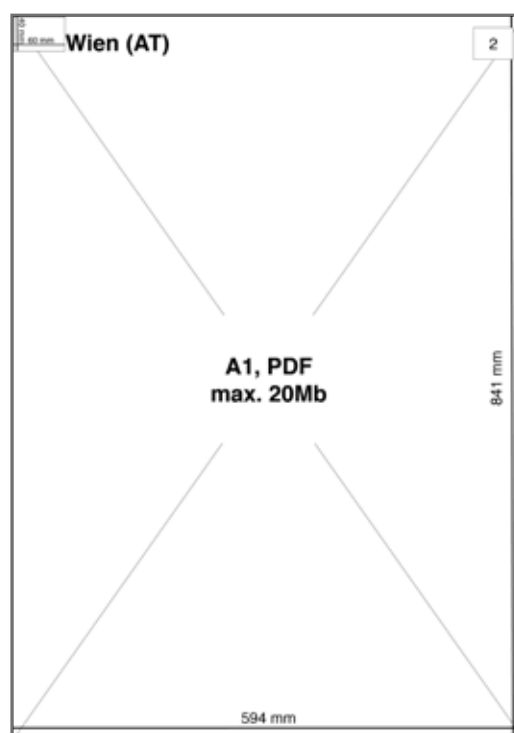
The 3 panels must:

- explain the urban ideas developed in the project with regards to the site issues and the
- thematic of the session;
- develop the project as a whole, highlighting the architecture of the project, and particularly the relationship between the new developments and the site's existing context, including three-dimensional representations of the project;
- develop the method foreseen for the implementation process.
- All graphic and descriptive documents must have a graphic

scale.

•  
TECHNICAL SPECIFICATIONS:

- PDF format
- Vertical A1 (L 594 mm x H 841 mm)
- Maximum 20 Mb
- One box (L 60 mm x H 40 mm) is left blank in the upper left corner for the automatic insertion of the code; the name of the city must be placed next to it
- Panels numbered from 1 to 3 in the upper right corner
- The team is free to decide on the positioning of the proposal title



## 5. Results And Prizes

### 5.1. Results

The list of the winning teams (Winners, Runners-up, Special Mentions) is available online from December 1st, 2017, on the European website (Results section).

### 5.2. Winners

Winners receive a reward of the equivalent of €12,000 (all taxes included) in the currency of the site's country (at the exchange rate on the date of the announcement of the results). The organizers undertake to abide by the decisions of the national juries and to pay the reward within 90 days of the announcement of the results.

### 5.3. Runners-Up

Runners-up receive a reward of the equivalent of €6,000 (all taxes included) in the currency of site's country (at the exchange rate on the date of the announcement of the results). The organizers undertake to abide by the decisions of the national juries and to pay the reward within 90 days of the announcement of the results.

### 5.4. Special Mentions

A Special Mention can be awarded to a project considered inno-

vative although not completely adapted to the site. The authors of such proposals do not receive a reward.

## 6. Publication of the competition results

### 6.1 Events

At the national scale of the organizing and associate countries: Promotion is organized around the competition launch. The results announcement is accompanied with results ceremonies and presentations and/or workshops creating a first contact between the winning teams and the site representatives.

at the European scale: A European event called Inter-Sessions Forum is the link between a finishing session and the beginning of the new one. This forum gathers the winning teams and site representatives of the finishing session and the site representatives of the new one around the results and first implementation steps of the projects awarded during the last session. A 500€ compensation is granted by the National Secretaries to each winning team (winners and runner-up) participating to the Forum to cover the journey and accommodation expenses.

### 6.2. Publications

The competition results can be the opportunity for publications in every organizing or associate country. The European secretariat communicates on the European results along with expert analyses.

### 6.3. Websites

Websites are open by the national and European structures to promote the current session, future events and archives (previous sessions, team portraits, etc.)

## 7. Rights and obligations

### 7.1. Ownership

All material submitted to the organizers becomes their property, including reproduction rights. The intellectual property rights remain the exclusive property of their author(s).

### 7.2. Exhibition and Publication Rights Moratorium on Publication

Teams may not publish drawings submitted to the competition or disclose their names by using their project for any communication before the official announcement of the results. Any such publication may result in the disqualification of the team.

The organisers reserve the right to publish all the projects submitted to them after the official announcement of results. Projects are exhibited or published under the names of their authors.

### 7.3. Disputes

The Council of the European Association, which is empowered to arbitrate, shall hear any dispute.

## 8. List of European 14 competitions

The Contact section of the European website shows the detailed national competition conditions country by country (number of sites and prizes, conditions of construction rights, etc.) as well as the details of the national and European structures, with the names of the people working for them. The Jury section of the European website lists the members of the national juries.

## THE JURY



**Kristiaan BORRET (BE)**

Bouwmeester / Maître Architecte at Brussels Capital Region  
Member scientific committee European



**Jürg DEGEN (CH)**

BSP Planner, Head of Department of Planning and Construction of City of Basel



**Bjarne MASTENBROEK (NL)**

Architect/ Director at SeARCH



**Marlies Rohmer (NL)**

Architect-Director at Marlies Rohmer Architects&Urbanists



**Olivier MEHEUX (FR)**

winner E3  
Associate Architect / TOA Architects, Paris



**Mattijs VAN RUIJVEN**

Hoofd Stedenbouwkundige, Stadsontwikkeling Rotterdam



**Tania Concko**

Tania Concko Architects and Urbanists



**Mark RABBIE (NL)**

Mark Rabbie urban concepts, Rotterdam



# ORGANIZATION

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adjunct-directeur Gebiedsontwikkeling en  
Transformatie



**Sabine Lebesque**

Coordinator project European 14  
Team Ruimtelijke Kwaliteit



**Sabine Lebesque**

Coordinator project European 14  
Team Ruimtelijke Kwaliteit

## Team Zeeburgereiland



**Kizjana Milanovic**

Urban Designer - Sluisbuurt



**Jan Straub**

Projectmanager - Sluisbuurt

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**Madir Shah**

Board member European NL  
Architect / Urban Designer



**Jonathan Woodroffe**

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Architect / Urban Designer

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