autheniCITY
the value of uniqueness

By Dr. Ester van Steekelenburg . Founder & Director iDiscover .
Building a business case
WHAT IS THE VALUE OF HERITAGE?

Hendrik Kaasjager
Chief Commissioner of Police

Geurt Brinkgreve
Artist/Journalist

Baron Six van Hillegom
Businessman/Property Owner
Kaasjager jaagt door: "DEMP DE GEHELE SINGELGRACHT"

Voor 6 nieuwe radiaalwegen

(Van onze speciale

PARKERPROBLEEM?
Hoezo?
Dichtknallen die GRACHTENGORDEL!
AMSTERDAM CITY CENTRE AFTER WWII
STRUCTURAL DAMAGE
POOR LIVING CONDITIONS
MEANWHILE IN HEAVILY BOMBED ROTTERDAM ...
TRIGGERED THE CREATION OF A MODERN CITY CENTRE
IN RESPONSE, AMSTERDAM’S CITY PLANNERS
PROPOSED TO FILL IN THE CANALS
AND TURN THEM INTO MOTORWAYS
UNTIL THEY GOT TO THE ‘NIEUWMARKT’
THERE PROTESTS BROKE OUT
AGAINST THE PLANS

DEMONSTRATIE
TEGEN DE SLOOP IN DE NIEUWMARKT
VANAVOND HALF ACHT
WESTERMARKT
24 JUNI

VANDAAG WIJ
MORGEN JULIE

WU LATEN ONS 25 JAAR
NA DE OORLOG
NIET DEPORTEREN

GEEN METRO
GEEN Snelweg
DOOR ONZE BUURT
UNPRECEDENTED IN FORCE
AND BRINGGREVE’S ESSAY AND CITY COMMITTEE
PLAN REJECTED IN CITY COUNCIL .. WITH 1 VOTE
A PRIVATE CLUB OF LEADING BUSINESSPEOPLE
FOUNDED CITY RESTORATION COMPANY
OBJECTIVES

★ Save the cityscape, so typical of Amsterdam
★ Not incidental properties but as part of a block even a neighbourhood
★ Maintain the residential function in the inner city
CITY RESTORATION COMPANY

- Initial capital from founders/shareholders: 5 million guilders
- Non-profit enterprise
- Acquire, renovate, reconfigure & lease out
STRATEGY: BUY WHERE OTHERS WOULD NOT

★ Buildings threatened by government development plans
★ Corner buildings
★ Poor constructional state
ACHIEVEMENTS & IMPACT

★ Property portfolio: 1,000 housing units & 200 commercial units
★ Close to 100% occupancy rate
★ Current capital value est. EUR 180 million
★ In 1970 the municipality became a shareholder
NOW AMSTERDAM’S MAIN UNIQUE SELLING POINT

- Attracts over 10 million tourists a year
- Commands highest psqm real estate value in the country
- Largely residential neighbourhood + 15,000 boats
- Inscribed in UNESCO World Heritage List in 2010
“Make way for a modern city centre, improve accessibility and living conditions”

Hendrik Kaasjager
Chief Commissioner of Police

“Not just preserve buildings, but buildings as part of a block, a neighbourhood or even a whole city”

Geurt Brinkgreve
Artist/Journalist

“Preserve Amsterdam’s unique cityscape, so important for our city’s economy”

Baron Six van Hillegom
Businessman/Property Owner
Annual Brinkgreve Award for quality urban development projects in Amsterdam
cities across Asia are starting to look increasingly the same
with little reference to original architectural or cultural heritage
city identity is getting lost in the urban jungle
people want to live, shop, drink and eat in places that are comfortable,
and they can relate to
and travellers are looking for an experience ‘like a local’
How to quantify the economic, social, cultural, and environmental value of heritage?
Sustainable Development

for the city planners
the passionate heritage activists
for the long time residents and old businesses
a young generation fearing a loss of identity
culture enters the sustainability definition!
2015

Sustainable Development Goals

11 SUSTAINABLE CITIES AND COMMUNITIES

Heritage: Driver & Enabler of Sustainability

#38. leverage natural and cultural heritage in cities to safeguard and promote cultural infrastructures

#45. develop urban economies, building on cultural heritage and local resources

#60. support sustainable tourism and heritage conservation activities

#124. include culture as a priority component of urban plans

#125. support leveraging cultural heritage for sustainable urban development
Let’s analyse the value of heritage for urban development

1. Environmental
2. Economic
3. Cultural
4. Social
extend life span of buildings to reduce construction waste
promote green building techniques
good value in unique and scarce properties
value holds up in downturn
generate investment
to regenerate neighbourhoods
promote cultural tourism
foster creative industries
and independent brands
monumental landmarks
cultural institutions belong in the city centre
cultural traditions are part of the cityscape
cultural traditions are part of the cityscape
That is why the country cannot just focus on economics, but must also build history, memories and identity.

Minister of education Ong Ye Kung quoted in Singapore Times April 24, 2016
collective memory and sense of place
for young and old generation
pride & sense of belonging
Protest against URA Tonkin Street project in Sham Shui Po, to demolish a row of five shophouses. Source Apple Daily

urban resilience and happiness

Protest against URA Tonkin Street project in Sham Shui Po, to demolish a row of five shophouses. Source Apple Daily
Protest against URA Tonkin Street project in Sham Shui Po, to demolish a row of five shophouses. Source Apple Daily

a tool for community development

Protest against URA Tonkin Street project in Sham Shui Po, to demolish a row of five shophouses. Source Apple Daily
and being good neighbours

Protest against URA Tonkin Street project in Sham Shui Po, to demolish a row of five shophouses. Source Apple Daily
Heritage as an asset for economic development
• Quantify value of heritage to be appreciated
• Preach to the non-converted

Heritage as a tool for community development
• Urban livability and sustainable living

ECONOMIC

SOCIAL
HERITAGE WORKS!

KEEPING HERITAGE ALIVE FOR A VIBRANT AND VIABLE URBAN FUTURE

HERITAGE PLANNING  FEASIBILITY STUDIES  CULTURAL MAPPING  PLACE BRANDING  COMMUNITY DEVELOPMENT

www.urbandiscovery.asia
www.i-discoverasia.com