

BOUWEN AAN DE POORT KRANT

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A NEW SHOPPERHAL

TEMPORARY SHOPPER HALL AS A BRIDGE BETWEEN THE OLD AND NEW

AICS

THE INTERNATIONAL SCHOOL OPENS IN SEPTEMBER

D.E. CAFE

OPENS THIS SUMMER IN THE SANDCASTLE

AMSTER
DAMSE
POORT

AMSTERDAMSE POORT EVOLVING IN TUNE WITH AMSTERDAM ZUIDOOST

Since opening in 1986, Amsterdamse Poort has been the largest shopping centre in Zuidoost (South East), drawing visitors from near and far alike. And over the years, the district has seen lots of changes. The old honeycomb-patterned high-rise buildings have largely been consigned to history, replaced by low-rise residential blocks. Student accommodation has sprung up and young entrepreneurs have had a choice of office space. And there's more to come, with an additional 40,000 homes to be added to the district, doubling the current population. Naturally, Amsterdamse Poort must keep pace with these changes, which is why it's been undergoing major renovation. When it reopens, it will once again live up to its reputation as a great place to live, work, shop, hang out and meet up with friends.

THE HEART OF ZUIDOOST

The scale of the renovations is quite significant, and the work will take several years to complete. What follows is a brief overview of planned developments.

At the moment, Amsterdamse Poort mostly operates as a venue for small businesses, large retail chains, restaurants and grocery stores. The plan is to turn it into a place with enough variety to meet people's needs from dawn till dusk, whether said need is to shop, work out, relax, eat out, have a drink, pick up some groceries or meet and hang out with friends. The idea isn't just to improve the physical appearance of the buildings, or build new ones, but to also ensure a better mix of shops, cultures, restaurants and recreational activities. All being well, this promises to restore Amsterdamse Poort's crown as the commercial, social and cultural heart of Zuidoost. Amsterdam Zuidoost is,

without doubt, the most culturally diverse neighbourhood in the city. It's what gives the neighbourhood its character, so you'll be pleased to know that the renovations will acknowledge and incorporate this unique quality.

Similarly, you can rest assured that the entire redevelopment of Amsterdamse Poort over the next few years will revolve around the intangibles that make this neighbourhood so special: the stories, memories and mix of cultures. The people who make this place what it is. The sense of community and neighbourliness that abounds here. And last but not least, the freedom to be ourselves, a quality we value like no other.

*Discover all there is to know in
your friendly local paper!*

WORKS UPDATE AMSTERDAMSE POORT



NEED INFO ON A SPECIFIC SHOP OR LOCAL BUSINESS?

Visit AmsterdamsePoort.nl for addresses and opening hours.

AMSTERDAMSE POORT IS BEING TRANSFORMED.

Want to know more about the changes? Visit BouwenaandePoort.nl

SEEKING A HOUSE OR FLAT TO RENT?

Local residents get priority over other candidates on 25% of the rental apartments in De Poort, and can register for accommodation before anyone else.

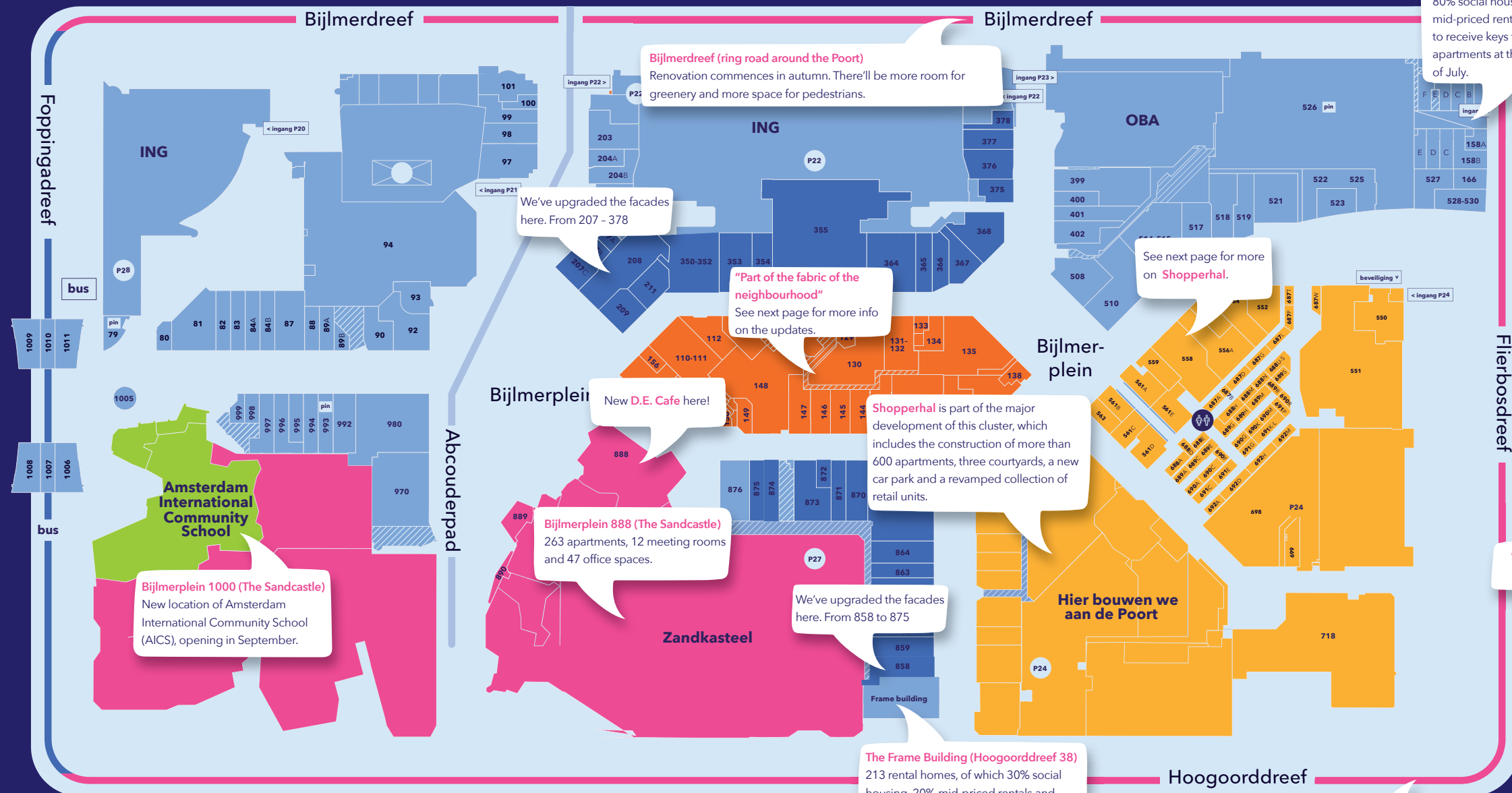
Want to rent in Amsterdamse Poort or Zuidoost? Visit www.zuidoostwoont.nl

Stadsdeelkantoor

Bijlmersportcentrum

Politie

bus



De Flier (Flierbosdreef 2-12)
397 rental homes, of which 80% social housing and 20% mid-priced rentals. Residents to receive keys to their apartments at the beginning of July.

Bijlmerdreef (ring road around the Poort)
Renovation commences in autumn. There'll be more room for greenery and more space for pedestrians.

We've upgraded the facades here. From 207 - 378

"Part of the fabric of the neighbourhood"
See next page for more info on the updates.

See next page for more on **Shopperhal**.

New **D.E. Cafe** here!

Shopperhal is part of the major development of this cluster, which includes the construction of more than 600 apartments, three courtyards, a new car park and a revamped collection of retail units.

Bijlmerplein 888 (The Sandcastle)
263 apartments, 12 meeting rooms and 47 office spaces.

We've upgraded the facades here. From 858 to 875

Bijlmerplein 1000 (The Sandcastle)
New location of Amsterdam International Community School (AICS), opening in September.

The Frame Building (Hoogoorddreef 38)
213 rental homes, of which 30% social housing, 20% mid-priced rentals and 50% private housing. Residents to receive keys to their apartments at the end of June.

Fierbosdreef + Hoogoorddreef (ring road around the Poort)
These roads will be redesigned in mid-2025. There'll be more room for greenery and more space for pedestrians.

K+R

Hoekenrodeplein

< Station Amsterdam Bijlmer Arena



K+R

Foppingadreef

bus

1009 1010 1011

1008 1007 1006

bus

Bijlmerdreef

Bijlmerdreef

Fierbosdreef

Vomar's temporary location.

Hoogoorddreef

Gulden Kruispad

Anton de Komplein

WORKS UPDATE AMSTERDAMSE POORT

A COSMOPOLITAN PLACE THAT FEELS LIKE A COMMUNITY

The renovation of Amsterdamse Poort consists of multiple parts: old buildings making way for new ones, others receiving structural upgrades in the form of things like new facades, and so on. We are also working with the local government to improve the public space. It amounts to quite a challenge, but we are keen to ensure that this does not distract us from maintaining the liveability of the public space.



NEW SHOP FRONTS

If you've recently had reason to walk past the local KFC or down the street where Blokker is located, you'll probably have spotted some of the upgrades.

You'll certainly have noticed the new shopfronts on that street, and work is underway to fill the vacant units. The shops in the block where Hema is located also have new shopfronts, above which now runs an awning. And work is underway to revamp the block with the Zeeman outlet, the one with the WE store, and the area around the New Metropolis building.



P22 CAR PARK GIVEN A FACELIFT

Amsterdamse Poort's car parks are popular with visitors and residents alike, which makes them a key part of the centre. But all were sorely in need of improvement, so we've revamped P22 with new lighting, floors and signposting, and brightened it up with art, which we did in collaboration with OSCAM. OSCAM asked local artists in their network to decorate the car park entrances in order to inject a bit of local character and make them more welcoming. Thus, near the pedestrian entrance to P22, you'll find a purple mural by the Janssen Sisters that pays tribute to Black women. Inside the car park is yet another mural, this time by United Painting, which uses

graphical symbols to convey the essence of the "BIMS". Meanwhile, P23 has had both its entrance and exit revamped, making it both more accessible and visible, and illustration designer Hedy Tjin is due to lend it a touch of colour this summer.



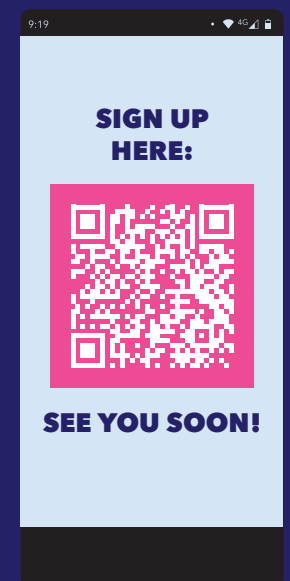
WORKING WITH ZUIDOOST: THE 100 CLUB

The renovation of Amsterdamse Poort will only be considered a success if it proceeds in collaboration with local residents wherever possible. Collaboration also ensures our plans align with the needs of local residents and businesses, as well as those of regular visitors.

WANT TO HAVE A SAY IN THE DEVELOPMENTS, OR SIMPLY SHARE YOUR THOUGHTS?

THEN CONTACT US.

We frequently invite members of "The 100 Club" to fill in an online questionnaire requesting their input on a variety of matters concerning the renovations. Completing the questionnaire takes no more than five minutes, and you can become a respondent by visiting www.amsterdamsepoort.nl/club-van-100.





WHY'S THIS EMPTY?

You've probably noticed a few empty retail units in the neighbourhood and felt this to be less than ideal. But there's a reason they're empty, and below we explain why.

Firstly, some of these units might appear ready for use, but they're not. For instance, the ones next to KFC didn't have electricity. That's because we rely on external parties to connect the units to the power grid, as a result of which things don't always move as quickly as we'd like. But now all the units have been connected, and De Pizzabakkers have opened in one of them.

Work is still underway in certain parts of the centre. This necessitates leaving certain areas empty in preparation for construction. But you can rest assured that things are happening behind the scenes: submissions of permit applications, site preparation, etc., none of which is obvious to passers-by. We also need to keep a certain number of units vacant as potential temporary accommodation for local businesses, or as

potential new premises for those who must leave their previous spot for good. Finally, there're the units awaiting new tenants. We don't simply rent units to anyone who requests one; we have to assess each applicant carefully to ensure they'll help us achieve the mix and variety of offerings necessary to reflect Amsterdamse Poort and Zuidoost as a whole, and we want to avoid rushing this.

Our strategy allows us to test new ideas in the temporary units, especially those proposed by local businesses. The process began two years ago and will continue throughout the renovations. It not only allows businesses to experiment and test their concepts, but also helps us discover whether the new offerings meet the needs of new and existing visitors. Successful initiatives will become part of the permanent fabric of the centre. Examples include Jekkah, the Hip Hop Academy and OSCAM. Talks with new partners are ongoing, thus more names will be added to the list in due course.

SHOPPERHAL (SHOPPING ARCADE)

Shopperhal is one of Amsterdamse Poort's most iconic venues. And while its current premises is outdated, it still holds a lot of appeal as an affordable place to eat out or do a bit of shopping. That's why we're building a new Shopperhal. Construction is yet to begin, but work is underway to finalise the necessary agreements with contractors and local government officials. When Shopperhal reopens, it will once again be the star of Amsterdamse Poort. Demolition of the current premises and construction of the new one is likely to take a while, so the arcade will be housed in temporary accommodation until its new home is ready.

The new one is scheduled to open in 2024 and serve as a bridge between the old and

new premises. Most of Shopperhal's current tenants are due to move into the new one, but while construction is going on, Vomar will temporarily relocate to the Anton de Komplein, to a spot beside the market. The new Shopperhal will reflect the character of the neighbourhood as much as the old one, and will similarly resume its role in the daily life of Amsterdamse Poort's visitors.



INTERIOR OF SHOPPERHAL'S TEMPORARY VENUE

PART OF THE FABRIC OF THE NEIGHBOURHOOD

There a building in the middle of Amsterdamse Poort that's an important part of the neighbourhood but is also in dire need of renovation. This prominent spot also holds a lot of potential. The plan is therefore to transform the building into something with a distinctive vibe, identity and source of appeal. Construction begins in mid-2025.



THE 3 QUESTIONS FOR ... THE CITY COUNCIL

ABOUT THE FUTURE OF THE POORT

Ellen Nieuweboer and Raoul White, both representatives of the city council, are closely involved in the renovation of Amsterdamse Poort. The renovation process has been, and remains, fairly straightforward, but key things the local government has been keen to maintain are the unique character of the neighbourhood and the attraction of the Poort for local entrepreneurs and initiative organisers.

So, without further ado, here's a brief Q&A with **Ellen Nieuweboer** and **Raoul White**.

IN YOUR VIEW, WHAT MAKES AMSTERDAMSE POORT SO UNIQUE?

Ellen: "The sheer diversity of people and cultures! It's also gratifying to see more and more cultural organisations setting up shop here, such as the Hip Hop Academy and OSCAM (Open Space Contemporary Art Museum). Then there's the architectural monument that is the Sandcastle, which has been newly renovated and opens this summer. It's going to boost the vibrancy of the neighbourhood."

Raoul: "Amsterdamse Poort has long had a unique reputation as a place to hang out with friends and stroll around while dressed to the nines. And in this regard, there's nothing like it anywhere else in the Netherlands."



ELLEN NIEUWEBOER,
COMMISSIONING OFFICER,
AMSTERDAM SOUTH EAST



RAOUL WHITE,
DISTRICT ALDERMAN,
AMSTERDAM SOUTH EAST

WHAT'S YOUR FAVOURITE PART OF THE POORT?

Ellen: "I feel most at home on the Klein Bijlmerplein (the square bordered by McDonald's, Zeeman and C&A). This is where you feel the real vibe of the neighbourhood. It's where residents and visitors alike come to chill."

Raoul: "My favourite part of Amsterdamse Poort is the spot where the ice cream van and sausage stand park themselves in the summertime. The place comes to life seemingly overnight, and becomes the focal point of a sort of spontaneous street market. It transforms into a hive of activity and social interaction involving the ice cream man, the sausage vendor, and a variety of other small businesses and local residents. Everyone is just themselves, and the whole thing radiates conviviality and feels almost idyllic."

WHAT DO YOU HOPE AMSTERDAMSE POORT WILL HAVE BECOME IN 15 TO 20 YEARS?

Ellen: "I hope it will have become even more popular by then, not just for shopping, but also for everything else it has to offer, such as the many more cultural organisations I hope will have set themselves up here, as well as places like Shopperhal and the market at Anton de Komplein. In short, I hope it will have become a popular residential area and hub of social, retail, corporate and educational activity."

Raoul: "I'll consider my job done if Amsterdamse Poort has become home to a good mix of people from all social and cultural backgrounds by the end of my term in office. I consider the Poort the heart of Amsterdam South East, so I'll be satisfied when the diversity of the neighbourhood is reflected here as well."

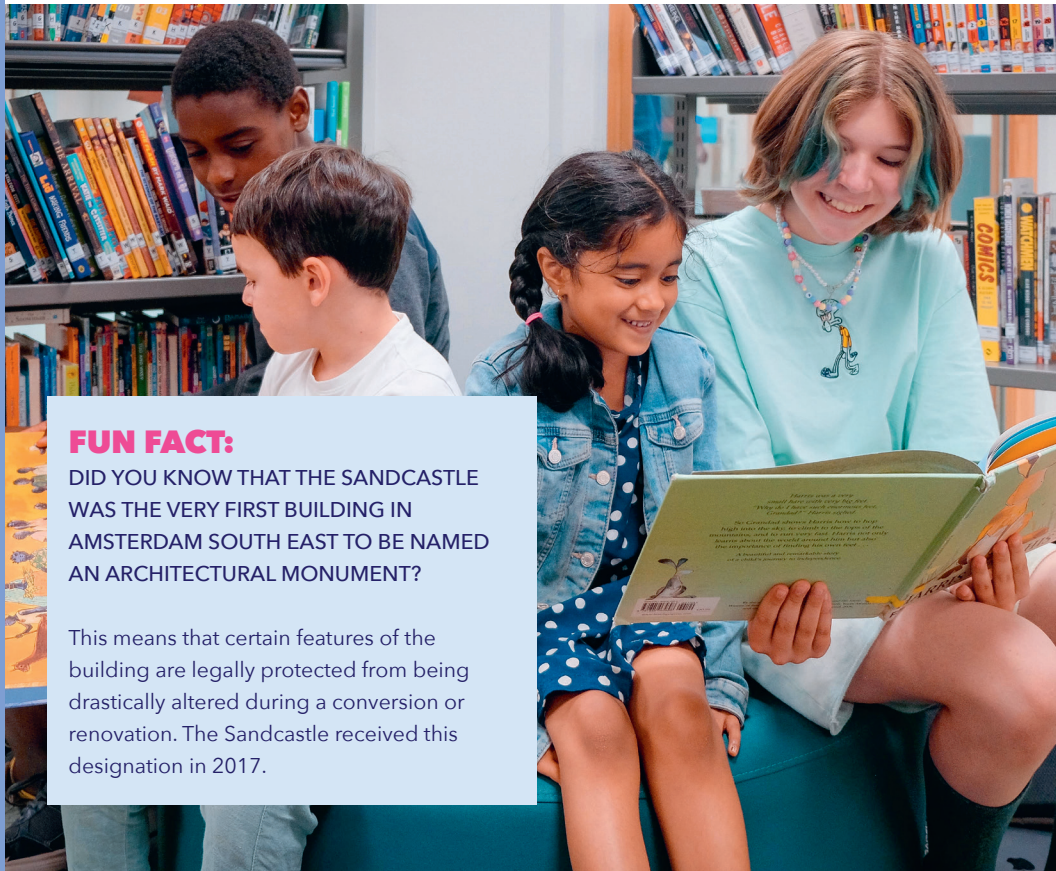


THE SANDCASTLE

AMSTERDAM INTERNATIONAL COMMUNITY SCHOOL TO WELCOME ITS FIRST STUDENTS THIS SEPTEMBER

The Amsterdam International Community School (AICS) is part of the Esprit Educational Foundation, a community of international schools in Amsterdam. The Zuidoost (South East) campus has, until recently, been situated in a temporary building on the Darlingstraat, but will soon move into the building known as the Sandcastle, located in the centre of Amsterdamse Poort. A second campus is located on Arent Janszoon Ernststraat in Amsterdam Zuid (South).

The Sandcastle, whose original design was informed by anthroposophical ideas, was for many years the head office of ING Bank. It was named the largest office building in Europe when it opened in 1989, and included a total of 10 towers. AICS's South East Campus will be housed in towers A, B and C, the three overlooking the Foppingadreef. AICS will shortly receive the keys to the renovated building, and, on the first day of the new school year in September, welcome its first cohort of students to the new location.



FUN FACT:

DID YOU KNOW THAT THE SANDCASTLE WAS THE VERY FIRST BUILDING IN AMSTERDAM SOUTH EAST TO BE NAMED AN ARCHITECTURAL MONUMENT?

This means that certain features of the building are legally protected from being drastically altered during a conversion or renovation. The Sandcastle received this designation in 2017.



D.E. CAFÉ OPENS IN THE SANDCASTLE THIS SUMMER

D.E. Café will be located on the ground floor, opposite 30ML Coffee & Food Arena (at Bijlmerplein 878), with a terrace overlooking the square. It'll be open 365 days a year from 8 a.m. to 10 p.m., and serve barista-brewed coffee, breakfast, lunch and light suppers (such as soup, lasagne, sandwiches and savoury snacks).

The Sandcastle D.E. Café will be the catering chain's seventh outlet in the Netherlands. Patrick van Erven, the owner of the chain, opened the very first outlet in Leeuwarden in 2006. This was followed by outlets in Groningen, Zwolle, Enschede, Arnhem, Eindhoven and Amsterdam. "We're really looking forward to spreading our wings once again in the capital, and couldn't be more pleased that it'll be in the Sandcastle, one of the most distinctive architectural landmarks in the country!" Robert Kohsiek, director of real estate developer Wonam and, like Zadelhoff real estate developers, a Sandcastle partner: "We want to create a venue where everyone feels welcome, whether they live or work in the neighbourhood or are simply visiting the area. This is actually the essence of D.E. Café: a cosy and welcoming venue for people of all ages."

LIVING, WORKING AND SOCIALIZING UNDER ONE ROOF

The Sandcastle, with over 80,000 m² of floor space (which made it the largest office building in the Netherlands), consists of ten towers connected by an interior street. Seven of these towers have been renovated by Wonam and Zadelhoff, and now accommodate 263 apartments, 47 offices and 12 meeting rooms. The apartments have all been rented out, and residents has been moving in since mid-May. The complex boasts a number of courtyards, a cinema and several meeting spaces for use by both businesses and local residents. The ground floor offers a variety of food and drinks outlets. The remaining three towers will be occupied by the Amsterdam International Community School.

The newly renovated Sandcastle officially opens at the end of summer. Kohsiek: "The mixed-use nature of this complex means we're not only giving the building a new life, but also making the Sandcastle a part of daily life in the neighbourhood, something it hasn't really had for 35 years. It'll finally be an inclusive environment where everyone feels welcome."