

authenICITY

the value of uniqueness

By Dr. Ester van Steekelenburg . Founder & Director iDiscover .

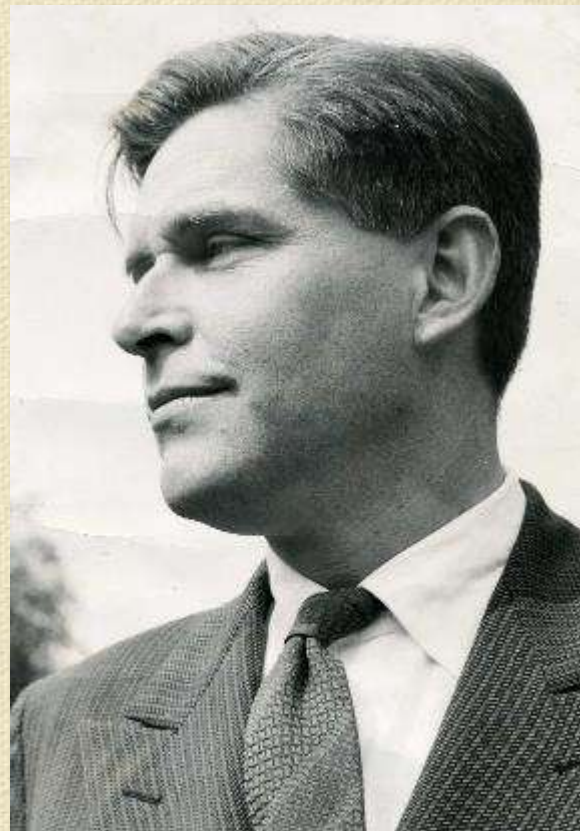


Building a business case

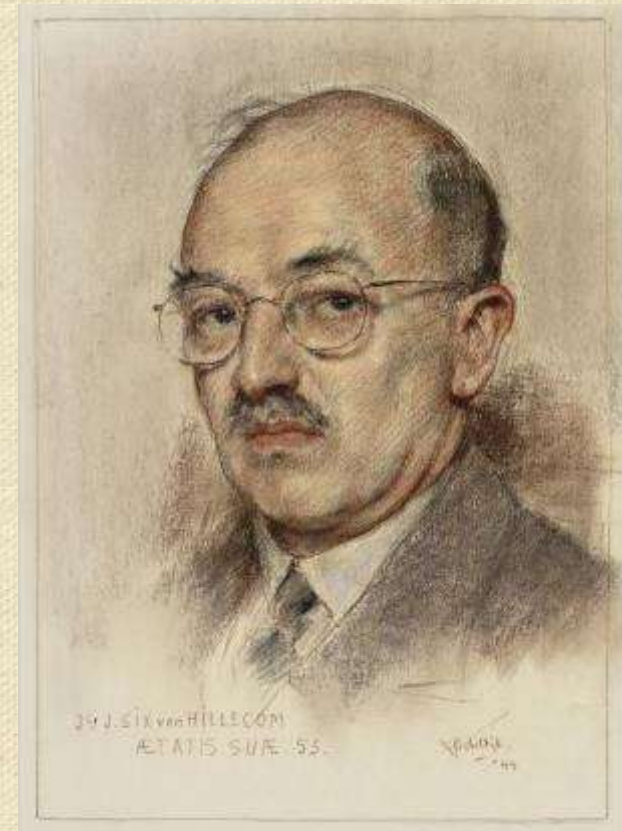
WHAT IS THE VALUE OF HERITAGE?



Hendrik Kaasjager
Chief Commissioner of Police



Geurt Brinkgreve
Artist/Journalist



Baron Six van Hillegom
Businessman/Property Owner

AMSTERDAM CITY CENTRE AFTER WWII



STRUCTURAL DAMAGE



POOR LIVING CONDITIONS



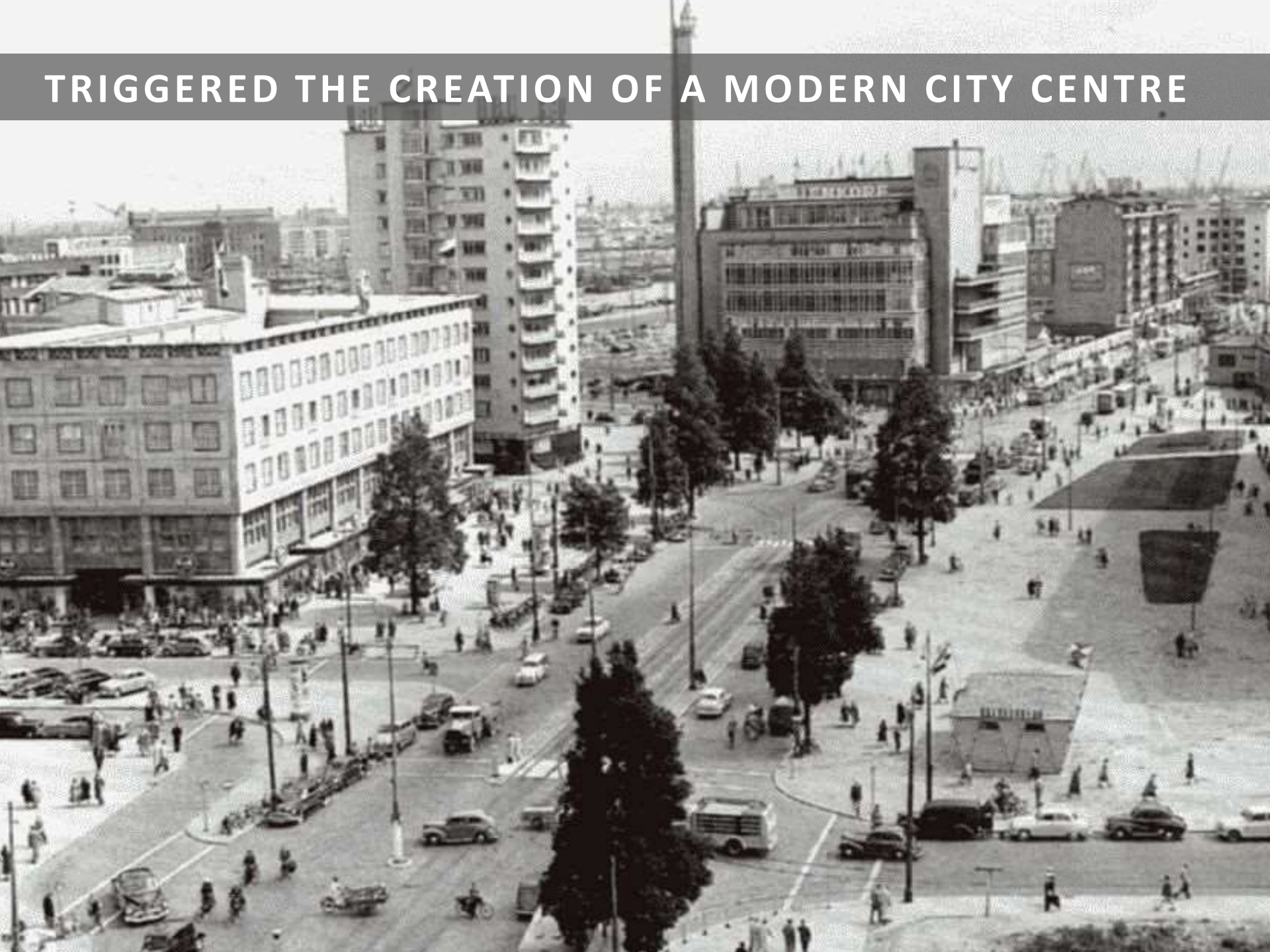
MEANWHILE IN HEAVILY BOMBED ROTTERDAM ...



TABULA RASA ...



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



PLANS PROGRESSED



UNTIL THEY GOT TO THE 'NIEUWMARKT'



THERE PROTESTS BROKE OUT



AGAINST THE PLANS

DEMONSTRATIE
TEGEN DE SLOOP IN DE NIEUWMARKT
VANAVOND HALF ACHT
WESTERMARKT



VANDAAG WIJ
MORGEN JULLIE

WIJ LATEN ONS 25 JAAR
NA DE OORLOG
NIET DEPORTEREN



GEEN METRO
GEEN SNELWEG
DOOR ONZE BUURT

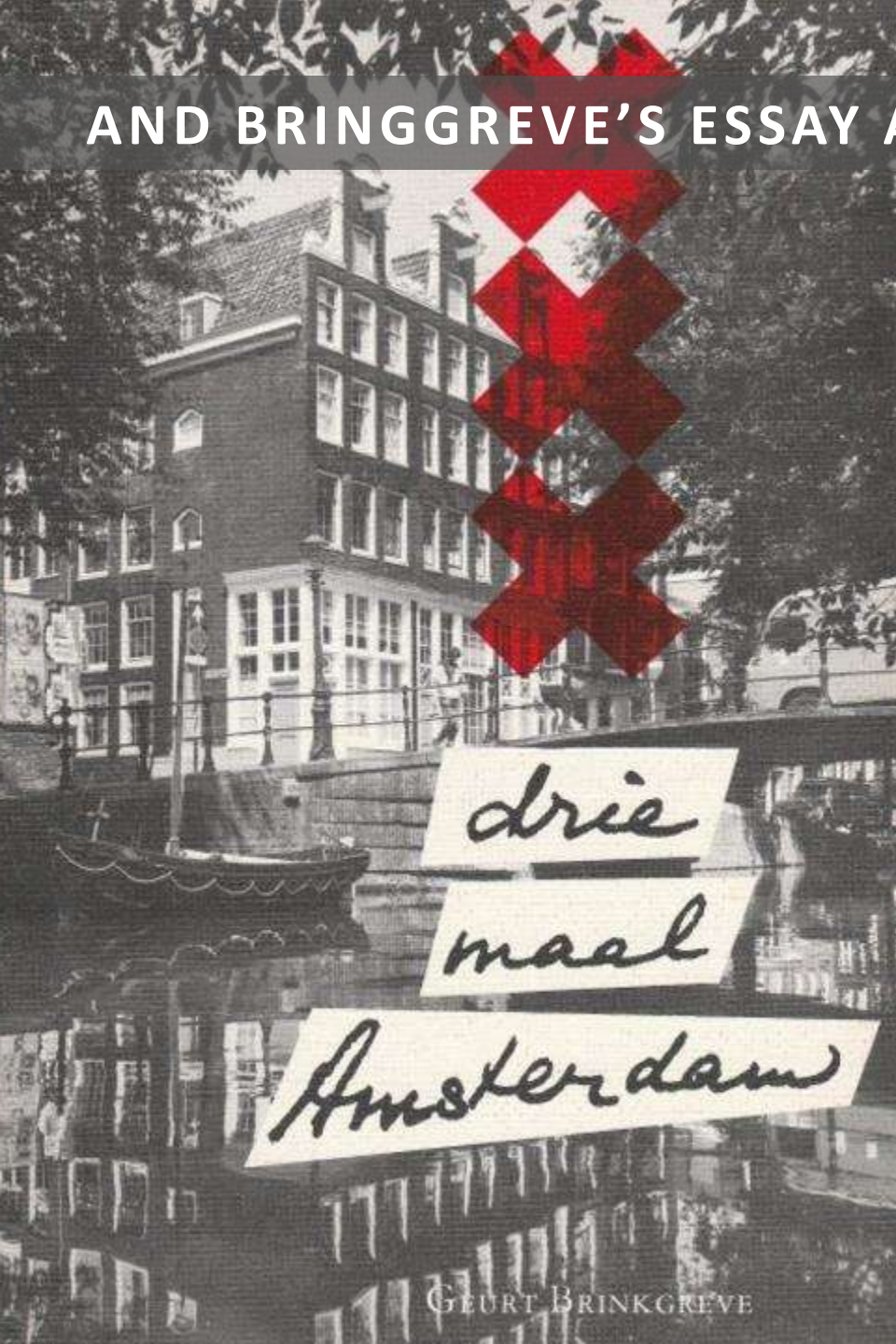
COMMUNITY PROTESTS



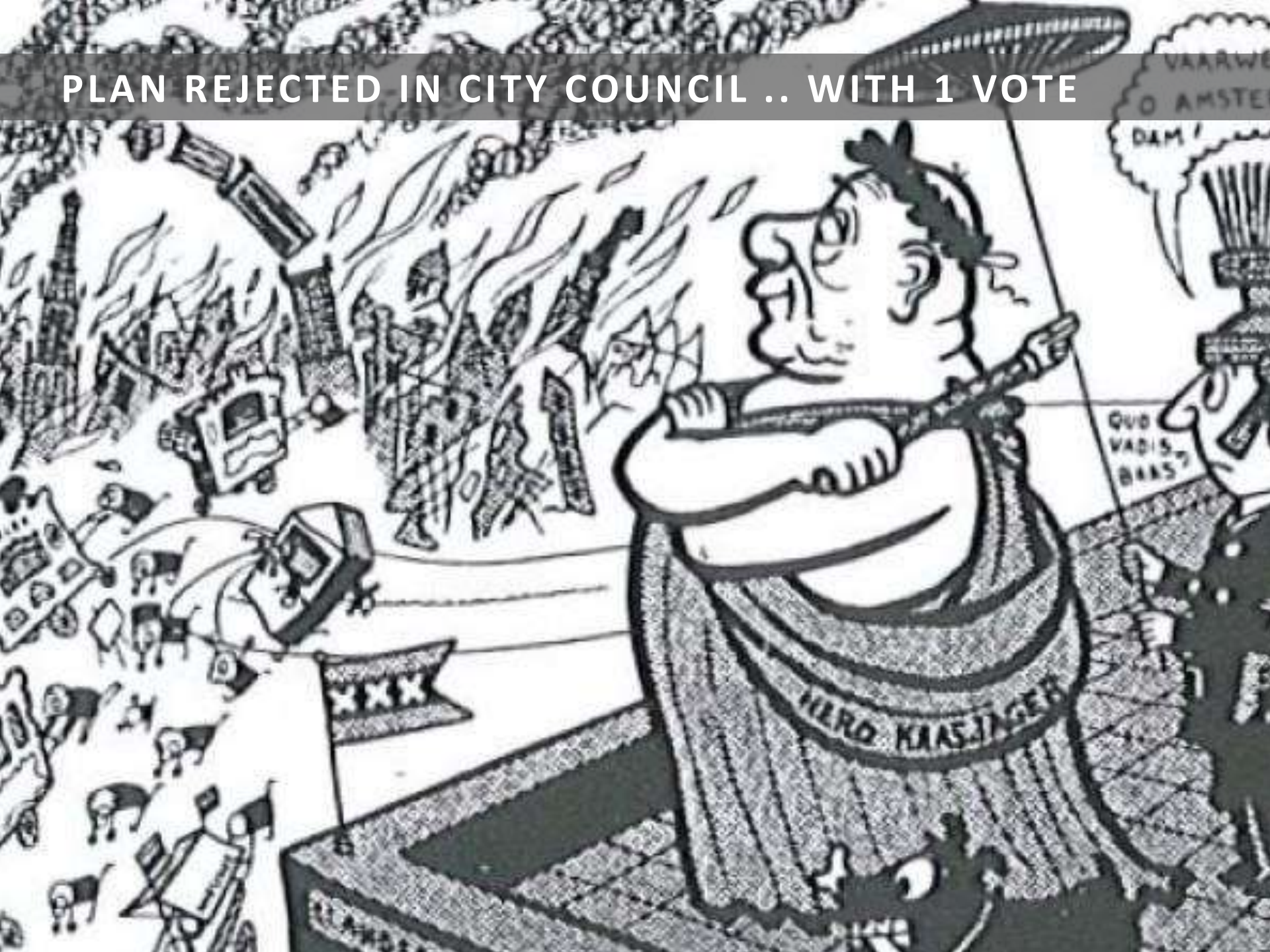
UNPRECEDENTED IN FORCE



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



STADSHERSTEL

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



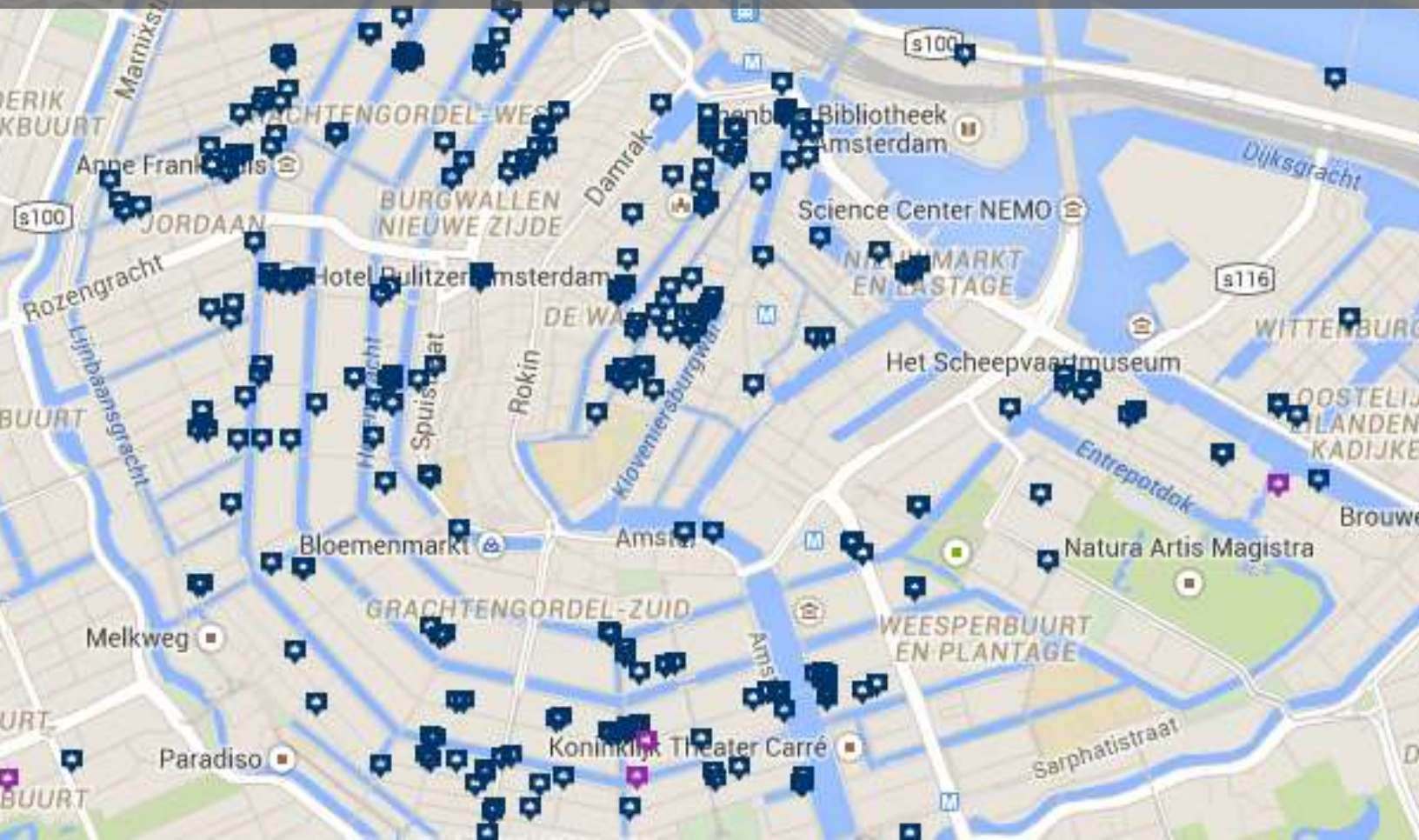






ACHIEVEMENTS & IMPACT

- ★ 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

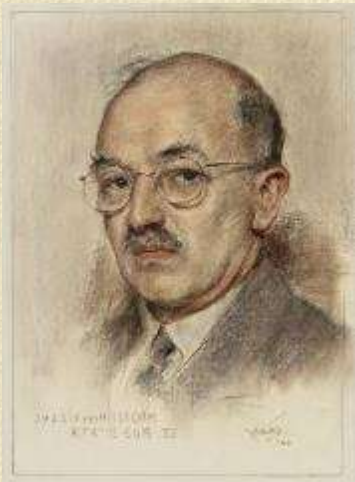


“Make way for a modern city centre,
improve accessibility and living conditions”

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

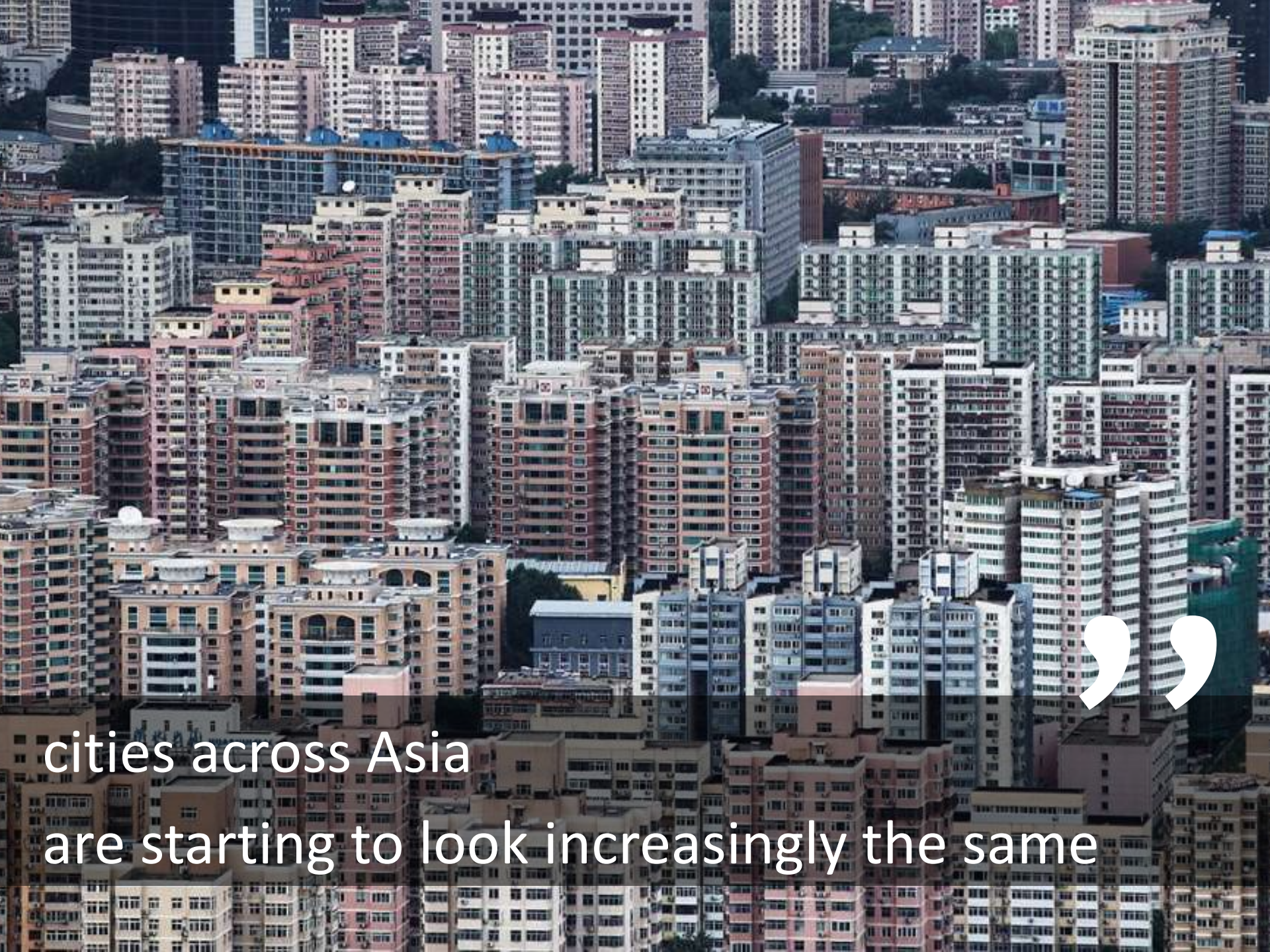


“Preserve Amsterdam’s unique cityscape,
so important for our city’s economy”

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

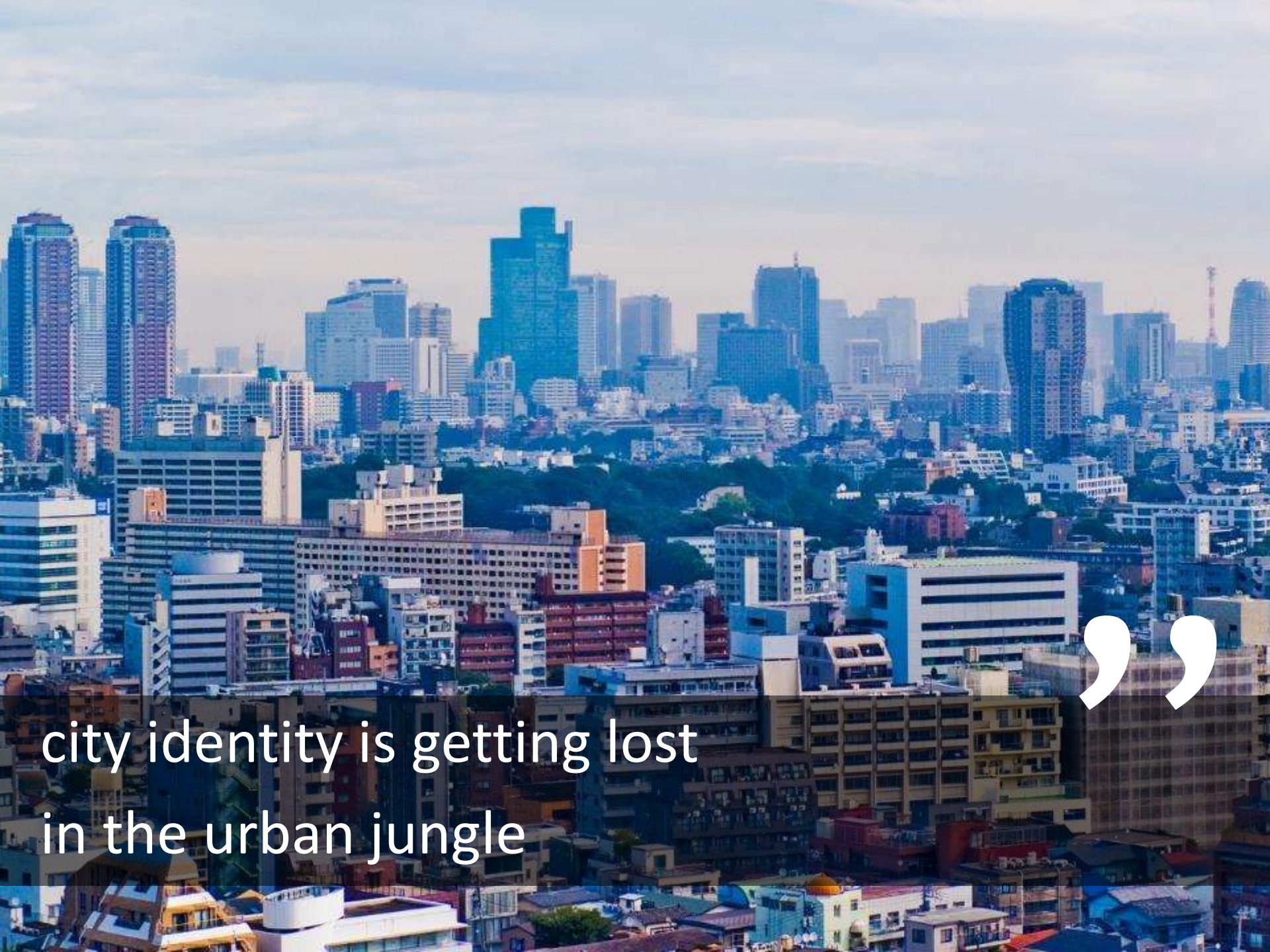


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with little reference to original architectural or cultural heritage

HORIZON ELECTRONICS CENTER SAMSUNG

CO-OPERATIVE



”

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 ?





for the city planners

”



for the developers

”



the passionate heritage activists



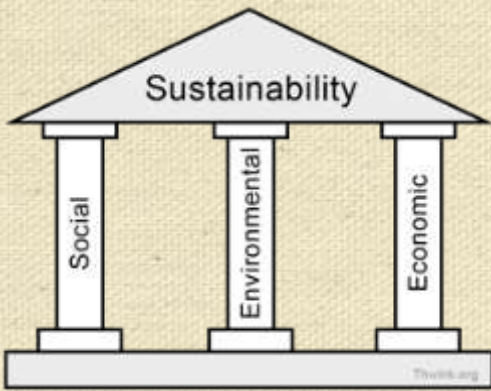
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for the long time residents and old businesses

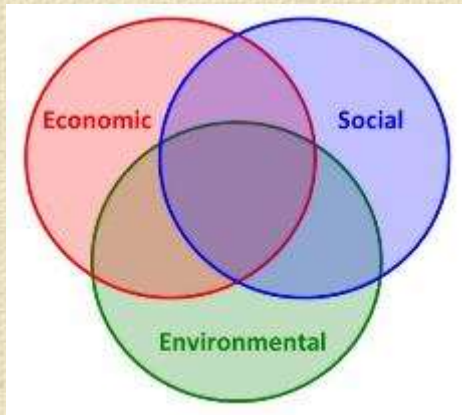


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a young generation fearing a loss of identity



culture
enters the
sustainability
definition!



2015

 **SUSTAINABLE DEVELOPMENT GOALS**


United Nations
Educational, Scientific and
Cultural Organization


U.S. Federation of
UNESCO Clubs, Centers
and Associations



11 SUSTAINABLE CITIES AND COMMUNITIES

.4

HERITAGE: DRIVER & ENABLER OF SUSTAINABILITY



New Urban Agenda . 2016

#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





1 ENVIRONMENTAL



extend life span of buildings
to reduce construction waste





1 ENVIRONMENTAL



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promote green building techniques

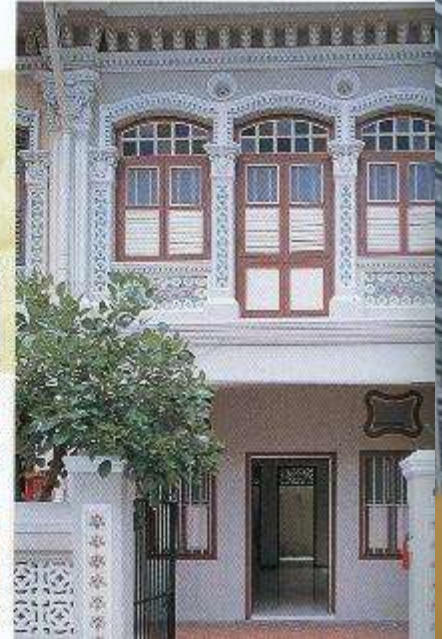
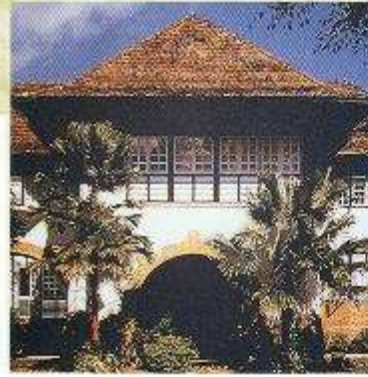


2 ECONOMIC

Heritage Living History at your Doorstep

For those who are inspired by history and think that setting up a trendy pad in the confines of a well-restored old building is cool, heritage homes will be your idea of a perfect home.

Buildings with historical and architectural value are given conservation status in Singapore. They include residential, commercial and civic buildings.



good value in unique and scarce properties



2 ECONOMIC



value holds up in downturn



2 ECONOMIC



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generate investment



2 ECONOMIC



to regenerate neighbourhoods

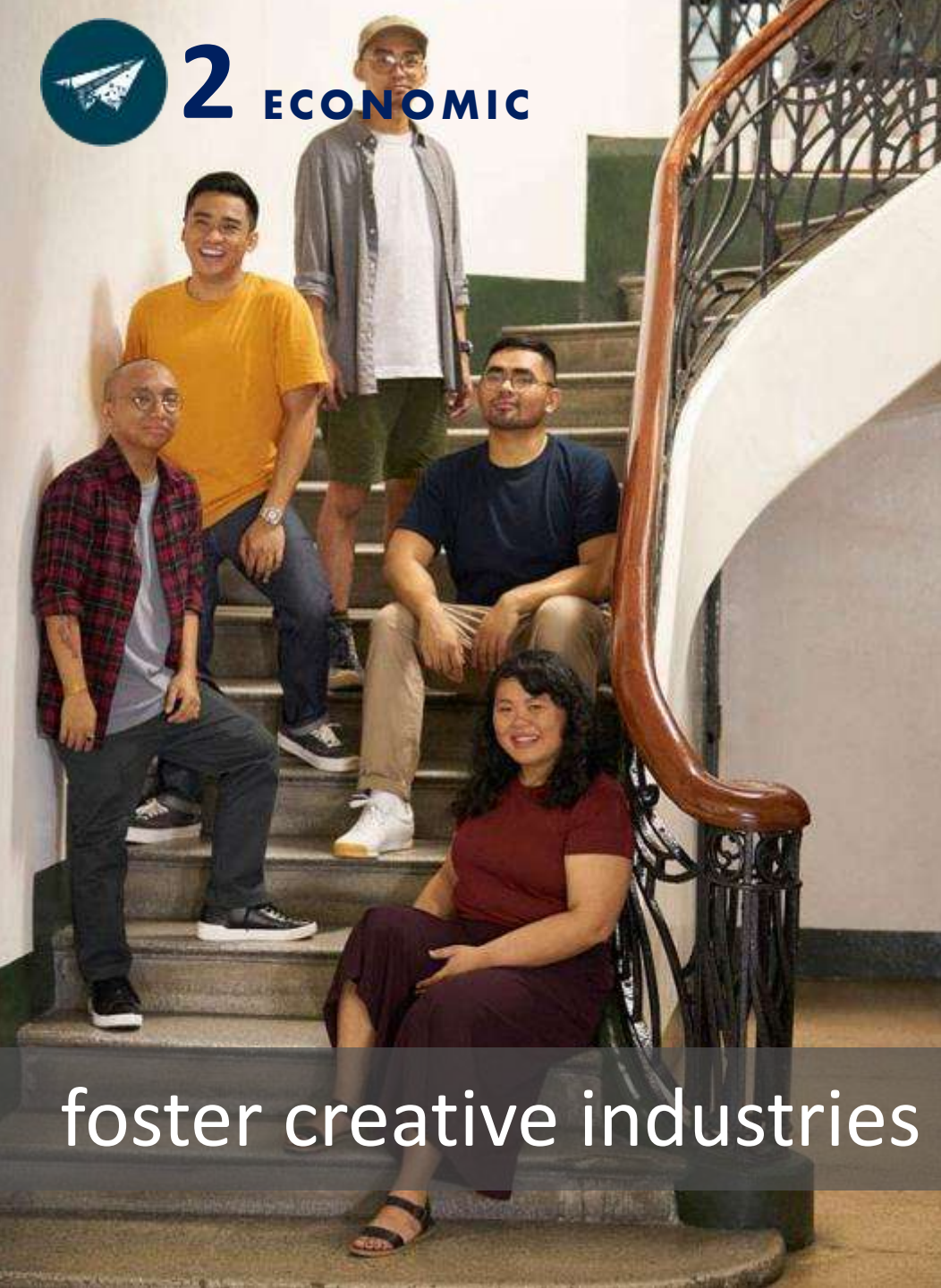


2 ECONOMIC

Tourism sector	%
Cultural tourism	55.32
Active tourism	25.83
Nature tourism	8.18
Sun and sand tourism	6.50
Culinary tourism	2.31
Business tourism	0.93
Sports tourism	0.67
Health tourism	0.17
Golf tourism	0.10



promote cultural tourism



foster creative industries



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and independent brands





3 CULTURAL



monumental landmarks



3 CULTURAL

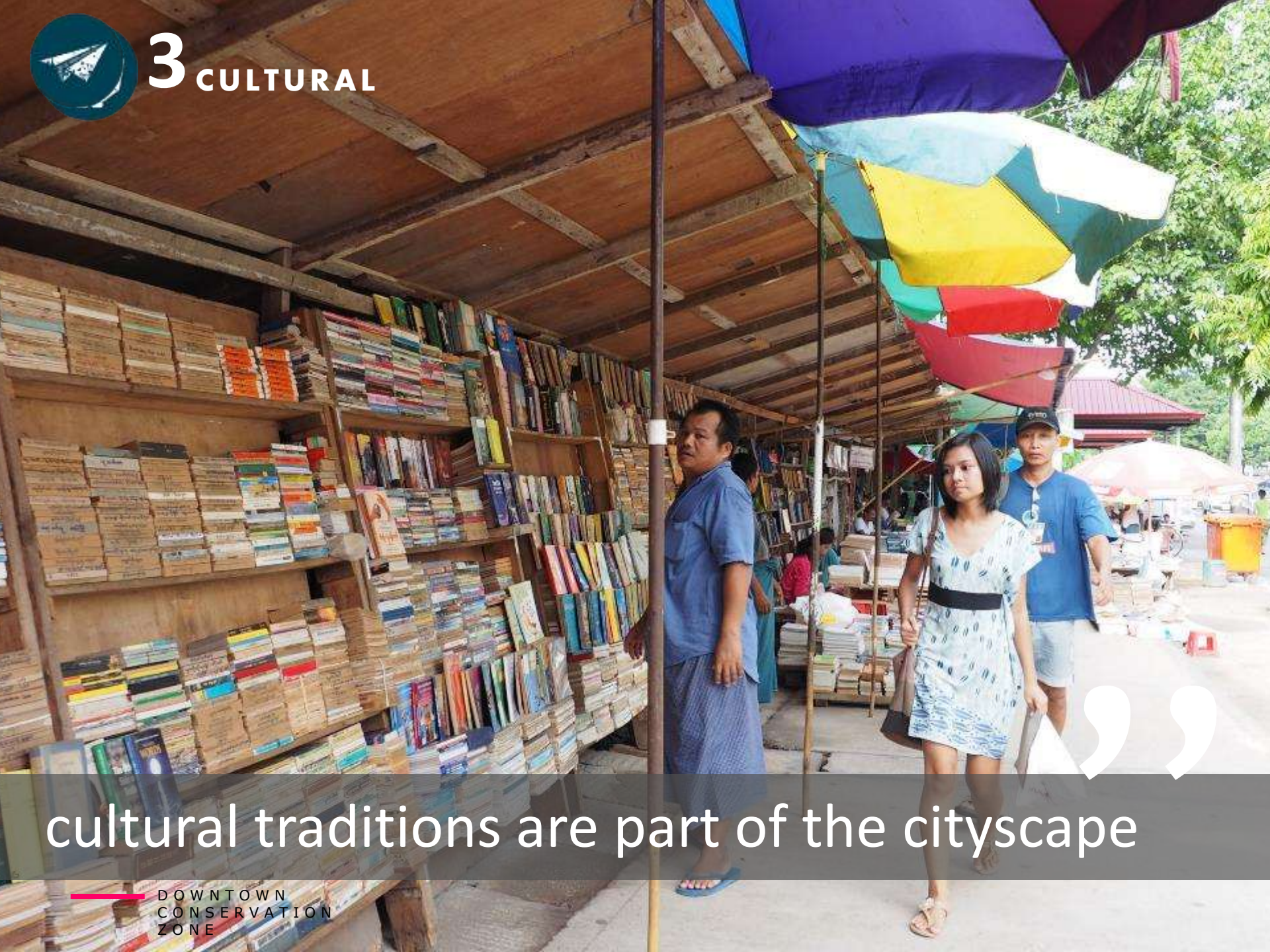


cultural institutions belong in the city centre

DOWNTOWN
CONSERVATION
ZONE



3 CULTURAL



cultural traditions are part of the cityscape

— DOWNTOWN
CONSERVATION
ZONE



3

CULTURAL



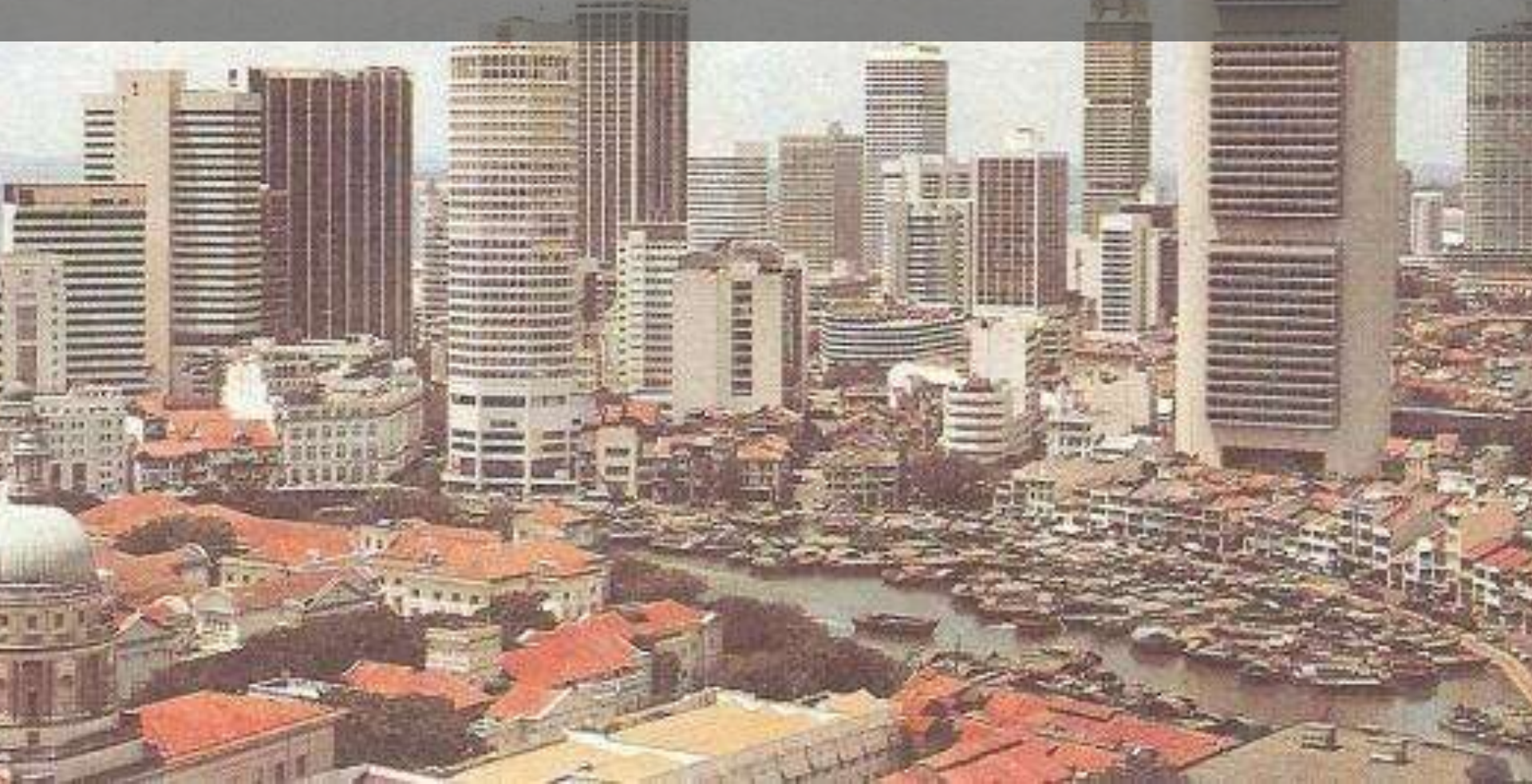
cultural traditions are part of the cityscape



4 social

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





4 SOCIAL

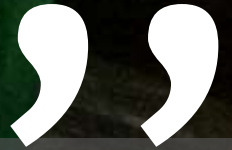
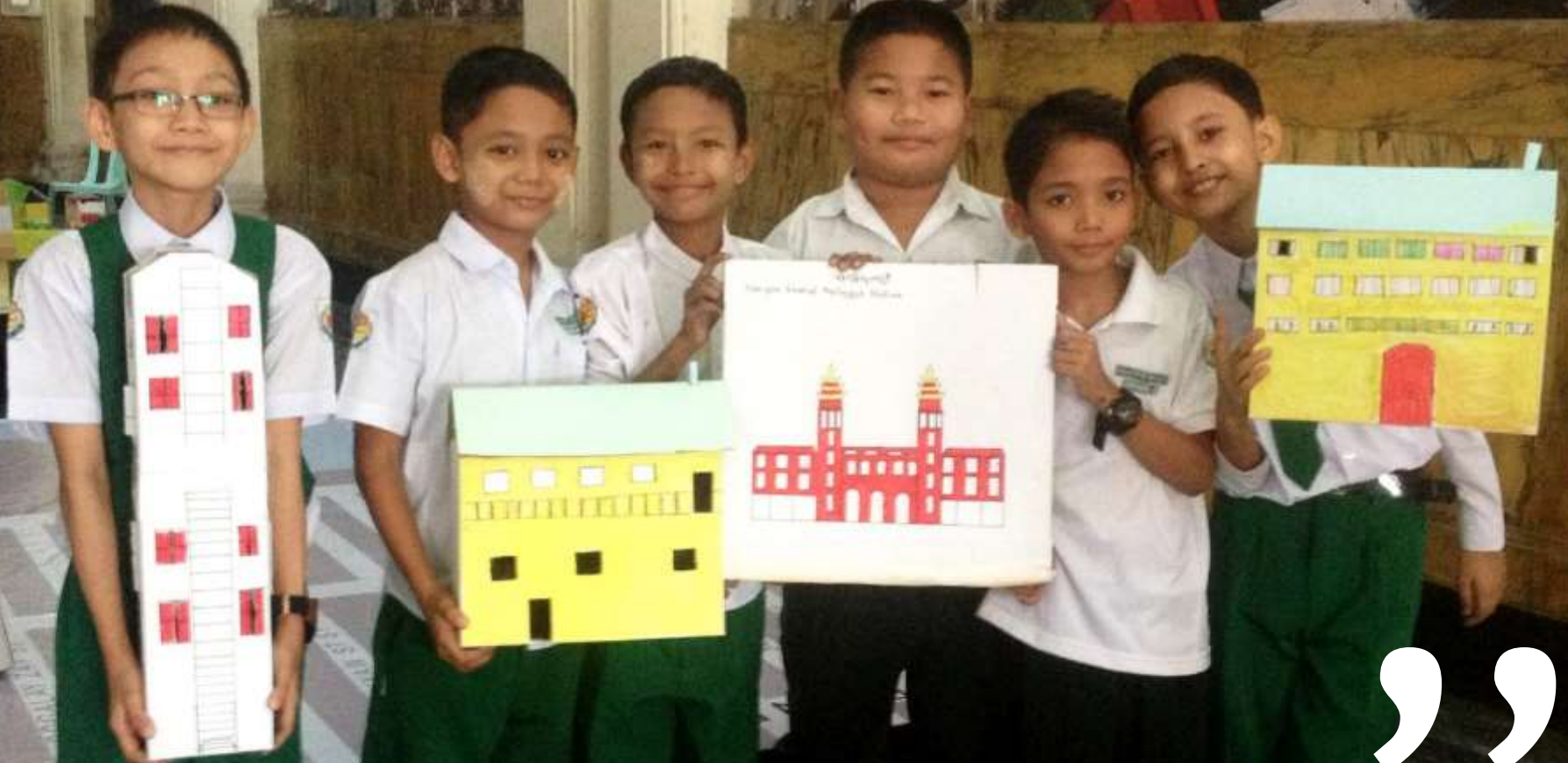


collective memory and sense of place





4 SOCIAL



for young and old generation





4 SOCIAL



pride & sense of belonging



4 SOCIAL



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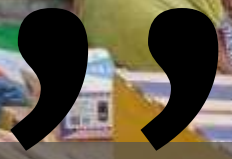
urban resilience and happiness

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



4 SOCIAL

LITTLE CREATURES



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



4 SOCIAL



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 WORKS!

KEEPING HERITAGE ALIVE
FOR A VIBRANT AND VIABLE
URBAN FUTURE

ECONOMIC



- Heritage as an asset for economic development
- Quantify value of heritage to be appreciated
- Preach to the non-converted

SOCIAL



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



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