



Delft University of Technology

## Next Generation Waterfronts

### Co-Creating Hybrid Strategies for a Sustainable Port City

Daamen, Tom; Heinz, Bart; Schelwald, R.A.

#### Publication date

2016

#### Document Version

Final published version

#### Citation (APA)

Daamen, T., Heinz, B., & Schelwald, R. A. (2016). *Next Generation Waterfronts: Co-Creating Hybrid Strategies for a Sustainable Port City*. Poster session presented at 15th World Conference Cities and Ports "Crossovers" , Rotterdam, Netherlands.

#### Important note

To cite this publication, please use the final published version (if applicable). Please check the document version above.

#### Copyright

Other than for strictly personal use, it is not permitted to download, forward or distribute the text or part of it, without the consent of the author(s) and/or copyright holder(s), unless the work is under an open content license such as Creative Commons.

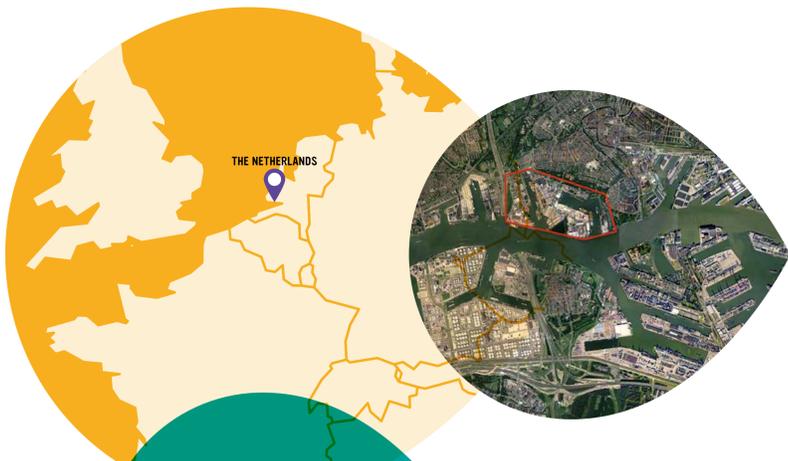
#### Takedown policy

Please contact us and provide details if you believe this document breaches copyrights. We will remove access to the work immediately and investigate your claim.

# NEXT GENERATION WATERFRONTS

## CO-CREATING HYBRID STRATEGIES FOR A SUSTAINABLE PORT AREA

### SCHIEDAM, THE NETHERLANDS



Find mutual interests among existing companies and stakeholders in the area



Usual planning and governance approach to these areas is port-to-urban transformation

All stakeholders in and around the port area contribute to a so-called Map of Ambitions



This contribution to the AIVP Cities & Ports conference is based on an emerging effort to develop the port-city interface in the Rotterdam region into a 'hybrid' port-urban zone: a zone that stimulates economic crossovers, and strengthens port-city synergies in economic, social as well as environmental terms. We present how port and city authorities are collaborating with maritime companies and knowledge institutes in an attempt to develop multiple port locations along the river—most notably the Wilton-Wilhelminahaven in Schiedam—in a sustainable way.

#### THE CHALLENGE

Seaport regions are the most urbanized and challenging places on the planet. Home to the highest concentrations of human enterprise and diversity, we know that seaport regions offer promising conditions for cities and industries to develop and create economic as well as social wealth. However, we also know that cities and industries in seaport regions are currently faced with enormous challenges. In Europe, many seaport regions accommodate economic clusters and industries that need to innovate and transform in order to survive and contribute to a prosperous port as well as a liveable city—two goals that are often at odds with each other in seaport regions.

The innovation and transformation needed in seaport regions demand innovative planning concepts and governance arrangements on the interplay between economic and spatial conditions that include long-term investments decisions for the renewal and modernization of port structures and facilities. At the geographical centre of such concepts and arrangements lies the so-called port-city interface: waterfront zones that serve as areas of transition between the services and amenities-based urban economy, and the production and distribution-based business of the port.

#### PROCESS AND STAKEHOLDERS

The usual planning and governance approach to these areas is port-to-urban transformation. In this approach, former places of production become 'places of consumption' characterised by upmarket property development and iconic architecture—transformation projects that frequently yield criticism with regard to the sustainability of their outcomes (Desfor et al. 2011). Over the last decade, responsible authorities in Rotterdam have

started to reconsider the above planning and governance approach to the waterfront zones in their respective port-city interface.

The current scene in the Rotterdam port-city interface provides urban planners, policy makers and port strategists with both opportunities and challenges. Contemporary planning and governance systems usually prescribe 'either/or' strategies: areas are designated either for urban land-uses, or for port and port-related functions. However, these planning systems and related governance arrangements are often at odds with the complex situation witnessed in the current European port-city interface. This can easily result in stalemates between the responsible authorities, and/or frustrations between planning bodies and the economic and social actors that reside in these waterfront zones. Such stalemates and frustrations hamper potentially promising port-city synergies and economic crossover activities, as well as discourage emergent spatial interventions or socio-economic investments by private and civic actors.

#### CONCLUSION: WHAT CAN WE LEARN?

The municipality of Schiedam, port companies, and port authority are currently working on a joint, comprehensive development strategy for the Schiedam port area. In a very open and transparent planning and decision-making process, all stakeholders in and around the port area contribute to a so-called Map of Ambitions. This map is a visual representation of the demands, interests and objectives of citizens, pressure groups, schools, firms and public authorities. It is also the basis for more concrete development and engineering plans for the area and its basins—for the future of the off shore cluster based in the area, for other (related) maritime business, and for more urban functions like engineering education, construction retail, leisure, even residential. Joint investment decisions are expected by the end of 2016.

#### Lessons so far:

- Find mutual interests among existing companies and stakeholders in the area
- Appoint a dedicated process manager and facilitate joint fact-finding and dialogue
- Create leadership support for a transparent process and joint decision-making

- Set milestones and produce tangible results (decisions, events, and actual investments)
- Communicate, communicate, communicate!

#### SOURCES AND ACKNOWLEDGEMENTS

Conventz, S., B. Derudder, A. Thierstein & F. Witlox (2014). *Hub cities in the knowledge economy. Seaports, airports, brainports. Alderhot: Ashgate.*  
 Daamen, T.A. & E. Louw (forthcoming). 'The Challenge of the Dutch Port-City Interface'. *Tijdschrift voor de Sociale en Economische Geografie*, accepted.  
 Desfor, G., J. Laidley, O. Stevens & D. Schubert (2011). *Transforming Urban Waterfronts: Fixity and Flow. London: Routledge.*  
 Hall, P. V., & Jacobs, W. (2012). Why are maritime ports (still) urban, and why should policy-makers care? *Maritime Policy & Management*, 39(2), 189–206.  
 Merk, O. (ed.) (2014). *The Competitiveness of Global Port-Cities: Synthesis Report. Paris: OECD.*  
 Van Winden, W., Van den Berg, L., Carvalho, L. and Tuij, E. (2010). *Manufacturing in the new urban economy. Routledge: Abingdon.*

#### MORE INFORMATION AND CONTACT:

**Dr. T.A. (Tom) Daamen**  
 Delft University of Technology  
 T.A.Daamen@tudelft.nl  
 +31 15 27 877 25

**J. (Bart) Heinz, MCD**  
 Municipality of Schiedam  
 B.Heinz@schiedam.nl  
 +31 10 219 17 64

**R.A. (René) Schelwald MA, MBA**  
 Association Wiltonhaven Schiedam (Damen Shiprepair, Mammoet, Huisman)  
 mail@schelwald.nl  
 +31 6 218 33 914

**Acknowledgments to:**  
 M.G.F. (Martijn) Groeneveld, MSc & P.H.J. (Peter) Vervoorn, MSc  
 Port of Rotterdam